

# STYLE *Line*

Philadelphia University

Spring 2003

## Focus on . . . Events

### Annual Fashion Design Show

By Gina Colabella

Here at Philadelphia University, the words "fashion show" bring both excitement and anxiety. Excitement because it is always a high-energy event; anxiety because

it takes a great deal of effort to make it work. This year's show, however, left us awestruck. The designs were outstanding and the tickets sold out completely, but the highlight was the location.

In previous years, the show was held on campus in the Bucky Harris Gymnasium. It was always an exciting and well-attended event. This year, the show moved to the spectacular Academy of Music.

Several fashion design students and faculty agreed with enthusiasm that the show was "spectacular"; "wonderful"; and "beyond compare." According to Jane Likens, assistant professor of Fashion Design, the show was "raised to a new level."

Many agreed that hosting the event in Center City brought more attention to the University and to the extraordinary talent of our students. Diane Sutton, a senior fashion design student, said that it "turned heads on Broad Street." Rainer Wolter, president of FIA, remarked that "FIA's move to the Academy of Music was the best thing that has happened recently for students."

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Left: Elizabeth Truong's '02 "Best of Show" creation.

Right: Gianna Cosentino's '02 "Most Creative" design.

## Focus on

## . . . Alumni

### Lyndsey Cone and Erika Mark

By Abby Hertweck



Erika Mark (left) and Lyndsey Cone.

Two hard-working graduates of Philadelphia University moved out of the "City of Brotherly Love" into the "City of Angels" in Calif. These two successful alums work together at the well-known company Baby Phat.

Lyndsey Cone and Erika Mark design the entire Baby Phat line together. This 32 million-dollar clothing company is the sister company of Phat Farm. The apparel ranges from lacey baroque to comfy velour warm-up suits.

Its urban, sexy, street styles are shown on famous music artists such as Mary J. Blige, Eve, and Lil' Kim. Baby Phat also featured their styles in Fashion Week in the Big Apple in mid-September.

Ironically, Erika and Lyndsey did not know each other while attending Philadelphia University. Erika unexpectedly landed her job at Baby Phat in Nov. 2000, and at first, she had no intentions of

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Amber Hasulak

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The holiday season is in full swing as the fall semester comes to a close. It's

hard to believe that it's almost been a year since I, along with several other students, was whisked away to London and Rome for a semester abroad. The experience was a chance of a lifetime and I would do it all again in a heartbeat.

This semester has been a busy one to say the least and this issue is packed with an array of fashion news about what's been going on, as well as what we have to look forward to this spring! Sit back, have a cup of cocoa and enjoy!

# Focus on . . . Students

## Coming to Philadelphia University

By Aliya Anjum



ranged from becoming a heart surgeon or an air hostess, being a businesswoman topped the list. Although, I would concede that at that point in time, the only thing I pictured was traveling abroad to business meetings.

I was happy as a banker until I experienced a turning point in my life while on vacation in Italy last September, as I stood in front of the Armani shop in the Piazza San Marco in Venice. Suddenly, I felt that fashion was what I wanted as my career! At that moment, I made a dramatic 180-degree turn and decided to join the exciting and wonderful world of fashion.

The decision to change my career track was not exactly spur-of-the-moment based simply on a fascination with the Italian fashion scene. I had previously considered the field of apparel production and exports. My country, Pakistan, is primarily a textile-based country and we are the fourth-largest producer of cotton in the world. Textile exports to the U.S. and Europe, in the form of yarn, fabric and garments, are the bulk of total exports. Pakistani manufacturers are licensed manufacturers for many labels sold in the U.S. and Europe, such as Nike, Ralph Lauren, Tommy Hilfiger and Calvin Klein, to name a few. Apart from licensed manufacturing for well-known brands, many other brands also source their garments from Pakistan. Pakistan enjoys a competitive advantage, as skilled labor is extremely cheap and widely available;

and, also, cotton is indigenously produced.

Based on the profile of my country, running a fashion-garments business from Pakistan was a feasible option. But, I knew that first I needed education in fashion and garment-production technology or related experience to familiarize myself with the dynamics and eccentricities of the industry.

Initially, I wanted to go to Italy to Polimoda in Florence to study. I even started learning Italian (Ciao! parlo Italiano). Finally however, I made a decision to obtain an education that would build upon my MBA degree. I applied to four programs in the U.S. that offered graduate programs in fashion apparel and was accepted to all of them. I chose to come to Philadelphia University and I am very glad and feel I made the right choice.

After I receive my M.S. degree in Fashion Apparel Management, I plan to return to Pakistan where I hope to establish an export business of garments. My education and experience in the U.S. would give me an edge over other domestic suppliers, as I would be abreast of the latest trends and know the requirements of the American market.

Being a student in the M.S. in Fashion Apparel Marketing Program is the path to realizing my dream.

I am a Pakistani student in the M.S. in Fashion Apparel Program, who joined Philadelphia University this semester. I am also a free-lance journalist back home and since my story of how I joined this program is rather interesting, I was asked to share it with *Styleline* readers. This is how my story unfolded.

I received my BBA/MBA degree in Pakistan and was happily pursuing a banking career with a British bank (HSBC Bank). As a corporate banker, I had one of the most coveted jobs and enjoyed working with financial data. My only contact with fashion was print or TV, or browsing through stores on the rare occasions when I could take the time from my 9 a.m. to 8 p.m (six days-a-week) job.

When I was younger, I was intrigued by the idea of running a business. Of my 1001 childhood fantasies that

## STYLEline Spring 2003

A publication written by Philadelphia University fashion design, fashion merchandising and fashion apparel management students for fellow students, faculty, staff, alumni and friends of the University.

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## Focus on

# ... International Co-op

By Melissa J. Nase

For many college students, the goal is not only to get an education, but also to land a solid job. The Cooperative Education Program, or Co-op, exists to provide these job-seeking students some insight into their career by giving them first-hand experience in their chosen field. Through these internship positions (90 percent of them are paid!), students gain invaluable experience and numerous contacts. Actually, some companies attempt to hire their co-op interns for full-time employment after graduation. However, other prospective employers appreciate this direct experience as well.

While most students decide to co-op locally with such esteemed companies as Bloomingdale's, Liz Claiborne, Nicole Miller, and many others, a few students add an extra twist to the venture: they opt to do their internship

abroad. In speaking with Amber Hasulak, a Philadelphia University student who recently did a co-op in London, I discovered that her time there proved to be extremely rewarding.

Amber obtained her internship through an intern coordinator at the American Intercontinental University in London, where she had studied. The position at Estee Lauder was in the press office.

"I sent products to makeup artists and beauty editors, helped launch new products and sent out press releases," Amber offers. "Part of the job of the press office was to keep track of mentions of Estee Lauder products in newspapers and magazines, so I had to read London newspapers and London fashion magazines, which allowed me to become familiar with London culture." Initially, because she had to

deal directly with the public, she faced the barrier of the British accent. Yet, she overcame that quickly and found her time at Estee Lauder to be the best experience she ever had. "It was definitely a dream job," Amber says. "It was so rewarding, I hope to work for Estee Lauder again after graduation."



Amber Hasulak is pictured in London.

## Focus ... Retail

# Anthropologie

By Gina Mattia & Ashley Strouse

*"To be good is not enough, when you dream of being great."*

Glen Senk, CEO, Anthropologie.

Anthropologie, founded in 1992, was originally run by a small group of people. Today there are over 32 stores in the United States. With sales reaching 1.4 million dollars in the fourth quarter, products

are now available through catalogues and the Internet.

Anthropologie created a culture of passion and integrity, with the goal of overwhelming the customer with visual aspects of the stores. Each store is one of a kind, tells a narrative, and is tailored to the community. More revenue is spent on individualizing each store than on marketing and advertising. All of the senses, except for taste, are involved during a visit to any Anthropologie, giving the customer a feeling

of exploration and discovery.

Some facts: The focus of the merchandise is on apparel and home furnishings. The average customer stays in the store for two hours. The customer is usually sophisticated, well educated and contemporary. The product-development process begins when buyers travel to world markets to get ideas. Then they redevelop the original "antique" and make a limited number to be sold. This is much like the process of their parent company, Urban Outfitters.

Anthropologie products are not mass merchandised, but are more individual.

Staff members are very friendly, and more concerned with making friends and helping customers than making sales. They work well together and each department has a say in the visual aspects of the store.

Anthropologie is a very successful, personal, shabby-chic company, that is goal orientated, customer-friendly and unique.

## Fashion Show

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The new venue expanded the audience to more than 2,500 people, who became immersed in the variety of the students' designs. As with any professional show, it brings a high level of respect, which the students deserve. Clearly, Philadelphia University has made its mark, and will continue to do so — as we look forward to the 2003 Fashion Show scheduled for April 23 at the Academy of Music.



*The 2002 Fashion Show was an extraordinary collection of imaginative designs, including those of Laura Gwinn, Mary Hoffmaster and Caroline Kiever.*



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## Alumni

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moving to Calif. But, she says, she fell into it, and then happily worked her way to her current position. Later, Lyndsey shared a mutual friend with Erika, who told her of Lindsey's potential. Erika helped set up an interview for Lyndsey and she was hired in Jan. 2002.

The designers work on every detail of the clothing. Together they make important color decisions, develop concepts, and choose everything down to the minute details of what type of zippers to order. The process of picking themes and colors based on forecasted trends is extensive work. Outside research is crucial. One week each month the designers visit museums and small thrift and vintage stores for inspiration. Their ideas are then applied on line sheets and spec sheets for pattern

makers. After Lyndsey and Erika receive the actual garments, they do fittings and make necessary changes. Then, samples are cut and shown to the fashion market.

Lyndsey and Erika have freedom in their design rooms within some limits, which makes the task all the more challenging. Erika finds satisfaction in just seeing the finished product worn by someone walking down the street. She also recently debuted her fashion designs on the cover of *Stuff* magazine, June 2002.

These designers "live and breathe" Baby Phat. They advise students "Work very hard; only the strong survive." A course called "Problem Solving" at the University was very beneficial to them because they solve problems every day on the job. And, they say the Fashion Design Department at Philadelphia University helped them not only in their careers, but in their lives, as well.

## Spring 2003 Fashion Calendar

Every Tuesday, 11 a.m., Fashion Industries Association (F.I.A.) meeting Room 109, Hayward Hall. New members welcome!

### January

- TBA Fashion Merchandising Industry Spotlight: Product Development

### February

- TBA
- 20 (Thursday) "The Business of Fashion" industry forum
- 27 (Thursday) Fashion Merchandising Industry Spotlight: Store Management
- 27 (Thursday) Libby Haynes Hyman Memorial Scholarship
- 27 (Thursday) Educational Foundation Scholarship

### March

- TBA Fashion Merchandising Industry Spotlight: Owning a Boutique
- 20 (Thursday) CFDA Scholarship
- 27 (Thursday) Career Fair: Althouse Hall

### April

- TBA Fashion Merchandising Industry Spotlight: Buying for Department Stores
- 23 (Wednesday) 8 p.m. FIA Annual Fashion Design Show, Academy of Music

*Details of these competitions and special events may change. Fashion Design students: Please check your email and department web-site, [www.PhilaU.edu/FDsecure](http://www.PhilaU.edu/FDsecure), for news and updates on special events, competitions, scholarships, etc.*

## Fashion Targets Breast Cancer at Saks Fifth Avenue



*Eva Kang, (left) and Maria Natale, are pictured with a customer who purchased their designs at the Saks Fifth Avenue Store in Bala Cynwyd, Pa., on September 18, 2002, at Fashion Targets Breast Cancer. Student designers produced one-of-a-kind T-shirts to raise funds for breast cancer research. Each year, the T-shirts are donated by a Philadelphia University alum.*



*Philadelphia University Fashion Design students, who participated in Fashion Targets Breast Cancer, pose for the camera at the Saks event. From left are Jonathan Miciolek, Kristal Hill, Laura Klich, Jennifer Cote, Eva Kang and Elizabeth Minett.*

### Focus on ... Color

By Rebecca Dator

Although Spring 2003 brings an assortment of colors, including the usual array of delicate pastels, one trend not to be overlooked is fluorescents. Designers like Nicolas Ghesquiere for Balenciaga took a reserved approach to the idea using electric blues paired with black, while Michael Kors unexpectedly mixed hot pink, bright orange, browns and army green in his spring collection for Celine. However, Viktor and Rolf stretched the

rainbow's limits in their spring collection, by including the entire palette of 80s neons in a floral print combined with black and white.

Before you dismiss the idea of incorporating fluorescents into your very own closet (remember those awful days when you used to wear neon yellow T-shirts with black spandex and high tops?), try thinking a little subtler this time around. Fluorescents

should be paired with spring's neutral grays and taupes for a refreshing twist on your wardrobe that isn't too bold. And, if you are willing to take this street-inspired color concept a step further, neon accessories like fishnets or wristbands can really bring the whole look together. But, please, don't take it too far!

# Focus on . . . Textiles

By Courtney Hufhand  
Photography by Danielle Swain

As the world turns, graphics are making time with street styles and high fashion. Street art is fused to fashion; graffiti art, as well as contour-line drawing, is making its way onto shirts, jackets and pants. Fabrics with repetitive geometric prints in black and white and neon are on the rise.

Typography has a starring role in the coming seasons, with shirts and jackets sporting slogans and logos. Making a big splash are selected lyrics from rock

songs and eye-catching sayings such as “too fast to live, too young to die.” Besides breathing life into the alphabet, designers are coming up with new ways to show off graphic prints in their fashions. By using simple screen-printing technique, designers are experimenting with layering graphics on top of each other like a collage. Also, they are screen printing on unlikely fabrics, such as terrycloth.

No longer underground, graphics are

going big time. Aside from showing off simple, yet fun, graphics on clothing, Paul Frank is bringing his funky monkey and skull prints to canvas. Vans have collaborated with Paul Frank to create shoes with his simplistic graphics in a repeat pattern. The graphics have a graffiti tag-like feel. Chloe is featuring 70’s decal-like graphics on a series of T-shirts. Other major labels, such as D&G and French Connection are going graphic, as well.



*Danielle Swain models a graphic shirt.*





By Lauren Kiry

What is the newest trend to hit the streets this fall/winter? The

answer is as easy as looking in your Dad's, or your boyfriend's, closet.

## Focus on . . . Trends

That's right ladies, menswear is in — and ties are the latest accessories to complement your wardrobe. Ties can be worn in three different ways, depending on personal style.

**1** 1. Traditional: The traditional style is worn the same way men wear

their ties. When wearing this look, fitted blouses work the best, to give the style a more feminine feel. Another way of wearing this look is to follow new teen singing-star Avril Levine's example, by simply putting a tie on over a T-shirt. This will give a more punk/pop look to your outfit.

**2** 2. As a belt: Never thought you would see ties holding up your jeans? Well, thanks to celebrities like Avril Levine and Kelly Osbourne, along with the rest of the MTV culture, this is a major new trend. Ties worn around your waist not only act as a belt, but also add color and style to your outfit.

**3** 3. As a hair accessory: This last way to wear your tie may be taking it to an extreme, but, if done right, this look can really add personal style and uniqueness to any outfit.

To help you get started try Express, Delia's, Macy's I.N.C., or Strawbridge's Be lines. So, don't be shy — get out there and try one of these three new ways to wear ties and get the perfect menswear look for 2003.



# Fall 2002 Student/Alumni Networking Day

By Jessica Plouffe

Designed to give junior- and senior-level business students a glimpse into the "real world" of business operations, the School of Business Administration organized a day trip to New York City, October 15, 2002. Ranging from the American Stock Exchange to 225 Fifth Avenue, 80 students chose morning and afternoon site-visits that matched their majors and personal interests. Furthering this experience was the net-

working lunch with Philadelphia University alumni.

Professor Jerome Witt organized this trip to ultimately broaden the business experience of students. "Many students have visited New York City before, but never in a business context," explains Witt. "A great opportunity for any student, this trip provided first-hand exposure to the business aspect of New York City."

For students who lunched with alumni, it was a chance

to ask them questions about what to expect when entering the working world.

Senior fashion merchandising student Kara Hettich states, "Having lunch at Federated Merchandising Group gave me the opportunity to talk to alumni I actually had classes with and could easily relate to. They were very informative and gave pointers on job search and interviewing "do's and don'ts"; as well as insight on transitioning from college life into living and working in Manhattan."

Pleased with the outcome of this year's Student/Alumni Networking Day, SBA will soon prepare for next year's trip. New site visits, as well as more alumni lunches, are in the works. Professor Witt expresses, "This trip is a great adventure; through student input and faculty support we hope to make next year's trip an even greater success."

As a business student anticipating graduation, I took part in the trip. I felt the sites and lunches with alumni were a great learning experience and business opportunity. Many alumni were recruiting for job openings, which was beneficial. I highly recommend future Student/Alumni Networking trips for all business students.



*Fashion Merchandising students are having lunch with alumni at Federated Merchandising Group. From left to right: Emily Daly '03, Kara Hettich '03, Andrea Soto '03, Marianna Hinojosa '04 and alumni Swampna Dond '02.*

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