

STYLE *line*

Extraordinary student work
takes center stage for a night to remember.

This year's Annual Fashion Show is scheduled for Tuesday evening, April 22, 2003, at 8 p.m. At curtain time when the music begins, the dreams and inspiration of Philadelphia University Fashion Design students will take form and glide down the runway.

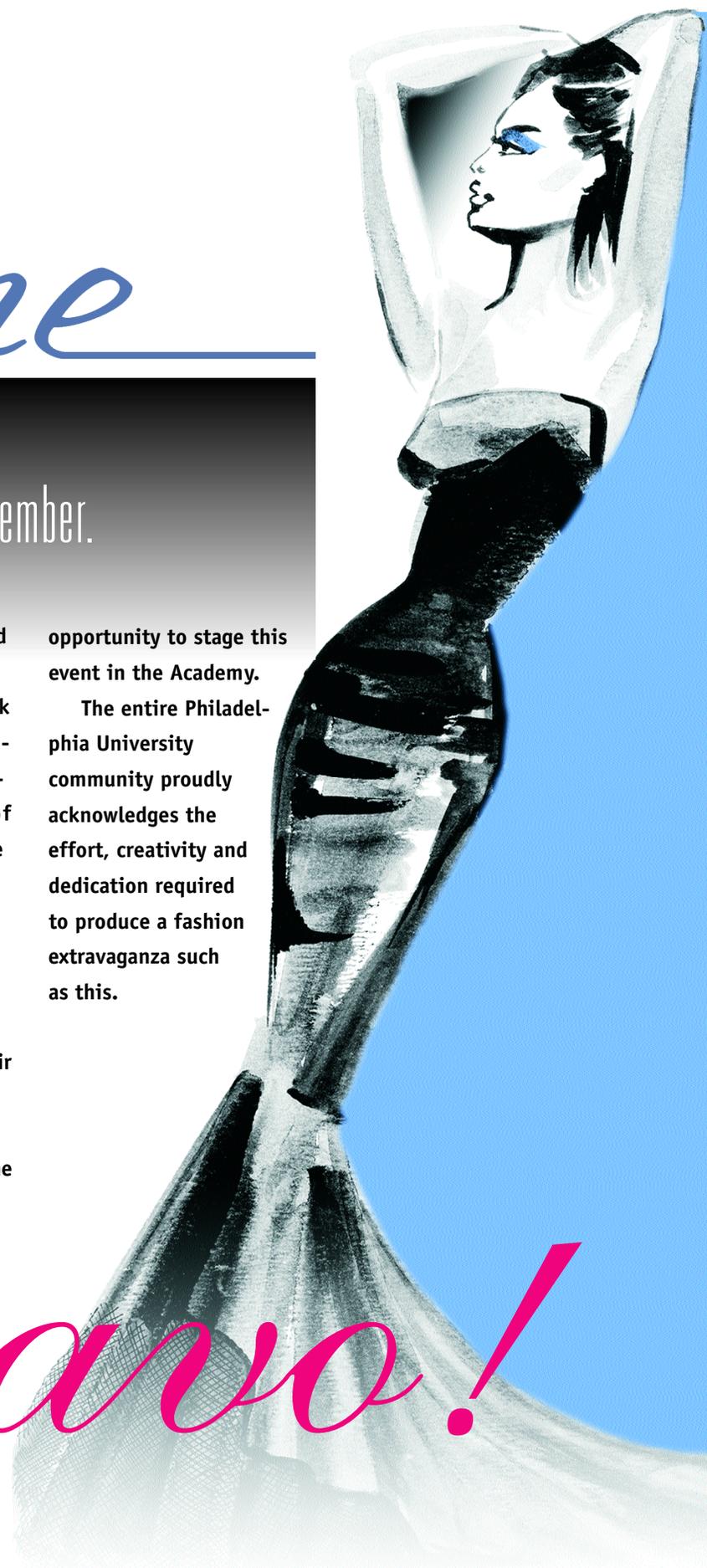
The show, organized and produced by Fashion Design, Fashion Merchandising and Fashion Apparel Management students of Philadelphia University, is

the largest event of its kind in the Philadelphia region. In addition to the hard work of students and fashion faculty, the show is made possible through the support of our sponsors, which include Independence Blue Cross, Commerce Bank and Commerce Capital Markets, Strawbridge's, Tasty Baking Company, Joneswear and MothersWork. Without their generosity, this production would not be possible. We are indebted to them for the

opportunity to stage this event in the Academy.

The entire Philadelphia University community proudly acknowledges the effort, creativity and dedication required to produce a fashion extravaganza such as this.

Bravo!





Amber Hasulak

After a frigid winter, warmer days are upon us and we can finally slip into the fresh styles we've been eyeing for months.

Especially exciting are lady-like silhouettes and classic, but trendy polka dots, which I am completely obsessing over. Warmer days also bring the end of spring semester and of course our Annual Fashion Show at the Academy of Music. I can't wait to see our fabulous creations come to life on the runway. Enjoy the show, as well as this spring issue filled with all the important fashion and beauty info of the season!

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.

EDITOR

Amber Hasulak
Fashion Merchandising major

WRITERS

Amy Burger, Renee Gonzales, Amber Hasulak, Abby Hertweck, Courtney Hufhand, Tara Hunter, Melissa Nase, Lauren Newmark, Pia Roselle Panaligon, Jessica Rimmer, Emily Scott

PHOTOGRAPHER

Danielle Swain

ADVISORS

Doreen Burdalski
Asst. professor; coordinator,
Fashion Merchandising Program

Clara Prezio-Henry
Asst. professor; director,
Fashion Design Program

Philadelphia University
School House Lane & Henry Avenue
Philadelphia, Pa., 19144
215.951.2700
www.PhilaU.edu

Do It Yourself

By Courtney Hufhand

Nothing is hotter this spring than do-it-yourself fashions. This trend has everyone reconstructing their clothes for an individual look. Do-it-yourself is so popular that it even has its own nickname, DIY. Spring also has the ladies going down to their bare essentials to keep cool in the hot weather. Lingerie is hitting the streets as outerwear. So, what's better than pairing DIY and lingerie to make something sexy and unique for this season? Here are a couple ways to create some DIY lingerie tops.

What you'll need: two slips, scissors and ribbon.

Top 1: Put the elastic of the slip around your waist and pull the material up around your chest and arms. With scissors, cut holes where your arms would go through the slip. When you put your arms through the newly cut holes, the excess material of the slip will drape in the front and back. You now have a sexy 70s style lingerie shirt.

Top 2: Take scissors and cut tiny 1/2" slits just above the hem of a slip. (As many as you like.) Now, take a ribbon and weave it through the slits, leaving the untied ends in the front. Put the elastic

of the slip around your waist and pull the slip up around your chest. Tie the loose ends of the ribbon, above the bust line, to keep the slip in place. Now you have a sexy strapless shirt.

Use these simple directions to make your own unique lingerie fashions. You will stay cool and look hot this spring.



Photos from Mercedes-Benz Fashion Week website.

The Return of Mini Skirts

By Melissa Nase

Summer is fast approaching, and with it comes the return of skin-baring clothing; the mini is back. Many, however, will argue that this famous skirt never left since its debut in 1966 by London designer Mary Quant. Although the mini skirt may not have been at the forefront of all collections during recent years, this year we see it on almost every runway and in every store flaunting countless styles, colors, and patterns.

While the mini is relatively young when compared to its fashion counterparts, the influence and popularity of this trend is nearly immeasurable. During the 1960s, the new short length of the mini symbolized important feminine ideals of sexiness, fun, and freedom. Today, the mini skirt may not hold the symbolic value that it once did, but the appeal remains the same. From cute, colorful beachwear to classic black for a night out, there are such diverse ways to sport a mini skirt. So go find a mini that suits you, and reveal those gams that were hidden away all winter!



Focus on . . . Face Beauty Trends for Spring

By Lauren Newmark

If you are going to buy one new thing this season, make it a nude lipstick. Gorgeous neutral lip colors, from creamy pink to shimmer-laced beige, were all over the runways in New York, Paris, and Milan. Not only is nude trendy, but it's also extremely versatile and you can wear it for any occasion. One shade can do it all this season, looking feminine during the day and ultrasexy during the night, either alone or when mixed with a smoky eye. Three nudes that you should try are Chanel's Glossimer in Ovation, a sparkling champagne shade,



or M.A.C.'s Lipglass in Fashion Spread, a light shimmering pink that will flatter any face. Another huge trend that is all over the runways this season is the healthy bronzed look, as if you just stepped off the beach. Designers from Donatella Versace to Carolina Herrera showed this look on their runways. To get it, try Versace's bronzer in Shimmer. Stars like Brittany Spears wear it. Overall, the look for spring is beautiful pink and peachy tones, whether nail polish or eye shadow. It's everywhere. Makeup artist Bobbi Brown says to achieve this season's look just "relax, smile ... and add a touch of pink."

Focus on . . . Hair Spring up the Volume

By Pia Roselle Panaligan

Make a show-stopping appearance this spring! It's no secret, as magazines such as *Elle* and *Cosmo*, and hair experts can tell you — it's all about volume. Tell your hairdresser you want a new funky look with layers, but this time spice it up with a sleeker and more feathery mode that can be brushed away from the face. Hairstylist Riccardo Margiorre of Riccardo Margiorre Salon in Manhattan anticipates, "Hair is no longer just straight or flat. Hair this season is more styled and shaped with more movement and texture ... long or short, it is no longer shaggy. Layers are longer and softer and have curves that move away from the face ... color this season is earthy, richer, deeper and warmer ... highlights or lowlights, one or two different from the base color ... subtle, not drastic, defined but not chunk," he offers. "Add bangs that you can sweep to the side with some color that will complement your skin tone."

Elle beauty columnist Eva Chen's article, *Dye Hard* recommends, "Women with rosy complexions stick with cooler hues such as pale ash or champagnes and those with tawnier skin use warm shades like honey or caramel." For very curly hair, don't worry, let your curls naturally flutter. According to *style.com*, trade in your straightening irons for curling irons and create ruffled waves. For an evening look, Spring 2003 demands do-it-yourself buns, as seen on runway shows, such as Dolce and Gabbana's Spring 2003 Collection. Don't worry, we did not forget the guys. A little word of advice, forget about the short and highlighted look, dare to go more solid and rock-and-roll by layering it up and adding bangs to sweep to the side.

Here's a step-by-step for *Style Channel's* do-it-yourself bun:

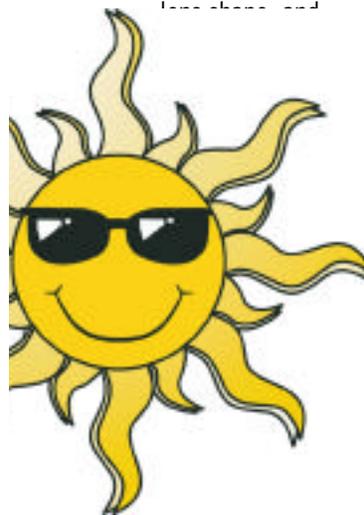
- Blow dry hair to create volume
- Brush back and tie a mid-way ponytail
- Divide ponytail in half and secure bun with bobby pins
- Create flyaways

Focus on . . . Accessories

By Tara Hunter and Amy Burger

In this spring/summer 2003 season, one major fashion accessory that stands out is eyewear. The newest look is warm-to-rainbow tints; frameless, cylindrical shapes, embellished with rhinestones and pearls; and logos in a visible spot on the arms of the sunglasses. Many fashion go-getters look forward to expanding their look, but it is important to know the health risks and benefits of eyewear.

Eyewear should fit one's lifestyle and budget. When purchasing sunglasses, keep in mind the UV protection offered (dark lenses are not always protective),



lenses adjust to light levels; and polarized lenses that reflect glare. Some low-cost, stylish sunglasses may damage sight and cause problems in the future.

Splurge:

Gucci \$135.00
Chanel \$125.00
Missoni \$115.00

Save:

Nine West \$16.00
Fantas-Eyes \$ 6.50
Euro Eyewear \$ 3.00

All offer identical looks and styles. Be aware of what you are buying, based on the wide range of prices and health benefits.

Focus on . . . Color Spring/Summer 2003

By Renee Gonzales

This spring, designers are offering a wealth of colors both bold and smooth, with just the right amount of piquancy.

As in many industries, the economic climate is a major influence on 2003 color schemes. Designers are giving customers newfound energy through the use of full chrome hues, as they look to the prosperous times of the 1920s and 1960s, and to the glamour of the 1930s and 1940s for inspiration.

This season, there are more reds than ever. The events of last year and the resurgence of patriotism help to account for this. Expect to see blues such as icy, calm blue-greens; turquoise; deep arctic blues; and atmospheric purples, to complement the lacquered reds of this season. This spring, designers are also using "cheeky" hues, the marriage between pink and peach, in their collections. Designers are using this peachy-pink combo in everything from lingerie to home décor. No wardrobe is complete this season without a touch of this new, flirty hue. Technology and special color effects are influencing color themes. We'll be seeing a fusion of fashion's warm, comfortable colors combined with technology's bright, high-energy hues. Metal coloration also adds a new direction. The newness of liquid silver, and its techno influence when fused with gold or white, is equally important to the shimmering elegance of golden tones and the opulent impact of silver. The merge of silver and gold translates well into luxury fashion this spring.

To sum it up, this spring's color palette is sure to bring a sense of assurance with just the right dash of spice.

Focus on . . . Alumni

Jennifer Peters

By Jessica Rimmer



For Jennifer Peters '01, one of the youngest College Relations managers for

Federated Department Stores, hard work certainly has paid off. All who know her see more great things in her future.

Jenn's interest in fashion began at a high school career day when she was impressed by "Dr. Judy," the head of the high school's Fashion Merchandising Program. She decided to learn more about the industry and enrolled at Philadelphia University.

During freshman year, involved in FIA, Jenn went hunting for jobs that would make her more marketable. A determined go-getter, she interned with Polo Ralph Lauren five days a week, and worked at Bloomingdale's two days a week. At summer's

end, she continued working full-time at Bloomingdale's, and maintained a full-class schedule. All through college, Jenn worked at several more internships, including Boscov's and The Gap. She studied abroad in London's ATU, minored in accounting, and graduated cum laude. Jenn joined Federated's Executive Training Program for Product Development. Her love of working with people led to her current position as College Relations manager, where she works with students who want to break into the fashion industry, manages employee and executive relationships, and recruits from many majors for both the Executive Training Program and the Summer Internship Program.

Jenn Peters took advantage of every opportunity that Philadelphia University offers. I asked her for a few helpful hints for students looking for a way to stand out from the competition. "It's important to be articulate, to be a team player, to show you have exceptional problem-solving skills and to demonstrate abil-

ity to analyze financial statements," Jenn offered. "Show what you can do and focus on your specific skills."

Good advice from an alumna who achieved success through hard work. I suggest we follow her lead.

Events Coming Up in Fall 2003

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

September

Welcome Back Day
Fashion Merchandising Welcome Session
Fashion Merchandising Industry Spotlight
Fashion Merchandising Senior Advising Session

October

Fashion Merchandising Industry Spotlight
Saks Fifth Avenue sponsors
Fashion Targets Breast Cancer (T-shirts competition)
SBA Student/Alumni Networking Day

November

Fashion Merchandising Industry Spotlight
Fashion Group International
"Dare to Design Your Future"
The 6th Annual Students Career Day
F.I.A. New York Trip
Alpaca Student Design Competition
The Target/CFDA Design Initiative 2003-2004
Wool Fashion Design Competition
Coates Brothers Design Competition

December

Design X Fashion Show



War Influences Fashion

By Abby Hertweck

In Fall 2003, designers want you. Military wear is the look designed to capture the fashion conscious with a mix that features bomber jackets and camouflage. This new look is a bit more transformed and urbanized with a distinct feminine quality. Look for rustic fabrics such as wrinkled canvas, linens, nylons, and

Pictured is lace cami and cargo pants, by Dolce and Gabbana.

worn denims. These fabrics contrast nicely with less primitive weaves that include lovely satins, gabardines and sexy cashmere. The industry is breathing earthy tones for the upcoming months, and military greens, grays, khaki shades, golds, and muted oranges will be on fire.

By making a military fashion statement, the industry is sending a clear message of its awareness of current world events. The M*A*S*H and combat-oriented silhouettes

represent a serious understanding of the times. Hardened outerwear is being mixed with soft lace and dreamy silk. Mixing it up is Gucci's Tom Ford, with his trench coats with their underlying corsets; and Dolce and Gabbana are swapping canvas pants with silk parachute jackets. Accessories are tied-in with the theme too, with buckles, grommets, and straps on coats and purses.