

Designer and Muse

by **Danielle Swain**

A designer's inspiration can come from anywhere; history, culture, or present-day issues, just to name a few. Many of fashion's leading men however, look to women for their inspiration. These women are friends, and/or companions and they open a creative channel for the designer.

Hussein Chalayan, the young British designer known for blurring the line between art and fashion with his strong aesthetics, draws his inspiration from his closest friends and family. These women are strong and confident, which can be seen in Chalayan's collections.

Avant-garde, unconventional designer Helmut Lang

draws inspiration from artist Louise Bourgeois, a longtime friend and collaborator. At 92, Louise has created an impressive body of work of sculptures and drawings. It is her vitality and energy that inspires Lang.

One of the most original designers in the business today, Alexander McQueen's inspiration comes from possibly the most eccentric and eclectic women alive today, Isabella Blow. Known for her outrageous millinery created by Philip Treacy, Isabella is a respected stylist within the fashion industry. She is also credited for discovering McQueen, as well as British models Stella Tennant and Sophie Dahl. Ever-changing, it's easy to see why she inspires.



Left: Hussein Chalayan Collection — www.widemediamedia.com/fashionuk/fashion/catwalk-archive/lfw-ss01/hc.html; right: Isabella Blow — www.vogue.co.uk/whos_who/Isabella_Blow/default.html

Focus on . . . Alumni

by **Ashley Russo**



Stephanie Reynolds was fresh out of Philadelphia University when she landed in *Time* magazine as having one of the "coolest gigs" for recent graduates. Working for a division of The Roc Family Brands, she's all over the industry. Overseeing many different subdivisions of The Roc for example — Rocawear, RocRecords, Armadale and *American Magazine* — Stephanie has a job almost anyone would die for.

Stephanie seems to have it all. Working closely with rap artist Jay Z and Roc-A-Fella CEO Damon Dash, she is making important decisions. So what exactly is her job? Even she had a hard time putting it in words. In short, she oversees all advanced strategic and creative branding for The Roc Family Brands, making sure that every subdivision of this brand is united and working together, to take advantage of the same opportunities. "We are trying to create a lifestyle, not so much

a brand. That is part of what I do," she says.

Her story is almost as magical as her job. As a Fashion Merchandising student, she made connections all through school. Stephanie was active in anything she thought might help her in the future. During her junior and senior years, she worked as an intern for Cashman & Associates, and developed a strong friendship with Nicole herself. "Nicole is awesome. She is such an amazing person and I owe her everything." Nicole eventually hired Stephanie, and she worked as a special events director for six months.

Stephanie moved to New York and worked as a publicist. She produced events for such people as Cynthia Rowley and Will Smith.

At Fashion Week, Stephanie got a surprising phone call. Damen Dash and Jay Z were looking for someone who was knowledgeable and well-rounded in music, nightlife and the fashion industry. Stephanie's name came up, she went in for an interview and got the job.

When asked what the best part of her job is she replied, "It changes everyday. I never know what's going to happen or what I'm going to be doing. My advice is to get involved in everything that



Danielle Swain

Spring is finally here. For me, it is hard not to feel creative and

inspired. And as we all know, with spring comes the new collections, and not only those of our favorite famous designers. I am referring to the collections of Philadelphia University's own, with the annual spring fashion show at the Academy of Music.

This event is a night of celebration. We celebrate the ever-hardworking designers, whose imaginations and creativity are realized in the flesh. I feel I can speak for everyone when I say it is a privilege to witness such a beautiful display of everyone's craft.

As editor, I would like to thank everyone who has contributed to *StyleLine*. I also extend my thanks to all of the designers. Your work inspires me, as well as others, I'm sure, to work to our full potential, and create works that are timeless.

Happy Spring!

Danielle Swain

Focus on . . . Color

By Lisa Troup

The colors for summer and early fall are showing up with a punch . . . fruit punch that is! According to the Pantone Color Report, some of the hottest shades this season are freshening fruit shades and soft acidic tones with tender and dynamic accents. Fandango Pink, Spicy Orange, Magenta Purple, Chinese Red, and Lemon Drop are a few of the many colors mentioned. They are all eye-catching and fun for the upcoming season.

Tones that have the look of being baked by the sun or beaten by the wind are also

colors being seen all over magazines. Women's Wear Daily (WWD) focuses on sun-kissed taupes, honey-dipped siennas, milk chocolate, pastel yellows, and neutral tans as their picks for the late summer and early fall season. Versace and Banana Republic are two of many names where these colors can be found. These more neutral tones look great paired up with the citrusy hues of the season.

Celebrities are also wearing these toned-down colors, as seen at this year's Oscars. The gowns of the night were dawned with hues of sea-foam greens, light golds, crisp

whites and airy blues. These softer colors add a touch of femininity and are not as overpowering as some colors.

Metallic greens, blues and silvers are all over the runways. WWD says that they are another hit for summer and throw out their own shining punch of color. They not only add color, but they add sheen, which draws attention from far away. Metallics catch the light of the bright sun in the summer months and are a showstopper.

Louis Vuitton pairs the winning combination of a Mediterranean blue with a shimmery bronze in his ads. This intense blue is complemented well by the metallic look of the bronze. This color combo is another hit for late summer and early fall and is being seen in many stores such as Bebe and Coach.

The new, fun and bright colors for the summer and early fall are meant to evoke the feelings of excitement and exhilaration. Hot weather and hot colors are in for this season!

Focus on . . . Accessories—The Details of Every Look

By Jennifer Kohler

Can't afford a new outfit, but want to be trendy?

According to *Vogue.com*, "the details [are] a vital part of every look." So, if you don't have the money to sport the new fashion styles, you can create a fresh look incorporating new accessories with a tired outfit.

Everyone's heard the expression, "shoes can make or break an outfit." Wearing a classy pair of heels can transform an outfit from casual to chic, and sneakers can trash an elegant look. This season strappy platforms are hot. But, if you can't carry yourself in heels, flats, mules and even

cowboy boots are great alternatives.

Shoes are not the only way to spice up an outfit. Belts, handbags, jewelry and scarves also add excitement. In the March 2004 *Cosmopolitan*, wildlife jewelry, ribbons and bows, and tropical flowers are a few hot new trends for accessories. Metallics were also found on the runways, particularly with shoes and handbags.

An accessory that is necessary is a handbag. Canvas and leather are the popular fabrications in bright colors, floral prints and dainty designs. Oversized handbags, according to *handbag.com*, are especially trendy, as are oversized sunglasses. Belts have also

become an important ornament. The stylish fashion to sport your new belt is around the hips. The range of popular belts includes — cowboy or Indian design, glam and punk rocked — accessories of bold, bright colors can add liveliness to a monotonous outfit, and for those less adventurous, neutrals are always in vogue. So, if you have a hot date or plan a night on the town, I suggest you check out the hottest, new accessories available. Without a doubt, they will spice up your wardrobe.

Focus on . . . Trends

By Stephanie Samsel

With spring in full swing, it's time to focus on the new styles and trends. As you can probably see everywhere you look bright colors and floral patterns have become very popular. Yellow is the standout color for spring and summer. Pink shoes have taken over the runways and are now this season's new trend-making, sexy footwear. Flirty, feminine clothes, along with preppy styles, are trendy this season. Country-club, sophisticated looks, along with vintage wear and '50s styles, are other upcoming trends. Classic denim remains in style, as well as adding a sporty flare to any outfit. Western styles and Mediterranean looks are two growing trends for upcoming seasons. You can shop for any of these new styles online or in stores everywhere. Best of all, you can get this season's best looks on any budget if you shop around for the best deals.

Philadelphia University Guys Put to the Test

By Kristie Weir

Think that everyone knows Christian Dior? Well, *Styleline* has news for you. The guys here need a serious lesson in Fashion 101. Recently, we set out to see what the guys on campus really know about accomplished designers. Here's the results:



Who is Christian Dior?
Isn't he a singer?
Sean Stonelake,
Architecture



Who is Kate Spade?
A photographer?
Adam Euplehart,
Graphic Design
Communication



Who is Bill Blass?
He's a comedian, right?
Wilson Quintero,
Marketing



Who is Bill Blass?
Professional soccer player.
Christopher Williams,
Business



Who is Betsey Johnson?
An African-American pioneer.
Rick Meurers,
Business Management

Thanks for providing a laugh for all the fashion majors!

Alumni Stephanie Reynolds
Continued from page 1

Philadelphia University offers. Volunteer at shows and events and talk to everyone you can, especially alumni." Stephanie was the president of FIA, edi-

tor of *StyleLine* and also studied abroad in London. What's one of her tips for we up-and-comers? "Read everything you can; every little bit helps. I go to work and the first thing I do is read WWD."

Currently, Stephanie is in

the process of moving to L.A. and working with Creative Artists Agency (CAA), including artists such as Christina Aguilera, overseeing even more brand development and helping them expand to their fullest potential.

Focus on . . . Hair

By Jennifer Nocera

Don't know what to do with your hair during those hot summer months? Well, here are a few ideas, provided by *Beauty Tips Online*, to keep you cool and looking good while the sun burns brightly well into the fall. Choose between practical styles for daytime and romantic styles for evening.

Wavy, textured hair is all the rage among celebrities. For girls with long, thick hair, simply wash, add some mousse, and let hair air-dry for a textured look. For a piecier look, add some wax to the ends to separate.

Straight hair is also making a comeback. For girls with curly or wavy hair, use a flat iron and set with hairspray.

The ponytail is also in. Whether low or high, this classic trend never goes out of style and looks great with any texture hair.

For those who want a more drastic change, short, choppy hair is the latest trend. It is the easiest cut to wash and style. Avoid the basic bob and opt for a more asymmetrical cut. For those who want a less-dramatic cut, angled bangs are in. Not your average elementary-school bangs, angled bangs are great for covering flaws or long foreheads.

For those who want a change of color, highlights never go out of style. Multi-tone highlights and low-lights add dimension and reflect light without the annoyance of monthly touchups and obvious roots.

There's no better time than now to update your hairstyle.

"Beauty of the Isles"

By Leah Wojnarowski

What better way to complement that hot, new bikini than radiant, sun-kissed skin and the face of a goddess? The vivacious energy and textures of the Mediterranean and Greek Isles will define this season's color palette. It's all about eyes this summer and with smoldering sunset gold, hot pink, ocean blue, juicy tangerine and pearlescent white as eyeshadows, you're sure to exude vibrancy and playfulness. With these energetic eyes, the cheek and lip shades are toned down. Lipstick is out and gloss is in. Cheeks can be swept with a shimmering bronzing powder that

includes hints of pink, such as Elizabeth Arden's, *Bronze Blush*, which mimics sandy beaches and rosy-colored sea shells.

Nothing completes this season's island-inspired look better than radiant, glowing skin. With sunless tanning lotions, sprays, mists, mousses, gels and powders, you're sure to find one that shows off your inner goddess.

A publication written by Philadelphia University Fashion Design, Fashion Merchandising and Fashion Industry Management students for fellow students, faculty, staff, alumni and friends of the University.

EDITOR

Danielle Swain
Fashion Design major

WRITERS

Jennifer Kohler, Melissa J. Nase, Jennifer Nocera, Ashley Russo, Stephanie Samsel, Danielle Swain, Kristie Weir, Leah Wojnarowski

PHOTOGRAPHERS

Danielle Swain, Kristie Weir

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

Focus on . . . **Textiles**

Melissa J. Nase

Every year, we welcome the warmth and brightness of spring with open arms: it serves as a pleasurable relief from the dull, bleak winter and as inspiration in many areas of design. Reflecting the feelings of sunny spring and summer afternoons, this season home textiles focus on color.

When revamping a room, homeowners commonly look to paint for their main source of color. Often, they don't realize the ways in which fabrics can enhance the look and feel of a room.

Instead of the permanence of paint, textiles offer temporary solutions when change is desired. Such elements as throw pillows, area rugs, draperies, linens, and even upholstery are quite simpler (and less messy!) than paint. With this in mind, one must notice that using textiles in the home gives a margin of flexibility and most important, freedom to experiment.

The main colors of this season include reds, oranges, yellows, and light greens such as chartreuse. Multi-colored stripes are everywhere, as well as textiles with large patterns.

Although these colors and patterns are very outgoing and fun, they may also be used in a sophisticated manner. Using color sparingly as accents may give the room a new look, while maintaining its refinement. Conversely, using more color, and a variety of colors and patterns, may up the casualness and fun-factor.

Looking for somewhere to begin your color journey? Kate Spade, popular designer of handbags, has transferred her love of color to her new line of home products, including linens and fabrics that are due out within the next several months.

As a result of the variety in colors this season, these brights should be pleasing to almost anyone. With spring and summer on their way, its time to try some color in your life and in your home.



School House Lane & Henry Avenue
Philadelphia, PA 19428

www.PhilaU.edu