

# STYLE *Line*

Philadelphia University

Spring 2000

## Design X: Living in a Material World

by Amy Schwab

The *Design X* fashion show grew out of the design problem-solving class for fashion design students. Experimental in nature, the class encourages the use of non-traditional materials in garment making. Traditional sewing methods can be replaced by glue guns and staplers, and specific limitations, including costs, are imposed upon the students. Each garment originated with a specific source of inspiration. Some sources were more obvious than others, especially those reminiscent of Christmas. Garments were inspired by music, architecture and animals. Some



Jill Shook, a senior fashion design student, models her *Design X* creation entitled "Falling Water Bride," inspired by the Frank Lloyd Wright building. Materials used in this design include plaster, muslin, paper, tulle and ribbon.

resembled food and others had historical and art-related

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## Phashion Phest Philadelphia

by Leslie Miraglia

Philadelphia fashion literally hit the street on September 22, 1999, as the City held its sixth annual *Phashion Phest* extravaganza at the Philadelphia Convention Center at 12th and Arch Streets. The evening began at 6 p.m. with a cocktail reception, followed by a display of the area's finest offerings from the fashion industry in a lavish fashion show that began at 7 p.m. on 12th Street between Arch and Race under the overpass of the Convention Center.

Complete with motorcycles, dancers and cyclists, the runway show displayed fall and winter fashions from well-known area retailers such as Vizuri, Hermes, Hugo Boss, Arden B., Smalls, J. Crew, and many others.

The event was sponsored by First Union, the City of Philadelphia, Southern Wine & Spirits, Red Bell Beer, Philadelphia Magazine, Star 104.5 FM, the Philadelphia Convention Center and FabGORGON Advertising. Tickets were priced at \$50 per person; \$25 for students.

I had an opportunity to participate behind the scenes

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## Alumni Profile

by Heather Coward

Fashion design majors at Philadelphia University know all too well how strenuous the course load can be. Now, imagine taking Collection I and II (making seven garments), putting on the Annual Fashion Show, producing the Wellman show, and working for a local production company, all in the same semester. Sound impossible? Lynn Willis, fashion design major '94, miraculously accomplished this. How? Lynn is not even sure. By way of explanation he said, "You become incredibly focused. You just do it and move on to the next thing."

Lynn was president of FIA at a time when the organization was young and growing. Director of the Fashion Design program, Clara Henry, was new to Philadelphia University the first year Lynn became president. The two worked together to elevate the organization and the standards of the annual show. Lynn confessed that he remained president for three years because he and Clara were such a good team.

Producing the University's annual show opened other doors for Lynn. He began

to freelance for MAG productions, a local fashion show production company, where he helped call shows in Center City, Atlantic City and in local malls. This led to him producing the Wellman show, which, at the time, was completely student-run and included only FIT and the University. The show later took a step forward and teamed students with designers, "an opportunity unheard of," Lynn explained. He felt very passionate about Wellman because of student involvement.

After graduation, Lynn continued to freelance for MAG, as well as for John Wanamaker's, where he produced special events and shows. From there, he landed a job with QVC coordinating live TV shows showing designer clothing and working with designers such as Betsey Johnson and Vivian Tam. He loved his job at QVC! Next, he took a job with SAVVY, another production company, in which he got to take Wellman on the road, as well as in the tents during 7th on 6th.

Today, Lynn can be found at Ann Taylor, where he is director of Public Relations. There, he does everything from putting together press kits to working with magazines and editors to create images for ad campaigns.

So, whatever happened to fashion design? Lynn explains that what he does today is all



Lynn Willis '94

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## From the



Heather Coward

StyleLine has  
been here  
bringing everything  
fashion-related  
to the latest in acces-

sible. A  
team of students  
has worked  
to bring you  
what is hot

in fashion, as well as updating  
you on favorite alumni. Keep  
a look out for the Fall 2000  
issue for tips on what to wear  
in the next phase of the new  
millennium! Special thanks to  
Doreen Burdalski, Clara Henry,  
Jim McDevitt and Lisbeth  
Willis.

## STYLEline

Spring

A publication written by  
Philadelphia University fashion  
design, fashion merchandising  
and fashion apparel manage-  
ment students for fellow stu-  
dents, faculty, staff, alumni  
and friends of the University.

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## Bella Roma: Forever Fashionable

by Allison Kirkman and Emily Reid

Since ancient times, Rome  
has been a thriving center  
for shopping and design. The  
birth of the Roman Empire  
drew fine craftspeople to ser-  
vice the needs of the wealthy  
empire.

Quality goods, including  
fur, wine, and gold, were  
imported from all parts of  
the world to please the most  
sophisticated tastes. Today,  
shopping in Rome reflects this  
tradition. Followers of the lat-  
est looks and chic styles turn  
to Italian designers whose  
reputation is international.  
Italians have a strong love for  
design and workmanship that  
is apparent in the smallest of  
items.

This strong desire to cre-  
ate an aura of self-assurance,

has given the Italian language  
a word to reflect an obsession  
with style. The term is "Bella  
Figura."

The best example of "Bella  
Figura" can be observed on  
any street at any time of the  
day, for rarely is an Italian  
woman seen without makeup,  
tasteful accessories and per-  
fectly manicured hair. This is  
true, regardless of one's socio-  
economic status.

This image consciousness  
is instilled at an early age by  
the family, which is generally  
at the center of Italian life.  
The importance of one's per-  
sonal image and appearance is  
emphasized and passed on for  
generations, as evidenced by  
the major fashion houses of  
Italy. Those bearing a family  
name guarantee product qual-  
ity. Should the product not  
meet high standards, the fam-  
ily name, as well as its repu-  
tation, becomes tarnished.

## Spring 2000 Fashion Calendar

Every Tuesday, 11 a.m., Fashion Industries Association (F.I.A.)  
meeting Room 124, Hayward Hall. New members welcome!

### February

- 17 (Thursday), 11 a.m. – Bloomingdale's Guest  
Speaker Room 124, Hayward Hall
- 29 (Tuesday) – Deadline: Target

### March

- 1 (Wednesday) - GENART Styles for the New Millennium  
2000
- 14 (Tuesday) – Deadline: Coates Brothers Design Competition
- 28 (Tuesday), 11 a.m. – Deadline: Libby Haynes Hyman  
Scholarship
- Date and Time TBA: Fashion Merchandising Saturday Workshop
- Date and Time TBA: Style Wars

### April

- 18 (Tuesday) – Deadline: AS&KT-Design 2000 (American  
Sportswear & Knitting Times)
- 18 (Tuesday), 11 a.m. – CFDA
- 29 (Saturday), 8 p.m., Bucky Harris Gymnasium – F.I.A.  
Annual Fashion Show
- April-May – Onward XVII

### May

- 5 (Friday), – Fashion for Parkinson's Gala
- 21 (Sunday), 11 a.m. – Commencement

*Details of these competitions and special events may change.  
Fashion Design students: Please check your e-mail and department website*

Such family establish-  
ments include the world-  
renowned houses of Fendi,  
Ferragamo, and Versace. If a  
change in the house occurs,  
it directly impacts family  
members — such as when  
Donatella and Santo Versace  
gained full control of the  
House of Versace after the  
death of their brother, Gianni.

Unfortunately, those of us  
who want the look of luxury,  
but cannot afford the prices  
of Versace, will find shopping  
in Rome difficult. Shops  
either sell high-end fashion  
exclusively or are character-  
ized by cheap, kitschy styles.  
Benetton, perhaps, is one of  
the few stores that exhibits  
good quality at reasonable  
prices.

Even if one cannot afford  
to buy a new wardrobe in  
Rome, just the experience of  
shopping can be an absorbing  
pastime. Allow yourself plenty  
of time when shopping to  
make the experience all the  
more pleasant, and remember  
that many shops are limited  
to only one product. It is not  
likely for you to find all you  
need in one store. Rather, you  
will need to visit numerous  
specialty shops.

The most beautiful stores  
are centralized around Piazza  
di Spagna, and allow visitors  
from all over the world to view  
windows as if they were part  
of an exhibit. When one enters  
a store, it is the window itself  
that presents the entirety of  
the products offered to the  
customer. The couture stores,  
such as Armani, showcase the  
entire collection, giving the  
viewer the complete experi-  
ence of the designer.

Italian couture offers much  
for its astonishing prices —  
it offers to impart a sense of  
confidence and the drama of  
Italian design that is passion-  
ate and seductive.

Whether it is the staircase in  
the House of Valentino, or the  
doorman at Gucci, the Italian  
example of style, grandeur, and  
image will forever prevail in the  
minds of style seekers and fash-  
ion gurus around the globe for  
centuries to come.

## Spring 2000 Color Forecast

The colors of spring should be "very extreme, very bold, very exciting," according to designer Paul Costelloe, whose spring collection has already featured the color that's popping up on runways everywhere — pink. Nurturing, romantic and feminine in every shade, in a yellow- or blue-based hue, pink evokes flirtation and playfulness.

Also big are the sensual, saturated colors in the hottest eastern shades and prints. Black is replaced with deep purples, blues, fuschias, and warm yellows in astral, folkloric and tribal motifs. Henry Bertrand created the runway effect by pairing two colors on organza. Intoxicating floral shades are unexpected and organic. Vibrant orange is paired with melon green for a cool look. The shades are modern and sophisticated.

Sun-bleached denims that are washed and distressed look hip, clean, and chromatic. Light grays, such as stone, have an urban feel. Designers will be using white, moss, flesh-toned browns and tans, and pastels. Clean, crisp whites — paired with any

by Morgan Goodman

color but black — give a sense of renewal and emanate high status. Whites and metallics give a futuristic feel, which is perfect for the spring millennium. And, shades of brown will be popular in soft suede, doeskin, kangaroo pouches and buttery leather. From chocolate to honey, these earth tones portray an egalitarian lifestyle.

Eveningwear is all about sequins in pink, plum, brown, and yellow. This look has already appeared on the runways of the Todd Oldham Spring 2000 show. Again, we see the umpteenth return of gold in eveningwear. And, the use of pastels is also effective.

Menswear parallels womenswear. For men, the shades range from deep forest green to pale sand—evoking the colors of tree bark and green leaves for a "nature" look. Also, distressed cottons with faded pinstripes are big. The concentrated colors of margin red and air force blue with whites are also used. In men's wear, pink is replaced by shades of orange.

## Phashion Phest continued from one



Lisa Priborsky's design is modeled in the September 1999 Phasion Phest event.

at this year's production as a "dresser." Having never been to a fashion show before — let alone "dressed" at one — I had no idea what to expect as I arrived at the Convention Center. For me and the other student volunteers from Philadelphia University and Moore College of Art, it was a great experience.

We were able to look on as the models were instructed on the different scenes of the show. We were also given instructions — "Get them dressed quick!" Once the show began, things got pretty hectic, but all in all the evening ran very smoothly.

I would have liked to have seen the show, but there's always next year.

## Focus On: Nicole Miller

by Nightwing Whitehead

A well-known fashion designer with a whimsical touch, Nicole Miller is not only a one-woman powerhouse, she's an established company.

Born and raised in Texas, Nicole studied at both the Rhode Island School of Design and the Chambre Syndicale de la Couture Parisienne to refine her individual style. She describes this style as "... always trying to camouflage things, to make sure the body looks the best. Very few women have a perfect body."

Nicole Miller is famous for colorful prints on dresses, scarves, boxers and more. Her splashy silk ties have featured such designs as Absolut™ vodka and motorcycles. Together with Bud Konheim, in 1982 she bought P.J. Walsh, a dress and sportswear business where she was head designer and changed the name to Nicole Miller. Their goods are now sold through department stores and 20 freestanding retail shops from New York City to Seoul. The business has expanded to include eyeglasses, underwear and cosmetics. Her flagship store, the one where she personally holds

court and where she does the actual work of fashion design, is on Madison Avenue in New York. Nicole still designs all the clothing sold by the company.

The Nicole Miller store on Main Street in Manayunk is one of several franchised retail stores located across the United States. Owner Mary Dougherty states that when it opened five years ago, it was a very positive event for the community of Manayunk. The store, like all others in the company, has to maintain a very high level of service to the community, as well as very personal customer service. Any store that does not perform "up to par" is reabsorbed into the company. This involvement, on the part of the Manayunk store, includes donations to charities and to nonprofit organizations that even include the Philadelphia Zoological Gardens. The store has also been the force behind fundraisers to help families in the Philadelphia area.

According to her employees, working for Nicole Miller is a delight. Not only does she support her people — promoting from within and matching educational funds, for instance — she is very open to new ideas and ways of doing things.

(Note to all: The Manayunk store is hiring!)

references.

Design X continued from one  
Many interesting materials were showcased, including wire, wrapping paper, pennies and play money, bells, fake snow, spray paint, foam, paper mache, twist ties and construction mesh. From broken mirrors to popsicle sticks to sculpting clay, the fashions were fun and fantastic to see.

With its abundance of cre-

ative inspiration, Design X is truly an enlightening experience. It was even possible to catch a view on the evening's television news since five local TV stations covered the event.

Produced by FIA, Design X may have a one-dollar admission charge, but it's worth its weight in gold when creativity and ingenuity are measured.

## Accessories: 2000's In the Bag

By Emily Sachwald

For spring 2000, accessory designers have taken trends from the past year and given them a new twist. To find the most recent, I turned to the latest piece of technology to hit Philadelphia University and the fashion industry, the Worth Global Style Network (WGSN).

According to WGSN, the latest trend for spring in the global market is "Urban Energy." Even though the millennium craze has passed, it still holds a strong grip on the spring collections.

Funky futuristic touches are appearing in everyday

functional pieces, such as curvilinear watches disguised as bracelets. These were highly popular in the mid-80s. The difference between now and then? Color. You will find these wrist pieces in cool metallics and stainless steel.

For handbags, many of the same styles continue into spring. Delivery bags, velcro detachable pockets, and the body-molded bags that were a must-have this fall, will remain strong for spring. New colors and fabrics are featured, however. Industrial fabrics have hit the accessory department with handbags and backpacks made out of laser-cut neoprene, teflon-treated nylon, synthetic rub-

ber, gortex, and bulletproof material.

As for color, eye-catching metallics and brights are dominant. Shoes have also followed this industrial trend with more curvilinear designs and unusual fabrics. Some of the more experimental shoes I found were made entirely of clear plastic — a concept created in the era of Mary Quant.

Whatever your style may be, look for the unusual twists available in accessories for spring to spice up your closet.

Lynn Willis continued from one

very visual and therefore related to design.

"It's unrealistic to think you'll do 100 percent of what you majored in," Lynn notes. His concern for aesthetics is reinforced in what he does in public relations. Although he went to school for fashion design, Lynn found there was more out there. His advice is not to limit yourself and "do what you like because you'll be better at it.

"Try different things because they can open doors to things you didn't even know you would be interested in."

And, for those of you who want to become something different everyday, take it from Lynn when he says, "A dream is not long term. It changes with experience. If it doesn't, you'll never reach it."



Fashion students from Philadelphia University are pictured on a visit to Federated Department Stores, Product Development Division, in New York City. The October 29 visit was part of F.I.A.'s annual field trip.



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