SPRING FASHION SHOW
‘FASHION FANTASY’
by Erin Stevens

Storybook fairytales meet fanciful daydreams, a union of the awe-inspiring and the whimsical. This spring, Fashion Industries Association (FIA) is taking the Philadelphia University Annual Fashion Show into a more playful direction with an uplifting, magical theme that celebrates the student fashion designers’ creativity and talent.

“Past shows have been very structured and linear. This year we wanted to do something more lighthearted,” explains FIA President Jessica Murphy. As change and hope are seemingly the national “tagline” of 2009, the blossoming season creates the perfect backdrop for this colorful fashion event.

With approximately 2,500 seats to fill, the Philadelphia community awaits a dynamic and fun fashion show, “the biggest event of its kind in Philadelphia,” notes Murphy. From senior Krystie Kocsi’s familial inspirations of sisterhood to senior Jessica Steele’s revamped 40s and 50s “New Americana” look, keep your expectations high and your eyes peeled this spring for the remarkable designs by Philadelphia University students.

Designers — particularly those in the senior collections class — have invested countless hours in and out of the classroom preparing for continued on page 4

FANTASY COUTURE
by Nicole Puccino

Recently, we have all witnessed the downfall of the economy and the hardships that inevitably resulted. Everyday retailers were hit especially hard with the financial flop, provoking company bankruptcies and store closures nationwide.

That, however, is not the case for all businesses: haute couture brands have remained surprisingly stable. Nicolas Topiol, president of Christian Lacroix, noted that his company, among many others, has had “nice carryover orders into 2009.”

Couture labels are overcoming this grueling financial challenge not by lowering the prices of their beautiful, custom-made merchandise, but by raising quality and customer-service standards. All couture labels are now providing more superior services, becoming closer than ever to their clients and catering to their every need.

These labels are hiring the most skilled designers, producers, embellishers, and tailors to create perfect, memorable products. Veronique Gaultier, president of Gaultier, believes that “couture is still a pillar,” and a “fantasy” for those who hope to see the world in a different light.

When wearing couture, one feels special and conveys success and importance. Despite economic difficulties, luxury brands and their consumers have fallen in love with the “fantasy couture” phenomenon — a blend of amazing apparel and the rewarding, exciting experience of creating it.
ALUMNI SPOTLIGHT
KATE LUBACZEWSKI KIBLER
by Alyssa Imprevento

Remember the scene in the movie *The Devil Wears Prada* when Anne Hathaway walks into the sample closet at *Runway* magazine, surrounded by racks of beautiful designer clothing? That is exactly what I pictured when Philadelphia University alumna Kate Lubaczewski Kibler described her first day at Tommy Hilfiger. Upon entry into what the Tommy insiders call “The Corporate Closet,” Kibler was able to view old and new Tommy Hilfiger designs, as well as her favorite design: a pair of pants made especially for Mick Jagger.

A fashion design major, Kate was thrilled by the exciting life awaiting her in the fashion industry. She now lives in New York City and has been working for Tommy Hilfiger for the past five years. Before working as the vice president of men’s merchandising, Kibler worked as the director of design at Tommy Hilfiger. She also held positions at Nautica and Izod.

According to Kibler, Philadelphia University prepared her well for a successful life in fashion design. “It was really the only school that focused on academics, creativity and technical expertise,” Kibler said. “The follow through and execution are really important. Knowing how to fix a garment in a fitting, correcting a flimsy sweater by being able to tell the factory how many ends to use, communicating the details and information to your production team, or presenting and ‘selling’ your work to the management team is how a designer spends 90 percent of his or her time.” These skills, which Kibler acquired at PhilaU, earned her a position at Tommy Hilfiger and continue to help her succeed in the fashion world. Since design and business clearly work so closely together, Kate recently received her MBA from NYU’s Stern School of Business. It is actions like this that sparked Tommy Hilfiger to state in Kate’s initial interview with the company, “I like people from Philadelphia University. They are really smart.”

Kibler, as an alumna with many years in the fashion industry, has recently become a member of the Fashion Design Advisory Board.

CAMPUS TRENDS
by Brittlyn Tara Gleeson

PUNK/ROCK
If you’re looking for a little edge in your wardrobe, pick up some strong pieces and join the many students at PhilaU rocking this look. Metallics, metallics, metallics! Try zipper accents, studs, and sequins. Or, animal prints and plaided outfits paired with darker colors, black being traditional. Don’t forget blazers, motorcycle jackets and other tailored pieces with 80s flair.

TRIBAL
Trend forecasts predict tribal-inspired fashion will be huge this spring and summer. Not ones to fall behind, PhilaU students have already begun flaunting this fashionable look. Go bold with oversize bags and statement necklaces. Natural elements like wood and African-inspired prints, or classic pieces like khakis paired with bold prints such as tie-dyed, will keep your tribal fashion in style.

HIPPIE/BOHO
For the more free-spirited among us, these trends remain strong on the PhilaU campus. Think about continuing this lighter side of fashion for the spring. Eyelet tops! Linen sundresses! Lots of accessories! Try fringe purses and plenty of florals and eye-catching bright colors with faded tones.

Photo Credits: black studded clutch, plaid dress, leather bomber jacket, shirt, skirt and zebra clutch - urbansoulfitters.com, floral print dress - heritage1981.com, knot handle bag - monsoon.co.uk
There’s a new topic buzzing around campus this semester: lace! That’s right, lace — that frilly stuff we sometimes find on dress trims, tablecloths and curtains. Well, I’ve got some news for you. The Lace in Translation exhibition at The Design Center in fall 2009 will change your view of lace forever.

The exhibit, created by a team of Canadian, Dutch and American artists, displays different ways to use and think of lace. The artists take inspiration from traditional lace pieces, such as clothing, and mimic the qualities they see in the material to create something completely original.

The Dutch design studio Demakersvan will be installing a “lace” chain link fence around The Design Center. The metal loops of the fencing will be reworked to create a beautiful, lace-like pattern.

Philadelphia University contributed works displaying lace early this semester at Lace Futures, the largest collaboration on campus to date. Displayed in The Kanbar Campus Center, Lace Futures featured student and faculty work ranging from fashion, graphic, digital, architectural, textile and industrial designs.

The Lace in Translation and the Lace Futures project will help everyone see that lace does not have to be frilly trims or your grandmother’s curtains!

**SENIOR JESSICA STEELE AWARDED $25,000 SCHOLARSHIP**

By Amy Culvert

Things started to look up for one particular fashion design student this past January — Philadelphia University senior Jessica Steele was awarded an impressive $25,000 Geoffrey Beene Scholarship at the annual YMA Geoffrey Beene Fashion Scholarship Dinner in New York City.

The YMA Scholarship Fund is committed to advancing the fashion industry by encouraging talented young people to pursue careers in fields such as design, merchandising and retailing. The annual scholarship is named after the late American fashion designer Geoffrey Beene. This important industry event is attended by admired designers and fashion industry representatives. After Steele was awarded a $5,000 YMA scholarship, Clara Henry, director of the Fashion Design Program, nominated Steele for the $25,000 award competition.

After being chosen to compete, Steele and eight other applicants were assigned a case study to design a sustainable line. Steele created a menswear line named “Steele Plains,” to be sold at Macy’s. She presented a PowerPoint to panel judges two days before the scholarship dinner, where she received the exhilarating news.

Steele has always been an accomplished fashion design student at the University. She has had two internships with Nanette Lapore, and also with Ted Baker London in NYC, and she studied abroad in London her junior year. As a sophomore, Steele had her children’s wear line in the Philadelphia University’s Annual Fashion Show.

Overwhelmed, but also very excited for what the scholarship may do to influence her future in the fashion industry, Steele plans on paying off loans and saving the rest. She hopes to work for a small-label company in NYC and eventually intends to have her own line and possibly move to London later in her life.

**DESIGN X**

by Gabrielle Smedes

At the Fashion Industries Association (FIA) annual Design X fashion show, design students did not waste any time impressing packed Downs Auditorium with more than 60 innovative pieces showcased on the runway. The Jan. 29 show was filled with designs made entirely of everyday items put together to look like a million bucks.

Students in the Fashion Design Problem-Solving course submitted their designs to be fitted and worn by other students. Models walked down the runway wearing everything from cardboard boxes and tree branches to bubble wrap and playing cards.

The theme of the show was “Wear your Waste.” “Our inspiration was something very futuristic and mechanical,” explained Jessica Murphy, president of FIA. “We thought of wires, machines and old car parts as things that people would consider waste.”

Along with the designs fitting the theme, the curtains behind the runway were creatively made of black garbage bags. Everything from hair and make up to lighting and music was meant to be dark.

Although, Murphy added, “It is hard to completely keep the show within the theme because all of the pieces submitted are so different from one another.” It was obvious every design had one thing in common — they were all looks you wouldn’t want to go to waste.
‘FASHION FANTASY’
continued from page 1

the spring showcase.
From the start, students work by laying out their ideas. They were given due dates for muslin samples and for creating at least three completed outfits.
This spring show represents the efforts of an entire academic year. “It is exciting because we put so much work into it, it’s awesome to finally see things on the runway,” Kocsi explains, as she recalls past fashion shows and excitedly awaiting this spring’s.
Whether showcasing Philadelphia’s fashion looks, or predicting upcoming trends of today’s designing youth, the spring show is sure to tickle creative fancies and fulfill our childhood fairytale longings. This year’s fashionable innovation is here to mesmerize, that is, until the subsequent batches of Philadelphia University’s designers emerge at next year’s show.

COLOR WATCH
By Nicole Enterline

“I found I could say things with color and shapes that I couldn’t say any other way...things I had no words for.”
--Georgia O’Keeffe

With O’Keeffe’s approach in mind, designers have certainly said what their customers are thinking, not only through the price tag but also with color. The runway for spring 2009 turned down the volume on the saturation knob and saw clothes softly tinted into a palette of gray tones.
This transformation turns the vibrant purple worn in the fall into a delicate lavender, along with the exchange of strong reds for the latest salmon rose and coral.
These subdued tones paired with shades of gray provided the perfect inspiration for sleek designers such as Narciso Rodriguez and Peter Som (designs pictured here).
While the dulling of colors certainly reflects the somber cloud over the country’s economy, we can always reflect a light of hope by adding this season’s accent color, yellow, to any outfit.
From DKNY to Calvin Klein, designers haven’t forgotten to imply their optimism for the future by adding hues ranging from light lemon chiffon to shades reminiscent of the famous Lance Armstrong Foundation Livestrong® bracelets.

FASHION ON THE CAMPAIGN TRAIL
By Meaghan Abell

From Jackie O to the lovely current First Lady Michelle O., American fashion has been revolutionized by political figures throughout history.
As President Barack Obama began his campaign trail in Minnesota, Michelle began to exhibit her fashion prowess in a purple, cinched-waist dress, accompanied by a classy black belt and beautiful, enlarged pearls.
With yellow declared by fashion forecasters and experts as the color of 2009, First Lady Obama was clearly ahead of the trend as she wore it flawlessly in a glittered ensemble you may remember from the Presidential Inauguration Jan. 20. She has expressed her individuality by making a Narcisso Rodriguez dress her own, tailored to perfection, and being a key advocate in reinventing how we view J. Crew as a brand.

As of February 2, 2009, the limited edition Mrs. O T-shirt, inspired by the purple dress with long, pearl necklace accessorized with brooches, has been on sale. The American Apparel T-shirt only costs $30, with proceeds going toward Operation USO Care Packages.
What is most inspiring about Michelle Obama as a fashion icon is her ability to relate to her fellow Americans and be comfortable with her body and within herself. We can be sure that her style will be embraced for the next four years and beyond!
INTERNATIONAL CULTURE
BEAUTY IS IN THE EYE OF THE BEHOLDER
By Betsy Joyce

Where: India and Pakistan
What: Burqa
Why: Though not required, many Muslim women in India and Pakistan choose to wear a burqa. They feel beautiful and mysterious by exposing only their eyes to possible mates.

Where: Mauratania, West Africa
What: Overweight Women
Why: Since weight is a reflection of wealth, girls are often force-fed to better their chances of obtaining a husband.

Where: The Kayan tribe of Burma and Thailand
What: Neck Rings
Why: In order to guarantee women will marry men within the tribe, Kayan girls at the age of 5 begin wearing brass rings around their neck. The more rings a woman wears to stretch her neck, the more desirable she becomes to men.

Where: Iran
What: Rhinoplasty (Nose jobs)
Why: Since Iranian women have to cover up their hair and bodies, they want to create flawless faces to show off their beauty. A nose job in Iran costs between $1,000 and $6,000, and surgeons perform about 60,000 a year.

THE LOOK FOR LESS
By Lauren Haber and Katherine Pietrangelo

Fashion isn’t always about blinding your friends with technicolor patterns and vivid florals. Many designers, such as Peter Som, are showcasing very classic and neutral pieces, such as tailored blazers and collared shirts, with modern twists, including flirty rompers and strappy heels.

During the current economic crisis, few people can afford the high price tag associated with designer looks. Just by visiting various stores in your local mall, these fashionable, yet budget-friendly, pieces can recreate a classic Peter Som spring look, while keeping both you and your wallet happy.

Photos:
1. Shoes- $38 www.payless.com
2. Belt- $25 www.jcp.com
3. Blazer- $69.99 (originally $100) www.kohls.com

Photo Courtesy of Mercedes-Benz Fashion Week
Yes — it’s finally here! StyleLine officially has a men’s column! Girls, you can stop tormenting your boyfriends by making them read an all-girls StyleLine, and guys, you can rejoice and actually read StyleLine for the articles and not just the pictures!

I know that most guys at PhilaU aren’t spending the majority of their money on clothes. You probably spend it on Mylar, cardboard, Micron pens and color copies from FedEx Kinkos. However, try to invest in these five pieces that have more longevity than any cardboard shoe model or floor plan. Each investment item costs less than $100. That might sound like a lot, but since you are probably spending $100 per design project, isn’t worth it? Here are some suggestions for pieces that will not break the bank or your cool.

These boots are inspired by shoes that British military officers wore in World War II. Simply wear these with dark denim or, for a more relaxed, preppy look, roll up your jeans past your ankle and wear low-cut socks.

The versatile white dress shirt is a must-have for any man’s wardrobe. You can dress it up or dress it down and wear it with shorts, jeans or dress pants. To add a little visual impact and texture, wear it with a casual but sophisticated blue or black silk knit tie.

I’m obsessed with this sweatshirt (and if you notice me around campus, I can’t seem to pry it off of my body). It’s comfy, stylish and goes with many different outfits. Its fleece lining makes it perfect for spring Philadelphia nights and cooler days in April and May. If you want a cheaper alternative, try H&M or the eBay store of tuffymcpuggles.com. As funny as the name sounds, Tuffy McPuggles is an American Apparel wholesaler that sells via eBay. They sell this must-have hoodie for $29.90.

Feeling lazy and want an effortless look to get you through the day? Throw on a v-neck T-shirt, a pair of jeans, and some Jack Purcells or canvas slip-ons and you’re good to go.

They’re skinny. They’re dark-washed. They’re affordable. What more could you ask for? Just avoid white sofas and wash inside out in cold water on your first wash.

TIP: Combine these five items and you have an awesome outfit. However, each of these can be worn with any number of pieces so experiment and have fun!
**PHILEO**

_416 South Street, Philadelphia, Pa._

With an endless string of Pinkberry-wannabe shops opening up all over, it seems they’re all becoming cliché. However, Phileo defies the standard by offering more than the usual two or three flavors of yogurt: 16 to be exact! They also allow their customers to add their own toppings, which include an array of fruits, cereals and sweets. The frozen yogurt itself contains no fat, few calories and offers all the health benefits of non-frozen yogurt. The pay-per-weight prices is only 49 cents per ounce, making the price and flavor a guaranteed combination to put a smile on your face.

**MILKBOY COFFEE**

_2 E. Lancaster Ave. & 824 W. Lancaster Ave., Ardmore, PA_

For lovers of great coffee, art and music, Milkboy offers the perfect environment. With shows, open mic nights and art events weekly, Milkboy is a refreshing change from the typical coffee chain. You can flex your creative muscles and have a great breakfast, lunch or dinner that will cost $8 at most. Offering plenty of options for vegans as well, Milkboy serves locally grown produce and prepares its food with organic ingredients.
‘ELEVEN MINUTES’
By Andrew Van Sant

You saw him on the first season of the Bravo TV’s reality show “Project Runway.” Armed with a pair of cutting shears and a heaping bag of sass, he competed through the show, made it to Bryant Park, and won the inaugural season. That was in 2005.

It’s now 2009. While Jay McCarroll, a PhilaU alumnus, might not be doing a Target capsule collection or designing gowns for First Lady Michelle Obama, he is doing something unique for a designer.

Following the footsteps of Yves Saint Laurent, Karl Lagerfeld, Valentino and Isaac Mizhari, McCarroll is the main subject of the documentary “Eleven Minutes.” The film chronicles Jay as he creates his first collection after the first season of “Project Runway” ends. The viewer is taken through the whole process of creating a collection from conception to buyer appointments.

PhilaU students were invited to a free, private, advance screening of the film in February. I went to the screening and test out some looks that are different from your usual style. I hope that this issue of Styleline provides you with useful information that will influence your spring fashion decisions.

As a whole, I enjoyed the film. Nothing was glammed up or dumbed down; it was authentic. The most entertaining part of the movie was Jay’s wit, which ranges from subtle to uncensored, such as telling listeners of a radio show that he sells crack-cocaine to finance his collection.

As for his collection, it was colorful, inspirational and, most of all, Jay. Meaghan Abell, a sophomore Fashion Merchandising student, thought very highly of the film. “I don’t think I’ve laughed so hard in a long time,” she said. “I wish I could spend one day in the mind of Jay just because I think it would be the most entertaining day of my life.”

Marielle Schaffer, a sophomore Fashion Design student who took Jay McCarroll’s fashion figure drawing class last semester, enjoyed the film and sympathized with Jay’s struggles. “It’s hard for people that aren’t in this industry to realize just how hard we have to work to get to the top,” she said. “I hope that this film will help others respect the work and dedication that designers put in to fulfilling their dreams. Even if Jay isn’t one of the biggest names in fashion, he definitely has one of the strongest drives out there.”

FROM THE EDITOR

Spring has finally arrived! To me, spring fashion has always been distinguished by vivid colors and lively prints. This season, embrace some new colors and test out some looks that are different from your usual style. I hope that this issue of Styleline provides you with useful information that will influence your spring fashion decisions.

This issue of Styleline would not be available to you without the hard work of an amazing group of people. Clara Henry and Andrew Davis deserve a huge amount of credit for pulling Styleline together and keeping this issue on track throughout the semester. My co-editors, Lindsay Beach and Caroline Hagerty, have provided me with an immeasurable amount of assistance from editing articles and photos to conceptualizing layout ideas. Finally, kudos to Vanessa Peterman and Laura Peterson for all of the work they did turning various layout ideas into one logical design.

Just remember that style is a personal reflection of your personality, so be creative. Make it express who you really are, and don’t be afraid to take some risks! I hope you enjoy the upcoming summer and be sure to check back in the fall for the next issue of Styleline.