

# Fashion Newsletter

## Spring 2010



### The Show Must Go On: Alexander McQueen [March 1969-February 2010]

By Jessica Gawthrop

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At the start of New York Fashion week a dark cloud hung over the city as designers, models, family, friends and fans of the late Alexander McQueen remembered his passing.

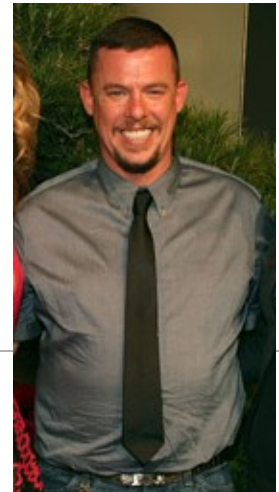
Known in the design world for his dramatic designs and lavish runway shows, McQueen made his name one to remember. Controversial yet innovative, creative displays put on by McQueen could rarely be matched by fellow designers. He had his audience hold their breathe when one of his runway shows featured a fourteen inch "stilt" stiletto; taking the world of fashion to new heights, literally.

Over the course of his

career McQueen won countless awards, including the designer of the year award. Not only is he one of the youngest designers to receive this award but between 1996 and 2003 McQueen took the award four times.

Alexander McQueen believed that fashion had no boundaries, no height limitations, and that creativity could not be contained. His unconventional style helped to establish a name that was followed by a famed career. McQueen proved to the design world that the story a collection tells is just as important as the clothing itself; the two working together

to give the audience more than just a show, but an experience they wouldn't soon forget. He will live on in the memories of those who appreciated his work. And he will continue to be an inspiration to others, encouraging them to see beyond their own imagination and do something ground breaking.



### UPDATE FROM OUR FASHION INSTITUTE GIRLS

BY MARISSA STUART & MARY VUONO

As most of you know, our fashion merchandising program teams up with the Fashion Institute of Technology in New York City for the option of getting your associate's degree from FIT as well as your Bachelor's Degree from Mercyhurst College. Every year, both juniors and seniors from our major travel seven hours from Erie to learn in one of the leading fashion

capitals of the world. The girls are provided with internships in the city where fashion is so prevalent. Here are what some of our fellow students are doing this year.

Holly Hayward is interning at Piazza Sempione, an Italian brand, in their showroom. She has had the opportunity to work during market weeks where she was

responsible for taking care of clients who are interested in Piazza's products. She is also responsible for styling the models and ensuring all the merchandise is put away properly after client meetings. When market is not in session, she performs tasks that keep up the organization of the showroom.

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## LAUREN CONRAD LAUNCHES SPRING LINE AT KOHL'S

By: Kseniya Kampova

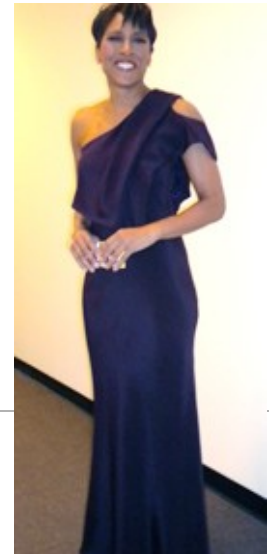


Most of us know Lauren Conrad as being the former star of MTV's hit reality show *The Hills*, but the 24-year-old has come a long way since her documented life in L.A. Besides being a television personality, Conrad has established herself as a fashion designer and now a New York Times best-selling author.

Her latest accomplishment is the line of fashions she launched nationwide for Kohl's department store. Conrad's new line "LC Lauren Conrad" made

a debut at Kohl's this past fall and is now following up with a spring collection. The LC line, features some of LC's favorites like the boyfriend blazer, comfy tunics, black shiny leggings, and a floral chiffon dress. The collection reflects Conrad's effortless California-casual style and is worth any fashionista's attention. Conrad claims her personal design philosophy is "to follow trends but not follow them blindly." She asserts that it is important to know your body type and what compli-

ments it as keys to looking great. "Kohl's makes really great style affordable," said Conrad of the retailer.



## ROBIN'S RED CARPET CHALLENGE

By Kelly Konopka

Good Morning America's Robin Roberts wanted some help with choosing what dress she would wear to the Oscars. She narrowed it down to three recently graduated fashion design students to create a gown for her to wear. The final three, Fabiola Arias, Kwame Brako, and Shawn Reddy, began to bring their designs to life.

Fabiola created an ombre emerald green gown fading into navy blue. The gown was made with organza and was ruched together to create a textural look to the dress. It was constructed as a one shoulder dress with a mermaid bottom.

Kwame created a midnight blue dress made of silk charmeuse. He went with a widened one shoulder strap and an asymmetrical neckline. To add a bit of flair, the shoulder of the dress flowed to the back and draped like a Greek goddess's dress would.

Shawn's dress was a deep eggplant made of a cotton jersey. His design was a one shoulder dress as well, however, it had more of a capped sleeve with a circular keyhole to show off Robin's shoulder.

The three dresses have some similar qualities, but all are very distinct and creative. To find out which dress Robin chose, you'll have to keep an eye out for her at the Oscars or watch the next morning's segment of Good Morning America where she will reveal which dress was the winner. The favorite so far seems to be Shawn Reddy's dress, but if you want to see the dresses, you can go to [www.gmanews.com](http://www.gmanews.com) and search Robin's Red Carpet Challenge.

### UPDATE:

Shawn Reddy won the contest and Robin chose to wear his dress to the Oscar's Red Carpet.

## LET'S REVIEW: MY SOPHOMORE REVIEW EXPERIENCE

By Megan Stepnoski

Only in the fashion department at Mercyhurst College can professionals from all aspects of the fashion industry come together to decide the fate of the sophomore class. For most second year fashion students the thought of Sophomore Review can be terrifying.

After going through the process recently myself, not only has it pushed me in the right direction to pursue my fashion career, but has also helped me make connections in the industry. On the way to my review, the third floor of Old Main suddenly turned into the infamous hallway from *The Shining*. I was so nervous it seemed like it took forever to walk what would normally be a few steps. When I got into the room, Marilyn was waiting for me along with other fashion professionals. The board asked me questions like what I wanted to do after graduation and what I needed to do to get there. They also asked me about my retail experience and to explain my current job.

The interview only took about twenty minutes, but it was twenty minutes that really helped me to realize what I want to be when I "grow up". I received many suggestions about what I should be doing while here at Mercyhurst and also how to succeed after graduation. Despite how utterly terrifying it had been leading up to it, Sophomore Review really helps you to get on the right track for a successful career in the fashion industry.

## New Fashions Heat Up the 2010 Oscar Red Carpet

By Kayla Keltz

This year's 82<sup>nd</sup> annual Academy Awards brought a slew of new faces to the red carpet, as well as new fashions. This year's biggest trends were solid color gowns in cool shades as well as asymmetrical gowns. In fact, many of the stars wore gowns with asymmetrical elements of design. There were a few hits and misses on the red carpet this year; here are my personal best and worst dressed lists for the 2010 Academy Awards:

### Best Dressed:

**Sandra Bullock:** This year's recipient of the Oscar for best actress in a leading role also wins my pick for best dressed. *The Blind Side* actress looked elegant and sophisticated in a light gold gown with flower detailing embroidered at the top. Bullock gave fans a taste of old school

Hollywood and glamour in her dress by Marchesa.

**Rachel McAdams:** The *Sherlock Holmes* star looked gorgeous in a strapless multicolor Elie Saab gown. The wrap detailing on the bodice went well with the skirt which flowed away from her body. The colors in the dress were what won her my pick for one of the best dressed at the Oscars this year.

### Worst Dressed:

**Zoe Saldana:** I expected the beautiful Zoe Saldana to also be a hit on the red carpet, unfortunately she ended up looking more like flamenco dancer in a strapless Givenchy design. At first glance I thought she looked gorgeous in the lavender gown until the camera showed the lower half of the dress which was complete with ruffle madness. The

color gradation would have been beautiful had it not been overpowered by the ruffles which looked more like a cheap plastic lei.

**Jennifer Lopez:** Usually a well dressed actress who is no stranger to the red carpet, Lopez's dress choice was not one of her best. Her strapless pink Armani Prive dress looked more like a plastic quilt with a giant sheet of bubble wrap attached to it. Some critics called it a work of art, while others called it a mistake. Unfortunately I will have to agree with the latter about this dressed which hugged her curves in all the wrong places.



## *Alligators, Old Mink & New Money: One Woman's Adventures in Vintage Clothing*

By Alison Houtte and Melissa Houtte

Reviewed By Jennifer Pisula

Alison Houtte lived quite the interesting life as a former fashion model. She has always had a knack for personal style that was perhaps passed on to her by her mother and grandmother. After deciding to give full-time modeling a rest, Alison opened a vintage clothing store in Brooklyn, NY called Hooti Couture. This book goes through her experience of the good and bad, as well as the thrill, of owning your own store that holds one-of-a-kind items.

By reliving good and bad memories of Hooti, Alison helps anyone interested in doing something like this learn from her mistakes as well as obtain her business skills. For example, she tells of what to do in certain situations and where to go when looking for great deals. At

the end of the book she also gives quick tips of what to pack for vintage buying trips and when to spot something that can or cannot be fixed!

I have always been interested in the world of thrift and vintage so this book was a gem to me. Even though I frequented the local vintage hotspots of Pittsburgh while growing up, I never really delved into famous brand or designer names, much like Alison at the start of her business, which changed later on. This book helped me to develop a keen eye for hidden treasures in unexpected places.



## SCHOOL CREDIT AND A VACATION TO ITALY!

BY MARISSA STUART

Twenty Fashion Merchandising students will soon be off to Milan, Florence, and for some, Venice too! This trip is really going to be a once in a lifetime experience for these girls. Not only are they getting the chance to see the beauty and the culture of such a fantastic country, but they are also getting a up close look at the amazing fashion this country has produced. They will get to experience a real Italian leather workshop, go to open air markets for shopping and explore beautiful designer stores such as Armani, Versace, Missoni and many more! This fantastic tour has been put together by Pam Sexton, owner of Fashion Perspective Tours. Pam has organized many other incredible trips for the Mercyhurst Fashion Program over the past several years, including trips to Hong Kong, Paris, and London. The upcoming trip to the most amazing Italian cities will undoubtedly be as exciting and enjoying as the previous adventures! Presently the girls scheduled to go on the trip are taking a class to ready them for their trip to make sure they can get the most out of it. Not only do they get to a vacation to Italy but they are earning 3 credits for it!



## UPDATE FROM NYC (CONTINUED FROM PAGE 1)

Kacie Zolkowski is an intern at SELF Magazine, as a fashion closet intern for the accessories department. Through her internship, she checks in clothing and accessory samples, returns samples that are not going to be used, and organizes the racks of clothes. She gets to witness the styling for fashion shoots from the styling editor and accessories director.

Aimee McGoun is interning with Rebecca Minkoff, in showroom sales. She got to know of Rebecca Minkoff's work through working her fashion show during fall fashion week. She is the only intern, so she has a lot of responsibility and has the opportunity to sit in on sales appointments, meetings with buyers, as well as working special events at department stores to help promote Rebecca's brand.

Emily Schillaci is a fashion closet intern at Lucky Magazine where she is in charge of all of the samples of the closet, which includes checking them in, organizing them, and returning them. She also has had the opportunity to style the models for fashion shoots and par-take in the fashion shoots as necessary.

Former Fashion Club President, Jenny Bishop is a sales room intern for Oscar de la Renta. Jenny is in charge of maintaining the showroom samples, sending samples to department stores, photo shoots, and shipping samples to trunk shows. She also helps create buy catalogs for buyers and

makes sales reports each week. She also gets to help dress models during fashion shows to potential buyers.

Paige McCoy is interning at Polo Ralph Lauren in NYC as a merchandising intern. Paige Attends meetings with her supervisors, which include pricing strategies, works in progress updates, and technical design elements. Paige also gets to spend time in the showroom for the RLX line organizing and keeping track of shipping samples. And she also gets to calculate the markup of each of the garments for the RLX line that she has been working on.

All of girls have some pieces of advice for those of you who are planning on going to FIT: Have an open mind and don't act above doing medial tasks because those are the ones that most people will remember. The best part is the experience you get, so take advantage of every moment you have while in the city!

