



Philadelphia University

Fall 2001

## Focus on... 2001 Annual Fashion Design Show

by Stephanie Reynolds

The April 2001 Philadelphia University FIA Annual Fashion Design Show at Althouse Hall showcased the Fashion Design Program's most promising new stars. Award winners included Best Senior Collection and Best of Show, Pete Dalton; Most Saleable Collection, Keisha Walker; and Frank Agostino's Evening Wear Award, Rainer Wolter.

The high-tech show, which featured a live band, as well as live video coverage on two surrounding screens, is the largest fashion event on campus. The show is a collaboration of student work from all fashion majors and is produced and coordinated by members of the Fashion Industries Association (FIA).

Congratulations to everyone involved and good luck with the 2002 show!



Above: Designer Jennifer Bolcar '02; inspired by Greece.  
Below: Designer Carolina Crespo '01; inspired by fractal geometry.

## Focus on... Alumni

### Jesse Burckhardt

By Amy Schwab



Jesse Burckhardt, a 2000 fashion design graduate, went on to her first position as assistant technical designer at Urban Outfitters. Urban, which specializes in lifestyle products, is located in Center City Philadelphia. The company targets trendy, urban teenagers who enjoy its funky, hip products that range from clothing and accessories to housewares and greeting cards.

At Urban, Jesse assisted all

seven technical designers, who serve as liaisons between design and production. The technical design department sets up the technical specifications of garments after the design stage is completed. The specifications are then sent to manufacturers, who make patterns and sew samples, which are sent back to the company to move on to fittings.

Soon after starting at Urban, Jesse was put in charge of all skirts for Urban and its subsidiary, Anthropologie. This exciting promotion had Jesse in charge of all skirt fittings.

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### Mike Ternosky

By Allison Kirkman '00

A native of Avalon, N.J., Mike Ternosky is not your typical beach bum. Although he is an avid surfer with a great tan, Ternosky has taken his East coast-flavor to the Golden State where he has incorporated his love for streets, surf and music into his clothing designs. After graduating in May 2000, Ternosky made his way to

sunny Southern California, where he worked for the surf and skatewear labels RedSand and Hurley. This past fall, Ternosky was offered the opportunity of a lifetime with artist Shepard Fairey and his Obey campaign to design and launch the first line of men's clothing under the Obey name.

This past spring, I had the chance to visit with Ternosky at his Laguna Beach home. Working 10- to 12-hour days,

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## From the Editor



Stephanie Reynolds

Styleline is back again bringing you features and trend reports from Fashion Merchandising, Fashion Design, and

Fashion Apparel Management majors. Our students have contacted alumni working in the industry, interviewed Philadelphia University faculty, and researched the latest trends happening all over the industry to present the most fashionable facts! There's a look at the FIA Annual Fashion Design Show 2001 that showcased the University's most successful fashion leaders. I look forward to the excitement of the spring semester and to the much-anticipated FIA Fashion Show at the end of April. Don't forget to check out the Fashion Calendar so you don't miss out on the most stylish events!

## Styleline Spring 2002

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.

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# FOCUS on... Events



For Saks Fifth Avenue's event "Fashion Targets"



Fashion design students Liz Truong '01 and Justin Mendoza '00 pose with their designs that were displayed for the Fashion for Parkinson's press party in the Neiman Marcus King of Prussia store's couture department in September 2001.

## The Business of Fashion

By Stephanie Reynolds

Last semester, Philadelphia University hosted *The Business of Fashion*, with speakers Terry Agins, author of *The End of Fashion: How Marketing Changed the Clothing Business Forever*, and trend forecaster and retail consultant David Wolfe, of the New York-based Donegar Group.

Agins discussed where fashion is going. She does this by examining cultural habits, such as television and art, to identify what influences customers and how marketers are reaching their tar-

gets. She applauded one of the most obvious and most successful trendsetters of today's fashion, HBO's hit series "Sex in the City." From name necklaces to flower corsages, this show has been paving the fashion trail for several seasons.

Wolfe reported on the current "State of Style," and what we can expect in stores for Fall 2002. Two major trends he spotlighted are the colors black and white, a major color story for 2002, and the "stand by your brand" influence. He predicted the magic formula for fashion is "Logo, logo, logo," from Louis Vuitton bags to Chanel to Burberry plaid.

Another issue Wolfe touched upon was the "death of dressing down." Wolfe reasoned that the movement toward better fashion presentation in the workplace is a direct reflection of the dot-com failures. He surmised that the dot-com industry initiated lazier and sloppier dress-code attitudes and when that industry began to fail, people moved away from that way of thinking.

Wolfe left the audience with one last thought, "Everybody has got style." Style is achievable in any price range, he offered, thanks to "lifestyle stores" such as H & M, Pottery Barn and Target.

## Career Connections

By Amber Hasulak

At the Career Services Center, located on the lower level of the Wallenberg Center, director Russ Cole and a team of talented staff members help students plan their futures. Cole was able to provide me with a clear picture of the services available to students

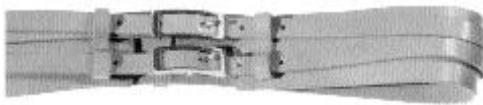
here at Philadelphia University.

It's never too early to start thinking about your future, and Career Services can help make the process a little easier. Here, students can learn how to write resumes and cover letters, and also how to interview. At [www.philau.edu/career](http://www.philau.edu/career), students can search a database of more than 2500 jobs.

Career Services also encourages freshman students to utilize their library to read about career fields. Seniors should take advantage of videotaped mock interviews and all students should attend the Fall and Spring Career Fairs to talk with professionals in their fields of interest. This spring, Career Services began publishing the Summer Job Bulletin with approximately

## Focus on . . . Accessories

By Amber Hasulak



An outfit is just not complete without the perfect accessories. Fall 2001 brought an assortment of stylish choices to give the finishing touches to your ensemble.

The waist continued to be emphasized, as belts were still popular this season. The chain belts of last year are up for debate; still loved by many and thought to be old and over by others. If you like the look of the chain, stick with single links. If you're over it, rhinestone plackets create a fresh, new glamorous look. One of the most popular ways to draw attention to your waist right now is with

wide, 2-inch belts. However, if you're feeling exceptionally fashionable, wider corset styles were seen all over the runways.

Your hair had a new look for fall, as well. This season was all about creating a clean, classic look. Tortoise shell, leather and suede pony cuffs, headbands, barrettes, and hair

sticks all worked. Structure and angles are almost as important as the fabrications found on them. Houndstooth, glen plaid, herringbone and pearls all create a polished appearance.

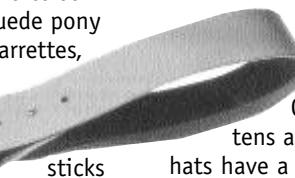
Finally, as the fall turns colder, the most important things to focus your shopping on are cold-weather acces-

sories. Not only do scarves, hats, and mittens serve the quintessential function of keeping you warm, they are especially stylish and fun this season. Fur, which made an appearance last fall and winter, will be much stronger in 2001-2002. Printed furs in those popular menswear prints will be essential pieces to

complement basic fall and winter coats.

Convertible mittens and topknots on hats have a young, childlike appeal and are ever-popular in bright colors. With the vast assortment of cold-weather accessories the season has to offer, there is no excuse to be caught out in the cold!

Finally, as the fall turns colder, the most important things to focus your shopping on are cold-weather acces-



FIA provided their signature T-shirts to Lisbeth Willis, director of Alumni Relations, for her annual summer trip to Bosnia and Herzegovina. Lisbeth (right) is pictured with the Bosnian orphans who received the shirts. Thank you, FIA! You are truly international ambassadors of good will.



Doreen Burdalski, assistant professor and coordinator of the Fashion Merchandising Program (fifth from right), is pictured with her merchandise buying class students on a recent field trip to New York City to visit alumni hosts at Federated and Liz Claiborne.

## Focus on . . . Color

By Jessica Plouffe

The fall season brings with it a vast array of colors. Black and bright, mono-chrome, natural shades, or pink and purple was fall's color scheme. Faded denim makes way, as well as highly glazed black leather, and sheer-colored silks.

Many theme-inspired styles and colors are seen for

the fall. For instance, the Navy inspired admiral-style coats and jackets, incorporating combinations of navy blue and cream. As well, 60s' styles with bright colors, including pink and turquoise, hit the catwalk.

The power suit bought many patterns and the staple, pure black and white. Houndstooth check, glen plaid, in addition to a variety of checks and plaids, were the hottest.

Pretty pastels, a stranger to fall, have been spotted on

the runway incorporated in flirty dresses. Pinks and purples are being seen in intricate embroideries and linings.

Natural shades such as khaki, green, and beige carry on summer's jungle experience. However, these colors are now being used in military-inspired garments, such as full coats and trousers.

There is color in everything, whether glamorous with bedazzling sequins or natural intoned through battered leather and tons of fur.

## Focus on . . .

### Trends

By Jessica Plouffe

The season's catwalks set the trends for Fall 2001. Designers focused on a re-exploration of previous decades. The ongoing obsession with the '80s has shown itself as a continuing fad, bringing back black denim. However this fall it touched on the '60s, with shift dresses ala Jackie O and fashions inspired by pop art. Bright colors, stripes or big-flower details added to this swinging-60s style.

Although premature for fall, skiing styles that included snowflake patterns, fur hats, mufflers, coats and jackets inspired by the Alps have been highlighted. Big cardigans, fluffy knits, and pastels complete the Alpine chic.

Mannish-styling focusing on sharp suits has prevailed. Lean pantsuits, seven-eighths, single-breasted coats with matching shift dresses, zipped trapeze coats, fall shorts, short skirts, and straight or square overblouses of wool complete the look. Also, mixed-up suits, where the jackets double as skirts, silk slips tailored into jackets, and dressing-gown fabrics mixed with pinstripes have been seen on the runway.

Likewise, the reworked tuxedo found its niche with satin lapels, contrast colors of black with red, pink, or electric blue, and tuxedo-style shirts.

The contrast was seen in swing dresses, lace collars, empire lines, and sugary pastels and "rock chic" with its tight leather trousers, knee boots, plunging T-shirts and tanks.

## Ternosky

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Ternosky has little time for the laid-back Laguna lifestyle. Although the designer demands weekends off to skateboard and visit with friends, Ternosky is constantly at work thinking of new concepts and possibilities for his designs. "Philly is the source of all my inspiration," Ternosky told me. Even though the designer has found comfort on the West Coast, the East Coast, especially the Philadelphia area, is home. On April 6, Ternosky had the chance to show Philadelphia his own designs at an in-store event held at Urban Outfitters promoting the gallery opening of Shephard Fairey's "Subvert" artwork collection. Inspired by the beats and the streets, Ternosky has revolutionized the Obey campaign with his innovative and functional designs. His collection,

## Burckhardt

*continued from page one*

She enjoyed being entrusted with this responsibility so soon after being hired.

Although Jesse enjoyed working closely with products, after about one year at Urban she decided to pursue a more creative position in design at

planned to hit stores next fall, infuses workwear with military. One particular design features a sweatshirt with a zip-out fur hood, based on a military M65 jacket.

Since his beginnings at Obey, Ternosky has worked closely with the Japanese in tailoring his designs for the Japanese market. In working with the Japanese, "communication is key" Ternosky informs. He is constantly in touch with his Japanese counterparts through e-mail and phone conversations. He even traveled to Japan this past winter to assist in building the Obey name in that market. A flagship store was planned to open in Japan this summer, and you can be sure that Ternosky will be there to witness this phenomenon.

To fully understand the Obey campaign, checkout the company's official website @ [www.obeygiant.com](http://www.obeygiant.com).

another local company, Lilly Pulitzer. Located in King of Prussia, this company specializes in brightly colored, resort-type attire. Jesse, now assistant designer for this rapidly growing company, sees future opportunity here.

## Spring 2002 Fashion Calendar

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

### January

- 31 (Thursday) 11 a.m. Design X Show, Downs Auditorium
- TBA Libby Haynes Hyman Memorial Scholarship
- TBA Educational Foundation Scholarship

### March

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• 1 (Friday)</li> <li>• 5 (Tuesday)</li> <li>• 8 (Friday)</li> </ul>               | Summer Coop program application deadline<br>Dupont Hosiery Design Competition Awards<br>Study Abroad summer and fall application deadline |
| <ul style="list-style-type: none"> <li>• 26 (Friday)</li> <li>• TBA CFDA Scholarship</li> <li>• TBA Style Wars</li> </ul> | Third Annual Marianne Able Career Day Fair<br>CFDA Scholarship<br>Style Wars  |

### April

- 24 (Wednesday) F.I.A. Annual Fashion Show,  
Academy of Music
- TBA Onward Grand Prix

### May

- 17 (Friday) Philadelphia Fashion for Parkinson's
- 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, [www.PhilaU.edu/FDsecure](http://www.PhilaU.edu/FDsecure), for news and updates on special*

## Career

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80 job and internship positions. Students wishing to seek employment in areas other than Philadelphia, can make an appointment with a Career Services counselor.

Career Services is on-target with all it provides to students. The department continues to grow and plans to offer even more valuable resources in the future.

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