

# Styleline

Philadelphia University

Fall 2008

## Focus on... Alumni

Andrea Ball

By Alyssa Imprevento



Have you ever wondered who designs those stylish Puma accessories? Well, I would like to introduce you to Andrea Ball. Ball is a Philadelphia University Fashion Design graduate and is now the Senior International Headwear Designer for Puma.

Ball chose PhilaU for the same reason many of us have, the well-rounded curriculum and proximity to family. Growing up in Verona, N.J., Ball claims she always had an "eclectic" sense of style.

While she took an interest in fashion, she never learned to sew or draw like many of her peers did before entering the University. Her instinct, zeal and competitive spirit soon took over and she found herself so busy perfecting her work that she had little time to participate in campus activities. She did, however, volunteer in Philadelphia University's fashion shows and even modeled in several.

I curiously asked Ball who her favorite professor was and she replied,

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## Focus on... Campus Trends

By Meaghan Abell

The stylish students at PhilaU have more than demonstrated their love of patterns and color this fall with beautiful, captivating trends. Our campus has seen the return of Grecian sandals, in distinct glossy blacks and golds. The strap-based gladiator sandal is often accessorized with a stunning embroidered, knit or patterned scarf that adds flare to any outfit.

Another gorgeous look this fall is oversized gold, pearl and multi-colored accent jewelry. From bold earrings to luminescent bracelets, this trend will enhance any look.

Inspired by several celebrities, like Rihanna, who recently decided to go short with their hairstyles, is the rounded bob that lengthens toward the front, shaping the face. The side-braid is common with this look, reminiscent of the 1960s. Add an embellished floral sundress that comes just above the knee and your wardrobe as a PhilaU trendsetter will be complete!

Just as PhilaU students' trendy clothes and accessories get attention, so do their dorm rooms and apartment décor. The ever-popular Warhol photographs and 1950s-inspired Audrey Hepburn and Vogue placards brighten the homes of PhilaU students.

It appears as if PhilaU's students have the right idea in incorporating vibrant colors, patterns and fabrics, with a hint of nostalgia into their everyday lives.



Photo collage: Betsy Joyce

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"My favorite professor of all was Clara Henry. Long before I enrolled in any of her classes I would see her around campus and think she was so impressive. Luckily for me, we've stayed in touch after I graduated and now I feel honored to call her a friend as well as a great mentor."

In addition to completing her schoolwork, Ball also traveled and interned in New York with Liz Claiborne Accessories to prepare for her future with Puma. Her internship gave her a chance to design her own line. After graduation, she worked in New York City with a bag manufacturer and then moved to Los Angeles for seven years to work with Adidas.

She then took a break to indulge her passion for traveling. She spent time in Australia and New Zealand. She said she loves London and Tokyo because of the ever-present passion for fashion seen day-to-day in both countries.

Now, after moving back to the East Coast and working for Puma, she has moved to Germany to live and work. From coordinating with 75 designers to presenting concepts to groups of 60 people, Ball deals with high-responsibility tasks on a daily basis. Thanks to her diverse background and intensive traveling, she is aware of the differences between American and European fashion and is able to connect with varied co-workers and designers.

When asked what talents she believes are the most important for fashion, she replied, "Dedication, drive, collaboration and good old common sense are some of the characteristics of the best designers I know. You must love what you do because this business is cut throat and fast-paced. Without passion for your job, you will have a hard time enjoying your life and finding success." Appropriately, this corresponds to three of Puma's company values: passion, openness and self-belief.

## Focus on... Trends

### Bag Borrow or Steal

By Nicole Carvalho and Amy Culvert

Are you struggling to keep up with the latest designer bags due to their expensive price? Bag Borrow or Steal, an online website featured in the film *Sex and the City*, allows you to borrow designer handbags, jewelry and sunglasses from top-of-the-line names such as Prada, Chanel, Gucci, Louis Vuitton and Coach for a very reasonable price. Every item the company lends is certified as authentic and is restored to mint condition each time an item is borrowed.

You can rent weekly, monthly or



### His and Hers: The Blurred Line of Unisex Apparel

By Bridget Sopko

My best friend and I have the same pair of ochre Slim Slacks from American Apparel. We try not to wear them at the same time, for fear of the ultimate fashion faux pas. Oh, and did I mention my best friend is a guy?

The unisex trend has been on the forefront of fashion for a few seasons now, especially with the young, hipster crowd. The company American Apparel has created an entire empire out of it. Except the obvious, like hosiery and bras, everything in their store is made in only one size run. Jeans are cut for a tight androgynous fit, with the larger waist sizes having longer inseams for men.

Oversized tops have become a huge mainstay in every women's closet. A slouchy sweater paired with a pair of leggings or painted-on jeans is a look almost any body type can pull off.

for as long as you like, and whenever you're bored with your item you can exchange it for a brand new piece! If you fall in love with the item, you can request to "steal" it and purchase it from Bag Borrow or Steal for a price that takes the items age into consideration.

Prices range from \$15 to \$150 a week. If you become a member with the company, you can earn rewards. For every dollar you spend, you'll earn four reward points. Once you have 1,000 points, you will receive a \$10 reward certificate that you can use toward a future borrow!

So instead of splurging your weekly paycheck on a single designer handbag, become a member of Bag Borrow or Steal and have a new designer bag for as long as you desire or until it is out of style! Just go to, [www.bagborroworsteal.com](http://www.bagborroworsteal.com).

Photos: [www.bagborroworsteal.com](http://www.bagborroworsteal.com)

## Focus on... International Culture

By Nidhi Sheth

In the United States, fashion is everywhere and it is easily recognizable. It is a way to express oneself without words. And though styles are always changing, fashion is timeless. International culture is expressed through the many international students at PhilaU. So I asked them, "How would you define fashion in your country?"

Yijie, Business Administration  
China

*The fashion statement is very much dependent on the westernization that takes place. Fashion designers are inspired by the designs from the United States. Most of the designers from China recreate what they see rather than creating their own designs. Apart from fashion apparel, traditional clothes*

*hold equal importance, but they have been the same for years with just a few modifications in the style.*

Nina, Digital Design

Bali, Indonesia

*Fashion is something I would relate to the latest trends. And having stayed in the United States for quite a few years, I've seen the change in fashion due to the season, but that is not the case in Indonesia. We wear what we feel like during any season and our inspirations are from designers in Paris and throughout Europe.*

Lina, Fashion Apparel Studies

South Africa

*Fashion is nothing in our country. The country is so poor that people focus on buying clothes that last for a long time. There are no specific big designers in my country, since we are still in the process of learning and studying fashion.*

Duygyu, Fashion Apparel Studies  
Turkey

*Fashion is just amazing in my country. The designers design different clothing for different seasons and the fabrics are so amazing that I have been unable to find similar fabrics in the United States. I am studying fashion at PhilaU and then traveling back to my country to work in the industry.*

Nidhi, Fashion Apparel Studies  
India

*Fashion in my country is very scintillating. Fashion is seen differently in our society in the lower class, middle class and upper class. The designers are inspired by the designs in the Western part of the world. There are no seasonal changes that affect our fashion, but the change in fashion is brought about by media, basically actors and actresses.*

## Focus on... Study Abroad

By Brittany Bauma

Studying abroad in Milan, Italy, turned out to be the best decision I ever made. As a Fashion Merchandising major, I immediately became interested in studying in Milan, which is known for its amazing fashion and designers.

While attending Nuova Accademia Di Bella Arti (NABA), I learned a great deal about fashion and broadened my horizons by living in another country. I grew personally and professionally in the fashion industry. From the nightlife and shopping to the culture, Milan is filled with endless opportunities.

For me, meeting one of my favorite designers, Roberto Cavalli, and being personally invited by him to attend his shows were experiences I'll never forget. Being a young college

student, I never thought I'd get to witness the fashion world firsthand alongside an internationally renowned designer. Going backstage, hearing the music, seeing the flashing lights and attending the after party were all amazing. This would have never happened anywhere but Milan.

I encourage every student, and especially fashion students at Philadelphia University, to make the choice to study abroad, no matter

where you go. Studying abroad teaches you so much and is an irreplaceable experience. For me, I have an amazing story to tell as well as amazing shows to add to my resume. I got firsthand experience with fashion in Milan, which will greatly help me in my future. Because of this opportunity, as well as the great education I obtained at NABA, I encourage every student to make study abroad a part of his/her college career.



Photo: Roberto Cavalli with Philadelphia University senior, Brittany Bauma (second from right)

## Focus on... Beauty

### Hollywood Glam

By Caroline Hagerty and Betsy Joyce

#### Hair

Adding a simple hair accessory can instantly boost your look. Headbands are not only a staple item for Fall 2008, they are also versatile, inexpensive and suitable for all hair types.

For a look that carries over from day to night, try pairing a thin metallic band with light, gentle waves—perfect for the season's cool weather. First, run an orange-sized dollop of mousse through your hair. Use a blow dryer and round brush to boost volume and follow up with a curling iron. Finish off by running your hands through the curls to loosen them, add a bit of hairspray to maintain the style, and your subtle, simple and irresistible look is complete! Old Hollywood glamour is a timeless trend and flattering without fail. For a modern

#### Makeup

Old Hollywood glam is no longer restricted to the red carpet! Anyone can create this gorgeous look their own. This look is wearable for a classy holiday party or out for a spicy night on the town!

The main focus of this look is a very defined eye with saucy red lips. To create the Hollywood Glam look, simply use your favorite liquid or powder makeup.

Go nude this fall, but only when it comes to your makeup! This fall there is a trend toward natural-looking, understated makeup. This classic, simple look enhances your natural beauty and skin tone. This is a great look for Christmas shopping, for class or work, or for a date with your beau! To complete this look, simply use your favorite liquid or powder makeup.

twist on an old classic, try a low twisted bun.

Spray a texturizing product, like Bumble & Bumble Surf Spray (\$26), back-comb hair for volume, and then do a simple side part. Bring a bun slightly off center and avoid pulling the hair back too tightly at the risk of looking too severe.

An easy and charming way to style your hair is braiding. To avoid looking plain, try braiding hair to the side. Also, keep hair smooth and voluminous with light-hold hairspray and a blow dryer. Pull hair gently in a low ponytail and braid, securing with a small rubber band.

Experimenting with different sizes and multiple braids can also make your look more original and playful. So, no matter how you decide to style your hair, remember that sometimes simple and practical can have a great impact on your look!

Photos (clockwise from top): [www.instyle.com](http://www.instyle.com), [www.hairriot.com](http://www.hairriot.com) and [www.mystyle.com](http://www.mystyle.com)

#### Hollywood Glam



1. Kat Von D True Romance Eyeshadow Palette in Ludwig-\$34
2. Dior, Diorshow Mascara-\$24
3. Clinique, Long Last Soft Shine Lipstick in Red, Red, Red-\$14

#### The Natural Look



1. Philosophy, The Supernatural Mineral Blush Duo- \$25
2. Bare Essentials, Wearable Nude Kit- \$30
3. Benefit, Primpcess: Glamorous Eye Kit- \$34



## The Look for Less

By Katye Marino & Megan Monroe



1. Sunglasses - \$6.80 ([www.forever21.com](http://www.forever21.com))
2. Trenchcoat - \$79.99 ([www.sears.com](http://www.sears.com))
3. Sweater - \$27.99 ([www.kohls.com](http://www.kohls.com))
4. Pencil skirt - \$9.50 ([www.forever21.com](http://www.forever21.com))
5. White belt- Sears- \$2.39 ([www.sears.com](http://www.sears.com))
6. "The Look" ([www.michaelkors.com](http://www.michaelkors.com))

It's that season again—time to make the big transition between warm and cool weather. How can you make it work on a college budget? Our inspiration comes from the runway of Michael Kors. This great fall look is both practical and trendy for any woman on the go, and we've created a cheap, chic alternative.

Key pieces inspired by this runway look can be found at everyday stores at affordable prices. It's time to create wearable day and night outfits for the versatile student!

Various options include:

**Day** - Take your favorite jeans and pair it with the Kohl's sweater, along with a long necklace. If you're going for comfort, switch "the look's" shoes to some simple flats. Keep sunglasses at your side in a brown clutch or perched on your head for easy access.

**Night** - Take a playful top, paired with the skirt and keep the belted, funnel-neck coat on hand for a chilly evening. The shoes and belt make for a flirty finish.

Celebrities such as Sarah Jessica Parker, Jessica Simpson, and even baggy-clothes-queen Mary-Kate Olsen,

## The Great Debate: Celebrity Designers

### FOR By Nana Mbira Idun

There's nothing wrong with a little celeb apparel! As a design student, and a lover of fashion, I know the creative genius it takes to design a bag, a pair of sneakers or a rockin' minidress. But, why do celebrities start fashion lines in the first place? It's because they know we will buy it.

As a consumer, I wouldn't mind saying, "Oh yes, this trench coat is from Sarah Jessica Parker's Bitten line." Her line is one of the most affordable lines out there. How many designers in the fashion industry have accessible clothing for the average American for less than \$20?

Unfortunately, labels run the fashion

industry. Whether it is a hand embroidered wedding dress by Vera Wang or a funky, peep-toe pump with Jessica Simpson's name slapped across it, people love labels.

Even the Olsen twins have had fashion lines since birth, but not on Rodeo Drive or in a fancy boutique in Manhattan, but in a K-Mart near you. Without their junior line, something as simple as a dress would just be another cheap sundress in K-Mart, which no fashion-conscious young girl would dare want to wear. Now, put Mary-Kate and Ashley Olsen on it and that cheap sundress now becomes "affordable" and "stylish" and the hottest trend for every 'tween. From one fashion designer to another, if tomorrow Gwen

L.A.M.B.  
love angel music baby



# mary-kateandashley

### AGAINST By Arielle Salkowitz

Fashion design is an extremely diverse industry. Design allows us to create wearable pieces of art that can be used to express ourselves. The fashion industry is an incredibly competitive business and achieving success is hard work—for most people. However, times are changing. For some inexplicable reason, Hollywood has begun to spread the new epidemic of celebrity designers. These "celebrities," as online magazine *The Cut* labels them, are popping up everywhere and polluting the fashion industry.

You may be wondering that if these celebs are so tepid in their talents, why are their clothing lines successful? The reason for the madness is that pre-teen and teen girls go crazy for clothing designed by their favorite movie or television star. Just as trends are ever-changing, celebrity lines lose their appeal as the next teen star rises to fame.

now have their own clothing lines. Perhaps they need the extra cash to make sure they can pay their rent? Doubtful.

These celebs are basically handed a clothing line and told to put their name and picture on it. They rarely have anything to do with the actual design or production of their products. They simply receive a paycheck for their lack of input.

Industries take this into consideration and therefore continuously pump out young celebrity clothing. Pre-teen and teen girls tend to gravitate toward whichever starlet is more popular. *The Cut* explains that Miley Cyrus will most likely have a successful line, while Avril Lavigne will not because her image is not as popular.

Whatever the reason may be, we, as fashion designers, students and consumers in general, must work to end this injustice. Do yourself a favor—before you purchase those "GLO" jeans by JLo or that "Curious" perfume by Britney Spears, think about the amount of money that celebrity will make off your purchase and how little they actually contributed toward designing it.

Stefani came up to you and said "Hey, I want your clothes in my line," wouldn't you be honored? I know I would.

Gucci and Dolce and Gabbana are not directly designing clothes for the average college student or working woman. They design for celebrities for presentation on the red carpet, therefore enticing the average buyer. Rather than simply wearing the clothes, all "celebrities" are doing is putting their names on their clothes. As far as I am concerned, they are keeping the real designers employed, not diminishing their worth. Take it from me, there's nothing wrong with a little celeb apparel!

## Focus on... Accessories

### Fall's Hottest Hair

By Kaitlyn Usher

There's always something exciting about having a new hairdo. While a different haircut or a bold new color is a surefire way to grab attention, sometimes all you need is a funky barrette to express your inner sense of style. Hats, headbands, barrettes and clips of all kinds have been growing in popularity over the past few seasons.

Designers such as Valentino, Galliano and Dior have incorporated hair accessories, such as simple bows to elaborate head wraps, as their way of expressing this trend. Not only are these hair accessories popping up on the runways this season, but they are also becoming very popular in street style. Many magazines and websites are now featuring photos of fashion-forward people working their styles in real-life situations, rather than in the glitz and glamour of the catwalk.

Now, are you wondering how you too can rock some cool hair accessories? The only rule that applies here is that there are no rules! Go ahead and wear your braided headband across your forehead, pin costume jewelry in your hair as a tiara, or, if you are particularly gutsy, wear a crow perched on a bird's nest as your hat.

This fall, as long as you make it your own, any style can be portrayed with a simple hair accessory. So whether you pull your inspiration from the runway looks or the people getting odd looks as they walk down the street, remember to have fun and be daring. At the end of the day, expressing your style is all about what makes you happy!



Photo: www.etsy.com



### Season's Hottest Handbags

By Emily Driscoll

It's not only about what you are wearing. For a distinctive statement, handbags are a must! Fall bags are all about luxury and glamour. For everyday handbags, designers are using rich, warm colors like magenta, royal blue, burnt orange, and deep purples and greens. Faux animal skins, such as alligator and python, add great texture to statement handbags. Suede, faux fur, classic leather and shearing make for a cozy fall and winter bag. Colors for evening are a little flashier with metallic silver and gold, accented with mirrored metal, studs and embroidered details. For a statement-making evening bag, look for materials like lace, fringe and feathers. One of the fall-bag styles that you can't live without is the oversized clutch. Celebrities can't get enough

of this bag, and style icons like Victoria Beckham, the Olsen twins and Leighton Meester carry the oversized clutch for every occasion.

Another must-have style is the long shoulder-strap bag. Celebrities such as Rachel Bilson and Misha Barton have been spotted carrying this handbag style. For fall-bag inspiration, look at the designs of Nine West, Kate Spade, Ugg, Chloe, YSL and Nancy Gonzalez. Making a statement this fall and winter is so easy with the right bag and there are plenty of options that can add a punch of color and personality to any fall outfit!

Photos: www.chanel.com, www.thebagforum.com and www.target.com

### Steppin' out in Style

By Kelly Mytrowitz



School is in session and so is the fall collection of designer shoes. As Carrie Bradshaw admirers, we know that the fall shoe trends are as mouthwatering as ever. Peep-toe booties, riding boots and oxfords are all the rage for the fall shoe line-up. Though the peep-toe bootie is a year-round item, when paired with the perfect tights, they can complete any fall look.

For a combination of style and comfort, the riding boot is back and better than ever. From the use of leathers and suedes, buckles and zippers, the riding boot is this season's way to complete a comfortable and chic look. Finally, the oxford is a perfect option for all occasions. Available in the lowest of flats to the highest of heels, this shoe simultaneously brings masculinity and femininity to any wardrobe.

Interestingly enough, these fall basics are not taking their

conventional form this season. The hottest shoes have been seen decked-out in details with studs, fringe, hardware and patent leather. One shoe that has been seen on many top celebrities, including Lauren Conrad, Kelly Ripa, and Ashlee Simpson, is Yves Saint Laurent's "Tribute Sandal." In a tribute to Yves Saint Laurent at his death, the company launched distinguished heels in memory of the late designer's dedication to his company. Though this shoe is a sandal, it is one of fall's hottest shoes. Many brands, including Steve Madden, are already making their version of the "Tribute Sandal" for those of us who cannot afford the original. Whatever shoe trend you're looking to follow this season, keep in mind that a classic shoe with a modern twist will never disappoint.

Photos: www.ysl.com, www.michaelkors.com and www.thefind.com

## Focus on... Color

### Viva la Color

By Nikky Enterline



*"I only want 2 see U, only want 2 see U in the purple rain."*

In 1984, the timeless performer and fashion icon in his own right, Prince, sang out his true desire through his infamous album's title song, "Purple Rain."

Well, in the upcoming fashion season, Prince will finally see his wish come true—from the runways to the stores is a storm of purple and multiple variations of this deep, regal shade. Unlike most years, this fall season doesn't only focus on

the leaves for inspiration, but the cool, blue tones of a freezing lake, the crisp, burnt yellow of the fading grass, and the blue-green shades of the radiant evergreen bushes.

To highlight these saturated colors, designers, such as Dolce and Gabanna and Phillip Lim, are placing them with structured fall basics in fabrics textured with colors that use a color palette inspired by a fur coat, combining a mixture of pastel grays and browns. If you really want to make a statement,

designers, from the likes of Oscar de la Renta to those that cater to the masses at Banana Republic, will not stop you from stepping out in a bold purple dress for your upcoming holiday party, or a color-coated trench to wear while present-shopping. And while this season of giving is known for its assortment of expenses, remind yourself the saturated jewel colors for Fall 2008 will always have you feeling rich.

T-shirt designed by Karl Lagerfeld to support the fight against cancer. Ninety percent of the cost of this reasonably priced shirt is donated to the *Key to the Cure* fund.



Photo: www.healthyhollywood.com

## Focus on... Health

### Fashion Fights Cancer

By Meaghan Abell and Lindsay Beach

565,650. This is the number of expected cancer deaths in the United States annually. That's equivalent to 168 PhilaU campuses, including undergraduate and graduate students.

Cancer is a devastating disease caused by uncontrollable cell growth. It often has unidentified causes and it can go unrecognized for years. The fashion world has begun taking action toward fighting this devastating disease.

Last year, L'Oréal hosted *A Night of Hope*, consisting of a silent auction with contributions from Chanel, Louis Vuitton and De Beers. Since 1997, L'Oréal has raised \$13 million for the Ovarian Cancer Research Fund.

In 2006, cancer survivor and designer Carmen Marc Valvo, created a limited edition *Breakaway from*

# Focus on...Ecology

## Green Fashion

By Julianne Isaacs

These days, everyone knows what green living is all about. So what else can you do in your everyday life besides simply recycling and conserving energy? Go green with your clothing! Green fashion is a rising trend throughout the industry. Not only does it incorporate organic textiles in clothing, but also uses recycled and sustainable materials. The new eco-fashions range from bathing suits and blue jeans to cocktail dresses and prom gowns.

So why go green with your fashion choices? Mainly because green fashion is good for you and the environment.

Organic fibers are processed with minimal traces of chemicals, which reduces the harmful impact of fibers on the environment. By purchasing organic, sustainable or recycled clothing, you are lowering your environmental footprint and helping keep the earth clean rather than continuing to pollute and strip it of nonrenewable natural resources.

Many innovative eco-fashions are available in stores this fall. A new 100-percent recyclable Polartec Power Dry fleece by Malden Mills is the first fleece to be made from recycled plastic soda bottles. It has been incorporated into Timberland's fall line. Bamboo, soy, hemp and even lenpur, made from white pine trees, are just a few of the green fabrics currently available. For some great eco-friendly fashions for men and women, visit [www.thegreenloop.com](http://www.thegreenloop.com).

## Fashion Show 2008

Vivid colors, larger-than-life silhouettes and stunningly creative styles were paraded down the runway at the April 30, 2008, PhilaU Fashion Show at the Academy of Music in Center City Philadelphia.

The Best of Show Award went to Jessica Gardner for her elegant gown. The winners for various categories

include: Regina Amato, Shannan Carlino, Janelle Frank, Carly Franks, Sandra Huffaker, Amy Lyddane, Bethany Santos, Andjela Vukancic and Rachel Wendling. Colorful children and menswear designs wowed the audience, while fashionably dressed puppies from Canine Partners for Life won their hearts.

Francisco Costa, creative director of Calvin Klein Collection for Women, was awarded the 2008 Spirit of Design Award in recognition of his widespread contribution to design excellence.



## Spring 2009 Calendar



**Design X Show**  
Tuesday, January 27  
11 a.m.  
Downs Auditorium

**Body Diversity**  
Friday, February 27  
7 p.m.  
Ravenhill Chapel

**Fashion Design Study Abroad Exhibit**  
Thursday, March 5  
11:30 a.m.  
Fashion Studios 105 and 107  
Hayward Hall

**Annual Fashion Show**  
Thursday, April 30  
Academy of Music, Philadelphia

## From the Editor



Throughout this semester, I have learned to be thankful for every opportunity I have been given. Being the editor-in-chief of *Styleline* is an extraordinary experience that I hope I can continue throughout my education at Philadelphia University. *Styleline* has given me an outlet to express many of my passions and provide a source of current trend information from the industry to campus.

Without the dedicated work of Clara Henry and Andrew Davis, this edition would not be available to you today. I would also like to thank my committed co-editors Lindsay Beach and Caroline Hagerty as well as the writers who have been indispensable to *Styleline* and me this semester. I hope that you find as much enjoyment reading this edition as I did creating it!

*Betsy Joyce*  
Betsy Joyce

## STYLEline

Fall 2008

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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