

## Focus on ... Alumni

### Lynn Willis

By Sara Wetterlin and Chaisley Lussier



Lynn Willis graduated from Philadelphia University in 1994 with a Bachelor of Science in Fashion Design. Willis is senior director of public relations

for Ann Taylor Inc, an American clothing retail icon, which possesses a rich heritage of dressing modern American women for over 50 years. He has held the position for nearly eight years. In addition to his full-time career, Willis has always been a major supporter of Philadelphia University's Fashion Design Program. Every year Ann Taylor donates \$2,000 to the Ann Taylor Award for Design Excellence. It is Willis' continuous generosity and support that encourages students to achieve and create their individual success.

While attending Philadelphia University, Willis served as president of the Fashion Industries Association, helping plan the University's annual Fashion Show. Through this and other related experiences, Willis discovered his passion for fashion and promotion. He credits Clara Henry, director of the Fashion Design Program, and faculty for encouraging him to be successful.

Willis got his start at Ann Taylor after a former client offered him a position. Today, he commutes from Philadelphia to New York City attending meetings with magazine editors and writers, model fittings and

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## Focus on ... Industry News

### Charitably Chic

By Kelsey Rose, Erin Satchell and Holly Ronan

Trends in fashion come and go, but fashions that promote important social causes are today's "it" items. By working with charitable organizations, designers, companies and celebrities alike are jumping on the bandwagon to help promote AIDS and cancer awareness.

In previous years, Ralph Lauren has offered his time and millions of dollars to breast cancer research and treatment, which includes the establishment of health centers for the disease. Now, Lauren has taken his philanthropy further by lending his Polo logo to the breast cancer cause with a product line called Pink Pony. For every Pink Pony item sold, which bears a pink Polo icon, 15 dollars will go toward cancer awareness and prevention, with hopes of improving research and early detection of the disease. An international campaign, Pink Pony also seeks to reduce disparities in cancer care felt in medically under-served communities.

Like Ralph Lauren, Kenneth Cole participates in the "fashion-for-a-cause" craze by raising awareness for AIDS. With AIDS killing 3 billion people annually, 40 million of which are affected in Africa alone, raising awareness for the virus is an important cause. Cole began his mission in 1986 by supporting and participating in World Aids Day. Today, Kenneth Cole retail stores donate a portion of their annual sales to the American Foundation for AIDS Research. In addition, Cole recently worked with rock star Jon Bon Jovi to develop a line of jackets in which sales benefited homeless Americans.

Also working together are singer Bono and Bobby Shriver, chairman of the organization Debt, AIDS, Trade and Africa, whose efforts enhanced the

development of (PRODUCT) RED, a campaign significantly embraced by the fashion community. Companies working with (PRODUCT) RED donate a large percentage of their profits to the Global Fund to fight AIDS. For example, Emporio Armani's line donates 40 percent of the gross profit margin from its sales and the GAP donates 50 percent. Additionally, American Express, perhaps the first large company to join the campaign, offers customers its RED card, where one percent of a user's purchases goes toward funding AIDS research and treatment. Motorola and Apple have also created red versions of their electronics that benefit the cause. The results from the (PRODUCT) RED campaign have been significant, with contributions totaling over \$1.25 million in May 2006.

Despite the fashion industry's focus on image, think about what you can do for someone else when purchasing clothes and other items. Direct your attention to helping AIDS research, awareness and the epidemic in Africa instead.



Photos

1. (PRODUCT) RED: [www.joinred.com](http://www.joinred.com)
2. I Am African: [www.keepachildalive.com](http://www.keepachildalive.com)
3. Pink Pony: [www.breasthealth.com](http://www.breasthealth.com)

## Tulle, Temptation and Theatrics

By Lisa Troup

Fashion isn't just about the clothes. Rather, it's a feeling, a mood, an inspiration and an art form. The value of fashion is in its ability to shock and exhilarate society. If it doesn't get people talking, it isn't worth it. But we have to ask ourselves, "does anyone ever wear the fashions paraded down runways?"

The clothing and accessories seen in runway shows can't all be worn without the catwalk's fast-paced music and show-stopping lights. For example, the foliage- and wire-fabricated headpieces featured in John Galliano's Spring 2007 Runway Show were over the top. Similarly, Alexander McQueen's full, floral ball gowns weighed more than the models themselves, and the sky-high platform shoes that he chose could only be worn by professionals.

The question still remains, why do designers create incredibly awkward pieces?



Well, for the atmosphere and theatrics, of course! The designer's goal, besides creating a wearable art form, is to entice viewers with desire and sex appeal. Without high drama, a runway show becomes dull and flat, leaving the audience bored. Such elements used in shows help audiences understand the inspiration and feeling behind a collection.

Outlandish runway designs contribute to fashion in more ways than one by trickling down into ready-to-wear collections. Examples of this are the altering of sheer fabrics to appear opaque, shortening heels and the abundant use of flowers as accessories, in fabrics and more. Through these changes, runway designs are made more wearable, allowing us to look at designer collections for what they really are — an art form, a feeling, an inspiration.

### Photos

1. Alexander McQueen, Spring 2007 Runway Show, [www.style.com](http://www.style.com)
2. John Galliano, Spring 2007 Runway Show, [www.style.com](http://www.style.com)



## Lynn Willis

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photo shoots. "I just go with the flow," said Willis. "I find that if I try to plan out my day too much, something always throws it off."

Despite his hectic schedule, Willis continues to stay connected to the University by participating in various student fashion challenges and shows, including this year's Runway Challenge

and Fashion Show. "Ann Taylor believes in supporting and celebrating young talent," said Willis. "The Ann Taylor Award, in particular, means a lot to me, because I truly believe that Philadelphia University has one of the best, most well-rounded, fashion design programs in the country. The award recognizes a student's top-notch design, creativity and craftsmanship."

*StyleLine* thanks Lynn Willis for taking the time to contribute to this story and for his continued dedication to Philadelphia University and its Fashion Design Program.

## Model Behavior

By Alicia Ball

In a world where fashion is everything, now, more than ever before, young girls are obsessed with having the perfect outfit, accessories, hair and body.

Body image plays a major role in creating the "right look." It cannot be stated enough that fashion trends revolve around the ultra-thin runway models employed by designers like Karl Lagerfeld for Chanel, Gucci and Dior. But, according to Lagerfeld, the controversy surrounding super-thin models is merely an over-exaggeration. In an article written last fall for the English newspaper, *Daily Mail*, Lagerfeld comments on the recent banning of size 0 models during Madrid Fashion Week by stating, "I see no anorexic girls [on the runway]. The girls are skinny. They have skinny bones."

Despite the ban on skinny models in places like Madrid, the "thin-is-in" fad will not die without support from designers. Because of this, it is important for the designers of the future to have an opinion on this serious matter. The prevalent use of ultra-thin models on the runway clouds young girls' perception of beauty versus health. Designers' use of only skinny models tells aspiring models that they have to be extremely thin to find work. This notion overflows into the minds of young girls who equate thinness with beauty. Designers are the key to preventing this from happening.

Many people within the industry agree with Lagerfeld, believing that being skinny is what's hot right now. However, Diane von Furstenberg, designer and president of the Council of Fashion Designers of America, feels differently. According to a *Wall Street Journal* story by Tan Cheryl on restricting the use of ultra-thin models, von Furstenberg feels that it is the fashion industry's responsibility to be aware of what it is promoting and how it affects young girls' body image.

If designers like Lagerfeld cannot sacrifice a size 0 to ensure the proper health of their models, it is up to future designers to take a stand and be conscious of how their decisions affect the lives of young girls and future models.



1.



2.



3.

Photos

1. John Bartlett, Spring 2007 Runway Show, [www.mensstyle.com](http://www.mensstyle.com)
2. Proenza Schouler, Spring 2007 Runway Show, [www.lifefever.com](http://www.lifefever.com)
3. Proenza Schouler, [www.newyorkmagazine.com](http://www.newyorkmagazine.com)

## Who's Who Among the New and the Reinvented?

By Alison Duncan

### Proenza Schouler

Designers Lazaro Hernandez and Jack McCollough, the duo behind the name Proenza Schouler, are taking the fashion world by storm. The two first paired up on their senior projects in design school after realizing their similar passions for silhouette, proportion and color. In business together for the past five years, they received the Perry Ellis Award for

New Talent from the Council of Fashion Designers of America (CFDA) and sold their first collection to Barney's when they were 24 years old. Still hard at work, the two are currently showcasing designs in Target, as well as promoting their youthful and edgy Spring 2007 runway collection, which features their signature style of precise simplicity and understated attitude. With their colorful pencil skirts, fitted jackets and funky prints, it's obvious that there's much more to come from these brilliant young designers.

### John Bartlett

Nineteen-nineties fashion success, John Bartlett, known for his erotic menswear

and deep-plunging womenswear necklines, is back on the fashion scene after losing financial support in 2000. In 2005, while working his way back up the fashion ladder, Bartlett was named creative director at Ghurka, an upscale American accessories line. Later that fall, he launched a menswear collection at Bergdorf Goodman. Today, working with a more humble aesthetic and creating softer silhouettes that are sexy, but not aggressive, Bartlett was again nominated by the CFDA. His Spring 2007 collection, which showcases a preppy look with a twist, has Bartlett perfectly poised to take on the industry once again.

## The Fashion Industry Spreads its Wings

By Valerie Cazeau

For a great number of years, Paris, London, Milan and New York have been the meccas of fashion. But, with the ever-changing practices of the fashion industry, new fashion capitals have emerged in the most unlikely places. Cities such as Johannesburg, New Delhi and Rio de Janeiro have infused fashion with their modern takes on culture and tradition.

Designers and clothing lines in Johannesburg, South Africa, such as Clive Rundle and Sun Goddess, are incorporating vibrant colors and inspiration from Indian, Asian and European cultures in their eye-catching attire. In addition to having its own fashion week, South Africa has also

been invited to other fashion events, such as Lakme Fashion Week in Mumbai, India.

Fashion events in India have become increasingly popular due to its designers' use of unique embroidery, beading, sequins and traditional fabrics in their work. Designers, such as Ritu Beri and Razia Gandhi, have put India, especially New Delhi, on the map as one of the up-and-coming fashion capitals of the world.

Rio de Janeiro, Brazil, is also making a name for itself by taking the international swimwear and lingerie markets by storm. Native companies, such as Fazenda Onda and Fruit de la Passion, are exporting their products all over the world, allowing countries like Australia, England, Mexico, the Netherlands, Spain, Thailand and the United States, as well as Arab countries, to experience the Brazilian effect on fashion. Their passion for diverse cultures and use of imported and national laces, textiles and embroideries has made these two designers speak loudly in the fashion world.



Photo  
New Delhi, [www.myasa.net](http://www.myasa.net)  
Rio de Janeiro, [www.brazil-travelnet.com](http://www.brazil-travelnet.com)  
Johannesburg, [www.eyesonafrica.com](http://www.eyesonafrica.com)

## Feminine Frocks

By Jillian Arciero



Photos:

1. Burberry Prorsum, [www.style.com](http://www.style.com)
2. Bottega Veneta, [www.style.com](http://www.style.com)
3. Chloe, [www.style.com](http://www.style.com)

The beloved frocks are back and better than ever. This spring, dresses inspired by the '50s and '60s are appearing once again but with a new twist. The long awaited comeback of the dress is in full bloom, literally. Although New York City's Fashion Week may have fell victim to the chilliest of weather, inside its doors the runway resembled the interior of a spring garden. This resurgence of the feminine frock has created a burst of pink frills, yellow bows, purple flowers, romantic shades of white and soft metallics.

Designers showcased their romantic adaptations of the classic dress through an exuberant array of lengths and colors that no woman should go without this spring. The key to staying fashionable in 2007 is color. Focus on bright hues and bold de-

## Dressing for Success

By Stephanie Samsel

The transition from college to the "real world" may be a bit difficult, but looking the part doesn't have to be. While most college students' attire is relaxed, depending on the employer, work clothing usually reflects a more sophisticated style. For some, this may require a wardrobe makeover that includes the addition of conservative pieces. Making minor adjustments to your wardrobe throughout the upcoming years can ease this process. By incorporating some basic and classic pieces periodically, you will be well on your way to a new, more professional, you.

Appearance is the first thing people notice about others. The "dress for success" principle should be adopted by all job seekers to make the right impression in today's aggressive job market. For example, how one dresses for a fashion workplace may be different from the style of dress required by other industries. Even fashion companies don't all share the same dress code, so fashionistas should be prepared for anything when starting an internship or a full-time position. Be sure to investigate what works in each environment and dress accordingly.

Key purchases that make up a professional wardrobe include button-down shirts, cropped jackets, tailored suits, wrap dresses and pencil skirts. Add interest to a subtle outfit by incorporating bright colors or layering on a unique blazer. Other timeless items may include cardigans, camisoles and neutral, black or white pieces, such as black patent-leather pumps. For casual Fridays, dress up jeans with modest jewelry, remembering to look presentable and not distracting. To minimize the cost of creating a professional look, mix and match items from a variety of low- and high-end stores, such as BCBG, Banana Republic, Express, H&M, The Limited, Ann Taylor, Max Azria, Nordstrom and SAKS.

The transformation from college student to industry professional starts by looking your best. Let your personality shine through your work by maintaining your hygiene and dress. Deadlines will come and go, but by remembering these professional dress basics, you'll be able to stay fabulously fashionable.



Photos

1. Banana Republic, [www.bananarepublic.com](http://www.bananarepublic.com)
2. Diane von Furstenburg, [www.nordstroms.com](http://www.nordstroms.com)
3. Banana Republic, [www.bananarepublic.com](http://www.bananarepublic.com)
4. Classiques Entier, [www.nordstroms.com](http://www.nordstroms.com)

signs. The runway always shows exaggerated versions of what you'll see in stores; be sure to choose colors and prints that showcase your sense of style and are still wearable.

If you love the look of the '60s mini, designers Zac Posen, Gucci and Chloe are a sure source of inspiration. Try their bold

patterns in soft shades with subtle detailing. If you're into the cinched-waist look, follow designers Burberry Prorsum, Oscar de la Renta and Alexander McQueen. Whatever style of dress you choose, pay attention to detail. Femininity and romance are key looks this season.

# The Greening of Fashion

By Kristine DiCrista

Clothing made with conventionally grown cotton contains pesticides and herbicides which are highly toxic chemicals that can be extremely harmful to the environment and to humans. Through clothing manufacturers like Loomstate, Levi Strauss and Wal-Mart which are beginning to increase their production of garments made from 100-percent organic cotton, the damaging effects of these chemicals are being limited. With clothes made from organic fibers spotted on runways, as well as in stores around the world, the green movement has officially made its way into the apparel industry.

For years, eco-friendly garments have been portrayed as oversized and baggy.

However, designers, such as Giorgio Armani, Oscar de la Renta and Christiane Celle for Calypso, are putting an end to the shapeless style of all-natural clothing. Loomstate, which produces more affordable clothing than the designer brands, is getting stylish organic clothing into the hands of consumers all over the world by distributing to retailers like Urban Outfitters, Harvey Nichols and Revolve. Levi Strauss is also producing less expensive organically made jeans under its Red Tab and recently released Capital E jeans lines. The world's largest retailer, Wal-Mart, recently entered the organic-apparel industry by offering consumers yoga-wear, men's and women's T-shirts and baby clothes made from organic materials. With plans of expanding its all-natural offerings to include activewear, sleepwear and juniors' clothing, Wal-Mart is making organic clothing more available to the masses than ever before.

## Focus on . . . Color Technicolor Dreams

By Jessica Steele

This spring, the collections that stormed down the runway seemed decidedly split into two categories. The first contained designs stripped bare of all color, conveying a minimalist world of white. The second gave a heavy nod to the '80s, featuring colors so loud that they hurt audience ears and eyes.

This spring's fashions feature a neutral color palette. Designers everywhere, including John Galliano for Dior, Marc Jacobs and Calvin Klein, seem to be toning things down, so to speak. From nude to cream to beige, if the clothes shown on the runway weren't actually white, they were as close to it as the designers could get. To be fair, some touches of color were present; however, they stayed within a safe realm, consisting mainly of



navy, black and shades of grey. Despite designers' minimal use of color this spring, don't let the "washed-out" look fool you, as it is considered to be "effortless chic," not boring or "blah." Critics argue that by working with such a "blank canvas," designers had to work twice as hard for their clothes to make a statement.

On the other side of the split, some designers made a statement with a simple splash of acidic color. Not for the faint of heart, colors showcased by designers this spring were reminiscent of a time of big hair and Madonna music. The runways screamed with models dressed from head to toe in hot pink, lime green, blinding yellow and flashy violet. Yet, in the end, these bold looks came off as seeming more modern and futuristic than something that would constitute an '80s party. The designers who fearlessly flaunted these hues were those known for taking fashion risks, such as Alessandro Dell'Acqua, Dolce and Gabbana and Versace.

This spring, decide which side of the divide that you want to fall into: safely stylish or daringly fashion-forward. If you can't decide whether to layer yourself in neutral shades or flaunt a neon look, do both. After all, it's your world, color it however you want!

Photos

1. Betsey Johnson, Spring 2007 Runway Show, [www.style.com](http://www.style.com)
2. Emanuel Ungaro, Spring 2007 Runway Show, [www.style.com](http://www.style.com)

# The Look for LESS

By Amanda Montano

Deciding what to wear for a day around town can sometimes be a hassle, not to mention expensive. With all the fabulous looks available this season, it's hard to choose just one. Shortened hemlines make way for bare legs and sky-high platforms, making being a girl better than ever. Here is a runway inspired look that will have you turning heads without putting a damper on your bank account. It's under \$150!



Slavatore Fergammo, [www.style.com](http://www.style.com)



Forever 21, \$32, [www.forever21.com](http://www.forever21.com)



Wet Seal, \$23.50, [www.wetseal.com](http://www.wetseal.com)



Abercrombie & Fitch, \$39.50, [www.abercrombie.com](http://www.abercrombie.com)



Charolette Russe, \$25.50, [www.charoletterusse.com](http://www.charoletterusse.com)



Forever21, \$19.99, [www.Forever21.com](http://www.Forever21.com)

# Focus on . . . Textiles

## Garments that Glisten

By Kaitlyn Usher



Photos

1. Diane von Furstenberg, Spring 2007 Runway Show, [www.style.com](http://www.style.com)
2. Ralph Lauren, Spring 2007 Runway Show, [www.style.com](http://www.style.com)
3. Michael Kors, Spring 2007 Runway Show, [www.style.com](http://www.style.com)

Metallic fabrics make runway fashions sparkle this spring. While glitz and glam have been popular in the past, this season designers such as Diane von Furstenberg, Michael Kors, Ralph Lauren and Nicole Miller embrace the metal trend with a different approach. Focused on simplicity, they are creating pieces that have a soft shimmer, adding a sense of sophistication to the trend.

Advancements in textile engineering have made it possible to create fabrics that have pearlescent tones of gold, copper, bronze, silver and pewter, thus making metallic fabrics appear less harsh and more attractive to consumers. Due to its popularity, the metallic trend has expanded from accessories to apparel. For example, fitted jackets, skinny pants and even leggings are currently being made with lurex, a fabric woven with metallic threads. Use of lurex has even shown up in Carmen Marc Valvo's Spring 2007 collection of metallic tanks, cardigans and more.

Regardless of formality or timing, glitz is fine for all occasions this spring. By opting for clothing that is trimmed in metallic, you too can embrace the metallic trend and add subtle glamour to your otherwise normal attire. Liven up your wardrobe now by adding a little shine to your look.

# Focus on . . . Accessories

## Shoes and Belts

By Samantha Capasso, Madeline Smith and Christiana Greene

### Shoes

If spring fever has your heart fluttering, why look for a new guy, when you can look for a new pair of shoes? It is impossible to choose just one great pair of shoes for this spring, as the upcoming must-haves are equally bold, flirty and fun.

Fashion-savvy girls everywhere who don't like to sacrifice comfort and function for style, will be pleased to know that ballet flats are back in different fabrics and styles, such as crochets, floral, light leathers and silks. Love heels, and flats just don't do it for you? Then go for a wedge in a natural fabric. This style adds just enough sex appeal for a night out on the town.

Don't be afraid to go for a splash of color. Whether you choose a bright and bold-colored shoe or something in a super-shiny metallic, you can't go wrong. White is also all over the runway this spring and is good to consider when picking a style that best fits you. Animal-print shoes make great accent pieces too and can spice up a classy dress or a simple pair of jeans.

Whether it's a sleek white flat or a metallic wedge platform that you choose, have fun and be playful in showing off your femininity with these chic, fresh shoe styles this spring!

### Bags

Big bags are back! Today's shapes possess a relaxed feel. When browsing the newest styles, be sure to look for knotted hobo varieties in vibrant colors, such as coral, red, rich green, teal and yellow. Smaller versions of these are also available. Other alternatives include Chanel's popular quilted looks that bear metal accents.

This season's hobos, totes and clutches also come in an array of colors, prints and fabrics with metallic shades, floral designs, nautical stripes, soft leather, canvas and straw varieties being the most popular. Bags with colorful trims and charm accents are also "in" this spring.

### Belts

To give your spring style a twist, try adding a trendy belt to your outfit. An inexpensive staple, belts instantly update an outfit and look great with a variety of ensembles, including classic sundresses and tailored shorts. Try a rope belt to achieve the popular nautical look or a wide belt to accentuate your figure.

### Jewelry

When choosing affordable jewelry to accent your wardrobe, look to high-end designers for inspiration. This season's popular jewelry designs are crafted from organic materials, such as horns and flowers, and resemble birds and butterflies.

Brown, orange, tan, turquoise and other earth-tone pieces are considered conservative jewelry choices this spring. Grass green, jade, white, ivory and lavender pieces convey a classy sense of style. When paired with gold or other metallic pieces, dark jewelry, such as forest green, navy and purple, give ensembles a glamorous appeal. Warm reds and fuchsia bring an exotic aspect to outfits. As always, gold and silver pieces remain a classic and sophisticated jewelry choice.

**What's In:** Gold and organic materials; neutral colors; chains, charms and bangles

**What's Out:** Chandelier earrings; cuffs; skinny beaded pieces; cheap "bling"

**What to Splurge On:** Nice post earrings; sophisticated bracelets

**Where to Shop:** Consignment and vintage stores, Forever 21, Lagos, Tiffany's, Urban Outfitters and David Yurman

Photos

1. White Rope Belt, Abercrombie & Fitch, \$29.50
2. Wedges, Michael Kors, \$97.95
3. Silver Post Earrings, Tiffany's, \$195
4. Charm Bracelet, Urban Outfitters, \$28
5. Clutch, Forever 21, \$18.80
6. Faux Croc Belt, Forever 21, \$4.80
7. Small Tote, Chole, \$1,095
8. Carrie Flats, Sam Edelman, \$144.95
9. Ring, David Yurman



# Focus on . . . Beauty

## Beauty and Cosmetics

By Lauren Hosey

As the weather starts to get warmer, every girl wants to beat the winter "blahs" by creating a fresh look for spring. Yet, for most of us, our skin is dry due to months without sun exposure. Similar to our skin, our hair needs to be rejuvenated too. Start your spring off with more than just a new wardrobe – get brilliant hair and skin by following these simple and trendy tips.

Your hair is the first thing a person notices about you, so why not try a new hairstyle for the spring? Put a fun twist on the traditional ponytail by keeping it sleek and pulled back. Make guys and girls drool over sexy, voluminous waves, as poker straight hair is out this season. A shorter, sassier do is cute



and seasonally appropriate as it frames the face allowing for more skin to show. Lastly, spice up your hair with

spring's hot hues: golden blonde and fierce red.

Complement your new hair with sizzling make up. Make your mouth pucker with matte fuchsia or coral lipstick. Metallics are in this spring – make your eyes shimmer with two-toned metallic eye shadow in silver, gold or bronze. For a dramatic touch, add false eyelashes or apply volumizing mascara. Finally, highlight your cheeks with soft pink blush or subtle bronzer.

Complete your spring look with a healthy glow. Moisturize your skin with tanning lotion, a smart alternative to tanning salons. Avoid creating an orange complexion by gradually increasing your usage. Once you achieve your desired coloring, feel free to shed those layers and bare some skin!

Make sure that all eyes are on you this spring by using these easy tips to create a flirty look!

### Photos

1. Allure magazine, February 2007
2. Allure magazine, February 2007
3. cosmoGIRL magazine, February 2007
4. Allure magazine, February 2007
5. cosmoGIRL magazine, February 2007

## STYLEline

### Spring 2007

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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## From the Editor



Chaisley Lussier

As I began my first year here at Philadelphia University, I was unsure if I would be able to find a place for me, a niche of my own.

I have been lucky to find mine so soon. As editor for *StyleLine* this past semester, and hopefully for many more semesters to come, I know I have a place in this University where I can express and share topics I am passionate about with others. I look forward to helping others with similar ideas and expectations to do the same. It is with great

pleasure and excitement that I present to you my first issue of *StyleLine*. I'd like to thank the wonderful professors Clara Henry and Meriem Chida and the University's public relations office for this amazing opportunity that they have offered to me and to the students here. I'd also like to thank the fashionable student writers for all their hard work and dedication.

Best Wishes,

*Chaisley Lussier*  
Chaisley Lussier

## Runway Challenge

By Chaisley Lussier

This semester, Philadelphia University and NBC10 have teamed up to produce Runway Challenge, a televised reality series where 10 Fashion Design seniors compete against one another for eight weeks. Each week, they are given a design challenge to complete. At the end of each week, the students showcase their looks during a runway show aired on NBC10's *The 10! Show*. During the show, the student designs are judged by Clara Henry; director of the University's Fashion Design Program; Bill Henley and Lori Wilson, co-hosts of *The 10! Show*; and other guest judges. At the end of each show, one contestant is eliminated. The final three contestants will compete for an all-expense paid trip for two to an international fashion capital. The winner will be announced Monday, April 30, live, on *The 10! Show*.

During week one, designers were given \$100 to create an experimental design from materials purchased at Home Depot. Fashion Design senior Corrine Gilmore won the first challenge for her yellow-feather duster and wire-mesh dress. At the beginning of week two, the student designers were given \$100 to purchase black-and-white fabric from Jomar Fabric and less than three days to finish their work. Fashion Design senior Dominique Asuncion's look took first place. During week three, the students were given just three days to come up with a design that would appeal to Mimi Maternity's hip, flirty and youthful customers with materials donated by the company. Gilmore won this challenge for her long flowing dress

design. Week four had contestants creating eveningwear inspired by the interior of Philadelphia's historic opera house, the Academy of Music, which Gilmore won again. Asuncion, winner of week five's "old is new" challenge, created a jumper from numerous printed tops purchased at the Salvation Army. Winding down to the last episodes, week six challenged designers to reinvent the classic trench coat. For the fourth time, Gilmore went home as a winner.

With only four contestants left to compete, be sure to watch *The 10! Show* and follow all the action of the students' quest to be number one.

## Haute Fusion

By Katy Marino

It is that time of year again, when the creative juices begin to flow freely; it is Philadelphia University Fashion Show time! Catch the excitement of the 2007 Fashion Show on Thursday, May 3 at 7:30 p.m. at the Academy of Music, located at Broad and Locust Streets in Philadelphia, Pa.

The show's theme is "Haute Fusion." "Haute' means 'high' in French and conveys the type of couture image we're going for," said Andrea Raspanti, president of Philadelphia University's Fashion Industries Association (FIA). Keeping with its theme, this year's show creates a fusion of student work by featuring the talents of Fashion Design students, who are currently constructing garments for possible inclusion at the event; Architecture students, who are designing the show's set; and Graphic Design Communication students, who are

designing invitations, posters and T-shirts.

The designs that will make it to the runway will be one-of-a-kind and reflect the individuality of their designers. Professional models will boastfully strut the unique pieces down the runway.

FIA members will help dress the models during the show. They will also direct wardrobe changes and line up the models in the correct order. "The entire environment is extremely fast paced," said Raspanti, who works with her executive board for weeks to ensure the smooth execution of the show. "It goes by so quickly and we don't actually get to watch the show, but the backstage excitement is worthwhile, and you feel good about having produced the show."

Other highlights of the show will include an awards presentation recognizing designers. In addition, special guests will receive fun goodie-bags, created by FIA members with support from a variety of companies, including Liz Claiborne, Mothers Work, Ann Taylor and *Style* magazine.

Don't miss the energy of this year's Fashion Show. Be sure to check out the talented students and their high designs. Come prepared to sit back and enjoy the show.

## Calendar

**Philadelphia University Runway Challenge**  
Mondays, March 12 through May 7  
10 a.m. on NBC10's *The 10! Show*

**Haute Fusion**  
Philadelphia University Fashion Show  
Thursday, May 3, 2007, 7:30 p.m.  
Academy of Music, Broad and Locust Streets,  
Philadelphia, Pa.

**Fashion Merchandising and Textile Trade Fair**  
Tuesday, May 1, 11 a.m. to 1 p.m.  
The Kanbar Campus Center Performance  
Space