

Focus on... Alumni Rainer Wolter

By Betsy Joyce

Rainer Wolter graduated from Philadelphia University's Fashion Design Program in 2003 and currently resides in New York City. As a designer, he's an avid supporter of the green movement, and believes in the practicality of organic and sustainable fabrics and materials. Rainer is the 2006 winner of the TreeHugger Design Competition, sponsored by I.D. Magazine and the Sustainable Style Foundation, for his "Umbrella Inside Out" dress design. His innovative dress made from used umbrellas found on the streets of New York was featured at the Ethical Fashion Show in Paris that year.



Rainer's education at Philadelphia University gave him the ability to enter the fashion world with a portfolio filled with more than just "fancy little drawings." He attributes much of his preparation for the real world to being a member of the University's Fashion Industries Association (FIA).

Rainer started pursuing green fashion after being influenced to do so by his friend, Romy Scheroder, owner of Satya Boutique in Philadelphia, Pa. When asked, "What inspired your career choice," Rainer replied, "Romy; she's a brilliant artist, activist and an inspiring soul—if she can do it, so can I."

In the past, Rainer's interest in green fashion and opposition to the use of animal fur put him in some sticky situations at work. He has learned that his passions don't always fit in the work environment and that he must "pick his battles" accordingly.

Focus on...

Inside the Industry Will Men Embrace the "Green Movement"?

By Yuri Sin

The understanding that "green is the new black" has been accepted by the women's fashion industry. Designers such as Stella McCartney, Jill Saunders and Dai Fujiwara for Issey Miyake have all sent eco-friendly messages through their extremely successful women's collections over the years. However, how long will it take for menswear designers to embrace "going green" and show sustainable fashions in Men's Fashion Week?

Not a lot of people are aware when Men's Fashion Week begins. When asking several Fashion Merchandising and Fashion Design students at Philadelphia University what they thought about this major week for fashion, each hesitated with their response; no one seemed to know about Men's Fashion Week.

Rainer feels that it's imperative to determine what's most important early on: your job or your ethics.

Rainer learned how to balance his interests in fashion and giving back to the environment from working with Urban Zen, an initiative that promotes well-being, the preservation of cultures and the empowerment of children. "The most amazing thing about Urban Zen is its intention to inspire change by funding initiatives that advocate for the cultures and children," he said.



"I believe that menswear designers are just as conscious of the environment as womenswear designers," said Philadelphia University Assistant Director of Student Activities Operations Katie Tyler, a member of the University's Sustainability Committee. "However, because there isn't much promotion of the men's fashion industry, designers' sustainability efforts aren't being publicized either."

Regardless of how people regard the men's fashion industry, designers who cater to both men and women are creating unisex looks. For example, women's wear has been influenced by the traditional tailoring and sleekness found in men's clothing, and men's attire has become more fitted and slimming. According to internet journalist Bex Reisler, "Yves St. Laurent and Helmut Lang have both produced a wide range of cigarette-skinny dress pants, narrow skirts and short, tailored blazers that put focus on the shoulders."

Surprisingly, these new unisex looks haven't generated more publicity for men's fashion. Because men's fashion lacks public interest, it's difficult to highlight environmentally conscience menswear. Despite this, men's fashion designers continue to show their concern for the environment through their clothing.

Photos:

1.) Paul Smith, www.style.com

2.) Kris Van Assche, www.style.com

3.) Raf Simons, www.style.com

Rainer's advice to fashion majors is: draw every day, intern as much as possible, get involved, make contacts, never burn any bridges, step outside of the box and push personal boundaries. He advises young people to find what they really want out of life and go after it, because, according to Rainer, "There's nothing wrong with failing, but there's a great deal wrong with not trying."

Focus on . . . Retail

Grass Roots

By Cara Diamond

The number of advocates for a more environmentally friendly world has increased. However, with global warming posing more of a threat to the environment each day, promoting a greener world isn't enough. The fashion industry is contributing to the "green" effort by making organic material a design staple. If you take a trip to Delaware, you can see the results of this practice firsthand.

In the heart of the University of Delaware campus, on Main Street in Newark, Del., students and local residents are flocking to the eclectic displays of Grassroots Handcrafts, an eco-friendly store stocked with current fashions from green brands such as Free People, Hazel and Hobo International. As soon as you walk in, the store's down-to-earth staff make you feel at home, and after perusing the merchandise for a while, you'll wish it was home. Often shoppers will walk in for a gift, and leave with a bag filled with items. It's hard to feel bad about frequent shopping at Grassroots Handcrafts, because, by purchasing unique pottery designed by Follette; 2,000-year-old, Roman, glass jewelry by Angie Olami; or other artisan crafts, you'll be supporting independent artists from all over the country. The store's other products, which attract devoted shoppers, intrigued onlookers and daily customers, include handmade jewelry boxes, soy candles and one-of-a-kind houseware items.

First established in 1975, Grassroots Handcrafts, under the creative direction of Marilyn Dickey and her former partner Vonna Taylor, has expanded to a four-store operation. Through the years, it has been the recipient of numerous awards in and around Delaware. Now a family business, the store vows to continue to sell environmentally and artistically supported goods. Due to its commitment to the environment, the store recently installed solar panels.

A shop that treats its customers and the environment with respect is a shop that should be a staple in every community; and, judging by Grassroots Handcrafts' popularity, it just might happen.

Eco-Fashions

By Lisa Bonomo

"Going green" may, perhaps, be the most influential concept we have seen gain popularity in the past few years. People are beginning to turn to "organic," "sustainable," and "eco-friendly" alternatives of many products. However, is the fashion world also incorporating green into its designs? The answer is yes! Many designers are creating sustainable designs by using organic cotton, as well as soy, bamboo fibers, bio-grain and organic pigments.

Although environmentally conscious garments may conjure ideas of blandness, top designers are producing anything but. For example, during New York City's recent Fashion Week, Earth Pledge, a nonprofit organization promoting sustainable development, held a "Future Fashion" runway show, displaying a wide variety of eco-friendly styles. Dresses exhibited during the show ranged from ready

to wear to formal wear. Ralph Lauren and Versace each created elegant, floor-length gowns made of hemp and silk, while Narciso Rodriguez designed a stunning cocktail dress and Marni, Behnaz Sarafpour and Rodarte presented shorter, more casual dresses made of organic cotton, abaca and silk. Calvin Klein also contributed an airy, modern pantsuit and trenchcoat made of eco-friendly fibers. Other participating designers included Bottega Veneta, Burberry, Donna Karan, Givenchy, Marc Jacobs, Michael Kors, Rogan, Stella McCartney, Thakoon, Three As Four and Yves Saint-Laurent.

The designers who showcased sustainable fashions at Fashion Week greatly affect and inspire our society, and ultimately cause fashion to evolve. As Coco Chanel once said, "Fashion is not something that exists in dresses only. It is in the sky, in the street; fashion has to do with ideas, the way we live, what is happening."

Focus on . . . The Look for LESS

By Kaitly Doherty and Nicole Enterline

Design critiques are over and the final cram-time for tests are complete, so what is a girl to do? Shop, of course. But more important, what is an eco-conscious college girl going to do? Well, they do not have to worry any longer!

While students have been hidden in their

rooms rushing through work at the end of the semester, they may have missed the news that organic clothing is obtainable for the average student's budget! Before you head home for the summer, make sure to pick up these essentials for the perfect outfit to see your high-school friends.

So throw on a light, white tank without worrying about getting paint on it and some summer-saturated jeans. And, with some woven, floral, wedge shoes, you can officially start off your four-month break in style—and with money to spare!



The Look

For Less



1. Wooden bangle, \$8.99, www.target.com
2. Cream, button strap baby doll, \$10, www.oldnavy.com
3. Holbrook Espadrille, \$22.99, www.payless.com
4. Light blue, skinny jeans, \$78, www.levis.com

Source: Anna Cohen Catalogue

Focus on . . . Trends

Going Green Tips

By Betsy Joyce and Renee Valenti



All this talk about “going green” may be overwhelming, but we’ve broken it down for you so you can easily adopt ways of being eco-friendly in your everyday life! Remember, everyone needs to do his or her part to create a cleaner, safer environment.

Water

Fact: The majority of the world gets by on 2.5 gallons of water per day, while the average American uses 400 gallons per day!*

Water is the most precious of resources, which many of us take for granted. A dripping faucet can waste 20 gallons of water a day, so pull out a wrench and get it fixed! Also, ditch the water bottles and opt for a refillable Nalgene or SIGG water bottle, which is made of durable, nontoxic materials.

Cleaning

Fact: Five billion pounds of chemicals are used in the institutional cleaning industry each year.*

Many cleaning products currently available are nontoxic, biodegradable and made from renewable resources (such as “Method,”

available at Target). A great, all-purpose cleaner can be derived from simply mixing warm water, vinegar and baking soda.

Recycling

Fact: If every household in the United States replaced just one roll of fiber paper towels with 100-percent recycled ones, 544,000 trees would be saved.*

Many Americans realize the impact of recycling, but recycling encompasses a lot more than just disposing materials in blue cans. You can expand your recycling by simply switching out your typical household items with Seventh Generation Products (available online and at Whole Foods Stores). These products, which range from paper towels to diapers, are made from 100-percent renewable, recycled and biodegradable elements.

Lighting and Electricity

Fact: According to the federal Energy Star program, “If every American home replaced just one light bulb with an Energy Star one, we would save enough energy to light more than 2.5 million homes for a year and prevent greenhouse gases equivalent to the emissions of nearly 800,000 cars.”*

Although compact fluorescent light bulbs cost between \$2 and \$3, they last eight to 12 times longer and save on electricity costs more so than a conventional bulb. In addition, leaving a computer running for an entire year will cost almost as much as the total electricity consumption of a high-efficiency household. So, by simply turning off your everyday appliances, you will notice a huge cut in household electricity costs.

*According to treehugger.com

Photos:

1. www.amazon.com,
2. www.greentechforum.net 3. www.mysigg.com

Caring for Organic Clothing

By Laura Kessler

Over the past two years, the fashion industry has increased its production of eco-friendly garments that are manufactured using organic fibers and dyes. The increase in production is due to more and more designers realizing their responsibility to the environment. Consumers purchase these beautiful and delicately designed garments sometimes fearing how to care for them.

After purchasing organically produced clothing, one shouldn’t be timid about caring for it, as there are plenty of ways to do so. According to dankforest.com, most natural clothing is machine washable, making it easy to care for. When washing organic

garments, the site suggests using cold water, to lower the energy that would be consumed by using warm or hot water. Furthermore, Mrs. Meyer’s laundry products, which all contain natural, essential oils and smell like “springtime morning,” are biodegradable and phosphate-free. They include detergents, fabric softeners, dryer sheets, stain remover and ironing spray, which make the process of cleaning organic clothes even simple. After washing your organic clothing with eco-friendly detergents, dankforest.com also advocates air-drying it by using drying racks or lines; however, if such drying methods are not feasible, the web site recommends using your dryer’s low-heat setting instead. Approach the purchase of naturally produced clothing with a fresh outlook and care for your clothes with ease.

Organic Homewear

By Lauren Zappitelli



Go home and go “green”! Turn your house into your very own eco-chic pad, making way for a greener lifestyle with just a few simple changes.

Start changing your home by using a fresh, new color on the walls with eco-paints. These environmentally friendly formulated paints are water-based, solvent-free and come in a variety of 154 colors. They are available through The Little Greene Paint Company, Becker’s, and Marston & Langinger.

Next, liven up your bedroom with low-wattage light bulbs, a very smart and thoughtful alternative to normal lighting. Also, opt for 100-percent, organic cotton or bamboo sheet sets, colored with low impact dyes, found at home goods retailer Bed Bath and Beyond. Trade in old pillows for Greenfeet’s recycled, polyester-filled pillows and invest in a Sealy Posturepedic mattress, which is free of Teflon and flame retardants.

When altering the rest of your home with eco-friendly items, purchase pieces of organic furniture through the Simply Affordable Furniture Line. Upon selecting your décor, be thrifty by reusing and recycling objects from around the house, shop at local thrift stores or check out Urban Outfitter’s 100-percent recycled magazine vase and picture-frame sets. In addition, hang a few porcelain plates on the wall with wacky phrases like: “EcoGeek,” “Thou shalt not pollute,” and “Treehugger,” from Trixie Delicious. Lastly, buy a hemp area rug and shop online at stores like Under the Canopy, Nigel’s Eco Store and Karen Ryan.

Making a home environmentally friendly isn’t just good for the Earth, it’s good for your wallet by saving you a few extra bucks. So, when restyling, remember: rethink and recycle!

Focus on ... Color

By Sandi Gigantino

Spring is fast approaching, and so is its color palette. This spring, warm neutrals, pastels and muted, basic colors will bring your wardrobe to life. Light shades of pink, green, blue and yellow, complemented by coral and daisy yellow, make for a beautiful assortment of colors.

White is very prevalent in this year's spring collections, like those of Max Azria and Chanel, and will most likely remain an essential part of the spring look for years to come.

Pastel yellow is heavily used in Betsey Johnson's spring line, particularly her sundresses.

Orange, appearing washed out with rustic, golden tones, is considered the new mustard, and is illustrated in Vivienne



Westwood's spring collection.

The green palette for spring includes light olives. Behnaz Sarafpour uses these light tones flawlessly throughout her line.

Derek Lam focuses his collection on this season's interpretation of cobalt blue. A bright color for spring, it has a fresh, clean and flirty feel.

Alexander McQueen, Salvatore Ferragamo and Louis Vuitton all use coral and purple colors to make their collections come alive. These colors serve as a perfect means for transitioning from winter to spring. Although versatile, they can also stand alone.

Spring is a time for fresh new looks, so don't be afraid to play with colors. It's time to reinvent yourself with amazing, new colors that complement your fabulous style this spring!

Photos: www.nymag.com/fashion

Focus on ... Textiles

By Lauren Hosey



The textile industry is considered one of the most ecologically harmful industries in the world. This is evident in both its production and finishing processes, and through the use of synthetic fibers, which aid in the fast depletion of our forests. Because of this, fashionistas who are environmentally conscious are demanding eco-friendly fabrics this spring. The term "eco-friendly" encompasses the type of environment where the material is grown and the design is made. To meet this demand, companies like Esprit, The Gap, Gucci and many others are introducing new collections that offer environmentally friendly choices.

This spring, consumers are choosing clothes made from hemp, wool, organic cotton, bamboo, milk silk and soy silk. Bamboo, which is often

compared to silk, has unique fiber characteristics, such as moisture absorption, making it wearable in spring and summer. Leading Italian fashion luxury brand Gucci is replacing traditional materials with those made from bamboo. The use of bamboo and other natural fabrics in clothing has recently been called "eco-couture," and many fashion companies are choosing to embrace this new practice.

If you too want to jump on the eco-friendly bandwagon, you must first make sure that the clothing you're wearing has met environmentally friendly standards. To do so, look for screen-printing techniques that use nontoxic, water-based ink; garments and accessories that are colored with natural dyes; and labels that indicate

the product is eco-friendly.

So, when enhancing your wardrobe this spring, go green by choosing fashions made from hemp, bamboo or soy. Doing so will definitely set a trend and make a statement this season!

Photos:

1. www.inhabitat.com
2. Bamboo,shhnn.en.alibaba.com
3. Organic Cotton, www.organiccotton.biz
4. Organic hemp, www.aurorasilk.com
5. H&M organic, cotton dress, www.gliving.tv
6. Soy silk, www.fabricandart.com

Focus on . . . Accessories

Eco-friendly Jewelry

By Emily Driscoll

As the “green” movement spreads across the nation, designers are embracing it in their lines by creating pieces that are not only attractive, but also help save the environment. Because of this, accessorizing your favorite outfit this spring doesn’t have to be at the expense of the environment. As going green becomes more popular, showing your support for the environment will be easy, especially by wearing eco-friendly jewelry.

Eco-friendly jewelry looks just like any other piece of jewelry; what makes it green is how it’s made. For example, gold mining is one of the most destructive forms of mining currently practiced, as it produces toxic pollution, especially in water sources. If gold is your favorite metal, don’t worry; instead, choose renewed or recycled gold, which is an eco-friendly alternative that looks the same as pure gold.

Other materials that eco-friendly jewelry designers are using in their fashions are wood, bamboo and hemp, which are very stylish when used in necklaces, bangle bracelets or simple rings. Some environmentally friendly earring options—sure to spice up any outfit—may include bright feathers, like those of a peacock; amber; shells; glass and renewed gold.

Online companies that carry eco-friendly jewelry are pristineplanet.com, brilliantearth.com and elementsilver.com. As one of the biggest trends this spring, environmentally conscious jewelry is simple to buy or make. So accessorize, but remember, keep it green!



Photos:

1. Peacock Earrings, www.rhinestoneairplane.com
2. Red Bird Wallet, www.bestamericanarts.com
3. Yellow Bamboo Bracelet, www.seenonlogo.com
4. Hemp Wallets, www.goodhumans.com
5. Yellow Bird Wallet, www.bestamericanarts.com
6. Belt, www.goodhumans.com
7. Men's Beanies, www.goodhumans.com
8. Tote Bag, www.bestamericanarts.com

Bags, Belts & More . . .

By Kathleen Marino

“Look hot while saving the planet” is the motto that the creators of company, Green Goods 2 Give and 2 Get (GG2G), live by. This company uses only recycled, vintage and/or refurbished fabrics to create wearable art. It’s dedicated to not only making eco-friendly accessories, but also to making its products unique and stylish for female consumers. For example, GG2G creates every bag imaginable, including handbags, makeup bags, swimsuit bags, wristlets and so many more. GG2G also makes eye-catching headbands and belts.

A fashionable GG2G wristlet made from recycled billboard, vinyl and organic fabrics costs about \$40. Although somewhat pricey, GG2G fashions are one of a kind. Investing in this company’s eco-friendly accessories is definitely worth the extra money, since each purchase helps save the environment!

An eco-friendly company that focuses on men’s accessories is Hempy’s. By selling only what’s “in” right now, its items are very trendy, and prices very reasonable. The company’s popular men’s beanies, for example, are made of hemp and recycled PolyEthylene Therephthalate (polyester used for packaging material), cotton and acrylic, and cost under \$19! Hempy’s also sells a fashionable wallet made of 100-percent hemp canvas for under \$20!

Many different eco-friendly accessories do exist. It’s up to you to decide whether you want to spend a lot or a little on these items; but, either way, there’s a retailer ready to dress you for the green movement.

Focus on . . . Beauty

Organic Hair Products

By Nicole Carvalho and Kaitlyn McIlmail

After exposure to airborne chemicals, sun and damaging heat, your hair will be calling out for some serious therapy. Made from organic sunflower and olive oils, Origins’ Conditioning Hair Oil is the ideal way



to rejuvenate your hair, leaving it silky smooth.

Fluffy hair can be combated using Lush’s Jasmine & Henna Fluff Eaze before shampooing, to calm, shine, moisturize, detangle and stop static in your wild tresses. Nature’s Gate Tea Tree & Blue Cypress Soothing Shampoo helps a flaky, dry scalp by providing healing, anti-inflammatory benefits. The company’s Asian Pear & Red Rejuvenating Conditioner also serves as a well-balanced product for colored hair, with ingredients high in antioxidants.

When styling your hair, Origins’ Ain’t Misbehavin Lightweight Hair Spray with Nourishing Wheat Protein and Vitamin B5 can tame tantrums, flyaways and frizzies.

It’s long been known that you’re only as healthy as what you put in your body, so you can rest easy when using these natural hair products.

Photos: (clockwise from bottom left)

1. Conditioning Hair Oil, \$22.50, www.origins.com
2. Jasmine & Henna Fluff Eaze, \$20.45, www.lush.com
3. Tea Tree & Blue Cypress Soothing Shampoo for Flaky, Dry Scalp, \$7.99, www.natures-gate.com
4. Asian Pear & Red Rejuvenating Conditioner, \$7.99, www.natures-gate.com
5. Ain’t Misbehavin Lightweight Hair Spray, \$14, www.origins.com

Focus on . . . Beauty

Shower Products Go Green

By Nicole Carvalho and Kaitlyn McMail

Are you looking to go green with your shower products this season? If so, these all-natural products are just what you need. Lush soaps and shower gels are made from 100-percent natural ingredients like vegetable oil, honey, clay, aloe vera, seaweed and other beneficial components. Also, experiment with Burt's Bees products, which are made from botanical oils, plant extracts, herbs and beeswax. Try one of these products today; they are sure to make your skin glow and feel baby soft!

Lush

- "Honey I Washed the Kids," soap for sensitive skin, honey scent, \$7.95 for 3.5-oz bar
- "Angels on Bare Skin," all-natural cleanser for all skin combinations, \$9.95 for 3.5-oz. serving
- "Avobath Bomb," \$5.80 for a 6.3-oz. ball



Burt's Bees

- "Peppermint Shower Soap," \$4 for 3.5-oz. bar
- "Naturally Nourishing Milk and Shea Butter Body Bar," \$4 for 3.5-oz. bar
- "Citrus and Ginger Root Body Wash," for soft or sensitive skin, \$8 for 8 fl. oz.



PlantLove Botanical Lipstick by Cargo

Tired of dealing with all those synthetic, oily lipsticks? Need some natural color? Cargo PlantLove Botanical lipsticks offer you 20 different shades, including 10 created by guest celebrity designers such as Lindsay Lohan and Denise Richards. These silky lipsticks contain botanical ingredients like jojoba oil and shea butter to nurture your mouth and Mother Earth. Not only are the tubes made entirely from renewable corn, the outside packaging grows into wildflowers when planted! Also, for all you philanthropists out there, 10 percent of each \$20 purchase goes to St. Jude Children's Research Hospital. So moisten your pucker and the wildflower-seeded box, and watch 'em grow!



Photo: www.sephora.com

Eye Brightening Color Stick by Origins

You'll never experience a dull moment with this eye-opening, all-in-one shadow and liner stick. Committed to using the finest ingredients, Origins products contain no synthetic fragrances, dyes or chemicals. Not only are the products skin-friendly, they're also never tested on animals, and the packaging is made solely from recycled materials and soy-based ink. It is available at Origins retailers or at origins.com for \$13.

Skin Care by Bare Essentials

With everything from makeup brushes, smokey-eye palettes and sun-care products, Bare Essentials, an all-natural makeup company, promises not only to hide your skin's flaws, but also correct them. Its innovative line disproves the myth that to hide acne, wrinkles or sensitive skin, you have to drain all the color from your face. Its best-selling, \$60 kit contains everything you need for that coveted glow. Individual SPF foundations, bronzers and shadows range from \$18 to \$25.

Beyond Long Maximum Length Mascara by Prescriptives

One of four mascaras, Prescriptives' Beyond Long Mascara, only \$19.50, will give you luxurious lashes individually coated in gorgeous color and dramatically defined. Combined with the company's iridescent shadows and metallic liners, this mascara can give your eyes a fierce punch, usually unexpected from an all-natural product. Prescriptives vows to help you enhance and embrace your natural beauty, with lower prices than most top-makeup brands.



Photos:

1. www.origins.com,
2. www.sephora.com,
3. www.prescriptives.com

Focus on . . . Health

By Lauren Zappitelli



In today's health-conscious world, we carefully watch what types of food we put in our bodies. We all know how to count calories, fat and carbohydrates, however; it's equally important to keep track of how the foods we eat are produced or grown.

The "going-green" craze that has spread across the nation has many people asking about the advantages of eating organic food. Whether fruits, vegetables or products like eggs and dairy, organically produced foods are cultivated without the use of growth hormones, antibiotics and pesticides. Currently, the U.S. Department of Agriculture (USDA) doesn't state whether organic food is a healthier choice. Despite this, eating organically ensures that harmful chemicals don't find their way into our bodies.

When looking for organic food, be sure to take note of the USDA label, ensuring that

the product is indeed organic. Finding organic food in supermarkets like Whole Foods is easy enough. However, if you're looking for fresh foods and a sense of community, try shopping at your local farmers' market. For example, Weavers Way Co-op, located on 559 Carpenter Ln. in Philadelphia, Pa., is seven minutes away from Philadelphia University. If you can't get there, fear not, because you can order online and, for a \$10 fee, have Weavers Way deliver your groceries. Only a short drive and a few clicks away, this market will put you on your organic way!

Photo: www.weaversway.coop

Focus on . . . Campus Events

Eco-Couture

By Laura Kessler and Lisa Bonomo

This year's annual FIA fashion show will display various collections from our very own Philadelphia University's fashion design students. Each year focuses on a theme for the show and this year is no different. As the fashion industry has moved toward creating eco-friendly and socially responsible designs, FIA decided to do the same. This year's theme follows in the fashion industry's footsteps with Eco-Couture, which shows how sustainable garments can still be high-fashion. Models will hit the runway at 7:30 p.m. at the Academy of Music on Wednesday, April 30. Francisco Costa, Creative Director, Calvin Klein Collection will be presented with the Spirit of Design Award. Costa is no stranger to eco-friendly garments.

He participated in Earth Pledge Futurefashion; an organization that promotes sustainable fabrics and responsible fashion, contributing a smart, chic, camel pantsuit and matching trench coat comprised of



bamboo fabrics. Costa showed his support for this movement by stating, "I think it represents the house of Calvin Klein to create such awareness."

FIA is looking forward to this monumental event, and exposing our creative students to the fashion community. Through creating a sustainable and earth-friendly fashion show, FIA is proving that sustainable fashion is not just a trend but the future of fashion.

Design X

By Kaitlyn Usher

Fashion Design students took a "flight of reality" earlier this semester with the Fashion Industries Association's (FIA) annual Design X Fashion Show. The event, held Jan. 29 in Downs Hall Auditorium, highlighted the creativity and hard work of designers in a fashion design problem-solving class.

Reuse, reinvention and reconstruction were the themes of the day, with garments made from a wide range of materials. Inspiration for these garments included everything from melon-ball salad to the shape a raindrop takes when falling. While the inspirations for these fashions were broad, the materials used to create them were even broader and Styrofoam, Bubble Wrap, pipe cleaners, spoons, wires and straws were just a few of the things seen on the models as they walked down the runway.

With such a variety of styles, you may wonder what the requirements are for entry into a show like this. It turns out, all you need is a lot of creativity. "The clothes just need to make it down the runway," said FIA President Jessica Murphy '08. "Design X isn't about being as sophisticated, elegant or grand as the end-of-year fashion show. It's just about using your creativity to make it work."

At the end of this year's 40-minute show, one thing was certain, these designers definitely made it work!

Runway Challenge 2008

By Carly Murrell



Ready, set, sew! That's right, PhilaU fashion design students are back at it again for a second season. The annual Runway Challenge is in full motion with now only three contestants remaining. NBC10 and Philadelphia University have collaborated for the second year of this exciting reality series being televised on NBC10's The 10! Show. Ten PhilaU senior Fashion design students were chosen for a competition of creativity, dedication, and ability to deliver under pressure. Similar to last year's first season, there are eight design challenges presented by the panel of judges including PhilaU's Fashion Design Director, Clara Henry, NBC10's hosts Lori Wilson and Bill Henley, and many guest industry judges. All contestants are given

certain time and spending limit specific criterion for each weekly challenge. At the end of each show, one contestant is eliminated from the competition. The final episode will have the three remaining contestants to battle it out for the ultimate prize of a fully paid trip to Paris!

The first challenge of the season was to construct a creative and wearable garment solely out of materials from Staples. Each contestant was given \$100 to spend and half an hour in the store. Some designers used materials ranging from cork, wood and paper clips to Bubble Wrap and duct tape. Designer Andjela Vukancic commented, "This challenge for me was a lot of fun just because we could show a more creative side, and didn't have to work with fabrics like usual." Senior Fashion Design student Karen Bloomfield came out the winner of this first challenge constructing a fabulous, paper party dress and industrial-rubber-mat jacket duo. A few other challenges this season include the "Go Red for Women" American Heart Association Red Dress, Pea in the Pod celebrity maternity wear, Lane Bryant's plus-size little black dress and Spiegel.

With only one episode left, and with the finalists remaining, who will be the next winner of this season's Runway Challenge? Tune into NBC10's The 10! Show every Monday at 2 p.m. to see who will make it to Paris.

This article was written prior to the final, live show April 28 when the winner of Runway Challenge was chosen. The grand prize is a trip for two to Paris. Log on to www.Philau.edu/fashiondesign to watch Runway Challenge episodes, including the finale.



Photo: Left: Emily O'Neill Right: A Tulip Garden by Regina Amato.

From the Editor



Carly Murrell

Coming to Philadelphia University as a freshman was quite an adjustment from life at home 1200 miles away in Texas. With such a reputable fashion program, right outside the big city, the school was beyond ideal, and too perfect to pass up. Now, as editor of *StyleLine*, with plans to study in the new

Professional Communications major this fall, I feel I am exactly where I want to be, here at a school full of opportunity and ultimate success. *StyleLine* has been a gateway for me to express my ideas and creativity, while also working along side talented writers, directors, and graphic designers. By taking the place of an exceptional previous *StyleLine* editor, I am greatly honored to have this opportunity, and feel extremely privileged to have found such a position so early in my college career. So here's to my first issue of *StyleLine*, and hopefully many more to come. I'd like to thank the fantastic professors, Clara Henry and Meriem Chida, as well as Public Relations, who have all so

generously made this publication accessible to students here at Philadelphia University. And finally, special thanks to the wonderful and dedicated assistant editor Lauren Hosey, and all the contributing writers for their hard work and commitment to *StyleLine*.

Best,

Carly Murrell

STYLEline

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