

# meet the faculty

## SUSAN GOLEMBISKI

**When did you first learn how to sew, and who taught you?** I taught myself at around 8 years old. When I was 11, I went to Singer's Sewing School for two weeks.

**What is your favorite type of clothing to create?** I like to create bridal that is alternative, not traditional. I once had a customer who was 40 and never married. She loved jazz, so I made her a jazz dress for her wedding. I like to do gothic, something unusual. If someone brings me a picture and says they want that, I won't do it. I also would like to do something fantastical. I would love to make Lady Gaga's wedding gown.

**How would you describe your style of designing?** Organic, edgy and feminine.

**Where do you get inspiration for the clothes you design?** From the past. I like vintage clothing and vintage sewing techniques. I like finding 1940's suits that have been taken apart and put together again really well. I like people who have that skill. I also like artisan details, which are usually found in the past.

**What classes do you teach at Albright?** At the moment, "Fashion Sewing Lab" 112

**What else do you do in addition to teaching at Albright?** I am a freelance designer and I do alterations. I also do styling for music groups, indie movies and photographers. And, I own a business named Frock. I am sole-proprietor.

**What kind of business is Frock?** It is morphed into a custom design and alterations studio. It is also where I do wardrobe styling for photographers, business women, and the Goodwill Fashion Runway Show.

**What do you like most about owning your own business?** It affords me the freedom to spend time with my family.

**What projects do you have coming up?** The Goodwill Fashion Runway Show is on September 9, 2010, at the Designer's Outlet. ➤

*-Interview by Brandy Kreitzer '13*



### Congratulations to our fashion seniors!

Best wishes for a happy and healthy life! Remember, you are always welcome to "come home" to Albright to visit us. Please keep in touch! Sincerely, Doreen Burdalski, Connie Horacek, Paula Trimpey, YoungJoo Lee, Amanda Condict, Susan Golembiski and Denise Shade. *Back Row, L to R: Brittany Herbert, Whitney Young, Allison Strause, Erika Giberson, Megan Foley, Emily Duke, Kassie Budzinski, Taneisha Shaw, Phylicia Ellis. Second Row, L to R: Patty Price, Chelsey Miller, Chelsea Morris, Kilee Rittenhouse, Jennifer Kurtz, Jill Darr. Third Row, L to R: Dylan Toomey, Candice Panetta, Ashley Victory, Lindsey Hummel, Jessica Geiger, Naticia Hilgner. Front Row: Samantha Provena, Lauren Petrilli, Lauren Murray, Kayla Cross, Sandy Niconovich, Nicole Verderame, Tarah Kelley. Missing from photograph: Ashley Barrett, Brandais Gary, Amanda Hoover, De'on Mallory, Victoria Parisi*

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## Letter from the Editor



Dear Readers,

It is difficult for me to believe that my time at Albright is rapidly approaching the end. It seems like just yesterday that I was entering my first fashion class with minimal knowledge of the fashion industry.

During my four years at Albright I have gotten to know my fashion professors and have become involved in as many fashion extracurricular activities as possible. It is taking advantage of these opportunities that makes a fashion major's time at Albright worthwhile.

For those of us with "creative" majors such as fashion, your college experience and education is what you make of it. Choosing to become involved and go above and beyond may be time consuming and sometimes frustrating. But, when you're about to depart from campus, you realize all of those extra hours of effort were worth it. They have prepared you for a future career and have provided you with lifelong memories and friends.

I hope that you enjoy this issue of *Seventh on 13th*. And remember; make the most of every opportunity. Make your education work for you!

Your Student Editor, Jill Darr '10

# Fashion Triumphs and Tragedies

## 82ND ANNUAL ACADEMY AWARDS

By Jill Darr '10

Many fashion designers dream of having celebrities flaunt their custom-made gowns on what is known as the legacy of the entertainment industry, the Red Carpet. Today, the Red Carpet is rolled out at any event where numerous celebrities are anticipated to arrive; events such as movie premieres, the Oscars, Grammys, Emmys, Golden Globes, and SAG Awards, just to name a few.

Months of preparation are spent for only a few hours in front of journalists, photographers and television crews. Celebrities' fashion choices do not determine whether they win an award or not; however, they do determine if the star will be praised on the best dressed list or criticized on the worst dressed list.

The 82nd annual Oscars in March 2010 gave celebs yet another chance to show off their plump wallets and countless hours of primping. Prevalent themes this year included strapless gowns in light neutral tones such as off-white, champagne and light grey. For those who dared to bare color, the choices seemed to be either royal blue or deep red. Nearly every gown included some sort of embellishment; be it ruffles, floral details or jewels.

Celebs sporting royal blue included Mo'Nique, Gabourey Sidibe and Maggie Gyllenhaal. Equally as stunning in crimson were Penelope Cruz, Vera Farmiga and Michelle Pfeiffer. It has been said that champagne is for special events, and it appears that many actresses


would agree, including: Sandra Bullock, Julianne Moore and Miley Cyrus. Last, but not least, Kathryn Bigelow, Kate Winslet, Helen Mirren and Elizabeth Banks put the fashion pedal to the metal in light grey and silver.

Fashion designer Marchesa had the most gowns on the Red Carpet at the 2010 Oscars. Sandra Bullock, Gabourey Sidibe and Vera Farmiga all looked gorgeous in custom-made Marchesa gowns. Floral embellishments were seen on Sandra Bullock, Anna Kendrick and Charlize Theron; while sparkling jewels encrusted the gowns of Helen Mirren and Cameron Diaz. The most prominent embellishment, however, was ruffles. Zoe Saldana, Vera Farmiga, Diane Kruger, Demi Moore and Elizabeth Banks all displayed various versions of ruffles.

However, while ruffles may have been the most common embellishment trend on the Red Carpet, they were also the easiest to mess up and landed several celebs on the worst dressed list. According to critics, Zoe Saldana wore a strapless Givenchy Haute Couture dress with five layers of purple ruffles, going from light to dark, down the bottom; giving the illusion that a purple Muppet had attacked her! Diane Kruger also managed to mess up ruffles with her black and white Chanel Haute Couture gown.

Charlize Theron did not sport ruffles on the Red Carpet, yet still managed to appear on worst dressed lists everywhere. Even though Christian Dior made Theron's dress, critics said the lavender fabric made the gown look "cheap" and the 3D roses on her bust were too outrageous.

The best-dressed lists included Penelope Cruz in deep red Donna Karan, Rachel McAdams in watercolor print Elie Saab Haute Couture and Cameron Diaz in sparkling champagne by Oscar de la Renta.

Even after the 82nd annual Oscars, the question still remains: is it better for designers and celebs to go with the simplistic trends and jeopardize fading into the background, or should they take fashion risks and cross their fingers, hoping that it lands them on the best-dressed list? 

# the look for less

by Taneisha Shaw '10

*Vintage: the wine from a particular harvest or crop, or the class of a dated object.*

While walking through the historic streets of downtown Philadelphia, it's hard not to notice the large number of people who are dressed in attire that is well dated (that is, attire that has been out of style for many years).

The trend catches the eye because it's unexpected; it's out of this time making the person look like they just stepped out of a history book. It's also a popular trend, and you too can join in on the fun for less.

Vintage shops are not hard to find, but they can be very expensive. Truly timeless pieces at much lower prices are hiding in other places as well. Just think of the word thrift when thinking of vintage.

Thrift stores such as Goodwill are everywhere! Not only do they carry vintage clothing and lovely classic jewelry, but their prices cannot be beat! Recently, in a vintage store in downtown Philadelphia there was a gold charm bracelet for \$20. A very similar one was only

\$10 at a local thrift store. That's half the price!

So you see, you too can be like the smooth wine from the past and look like a memorable character in a book, and you can do it for less. ▶

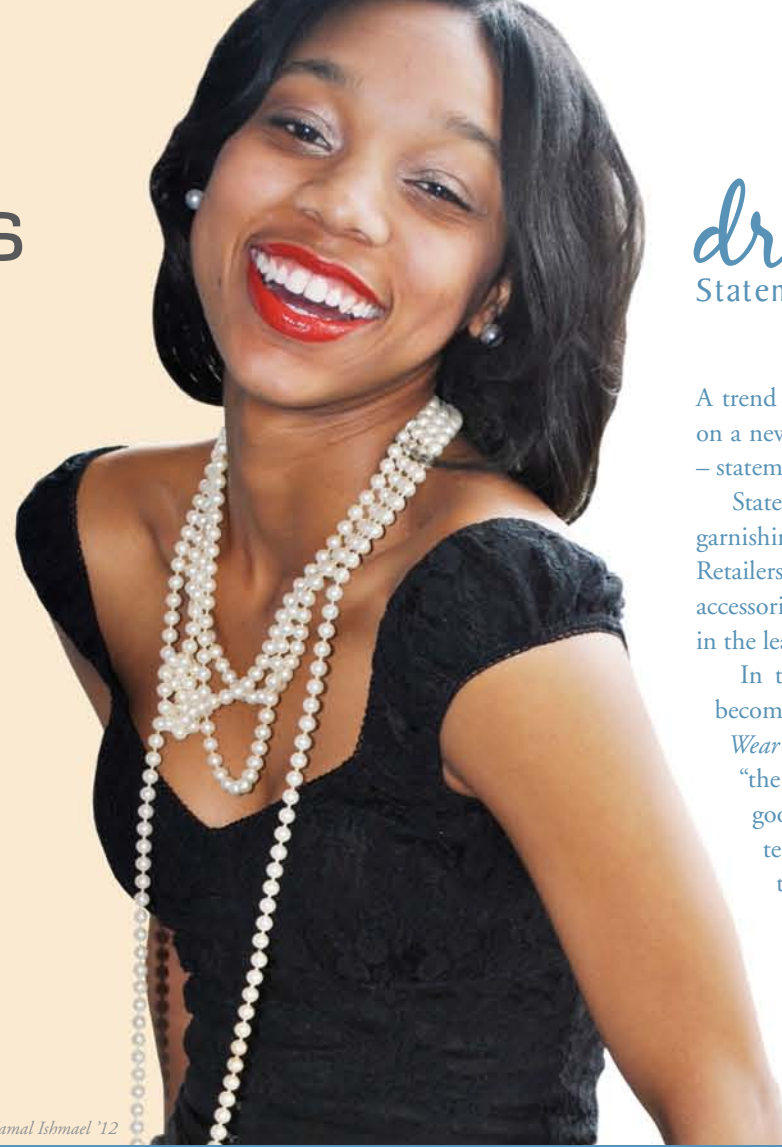


Photo by Jamal Ismael '12

# dress it up with jewelry

Statement Jewelry Takes Center Stage By De'on Mallory '10



A trend revived and evolved, costume jewelry has taken on a new edge and sophistication, as well as a new name – statement jewelry.

Statement jewelry is the biggest trend of the time, garnishing the likes of trendsetter Michelle Obama. Retailers and trend-watchers have seen the success of accessories sales and note that statement jewelry sales are in the lead.

In the past couple of years, statement jewelry has become more edgy, stylish and popular. In fact, *Women's Wear Daily* recently listed it and other accessories as “the new lipstick” for retailers, meaning “an easy, feel-good item that offers a quick and affordable fix.” The term stems from the historic axiom that says when the economy plummets, lipstick sales prosper.

In this time of recession, the price points of such bold jewelry have indeed helped to make the pieces more accessible to just about

everyone. Accessories are the most affordable way to change the look, feel and style of one's wardrobe. Some may even argue that the role of jewelry has changed from accessory to necessity.

A bland or old wardrobe can be easily enhanced by the added flair of statement jewelry. Today's designers are creating pieces with geometric shapes, rich colors, and stunning stones and gems, and they are designing ethnic and exotic inspired items as well. From big, bold necklaces and bracelets, to funky earrings, to intricately detailed jewelry, these accessories truly do make a statement.

And, donning their chunky necklaces and eccentric earrings, celebrities such as Rihanna, Tyra Banks, Kim Kardashian and Sandra Bullock agree, statement jewelry truly does make the outfit. ▶

# the bikini!

## the drop of the atomic beach bomb...

From modesty to models, the bikini has become a staple in the American girl's wardrobe. The swimsuit that was seen in the 1900s was modest and low-key. It was then transformed in the 1940s to the bold, beautiful bikini, and has since become a bombshell for the beaches. The bikini's name originated from the Bikini Atoll in the Pacific, the site of nuclear weapon tests. The excitement that erupted from the sight of the bikini was like the explosion of a nuclear weapon. Through the decades the bikini has had several identities, each unique in its time. By Caitlin Feldman '12

**1900**

Sleeveless tank suit emerges. An Australian swimmer is charged with indecent exposure.



**1910**

The one-piece knitted maillot (suit containing a scoop neck and shoulder straps) is a common look for a girl.



**1940**

Beaches are swept with the two-piece suit which was often a halter and stayed inches above the bellybutton to reveal only the rib cage.



**1960**

The hit song “Itsy Bitsy, Teenie Weenie, Yellow Polka Dot Bikini” is played, and the lady's figure is debuted.



**1964**

*Sports Illustrated* swimsuit issue reveals a white bikini on the cover.



**1970**

Along with the “teenie bikinis,” athletic swimwear is also being seen.



**1974**

Brazil brings about the thong bikini, which is still controversial today.



**1980**

A sharp change in the bikini silhouette reveals a rising leg line. The term “v-kini” is used to describe a bikini focusing on the legs and hips.



**1990**

The bikini is increasingly more popular, and Marvel Comics releases trading cards featuring women in all sorts of bikinis.



**2000**

Bikinis of all silhouettes and styles are fashion statements. From retro to athletic to cut-out suits, each has evolved in a unique way.






# R fashion in the Bahamas

*Phylicia Ellis '10 showcases nine of her own designs at The Islands of the World Fashion Week held in the Bahamas.*

*By Megan Foley '10*

“...a huge stepping-stone on her way to success”



Amazing! That's the only way Phylcia Ellis '10 can properly describe her experience participating in The Islands of the World Fashion Week held in Nassau and Paradise Island, Bahamas.

In November 2009, Ellis, a fashion design and merchandising major, traveled to her homeland to partake in the Caribbean's premier fashion event, where she showcased her clothing line and met designers from all around the world. With just two short months to prepare, Ellis created nine pieces that were inspired by a subtle palette of colors fashioned in such a way that the line was anything but subtle.

Ellis began her journey in fashion at the young age of 6, when she started sewing at her mother's sewing school, Zig-Zag Adventures. Something that began as a hobby soon turned into a passion, and in high school she realized design was going to be a career choice.

The Islands of the World Fashion Week was a huge stepping-stone on her way to success, Ellis says. She credits Albright for providing her with skills in draping and patternmaking, and for providing her with a collection of patterns that serve as a creative archive.

While at The Islands of the World Fashion Week, Ellis met both seasoned designers and up-and-coming designers like herself, who were in the “Next Generation” category. Those she met include Leanne Marshal, Project Runway season five winner; Henry Jackson, stylist for Michelle Obama; and Darcel Vlugt, a Trinidad and Tobago designer. Listening to them speak about design techniques was inspiring, she says, and a rare opportunity in the fashion world.

“One of the most challenging aspects of creating my new line is balancing schoolwork, a job, and the time to make 15 pieces in a matter of a few months,” she says. One of her motivating factors is that she is also using the collection as the focal point for her Senior Seminar class, which she says is “convenient in terms of time management.” The inspiration for the line comes from a recently deceased friend who was a pilot, and who Ellis says always supported her in her career choice. In honor of her friend's life and career, Ellis has researched the history of pilots' and flight attendants' uniforms and is using aviation as the theme of her line.

“Phylcia is a talented designer who is dedicated to her work. We look forward to watching her make her mark on the fashion world,” says Doreen Burdalski, assistant professor and chair of the Fashion Department. Ellis will participate in Caribbean Fashion Week this June in Kingston, Jamaica. ▶



**Q & A** with... **Aly Dudek '08**  
Interview by Lindsey Hummel '10

“Make as many connections as you can.”

**What was your major?**

Fashion Design and Merchandising

**What are you currently doing?**

I graduated in June 2009 from the Fashion Institute of Design and Merchandising (FIDM) in California, where I earned a degree in product development. I work at 3Dee International in Orange County, Calif. I design and do the product development on a variety of women's footwear brands. My accounts are Olsenboye, Steve Madden Retail and Steve Madden Wholesale. Olsenboye is a new line of juniors' shoes that will premiere this spring at JCPenney. I've travelled to New York and Las Vegas and have made four trips to China. My fifth trip to China will be in June.

**What inspired you to focus on footwear design?**

There weren't enough cute shoes in the market so I needed to design them in order to have something to wear. I'm about 90 percent serious on that one. That and I just like shoes!

**What fashion classes helped prepare you for your job?**

All of my computer-aided design classes were really beneficial. The majority of design-related jobs today require you to use Illustrator and/or Photoshop. Classes like “Fashion Business” and “Lifestyle Marketing” helped me understand the lingo of the industry.

**Why did you want to move to the West coast?**

Honestly, I was a little bored with the East coast. I lived there all of my life and I wanted to move somewhere more exciting where there were a lot more fashion opportunities for me. I could have moved to New York (from my family home in New Jersey) but I really dislike winter weather. California just sounded perfect and I still believe it is... for me at least. I wouldn't say it's for everyone.

**How was FIDM different from Albright?**

I loved Albright for the real college experience. I made a lot of friends and participated in a number of great organizations. However, since FIDM is located in Los Angeles, the school is able to provide a large array of job leads that most schools could never compete with. FIDM was a great way to start my career, but it definitely lacked in all of the social areas.

**How did you get your job with 3Dee International?**

I was talking to one of my professors one morning before class about my interest in footwear design. One of her former students was working at 3Dee International so I asked her for the student's contact information. I wasn't necessarily looking for a job, I mainly wanted to see what her job entailed and how much she did or did not enjoy working in the footwear industry. After e-mailing back and forth, I realized I would kill to have her job.

**What internships did you do as a student?**

At Albright, I completed an event planning internship at Vizion Group in Berwyn, Pa. At FIDM, I had a footwear design internship at BCBG and then another footwear design internship at 3Dee International. The combination of these three internships confirmed the fact that I wanted to work in a small, family-oriented office that was very creative, supportive and challenging. The importance of hands-on experience is hard to put into words. Education is very important, but working in the industry is something that you really need to take part in before you graduate. I know my boss at my current job liked the fact that I had a bachelor's degree and an associate degree, but it was the experience from my internships that I believe really made an impact on his decision to hire me.

**What advice do you have for graduating fashion majors?**

Make as many connections as you can. Intern for free if a job doesn't pay. Whatever you can do to get your foot in the door will really pay off in the end. It may be really hard to work for free... However, the experience is monumental and it's really what sets you apart from the next candidate who wants the job just as much as you do.

**What do you see yourself doing in 10 years?**

I've tossed around the idea of getting into freelance footwear design... I would really like to make my own schedule and I'd enjoy the flexibility. I don't know what company I'd like to work for in 10 years. Maybe I'll love my current company so much that I will still be working for them. Maybe I'll want something new and venture out to a more high-end design company. I really don't know, that's a long time away and it hasn't even been a year since I've been out of school. I do, however, see a bright future ahead and I am very excited about where I am today. ▶

# FOCUS ON Penn Avenue in West Reading

By Kayte McCann '11

Tired of the same old stores in every shopping mall? Bored eating at the same chain restaurants? There's something new right in your own backyard.

Right around the corner from Albright College is Berks County's best kept secret, Penn Avenue. This stretch of road in West Reading offers an outdoor shopping and dining experience filled with unique boutiques, relaxing coffee shops, fine restaurants, and more!

Home to 68 stores, 17 restaurants and 25 health and beauty shops, Penn Avenue was revamped in 1999 as part of the West Reading Main Street program, a community development organization created by elected and non-elected leaders of the community to develop and manage the mechanisms for a prosperous and competitive business environment.

From formal gowns to children's clothing, today's Penn Avenue offers a little bit of everything.

Bella Jules, a boutique owned by Albright alumna Julianne Cleaver '01,

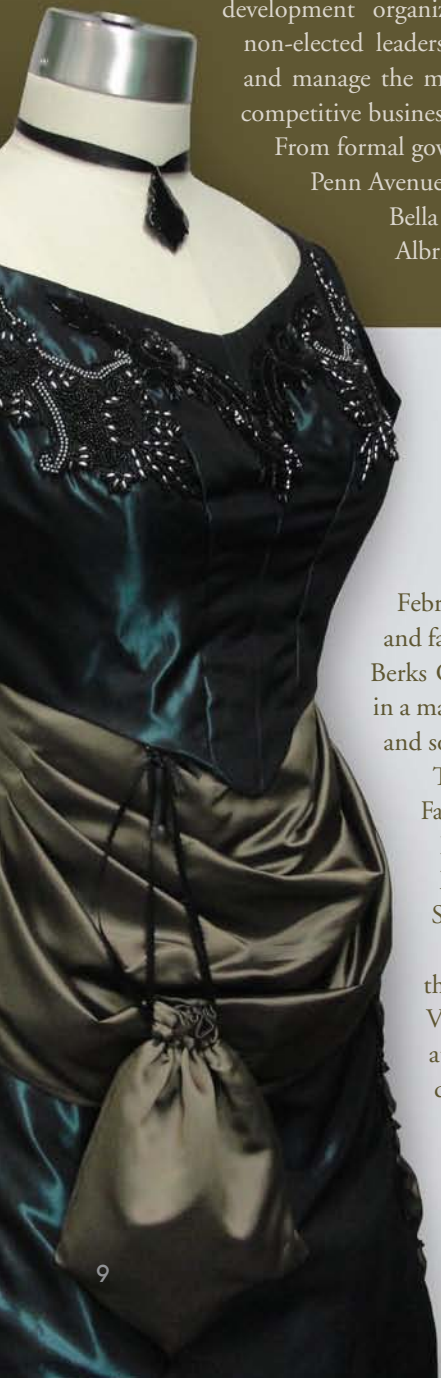
specializes in women's special occasion wear, but also carries casual wear and accessories. Need some support for under that new gorgeous gown? Then head to LiliBea's where you can get a personalized bra fitting to finish the look.

If hunger strikes, stop by the Yellow Submarine. This sandwich shop is filled with the music of the Beatles, along with wall murals of the rock legends, and the menu boasts items such as the "Lennon" and "A Hard Days Night."

Afterwards, stop by the Hauté Chocolate Café and try one of their many hot beverages.

The business owners on the avenue also partner to sponsor various events during the year. On "First Thursday," held on the first Thursday of every month, pink balloons float in front of shops that choose to participate in special promotions or discounts on that day.

For more information on what Penn Avenue has to offer, please visit [www.westreadingmainstreet.org](http://www.westreadingmainstreet.org).



## Crinolines and Corsets

Albright's Second Annual Victorian Fashion Ball By Danielle Catalani '11

On a cold winter evening in February, Albright College students and faculty, along with members of the Berks County community, participated in a magical night of Victorian etiquette and social graces.

The second annual Victorian Fashion Ball, sponsored by the Fashion Department and Club Vogue, was held on February 13, 2010, in the Scholl LifeSports Center.

Beginning the evening with the Grand March, members of the Victorian Dance Ensemble led attendees through the ceremonial dance, a tradition in which admiring one another's attire is the ultimate goal. For each

dance that followed, a member of the Victorian Dance Ensemble instructed participants through each step.

The Susquehanna Travellers, dressed in Civil War-era attire, played 19th-century tunes.

But the highlight of the evening were the many extravagant Victorian-era dresses uniquely designed and hand crafted by Albright College students.

"It was a surreal experience to see a mood board and a pile of fabric transformed into such an intricate and beautiful garment," said Sarah Rowe '12, who created her own Victorian gown.

Stepping into the past for one last dance, the evening ended with a traditional waltz.

"It was a lot of hard work," said Rowe, "but it paid off when we were able to put on our dresses and dance in traditional Victorian style with the crinoline, hoop skirt and corset to complete our ensembles."

## Fashion Forecast Fall 2010

By Rachael McCoun '11

The fashion industry is always changing and constantly creating looks for upcoming seasons. Like previous years, designers held nothing back during the fall 2010 fashion shows, especially in New York and London.

Trends that were shown this year include black leather used in a biker style, both over the knee boots as well as ankle boots, and for trench coats and blazers. In addition, short dresses with lots of draping details, and sheer or transparent shirts and black tights will also make a huge impact in the fall season.

This fall designers are opting for leaner shapes in the tactile fabrics. According to [wwd.com](http://wwd.com), "From edgy-romantic posturing at Marchesa to mesh splices at Ohne Titel, New York designers are very hands-on for fall." Pants are also back in full force as designers create unique trends for ankle length versions for both day and night.

Designer Donna Karen showed her work this season as she celebrated the 25th anniversary of her collection. Much like her other collections, her major color palette was black; however, she exposed a new side of her inspiration by adding different styles together.

According to [Style.com](http://Style.com), "working a somewhat fuller, away-from-the-body silhouette than she has of late, she [Karen] showed cocoon coats with sculptural shawl collars and short bubble skirts in tactile wool and double organza. Sack coats came in printed lynx fur, black-and-white tweed seamed in contrast satin, or laminated wool that had been treated to evoke a rain-soaked New York pavement. But the most compelling texture, not to mention the one requiring the most technical savvy, was a shearling laser-cut to resemble lace."

Many unique and unexpected trends will be surfacing this fall. To see complete fall 2010 designer collections, check out [wwd.com](http://wwd.com) or [style.com](http://style.com).

