As the outlook on our economic situation darkens with each passing day, designers are presented with a new quandary – how to interpret fashion in the face of an inevitable recession. Some have answered the question with a strong emphasis on sophistication, opting for a chic and polished look. Other designers, however, are using the dilemma as a vehicle for irony and optimism. Regardless of the direction these collections are taking, the trends for fall 2009 are by no means a dismissal of all that is innovative, breath-taking and fun.

Overall, silhouettes will show a true consciousness of the body. Whether it is curve-hugging or voluminous, trends show a true play on architectural inspirations. Strong shoulders play an important role next season, with pleats, ruches, bows and yes – even padding. Color palettes offer a wide-range of options – with a revival of bold pops of neon hues and beautiful jewel tones. And, of course, the recurring theme of the ’80s continues to prevail, with an emphasis on high-waisted jeans and metallic pants.

Fabrics and trims include lace, exposed zippers, and an overwhelming appearance of fur, specifically fox. One of the most apparent trends, however, is an obsession with plaid – everything ranging from dresses to pants to headbands and shoes. In addition to plaid, expect to see tweeds and hounds tooth checks—and don’t be afraid to layer all of your favorite fall pieces with leggings, scarves, and leather jackets to complete your look.

Accessories for the fall prove to be optimistic. Designers have responded to the problem of people buying less by offering them more options. For example, bags are forecasted to have removable elements such as fringe and pockets. But, perhaps the most exciting accessory in anticipation for the fall is long, elbow-length gloves. Classy, sophisticated and upbeat, trends for the fall take a bright direction that not many expect. So while the economy may be down, designer’s spirits certainly are not.

“IN DIFFICULT TIMES FASHION IS ALWAYS OUTRAGEOUS.” – Elsa Schiaparelli

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 Trimmer, Youngha Lee, Amanda Conditi, Susan Golembiski and Denise Shade

Front center: Maria Disla Cloe Siboo, Meghan Devore,
Cheley Gross, Michele Pomante, Kelly Burn,
Stephanie Franckhetti, Elizabeth Knapik, Lauren Conner,
Lauren Moyer, Alyssa Brower, Krystina Barrette,
Ashley McDaniel, Courtni Smarz, Maria Valentine,
Ashley Heuser, Kathleen Pfeilig, Allison Kitzinger,
Amanda Houston, Kate Wilkes, Jen Martyn, Kyle Bredbenner
Missng from photo: Heather Legg, Alexa Liberetti, Tamra Smeltz
Dear Readers,

At my time at Albright comes to a close, one thing that I don’t have any doubts about is whether I made the right college choice. I know that I made the right decision when I came here to pursue my two favorite things: fashion and English. Okay, so Albright College isn’t Parsons’ School of Design and Zac Posen and Marc Jacobs aren’t down the block. But the Albright Fashion Department has something just as great... a chance to expand your major in so many ways.

I would not have been able to be the student editor of Seventh on 13th., pursue my love of Jane Austen or help plan a Victorian Fashion Ball if I went to a fashion design school. Newsletter staff members are great examples of Albright’s interdisciplinary nature: student photographer Chelsey Miller majored in fashion and photography; while one of our writers, Stephanie Franchetti, mixes fashion, business, and French.

While it might be harder for Albright fashion alumni to find connections in the big, bad world of fashion, we do have an advantage. We can rely on New York City or LA connections, but I know that when I go out into the real world, I might not gain a broader knowledge of what it takes to succeed. I do have an advantage. We can focus on a certain area and plan a Victorian Fashion Ball if I went to a fashion design school. Newsletter staff members are great examples of Albright’s interdisciplinary nature. Student photographer Chelsey Miller majored in fashion and photography, while one of our writers, Stephanie Franchetti, mixes fashion, business, and French.

I enjoyed seeing this newsletter grow from the planning stage to writing articles to eventually helping to organize and edit. I am honored to be part of such a great element of the Fashion Department and I hope it will continue. Enjoy the issue and see where fashion can take you!

Your Student Editor, Kathleen Peightel ’09

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**Letter from the Editor**

**First Family Fashion**

As a new family moved into the White House, the birth of new fashion began. Many believe that Michelle Obama is the first First Lady since Jackie O to bring fashion back into politics, but she’s not the only family member contributing to this fashionable change. Michelle, Barack, Malia and Sasha have all become fashion icons.

Michelle has made it no secret that she prefers to spend money on more important things than designer clothing, although she has made more than an impression in the fashion world without designer labels. The black and white leaf print dress she wore on “The View” from White House Black Market caused a stir in stores and in fashion magazines. The garment blew off the racks at a price of $148 after it appeared on the popular daytime talk show. Malia, the Obama’s oldest daughter, was shocked to hear that her mom is now viewed for her sense of style in various ensembles. True to form, Mickey Rourke took a risk in a white tux that only he could pull off.

The best dressed couple word went to Angelina Jolie and Brad Pitt, who kept it simple in black. Jolie took the carpet by storm wearing an Elie Saab gown that began with a heart shaped bodice and fell gracefully to the ground. To add elegance to the outfit she chose green drop-down earrings designed by Lorraine Schwartz. Pitt accompanied Jolie perfectly in a classic black Tom Ford suit.

Although there weren’t many fashion disasters, it wouldn’t be the Oscars without some fashion flops.

Windsor Goldberg took the prize for worst dressed, sporting what seemed to look like a leopard print sheet wrapped too tightly around her body. Beyonce appeared on the red carpet as if she was going into battle as a strapless black dress with golf embellishments. And Kate Winslet looked too mammosity in a blue gown detailed with black lace.

Despite the few fashion flops, the many simple styles and colors of this year’s Academy Awards definitely made heads turn on the red carpet.

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**On the Red Carpet: 81st Annual Academy Awards**

Simplicity stole the red carpet at this year’s 81st Annual Academy Awards in February. It was no secret that among the female nominees, off-white gowns and form-fitting silhouettes were trends this year. The male nominees topped off the best dressed list in well-tailored suits.

Anne Hathaway, Penelope Cruz, Taraji P. Henson, Marisa Tomei and Eva Rachel Wood all wore off-white, cream gowns. Bringing Hollywood glamour to the carpet was Anne Hathaway in a sequin-covered, paillette-laden Armani gown. Piera Baldwin designed a romantic vintage gown that looked fit for a bride for Penelope Cruz. Henson, known for her outstanding performance in The Curious Case of Benjamin Button, looked outstanding in a tiered Roberto Cavalli gown. Tomei was eye-catching in an asymmetrical pleated Versace gown with an elongated train. And Woods’ flawless complexion looked translucent against her Elie Saab alabaster gown.

Adding color to the red carpet were actresses Natalie Portman in a purple strapless gown, and Amy Adams and Heidi Klum, who both wore red.

When it comes to male nominees, the one rule that must be obeyed on the red carpet is fit. Hugh Jackman, from his new reputation as a fashion icon. He says that when he finds something that works, such as a pair of pants or a suit jacket, he buys it in multiple colors keeping his look simple and classic. However, thanks to Donatella Versace, President Obama’s wardrobe is about to get more interesting. Versace created an entire line to the new man in the White House.

Malia and Sasha have become icons to the “tween” generation. These young girls, ages 10 and 7, have set an impression for young girls today. They are a classic example of typical “tween” girls, rather than the tween movie stars who have a 20-something perspective on fashion. Parents of tweens are happy with the example they set as well. At their father’s inauguration, both Malia and Sasha wore age and price appropriate J. Crew jackets. And just like their parents, they exude a classic, conservative, all-American presence.

As a new family moved into the White House, the birth of new fashion began. Many believe that Michelle Obama is the first First Lady since Jackie O to bring fashion back into politics, but she’s not the only family member contributing to this fashionable change. Michelle, Barack, Malia and Sasha have all become fashion icons.

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**First Family Fashion**

by Lauren Conner ’10

President Barack Obama, like most men, claims that he dislikes shopping for clothes; however he can’t escape from his new reputation as a fashion icon. He says that when he finds something that works, such as a pair of pants or a suit jacket, he buys it in multiple colors keeping his look simple and classic. However, thanks to Donatella Versace, President Obama’s wardrobe is about to get more interesting. Versace created an entire line to the new man in the White House.

Malia and Sasha have become icons to the “tween” generation. These young girls, ages 10 and 7, have set an impression for young girls today. They are a classic example of typical “tween” girls, rather than the twee movie stars who have a 20-something perspective on fashion. Parents of tweens are happy with the example they set as well. At their father’s inauguration, both Malia and Sasha wore age and price appropriate J. Crew jackets. And just like their parents, they exude a classic, conservative, all-American presence.
As English writer Samuel Johnson famously quoted, “When a man is tired of London, he is tired of life; for there is in London all that life can afford.” Though I never heard that quote before I traveled to London, I can now say that I agree 100 percent; it is impossible to grow tired of London.

I studied abroad at American InterContinental University in London, England, during fall 2008. When I arrived, I experienced complete culture shock in all aspects – the social scene, architecture, scenery, government, food, transportation, and especially the unique fashions.

I was quickly sucked into the one-of-a-kind characteristics of London fashion. My favorite place to shop was The Camden Markets, which was a huge outside market with hundreds of stands of vendors selling jewelry, clothing, trinkets, shoes, posters, handbags and food. Most of the goods were handmade, making them completely exclusive. This shopping trip was my favorite part of every weekend, and I’m proud to show off my irreplaceable, distinctive finds.

While studying in London, I was enrolled in “Fashion Promotion.” “History of London” and “Portfolio Communication.” “Fashion Promotion” was a fun, informative class that taught effective ways of pulling in consumers. I learned different ways to advertise and set up informative class that taught effective ways of pulling in consumers. I learned different ways to advertise and set up informative class that taught effective ways of pulling in consumers. I learned different ways to advertise and set up

My most challenging class was “Portfolio Communication.” My professor was a young, spunky artist named Stuart McKenzie who is probably one of the most talented and creative people I have ever met. Stuart works for Cosmopolitan Magazine, where his illustrations are featured each month. His class was a true challenge because I had to learn how to draw fashion illustrations and croquis all over again, but it wasn’t simply with pencils and markers. During one class, we actually dipped Q-tips in ink and had to draw with the Q-tip in our mouth; his teaching style was truly amazing and different from any class I had ever taken before.

During my time in Europe, I also traveled to other countries: Edinburgh, Scotland; Paris, France; Amsterdam, The Netherlands; and Dublin, Ireland. Traveling in Europe taught me a lot about myself. I realized that I am very curious and not afraid to try new things. I learned that traveling does not intimidate me, and I found my true independence, as I was able to survive without a safety net.

I encourage other students to travel and study abroad. And if that is not possible, just open your eyes to different cultures. I guarantee you’ll learn more about yourself and our world.
O\nly at Albright College, where interdisciplinary education is the focus, can fashion and history transform into a full-fledged, formal event. Albright’s first Victorian Fashion Ball was held on April 4, 2009, in the Scholl LifeSports Center. Behind all the beautiful dresses, good food and the dreamy waltzing were the people who made it a reality.

The idea started with Paula Trimpey’s corset-making workshop in January and February 2008. Last year’s spring issue of Seventh on 13th ran a story on the beautiful and intricate corsets designed by students in a workshop led by Utah Shakespeare Festival costume director Jeffrey Linder. The ball “was a natural progression from making the corsets to making the dresses to go over them,” said Trimpey, assistant professor of costume.

During Interim session 2009, Trimpey’s course “Advanced Costume Design” gave students the opportunity to research, design and sew their own Civil-War era ball gowns. The class consisted of even students—some of whom were not fashion design majors—who took on the impressive task of creating their dresses in the Crinoline period of Victorian fashion, 1859-1865.

Gloriana Rial ’10, a history and theater major, signed up for the Interim class as a theater credit, not realizing that she would be making a ball gown. “I think I did a really good job for not knowing [how to sew]. Paula had to show me, but once she did I was like, I can do this!” “And after all that work,” Trimpey said, “we just had to dance in them!”

The Victorian Fashion Ball not only gave fashion students an opportunity to create their own gowns, but it also allowed them to study costume and a different era of clothing through hands-on work. Making preparations for the ball was an educational experience for all.

Part of Club Vogue, the Victorian Fashion Ball Planning Committee was in charge of planning the event. Committee leader Kathleen Peightel ’09, Rachel Garren ’11, Erica Rudzinski ’11, Erin Van Osten ’12 and Grace Lieder. The ball “was a natural progression from making the corsets to making the dresses to go over them,” said Trimpey, assistant professor of costume.

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What was your major? Business Administration and Fashion Merchandising.

I understand you have relocated. Where are you from originally, and where are you living now? Philadelphia is my hometown and Reading, Pa., became my second home. Now I’m in Fort Myers, Fla., near the Gulf of Mexico.

What was it like moving away from your family and friends? It still doesn’t feel real to me. While at Albright, I didn’t drive or have a car so I only saw my family and hometown friends on school breaks. My dad has visited twice, and a few college friends have made the trip down already. As time passes, I think I’ll notice the absence a lot more.

What company do you work for? JCPenney

What do you do there? I am a sales manager trainee.

I learn all about the store and how it is operated. So far I have worked in every area of the store. I operated the switchboard, was a salon receptionist, completed floor sets, assisted with loss prevention, participated in the holiday interview process and, most importantly, created an action plan to improve customer service. It’s a big shock when you realize a single department store location is a 20-plus million dollar a year business. You really put your position as a management trainee into perspective when you see the salary-cost budgets and the monthly sales plans. One day those will be my responsibility. It’s exciting and scary at the same time.

What was the interview process like? First there was a screening call that established my ability and desire to relocate based on company needs. Second was a general phone interview with questions about my educational background and relevant job experience. I was asked if I could make a serious, committed decision within a two-week period if offered the position. An odd question I remember being asked was if I knew what the stock had traded for that day. I didn’t, and the recruiter told me to know more about the company for the next interview.

Finally, I had a face-to-face interview with the JCPenney store manager at the Oxford Valley Mall. It was strange because he asked most of the questions while we walked the sales floor and greeted customers together. This lasted for about two hours. I was so nervous trying to come up with questions that would require in-depth answers. I’m pretty sure I asked him about all the topics discussed in my fashion merchandising senior seminar class with Professor Burdalski.

This was the interview that sealed the deal for me.

How was the job search in general? Did you apply to other positions before deciding on your current one? I did apply for other jobs. I applied to so many places, but only seriously considered four – JCPenney, Boscov’s, Mother’s Work (now Destination Maternity Corporation) and Cache. After the initial interviews it was narrowed down to JCPenney and Boscov’s. I decided on Penney’s because I felt the company was financially stronger and offered nationwide opportunities that were not possible at Boscov’s.

How did Albright prepare you for “the real world?” Albright prepared me with not only my concentration coursework, but also with the ability to participate in a social organization where I interacted with people from all different backgrounds constantly – the same as you would in the workplace. Also, my on-campus jobs as a “Freshman Forum” student mentor and as a public relations intern helped me gain transferable skills.

What tips do you have for fashion majors who will be graduating? Start looking as soon as you can. Research the companies thoroughly, know what the stock tickets are for public companies and how they are doing. Read annual reports and news releases issued by the companies. Be prepared to ask questions, and when asked questions, be prepared to provide specific examples.

What are your future plans? Although I enjoy my position, I don’t see myself in the store environment for 40 years simply because of the physical nature of standing and walking around all day. One day, I’d like to have or work for a marketing firm with a client base in the fashion industry.
It’s 5:45 a.m. on a brisk November morning. The sound of heels clicking and clacking echo through campus. With purses, pillows, and resumes in hand, we boarded the bus and began our journey to New York City for the long-awaited fashion week event of which only 500 people were permitted to attend—Fashion Group International’s (FGI) 10th Annual Career Day.

This day was particularly exciting for me because the winners of the “Dave to Design Your Future” design competition were going to be announced. About a month prior I submitted a storyboard for judging and placed as a finalist in the eveningwear category. While I was anxious and excited thinking about my future in the fashion industry, he offered us hope for the day held.

After picking up our luggage, we met up with some other students who were strictly design majors. We also heard from designer Tracy Reese, who was nervous and excited thinking about my future in the fashion industry.

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The panel discussions included topics such as the process of trends spotting, merchandising, and retail, design opportunities the day held.

Day, that the only way to reach your fullest potential is to immerse yourself in what it is that you love. If you fail, pick yourself up, learn from it and begin again. Committed professionals in the industry led the discussions, giving us valuable advice for successful fashion careers. They provided us with candid insights, reiterating that a strong sense of commitment and dedication are imperative in order to excel in a cutthroat industry.

Companies such as Me & Ro, Steve Madden, and WGSN were there to offer employment and internship opportunities. While I had the opportunity to hand out my resume, I found being able to speak face-to-face with industry professionals to be particularly valuable. The fair provided their candid insights, reiterating that a strong sense of commitment and dedication are imperative in order to excel in a cutthroat industry.

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We also heard from designer Tracy Reese, who discussed how she made her dreams a reality by taking her ideas and turning them into a successful career.

Near the end of the closing ceremony, FGI awarded the winners of the design competition with scholarships.

What is your favorite style trend?

I am very excited for the 1920’s comeback in women’s fashion, which means that the men’s 20s-40s trends shouldn’t be far behind. Hopefully there will be a rebirth of classic men’s clothing like tailored. Bespoke suits like the great fashion icon Frank Sinatra wore. I am a huge fan of Frank Sinatra, not only as a singer, but for his style. Sinatra once sang that “you’ve either got or you haven’t got style, [and] if you’ve got it you stand out a mile.”

Along with these classic style suits, we’ll see a return of the power suit for the businessman and some different patterned suits, probably including hounds tooth. I would not be surprised if we see the classic tweed suit revived too.

What would you describe your style?

I like to dress in classic clothing like tailored suits, sweaters, dress shirts, sweater vests, etc., but often with brighter colors or patterns. Nothing too wild, though.

What do you shop for the latest trends?

I find myself shopping at a wide array of stores. I often shop at J Crew, Banana Republic, Express, Gap, D&G and ArmaniExchange. In terms of trends, I find different trends in a variety of stores. For instance, to grasp a better concept of upcoming color and pattern trends, I often shop in the “Home” section of stores or in Pier 1 or Pottery Barn. You can often spot upcoming trends in these sections. A little weird, but the way I look at it, wherever you can draw inspiration or knowledge of trends, then go for it.

How do you keep up with fashion trends?

I subscribe to GQ, Details, Men’s Vogue and VMSD (Visual Merchandising and Store Design Magazine). I also keep an eye out for certain actors, especially Daniel Craig, George Clooney, Brad Pitt and Ryan Reynolds. About two years ago I saw Brad Pitt wearing a tan raincoat and I looked at my girlfriend at the time and said, “I will bet you anything that raincoats go streamline soon.” Now look at any of the big chain stores—Gap, Banana, Express, AE—they all have raincoats in this season. Sometimes it just takes a little while for it to make it down to the masses.

What fashion designer do you relate to most? Why?

Tom Ford. I think he’s a great designer. He’s a little risqué, but he knows how to have fun, and he dresses in very sleek, classic clothing.