



BUSINESS
OF
FASHION
FORUM

SAT., NOV. 7, 2015

8:30 a.m. – 1:30 p.m., Roessner Hall

Keynote Panel on **Globalization in the Fashion Industry** with:

Kyle Bredbenner

Visual Merchandising Manager; **Donna Karan/DKNY**

Marijean Jerrell

Owner, **Marijean Jerrell Design Consulting**

Cathie Shouldis

Senior Director Sourcing Operations, **Urban Outfitters**

FASHION
CAREER FAIR

Mon., Nov. 9, 2015 • 11 a.m. – 2 p.m.

Campus Center South Lounge

WELCOME

Thank you for attending Albright College's Business of Fashion Forum. An event like this is certainly an undertaking and could only have come together with the help of many people. In particular, I would like to thank our panelists and breakout session presenters who generously have given their time to be here today. There are several people who were integral in putting together this event. Thanks especially to David Tanner, director for the Center for the Arts, and his staff for helping us with logistical organization. Thanks also to Marisa McGrath and the box office staff, the College Relations publicity team, Mike Miller and the catering crew, Public Safety and all the folks in our facilities department for set up and preparation.

We hope you enjoy the Business of Fashion Forum and would like to take this opportunity to invite you to future fashion events at Albright College:

Albright's Annual Fashion Showcase

Saturday, May 7, 2016, Center for the Arts & Campus Center

Exhibit Hall – 4-5:30 p.m., CC South Lounge/Fireside

Runway Show – 5:30-6:30 p.m., Wachovia Theatre

VIP Reception – 6:30-7:30 p.m., Freedman Gallery

\$5/\$10 student (advance/door), \$10/\$15 adult (advance/door)

\$25 VIP (advance ticket only, stage seating & reception)

For tickets to any event, visit the CFA Box Office in person or online at the link below, or call 610-921-7547.

More information on these events and other CFA programs in music, theatre, dance, film and art can be found in the season magazine or online at www.albright.edu/CenterfortheArts.

Doreen Burdalski

Chair & Assistant Professor, Fashion Department

BUSINESS of FASHION FORUM

Sat., Nov. 7, 2015

- 8:30-9:30 a.m. **Registration with Coffee/Tea Service** Atrium
- 9:30-10:30 a.m. **Concurrent Breakout Session #1**
Brittany Cortes, Buyer Rm. 101
Ann Inc.
- Elaine Fiorvante**, Stylist and Blogger Rm. 102
Best Dressed Ginger
- 10:45-11:45 a.m. **Break**
- 10:45-11:45 a.m. **Concurrent Breakout Session #2**
Patrick Wilson, Owner/Chief Creative Director Rm. 103
PCB Designs
- Caroline Vazzana**, Digital Fashion Assistant at Rm. 104
InStyle magazine
- 11:45-12:20 p.m. **Networking Luncheon** Atrium
- 12:30-1:30 p.m. **Keynote Panel** Rm. 105
Globalization and the Fashion Industry
Kyle Bredbenner, Visual Merchandising Manager
Donna Karan/DKNY
- Marijean Jerrell**, Owner
Marijean Jerrell Design Consulting
- Cathie Shouldis**, Senior Director for Sourcing Operations
Urban Outfitters

FASHION INTERNSHIP & CAREER FAIR

Mon., Nov. 9, 2015

- 11 a.m.-2 p.m. Drop-Ins Welcome Campus Center South Lounge
OR register for FREE at:
www.albright.edu/purplebriefcase

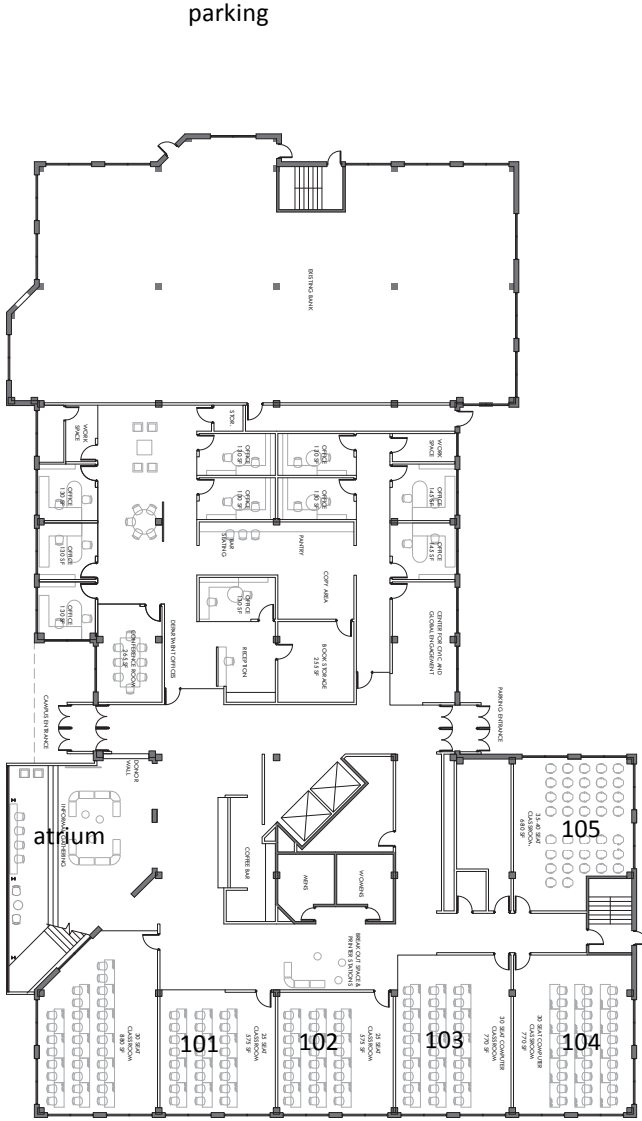
Jump-start your career in the fashion world and meet recruiting reps from:

Burlington Stores
Catherines
Diamond Events

Katie K Active
Kmart
Paul Fredrick

Oshkosk B'Gosh
Sears
Sorelli and more

FIRST FLOOR



PRESENTER BIOGRAPHIES

Kyle Bredbenner is currently the visual merchandising manager for **Donna Karan New York**. In this position, Bredbenner travels across the country and inter-nationally to oversee new store openings and to develop store layouts. He and his team develop monthly directives, providing direction to store management on presenting and selling DKNY products. He produces interactive training materials on product knowledge and visual merchandising practices. Previously, Bredbenner served as store manager and training manager for various DKNY stores in the U.S. and Canada. He has also worked in various store leadership positions for **Bath & Body Works** and **The Disney Stores**. He graduated from Albright College in 2009.

Brittany Cortes is an associate buyer at **Ann Taylor** in New York City. Prior to that she was the hiring manager for **The Children's Place** and also worked at the visual co-manager for **Wet Seal**. Brittany graduated from Albright College in 2011.

Elaine Fioravanti is the founder and creator of the fashion blog **Bestdressedginger.com**. In 2014, she began working as a freelance writer and stylist for **Berks County Living** magazine. Elaine's work is published in print magazines as well as online publications, including Jute Magazine, Luckymag.com, Yahoostyle.com, and berkscountyliving.com. She worked with fashion brands like Piperlime, Banana Republic, Warby Parker, and Aeropostale. Before starting her blog and fashion styling business, Elaine worked in a variety of management and buying roles for retail giants and smaller independent boutiques such as BCBG, Kate Spade, French Connection, and Sorrelli Jewelry. Elaine graduated with an associate degree in fashion design from the Fashion Institute of Technology (FIT) and studied at Parson's School of Design in New York City. In January, Elaine will begin pursuing a degree in Communication Studies and Professional Writing with a minor in Public Relations from at Kutztown University.

Marijean Jerrell is an independent design consultant who owns an import business. Her career began as a buyer and department manager for **Bullocks** and as a home fashion coordinator for **Burdines**, now both under Macy's. As a designer, her credits include serving as vice president, **Arthur Court Designs**, vice president of design for **Renaissance**, corporate design director at **The Leshner Corp.**, vice president of design at **Excel Home Fashions**, and senior vice president of design for **Town & Country Living**. She has extensive experience in sourcing with overseas suppliers and branding for upscale markets. Jerrell holds a B.A. from California State University with a dual major in history and industrial design.

Cathie Shouldis is currently executive director of sourcing operations for **Urban Outfitters, Inc.**, in Philadelphia, Pa. She works with the product development team to insure products are developed, produced and shipped to stores in a timely manner. Shouldis has held merchandising positions with several fashion companies since her graduation from Albright College in 1993.

Patrick Wilson is a menswear designer and owner of **PCB Designs, LLC**. He's been designing for **Robert Graham** since 2007, and has been integral in launching brands such as Mack Black Label and Dime City by Mercury Mfg. Co. In addition to designing and branding, he is directly involved with sourcing and travels frequently to South America and Europe to work side by side with the mills and manufacturers. Patrick is currently in the process of creating his own brand that is scheduled to launch in the fall of 2016.

Caroline Vazzana is a digital fashion assistant at **InStyle** magazine. She writes daily fashion news and market stories for InStyle.com. This position enables her to interview designers and celebrities like Betsey Johnson. Prior to working at **InStyle**, Caroline worked as a fashion assistant at **Teen Vogue**. Caroline is a 2014 graduate of Albright College.



FOR MORE GREAT EVENTS VISIT WWW.ALBRIGHT.EDU/CENTERFORTHEARTS
AND SAVE THE DATE FOR . . .

Albright Idol

Sat., Nov. 7, 7 p.m., Memorial Chapel

Fashion Career Fair^{*EE}

Mon., Nov. 9, 11 a.m.-2 p.m., Campus Center South Lounge

International Film Series #7: *Moolaade* (2004, 124 min.) by Ousmane Sembene^{*EE}

Tues., Nov. 10, 7:30 p.m., Klein Lecture Hall

Clybourne Park by Bruce Norris^{*EE}

Thur.-Sat., Nov. 12-14, 8 p.m. & Sun., Nov. 15, 2:30 p.m., Wachovia Theatre

Gospel Choir Concert

Sat., Nov. 14, 3 p.m., Memorial Chapel

Symphonic Band Concert^{EE}

Sat., Nov. 21, 7:30 p.m., Memorial Chapel

String Chamber Orchestra & Big Cat Jazz Concert^{EE}

Sun., Nov. 22, 3 p.m., Memorial Chapel

Spring 2016 Fashion Trend Forecast

Mon., Nov. 30, 7-8:30 p.m., Klein Lecture Hall

Game Over

Dec. 1, 2015–March 11, 2016, Freedman Gallery (PS)

While many video game exhibitions have focused on the graphic/design nature of gaming, this exhibition will focus more on the narrative/storytelling aspects of the industry.

Meet & Make: Comic Strips & Super Heroes, Dec. 1, 6 p.m., Freedman Gallery

IFS Film Screening, *eXistenZ* by Dave Cronenberg, Tues., Dec. 1, 7:30 p.m., Klein Lecture Hall^{*EE}

Panel, Thur., Dec. 10, 7 p.m., Klein Lecture Hall^{EE}

Cheetos & Mountain Dew Playoff, Fri., Dec. 11, 8-11 p.m., Freedman Gallery

Amahl and the Night Visitors^{*EE}

Sat., Dec. 5, 7:30 p.m. & Sun., Dec. 6, 2:30 p.m., Memorial Chapel

Xion Step Team Dance Showcase*

Fri., Dec. 11, 7:30 p.m., Wachovia Theatre

Sounds of the Season^{EE}

Sat., Dec. 12, 7:30 p.m., Memorial Chapel

It's a Wonderful Life: A Live Radio Play*

Fri. & Sat., Dec. 18-19, 8 p.m. & Sun., Dec. 20, 2:30 p.m., Wachovia Theatre

Albright's Annual Fashion Showcase^{*EE}

Sat., May 7, \$5/\$10 students advance/door, \$10/\$15 adult advance/door, \$25 VIP advance only/stage seating.

Exhibition, 4-5:30 p.m., CCSL & Fireside

Runway Show, 5:30-6:30 p.m., Wachovia Theatre

VIP Reception, 6:30-7:30 p.m., Freedman Gallery

* Call/visit the Box Office in person or online for tickets/prices.

EE Denotes an Experience Event for academic credit.