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More Than Fashion: Vanderbilt and Pucci from the Collection

Nov. 3 - Dec. 14, Freedman Gallery

Curated by student Kailee Robinson '20 · Opening Reception, Nov. 3, 3-4:30 p.m.

Lion Records LIVE!

Nov. 10, 7 p.m., Memorial Chapel

A Raisin in the Sun by Lorraine Hansberry*^{EE}

Nov. 15-17, 8 p.m., and Nov. 18, 2 p.m., Wachovia Theatre, directed by Julia Matthews

Talkback and Reception, Nov. 15, follows show

Albright Improv Show, Nov. 16, follows show, Roop Hall

Club Vogue Fashion Show*

Nov. 16, 6 p.m., Scholl LifeSports Center

Spring 2018 Fashion Trend Forecast

Nov. 28, 7-8:30 p.m., Klein Lecture Hall

Big Cat Jazz Concert^{EE}

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

Symphonic Band Concert^{EE}

Dec. 1, 7:30 p.m., Memorial Chapel

Sunday Sinfonia at Albright College^{EE}

Dec. 2, 3 p.m., Memorial Chapel

Albright Improv

Dec. 5, 9:30 p.m., Roop Hall

Samba with Santa

Dec. 7, 4-7 p.m., Roop Hall

ASTEP Fall Showcase and Celebration

Dec. 7, 7 p.m., Roop Hall

Xion Step Team Dance Showcase*

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

Sounds of the Season, a Choral Concert^{EE}

Dec. 8, 7:30 p.m., Memorial Chapel

Roar Like a Lion, Music Student Recital

Dec. 9, 3 p.m., Roop Hall



7TH ANNUAL
BUSINESS
of fashion
FORUM

Keynote by Caroline Vazzana '14

Author, freelance stylist and media consultant

SATURDAY, NOV. 3, 2018

9 a.m.-3:30 p.m., Roessner Hall, Experience Event

WELCOME

Thank you for attending Albright College's Business of Fashion Forum. An event like this could only have come together with the help of many people. In particular, I would like to thank our session presenters who generously have given their time to be here today. There are several people who were integral in putting together this event. Our sincere thanks goes to David Tanner, director for the Center for the Arts (CFA), and Kristy Kline, the CFA'S administrative assistant, for organizational assistance in putting this event together. Thanks also to Marisa McGrath and the box office staff, the Communications 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 today's event and that you will save the date and join us for these future fashion events at Albright College:

Spring 2019 Fashion Trend Forecast

Wed., Nov. 28, 7 p.m., Klein Lecture Hall

Free screening of Fashion Group International's DVD forecast of spring 2019 trends. Discussion to follow with panel of local business owners.

Fashion Alumni Panel & Dinner

Fri., April 5, 6-8 p.m., CFA Mezzanine & Klein Lecture Hall

Fashion Lion Release Party

Fri., May 3, 5 p.m., Roessner Hall Atrium

Albright's Annual Fashion Showcase

Sat., May 4, Center for the Arts

Exhibit Hall – 4-5:30 p.m., Roop Hall

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, reserved seating & reception); for tickets, call (610) 921-7547.

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

Doreen Burdalski

Chair & Assistant Professor, Fashion Department

7th ANNUAL BUSINESS of FASHION FORUM Sat., Nov. 3, 2018

8:30-9:30 a.m.	Registration with Coffee/Tea Service	Atrium
9:30-10:30 a.m.	<u>Concurrent Breakout Session #1</u>	
	Chelsea (Miller) Ayers , Freelance Stylist C. Miller Style	Rm. 101
	Lynne Howells , VP, Divisional Merchandise Mngr. Boscov's	Rm. 102
10:30-10:45 a.m.	Break	
10:45-11:45 a.m.	<u>Concurrent Breakout Session #2</u>	
	Vickie McShea , Product Development Manager New Holland Apparel	Rm. 101
	Patrick Wilson , Owner & Designer PCB Designs, LLC	Rm. 102
11:45-12:30 p.m.	Lunch	Atrium
12:30-1:30 p.m.	<u>Concurrent Session #3</u>	
	Grace Holbink , CAD Textile Designer Iron Mountains, LLC	Rm. 101
	Ashlyn Alessi , Visual Merchandiser/Stylist Tommy Bahama/ "Not So Average Girl" Company	Rm. 102
	R. Scott French , Creative Director The Bromley Group	Rm. 103
2-3:30 p.m.	<u>Keynote Presentation</u>	Klein Lecture Hall
	Caroline Vazzana , Freelance Stylist, Author <i>"Making It in Manhattan: The Beginner's Guide to Surviving & Thriving in the World of Fashion"</i> (Experience Event, free and open to all)	

KEYNOTE SPEAKER BIOGRAPHY

Caroline Vazzana '14 is a fashion writer, editor, stylist, social influencer and author of "Making It in Manhattan: The Beginner's Guide to Surviving & Thriving in the World of Fashion." She lives and works in her hometown of New York. She began her career in the editorial world working with Marie Claire, and has since spent time at Teen Vogue and InStyle Magazines. During her time there she worked on the fashion editorial print and digital teams, curating photo shoots and interviewing designers such as, Betsey Johnson, Diane Von Furstenberg, and Manolo Blahnik for feature articles. Vazzana has also styled celebrities for various red carpet events including the MTV Video Music Awards, Nickelodeon Kids Choice Awards, Comic Con and Pop Con, movie premiers, and film festivals.

PRESENTER BIOGRAPHIES

Ashlyn Alessi started her career with Tommy Bahama in 2017 and within a year took charge of the multi-million dollar location in White Plains, NY. Ashlyn is responsible for store visuals, event planning, recruiting, staffing, and developing her team. Ashlyn recently started styling actors and actresses for feature films in her spare time. She started off by landing small acting roles to grow her network and now has a successful side job and has worked on set with stars such as James Franco, Justin Bruening, Nina Dobrev, and Maisie Williams. She plans on launching her own eCommerce store "Not So Average Girl" in 2019. The goal of the company is to make every girl feel empowered, motivated, and conscious of her self-worth. Ashlyn graduated from Albright in 2015 with a B.A. in Fashion Design and Merchandising.

Chelsey Ayres is a Freelance Stylist based in the Greater Philadelphia area and has been working in the creative industry for almost 10 years. Chelsey graduated from Albright in 2010 with a B.A. in Fashion Design and Merchandising. After graduation, she was the off-figure photographer and stylist for Boscov's until 2012. Since then, Chelsey has created her own styling business. She now works as a freelance stylist focusing on still life and home styling. Sourcing clients independently, her clients include Hudson's Bay Company, Two's Company, and House Beautiful. She works primarily with teams in photography studios creating images for catalog and e-commerce purposes.

Grace Holbink is a CAD Textile Designer at Iron Mountains, LCC. After graduating in 2012 with a B.A. in Fashion Design, she worked for a small lingerie boutique in Cape May, NJ. In 2014, she began work at Perform Group, LLC in York, PA and starting as a seamstress, eventually worked her way up to Quality Assurance Technician and Technical Sketch Artist. At Iron Mountains, LCC in Morgantown, PA, she started out as the Fashion Assistant Coordinator, helping the head of the fashion department. But after showing her artistic

skills, she was promoted to a CAD Textile Designer and works with the patterns and fabrics that go on products (baby products, strollers, swings, playyards, and more). She uses both purchased artwork along with creating her own artwork to use on pieces.

Lynne Howells has worked for Boscov's for 28 years and currently serves as Vice President, Divisional Merchandise Manager for window, decorative home, lamps, luggage, pet and collectibles. Boscov's is currently celebrating its 100-year anniversary, and is America's largest family-owned department store. Howells received a B.A. in English, business and communications in 1984 from Albright College, where she was active in the Domino Players and the editor of *The Albrightian*. In 2005, she served as an adjunct instructor in Fashion.

R. Scott French's experience in the fashion industry ranges from retail and wholesale to design and production. He has designed under his own label since the late 1980s, and previously designed his namesake collection of men's and women's sportswear until 2009. French is an active member of the Council of Fashion Designers of America (CFDA), and a New York runway regular in his capacity as co-founder and editor-in-chief of TheFashionList.com, a fashion media site that compiles the schedules and reports from New York, London, Milan and Paris. His media credits include appearances on Bravo, NBC, Fox News, Style, TLC, among others, as well as a myriad of worldwide printed and online sources. French's work has been published in seven books including *IMPACT: 50 Years of the CFDA*, published by Abrams. He is a member of the faculty at Parsons School of Design and serves on the National Advisory Board of the Kent State University School of Fashion. A tireless advisor to hundreds of former students and a mentor to countless others, French currently holds the position of Creative Director at The Bromley Group, a leading fashion, lifestyle, and social media PR agency in New York City.

Vickie McShea works for New Holland Apparel as a Product Development Manager, working on one of their largest customers, Nike. After graduating from Albright College in May 2011, she started working for New Holland Apparel as a Product Developer until 2012. She then went to work for David Yurman in New York City as a Product Developer for High Jewelry and Bridal Collection. In 2014, she went back to New Holland Apparel. She specifically focuses on trim development for the NFL, NCAA, and NBA License jerseys.

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, Wilson is directly involved with sourcing and travels frequently to South America and Europe to work side-by-side with the mills and manufacturers. Patrick recently launched his own brand, Black House Academy which can be found online and in various retailers around the country.