Inside this issue

What’s Hot at Albright?
African Textile Design
Designers and Mass Marketing
Meet the Faculty: Kendra Meyer, M.F.A.
Letter from the Editor

Dear Readers,

Welcome to our first issue of the Fashion Lion! Previously, the fashion newsletter was called Seventh on Thirteenth, a play on words that mimicked Seventh on Sixth where New York City’s Fashion Week was held for many years. With the relocation of the fashion week events uptown to the Lincoln Center, we held a contest this semester to come up with a new name for the newsletter. Congratulations to fashion design and merchandising major Monica Tulay ’12 for the winning entry.

For me, this change in name serves as a symbol of my years at Albright. As a student I’ve seen how quickly one can grow and how fast things can change. When I entered college I wasn’t sure if fashion design and merchandising was the right major for me. Little did I know that I would end up loving it. The professors and the college helped bring out the best in me. They helped bring out characteristics I did not know I had. They proved to me that I have potential to succeed in the industry, whether it is in design or merchandising.

With a lot of hard work and perseverance I have excelled at Albright. I thank my professors for opening my eyes to a broader horizon. Without their guidance I never would have done half of the things that I have done, such as speak with prestigious company owners, write for the newsletter or enter design competitions. I have developed professionally and I am eternally grateful.

Each year the Fashion and Merchandising Department grows, enrolling dedicated and creative students who are full of so many new ideas. Working together with the amazing fashion faculty this department has a lot of momentum. We hope you’ll keep reading Fashion Lion to find out where we’re going and to stay informed about fashion at Albright and beyond!

~Stephanie Garcia ’13, Student Editor

Incorporating vintage fashion into modern looks is easy.

“Thanks, it’s vintage,” is possibly one of the coolest things you can say when receiving a compliment on your outfit.

With fashion trends from the past becoming more popular, it’s important to know how to incorporate these trends into your style without looking “dated.”

Once you do, you’ll have a whole new — or old as the case may be — look.

First, you can’t wear it if you don’t own it. So get your fashionable self to the closest thrift store or just raid your parents’ closet and find that perfect piece for you. One thing to keep in mind is that it’s always easier to start with smaller items such as accessories. Pick up some pieces of vintage jewelry, a broach, hats and scarves. When you are comfortable enough to start incorporating larger statement items into your wardrobe, remember that this is a fashion choice, not a costume. Dressing head-to-toe in vintage clothing from a particular decade is not the way to go. Pick one exquisite piece and pair it with something classic and understated, like a vintage dress with tights and boots. Anything vintage with a classic black pencil skirt is a good choice as well.

Incorporating vintage into your modern wardrobe does not mean that you have to abandon your own personal style. It’s just a way to take what’s old and make it new again.
"Work in a store. Get to know your customer. See what works, what doesn’t and why," fashion designer Donna Karan has been quoted as saying. Kyle Bredbenner ’09 took Karan’s advice when he jumped into the world of visual merchandising and retail.

Since 2009, when Bredbenner was last featured in the fashion newsletter, his love for classic clothing styles with a pop of color hasn’t changed, but his life experiences have.

Bredbenner recently moved to Connecticut to begin a job as store manager at a DKNY store. "The store is our company’s visual merchandising store, where all of the new products are tested first and we set all visual displays, take pictures and create a visual directive (however) for all stores to follow and execute themselves."

Working alongside the DKNY corporate visual team to create new floorsets, his biggest challenge has been taking everything he has learned about retail and adapting his skills and techniques to fit the needs of his new clientele. But "adaptability is key in retail and the fashion industry," he stresses.

Bredbenner’s interest in merchandising was sparked by shopping trips he went on with his mom, where he learned how and where to shop. They went everywhere from high-end stores to second-hand clothing shops. Seeing the window displays in New York was "like Christmas," he says.

"Everything good was in those window displays. It was not until his junior year that he switched his major from education and psychology to fashion merchandising.

Bredbenner’s hands-on experience in retail began in 2005 when he started working as a cast member at the Disney Store, followed by a position in 2006 as a sales leader at Bath and Body Works. In April 2011, Bredbenner interviewed at DKNY in Lancaster, Pa., and within a week he was hired as store manager. Following Donna Karan’s lead to bring the lifestyle and fashions of New York to people worldwide, Bredbenner says he fought to bring DKNY’s line of shoes into his store, which helped the Lancaster store to become the top shoe-selling store in the DKNY family. He then put his energy into fragrances and again led his store to be the top in fragrance sales.

For those starting a career in retail, Bredbenner advises to "be confident, know yourself, know the company, know the person who interviews you, and be well versed." And he urges students to take advantage of the liberal arts education that Albright offers.

"I’m willing (and have always been willing) to follow my dreams and my career, wherever it may lead me," Bredbenner says. "Celebrities are rich and famous for acting and singing, but what attracts a celebrity to the fragrance industry?"

The simple answer is money. According to an article in the Atlanta Post, the fragrance industry records between $25 and $30 billion annually. "Fragrance sales not only profit the company that makes the scent, but also the celebrity who endorses it."

In 1989, Elizabeth Taylor became the first celebrity to produce a fragrance when she released Passion and Passion for men; however, her biggest success came in 1991 when she launched White Diamonds. This classic scent was popular then and is still in high demand.

In 2002, Jennifer Lopez released Glow by J. Lo which made more than $100 million in sales its first year. Following in Lopez’s footsteps were celebrities such as Scrat ‘Diddy’ Combs, Britney Spears, Justin Bieber, and most recently, Taylor Swift.

"Fragrance giants like Elizabeth Arden and Coty partner with celebrities and designers to help them expand their brands, and celebrities receive royalties from the sales that their product generates. In 2010, the Atlanta Post published an article discussing Beyoncé’s new fragrance, Heat, which was released in partnership with Coty. Her product made about $5 million in sales its first month on the market."

"The fragrance industry not only increases a celebrity’s worth, but it also keeps them current. A 2007 Forbes article stated that by 2006, Jennifer Lopez had a string of bad movies and her CD wasn’t selling. That same year her fragrance sales totaled $77 million. Britney Spears followed the same path. In the mid-2000s, Spears’ life and career were in a downward spiral, but her fragrances, Circus and Fantasy, totaled $84 million."

The driving force behind a celebrity’s fragrance is its customer base. Britney Spears’ ‘14 not only likes Vera Wang’s designs, she also loves her scent Princes by Vera Wang. “I love the floral scent. ‘It’s a light scent, so it’s not too strong and doesn’t overpower the body.’"

"African designs were worn only by elderly people and for traditional and ceremonial occasions. Today’s African textiles offer the perfect balance of tradition and modernity. “African designs were worn only by elderly people and for traditional and ceremonial purposes, but today there are styles for all ages,” said political science major Fatoumata Barry ’13, who is from Mamous, Guinea. West African textiles and designs help connect to contemporary Western fashion, Barry added.

Many clothing lines have featured African textiles in their collections. Louis Vuitton and Burberry have infused African prints on their garments, and fashionistas such as Kim Kardashian, Beyoncé, and Rihanna have been seen wearing African-inspired evening gowns and two-piece outfits on the Red Carpet. These textiles are even making their way into fashion magazines such as Vogue and AFRICA and ARISE.

Assistant professor of fashion design, Kendra Meyer, M.F.A., says African textiles and designs are interesting, and full of colors and geometric shapes, which make the fashion unique and genuine.

With an increase in African designers such as Autumn Adeigbo of Nigeria and Imanc Ayim of Cameroon, head-to-toe, African-inspired textiles and prints are making a breakthrough in western culture and fashion. These designers and others are frequently designing garments for celebrities and opening fashion houses in the United States and Paris.

The vibrant patterns of African textiles combined with contemporary styling and silhouettes have transformed ethnic clothing to everyday wear. Typical African textiles combine geometric shapes, traditional African colors such as black, red, green and gold, and bold designs.

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The ready-to-wear-market, which is clothing made in standard sizes and available from merchandise in stock, is the biggest money maker in the fashion industry. And having haute couture designers make a line for the average person has proven to be successful. Retail stores such as H&M, a Swedish owned store, has cashed in on this trend with guest designers such as Karl Lagerfeld, Roberto Cavalli and Kylie Minogue.

But supply simply must meet the demand. When Italian designer Margherita Missoni collaborated with Target for an affordable collection, Missoni for Target, ranging in products from clothing to houseware, that equation fell short.

According to Target officials in a Sept. 13, 2011, Chicago Tribune article, the demand was unprecedented. The campaign was a huge success market-wise, but lost points for customer satisfaction. Missoni’s signature zigzag pattern almost sold overnight in the stores. And on Sept. 13, 2011, they sold out of all of their online stock in a matter of hours, crashing Target’s web site in the process. From clothing to luggage, everything was gone in a matter of hours. Many were happy with their purchases, but many more were not. The enormous demand for the collection did not equal the limited supply and many customers who tried to order online were unable to do so because the web site kept crashing, and Anne-Marie Kovacs in an online article on brickandmortal.com. When the Target web site was back up customers were either too late or their order was canceled.

“My mother tried to get one of their coats online,” said Sierra Steffy ’14. “But by the time she went online, the computer was so slow, she ended up not buying it at all. It was very disappointing.”

Today, if the public wants a piece of the Missoni collection items can be found at unbelievably high prices on sites like Ebay and Craigslist, said Kovacs. Recently, a pair of boots, originally priced at $34.99, was seen on Ebay for $3,100; almost 95 times the original amount.

While Target did an amazing job in promoting the campaign with commercials and print advertising, they did not have enough supply to meet with the increasing demand. But they are not done introducing haute couture designers to their retail market. Recently Target announced that it will introduce a line by Jason Wu, best known for his designs for First Lady Michelle Obama. The 250-piece Jason Wu for Target collection is scheduled to be released in stores and online on February 5.

TARGET LEARNS A SIMPLE LESSON IN SUPPLY AND DEMAND

...THE DEMAND WAS UNPRECEDENTED.
Breaking the bank at the expense of fashion isn’t always necessary these days. Young, hip, fashion-forward stores with low price points are the new trend in the retail industry. They are also great resources when shopping for seasonal must-haves. With so much variety and a lot of awareness, here’s how you can create a high-priced runway look for less than one-third of the cost.

A J. Crew-inspired outfit from the fall 2011 New York ready-to-wear collection was re-created by the clothing store Forever 21. J. Crew’s Tilly dress in the color “decadent red” can be purchased for less than $580 for a mere $53.10. And the pieces are so versatile they can be mixed into a bundle of bangles sell for just $3.99! To complete this look, J. Crew offers Adrianna satin buckle pumps for $275, while similar heels by Forever 21 are priced at a low $24.80.

Without sacrificing a bit of style, you can own a version of the J. Crew runway ensemble that normally runs more than $580 for a mere $53.10. And the pieces are so versatile they can be mixed into your wardrobe and used over and over again.

So the next time you see an overwhelming price tag, just remember—there is always a look for less!
WHERE ARE YOU FROM? Columbus, Ohio

WHAT CLASSES DO YOU TEACH? "Costume & Fashion History" and "CAD 1." Next semester I will be teaching "Concept Development," "Portfolio Development," "Electronic Patternmaking" and "Senior Seminar-Design."

WHAT INSPIRED YOU TO COME TO ALBRIGHT? The students and the liberal arts program. I liked how the classes were structured and the flexibility. I also liked that there are many different ways you can create your own path.

WHAT DOES FASHION MEAN TO YOU? I'm intrigued by what people wear and the meaning behind it; the emotional side. It's the feeling that goes with the clothing and the connection that goes with it. The clothes we wear become a story in our lives.

AS A CHILD, WHAT INSPIRED YOU? I didn't see fashion design as a career, I saw design overall. Fashion was an outlet. I would make paper dolls and draw their outfits. I would always make designs even though you could not really tell what they were because they looked like a whole bunch of squares. Sometimes I would watch my mom sew things since I couldn't do it myself because I was young. Around Halloween I would draw my own Halloween costume and have my mother sew it together for me.

WHO ARE YOUR FAVORITE DESIGNERS? WHY? Chado Ralph Rucci. He does a lot of detail work, hand-stitching detail and texture in pieces and parts. Also, a lot of intact detail that creates very nice lines. Hussein Chalayan. He really pushes the boundaries of things and is very interesting. Alabama Channing. She encourages others with her technique and does a lot of hand-stitching. She reminds people of personal memories and focuses on sustainability. I would love to inspire others that way.

WHAT PIECE THAT YOU HAVE DESIGNED IS YOUR FAVORITE? I designed a wedding dress for a close friend of mine. The silk chiffon dress had a trumpet silhouette with a touch of asymmetrical Venice lace. It was a memorable opportunity for me to share my passions and skills with her for a special moment in her life. It was also enjoyable for her to be involved in watching my design process unfold.

I UNDERSTAND YOU ARE DESIGNING YOUR OWN WEDDING GOWN. Yes, my wedding dress is still in progress. I started the design by cataloging various visual inspirations of images from magazines, nature, and even sketches of dresses I drew when I was a child. After sketching out some ideas I began to source the fabric from various locations including Chicago, New York, and vintage trims from a family member's sewing supplies (part of my something old and borrowed I guess). I've drafted the patterns and am now beginning to construct the design. It will be a simple A-line dress with princess seams made of ivory silk charmeuse and a subtle flowing hemline of silk chiffon. The top bodice will have an illusion neckline and cap sleeves created by an amazing piece of fabric I found at Mood Fabrics in New York City. It is a transparent fabric made of loosely intertwined metallic threads. The neckline, cap sleeves, and belted waist will be trimmed in beaded floral embroidery to add a hint of sparkle. It's been an exciting process thus far!

WHAT ADVICE DO YOU HAVE FOR FASHION STUDENTS? Always be confident. You have to be confident in who you are and in what you learn. Always have a positive attitude in your work environment and be proactive.
With spring and summer right around the corner, it is time to start thinking about which new garments will spice up your wardrobe. One thing to keep in mind while shopping for spring, “Less is more.”

Seen on numerous Paris runways, sheer dresses, tops, and pants are a new trend, and skin seems to be in. Many of the collections are shown with minimal clothing underneath the sheer silhouettes, and sometimes with just undergarments. So be daring this spring and pick out some sheer tops, pants and skirts for your look.

Awaken after your dark, dreary winter to pops of color, particularly blues, greens and yellows. The colors highlighted this spring are all cool colors such as mint, emerald, green apple and electric blue. Bright yellow is also popular, along with sprinkles of burnt orange, cherry red and pale pink. Neutrals featured for this spring aren’t exactly neutral. Beige, whites, and blacks are all embellished in glitters of silver and gold. While out shopping, keep in mind that more glitter equals a more intense look.

This spring is also full of patterns, particularly stripes, lines and a touch of florals. Thin stripes going in all directions, as well as lines marking the contours of the body are in. The collections are also loose-fitting and boxy, although blouses and dresses that are accented at the waist are gathered with a belt. V-necklines of any size also help to bring the focal point to the waist.

Accessories will put the final touches on any outfit. Favorites this season include wide headbands, belt scarves that dangle down the leg, long earrings and strings that are attached to blouses and tied in a bow. Must-have shoes are high platforms and thinly strapped heels.

Fashion Forecast

This year’s fashion show will be held Saturday, May 5, 2012, in the Bollman Center. The exhibition will begin at 5 p.m., followed by the runway show at 6:30 p.m.

In celebration of the opening of Albright’s new Science Center, the theme of the event is “Fusion,” and will feature trendy styles and incredible designs created by Albright fashion students.

Don’t miss this popular event! Come out and join our fashion students in this celebration of their creative work.