



Fashion Forecast Spring 2011

by Jaleesa Lewis '11

Forget about diamonds! This spring shoes are a girl's best friend.

From sculpted wedges to wood stilettos to bright funky sneakers, shoes are the perfect accessory to spice up any wardrobe. Bold is a good way to describe this upcoming fashion trend. But shoes aren't the only things that are supposed to be bold this spring, colors are as well. Whether tailored or feminine, attention-grabbing hues from vivid neons to eye-catching citrus and pastels will jazz up clothing and put a spring in your step.

Mixed prints are set to enhance any confident trendsetter, including geometric and animal print patterns, and snake skin for the daring. Along with bold hues and patterns, the color white also makes an appearance. Many designs appeared in white on models from head to toe.

This spring look for casual, bold and comfortable styles. Romantic flowing dresses with beautiful draping will make it easy to express one's feminine side. These irresistible designs cling and cover in all the right places. The fluid and luxurious fabrics etch back to the days of disco, with sheer and airy skirts, and translucent tops. Designers also embraced wide-legged pants, high waists and imaginative denim items on the catwalks during Fashion Week.

Not only are draping and wide-legged pants from the disco era coming back – the era of excess – minimalism from the 90s is, too. The clean, straightforward silhouettes with innovative and architectural designs are perfect for the fashion-forward woman. Pleats also made a big impact on the runway. Whether it was skirts or dresses, pleats were shown in vibrant hues that screamed playfulness and excitement.

For men, loose and slouchy silhouettes dominate, paired with low-cut tanks and long-line tunic shirts that encourage a dressed-down look perfect for springtime dressing. Men can also look forward to creams and beiges in linen and cotton blends. Must-haves are pleated shorts and airy trenches.

Bright, bold, casual and dramatic, fashion this spring takes a positive and more exuberant spirit than in recent years. ▶

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Letter from the Editor



Dear Readers,

Looking back to freshman year, it's funny to think that I was once a secondary education and math major. Growing up, I had my mind set on being a teacher and because I did well in math I naturally thought that was the right fit.

It wasn't until I joined the sisterhood of Sigma Kappa and met so many fashion majors with a passion for their major that my interest in fashion developed. The decision to switch to a dual major in fashion and communications was the best decision I've made at Albright. Although the change put me behind a few classes and I had to take extra classes during Interim, it was well worth it. Through fashion I discovered my love for writing.

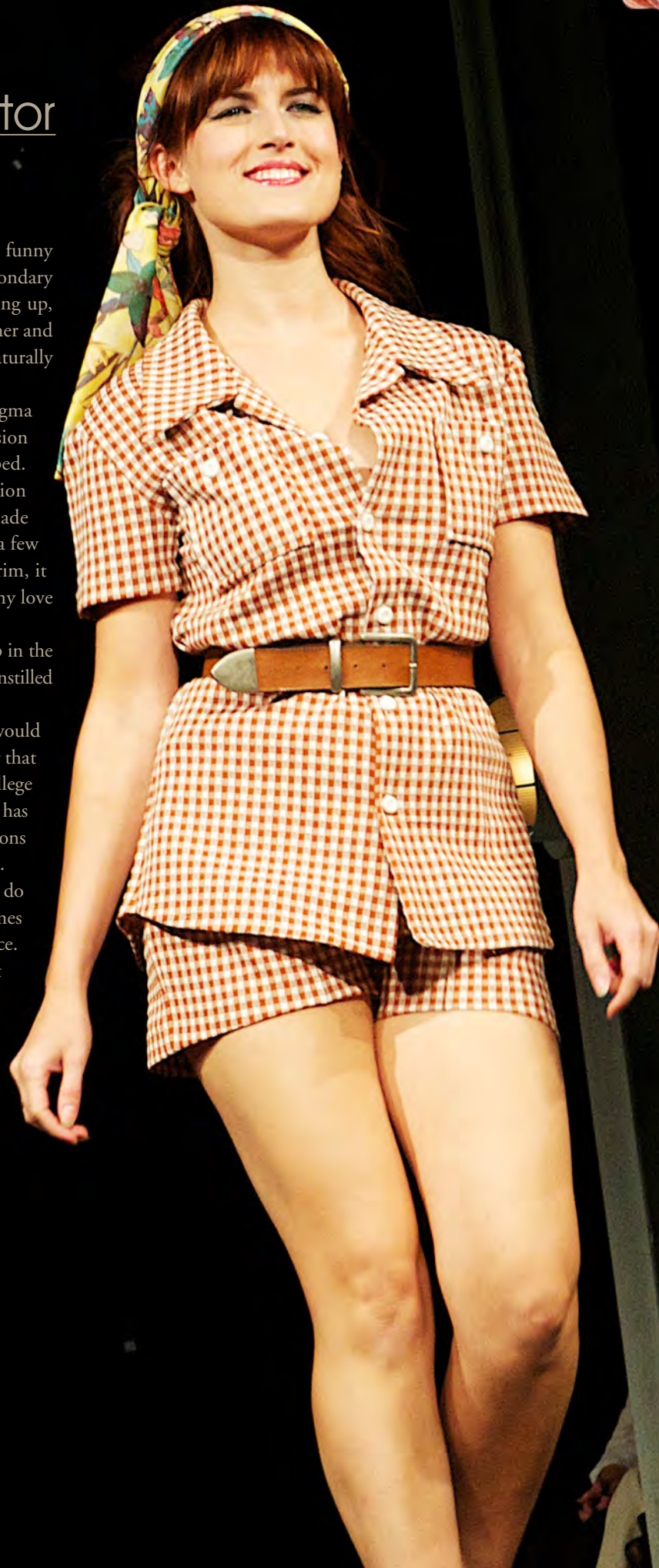
That love for writing grew during my internship in the College Relations office and the experience I gained instilled even more confidence that I was in the right field.

Changing majors wasn't necessarily easy, but I would definitely recommend it if it means finding a major that suits your interests, one that will make your college experience as meaningful and worthwhile as mine has been. And I have the fashion and communications faculty to thank for helping me find the right path.

To every current and prospective student, do everything you can and take every chance that comes along to make the most of your college experience. And remember, there are amazing faculty at Albright to help you along the way.

Thank you to everyone who contributed to this newsletter, and to the readers, please enjoy this issue of *Seventh on 13th*.

-Jaleesa S. Lewis '11, Student Editor



dress for less by Kaycie McKernan '12

In fashion, accessories are always an added bonus, and at times they can be the necessary finishing touches to the perfect outfit. The scarf is an accessory that has had a major comeback over the past year. Whether you wear one or two at a time, a scarf can bring so much to your look. It's a great addition to your wardrobe because you can wear it anytime of the year, especially in the approaching brisk weather.

Scarves are fabulous embellishments that add comfort, warmth and style to any look. And, even if two people have the same one, scarves can be worn in various ways bringing a completely different style. You can wrap the scarf around your neck and lay it in the front or fold the scarf in half and pull it through the middle. Or, you can bring either end of the scarf to the front with it wrapped around your neck, start a knot and allow it to rest mid-chest.

One great fall find was at Claire's located in the Berkshire Mall. Originally priced at \$14, it was reduced by 50 percent, and then reduced again, bringing the final cost to \$2. What a steal! Walmart also has a wide selection of beautiful and inexpensive scarves priced at a mere \$5. And, if you're the crafty type, head to JoAnn's Fabrics and pick up a yard of fabric with your favorite sports team. Phillies fleece fabric is currently priced at \$10.49 a yard. With this look you can show your team loyalty and look stylish all at once!

FASHION'S NIGHT OUT SEPT. 10 2010 by Cassidy Luebbers '13

Fashion's Night Out was hosted in more than 100 locations around the world, making it the world's largest celebration of fashion ever.

On September 10, the atmosphere in the King of Prussia Mall pulsed with excitement as funky music echoed through the halls filled with eager fashionistas. Models strutted the runway in the latest fall fashions, and free cosmetic consultations and special in-store events were held for customers.

The event was created in 2009 by *Vogue* editor-in-chief, Anna Wintour, in an attempt to stimulate the floundering economy. Wintour realized that as a result of the economy, customers were shopping less and were more worried about their finances.

In order to preserve the jobs of many hard-working people in the fashion industry, Fashion's Night Out was developed to give the fashion industry a boost. Wintour hoped to jumpstart the fall season, make fashion more personal and accessible to consumers, and generate sales.

Several Albright students attended the festivities at the King of Prussia Mall. Michelle Dovale '13 said, "The fashion show was so exciting and it was awesome knowing that people all around the world were celebrating fashion at the same time."



Albright students attend Fashion's Night Out at the King of Prussia Mall. Left to right: Jillian Mann '13, Kelly Weaver '13, Michelle Dovale '13 and Cassidy Luebbers '13.

Q&A with...

Keri Labuski '08

Interview by Faith Phoebe '11

What prompted you to take a job in the fashion industry?

I took "Fashion Communications" during my junior year because I've always been interested in fashion, but I never studied fashion in-depth or took any kind of intensive fashion courses. My love of fashion stems from my combined loves of art and shopping. Also, it truly is an art form. I fell into fashion when I started working at my current job, in the marketing department for WHIMSY Worldwide, a national jewelry company. In order to bring in as much traffic as possible to our company web site my coworker, Susan, and I decided to start a blog.

Do you think blogging has a lasting impact within the fashion industry?

I think it's becoming a huge influence. When I was at New York Fashion Week, the majority of the other attendees were fashion bloggers. Nothing will ever compare to flipping through the pages of *Vogue*, but fashion blogging puts everything out there immediately. Fashion enthusiasts and those in the industry want news now, not months from now, because style is always changing. Blogging, whether it's fashion blogging or any type of blogging, is here to stay. It's not replacing print magazines but it does offer a faster way of communicating.

What are your career goals within the fashion industry?

To keep blogging. I'm hoping to continue to network and get to know more people in the industry because I would love to work for a major fashion house while I'm still young!

What is a typical day at your job?

I fulfill orders for our jewelry and do invoicing. I also help plan for trade shows; I went to Las Vegas for a large jewelry trade show back in June. In addition, I do some blogging for *Style on a WHIM*, and assist in writing for and designing our sales materials. I speak with our sales reps around the country as well as offer customer service, and I take photos of things we may be giving away on the blog to our readers. My co-worker and I run basically every aspect of the company.

What advice do you have for Albright College fashion majors who want to be in the industry?

Start with fashion blogging. Seriously. If you're writing about something that you love, it's actually a fun way to expand your horizons. Joining Help A Reporter Out (HARO), a networking service that helps its users get more traffic to their web sites and more brand awareness, is probably the smartest thing you can do if you're a blogger. HARO puts you in contact with some amazing people who can help you grow your blog really fast. Also, learn as much as you can about Search Engine Optimization (SEO) and Google Analytics, which offer statistics information about the types of people that visit a web site. SEO and Google Analytics are the "science" behind blogging and both are integral to making a blog successful. Anyone who knows a lot about social media and networking is going to be an asset to companies who are looking to optimize their branding; everyone's doing it!

the rise of fashion bloggers

by Faith Phoebe '11

Over the past few years, there has been a shift within the fashion world as to how trends are established and how quickly they are rendered and used by the masses. This shift is attributed to the rise in popularity of fashion bloggers. A fashion blogger is a male or female who takes daily outfit photos, reviews fashion lines and the Fashion Week shows, and gives their opinion on the latest goings-on in the industry. Noted fashion bloggers such as Jane Aldridge of Sea of Shoes, Rebecca Roe of The Clothes Horse and Tavi Gevinson of Style Rookie, have brought about a change in the way the public interprets the latest trends and innovations of the fashion industry.

Fashion blogs can range in content from how to style the knee sock to discussing one's favorite collection from Fashion Week. Bloggers even hold contests in which readers can win merchandise from a blog's sponsor.

The fashion blog movement has given a voice to an otherwise silenced group of people – mainly teenage to early adult females – who help the fashion industry to be seen as more accessible and less exclusive. This age group cannot typically purchase designer apparel because it is more often than not quite pricey. So, fashion blogs give both readers and bloggers a venue to create their own interpretations of the latest styles, discuss their likes and dislikes of what is going on in the industry, and create fantastic opportunities for networking.

Reconstructing Fabulouis

by Stephanie Garcia '13



"I loved all the different styles."

As Fashion Week began worldwide, a little fashion inspiration also came to Berks County, Pa. The Goodwill Fashion show, called "Secondhand Chic," was held in the Designer's Place in West Reading and was co-coordinated by one of Albright's own fashion faculty members, Susan Golembiski. Golembiski, who teaches Fashion Tech Lab (sewing) at Albright and runs her own business, Frock on Penn, was asked to reconstruct, design, put together and alter many garments that all came from different Goodwill stores across Pennsylvania.

The fashion show raised money to "support persons with disabilities and other barriers to independence in achieving their fullest potential as workers and members of the broader community," said Jennifer Schley, director of special events and community relations for Goodwill Industries.

For Golembiski, garment hunting in the various Goodwill stores took hours to find the right pieces to incorporate into the show. "The most important component of putting pieces together is the recycling component," Golembiski said. "People should like

Chanel outfit was a short white poofy skirt, which was easy to do and the Max Azria outfit was a skirt with boots. I always made sure that I checked to see what was going on in the fashion industry so I could incorporate them into the show."

Many Berks County businesses contributed to the event. Cookie Lee, a local jewelry company, provided the accessories. Local restaurants brought in hors d'oeuvres and beverages, and Bell Tower Salon transformed the models.

When guests arrived they were offered T-shirt gift bags, refreshments and hors d'oeuvres, and were invited to participate in a silent auction. Prior to the start of the show, models wearing fashions from local designers strutted down the runway. And when the lights finally went up on the runway, the audience exploded as Golembiski's works of art paraded past them.

"I was excited to see that people wanted to wear the styles I created," Golembiski said. From casual to vintage style dresses and a little bit of everything in between, "Secondhand Chic" had a little something for everyone.

The Goodwill Fashion Show "Secondhand Chic" showcases interesting and creative looks while raising money for persons with disabilities.

the garments then and should like them now. So that becomes a shop-less, consume-less, save money and save planet state of mind." Chelsey Miller '10 interned for Golembiski and helped her construct the show. Miller said, "The show was a lot of hard work but it was a lot of fun. It was a great learning experience."

Once shopping was done, the garments were taken to Golembiski's studio. Several factors were considered, such as whether they were runway-ready or needed to be mixed with other pieces. While Golembiski created the garments, Miller assisted by steaming, styling, shopping, promoting the event, constructing T-shirt gift bags and anything else that needed to be done.

Golembiski said her job was to put garments together that were "for every woman that goes to a Goodwill who wants an outfit put together like it belongs in *Vogue*." She added, "I also kept designers in mind like Chanel and Max Azria. I made an outfit with them in mind, the

There was swimwear, casual clothing, business attire and even maternity wear. Some of the standout fashions included a green polyester dress paired with a light blue sweater to accent the beads on the dress, a wrap dress mimicking Diane Von Furstenberg's style, and Chanel's classic little black dress with black stilettos. Vintage A-line skirts, preppy looks, urban wear and evening attire were also represented in the show. The runway even turned into a wedding aisle as models showed off all kinds of wedding gowns, some with the classic poof, another with a knee-long train, one with a black lace belt, and another with a one-of-a-kind headpiece.

Following the show attendees were able to purchase the garments with all proceeds going to Goodwill Industries. Overall, the show raised \$23,000 for the organization. One attendee said, "I loved all the different styles. Susan always gets better every year she does this show. I never know what to expect!"



Rent it! Rock it! Return it!

GONE ARE THE DAYS OF NOTHING TO WEAR!

by Caitlin Feldman '11

100
designers
2,500
accessories
12,000
dresses

In today's ever-changing fashion world, everyone wants the perfect dress for their special life occasions. Whether full-time students or working women, time and money are often in short supply and finding the perfect dress on budget can be a challenge. Rent the Runway, an online shopping experience, puts finding high fashion and season-friendly dresses at your fingertips. And, at approximately \$50 a dress – accessories are an additional \$10 – they are affordable as well!

Business partners Jenn Hyman and Jenny Fleiss met as section mates at Harvard Business School. They quickly became friends and soon-after, business partners.

While visiting her sister Becky, Hyman learned of a fashion crisis – Becky had a closet full of clothes but nothing appropriate to wear for an upcoming wedding. Hyman told Harvard classmate Jenny Fleiss about the dilemma. Their ensuing discussions and ideas turned into a school project, which was quickly followed by a joint business venture. Rent the Runway was created to put fashion worries and woes to an end.

With more than 100 designers, 2,500 accessories and 12,000 dresses, Rent the Runway has a dress for every occasion: weddings, interviews, sorority formals, holidays, vacations and all other special events. A close relationship with designers keep fashions fresh and constantly changing. Dress designers include Alice + Olivia, Diane von Furstenberg, Herve Leger, Nicole Miller, Calvin Klein Collection and many more. Accessory designers include, but are not limited to, AV Max, Azaara, Greenbeads Couture, Kara Ross and Ted Rossi.

Dresses come in sizes 0 to 12 and searching for the perfect dress is simple. Shoppers can search by choosing a specific size, color, neckline, body type, length, sleeve, style or designer. In just a few easy steps, dresses and accessories can be delivered right to your door.

At renttherunway.com, shoppers log in, select the perfect dress, choose accessories and decide on an arrival date. To make it even more convenient, there is next day delivery anywhere in the United States. Choosing the right size is also easy. Rent the Runway allows shoppers to choose two sizes and an additional back-up dress for only \$25. The dresses are available for a four to eight day rental, and a \$5 insurance policy covers those lipstick stains, spilled drinks or popped zippers. Dry cleaning is included and prepaid return packaging is made available to make it simple to send back.

According to testimonials on the Rent the Runway web site, women from New Jersey to California and everywhere in between have rented dresses and accessories. Kyla from West Caldwell, N.J., said, "My entire experience with Rent the Runway was amazing, from the customer service to the amazing Halston Heritage black sequin dress I rented." Danielle from Los Angeles, Calif., added, "Every dress I have rented from Rent the Runway has exceeded my expectations. I love RTR!"

Rent the Runway has been featured on NBC's "The Today Show," in publications such as *The New York Times*, *Women's Wear Daily*, *Time*, *Us Weekly* and *USA Today*, and in several online sites including *Cosmopolitan*, *Glamour* and *InStyle*.

So the next time you are stuck in a fashion crisis, visit renttherunway.com and rent it, rock it, and return it! ▶



JOCELYN KOLB

VISITING ASSISTANT PROFESSOR OF DIGITAL MEDIA AND ARTIST *by Jaime Goldschmidt '12*

Where are you from?
Lancaster, Pennsylvania

Where did you go to school?
The Tyler School of Art at Temple University, where I received a bachelor of fine arts and a master of fine arts.

What classes do you teach at Albright?
Digital Design and Illustration, Web Design 1 and Web Design 2

What is the most interesting job you have ever had?
I designed a trophy for the Philadelphia Flyers.

Where did your desire for graphic design originate?
I started out as a metal smith and although sometimes I miss it, I found myself not being able to comment on my generation. I was dragged kicking and screaming into a computer lab. I really hated it for a while, but after about three years of basically being forced to do it in school, I realized that this was the best way I could make comments that were relevant to my world and my generation. It is uncharted territory.

Using this digital medium, what do you do?
I ended up making digital jewelry, using a program called rhinoceros. It is a 3D modeling program.

What types of jewelry pieces do you make?
Do you have a favorite piece? I have made everything. My favorite changes with whatever I have a good idea for. Currently, I really like necklaces because they can be so big and dramatic. I like to wear whatever I feel is the most creative piece.

How do you go about creating one of your pieces of jewelry?
I use a program called rhinoceros. It allows me to create 3D models. After designing it, I send the piece to a 3D printer. This prints the piece layer by layer using powder and glue or a laser that heats the plastic powder.

How does digital media relate to the world of fashion?
Digital media is pretty applicable to all forms of art. Technology allows for new ideas and processes to investigate whether it is an image or object.

What are the benefits to creating with the computer, and how does it enhance your work?
It is your own personal work, but it can be printed as many times as you want so you can create a large collection of your work. Also, my art has a strong base in technology. I want to celebrate nature through technology.

Where have you exhibited and/or sold your work?
I have exhibited in San Francisco, Japan, Philadelphia and New York. I just had a show at the Museum of Art and Design in New York City, and I have work in some galleries around the country.

meet the
faculty