

2001  
fall edition

issue  
9

flappers

## entertaining fashion

the media  
is the message

**Sym.bi.o.sis** - The relationship of two or more different organisms in a close association that may be but is not necessarily of benefit to each

**Syn.er.gy** - The action of two or more substances, organs or organisms to achieve an effect of which each is individually incapable

Joan Crawford's shoulder pads, Lucille Ball's bandana and housedress, Katherine Hepburn's man-tailored slacks, Audrey Hepburn's Sabrina dress, Sarah Jessica Parker's fabric flowers—even Tom Selleck's Magnum P.I. Hawaiian shirts—today's fashion staples are trends derived from the silver screen. "Clothes influence the movies, and the movies influence clothes," Miramax co-chair Harvey Weinstein is reported to have said. Clearly, there is a symbiotic relationship between fashion and the entertainment industry; but to understand its delicate balance we need a little history.

In the introduction to her book *StarStyle at the Academy Awards*®, author Patty Fox '73, internationally recognized authority on dressing and image, writes: "In Hollywood's golden era, costume designers who made the clothes for the hundreds of films that were released every year, helped dress the stars, putting a studio's stamp of approval on just about everything the stars wore in public. As celebrities became more independent, they took control of their offscreen wardrobes and made their marks or faux pas on their own. By the 1990s, Hollywood's glitterati were sought after by the world's highest-priced retail fashion houses; companies all too cognizant of star power."

Costume designer Marlene Stewart '77 has worked on both sides of the fence. Stewart, who has costumed 28 films, including *Coyote Ugly* and the highly anticipated *Ali*, started her design career in the garment business and spent eight years designing for Madonna's videos and tours before she transitioned to film. "Fashion designers get their ideas from what they see in life. Traditionally, fashion has come from street life and culture. Today, our places of inspiration have gotten wider. There is a global awareness, and the global community comes to everyone through the media," says Stewart.

Fox concurs in *Star Style at the Academy Awards*. "It was no different in 1929, the year of the first Academy Awards ceremony; there were just fewer media types to blitz the world with who was wearing what... It wasn't until the advent of television coverage of the ceremonies in 1953 that America fully appreciated the Oscar show as one huge fashion show. Until then, what the stars wore to the event was strictly the stuff of movie magazines and gossip columns, tales told after the fact to titillate and amuse."

Mary Walbridge '85, costume supervisor on *Will & Grace*, believes that even today, fashion is created first. "We go through the magazines and follow the trends. We put what is here and now on the characters on our show. Then, because we put such high-end pieces on our characters, they get knocked off. After we use it, we'll see it knocked off in about two months in stores like ABS."

"In the *Dynasty* days, in the '80s, TV definitely influenced the designers," she says, speaking of the power-shouldered Alexis suits, plunging sequined necklines and big jewelry that proliferated. "Today in television, we popularize fashion. We don't create it."

Stewart puts it this way: "In fashion, you design for a demographic group; in movies it's for specific characters who are real people." Valerie Brenci '01 is showroom manager of a company with an impressive roster of television and film clients: Distinctive Assets, the exclusive entertainment representative for over 50 top fashion and jewelry designers, sells clothing, jewelry and accessories to costumers, wardrobers, stylists and celebrities. According to Lash Fary, who founded the company two years ago with partner Jaimi Blakely, "Costuming really is an art. Costumers paint the characters through the clothes."

Fary thinks television currently has a more significant influence

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# YOUR PASSWORD: USE IT OR LOSE IT YOUR PASSWORD: LOSE IT

## ACCESS THE WEBSITE NOW

If you don't use your password to access the website by December 30, it will be deleted and you'll have to go back online and re-register as a new user.

That means you'll have to re-create your login information.

Save yourself the trouble and log on today.

Unsure of your student ID number? In most cases, it is your social security number.

If you are unable to access Alumni Services, or if you have forgotten your user name/password, you can send an e-mail to [webassist@fidm.com](mailto:webassist@fidm.com) for help.

## New Textile PD Programs

Beginning Fall 2002, alumni will have the opportunity to continue their education in two new Professional Designation programs offered by the Textile Design Department.

Knit Design and Construction is the perfect program for fashion alum who would like to work with knits and have the ability to design both the fabric and the garment. The curriculum includes three consecutive quarters of knit instruction, with support classes in Trend Analysis, Flat Sketching, Apparel Manufacturing and Line Development. Students learn to design full fashion garments and explore stitch structure through hand knitting and machine looming. They complete their knitting education on a Shima Seiki industrial machine.

Alumni interested in creating decorative patterns and surface textures for apparel, upholstery, rugs and carpets, wall coverings, bed linens, dishware, party goods and wrapping paper will find the Surface Design program a worthwhile pursuit. The Surface Design curriculum has been expanded to include Trend Analysis, two quarters of Computer-Aided Design and two quarters of Line Development.

Both programs are 48 units, begin in the fall and continue for three consecutive quarters. These programs offer alums the opportunity to expand their skills and create new career opportunities. For more information, contact MariBeth Baloga, Textile Department Chair at 213.624.1200 ext. 3013.

## Resource and Research Center

Did you know that, as a FIDM alum, you have access to the largest fashion-related library in the Western United States? At the Resource & Research Center, you can explore our continually expanding book collection, as well as the following special resources:

- Over 200 periodicals on fashion, interior design, graphic design, business and general news
- Designer Files with archival articles and photographs
- Textile Division that includes fabric swatch cards, three yard cuts, and trimmings & findings collection
- Interior Design Workroom featuring upholstery swatches and laminate, rug and wallpaper samples
- International Fashion Video Division with over 4,000 videos, DVDs and slides
- Directories and Sourcebooks for textile and apparel manufacturers around the world
- Visual Communications catalogs and resource directories
- Scanners, color copiers, and internet access
- Research tools training in our Feature of the Week series
- Special events and exhibitions
- Research Assistance with the R&RC Cybrarian, accessible on the "Kool Connections" portion of the FIDM website

Resources are available for research and reference in the library. Our experienced Reference Staff will be happy to assist you at any time. Please call: 213.624.1200, ext. 3361.

Resource & Research Center hours:  
Monday – Thursday 7:30 p.m. to 9p.m.  
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SEE YOU SOON IN CYBERSPACE!

## Mentor by E-mail

Many alumni have expressed an interest in mentoring a current FIDM student. If you would like to be involved, please e-mail Belinda Harding '83 at [bharding@fidm.com](mailto:bharding@fidm.com) for more details.

## Guest Speakers Wanted

Share your career experiences, challenges and solutions with FIDM students by participating as a guest speaker for Student Activities. Programs increase students' industry awareness, promote self-development and networking, and expand learning opportunities outside the classroom. Programs are usually held at the following times: 11:15 a.m. – 12 noon, 4:30 – 5:45 p.m., 6 – 7 p.m. Does this fit your schedule? Please contact the Student Activities Coordinator at 213.624.1200, ext. 3250.

## Join the FIDM Faculty

Have you ever had a secret desire to teach? Would you like to help someone avoid the career mistakes you may have made? Now is your chance to inspire future generations and put your professional experience to noble use! We'll "teach you to teach" and help you influence a whole new era of successful FIDM graduates – who knows, you may even be training your future staff. FIDM offers day, evening and Saturday classes that can work into your personal schedule. We are looking for instructors in all majors, all campuses (Los Angeles, Orange County, San Francisco & San Diego), but especially in the areas of Retail Environment (all formats and channels of distribution), Planning & Allocation, Website Design, Graphics and E-Commerce. Contact Kathy Bailon at 213.627.2787 or [kbailon@fidm.com](mailto:kbailon@fidm.com).

## MARK YOUR CALENDARS

ALUMNI TOUR 2002  
A FIDM View of Paris

June 22 - June 29  
See Paris in a special way.

To reserve your place, please contact Nathalie Holtzman, 213.624.1200 or [nholtzman@fidm.com](mailto:nholtzman@fidm.com).

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# the sound of style

## flappers to rappers: music and fashion through the ages

Music has always had a tremendous influence on fashion, maybe never more so than in the last century. In 1909, director Serge Diaghilev brought the famous Ballets Russes (Russian Ballet) to Paris, the capital of fashion. The troupe's opulent musical performances inspired Parisian designer Paul Poiret, a fashion legend known for liberating women from restrictive Victorian corsets and frills, to incorporate exotic details and silhouettes into his clothes. He merged music and fashion to create vibrant-colored robes, gowns, and turbans dripping with feathers, jewels, and fur. Parisians embraced this stage costume-to-high fashion crossover and donned Poiret's creations. A passionate love affair between fashion and music ensued. Flappers in the twenties danced the Charleston and shimmied across the dance floor in fashions inspired by jazz. Music has been making fashion happen ever since; from sixties mods and seventies disco queens to eighties punks and nineties rappers.

Here in the 21st century, we tap music's vein by watching MTV and the market most influenced by music-teens. In the fifties, teens all over the world starting wearing rolled-up tee shirts, black leather jackets, and Levi's to look like their rock star idol, Elvis Presley. Five decades later, look no further than the outfits worn by teen sensations Britney Spears, JLo, Lil' Kim, Dream, N Sync, and Jessica Simpson for evidence of music's major influence on the fashions of teen girls. It is the most practical and wearable of trends that trickle down from the runways to the stores; music-inspired trends also know real-world limits. In Women's Wear Daily's "Lifestyle Monitor", trend analyst Irma Zandl explains, "while teens do look to their favorite stars for fashion inspiration, they generally shy away from styles that are over the top; for a music-inspired trend to take hold, it must be something that's accessible to the average girl" (WWD April 5, 2001). That means the music is in the details: recent trends like rhinestone belt buckles taken from Madonna's cowgirl chic; the camouflage craze inspired by the sexy ensembles of Destiny's Child; and lace-up everything as seen on Christina Aguilera's barely-there jeans.

The rock star as muse is a fashion story we've all read. Awards shows, especially, offer designers an attractive advertising avenue. Gwen Stefani attended her first Grammy Awards show in pretty floral Dolce & Gabbana. Icelandic pop pixie Björk catapulted designer Marjan Pejoski's name into press heaven when she wore the Serbian fashion designer's white "swan" dress at last year's Academy Awards show. In fact, the most anticipated annual fashion awards aren't held by Vogue or Paris, they're hosted by VH1! Sometimes fashion makes the music. Funky wild-child singer Nikka Costa's recent rise to rock-stardom was launched by a television commercial for Tommy Hilfiger jeans that featured her catchy song, "Like a Feather." With their mutual power to evoke a range of emotions and express a state of mind and body, the lines between music and fashion continue to blur.



A person's style should reflect themselves as a person. Clothes should be fun—not take over the music.

— Dream (interview at Macy's Passport '01)

## international alumni news

Sherry Lee ('96 Fashion Design) produces elegant leather crafts with a Chinese flair. She founded Lee's Design Leather Craft Workshop in 1999. Her work, which includes framed paintings, leather bags, wallets, notebooks, lampshades, baskets, bottle holders, and mobile phone and sunglass cases, has received high marks from the local Taipei media and the National Taiwan Craft Research Institute. Her intricate designs feature everything from crabs and lotuses to plum blossoms, orchids, bamboo stalks, chrysanthemums and elegantly carved ladies. In 2000, she was honored as the most outstanding leather craft artist and won the "Dimensions in Leather 2000" championship at the International Leather Craft Conference in Brisbane, Australia.

Sherry has been interested in art since she was a little girl growing up in Taiwan. Deeply impressed by an elderly man's Chinese painting, she began to practice freehanded painting and at University joined the Western painting club to improve her craft. Today, she dabbles in Chinese ink painting.

After graduating from the English department of National Sun Yat-sen University in Kaohsiung, southern Taiwan, Sherry came to Los Angeles to study fashion design at FIDM, fully intending to pursue a career in fashion design.

"The making of leather goods started out as a hobby for me in 1996," says the homemaker and mother of an 11-year old boy. "However, I must add that it's been a hobby requiring substantial investment and effort. Leather is not cheap. And once I got hooked, I could not stop, even though working with leather can be rough on the hands."

Lee did not abandon fashion design altogether.

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Sherry Lee '96 has been interested in art since she was a little girl growing up in Taiwan.

## impact

### mary walbridge '85 fashion merchandising

Mary Walbridge, Costume Supervisor on the hit show *Will & Grace*, came to FIDM thinking she wanted to be a buyer for a department store; hence, she majored in Fashion Merchandising. While the television sitcom world does involve shopping "off the rack," most of Mary's job involves detail work and managing the wardrobe department—no easy feat.

"I read the script, break down the script to the number and type of costume change each character has, do a budget for the producer, schedule fittings, delegate to the rest of the costumers in our department who is going where to shop, and notify the designer of any costume changes," Mary explains. "Because the Costume Supervisor is in charge of keeping the budget under control, my job also involves a lot of paperwork (emphasis on *a lot*)."

According to Mary, the first step was actually the most difficult—getting into the Costumer's Union.

"I managed to get a rare job at a union costume house. After that, I started working on the set of *Dallas*. A lot of grunt work later, I managed to get another set job on *Family Matters*. This job led to a brief job as a set liaison/shopper on *Melrose Place*. After that, I realized that television sitcoms allowed me to have a life outside of work—the hours are less crazy."

Five years ago, Mary started working with the designer she still works with today. "We did a show called *Boston Common*, which led to the pilot of *Will & Grace*," she says. She has been the Supervisor on *Will & Grace* since its inception. Between seasons, she does television pilots, including *The Steven Weber Show*, *The Ellen Show*, and *Emeril*.

The most important message Mary gleaned from her FIDM education was the importance of teamwork, wherever you are, whatever your job is.



Mary (front left, in red) with a couple of the girls from the wardrobe department of *Will & Grace*—and of course, that's Debra Messing (Grace) in the pink.

# quotes from l.a.

Call her Mother—the one I've never met. She is shocking. She is dominant. She is a maverick. From her early days as the Material Girl to the New Millennium Madonna, she is forever an icon. I've waited my whole life for an opportunity to see Madonna perform live and finally had my chance at the recent Drowned World Tour 2001.

What could I possibly wear worthy of the moment? How could I just settle on one flavor of an outfit to represent the best of all her styles? After some effort, I proudly put together a crystallized crucifix and a rhinestone cowboy belt and wore them to complement my studded denim pants—a sort of Punk, Virgin, cyber Cowboy—look worn with the confidence Mother has taught me over the years. I was definitely not alone. The fans all had their own version of personal expression happening that night, too. I mean, what a pre-show! From the ticket line outside all the way to my seat, pure entertainment, one person at a time! I saw everything from the fashionistas to the super fashion-challenged—good, bad, sexy, funky, or whatever...and plenty of cowboy chic. But bottom-line, to look around the room, we were all influenced in some way beyond the fashion and the music—some part of who we are today came from our own individual Madonna experience.

Madonna's ambition has always been a personal journey of self-discovery and self-expression. I've been there with her through all the different looks, the controversial issues and styles of music. Her influence lends itself to lessons on tolerance and prejudice, individuality and liberation. Even now, as she embraces her newest role in motherhood, she does so with style and ease. I still have hope that someday I will meet the symbol of strength, spirit and style that has so influenced my life. She's the Mother of reinvention—I can't wait to see what's next!

"Fashion is very important to an entertainer. It's what everyone talks about. ...With magazines like *InStyle*, fashion reviews on *E!* Entertainment and the *Style* channel, the audience is more connected than ever."

Best Dressed—Sophia Coppola  
Worst Dressed—Kate Hudson  
—April Lindsey '98

"They should put expiration dates on clothes so we would know when they go out of style."

—Gary Shandling

"I was born at the right time for the thing I turned into—this new kind of woman who wanted to wear pants."

—Katherine Hepburn

"A little bad taste is like a nice splash of paprika. What I object to is no taste."

—Diana Vreeland

"The entertainment industry definitely sets style trends. Just look at the corset craze since *Moulin Rouge*, or last year, the flower craze from *Sex in the City*. One of the best examples of that, I think, is the cut off sweatshirt from *Flash Dance*. Who didn't cut out the neck of their sweatshirts after that?"

Best/Worst Dressed—I love the variety. A lot of people hated Bjork's swan dress from the Academy Awards®, but I loved that she was different and didn't follow the status quo.

—Kelli Stallings '86

p.o.v. & confessions:

P.O.V. and Confessions compiled by Janene Zakrajsek '98.

"Any of the highly rated (television) shows have something that people say, 'I have to have it!' When a large group of people have to have the same thing is when designers, buyers & store owners all jump on the same band wagon and get it out to the public."  
Best Dressed—Charlize Theron  
Worst Dressed—Jennifer Lopez  
—Alison Stein '99

## a day in the life of...

kamila brown washington '87

There is more to a career than a job title and description. With this issue, dialogues is pleased to introduce a new column devoted to a day in the life of a FIDM alum. We hope it will add some dimension and provide some behind-the-scenes insight into what your fellow alumni really do for a living!

We inaugurate this column with a feature on Atlanta event producer and corporate publicist Kamila Brown Washington ('87 Fashion Merchandising/Marketing Management), Chairman and Chief Executive Officer, Kamileon Management Group, LLC. "Just like fashion, producing events is about developing a concept and turning it into reality," says Kamila, whose clients have included The Coca-Cola Company, 1996 Centennial Olympic Games, Kim Fields ("Tootie," *The Facts of Life*; "Regine," *Living Single*), Arista Records, Robert Griffith (Minnesota Vikings), NBC, The Wall Street Group, HBO, and Turner Broadcasting.

Prior to establishing her own company, Kamila served as Director of Marketing and Publicity for the Georgia Music Hall of Fame. Here, she describes what she does on a typical day:

**5:00 a.m.**  
I wake up, partake in my spiritual reflection, and go running with my dog. If it's cold outside, I pop in a Tae-bo tape (guaranteed to work up a sweat).

**6:00 a.m.**  
Shower. Mentally, I am reviewing all the last-minute details for the fundraising dinner party I am throwing this evening at my home for relief efforts in New York and Washington, D.C.

**7:30 a.m.**  
I go into my home office and review notes to prepare for a conference call with a client in Africa who is announcing his candidacy for Senator and is being interviewed by a reporter.

**8:00 a.m.**  
Sandra, my assistant, calls my cell phone to let me know I have messages on my voicemail at the office. She reminds me about an 8:30 breakfast meeting at the Ritz-Carlton with the partners of a local law firm. I wrap up the conference call and quickly check voicemail. On the way to the hotel, I return any necessary calls.

**8:45 a.m.**  
My clients have not arrived, so I begin jotting notes for the news release regarding the African client's senatorial candidacy to be distributed throughout the continent of Africa.

**9:00 a.m.**  
Clients arrive. We discuss the status of five of their cases and I advise them on publicity strategies. They tell me about a company conference/retreat they would like to hold in either Las Vegas or the Bahamas. Guess which has my vote?

**10:30 a.m.**  
I am on my way to do a site inspection at the Omni Hotel at CNN and the Westin Peachtree Hotel for a Mother & Daughter Freshman Conference we are producing in August 2002. Sandra calls me on my cell to see how the breakfast meeting went (she hates to be out of the loop!) and to remind me to keep accurate notes for my feature in this newsletter. I ask her to pull our vendor list for the Bahamas and begin checking rates, dates and accommodations for the law firm's conference.



Kamila Brown Washington '87, Event Producer and Corporate Publicist makes Atlanta her home.

**11:00 a.m.**  
As I am touring the hotel, Sandra calls to tell me a local radio station would like to interview me regarding a fundraising concert Bad Boy Entertainment is sponsoring in Atlanta. She puts the call through.

**11:35 a.m.**  
Kim Fields calls my cell phone. She wants to discuss the status of her 25-year (in entertainment) anniversary party. She confirms that Halle Berry has agreed to host it. I inform her that Samuel

**12:00 p.m.**  
I make a quick stop at Nordstrom to purchase a pair of to-die-for shoes for tonight. While shopping, I call Eric, my husband, to check on the contractors who promised to complete the repairs to our house before 5 p.m. He hasn't heard from them. I'm not worried yet. I call the bartender, chef, and party rental vendor to confirm their arrival times and repeat directions.

**12:45 p.m.**  
I call Sandra to let her know I am on my way into the office and to ask if she and Kelly, our graphic

illustrator, would like me to pick up lunch. They accept and I take their orders.

**1:15 p.m.**  
I arrive at the office and give Sandra and Kelly a hug. As I flip through my messages, they update me on the status of their current projects. While they eat, I tell them about my conversation with Kim Fields. We decide to conference call two of our event contractors, so we end up having an impromptu production meeting.

**2:00 p.m.**  
I call Eric to check on the contractor... no show! I'm still not worried. I put on my headset to begin returning phone calls.

**2:30 p.m.**  
I continue my campaign for sponsorship pertaining to the Mother & Daughter Freshman Conference next summer. The

## impact visual communications

Recent grad Carrie Baker is the assistant to the director of public relations for Beyond PR, a company that does celebrity relations for clothing designers. "We dress celebrities for any public appearances, magazine shoots, or press events in Los Angeles," says Carrie. "We mostly work with stylists, and have great relationships with almost every stylist in L.A. Our major clients are Chanel and Escada." (Yes, the job lead did come through FIDM's Placement Center!) Carrie's company wardrobes lots of famous names, including Jennifer Lopez, Catherine Zeta Jones, Kirstin Dunst, Sarah Michelle Gellar, and Kate Beckinsale, to name a few.

Carrie's long-term career goal is to take her talents directly to a designer, where she hopes to become director of PR. "In the meantime, I'm working on becoming the perfect assistant," she says. "I want to gain the complete trust and respect of my employers."

While at FIDM, Carrie did an internship at *E!* Entertainment, where she worked on various fashion shows, including production and dressing. "I made great contacts and friends," says the L.A. native.



After a 10-hour day, Carrie's dropping off clothes to all her clients. Keep smilin', Carrie!

## alex gárdos faculty impact graphic design

When explaining his philosophy of design, FIDM graphic design instructor Alex Gárdos likes to quote a designer named Lucy Tenazaf. "Between the two extremes of fine art and science, in the middle lies design."

Alex has brought real world experience to his two years with the College. This freelance designer does a lot of work for the music and service industries. "I help a lot of start-ups appeal to their client bases, and I also function as a creative consultant between design studios and corporations," he says. "I was never a student in a vocational environment. I know the importance of developing a professional outlook. I know what's required."

"Graphic design is a visual medium—it's a visual language, really. Students need to learn how to develop this visual language for their clients. This involves several things: attention to details, the ability to write well, the ability to speak and present yourself well, and an understanding of who your client is and who the audience is."

The Santa Monica/Venice area native and magna cum laude graduate of San Francisco State University has three things going for him: he's a good public speaker, he communicates well, and he is passionate about his subject. What's more, he feels he is in tune with both student and faculty needs.



Alex, ah, Alex, in tune with himself!

## new alumni impact lisa kantor '02 interior design

She is not your typical FIDM undergrad. Lisa Kantor is a marriage, family and child counselor. In her day job as a mental health specialist with Star View Community Services, she deals with adolescents referred by the Department of Children's Services.

So how did she get to FIDM? "I knew I wanted to go back to school, and I've always been interested in interior design. When I was in my 20s, I worked for an interior designer. I've also been involved with art for as long as I can remember. I got my B.A. in Fine Art and went to Cal State LA for their Masters program in art therapy. I wanted to work with kids and then transitioned into marriage and family counseling. But art has always been my release—art and school. I chose FIDM because of its flexible scheduling. I love being here, and I've met fantastic people. I can sit down at my drafting table and eight hours just fly by. It's therapeutic—that's why I studied art in the first place," explains Lisa.

Looking forward to her Business Management class, she wants a job in the field—preferably as someone's assistant—and ultimately to work on her own. "If I had tried this 10 years ago, I wouldn't have been able to stick with it. You definitely need people skills to deal with the clientele in this industry."



Lisa takes a break between work and school.

squeeze in some time to meet with the representative from Bad Boy Entertainment to discuss the details for the Relief Fundraiser.

**4:45 p.m.**  
Robin Chase, MTV Productions, returns my call. I go into "pitch mode."

**5:00 p.m.**  
Sandra and I briefly discuss and review my notes for this newsletter. This leads to a discussion about my first passion, the fashion industry. I decide that when I return from New York we will schedule time to brainstorm on a strategy to establish relationships in the industry, beginning with my alma mater, FIDM.

**5:15 p.m.**  
We all leave the office.

**5:30 p.m.**  
The vendors arrive. I show them where to set up.

**6:00 p.m.**  
I start getting ready—I'm going for the glamour look.

**6:45 p.m.**  
My stylist arrives early to do my hair and makeup.

**7:30 p.m.**  
It's Fundraising Time! Which means that, like any good host, I work the room, introducing people and giving them a reason to talk to each other. I see myself as the ringleader, who is spinning many plates. It's fun, and I never get stuck talking to one person for long. I just make introductions, so everyone else can have long, meaningful conversations!

**11:30 p.m.**  
We raised over \$12,000! I'd say the party was a huge success!

**Midnight**  
I turn into a pumpkin and collapse.



## sd fidm's most wanted la

**San Diego Trend Presentation**  
The San Diego Alumni Chapter should look fabulous this Fall, thanks to a special evening of trend presentations. After a slide show of the American and European Fall 2001 Ready-to-Wear Collections, Connie Castro '83, Makeup Artist with Bobbie Brown Cosmetics, discussed Fall cosmetics trends. Looking good, girls!

**Fred Segal Visits FIDM**  
Fashion fanatics, celebrities, and stylists alike frequent Fred Segal, California's hottest department store. FIDM recently welcomed Mr. Fred Segal himself to the Los Angeles campus for an inspiring visit. Michael A. Baruch, CEO of Fred Segal Beauty, provided a warm introduction to the man behind the shopping legend. Forty-five years ago, Fred had an idea about fashion: he believed people should be able to dress in a relaxed, casual manner and that clothing should reflect their personalities. As Fred looked around at the crowd of eclectically dressed FIDM students, he said, "You are the realization of my ideal!" Fred is known as the original creator of fashion jeans, an idea that launched the huge jean sportswear industry we know—and love to indulge in—today. He was dreaming up indigo-dyed, studded, sequined, painted, embellished, low-slung, high-fashion jeans back in the 1960s! Throughout his presentation, Fred focused on the importance of balancing the creative side of fashion with spirituality and health. It was clear that Fred's success in life and business is in direct relation to the interest and compassion he holds for the world around him.

## la fidm's most wanted az

**Shoe Wizard Andrea Pfister At FIDM**  
Sequins, multicolored pearls, and lavish embroidery are just a few of the sumptuous embellishments Andrea Pfister uses to adorn his footwear fashions. Internationally recognized as a master shoe designer, Pfister has pursued a flawless career creating innovative shoes that have adorned the feet of some of the world's most known celebrities. Pfister helped to develop the curriculum of FIDM's Advanced Study Program in Footwear Design and he welcomes students to his design studio in Italy on study tours. Straight from the fashionable streets of Positano, Italy, Pfister recently visited FIDM to speak about the footwear industry. Students jumped at the opportunity to ask Pfister questions about his life and design inspirations. The audience was captivated as Pfister explained how he first trained as an apprentice and eventually took the leap on his own as a shoe designer to find huge success. Copies of Pfister's book were raffled and autographed by the designer. The glossy book features beautiful full-color images of Pfister's exquisitely designed shoes.

**Arizona Workshop**  
Over 20 FIDM alumni in Arizona recently learned the ins and outs of Starting & Marketing Your Own Business and Business Etiquette at a workshop and dinner held by the Arizona Alumni Chapter. Angela Johnson '95, owner of MonkeyWench clothing, spoke about the trials and tribulations of starting her own company. Cindy Palino '88, President, Alumni Board of Directors, flew in from LA to discuss business etiquette techniques, including meeting, greeting and building connections.



We're pleased to announce that Career Opportunities...

has been renamed

# career options

Career Options is a section which will offer you a list of position titles and their descriptions. You will now have the ability to see the various positions you can apply for within a specific major. Since the focus of this newsletter is the entertainment industry, the position titles are for positions in that industry. Every newsletter has a different focus, so therefore we will adjust this section appropriately and include positions that are relevant.

## Major: FASHION DESIGN

### COSTUME DESIGNER

Creates the costumes used in film, theater, or television, and is responsible for all aspects of the those costumes. Works closely with the Director and production team to create wardrobes, color sketches and detailed drawings, including apparel, shoes, jewelry, accessories, wigs/hair and makeup for the cast members. Involves historical research to ensure authenticity. Oversees the design team and all the fittings with actors.

### HEAD OF WARDROBE

Heads the wardrobe department and works closely with Designer or Assistant Designer to plot out where and when costume changes take place, supervises all changes, oversees a staff of dressers, and makes emergency costume repairs. Involves overall coordination and maintenance of the wardrobes for cast members on the set.

### ASSISTANT COSTUME DESIGNER

The Costume Designer's right hand person. Assists in creation of wardrobe to meet script needs. Involves costume research, sketching, snatching, sourcing, costuming of extras, and budgeting.

### WARDROBER/COSTUMER/STYLIST

Works with advertising and special events professionals to select appropriate props and accessories to be used in photos, videos, television, movies or live performances. May also organize and direct fashion shows. Coordinates wardrobe, making certain costumes are on the set, cleaned, pressed and ready for production use. Can also rent or purchase apparel according to script needs.

## MAJOR: MERCHANDISE PRODUCT DEVELOPMENT

### LICENSING COORDINATOR

Acts as a liaison between the licensor (owner of a brand /name ) and the licensee (company that pays for rights to use the brand/name). Involves companies such as Disney, Warner Bros. and Universal City Studios.

### PRODUCT MANAGER/ BRAND MANAGER

Involves all aspects of product development. Develops the prototype for the garment and determines the manufacturing specifications including the requirements for fabrication, style, and actual cost. Also, responsible for the integrity and continuity of a brand. Develops innovative ways to promote a brand/product through packaging, advertising, and marketing.

## MAJOR: TEXTILES

### ARTIST/STYLIST

Creates the designs and repeat prints for commercially produced fabrics used in many industries in fashion and home products. Textile Designers can be surface designers, knitters, weavers, or embroiderers involved with products that directly relate to the major entertainment companies. Two companies that employ Textile Designers involving licensing are Jerry Leigh and Fortune Fashions.

### STYLIST

Translates the designer's ideas into fabrics for production. Stylists are knowledgeable in both design and manufacturing processes. Involves research and travel to national and international markets. Assists designer with color trends and research for line development, presentation boards and marketing.

## Major: INTERIOR DESIGN & VISUAL COMMUNICATIONS

### ART DIRECTOR

Supervises construction and budgeting and expedites plans to satisfy the overall creative vision for the entire production.

### PROP DESIGNER

Designs and creates accessory pieces to be used in theatrical, television or movie productions.

### SET DECORATOR

Fills space created by the Production Designer by selecting furnishings, art and accents to create and convey the character of an environment.

### SET STYLIST

Creates a visual message by accessorizing the set.

### PROP SALES/ RENTAL

Processes sales and/or rentals of large and small scale props for entertainment productions.

### SET DESIGNER

Draftsperson who creates architectural drawings for craftsmen.

### PRODUCTION DESIGNER

Chooses elements for the permanent structure (walls and floors) and has overall vision of the creative concept.

## MAJOR: MERCHANDISE MARKETING

### BUYER

Maximizes sales and profitability of a given area of business through development and implementation of a strategy, analysis, and appropriate reaction to a sales trend. Overall, supports the company sales, gross margins, and turnover objectives. Works closely with account executives and store managers to select appropriate merchandise to sell in stores. Becomes knowledgeable about current and future trends by traveling to national and international markets.

### SPECIAL EVENTS DIRECTOR

Responsible for creating special events such as fashion shows and celebrity appearances. Responsible for press releases and community announcements by communicating notable news regarding a fashion company or fashion event to the press and the industry.

### EVENT COORDINATOR

Responsible for coordinating and organizing events such as fashion shows, trade shows and gallery openings. Often involves a diverse clientele and the opportunity to travel.

## Major: GRAPHIC DESIGN

### ART DIRECTOR

The leader of a design department, who creates the image of a client through a visual language. The Art Director manages other Graphic Designers to ensure their graphics are consistent with the client's image.

### GRAPHIC DESIGNER/ARTIST

Creates the designs that are applied to fashion. May create original artwork but frequently designs with existing logos and graphics from movie studios, sports teams and other well-known industries.

## Introducing Career Center Web Pages

The FIDM Career Center is pleased to announce our new WebPages for students, alumni, employers and the overall public...providing a vital connection to the industry. Job hunting takes time, research, scheduling and of course, a plan of action. You need to have a clear picture of what you want before you begin your search. Our Career Center WebPages will provide you with the valuable tools such as resumes, cover letters, interviewing tips, networking ideas and how to market yourself. Our Career Advisors are also available to assist you.

You may access the site by signing on to [www.fidm.com](http://www.fidm.com) and entering the Career Center through the "Students Services" area or the "College Overview" link. Future alumni services planned include the ability to search actual job openings and post your personal resume. Good luck with your job search!

## international alumni:... > (continued from page 1)

In addition to designing her personal wardrobe, she incorporates the patterns for items of clothing into her leather works, many of which represent women-Chinese and Western-with a sense of dignity and grace.

In 2000, Lee's works were exhibited at the Banker's Club in downtown Taipei. The judges were overwhelmed by her work depicting a Chinese princess of the Ching Dynasty (1744-1911). Lee described the figure in the winning piece as "a lady, born of a fallen noble family, who still puts on airs of elegance."

My works are new designs based on the traditional Chinese style," says Lee. Artistic originality is what she strives for in each piece.

## alumni services

Want career advice? Looking for a job? Tired of the one you have? Need to fill a position at your company? Contact a career advisor in the Career Development & Placement Center at a campus near you.

### Los Angeles 213.627.2787

Apparel Manufacturing • Textile Design  
Rossana de Freitas • Doug Haverty

Fashion Design • Theatre Costume Design  
Maril Delly • Kevin Keele • Sabrina Wood

Graphic Design  
Rossana de Freitas • Doug Haverty

Interior Design • Visual Communications  
Gail Brooks • Cindy Patino

International Manufacturing & Product Development • Footwear Design  
Kathy Bailon

Merchandise Marketing • Cosmetics & Fragrance Merchandising  
Eliza Bakmazian • Becky Gonzales

Merchandise Product Development  
Eliza Bakmazian • Becky Gonzales • Kevin Keele

San Francisco  
415.675.5200  
All Majors  
Barbara Hoo

San Diego  
619.2352049  
All Majors  
Karen Neilson

Orange County  
714.546.0930  
All Majors  
Michelle Palty



alumni



resources

## GRAPHIC DESIGN



### Los Angeles

**TRIFFET DESIGN GROUP**  
Carrie Triffet '86  
Specializing in Clothing  
and Graphic Design  
818.902.9279

### T3 DEZIGNS

Gabrielle Emanuel '93  
Specializing in Screen  
Graphics for the  
Apparel Industry  
562.427.4600  
purplesox@t3design.com  
www.t3design.com

### IKON GROUP GRAPHIC DESIGN

Andy Doan '99  
323.464.4244

### Orange County

**GRAFIXWEST**  
Rita Swanson '88  
Graphic Designer Specializing  
in Logos & Newsletters  
714.542.2826

### Los Angeles

#### TRENDS 2000

Kevin Keele '84  
Trend, Color &  
Silhouette Direction  
Merchandising Expertise,  
Buying Consultant  
626.455.4114  
trends2k@yahoo.com

#### GLOBAL ENTERTAINMENT LINK

Cecilia Reinig '96  
Production Coordinator  
for Music Videos/Recordings  
818.783.7725  
crgel@earthlink.net

#### BROWN & DUTCH PUBLIC RELATIONS

Alyson Dutch '84  
Broad-Based, Full-Service  
Communications Company  
310.456.7151  
bdpr@mindspring.com  
www.bdpr.com

#### LA MART TRAVEL AGENCY

Audrey Friedman '80  
Specializing in Corporate  
Groups, Incentives &  
Personal Travel  
818.708.6030  
tvlmavn@aol.com  
www.eztn.com/lamart

#### EVERYTHING BUT THE GROOM

Holly Lefevre '91  
Complete Wedding Design &  
Event Coordination  
310.640.8856  
ebtg@ix.netcom.com

#### SPHERE DISPLAY & DESIGN

Kristy Corwin '84  
Specializing in Window Display,  
Cart, Kiosk & Store  
Design Merchandising  
818.874.9778  
spheredisplaydzn@email.msn.com

#### LINDA SMITH SALES

Linda Smith '73  
Independent Sales Rep for  
Better & Updated Missy Clothing  
& Accessories  
213.489.7586

#### HEAVENLY CHOICE

Denise Hagopian '74  
Unique Event Decorating  
Specializing in Weddings &  
Special Occasions  
323.728.2728  
www.heavenlychoice.com

#### FREELANCE PHOTO STYLIST

Peggi Jeung '90  
415.305.8493  
peggjane@earthlink.net

#### FREELANCE PRODUCER

Mirjam Kositckek '87  
Specializing in Commercials  
& Feature Films  
310.315.9465  
laalien@earthlink.net

#### FREELANCE VISUAL MERCHANDISER

Valohna Wynn '84  
Specializing in  
Retail Development  
310.441.4595  
valohnaw@aol.com

#### TRAVELING NOTARY

Kelleigh Wilson '94  
909.391.0084  
kelleighwilson@yahoo.com

#### CONNIE BERENY & ASSOCIATES

Connie Bereny '87  
Full-Service Marketing  
Communications Firm,  
Web Development & Custom  
Software Applications  
818.597.9650  
cbereny@yahoo.com

#### SANDRA'S GIFTS TO GO

Sandra Guzman '86  
Specializing in Custom-Made  
Gifts for all Occasions  
310.204.4311

### San Francisco

#### DESIGNER/FABRICATOR IN GLASS & METALS

Karen Carston '87  
707.265.0879  
eyepopglass@hotmail.com

#### SIMPLY THE BEST

Sandy Simpkins '83  
Corporate Event Planning  
408.259.9534  
sandra.simpkins@  
worldnet.att.net

#### COUTURE EVENTS

Suzana Moreno '99  
Special Events Stylist  
408.683.9046  
408.682.8399  
gogochann@aol.com

#### KARINA MARIE DIAZ PHOTOGRAPHY

Karina Marie Diaz '97  
Wedding & Portrait  
Photography  
415.550.1509  
www.kmdphoto.com

#### FREELANCE WINDOW DRESSER

Janay Rose '93  
510.652.4962

#### FREELANCE PHOTO STYLIST

Peggi Jeung '90  
415.305.8493  
peggjane@earthlink.net

### Orange County

#### EVENTFULLY YOURS

Jennifer D'Oliveira '93  
Full-Service Wedding,  
Event Production  
& Coordination  
949.857.6620

### San Diego

#### LAWMARKETS.COM

Susan Ty Anderson '97  
Marketing Consultant &  
Website Design  
619.460.7700  
st00@usa.net

#### FREELANCE OFFICE ADMINISTRATOR

Charlice Arnold '97  
Specializing in Marketing,  
Forecasting, Planning &  
Product Research  
619.246.2070  
charlice@hotmail.com

## SERVICES:

SALES & MARKETING/EVENT PLANNING/PUBLIC RELATIONS/  
VISUAL DISPLAY/MERCHANDISING & CONSULTING

### Los Angeles

#### TRENDS 2000

Kevin Keele '84  
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peggjane@earthlink.net

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st00@usa.net

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Specializing in Marketing,  
Forecasting, Planning &  
Product Research  
619.246.2070  
charlice@hotmail.com

#### LONGABERGER

Candi Salazar '90  
Independent  
Sales Consultant  
619.523.8997  
salazarohana@msn.com

### Louisiana

#### CLUTTER BUSTERS

Tami Hills '88  
Professional Organizer for  
the Business & Home  
504.897.0051  
taminian@earthlink.net

### Ann Arbor

#### MARKETING PARADIGM, INC.

June Brokos '81  
Marketing Consultation Services  
734.458.7742  
djmpi@quixnet.net

### Hawaii

#### WEDDING COORDINATOR & NOTE CARD DESIGNER

Connie Hoyland '73  
808.689.4118

### Maine

#### Interior Designer/Space Planner

Bree Clark '92  
Specializing in Finish & Furnishing  
Selections & Space Planning  
207.967.9119  
breewclark@hotmail.com

### December 2001

#### December Four thru Six

Expofil  
Leading Yarn & Fabric Show  
Parc des Expositions de Paris Nord  
Villepinte, Paris, France  
www.expofil.com

#### December Four thru Six

@d:tech  
The world's leading event for  
interactive advertising, marketing  
and commerce  
Jacob Javits Convention Center, NYC,  
For more info, call 800.677.6278  
www.ad-tech.com

#### December Eleven thru Thirteen

Internet World Expo  
Internet World Expo is where  
cutting-edge internet business  
solutions take center stage at the  
world's largest event dedicated to  
e-business and internet technology  
Jacob Javits Convention Center, NYC  
For more info, call 800.677.6278  
www.pentonevents.com

#### December Twenty-Six thru Twenty-Nine

Beach & Bikini Show  
Streetwear & Skate Show  
Surf & Beach Show  
Sao Paulo, Brazil  
www.apparelnews.net

### January 2002

#### January One

New Year's Day Pasadena Tournament  
of Roses 113th Annual Rose Parade  
8 a.m., Colorado Boulevard, Pasadena  
For more info, call 626.449.4100

#### January Eleven thru Nineteen

Slamdance, Inc.  
Eighth Annual Slamdance Film Festival.  
Competition and awards for new filmmakers  
Park City, Utah,  
For more info, call 323.466.1786

#### January Eleven thru Fifteen

Los Angeles Fashion Week  
- Summer '02 Womenswear,  
Childrenswear & Accessories  
CaliforniaMart, Los Angeles  
For more info, call 213.630.3710  
www.californiamart.com

#### January Thirteen thru Fourteen

Los Angeles Shoe Show  
Women's, Men's & Children's  
CaliforniaMart, Los Angeles  
For more info call 213.630.3710  
www.californiamart.com

#### January Eighteen thru Twenty

Imprinted Sportswear Show  
Screen Print, Sportswear,  
Embroidery, Apparel Show  
Long Beach, California  
For more info, call 800.527.0207

#### January Eighteen thru Twenty-One

International Leather Fashion  
Exhibition Barcelona, Spain  
www.pielespana.com

#### January Twenty

59th Annual Golden Globe Awards  
Beverly Hilton Hotel, 8 p.m.  
Beverly Hills, California  
For more info, call 310.939.9024

### February 2002

#### February Three

Great Bridal Expo  
Adam's Mark Dallas, Texas  
www.foleysweddings.com

#### February Two thru Four

Action Sports Retailer Trade Show  
Long Beach Convention Center, CA  
www.asrbiz.com

#### February Fourteen thru Seventeen

International Leather  
Goods Trade Fair  
Madrid, Spain  
www.ifema.es

#### February Seventeen

The 10th Annual Art of  
Motion Picture Costume Design  
Exhibit & Alumni Cocktail  
Reception, FIDM Gallery -  
LA Campus. For more info, contact  
Nathalie Holtzman 213.624.1200, ext.3295  
or nholtzman@fidm.com

#### February Nineteen thru Twenty-Two

Magic International  
Apparel Show  
Las Vegas, Nevada  
www.magiconline.com

### March 2002

#### March Ninth thru Tenth

Plano Bridal Show  
www.foleysweddings.com  
Plano Convention Center  
Dallas, Texas

#### March Nineteen thru Twenty

ASR Back2Skool  
Huntington Beach, CA  
www.asrbiz.com

#### March Twenty-Two

FIDM's L.A. Fashion Gala - Debut 2002  
Alumni Cocktail Reception. For more  
info, contact Nathalie Holtzman  
213.624.1200, ext.3295 or  
nholtzman@fidm.com

#### March Twenty-Three thru Twenty-Six

StyleMax Fashion Trade Show  
Women's and Children's Apparel  
and Accessory Trade Show  
Chicago, Illinois  
www.merchandisemart.com

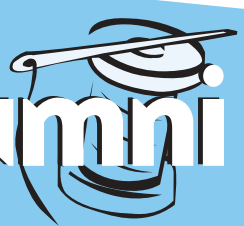
#### March Twenty-Four

74th Annual Academy Awards  
5 p.m., Kodak Theatre  
at Hollywood & Highland, Los Angeles, CA  
For more info, call 310.247.3000

# event calendar



# alumni



# resources



## Los Angeles

**FREELANCE FASHION STYLIST**  
Marsha Pacifiar '00  
Specializing in Fashion Show  
Coordination & Photo Shoots  
909.948.5408  
mpeacemake8@aol.com

**FREELANCE COSTUME  
DESIGNER/STYLIST**  
Lin Sanders '82  
312.218.9063  
ldzgn@aol.com

**WOMEN'S FASHION DESIGNER  
& FASHION ILLUSTRATION**  
Ludovic Marchand '00  
818.997.7207

**FASHION CONSULTANT**  
Leslie Adler '80  
310.398.1444  
lmadler@earthlink.net

**FREELANCE COSTUME DESIGNER**  
Annette Czagany Mignano '93  
818.345.1542

**JEWELRY & CLOTHING DESIGNER**  
Lili Clever '81  
805.545.9689  
liliclever@yahoo.com  
www.liliclever.com

**FREELANCE MILLINER**  
Lynda Burdick '73  
For Adults & Children  
323.662.7612

**FREELANCE FASHION DESIGNER  
& PATTERNMAKER**  
Victoria Tsarukyan '91  
Specializing in Contemporary  
& Junior Lines  
818.241.5143  
vtsarukyan@yahoo.com

**FREELANCE FASHION  
ILLUSTRATOR  
& COSTUME DESIGNER**  
Emilio Anorve '92  
626.799.7294  
310.353.2917  
www.applythex.com

**FREELANCE FASHION STYLIST**  
April Lindsey '98  
323.460.4808  
genxms@aol.com

**FREELANCE COSTUME  
DESIGNER/STYLIST**  
Heather Goodwin-Mitchell '91  
562.900.8432  
highmountainanchor@hotmail.com

**DESIGNS BY CHAE**  
Chae Du Part '97  
310.408.2368  
designsbychaedupart@yahoo.com

**FREELANCE WARDROBER**  
Alison Stein '99  
818.903.0365  
Angelbeby@aol.com

**FREELANCE FASHION  
STYLIST & DESIGNER**  
Louise Wallis '85  
Louisewallis@cs.com

**FREELANCE COSTUMER**  
Lori Sacks '83  
323.254.9012

**TERI ANNE DESIGN**  
Teresa Esteban '96  
Specializing in Custom  
Wedding Gowns  
661.295.8938

## San Francisco

**DORI ANNE VEILS**  
Debra Goldwater '76  
Specializing in Custom  
Wedding Veils &  
Representative of  
Discount Bridal Service  
510.531.7540  
877.DAVEILS  
www.dorianneveils.com

**COMPOSITIONAL STYLIST**  
Chelsea Cooper '90  
415.672.1482  
littlefeather@earthlink.net

## FASHION DESIGN/STYLIST

**FREELANCE CAD ARTIST**  
Jennifer Field '85  
209.296.5386

**ANJOMA**  
Kim Sanchez-Data '76  
Couture Bridal Gowns & Veils,  
Christening Gowns &  
First Communion Dresses  
650.364.0854  
kim@anjoma.com  
www.anjoma.com

**FREELANCE ILLUSTRATOR**  
Tina Cash '80  
415.457.0698  
cash-walsh@worldnet.att.net

## Arizona

**STEFANIA DESIGNS**  
Stephanie Edge '94  
Specializing in Day &  
Eveningwear and  
Bridal Gowns  
480.250.6309

**MARIAMNE DESIGNS**  
Mariamne Moore '91  
Specializing in Vintage  
Clothing & Custom Hats  
602.840.7743  
mariamne@home.com

## San Diego

**NEXT CENTURY**  
Terry Liang Vuong '90  
Specializing in Patternmaking  
& Custom Design  
619.579.3732  
nextcentury@worldnet.att.net

## Orange County

**FREELANCE SURFACE  
DESIGNER**  
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## Minneapolis

**FREELANCE FASHION  
STYLIST**  
Shannon Gale '87  
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## MANUFACTURING/PRODUCTION

## Los Angeles

**TODD THOMPSON, INC.**  
Todd Thompson '87  
Private Label Manufacturer  
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**FREELANCE PATTERNMAKER**  
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**LAWRENCE ATELIER**  
Beau Lawrence '99  
Custom Apparel  
Manufacturer for the  
Film Industry  
213.422.2018

**ON THE SURFACE DESIGN**  
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Textile Design for Infants,  
Childrens & Adult  
Home Fashion  
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designclimb@aol.com

**ELEVEE**  
Samirah Schaefer '95  
Custom Clothing & Shoes  
for Athletes  
& Entertainers  
818.501.5868

**FREELANCE TEXTILE  
DESIGNER**  
Sherra Niday '85  
562.627.8856

## San Francisco

**MARKER EXPRESS, INC.**  
Mary Ann Parker '82  
Marking & Grading Services  
707.259.5201  
maryann  
@markerexpress.com

**FREELANCE  
PATTERNMAKER & CAD**  
Stephanie Scranton '98  
510.436.6635

**INDEPENDENT CONTRACTOR**  
Jonathan Emory '88  
Consultant/Production  
Patternmaker  
415.255.0953  
Jonathanemory@webtv.net

**FREELANCE PATTERNMAKER  
& TECHNICAL DESIGNER**  
Kathleen Joynes '91  
650.325.7087

## San Diego

**DESIGN TO CUT**  
Irva Alvarado '87  
Computerized Patterns,  
Grading & Marking  
619.426.1235

## Orange County

**BM DESIGN & CONSULTING**  
Betty Margolis '88  
Specializing in Apparel Design  
& Production Consulting  
949.858.1192

## New Jersey

**PROJECT STUDIO**  
Michelle Evans '91  
Offering Complete Apparel  
Merchandising & Design  
Services from Concept  
through Production  
201.418.8146  
msmje@aol.com

## Los Angeles

**NEWMAN/JACOBS  
INTERIOR DESIGN**  
Carol Jacobs '78  
Specializing in  
Commercial Interiors  
818.985.8961

**ACCENTRIC INTERIORS**  
Lisa Vander Meulen '95  
Space Planning &  
Residential Interiors  
909.226.1160

**A-19, INC.**  
Cinnamon Barilotti '92  
Ceramic Wall Sconces &  
Pendant Lighting  
Manufacturer  
909.391.4208  
a19inc@yahoo.com

**RO-CHE-ET DESIGNS**  
Lee Rochette '88  
Specializing in  
Residential Interiors  
626.585.8227  
leerochette@aol.com

**DARLING INTERIORS**  
Kelly Spadoni '87  
818.880.8852

**ART CONSULTANT**  
Laura Brown '99  
Specializing in  
Hospitality &  
Residential  
310.815.8746

## San Francisco

**BETSY EISENBERG INTERIORS**  
Betsy Eisenberg '89  
Specializing in Residential,  
Children's Rooms and  
Home Offices  
510.654.8230  
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**NATURALLY FOR YOUR HOME**  
Lynn Moore '89  
Residential Interior Design  
760.345.8081

**EXQUISITE**  
Abeer Haddad '88  
Facility Management  
650.344.0678

**FREELANCE PAINTER**  
Diane Tachis '88  
Specializing in Decorative  
Painted Finishes  
415.924.7312

**MARIA CARA MEZZETIA, INC.**  
Maria Mezzetia '93  
Specializing in Residential,  
Commercial Interiors &  
Television Set Design  
415.457.3700

## Orange County

**AUSTIN JOHNSON  
INTERIOR DESIGN**  
Ellen Johnson '83  
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Commercial Interiors  
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## Arizona

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## San Diego

**BEAR PAW PAINTS**  
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## New York

**INTERIOR DESIGN CONSULTANT**  
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## Sacramento

**CONCEPT CANDIE**  
Candie Hernandez '91  
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Store Merchandiser  
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## Seattle

**GREEN CONCERNS  
LANDSCAPE DESIGN**  
Nicola Whaley '81  
Landscape Design  
& Installation  
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## Utah

**STEINAU COMMUNICATIONS**  
Ronda Landa-Steinau '81  
Interior Design Consultation  
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## Maine

**INTERIOR DESIGNER/  
SPACE PLANNER**  
Bree Clark '92  
Specializing in Finish & Furnishing  
Selections & Space Planning  
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## INTERIOR DESIGN

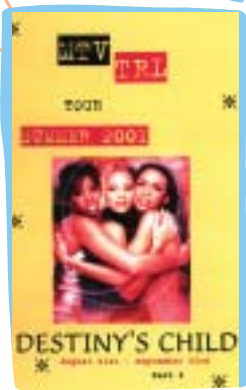
# the bomb!

## new roads

★ Thailand native Koi ('94 Fashion Merchandising) has two very successful clothing lines. The eponymous Koi, a line of recycled cashmere affectionately dubbed "street couture," is sold at Ron Herman, Language and Henri Bendel. A line of cotton T-shirts, called DD by Koi, is sold at Emma Gold, Amy Chan (New York), Henri Bendel, Diavolina and Arrow. Koi's celebrity customers include: Minnie Driver, Nicole Kidman and Kirsten Dunst.



★ Keep up the good work, Christina Villareal '95! A freelance wardrobe/fashion stylist for the past four years, this Visual Presentation major got herself a great gig. Her last position was wardrobe assistant for the U.S. tour of Destiny's Child, with responsibilities that included contacting vendors and negotiating sponsorships for the band's wardrobe and the dancers' shoes, as well as helping maintain the clothes while out on the road. Says Christina, who wants to do more work in the music biz, "The work I've done in visual presentation has opened opportunities for me that have led to what I am now doing. The talent and skills I'm using—sewing and being resourceful—came from my mom and grandma, the two women I have admired and learned from since I was a kid."



★ Kudos to the design firm of Angela Alex, which was chosen by HGTV to participate on the show "Designer's Challenge," which airs in Los Angeles on Thursdays at 6:30 p.m. and 9:30 p.m. One of three firms selected to redo a '30s-style home in Westwood, Alex '83, ASID and associate Jessica Imel '00, Allied ASID, remodeled the kitchen, adding an Italian flare to their updates of the '30s style, at the client's request. The segment aired on October 18th. Hopefully, we'll get to see it when it repeats!

★ Magda Berliner '88 has been a freelance wardrobe stylist for the past six years. Her focus is editorial and TV commercials, and her regular clientele includes many celebrities. Some of the publications Magda has styled for include the Los Angeles Times, Australian Harper's Bazaar, Premiere and Rolling Stone. Magda, who brings years of retail experience (Theodore, Jona, Fred Segal, Shauna Stein) to her position, says it's not an easy job. She offers this advice to aspiring stylists: "If you're going to wear this title, then you need to work hard and have the integrity to back it up."

## Scholarship Winners

Rachel Domingo, Denshai Lee (Fashion Design) and Vanessa Martin (Textile Design) are thrilled and thankful for the support of the Alumni Association. Each received a \$3,500 alumni scholarship this past quarter, thanks to the hard work and fundraising efforts of our alumni.

Each of the more than 20 student applicants had to write a 500-word essay and make a presentation to the Board. "It was a difficult decision," says Cindy Patino, Alumni Board President. "All the students did a great job. I wish we could have given them all a scholarship."

collection this year came from the 1992 film *Indochine*, starring Catherine Deneuve. Nicole Miller's last collection paid tribute to "those incredible houndstooth suits" of two 40s-era movies starring Lauren Bacall: *The Big Sleep* and *To Have and Have Not*. Director Luchino Visconti's *Death in Venice* was the inspiration for the 1998 ready-to-wear collections of Gianfranco Ferré, and Custo Dalmau of Custo Barcelona claims "Hollywood and the movies have always played a part in our creative ideas." Fox would agree. In her first book, *StarStyle*, she writes: "Armani's carefully tailored suits look to be borrowed from Dietrich. Isaac Mizrahi once claimed that Lucille Ball was his muse. And Calvin Klein calls Kate Hepburn the inspiration for America's casual chic. As if to come full circle, today's well-dressed stars turn to these well-known ready-to-wear designers to clothe them off-screen."

Costume designer Edith Head once acknowledged that glamour and having a consistent look mean something to the public. Fox writes, "In those glamorous days, stars dressed for the audiences, taught their audiences by example, showed those

audiences the possibilities. The stars and their adoring fans shared the fantasy of fashion."

"But these days, fashion seems to be what the Awards are for," noted Harvey Weinstein. While he was speaking of the Oscars, today there is certainly a proliferation of awards shows during which the stars can strut their stuff—all of them fueled by the media.

A consistent look may have been easier to achieve when the stars were dressed both on-screen and off by the studios; nonetheless, celebrity still means a great deal to consumers, as evidenced by the number of magazines whose editorial focus is celebrity-driven. "Magazines like *InStyle*, *Cosmo Girl*, *Teen People*, *Teen Vogue* and *Lucky*—a magazine devoted to shopping—are a huge influence," says Schmitz. "People like to see what the stars are wearing and where to get it."

"What does create trends is advertising," says Stewart. "We usually don't know something is a trend until it is advertised as such—and that's what the magazines do." Let's just call it media synergy.

entertaining fashion:... > (continued from page 1)

on fashion. "People identify more with TV. The characters are part of their lives; they are their friends. In the last decade, the TV actress has replaced the supermodel in terms of media exposure."

He, too, feels that fashion influences entertainment, not the reverse. "Today it's harder and harder to escape fashion. What the designers put out there is what we have to choose from."

According to Giovanna Ottobre-Melton '79, costume designer on the NBC show *Providence*, "Audiences identify with particular actors, and in order to mimic them they take on pieces that they're wearing. People want to re-create the moment, the mood of a certain scene. That's when you get a lot of letters and calls."

Says Walbridge, "When our show airs on Thursday, on Friday I get anywhere from 12 to 60 calls from all over the country."

"The fashion is already out there; it's who's up there on the front page wearing it," says Stewart.

"The stuff is out there; put it on a famous person and it becomes more popular—it's seen by Middle America," echoes Claire Schmitz, '96, one of three set costumers on the cable series *Strong Medicine*. "Back in the '20s, all the way to the '60s, designers created the look. Now there is very little time to design. It's all there in the stores, but it's a matter of putting it together. We all have visions in our heads."

Those visions are a constant topic. Witness the September 2001 issue of *Movieline*, which contained an article entitled, "Movies as Muse," in which five designers reveal which films have influenced their collections. Eduardo Lucero's current direction looks back to dresses by Orry-Kelly for Marilyn Monroe in *Some Like It Hot* and by Edith Head for Shirley MacLaine and Chita Rivera in *Sweet Charity*. Max Azria claims that part of the inspiration for his spring BCBG Max Azria

Elizabeth Troffer '99  
Jonathan Martin  
Assistant Designer

Melissa Garriott '01  
Bodywaves  
Assistant Designer

Rene Martinez '99  
Rocket Trading  
Wholesale Sales

Ruby Anaya '01  
Frederick's of Hollywood  
Assistant Designer

Amalia Eisenhart '01  
Traders Alliance  
Import Production Coordinator

Nicole Papay '01  
Live Mechanics  
Freelance Graphic Designer

Kim Koch '01  
Torrid  
Assistant Buyer

Sarah McCandless '00  
Gap  
Visual Specialist

Alexis Dittmer '01  
Prada Sport  
PR Coordinator

Kelley Denison '01  
BCBG  
Merchandise Coordinator

Lia Ramsey '00  
Northface  
Assistant Designer

Alissa Bogetti '99  
Levi Strauss  
Merchandise Coordinator

Alicia Garbett '00  
Mendocino SF  
Assistant Designer

Patricia Farias '01  
Koret  
Design Assistant

DesNeiges Amon '01  
American Design  
Intelligence Group  
Design Assistant

Lok Bui '01  
IKEA  
Visual Merchandiser


Rosemarie Malandro '00  
Mervyn's  
Brand Coordinator

Leigh Adeboi Wolter '01  
Assistant Buyer  
Pacific Eyes & T's

Cynthia Steele '01  
Showroom Sales/  
Designer Apprentice  
Display Warehouse

Janice Burns '01  
Merchandise Coordinator  
Cosabella

Becky Abbate '99  
Assistant Manager  
Limited Too



**"there's so much plastic  
in this culture  
that vinyl leopard skin  
is becoming  
an endangered synthetic."**

— Lily Tomlin

art news  
**dialogues**  
contacts resources events