

LUX



LINDENWOOD UNIVERSITY
FASHION MAGAZINE

GLITERATTI

THE HOTTEST TREND
THIS SEASON

DRAGANA JOVIC

RADICAL TALENT

7 TIPS

TO STAY
IN STYLE
FOR LESS

CLASSIC LUXURY

BEAUTIFUL GOWNS
FOR EVERY STYLE

EDITOR'S NOTE



FANTASTIC SENSATION

Working on this magazine has been an amazing journey. We have grown as artists, designers, journalists, and professionals. It has taught us various lessons, but especially we have learned that hard work pays off.

This issue is about encouraging our readers to dream big! Anything can be achieved if you are determined. Accomplishing small things now may lead to something big tomorrow.

- Maria Copello, Editor-in-Chief

MARCH·09

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Small town, big fashion



Cover: Dragana Jovic,
wearing her own design.
photographed by Julien
Rossignol.

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fashion leaders



GIRLS WILL BE BOYS

There's something women will always love about a crisp, white, tailored shirt; paired with a smoking jacket or cropped pant a-la-Katherine Hepburn. Age need not apply. It's impossible not to feel sexy in this timeless ensemble. Diane Keaton set an example for women in generations to come when she donned pantsuits in Woody Allen's 1977 production, "Annie Hall". Pea coats inspired by Amelia Earhart, Katie Holmes' boyfriend jeans and model Agyness Deyn's famous short hair all pay homage to women stepping up to play men's parts (minus the testosterone) in society. Convenience and confidence can come from a trench coat, loose fit slack or saddle shoe in this trend that fits in with the boys and lets women feel that the most feminine thing can be to feel a little masculinity every once in awhile.







From left :
blazer, blouse and
shoes vintage,
jeans by Hollister.
Vintage stripped
top, jeans by
Forever 21 and
studded sneakers
by Aldo.
Models:
Mina Abdianan
and Skylar Finan.







GLITTERATI



Bejeweled, bedazzled, be sparkling in sequin-splattered, rhinestone-encrusted, gilded, metallic accessories and clothing. Adding glitzy statement pieces like a shiny, Marni inspired bib necklace or a sequin covered vest spices up an, not any otherwise dull outfit. Just paying attention to the details of this trend will transform

a ho-hum color pallets to jaw-dropping elegance for your closet collection. Try a key piece that will really have fellow fashion lovers gawking: leggings dripping in shine or even a blousy dress with a small gleaming appliqué for minimal glitz. Also, look for purses and bags, pumps and ankle-grazing boots that show hints of glimmer to achieve the look du jour.





From left :
top by H & M, gold
vintage pants,
shoes by Jessica
Simpson, necklace
by Mad Rad, top
and pants by H & M.
Models:
Ellie Lorenzo
and Missy Dejong.



Bow tie, top and pants models own, shoes by Vans.
Model:
Jeffery Strader.



SOIGNÉ

Inspired by the well-dressed men of Wall Street, soigné is the defining look for menswear this season. Visualize a man who carries himself with a swaggering gate, dressed to the teeth and full of chutzpah. Tailored, slim fit, structured architectural style blazers, shirts, and trousers; even accessories, bow ties, carry alls and shoes are part of this trend. Soigné is here, kicking out baggy jeans, tall tees, and loose frumpy flannels. The fall/winter '09 runways have said it best with their appreciation for Savile Row-style tailoring mixed with the precise nobility of menswear, as should your closet. Pair a tailored shirt with a slim cut jean or trouser, perhaps a slim fit v-neck t-shirt with a structured blazer. Even bowties add a splash of color for a minute, extra bit of oomph to your personal style.



RADICAL TALENT

DRAGANA JOVIC TELLS HER STORY AFTER WINNING PROJECT DESIGN

BY TOYA LINELLE HUSTON
PHOTOS BY JULIEN ROSSIGNOL

I recently sat down with the extremely talented Dragana Jovic, the 27-year old fashion designer and winner of St. Louis Fashion Week 2009's Project: Design Competitive Fashion Show. Dragana is currently teaching Fashion Design classes right here at Lindenwood University! During this fall's St. Louis Fashion Week, I had the privilege of working backstage as a dresser for Mrs. Jovic and can say with complete honesty that her collection, Jelek, is unlike anything you have seen before in the best possible way!

TLH: What is Dragana Jovic's style as far as Jelek is concerned?

DJ: Jelek was inspired by The Serbian National Traditional Costume. I'm from Serbia, so I took elements from [traditional dress] and incorporated them with [today's] trends. All my stuff is cut out of so many different pieces. I have a lot of hand stitching and, at the same time, I tried to make it really feminine. I used a lot of gathering and ruffles; hard construction with feminine, soft styles.

TLH: What types of material do you like to work with?

DJ: I love to work with silk, really, but it's expensive. I'm trying to make my own fabric. [For a dress in the Jelek collection,] I cut different zippers and bias tape and made a corset, which is Jelek. I like a lot of texture, so I don't like that much soft fabric or simplicity or just

one color. If there is only one color, there has to be something else; texture or something different. That's what I like!

TLH: When and how did the fascination with zippers begin?

DJ: A long time ago, I was inspired by armor, as in weapons. I was like, 'ok let's do something similar to that.' I don't know, I just love zippers, but I'm trying to do something new with them, not use them all the same way. For this collection I made a corset!

TLH: Let's talk about St. Louis Fashion Week. What does it take to be chosen?

DJ: Hard work! You have to apply online. Then, you have to get through the competition, which involved online voting. [During a given period of time, anyone can log onto the St. Louis Fashion Week website and vote for their favorite designer.] After voting, two people with the most votes of the six are chosen. [The official judges chose the other contestants.]

TLH: What were you thinking when you were notified initially about making the show?

DJ: I was scared! I was thinking to myself, 'Oh My God! What is the next step? What do I have to do? What am I going to showcase?' They asked me that night, as well as the other finalists, "What are you going to showcase? Will you be showing new [garments]?" And then I figured out, 'Ok, I have to do something new, because they've already seen my stuff online!' And then I knew I was going to do the zipper dress and the one-piece pants with a jacket!



Still, I was really scared. I was like, 'I have to do something!'

TLH: What were you thinking when you won?

DJ: I was thinking, 'Ok. Everybody is staring at me! I'm a shy person! I was like 'What should I do now? Should I scream? Should I cry?' I was scared! And then, after that, so many people came to me and congratulated me and I didn't know a lot of them! But it was amazing! I was like 'This is it! I've got it!' I was shaking!

TLH: And out of all the models, Ali [Williams, Lindenwood student and professional model] came with you to accept your award. She seems to be YOUR model!

DJ: When I saw her, she was crying! I was like "You crazy girl, what are you doing?!" I love her! She understands my points; how I want to present my work and does exactly what I want in that way.

TLH: Have you been a part of any other competitive fashion shows?

DJ: I went, last October, to San Francisco for the International Arts of Fashion Competition. [Dragana was one of the 60 designers chosen out of over 560,000 who applied to showcase her work in the competition.] I didn't get to the final ten, but still, it was a great experience! Right now, when I look at that I see that I can do something in a different way next time. I was without experience in that way.

TLH: What is your next step?

DJ: I want to do more! A new collection and then I am going to try for more competitions and more fashion weeks! I will see!

TLH: What advice can you give other aspiring fashion designers?

DJ: I think, they need to start doing things their own way; not just from a text book or a pattern. Do more work to get more freedom! Experiment! And never give up! Before I did [St. Louis Fashion Week], I had so many times where I said 'Ok, I'm not going to do this anymore. I don't think I will ever be successful in this.' It is really hard, but I kept at it! I've been in this since high school! See how long of a way that is?! Almost ten years! After ten years, this is the first really big thing!

FASHION

CLASSIC (LUX)URY

Timeless beauty redefined

Cream gown by
Kristy Lee.
Model:
Ellie Lorenzo





Green cocktail dress
courtesy of Lindenwood
University Costume Shop.
Model:
Mina Abdianian



Purple gown courtesy of
Lindenwood University
Costume Shop.
Model:
Kaya Bigos





Gown by Sierra Moses.
Model:
Marjorie Da Silva

Gown by Sierra Moses,
cashmere sweater
model's own.
Model:
Diane Prigent







Purple cocktail dress by James Harrison, accessories stylist's own.
Model:
Missy Dejong



Dress courtesy of
Lindenwood University
Costume Shop.
Model:
Eleonore Biasutto





From left :
gown by Kristy Lee,
strapless gown
courtesy of Linden-
wood University
Costume Shop.
Models:
Ellie Lorenzo
and Missy Dejong.

RECESSION PROOFING YOUR WARDROBE

BY SIERRA MOSES

PHOTOS BY JULIEN ROSSIGNOL

Andy Warhol once said, "Think Rich, Look Poor." I, on the other hand, believe that a person should look rich and think poor. In these economic times staying fabulous gets expensive. I don't know about you but I don't dream of Jeannie, I dream of Chanel, Prada, and Gucci. However, being a college student makes it hard to turn these dreams into a reality. You have to shop smart and here are 7 ways to "stimulate" your wardrobe.

1 Invest your money in closet staples.

Don't overlook the items in your closet that are classics. These items have style immortality and because of the quality they last forever. Here are a few:

White Blouse: This crisp item can be paired with anything at all.

Dark Denim Jeans: The tight fit and length will make you appear taller and leaner.

Little Black Dress: (From the icon Chanel, 1926) Instantly classy.

Simple High Heels: Makes your legs look longer and a firmer derriere

Wrap Dress: (From the con Diane Von Furstenberg, 1973) Enhances any shape.

2 Carry items over from season to season.

Just because the season has changed doesn't mean you have to retire your fun colors, cute dresses, shorts, and skirts. Make these items cold weather friendly with these quick tips.

Add a fun colors to black and white basics to liven up your fall/winter wardrobe.

Don't pack away your shorts and skirts just yet. Combine them with fun tights, boots, and long sleeves to create a fun and chic look. This can be a tricky one, so stick to bright solids and neutral prints and colors. Maxi dresses are fun and comfortable in the summer. Pair this favorite with a crisp button down blouse under it with a skinny belts and boots. Neutral colors are best with this.

3 Don't splurge on trend pieces

Yes, trends are fun but they come and go so fast, who can afford to keep up with them all? The last thing you want to do is look at your closet and see a pair of \$200 Harem pants that are now pajamas because you are ashamed to wear them in public. If you must keep up with the trends, then shop at cheap, trendy stores like: H&M, Target, or Forever 21.

4 Thrift

Everyone knows the saying "one man's trash is another man's treasure." Not only is thrifting a fun thing to do, but you can find some of the best things for almost no money! You can find the best antique



accessories and pieces to add to you wardrobe. Try stores like: Salvation Army, Goodwill, Scholarshop, and other local resale shops.

5 Make it multipurpose

Choosing items that can be used as other things helps expand your wardrobe effortlessly. **DON'T BE AFRAID TO BE CREATIVE!** You never know what you can do if you just try. Here are examples:

Take that old scarf and use it as a pasmina.

Have a button down shirt dress. Leave it open and wear it as a jacket over a thinner dress or your favorite jeans and a cute tee.

Pull down that tube top and wear it as a skirt with a longer top and a blazer. Or pull a longer skirt up, belt it and wear it as a dress.

Use that solid color Maxi dress from this summer and pair it with dazzling jewelry and shoes and wear it to a holiday party.

6 Never buy full price

How often do you find something in a store that you just have to have. Now, how often do you need these things right away. **WAIT! DON'T BUY JUST YET!** Stalk these items and get on store's mailing lists. Yes, I know we all hate junk mail so get on the emailing list. Stores spend lots of money to market their store promotions, so why should you miss out? In these economic times there is always someone who is having a sale. So unless it is a fashion emergency, look out for these terms to expand your wardrobe for less: Exclusive Sale, Final Call, FRIENDS & FAMILY (My Favorite), or anything with the words PERCENTAGE & OFF in it!

7 Adopt-a-closet

You have friends right?! I'm sure some of them are your size, so use them. When it comes to buying things you won't wear often, why buy when you can borrow. Instead of fishing through your wallet to buy a new dress to wear, fish through you friends closet. But **WARNING!** Take care of their stuff and please return it in great condition. There is nothing like losing a friend over their favorite sweater. And who knows what else she may let you borrow.

A PIONEER OF FASHION



Professor Florence Dewan presently holds the position of chairperson and professor of Lindenwood's Fashion Design Department, where she works to prepare students for the hectic and exciting workforce once they graduate. Dewan makes sure the department's courses prepare students for a career in this modern industry with CAD (Computer Aided Design), Patternmaking, Draping, and Production courses.

As a young design student, Professor Dewan describes herself as energetic and curious in her classes at the University of Central Oklahoma, where she earned her B.A. in Fashion Merchandising. While in school, she discovered draping as her favorite construction technique. After Oklahoma, Professor Dewan went to University of North Texas for a double M.F.A. in Fashion and Textile Design. Her first position dealt

with patternmaking, which she held for a few months before joining the JC Penney designing offices as a senior designer.

Dewan emphasizes meticulousness for her students and herself, because she says it takes time and effort to finish work with perfection and proper technique,

and your supervisor or competition will notice every detail. Another tip she gives is to always present yourself as a professional in dress and attitude. Thinking of what customers need and how to deliver is

**"THINKING OF WHAT CUSTOMERS
NEED AND HOW TO DELIVER IS
ANOTHER NECESSITY TO KEEP UP WITH
THE CURRENT FASHION TRENDS."**

another necessity to keep up with the current fashion trends and market; she warns "always be ready for something to do." With all the advice comes some encouraging words to students: if you never abandon trying to reach your goals, you will live to see them reached with some kind of success.

LIFE IN THE COSTUME SHOP

BY JILLIAN RADES

As one of the lucky few toiling away in the fantastical world of the Lindenwood Costume Shop, I am regularly exposed to unique and fascinating garments and over the past three years I have been able to put my own stamp on costumes for several Lindenwood productions. While I've enjoyed and learned from all of my experiences in the shop, a few of these undertakings have become my favorites.

Coming in at number four on my list of best costumed shows at LU is "Christmas Carol." Despite the show being an annual winter tradition at Lindenwood, working on the costumes every year never becomes tiresome. The first year I worked on this show, my main task was making Mrs. Cratchit's costume. As this was my first experience making an entire costume for a lead character, I remember being quite worried that I had somehow messed up the entire costume. However, since I was again given this position the following year, I must have been considered well-qualified for the task.

"The Hobbit," which debuted fall of this school year, ranks third for me. The fun of costuming this show came from the fact that the garments were made to exist in a realm of fantasy serving as the home of dwarves, elves, trolls and hobbits! As most of the design process took place over the summer, I stepped in at the beginning of the school year as an essential part of the construction team. My favorite experience during this show was learning different distressing techniques, which included singeing the goblin skirts by lighting sections of the suede fabric pieces on fire. All of the garments had to look lived in and some were lived in by truly disgusting creatures.

Ranking in second place is the Lindenwood production of "Wizard of Oz," arguably the most outrageous show I have ever worked on. Walking into the costume shop every morning during production was like walking onto a Technicolor battle field, with scraps of brilliantly-colored fabrics strewn every-



JILLIAN WORKING ON A GARMENT FOR "ANYTHING GOES"

where in sight. The finished costumes were amazing. This was the first time I experienced a show that was double cast, which for the costume shop meant making doubles of all costumes for the show. One challenge was that every main character needed both a black and white and color version of his or her costume, which was time consuming for a double cast show!

Last but certainly not least, the top honors go to "Dangerous Liaisons." As the production I worked on during my internship and that which gave me my first real taste of being a part of the intricate costume design process, this show holds a special place in my heart. Everything down to the undergarments had to be period perfect for this show, which resulted in a lot of research needing to be done. In working on previous shows, I had come and simply done what was needed of me. But during 'Liaisons,' I was more involved in the designing process, even accompanying the director and lead costume designer on fabric runs and giving input on the costume designs and fabrics used!

The best is yet to come from the Lindenwood Costume Shop, as a lot of exciting projects will be coming to the Lindenwood stages this semester! I, for one cannot wait to see what comes out of the costume shop next! And who knows? I just may find a fifth show to add to my list . . .

MAKE-UP MASQUERADE

MAKE UP BY JAMIE HOOVER | PHOTOS BY JULIEN ROSSIGNOL



LOOK #1

Hadja's mask was created by blending sparkly gold pigments as eyeshadows on her lids. The highlights on top of her cheek bones give a golden glow. She's wearing a vibrant blue liquid eyeliner to bring out the look. Her mask was completed by applying gems around the eyes to add a unique touch.



LOOK #2

Maiko is wearing a lilac-toned mask formed with a crème base. The silver shimmer gives the mask a nice sheen and feminine touch. The airbrush look was done by blending purple eyeshadow around the crème base to soften it. To bring out the eyes, false lashes were applied.



LOOK #3

Kaya looks amazing with her traditional white mardi gras mask that was created with a crème eyeshadow. The braided embellishment outlines the mask and gives it the 3-D effect. Her dramatic midnight blue eyelashes are a creative way to accentuate the eyes and bring a little bit of fun to the look.



LOOK #4

Eleonore's faux lace mask was done by using a black face crème to shape the mask. A piece of lace was used as a stencil to apply gold shimmery pigment to create an elegant design. The gold pigment was also used to mute her lip color and compliment her mask.

LINDENWOOD UNIVERSITY

STREET STYLE

PHOTOS BY FUMIKO MORI

Once again our campus has proven to be a style lookbook. Cardigans, leather jackets, black tights, and colorfull prints are making trends this season.



Name:Tina
Major:Psychology and Gerontology
Favorite Store:River Island
Describe your fashion in three words?
Lively/Stylish/Chic



Name:Artem
Major:Business Administration
Favorite Stores:Express, H&M.
Describe your fashion in three words?
Compact/Moody/Light



Name:Kayleigh
Major:Journalism
Favorite Store:Top Shop
Describe your fashion in three words?
Casual/Edgy/Rock

Name: Yuki
Major: Marketing
Favorite Brand: Fendi
Describe your fashion in three words?
Hot/Warm/Friendly



Name: Brian
Major: History
Favorite Store: Goodwill
Describe your fashion in three words?
Old School/Comfortable/Lazy



Name: Ina
Major: Mass Communication
Favorite Brands: Gucci, John Galliano, Christian Dior.



Name: Kaya Bigos
Major: Graphic Design
Favorite Store: Guess
Describe your fashion in three words?
Unique/Wild/Comfortable

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