

LUX

LINDENWOOD UNIVERSITY
FASHION MAGAZINE

TREND REPORT

GET THIS FALL'S
HOTTEST LOOKS

MODA METROPOLIS FLASHBACK

INSIDE SCOOP

SAINT CHARLES FASHION WEEK

STREET STYLE

ON-CAMPUS
FASHIONISTAS

RETRO STYLE GOING

OLD SKOOL



LETTER FROM THE STAFF



FRESH INSPIRATION

We would all like to take a moment to thank you for reading our first issue EVER! of LUX magazine. The staff of Lux consists of Fashion Design majors here at Lindenwood, who have taken an interest in bringing our department to the rest of the campus, so more students know about what we can do. In each magazine we hope to cover editorial topics, student style on campus, current trends, local and other influential fashion topics. The magazine will also be an outlet for us to showcase more

of Lindenwood Fashion students' work. The magazine will be completely online so anyone can access it at any time, and we will be putting out two issues each semester this school year. We've all worked hard for this magazine already, and we're looking forward to working more in the future! Thank you for your support and enjoy!

- Lux Magazine Staff

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Cover: Kelly Burris
photographed by Julien
Rossignol. Stylist: Jessica
Baldwin, hair: Skylar Finan,
make up: Jamie Hoover,
dress by Maria Copello,
vintage necklace, studded
beret by Urban Outfitters.

LUX

LINDENWOOD UNIVERSITY
FASHION MAGAZINE

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A mixture of culture and style





ECLECTIC

The fashion industry agrees that the trend to follow for Fall is no trend at all. The “trendless trend” is perfect for those who want to look effortlessly chic. Sequins, studs, faux furs and leather are all applicable and texture is key. The colors to look for are electric blues, black, deep purples and emerald greens in deep, jewel toned hues.



JE T'AIME

This trend, inspired by the most romantic city in the world, is all about feeling pretty and light while the weather patterns transition to fall. Parisian-ballet inspired pieces feel right for now; tulle skirts, ballet flats, wrap cardigans and colorful tights are the essentials. To achieve the full look, pair ruffles with lace and gold chains with light pastels.



Ruffled Cream Skirt by Dragana Jovic, cream evening dress and black evening dress by Kristy Lee, pink cocktail dress by Jayme Meunch, strapless wire dress by Lisa Leite. Opposite page: model Kelly Burris, Faux fur vest and necklace stylist own, pants by H&M.

THE MONOCHROME MAN

In the past, men's fashion has been, for the most part, drab. This season put a new twist on the old monochromatic color pallet (grays and blacks, and browns and army greens). This style of menswear incorporates old styles, updated according to today's trends and economic climate. Knits, trenches, loosely tailored suit jackets and slim fit trousers put the new "it" in "it boy".



OLD SCHOOL

Fashion, like history, repeats itself. That couldn't be more obvious this season, as college students alike top designers pull from the excessive glam of the 80's and the modesty of the 40's. The looks come together to create this new exciting trend.



From left: gray tank top by H&M, stylists' own vintage Adidas shorts and necklace. Stylists' own vest, shirt and jeans.
Opposite page: model Joshua Payne, stylists' own leather jacket, jeans by Kristen Archibald.





Model Karolina Bigos, dress by Fumiko Mori. Opposite page: models Joshua Payne, Mariano Copello, James Lewis Stylists' own hat and leather jacket, Jeans by Kristen Archibald. Shirt by Tascani, jeans by Kristen Archibald. Stylists' own hat and scarf, sunglasses by Rayban, jeans by Kristen Archibald.

Center: model Caroline Wood,
stylists' own vintage blazer,
scarf and jewelry, sequin
treggings by H&M.





From left on her: stylists' own hat, t-shirt by H&M, acid wash jeans by H&M. Jacket by Kristen Archibald. Opposite page: model Brandy Fletcher, stylists' own jean jacket, vintage dress, and jewelry.







Dress and boots are model's own, tights by Urban Outfitters, Stylists' own jewelry, head band by Forever 21.



SAINT CHARLES FASHION WEEK

BY MIKAYLA FRANCESE
PHOTOS BY JULIEN ROSSIGNOL

“FASHION” WAS DEFINITELY THE WORD BEING SPREAD AROUND ST. CHARLES THE WEEK OF SEPTEMBER 13-20.

Streetscape Magazine hosted the first annual St. Charles Fashion Week. Designers from St. Charles, Missouri, showcased their stunning collections on the runways along with New York designers, Esther Nash (stylist for *Sex and the City*, *Gossip Girl*) and Indashio (winner of VH1's television show *Glam God*). An exciting week of glam and flare made the first ever St. Charles Fashion Week a groundbreaking success.

The week started out on Monday when our very own LU fashion students and The Wedding Gallery were featured in a show at The Foundry Art Centre on Main Street. Kristy Lee, Jillian Rades, Dragona Jovic, and Lisa Leite from Lindenwood presented their senior collections at the Centre. The Wedding Gallery showcased their bridesmaid and wedding dresses. While the runway show was going on, a student fashion challenge was being held between four student designers that were chosen to participate. When the students walked into the Centre, a gift bag was given to each of them filled with supplies and an inspiration piece. Each student was allowed four short hours to create a design using their inspiration piece. The pieces included hair scrunchies with decorative feathers attached, plain hair scrunchies, headbands and sponges. At the end of the show, the audience voted and chose a winner. With her elaborate pleated dress, the winner was **Lindenwood's fashion student, Sierra Moses. Sierra received a write up with photos in the winter '09 issue Streetscape Magazine.**

As the week continued, Talbotts displayed their outfits on Tuesday night along with “girls' night out” themed accessories. Boutiques from around St. Charles presented their urban style clothing on Wednesday night while swimsuits, jeans and lingerie were the topic of Thursday night at the Ameristar Casino.

The “Flash” celebrity fashion show on Friday night, held at the Columns Banquet Center, was definitely the highlight of the week. The banquet center was dressed up for the event in a formal fashion. Dimmed lights, tasteful hors-d'oeuvres, a pianist and a runway built to perfection set a tasteful mood. An open bar was held right outside the show room along with a red carpet photo section. Hosting the night was 2008 Olympic Fencing Silver medalist, Tim Morehouse. He started off the show with a special presentation of a fencing routine followed by a performance of the band “Aquatron”. Courtney Jeans Boutique then showcased their garments. With crystals, zippers, and sequins decorating each design, this boutique had a “rock meets high fashion” feel. Next up were the guests of honor, Esther Nash and Indashio. Esther Nash, who designs for a petite/athletic build, showcased her “Rock Glam” collection that featured elaborate color, studs, chains, and glitter. Tie dye, paint, and leopard print made up the different fabrics. Nash's handiwork made the garments sky rocket with her colored studs and beads. Indashio finished the show by making a statement. “Life is about being amazing.” Indashio expressed



Couture gown by Lisa Leite

"Ribbon Candy" by Jillian Rades



"Jelek" by Dragana Jovic



Ikebana by Lisa Leite



"Jelek" by Dragana Jovic



Sierra Moses winner of the Draping Challenge

his point through his designs with slick silver, zebra print, glitter, and shiny bright colors. His uniquely designed dark squared sunglasses with a neck strap and signature lip tar highlighting the models' lips was the icing on the cake of his flashy styled garments.

St. Charles has now found a place on the fashion map. "I think that every city in the United States should have a fashion week," said Indashio. "St. Charles Fashion Week was phenomenal; it was an honor and a pleasure to be a part of it," Esther Nash adds. Style enthusiasts can certainly all look forward to next year's event.



"Illusion" by Roberto Mendes



"Teaching Style" by Maggie Holper



Fashion students with Indashio and Esther Nash

NYC FASHION WEEK

BY KATIE MCKENNA

PHOTOS BY TRANG NGUYEN

Twice a year fashion royalty and stylish celebrities alike flock to New York City to take part in a ritual that epitomizes high-end fashion. Fashion Week serves as a barometer of a designer's status in the fashion world: those on top work hard to plan the perfect show while the aspiring everywhere dream of one day having their designs featured.

For those unaware of the significance and history of this event, New York Fashion Week is a semiannual weeklong event held every February (Fall Fashions) and September (Spring Fashions) in Bryant Park. The latest fashion week, held from September 10 -16, showcased the hottest new fashions for the upcoming Spring/Summer 2010 Season. More than sixty designers, including Carolina Herrera, Max Azria, Charlotte Ronson, Donna Karan, Ralph Lauren, and Tory Burch featured their latest designs during this year's event and one of Lindenwood's own was there.

Senior and Fashion Design Major Trang Nguyen experienced Fashion Week firsthand this year thanks to a personal invitation from New York designer Wayne, whom she interned for over the summer. According to Trang, the best part of New York fashion week is how the shows are set up – with an element of theatricality that sets the shows at NY Fashion Week apart, making them unique and more intriguing than the typical runway show. Nguyen says the powerful, masculine style of blazers with shoulder pads are her favorite trend of the season, because, "It gives the wearer a look of sophistication . . ."

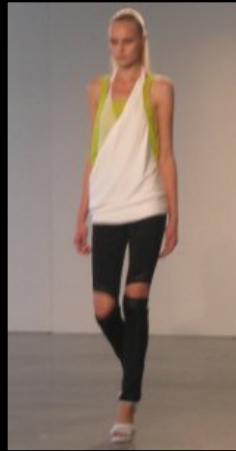
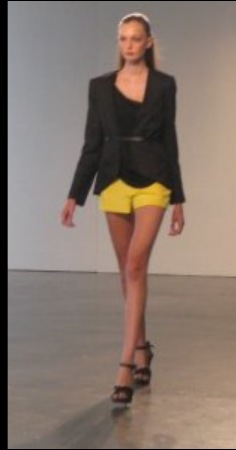
A style guide completed by trend forecaster Pro-mostyl divides upcoming Spring/Summer Seasons' styles into four key trends, each targeting a different

philosophy: Wave ("A new Zen attitude emerges from this theme that looks at nature for inspiration."), Post-It ("A minimalist theme that's influenced by innovation and sustainable elements."), Wild ("This theme emphasizes authentic values."), and Decadence ("A luxury theme that celebrates excess.").

For those who are a little concerned, or even confused about how to translate the high-end fashion styles and integrate the complexity of New York Fashion Week into your own wardrobe, have no fear. Here is the breakdown of what every closet will need to be on the verge of the upcoming season's hottest styles. First, the 80s are back in a big way, so stock up on bright colors, fun prints and power suit-inspired pieces. Pair your bright, 80s - inspired pieces with simple essentials (think easy jackets, fluid skirts and loose-fitting trousers) to give your look an effortless sophistication. To give your style a rock-and-roll edge, look to the season's most surprising trend and mix leather statement pieces with cottons and khakis.

The most important lesson to be learned is that style is in the eye of the beholder. Have fun and create a look all your own, taking inspiration from the time-honored tradition of New York Fashion Week.

To learn more about designer Wayne, visit his website www.waynenyc.com.



JAPANESE FASHION

ANCIENT JAPANESE SPIRITS RETURN

BY FUMIKO MORI ILLUSTRATIONS BY KAILEY WEISS

THE MOST NOTICEABLE THING ABOUT MODERN JAPANESE CLOTHING IS OBVIOUSLY COLOR, and Japanese young women and men are most famous for their creative layering and coordinating crazy pieces of clothing. But looking back at the country's history, the ancients would be shocked at how differently the people dress today. Centuries ago there were many rules and guidelines for wearing garments for certain occasions and even rules about color combinations, but today these rules do not apply. Japanese have been influenced by Western culture and countless styles found in America and beyond and made their own distinct mark with fashion.

"ON THE STREETS OF TOKYO, YOU CAN SEE ANYTHING FROM ANIME-INSPIRED OUTFITS WITH CRAZY HAIR AND COLOR, TO EVERYDAY SCHOOL UNIFORMS WITH SMALL PERSONAL TOUCHES."

Obviously, Japanese fashion trends can't be explained by any one article. On the streets of Tokyo, you can see anything from anime-inspired outfits with crazy hair and color, to everyday school uniforms with small personal touches. Contrast between pieces is very apparent, such as young women mixing young floral pieces with combat boots. The Japanese, it seems, like to always take fashion to the extreme.

Over 1000 years ago, Japanese clothing was a much more seri-

ous matter. Most people think the kimono is the most important garment for Japanese women, but the word kimono actually just means "something to wear," not a specific type of clothing. The traditional dress with exaggerated sleeves, a rectangle shape, and a thick waistband is actually called "wafuku." This kind of dress is

still worn today, but usually just during important ceremonies (coming of age, bridal, funeral). Western styles started to become common in everyday Japanese clothing just around 130 years ago, so the traditional style was very long lasting. One thing that has remained constant through hundreds of

years in Japanese fashion, however, is layering. For example, when wafuku was worn as far back as the year seven B.C., a single dress with layers piled on and on could weigh more than forty pounds. Women had to not only carry themselves gracefully with the heavy garments, but also make sure all the thin layers were shown. Even though today Japanese fashion is all about crazy mixing and matching of different pieces from different styles and going to the extreme, the past is similar to the present because of layering. Strict rules once governed the type and color of garment people could wear, and today the Japanese are celebrating expression to the highest extent in fashion.





MODA METROPOLIS

12TH ANNUAL STUDENT FASHION SHOW

BY MARIA LEDBETTER PHOTOS BY MIKE KASTLER

Last year's Lindenwood Student fashion show Moda Metropolis was definitely the most exciting show in the department's history. Finally we had our own facilities to use however we saw fit for the show, as opposed to having to travel to other venues in the past, like our most recent locations, the West County Mall and the LUCC nearby campus. It was a great benefit to plan a set that we were able to access whenever we needed to, and it was exciting for visitors to actually come to the school where the students make all their pieces. There were three separate fashion shows, one put on for high school students, one put on mainly for families of seniors and guests from the fashion industry, and one for any family and friends that wanted to come. The fashion department was able to have the "VIP" show in the Emerson Blackbox Theater, a more intimate theater, and the other two in the main theater. And now that we have had

our first show in our own facilities, the department knows what we can do to make the shows bigger and better with all the options available in the new J. Scheidegger Center. All levels of students helped with multiple fittings and set up for the shows, and backstage was fast-paced place to be. Students helped models with clothes from categories including Senior Collections and Mini Collections, to art-to-wear "Illusion" themed garments, swimsuits, and strapless dresses from patternmaking classes. Students were able to choose their own music for their collections, and it was amazing to see how different all the garments turned out when they were all put together in the show. It was a lot of hard work, from spreading the word about the show, advertising, selling tickets, fittings, set ups and clean ups, but it left all of the fashion department members feeling accomplished and only more excited for our next shows in May 2010.



"Jelek" by Dragana Jovic



"U G Glor I Mossen" by Amilee Skoglund



Swimwear by Philomena Gyabaah



"Illusion" by Samantha Ellison



"Apropos" by Kristy Lee



"Uptown Life" by Trang Nguyen



"Ribbon Candy" by Jillian Rades



"Ikebana" by Lisa Leite



by Abby Lemmertson



"Jelek" by Dragana Jovic

LINDENWOOD UNIVERSITY

STREET STYLE

PHOTOS BY FUMIKO MORI

When it comes to "Old Skool" style Lindenwood's campus is not exempt from the blending of current trends and personal style. LU's streets have become a make shift runway to showcase one's style.



Name: Brian
 Favorite Store: Goodwill
 Describe your fashion in three words?
 Laid back/Classic/Neat

Name: Elisa
 Major: Fashion Design
 Favorite Store: anything hippie, and stylish
 Describe your fashion in three words?
 Fun/Comfortable/Stylish



Name: Yuki
 Major: Marketing
 Favorite Store: Nine West
 Describe your fashion in three words?
 Relaxing/Gorgeous/Asian



Name: Will
 Major: Advertising Media
 Favorite Store: Urban Outfitters
 Describe your fashion in three words?
 Sharp/Fitted/Stylish



Name: Tina
 Major: Psychology
 Favorite Store: Top Shop
 Describe your fashion in three words?
 Fun/Energetic/Smart

NEWS

BOX

■ **Congratulations, Dragana!** Lindenwood University Graduate student Dragana Jovich's original collection, Jelek, was chosen as the winning collection at St. Louis Fashion Week's 2009 Project: Design Competitive Fashion Show on October 11, 2009. Lindenwood Alumnus Andy Thouvenot and Jennifer Neal were also contenders whose original collections were featured in the show.

■ **Congratulations, Kristy!** Graduate Student, Kristy Lee, has been named as the exclusive designer for Ola Hawatmeh, a local business woman and St. Louis Fashion Staple. Ms. Hawatmeh, who served as an organizer of the event, was much impressed by Kristy's Apropos Collection, which was showcased during the 2009 St. Charles Fashion Week!

HOT MUSIC TRACKS

- Celebration-Madonna
- Rock With You-Janet Jackson
- Someone Great-LCD Soundsystem

FASHION TERMS

haute couture: noun, the designing and making of high-quality, fashionable clothes by leading fashion houses.

fashion: noun, a popular trend, esp. in styles of dress and ornament or manners of behavior.

WRITERS WANTED

LUX Magazine is looking for qualified columnists with a passion for fashion! If you're interested in having your work featured in Lindenwood's brand new Fashion Magazine, please send an e-mail to the editors of LUXFM@HotMail.com (Subject: To the Editors), including your name, class rank, and idea for an article!

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