

LINDENWOOD UNIVERSITY
SPRING
FASHION
SHOW & MARKET

May 4th, 2019



“The Collections”

VIP Reception 6P.M.

Fashion Market 6 P.M.

Runway Show 7P.M

Old Post Office
815 Olive Street
St. Louis, MO

LINDENWOOD
REAL EXPERIENCE. REAL SUCCESS.





Designer: Jordan Khusnulgatin Photo: Bibi Photography Model: Ericka Goss
Hair & Make Up: Alycia Berry & Your Beautiball by Shannon

Letter from the Endowed Chair

March 31, 2019

Dear Lindenwood friends, family and supporters:

We would like to thank you for joining us again this year for our annual spring fashion show. This show highlights the extensive work and outstanding accomplishments of our Fashion Design majors. In addition to our runway show, we are excited to incorporate our second spring fashion market. This market illuminates our Fashion Business & Entrepreneurship majors, and supports our 4th study abroad program in May 2020 to London, England, Milan, Italy, Paris, France and The Château des Milandes, home to the famous St. Louis native, fashion icon, and international sensation, Ms. Josephine Baker.

Our program saw quite a few changes last year and we are excited to announce that we received an endowment for over 1 million dollars, from a donor who would like to remain anonymous. This endowment created the first Endowed Chair position in Lindenwood University's almost 200 year history, and I am honored to be the recipient. Also, because of this endowment, we were able to do the following; welcome New York Fashion Designer, Carmen Marc Valvo into our classes for a week, create our new Fashion Design & Technology degree, provide 100% funding for two students' participation in New York Fashion Week, support our first Study Away Program to Los Angeles, California, attend the Runway Lights Fashion Show, attend and support students chosen for The Missouri Historical Society's "Threads: History Never Looked So Haute" Fashion Show, attend and support the Lift for Life Academy 9th Annual Fashion Show, support our 6th Fashion Exhibition at UrbArts Gallery, and support Brainchild Events' Fashion Anarchy Fashion Show. Additionally this year, we welcomed TJ Walker, the Co-founder of Cross Colours Clothing Company and the Oscar Award winning, Marvel Black Panther Costume Designer, Ruth E. Carter into our classroom to speak with students.

We are excited for the future of our program and students, with New York Fashion Week again in September and Tokyo Fashion Week in October 2019. We are also delighted to send our seniors into the lucrative fashion industry, well-equipped with "Real Experience. Real Success".

With Sincere Gratitude,
Dr. Chajuana Trawick, Endowed Chair in Fashion Business & Design
School of Arts, Media, and Communications
Lindenwood University

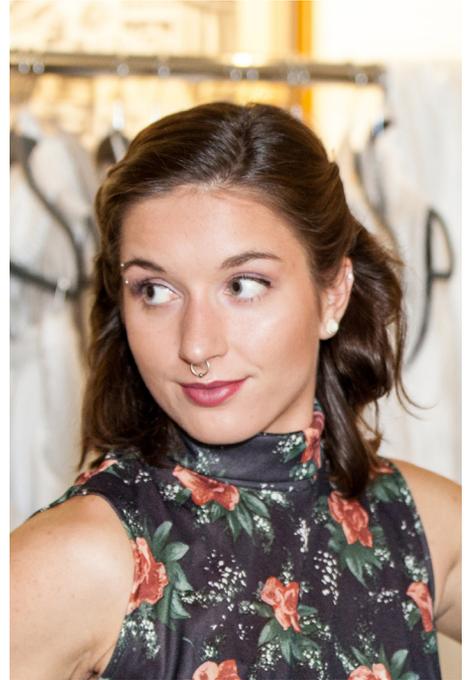
Designer of the Year

2018

Abby Mrachko

What have you been up to since graduation?

After graduation I moved back home to spend time with my family and regroup before jumping into the career world. I've been relaxing and creating at my own pace, which has been a refreshing change from the high-speed school environment. I've been saving up some money by coaching club-level synchronized swimming and working at my local ice arena as a Zamboni operator, but a recent cross-country road trip has left me feeling inspired and ready to think about what's coming next!



When did you decide to pursue a career in fashion?

According to my parents, I've been talking about fashion for my entire life. Becoming a designer was the first dream I ever had! I gave up on that dream for a while in high school to pursue music instead, but once I arrived at Lindenwood I knew that fashion was where I was supposed to be.

Who would be your dream designer to work alongside?

I would love to work alongside Marc Jacobs. We have very different design styles but I have always respected his unapologetic sense of self. Though often maximalist, his designs reflect punk elements and engage the public with complex geometry. I think that we would work really well together.

How would you categorize your aesthetics?

My personal uniform is soft, oversized, and mostly black. To me, the most important element of style is comfort - you can't look cool if you look uncomfortable. My designs tend to feature color blocking, defined geometry, and plenty of space to move around. I definitely identify myself as a minimalist, and I would rather showcase clean, beautiful style lines than over-adorn a garment with prints or appliques.

What inspires you creatively?

I am inspired most by people. I believe in trickle-up trends and I love to see what people are wearing and creating on the streets. The fashion choices that we make every day are the most relevant and the most telling of the times. By paying attention to young people we can easily see where trends are going and create work that people will love.

Where do you see yourself in five years?

I don't see myself in five years, I see myself now. I have never had a good sense of the future and I prefer to spend my time making the most of where I am right now.

When you think of the future of fashion, what do you see?

I think fashion has been growing more sustainable for several years now. With the rise of thrift stores and the current popularity of 80s and 90s styles, we are cycling back to a simpler time in fashion. We as a society are recognizing the environmental and humanitarian effects of fast fashion, and it's noticeable in the trends. I see fashion becoming more and more self aware, creating well-made products that are designed to last.

What advice do you have for future Lindenwood University fashion students preparing to enter the industry?

My advice will always be to remember to take time for yourself. School is a difficult, fast-paced, and high-stress environment. Don't fault yourself for needing breaks. Make sure you're actually prepared to enter the industry - if you're not, then don't. I know that many of us have been raised with the expectation of constant greatness, constant productivity, constant success. It's hard to feel like you're doing enough when you allow yourself breathing space. I haven't been creating much since I graduated, and I have to tell myself every day that that's okay. I'm tired. You're tired. Take time to be tired. You'll know when you're ready.



Designer: Abby Mrachko
Photo: Bibi Photography
Model: Rylee Erickson
Make Up: Bibiana Garcia San Claudio
Hair: Tea McCall

Runway Show

WELCOME

APPAREL DESIGN I; DRAPING

Dwenise Ferguson

Aretha Fowler

Jayla Williams

B.A. SENIOR COLLECTIONS

Adam Brewster - ADAM

Caitlyn Chandler - Bloom

Carol Gamboa - Terracota

Rocio Guadarrama - Stella

B.F.A. SENIOR COLLECTIONS

Jessica Cruz - Essence in raw

Anna Heinold - Got a Light?

Jordan Khusnulgatin - Nonlinear Destination

Linda Nichols - No Borders

AWARDS CEREMONY



Designer: Rocio Guadarrama
Photo: Bibi Photography
Model: Aniya Gates
Hair & Make Up: Alycia Berry
Your Beautiball by Shannon



Designer: Linda Nichols
Photo: Bibi Photography
Model: Ericka Goss
Hair & Make Up: Alycia Berry
Your Beautiball by Shannon



Adam Brewster was raised in Kansas City, Missouri to Mark and Tacey Brewster. He is one of seven children that were all homeschooled. Adam is a four-year college athlete and All- Conference setter for the Men's volleyball team. He is a double major in Fashion Design and Fashion Business and Entrepreneurship. His Senior Collection ADAM is a reflection on his identity. Throughout the process of creating this collection Adam took a microscope to the facets that make up the whole of his identity as a human being. The masculine and feminine, athletic and artistic, eighties club kid and conservative Christian, can be seen in this collection in an attempt for Adam to find harmony in the multifaceted nature of his identity. Adam's greatest fashion inspiration is Coco Chanel. He would like to thank his family and friends for all their undying support, especially his parents: Mark and Tacey Brewster



Caitlyn Chandler is a Saint Louis native. She developed her passion for sewing and creating in high school and eventually decided to turn that into a career choice. She is now a senior at Lindenwood University earning a B.A. in Fashion Design and a B.A. in Art History.

Chandler's collection "Bloom" is a reflection of her journey for self-love and confidence. She researched the meaning of roses, burgundy being "inner beauty" and pink being "innocence and purity." The desire to make streetwear came from wanting comfortable and casual clothing while still having a touch of femininity, something she couldn't find in the market.

Caitlyn would like to thank her mother, Cheryl Chandler, for continuously supporting and encouraging her these past four years of school. She would also like to thank the rest of her family and friends for continuing to believe in her dreams and passions.



Carolina Gamboa is a double major in Graphic and Fashion Design at Lindenwood University. She is 24 years old and was born in Costa Rica but raised in Mexico, El Salvador, Honduras and Dominican Republic. Since she was a little girl she would sketch dolls with clothes and said she was going to be a designer. She takes inspiration from her favorite designers Carolina Herrera and Isla & white. In her designs she tries to combine elegance with tropical vibes. Her inspiration also comes from the places she has lived because they are a big part of her life. Inspiration for her senior collection comes from the Colonial Zone in Santo Domingo, Dominican Republic. Her collection is inspired by the architecture, colors, windows and doors she found at the Colonial Zone. Carolina wants to combine graphic design with fashion to create her own clothing line with prints she's created.



Originally from Mexico, **Rocio Guadarrama** decided to come to the U.S. in search of her love for fashion. Her passion for fashion started at an early age. She grew up surrounded by fashion from her mother who she always looked up to, as her fashion icon for her good sense of style and taste. Rocio also looked up to her grandmother who possessed great skills in sewing, and knitting, and who would always create different pieces for her. Therefore, during her last semester as a senior she was inspired by both of them when creating her Senior Collection called "Stella" after her grandmother. She wanted to translate in her collection the confidence, and uniqueness that both of them shared, and taught her. Additionally, she took inspiration from the Mexican pottery called "Talavera" and by the historic downtown of the city of Puebla, Mexico. Rocio aimed to implement the architectural features of the ancient buildings found in this city. Consequently, Rocio's designs combine these characteristics by the striking of different silhouettes, and through the execution of different colors, textures and fabrics to create unforgettable looks for modern women.

Fashion has to reflect who you are, what you feel at the moment. Where you are going.

Since **Jessica Cruz** was 9 years old she dreamed about becoming a renowned designer. She has always been passionate about fashion and that is what brought her to Lindenwood University, all the way from Panama City, Panama, where she is originally from.

The emotions we show outwardly are often suppressed so that we appear calmer, but hiding how we feel can cause things to happen to our bodies. Hiding how you feel is pretty normal for us, and even more so in other cultures, but what is the health cost of stuffing emotions?

By the time people decide that it is better not to get mad or sad, the face has been expressing it for 500 milliseconds. Suppressing emotions denies the brain the freedom to work properly.

The more research she completed, the more she became involved in the idea of using this topic as an inspiration. The idea of emotions, not only caught her attention, but she could also identify with many of the aspects this theme entails.

Sharp lines, excessive volume and color psychology are some of the ways "Essence in raw", her senior collection, are going to be presented.





Anna Leigh Heinold of Highland, Illinois is a senior pursuing a B.F.A. in Fashion Design. She became interested in fashion and learned to sew at an early age. Anna made a last minute decision to pursue fashion as a career during her senior year of high school. She decided to follow in her brother's footsteps by attending Lindenwood University.

Anna would like to dedicate her collection "Got a Light?" to her grandmother, Ghee. During the early stages of developing of this collection Ghee passed away from lung disease. Anna's collection is based on the effects of smoking on the lungs. She began the research process for this collection by talking with her grandmother. She learned that Ghee had smoked for sixty-five years before being forced to quit approximately ten years ago. Ghee had been on oxygen for five years with only 38 percent lung function and in and out of the hospital for several years prior to needing an oxygen tube to breathe. Anna grew up seeing how the effects from smoking cigarettes had continued to impact her grandmother's life in a negative way even after she quit.



Anna would like to graciously thank her parents, Richard and Sheri, as well as her brother Taylor for their continuous support throughout her journey as an aspiring designer. She would also like to thank her professors for their guidance and the opportunities they have provided her during her time at Lindenwood. Lastly, Anna would like to thank Ghee for always supporting and encouraging her to follow her dreams no matter what.

I love you more, Ghee.



Jordan Khusnulgatin is an abstract visualist who draws inspiration from the ocean. Her approach to design is focused on fit, function and quality. Jordan's current goals are to continue her exploration in denim and leather with her husband Ilshat Khusnulgatin - the maker behind all of the leather handbags in her current collection, Nonlinear Destination. Nonlinear Destination is Jordan's personal depiction of a wave – stripping its physical aspects by only taking its actions into account. As by its scientific definition, a wave is described as a disturbance that travels through a medium from one location to another location. Using only its definition Jordan's continued question is, if I were a wave what would I wear?



Linda Nichols is a senior at Lindenwood studying Fashion Design. Inspired by art and culture, she became interested in sewing as a hobby, while in high school, and later fell in love with it. She studied nursing for a while but was more concerned with coming home and sewing than studying anatomy, and soon decided that was not the right path for her. As a designer she is inspired by her Mexican heritage, tropical climates, and her travels around the globe. Her resort collection “No Borders” is inspired by the concept that the soul doesn’t have any borders. Through traveling, adapting, and sharing, we as humans are constantly evolving, culturally and physically. Her collection takes inspiration from the different silhouettes and tones of multiple cultures. Earthy tones and neutrals dominant the collection, while ruffles, lace, and crochet give it a feminine and tropical feel. Her clothing is meant to inspire women to feel comfortable and elegant.



Industry expert

Carmen Marc Valvo



Since 1989 Carmen Marc Valvo has been exploring his desire to bring glamorous dressing to every woman's life, and indulge her fantasies of transforming herself for her own special event. Today the Collection has a reputation as a reliable resource for beautiful eveningwear. The Couture collection has become the showpiece of his business and is presented twice a year during the New York Fashion Week. These presentations highlight the time consuming and handwork-intensive labor, which set the two lines apart. Selections from the Couture collection appear regularly on red carpets and in magazine editorials.

Each one of Carmen's elegant designs combines classic artistry and refinement in striking silhouettes designed to enhance and complement the inherent beauty of the female form. His unique ability to highlight a woman's best features through the flawless execution of color and fabric has made him a favorite of celebrities seeking an unforgettable special event look. Over the past 25 years, Carmen's stunning cocktail dresses and breathtaking couture gowns have graced some of the world's most glamorous and talented women.

Emcee

Kathleen Bibbins

Lindenwood University is proud to have Kathleen Bibbins, St. Louis Fashion Fund executive director as the emcee for the second time.

Bibbins is an accomplished and diversified executive who brings a wealth of business experience to the Saint Louis Fashion Fund. Bibbins worked as a Vice President for several business units at Maritz in the US, for companies in Europe, and as the business leader for a start-up joint venture in the real estate incentive market. Most recently, she has worked with an emerging jewelry brand, Collections by Joya, as an independent business consultant to assist them with sales and growth strategy.

As Executive Director, Bibbins manage all aspects of the Fashion Fund including recruiting and assisting the designers in growing their brands; fundraising; outreach and educational programming; and liaising with city and civic officials on the redevelopment of the garment district. With her extensive business background, Bibbins brings a unique and valued perspective to the mission and the growth of the Saint Louis Fashion Fund.



Source: <https://www.saintlouisfashionfund.org/team>

2019 Jurors

Jo Flannery - St Louis Fashion Fund

Alison Hoenes - Apparel product developer and textile designer

Kelly Hoffman - RE-Fash Studios

Delisha Smith - Soft Surroundings

Advisory Council

Natacha Alpert Lindsey Barile Johnna Beckham Amy Belding' Kathleen Bibbins Sarah Bross
Amanda Brown Aviana Brown Dwight Carter Adima Cope
Abaya Dake Michele L. Dando Elizabeth Davelaar Cassidy Dansberry
Shannon Dougherty Jo Flannery Kira Gagliardi Kara Gato Paulie Gibson Cilla Hall
John Hanlon Leone Herring Audra Herrell Alison Hoenes Jron Javel Keli Khristine
Shannon Lichti Katie May Meagan McCaughan Katie McKenna Kathryn Palacios
Jessica Poindexter Sharon Sears Marci Sigmund Delisha Smith MK Stallings
Lisa Thompson Elizabeth Wilburn Amber Withycombe Letitia A. Young

Program Cover Award

Each year our senior students submit one look from their final collections for the Program Cover Award. The award is given to the student who produced the most editorial look. The suitability of the look for the Cover Award is determined by popular vote from the faculty in the Fashion Business and Design Program.

Program Cover Award Recipient 2019

Jessica Cruz

Runway Production

MODELS

West Model & Talent Management

LIGHTS

Logic Systems

VIDEO

Valery Royer

Joyce

MUSIC

Kelcy Sidall

HAIR AND MAKE UP

Paul Mitchel - The School STL

PROGRAM BOOKLET AND POSTER

James M. Harrison

Ameli Skoglund Blaser

LIVE STREAMING

Ed Voss

Brandon McKinney

Anastasia Talalaeva-



Designer: Anna Heinold

Photo: Bibi Photography

Model: Aniya Gates

Hair & Make Up: Alycia Berry

Your Beautiball by Shannon

Lindenwood University

INTERIM PRESIDENT

Art Johnson

SCHOOL OF ARTS MEDIA AND COMMUNICATION

Dean, Dr. Joseph Alsobrook

Associate Dean, Dr. Jason Dude Lively

Assistant Dean, Dr. Kate Herrell

Assistant Dean, Dr. James Hutson

Assistant Dean, Mr. Mike Wall

FASHION BUSINESS AND DESIGN PROGRAM

Endowed Chair, Dr Chajuana Trawick

Visiting Faculty, Ameli Skoglund Blaser

Creative Coordinator, James M. Harrison

Adjunct Professor, Diana Cassanova

Adjunct Professor, Randi Cherviz

Adjunct Professor, Shevare' Perry

Fashion Practicum Students

Lindenwood University Fashion Society

Photoshoot Production

MODELS

West Model & Talent Management - Ericka Goss

Aniya Gates

PHOTO

Bibi Photography

MUA's

Alycia Berry

Your Beauty Ball by Shannon

CREATIVE DIRECTOR

James M. Harrison

Alycia
ARTIST BERRY

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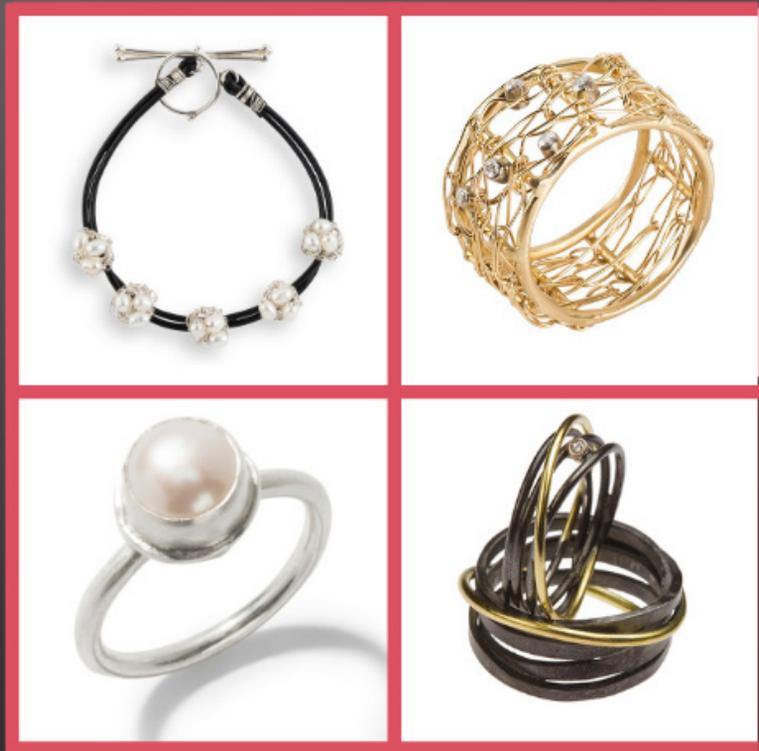
DESIGN FROM
THE NORTH
BY AMELI SKOGLUND BLASER



JAMES
Monroe
HARRISON

Uncommon threads
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