

LINDENWOOD  
UNIVERSITY

COLLEGE OF ARTS AND HUMANITIES



LINDENWOOD UNIVERSITY  
**SPRING FASHION**  
SHOW AND MARKET  
APRIL 29, 2023

# RUN OF THE SHOW

**WELCOME** by Emcee

Executive Director of STL Fashion Alliance, Audra Harrold

## FASHION UNLEASHED

GYPSY TERRY (OUR FOUR-LEGGED FRIEND)

## GRADUATE STUDENT

RACHEL JAGUST-VIRAGO WOMEN

## SENIOR COLLECTION II

DAÉJA ANDERSON-INDESPENSABLE

MIKKEL BURNSIDE-HARLEM NIGHTS

SIERRA MORROW-AN EXCLUSIVE LOOK

FERNANDA PASILLAS -MODERN REPLAY

INDIA PROWELL-ALPHA

RAYVEN STOKES-POTENT HABITS

MIKAYLA TJEERDSM-BEAUTY FROM ASHES

## FACULTY DESIGNER

AMANDA CASAREZ- CASAREZ A/W '23

## ALUMNA

BARBARA BULTMAN-UNTOLD

## SENIOR COLLECTION II: GROUP COLLECTION

FUTURISTIC ROMANCE

## AWARD CEREMONY

BEST CONSTRUCTION

MOST CREATIVE COLLECTION

MOST MARKETABLE COLLECTION

SENIOR OF THE YEAR



# MARKET



STYLEMEC  
BY CAIRA BUTLER



GHOST SODA  
BY HANNAH WEBER



MAVERICK INC.  
BY KARIMU LINDSAY



BEAUTY LANE VINTAGE  
BY HEATHER TRINH



KRESCENT SIMS  
BY KRESCENT SIMS WOOTEN

# LOFT



LIVE WHILE LIVING  
BY AVIANA

# EMCEE

## AUDRA HARROLD

### CO-FOUNDER AND EXECUTIVE DIRECTOR STLFA

Audra brings designer, manufacturing, and nonprofit expertise to the St. Louis fashion industry. Her background includes first-hand entrepreneurial experience creating an equestrian sports brand. Audra weathered the idiosyncrasies, mechanics, successes, and failures of navigating an apparel line from ideation to consumer. Her engagement with a St. Louis small-batch manufacturing factory provided a full-circle hands-on understanding of the process from product development through production.

Her participation within the St. Louis fashion community, combined with her previous non-profit experience working with the American Cancer Society in community programming, development, and media relations, and the Saint Louis Fashion Fund as program director round out her skillset. She is passionate about St. Louis fashion and is committed to propelling the industry forward and upward through connection, education, and grants as co-founder and Executive Director of STL Fashion Alliance. Audra serves on the board of Fashion Group International St. Louis and the Lindenwood University Fashion Business and Design Advisory Council.

Random facts about Audra: She has two rescue dogs, Lollipop (boxer) and Roxann (bulldog), is not a fan of olives or mushrooms, and loves to escape the real world with a good fiction book.

A Favorite quote: "Sometimes you have to rethink the things you thought you thought through" – Winnie the Pooh





# GYPSY

(OUR FOUR-LEGGED FRIEND



# LINDENWOOD UNIVERSITY

## FALL 2023 HIGH SCHOOL FASHION SHOW

### *CALL FOR ENTRIES*

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Friday December 1st  
12:00 pm

FOR THE ELEVENTH CONSECUTIVE  
SHOW, OUR FASHION DESIGN  
MAJORS WILL SHARE THE RUNWAY  
WITH LOCAL HIGH SCHOOL  
STUDENTS!

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To be considered for the high school  
fashion show, teachers must submit  
the following information, for each  
participating student in one  
PDF/document:

- YOUR STUDENT'S NAME
- NAME OF HIGHSCHOOL
- EXPECTED DATE OF GRADUATION
- YOUR EMAIL AND TELEPHONE NUMBER
- TWO (2) PHOTOGRAPHS OF ONE COMPLETE GARMENT FOR EACH STUDENT(FRONT & BACK)
- A SENTENCE DESCRIPTION OF THE GARMENT
- LIST OF NAMES FOR PARTICIPATING STUDENTS
- TOTAL NUMBER OF STUDENTS PARTICIPATING



**FOR ANY FURTHER QUESTIONS, PLEASE CONTACT:  
CBUTLER2@LINDENWOOD.EDU**

# RACHEL JAGUST

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## M.A. GRADUATE STUDENT

Rachel Jagust graduated from Lindenwood University with a BFA in Fashion Design and Technologies and a BS in Fashion Business. She is currently working on her master's degree in Fashion Design and Technologies. Jagust's previous work has been displayed at the Missouri History Museum, Fashion Shows at New York Fashion Week, and in London at Central Saint Martins. Jagust is currently employed as the Global Mobility Manager at Lindenwood University, where she assists all students wanting to Study Abroad and guides International Students during their time at Lindenwood.



Virago is a strong, brave, or warlike woman; a woman who demonstrates exemplary and heroic qualities. This collection is Virago Women. Inspired by the book Little Women by Louisa May Alcott and the designs of Alexander McQueen, this collection is about the women who did everything they could to survive in a post-2020 world. These little women were once innocent creatures of the patriarchy. Now they are awake and arm themselves with more than just their lipstick. These Little Women scream for their sisters and fight for what they know to be right.





# EARN A DEGREE --- IN FASHION

HIGH SCHOOL STUDENTS JUMPSTART YOUR  
COLLEGE EDUCATION TODAY!

Participating in Lindenwood University's Early College Academy is a cost-effective way to earn college credit and helps foster a smooth transition to college. Three ways to earn college credit at Lindenwood are Dual Credit, Concurrent Enrollment, and Early College Credit.

## AVAILABLE DEGREES:

### EARN A BACHELOR'S DEGREE IN FASHION BUSINESS & DESIGN

Bachelor of Fine Arts in Fashion Design and Technology

Bachelor of Science in Fashion Business and Entrepreneurship

3-Year Fast Track Bachelor of Science in Fashion Business and  
Entrepreneurship

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### EARN A MASTER'S DEGREE IN FASHION BUSINESS & DESIGN

Master of Arts in Fashion Design and Technology

Master of Science in Fashion Business and Entrepreneurship

Early Access Graduate Program for Current Undergraduate  
Students

# DAÉJA ANDERSON

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Daéja Anderson is a current senior at Lindenwood University pursuing her degree in Fashion Design and Technology. She found her love for clothing at a very young age and has continued this passion into college. Since being a student at Lindenwood, she has started her own brand named AJÉAD. Her brand stands for her name spelled backwards and is pronounced uh-jade. She describes her clothing as sophisticated and classy with modern elements.

Inspiration can come from something that seems so simple. When in reality, it has a deeper meaning. Anderson's collection is inspired by a painting called Migrants by the Korean artist Son Bong Chae. Trees and women have one important thing in common, they are indispensable. To be indispensable means to be absolutely necessary. Rising up from the ground, standing tall, and flourishing into the great, beautiful women they are. Women place oxygen into lungs, just as trees do. Their presence in this world is necessary for human life.



# MIKKEL BURNSIDE

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As a child, Mikkel Burnside was a huge WWE fan. He used to cut up and make his own wrestling gear out of old shirts. Burnside, a true creative and hands-on learner, changed his original major in his senior year of high school from engineering to fashion design. Burnside's mother gave him the idea to pursue fashion design because of his childhood interest in making his own wrestling gear. Thanks, Mom!!

Burnside's collection, "Harlem Nights", is based on the Harlem Renaissance. He was inspired by the movie "Harlem Nights" starring Eddie Murphy, Redd Fox, and Richard Pryor. During the 1920's it was all glitz and glam, an era of great musicians and flapper dresses. The concept for this collection came up two years ago during a C.A.D (computer aid design) course, the culminating line is true to the glitz and glam of the '20s.



# SIERRA MORROW

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Sierra Morrow has always dreamed of being a fashion designer ever since she was a little girl. She loves the flapper dresses of the 1920's, anything from the Renaissance era, Disney inspired attire, and anything purple. Her love of fashion began at a young age when she first started to draw. Whenever she drew a person, you knew that they'd be dressed to the nines every time. Audrey Hepburn, Judy Garland, and Marilyn Monroe are a few examples of women that have influenced her sense of style and fashion growing up.

Morrow started her fashion design journey by attending Southwestern Illinois Community College and obtained her Associate's Degree in Fine Arts. Following graduation, she pushed herself further and attended Lindenwood University, where she is finishing up her Bachelor of Arts in Fashion Design and Technology, as well as double minoring in digital photography and studio art. Her collection is titled "An Exclusive Look" and will showcase a variety of designs that would grace any red carpet moment. Sequins will be showcased in all of the garments on stage and will put an extra gleam in your eye if the light catches it just right. So, get ready for an extravagant evening and be sure to have your cameras ready for an exclusive look at some of the finest outfits Morrow has created.



# FERNANDA PASILLAS

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Fernanda's strong passion for fashion started with platform shoes and heels. Over the years her sense of fashion grew, in which she continued to express herself through clothing. From starting with small adjustments to clothing during her high school years to designing her own garments, her collection Modern Replay is a culmination of her growth as a fashion designer.

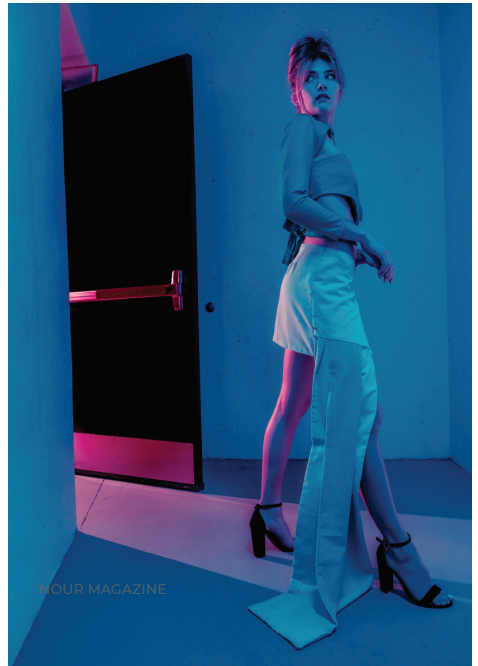
Modern Replay has a small inspiration from the Modern Renaissance and the option of versatility. The inspiration from corsets can be seen through the collection with details of grommet from look to look. A small aspect of fit and flare silhouette can also be seen when it comes to dresses. Bringing back some of those aspects into a more modern look is one of her main goals for this collection. Another goal is versatility. A main component in which the five garments can be mixed and matched with each other to create a new look. Overall, Pasillas created Modern Replay as a collection targeted to women who feel comfortable sticking to the look constructed or who aren't afraid to mix and match and express who they are.



# INDIA PROWELL

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India Prowell has been illustrating since the early age of seven. Her love for fashion design followed her through the years and led to her earning her Bachelor's in Fashion Design and Technology with a minor in Fashion Business and Entrepreneurship. "Alpha", the first letter of the Greek alphabet, holds true to its meaning by representing Prowell's debut collection. Her developing brand, DINAI, encompasses her personal aesthetic of "feminine with a tendency to tomboy". With her first collection under her belt, the emerging designer is anxious to show the world what else she has up her sleeve. When you've decided on your cover story, come up with a list of topics for your feature articles. This can range from interviews, product reviews, human interest pieces, and even lists.

The logo for the brand DINAI is displayed in a black rectangular box. The word "DINAI" is written in a clean, white, sans-serif font, centered within the box.

# RAYVEN STOKES

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Rayven Stokes is presenting her collection "Potent Habits". This collection is about embracing all the crazy bold things Stokes loves, there is no such things as normal in this collection! She challenged herself to make textiles and play with shapes to create luxury womenswear. This collection is Stokes interpretation of the modern-day, bold carefree woman, and hopes that people understand the message that women don't have to play it safe or dim their lights to fit into society. Women face too much pressure to be perfect, it's something that needs to change. Women should make it a potent habit to stay true to themselves and the things they love, period!

Growing up, Rayven has always taken interest in art and creating things, which included styling her doll's hair, customizing her clothes, or just painting a picture. Art has always been a strong part of her self-expression. There were a few points in her life where being different became a problem. She had to mask the things that she loved the most for the sake of fitting in, and this freedom of self-expression is what makes this collection so important to her.

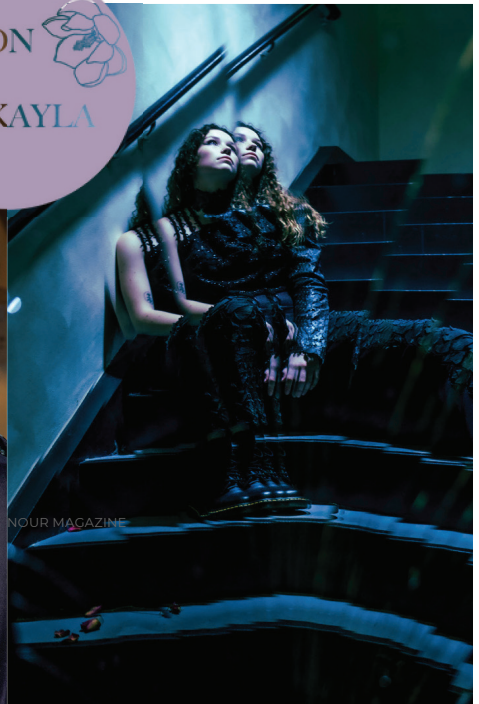
*Rayven Stokes* **DESIGNS**



# MIKAYLA TJEERDSMA

The young and upcoming designer, Mikayla Tjeerdsma, has been sewing from the early age of 9. It started with quilts and would soon develop into a love for all things clothing. One of the highlights of Tjeerdsma's brand, Kalon by Kayla, was her debut in Kansas City Fashion Week's Fall show of 2018. Since then, she has gone on to participate in many events as a designer such as "Threads" put on by MHS, Salvation Army's Fall fundraiser fashion show, and La Belle Vie's Fall fashion show. Tjeerdsma is finishing up her bachelor's degree in Fashion Design and Technology this coming May, as well as pursuing a master's degree in Fashion Design and Technology with Lindenwood's "Early Access" program. Her goal is to complete her master's degree this Summer, 2023. After school, she has many different ideas of what she would like to do within the fashion industry but would like to continue growing her brand, Kalon by Kayla, as well as teach at a collegiate level someday.

When Tjeerdsma was faced with what she wanted to do for her senior collection to end her time at Lindenwood University, she immediately started to think about her design aesthetic that she's discovered over time and what made it unique. She realized her love for contrasts within her designs and blended things that were total opposites of each other. She started listing off all the contrasts she could think of and found a way to apply them to her own personal life, which was how "Beauty from Ashes" was born. Her faith and foundation in Christ is what her life is centered around and would be the story she wanted to tell. She looked at the contrast of what it meant to have a life apart from Christ in comparison to life in Christ and all the beautiful contrasts that come from this concept. She realized the beauty of how contrasts deepen our knowledge of and appreciation for things, knowing how far something has come from what it originally was. That being said, this avant-garde collection is a transitional collection. It goes from being very deconstructed, messy, dark, and moody to slowly transitioning into the cleaner cut, tailored, polished yet soft, delicate, and lively pieces.





**LINDENWOOD**

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**SCAN FOR MORE INFORMATION**



**FASHION BUSINESS & DESIGN**

Please contact  
[admissions@lindenwood.edu](mailto:admissions@lindenwood.edu)  
to schedule a campus tour

# AMANDA CASAREZ

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## OUR BRAND

CASAREZ is a Lux Streetwear Brand based in STL. The brand aesthetic holds true to its Borrowed-From-The-Boys Attitude with its boyish fits and masculine lines.

The brand was established in 2015 by Amanda Casarez and continues to build and expand into a lifestyle brand that encompasses all areas of life.

## OUR DESIGNER

Amanda Casarez is a Latina fashion designer, visual artist, and educator based in STL. Raised in Cali, Amanda was always drawn to the cool, carefree, streetwear vibes from the coast, which is directly translated into her design aesthetic.

Amanda is a Fashion Design Professor at Lindenwood University. Her undergraduate work is in Fashion Design & Merchandising (BS, UH Manoa), and her graduate work is in Visual Arts, with a focus on textile art (MFA) from WashU.

AMANDA CASAREZ



# BARBARA BULTMAN

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Barbara Bultman, Saint Louis native, earned her BFA at Lindenwood University in 2015. Bultman established Barbara Bultman Designs in 2015, an independent fashion brand that is made in-house. Her designs are structural, detail-oriented, and edgy, with a modern-day bohemian twist of style. She uses a mixed media of fabrics and unconventional materials to create one-of-a-kind textures and prints. It's a revolutionary crossroad of style for the fearless woman. Dare II Wear

Bultman was named Couture Designer of the Year 2016 at PHXFW and has participated in local fashion events including Pins and Needles and Fashion Anarchy. She has also shown her designs all over the United States including Washington D.C., Kansas City Fashion Week, and Nashville Fashion Week.



# INDUSTRY EXPERT

## WHAT IS THE INDUSTRY EXPERT CRITIQUE?

The 2023 Industry Expert featured fashion designer and creative director, Michael Shead. The industry expert provides a professional critique on the fashion design students' senior collections to be presented in the Spring Fashion Show. Students will utilize feedback to make the necessary enhancements to their collections before presenting to the Jury Critique.

**MICHAEL SHEAD**





# MICHAEL SHEAD

Michael was born and raised in St. Louis, MO. At eight years old he saw a documentary on famed American fashion designer Ralph Rucci. It was then he knew his calling in life. It was Shead's grandmother, a dressmaker, that taught him how to drape, draft, cut and sew. After she took ill it was Michael who fulfilled her orders in her absence and discovered his love of design.

From then on Michael modeled his designs after his daring imagination and his passion for the woman's silhouette. He is a self-taught designer who gained knowledge through studying the history of fashion and working for an independent local fashion house and interning under Alive Magazine fashion editor Jill Manoff.

In 2009 Michael was a Project Design contest and showcased his debut women's ready-to-wear line, Michael Shead 1987, as a part of St. Louis Fashion Week. Soon after his launch, he was invited to be carried in the premier boutiques in New York, Los Angeles, and Atlanta.

My dream has always been to create, and for the last ten years, I have been fortunate enough to live that dream. As a designer, my goal has been to create work that helps shine a spotlight on the beauty and strength of women. This mission helped guide me through the selection processes for Making the Cut (Amazon Prime Video), where I was a semi-finalist, and Project Runway (Bravo), where I was asked to participate as a member for season 17. It has also helped lead to my work being featured in numerous editorials for local design publications and used by Luichiny Ltd. for a global advertising campaign. 2021 Michael Shead dressed and hand-picked by Tamron Hall and featured on the Tamron Hall show's Up and coming designer series. While on the show Michael was presented with a surprise opportunity of a lifetime, A mentorship with global fashion emperor Andre Leon Tally. 2021 Michael Shead was judged as the "premier fashion designer" on a national fashion tv competition Fashion Anarchy where he judged budding designers for season 1.

In addition to designing, I work to help build the local fashion community by creating fashion-focused educational opportunities for youth and sitting on panels as an industry expert. As a self-taught designer, teaching classes focused on basics, like sewing and draping, has helped give students a head start at developing the skills they will need to be successful. I have been asked to sit on review panels for local design programs. I have also participated as a panelist during local community panel discussions on "Diversity in Fashion" and "The Future of Fashion."

Michael continues to experiment with cuts, patterns, fabrics, and textures. His current vision is an evolution from his previous seasons but continues the idea that Michael Shead is a label that depicts a woman in tune with the world around her. She is optimistic, full of sensuality and passion, and uses fashion as armor against the world.



# WHAT IS THE JURY CRITIQUE?

The 2023 Jury Critique consisted of our advisory council members who are industry professionals working in various areas of the fashion industry. The responsibilities of the jury are to judge, review, and score the students' work for submission and awards for our Spring Fashion Show.

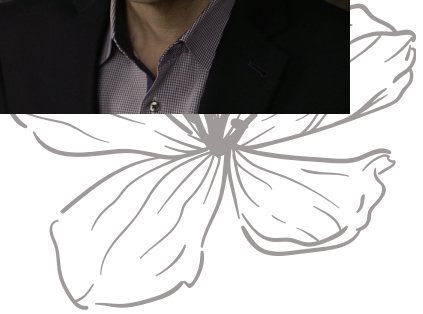
## JON LEWIS

Jon Lewis is a dynamic, results-oriented senior executive with extensive experience in both entrepreneurial and Fortune 500 companies. Considered a leader within the retail community, he has a record of achieving sales and profit goals in ever-increasing roles of responsibility. Jon co-founded Evolution St. Louis, the most technologically advanced flat-bed knitting facility in the world. He and his team are creating a global industry sector based in St. Louis, that will drive job creation and economic development throughout the region.



### Executive History:

CEO, Evolution St. Louis  
Chairman, Project I Fund  
CEO, Onis Design Group  
President, D2 Brands/Delta Galil  
President, Christina Swimwear  
President, Glimpso  
VP Sales, Sara Lee Corporation  
VP Sales, Warnaco



# HASINA STARKS

Hasina Starks is an alumna of Tennessee State University with a BS degree in Interior/ Architect Design degree with a minor in Fashion, Business Marketing. Hasina has run her own Interior design business for over 15 years, known as Imported Designs LLC. / Hasina Designs where she specialized in residential and commercial design. Presently Hasina Starks is the Brand Experience Lead for Neiman Marcus St. Louis. Hasina has been with Neiman Marcus for 8 years and started at the Michigan Avenue store in Designer Jewelry. When she moved back to St. Louis, she worked seasonally and part-time in Operations, Gift wrapping, with the visual team, and helping with events coordinating and styling of models for fashion shows. That dedication eventually led her to our Brand Experience team.

As a Brand Experience Lead her job is to create an environment within our store that supports the customer experience that is both experiential and product-focused to create return visits with our clients. She focuses on generating new business in the community as well as strengthening bonds and relationships with existing clients.

She feels she can fully express her creativity, and that the company gives her the latitude to create so that the environment is not intimidating to any client that walks through the doors of Neiman Marcus and allows them to know that Neiman Marcus has something for everyone.

"I feel that Neiman Marcus has stayed relevant and innovative, it allows me to create strategic partnerships and highlight local artists, designers, and diversified events that sets Neiman Marcus apart from any other luxury retailer," she says. "I find it both professionally and personally rewarding to come and work for a company that doesn't feel like work because it's what I like to do!"

In her spare time, Hasina practices transcendental meditation, which she has been doing since age 12.



# BRANDIN VAUGHN

Brandin's passion began in Chicago with a strong foundation of earning the true technique of a well-constructed garment. He graduated with a Bachelor's degree from the Illinois Art Institute and began working for local designers while also establishing a name for himself by participating in fashion shows and related projects showcasing his work. With seven years of experience under his belt and a desire to revitalize fashion in a new area with his own brand, Brandin decided to move back to St. Louis to jump-start the fashion scene.

Brandin began at full speed and quickly made a name for himself in St. Louis. After 3 years of hard work, he successfully became a sought designer and opened his boutique in February 2018, the Brandin Vaughn Collection (BVC).

BVC has been featured in a number of articles and magazines such as St. Louis Magazine. Most notably, BVC was featured on the cover of Upscale Magazine with a 3-page editorial spread. The collection was modeled by celebrity actress and entrepreneur Vivica A. Fox. Additional projects include wardrobing for Beyoncé Glamorama in Chicago, the Isley Brothers' 60th-anniversary documentary, and the Fabulous Fox Theatre. Brandin has also worked as a costume designer for the St. Louis Black Rep, Center of Creative Arts (COCA) and the Muny.





# LINDENWOOD UNIVERSITY

## COLLEGE OF ARTS AND HUMANITIES

Dr. Kathi Vosevich, Dean

Dr. Travis McMaken, Associate Dean

Dr. Shenika Harris, Assistant Dean

### **Art, Production, & Design**

Joseph Weber, Department Head

Brandon Perkins, Coordinator, Graphic Design Lab

### **Mane Media Productions**

Director of Operations and Engineering, Mane Media Productions,

Brandon McKinney

### **Fashion Business and Design Program**

Endowed Chair, Dr. Chajuana Trawick

Visiting Instructor, Amanda Casarez

Creative Coordinator, Caira Butler

### **Adjunct Professors**

Dr. Kay Touque-Khan

Shevaré Perry

Thomas J. Walker

Wendy Young

### **Runway Production**

Lindenwood Theater Operations, Academic and Professional

Director, Theater Operations, Kathleen Eads

Professor, Theatre, Emily Jones

Assistant Professor, Theatre, Stuart Hollis

Assistant Professor, Theatre, Jennifer Scheier

Lighting Coordinator, Austin VanWinkle

Assistant Production and Audio/Video Manager, Shane Phenicie

Manager, Campus Box Office, Zack Stahr

Box Office Coordinator, Alexis Wesling

# SPECIAL THANKS



West Model and Talent Agency

Advisory Council Members

Videographer/Photographer, Adrian Gomez

Videographer/ Photographer, Nico Espinoza

Associate Professor, Graphic Design,  
Professor Dennis Schmickle

Graphic Design Lab Coordinator,  
Brandon Perkins

Director of Operations and Engineering,  
Mane Media Productions,  
Brandon McKinney





est  
model & talent  
management



~~MAGIC LAS VEGAS~~



# TRAVEL WITH FASHION

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## FASHION BUSINESS & DESIGN STUDY ABROAD AND STUDY AWAY TOURS

2014

PARIS, FRANCE

2016

PARIS, FRANCE, AND LONDON, ENGLAND

2018

PARIS, FRANCE, AND THE JOSEPHINE BAKER CASTLE

2019

ATHENS, GREECE, AND ITALY (5-CITY TOUR)

2023

TOKYO FASHION WEEK

NEW YORK FASHION WEEK, LAS VEGAS, NEVADA-  
MAGIC, LOS ANGELES, CALIFORNIA-TEXTILE MART,  
CHICAGO, ILLINOIS



CONGRATULATIONS  
CLASS OF 2023



LINDENWOOD  
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J. SCHEIDEGGER CENTER  
LINDENWOOD UNIVERSITY