

d&m

merchandise marketing

interior design

fashion design

dallas
graphic design

TATTOO
PAYS One graphic designer's story
TRIBUTE

THE PIN SHOW
Wade alumni strike a pose

GOOD DESIGN
THAT'S GOOD
FOR THE PLANET



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Career Day

"She's on her way, but stuck in traffic," said **Amy Harper Hutchins**, the president of Fashion Group International, regarding **Shirin Askari**, the Project Runway season 6 finalist. Askari, an Arlington native, has seen incredible career growth this year, as her collection makes its way into dozens of DFW-area boutiques and is being reviewed by Neiman Marcus and Barney's buyers.

As 1100 students from 40 colleges sat patiently for the morning keynote speaker at Dallas' 42nd Annual Career Day, sponsored by Fashion Group International, Askari walked to the podium and launched her presentation without missing a beat! She reminisced on winning top honors at Career Day just two years ago. She shared with the

group the amazing story that began with breaking her leg the summer after graduating college, making the final cut on Project Runway, spending sev-

After the key-note address, students attended various workshops. These workshops included a Visual Merchandising presentation by **Robin Wright**, Visual Manager at Neiman Marcus downtown, a Retail Buying presentation by **Consuela Kennard Jacobs**, a senior buyer at JC Penney, a styling presentation by **Bret McKinney**, Fashion Director at Stanley Korshak, a Fashion Reporting and Journalism presentation by **Michael Quintanilla**, senior writer for Hearst Publishing, a Creative Fashion Design presentation by **Nicolas Villalba**, owner and principal designer of Nicolas, and a global sourcing presentation by **Jenny Siede**, creative director for in.Style Xchange, among others.

The second keynote speaker, **Jodi Arnold**, the owner of MINT Jodi Arnold, described her experience moving from Birmingham to Brooklyn and starting a collection inspired by art, design and global culture. The brand focuses on idiosyncratic fabric combinations, hand-embroidery and the use of unique prints. She discussed the total rebranding of the business to mark its tenth anniversary.

Simultaneously, Wade students entered competitions in fashion design for humans and four-legged



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Image © Jason Huang 2010



Wade students and faculty at Dallas' 42nd Annual Career Day

eral months in LA filming the show, living through all but the final three rounds of the contest, and being sequestered and sworn to secrecy regarding the details of the show until it aired!

Since then, Shirin debuted her Fall/Holiday 2010 30-piece collection through a Fashionistas-directed, Jan Strimple-produced fashion show at the Southside of Lamar. Shirin was all too happy to take dozens of questions from the audience, sharing things like the amount of time it took to complete projects on the TV show, how many looks are in her first collection, how to secure an investor, what her favorite competition was, and how the royalty agreement works with Lifetime after winning a Project Runway season.

friends and submitted trend boards in wool, cotton, denim, and mohair. The student resource center featured opportunities to network with companies like Davaco.

During the end-of-day fashion show, Wade's very own first trimester student, **KD Harris**, had a black and neutral silk cocktail dress featured in the runway show emceed by **Rhonda Sargent Chambers**, the famed Dallas event producer. (See picture on page 8.)

In all, the 42nd Annual Career Day was an outstanding opportunity for students in the fashion and related lifestyle industries to learn, network and affirm their chosen career paths.

CAMPUS LIFE

"Tell me and I'll forget; show me and I may remember; involve me and I'll understand." Chinese proverb, author unknown. At Wade College an emphasis on real-world experience connects students to mentors, alumni to employers, and creative minds to opportunity. Organizations like the Merchandising and Design Student Association allow students to host on-campus events such as the Mad Hatter Mixer where students and faculty wear handmade hats and buzz about the latest design trends. Faculty and staff coordinate outside field trips to enhance the Wade experience with practical knowledge.

The spring term included an excursion to Northpark Mall which taught students about the hard work and rigorous hours required to change simple window displays into visual merchandising meccas. Interior design students visited the Design District of Dallas just blocks from campus to discover the world of custom drapery treatments. Guest speaker, **Carissa Brown** of the Carissa Rose clothing line recently spoke on how she landed a spread in *O Magazine* and **Bri Crum** of Fashionistas Two told of the rewards of working in public relations and helping launch a former Project Runway finalist. To find more current events visit us on Facebook or visit www.wadecollege.edu.

Wade College is a Dallas-based design and merchandising school.
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Left to Right: Four Legged Fashion spokes-dog Frank, Mandi Bartholomew, Terri Tomlinson, and John Conte

Recently, Wade College learned about a little black dog that has touched the lives of many. **Frank**, flea-covered and emaciated, was rescued from the middle of a busy road after surviving a nearly fatal hit by a car. With the help of several good Samaritans, the thin pup found his way to a local animal hospital. He suffered several fractures in his pelvis and a number of breaks in his hip, knee, and ankle. Many doctors would have chosen to euthanize, but Frank's doctor took a chance.

This canine met the world of couture when his new mom, **Terri Tomlinson**, noted Dallas make-up artist and philanthropist, decided to help other dogs in need. Four Legged Fashion: Canine Meets Couture was founded in 2007 by Tomlinson with the crazy idea that the Fashion Group International of Dallas would ask designers from

FOUR LEGGED FASHION

across the nation to make one-of-a-kind items for dogs and auction them off for charity. FGI, a worldwide professional networking organization of people from all aspects of the design industry reached out to its members for their support.

In 2009, FGI hosted its first Four Legged Fashion event. Over 200 high profile guests, 35 amazing designer pieces, professional dog models, "champooch" cocktails, and most importantly...charitable giving made the evening one to remember! The Four Legged Fashion fund gave away \$6,000 in grants to three DFW-area animal rescue groups that work tirelessly to save animals in desperate situations. Students also received \$900 in scholarship money as winners of the Four Legged Fashion design category in FGI's Career Day contest.

Terri Tomlinson, the Event Chair for Four Legged Fashion, visited Wade College with Frank, the spokes-dog of the event, and **Mandi Bartholomew**, the event's volunteer coordinator in March. Tomlinson shared the intricacies of planning a high-brow event including budgeting, marketing, public relations, and sponsorship. Of notable interest, Tomlinson discussed the process of securing designers' participation in creating one-of-a-kind garments for the runway show. **Todd Oldham** and **Roberto Cavalli** are among the designers that have lent a "paw" designing in the past.

Wade College's very own **Mr. John Conte**, Chairperson of Merchandise Marketing, serves as the sponsorship committee chair and this year Wade students participated as dressers, front of house coordinators, and silent auction ambassadors for the event held on Friday, May 14th, 2010 at Dallas Market Hall. All in the name of a great non-profit endeavor, Four Legged Fashion, where Canine Meets Couture!

The Wade College Professional Portfolio Critique (PPC), held at the close of each trimester, is an exciting time during which graduating students present and display the skills they have developed at Wade College during their course of studies.

CRITIQUE

For the Merchandise Marketing department, this past January 2010, the professional industry panel included **Eric Lines**, Regional Director of Retail Development for Polo Ralph Lauren wholesale, **Robin Solomon**, business consultant and former buyer at Neiman Marcus, and **Mike Thompson**, Account Executive at Euro Brands. The panel evaluated each student's portfolio and presentation based on overall organization, knowledge of concentration, communication skills and professionalism, enthusiasm and energy, and their readiness for a professional interview.

Held in the Eveden Showroom on the 14th floor of the World Trade Center, students experienced a true-to-life mock interview. Wade College's **Dr. Betty Schearf**, Merchandising Division Director, is an Account Director for five different UK-based intimate apparel brands under the Eveden banner. Eveden, internationally known for its high quality and fashion conscious lingerie and bra-sized swimwear, is carried in over 5000 retailers and more than 30 countries. The company employs over 500 people in their corporate offices in the UK, at various production centers and sales offices across the world, including Wade's PPC host-site in the showroom in the World Trade Center.

Eric Lines of Polo Ralph Lauren, has over 20 years experience in retail and wholesale operations, specifically in visual merchandising execution and branding. He manages over 25 sales coordinators in 12 states across the Southwest for Polo Ralph Lauren wholesale accounts. Robin Solomon, professor at University of Phoenix, has spent 25 years in retailing positions, including Director of Merchandise Planning & Allocation for Tuesday Morning, Senior Buyer for Harold's, Director of Merchandising and Planning for Haggar Clothing, Senior Merchandise Planner/Buyer for JC Penney and Buyer of Outerwear and Men's Furnishings for Neiman Marcus. Mike Thompson recently started a retail consulting business after a long career as an Account Executive at Lee Jeans/ Vanity Fair. He specializes in menswear and home furnishings.

Eight merchandise marketing students were selected to present their portfolios to this esteemed panel. **Katie Ford**, a graduating 4th trimester student and recipient of the Merchandise Marketing Portfolio Award at the January 2010 commencement ceremony, presented her swimwear retail concept to the audience, who were impressed by her consistent retail branding and creative visual merchandising execution. **Amanda Betty**, another Wade 4th trimester student, presented her marketing plan for a line of cleaning products geared at a young, male audience. **Tamar Minassian**, who managed to balance her studies and a high-profile internship with **Jan Strimple**, the noted Dallas-based fashion show producer, presented her experiences from this internship.

The industry guests were overwhelmed with the level of professionalism, the attention to detail, and the overall creativity evident in the showroom that evening. The panel articulated numerous times how the eight student presenters were destined for bright futures!

TYPOGRAPHY

Have you ever been driving down the road and noticed an ad or interesting message printed on a billboard? Of course you have, but have you ever wondered why the typeface on the billboard was chosen? Or how the typeface was created? Or even what a typeface is? Of course not, you were wrapped up in trying to decipher what those mischievous Chik-Fil-A cows were trying so desperately to tell you. Typography is not to be confused with topography which is the study of earth's surface (thank you, *Wikipedia*).

What is typography you ask? Graphic designer, **Ellen Lupton**, could not be more concise when she explains "typography is what language looks like". More specifically typography is the art of setting or arranging type and printing with type. A typeface is also known as a font. It's the style of a family of letters with similar characteristics. Type can also be broken down into two major categories, Serif and Sans Serif (Serifs are the little extensions off of the basic letterforms, and sans means without). As simple as typography might sound, there is actually quite a bit of history involved. In short, cavemen wrote on walls, then scribes wrote in books, then some guy invented the printing press and eventually the modern day printer. There has been, and still are, businesses in existence with the sole purpose of developing typefaces. If nothing else, you should be aware, typography is everywhere, and I mean everywhere. It's in books, on billboards, magazines, your shoes, on your Starbucks cup that holds the coffee you're sucking down, for crying out loud, it's even on television (that's right kids...even on reality shows), and, nearly every product in any store anywhere you might go. In case you still aren't convinced that typography is important, know that there are entire movements and websites dedicated to abolishing certain typefaces which shall remain nameless to prevent embarrassing a few of you readers who might be using said typeface.

Typography can do many things. The curvature of the different parts of a letter can convey an attitude or lack thereof; for example, the upright and predictable forms of Times New Roman give it a stiff and boring feel devoid of personality while the long ornate flowing forms of most script fonts give them a more decorative and perhaps elegant feel. The combination of placement size and font itself can evoke emotions. Anyone that uses type in any sort of presentation or display should take the time to consider font choices.

-Matthew Nasaire, Wade College graphic design student

TATTOO TRIBUTE

Much can be captured in a portrait...the lines on a face that reveal laughter and sadness and offer hints of a deeper story. For recent Wade graduate, **Ryan Dvorak**, an aged Korean War era portrait of his father who served in the U.S. AirForce tells the story of a son's devotion to his father and of his own pursuit to fulfill a lifelong dream. Ryan dedicated himself to his ailing father in the last five years of his life. Grocery shopping, cooking, cleaning, administering medications, doctor's appointments, words of encouragement and care were all daily duties while he held down a warehouse management job working as much as 60-80 hours a week. His father always told him "No matter what, be happy at what you do." Ryan admired his father and listened to those words, even more so after he passed away due to congestive heart failure.

Ryan visited Wade College three times in two years before finally taking his father's advice and enrolling in Wade's graphic design program. Ryan pursued his dream with fearless creativity and determination. And when it came time for graduation, Ryan wanted to be sure that even though his father was no longer alive, that somehow he would still be present as he crossed the stage. Just days before graduation he asked **Abel Leal**, fellow Wade College graphic design student and freelance tattoo artist, to commemorate his father by tattooing the infamous Korean War portrait. After 8 hours of tattooing, the initial portrait was completed just in time. It was one of Ryan's proudest moments to be the first of the Dvorak sons to become a college graduate and to know that his father's wisdom and encouragement would always be with him.



STOP CREATIVE BLOCK

Bored? Try a new medium.

Burnout is common when you do the same thing repeatedly. Stepping away from it for a moment to try something different can give rise to a new perspective. Experimenting with other art forms allows you to create freely with no expectations. Notice the attributes of the medium. If drawing, how does the texture of chalk differ from oil pastels? How does each react to different surfaces? If trying jewelry design, look at the color combinations of the ornaments that are used or at the contours created when bending wires. Challenge yourself to mimic these attributes when designing.

Distracted? Adjust your environment.

Are you trying to work with the TV on? Do you spend more time on PS3 than CS4? Did you just update your status to "I should be designing, but I'm checking Facebook instead." Distractions obstruct creative thinking. Take inventory of what keeps you from being productive and make corrective adjustments. This may mean committing yourself to working a given amount of time each day before indulging. You may find that you work better outside of your home. Take a trip around the city to find your own special place that motivates you to create.

Uninspired? Hang with other artists.

Surrounding yourself with creative people can jumpstart your imagination. Artists are great sources of inspiration to each other. A painter may learn about composition from a photographer while a graphic designer may be stirred by the forms created by a dancer's movements. Connecting with artists of different disciplines is essential to maintaining your creativity.

No style? Know art.

Feeling that your work doesn't stand out from others will surely lead to a blockage of creativity. One of the most important resources available to a designer is knowledge of art history. You don't have to be an expert on Dada or Russian Constructivism, but familiarizing yourself with various artistic periods will lead you to techniques that you like. On your next project, combine your favorite elements from each era and see what you get. You may have just introduced a new style.

-Naiya Williams, Wade College graphic design student

A GOOD DESIGN

2010 INTERIOR TRENDS

Every year trend forecasters and the major design markets in New York, Los Angeles, Tokyo, Paris and London project what will be “in style” for the upcoming year. This year was no different, and in 2010, it is all about bold color, a fresh twist on some “old” furnishings, and being eco-friendly.

This year’s hottest color by far is purple! That’s right, from lavender and periwinkle to mulberry and eggplant, purple is the front runner of 2010. Jewel-toned purples symbolize royalty while more muted tones evoke emotions of creativity, romanticism and extravagance. Other hot colors in the forecast are saturated oranges, fresh greens, electric yellows, and neutral greys.



Trends in furnishings are still economically driven and consumers want to add to what they currently have. Try an eclectic blending of the past: retro 50’s and 60’s furnishings, the present: what we currently own, and the future: this year being handcrafted Asian-influenced furniture. All that said, consumers want items that are also eco-friendly. The challenge for interior designers heightens as customers are more particular and knowledgeable more than ever.

2010 is shaping up to be a colorful and exciting year. Remember: a trend can’t start until you start it, so pick out some bold color and hit those antique shops. Don’t be afraid to refurbish, restore, and re-use items from estate sales, salvage yards, and back-of-the-closet finds.

One of the fastest growing trends in the design communities is sustainability. The term sustainability is often confused with the phrase “green design.” Green design is really a subset of the general practice of sustainable design. Designing with green products was the originator of what is now termed sustainability. Green design is the practice of using materials that are renewable and/or environmentally friendly. For example, instead of a typical oak or maple wood floor, a designer would instead use bamboo.

For years, green design was thought of as being the best we could all do to “save” our environment. Over the past few years, this idea of using renewable materials has grown into a broader topic; thus, the practice of sustainability was born. Sustainability is the use of a “green” product that reduces negative impact on the environment for its entire life-cycle. A product’s life-cycle consists of how it is harvested/produced, packaged/stored, shipped, installed, and reused with direct correlation to the effects that the production plant has on the environment, how much carbon fuel was used in shipping and if it was installed without harmful chemicals or solvents. Companies are paying attention to what consumers want and the more “green” a product is the more consumers are willing to buy it.



EXPERIENCE THE LIFE



Left to Right: Milarca Fernandez, Wade College student and Gonzalo Bueno, Ten+3 Design

This spring, first trimester interior design students shadowed established interior designers in the Dallas area. Many students found it to be an eye-opening experience in the world of residential and commercial interior design.

Wade College student, **Leslie Monk**, visited with the Vivian|Nichols Associates design firm specializing in hospitality design. While shadowing, Leslie witnessed the design team-meetings, observed designers working with AutoCAD, and assisted with material selection and presentation board design. The Vivian|Nichols Associates firm currently is juggling three large projects and Leslie learned about the hospitality niche which tends to offer designers more “freedom” in their materials selection.

Milarca Fernandez, another Wade College student in her first trimester concentrating on interior design, shadowed **Gonzalo Bueno** from the firm “TEN+3.” After meeting the design team, Milarca was invited to visit the designer’s latest project, an office space for The Ben E. Keith Company. Milarca had never visited a construction site before and had a great time seeing how all the hard work of the design team comes together at the construction site. She even donned her first hard hat!

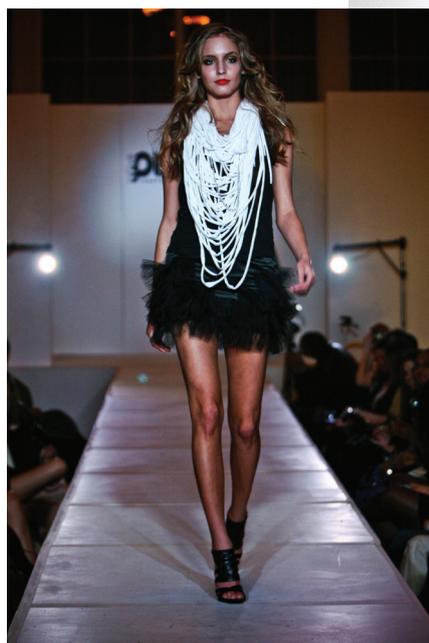
Milarca enjoyed helping with picking out materials for clients, matching fabrics with current projects, and researching pricing for materials on an upcoming design project for the firm.

THE PIN SHOW

From romantic ruffles to sultry sass, the recent Pin Show had much to offer. Held at the refurbished Union Station downtown on February 25th, large arched windows and vaulted ceilings helped amplify the drama and flair inherent to a fashion show! Featuring independent designers, the occasion provided Wade students with the opportunity to witness the inner-workings of a live fashion event, network and interface with emerging local talent.

Organized by local designers, **Rachel Nichelson** and **Julie McCullough Kim**, the show was founded in 2007 as an opportunity to showcase the talent that rests between the major fashion hubs of New York and Los Angeles. This platform extends beyond apparel, to include accessory designers, stylists, photographers, and make-up artists. Emphasis is placed on “slow fashion,” a concept that stresses responsible and sustainable practices; many designers produce locally and use eco-friendly fibers or dye processes.

The show featured Wade alumnae, including **Carmen Campos**, **Megan McKinney**, **Amber Donnell**, and **Charlotte Quaco** and several current students, including **Meggie Turner**, who volunteered to work “behind the scenes.” Meggie prepped and steamed the outfits prior to the show and ran the boutique, which featured runway looks, adding that it provided her the opportunity to witness the “organization and timing critical to a successful show.” Many more students provided support from the audience and were swept up in the moment; fashion student **Amy Salas**, noted that this was the very first fashion show she had ever attended! With such enthusiasm, we will likely see many more Wade students and alumni participating in next year’s dynamic event.



Above: Photographer, Ashlee Dupree;
Designer: Amber Elizabeth



Above: Photographer, Ashlee Dupree;
Designer: Carmen Campos



Above: Photographer, Ashlee Dupree;
Designer: Charlotte Quaco

FABRIC & FASHION

When you think of the Olympics, most of us imagine athletes pushing their bodies to extremes. We recall gold medal winners standing proudly on stage while the Star Spangled Banner plays; tears streaming down my face, I mean their face. Nothing instills more American pride than watching one of our elite athletes compete for team USA. But it looks like there is a new teammate joining the ranks.

During the 2008 Summer Games in Beijing, Polo Ralph Lauren made their debut. Polo was back during the 2010 Winter Games in Vancouver. Team USA donned the iconic clothing during both the opening and closing ceremonies. Navy puffer jackets, zip up cable sweaters, knit caps, tapered white pants, and navy and red cardigans are just a few of the items that the athletes were outfitted in. Team USA’s arrival mimicked a patriotic fashion show. The athletes exuded style.

Polo Ralph Lauren will get another chance to “strut their stuff” during the 2012 Summer Games in London. With such great response from viewers and athletes, I think the Polo logo might be around Team USA and the Olympic Games for quite some time. Now we cannot only look forward to seeing what amazing feats American athletes will accomplish, but we can also look forward to them doing it fashionably.

-Kristina Griffin, Wade College fashion design student

Dungarees, a love or hate item, began life as men’s work wear apparel during the era of the Great Depression. Later, these duds were adopted by women during the Second World War. And in the 90’s it was definitely a must-have item as every starlet, fashionista, and couple of dames had a pair of dungarees. They are undeniably more comfortable than the skinny jeans of recent seasons. Ralph Lauren’s latest incarnation was worn by **Alexa Chung** in the March issue of Vogue, letting us know that the head-to-toe American denim revival was in full swing. Dungarees are a very tricky trend to pull off without farmers and mechanics springing to mind and were last seen in the fashion savvy world more than a decade ago before they were banished to charity shop piles.

The all-American denim look has increased Ralph Lauren sales by five percent, especially the exquisite silk crepe pair of dirty denims currently found in stores. Dungarees worn in Ralph’s Spring /Summer collection were paired with gold peep-toe heels. At New York fashion week, Ralph described his collection as being inspired by the character of the worker, the farmer, the cowboy, and the pioneer women of the prairies!

-Oluwakemi Odukoya, Wade College fashion design student



Cody Lenz - 2011 Prospective Graduate

A day in the life of **Cody Lenz**: sketch, draft pattern, choose appropriate fabric, cut, sew, and fit. Cody practices and perfects his craft on a daily basis. Is it because he is a fashion design student at Wade College? Yes, but it is also because Cody applied for an unpaid internship posted on the Wade College Job Board with Dallaswear.net, a local company that designs custom costumes and uniforms.



Cody moved to Dallas from Iowa to attend Wade College. Times were a little tough in getting settled, but he persevered and took a chance on the internship. Within a few days of being hired for the position, his new employer was talking about offering him a paid position and within two weeks he was on the payroll! When **Valda Macready**, Director of Job Placement and Alumni Relations, recently spoke with Cody he couldn't stop talking about how much he loved his job and how rewarding his education at Wade College had proven to be.

He discovered that he could use his Wade College education at work, and what he learned at work he could use at Wade College. One of his most recent projects has been working on the Oklahoma City Thunder Girls costumes (see featured photo). He played a key role in designing and cutting the pattern pieces for the ties, collars, and cuffs. "This is stuff you really need to know," said Cody. This is especially true for Cody, whose long term aspiration is to be a costume designer. It sounds like he's on his way!



"Today I am designing both freelance and working on my own line. Since graduation I have landed some really exciting freelance work for Old Navy, Marc by Marc Jacobs, Kid Robot, Issey

Miyake and Virtus Apparel. In addition to designing freelance, I've done some patternmaking and knitwear samples for some of the companies I've been working with. Wade College taught me to work harder and be relentless in getting what I want in my career. In getting some of the freelance work I never let anyone say 'no' to me because Wade prepared me to have an extremely professional portfolio, act professionally, and with my education I learned industry standards in construction, conceptual design, technical illustrating, and textile knowledge. Wade College helped me gain confidence in my body of work as an artist; it taught me to be more fearless, more proactive, and proud of my designs. Wade is a special school. The teachers and staff know you by name and genuinely really want all students to be successful. I loved that going there no matter who you were, what level of skill you had in your concentration, or even if you were an A or C student everyone believed in you. Wade was my foundation and I couldn't have gotten a better beginning anywhere else."

George A. Gott, Freelance Clothing Designer and Pattern Maker, New York, NY
January 2010 Graduate



"I had \$7 in my pocket when I stepped off the bus in Dallas after moving from Louisiana to come to Wade College. The skills that I learned at Wade College helped me advance in my profession and

taught me life skills about how to work with people. I started entry level for DART in May 2001. I was promoted in 2004 and again in 2008. I may not be an interior designer, but I am a designer of bus routes!"

Iglesia Matthews (and her son KJ), Planner for Dallas Area Rapid Transit (DART), Dallas, TX
September 2000 Graduate

diplomate

GRADUATE

collegian ALUMNI

degree



"I picked this school because of its involvement in the industry and because I looked at the job board and found out about

DivaFiva. I am now working for an exciting new MTV3 show. The experiences I had here were amazing - I couldn't have picked a better school!"

Austin Earl Robinson, Stylist for DivaFiva, Irving, TX
January 2010 Graduate



"It was the professors here that made the most impact on me: Mr. Conte, Mrs. Hawkins, Mrs. Greywall, Mrs. Chapuis, Dr. Strubel,

OMG, those classes were so hard but they were amazing. I learned so much from Dr. Strubel!"

Miriam Wenzel, Seamstress for Buckle, Inc., Ft. Worth, TX
January 2010 Graduate



"I liked the small classes because I needed it to get individual attention and stay focused. You just have to make it happen and work hard if you want a career in design."

Carmen Campos (featured to the right of model wearing a piece from her CarmenIris line), Independent Fashion Designer of CarmenIris

(www.carmeniris.com), featured designer on the runway for the 2010 Pin Show, featured on the runway of Fashion Group International's 2009 Career Day fashion show, Dallas, TX

May 2009 Graduate



“Fast, fun, and super busy. My Wade experience was one-of-a kind. I loved the small campus, classes and the relationship that I developed with all my instructors. Everyone motivated me to work hard and to take pride in my work. Valda (job placement director)

placed me in the perfect showroom for temporary work for October Market 2008. The owners of D2 Showroom then offered me a full-time position working with lines like Free People, Miss Me, Scrapbook, Tulle, Knitted Dove, The Addison Story, Trinity, and much more. We do merchandising, sales projections, design projections, account management, line sheets, look books, seven annual trade shows nationwide, and customer service for manufacturers. I absolutely love working with the buyers, designers, and manufacturers. This is an amazing industry and it's right next to Wade College.”

Joanna DeBerardino Maslanka (with her cat Maximus), Account Executive for D2 Showroom, Dallas, TX



“Anything is possible, just keep your mind focused and if you go after what you are really passionate about you will get it.”

Daniella Gaitan, VP Event Coordinator/Office Manager for 3FOUR1, Dallas, TX
January 2010 Graduate



“The education I received at Wade College enabled me to achieve my goal of becoming a designer. The skills I learned in the interior design concentration have helped me be successful as a designer. I'm really excited about doing something that I'm passionate about and couldn't have gotten there without Wade College.”

Jennifer Stock, Designer for Wisenbaker Design Studio, Irving, TX
January 2010 Graduate



“The professors and staff of Wade College are a group of fascinating individuals who provide industry insight along with textbook knowledge. They provide valuable personal attention to each student by giving advice, motivation, and knowledge. Wade College's Career Placement Department is always up to date with the best opportunities for every concentration.”

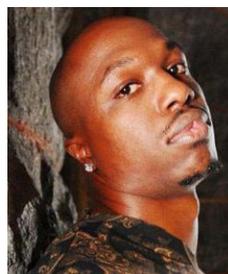
Tamar Minassian, Fashion Production/Styling Assistant for Jan Strimple Productions
January 2010 Graduate



“My time at Wade College has taught me a lot about myself. It has made me a more confident person. I have met some of the best people at Wade, both instructors and students. I have made life-long friends with my roommates and fellow students. Likewise, I have

benefited from the classes, especially the pattern-making and drafting courses. They will help me fulfill my goal of becoming a costume designer. The CAD classes that I have taken showed me that I wish to gain more knowledge and expertise in the computer design fields. Wade College is truly like a family to me and I will miss it.”

Zenobia Tolliver, Participant in Fashion Group International's 2010 Career Day event for the Four Legged Fashion competition
May 2010 Graduate



“Doing what you are passionate about is connected to your purpose and destiny. When you make up your mind that you will live to fulfill your purpose and begin to take steps toward your journey to destiny, doors will begin to open for you. Attending Wade propelled me even further in

my journey as a fashion designer and the continuance of building my clothing line. It also allowed me to be steps closer to my destiny. I've been building UCC since 2005. At the moment I design custom one-of-a-kind items for men and in the near future, my line will expand into women, children, and shoes. I have done a total of eight fashion shows and have more shows waiting for UCC to be a part of.”

Danny Sermons, Owner/Designer Unique Christian Clothing, Dallas, TX
September 2009 Graduate



“My experience at Wade has been great both while I was attending school and since I have graduated. Currently, I am working two jobs in which I am able to use my interior design skills that I learned while at Wade. I work for a home builder in their design center and I work for Williams-Sonoma Home selling high-end home furnishings and accessories. Both positions I acquired through leads from Wade College.”

Beth Bray, Studio Coordinator for Wisenbaker Design Studio and Sales Associate for Williams-Sonoma Home, Dallas, TX
January 2010 Graduate

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Continued from page 2, KD Harris' garment featured on the runway for the 42nd Annual Career Day fashion show.