

*Interior's
Tour of Duty*

*Social Media
Boot Camp
with Lin Humphrey*

*Fighting for
Fashion
Artopia Student
Showcase*

*A Night Out
with the Kidd*



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COVER BIO

Student Name Venny Etienne (born October 14, 1986, Brooklyn, New York), designer of Le'Venity, is part of a new generation of young, emerging fashion designers. He is best known for his timeless pieces, high quality of fabric choice, fresh look on conceptual ideas, and his attention to detail. Le'Venity has been featured at fashion shows in NY, PA, FL and TX and at BKFashionWeekend '09, an exhibit in Brooklyn, NY.

He began styling for local fashion shows in his community, but when the devastating earthquake hit Haiti on Jan. 12, 2010 Venny's art reached new levels. It was a dark time for a lot of people, especially for Venny because his parents were in the midst of the earthquake. After a couple of days of no answer, he finally got a phone call from his parents and was extremely relieved. It was this moment in his life that pushed him even harder to achieve his calling.

He attended the Fashion Institute of Technology of New York, which helped him understand the business aspect of the fashion industry; he majored in Fashion Merchandise and Management and learned the basics of sewing from his mother. Currently residing in Dallas, TX, Venny attends Wade College and aspires to understand the creative side of the business. He travels to New York and other parts of the United States frequently to gain his creative inspiration.

Wade College is a Dallas-based design and merchandising college. For additional information, visit www.wadecollege.edu

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CAREER DAY

Career Day, hosted by Fashion Group International of Dallas, was conceived as a way to provide a philanthropic, educational outreach program for college and university students seeking careers in the fashion and lifestyle industries.

This is the longest-running and largest fashion career event of its kind in the United States! For more than 40 years, nearly 1,200 students and faculty have attended annually. The program provides career opportunities and insights; hands-on access to companies offering internships and entry-level jobs; interaction with industry leaders, mentors, and role models; and, most importantly, merchandising and design competitions with cash awards and scholarships of more than \$30,000. At this year's event, more than 50 Wade College students and faculty attended and participated in several categories of design and merchandising competitions.

This year, FGI has a new scholarship in the name of the late Shelly Musselman. All first-prize fashion design winners of Career Day 2012 will be eligible for the \$10,000 Shelly Musselman Design Award. The winner of this scholarship also will receive creative direction and additional funding from Brian Bolke, owner of the famed Dallas retailer Forty Five Ten.

Keynote speakers included Hil Davis, founder and CEO of J Hilburn men's clothing company and D'Andra Simmons, CEO of Hard Night Good Morning cosmetics. Students also attended seminars which included topics such as creative fashion design, merchandise buying, visual merchandising, social media, and fashion journalism.

Two Wade College student designs were showcased on the runway. Paige French's menswear design featured an impeccably tailored, gray wool cape with an embroidered, tailored jacket and trousers. Theresa Johnson's chic, 1950's-inspired, black polka-dot cocktail dress was a nod to the days of Jackie Kennedy.



DON'T WAIT UNTIL YOU GRADUATE

Many of us have heard the old cliché "never put off for tomorrow what you can do today." This statement holds true for many Wade College students; unfortunately, some don't realize until it's too late the importance of internships, networking and gaining valuable industry-related experience during their time here at Wade College. Hence the title "Don't Wait Until You Graduate." Often, we sadly mistake our projected graduation date as having time to take advantage of these opportunities at a later date. In such a competitive industry, it is vital to be the first through the door, the first to send your resume, the first to respond to one of Mr. Conte's popular email blasts informing us of another excellent opportunity to volunteer. I remember the grunts and whispers of those who checked their email a few days too late only to discover they missed out on the opportunity to be named to "the team" for the Accessible Luxury Show. I personally have been quick to dismiss these volunteer experiences for several reasons: the volunteer hours are too long with no pay, and my favorite excuse, I have a lot on my plate, juggling school and family. But these experiences offer a wealth of information, from training to networking; even more importantly, they act as a guide in your decision making as to what career you will pursue after your degree. You never know—your hard work may pay off and land you a job. Many of today's leading industry professionals started out doing the grunt work, interning, volunteering and "paying their dues." Keep in mind, volunteering is not the only option; there are many employment opportunities available on Wade College's Career Connection. The only way you can take advantage of these opportunities is to make yourself available to them. Why wait? Secure your future with the choices you make today.

-Arlcia Nixon, MM

BEAUTY LIVE

Before attending Wade College, I spoke with a friend who attended, and she explained that all Wade College students have access to great volunteer and internship opportunities that could possibly lead into careers. As a first trimester student, I received many volunteer and internship opportunities delivered to my Wade college email, so I decided to take advantage of these great opportunities and work the “Beauty Live” event as an intern. On April 2, 2011—the day of the event—I was so nervous because I did not know what to expect. A young woman named Davya Dyce, a Wade College alumna, greeted all the interns. She gave us a brief overview of what we would be doing throughout the day. After explaining to us the tasks that we would have to complete, she split us into two groups. I was chosen for group one, which was stationed on the south wing of the mall. I was expected to attract a high volume of people from the mall to attend the Beauty Live sessions, whose topics varied from make-up to hair. As an intern, I was also allowed backstage to get event pamphlets to hand out and water if needed. While backstage, I had the chance of a lifetime to meet many famous fashion industry people such as Elgin Charles, the star of the television show Beverly Hills Fabulous. After the event, all the interns met on the north wing of the mall, and we had a chance to ask Dyce about her Wade College experience and her career experience. I asked questions about her ca-

reer, and it made me excited and motivated me to do well in school so I could get great opportunities just like she did. And to think—it all started at Wade College!

-Leslie Rogers, MM



LIN HUMPHREY: SOCIAL MEDIA BOOT CAMP

On Dec. 17, 2011, Lin Humphrey presented at Wade College to a standing-room-only crowd of more than 125 students and faculty members his award-winning SOCIAL MEDIA BOOT CAMP presentation. Students learned about the latest in social media marketing and personal branding strategies.

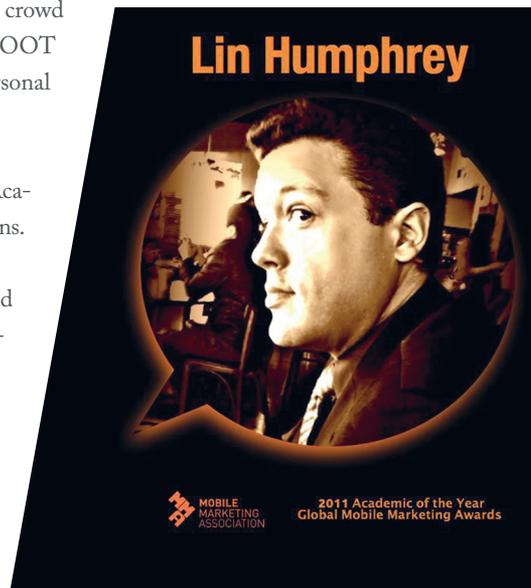
Humphrey was named Mobile Marketing Association’s 2011 Global Mobile Marketing Academic of the Year for his research on mobile marketing, social media, and geolocation promotions.

He is a Ph.D. student in marketing, specializing in firm strategy related to social media and mobile marketing at Texas Tech University. His industry experience includes digital marketing and e-commerce roles at Carnival Cruise Lines and AmericanExpress.com. His digital agency experience includes work with clients such as Omni Hotels, Norwegian Cruise Line, and Samsung Mobile USA.

He currently speaks to industry, civic, and student groups on digital marketing, social media, and personal branding. Learn more about Humphrey at <http://about.me/lin-humphrey>.

-John Conte, Vice President of Education

Guest speaker Lin Humphrey was extremely interesting and knowledgeable in his field. I am so glad I attended his seminar because he gave multiple ideas on how to brand ourselves as professionals. I had no idea that there were so many options to gain recognition among peers and employers. I also learned that there is definitely a right way and wrong way to do so. I think that I have stayed out of the social media scene for so long because I was not very knowledgeable about it and did not know all the options that were out there. For anyone who wants to start his or her own business or own line of clothing, Lin’s advice would be extremely important in order to brand oneself as well as one’s business. Though my passion is not to start my own business, it is really important when I start looking for a long-term career that I use the correct resources as well as multiple resources. I think there are appropriate sites to use for different aspects of your life, and you do not necessarily have to use everything out there unless you are really trying to gain recognition in whatever endeavor you decide to execute. Needless to say, after Mr. Humphrey’s seminar, I made my Facebook profile private. Even if you are completely professional and appropriate, you never know what someone else will post on your wall. I agree with Humphrey that Facebook is definitely for friends and family only.



I asked Humphrey after his presentation if it ever became overwhelming to keep up with all the sites on which he has signed up for membership, as this was my one and only concern with his seminar. I know that I get overwhelmed with just receiving email and BlackBerry notifications from Facebook (only one site), so I was really curious how he organized, maintained, and updated his “social media” life. He gave me the answer I expected but was very understanding of my concern as we both felt it was viable. He said that you need to get used to unsubscribing to emails and that this is definitely a skill you have to acquire in order to maximize your time. I agree with him that mastering the social media industry is an art that takes practice. The question is, do people have the motivation and willingness to market and brand themselves in their industry?

-Trista Spooner, MM

CHIP KIDD

On April 27, 2012, the students of Wade College's graphic design program were able to see Chip Kidd speak at the Dallas Museum of Art (DMA). We were treated to an exceptionally informative and interesting lecture by the man most critics have hailed as a "rock star of graphic design." Dressed in a blue blazer with white piping and bright, red-printed pants, Kidd was a very engaging, witty, and funny lecturer. He is currently an associate art director at Knopf, an imprint of Random House, and has been doing graphic design since 1986. Not only is he a very accomplished graphic designer, but he is also a novelist and singer (more on that later).

Kidd started the lecture as, I assume, he usually does. He took us through a tour of some of his most well-known and popular book cover designs. He explained the process by which he came up with the very popular book cover to the critically and commercially successful novel *Jurassic Park* by Michael Crichton. During his explanation he marveled at the fact that more than half of the audience was not familiar with many of the machines and techniques he used to create, by hand, the iconic image of the Tyrannosaurus Rex skeleton used to grace every piece of *Jurassic Park* merchandise from the book to video games and even the theme park attraction. Most in attendance were not old enough to remember a time before being able to digitally manipulate everything on a computer.

Another book of note mentioned during the lecture was the Japanese novel *1Q84* by Haruki Murakami in which the character Aomame is transported to an alternate reality. The book cover

is designed to mirror the story of traveling back and forth between the main reality and her alternate reality. The book is wrapped in a jacket that plays with positive and negative space and displays different images on the front, back, and spine as you remove the cover. This theme is carried throughout the book design to complete the effect. Truly, it is hard to describe. You have just got to go out and see the book in person to get the full benefit of how ingenious the design is.

Kidd peppered his the lecture bombs of wisdom for all the students in the auditorium. He asked us to think, "What do stories look like?" It's a simple question but one I had trouble answering myself. He followed that up with, "DO NOT show and tell." Do one or the other but not both. This is something that Mr. Rix, graphic design chairperson at Wade College, has told us time and time again. Kidd told us that the audience is smarter than we think and can generally figure it out. He illustrated this with the novel *Dry* by Augusten Burroughs in which the type on the cover actually appears to be wet and runny. He also expressed to us the importance of time and sequence in design. He stressed that pacing is critically important in creating covers for a series of books such as the ones he designed for the novel by Cormac McCarthy titled *All the Pretty Horses* and the two following novels in which the covers start out in black and white then move to dual tones and finally to full color as the story unfolds and intensifies. Another important point Kidd touched on was, "Go for wit, not for guffaws." Basically, be clever; don't go for easy and cheap gags. Remember, the audience is smarter than we think. The book *Naked* has a wrap-around featuring boxer shorts that, when removed, reveals an X-ray of a pelvis. Pure. Genius.

Now about Kidd being a singer. This part of the lecture was really unexpected, maybe just a little bit odd, but ultimately really entertaining. At the end of the lecture we were treated to a performance featuring some music written by Kidd and performed by students from a Fort Worth high school. Kidd also dances. A lot. Seriously.

The lecture was topped off with Kidd autographing his novels. I was lucky to be able get two books and my notes signed, complete with a doodled caricature of himself. I could go on and on about the things I learned and the "ah-ha" moments, as Oprah would say, that I had during the lecture. You really had to be there.

-James Godfrey, GD





EMERGING DESIGNERS DAY

In October 2011, my fellow interior design students and I attended the 2nd annual Emerging Designers Day hosted by Teknion, an architectural and design firm based in Canada with a location in the downtown Dallas area. Teknion is a well-established, thriving company whose philosophy is “to embrace change and its inherent possibilities.” Students are the employees of tomorrow, and Teknion has taken notice. Emerging Designers Day is an event where Teknion opens its doors to college students from around the Dallas/Ft. Worth area to attend seminars and network.

My fellow students and I attended a number of seminars, including Interview Attire, Being Successful, and Social Media Marketing. The Social Media Marketing seminar was the most popular topic among the students. Jennifer Bagley, the presenter, is the founder and CEO of a multimillion dollar Web design and social media marketing agency. Bagley started and funded the agency more than six years ago and grew it from the ground up. She provides business owners with a more effective and practical approach to growing personally and professionally through effective management of time, money, resources, relationships and technology.

Along with the seminars that were presented, Teknion invited multiple industry professionals to volunteer their time to conduct mock interviews and portfolio critiques. Each student had a unique schedule of the day’s events. While one student was attending a group seminar, his or her classmate could have been in a mock interview learning mannerisms and techniques to being more personable. The day was a success, teaching students tricks of the trade and how to reach success as an individual. I would recommend that any emerging interior designer looking to expand his or her knowledge of the industry partake in next year’s 3rd annual Emerging Designers Day hosted by Teknion.

-Kelsey Bowdoin, ID

INTERIOR DESIGN BOOT CAMP

Boot camp. That’s not exactly what I had in mind when I started my first trimester in Interior Design at Wade, at least not until I learned that interior design boot camp began at Herman Miller and included a “tour of duty” to the Dallas Museum of Art, Nasher Sculpture Center, Fendi Casa, McGannon Showrooms, Mody & Mode, and Bulthaup and Miele, to name just a few participants. One of our first speakers in this rewarding weekend was Kelley Barnett, the energetic and inspiring president of the ASID Texas Chapter, sharing tips about networking and the importance of building relationships. She invited us to sign up for Real World Design Week, where students follow industry professionals through an average day in the design world. Barnett also reminded us of the unique privilege and opportunity we have as designers to improve the lives of those around us. Check out eddies-courage.org to be inspired!

Carole Steadham, a placement consultant at Placement by Design, shared valuable lessons learned over 28 years of placing professionals in architecture and design. She detailed five basic marketing documents all designers (and aspiring designers) must have to market themselves. She recommended that aspiring designers create a personal logo that represents their mission and vision, and she recommended beginning to incorporate that logo into our branding even as students. She gave valuable resume tips, including tips for those starting a resume with little design experience. Her handout “20 Powerful Marketing Tips” is already in my resource folder.

Lisa Barron shared real-world tips and precautions for hectic and always-challenging project



installations. Industry experts of all disciplines met with us for informal roundtable discussions. A number of students were awarded scholarships for various design competitions (Hint for 2012: Fewer students enter, so chances of winning are good.) But my favorite activity was the speed charette! As a new design student, I had never drawn a floor plan before, but I was matched with teammates of all experience levels, and although my team didn’t win, the team that did win had Wade College student Marian Powell as one of its team members. The symposium was a rewarding experience that reinforced my decision to follow my passion!

-Alane Beard, ID

David Wolfe Predicts “The Future” in Fashion’s Future!

Unless Patsy Stone, Joanna Lumley’s character from the British sitcom “Absolutely Fabulous” qualifies as a predictor of future trends (“One snap of my fingers and I can raise hemlines so high that the world is your gynecologist”), my experience with trend prediction is fairly limited. My horizons were broadened, however, after attending “Fashion and the Future,” presented by David Wolfe.

I’ve never been one to frantically follow every trend coming down the runway, but I found the predictions of Wolfe most intriguing. “Fast forwarding technology will change our world and, therefore, our fashion,” asserted Wolfe. Not only was there mention of a slightly science fiction-sounding “amortality,” or living forever, but Wolfe’s images had my imagination spinning off toward the year 2054, as well as anticipating the more immediate future of 2012.

Acting as creative director of the Doneger Group, Wolfe showed obvious flair for presentation, and his many fashion alliterations were not only “Quite Quotable,” but also made the afternoon informative and pleasurable. Whether making reference to “Draped Drama,” “Provocative Peek-A Boos,” or “Powder Puff Pales,” Wolfe’s forecasts provided unique insight into what top-notch designers will be sending our way and placed today’s trends in context of a futuristic timeline.

Wolfe began by outlining three layers of Trending: Mega Forces, Fashion Expressions, and Consumer Power. Mega Forces (changes in culture, life-style, and demographics) predict certain aspects

of fashion, especially when coupled with consumer power. As the baby boomer generation reaches retirement, the industry must accommodate. The boomers have the money and the highest rate of growth demographically. Thus, with an aging population we see a shift to “ageless-appropriate fashion” and trends will no longer be predicted only by the young but also by the young at heart.

Fashion Expressions manifest in color, textiles, and design. No place are changes in fashion expression more evident than on the runway, but Wolfe cautions that the runway often presents more of an idealized concept—not necessarily what you’re likely to see the average woman wearing. He suggests observing the front-runners of design in conjunction with recognizing trends in more cosmopolitan societies, such as fashion-forward San Tropez.

So what does all this mean? What will be seen are more suits, shifts, and sheaths rendered in a simplistic and modern style with innovative materials and textiles. Abstract color blocking (watch for an emphasis on “blue notes”) and a return to simpler, more streamlined accessories pave the way for creating ensemble looks, incorporating versatile jackets and the eased silhouette that can be accentuated with “grown-up” pieces such as gloves and heels that won’t cause a nosebleed. Hues in bright, vibrant schemes executed in luxurious fabrics present consistent, monochromatic, color-popping, head-to-toe looks.

Offsetting these minimalistic looks, the materials and textiles in the forefront offer a more detailed aesthetic. The use of tweeds, laces, plaids, and embellishments bring with them influences from architecture and a tweaking that brings to them a fresh, new look. Bulky sweater knits, big, fluffy fur, and heavy-weight fibers, especially wool, will be enlisted to redefine both silhouettes and accessories.

The driving idea of the afternoon was that of a more mature woman and consumer. Often defined as “a reflection of the society that wears it,” fashion is beginning to reflect lifestyle changes and technological advances. Our world is rapidly changing, and fashion is sure to follow. Oh, and “snakeskin is the new leopard!” **-Anthony Newlin, FD**

Wade College Internships

Coco Chanel once said, “In order to be irreplaceable one must always be different.” I agree wholeheartedly! I am an aspiring entrepreneur, fashion editor, fashion show producer, visual merchandiser, and singer/dancer. I want to be known as an influential, inspirational impact among my peers. Although that sounds like a tall order, I want all that—and more!

Because I have such high aspirations, I am determined to be as active as possible, not just in classes and school but also in the industries I want to be a part of. In order to do this, I have learned that the importance of volunteering and networking can’t be over-emphasized. Even though, as a student, my schedule is jam-packed, I take advantage of all the opportunities that come my way. Time management is definitely my friend! Of course, I know that homework comes first, so before I volunteer for any event, I always make sure that all my homework is up to par. Next, I consider if the event fits my schedule. It is important to keep commitments once you make them.

Because I volunteered my time, I was offered a position as a freelance fashion show assistant for the Campbell Agency. I would have never imagined that donating four hours of my time to a great cause would have landed me a job! Paige Brewer, Bret McKinney, and Kate Wagner took me under their wings, if you will, and have been such an inspiration and motivation for who I want to become. I

commend them for their professionalism and success in their careers. I feel very honored and humble to be part of such an elite team!

Another part of my success has been attending Wade College. This decision has been one of the wisest choices I have made in my educational career. I have enjoyed every part—starting with the staff, professors, and the networking with my peers, to the most important part that sets Wade apart from any school big or small—the opportunities to volunteer/intern/work with amazingly talented professionals in the industry of your study!

So, for all you artists out there who have big dreams, dream BIG; be different, stand out so that you can be irreplaceable! Chanel also said, “Fashion is not simply a matter of clothes, it is in the sky, in the street. Fashion has to do with ideas, the way we live, and what is happening!” **-Nancy Jovel, FD**

Historical Costume

I am an Iraqi War veteran who spent nine years in the U.S. Navy. Upon my discharge after becoming disabled, my interest grew in making re-enactment clothing for Renaissance fairs. I also had a desire to help my husband start a business. These two desires gave me the push to return to school. I chose Wade College because I felt I would excel in the family-orientated school. I am very devoted to my education, so much so that I commute 2 ½ hours by bus and train to attend class. One day during this commute, I was called and asked to participate in Artopia, a Dallas-based event celebrating local art and artists. I was very surprised because this was only my first trimester at the school. I was asked if I could put together a three-piece collection by Dec. 3, 2011. I fell back on the one thing I could trust—myself and my passion for historical re-enactment. The first piece that I constructed was an Asian-inspired top with wrap pants. The second piece was a Renaissance bodice with sleeves made of ribbons. This top was paired with a pencil skirt accented with a brocade. The third piece was an Anne Boleyn-styled wedding dress. I also made a veil of gold, glittered tulle with flowers and lights. The day before Artopia, I went to my first fitting. There, I felt very excited but slightly intimidated. After finding models to wear the collection, I had to spend the rest of the night and part of the next morning finishing the collection. Determined to finish, I found myself sewing right up to the drop-off time. During the show, a new set of emotions flooded over me—feelings of, “Is this really happening to me,” “Oh my goodness, what am I doing?” “Are my clothes good enough?” Finally, there was the rush of,

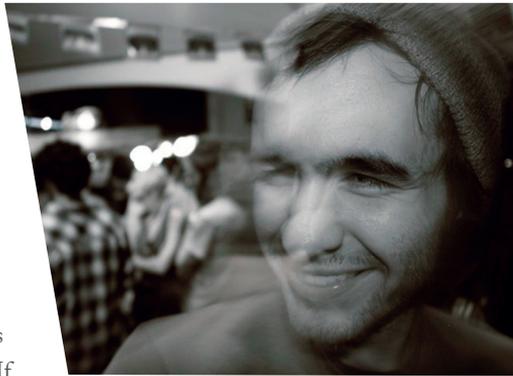
“I am really doing this.” A sense of pride swept over me seeing my logo Mystic Stitches in lights above the runway. Artopia was, to date, the most self-actualizing experience I have ever had. I am very proud to be a student of Wade College. This has been the best choice I could have made for my education. **-Beverley Williams, FD**



"I never thought I would ever be able to put my wild imagination down on paper until I came to Wade College. The instructors literally pulled it out of me. When I saw my finished portfolio during my last trimester, I was in shock with what I had created. It happened because, at Wade, you get one-on-one interaction with the professors. The crazy part is they LOVE to help you and will not stop until you have reached your goal. I doubted myself many, many times, but the faculty kept me motivated until the day I graduated. I was able to participate in many events in the Dallas area in the 16 months I was at Wade, and it opened up so many more opportunities that I would have never even thought about. The Graphic Design concentration is mind-blowing. Mr. Rix, who is the chairperson of the Graphic Design concentration, would stay up at school to help anyone with questions. He opened my eyes to so many great things out there, and I can't thank him enough. I took what I learned from Wade, and now I am a freelance designer in the Dallas area with Acristo Designs. I plan on opening up a production company with a good friend in a few years to work with bands and artists who need that extra push to get their name out there. If

you are interested in Graphic Design, and you don't think you can make it, give Wade a shot and be blown away by the results you get."

-Aaron Stowe, GD



"The desire to be a designer came to me at an early age. I loved to mix and match my clothing to create different outfits. When I did, this it made me feel as if I had a voice that could reach so many. I'd get so many ideas in my head that I felt as though I would eventually explode if I didn't find an outlet for them all. It just seemed natural to translate those ideas into fashion design. Fashion allowed me to share my voice.

Wade College helped me to confirm my identity in fashion! Attending Wade was such a valuable experience. It gave me opportunities to make industry contacts, polish my construction techniques, and learn new fashion design software and programs. Small classes with hands-on training were a plus. A working and professional faculty gave me valuable insights that ensured the education I received met today's industry standards. Wade College will be a lifelong friend because the relationship's not over after graduation. Wade worked with me to

help me find job placement and still keeps me in the loop with news of upcoming fashion events.

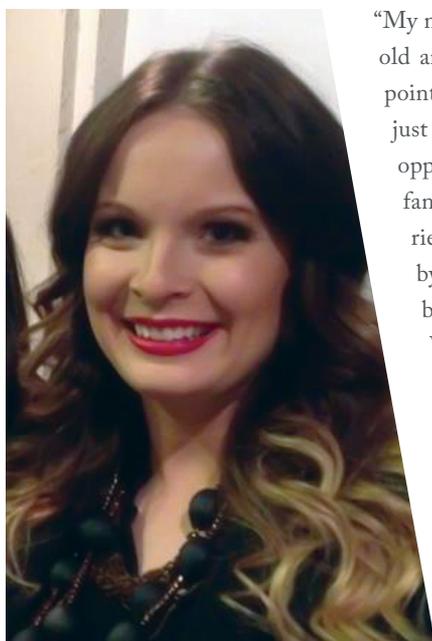
Now I work with children who have had their voices stolen from them through hurt and pain in the form of abuse and rejection. I use fashion as a tool to reach out to them. My designs allow these children to be unafraid of letting their voice be heard. My clothing line Play House Play Wear allows these kids to gain positive attention and use clothing as a platform to speak out, shout, and yell to the world, "This is who I am and this what I believe!"

-Jo Ashley Crenshaw, FD

"Growing up in Kalamazoo, Michigan, you don't really have much exposure to the runway trends. It's more snowsuits and Ugg boots, if you will. So moving to Dallas was a very good choice by my parents since fashion was a love of mine ever since I was a little girl. I first heard about Wade through one of my friends in high school right before we were about to graduate. I looked up the school online and requested information immediately. It looked perfect! My Admissions Director, Julia Andalman, was very responsive to my curiosity. After chatting with her for a while on the phone, she set up a meeting for me and my parents to come in to the school and take a look around and get more information. I fell in love with Wade about 30 minutes into Julia's presentation. I know that there will always be certain things about every college that won't be just perfect, but for me it was pretty dang close. The year and a half flew by and I gained a lot of knowledge and experience while attending Wade. At graduation I was honored to receive

three awards for my hard work. I was awarded with the Outstanding Merchandise Marketing Portfolio, chosen by Nike executives, the salutatorian, and presented with the President's Award. The only reason I achieved those recognitions was because of my dedication and my amazing professors who pushed me to my wit's end. I couldn't have done it without them! I'm currently working for BCBG Max Azria and enjoying every second of it. I am also in the process of being promoted to assistant manager of my store, which is pretty incredible, seeing as I've only been with the company for a little over seven months. I'm grateful to be able to transfer the skills I learned at Wade to my store and teach my other employees new things and expand their knowledge as well. I'm hoping with this new position I can continue to move my way up into corporate in Los Angeles and work as a stylist, which is my lifelong dream. With a lot of hard work and dedication, I'm sure nothing will stop me."

-Hope Ducharme, MM



"My name is Whitney Waters. I am 24 years old and very excited and eager to be at this point in my life. I feel as though my life is just starting! I am fortunate to have had the opportunity to attend Wade College. It was a fantastic opportunity as well as a great experience. It was an honor to have been taught by such brilliant educators who have also become mentors in my life after graduation. Wade College has equipped me with the necessary tools and skills to become a successful business woman.

I am currently working for the Neiman Marcus National Service Center located in Longview, Texas. My position is Documentation Specialist in the Vendor Compliance department for both Neiman Marcus and

Bergdorf Goodman stores. On a daily basis, I assess violations that have been charged back to vendors that have not followed the shipping guidelines when returning merchandise to our warehouse. I also create forms that help us keep track of the problems, scan paperwork documentation, and index photographs that provide proof of the vendor's chargeback, in case the vendor tries to dispute the claim. Without proper documentation, we cannot successfully track our vendors' problem shipments.

I look forward to continued work with Neiman Marcus. Not only did I learn a lot at Wade College, I am still learning on the job!"

-Whitney Waters, MM

"I learned about Wade College while doing a Google search on fashion schools in Dallas. I knew what I wanted to do—be a fashion designer. I just didn't know exactly how to get there. I filled out the information on the admissions page and the next day got a call from Julia Andalman, Director of Admissions & Marketing. The day after that, I had a tour and was enrolled! I knew Wade College, was right for me because I have always liked things to be fast-paced, and the fact that you can receive your associate's degree in 16 months was incredibly appealing.

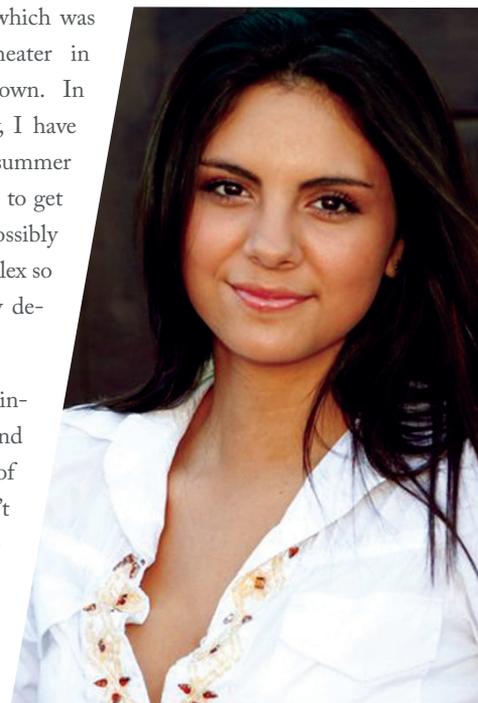
I graduated with my associate of arts degree in Merchandising and Design in May 2011. I was very pleased with my experience at Wade Collage and I am even considering going back to get my bachelor's.

Although I was busy while I was in school, after graduation, I only got busier! I currently have a job as a buyer for a department store in AK Western Trails. I love going to markets and seeing all the new lines. As I started seeing all the lines at market, it really made me want to attempt to start branding myself. To do that, I have started a company and associated brand called La Casa De Moda (The House of Fashion). Although the company is new, I have already produced

its very first fashion show, which was held at the Lancaster Theater in Grapevine, Texas, my hometown. In addition to the fashion show, I have also debuted my winter and summer lines at market. My next goal is to get my line manufactured and possibly open a store in the Dallas metroplex so that customers may purchase my designs right off the shelves.

My overall goal in life is to be an inspiration to the world of fashion and to people who may be dreaming of accomplishing their goals but haven't been able to. If you really want something, you can have it; you just have to go and get it. As William Arthur Ward once said, 'If you can imagine it, you can achieve it. If you can dream it, you can become it.' You just have to start somewhere, and that somewhere for me was Wade College. I will always have it to thank for giving me the knowledge and confidence to succeed."

-Amy Salas, FD



"I am a proud 2012 Wade College graduate; I earned an associate of arts degree in Merchandising and Design with a concentration in Interior Design. After 16 years in retail management, I decided to enroll in Wade College to further my ambition of becoming an interior designer. While a student at Wade, I was a member of Phi Theta Kappa honor society, one of four valedictorians, and awarded 'Best Portfolio' for my concentration of Interior Design.

My experience at Wade was an exceptional one. Every member of the staff, administration, and especially the instructors have greatly influenced and impacted my life. They all had a hand in equipping me and developing my knowledge and skills for a successful career in interior design. Jacob Fitzhugh, the chairperson of the Interior Design concentration, is one of the best instructors ever!! He's very knowledgeable, encouraging, and personable with every student. I am so grateful and appreciative of the time that he invested in me.

With the help of Wade College Career Connections and Patti Martinez, I am currently employed with Zuri Contemporary Comfort Furniture as a design consultant. I am working on two home designs with the company as well as laying groundwork toward building my personal interior design business with three outside projects. I am confident that with the knowledge and tools Wade College provided and the exposure I am gaining through Zuri Furniture, I am on the right path to even greater things. Thank you, Wade College, for an awesome experience!"

-Tasha Coleman, ID

STUDENT SPOTLIGHT

Feba was born in India and lived in both Michigan and New York before moving to Dallas seven years ago. She has always been influenced by culture and art, so her first choice was to study design. She realized, however, that she needed to learn the business side of things, as well. After talking to her best friend, who is a graduate of Wade College, she decided to look more into the program and realized that Wade was the perfect fit for her. So far, the opportunities given to her have been a blessing. She has worked with Jan Strimple and Karl Marshal and has participated in many other industry events,

including the FGI Fashion and Lifestyle Awards Show. Currently, Feba is a full-time student and also works at Nordstroms in Northpark Mall. Her short term goal is to achieve a 4.0 GPA. In the future, she wants to travel the world, meeting and learning and grasping different cultures in all their beauty. Ultimately, she would like to become a well-known visual merchandiser that anyone can count on to make a difference.

-Feba Varghese, MM



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