

A GOLDEN
ANNIVERSARY

MISS WADE'S
LIFETIME OF
ACHIEVEMENT

COMPETITIONS,
CONTESTS &
SCHOLARSHIPS

INDUSTRY
LUMINARIES
VISIT
WADE COLLEGE!

FASHION / GRAPHIC / INTERIOR / MERCHANDISE MARKETING /
MERCHANDISE MANAGEMENT / VISUAL COMMUNICATION

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COVER BIO

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, TX and also has been featured at an exhibit in BKFashionWeekend '09 in Brooklyn, NY.

He attended the Fashion Institute of Technology of New York which helped him understand the business aspect of the fashion industry majoring in Fashion Merchandise and Management and learned the basics of sewing from his mother. Currently residing in Dallas, TX he is a graduate of Wade College. He travels to New York and other parts of the US frequently to gain his creative inspiration.

ON THE COVER

Wade College student Abby Fuqua is the featured model in Venny Etienne's Le'Venity. She has had a love affair with fashion since she was a little girl. At age 18, she moved from Louisiana to attend Wade College to pursue her dreams of becoming a stylist. Abby has already volunteered for several fashion shows such as Stanley Korshak and Project Fashion Camp. She has modeled in Wade College's "Dress for Success" and has interned with Kenze Panne, Inc. For fall, she will intern with On Set Management and Jan Strimple Productions.

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

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GOLDEN ANNIVERSARY

It took three years for Miss Wade to save \$1,500 to start Wade College in a large, residential space on Turtle Creek in Dallas. That was 1962, and the curriculum focused on modeling. Fifty years later, Wade College is now a fully-accredited four-year institution granting both associate's degrees and bachelor's degrees in merchandising and design.

To mark the 50th anniversary of its founding, Wade College hosted faculty, staff, alumni, and industry partners at a gala event held at the Interfaith Peace Chapel, a modern architectural masterpiece designed by award-winning and world-renowned architect, Philip Johnson. The venue is a brilliant, inspirational design of "sculpture as architecture," and a fitting, futuristic backdrop for an event that celebrated what was, what is, and what is to come. During the evening, guests nibbled on gourmet bites and signature cocktails conceived by event planner Travis Lee Moore. Guests were surrounded by towering, white floral arrangements and-in honor of a gold anniversary-gold fabrics, gold tea candles, gold lighting, and gold decor. Guests were invited to have their caricatures drawn by Ben Vincent. Current student work was displayed throughout the venue.

Event producer Harriet Kelly ensured every detail was addressed including the production of a 50th anniversary documentary that was debuted at the event. The documentary—the highlight of the evening—celebrated the past, present, and future ideals of Wade College and its evolving mission. The unanimous favorite portion of the documentary was Miss Wade's touching recollection of her motivation for opening a college. Eyes were damp all around as Master of Ceremonies Chuck

Steelman from Neiman Marcus presented the evening's speakers and Miss Wade received a framed, commemorative caricature of her and husband, Frank Tortoriello, president emeritus of Wade College.

Guests included fashion show producer Rhonda Sargent Chambers, TV personality LeeAnne Locken, fashion photographer and makeup artist duo Randy and Paige Anderson, ce-



lebrity stylist Jeanette Chivvis, designers Shemara Jeyarajah, Nicolas Villalba, Elizabeth Anyaa, production facility proprietor Jenny Siede, publicist Jennifer de Socarras, Barbee Barber of the Dallas Museum of Art and Emmy award winning costume designer, Stephen Chudej.

LIFETIME OF ACHIEVEMENT

Last November, mistress of ceremonies Victoria Snee, award-winning journalist and radio personality and NorthPark Center's Fashion and Beauty expert, presided over a stunning gala organized by Fashion Group International of Dallas. Fashion Group is the largest fashion industry networking and philanthropic organization in the world, with chapters in New York and Los Angeles, in addition to Dallas. The event was attended by nearly 500 of Dallas' most stylishly dressed industry professionals from the fields of fashion, interior design, photography, and other creative disciplines. The Trade Mart's Grand Pavilion, this year's venue for the event, was outfitted with dramatic, three-story draperies lit by towering, pink lights. It was one of the most gorgeous events of the social calendar! The evening's centerpiece was a fashion show created by Jan Strimple Productions featuring the designs of Texas-born fashion designer Lela Rose, who was in attendance that evening, visiting from New York, to receive her Career Achievement in Fashion award. In Lela's latest collection, she draws inspiration from the new Margaret Hunt Hill Bridge in Dallas. The beautiful, bold geometric lines of the bridge, designed by Santiago Calatrava, were evident in the stunning ball gowns and cocktail dresses that graced the runway. Also a part of the evening's festivities was the presentation of the members of the philanthropic-based Fashion Police. Each year, Fashion Group honors 10 individuals who have made contributions to the creative industries and to Fashion Group. The Fashion Police walked the runway in high-end designer styles provided by NorthPark Center. Rising Star Awards

are presented in several categories to local individuals and businesses that are making an impact on the Dallas design, merchandising, and art scenes. These awards included best fashion designer Nha Khanh, best fine artist Bret Slater, best interior designers, Beth Dotolo and Carolina Gentry at Pulp Design Studios, best accessory designer Angela Scott for The Office of Angela Scott, and best fine art photographer Alex Remington.

The highlight of the evening, of course, is the most important award bestowed on any individual by Fashion Group International, the Lifetime Achievement Award. This is an award that is given only in years where an individual is truly worthy of this highest accolade. During the fiftieth anniversary of the founding of Wade College, Fashion Group International nominated Sue Wade, founder of Wade College, as the honoree for the Lifetime Achievement Award for her contributions to fashion education in the city of Dallas. Miss Wade was in attendance with three tables of her family, friends, and colleagues from Wade College. Dressed in a black, double-breasted Escada suit with her signature gold medallion necklace, Miss Wade received the Lifetime Achievement Award on stage from the event co-chairs, Maxine Trowbridge of Pink Memo and Chuck Steelman of Neiman Marcus. A room full of onlookers cheered for Miss Wade's remarkable achievements as a model, businesswoman, entrepreneur, and educator.

A new award presented during the gala was the Shelly Musselman Design Award. Shelly Musselman is the acclaimed model-turned-founder of the influential Forty Five Ten boutique in Uptown, Dallas. Musselman was credited with being the first to bring many designers such as Alexander McQueen, to



Dallas. The winner of Fashion Group International's Career Day receives the Shelly Musselman Design Award, a scholarship for \$10,000, plus a mentorship from the current head of Forty Five Ten, Brian Bolke. This year's winner is Wade College graduate, Cassandra Bumpous. Her 1950's inspired collection was featured as a part of the Jan Strimple-produced fashion show of the evening. Her collection will go on to be mass produced and sold at Forty Five Ten. She will receive business advice and fashion direction from Brian Bolke and the management team at Forty Five Ten.

The evening ended with an exciting silent auction with gifts from the evening's sponsors including NorthPark Center, Cadillac, Equinox Fitness, Neiman Marcus, and Forty Five Ten.

ANTHONY PROZZI

Former Design Director at Donna Karan Turned Car Visionary Visits Wade College

Native New Yorker Anthony Prozzi started his career on Seventh Avenue as a designer for fashion houses including Donna Karan. He was recruited by a stylist for W magazine who helped him jumpstart his fashion career. At Donna Karan, he crafted his sleek, modernist design aesthetic and attention to detail.

"I was very intrigued by motion and flow," Prozzi said. "And that's exactly what I found in vehicles." Since 1999, Prozzi has been a senior interior designer at Ford Motor Company. Moving from New York to Detroit to work for the automobile giant, Prozzi believes that even moderately priced cars should be "drop dead gorgeous," as he told the Dallas Morning News during his visit. Prozzi is a strong believer in sustainability not only in work but in life. He lives in a house in Detroit that is geothermally heated and cooled, and focuses his interior design on sustainability and ecologically friendly materials and designs.

Prozzi's visit to Wade College was also reported by the Dallas Morning News. Prozzi was in town to launch the newly designed Ford Fusion sedan, where he found inspiration even in figure skating, mimicking its curving lines and graceful flow. Prozzi spoke to a standing room only crowd of nearly 100 Wade College students and onlookers about his design career and just how "transferable" design skills can be in so many allied, creative fields. Prozzi really broke down barriers between fashion design and interior design, especially interior design opportunities outside of the traditional residential homes and commercial office space. When asked if he thought he'd ever be designing cars, he admitted that the idea never crossed his mind as a remote career opportunity. However, bridging the gap between fashion and interior design, Prozzi said that like trends in fashion, trends impact the automotive sector, as well. Budget brands like H&M and Zara offering high-end looks at low-end prices have created consumer demand for inexpensive yet high-quality aesthetics. This is Prozzi's challenge. Moderate prices must meet much higher-end design features and functionality. Who better than a fashion designer to solve this dilemma? Prozzi also shared with Wade College students some exciting upcoming projects that Ford Motor Company will launch for 2014 and beyond. Prozzi was nice enough to raffle off, during his visit to the college, tickets to the press event that evening at Ocean Prime in Uptown, Dallas, to unveil some of Ford Motor Company's latest designs!



JACKSON FLUENT

Barneys New York Front Man Turned Entrepreneur Visits Wade College



It's always a treat to learn from the diverse group of successful business people who make up the fashion and lifestyle industries of Dallas. On a monthly basis, Wade College students are treated to numerous guest speakers from varied career backgrounds.

New Jersey native, Jackson, has become as much a part of Dallas culture as our I.M. Pei city hall is to Dallas' city skyline. With over 15 years of success in the interior, furniture, and jewelry design industries, Jackson transitioned into a position that changed the very existence of customer care. As the Corporate Concierge for Barney's New York for over half a decade, he is the

most highly recognized and respected concierge in Dallas. Jackson is now the President of Dallas' premier luxury lifestyle management company, FLUENT. His navigation, dexterity, and passion to exceed client expectations allows those who have the opportunity to encounter him to experience only the finest of Dallas' social, cultural, and entertainment scene. Jackson's high-end clientele demand access to the hottest scenes in Dallas, and Jackson and his company FLUENT meet these members' demands on a regular basis.

Jackson's company has been featured in Dallas Business Journal, Texas Monthly, Dallas Morning News, and D Magazine. Jackson also serves on the board of Texas Next Top Designer and Corporate Concierge, Inc. as the President of Special Events.

JEANETTE CHIVVIS

The Frugal Fashionista



following in Texas and world-wide with her art direction and editorial ads.

Her genuine love and passion for what she does is so motivating. You can hear it in her lectures; you can see it in her presence. Coco Chanel said, "A girl should be two things, classy and fabulous." Jeanette Chivvis helps women live up to this daily, with her blogs, appearances on Good Morning Texas, how-to videos via YouTube, and her presence on social media sites. She is giving style advice while empowering her admirers to create their own style looks.

-Shaundra Spencer

Texas native and Good Morning Texas' Frugal Fashionista, Jeanette Chivvis, is inspiring fashion students and up-and-coming designers all over the world to develop their own style and voice. Jeanette's passion to share her knowledge and excitement for fashion is infectious.

Once she graduated from college, Chivvis worked as a buyer for Foley's Department Store. It was there that she was exposed to retail, buying, trend forecasting, and the process of developing a private label. She then said good bye to Texas and headed to California to take Los Angeles by storm. She created her own line Nay-Nay LA and then opened her own boutique Sugar on La Brea with a friend from Texas. With a lot of work and a unique twist on retailing, she soon would have the LA fashion world knocking on her door for her unique style. Some classify her style as a juxtaposition of opposites: a mix of contemporary pieces with southern charm. However classified, her designs lead to Nay-Nay LA being sold all over the world, and Sugar on La Brea being rated in the top 10 best boutiques from local networks. Her boutique was featured in over a dozen magazines both nationally and internationally.

Jeanette also started styling celebrities for the red carpet because of her success with Sugar. Her clientele included Paris Hilton, Kim Kardashian, Scarlett Johansson, Patricia Arquette, Kyle Richardson, Cierra, and many more. She became a trend expert for the Style Network and E! News. These were just a few of her successes in LA. After the recession hit, however, Jeanette was forced to close the doors of Sugar. Home sick, Jeanette saddled up and headed back to Texas.

Texans needed a voice telling them to put those broom stick skirts away (or at least revamp them) while leading them to the promised land of style. Once back in Texas, Jeanette became known as the Texas Taste-Maker! She opened up a contemporary wholesale showroom in Dallas where she represents designers by taking them under her wing and helping them cultivate their brands. She has teamed up with a few of her colleagues to create Pro Artist Group in order to inspire and educate young fashionistas to be creative while thinking business. She also found a home on the set of Good Morning Texas as the Frugal Fashionista. The Frugal Fashionista gives fashion lovers with all budget options on how to create style, using their own taste with a fashionable flavor. Today, Jeanette is considered the leading stylist in the south; she has such a great

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Successful Creative Director and Copywriter Visits Wade College

KYLE FINLEY

Kyle Finley knows graphic design. He has spent nearly two decades working in the advertising industry as a creative writer and creative director. He treated Wade College graphic design and visual communications students



to an earful of trade secrets, dos and don'ts, and learning lessons as they relate to the creative process of design.

At TM Advertising, a 70 year old full-service advertising agency, Kyle started as a writer working with clients including Subaru, American Airlines, and Paramount Theme Parks. He then transitioned to another agency, The Mountain Group, where he was responsible for design work for Neiman Marcus and The Deep Ellum Film Festival. After several years of successful client work, Finley moved on to Rapp Collins Worldwide, a division of Omnicom Group.

Rapp is the world's leading customer experience agency. R is driven by data, inspired by culture, and enabled by technology. The agency believes in creating real-time, brand-building, problem-solving, useful customer journeys across all channels that are measurable, trackable, and accountable. Finley was a creative writer on diverse accounts including Best Buy, HP, Maggiano's, On the Border, Virgin Mobile, and Toyota.

Finally, Finley made his home at Hawkeye, an integrated digital advertising agency that is focused on social, mobile, digital, event, and direct channels to create interactions between its clients' brands and their customers that engage, inform, and inspire customers to act in ways that drive results and profitable growth for clients. Hawkeye engages the public with breakthrough experiences in the right channel at the right time with the right message in the right context. Finley's clients include Red Bull, Bank of America, Dickey's BBQ, Capital One, Western Union, and Express Jet. Most notably, as associate creative director, Finley lead the PNC Bank account from a \$135,000 project into a \$1.2 million, award-winning account.

Finley visited with students of Wade College's Art Direction course, an elective within the Visual Communications concentration, to talk about the art director/copywriter relationship and how that dynamic works through the creative process. He was gracious enough to critique students' designs for advertising campaigns that focus on impulse items. Finley offered legitimate feedback from an industry professional's point of view. Of course, Wade College students are familiar with receiving critical feedback, as Associate's degree graduation candidates go through the Professional Portfolio Critique, where they present their portfolios to an industry panel. In all, this was yet another opportunity to network with and learn from a successful professional in the field.

DSVC STUDENT SHOW

In April 2013, the Holiday Inn Dallas Central played host to the Dallas Society of Visual Communications (DSVC) Student Show. This annual conference invites students from all over the country to submit their best student work for inclusion as they compete with their peers for over \$15,000 in scholarships and best-of-category prizes. This specific conference proves to be very unique as it is the only one of its kind devoted solely to the work of student professionals. In addition to the prizes given away for exceptional designs, the students are also able to attend workshops, panel discussions, and have their portfolios critiqued by several industry leading design professionals. Keynote speakers included Gui Borschert, Creative Director of the internationally recognized design firm 72 and Sunny; and Michael Osborne, Creative Director and Principal of Michael Osborne Designs, which has been in operation since 1981. This year Wade College made the unprecedented decision to sponsor many of their current Graphic Design students. This sponsorship covered the entry fee for the student, allowed them to attend all of the conference events, plus granted them access to the exclusive after parties - which allowed them to rub elbows with other students and many of the industry-changing design houses and professionals also attending the conference.

There are several categories from which students can choose to enter their work including, but not limited to: logo, poster, book cover design, magazine or brochure design, print advertising, environmental design, website or mobile app design, motion graphics, illustration, and of course photography. One main benefit of having so many design categories is that students are not limited to how many of them they want to enter greatly increasing their presence at the conference. With such a wide variety of categories, it is a sure bet that any design student will be able to find a piece from their studies they feel would fit the bill. Current Visual Communications student Danny Ramirez was one of Wade College's sponsored students and adds that the portfolio critique was possibly his favorite portion of the conference. "Taking my portfolio to the DSVC student show has probably been one of the best decisions I've made so far. It helped me better understand myself and my work for future interviews or critique sessions," he said of the experience. He also goes on to say that the feedback given will surely help to strengthen him both mentally and technically as a designer. As a design student it is very important to be immersed in all aspects of the field and it's equally important stay up-to-date with what your peers are doing. Conferences such as the DSVC Student Show are one excellent method to do so. Not only are students able to view work by their direct competitors, but they are afforded the rare opportunity to get direct feedback from potential employers, which is an invaluable leg up on that competition.



shop at Wade College as part of Professor Jason Reynaga's ongoing effort to bring Bachelors degree-seeking students a dynamic and engaging Drawing II curriculum. Mr. Denning is helping students learn his technique for rendering the human form.

Denning was born in Dallas in 1982 and has been drawing from a very young age. While he was a cartoonist for many years, his love of pin up art began when he was roughly 3 years old when he saw the American Graffiti soundtrack LP. At age 5, Denning discovered the art of Alberto Vargas, the "King of Pin Up Art." A serious attempt at drawing the human form did not come to realization until he was 17 years old and had

spent a large part of his senior year of high school studying the works of past pin up artists. Upon graduation, Denning saved up enough money to move to New York with the intention of pursuing a professional career as an artist. While that did not happen, he did wind up learning the business world working in corporate America. Mr. Denning has been creating pin up art for the last 14 years. He did not begin selling and promoting his work, however, until just last year. During the past year, Denning has developed a solid base of devoted patrons and now has many originals in private collections in the United States, Italy, France and Australia. He created an album cover for Dr. Joe Vitale (of the documentary film "The Secret") which also wound up as the March 2013 cover of Austin All Natural; and a recent commission from Dr. Vitale may very well wind up as another album cover for him in the near future. Denning has also recently completed a book cover for a humorous sci-fi novel titled "The Un-natural" by Michael Alan Grapin and he has also been commissioned to create monthly pin ups for a local magazine, "Peepshow Pin Up." Unsurprisingly, Denning has also become a growing staple within the local Dallas burlesque community as an artist and recently completed a commissioned portrait of Tempest Storm, one of the most famous burlesque performers of the 1950's.

While Mike's artwork can easily be considered

realistic, he tends to view his artwork as a stylized version of realism when compared to other contemporary artists. Many artists seem to prefer exacting photorealism, whereas Mike tends to have a much softer touch to the level of detail in his work, going more for feeling and gut reaction. For Denning, pin up art is not just a pop culture curiosity springing from the 1940's and 50's, but remains alive and well, existing in many other forms. Mike states, "Most pin up artists I know tend to stick to one particular niche; I don't. Vintage, alternative, modern, burlesque, sci-fi/fantasy, even general commissioned portraits that have nothing to do with pin up: I have done it all and continue to do it all. Not only does this enable me to offer something for everyone's tastes, it also keeps me from getting bored of doing the same thing."



-Professor Jason Reynaga

MODEL BUILDING WORKSHOP

3-D Model Building Workshop- From Flat Drawing to 3-D Reality



Wade College Professor Kurt Ortley is the founding partner of DesignKor, an architectural services, interior design and sustainability consulting firm. His company also performs graphic design services, including branding and corporate identity projects, for national real estate, medical associations, and nonprofit organizations. Professor Ortley

holds a Masters of Arts degree in Interior Design from Savannah College of Art and Design, as well as a Professional Certificate of Sustainability from Southern Methodist University. He has worked as a Project Design Leader at Good Fulton & Farrell Architects in Dallas and as a Design Director & CAD Manager at The Yates Group in Virginia. Professor Ortley's significant design projects include Crate & Barrel on Alpha Road in Dallas, Park Place shopping center in Dallas, Fire-Wheel shopping center in Dallas, Dallas City Hall space plan, Fort Bliss in El Paso, and the Cox Building in Plano.

On a recent Saturday, a group of primarily Interior Design students were challenged by Professor Ortley to take an existing floor plan, some originally designed by each student, and bring the draft to life in the format of a three-dimensional model. The project allowed students to actualize their two dimensional drawing in a three dimensional format taking into consideration the proportion of their design, its scale, and the functionality of each room in the drafted plan. Other important principles of design were stressed during the five hour seminar and lab. Students were provided with materials including foam board and other key elements necessary for the successful execution of a professional, three-dimensional model. The end result is a highly professional, well executed model that can be photographed for an interior design portfolio and brought to student portfolio shows, client meetings and job interviews.



SHERWIN WILLIAMS

A Sneak Peak At Next Season's Colors



The Wade College Interior Design Concentration hosts an annual color trend presentation called Color Mix developed and presented by Sherwin-Williams. Sherwin-Williams was founded by Henry Sherwin and Edward Williams in 1866. The Sherwin-Williams Company has not only grown to be the largest producer of paints and coatings in the United States, but is among the largest producers in the world.



Ashlynn Bourque, Designer Account Executive from Sherwin Williams, treated Wade College students to a sneak peak at the coming season's forecasted colors. The interactive PowerPoint presentation gave students of all concentrations some insight as to the creative direction of the

season's new hues. This presentation of the years color trends is developed by Sherwin-Williams through trade shows around the world in all the



PROJECT FASHION CAMP



Wade College has put me and countless others in touch with amazing opportunities. Since joining the student body in spring of 2013 I have been overwhelmed with the number of listings that come through Wade College Career Connection. The full experience of going to Project Fashion Camp was a once in a life time opportunity that I shall never forget. The week was accomplished at break-neck speed, but was well worth the effort. Being allowed to visit different kinds of businesses during each day afforded vital information about many concentrations. We ventured off-site: visiting hair salons, a private personal stylist, and Wade college. On-site we listened to first-hand accounts of what the business is like from runway producers, working stylists for fashion shoots and runway shows, photographers, hair and makeup artists, as well as getting the privilege to visit and speak with a Project Runway alumn.

Daily we were given the task of designing looks for photo shoots and some of us got the chance to work with makeup and hair. Our photo shoots were an eye-opening look at exactly what it takes to work in the hectic setting of

Project Fashion Camp Offers Scholarships to Wade College Students

a shoot with dos & don'ts and good/bad habits to hone and avoid. Along with the shoot styling came soft styling (setting ensembles out flat with no human bodies required).

The day before the runway show was filled with planning, cleaning the studio, organizing, show lineup, and final selections for the runway. As the last day arrived, the tension, excitement and anticipation were palpable. That day began around nine a.m. as a whirlwind of non-stop movement. The campers literally made everything happen: runway, backdrop, lighting, backstage, wings, house, chair delivery, chair covering, bars, cleaning, mopping, and making certain all was in readiness for the event. As the models arrived I was asked to work with the runway producer to help model fittings and shoe selection. I loved it and felt I had discovered a new outlet for my talents. Within a few days the results were in from the judges. I was in the top percentile throughout the competition and won Best Beauty for the week. The prize was an upcoming photo shoot for hair and makeup in Driven Magazine. Although this was one of the main prizes, my week at Project Fashion Camp gave me so much more than there is time here to mention. Suffice it to say it made me hyper-aware of the mountains upon mountains of tiny things that need to be done, redone and keep being done to make a fashion event happen.

-Michael Fulk

CAREER DAY

Largest Fashion Career Event in US

Fashion Group International is a global non-profit association of over 6,000 professionals representing all areas of the fashion, apparel, accessories, beauty, and home industries. Each year, Fashion Group International hosts Dallas Career Day, the longest-running and largest fashion career event of its kind in the United States. Celebrating its 45th year in 2013, Career Day continues to promote educational programs devoted to critical fashion and life style industry business issues through a variety of scholarships, internship programs, and entry-level job opportunities. Career Day is held at the World Trade Center complex, a 3.1 million square foot facility, housing showrooms of gifts, furniture, textiles, fashion accessories and apparel, and more. The

Dallas Market Center hosts over fifty markets each year attended by more than 75,000 buyers, and this vibrant venue allows students attending Career Day insight into the inner workings of this 15-story market.

On April 12th, approximately 1200 students and faculty, including many Wade students, converged at the World Trade Center complex for a day of seminars and exhibitions hosted by some of the industry's leading companies and professionals. Students were treated to keynote

addresses from Stephanie George, former Executive Vice President and Chief Marketing Officer at Time, Inc. with more than 20 years of media and publishing experience, and Levi Palmer, founder of the designer label, palm-



er/harding, which launched at London Fashion Week in September 2011. Attendees then chose from seminars on a range of topics including product management, fashion illustration, visual merchandising, social media marketing, fashion show production, and more. In addition to attending educational seminars, a major focus of Career Day is the merchandising and design scholarship competitions. Merchandising students have the opportunity to act as merchandise coordinators and brand ambassadors in the Davaco Merchandising competition, while design students enter trend board, fashion illustration, or apparel construction categories.

Career Day culminates in a professional runway fashion show spotlighting the top entrants in the apparel competitions over a wide range of categories, including eveningwear, casual design, bridal, active wear, and menswear. Students are also pushed to test their creativity in the DMC Little Red Dress or the Re-Purposed Denim competitions. Top honors for the apparel competitions include the \$10,000 Musselman Award, and the Paris American Academy Best of Show award which offers tuition for a summer semester in France. This year the runway show, produced by Rhonda Sargent Chambers, featured performances from the Dallas Black Dance Theater, and showcased the top student designers selected from entries from over 40 colleges. All in all, scholarships totaling a staggering \$37,500 were awarded during the 2013 Career Day. Wade College's, Venny Etienne, was featured twice in the runway show for his structured cocktail dress look, and show-stopping black and white evening gown. Both garments, part of his final collection for the associates program at Wade, were breathtaking on the runway, and we can expect to see Etienne's work in the spotlight again as he produces his current collection for his brand, Le'Venity.

-Elizabeth Johnston, Director of Academic and Student Affairs

PIN SHOW

Expressing her gratitude towards Wade, Carmen stated, "...not only did I learn how to sew, I was able to expand my knowledge through the intern-



ships set in place with designers and companies working close with the college to ensure our success. One of those internships was with The Pin Show. So when applying for the show I knew that my collection had to stand out because I had a high expectation level already set in place for myself."

To say that The Pin Show 2013 was a success is an obvious understatement. Julie, her team, Carmen and the other designers, and everyone else involved exceeded expectations across the board. By trading in luxury for the street, this event was transformed from merely a fashion show to an all-out extravaganza! I am already looking forward to next year's Pin Show. Who knows what they will come up with next?!

-Alexis Cochran

Mesmerizing, original, energizing, refreshing, and completely unique – these are only a few of the words used to describe The Pin Show 2013, held on Saturday, February 23rd. From its industrial and unconventional setting to the two live bands to the fire engines serving cocktails and food trucks with street-style food, this event embodied a new, fresh vision. What exactly sparked this desire for change? Julie McCullough Kim (founder and executive producer of the Pin Show) said, "This year we really challenged ourselves to put on a more creative show." Julie, along with her team, decided to trade in a predictable luxury hotel or art gallery for something out of the ordinary. That something was the Green Warehouse in West Dallas, located at the base of the Margaret Hunt Hill Bridge.

"It's always invigorating watching the last minute details fall into place, after months of work. This year, we really took a gamble on location, and it paid off. The audience loved the event, and the work of the designers," says Julie McCullough Kim.

The Pin Show serves as a platform for local independent designers, by giving them the opportunity to present their work to regional buyers and boutiques. Candidates were personally interviewed, and their lines evaluated for both fit and quality. With over 1,400 in attendance, models strutted down the concrete runway filled with colorful graphics, all to the tune of the soulful Danny Church Band. 22 designers produced over 130 looks, representing everything from ready-to-wear clothing (for both men and women) to bridal and swimwear to jewelry and hats. They were even given the opportunity to sell their looks in a mini-market located throughout the venue. When asked about this year's designers, Kim noted that they all presented their best and most creative work, highlighting the impeccable quality of an outerwear collection produced by Christine Porter (Brand: RaggDahl).

One of the local designers featured in this show was Carmen Rosales, a Wade College alumna and Pin Show veteran. Carmen created her brand, CarmenLris, shortly after graduating in 2009. Her designs are tailored for plus-size women, giving them fashion-forward options to "rock their curves!"

DAVYA DYCE

This Queens, New York native didn't catch the fashion bug until a major family move landed Davya Dyce in the Dallas area. It was here where her passion for fashion grew. Already equipped with her Bachelor of Business Administration in Marketing, she chose to pursue her education further and learn more about the fashion industry by enrolling at Wade College soon after. While at Wade, she was the President of the Merchandising & Design Student Association. Then in 2010, Davya earned her Associate of Arts in Merchandising Design, with a Merchandise Marketing concentration, as well as achieved Best Portfolio. "Wade College provided me with real access to real industry executives and moguls. Volunteer opportunities at Wade College were invaluable and gave me a leg into the creative industry that I previously did not have access to. The Career Advisor at the time helped me get my first internship with Dallas Market Center Special Events Dept., which led to my first full-time position producing events at Galleria Dallas." In a short time, Davya has racked up enough runway miles, both on stage and behind the scenes, to keep her fellow fashionistas coming back for more! Davya's most recent experiences include Dallas Observer, Dallas Market Center, Galleria Dallas and numerous independent artists.

Currently, she is the visionary behind Davya Dyce Productions based in both Dallas and New York, and is the driving force behind the managing, planning, coordinating and execution of each event. "My primary responsibility is B2B client acquisition, which requires consistent cold calling, cold emailing, relationship building, networking, and in-person capability presentations. Secondly,

I produce promotional events which include: creative concept, staff planning, vendor sourcing, creating planning documents, permitting, payroll, vendor/decor sourcing, logistics planning, on-site management and client retention. What Davya loves the most about her career is that "with each new event comes the feeling of having a new amazing job! You get to become the brand you are working with and change with each new project. I love the spontaneity of it! Event production is fun and glamorous. Who wouldn't want to spend other people's money to plan fabulous parties! However, the top companies in this industry are there because they know the business side of event marketing. Today's clients want real marketing results. My advice would be to go beyond the creative part and clearly understand what you can bring to the table that will affect that company's bottom line."

"Follow your 'happy' - it never lies. I am most proud that I found enough courage within myself to start the company I always dreamed of. I launched ZAHZI full-time one year ago - I have a ways to go. Nickelback said it best, 'that first step you take is your longest stride.'"



GENESIS EMMONS

"Throughout my teen years, every time my mom bought me clothes, I was never satisfied with the styles. I started sewing on my own and I would modify my clothes to the way that I wanted to wear them. It wasn't until I was 19 years old that I finally realized how fun it was to create my own styles. I pursued working in retail and finally landed a professional seamstress job at Nordstrom at the age of 21. At that time, I was known within the company for being one of the youngest seamstresses to sew professionally. Working for Nordstrom gave me

the confidence to seek out a career in fashion design and, at the age of 24, I enrolled at Wade College. I inquired with at colleges, but still felt like there was something missing. I didn't want to be in a huge school, nor did I feel the need to be even more so distracted. I wanted to immerse myself around other people that I had something in common with. I wanted something intimate, personal, and extremely hands-on that solely focused on my needs. Wade College offered all of these things that I was looking for and it was a perfect fit! I really enjoy pattern making and that is what has given me the confidence to know that I now bear the power of infinite creation."

Genesis Emmons graduated from Wade College in 2006 with an AA Degree and a Fashion Design concentration.



Currently, she is the Senior Designer for DressMyWay. Genesis consults with clients for custom designing all special occasion dresses, trains new designers on how to consult, oversees the quality control of the dresses, and trains seamstresses to perform alterations. "I love having creative freedom in everything I do and to be able to use it for making recommendations to my clients. If they have something in mind that they just can't quite put together, I really enjoy being able to create my own one-of-a-kind pieces or designs and know that someone will be wearing it for a very special occasion. I enjoy being able to see and feel the emotions of when a client sheds tears of joy and gives you the biggest thanks because I was a part of making their fantasy become a reality. That is the most genuine rewarding accomplishment ever."

For people beginning their careers in this industry, Genesis' advises that no matter what they do in life, they must have PASSION for it. They must have it abundantly and to the fullest or they will never be satisfied with their career path. "In the near future, I plan to launch my ready-to-wear clothing label GEMM by Genesis, which I am currently developing. This will be a spandex collection of leggings and jackets for creative and eclectic personalities. In the distant future, I plan to branch out and launch my higher-end label GENESIS the Beginning. This collection will mainly be of special occasion dresses that are heavily influenced by eclecticism and avant garde fashions. Challenges in life become the building blocks that form your obstacles into stepping stones... and soon, you'll find out to where they have led you."



KALEIGH SEVEY-SHIFFLETT

Texas-native Kaleigh Sevey-Shifflett has always loved design from the time she was a little girl. "I realized my true passion was creating and designing products that were influenced by my own interpretation of simple things I am inspired by every day. Choosing to pursue a career in Fashion Design was simply a natural decision that fed and challenged my artistic needs and allowed me to work with others who had the same passion and interests. I chose to attend Wade College for its ability to provide personalized attention to each student, its accessibility and affiliation with The Dallas Market Center and the platform it provides for networking opportunities with industry professionals. Wade College challenged me to think and create on a professional level. It provided me with numerous opportunities to work directly with industry professionals in an environment that allowed me to cultivate a broader understanding of the fashion industry."

In 2012, Kaleigh earned her Associate of Arts in Merchandising and Design with a concentration in Fashion Design. Currently, she is the Marketing Assistant for NorthPark Management Company in Dallas, where she assists the Web and Social Media Manager in the daily maintenance and design development of the www.northparkcenter.com website, and with planning and implementing NorthPark's digital media initiatives. Additionally, she is responsible for protecting and managing the NorthPark Center brand in their tenants, sponsors, and partners' advertising. "The day starts with a chai latte, catching up on the latest WWD articles and checking e-mail. Then, we have a brief 'morning meeting' with the Web and Social Media Manager going over our marketing

calendar. The rest of the morning is generally spent updating the website with merchant's promotions, sales, in-store events, and new restaurant menus. The afternoon could consist of working on the NorthPark newsletter, researching new ideas for digital marketing content, or assisting the marketing team in upcoming NorthPark programs or events."

In the future, Kaleigh hopes to start and manage a small luxury lifestyle brand that provides high-quality goods created by rescued victims of human trafficking. "My ultimate goal is to empower and employ at-risk women who would otherwise be forced to be work in an abusive employment situation, all while doing what I love – designing high-quality, handcrafted products." For students beginning their careers in their industries, she advises, "Take every opportunity to become well-rounded in your field. Learn to anticipate the needs of your employer and provide them with solutions or ideas prior to them requesting your assistance. Don't be afraid to suggest ideas or opportunities that you feel would be beneficial for your company's growth. Be confident in your own abilities and the abilities of your team."



KENDEL POWERS

Kendel Powers is a proud graduate of the 2013 class at Wade College. He earned an associate of arts in merchandising and design with a concentration in merchandise marketing. "My time at Wade College was invaluable. If it had not been for the mentorship of John Conte and the constant support of all of my professors, I would not be

an industry icon. In 2011, I was honored to be asked by Rhonda Sargent Chambers to manage the Winspear Opera House opening night red carpet. During the same event, I was given the privilege of walking the red carpet with one of the chairwomen of the evening who was showcasing a Nha Khan creation. To add to the once in a lifetime experience, I was asked to attend the opera and private dinner that followed." "All of these experiences led me to my current position at Stanley Korshak, the luxury retailer. My work day is truly exciting, and never boring. I am primarily responsible for the window displays, floor moves and layouts, assisting with model selection for trunk and in house fashion shows and off site sponsored shoots. I also manage our volunteers, many of whom are current Wade College students. Another facet of my job is the management of visuals and the pre and post production of all in-house trunk and fashion shows."

Kendel says, "Wade offers much more than just a text book education. The numerous experiences available in the industry are a definite advantage. I am the perfect example of that!"

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in my current position at Stanley Korshak as Assistant Director of Visuals." While attending Wade College, Kendel had several opportunities to work in the industry that he craved to be a part of. "In summer of 2010, I had the privilege to work on Dallas Fashion Week at NorthPark under the direction of Jan Strimple,

AMANDA CIARDO GILLAN

"As a young girl, I became fascinated with every building I went into, whether it was a luxurious hotel or just a regular office building. Not only did I take note of how the architecture looked, but I noticed every paint color, every side table, every piece of lighting...and the love only grew the older I became. When I finally sat down and asked myself what I would love to do for a living, Interior Design was it! After doing some research online, I toured the Wade College campus and immediately knew it was where I wanted to be. The small class size really allowed for more one-on-one attention that I knew I would want. The Interior Design program, and Mr. Fitzhugh himself, truly taught me everything I might need to know or figure out about design. It taught me to think about every single detail of the space I'm in and how everything works together. Even an inch makes a difference!"

Amanda (Ciardo) Gillan graduated from Wade College in February 2013 with an Associate of Arts in Merchandising and Design and a concentration in Interior Design. Currently, she is the Interior Design Assistant for Cypress Design Group in Dallas. In her position, Amanda obtains all measurements needed for the job, creates CAD floor plans, chooses all finish out materials (including fabrics, paints, flooring, furniture, lighting, and all accessories), and works closely with contractors to ensure timing is coordinated. "What I enjoy most about my ca-

reer is the amount of 'freedom' I have working with our clients and helping them decide what will look best in their space! Being able to work with such a talented and understanding designer has given me the confidence in my own design ability. She has given me the opportunity to showcase my own work in a few projects thus far, and knowing clients love it really makes me proud!

For those beginning their careers in the interior design industry, Amanda advises, "Be patient! Finding the "right" place takes some time. Don't rush into anything that you aren't happy with."



JAMES GODFREY

James Godfrey grew up in Louisiana before making his way to Texas. During the days of geocities and dial up, James taught himself to code websites by hand. He then went to the Louisiana Tech University to study Graphic Design. However, at 17 years old, his mind just wasn't focused on school, so he soon found himself back at home working in finance. After 8 years, James was laid off from his company, and he decided immediately to go back to school to pursue his real interest. James heard about Wade College from a friend who already attended:

"When I was laid off and decided immediately to go back to school, Wade College popped into my head. I think after three days of lying on the couch crying, I called up Wade College to set up a meeting with an Admissions Representative and basically said 'I'm doing this.' I probably was one of the easiest students to enroll."

In 2012, James earned his Associate of Arts Degree with a Graphic Design concentration from Wade College, along with numerous recognitions such as Valedictorian, President's Achievement Award, and Outstanding Graphic Design Portfolio. Shortly after graduation, James started his Graphic Design career as the Visual Communications Manager for Samuel Lynne Galleries located in the Dallas Design District. "I produce all collateral for the gallery including all print advertisements, show cards for exhibitions, as well as artist promotional materi-

als. I also manage the company's social media accounts, design and generate e-blasts for our mailing lists, as well as act as an adviser when materials that include Samuel Lynne Galleries are produced by outside vendors. It is my job to ensure that the SLG brand is upheld. In addition to my graphic design duties, I also maintain our art inventory and client databases, and work closely with our CPA to maintain a local version of our books. A typical work day for me is very varied. Depending on the time of year or what is going on that week, I could be working with our gallery installers to rehang the gallery, or I could be calling clients and/or artists to schedule delivery and installation of purchases, or I could be designing an advertisement. It really just depends! I really enjoy the diversity my career provides. I get to interact with many different eclectic people and create interesting things."

Currently, James is continuing his education at Wade College in the Bachelor of Arts program with a concentration in Visual Communication. "Wade College really helps me prepare for my career because the program is so varied. I've used things that I've learned in Business Law and Marketing when in meetings discussing design directions with my Director. I'm proud that at 30 years old, I'm finally finishing up my education. It's hard to work and go to school, and I'm proud that I was able to not only do that, but to graduate Valedictorian". So what are his future goals? "My only true plans are to continue learning, to keep getting better personally and professionally, and keep my head together. The advice I have (for people beginning their career in the industry) is to stick with it and give it your all. It doesn't come naturally to everybody, and it is easy to become a little discouraged when you think that your design doesn't look as good as the person sitting next to you. Also, if you have a question, ask it."

MEGAN HUANG

"I have always been an "artsy kid" - the type of person who draws all day and night for entertainment. When I got my first computer at 13, I began to illustrate using a computer - taught myself a little bit of Photoshop just like most of the people these days. (I started with Photoshop 5.0.) In my Junior year of high school, I decided to become a Graphic Designer someday. Speaking of being realistic - artists don't make a good income unless you are really, really good. I have always been a pretty realistic kid as well- so I thought, 'since I'm good in art and computers - what makes more sense than graphic design?' I started my graphic design studies in Portland State University (Oregon) but was unable to finish my 4-year degree. I was tired of not being able to do what I went to school for. Therefore, I decided to move back to Texas since my mother offered to help. I found Wade College online, and it offered the accelerate programs which fit my needs to 'hurry up and finish school'. I learned about how the class is typically very small, which means students can receive more one-on-one attention with the professors. Also, the professors are all professionals in the fields that they teach. I have to say that what attracted me the most is the beautiful Mac Lab! It was a quick reason, but I was really glad I chose Wade College." In February 2013, Megan Huang successfully earned an Associate of Arts in Merchandising and Design with a concentration in Graphic Design. "Wade College's program helped me to prepare for job interviews. The professors' insights and views in the industry also helped to direct me onto the right path to begin my career." One of her proudest accomplishments was landing the position that she achieved only a month after she graduated from Wade College - becoming the Graphic Designer at Loloi Rugs. She provides graphic design support such as catalogs, product labels, brochures, event invitation cards, photo retouching for the Sales/Key Account departments, company gallery, and Market events. "What I enjoy most about my career is that people appreciate the work I produce." For people beginning their careers in the graphic design industry, Megan advises, "Be humble. Your portfolio speaks for you. Be sure to network at design events such as DSVC and AIGA."



TONY TORRES

Dallas-native Tony Torres has been in the retail industry for more than 20 years, and has always enjoyed design and fashion. "From the moment I visited the Wade College campus and met with staff I knew I was at the right college. I was so right! Wade College's internship course made it possible for me to experience buying in the fashion industry, which is always changing. One must always be alert not to miss certain trends and opportunities. The e-commerce aspect of the business is very interesting and I enjoy that there is always something new to learn about e-commerce. The education at Wade College took me to the next level. It helped me polish my communication skills; and to apply a wide range of business applications every day at work. More importantly, it helped me find my potential and the value I can bring to any organization." Tony recently earned his Bachelor of Arts in Merchandising and Design, with a concentration in Merchandise Management. Currently, he is the Assistant Buyer at HerRoom.com. "I assist in managing over 70 brands in women's apparel in departments such as sleepwear, intimate apparel, hosiery, and accessories,

which consist of brands such as Shadowline, Carole Hochman, Betsey Johnson, Mimi Holiday, Pretty Polly, Hue, Fashion Forms, and Braza. I review any new styles that have gone live on the website, make sure inventory is available, and that the style has a number of add-on and similar styles that the customer might also want to buy. I prepare the Buyer for market by creating sales reports and reviewing what we currently have to offer and how well certain styles have sold. Since we are e-commerce, samples are very critical for our business. They are used to shoot multiple photos from different views, and to offer the customer as many specifications and features of all styles. My job is to get samples at least a month in advance, in order to get all this information for the website, so that when we receive the inventory, we are able to sell."

When beginning your career in this profession, "Be eager to work and don't stop asking questions. The worst thing one can do is to try to figure it out alone. One must be team-oriented and realize that we learn even from some of the most mundane tasks. Welcome it because it will make you better."

In the future, Tony's goal is to become a Buyer. "I would love the opportunity to buy for HisRoom.com and help build that side of the business."

