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M A G A Z I N E

WADE COLLEGE NAMED TOP 10
COLLEGE FASHION PROGRAMS

SPOTLIGHT ON EMPLOYER
FOSSIL, INC.

AMÉRICAIN À PARIS

VENNY ETIENNE'S
DREAM TERM
AT THE PARIS
AMERICAN
ACADEMY



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Current student Venny Etienne traveled to Paris through the month of July to study design on full scholarship at the Paris American Academy and to work Paris Haute Couture fashion week. He was featured on WFAA Daybreak and the 4pm News, and in publications including Dallas Morning News, Dallas Voice, Dallas Weekly, Patron, and many others.

About Wade College

Wade College was established in 1962 by Sue Wade, with the goal of helping individuals join the fashion and merchandising industries immediately. Today, the college offers cutting edge Associate & Bachelor of Arts programs in Fashion Design, Interior Design, Graphic Design and Merchandise Marketing and Management. Wade College's location in the Dallas Market Center and Infomart buildings offers students unparalleled opportunities to practice what they learn in a hands-on environment. Wade College is among the oldest specialized Merchandising and Design College in Dallas, Texas. One of the key objectives of the college is to render its graduates with credentials suitable for immediate employment and rapid advancement. For more information visit www.wadecollege.edu or our Facebook page at www.facebook.com/wadecollege

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American In Paris

For many, Paris is a dream destination. For Wade College senior and emerging fashion designer Venny Etienne, that's where he headed this summer after winning one of the most prestigious fashion challenges in the nation.

Etienne, a Haitian-American student who hails from Brooklyn, has attended Wade College in Dallas since he was a sophomore. He recently won the nationally acclaimed Fashion Group International Scholarship Competition held April 17 at the Dallas Market Center. Founded 40 years ago and widely respected by the fashion industry, the contest pits some of the nation's top young designers against each other. Etienne's sports bomber jacket and tailored pants, inspired by athletic shoes translated into ready-to-wear concepts, garnered him the top prize in the competition because of his originality and technical expertise.

Etienne had entered the prestigious competition twice before but always left empty-handed. Third time was a charm with him taking home three prizes – a cash scholarship and two grand prizes – for the FGI's Best of Sewing Award resulting in an industrial sewing machine plus the coveted FGI Paris American Academy Couture Award. He is the second Wade College graduate to win the highest prize in FGI's 40-year history.

On June 30, Etienne packed his bags and went to the fashion capital of the world for an all-expenses-paid, study-abroad program. During his month in Paris, he met designers; took rigorous classes in advanced couture techniques, fashion design, pattern making and product development; visited renowned museums; and explored architecture for inspiration. Among the many high points, he got a rare opportunity to work behind the scenes during Paris Haute Couture Fashion Week where the biggest names in fashion – think Chanel, Dior, Valentino and Elie Saab – take to the runway, attracting celebrities and media from across the world.

"I am truly humbled and honored for this amazing opportunity to learn from the ones who worked for the amazing French fashion houses such as Madame Grés, Nina Ricci, Pierre Balmain, Jean Paul Gaultier and many more. I consumed all that Paris and the Paris American Academy had to offer and plan to inject it into my work ethic and my life," said Etienne. "And I'm honored to have represented Dallas and

Wade College – where I've learned so much – as well as my hometown Brooklyn, NY."

The win didn't come easily – and only after years of late nights and sacrifice. Etienne has worked fulltime since he was 18. A transfer student from the Fashion Institute of Technology in New York City, he purposely sought out Wade College, located at the Dallas Market Center and the Infomart. He liked Wade College's flexible day and night schedule of classes, the small professor-student ratio, the demanding curriculum, and the opportunity to be immersed in the nearby design industry. The 28-year-old merchandising and design major, who lives at Southside on Lamar, expects to graduate in September 2015.

"To see an individual as hardworking and talented as Venny take top prize in a high-profile competition like this is extraordinarily satisfying," said John Conte, Executive Vice President of the college and former executive at Ralph Lauren. "Venny is the kind of individual you root for because his successes are always the result of incredible work ethic and passion. He sets the bar very high for his peers. We could not be more proud of Venny and our fashion design department at Wade College!"

Etienne's time at Wade College and exposure to the design industry has served as inspiration. Despite his nonstop workload, he's somehow found time to establish a new brand called LeVenity, which gracefully brings together seemingly opposed elements like "hard and soft" through architectural lines and texture-blocking. The LeVenity brand has developed a strong team, freeing up Etienne to focus on the creative side of the label while they manage the business aspect and the brand's day-to-day operations.

And that new venture, too, is attracting national attention. This year Etienne was named the 2014 National RAW Artist Fashion Designer of the Year, defeating hundreds of up-and-coming professional designers from America's top cities such as New York, Los Angeles, Chicago, Miami, and more. As part of the prize package, he'll showcase his spring 2016 collection at LA Style Fashion Week this October. It's a huge boost – standard fees to show usually range from \$4,500 to \$45,000!

Follow Venny at <https://www.facebook.com/LeVenityCo>

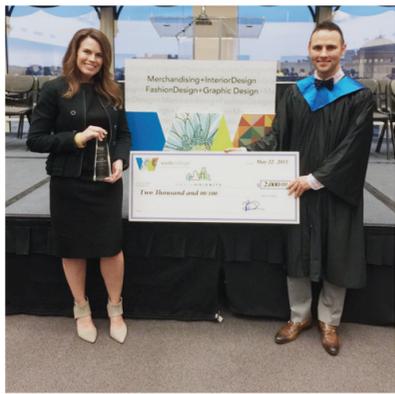
Merchandising & Design Institute Presents Student Showcase

Each summer high school students from around Texas spend a week with the faculty and staff at Wade College to learn about the merchandising and design fields. This summer, the group was tasked with producing a grand scale fashion show in the Maxwell Ballroom atop the InfoMart to showcase current Wade College fashion designs in a full runway production. The event featured noted DJ Colin Theall and more than 60 original designs from Wade fashion students modeled by Wade students from all concentrations. Wade alumnus Austin Robinson

oversaw hair and makeup design. Students Rachel Davis and Amber Lewis ran the back of house and styled over 60 looks for the show. We saw everything from vintage inspired looks to expertly manipulated knits, tailored garments, eveningwear, and costume design. The show would not have been complete without recognizing the immense contributions of Chairperson Rusty Bell and Professor Laura Chapuis! Congratulations to all the student designers who contributed to the event.



Photography: Price Ogilvie



Dwell With Dignity founder Lisa Robison was honored at Wade College's commencement ceremony and presented with a \$2000 donation on behalf of the faculty and students of the college. DWD creates dignified homes for the less fortunate.



The D&M Magazine launch event at Anderson Studio celebrated the graphic design work, photography and writing of student editors. The event also featured a fashion presentation, music from DJ Fitz Lauderdale, and catered dinner and signature drinks.



Dallas Society of Visual Communications named Wade College their "College of the Month." Wade students got to network at their monthly meeting at the Angelika Film Center and attend keynote presentation by David Schwen, Minneapolis-based visual artist best known for his branding work via social media.



Students attended the Blogger 2 Boss conference at the NYLO Hotel. The conference provided all of the need-to-know tips on how to advance your blog and get noticed in 2015



Celebrity Cruises sponsored a fashion and graphic design competition for Wade College students to compete in with a grand prize of \$1000. The winner of cruise wear design and beach tote design will be featured on a Celebrity Cruise sailing in 2016! Stay tuned for the winners!



Merchandising Division Director Dr. Jason Stanford pictured with famed Interior Designer Charlotte Moss at Neiman Marcus signing for her latest publication Garden Inspirations. Students attended the event sponsored by Fashion Group International.



Jan Strimple Productions has a long history with Wade College. Here, Jan is pictured with current Wade students during a recent Fashion Group International fashion show at the Dallas Galleria.



Jason Reynaga, professor of Art: "I started working with textural, relief materials in graduate school. I was searching for a way to unify my love of printmaking and image-making with my love of creating sculptural form. Toys, glitter, foam, flocking, paint balls, stickers, puff-paint. Any material is fair game, so long as it connects meaningfully with my purpose or concept. I want my viewers to be seduced on multiple levels. I have become what you would call a mixed-media artist, often working on unusual substrates, but I still rely heavily upon my traditional background and training."



Metrocon 2015 is the largest Interior Design regional expo and conference organized through an innovative volunteer alliance between the Texas Oklahoma Chapter of IIDA [International Interior Design Association] and the Texas Chapter of ASID [American Society of Interior Designers]. Students attended the expo and continuing education presentations.



Professor of Psychology Tara Valure kicked off the trimester by hosting a goal setting workshop that focused on overcoming mental blocks and committing to positive thinking.



Fourth of July on the college's campus found faculty and administrators celebrating! Students were surprised with the now infamous Wade College Hotdog Cart to help roll in the long holiday weekend ahead!



During the Professional Portfolio Critique at Make + Made Studio in the Design District, merchandising and fashion design students had their portfolios critiqued by industry professionals including the founder of The Pin Show, the largest independent fashion show in Texas.



Student exhibition entitled "Paper Horror Story" at Clampitt Paper. Invited to submit work by Mr. Clampitt himself, students curated an exhibition under the direction of Jason Reynaga through the professor's Design I course using Clampitt Paper to create horror genre compositions.



Wade College was the largest sponsor of the Miss Texas Pageant over July 4th weekend. The four day experience at the Eisemann Center for Performing Arts in Richardson showcased talented and intelligent contestants from more than 50 areas of Texas. Wade College presented a scholarship to each local pageant winner.

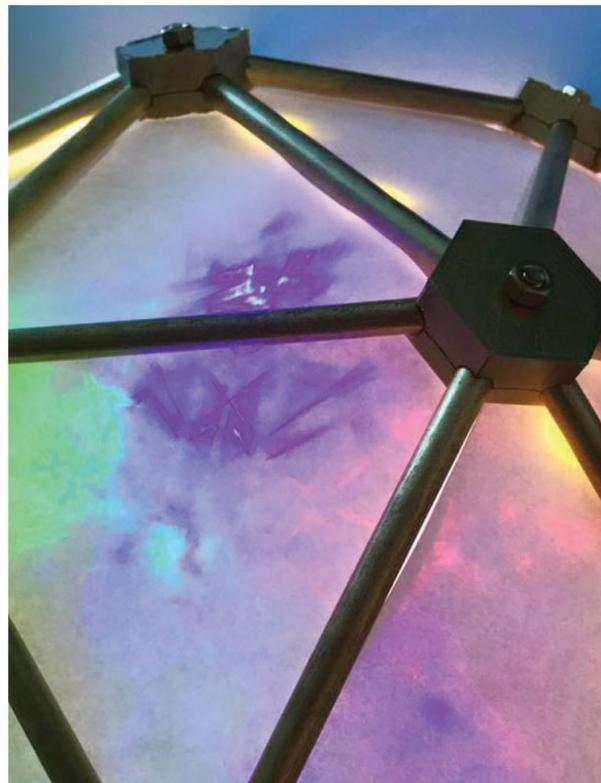
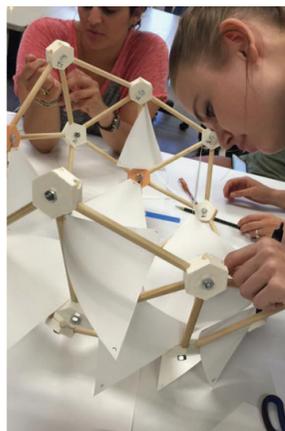


Graphic design for Promise of Peace Community Gardens by student Darielle Carmouche in Diana Souza's Desktop Publishing class for a nonprofit client: promiseofpeace.us. The design was selected for production by the client.

Summer Creativity Workshop

Val Curry, visiting artist, is a display artist at Urban Outfitters and practicing visual artist with gallery representation in Dallas. Day 1 of Val Curry's 3-day Creativity Workshop at Wade College was a success! What fun! About 20 Design students had a blast discussing and experiencing the creative process. Futurism, the geodesic dome, 3D printing, mold-making and the casting process were all just the beginning. Day 2 of the Creativity Workshop at Wade College involved plastic components (part A mixed with part B) being cast from custom-cast silicone molds. Wooden arms were cut to specific lengths, and the geodesic dome started to take form. Next steps included spray painting and drawings inspired by geodesic geometry. Day 3 of our Creativity Workshop found students excited about seeing their futuristic geodesic dome completed. All components were made from scratch. Finally, additional dowel rods and paper panels were cut and put into place, and L.E.D. lighting was added for a little futuristic bling!

Processes/materials covered include rapid prototyping, subtractive carving, casting, 3D printing, additive 3D model-making, mixed-media assemblage, lighting, measuring, cutting, creative problem-solving and working within a group dynamic!



Kayla Prock

– AA Graphic Design

Texas-native Kayla Prock graduated from Wade College in 2004 with a degree concentration in Graphic Design. Since then, Kayla has interned for a local newspaper *Wise County Messenger*, created complete layouts for *The Justin Pride Newspaper*, and is designing her own magazine. Currently, Kayla manages her own design shop, Timeless Graphics & Signs, and her photography business, Kayla's Unique Eye. "I love photography, too. I photograph people's most cherished memories. I capture weddings, bridal, family portraits and even travel around the United States to do photography sessions. On a typical day, I do editing, marketing, and what I love - photographing or designing. I'm working on my certification as a professional photographer, too. What I love most about my career are the people. I love taking a unique approach to any art project I encounter."



Kayla enjoys giving back to her community with her creative skillset. "I use my skills to donate my time for the Lymphoma Research Foundation and have worked with them for 3 years now. Alongside working and being creative, I work for CASA of Wise and Jack Counties which is a non-profit that works with foster children. I am the Community Outreach Coordinator and I love to introduce the community to what we do and how we help so many in the foster care system. All these decisions have given me a chance to better my skills and myself as an artist." In her spare time, she has coached soccer for 6 seasons and coached pageant girls to get ready for their pageant weekend.

For students and new graduates beginning their careers in this industry, she recommends, "Learn and learn more. With today's technology, there are always evolving changes in any art field. Keep up with the current times and never give up. Keep designing, continue sketching, and always be confident in yourself."

Check out Kayla's newly-created blog at kaylasuniqueeye.blogspot.com. "Let life itself be the true inspiration to your creativity."

Brydric Wright – AA Fashion Design & BA Merchandise Management

Born and raised in East Texas, Brydric Wright chose to move to the big city of Dallas to pursue his career interests in the creative fields. He graduated from Wade College with his Associate of Arts in Fashion Design in 2011 and Bachelor of Arts in Merchandise Management in 2013. While he pursued his studies, Brydric made time to gain various industry experiences in wholesale apparel, fashion event production, styling, and marketing. His women's and menswear collections were featured in several fashion events including The Pin Show, Texas' largest independent fashion show, as well as Dallas Observer's Artopia, where he was also chosen as Stage Manager for the runway show. Currently, Brydric is the Communications Coordinator for Valley Ranch Master Association in the Valley Ranch / Irving area, an opportunity that he learned about through Wade College. "As the Communications Coordinator, I am responsible for assisting the Lifestyle Director in creating, planning, marketing and executing all events and programs offered by the community association. I have resided in the Irving – Valley Ranch area for the past six years, and I am proud to call it my home. I am excited to be a part of the Valley Ranch Lifestyle team and to create not just events, but experiences that will last a lifetime."



Trista Spooner – AA Merchandise Marketing & BA Merchandise Management

Wade College alumna Trista Spooner is an Allocation Analyst for Pier 1 Imports Inc. headquartered in Fort Worth, Texas. She was recently promoted from Merchandise Assistant within her first year of being with the company. "As an Allocation Analyst, I generate and distribute merchandise orders for Pier 1 stores nationwide from the distribution centers. I evaluate and monitor merchandise featured in promotional events to ensure that products arrive on-time and in the correct quantities to support the event. I analyze

inventory levels and adjust product distribution based on the size, volume and rate of sale for stores. I monitor and adjust our allocations systems to more accurately replenish stores based on the Planner's sales forecast for each SKU. I work closely with the Buyer and Planner of my departments to ensure that our product allocation supports and preserves sales goals. I enjoy the fast-paced and unpredictable scenarios that encompass my job. The company provides great benefits for its employees and I am also able to get involved with philanthropic activities through the company's many volunteering opportunities."

Trista earned her Associate's in Merchandise Marketing in 2010 and Bachelor's in Merchandise Management in 2012. She chose Wade College because of the motivating and personable atmosphere that she encountered as she walked into the college. "The professors at Wade act as mentors to students to prepare them for real world scenarios. I developed fantastic relationships with the faculty at Wade because they really care about the success and development of their students. "Always be confident in anything you do-- find a mentor who can help guide you and give you advice for your new career. There are so many different types of job opportunities, find something that you absolutely love and live it!"

Maria Araujo – AA Fashion Design & BA Fashion Design

Fashion Design Alumni Maria Araujo is currently the Women's Leather Development Coordinator for Fossil Group, Inc. headquartered locally in Richardson, Texas. "My job is diverse. I handle product development data in our systems, as well as assist the design team with primary research on new products. I enjoy how fast-paced the fashion industry is because I am that kind of person. I never stop." Maria grew up in Dallas and chose Wade College for her Bachelor's Degree because she wanted to have personal attention with her professors. "I wanted help that I would never receive in a big university. Plus, I loved Wade College's atmosphere as soon as I initially stepped into the college. Everybody is so friendly and kind. My professors were always there for me when I needed their help. They went out of their ways to make sure I was well-prepared. At Wade, they taught everything I needed to know to succeed in my career." "My BA degree has definitely shaped my professional life! I am really proud of this accomplishment. It has opened so many doors and gave me opportunities to learn how to be a professional with the help of my professors and staff. Wade has ALWAYS supported me on everything I do and I will always be grateful for it." In the future, Maria plans to continue her education with a Master's Degree.



The key to Maria's success as a professional and individual was through volunteering. "If I did not take the chances and opportunities that I was given at Wade College to work for well-known organizations and fashion productions all over Dallas and to network, I would not be where I am today. Take all the opportunities that you are given and do A LOT of volunteering. A little goes a long way."

Top Ten Fashion Program

Wade College recently ranked in the top 10 fashion design schools of the southwest according to Fashion-Schools.org, a non-profit organization conducting on-going research on fashion programs in higher education around the country.

The board ranks both public and private institutions in design and merchandising. They use the following criteria in their research to rank institutions: academic reputation, admission selectivity, depth and breadth of the program and faculty, value as it relates to tuition and indebtedness, and geographic location.

Congrats to all of our faculty and staff who have contributed to making our program an excellent one!
<http://www.fashion-schools.org/>



wadecollege
merchandising+design

JOB FAIR:

Opportunities galore! Wade College students quickly grow accustomed to a wide variety of industry opportunities at Wade College, beginning in their very first trimester. These opportunities range from one-day volunteer opportunities at industry events to short-term and long-term internships and paid work opportunities, to permanent employment in career-related, full-time positions with notable DFW-area companies.



Wade college gives students a jump-start with their job search by bringing employers on-campus.

The start of a trimester can bring students anxiety from trying to find a job, whether it's to help pay for school or to gain the necessary work experience to ready a resume for a full-time career in merchandising, marketing, fashion, interior, or graphic design. Career Services at Wade College gives students a jump-start with their job search by bringing employers on-campus through Job Fairs each term. For the Summer 2015 Job Fair, industry employers and their representatives from the corporate, retail, wholesale, and marketing industries visited campus to promote their available opportunities to Wade students and alumni. Companies included American Girl, Anne Fontaine, BIOWORLD Merchandising, Culture Hype, D2 Drysdale Showroom, J.Crew Factory, CounterCulture PR, Charlotte Russe, Chico's, in.Style eXchange, Michael Kors, Terry Costa, and Socialite Pink. The energy

and excitement of employers and student/alumni candidates filled the room. It was the biggest job fair yet! Job opportunities presented were part-time, full-time, temporary, and internships. Students were dressed for success, with polished resumes in-hand. They had the opportunity to network with employers one-on-one and learn about job opportunities that they each offered. Employers were impressed with the preparedness and professionalism of our students and alumni, which are key to making a good first impression at Job Fairs. Many of them achieved on-the-spot interviews and scheduled interviews. To top it all, several of them landed the job shortly after!



Students have the ability to meet one-on-one with employers at one time and at a convenient location on-campus.

Job Fairs are a one-stop shop. They are part of the job search resources offered by the Office of Career Services at Wade College. Students have the ability to meet one-on-one with employers at one time and at a convenient location on-campus. All in all, it was a success, especially when students become employed in positions that not only help pay their bills, but also enable them to gain industry experience while pursuing their studies! We are fortunate to have such a stellar Career Services department with tremendous industry connections at Wade College!

EMPLOYER SPOTLIGHT:



The iconic watch tins. The multi-brand portfolio of world-class brands. 500 company-owned stores worldwide. 4000 wholesale locations. A strong e-commerce business. These are things that make Fossil Group Inc. a highly sought-out company to work for. Headquartered locally in Richardson, Texas, this global organization is home to innovation, design, and marketing of fashion lifestyle and accessory products including watches, jewelry, and leather goods. Fossil Group Inc. encompasses the American vintage Fossil brand, Portfolio brands such as Burberry, Diesel, Michael Kors, and Tory Burch, as well as contemporary lifestyle brand Skagen.

Through their network of Wade College administrators and former classmates, more than a dozen of Wade College Merchandising & Design Alumni have recently been hired to contribute their skillsets



to the growth of Fossil Group Inc. They are gaining exciting industry experiences within various departments of Portfolio Product Development, Materials Development, Store & Environmental Design, Fossil Jewelry, Fossil Men's Leather, and Fossil



Women's Leather. The combination of their Merchandising & Design degrees, positive attitude, professional demeanor, and willingness to embrace opportunities to learn and do new things are some of the reasons why Fossil Group Inc. loves Wade College alumni.