

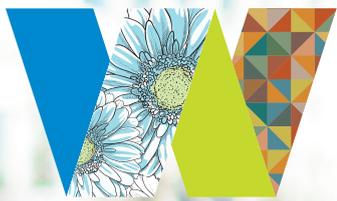
# d&m

M A G A Z I N E

## Wade College Launches Miss Texas Partnership

Annual Merchandising and  
Design Industry Panel

Alumna Launches Successful  
Chain of Boutiques



wadecollege  
merchandising+design

INFOMART  
1950 Stemmons Frwy, #4080  
Dallas, TX 75207



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Student Kaitlyn Ayrton photographed by Wade College alumnus Venny Etienne at the college's Infomart campus. Kaitlyn enrolled at Wade College to study merchandising and design and plans to use her degree for a career in marketing. Venny Etienne continues to run his nationally renowned fashion brand, LeVenny, after returning home from a study abroad program at the Paris American Academy in France.

## 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 Colleges 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](http://www.wadecollege.edu) or our Facebook page at [www.facebook.com/wadecollege](http://www.facebook.com/wadecollege)

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## Miss Grand Prairie Joins the Wade College Family

Through the Office of Financial Services, Wade College administers the Wade College Miss Texas Scholarship for students entering the institution's associate degree program for the first time. This \$2,000 scholarship is awarded on a trimesterly basis to any degree-seeking, full-time, associate-level student who placed first in a Miss Texas or Miss Texas Outstanding Teen qualifying local pageant. Kaitlyn Ayrton won the Miss Grand Prairie pageant in the fall of 2015 and was the first individual to use her scholarship at the college. Since Kaitlyn has been enrolled, she has done many exciting things. She is the voice of her own radio show on KVGI called *Crowning Around*. Every Monday you can tune in to hear Kaitlyn and her guests talking about a wide array of important topics. She focuses on the four points of the Miss America Crown: Scholarship,

Style, Service, and Success. Kaitlyn is very active with her pageant platform, *Helping Heroes: Supporting Men and Women in Service Uniforms*. She is a supporter of #22Kill and Honor Courage Commitment, Inc., working closely with these organizations in many community events. Kaitlyn is also an Outreach Advocate for Acts of Joy and a mentor at the Young Women's Leadership Academy at Arnold in the Grand Prairie ISD along with many other organizations. Kaitlyn has made many appearances across the DFW area to raise awareness of veterans' issues. Her career goals are to be a marketing executive or buyer for a major fashion industry corporation. Her Wade College family could not be more proud of her! We wish her luck as she competes for the Miss Texas crown at the Eisemann Center in Richardson this summer.



## HGTV Star at Wade College Commencement – The Distinguished Achievement Award

This year's Distinguished Achievement Award, bestowed upon an outstanding industry professional that has made a significant impact on the fields of fashion design, merchandise marketing, interior design, graphic design or art, was presented to an impressive man of many accomplishments in the fields of interior design, merchandising and sales. Originally from England, Paul Templeman-Holmes earned his first degree in Political Science from the University of Bristol. After graduating he moved to Nashville, Tennessee for a year before settling in Los Angeles. In L.A. Paul studied Interior Design at the Fashion Institute of Design and Merchandising while working



full time in the luxury shelter industry. While studying he was selected to join seven other design students to participate in HGTV interiors reality TV show "Design School." Since then he has worked with some of the most prestigious names in the luxury home furnishings industry including Baker Furniture, Jean de Merry, and Oly and Ironies. He's worked in many aspects of the business including merchandising, sales, design, P.R., marketing, and branding. Paul accepted a position in Dallas two years ago to become the Executive Vice President of International Business for Sutherland Furniture and Perennials luxury performance fabrics.

## Annual Merchandising and Design Industry Panel – A First-Hand Look at the Creative Industries

Six industry experts were featured at Wade College's annual Merchandising & Design Industry Panel event. This panel of professionals shared their insight and experiences in the fields of marketing, branding, design, fashion, entertainment, event production, visual merchandising, buying, advertising, interiors, entrepreneurship, philanthropy, and more. This year's panel included:



### Harriet Kelly Gibbe

**Model | Actress | Advertising Writer/Producer**  
**HKG Productions, [www.hkgproductions.com](http://www.hkgproductions.com)**

Gibbe is an award-winning actress, advertising writer/producer, Neiman Marcus top model, nationally recognized producer in fashion and entertainment, and small business owner. Harriet began acting and modeling professionally at the age of eight. After becoming an award-winning writer and producer in the advertising industry in Houston, she moved to Dallas to work with **The Kim Dawson Agency** and became one of Neiman Marcus' top runway models for almost ten years. Her clients included James Galanos, Giorgio Armani, Chanel, Ralph Lauren, Gianni Versace, Carolina Herrera, Oscar de la Renta, Bill Blass, Vera Wang, Donna Karan, Karl Lagerfeld, and Stanley Korshak. Eventually her love for turning circles on a runway diminished, and she shifted her focus back to writing and producing to form **HKG Productions** as a live entertainment, video, and fashion production company which she still runs today. HKG Productions has created some of Dallas' most revered fashion shows and fundraisers including "Accessible Luxury" with Oscar de la Renta, Salvation Army's Women's Auxiliary Luncheon & Fashion Show, Leukemia Society's Fashion Show and Luncheon for Stanley Korshak, The Center for Nonprofit Management's "Night of Light," Highland Park Village's Pi Beta Phi Fashion Show, Dress for Success' "Light the Runway," and shoe designer Christian Louboutin's first runway show in America. Four years ago, Harriet launched **Model Citizen**, a modeling and leadership academy that enables her to inspire others by sharing her knowledge of the fashion industry with young women and men.



### Kendel Powers

**Wade College Merchandise Marketing Alumni**  
**Special Events Director | Dallas Arboretum,**  
**[www.dallasarboretum.org](http://www.dallasarboretum.org)**

Since graduating from Wade College, Powers has had tremendous success. He has produced fashion shows in Oklahoma for **R.A.I.N. Oklahoma** & Other Options Food Pantry and has worked on Dallas Fashion Week, Stanley Korshak's Rock'n Runway, Texas Kidney Foundation Fashion Show, The Leukemia & Lymphoma Society Fashion Show, and the Annual DIFFA Gala for three years. After graduation, Kendel became the Assistant Director of Visuals & Events at the world-renowned **Stanley Korshak**, perfecting his craft of producing luxury events and visual displays with Valentino dresses and Lanvin jewels. But nothing compares to the opportunity given to him to work with **PaperCity Magazine** as a freelance Assistant Stylist. His artistry has been published in **PaperCity** and **Brides of North Texas** magazines. Kendel is currently the Special Events Manager for the **Dallas Arboretum**, planning and producing everything from extravagant weddings to global corporate events. Kendel notes that his success would have not been possible without the wonderful mentoring of the college's Executive Vice President, John R. Conte, and famed fashion show producer, Jan Strimple.



### Britt Harless

**Designer | B A H Z, [www.bahz.us](http://www.bahz.us)**  
**Board Member | Fashion Group International**  
**of Dallas, <http://dallas.fgi.org>**

Through her travels and upbringing, Harless developed a deep love and appreciation of art, culture, nature, philosophy, and ancient history. Although Britt has been creating for many years, she first opened her company in 2011. Her official jewelry background began at the age of 19 in sales at Best Department Store in the fine jewelry department. Her training progressed thanks to industry mentors, workshops and classes, and artistic family members. She started out selling her own designs mixed with wholesale pieces from around the world a few years ago. She soon turned to designing and creating her own lines exclusively and is ever-evolving in the world of fashion, art and design. She is the sole designer and creator of each original prototype through hand-sketching, utilizing CAD style systems and 3D printing processes for molds to expedite casting process, hand-setting gemstones, and adding all the special wearable touches to each piece of jewelry. Britt launched her rebranded company **BAHZ** and her new collection in October 2015 and will be showcasing an upcoming

home and office accessories line soon. Her previous work can be seen in magazines, on runways, and on television. It is sold in stores in U.S.A. She has been a speaker and panelist at many events and programs, including Dallas StartUp Week, Fashion Group International programs, **RAW Awards**, Indie Annual Arts Awards, and at Wade College. She was selected for The Pin Show in 2012. Harless is also a board member of **Fashion Group International**, a board member of Medical Ministry International, and a Fashion Stars for a Cause alumni benefiting the Suicide and Crisis Center of North Texas.



### Tony Torres

**Wade College Merchandise Management Alumni**  
**Senior Assistant Buyer | Andra Group,**  
**[www.andragroup.com](http://www.andragroup.com)**

Wade College Alumnus Tony Torres was born in Mexico and raised in Dallas, Texas. He spent his early years traveling back-and-forth between both countries, until finally settling down permanently in Dallas after grade school. These childhood experiences were a big influence on his ever-growing curiosity to learn more about diverse cultures, philosophies, and design, especially design disciplines in interior decoration, culinary arts, and fashion. Tony has had the opportunity to apply his personal passions in his professional life in the retail industry. His professional career began as store manager and decorator for **Inessa Stewart's Antiques**. He then became visual merchandiser and decorator for **Freed's Home Furnishings**. His current position is the Senior Assistant Buyer of women's lingerie, sleepwear, and hosiery fashion at **Andra Group**, Dallas. In his spare time, he helps promote and merchandise the family-owned Mexican cafe Las Guacamayas, and recently completed his MBA at Texas Women's University.



### Lisa Robison

**Interior Designer | Social Entrepreneur**  
**President | Dwell with Dignity,**  
**[www.dwellwithdignity.org](http://www.dwellwithdignity.org)**

Lisa Robison is a social entrepreneur, interior designer, and experienced public speaker. She worked as an interior designer in various capacities for over 10 years before founding **Dwell with Dignity** in 2009. This nonprofit corporation in Dallas is dedicated to helping families escape poverty and homelessness through design, one household at a time. **DwD** provides complete home interiors for families that are working to escape homelessness and poverty. The organization provides and installs furnishings and art, bedding and kitchen supplies, and food in the pantry for these families. Along with her business partner, Lisa has designed over 70 interiors for families and other nonprofit agencies since founding the organization. As President of **Dwell with Dignity**, Lisa oversees the strategic development of the organization as well as the growth strategy and overall operations. In her role as brand ambassador, she travels nationally speaking at conferences, making TV appearances, conducting interviews, and connecting with small groups to advocate **DwD**. Lisa has received numerous awards and recognitions including receiving the 2011 Best Charity award from **DHome**, the 2013 Visionary award from ART, and the 2015 Distinguished Achievement Award from Wade College. She has the honor of being included in the 2015 Dallas Observer 100 Creatives feature as well as being selected for the 2015 National Neiman Marcus Faces of Beauty campaign. Lisa has a BS in Business and an Associate degree in Interior Design. She serves on the Advisory Board for Wade College.



### Adam Zoblotsky

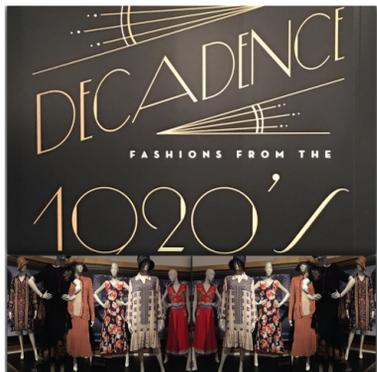
**Founder & Head of Design Retail Pixel,**  
**[www.retail.pixel.com](http://www.retail.pixel.com)**

Adam Zoblotsky is the Founder & Head of Design at **Retail Pixel**, one of the first digital co-op agencies serving the small to mid-sized fashion design and retail markets. Retail Pixel is based near downtown Dallas with satellite offices in NY & LA. Mr. Zoblotsky studied in New York and has had the opportunity to work on 7th Avenue and in Los Angeles. He has worked in the fashion industry on and off for over 20 years as designer, brand builder, and creative director.



### Professional Portfolio Critique – Students Strut Their Stuff

Every term graduating AA students at Wade College get the exhilarating opportunity to present their final portfolios in an industry setting to panelists who come from their real-world jobs to offer advice and feedback on the content of the students' portfolio work and their presentations. Recently, Wade College merchandising students had an opportunity to present to the founder of one of the oldest and most prestigious modeling agencies in Dallas, Nancy Campbell of The Campbell Agency. Campbell was also a keynote speaker at a commencement ceremony for the college. Graphic Design students presented their portfolios at the world headquarters of Fossil Group, in Richardson, where there are more than a dozen Wade College alumni employed across the merchandising, product design, and graphic design departments of the company.



### Decadence – Fashion From the 1920's

Dr. Stanford and his spring Textiles class at Wade College toured the Decadence: Fashion from the 1920s historical costume exhibit at Galleria Dallas. During the tour, the instructor explained how most garments in the exhibit were made of natural fibers – specifically silk – as most manufactured fibers had not yet been widely distributed. With the ending of World War I, a

new type of woman emerged both in both style and profession. It was a time for women everywhere to live freely and work alongside their counterparts. They were strong and in charge of their own lives – fashion included. Yes, these women were in charge of their own fashions, and the array of beautifully created garments from the era certainly proved as such.



### Accessible Luxury – Dream Internship

Accessible Luxury was created by Harriet Kelly Gibbe seven years ago as a fundraiser for Texas Scottish Rite Hospital for Children. TSRHC is the premier pediatric and orthopedic surgery center in the world. In its 93-year history it has never charged a patient or family for its services. This year's event features the Highland Park Village retailers Anne Fontaine, Alice & Olivia, Bandier, Beretta, Diane von Furstenberg, Escada, Filson, Roberta Roller Rabbit, Royal Blue, Trina Turk and Zegna. The event is held once again at Park Place Maserati, Bentley and Rolls Royce. The crowd of 400 is some of the most stylish in Dallas. Wade College has been a supporter of this event since its inception, providing internships to students each year. This year student Hannah Gary received the opportunity to work alongside Ms. Gibbe. Her internship has already taught her how to fine-tune communication skills and build relationships through assisting in the kick off event for Accessible Luxury. Ms. Gibbe relies on Hannah to manage important tasks such as keeping her schedule organized so that she may work more efficiently. Hannah, along with ten other Wade College students, and under the direction of Harriet Kelly Gibbe, will produce the Accessible Luxury Fashion Show on April 15th.



### West Village Field Trip – Sneak Peek at Retail Leasing

Dr. Stanford's Principles of Retailing class was enlightened by a tour of the beautiful roof-top lounge /pool area of West Village's newest 3700M resident tower. They met with Susan Holland, Director of Retail Leasing and Julius Pickenpack, Director of Marketing, and learned all about retailing leasing. First, Ms. Holland explained the process of retail leasing at West Village, from options offered to new retail tenants, to how they regulate sales factors in keeping a robust retail shopping environment. Mr. Pickenpack explained West Village's current marketing endeavors and revealed which current retailers are considered the "it" places to shop among millennials. According to our millennials, Zara was the only missing variable at West Village. Who knows? Maybe we will soon be seeing a Zara pop-up as a retailing option at West Village.



**Runway 1037 – Fashion, Food and Music**  
Presented at Classic BMW in Plano, Wade College showcased the fashion designs of alumnus Venny Etienne and student Matildah Okumu to a sold-out crowd at KVIL's Runway 1037. It was a classic, high fashion event complete with the best of DFW's local designers including Smith II, Dapper Rebel, Enchanted, Erica Dawn Woodmore, and Symbology. The evening offered a full runway show, gourmet food and beverages, and surprise performance by Daughtry, and Erika Jane, from the *Real Housewives of Beverly Hills*. The Executive Vice President of Wade College served as a judge for the evening, awarding over \$2500 in scholarship money to the best designer showcase, Charles Smith II.



### Professor of Art is Punching Demons

*Punching Demons* is the title of the latest exhibition by Professor of Art, Jason Reynaga. On view at the Fort Worth Community Arts Center in Fort Worth, TX, this interactive exhibition was open during the month of February. On opening night, attendees were invited to give the art their best shot! From Nerf darts to bottle caps, balloons to water pistols filled with paint, indoor and outdoor artworks invited the viewer to an evening full of messy fun! Reynaga's work is inspired by the seduction of violence as experienced through the lens of pop culture influences, such as video games, news media, movie references, 80's retro poster art, and even the packaging found in merchandised products designed to be irresistible.



### Ron Shuff Academic Scholarship – Awarding Academic Excellent

Through the Office of Financial Services, Wade College administers the Ron Shuff Academic Scholarship for one Wade College student each trimester that is enrolled in the baccalaureate degree program. This \$2,000 scholarship is awarded on a one-time basis to a degree-seeking, full-time, baccalaureate-level student who demonstrates strong academic achievement and attendance, positive overall contribution

to the Wade College community, financial need, significant work experience in the design or merchandising industry, and participation in extracurricular activities. Ron Shuff is a member of the faculty of Wade College who generously underwrites this scholarship every trimester. Ron has considerable industry experience having served as Senior Vice President of Flowserve Corp. and as the company's general counsel since 1988. He is also a professor at the Dedman School of Law at Southern Methodist University. In recent terms, the scholarship has been awarded to Stephanie Espolt, Tiffani Green and Kristen Stephens.



### Interior Design Society – A National Conference

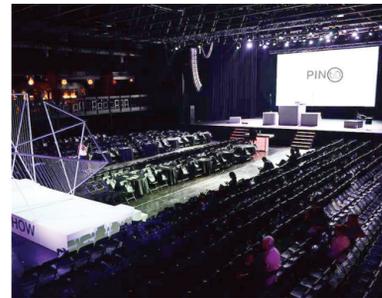
The Dallas Market Center hosted a week-long national conference for the Interior Design Society. Wade College students prepped for and staffed the event. The conference opened with a reception at Arteriors in the Design District, followed by a keynote presentation *How to Build a Profitable Interior Design Firm* and seminars on "Feng Shui and Interior Design," "Color Psychology," "LED Lighting in Design," and "Window Safety." Conference-goers also got to tour the In-Detail showroom, attend a cocktail party at Global Views, attend a designer panel on "Building a Breakthrough Brand" and attend a cocktail reception, award ceremony, and formal dinner.



### Roseann Hart – Publicist, Guest Speake

With more than 25 years of national and international experience in marketing in fashion, beauty, health, fitness, finance, and luxury products as the owner of The Hart Agency, Inc., Roseann Hart had lots to present to the students of Wade College. Her clients over the years have included high profile brands including Saks Fifth Avenue, Neiman Marcus, Saint Laurent Rive Gauche, Victor Costa, Benetton, Sally Beauty Supply, Revlon, and J.C. Penney. Her major media experience placing clients in top national print and broadcast media venues includes the *Wall Street*

*Journal*, *Newsweek*, *Vogue*, *Harper's Bazaar*, *Glamour*, *Ladies Home Journal*, *Redbook*, *People*, *InStyle*, *Town and Country*, *CNN*, *ABC-Good Morning America*, *CBS Early Show*, *The Oprah Winfrey Show*, *MTV*, *New York Times*, *Los Angeles Times*, and *The Associated Press*. She shared with her audience her specialized areas of expertise including strategic marketing, branding concepts, social media, digital media content, and public relations.



### The Pin Show – An Extravaganza

Each year The Pin Show showcases independent designers in "slow artisanal fashion," that is designers who either create the product themselves or use local sewing/design houses that pay an above-average wage to produce the product. Designers must be producing garments in, and thereby contributing to, their local economies. The event showcases both seasoned artisanal designers, as well as those who are just getting started, in a dramatically lit and staged extravaganza with an audience of over 2,000. Wade College continues to be a proud sponsor of the event, held this year (and next!) at The Bomb Factory in Deep Ellum. This year, the college had three alumni featured in the show. Shallamar Vinson is a women's ready-to-wear designer of her collection Shallamar. Adrienne Hall designs Noble Elizabeth. Carmen Campos focuses on women's plus sized ready-to-wear with her line CarmenIris. Wade College will also honor the founder of The Pin Show, Julie McCullough, as keynote speaker and recipient of the Distinguished Achievement Award at the college's May 2016 commencement.



### The Andra Group – Insider's View of Buying and Distribution

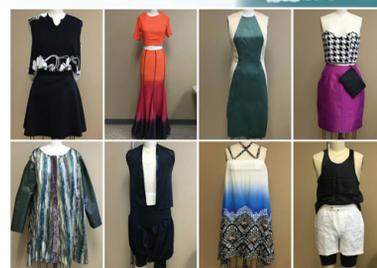
Wade College's Buying classes visited the Andra Group's office and distribution center at the beginning of this year. Andra Group, owned by entrepreneur Tomima Edmark, is home to lingerie websites HerRoom.com and HisRoom.com and the employer of numerous Wade alumni and faculty, alike. The students

met with Tomima and were then given a tour of the operation by alumnus, Tony Torres, now a Sr. Assistant Buyer for the company. This industry field trip provided a wonderful 'real world' example of the buying curriculum put into practice, and the students enjoyed this first-hand experience.



### Designer Levi Palmer – All the Way from London Fashion Week

Wade College is pleased to host Dallas native, Levi Palmer as a guest speaker on campus. Palmer, who is now based in London, England, is a member of the designer duo brand palmer/harding. palmer/harding specializes in beautifully tailored shirts that exemplify elegance and modernism. Palmer studied at Central St. Martins College of Art & Design and went on to design a menswear collection for H&M in 2009. Since teaming up with Matthew Harding, palmer/harding has become a well-established brand with their designs being featured in publications such as *Vogue*, *Marie Claire*, and *WWD*. The designers are often referred to as "the shirt guys" with continually innovative designs.



### Celebrity Cruises – A Design Competition

Celebrity Cruises sponsored a competition for Wade College students to design garments based on their cruise destinations. Students were challenged to research the clientele that frequent these cruises including their demographics and psychographics, as well as the lifestyle of the locals in the various destinations. Celebrity Cruises partnered with Chefs for Farmers and worked with Campbell Agency for models to showcase the evening's fashions. The event took place in the Design District at EM the Venue. Under the direction of Chairperson Rusty Bell, more than 10 students submitted garments to the competition. The winners Levi Mireles, Shawnta Harris, and Aurelius Jennings received \$1000 or \$500 cash prizes for their designs.



### Jingle Ball – The Concert of the Year

Wade College had the unique opportunity to be a part of Kiss FM and iHeart Radio's Jingle Ball, a concert featuring One Direction, Calvin Harris, Demi Lovato, 5 Seconds of Summer, Ellie Goulding, DJ Zedd, Shawn Mendes, Tove Lo, Charlie Puth, and Joe Jonas' group DNCE. The event, which sold out American Airlines Center, benefited Kidd's Kids, a non-profit organization which provides children ages 5 to 12, who have a chronic or terminal illness or are physically challenged, with an unforgettable adventure at Walt Disney World. The crowd included tens of thousands of screaming young fans tweeting and instagramming live on the huge projectors in the stadium. Highlights of the evening included an incredible light show that accompanied DJ Zedd and the colorful dance routine and performance of "Cake by the Ocean" by Joe Jonas and DNCE. The biggest moment of the evening, of course, was the appearance of One Direction, the evening's headliners, who played a long set and talked about how they enjoyed the city of Dallas. Wade College had a video presentation in between musical performances and participated in several marketing opportunities to support the concert and its fundraising for Kidd's Kids.



### Wade College Students and Celebrities and Actors – A Perfect Combination

As a current student at Wade College, John Paul Thomas is pursuing a career as a fashion designer. He has volunteered for a number of industry events through Wade College, gaining experience in fashion show production and wardrobe styling. He recently received one of The Fashionistas Scholarships. An entrepreneur with his own urban apparel line, Thomas' designs have been seen on the likes of VH1 reality show star, Rich Dollaz. Oriza Cooper, Wade College fashion design BA student, had an opportunity to design an outfit for Ashley Whitby, who wore the look on a segment of Good Morning Texas. She and her brand, Z.A.C. Designs, were mentioned on the television show. Wade College evening student Bree Moore has served as costume designer on Amphibian Stage Production's new play, Isaac's Eye, written by Lucas Hnath. As if Isaac Newton lived in modern day, the play featured Bree's styling of all actors in casual Friday-wear.



### Creativity Workshop – Drawing Skin

Local pin-up Artist Mike Denning conducted an exciting two-week workshop within the Drawing II course where he taught his personally-developed technique of rendering skin tones using only PrismaColor pencils. Mike has artwork in private collections in the United States, Australia, England, Spain, Italy, France, and Japan. His artwork has been shown and written about in pin-up and fine art magazines; his non-pin-up work has appeared on book covers, magazine covers, and album covers. During the creativity workshop, students were tasked with the challenge of re-creating their own lips from a photograph, paying attention to the nuance of skin tone and lighting.



### THE FASHIONISTAS Scholarship – Supporting Wade Students Generously

THE FASHIONISTAS of Dallas strive to promote the fashion arts through exhibitions of up-coming designers, awarding scholarships, and conducting educational programs. The Fashion Fund, the organization's scholarship initiative, awarded scholarships to five deserving Wade College students: Maria Harb,

Bree Moore, Tamara Solomon, John Thomas and Kapri Willis. The students were invited to Belk at Galleria Dallas where THE FASHIONISTAS announced the winners and presented over \$5000 in scholarships. Wade students enjoyed volunteering for THE FASHIONISTAS First Friday's and were quite grateful for the organization's generosity.



### Galleria Dallas and Fashion Group

International of Dallas Present Rising Stars Fashion Group International of Dallas presented Rising Star awards in the categories of Fashion, Art, Accessories, Photography, Make Up, and Interior Design on March 8th at Galleria Dallas. Wade students assisted in dressing the models for the fashion show, which presented the nominees' garments, and worked check-in for the event. Wade students always enjoy working with FGI and were thrilled when the People's Choice award was presented to alumnus, Jeremy M. Calhoun. The event provided ample amounts of inspiration for Wade students.



### FGI Night of Stars – Honoring the Greats Like Prabal Gurung

On November 13th, 2015, Fashion Group International of Dallas hosted their most prestigious event of the year: Night of Stars. The F.I.G. acted as the perfect atmosphere for this event which included elite members of the Dallas fashion community. Several Wade students volunteered for this wonderful event and were greatly inspired by the achievements of the night's honorees. The Career Achievement award for Fashion was given to Prabal Gurung, and attendees were graced with a fashion show displaying his exquisite work. Prabal initially worked for Cynthia Rowley and Bill Blass before launching his own collection in 2009. The designer has won a number of awards, and has dressed such luminaries as Michelle Obama and the Duchess of Cambridge

### Isha Miller

– AA Interior Design

2013 Interior Design alumna and Waco, Texas native Isha Miller operates her own company called An "I" For Design based in Dallas. She is responsible for both the business and design aspects. Isha assists clients in designing interior residential spaces. "I spend a lot of my time in the car. I travel to meet with clients and contractors. I also spend time drawing floorplans, selecting paint colors, and sourcing items online. It's important to be able to communicate to my clients why an idea will or will not work. Design must be functional and aesthetically pleasing. I enjoy that I'm doing something that I'm passionate about." For students interested in getting into the interior design field, Isha suggests, "Be willing to learn. Don't think you know it all. The industry is always evolving, so the more knowledge you have, the better."



In 2014, Isha had the greatest privilege and achievement in her design career to date; she was nominated and was selected out of hundreds of candidates to be part of the design team that decorates one of the most renowned homes in America. She spent a week decking the halls of the White House for the holidays! Isha and her work later appeared on HGTV's White House Christmas special with Genevieve Gorder. What an unforgettable experience: "Do what you love. Love what you do."

### Danny Ramirez

– AA Graphic Design & BA Visual Communications

2014 Visual Communications alumni Danny Ramirez is currently a Jr. Graphic Designer for Seattle Goodwill in Seattle, Washington, which is an affiliate of Goodwill Industries International. "I am responsible for designing and producing visual communications for both print and digital materials on corporate and retail levels. This consists of creating, modifying, and updating a lot of the promotional materials used in the retail locations. I also do photo editing of all the original photography used in operational collateral and participating in many important meetings. You'd be surprised at how many meetings I actually attend!" Danny has always enjoyed design. "I am happy I've found a place that really is open to my own creativity and my personal growth as a designer. I immensely cherish this field and I can't imagine myself doing anything other than design."



Outside of his day job, Danny currently leads the creative charge on a project for a retail bakery by the name of Cubes. "That's www.cubesbaking.com. #shamelessplug." Because of Wade College, Danny felt prepared for his field—the college having helped him create his initial portfolio and by being able to exude confidence on a professional level. Danny spent much of his college time working in graphic design at Whole Foods. Danny believes there is always room for growth in a digitally driven creative field such as visual communications, so it's important to "stay open to creative criticism." Even if you get knocked down, "what matters is that you keep going, believe in yourself, and don't lose track of the ultimate goal."



### Shaundra Qvarell

– AA Merchandise Marketing & BA Merchandise Management

After graduation, Shaundra Qvarell left the US for a small village right outside of Stockholm, Sweden called Sorunda. She lives in a house built in 1790 and can see the ocean from her home office window. She works for a German visual merchandising company called Area Management consulting as a Visual Merchandiser/Coach Trainer for the Scandinavian Market. Her

first project after joining the company was to merchandise for an Austrian motorcycle company called KTM. She was even sent to Austria to train on motorcycles before the project began. After training, she will be responsible for all of Sweden, Norway, and Denmark visual merchandising at the dealerships and training the staff.

Shaundra says that Wade and its professors were such an inspiration to her. She says, "Because of the education I received from Wade not only did I get this contract, I was promoted even before I started. I was only going to do a few dealers in Stockholm. After I showed them my portfolio and presented myself as I was trained through our many presentations during my time at Wade, I aced my interview and they were so impressed. All I could think about was how proud my school would be. While I was uncertain about what I wanted to do with my newly attained education, I decided I wanted to go in to Global Art Direction or Global Branding. Eventually, I hope to come back and teach at Wade!"

### Juan Flores

– AA Merchandise Marketing & BA Merchandise Management

Juan Flores is a 2014 alumnus from the BA-Merchandise Management program. "My education at Wade has helped with my career by giving me a diverse palette of skills that make me desirable and very marketable for employers. It has also helped me by teaching me valuable assets like teamwork (group projects), adaptability (range of classes we



took from business to art), and creating and managing projects and events (portfolio creation and business plan). It has allowed me to experience real life situations that are adaptable to my job now." Juan is Sales Merchandiser and Trainer for Bugaboo, a mobile company based in Amsterdam, with a U.S. office in Los Angeles, California. His position is quite diverse. "Nearly 80% of my job is travel. Every day is a different journey. For the most part, a typical day for me may be planning different consumer events, working with retailers on fulfilling orders, working Bugaboo events in the South region, helping the territory grow, and visiting accounts for different consumer activations and trainings. I enjoy the level of freedom we have to grow our territories and the degree of creative problem solving that is encouraged at this company. This job really allows me to use all sorts of different skills that I specialize in including marketing, event planning, educating, buying, negotiating, merchandising and public speaking." Last year, Juan had the greatest opportunity to travel to China to visit Bugaboo's factory.

For students who are starting their careers in this industry, Juan advises, "Treat your education at Wade like your dream career because it helps you learn how to maintain a good work ethic and not get into bad habits. I always emphasize having a positive outlook and enthusiastic attitude in anything that you do, and lastly, network, network, network!" Often in life, there are certain moments that shape who we are. "Failure has really shaped me as an individual because it has taught me how to do things better and grow myself through those difficult times. Working internships and different events has helped me learn how to take what I learned from textbooks and apply it to real life situations."



## COMPANY SPOTLIGHT: Rio Ritz

2008 alumna Thais (Acevedo) Moses grew up in Austin, Texas. Today, she is the owner of Rio Ritz Boutique with storefront locations in Dallas and Austin, as well as a strong online presence. Thais handles all accounting, buying new inventory, managing employees, and overseeing store operations.

Rio Ritz Boutique's first location in Uptown, Dallas was developed by Thais in 2014 after years of styling and helping direct fashion shows in Dallas

for top stores like Stanley Korshak and Neiman Marcus. The brand offers sought after fashion accessories and apparel in store and online at [www.rioritz.com](http://www.rioritz.com).

Both boutiques have the charm of its owner who brings unique, edgy and chic pieces with personality to the forefront. The inspiration behind the name 'Rio Ritz' stems from Thais' home country of Brazil, where she gained invaluable exposure to the fashion and textile industries at an early age through her family's business. "As a young mom of three children under age five, it's hard for me to ever find anything inexpensive that I feel great in, so I just divert back to the old t-shirt and denim. I want to make a point of delivering quality, stylish and affordable items in a relaxed and inviting atmosphere," Moses says of her store.

Rio Ritz differentiates itself by carrying a limited supply of hand-made accessories and apparel in support of local and international small businesswomen and artists. Customers are inspired by a diverse line of products



and pieces for every personality. Rio Ritz offers competitive pricing against other Dallas and Austin boutiques, with most items ranging from \$25 - \$90 as well as a small handpicked collection of vintage clothing and accessories.

Thais recommends that students beginning their careers "take on internships, even unpaid ones, and be the first to show up and handle as much responsibility as [they] can. Forget being at every social event with your friends. Try to place yourself at every internship and volunteer opportunity you can. It will be the best thing you can do to get a head start in your industry and you will always be remembered by the upper level." For Wade College students, opportunities to gain hands-on experience in the industry are frequently offered.

Thais herself took advantage of these opportunities when she was a student, which have shaped her professional life. "Being able to work as Jan Strimple's assistant for two years and help with Fashion at the Park and fashion shows all over the area changed and helped mold my work ethic. I just started as an intern myself and ended up managing 150 people at one time for Fashion at the Park. I made myself be remembered with my work. I showed up and I worked hard." Fast forward years later, Thais has accrued many accomplishments in the fashion industry, including her proudest moments. "I opened 2 stores in two years and have been able to juggle being a mom to my three little ones, all under the age of five. If I can do it, anyone can! If you love what you are doing, you will be successful."



## JOB FAIR: Spring 2016 Job Fair Attracts Employers to the Wade College Campus

A total of 14 employers participated in this year's spring job fair. Held each trimester, these one-day events are a convenient way for Wade College students and alumni to connect with prospective employers, network professionally, and learn about opportunities that exist in the merchandising and design fields. Some of the employers extended interviews to students and alumni on the spot, resulting in jobs for many of them. The participating employers offered a variety of job opportunities in retail, corporate, merchandising, interiors, marketing, fashion, and more. Students and alumni who came to meet with the employers were professionally dressed with resumes in-hand. Presenting a great first impression to the employer representatives at the job fair is a "foot in the door" opportunity for students and alumni.



The college hosted the following spring 2016 employers: Armani Exchange, Arteriors Home, BCBGMAXAZRIA, Bio-world Merchandising, Lights Fantastic, InStyle eXchange, Lone Star Valet, The Limited, and White House Black Market. When attending a job fair or meeting with a recruiter, follow these key steps to success:

### Research the registered employers

Research the basic information about each company you hope to meet with. Don't forget that most companies will ask you, "Why do you want to work for our company?" so it's important to have a proper answer prepared.

### Bring multiple copies of your resume

Be prepared with a fresh, polished version of your resume, making sure that you have enough copies for all the positions in which you may be interested. It's always better to be over prepared and have too many, than to run out and possibly miss the opportunity to impress a prospective employer.

### Wear appropriate attire

You only have one chance to make a first impression. Make sure you come dressed to impress in neat, clean, professional attire. It's always better to be overdressed than underdressed. A blazer is never a bad idea!

### Prepare for the initial interview

Have your "elevator pitch" ready to go. You only have a few minutes to meet with the potential employer at a job fair. Be sure you to make the most of your time. Remember the keys to success include a firm handshake, a warm smile, eye contact, and a confident voice.

### Follow up with key employers

You'd be surprised at the number of potential employees who do not follow up with a company after an interview. This makes this step extremely important as it will give you an edge over other potential employees. You can do this by calling the recruiter or writing a more traditional thank you note/email.

