



DIALOGUES

FIDM/Fashion Institute of Design & Merchandising Alumni Magazine

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The Debut

I S S U E



FIDM's annual DEBUT Runway Show attracts nearly 10,000 people over a three-day period and features designs by graduating students in FIDM's Fashion Design and Theatre Costume Design Advanced Study programs, as well as work from Interior Design, Digital Media, and Textile Design students. The extravaganza concludes on the third night with the DEBUT Runway Show & Gala, a scholarship-fundraising event attended by industry notables, FIDM Alumni, and celebrities. Held at the Barker Hangar in Santa Monica, DEBUT is also attended by high school students from around the country, friends and family of the graduating students, fellow FIDM Students, and FIDM Staff and Faculty. The college's signature runway show got its start more than three decades ago, before FIDM launched its Advanced Study programs, and was named by Fashion Design Program Director **Mary Stephens** since the show was the students' "debut" into the industry. "The first three shows

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”

were held at the California Mart. After that we turned it into a fundraiser for the FIDM Scholarship Foundation, and it was held at places like the Biltmore and Bonaventure hotels,” Stephens recalled. “From the beginning, this has been a show that the industry has always attended.”

Vivien Lowy, Vice President of Planning/Marketing, said, “I recall the first DEBUT, taught by designer and mentor William [Bill] Pearson. He died some years after that, and it was a shame, a great loss to FIDM and its students. He directed the students to design a line of very elegant clothes, and I thought it was the best thing I had ever seen.” Those early shows included **Kevan Hall '77** and **Randolph Duke '77**, both of whom went on to worldwide fame in the fashion industry.

Other DEBUT graduates are currently working at companies

such as Halston, Urban Outfitters, Guess?, Splendid, Kellwood, Mattel, Henri Bendel, BCBG, Forever 21, and Nike, among others, and more than a few alumni are household names and notable designers in the industry. Perhaps FIDM's most famous graduate, **Monique Lhuillier '92**, created a wedding collection for DEBUT and hand-made every single rose on her garments. DEBUT Alumna **Leanne Marshall '01**, who won Season 5 of *Project Runway*, launched her signature bridal line in 2011, and **Daniel Caudill '89** is a celebrity stylist turned Creative Director for Shinola. “I thoroughly enjoyed getting to know them,” Stephens noted of her past students. “They all have their own individual personalities. Sometimes they listen; sometimes they don't.”



*Photos courtesy of
The Fashion Institute of Design
and Merchandising Library*

FIDM Fashion Design Graduates are given the opportunity to apply to this competitive nine-month program. Applicants present a portfolio of past projects along with new pencil or concept sketches, samples of garments they have created, and properly executed patterns. Potential Advanced Fashion Design Students also undergo an interview process where they can further exhibit their talent, passion, and drive to do this level of work and complete projects in a timely manner. Instructor **Carlos Vazquez**, who, along with Stephens and technical mentor **Sande Katana**, teaches the DEBUT students, said: "I truly love what I do, and taking the student designers from point A to the runway is very exciting and satisfying. Watching them the first day of rehearsal and seeing how excited they are makes me smile. When the show finally gets underway, I am so proud of them and all the work they have put into creating their own collections."

DEBUT gives students a platform to present a professional, 12-model exhibition of their talent that often leads to job opportunities—not to mention priceless exposure, thanks to international and American press coverage, broadcasts on KLCS, features on FIDM.edu, and DVD distribution. "There were years where models did not show up and we panicked, but it all worked out in the end," said Lowy. "Where else would a graduating student have the opportunity to have L.A.'s top models show off their designs in front of thousands of people?"





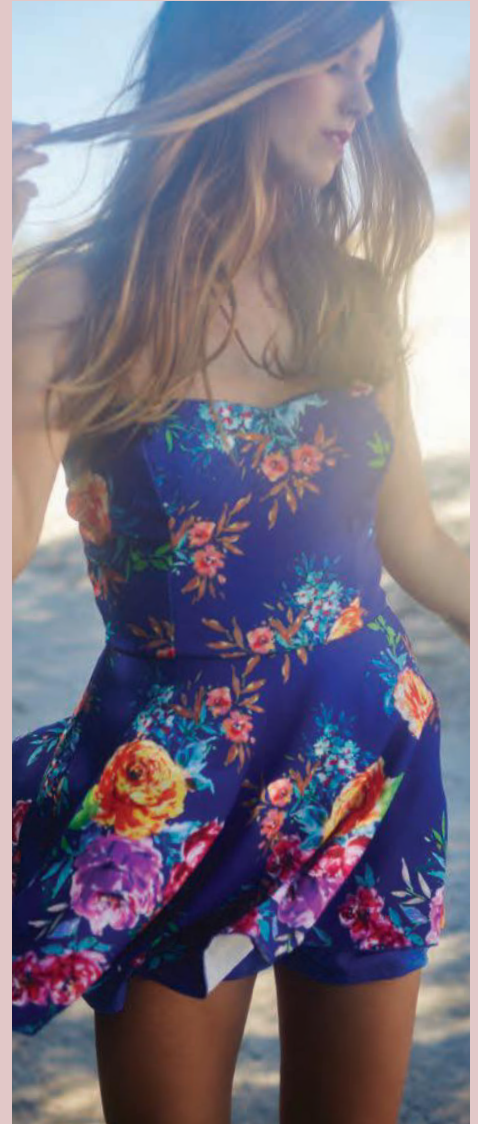
DEBUT GRADS:

WHERE ARE THEY NOW?



ERIN HELGERSON '07

Since showing her DEBUT collection, Erin has been busy working for companies such as The Disney Store, Torrid, Splendid, and Ella Moss. In January of 2014, she joined the team at The Honest Company as a Product Manager for Diapers and Gear. "I am growing hardline and softline categories to include apparel and accessories, and work very closely with the amazing founders of the company, including Jessica Alba," Erin explains. "The team at Honest is brilliant, and the work my company does is inspiring. For every purchase made at Honest, a donation is made to families in need. To date, The Honest Company has donated over 600,000 products. I am so very fortunate to be a part of something so much bigger than fashion-for-profit." Erin has also been teaching Computer-Aided Fashion Design at FIDM since 2012.



MARLENA RICE '01

Since 2013, Marlena has been the Design Director at the junior contemporary line Bailey Blue clothing. The company is focused on dresses and is best known for its printed, bohemian-style maxis and casual summer styles. "I am proud to say that since I have been here, I have helped grow the company 10 to 15 percent, and we have since moved into a brand-new large building and expanded the staff by 20 percent," Marlena says. "We are now talking about starting a new division altogether which I will be running and managing." Prior to joining Bailey Blue, the DEBUT Graduate was a designer at Jonathan Martin, La Bell Fashions, Appropriate Behavior/Disorderly Conduct, and MISYD Corporation Inc, where she was Head Designer for four years.



KRISTINE FLANIGAN '11

"After DEBUT, I was asked to do special projects for different companies and events, including a design submission for a Lacoste/Costume Designers Guild, and a dress made of carpet for Bentley Prince Street, which was on display at Neiman Marcus in Newport Beach," says Kristine, who also won a contemporary sportswear design challenge for Cadillac that was featured during StyleWeek Orange County. Kristine is currently in her third year of the Psy. D. (Doctorate in Clinical Psychology) program at California Lutheran University. "Returning to school was not a decision to abandon my fashion experience, but rather to enhance it," she says. "I am currently in the process of working on my dissertation, in which I will be analyzing how fashion can increase self-concept." For the past year and a half, Kristine has been working as a therapist to victims and survivors of intimate-partner violence as well as patients with eating disorders.

**BENNY DAM '13**

Since graduating from FIDM, Benny has been at Apparel Choices in Huntington Beach, where he started as an intern and is now head of the sampling department. He handles all aspects of design development, pattern making, and working with a seamstress on creating samples. "The experience of working at Apparel Choices is helping me become a better designer," he explains. "Being able to see a concept develop and bring to market and finally going into production is an eye-opening experience. I have a much better and broader understanding of the industry now, and every day my passion continues to grow. I know this industry is exactly where I belong." Benny is also developing his own Spring/Summer 2016 collection. "Through DEBUT, I discovered that bold, vibrant scarlet is going to become a signature of mine," he adds.





FACULTY UPDATE

Carlos Vazquez

A beloved figure in the Fashion Design Department for the last decade, **Carlos Vazquez** is known for teaching Creative Design Applications, Analysis, Portfolio Preparation & Presentation, Computer-Aided Fashion Design I, Chairing Styles, and the Advanced Program DEBUT class, along with FIDM Fashion Director Mary Stephens and Sande Katana. “I am truly fortunate, as I get the opportunity to take all of my years of experience in the apparel industry and share it with the students,” says Carlos, who will be mentoring the Red Dress Project next quarter. “I always wanted to teach at FIDM.”

THE AMBASSADOR

Bay Area native and Fashion Design Graduate **Brittany Hampton '10** is the winner of *House of DVF*, E!'s fashion docuseries featuring Diane von Furstenberg, and is now the Global Brand Ambassador for the company. We recently caught up with Brittany, who previously worked in model representation at Ford Models, Inc. and as an in-house stylist at Nickelodeon before becoming a contestant on the show.

How did it feel when you were announced as the winner?

The day I was announced as the Brand Ambassador for Diane von Furstenberg seemed surreal to me at first. I was already on cloud nine because the winner was announced right after Diane's Spring 2015 show. I was already living a dream, working for Diane and her team, and being announced as the winner was the icing on the cake.

What made you take this huge leap to join a competition series?

I have to thank my family for the push of joining the program. I always knew I wanted to work for Diane, but I never knew in what realm of the world we would cross paths. The amount of global viewers still amazes me. Sometimes I'm driving or I'm walking around the mall with my friends and I get recognized by fans, and I forget that I am on television. DVF made an impact on me, and now I can make an impact on the younger generation.

What do you envision for your new role at DVF? I hope that my role will have an impact on the youth. My goal is to encourage young women to work hard and follow their dreams. I also want to make sure that well-known designers such as DVF are recognized and embraced by the new generation.



RE/INVENTION: JOHNATHAN WEBSTER



“Upon graduation from FIDM, where I was a 2009 DEBUT designer, I was awarded with the Koefia scholarship. I moved to Italy and furthered my studies of design in Rome. The experience was beautiful, as traveling is the best teacher. The knowledge I gained in Italy has helped me excel both in life and in my career. After my 15-month tenure in Rome, I moved to New York City with a deeper understanding of design, a new language, and a hunger for success. I immediately earned a job as an associate designer for a men’s bespoke brand, Oumlil. I worked there for over a year and was promoted to senior designer and headed the 2012 spring collection for New York Fashion Week.

After my time designing menswear, I was interviewed and offered a job at Helmut Lang as the assistant head patternmaker. I worked for three brands during my stay, Helmut Lang, Theory, and Theysken’s Theory, creating patterns and working directly with the designers to develop ideas into realities. I took a short break from work thereafter. I had considered taking a job offer at Rag & Bone as a patternmaker, but decided against it to work for myself. I spent the next two years consulting start-up brands and ghost designing for emerging companies all over NYC.

After my two-year stint of contract designing, I began the initial steps of starting my company, J. Webster, a niche menswear brand dedicated to bridging the gap between traditional tailoring and contemporary smart streetwear. It is my mission to give men the highest quality of craftsmanship, materials, and cut of a blazer that is accessible and affordable. About seven months since inception, I now dedicate all of my time to the business.”

jwebsternyc.com





FEATURED ALUMNA

DIVINE DESIGN Acclaimed fashion designer **Dena Burton '00** grew up in Chicago, where she was surrounded by art and culture and gained exposure to the fashion world through modeling in local runway shows. After graduating from Howard University, she moved to California to pursue film directing, but felt a pull toward fashion. She eventually enrolled in FIDM's Advanced Fashion Design Program, where she showed her first collection at DEBUT.

Dena's self-titled line were recently selected to show at Fiji Fashion Week and was the featured designer at the NAACP Image Awards Fashion Show in February. Her Old Hollywood-inspired Fall 2015 collection features 17 black gowns made of taffeta, lace, knits, chiffon, feathers, flowers, sequins, organza, and tulle.



How do you feel FIDM helped prepare you for your career?

I'm a firm believer that having participated in the third-year program at FIDM really molded and prepared me for what to expect as a designer creating collections. The experience I gained during the third-year program really equipped me to be able to execute cohesive collections.

What are the highlights and challenges of running a designer label?

The highlights of running a label are all of the amazing clients I get to interact with and people I meet at trade shows and during fashion weeks. The most challenging part of being in the fashion industry is making sure to stay current with trends, since they change pretty quickly. But I love a good challenge, so I create to stay relevant.

What advice would you give to a designer just starting out?

My advice is to never quit. It takes a lot of work and dedication, and not everyone's journey is the same. Don't compare yourself to others, and be true to the vision you've been given.

What are your goals for the future?

To continue growing my brand. I desire to become a household name.



A L U M N I • U P D A T E

News and moves from FIDM Alumni

DEBUT Grad **Christine Ko '14** is an associate designer at Monique Lhuillier, working on bridal and ready-to-wear.



Kelli Martin '06 has founded Alternative Fashion Mob, a Columbus, Ohio-based collective of fashion designers, industry professionals, and couture enthusiasts.

Rima Mahdavi '08 has a new job as the Director of Merchandise Planning, Apparel: License Music Fashion at Hot Topic.



Beach Riot, designed by **Nicole Harriot '07**, won Swim Brand of the Year at the SIMA Awards.

As a Design Director of Performance Apparel for The North Face, **Jana Hunt '92** was recently featured in an article in *Outside* magazine.

Eloisa Diaz Sanz '04, who is currently studying at Central Saint Martins in London, landed an internship with couture designer Sorapopol.

With nearly three decades at Nordstrom, **Kelsie Nance '89** is currently the National Visual Merchandising Operations Director, based out of Seattle.

Michelle D'Antonio '11 has recently been costume designing for the shows *Jimmy Kimmel Live!* and *Agent Carter*. She was also a Specialty Costumer on *The Hunger Games: Mockingjay – Part 1 and Part 2*.

In addition to running a successful patternmaking, grading, and marking company, Marker Express, Inc., DEBUT Grad **Mary Ann Fisher Parker '82** has been teaching at a local community college for the last 10 years.

Brenda Torres '13, who is now enrolled in the Business Management Program, has won the YMA Scholarship for the second time.

Merchandise Product Development Graduates **Natasha Endrei '10** and **Alicia Rhodes '11** of Aeline, have developed a patent-pending, pattern-aiding product, Pliable Pattern, after successfully funding a Kickstarter campaign.

Phoenix-based wedding and event planner **Nicole Arend '04** was honored as one of WeddingWire's Couples' Choice Awards for 2015.

New graduate **Mario Hollands '14**, who earned his Merchandise Marketing degree online, is a relief pitcher for the Philadelphia Phillies.

Designer and FIDM San Francisco Instructor **Colleen Quen '86** will be creating costumes for the 2016 film *Gardel*, which tells the story of 1920s tango legend Carlos Gardel.

Gloria C. Waters '12 has found a niche in the wedding industry, creating custom chalkboard designs to weddings in California Wine Country.

Interior designer **Caitlin McCarthy '11** is the Overall Winner and received its Best Small Spaces award for HGTV's Fresh Faces of Design competition.



ALUMNI BUSINESS

Visual Communications Graduate **Dustin Cash '03** is the Founder and President of Cash & Co., a curated collection that takes the science of high-performance skincare and applies it to the body to protect and prevent the signs of natural aging. All formulas are gluten-free, and contain no harsh chemicals such as sulfates, parabens, phthalates, and synthetic colors, as well as being free of gluten and 100 percent vegan.

dustin@shopcashandco.com | shopcashandco.com

Merchandise Marketing Graduate **Amanda Loring '09** founded the Boston-based, custom bridal styling business Style My Bridal with her two sisters. Their styling team puts together bridal looks and allows bridesmaids to try on dresses in the comfort of their home. Once the winning looks are selected, dresses and jewelry can be ordered directly from Style My Bridal.

amanda@stylemybridal.com | stylemybridal.com

Descendants of the Sun, cofounded in Brooklyn, New York, in 2013 by Merchandise Product Development Graduate **Tesh Patel '07** is a line of printed scarves inspired by a love of art, freedom, and the geometry and beauty found in nature. The woven scarves have been spun and printed by skilled artisans and printers in Punjab, India, using the softest yarns available.

tesh@dosnyc.com | dosnyc.com

In response to requests from her customers, Tailored Gypsy designer and Textile Design Graduate **Lisa Jones '97** launched the accessory line Throckmorton Jones in 2013. Featuring bison messenger bags, hand-cut leather flower bracelets, bold cuffs with large grommets, and straight pins with silver skull details, the collection utilizes classic atelier techniques and unexpected details.

lisa@throckmortonjones.com | throckmortonjones.com

Business Management Graduate **Michael W. Garcia, Jr. '14** of Michael William G. Creative is a professional image consultant and celebrity wardrobe stylist based in New York City. Michael's focus on teaching clients how to develop and maintain their true personal style gives them the visual boost they need to unlock their full fashion potential.

info@michaelwilliamg.com | michaelwilliamg.com

Foxxbait is a Los Angeles-based women's wear brand, co-designed by Fashion Design Graduate **Camille MacMillan '10** and her partner Matthew Westray. The collection offers pieces for the modern and polished woman who is trend-conscious, loves fashion, and has the creativity and style to make anything her own. Camille's leather arm accessories were recently featured on an episode of America's Next Top Model.

info@foxbait.com | foxbait.com

DEBUT Fashion Design Graduate **Jamie Carr '08**, a designer, maker, and curator, runs her own Etsy shop fulltime. The Vancouver, Washington-based Magic Circle Clothing offers women's clothing and accessories, with a focus on texture, embellishment, prints, and transparency. The current bestseller is an oversized pastel bear sweatshirt.

magiccircleclothing@gmail.com | <https://www.etsy.com/shop/magiccircleclothing>

Pretty Seven Boutique, founded by Merchandise Marketing Graduate **Vanessa Angulo '11** and her business partner Yolanda Zavala, is a contemporary women's boutique located in San Diego's East Village. Curated with the busy San Diego woman in mind, the store offers a variety of apparel and accessories for any occasion, seven days a week.

prettysevenboutique@gmail.com | prettysevenboutique.com



“The collection was inspired by the California central coast and all its natural textures. The environment there is down-to-earth and real, but there is a sense of sophistication as well. So I brought that natural vibe through the jeans with the washes, and finished off the styles with a bit of elegance: genuine leather trimmings, bronze buttons and rivets, and a small button on the rear right pocket made of white enamel and real gold.”
– Merchandise Marketing Graduate
Katherine Daou '12, of Daou Denim Co.

daoudenimco.com



DESIGNER LOOKBOOK

New York-based **Alyson Eastman '07**, (above) a graduate of the Fashion Design Program, launched her own label in 2014, after studying in Paris and working in the industry stateside. Her Fall/Winter 2015 collection, which is comprised of feminine lines, soft cut-outs, and a palette of light blues, navy, light pinks, and grays, is inspired by her Russian heritage. alysoneastman.com

Fashion Design Graduate and professional figure skater **Michael Kuluva '12** (below) is Creative Director of Tumbler and Topsy, the exuberant L.A.-based brand that has been featured in over 100 publications and media outlets, including Vogue Italia, People, and The Today Show. The Fall/Winter 2015 collection, "Tres Topsy," features tulle gowns, athletic-inspired sportswear, and plenty of color. tumblerandtipsy.net



CHAPTER

*In September, the Los Angeles Alumni Chapter hosted its annual Fashion Panel featuring Nasty Gal Senior Merchandiser **Molly Tapp '11**, Refinery29 L.A. Editor **Ali Hoffman**, Apliq CEO **Ethan Lipsitz**, CoFounder of Pose **Alisa Gould-Simon**, and Fashion Force International President **Melissa Sagerian '01** who said, "I was impressed with the tech-savvy panel and the entrepreneurial representation."*

*The Orange County Alumni Chapter and Malakye.com hosted Shmooz, a networking and recruiting event held at the Orange County campus in October. "Orange County is loaded with talented FIDM alumni and absolutely stacked with great companies in the action sports, fashion, outdoor, and lifestyle-driven industries," said Quiksilver Talent Acquisition Manager **Gregg Garcia '84**. More than 100 people attended the event, which featured companies such as Roxy, Theory, Tilly's, Helmut Lang, and Ann Taylor Loft and the Habit Burger Grill food truck.*

*The Arizona Alumni Chapter enjoyed a night out last October at the Talking Stick Resort in Scottsdale for Phoenix Fashion Week's Saturday Night Fashion Show. Emerging and established fashion labels shared the runway on the final night, which drew the biggest crowds of the week. "I loved the fact that an FIDM Grad, **Delora Fuglem '11**, was in the show; it was truly inspiring," said **Tanya Fierro '09**.*

*In November, the Seattle Alumni Chapter hosted its Holiday Mixer TJK at The Garage on Capitol Hill for a festive evening of billiards, bowling, and fun. "It's great to know that people are doing so well in the Seattle area in the fashion industry," said **Karli Kromm '11**. "It's inspirational and motivating to learn about my peers." Attending grads brought canned and boxed food to donate to local food banks for the holidays.*

*Members of the San Francisco Alumni Chapter enjoyed a Holiday Brunch in November at The Cavalier, a London-inspired brasserie. "The food was outstanding and the atmosphere was fantastic," said **Francine Ray-Bolls '86**. "I won a \$50 Nordstrom gift card and spent it that day on a beautiful dress." Added **Cake Carlos '08**: "It was a good to take a break from work and to meet new people. I will attend this event again for sure."*

*Alumni from the New York Chapter Holiday Mixer welcomed the season with a cocktail mixer at Norwood Club. "The venue was amazing and it was a great way to meet people we didn't have a chance to meet while in California," said **Akram Abdulla '11**. Added **Cameron Gardner '09**: "I love catching up with old friends and seeing Bill and Carrie from the Alumni Office. They do such an amazing job curating a family of alumni across the country."*

*Cien Agaves Tacos & Tequila was the site for the Arizona Alumni Chapter Holiday Mixer in December. Graduates and their guests hit the Scottsdale restaurant for tacos, churros, and margaritas. "The decorations were so cute, and there was a really fun photo booth and raffle prizes," said **Angela Johnson '95**. **Heather Lawless '02** added, "I need to be around 'my people' as often as possible to be reminded of why I love the fashion industry. So these events are my lifeline to the world I love."*

*The Orange County Alumni Chapter ushered in the holiday season last November at the famed Newport Boat Parade of Lights. The two-hour excursion included a boat ride with hot chocolate, cookies, holiday cheer, and festive Christmas lights. "It was a truly magical evening," said **Helen Leski '84**. "I didn't realize we were in the boat parade until we started circling with the other boats – it was great."*

*In February, members of the Los Angeles Alumni Chapter enjoyed a Spring 2016 trend presentation, "Launchpad to the Future," from Donegar Creative Director **David Wolfe**. "I enjoyed his sense of humor as well as his passion for new technology," said **Amy Stewart '99**. "I walked away from David's talk with the comforting reassurance that fashion can thrive with the exciting integration of new technology."*



NEWS

ALUMNI HIRING ALUMNI

A powerful network of more than 60,000 FIDM Alumni

The new **Alumni Hiring Alumni** feature – housed under the Jobs tab in the Career Network section of the FIDM Portal – is an exclusive job-posting section for FIDM Alumni hiring other FIDM Alumni. “We wanted to provide a special feature for those who have had success in the fashion industry and want to see other FIDM Graduates succeed,” explains Career Center Special Projects Manager **Arali West**. “It’s a reliable source for grads knowing that they are able to work with their fellow alumni and they can relate easily to the employers who were former students as well.” FIDM Alumni employers using the Alumni Hiring Alumni feature will receive skilled candidates who specialize in a niche industry, enjoy featured and exclusive job postings in the AHA section, plus the ability to post an unlimited number of jobs to the Career Network for free.

For more information on Alumni Hiring Alumni, please email careercenter@fidm.com.

NRF GALA AWARDS

FIDM IN NYC

On Sunday, January 11, 2015, at Chelsea Piers in New York City, the National Retail Federation Foundation held its first gala, celebrating imagination, inspiration, and innovation. The NRF honored FIDM Founder, President, and CEO **Tonian Hohberg** by naming her to The List, which recognizes 25 people who are shaping retail's future. Martha Stewart was a presenter at the gala and handed the FIDM President her award. Ms. Hohberg’s reply, when asked how to build a successful institute: “Surround yourself with the smartest team you can find, who understand the secrets of intelligent, unselfish leadership, sprinkled with a sense of humor.” FIDM Alumna **Margarita Arriagada**, Sephora’s Chief Merchant, was also honored as a Power Player, and FIDM Student Karla Maldonado was named as a semi-finalist for NRF’s 2015 Next Generation Scholarship. The inaugural gala raised nearly \$1.2 million to support the next generation of retail talent.



C A L E N D A R

JULY

16-20 Mercedes Benz Miami Fashion Week Swimwear Collections. miami.mbfashionweek.com

8-9 AGENDA Show Long Beach agendashow.com

15-20 Los Angeles Gift and Home Market californiamarketcenter.com/giftandhome/market.php

17-20 California Gift Show californiagiftshow.com

JUNE

2-4 New York Shoe Expo ffany.org

3 FIDM Los Angeles Introduction to Adobe Muse

For more information and to RSVP, contact Carrie Shay, CShay@fidm.edu

8-12 Los Angeles Market Week Fall 2015 californiamarketcenter.com/markets/majors

11 FIDM San Francisco Alumni Industry Mixer

For more information and to RSVP, contact Carrie Shay, CShay@fidm.edu

AUGUST

3-7 New York Accessories Market Week accessoriesmagazine.com

3-6 Los Angeles Market Fall/Holiday californiamarketcenter.com/markets/majors

17-19 MAGIC Las Vegas
MAGIC | Project | The Tents
ENK Vegas | MEN'S | Pool Trade Show | Sourcing at MAGIC | WSA Playground

SEPTEMBER

10-17 Mercedes Benz Fashion Week Spring/Summer Collections NYC mbfashionweek.com/newyork

10-12 Surf Expo Orlando surfexpo.com

OCTOBER

11-14 LA Kid's Market californiamarketcenter.com/markets/majors

12-15 LA Majors Market Week Winter/Immediates/Resort Spring 1 californiamarketcenter.com/markets/majors



ART OF

MOTION PICTURE COSTUME DESIGN

The FIDM Museum & Galleries' 23rd annual "Art of Motion Picture Costume Design" exhibition, which also featured over 100 costumes from 23 films from 2014, including designs from all five Academy Award nominees for Best Costume Design: *The Grand Budapest Hotel* (Oscar® winner), *Inherent Vice*, *Into the Woods*, *Maleficent*, and *Mr. Turner*.

The museum hosted an opening party to celebrate the popular exhibition which also features costumes from *Birdman*, *Selma*, *The Theory of Everything*, *Gone Girl* (designed by FIDM Graduate **Trish Summerville '89**), *The Fault in Our Stars* (designed by FIDM Graduate **Mary Claire Hannan '97**), and *Night at the Museum: Secret of the Tomb* (designed by FIDM Graduate **Marlene Stewart '77**), among others.

This major exhibition is the only one of its kind in the world that pays homage each year to the creativity of the costume designer for film with a museum show of outstanding costumes and Oscar®-nominated designs. "I always love returning to FIDM for the costume exhibitions," said costume designer **Diane Crooke '83**. "I'm in awe of the talent: It's inspirational and reminds me of why I love costuming so much."



FIDM ALUMNI CHAPTERS INFORMATION

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CALIFORNIA | LOS ANGELES

Sonya Shariffard '13

Los Angeles Alumni Chapter President

CALIFORNIA | ORANGE COUNTY

Kassandra Cassily '15

Merchandise Analyst, Roxy

CALIFORNIA | ORANGE COUNTY

Gregg Garcia '84

Talent Acquisition Manager, ASICS

CALIFORNIA | SAN DIEGO

Catherine McCullough '92

President/CEO
McCullough Landscape Architecture, Inc.

CALIFORNIA | SAN FRANCISCO

Ivy Moya '00

Ivy Moya Sales

CALIFORNIA | SAN FRANCISCO

Amanda Watson '96

Merchandising & Promotion

ALASKA | ANCHORAGE

Rylee Rudd '09

Social Media & Account Coordinator
Beacon Media & Marketing

ARIZONA | TUSCON

Audra Tiffany '04

Supervisor Paper Source

COLORADO | DENVER

Chelsea Kuerbiss '05

Independent Stylist

FLORIDA | MIAMI

Carmen Aponte '05

Technical Designer
VF Imagewear

GEORGIA

Michelle Prodigio-Suyeyoshi '02

Owner
Lavishly Posh Boutique & Parties

Please contact the FIDM Alumni Office at
Alumni@fidm.com for your local Alumni
Chapter Representative.

HAWAII | HONOLULU

Khrystyne Phillips '11

ILLINOIS | CHICAGO

Danielle Vega-Reinhardt '04

Brand Manager
Enesco

KANSAS | KANSAS CITY & KANSAS CITY, MISSOURI

Kara Hansen '10

MASSACHUSETTS | BOSTON

Melissa Hopkins '06

Merchandise Coordinator
Casual Male Retail Group

MINNESOTA | N. ST. PAUL

Angela R. Martin '05

Visual Coordinator
Banana Republic

NEBRASKA

Britney McBee '11

Visual Merchandising Manager
Buckle, Inc.

NEVADA | LAS VEGAS

Elizabeth Auten '03

Owner/Designer
Scrub Republic

NEW YORK | NEW YORK CITY

Bryn Roberts '05

Senior Designer/Sleepwear
Olivet International

OHIO | CINCINNATI/COLUMBUS

Elizabeth Polley '08

Analyst
Abercrombie & Fitch

OKLAHOMA

Laura Cade '08

Freelance

OREGON | PORTLAND

M'chel Bauxal '96

Celebrity Makeup Artist and Hairstylist

OREGON | PORTLAND

Sally Kathren '98

Apparel Graphics/Textile Designer/Illustration

PENNSYLVANIA | PHILADELPHIA

Kisha Moore '08

PITTSBURGH TRISTATE AREA

Bear Brandegee '97

Style Pro for the Executive Woman
Worth New York

TENNESSEE | NASHVILLE

Tosha Cole Clemens '06

TCC, PR, & Branding Consultant

TEXAS | DALLAS

Kelmy Briones '07

Haircare Buyer, Cosmoprof Beauty

TEXAS | HOUSTON

Hilary Pavia '11

Interior Designer

UTAH | SALT LAKE CITY

Jet Moody '08

Director of Marketing
Salt Lake Association of Fashion Designers

WASHINGTON STATE | SEATTLE

Ciel Kullman '01

Men's Product Development Manager
Zumiez

WASHINGTON, D.C. TRISTATE REGION (INCLUDES PARTS OF MARYLAND & VIRGINIA)

April Lee Rai '03

Partner/Designer
Diverse World Order Productions, LLC

FIDM Alumni International

CANADA | MONTREAL

Reese Deluca '03

Designer

CHINA | HONG KONG

Flora Hui '97

Washi Jeans

TAIWAN

Janice Chen '93

General Manager La Fandere International Co.,LTD.

COLOMBIA | BOGOTÁ

Carolina Restrepo '09

Creative Director Plie'

ENGLAND

Claudia Vasquez-Coveyduck '03

Garment Technologist
Fred Perry

INDIA | NEW DELHI

Shalini Kumar '97

Faculty, Pearl Academy of Fashion

JAPAN | TOKYO

Susan Considine '06

KOREA | SOUTH KOREA

Jiyoung Jun '07

MEXICO | GUADALAJARA

Celia Colunga '01

Denim Designer/Instructor

PHILIPPINES

Melissa Jimenez '07

Creative Director/Head Designer
Sassa Jimenez-Dressform, Inc.

SINGAPORE

Pamela Wigglesworth '85

Founder & Corporate Trainer
Experiential, LLP

THAILAND | BANGKOK

Dusadee (Didi) Vutipongsatorn '05

Senior Production Manager, L'Oréal Paris

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Director, Alumni Relations

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CARRIE SHAY

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VICTORIA N. KOCH—Editorial Director

GEM PADAMADA '04—Creative Director

JOHN CLIFFORD—Production Director

MEHER KOUROUYAN—Event Photographer

TO SUBMIT CONTENT FOR DIALOGUES CONSIDERATION, PLEASE EMAIL BCLIATT@FIDM.COM.

DIALOGUES STAFF

NEW DESIGN DEGREES

Some thoughts about the new Bachelor of Arts in Design from Anne Bennion, Department Chair for Textile and Fashion Knitwear Design.

The Bachelors of Arts in Design, has taken an innovative approach to design education. Our aim is to prepare students to think creatively and critically about the design process. We begin by including students from all FIDM design majors to promote dialogue, integration of perspectives, and shared learning.

The courses are arranged sequentially so students are able to meld design theory, focused design still sets, and practical application at levels of increasing complexity and sophistication.

The program culminates in a three-quarter series of studio courses in which students draw upon creative and problem-solving skills in designing, constructing and developing a production plan for their thesis project. These capstone project will be presented annually in the FIDM Museum.

In sum, this program is designed for creative students who are seeking active learning environments with the goal of mastering the art of innovative, constructive design solutions that can be applied to each design specialization.

Please check out the following pages for all 8 of our Bachelors Programs.

26 CREATIVE AND BUSINESS MAJORS

- *Advanced Fashion Design*
- *Apparel Industry Management*
- *Bachelor of Science Degree in Apparel Technical Design*
- *Beauty Industry Management*
- *Beauty Industry Merchandising & Marketing*
- *Bachelor of Science Degree in Business Management*
- *Bachelor of Arts Degree in Design*
- *Digital Media*
- *Entertainment Set Design & Decoration*
- *Fashion Design*
- *Fashion Knitwear Design*
- *Film & TV Costume Design*
- *Footwear Design*
- *Graphic Design*
- *Interior Design*
- *International Manufacturing & Product Development*
- *Jewelry Design*
- *Menswear*
- *Merchandise Marketing*
- *Merchandise Product Development*
- *Bachelor of Arts Degree in Professional Studies*
- *Social Media*
- *Textile Design*
- *Textile Production & Development*
- *Theatre Costume Design*
- *Visual Communications*

5 DIFFERENT DEGREES

- *AA Professional Designation*
- *Advanced Study*
- *Associate of Arts*
- *Bachelor of Arts*
- *Bachelor of Science Degree*

BACHELOR OF ARTS DEGREE IN DESIGN

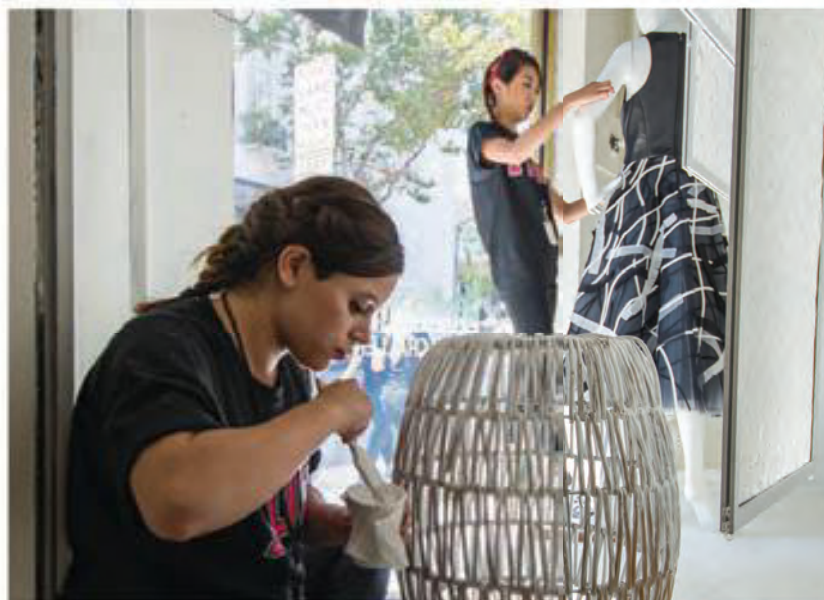
The Bachelor of Arts in Design Program prepares students to think creatively, critically, and divergently about the design process. Students learn to appreciate the universality of design, contextualize design problems, and blend historical and global perspectives with evolving trends as the foundation for inspired design solutions. Students become design innovators by learning to balance conventional design approaches with new, emergent thinking.



Open to FIDM Alumni who have earned an Associate of Arts Degree from FIDM in Fashion Design, Graphic Design, Interior Design, Textile Design, or Visual Communications.

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact Anne Bennion for more information.

This program starts each quarter on the Los Angeles campus.



CONTACT WITH QUESTIONS:

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Sang Pak
Student Advisor
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Kim Wetzel
Director of Education
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DIGITAL MEDIA



Who may apply: All students seeking a bachelor's degree in Digital Media

Students may choose to take selected courses in a traditional classroom or via distance learning, or a combination that fits their work schedule.

How the program will benefit you:

- Demonstrate competency in communication skills through storytelling using written, visual, and audio components
- Demonstrate strong creative thinking and information literacy through researching the craft behind storytelling, film, and television production
- Demonstrate interpersonal skills in the ability to assume leadership roles, collaborate in teams, and interaction with others
- Exhibit competence in college-level computational skills and basic knowledge of the physical and biological sciences as they apply to digital cinema
- Exhibit proficiency in technical knowledge through all aspects of making a film
- Demonstrate an understanding of the interplay between visual and audio components of a project to convey a message
- Integrate historical perspectives through film development
- Apply a global perspective through an appreciation of diversity, and multi-cultural values
- Demonstrate awareness of how ethical reasoning impacts documentary filmmaking

Courses in this stimulating program are offered on the FIDM Los Angeles campus.

- **For information, contact Sang Pak at 213.624.1200 x5130**
- Information sessions will be held on all campuses during the fall 2014 quarter. Look for the announcements in the FIDM Student Newsletter, FIDM Portal, and on FIDM.edu.



BACHELOR OF ARTS DEGREE IN GRAPHIC DESIGN

The Bachelor of Arts in Graphic Design Program prepares students for careers as graphic artists and designers. Students learn how to understand and solve client problems and create a distinct voice of communication to their audience. Using a combination of technical skills and motion-based media, this comprehensive program addresses concept, design, typography, implementation, and the applications of these principles to the fashion and entertainment industries.



Open to students who have earned an Associate of Arts in Graphic Design from FIDM.

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program.

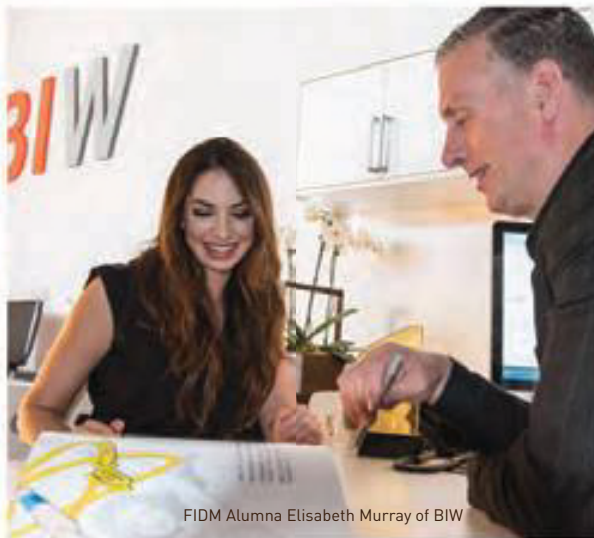
This program starts each quarter on the Los Angeles campus.



FIDM Alumnus Mark Baham of PETROL



FIDM Alumnus Alex Kapustin of PETROL



FIDM Alumna Elisabeth Murray of BIW

FIDM Graphic Design Alumni build careers at agencies like PETROL Advertising and BrandingIron Worldwide (BIW).

For inspiration, industry news, alumni interviews and more, visit blog.fidmdigitalarts.com

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BACHELOR OF ARTS DEGREE IN PROFESSIONAL STUDIES

The Bachelor of Arts degree in Professional Studies Program prepares students for the demands of business and professional life by developing clear thinking and strengthening communication skills. This program encourages lifelong learning by offering a broad curricular foundation focusing on quantitative reasoning and developing multidimensional understanding of the physical, cultural, and socio-economic environment.

BACHELOR OF ARTS IN PROFESSIONAL STUDIES WITH A SPECIALIZATION IN:

- >> Advanced Fashion Design
- >> Beauty Industry Management
- >> Entertainment Set Design & Decoration
- >> Film & TV Costume Design
- >> Footwear Design
- >> International Manufacturing & Product Development
- >> Menswear
- >> Textile Production & Development
- >> Theatre Costume Design



This program starts each quarter on the Los Angeles and San Francisco campuses with many courses offered online.

Open to students who have earned an Associate of Arts degree and an Advanced Study program degree from FIDM in one of these three specializations.

QUESTIONS? CONTACT US:

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Kim Wetzel
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BACHELOR OF ARTS DEGREE IN SOCIAL MEDIA

The Bachelor of Arts in Social Media Program prepares students for careers in social media communication. They learn how to identify, engage, and communicate with their target markets and online communities, build and maintain consumer loyalty, and develop techniques to maximize growth. Students use analytics and metrics to evaluate the effectiveness of methods for positioning people, products, organizations, and interest groups in social media contexts in order to develop media campaign strategies.



Open to students who have earned an Associate of Arts in Social Media from FIDM.

Starting Spring 2015 this program begins each quarter on the Los Angeles campus.

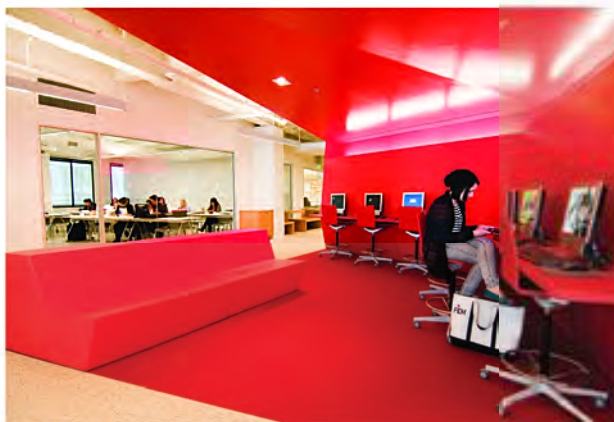


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INTERIOR DESIGN

(Pending NASAD Approval)

The Bachelor of Arts in Interior Design Program helps students develop skills in three specialties - Residential, Commercial, and Interior Product design. Focusing on creative problem-solving, Interior Design students integrate historical perspectives, current, and future trends to develop design solutions that are functional, innovative, sustainable, and safe. Effective communication, community advocacy, and collaborative design are emphasized.

Open to students who have earned an Associate of Arts in Interior Design from FIDM.

REQUIRED CLASSES FOR FRESHMAN AND SOPHOMORE YEAR

GNST 1040	English Composition	3
GNST 1230	Color & Design Theory	3
GNST 1600	Effective Speaking	3
GNST 1620	The Creative Process	3
GNST 1650	Critical Thinking	3
GNST 2080	Human Factors in Design	3
GNST 2960	American Political & Economic History	3
INTD 1000A	Sketching Techniques I	3
INTD 1000B	Sketching Techniques II	3
INTD 1090A	Technical Drawing I	3
INTD 1090B	Technical Drawing II	3
INTD 1090C	Technical Drawing III	3
INTD 1220	Design Process	3
INTD 1350	Survey of Architecture & Interior Design I	3
INTD 1420	Historic Textiles	3
INTD 1450	College Mathematics	3
INTD 1450	Residential Design Concepts	3
INTD 1480	Computer Graphics I	3
INTD 1650	Survey of Architecture & Interior Design II	3
INTD 1850	Commercial Design Concepts	3
INTD 1880	Computer Graphics II	3
INTD 2000	Lighting Design	3
INTD 2050	Materials for Interior Design	3
INTD 2810	Computer Graphics III	3
INTD 2830	Interior Design Thesis	3
INTD 2930	Business Practice for Interior Design	3
INTD 2980	Presentation & Portfolio	3
INTD	ELECTIVE	3
TSCI 1750	Textile Science for Interior Design	3
	Total Units of Credit	90

REQUIRED CLASSES FOR JUNIOR AND SENIOR YEAR

BDSN 3700	Digital Photographic Image	3
GNST 2470	Principles of Biology	3
GNST 2470L	Principles of Biology Lab	1
GNST 2570	Microeconomics	3
GNST 2630	Principles of Chemistry	3
GNST 2870	Macroeconomics	3
GNST 3050	Writing for Business Professionals	3
GNST 3150	Research on Topics of Design History	3
GNST 3400	Social Psychology	3
GNST 3450	Applied Mathematics	3
GNST 3550	Psychology of Color & Application	3
GNST 3800	Icons of Culture: Context of Meaning	3
INTD 3170	Advanced Residential Design	6
INTD 3210	Conservation & Historic Preservation	3
INTD 3410	Specifications & Materials	3
INTD 3540A	Building Systems & Codes I	3
INTD 3540B	Building Systems & Codes II	3
INTD 3870	Advanced Commercial Design	6
INTD 4120	Interior Product Design	3
INTD 4130	Surface Pattern Design	3
INTD 4510	Special Topics	3
INTD 4520	Construction Documents & Details	3
INTD 4530	Practicum	3
INTD 4550A	Furniture Design I	3
INTD 4550B	Furniture Design II	3
INTD 4850	Portfolio	3
INTD 4900	Senior Design Thesis	6
INTD	ELECTIVE	3
	Total Units of Credit	91

THIS IS A 181-UNIT PROGRAM

QUESTIONS? CONTACT US:

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 SANG PAK, Student Advisor: 213.624.1200 x5130 • spak@fidm.edu

BACHELOR OF SCIENCE DEGREE IN APPAREL TECHNICAL DESIGN

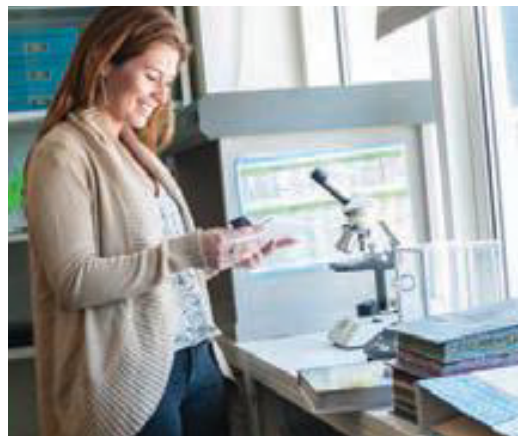
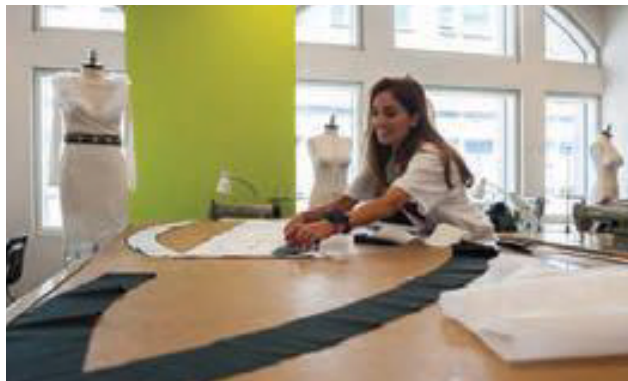
The Bachelor of Science in Apparel Technical Design Program allows students who have completed an Associate of Arts degree in the Merchandise Product Development Program to specialize in the field of apparel technical design. The program provides a sequential curriculum that fosters creativity, professional knowledge, technical expertise, critical thought, and a global perspective. Students obtain practical experience through internships and industry sponsored events and become proficient in prototype development, fit analysis, and supply chain management.



Open to students who have earned an Associate of Arts degree from FIDM in Merchandise Product Development.

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact Eva Gilbert for more information.

This program begins each quarter on the Los Angeles campus.



QUESTIONS? CONTACT US:

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BACHELOR OF SCIENCE DEGREE IN BUSINESS MANAGEMENT

The Bachelor of Science in Business Management Program prepares academically qualified students to compete in the global industries of Fashion, Interior Design, and Entertainment. Whether entering the corporate world or undertaking an entrepreneurial venture, the graduate is equipped with the analytic, planning, and management tools, the ethical understanding, and leadership skills for success in business. It is our intent that the program add to this foundation by providing an in-depth exposure to professional management challenges, an experience in innovative discovery, and a sense of personal academic achievement and leadership.

What Our Bachelor of Science Program is and does:

- >> The curriculum covers all areas of management theories, principles, and strategies; it culminates in capstone experiences in entrepreneurship and global management concepts.
- >> While the program blends themes of creativity, self-discovery, and leadership, the two all-pervasive considerations in every course are ethics and the impact of globalization on today's business environment.
- >> Instruction focuses on the advanced understanding and knowledge students will need in the industries served by FIDM or in entrepreneurial ventures on their own.
- >> FIDM's Bachelor of Science in Business Management Program is unique in that it is a single department rather than separate disciplines. With this organization all of the necessary concepts and learning outcomes critical in today's challenging business environment have been integrated.

The primary theme of the program is "Creative Leadership."

-George Sims Department Chair



Application for this program is open to students holding an Associate of Arts degree from FIDM.

This program starts each quarter on the Los Angeles campus and in the online format. Students may start in the summer and fall quarter on the San Francisco campus.

QUESTIONS? CONTACT US:

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FIDM

ALUMNI ASSOCIATION

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GET INVOLVED

As a graduate of the college, you are automatically part of the FIDM Alumni Association, which now consists of 60,000 graduates. As an alumni, you now have access to our private LinkedIn and Facebook Groups and are invited to enjoy ongoing educational opportunities such as Library Services, networking events, job fairs, and technical workshops and seminars to update your industry skills. You may also utilize the Career Center Job Search feature, which posted over 20,000 jobs from 10,000 different companies last year.

fidm.edu/alumni