

# Chicago Fashion Fix



## Inside This Issue

2	<b>The 2011 CFF Scholarship; The Future of Chicago Fashion</b>
5	<b>Spring Trend Report featuring looks from Akira</b>
14	<b>Q&amp;A with Joe Exclusive</b>
15	<b>Interview with Clinton Kelly of What Not to Wear</b>
17	<b>Word from the CFF Board</b>

### **The 2011 CFF Scholarship; The Future of Chicago Fashion**

By: Caitlin V. Dunn

On Thursday, March 3<sup>rd</sup>, the scene was set for a fashionable affair at the Chicago History Museum. As guests arrived for Chicago Fashion Foundation's 4th Annual Scholarship, gift bags were assembled and ready for the taking, enticing auction items were set up, chairs were placed in their finest fashion form, and models were being fitted backstage. Everyone from fashion bloggers, photographers and students to other industry professionals and insiders could feel the excitement, eagerness, and reassurance that fashion is in fact alive and thriving in Chicago.

Nine young and hopeful Chicago fashion design students were backstage getting ready to send some very special looks down the CFF runway. Pre-show, Chicago's most fashionable mingled with another, bid on some marvelous items, and prepared to take their seats. The show opened with looks from our nine contestants. All of their designs, inspired by various musical movements and genres, fit the night's theme "Notes on the Runway." Some were inspired by wax track records, some swing, and some alternative rap, leaving the crowd captivated and impressed.



After all nine looks waltzed down the runway; the audience had a chance to see Peach Carr's 60's inspired looks, which she described as homage to her childhood as well as several beautiful designs from the previous CFF scholarship winners.



The show closed with the anticipated announcement of the winners and there could only be three. Ana Laura Leon, hailing from the School of the Art Institute Chicago, stole the show and won the judges over with her dress inspired by the Chicago jazz scene. Ana was awarded a \$5,000 scholarship for her outstanding work and all in attendance assuredly expect to see her breakout designs walking down the runway again one day. K'lynn Kennedy, of the International Academy of Design and Technology, came in second place for her "classical edge" inspired design and Rebecca Lopez, of Columbia College, came in third for her Maxwell Street blues inspired look.

Though there were only three winners, every look left the audience feeling optimistic about Chicago's bright future in fashion. This event is not only meant to award outstanding design students, but also to remind us of CFF's mission. By uniting Chicago's existing fashion elite with the up and coming fashion set and students around the city, we can make Chicago an epicenter of fashion. CFF would like to extend many thanks to everyone in attendance for helping contribute to such an enchanting evening.



# SPRING TREND REPORT 2011

## FEATURING LOOKS FROM AKIRA

By Lauren Hutchison

This year one can effortlessly take essential elements of what is on trend for spring and incorporate them with classic pieces from their current wardrobe.

As the day to day routine can take on a life of its own, it is important to arm yourself with versatile looks that can take you from day to night. This trend report features some key looks for men and women with clothes and accessories from Akira.

Photography provided by Francis Son.  
[www.francissonphotography.com](http://www.francissonphotography.com)

Hair and makeup provided by Anna Suarez  
Studio62 Master Hair Design,  
[www.studio62salon.com](http://www.studio62salon.com)

Looks styled by Lauren Hutchison

Models throughout: Jason Gorczyca, Elena Mitova, and Evie P.



## Stripes

There are five key spring trends for women that can be highlighted as a focal point of an ensemble or used as accents to add a look.

### Spring 2011 Key Trends

**Women:**

**STRIPES**

**NEUTRALS**

**LACE AND CROCHET**

**BRIGHT POPS OF COLOR**

**FLORALS**



Stripes continue to make an impact this spring ranging in colors and directions.

There are two different looks here showing the versatility stripes can have on an outfit.

The top look features a horizontal stripe Akira dress that is perfect for a night out with black strappy shoes that make their own statement. Vertical stripes are prominent in the second look where nude heels and a black ruffled skirt polish off an ensemble that can easily go from the office to a party.

## Neutrals mixed with lace and sheer accents

A seamless look can take form when combining different elements of the Spring trends as pictured here.

Metallic wedges anchor a neutral ensemble of a white lace dress layered with a taupe lightweight jacket with sheer sleeves. Even though the palette is neutral, mixing the different textures of sheer and lace evoke interest.



## Bright pops of color



**Brighten up your look with adding some pops of color. Spring is the perfect time to add a vibrant print or hone in on one solid color to make an impact.**

**Pictured here are two looks that could go from day to night by accessorizing. Add a blazer or cardigan with pumps or a wedge for day. Switch to a trendy heel for evening to add to the look. Pictured here a tribal inspired platform adds an unexpected touch to a bold look.**



## Florals



**Florals are making a statement this spring in multicolored printed dresses. Pictured here a grey motorcycle jacket with bows adds an edge to the look while still remaining feminine and fun.**

There are five key spring trends for men that can be pieced together in innovative ways to essentially create a variety of looks.

**Spring 2011 Key Trends Men:**  
**STRIPES**  
**NEUTRALS**  
**MOTORCYCLE INFLUENCES**  
**BRIGHT POPS OF COLOR**  
**SLEEK SUITING**

**Stripes**

**Stripes continue to make a statement. They are on trend for both men and women.**

**Pictured here is a striped sweater that is versatile enough to wear to work or for leisure activities.**



## Neutrals and motorcycle influences

In this look neutrals perfectly blend other key elements of spring trends such as a striped shirt with a motorcycled influenced light spring jacket. The motorcycle jacket does not have to come in just a leather jacket. These elements can lend themselves to different fabrications for a fresh alternative. Chambray continues to represent for spring and takes on a classic look with these pants. Add a nude color loafer to finish the look.



## Bright pops of color

**An eye catching bold look can be created when adding a bright pop of color to neutral classic pieces.**

**In this look the bright blue shirt takes center stage surrounded by black basics. This is also a trendy ensemble that can transition from day to night effortlessly.**



## Sleek suiting



**For suiting a sleek confident two button blazer in a light neutral color adds sophistication. A bright plaid or printed button down shirt underneath completes the look. Choose a shoe that has a lighter aspect to it that embodies the spring transition to summer.**

## Q&A WITH JOE EXCLUSIVE

BY LAUREN HUTCHISON

Joe Exclusive; a stylist who has created looks that many celebrities are now synonymous with. Through getting his big break with Eve, his client list continues to expand to include Kimora Lee Simmons, Tyson Beckford, Mya, Stacey Dash, Danny Masterson, Teairra Mari, Karina Smirnoff, Kim Kardashian, Tyrese, Lisa Raye, Taraji P. Henson, and many more. He developed a look and image for multi-platinum award winning artist Keyshia Cole that catapulted her career. This vision has evolved into the House of Exclusive; a modern day Motown complete with all the amenities that are needed to train, develop, and produce a star. Joe will be entering the Chicago fashion scene in May to host a seminar "Making it in the business." He will have make up artists, photographers, stylists, etc. on hand to discuss the many successes and challenges of the business. All students who attend will have the opportunity to work with him hands-on in showcasing their looks for their portfolio. Some of the topics covered will be styling basics, Day in the life of a Celebrity Stylist, How to Build an Outfit, Onset Etiquette & Lingo, Building a Portfolio and much more. To take a deeper look into the life of Joe I had the opportunity to ask him some key questions on his successes in the fashion industry.

- 1. How did you get started in the styling business and what advice would you give someone looking to establish a place in the industry?** I used to do hair but I got my start in wardrobe with Ruff Ryders 1<sup>st</sup> lady Eve. We were friends and when she got her record deal she didn't have any hair so her wardrobe just became my job! I always tell people to assist first because you are hands on with clients with the guidance of a stylist and usually stylists get busy and assistants will end up doing many jobs.
- 2. What makes one stylist stand out from another and what do you feel enhances ones' success?** Stylists stand out because of their own style. Also one stylist may specialize in men while another may do women or another may do edgy. The key to success is relationships with showrooms, designers and boutiques!
- 3. As someone who has been working with celebrities on a continual basis, what approach have you taken to sustain a career as a celebrity stylist?** I never go out to look for clients, my approach is more organic, I usually meet celebs while I'm out being a fixture while partying, networking, shopping, etc. and we build a relationship that leads to a working relationship.
- 4. The release of your own shoe line is an exciting extension to your brand. Where will these shoes be sold and what was the inspiration for the line?** A shoe company just loved me as a muse and created a limited edition "Joe Exclusive" boot.
- 5. It appears that you have a strong passion for the fashion as well as the music industry and a knack for having them cohabitate. What are the goals set for the House of Exclusive?** The house of exclusive AKA Destination 1610 is my artist development and imaging house...It's like a modern day Motown meets Andy Warhol's factory, where fashion meets music! We produce photo shoots, video, commercials, and more. We have a full team of hair, makeup stylists, photographers, and more. We can take an artist from being an unknown to a Grammy award winning artist, ask some of our clients!  
[WWW.DESTINATION1610.COM](http://WWW.DESTINATION1610.COM)





## Interview with Clinton Kelly of What Not to Wear

By Jenny Lezan

Spring has finally arrived in Chicago, or at least we hope it has. Even if the cold is choosing to continue to torment the city, it is about that time to begin to think about how to transition your cold weather gear into Spring mode. Last week I had the opportunity to speak with the style guru himself, Clinton Kelly about this very topic.

Clinton is better known as half of the style duo from What Not to Wear. His style sense is on point and his ability to understand form and function have allowed him to make over countless women on the show [What Not to Wear](#). As of late, Clinton has been working alongside Macy's to promote [Macy's Million Dollar Makeover](#). Clinton highlights that "[Macy's Million Dollar Makeover](#) is his typical makeover on steroids," "The winner will get a truly life-changing experience.

From fashion to finance to fitness, one lucky person will undergo a complete life transformation. The top 10 finalists have been chosen and each week from March 7th - March 28th, 2 contestants are revealed. Chicago even has a wonderful woman in the running! So, take some time and vote after you read this article and watch the trend video! Be sure to vote for Chicago's very own Debrah Taylor-Greene.

Clinton took some time out of his busy week of promoting the Macy's Million Dollar Makeover to give Chicago readers some great tips and highlights on trends for Spring 2011.

## **Top Tips for Experimenting with Fashion**

20 Somethings - This is the time to experiment. Don't be afraid to try new things, but always keep your body shape and proportions in mind. This will help ensure that what you try looks good on you.

30s & 40s - Dress your age! You can definitely experiment with trends, but never underestimate the power of classics! Your style combination should be 50/50. 50% trendy items and 50% classic styles.

### **Top Spring Fashion Trends for 2011**

1. [Bright Large Floral Prints](#)
2. [Neutrals and White as a base with a pop of color](#)
3. [Military inspired looks for night](#)



Military inspired looks for night



Neutrals and White as a base with a pop of color



Bright Large Floral Prints





## **Congratulations to the Winners of our 2011 Scholarship Competition**

### **1st Place and \$5000**

**Ana Laura Leon**

School of the Art Institute – Chicago

### **2nd Place and \$1000**

**K'Lynn Kennedy**

International Academy of Design and Technology

### **3rd Place and \$500**

**Rebecca Lopez**

Columbia College

### **Project Runway's Peach Carr**

Hosted the Chicago Fashion Foundation's  
2011 CFF Scholarship Benefit

**To Contribute to the CFF Newsletter contact:  
[Lauren@ChicagoFashionFoundation.org](mailto:Lauren@ChicagoFashionFoundation.org)**

## *CFF Bulletin*

<b>Editor</b>	Lauren Hutchison
<b>Contributing Writers</b>	Jenny Lezan Caitlin V. Dunn Lauren Hutchison
<b>CFF Board</b>	
<b>President</b>	Kristen Amato
<b>Vice President</b>	Sandra Enimil
<b>Treasurer</b>	Elizabeth Engquist
<b>Secretary</b>	Lauren Hutchison
<b>Events</b>	Amanda Lea Abby Zupancic
<b>Communications</b>	Shatisha Wilks
<b>Finance and Administration</b>	Liz Engquist
<b>Membership</b>	Brooke Null Ashleigh Timchenko
<b>Website</b>	Liz Engquist Jenny Lezan
<b>Newsletter</b>	Lauren Hutchison
<b>Public Relations</b>	Erica Morisco Meghan Turner
<b>Sponsorship</b>	Amanda Lea
<b>Volunteer Coordination</b>	Lauren Hutchison
<b>Student Liaison Co-Chairpersons</b>	Stacy Neier Young Kim
<b>Founder</b>	Lana Fertelmeister
<b>Honorary Advisory Board Members</b>	
	Rob Bramlette Beth Lambert Devin (McKenna) Javidi Fabia Talhame