

Chicago Fashion Fix



Inside This Issue

2	The Perfect Accessory
3	Fashion Expert; Nancy Plummer
5	Q&A with Jenny Lezan Founder of Halfstack Magazine
7	Interview with Olivia Palermo & Topshop/Topman
10	Word from the CFF Board

The Perfect Accessory

By: Shatisha Wilks

Do you get tired of seeing the same, boring accessories at department stores? Well thanks to co-owners Maureen Longua (former owner of Pump Shoes) and Afkara Mason (former owner of Afkara Shoes), you can get unique and affordable accessories at Frill accessory boutique. Their long standing friendship and passion for retail, lead them down the shiny road to accessories.



We visited the Division Ave store and immediately felt right at home. The intimate setting provides the perfect backdrop to the sparkly earrings and necklaces, cute handbags, and cozy winter items perfect for the season. Customers can stay in the store for hours. We were very excited to speak with one half of the duo, Afkara, who describes Frill as [an upscale Claire's boutique with the feel of Tiffanys]. If possible, she would live in it because it's so cute. With a shoe boutique, there are size considerations, but with jewelry size is not an issue, and all women can be accommodated. As owners, they buy what they like and let the customers dictate the rest. When asked about the latest accessory trend, Afkara says before it was all about the shoe, now it's

With two locations under their belts, 6 S. La Grange Road in La Grange, IL (opened last year) and 1747 W. Division in Chicago, IL (opened a few months ago), the plan is to open another store in the spring and then start a franchise. They are excited about opening a bunch of 'little frills'.

Frill is the perfect one stop boutique to find every accessory a girl would like.

Fashion Expert; Nancy Plummer

By: Brenda Gardner

Some of the best fashion industry experts are right here in Chicago. One of these experts is Nancy Plummer, who has been a part of the Chicago fashion industry for over 20 years. Nancy has gone through many transitions and had many different roles since her start that include personal stylist, image consultant, educator and



What is your fashion background?

My education - BS in Home Economics/Retailing, Masters in Training & Development

I started out after college in retail management at a department store - Lazarus, then ventured into sales, first as a merchandise coordinator and then sales rep at Levi Strauss and Co. Began teaching in the fashion design departments at local career schools since 2003. Became an entrepreneur and started image consulting business in 1991 - incorporated the business in 1999.

How would you describe the fashion industry in Chicago?

Chicago fashion is conservative yet contemporary. Simple basics, color, and unique accessories, are standouts for the windy city.

Chicago is known as the "retail mecca for boutiques." We have pockets of

Gold Coast, Wicker Park/Bucktown, Lakeview, South Loop, Division Street, to name a few. Location is key for businesses to survive. *Fashion is retail in the city.* Depending on the area one lives and shops determines the vibe of the store.

How has fashion and the industry changed since you started?

Plenty more entrepreneurs making a go for it and beginning their passions part and full time. The industry is getting a lot more exposure breaking into the reality TV scene. Shows like Project Runway and Project Accessory, expose those individuals not aware of the industry to begin talking about it and considering fashion as a viable career option. Slowly changing the perception of the industry.

What advice would you give to someone looking to break into the fashion industry?

Keep at it - nothing worthwhile comes easily. Network - get to know as many people as possible in the industry.

Nancy currently runs her own image consulting business, teaches



Q&A with Jenny Lezan Founder of Halfstack Magazine

By Lauren Hutchison

Everyone dreams of doing exactly what they want to do and taking action to make that happen. Jenny has always had aspirations of developing her own magazine and is about to see this come to fruition in March when it launches.

1. As a experienced writer, blogger, and fashionista what inspired you to launch Halfstack Magazine?

Well, since I was younger, I've always had a goal in my heart to run my own business. It's not that I don't like authority, but I've always felt that I worked better when I could rely on myself for my well being. I went to school for fashion and things started to click when I realized I wanted to do something creative. At first, I thought I wanted to go into design, but once I figured out my path was on the marketing side of things, I truly found my passion in graphic design, pr and creative marketing.

While I was in college, I met my 2 closest friends - Mariana and Kate. We always joked that one day we would be going into business together. The idea of a magazine would always come up in class projects and in small talk.

Post college, many of my internships and first freelance were with small magazines and businesses. I was hired for my first real writing job in 2009 with Examiner.com and through that I was introduced to the fashion world in Chicago. I continued to write while I worked full time in my Marketing position at a local retail corporation. I also started a blog and was very fortunate to connect myself to some very influential PR firms and do some very amazing things like interview celebrities, designers like Kenneth Cole and be a part of Fashion Focus Chicago and organizations like the Chicago Fashion Foundation.

I also had the opportunity to meet with young designers, artists and see what a huge pool of talent that the Chicago area has. I am the type of person who loves to help others. It's an inherent part of my being. I'm the one people can depend on and I saw a need for these young up and comers to be promoted and have their talent shared. So, I thought, why not use my background in writing, designing and in publishing to do just that?

I looked to my 2 best friends as confidantes and we just thought, why not just do this? What are we waiting for? The time is never right to take a risk, but it is a risk that we felt was worth it. Starting a business doing what we love is something that we always wanted to do and things began starting to falling into place when we reached out to other friends with the same interests. I like to think we are hustlers. We work regular jobs or are in grad school and we work on achieving our dreams on the side. It is so similar to what so many young people in Chicago are doing and we want to use this magazine as a platform to help showcase them.

2. What industries and markets is Halfstack Magazine targeting?

The industries that we are targeting include: Fashion, Design, the Arts, and Music. We want to showcase up and coming talent from all of these industries. We want help people in these industries gain exposure to other young people who may be interested in following in the footsteps of these professionals.

3. What distinguishes this magazine from those that are already existing?

What I feel truly distinguishes Halfstack from any other publication in Chicago is the fact that we are TRULY attainable and we are trying to inspire and help other young professionals accomplish their goals. That was the basis of our branding. We find magazines like Vogue and GQ so inspiring, but much of the content they showcase is extremely highbrow.

I, as well as a lot of young professionals, can't afford to drop a grand on one gorgeous dress or outfit. So, why not showcase brands that fall within our budget and items that we can easily click through to a site and make a purchase that won't break the bank?

We are also set on educating others. We are showcasing art exhibits, sharing safe sex tips, offering job and interview tips as well as love advice. Most importantly though, many of the artists, designers and musicians we showcase in the magazines have a story that we share with the readers. They share their journey as well as give advice on how others can pursue that same path. Thus, giving the reader more than just something to read, rather we are giving them an opportunity to learn and be inspired to go out and make their own dreams come true.

4. How is this magazine accessible to readers so they can get a copy?

We will be an online magazine accessible at: www.halfstackmag.com as well as issuu.com in downloadable format. We are currently working on finalizing our funding on kickstarter.com and in return for donations we will be printing out our first issues as a special issue and giving them away!

HALFSTACK magazine

LAUNCHING MARCH 2012

Interview with Olivia Palermo & Topshop/Topman

By Jenny Lezan

The events in Chicago were off the hook this week, but [Topshop](#) definitely took the cake. They not only had the ever so glam Olivia Palermo in their downtown Chi locale, but they also had their Topman Preview event this week. I can only imagine how my fellow PRs are feeling after this hectic week! I'm exhausted and I am just enjoying the events :)

Each season, it seems as if Topshop's assortment continues to get better and better and more acclimated to the midwest! The Topman's line up is coming up in more detail this March in [Halfstack Magazine](#) (why don't ya go like the facebook page [here](#)), but overall the stylings incorporated key basics mixed in with quirky embellishments. Vibrant color pallets mixed with intricate patterns were definitely evident. My favorite part of the assortment was definitely the dressed up version of the men's pajamas! Think - Hugh Hefner meets a Hipster!

Now, the highlight of the week was definitely MTV's the City Starlett - Olivia Palermo. This girl has got style for days. I've been a fan of Olivia's style for quite some time. She always knows how to mix high and low fashion with such a panache that a girl can't help but be envious. She has an avid love for British brands and that is evident in all her outfits.

So, it would only make sense that she would be working with [Topshop](#). She visited Chicago this week to host a special styling event at our Michigan Ave. Topshop flagship. In honor of her latest venture, [oliviapalermo.com](#), she teamed up with [Topshop](#) for a bespoke holiday styling event, with all the trimmings (aka activities) for the Topshop customer.





The Topshop crew was kind enough to get an interview in with Olivia and now you can get some of her amazing style tips and suggestions as well as how her relationship developed with Topshop below!

1. Olivia, can you give us the top 3 trends from the current Topshop line that you are head over heels for?

Menswear, Sparkle, Leather!

2. If there were 2-4 key pieces that a Chicago woman should have in her wardrobe what would they be and why?

A great day coat like the Izzy Lane for Topshop Throw on Boyfriend Coat to protect from the harsh Chicago winter and still staying on trend with the leather accents. Also, a great wedge boot like the ponyhair Acute.

3. You are know for your immaculate ability to mix high and low. Can you give our readers your top 3 tips when mixing to create a look as sophisticated as you?





Start with a key piece and build from there. Sometimes the most basic pieces pull an outfit together. It's not about how much something costs. It's about making it your own and making it interesting.

4. How did your relationship with the Topshop brand develop and why do you feel it is so cohesive with your personal brand?

I work closely with British brands because they are very relevant within the fashion industry. So much talent comes out of England. Mixing the high street with designer is very much my style.

5. Can you share with our readers your current color/hue must haves to spice up their wardrobe this winter?

Navy velvet

6. Where can we learn more about you (twitter, facebook, new website links)?

OliviaPalermo.com

Congratulations to the top 10 finalists for the 5th Annual Chicago Fashion Foundation Scholarship Event! We look forward to seeing all of the dynamic designs that will be featured during the runway presentation at this year's event where the theme is "Street Style: Chicago Fashion through Chicago Communities." The event will be held on March 7th at the Chicago Cultural Center.

1. Raven Norman, ILIC, Beverly
2. Elizabeth Leukuma , ILIC, Rogers Park
3. Kara Fenoglietto, SAIC, Maxwell Street
4. Elaine Hoang, SAIC, Chinatown
5. Elena Bobysheva, Columbia College, Ukranian Village
6. Tosha Sherman, SAIC, all communities, influence of the EI
7. Michelle Castellano, SAIC, Hyde Park
8. Kendel Kennedy, SAIC, "Urban Decay"
9. Stacie Randall, ILIC, Andersonville
10. Crystale Crubaugh, SAIC Logan Square



To learn more about the Scholarship event and about CFF please visit www.chicagofashionfoundation.com

CFF Bulletin

Editor	Lauren Hutchison
Contributing Writers	Shatisha Wilks Jenny Lezan Brenda Gardner Lauren Hutchison
CFF Board	
President	Amanda Domaleczny
Vice Presidents	Lauren Hutchison & Ashleigh Timchenko
Treasurer	Shatisha Wilks
Secretary	Leah Christoforidis
Events	Abby Zupancic
Communications	Shatisha Wilks
Membership	Brooke Null
Website	Jenny Lezan
Newsletter	Lauren Hutchison
Public Relations	Adrienne Eckert Petersen
Sponsorship	Rosalind Brumant
Volunteer Coordination	Lauren Hutchison
Student Liaison Chairperson	Stacy Neier
Founder	Lana Bramlette
Honorary Advisory Board Members	
	Rob Bramlette Beth Lambert Devin (McKenna) Javidi Fabia Talhame