

Chicago Fashion Fix



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The Annual Chicago Fashion Foundation Membership Event

By: Lauren Hutchison

Guests decked out in their most fashionable ensembles enjoyed cocktails, hors d'oeuvres and Akira gift bags filled with luxurious products from local businesses, at the Annual Chicago Fashion Foundation Membership event held at the Altitude room at the W Chicago- Lakeshore. While taking in the panoramic view of the city fashionistas mingled and networked with others in the industry and those looking to break into the industry.

Mannequins adorned Nora Del Busto's Spring 2010 collection, showing a preview of the amazing things to expect from CFF's winner of the first annual scholarship competition. The CFF board announced that the next scholarship competition will be held on March 4th 2010 from 6 to 8, where 3 scholarship awards will be given out to the first, second, and third place winners. For next year's event CFF will be partnering with Sister Cities for the finalists to create a garment with the inspiration taken from one of the Chicago's Sister Cities around the globe. These designs will be parading down a runway and viewed by a panel of expert judges to announce who the winners are.

Impromptu photo shoots were taking place all over the room as the photographers encouraged the guests to strike a pose. As the evening concluded the raffle winners were announced who won sought after prizes such as a pair of Lana Jewelry earrings, a deluxe bottle of wine and much more. Stay tuned for what the Chicago Fashion Foundation has in store for 2010 when they give away a total amount of \$6,500 during the scholarship event to 3 talented design students.



Highlights of Fashion Focus week 2009

Abigail Glaum-Lathbury's Runway Show, entitled "Invention and the Obsolete":

By: Eva Lo



Abigail Glaum-Lathbury's Spring 2010 runway show took place on October 22, 2009, at Prairie Production in the West Loop. The Prairie Production venue had an industrial edge, softened by all white walls and ceilings. The runway was created simply from strategic placement of benches, each of which consisted of a large air-filled bag sandwiched between 2 sheets of wood, and hanging lights made of gargantuan sheets of silver-colored film, all of which looked like art installations and made the space feel like an art gallery. I enjoyed the ambience as much as the fashion. Attendees were a mix of fashionistas donning Glaum-Lathbury's past designs, intellectuals of art and popular culture as well as fashion-industry insiders. Glaum-Lathbury's Spring 2010 line includes transparent blouses, skirts with asymmetrical hemlines and slim pants accented with snaps along side seams. The textures are crisp, light and cottony, and she likes to play with origami-esque accents. The color palette is an elegant mix of stark white, black and various shades of gray and khaki. Overall, Glaum-Lathbury's Spring line is a blissful blend of youthful femininity, innovation, art, fantasy as well as earthiness.

Horacio Nieto's Runway Show:

By Eva Lo



Horacio Nieto's Spring 2010 runway show took place on October 23, 2009 at EnVent Studio. This show, hosted by Michelle Alegria of the local TV show, 190 North, presented his womenswear line as well as his menswear line named Arlo Menswear. The ambience of EnVent Studio was industrial hip. Seating was arranged to form a U-shaped runway, where models strut down the catwalk at eye-level with the audience. Attendees ranged from media representatives, photographers and other VIP's to fashionistas. The Arlo line includes an eclectic mix of Easter egg-colored shorts and shirts, structured jackets and pants made of light, crisp, subtly-laminated cotton in various shades of gray and black. One very chiseled male model walked down the runway wearing only an open shirt and a pair of briefs... for some strange reason, I can't remember the colors or textures of his outfit. Overall, Arlo Spring line evoked feelings of invigoration, lightness and fun. Nieto's womenswear line is characterized by feminine silhouettes, ranging from shantung silk strapless dresses to form-fitting jackets with little gold accents to skirts textured with ample ruching. Nieto also playfully juxtaposes colors ranging from fuchsia and lemon yellow to earthy tones of olive and tan. Overall, his Spring womenswear line celebrates the female form and would seem to attract a clientele who wants to feel like a girl.

Vert Couture

By: Lauren Hutchison



At the Cultural Center Vert Couture represented environmentally conscious fashion with an event during Fashion Focus week with 100% of the proceeds benefiting the Chicago Fashion Foundation. Models paraded down the runway featuring collections from Mountains of the Moon, Vaute Couture, Frei Designs, Bryant McLeMore, and Minx Parlor Vintage Refashioning. Several of these designs were available to purchase at the event. Conscious Planet Media hosted a VIP room with Organic hors d'oeuvres by Balanced Kitchen and VeeV organic cocktails. Michael and Bianca Alexander created the event to promote the eco friendly lines and to cultivate awareness for what Chicago has to offer in this arena.



Modanik Spring / Summer 2010

By: Stephanie Wolcott



The Modanik Spring/Summer 2010 collection debuted at the gallery space at 72 East Randolph on Saturday, October 24, 2009. Modanik designer and creator, Kahindo Manteene, creates sexy clothes for women who want to make a statement. She believes in a curve-conscious aesthetic that is designed to accentuate a woman's body and is heavily influenced by the "Mad Men" style of the 60s with a modern twist. Given Kahindo's unique pan-African roots, her early years in Congo, boarding school in Kenya and vacations in Ethiopia, she brings a fresh viewpoint to women's wear in the U.S.

The collection exhibited a bold play on proportion, challenging traditional silhouettes. Modanik featured short, short hemlines, billowy ruffles and skinny leggings mixed with vibrant, African-inspired patterns. Her clothes are perfect for a night out on the town. The models wore geometric jewelry that although ultra-modern had a distinctly tribal feel and walked the runway to sultry music.

Staying true to her global perspective, Modanik is produced in Africa, according to fair trade principles, with the ultimate goal of offering beautiful clothes by creating jobs and helping to eliminate poverty in poor communities. Kahindo carried the African theme throughout the evening. The audience was treated to delicious Ethiopian-style samosas by Ethiopian Diamond and wine.

Dress Code

By Lauren Hutchison



At Millennium park the top design students from Chicago's fashion schools; the School of the Art Institute of Chicago, Illinois Institute of Art, Columbia College, and the International Academy of Design and Technology Chicago, came together to showcase a myriad of looks ranging from eccentric to garments with mass appeal. Mayor Daley kicked off the show with Melissa Gamble, while the fashionistas gathered in awe as models worked the runway illustrating the traits that make each designer unique. Different textures and techniques were utilized as the designers constructed their pieces in new and inventive ways. This was a must see show for those who are interested in seeing what Chicago has to offer in terms of up and coming talent.

Chicago Fashion Foundation- International Sourcing seminar

By Lauren Hutchison



During Fashion Focus week the Chicago Fashion Foundation hosted a two part educational seminar at the cultural center focused on International Sourcing.

Donna Maras, a global sourcing manager at Sears and K-Mart provided a detailed overview of how the sourcing process is executed for garments at Sears for the first half of the seminar. She gave insight on the sourcing process from the initial design concept, the pre-production stage, factory selection, the approval stage, to the post production phase. A question and answer session was then held where she discussed what specific countries excel in producing, such as India specializing in embroidery, and Turkey as an excellent source for engineered knits.

The second part of the session included the expertise of Linda Asala, a private label consultant, Tracey Mayer, owner of Tracey Mayer Jewelry, Susan Power, Principal and publisher of About Sources, and Mandy Moise owner of Vfish. Stacey Hartman, partner of Schiff Hardin law firm moderated the panel.

Linda started out as a product manager for Macy's with a focus on sweaters and for the past 10 years has worked with one main factory that utilizes computer knitting machinery, in turn keeping the cost of labor down. She mentioned that one main advantage to sourcing abroad is getting quicker replenishments and deliveries for a cheaper price. Susan started her own textile company in the 70's and has a website with a list of industry resources at aboutsources.com. She stated the importance of visiting the factories overseas and knowing what kind of companies they are already doing business with. Tracy has her own jewelry line, is a member of the Mayor's Fashion Council, and has a line strictly dedicated to women on HSN. Several factors went in to determining how to source and manufacture her high end line of jewelry. Due to the detail involved and the product being handmade it took her 5 years to assemble a production team that could meet the needs of the product. The carving is done in Indonesia with techniques that were used for centuries to produce unique and specialized pieces. Mandy was a former health teacher before embarking on Vfish with her husband Tal. During their first season in fall 2007 they shipped to 25 boutiques in addition to Macy's out of a bedroom in their house. She encourages those who are starting out to do extensive research about the market that you are trying to service.

The 10 finalists of the Future of Chicago Fashion 2010 Student Design Competition were announced, with their boards displayed throughout showing off their designs that were inspired from one of Chicago's Sister Cities. These designs will be paraded down a runway with the winner chosen at the Scholarship event in March 2010.

IT'S SWABY BABY!

By: Brittany Johnson

Canadian designer, Shernett Swaby is no amateur and she comes with an edgy swag that ahhh makes you unavoidably stare - maybe because of her lean model-esque stature. I guess designing clothes for her Barbie paid off as she now has a proverbial funky couture line made with dramatic effects and simple hues to give Chicago's Bucktown a new cool for why we are the Second City of fashion mecca.



Clothing prodigy, Shernett Swaby was in business for 10 years before she moved to Chicago to claim a new fashion turf. Her itch for designing started when she was young while watching her mom sew. From then on, she took interest and started designing clothes for her Barbie dolls at 8 and after high school; she attended the International Academy of Design in Toronto to study tailoring.

"I studied there for a year and a half. And with a small budget I decided to start my underwear collection "Swaby" for men and women," said Swaby.

Thirty stores carried her collection, which helped her to save money and start her first women's line a year later, opening a boutique in 2002. Her line can be described as couture with edge, funky couture that is wearable art with a lot of drama and romanticism. "I try to stay away from trends so shoppers can trend them up themselves," she said. "I want to make it easy to add on and take off pieces so when trends have passed you still have a good quality garment to wear."

Her ambition didn't stop there. Project Runway Canada had a casting call for its first season, Shernett submitted her materials and was chosen to participate lasting until the 9th round before being eliminated. She says it was a great opportunity but, "It's t.v. and I wasn't wild and dramatic enough for the show. Only half of winning is based on talent," said Swaby.

The show definitely gave her more exposure with press and extended her client list. But when her husband was offered a job in Chicago 6 months ago, she left it all behind and now looking to have the same effect on Chicago. So far, attending tradeshow has been her claim to fame, attending "One of A Kind" in Chicago and New York has forced her to be open by appointment only.

On her next to do list: she hopes to come out with a line of shoes in March 2010 and create a brand awareness of Shernett Swaby.



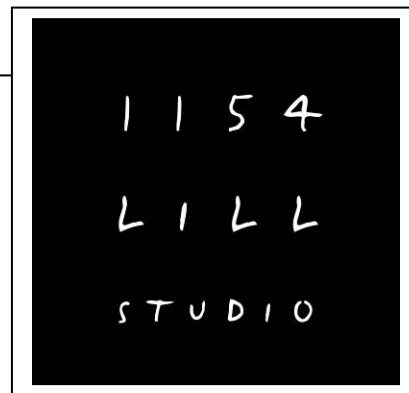
Success Story- 1154 LILL Studio

By: Lauren Hutchison

Next time the sudden urge to create overcomes you, and you are tired of seeing the cookie cutter purses that everyone else is toting around; step outside the box and head over to 1154 LiLL Studio. Based on the premise of creating your own handbags and accessories, 1154 LILL was founded by Jen Velarde in 1999. Customers can create an experience by choosing from over 35 styles and 150 ever changing fabrics while the bags are hand cut, sewn and inspected at the headquarters in Chicago.

Emerging from a career as a corporate interior designer, Jen Velarde debuted her purses and her create your own concept at a booth at a Chicago street fair and went full steam ahead, offering the product and customized orders online, at parties and their boutique retail locations.

To learn more and experience what 1154 LiLL has to offer visit www.1154LILL.com or one of the stores near you.



Girl On Top Event - The Limited

By: Lauren Hutchison



Engaging in a nationwide tour, author Nicole Willams joined forces with the Limited to host a series of shopping and networking events at several Limited store locations. While landing in Illinois, a party was hosted at the Limited in Schaumburg where a fashion show took place and Nicole promoted her new book, *Girl on Top* that focuses on taking dating rules and strategies and applying them in a way that will help lead to a successful career path.

Styling tips were given out as new looks were presented on the runway, giving women ideas of how to take an outfit from day to night. Gourmet chocolate treats and wine were in abundance as guests mingled with each other and pursued the store for new clothes and accessories. The career girl attendees were in their element with additional promotional discounts on merchandise as another perk of the event.

Nicole walked around the room giving career advice and personally signing copies of her new book. Concluding the evening guests were handed an amazing goody bag filled with essentials such as fashion magazines, chocolates, and more.



Tommy John

By: Lauren Hutchison

Tired of throwing on a under shirt that would often come untucked, Tom Patterson longed for something he could wear that was tailored with the proper fit and maintained a comfortable feel underneath his ensembles. It was out of this frustration that he launched a line of mens under shirts with Tailored Stretch Technology™. Made of Micro Modal fabric this second skin feel stays tucked in for the ultimate comfort and fit.



TOMMY JOHN

SECOND SKIN

DEFINING THE BODY. REDEFINING THE UNDERSHIRT.



BEFORE

AFTER

With no experience in clothing or manufacturing, and a history of starting a few small businesses in South Dakota, Tom conducted his own research by asking regular guys about their opinion on undershirts. In addition, he analyzed top existing brands to determine the best fit, fabric, and feel.

In 2009 the Tommy John Second Skin collection was launched; a line made of form fitting men's underwear and outerwear. Tommy John is sold in Neiman Marcus, Nordstrom Michigan Avenue and at TommyJohnWear.com and is worn by men and women who appreciate the fit of a high quality undershirt. To learn more visit www.tommyjohnwear.com

A Word from the CFF Board



**The Chicago Fashion Foundation
will be having its Annual
Scholarship competition on March
4th 2010 from 6 to 8 at the James
Hotel.**

Congratulations to the finalists:

Micheal Schellenbach
Illinois Institute of Art

Anna Gaukel
Columbia College

Vanessa Lambert
IADT

Bridget Dickey
Columbia College

Randy Rusnadi
Harper College

Caitlin Lindell
IADT

Shizuka Horii
IADT

Theresa Taylor-Wedlaw
IADT

Eunyoung Joo
IADT

LaTonya Williams
IADT

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