

KWANTLEN POLYTECHNIC UNIVERSITY'S

THE
SHOW

presented by Sodexo

2011

GET READY FOR THE SHOW, THE CULMINATION OF FOUR YEARS' WORK FOR THE CLASS OF 2011 AT KWANTLEN POLYTECHNIC UNIVERSITY AND ONE OF THE MOST HIGHLY ANTICIPATED RUNWAY EVENTS OF THE SEASON!



Shadi Ahmadisagheb

Caitlin Butcher

Monika Buttjes

Laurel Campbell

Alexandria Culver

Joanna Delaney

Diana Diaz

Justine Edralin

Karsten Ergetowski

Nancy Fedoruk

Brittany-Anne Fisher

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Alisha Leong

Sarah MacLachlan

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Sara Russell

Marriki Schlifer

Emily Schmid

Natasha Singh

Emily Spence

Olivia Tang

Laura Tanner

Vickie Tse

Danielle Weisgarber

Kiki Wu

Alison Youl

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Shadi Ahmadisagheb



PRESS RELEASE Shimmy your way to fitness!

Born and raised in Iran, Ahmadi always knew that she had to relocate in order to follow her dream of becoming a fashion designer. She moved to Vancouver at the age of 17 to start her journey in the world of fashion. Her dedication led her to become fluent in English within a year and start her studies in the Bachelor of Fashion Design & Technology at Kwantlen Polytechnic University.

Her travelling experiences, as well as her experience of living in two completely different cultures has given her an appreciation for different traditions, art and history. Her latest collection, Sequence, is inspired by the Middle Eastern culture and focuses on women who belly dance as a fitness routine. Her exotic collection is all about celebrating curves and becoming more confident.

During her internships at Manuel Mendoza and Allison Wonderland, Ahmadi had the opportunity to see all angles of a local business and found her true passion for someday opening up her own fashion business based in Vancouver.

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Caitlin Butcher



PRESS RELEASE The virtuous nature of “patience for now”

Born in Langley, B.C. as a young girl with no siblings, Caitlin Butcher developed a kinship with art and her imagination. She attended the School of Fine Arts where she was introduced to various creative outlets such as music, drama, art and dance. At an early age she discovered that fashion could be another source of self-expression, and soon this new passion found its way into her art.

Today, Butcher amalgamates her love for the arts with her design esthetic. She is inspired by modern art, photography, and music, which is evident in her work. Her focus is to defy the borders between art and fashion; creating one of a kind pieces that will stand the test of time.

A bit of a daydreamer, her work could be described as ethereal. Without focusing solely on the final product, but rather the process, Butcher allows the fabrics and dyes to guide her when designing. Working in this unrestricted manner, she believes that the best design discoveries are often “happy accidents” that can only occur organically and may never be forced.

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Monika Buttjes



Monika Buttjes was born in Vancouver B.C, often travelling to her family's cabin on a remote island off the coast. Amongst boating and spending hot summer days frolicking around the garden barefoot with the wildflowers, she grew a love for nature and adventure. A purple starfish was never overturned and every sea urchin poked with a finger. Buttjes can easily be categorized as a true West Coaster. When summer was over and school began, her high school years taught her that her passions weren't limited to nature. Buttjes spent five years at West Vancouver Secondary at the presser foot of a domestic sewing machine in the single tiny sewing room on the main floor of the school. Fabric was cut on the floor of the hallway and the instructions to every pattern carefully read. To date Buttjes has invested four years into a Degree in Fashion Design and Technology, and is ready to embark on yet another chapter in her life.

**PRESS RELEASE Fran Active
revives the fitness Babe!**

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Laurel Campbell



Laurel Campbell's childhood was marked by chronic illness and a limited exposure to popular media, which only fueled her passion for the creative. She was, however, exposed to dance at an early age. As an adolescent, Campbell intensively studied classical ballet, and she became involved in the design and construction process of her costumes. During this time, Campbell also developed her life-long passion for vintage fashion. Through obsessive weekly trips to suburban thrift shops, she developed an eye for delving through racks of castoffs to find unusual and distinctive garments unlike anything found at the local mall.

When Campbell finally decided to hang up her pointe shoes, the transition from ballet to design seemed somewhat natural. Campbell's training at Kwantlen Polytechnic University has developed her technical and business skills but has also re-affirmed that her enthusiasm is fueled by the process of creation. With the acquisition of these new skills, Campbell has retained her thrift-bin interest in the forgotten, the unwanted, and the worn. From this, she carries with her an aesthetic based in collecting the details of the detritus of the past, and moving them forward into new contexts in the present.

PRESS RELEASE The future of plus size fashion

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Alexandria Culver



Alexandria Culver began sewing at a young age. Her grandma and mother taught her what they knew and the rest she got to be creative with; this led to ambitious trial and error projects and a few “happy accidents”. It became her passion when she found the creativeness in manipulating patterns. She enjoys the combination of invention of design and the math pattern drafting requires. Her four years at Kwantlen Polytechnic University have helped her improve her technique and expand her skill set.

Culver grew up attending a summer camp in the Gulf Islands and she soon became a cabin leader. Cabin leading taught her to take initiative and helped her develop her leadership skills. It brought out her “can do” character which she carries with her in all aspects of life. This proved to be beneficial while teaching primary school in Ghana, West Africa. Living and teaching to another culture helped her see life in new perspectives. While there she fell in love with the geometric prints and vibrant colours seen in many traditional kente fabrics. These continue to be inspiration in her work today.

PRESS RELEASE West Africa
offers new prints and a fresh look

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Joanna Delaney



British-born Joanna Delaney has been exposed to European fashion and culture from an early age. Delaney is inspired by the ability to express oneself through clothing. She infuses creativity and logic in her designs to achieve impeccable form and function. Delaney believes that fashion is a basic necessity of life that society chooses to embrace, embellish or be impartial to, depending on one's chosen lifestyle.

Having completed a certificate in Fashion Design from Helen Lefeaux College of Fashion Design in 2001, Delaney paved her way to eventually become Head Tailor at Vancouver's Something Blue Bridal Shop. This experience led her to become dedicated to the preservation of a dying technique (bespoke tailoring) and drawn to the tactile side of fashion. This along with work experience in technical design and development at Lululemon Athletica has given Delaney a well-rounded understanding of business, technical and traditional fashion practices. Delaney continues to take interest in apparel production and strives to maintain the human connection in her work.

PRESS RELEASE Replacing the average raincoat with a touch of avant-garde

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Diana Diaz



PRESS RELEASE OUI MADAME!
Yes you can!

Born and raised in Mexico City, Diana began an exciting journey 8 years ago when she immigrated with her family to Canada. Despite taking a lot of risks, adapting to a new country, and letting go many of her dreams, this young girl clung to her greatest passion in life: fashion.

Although she came to Kwantlen with the goal of becoming a renowned fashion designer, reaching the final year of her degree, Diana refined her vision of the fashion industry. Upon learning new skills and taking advantage of her family's business background on event planning, Diana has decided to venture in the fashion show production field.

Where will her next journey take her? Who knows... Diana is convinced that her career is soaring with endless possibilities that will eventually take her to the summit of her creativity. This new and upcoming artist can't wait to start enjoying every step of her thrilling quest!

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Justine Edralin



PRESS RELEASE Avant-garde
style over 60

As a child, Justine Edralin has always been drawn to minuscule details and discovering new ways to create. Surrounded by seamstresses and sewing machines at an early age, fashion had always remained in her subconscious. It wasn't until she immigrated to Canada from the Philippines, graduated elementary school, entered high school and enrolled in her first sewing class when she realized that working in the fashion industry could be a viable career choice.

During her beginning steps into fashion, Edralin also developed an interest in computers, web design and graphic arts. It took a few more years to seamlessly fuse her affinity for technology and her newfound interest into clothing construction together. In her graduating year in the Fashion Design & Technology program at Kwantlen Polytechnic University, Edralin narrowed down her core design values: innovative garment creation through use of unconventional techniques and avant-garde styling, and that the process is just as important as the final product.

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Karsten Ergetowski



PRESS RELEASE Just let them
Bagoom!

Karsten Ergetowski is a multifaceted designer who specializes in fashion design, and graphic/web design. He has created several fashion brands, art pieces, contract photography and has worked for several well-known apparel companies. Karsten's passion for garment design derived from his love of graphic design and mixing it with clothing. His love for fashion began in highschool when he started making custom t-shirts and hoodies, and from then on he always dreamt of expanding and creating something bigger.

Currently a fourth-year student, Karsten is enrolled in the Bachelor of Fashion Design and Technology program at Kwantlen Polytechnic University, (Richmond, B.C.). Over the course of the four years, Karsten has worked for brands such as Obakki, Mountain Equipment Co-op, Global Collective and Fidelity Denim. He has designed and created many garments and has come up with highly marketable collection presentations and concepts. Outside of school Karsten is an avid painter, photographer, graphic designer and mixed media artist.

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Nancy Fedoruk



PRESS RELEASE We've got your back: Snowshoe racing apparel 2011

Nancy's passion for running and sewing lead her to pursue a career in the technical apparel industry. Her inspiration stems from past experiences as a varsity athlete (cross country, track, golf) at the University of Victoria, where she completed a Bachelor of Science degree in Biology.

Nancy designed and produced crowd animator costumes that were featured at the 2010 Olympic Winter Games venues. She applied her design and construction skills also at the 2010 Skills Canada Competition where she won a silver medal in the fashion design category.

Currently, Nancy enjoys creating innovative designs that portray the intricate harmony between patternmaking and motion. Her enthusiasm for technical apparel brought her to Arc'teryx Equipment Inc. where she interned and has since been hired as an assistant patternmaker. She is currently an amateur snowshoe racer and is excited to build the sport through design of snowshoe-specific technical apparel.

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Brittany-Anne Fisher



Brittany-Anne Fisher was born in Vancouver, B.C. and raised primarily in Calgary. Growing up in a household as the only girl of 5 children might explain her passionate interest in menswear. Fisher is completing her Bachelor of Design in Fashion Design and Technology at Kwantlen. She has also studied Fashion History and Textiles at Université de la Mode in Lyon, France. A lover of travel and culture, she has lived in Paris, New York, and Buenos Aires. In 2009, along with a partner, Fisher developed a line of men's accessories that has been retailed at shops in Toronto, New York and Paris. Her grad collection, Mister, is an extension of her brand that focuses on edgy and fashion forward men's apparel.

PRESS RELEASE Motorcycle
apparel for the fashion forward man

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Tessa Hewlett



PRESS RELEASE Falconry is the art of passion, commitment and adaption

Hewlett's personal path has been characterized by the pursuit of the synthesis and continuous cross fertilization of business and art, which led her to realize potential opportunities in the fashion industry.

Creative at heart, with a mind fuelled by being a business entrepreneur, Tessa Hewlett ran away from the west coast of Tofino/ Ucluelet to Victoria teaching herself how to sew at the Pacific Design Academy. She then continued the battle to learn the fashion industry enrolling at Kwantlen Polytechnic University.

Now after four years of schooling and numerous projects along the way, including organizing fashion shows, managing sneaker fetish websites, collaborating with artists and anything that comes her way, Hewlett is an optimistic opportunist ready for her next challenge as she searches for her niche in the industry.

Inspired by architecture and social movements, she cannot sit still. Like the seasons of fashion she continues to evolve and invent.

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Leah Kleisinger



PRESS RELEASE Fly fish in style:
Never look like a big green slug again!

Leah Kleisinger was born and raised in Regina, Saskatchewan. She fell in love with art at an early age, and was constantly creating with paint, Play-Doh and markers. Kleisinger's creativity was not short-lived, as she continued to build, design and construct many pieces of art throughout her elementary and high school years.

After high school, Kleisinger enrolled at the University of Regina in the Faculty of Science where she majored in Chemistry, having the intention to pursue Pharmacy. Two years in, however, she found herself sewing and designing more often than studying.

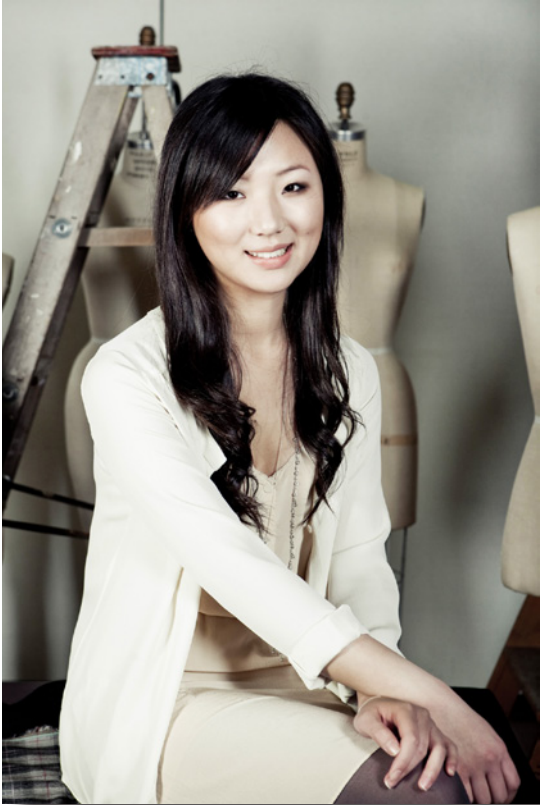
In the fall of 2007, with the support of family and friends, Kleisinger made the big move to B.C. to pursue a Bachelor of Fashion Design and Technology at Kwantlen Polytechnic University. Kleisinger is so grateful for every experience that has led her to this point. Her time spent at Kwantlen has been amazing and she could not imagine her life working out any other way.

Kleisinger's final collection, Artemis, is a true representation of her passion for outerwear and love for textile design. She is looking forward to graduating and discovering where her education and life experiences will take her.

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Sonia Koo



PRESS RELEASE Airy intimates
derived from nature

Raised by her mother in Vancouver, Sonia grew up with a Chinese background with west coast surroundings. As a child, she had a growing interest in arts and crafts, and would always take part in activities where creativity was involved. Unlike some traditional Chinese families, Sonia's mom encouraged self-discipline, and self-planning. So when it came for her to decide on her studies, she chose to study fashion design.

Being close to her mother had a strong influence in the shaping of her personality. Sonia has learned to appreciate a fine aesthetic and a feminine approach to things. This sensibility has affected the way she dresses and design: clean, modern, and feminine.

Through internships with Manuel Mendoza and Mac and Jac/Kensie, Sonia has gained self-reliance, maturity, and knowledge of the fashion industry. With the support of her family and mentors, she has grown into an insightful and well-rounded designer.

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Justina Kriss



PRESS RELEASE Capturing
Vancouver's natural beauty on cloth

Justina Kriss plans to run away and join the circus. Her dream is to design costumes for Cirque du Soleil.

Born as the middle child of three and raised in White Rock, B.C., Kriss quickly realized that learning to sew meant she could create any piece of clothing imaginable. Her mom, who would sew ballet costumes and bright, patterned outfits for her, greatly influenced this flair for design.

Kriss loved every subject at school, which made it difficult for her to choose only one to pursue. However, creativity was the recurring theme in all her work. In this way, fashion chose her.

During a recent internship at the Arts Club Theatre Company, Kriss became enchanted with her involvement in costume design, and its contribution to the experience of live performance.

For Kriss's graduate collection, she reverted to her alter ego, "The Scientist," to hand-dye natural fabrics with plants and organic matter found locally in Vancouver. Her friends joke about her romping through the forests collecting leaves. Even going to work at the restaurant where she bartends has turned into a mission of saving leftover onionskins to use in the dyeing process.

Kriss's love for science will continue to influence her art as she works towards stitching her place into costume history.

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Chunni Lee



When looking for cultural identity, what's an ABCD supposed to do? Chunni Krystle Lee is an American Born Chinese Desi. After spending her early years in Pakistan with loving, but somewhat traditionalist pan Asian parents and two wonderfully bright and artistic older sisters, Lee immigrated to Canada.

Lee has always been a little different; a little nerdy, quirky, and loud. This made it easy for her to avoid thinking too much about who she was and what she wanted to do. In a misguided attempt to find her «unique» self, Lee ran away from her roots and fell into fashion. Through long years--*long years*--in the Kwantlen Fashion and Design Degree program, Lee has learned something about herself.

Lee now loves her roots, her eccentric nature, and her separateness in general; she is prodly an ABCCD (American Born Chinese Canadian Desi) and she hopes that through fashion she can make other girls who've felt a little lost embrace their peculiarities too. It's all about being an avid Dr. Who loving Whedonite while creating phantasmagorical garments for girls who need another world.

**PRESS RELEASE Mission Grad:
The 'Infinite' quest for quirky girls**

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Alisha Leong



**PRESS RELEASE Fluid Motion -
Not your typical pink**

Alisha Leong was born as a third generation Chinese Canadian in Vancouver, BC. Leong's passion for fashion started at a young age when her grandmother taught her to sew. With her influential Aunts who worked in the industry, Leong's dream to become a fashion designer grew.

In high school, Leong began taking textiles and fashion design classes, which led her to the Fashion Marketing program at Kwantlen Polytechnic University. It was in this program where her interest for the fashion industry became more apparent. This allowed her to reach her potential and pursue her dreams in the Bachelor of Design, Fashion and Technology.

During Leong's spring semester of third year, she interned at Fidelity Denim. There she learned tasks of the designer side as well as the business side of the industry. Due to Leong's hard work and skills she had to offer, Fidelity Denim extended her internship through summer to October.

If there is one thing Leong has learned, it is that her dedication to fashion is never ending.

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Sarah MacLachlan



PRESS RELEASE The other side of
Chloë Angus Design

Originating from Winnipeg, MacLachlan knew that fashion was in her blood. Sarah got an early start in fashion at the age of 8 when she received her first sewing kit. Perhaps it was all those cold winter days in Manitoba where she grew up that kept her inside sewing or maybe it was just the traits of being a hard working prairie girl that have attributed to her being a successful business woman.

At age 15 Sarah attended Murdock MacKay Collegiate in Winnipeg, where she graduated with a High School and Fashion Technology diploma in 2000. After school she went on to work for Nygård International full time where she learned the value of business, structure in garments and tailoring.

MacLachlan's love of fashion and art would help her later to become the modern and confident designer that she is today. As her range and sophistication grew as a designer MacLachlan decided to move out to Vancouver where she would start her now co-owned business: Chloë Angus Design. Sarah also wanted to continue her studies in fashion and acquire her Bachelor of Arts degree in Fashion Technology which she has been working on for the past few years at Kwantlen Polytechnic University in BC.

Working with designer Chloë Angus, the brand pays homage to Canadian diversity and heritage through streamlined, versatile designs. Incorporating sustainable fabrics and sweat-shop-free practices, MacLachlan and Angus exude forward-thinking aesthetic by delivering collections reflecting signature clean looks, vibrant feminine energy through luxurious fabrics, striking silhouettes and expert tailoring that combine to deliver bold, polished and confident clothing.

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Desiree Mark



PRESS RELEASE Mark/LUX:
Redefining the state of men's eco-lux
fashion

For designer Desiree Mark, it all started back in her hometown of Grand Forks, B.C. where no Vogue lay unread and daydreams of the runway lights reflected bright in her eyes. As a young girl she would spend hours drawing pictures of pretty dresses and staging makeshift fashion shows in her backyard.

She's happy to say that not much has changed since then.

Through her time at Kwantlen she acquired all the skills and knowledge needed to bring her design dreams to life. With beautiful, messy ideas, and a distinct aesthetic of combining pretty with scary, she creates designs unlike anything you have seen before. While at Kwantlen, Mark interned under The Arts Club Theatre Company's Wardrobe Department where her interest in one-of-a-kind, couture work was indulged and her colourful mind had the chance to play.

In 2010, Mark made her official debut on the Canadian fashion scene as a finalist in the National Telio Design Competition. Alongside 24 of Canada's most talented emerging designers, Mark was flown out to be featured on the runways of Montreal Fashion Week.

"Don't live down to expectations. Go out there and do something remarkable."

-Wendy Wasserstein

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Rachel Moore



PRESS RELEASE “Candycoat” your daughter in UV-protective swimwear

Encouragement to use her imagination early on in life drove Rachel Moore’s childhood into a world of make-believe play. She was told anything was possible and to this day looks to her childhood for inspiration. Raised by creative parents, she attended a fine arts elementary school where when planning their career goals, she decided she wanted to become a fashion designer.

Entering Kwantlen Polytechnic University’s Fashion Design program fresh out of high school quickly brought Moore’s ambition to reality. Her wistful design aesthetic is reflected through her own wardrobe of bright colours, kitschy embellishments and playful prints. Moore has always been drawn to clothing and feels this is a life-long obsession.

Moore’s attraction to vivid colours and affinity for prints has driven her to design for the children’s wear market. Her nostalgic aesthetic has helped design a collection of whimsical UV protective swimwear for young girls. Bright prints and florals along with playful silhouettes set Candycoated’s collection of swim outfits apart from their competitors. Moore hopes to continue designing for the children’s wear market after graduation and a long vacation.

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Ana Prpic



PRESS RELEASE Transition with ease and style with 4th Phase Maternity

Born and raised in Richmond B.C, Ana Prpic was always surrounded by lots of people. Growing up the only girl with three brothers, Prpic was always keeping up with the boys and is never afraid of a challenge.

Raised in a large traditional Croatian family, hard work and dedication was instilled at a very early age. Having her traditional grandma as a babysitter, Prpic would spend the nights sitting beside her grandmother learning how to sew different needlepoint techniques on handkerchiefs. Having a mother who sews, Prpic was given the scraps to play with and create miniature clothing for her dolls by hand using her skills taught to her by her grandmother.

It was the ability to create a three- dimensional, wearable object from a flat piece of paper and fabric which led Prpic to use sewing as a creative outlet. In high school, whether it was during spare block or other classes, Prpic could always be found in the sewing labs working on her next project.

The past four years of hard work and dedication at Kwantlen, in addition to her experience working with Ivivva Athletica, a division of Lululemon, has allowed Prpic to develop her skills and grow as a designer and she is eager to jump into the industry.

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Sara Russell



PRESS RELEASE TwoFold. Bridging the gap between dirt and street for women on the mountain.

Growing up in the town of Delta, B.C., if you wore anything other than jeans and a hoody, you were considered to be a little weird. Sara Russell, for obvious reasons, felt compelled to join the fashion industry and change their minds. This to most people in her life meant that she would be frivolously designing impractical garments and mindlessly playing with fabric all day.

Instead, Russell combines her skills in design and construction with her passion for extreme sports. Creating garments with ultimate function and performance aspects hidden within simplistic design lines and hits of color that double as casual wear.

Russell is part of the team of people that love nothing more than to be at the top of a mountain wondering how fast they can make it to the bottom, so why not give them the sickest pair of jeans and hoody to do it in!

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Marriki Schlifer



PRESS RELEASE Engage the mini artist in your child

Raised by two aviation fanatics, Marriki Schlifer was dragged along to air shows at a young age and encouraged to teach other kids how to build kites. As a child, she was an avid Archie comic fan, where her interest in fashion began, as she kept a sketchbook of drawings of Betty and Veronica's most admirable and colorful styles. Today her design aesthetic reflects her upbringing; slightly cartoonish and playfully exaggerated basic styles with a twist. She has found that this lends well to childrenswear, as her grad line of arts and crafts based clothing for artistic girls was inspired by the hustle of handmade, mom bloggers, the Muppets, leopards and hypercolor. She likes to keep things pretty D.I.Y., in her spare time she runs an online vintage shop called Honeymoonmuse, which affirms her belief that she is not in fact a hereditary hoarder, but a vintage collector.

In three years, she hopes to be somewhere warm by the beach, set up in a mobile pop-up thrift bus with friends. Given the opportunity, she will likely beat you at pool.

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Emily Schmid



PRESS RELEASE Dress up with a history

With globe-trotting parents, Emily Schmid was born with adventure in her blood. Between growing up on a 54-acre hobby farm and a 45-ft sailboat, she learned fast that abnormal experiences help you grow to become a stronger, well rounded person. With such a diverse history Schmid is able to combine her experiences with her love of fashion and art.

Like her parents, the travel bug bit her and she spent two years traveling overseas before being faced with the big question she always pondered, “If you could be anything in the world, what would you be?” She was quick to respond — a fashion designer.

Free of any doubts, Schmid returned home to dedicate herself to fashion, the thing she always came back to. With goals, determination and a bit of exploring, Schmid has found her true love in art, fashion and creativity.

And now, with four years of university coming to an end, Schmid is excited about what the future holds and what her next adventure will entail.

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Natasha Singh



It is no doubt that fashion has been an underlying piece of Natasha's personality. From a young age she developed her personal style that was filled with pattern and colour. It wasn't until her second year in a science degree that she realised hiding Harper Bazaar and Vogue magazines in her textbooks during class wasn't cutting it.

Now six years later after choosing a career in fashion where the path is never clear and continuous struggles appear by the minute, she is still smiling. During her journey she had the opportunity to go to Lyon, France. There, her love for silks and colours were heightened and her understanding of the industry grew to an international level. Already loving to travel, Natasha now travels with purpose. You'll find her packing each summer to go off on another adventure to a different country. This is where she finds her inspiration along with empathy for other cultures and customs.

Ask her what the future holds and she'll say "Not sure, but it will be filled with rainbows and shoes."

PRESS RELEASE Clothing that will make your kid smile

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Emily Spence



Emily Spence is a menswear designer who currently resides in East Vancouver, the hub for young creatives in British Columbia. Brought up by the daughter of a Swedish tailor, Spence learned the importance of timelessness and quality craftsmanship. This, combined an alternative education at the Vancouver Waldorf School, has lead Spence to develop a style of design which can be best described as a combination of classicism and whimsy.

Through natural progression during her time at Kwantlen Polytechnic University, Spence refined her affinity for Scandinavia and applied it to her interest in menswear. During the spring semester of 2010 she was able to fully explore these passions at Metropolia Polytechnic University in Helsinki, Finland, the design capital of the world in. Upon her return to Canada, a five-month internship at Lifetime Collective further solidified her skills as a menswear designer, a skill which she will showcase in the near future.

**PRESS RELEASE Nyström Tailoring:
Practicing traditional tailoring in an
unorthodox way**

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Olivia Tang



PRESS RELEASE No sweat on the salsa dance floor

From a young age, Olivia Tang was encouraged to participate in after school activities, whether it be ballet class, skating class or swimming class. When she did have time to herself, she enjoyed quiet time of drawing, cross-stitching and knitting. Never the one to speak up in class or in a big group, Tang realized that she was able to express herself through her dance and drawing.

Through the years, she has always been passionately involved with choosing or constructing her own performance costumes. Seeing that this brought together her love of dance, art, and sewing, she realized that fashion design was the path she would take to one day become her career. Tang was introduced to the delight and subtlety of ballroom dancing soon after high school, where she discovered the high-end nature of costume making. At her internship with wedding gown designer Manuel Mendoza, she had been able to develop her interest even more in perfecting the fine details in a gown. Designing a set of hats for performers in the Vancouver 2010 Olympics also gave Tang her first look into the world of custom costume making.

Tang is eager to explore her passion in the fashion industry and is set to complete her Bachelor of Design in Fashion and Technology at Kwantlen Polytechnic University this April.

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Laura Tanner



PRESS RELEASE WILHELMINA:
No need to compromise fashion for function

“How can I make this better?” This is a question Laura Tanner has been asking herself from a young age, when she dreamed of designing and decorating the interior of the tree house her dad built. Ideally there was a bunk bed, miniature fireplace, and an original Nintendo, completed by a bridge connecting to her neighbour’s tree house. When she wasn’t fantasizing about an idea, Tanner was working with her hands to create something whether it was baking, painting, or sewing.

It is this imaginative mind that has always led Tanner to dream about bigger and better things. Her penchant for exploration has taken her scuba diving in the Great Barrier Reef and trekking up the Himalayan Mountains and even in more urban settings, Laura’s inquisitive nature is evident in her interest in cultural events, especially in the local music scene.

A recent west coast transplant, the prairie upbringing of this young talent still remains an important voice throughout her design work. The modest and hardworking attributes that were instilled during her upbringing in Saskatchewan have helped to keep things in perspective as new opportunities arise.

Constantly striving towards self-improvement, Tanner continues to experiment within the limitless boundaries of fashion as she forges ahead with her graduate collection.

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Vickie Tse



PRESS RELEASE Decadence: A
luxurious indulgence

Born in Hong Kong to Chinese parents, Vickie Tse immigrated to Vancouver at a very young age. As a child, Tse was never without a pen and a pad of paper. She would draw in the car, at the dinner table, or wherever she could get away with it. Tse's mother, whom in her youth aspired to be a fashion designer, greatly influences Tse's interest in fashion. Tse recalls a red velvet dress with a waistband that tied into a big beautiful bow in the back which she wore everywhere when she was three, one of the many outfits her mother made. Then one Christmas, she received a Barbie fashion designer kit that came equipped with everything a creative 7-year-old could ever want, further inspiring Tse to become a fashion designer.

Convinced that fashion was "it", Tse took art lessons throughout schooling and textile classes in high school, ultimately leading her to the fashion design program at Kwantlen Polytechnic University. Although Tse favours fashion illustration and design, working alongside the sales representatives and the marketing team during her internship at Quiksilver also sparked an interest in the business side of the industry.

Art training at an early age and formal training at Kwantlen Polytechnic University have shaped Tse to become a designer with a high level of visual literacy and an eye for proportion and style.

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Danielle Weisgarber



Unrealistic. From a young age that was the word that Danielle Weisgarber used to describe her dream of becoming a fashion designer. It was her lifelong passion and her high school fashion teacher helped her to realize her potential. With a tremendous amount of support from her family and friends, the Calgary native took a leap of faith and landed in Kwantlen's Fashion Design Program.

Fashion design is a creative outlet for Weisgarber and it has transformed her from a shy and insecure girl to a confident and independent young woman. She is constantly looking for a challenge and setting goals that will take her to the next level. Her skills lie in women's formal wear where details and precision tailoring are key elements to her collection. Kwantlen has opened up a world of possibilities for the young designer and her once unrealistic dream has become a reality.

PRESS RELEASE Coordinates are key

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Kiki Wu



PRESS RELEASE The elegant fashionista at size 14+

Kiki Wu is an adventurer who lives by her passion and dreams.

Born and raised in the fast-paced city of Shenzhen in China, Wu immigrated to Canada at the age of 14. Fashion has always been her passion in life and her mode of self-expression. Her interest in fashion was highly influenced by her family and upbringing. In 1996, her parents introduced a high-end fashion enterprise in China. Every summer, she worked as an intern in her parent's company to gain hands-on industry experience.

Wu is a confident goal-oriented woman with a great sense of direction. Kwantlen's fashion program has shaped her into an astute and well-rounded designer who is eager to dive into a career in the fashion industry.

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Alison Youl



PRESS RELEASE Riding the
fashion wave

Alison's interest in the arts began at a young age, fascinated by the fabrics, lace, and vintage garments that sat in her mother's sewing room and in her grandma's closet. Fashion was in her blood, having a long line of family members involved in the industry. Thanks to her great grandma, she has her own small collection of vintage clothing and jewellery to admire.

She confirmed her calling in high school when she excelled at sewing and art and was rewarded by seeing her painting displayed in City Scape gallery in North Vancouver. Since then she has had an illustration published in the second year anniversary edition of Vancouver Fashion eZine. After attending Capilano University and playing collegiate soccer, Youl traveled through Europe; a trip that solidified her desire for a life in fashion.

Born and raised on the North Shore, only minutes from both the ocean and the ski slopes, combining her love of fashion and the outdoors seemed a natural choice for her final collection. Although she plans to travel the world for inspiration, she has a feeling she will always call Vancouver home.

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Shadi Ahmadi sagheb



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Shimmy your way to fitness!

Shimmy your way in style with **Sequence**, a collection specifically designed for women who belly dance for fitness.

With the growing interest in belly dancing as a fitness routine among women, there is an increased need for dance wear that is more practical than traditional belly dancing costumes. Shadi Ahmadi, a graduating student from the fashion design program at Kwantlen Polytechnic University has taken a new approach on belly dancing clothes with her collection **Sequence**. The collection combines the comfort and practicality of athletic apparel while still capturing the essence of traditional belly dancing costumes. **Sequence** focuses on the use of breathable fabrics that allow freedom of movement and removable coin trims which make the garments easy to care for.

While still providing maximum comfort, this collection does not sacrifice the style of the dancer as it still incorporates all the exciting elements of belly dancing clothes such as bold colors, prints and jingling coin trims. **Sequence** is enhanced by the use of transitional pieces that will take the customer from home to the dance studio without having to change.

The effectiveness of the workout and the excitement of this dance have made it the new, hip way of getting into shape among women. There are already a large number of dance studios and gyms in Vancouver that are offering belly dance as one of their fitness programs. Who wouldn't want to get in shape while dancing in eye-catching clothes that **Sequence** has to offer?

The collection will be making its debut at the Kwantlen Fashion Design & Technology Fashion Show at the River Rock Casino in Richmond on April 5, 2011.

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Caitlin Butcher



The virtuous nature of “patience for now”

In her final year as a fashion design student at Kwantlen Polytechnic University, Caitlin Butcher has developed a line of clothing that bridges the gap between art, craft and modern fashion. With a focus on creating anomalous pieces of wearable art, she explores various textile techniques in her designs. The line is suitably named **patience for now**, implicating the time that is taken to handcraft each item.

The balance of femininity and the dark side of such inspiration as necromancy and astrology allows for designs that speak to every side of a woman. Airy fabrics with mystical dye treatments create an ethereal feel. Harmonized with geometric patchwork, leather and distressed hand knits. **patience for now** pieces can be paired together or make an impact on their own.

patience for now takes classic textile design techniques combined with modern silhouettes and creates a line of clothing that is worth waiting for. The spell will be cast on April 5th when the **patience for now** line is launched at the Kwantlen Polytechnic Fashion Design Graduation Show at the River Rock Show Theater in Richmond.

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Monika Buttjes



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Fran Active revives the fitness Babe!

Fashion Design student Monika Buttjes has discovered and established an untapped market in the world of fitness apparel. Anything but your average fitness attire, **Fran Active** is sexy, feminine, innovative, and of course functional. The women of CrossFit have asked, and **Fran Active** has delivered.

Fran Active is a line of active wear for women who practice a new form fitness known as CrossFit that is sweeping the world by storm. Not only has designer Monika Buttjes found an untapped market, but she has already had interest in her line from women all across North America. "It all began when I created a forum posting to the central CrossFit webpage. This is a site where people who practice CrossFit check daily, and are actively involved in the community. I even had an offer to collaborate from a woman who lives in Arizona. She wants to manage Fran Active and be in charge of marketing the line" says Buttjes.

The spring/summer 2012 collection encompasses a colour palette drawn from basic neutrals like black and charcoal grey. But what makes the colour story stand out from current active wear lines is her use of femininity and colour-blocked designs, made from shades of plum, lavender and glimmering metallics. The theme of the collection is the idea of the revival of the fitness babe, created for the updated customer. Details such as pin tucks, unexpected piping, fit, and materials create a new portal in the realm of active wear. "My customer has made it clear that she has a need for fitness clothes which make her feel sexy. Right now she is heading to the gym wearing men's shorts because current apparel simply does not fit her body type properly or she is unsatisfied with the designs of current market." says Buttjes.

Buttjes has also created the line around the notion that the CrossFit customer may or may not feel comfortable showing her stomach. Waistbands are functional by allowing the wearer to choose a high-waisted style or a hip hugging style, depending on her mood that day and her comfort ability level. In addition, functionality plays a larger role in the collection as Buttjes has incorporated details such as hidden pockets, silicone strips, mesh for optimal breathability, and adjustable straps on every top to fit across an array of sculpted shoulders. The line also incorporates an apres sub collection for pre and post workouts encompassing ipod friendly features.

Let **Fran Active** show you how fun, feminine and functional fitness apparel can be. The line is a fresh sexy take on active wear, that lets the wearer have fun with her styles when she heads to the gym. Save the date on April 5th 2011, because fitness wear has never looked so good.

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Laurel Campbell



The future of plus size fashion

Lionheart, the graduate collection designed by Kwantlen Polytechnic University student, Laurel Campbell, targets the underserved women's plus size market. The debut collection celebrates women's curves by providing contemporary silhouette, quality fabrics and trend-driven details for plus size women aged 25 to 35.

With plus size fashion week in New York, Vogue magazine launching its online website dedicated to plus size fashion, and rumors that Marc Jacobs will soon be launching a plus size clothing line, the message is clear that there is an uprising for trend-driven plus size clothing for women.

Campbell has picked up on this emerging yet underserved market and has the philosophy that curves should be celebrated and not hidden—that fashion should be available to all women regardless of dress size. The collection embodies this belief by using flattering seam lines to enhance the silhouette, luxurious leather and silk pieces, and contemporarily draped knits.

Lionheart will debut on April 5th at the Kwantlen Polytechnic University Fashion Show.

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Alexandria Culver



West Africa offers new prints and a fresh look at the global village

West Africa's vibrant prints are the base for fourth year fashion design student Alexandria Culver's grad collection. **Bese Saka** is the fusion of sophisticated resort wear and a global village attitude. It has a strong emphasis on business practices while constructively participating in the greater community. Culver aims for the collection to be sewn by a women's cooperative in Bolgatanga, Upper East Ghana.

Bese Saka is designed to meet the wants of a 40 to 60 year old woman who enjoys indulging in clothing and travel. She takes pleasure in fabulous clothing and loves to dress up for any opportunity. For Resort 2012 the geometric African prints are balanced out with soft linens to create elegant wearable pieces. Accents of gold add a sun drenched appeal to any traveller's wardrobe. Culver designs each garment with intricate details which complement and enhance the prints creating flattering styles. Mixing and matching this print base collection will create excitement even on the dreariest of days.

Bese Saka was inspired by Culver's time in Ghana. She was taken by the warmth of the culture and the locals' willingness to share their stories. While there, she taught math at a primary school and travelled during her time off. Culver loved visiting each market on her travels and found herself collecting the printed cotton. Creating modern sun dresses out of the traditional African prints soon became one of her favourite pass times. Over the past year Culver enjoyed incorporating such a personal connection in to her grad collection.

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Joanna Delaney



Replacing the Average Raincoat With a Touch of Avant-Garde

Kwantlen Polytechnic Fashion Design Student Joanna Delaney has formulated the new and improved raincoat for fashion forward career driven women – sans Gore-Tex. Her line, **VAPOR**, offers a range of avant-garde water resistant outerwear, without compromising fashion for function.

Delaney explains, “There are so many unsightly raincoats out there. Women who appreciate high fashion want something more elegant”. **VAPOR** fills the gap in the outerwear market by creating beautifully tailored and draped raincoats that have a modern edge while still protecting from the rain. Delaney has a background in bridal tailoring, and uses her skills combined with draping to create the exquisitely executed line.

The **VAPOR** Fall 2011 offers a range of alternative fabrics, such as Tyvek and wax coated cotton that lend well to texture and surface interest. Cotton/nylon blends offer a soft hand while still protecting from the elements. Colors remain neutral to accommodate a business wardrobe, yet metallics such as gunmetal and pearl, are offered for a special occasion. Styles range from fitted, to loose and billowy and are carefully executed to complement any body type.

VAPOR is being premiered at Richmond’s River Rock Casino at Kwantlen’s ‘The Show’, on April 5th 2011.

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Diana Diaz



OUI MADAME! Yes you can!...

Oui Madame! The graduate collection designed by Kwantlen Polytechnic University fashion design student, Diana Diaz, offers an innovative twist to adaptive clothing for the sweet and beautiful 70 year old + woman with physical restrictions.

Inspired by an English country teatime mood, the debut Fall 2011 collection uses good quality and soft hand cotton and knit fabrics, which come in a versatile colour story favourable to the customer's complexion. Emphasis is placed on innovative styling presented as modern clean design lines, with specific adaptive details such as elastic waistbands and snap closures at key points. So the individual can be dressed independently or in a seated position with a minimum effort with the assistance of her caregiver.

Oui Madame! is aware that these women have lost some of their physical abilities and might struggle keeping their independence and receive many "you can't" messages. **Oui Madame!** translates as Yes Lady!; the company wants these women to feel empowered and regained self-confidence by trying any of our products. At **Oui Madame!**: Yes! you can be beautiful, Yes! you can be stylish, YES! YOU CAN!

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Justine Edralin



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Avant-garde style over 60

With a population that is growing older by the second, women are seeking ways to embrace their changing bodies while retaining their refined taste and eclectic style. This fall, Justine Edralin introduces **Menagerie**, a collection of avant-garde separates for women ages 60 and up.

Edralin recognized a gap in the market for highly stylized garments that cater to mature women in the creative field. Living in a city that specializes in technical and fitness garb, she felt that quality wearable art pieces were often overlooked. Using combinations of conventional and manipulated fabrics, as well as various surface design and innovative patternmaking techniques, each **Menagerie** piece is as individual and outstanding as its wearer. Silhouettes just barely skim the body, offering age-appropriate hemlines, necklines and sleeves that the customer is comfortable wearing.

For Fall 2011, Edralin found beauty in the eye of the storm. Torrential downpours are echoed in monochromatic dyed silks, geometric prints and cut outs. Fabric textures reflect heavy clouds and wind system imagery. Dark, dramatic coats and dresses are complemented with lightweight wools and washed silks, and are easily livened up by bold accessories. Edralin also adopts a special patternmaking technique called Subtraction Cutting, which utilizes negative spaces in fabrics and creates unexpected and unconventional shapes and silhouettes.

Menagerie will make its Fall 2011 debut at Kwantlen Polytechnic University's fashion show on April 5, 2011 at the River Rock Casino in Richmond, B.C.

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Karsten Ergetowski



Just let them bagoom!

First of all... What is **Bagoom**? It's more than just a funky new word – it's the newest children's clothing brand to be hitting the Canadian market. It's filled with everything that little children want in their clothing but also everything that their parents wish were in the clothing that is out there. At **Bagoom**, the mission is to mix fun, cool and style with safety.

The face behind this funky new brand is Vancouver's very own: Karsten Ergetowski. A current Kwantlen Polytechnic University Fashion student, Ergetowski is about to complete his fourth and final year in the Fashion Design & Technology Program. An avid designer and artist, Ergetowski has been on the chase for creating a clothing brand that will truly make an impact and positive effect in the industry. He has found it with kids' wear. In the past, Ergetowski has had the opportunity to deal with young children as a sailing instructor, and he learned a great deal from them as well as their parents regarding their little-big needs.

With so many children's brands available in the stores, Ergetowski believes that there is lots of room for a brand that is very well rounded, functional, trendy and safety conscious. Even though there are some companies who are attempting this philosophy, there is always room to expand and grow. Ergetowski understands that it's important to focus on both the children and the parents when designing because they both have very different, and equally important, needs.

All **Bagoom** clothing is safety and function oriented. Each garment is made from non-allergenic fabric or has no irritating fabrics actually touching the skin. Some items have reflective tape, knee or elbow pads, minimal to no drawstrings or cords and some garments come with a child location system. At the same time every garment is designed with modern style and fit in mind making sure that the safety features such as the padding, etc. is not actually visible or noticeable from the outside.

Bagoom will be debuting its first Fall 2011 collection at the Kwantlen Grad Fashion Show on April 5th, 2011. There will be three very different outfits walking the runway to show the diversity and scope of the collection.

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Nancy Fedoruk



We've got your back: Snowshoe racing apparel 2011

High performance snowshoe apparel line is outfitting elite snowshoe runners in hopes to show case the sport and see them on the start line of the Olympic Winter Games. Nancy Fedoruk, a passionate runner and rookie snowshoe racer, has designed the first snowshoe-specific apparel for high performance athletes. The innovative mixture of light-weight waterproof and breathable fabrics provides protection against snow spray, which enhances comfort and allows athletes to focus on competition and striving to meet their potential.

Snowshoe racing and training will unfold limitless undiscovered trails to those seeking a higher calling of adventure and freedom from the pounding pavement. Fedoruk was looking for this sense of clarity and adrenaline rush when she signed up for her first 10km snowshoe race at Grouse Mountain, part of the Yeti Snowshoe Racing Series. She finished with enthusiasm for the sport and a soaking back side.

Fedoruk's snowshoe racing apparel line, **Kinetic Trails**, offers a fresh starting block to attract attention to the sport of snowshoeing. The line includes a racing speed suit complete with hood, mittens, and booties, and pre-race and training apparel that protect against all weather conditions. **Kinetic Trails**'s primary focus is the backs of elite snowshoe racers thus increasing their performance and gaining momentum to the sport.

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Brittany-Anne Fisher



Motorcycle Apparel for the fashion forward man

As the only girl in a household of 5 children, Brittany-Anne Fisher has learned a few things about men's clothing. Her grad collection, **Mister**, is a line of fashion forward men's motorcycle apparel. The collection was inspired by her brother Logan, an avid motorcycle rider with an innovative sense of style. Logan has often found it difficult to find functional apparel for riding that suits his aesthetic, and has only been able to find apparel that falls under the "crotch rocket" or "biker dude" categories. He rides a stylish vintage 1950's cruiser, and as riding his bike is a nearly everyday activity, he wants clothing that he can incorporate with his existing wardrobe, suit his heightened taste level, and still provide protection.

Fisher has spent many years traveling and living abroad in New York, Paris, and Buenos Aires. Her collection is inspired by European design with a focus on quality, a slim silhouette. The colour palate is made up of neutral, wearable colours with the occasional pop of red. Fisher seamlessly blends functionality with fashion. The line features distressed denim with unexpected leather accents, Canadiana style plaid flannel, draped knitwear, and an edgier new take on the classic leather motorcycle jacket. Garments feature protective padding that can be removed when off the bike.

The collection will debut at Kwantlen Polytechnic University's The Show on April 5th, 2010 at the River Rock Casino in Richmond, B.C.

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Tessa Hewlett



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Falconry is the art of passion, commitment and adaption.

Melowne Outfitters is a technical apparel concept created by Kwantlen graduate student Tessa Hewlett as her final thesis.

Falconry is the ancient sport of using trained birds to hunt small prey. This traditional sport of the privileged requires commitment, passion and partnership staying active and dominant in modern times with 1,300 registered falconers in the UK, over 10, 000 keepers of birds of prey and a falconers club in nearly every country, province and state.

Tessa recognized a niche market for this small hunting group in women, who, like many women in hunting sports, haven't been catered to properly, stuck in cumbersome, sized down men's clothing.

Falconry as a sport - although old - is not known to the average person; it requires patience, passion and skill. Those who master this art continue it for their entire lives, as the world becomes more in tune with their connection to nature more will desire to learn about working with birds, or at least respect those who do.

Inspired by current runway collections celebrating the outdoors, it was easy to design outerwear jackets that transition into urban settings and translate back into fashion well still having the numerous functions demanded by the sport.

Natural palettes, utility features and waterproof durable waxed cottons make up these jackets. Offered in earthy tones with leather and copper accents these jackets are time pieces to question how traditional attire can be reinvented for the twentieth century woman.

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Leah Kleisinger



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Fly fish in style: Never look like a big green slug again!

Artemis is anything but predictable when it comes to outfitting women for the sport of fly-fishing. Kwantlen Polytechnic University fashion design student Leah Kleisinger has created a line of fly fishing apparel that is not only functional but is also flattering and enjoyable to wear for women. No longer do women have to feel sloppy and uncomfortable in oversized gear. Why can't outerwear be beautiful too?

Artemis is a well-balanced combination of style and function for the modern female fly fisher. The line features highly technical performance fabrics and features, feminine cuts and bold print design. The jackets, midlayers and baselayers are designed and cut to allow for a wide range of arm movement. The waders and bottoms have an articulated fit for maximum comfort. The line features pieces for all levels of experience, weather conditions, and river depths. The casual participant and the pro guide can both find what she needs with **Artemis**.

The line was inspired by the designer's love for technical outerwear and print design. Wanting to work with both, Kleisinger chose a niche market that would allow for creative freedom but also the opportunity to explore outerwear techniques even further. Her passion for outerwear blossomed while completing an internship with Arc'teryx and her love for textile print design grew while studying fashion design in Finland on an exchange. **Artemis** is a true reflection of the designer's creative passions and loves.

Artemis will be showcased at the Kwantlen Fashion Design & Technology Fashion Show at the River Rock Casino in Richmond, B.C. on April 5.

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Sonia Koo



Airy intimates derived from nature...

Emerging from a desire to create comfortable yet stylish lingerie for women who suffer from skin sensitivities, Kwantlen design graduate Sonia Koo strives to service this niche with designs that offer uncompromising attributes.

Love ecology's philosophy is about providing fun and feminine lingerie made of natural silk fibers that is not only oh-so-comfortable for the skin, but also hypoallergenic. Kiss good-bye to the culprits that often cause bra irritation and allergies that are often found in conventional lingerie: synthetic fabrics, chemical dyes, nickel, rubber and latex.

Taking inspiration from nature, Koo prepares to launch her Fall 2011 collection titled *Jardin Secret*, a ethereal lingerie line which accentuates timeless designs: vintage inspired long-line bras, high-waisted briefs, and kimono inspired shrugs. Structured designs are contrasted with delicate airy chiffons, refined silks and laces with a neutral palette of nude, ivory, and dusty florals.

Koo is aiming to fill the gap of what does not currently exist in the lingerie market: hypoallergenic, yet supportive undergarments.

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Justina Kriss



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Capturing Vancouver's natural beauty on cloth Designer uses local plants to dye natural fabrics

Justina Kriss, a fourth-year fashion design student at Kwantlen Polytechnic University about to unveil her grad collection, uses local plants to hand-dye natural fabrics to create a fresh spin on Vancouver-inspired apparel.

Plant dyes are harvested from local trees and supplemented by the collection of organic kitchen waste. Silk or wool fabrics are bundled around this plant material, steamed and then left as long as patience will allow before unwrapping. No toxic chemical adjuncts are used in generating or fixing colours. Slow dyeing requires more time and effort, but generates extraordinary results.

Her elegant silk dresses and wool jersey sweaters are handcrafted under the principles of slow fashion, which means quality over quantity. The designs draw inspiration from trees, shrubs and flowers indigenous to Vancouver, such as maple trees, rose bushes and rhododendron bushes. Spontaneous eco-prints with subtle colour variations on quality fabrics and sophisticated garment designs are signatures of Kriss's work.

After returning home from five months of studying abroad in Finland, Kriss, age 23, rediscovered a fascination with her own country and culture. She saw an opportunity to redesign Vancouver-themed apparel to provide visitors with clothing that would evoke the intangible memories of their experiences in the city. By manipulating leaves to transfer their imprints and colours to cloth, Kriss's garments instill a stronger, more meaningful connection between garment and wearer.

Through Kriss's experimental dyeing and fearless creative intuition, her designs are sure to impress and spark some city pride. The collection will debut at the Kwantlen Grad Fashion Show at the River Rock Casino in Richmond on April 5, 2011.

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Chunni Lee



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Mission Grad: The 'Infinite' quest for quirky girls

Finding the right dress for grad night is difficult for every girl, but finding one as an eccentric one can be even harder. Instead of turning to DIY, give *Infinite* a chance to make you resplendent. **Infinite**, a grad collection created by fourth year Kwantlen Fashion and Design student Chunni Krystle Lee, provides gowns with dynamic flair and garish glitter that has an imitable personality that matches the girls that wear them.

Lee, having been a grad once, had to schlep to numerous stores to find her perfect dress. As a person who loved the arts as well as all things nerdy she discovered, much to her chagrin, that most of the dresses were streamlined. Heaven forbid that she fall into the mainstream! The only solution was to do-it-herself, and that, she did. Now, after learning that not much has changed in the last six years, Lee decided to make dresses for the independent, alternative girls of today.

Infinite is the culmination of bright days and dark nights wrapped with pretty bows. The coninuing theme is combining science fiction/fantasy with the fairytales that every girl remembers and loves. The result is dresses that are brassy, but chic. It's a startling blend but, one that works with pink taffeta, black mesh, and gold sequins. Each gown can stand alone and *stand-out* in a crowd. They are stories of a person who dreams bid and does the impossible;

"Be separate, but triumphant in that separateness." --Joss Whedon

Infinite's story will begin at the Kwantlen Fashion Design & Technology Fashion Show at the River Rock Casino in Richmond on April 5, 2011.

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Alisha Leong



Fluid Motion - Not your typical pink

Alisha Leong, a fourth year Kwantlen Polytechnic University graduating student designs a collection without using the typical Breast Cancer pink. The line is to motivate Breast Cancer survivors to embrace their bodies and live healthy with the comfort and support of **Fluid Motion** while being physically active.

Leong was inspired by the Northern Lights and adopted the colours and curved lines into her collection. The vibrant colours and curved lines (known as longevity lines) are chosen to bring excitement and energy to each survivor's road to recovery and lifestyle. The design lines on the garments are always asymmetrical to illustrate no one is perfect. These lines draw the eyes away from the chest so that she can feel more confident in her skin. The longevity lines are on all garments to show there is a longer life ahead.

Fluid Motion brings out the strong and courageous woman in each survivor through feminine shapes. Soft stretchable fabrics are used to prevent restriction in movement and irritation to scars providing further comfort. Personalized fit is achieved through removable padding in built in bra pockets.

Embrace your body, living happily and healthy with the comfort of **Fluid Motion**. Come see the launching of the Fall 2011 collection at The Show on April 5, 2011 at the River Rock Theatre.

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Sarah MacLachlan



The Other Side of Chloë Angus Design

Meet Sarah MacLachlan, not the famous singer, but the other side of the Canadian fashion label Chloë Angus Design. Sarah is Chloë's business partner and has started the company with Chloë seven years ago now. As holding the title of Director of Operations her skills and knowledge of business come to play. "Fashion is creativity but without the business side to it, it is just a hobby" – says Sarah.

MacLachlan and Angus try to find balance everyday with creating a fashionable woman's wear collection that is not only stylish but easy to wear by any generation. Part of the business side to the creative fashion industry is learning how to succeed in whatever the world or current economy throws at you. Not only is their clothing versatile but so has their business model been. At first when they started out in 2004 they created a line that they wholesaled to local Vancouver. They have now expanded to selling across the globe and adding Custom Work and Retail to their business. The Custom Work is something that shows off their more creative style and is now being produced at their flagship retail location at 4273 Dunbar Street that also doubles as their design and working studio.

All while eagerly running Chloë Angus Design, Sarah has also found a yearning for a form of higher education and wanting to constantly improve her and Chloë Angus Design. That is where she turned to Kwantlen Polytechnic University in Richmond, BC for there Fashion Technology program where she has been part time completing her Bachelor of Arts Degree. This spring during the Kwantlen Fashion show at the River Rock Theatre, Sarah will be showing her graduating line of her modern blazers and coats. Her self titled line is an extension of what she does at Chloë Angus but with a little more of her personal twist. Her Fall 2011 line of women's jackets focuses on the creative professional who wants something unique with a retro modern style. She has a unique interest in drawing inspiration from designers outside the fashion realm such as furniture designers Charles and Ray Eames and retro textile designer Alexander Girard.

For information on Kwantlen and the Kwantlen Fashion Show (happening April 5th at the River Rock Casino) please see www.kwantlen.ca/fashionshow

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Desiree Mark



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Mark/LUX: Redefining the State of Men's Eco-Lux Fashion

Mark/LUX, the graduate collection designed by fourth year Kwantlen Fashion Design student Desiree Mark, gives deeper meaning to the word luxury, and proves that eco fashion can be both uncompromising in style and design.

Over the past years, Vancouver has established itself in the world of eco-fashion, now hosting a bi-annual Eco Fashion Week. With a growing interest in responsible clothing options more and more men are beginning to ask why there are so few options available to them and who will step forward on behalf of the men. **Mark/LUX** Designer Desiree Mark has accepted the challenge and is eager to give men the opportunity to define themselves their way.

Mark is no stranger to the Canadian fashion scene or the runway. In Spring 2010 she was recognized nationally as a finalist in the Telio Design Competition and was flown to Montreal alongside 24 other emerging designers to be featured on the runways of Montreal Fashion Week.

Her latest collection **Mark/Lux** prides itself as an innovator in responsible men's outerwear, offering men the freedom to support sustainable and socially responsible consumption, without sacrificing their individual sense of style. Mark has created a collection of luxury coats and jackets, offering eco-conscious men fashion that speaks to their taste and lifestyle.

The coats and jackets of **Mark/LUX** are crafted using only the finest materials including organic wool, hemp silk, and eco leather. This specialty product has been sourced from a tannery in Los Angeles, California where the first 100% environmentally conscious method for producing leather has been developed. Utilizing natural colorants, vegetable dyes and waxes Mark proves that there are alternatives to couture as we know it.

With a commitment to offering timeless luxury you can expect engaging details and textures lending each coat a story as distinctive as the man wearing it.

The **Mark/LUX** collection will be debuting at the Kwantlen Fashion Design & Technology Fashion Show at the River Rock Casino in Richmond on April 5, 2011.

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Rachel Moore



“Candycoat” your daughter in UV-protective swimwear

Covering up her sensitive skin from the sun no longer has to suppress her personal style. **Candycoated** UV protective swimwear offers whimsical swimwear outfits in playful styles for girls ages two to seven.

Kwantlen Polytechnic University graduating student Rachel Moore has relied on her own childhood as inspiration for **Candycoated’s** Spring 2012 collection. The nostalgic line of girls’ swimwear stems from her childhood of make-believe play. Moore’s attraction to colour and kitschy prints is what compelled her to children’s wear in the first place. She feels connected to the market in hopes of making little girls dream outfits a reality.

Candycoated’s specialty swimwear line is devoted to educating girls about the growing importance of sun safety, while offering styles they will throw tantrums to own. The bright colours and wistful prints are mix and matched into unexpected combinations with overstated girlish charm.

The collection is made up of swimsuits with corresponding swim boleros and leggings to protect from the sun. **Candycoated** uses SPF 50 nylon lycra material to withstand even the hottest days. All swim pieces in the collection can be mix and matched to allow girls to create their perfect swim outfit. Whether this includes **Candycoated’s** Terry Swim Bolero over our Skirted One Piece with Swim Leggings is up to her. There are no boundaries to her imaginations, why can’t everyday be a game of dress-up?

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Ana Prpic



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Transition with ease and style with 4th Phase Maternity

4th Phase Maternity takes the next step in fulfilling the demand that women want to celebrate their changing bodies and look good through all the stages of pregnancy.

A designer who finds inspiration from family and friends around her, Ana Prpic didn't have to look very far to find inspiration for her muse. Having a front row experience of watching a family member transition through pregnancy, birth and early motherhood, Prpic knew there was a way to make it easier for women who want to keep their style while embracing their ever changing bodies. "Gone are the days where women feel that they must succumb to tent-like tops and baggy sweats when they become pregnant. Women do not want to sacrifice their fashion needs with they are expecting or nursing. They want to carry on their style before, during and after their pregnancy," explains Prpic, the designer of **4th Phase Maternity's** Fall 2011 debut collection.

4th Phase Maternity is a collection that features sophisticated wardrobe staples that allow for a seamless transition from maternity to nursing without sacrificing style and comfort. Prpic understands the changes and needs that a woman goes through physically and ensures that each garment is constructed with this in mind. **4th Phase Maternity** uses naturally soft fibres such as silk and bamboo jerseys for next to body pieces that will not irritate newly sensitive skin

4th Phase Maternity offers its customer pieces that are versatile with the ability to dress up or down for any occasion. Prpic's designs are stylish, practical and comfortable that have been made to accommodate mother- to-be needs, baby needs as well as fashion needs.

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Sara Russell



TwoFold: Bridging the gap between dirt and street for women on the mountain

TwoFold Women's Mountain Bike Apparel encompasses two parts; one part functional design specified for the female rider, one part Killer Street inspired style.

Kwantlen Fashion Design student, Sara Russell was able to draw inspiration personally for her niche market collection. "As a female rider I know that confidence when riding doesn't only come from how good of a rider you are, it comes from how you feel doing it," says Russell. Personal style is a huge part of mountain biking and **TwoFold** allows women to have style from all angles, performance and aesthetic.

Russell conquers this through quality garments that will sustain the inevitable beating that comes with every ride, transforming current street trends into high performance apparel. Details like double-layered protection in high contact areas and articulation for full movement without having to sacrifice fit are what innovates designs like the skinny cargo gone technical.

Russell says it's time for female riders to show the guys how it's done, not only through technique but also with style.

TwoFold will be unveiled at the annual Kwantlen Fashion Design & Technology Fashion Show at the River Rock Casino in Richmond, BC on April 5. For Ticket information visit www.kwantlen.ca/fashionshow

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Marriki Schlifer



Engage the mini artist in your child...

... with **Imagine That**. Designed by Marriki Schlifer, a soon-to-be graduate of Kwantlen Polytechnic University's Fashion Design program, Imagine That is a collection of clothing for girls 4-8 who are interested in arts and crafts and care about originality and freedom of choice. The collection encourages collaboration; each garment is complete on its own, yet offers easy-to-make crafting additions as an alternative. The brand focuses on building children's confidence and sense of individual expression.

Two summers ago, Schlifer spent a season working on a guest ranch in Northern British Columbia, working as a Kids Program Co-ordinator. While the outdoors guide would take the boys out to do archery and fishing, often the girls would stay behind at the lodge to do arts and crafts with her, making wax crayon wind chimes, paper cup mobiles and perler bead crafts. This experience led her to the concept of creating interactive clothing for girls who are free-spirited and thoughtful – the artist, the explorer, the dreamer, the wildflower.

She has also seen an increase in recent years of art studios in Vancouver featuring kids-only classes, demonstrating a return to holistic child-raising that stimulates children's creativity and broadens their way of thinking. An independent vintage seller on Etsy for over a year, Schlifer draws on her beliefs in today's handmade revolution and the generational ideology behind D.I.Y. (Do-it-yourself) for **Imagine That**.

Fall 2011's debut features interactive elements include hypercolour fabrics, colour-me-in graphics, beading and weaving. The colour palette illustrates playful pop art colours; pink, purple and lime green mixed with black and white for graphics. Imagine That's goal is to make fashionable, thoughtful, comfortable clothing for kids that brings out the wearer's personality. Look out for **Imagine That** at Kwantlen's The Show at the River Rock Casino in Richmond on April 5th, 2011.

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Emily Schmid



Dress up with a history

Emily Schmid, a fourth year Kwantlen Fashion Design and Technology student has created **Sustaining Fairy Tales**, an ecofriendly girls clothing line that uses reclaimed fabrics.

Through self-reflection and a childhood filled with excitement and exploration, Schmid was inspired by her childhood of living on a 54-acre farm to a 45-ft sailboat. While living in somewhat abnormal places, Schmid and her family became self sufficient, thus allowing her to understand and tap into the underserved niche market.

Inspired by ornamental Scandinavian art and picturesque country lifestyles, Schmid brings the colourful collection to life for Fall/Winter 2011. Using fun felt hearts, embroidery and applique the clothing is bound to make little girls giggle with excitement and delight. The saturated raspberry, Scandinavian blue, the teal of fjords and lilac colours shine out in wool, cotton, denim and silk making each garment enchanting and lively, yet cozy and practical.

Without sacrificing style, little girls and their parents can learn to support the environment through a sustainable lifestyle. **Sustaining Fairy Tales** celebrates this, using 80 to 100% reclaimed fabrics while providing high quality, fun, functional and fashionable designs. The eco-friendly garments made with soft, chemical free fabrics are warm, comfortable, resilient, easy to wash and soft for young bodies to wear. As fabrics, colours, patterns and textures vary from garment to garment, each piece by **Sustaining Fairy Tales** is individual like every little girl, making her feel like a princess.

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Natasha Singh



Clothing that will make your kid smile

Comfort and style have come a long way with **Cotton Kids**. The spring 2012 collection for girls aged 3-9 will be sure to make heads turn with bright colours and mish mash prints. Interlock seams and patch work details make comfort and fashion possible in one garment.

Natasha who lives in colour and pattern herself and suffers from sensitive skin wanted to make a difference in children's lives; her mission was to "help kids be kids". Many children suffer from sensory disorders and are extra sensitive to the texture and feel of clothing. **Cotton Kids** presents garments with flat seems, wide collars, organic cottons, natural dyes and patchwork details to help children function better without having to worry about the extra discomfort.

Spring 2012's theme lets you run wild in Africa. The prints are inspired by tropical rain forests and contrast with abstract polka dotted prints. Colours are bold, bright and eye catching. It's safe to say your daughter, niece or granddaughter will have nothing like this in her closet. Light patchwork details of pockets and ruffles add a delicate touch of playfulness. Mix all of this with the softest cottons and you have a recipe for success!

The spring collection includes circle skirts, frilled tanks and coverall dresses. The entire compilation is made to be mixed and matched, so she will never get tired of her outfits. If this isn't enough to get you excited **Cotton Kids** theme continues to make innovative design changes for the seasons to come.

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Emily Spence



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Nyström Tailoring:

Practicing traditional tailoring in an unorthodox way

There is no doubt that fashion forward menswear has been on the rise in Vancouver over the past few seasons, so how is it that so few Vancouver companies have tried to tackle the market? Emily Spence, a menswear designer based out of East Vancouver believes this customer is tailor-made for her and has decided to take on a very specific aspect of it in her first collection which will debut this April at the Kwantlen Polytechnic University's graduation fashion show.

Named after the designer's grandfathers tailoring shop in Stockholm Sweden, **Nyström Tailoring** is a collection of fashion forward coats that draw inspiration from the designer's heritage. Asymmetrical hemlines, colour blocking and innovative plackets can be seen in combination with traditional colours and tailoring techniques to create an architectural twist on a traditional garment.

While doing research for her final collection, Spence knew that she wanted to approach menswear from a different angle. After months of research Spence noticed that the majority of the companies who were doing contemporary menswear out of Vancouver had a short life span. After consulting with several retailers and buyers, Spence decided that specialization was the only way to go. "Everyone who was doing well in menswear in this town seemed to only take on one aspect of a full collection, for example just shirts, jeans or shoes" says the designer. And just like the light of her industrial sewing machine turning on at the start of a long day, the idea to do coats just clicked.

Using only the highest quality melton wool, coats like the Grand Central (\$650, comes in Camel and Cement grey) feature all aspects of the traditional duffel coat, but feature unexpected colour blocking in both grey and plaid on the hood and on the shoulders. In the Bofill coat (\$590, comes in Cement grey and Black) the more fashion forward man will truly feel as though he is putting on a piece of contemporary architecture, with the staircase front placket and exaggerated mandarin collar.

Drawing inspiration from classicism, and architecture, whimsy and heritage, Spence's strong sense of concept and colour will guide her through an exciting career in the fashion industry.

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Olivia Tang



No sweat on the salsa dance floor

Fourth year Kwantlen Fashion Design student Olivia Tang is poised to put a casual and innovative spin on clothing for the male Salsa dancer with her **Sero** collection. Tang, herself is a trained ballroom and Latin dancer whose experience on the dance floor drew her attention to the need for more accessible and approachable dance attire for a casual night out. With Salsa dance classes and events growing in popularity, **Sero** is ready to meet the demands.

Sero creates a one-stop shop for the frequent social Salsa dancer who looks for flexibility, functionality as well as a distinctive style in his clothes. Tang brings a combination of innovative designs and fabrics to the steamy Salsa scene where fluidity of movement is as important as aesthetics and keeping cool. Fabrics are tested for wickability for extra comfort in keeping the body dry, eliminating the need to change out of sweaty clothes. The contemporary and strategic designs makes for an easy and enjoyable night on the dance floor.

Sero brings a collection of bright prints and fun textures influenced by the street art around the city of Havana, Cuba, where Salsa is believed to have originated. T-shirts, button-ups, vests, and pants will take on colourful yet clean design lines. The collection will be showcased at the Kwantlen Polytechnic University Grad Fashion Show on April 5, 2011.

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Laura Tanner



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WILHELMINA: No need to compromise fashion for function

In the fall of 2010 the concept of **Wilhelmina** apparel and accessories came to life. Designer Laura Tanner states that the idea was based on creating clothing and accessories to suit the needs of women working in photography, who appreciate quality and versatile products. The garments provide comfort and flexibility for any mobile creative professional while still supporting a business, casual appearance.

One of the goals was to illustrate functionality through detail by using leather for its durability and natural appeal. Tanner explains that there was a range of elements developed to improve the photographer's circumstances while on the job. Leather knee patches with removable padded inserts and leather belts with detachable pouches that are interchangeable with other items in the line are some examples of the components. The fabrics within this line were chosen for their quality, ease and interchangeability to assist the wearer in the various demands of her career, while maintaining her individual style.

Wilhelmina's collection for Fall '11 looks back through the 20th century for inspiration. With utilitarian and work wear garments in mind, **Wilhelmina** takes a modern approach to these concepts to produce something innovative for their customer. Industrial style hardware is used to accent the bags and accessories while still maintaining a classic appeal through the attractive colours of leather. Compartments and functionality are another major focus throughout the pieces in the collection. Contemporary utility is the core aspect **Wilhelmina** stands by with their design philosophy.

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Vickie Tse



Decadence: A luxurious indulgence

The local culinary scene is a vibrant medley of flavours, colours, scents and textures. So, why does chef apparel seem a little bland? In a male-dominant industry, female chefs have trouble finding pieces that fit let alone ones that have a balance between fashion and function.

A recreational baker herself, fourth year Kwantlen Fashion Design student, Vickie Tse has attended fairs and bakers markets, where she has come across groups of women who are passionate about cooking and baking, but less than thrilled with the chef apparel that is currently available. Realizing this niche, Tse happily combined her love of fashion and baking to whip up **Decadence**: a chef apparel line for female entrepreneurial chefs, caterers, bakers and culinary enthusiast. With a focus on fit, **Decadence** incorporates selected fabrics, textures and colours to create ensembles that are work appropriate, but with a dash of personality.

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Danielle Weisgarber



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Coordinates are key...

Yvette was founded by a firm believer in a coordinating closet.

Danielle Weisgarber's debut collection from the label **Yvette** is made up of formal coordinating separates. The line was created specifically for 40+ entrepreneurial women who require polished and refined garments appropriate for work days filled with presentations and business meetings and evenings consumed by networking events and client dinners.

Yvette offers formal yet conservative wardrobe alternatives with excellent fit and hand crafted details made from rich silk fabrics. The sleek lines, classic silhouettes and structural pleating of the Holiday 2011 collection entitled Gemstone were inspired by the intricate cuts of semi-precious stones. These timeless and detail oriented statement pieces will not only update the modern day working woman but they will stand up to her busy schedule.

From a young age, the Calgary born fashion student would jump at the opportunity to attend an event if it meant dressing up. She always knew that fashion and creativity would be a part of her life. After spending a summer interning alongside local custom bridal designers Manuel Mendoza and Alison Hartford, she realized her skills and passion were specific to formal wear. With so many women having custom pieces made for them Weisgarber realized that there was a lack of formal separates that women found appealing. With that in mind Weisgarber set out on a mission to provide these women with formal wear alternatives.

With the combination of what she has learned during her four years at Kwantlen and her love of formal fashion, **Yvette** will be a sure success.

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Kiki Wu



The elegant fashionista at size14+

Kiki by Kiki Wu soars the new standard of fashion for matured women with blossoming curves.

If fashion is self expression, then women with blossoming curves can finally enjoy the same privilege as a size 0. Not all plus size women have the same values and taste. Some women want to wear comfortable clothes, some like to blend in, and others like to be fabulous and outstanding. Kiki Wu is introducing a collection catering to mature, full-figured, professional women who are fashion-conscious.

To a smart fashion designer with strong marketing background, the word “niche” is a code word for success. The **Kiki** customer is a plus size woman who is career-oriented, aware of current fashion trends and wants to project an executive image.

Entitled “Moon Light Spirit”, her Fall 2011 collection incorporates feminine details such as the use of lace and prints, with masculine attitude that is revealed in the clean finishing and tailoring. Fit and couture detailing are emphasized in this collection. Unexpected and luxurious details are added to all of the garments, such as lace on the back of a blazer, and pleating that adds value to each garment.

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Alison Youl



Riding the Fashion Wave

Fourth year fashion design student from Kwantlen Polytechnic University, Alison Youl, rides the waves while creating her grad collection designed for female cold water surfers.

Having always had a love for surfing in Hawaii, Youl was intrigued by the extreme world of cold water surfing. After experiencing the sport first hand, interviewing locals, and intense research and development, she has tapped into the underserved market of cold water surfing, with Tofino being her primary source of inspiration. Youl, who appropriately labelled the line **Pacific Swell**, strives to improve the enjoyment of cold water surfing by creating garments that can be put on while taking off a wetsuit, and that will keep the wearer warm and dry in the often stormy West Coast weather. She blends creative style and function for female cold water surfers, with pieces that can be worn from the beach to the streets.

Like many sports, there is a distinct culture and lifestyle to the sport of surfing, yet Youl found that there was a lack of apparel that embodied the laid back West Coast, while being functional to the sport and the surrounding climate and environment. "There is a huge difference in climate and water temperature from warm water surfing to cold water surfing. On Canada's West Coast, wetsuits are a staple item year round when surfing, and warm layers are worn to the beach" says the designer.

The colour palette of **Pacific Swell's** Fall 2012 collection, which is inspired by the West Coast, isn't just your typical earthy colours. It combines the purples of starfish, greens of the thick forests and murky waters, the turquoise found in muscle shells, and of course the grey of the often stormy sky. The use of wind and water proof fabrics, as well as sealed seams, create ultimate protection from the stormiest day, and warm and cozy layering pieces complete the collection.

Youl is excited about the potential of the collection, knowing that cold water surfing extends far beyond the waters surrounding Tofino. **Pacific Swell** will debut at the River Rock Casino in Richmond on April 5th, as part of the Kwantlen Fashion Design & Technology 2011 Fashion show.

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