



October 2007
Volume 1, Issue 4

Fashionably Speaking

El Camino College Fashion Newsletter, October 2007

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ECC 25TH ANNUAL SPRING FASHION SHOW

RUNWAY 25!

-by Melanie McFarland

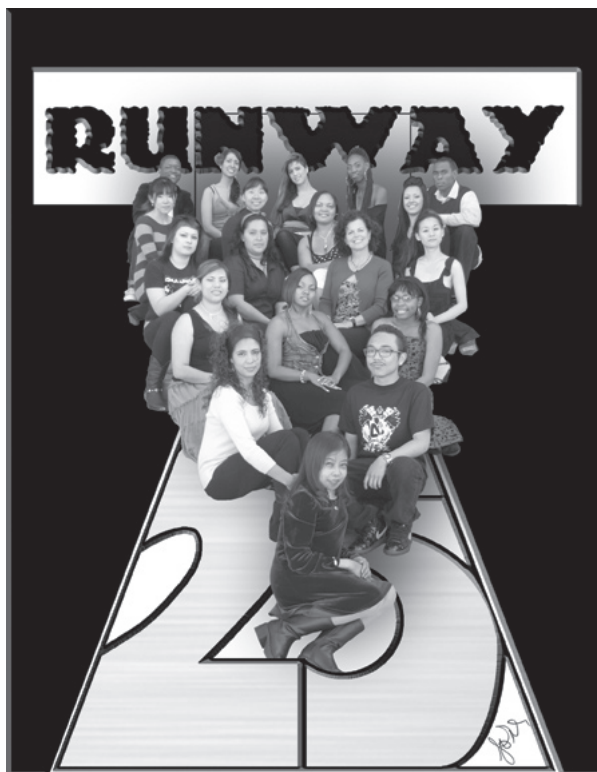
On June 1st, in front of the largest audience in the 25 year history of the show, the Fashion Show Production class presented its annual show. Opening fashions and collections from students attending four area high schools and two local children's sewing programs really warmed up the crowd for us! DJ Maxx Henry provided all the steppin' beats. Preparations began last fall, when themes and logos were decided after a challenge went out to the fashion club, Tailor Made, and the fashion students at large. All students, along with the Fashion Advisory Board, were permitted to vote on presented graphics and themes only once. Fashion student Janette Viera won the contest and bragging rights, with the graphic of a leggy, fishnet-clad model returning from the runway. Theme colors were purple, silver and black. Later, after the spring semester began in mid-February, student teams designed promotional materials, coordinated merchandise, hired and trained models, and planned the stage set-up. Our very own ECC graphics and computer wiz, Joyce

Joaquin, was kept even busier than usual, going from project to performance. It was also the first time an ECC student, not from the fashion division, volunteered to photograph the class, models, designers and instructors. Judy Chung spent countless hours with us and was even recruited to model in the show!

As the semester got underway, the fashion club hosted three lunchtime food sales events, planned as fundraisers. Empanadas were so popular in April, right after spring break, that we brought them back for ECC International Days, sponsored by the Inter Club Council. Fashion students and friends dressed the part of Mexican señors and señoritas, as they deep-fried and sold numerous chicken empanadas (dumplings); all while raising much needed funds for the show. The Tailor Made Empanada booth was the most popular stop at the venue. For the fourth year in a row, class members voted to have a pre-show to increase publicity on campus. Just days before the Marsee Auditorium event, the fashion show production class wowed the campus at lunch time with a preview of the latest fashions, as well as fun, food and games. With the audience primed full of food, models began to strut the outdoor stage! Stage Manager Amy Agajanian was full of spirit as the MC. The Production class team stirred up the audience by dancing to the DJ rhythms of Jesse Zamoyoa.

A contest within the class increased ticket and program ad sales. Amy Agajanian was awarded the \$50 prize for selling the most tickets. She sold more than 50 tickets to mostly family members. Marci Frazier was runner up, and awarded \$25 for coming in just shy of 50 tickets to our area high schools. Our total ticket sales exceeded 20% over last year - wow! Marc Maranan won the \$50 prize for selling the most ads!

(continued on page 2)



(TOP TO BOTTOM; LEFT TO RIGHT)

1ST ROW: BRYCE HIGHTOWER, MICHELLE FLORES, AMY AGAJANIAN, DANIELLE JOHNSON, DERRENCE SIMMONS.

2ND ROW: SHIHO HANAKA, LINLIN WU, CHANEL WRIGHT, JESELLE PORTERO.

3RD ROW: MARIA MUNOZ, ARACELI ARRIOLA, MELANIE MCFARLAND, JUE HAN.

4TH ROW: ARACELI GARCIA, CHAVONE BENJAMIN, MARCI FRAZIER.

5TH ROW: GLENDA SOSA, MARC MARANAN.

6TH ROW: JOYCE ROSCEL JOAQUIN

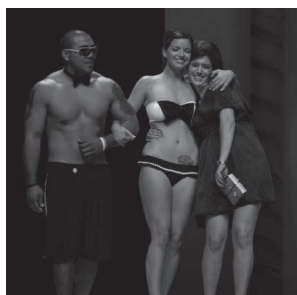


**ECC 25TH ANNUAL SPRING FASHION SHOW
RUNWAY 25!**

-by Melanie McFarland

(continued from page 1)

Instructors, as well as students, solicited donations from area businesses. Team members crafted elaborate gift baskets, using the show colors, and raffle tickets were sold during intermission. Money raised supported a Bonnello's Pizza dinner for our models, volunteers and cast members.



Models: Brandon Guitierrez & Kim Brounstein; Designer: Amy Agajanian, winner for the Best Design in the Swimwear Category

This year, our expert fashion industry savvy judges recognized the talented class members by bestowing numerous design awards:

Amy Agajanian, awarded the prize for Best of Swim, for her male & female entry in graphic black and white. Araceli Arriola, won Best of Show for her unbelievable real flower and greens evening gown!



Model: Amanda Roth (right); & Designer: Araceli Arriola (left), winner for the Best of Show award for her "Fresh Flower" designed gown.



Model: Charles Frazier (right); & Designer: Marci Frazier (left), winner for the Best Design in Daywear for her off-the-shoulder design and Menswear for her 3-piece suit made for her father.

Marci Frazier captured both the judges and audience with wins in both Daywear, for her off-the-shoulder denim dress with pleated skirt and white trim detailed red heart themed male & female sportswear set, and her Menswear three-piece casual set, modeled by her father, Charles Frazier. Aracely Garcia received the award for Best of Evening, for her beautiful and elegant wine-colored strapless gown. Maria



Model: Janet Garcia
Designer: Aracely Garcia (not shown), winner for the Best Design in the Evening Category.

Munoz captured the Best of Designers' Collections, with her creative vinyl-based grouping, which included pieces in swim, daywear and eveningwear. Run-



(L - R) Models: Junko Kawakita, Anahi Lopez, Anna Iribe, Anarosa Macias, Angie Aguilar, Martha Sanchez; Designer: Maria Munoz, winner for the Best Collection, for her "Plastic Fantasy" designs.



(left to right) Models: Judy Chung, Sarah Chang, Rachel Rayna, Eric Guzman, Julia Rauter & Kristine Gaithe; Designer: Linlin Wu, 1st Runner Up in the Collections Category.

ner up in the Best of Designers' Collections category went to Lin-Lin Wu, for her expertly draped series of five pastel colored silk and embroidered gowns and a well-tailored coordinating Man's

suit. Additional awards were given to Stephanie O'Hara for her pink and mint colored, checked and floral Children's Wear matching dresses and hats, modeled by her daughter and sister. Sandra Martinez was awarded the prize for her black and yellow checked Fantasy mini dress. Included in the 25-year retrospective show were lobby mannequin displays featuring design work by ECC Fashion grad students.



(left to right) Models: Isabella O'hara (daughter), ; Designer: Stephanie O'hara. Winner for the Best Design in the Childrenswear Category.



Model: Arlondrah Sartain
Designer: Sandra Martinez (not shown), winner for the Best Design in the Fantasy Category.

Interior window displays also featured sketches and portfolios from our fashion illustrating classes. The very success of this type of show depends heavily on class teamwork. It takes the entire semester to develop working relationships based on mutual respect and trust. This class was no different, learning lessons the hard way!

When asked, virtually ALL stu-



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dents would line up for the experience all over again – perhaps some in different capacities. By every standard of measurement, the 2007 ECC Annual Spring Fashion Show, Runway 25, was a HUGE success!

2007 Fashion Show Production Class team members:

- High School Liaison: Marci Frazier
- Merchandise Committee Chair: Araceli Arriola with team: Aracely Garcia, Shiho Hanaka, Maria Munoz, and Glenda Sosa
- Model Committee Chairs: Chavone Benjamin & Bryce Hightower, with Jue Han, Danielle Johnson, and Chanel Wright
- Promotions Committee Chair: Marc Maranan with team: Marci Frazier, Maria Munoz, and Lin-Lin Wu
- Show Director: Amy Agajanian
- Stage Committee Chair: Michelle Flores with Derrence Simmons

Here’s what the students had to say about the Fashion Show Production Class:

- “Be ready for a whirlwind of hard work, commitment and determination.” – Amy Agajanian
- “I have grown more confident and something I never thought I could do was speak in front of a huge crowd and I was able to do it successfully.” – Araceli Arriola
- “I learned how a runway show ran. It was very hectic. It is most definitely a team effort.” – Chavone Benjamin
- “I am proud of myself and I am glad I was able to have this great learning experience.” – Michele Flores
- “I really appreciated all members of my committee. I am proud of being with Merchandise and Fashion Show Production.” – Shiho Hanaka
- “And the last thing is to put your all into it, when you’re not trying to make your show a success, then who will?” – Danielle Johnson

“...Knowing that the key to having a successful show is communication.” – Derrence Simmons

“I would tell next year’s class to stay inspired, work hard, and be motivated. Don’t give up.” – Bryce Hightower

The Fashion Show Production class wishes to express deep gratitude to the following supporters and donors:

- ECC Marsee Stage Crew, Nancy Adler, Jerry Root with Andy, Kenny, Miriam, Karen, Bob & Jennifer
- ECC House Manager, Barbara Riser and Ticket Booth Staff, Jill Dongo and Terri Dixon
- ECC Facilities Department, Debbie Johnston
- ECC Police, Jonathon Ott and Staff
- ECC Copy Center, Rocky Ortiz and ECC Printing Department, Caesar
- ECC Photographer, Dwight Ueda
- ECC Cosmetology, Patricia Gebert, Frank Jacoby, Merriel Winfrey, Vivian Nemie & Student Volunteers
- ECC Fashion Faculty, Robert Blackshear, Vera Bruce, Dorothy Foral, Christine Marriotti, Vera Kopecky, Lynne Strobel and Shirley Warren
- ECC Tailor Made Fashion Club Members and Volunteers
- ECC I & T Staff, Ron Way, Tom Jackson, Steve Cocca, Carol Quiroz, Robin Elton-Collette, Jonelle Jones-Morrison
- ECC Mailroom, Corey McGavin
- Professor Emeritus, Christina Moran Wisdom
- Torrance Community Television, Mark Doddy
- Hawthorne Television
- California Apparel News, Andrew Asch & John Eckmier
- BC & Seychelles Footwear, Danny Silvera
- Fashion Business Incorporated, Frances Harder
- Mira Costa High School, Carolyn Hylander
- Narbonne High School, Grace Wantanabe
- Redondo High School, Faith Miller
- West High School, Laurie Paolozzi
- Sew Creative Café, Joyce Blaney
- Inkwell Surf Club Li’ili’li Fashionistas, Mimi Lacy & Rhonda Harper
- Supercuts, Denny’s Restaurant, Trader Joe’s, Vecchiarelli Bros., Orange County Industrial, Dwindle Distribution, and Bonello’s Pizza



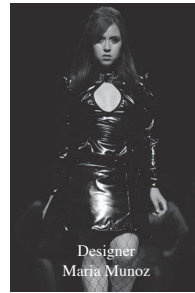
Designer
Amy Agajanian



Designer
Brinna Saunders



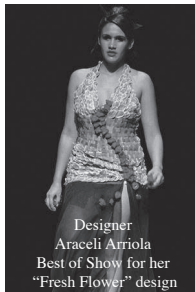
Designer
Brinna Saunders



Designer
Maria Munoz



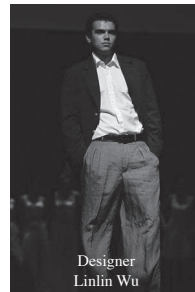
Designer
Linlin Wu



Designer
Araceli Arriola
Best of Show for her
"Fresh Flower" design



Designer
Julia Rauter



Designer
Linlin Wu



Designer
Sandra Martinez

Attendance Spikes for El Camino's 'Runway 25'

Who: El Camino College

What: "Runway 25"

Where: Marsee Auditorium, El Camino College campus, Torrance, Calif.

When: June 1

The scene: The silver-anniversary show proved to be El Camino College's biggest. More than 900 people packed Marsee Auditorium to witness the 25th annual runway show of El Camino College's fashion department. The audience was the biggest in the history of this community college's fashion shows, according to El Camino Fashion Advisor Melanie McFarland. In 2006, a crowd of 525 people attended the college's runway show.

The spike in attendance was credited to show director Amy Agajanian's merchandising moxie, McFarland said. Agajanian and her team from the college's fashion-show production class hosted two fund-raisers to make the fashion show a reality. The class also hoped to broaden the appeal of the show by inviting fashion students from area high schools to the event.

Highlights of the show included Araceli Arriola's dress,

which was awarded the "Best in Show" prize. The graduating student used some of nature's best elements in her piece. She wove palm fronds together to make the tight bodice of the dress. To detail the bodice, a line of red carnations was attached to the piece, giving it a bold splash of color.

For the "Designer Collection" category, Maria Muñoz won for her six-piece vinyl collection, which featured shorts, swimwear and pants.

Marci Frazier won for two categories: "Daywear" and "Menswear." Frazier's off-the-shoulder denim dress took the honors for "Daywear." Her father, Charles, modeled her three-piece suit, which took the "Menswear" prize.

Sandra Martinez took the honors for the "Fantasy" category with a yellow-and-black check dress with a black bow in the back.

—Andrew Asch

photos: John Eckmier

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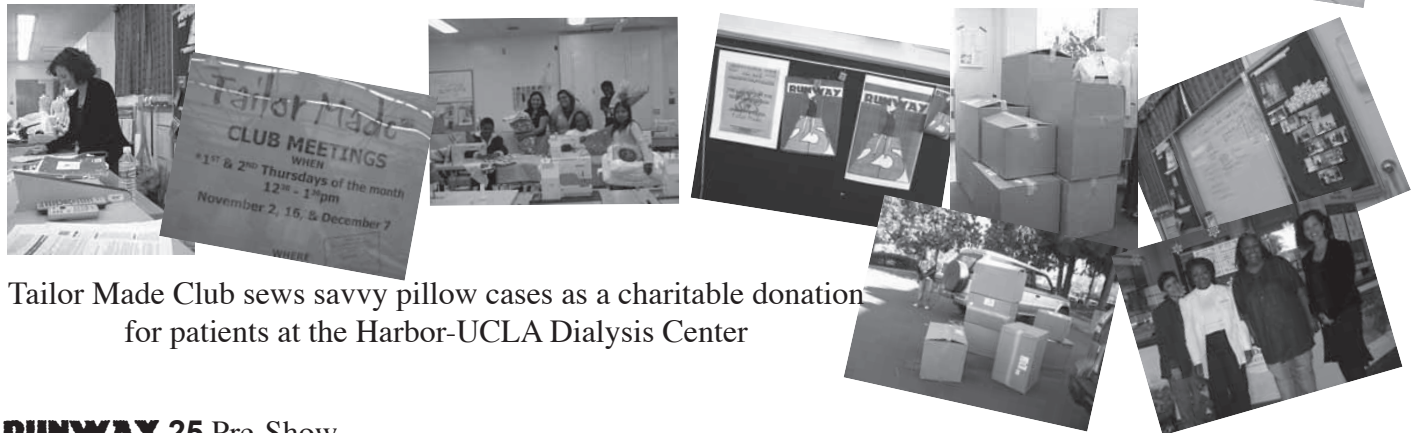
www.apparelnews.net

http://www.apparelnews.net/fashion_slideshows/single?fashion_slide-show_id=14



Fashion and Related Technologies 2007

High School Senior Day • April 9, 2007



Tailor Made Club sews savvy pillow cases as a charitable donation for patients at the Harbor-UCLA Dialysis Center

RUNWAY 25 Pre-Show

Fashion Show Production Class and the Tailor Made Club get together to sell empanadas as a fundraiser during the pre-show to get the word out about the Runway 25 Fashion Show on June 1, 2007.



Important Dates To Remember:

ECC All-Campus Wide Advisory Meeting: November 14, 2007

Fashion Symposium 2008: Saturday, April 19, 2008 • California Market Center • <http://www.cccfcs.com/FCS>

Learn Technical Design the 'Fashion Fundamental Way': Fashion Fundamentals Teaches Tech Design
<http://www.FashionFundamentals.com>

ECC 26th Annual Fashion Show, Celebrating 26 years!!!
SAVE THE DATE: Tentative Date Friday, May 30, 2008
<http://www.elcamino.edu/academics/indtech/fashion>

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Ms. Vera Bruce

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Ms. Valencia Rayford (310) 660-6407
vrayford@elcamino.edu

Tailor Made

Student Fashion Club
Meets every other Thursday of the Month
for Fall & Spring Semester
1:45p.m. - 2:45 p.m.

Technical Arts Building upper level,
Room TA 212

North Side of ECC Campus
(Date and time is subject to change)

All are Welcome. Come and Join!!!

for more info:

(310) 660-3346 fax (310) 660-3106
eccfashionshow@elcamino.edu

www.elcamino.edu/academics/indtech/fashion/tailormade.asp

CLUB GOAL FOR THIS YEAR!!!

This year is our 26th Annual Show! The club has a challenge to design the 26th annual show theme. All who are interested, please come and attend the meetings. If you have ideas, we are ready to listen. More information will be explained throughout the semester. **STAY TUNED!!!**

FASHION DEPARTMENT MISSION STATEMENT

The Fashion Department of El Camino College is embedded within the Industry & Technology Division. Our primary objective is student success. We strive to achieve the following goals:

- To exceed the educational needs of students entering the Fashion Department for a “first look around” or as declared fashion majors.
- To provide support through campus counseling and networking with industry professionals.
- To encourage teamwork and student awareness of the changing and fast-paced Fashion Industry through the campus club, “Tailor Made.”
- To graduate students ready for entry-level positions within the fashion industry job market.



The policy of the El Camino Community College District is to provide an educational and employment environment in which no person shall be unlawfully denied full and equal access to, the benefits of, or be unlawfully subjected to, discrimination on the basis of ethnic group identification, national origin, religion, age, sex, race, color, ancestry, sexual orientation, physical or mental disability, or retaliation in any program or activity that is administered by, funded directly by, or that receives any financial assistance from, the State Chancellor or Board of Governors of the California Community Colleges.