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Fashionably Speaking

ECC's Fashion Newsletter, October 2006

ECC 24TH ANNUAL SPRING FASHION SHOW

FASHION FULLY LOADED!

by Melanie McFarland

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24th Annual Fashion Show
In The Spotlight
Tailor Made

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On June 2, in front of a packed audience, the Fashion Show Production class presented its annual show. Opening fashion collections from students attending five area high schools and two children's sewing programs really got the crowd pumped up! Preparations began as early as February, when themes and logos were decided after heated classroom negotiations. Student teams designed promotional materials, coordinated merchandise, hired and trained models, and planned the stage set-up. Our in-house graphics expert, Joyce Joaquin, was kept quite busy, going from project to project.

For the third year in a row, class members voted to have a pre-show, to increase campus interest in the real show. 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 and games. We warmed up with a water balloon-tossing contest featuring student volunteers and our own swimsuit models! Stage manager Sophie Gill was full of spirit as the master of ceremonies. The Industry & Technology Refrigeration Department, headed by Vic Carfarca, loaned a snow cone machine and we were in business. By charging \$1 per cone, the show paid for itself! It happened to be a VERY hot Tuesday!

In order to drive home sales, \$50 was given for most ticket sales and \$50 for the most program advertisement sales. Ellen Collins, show director, was awarded the prize for selling the most tickets. She sold 40 tickets to the Women in In-



(Left to Right) Masako Sakai, Rica Walker, Araceli Arriola, Bianca Walker, Mica Mounts, Sophillia Gill, Kosala Rajaparkse, (bottom) Jannette Viera & Jeff Eda

dustry & Technology office. For the first year, our total ticket sales exceeded 500 – wow! Yasutomo Tomita won the \$50 prize for selling a record 17 ads!

Our multi-talented class members also won design awards: Ellen Collins for Best of Vintage, for her '50s style swing dress; and Rica Walker, for Best of Show for her stunning peacock evening gown! (See picture on page 6.)

The success of the annual show depends heavily on class teamwork. It sometimes takes months to develop a working relationship based on mutual respect. Handicapped by its large size, over 30 students initially, the committee chairs focused on bringing their teams together. A pizza and chicken & waffle lunch at mid semester seemed to cement the groups. But there's nothing like show day rehearsal to kick it into gear! Fashion Industry professionals joined us for a lunchtime meet-

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(Back) Yasutomo Tomita & Takae Tozawa, (Left to Right) Michelle Nunez, Melanie McFarland, Ellen Collins, Phuong Tran, Trecia Hopson, (bottom) Jessica Smith & Eun Hye Park (not pictured, Natasha Buitrago)



**Joyce Roscel Joaquin, Teacher's Assistant:
What have I been doing lately?**

Well, from the last article that I wrote, which was the very first newsletter in 2004, I have been hanging in there and doing what I CAN! I am still designing and revamping the new ECC Fashion Web Site. However, I do volunteer work at my dialysis unit in Torrance, I am now a DaVita Greeter.

As a volunteer and knowing my background as a designer, I was asked to design the Wall of Fame for our unit, this would be a state-wide contest. The Harbor-UCLA DaVita Rockin' Wall of Fame consisted of over 148 dialysis patients, ten administrators, four shining star caregivers, twelve registered nurses, seventeen patient care technicians, two reuse techs, one biomed tech, and eleven doctors.



Joyce Joaquin works diligently on Wall of Fame

A handful? Yes it was, but boy the experience was radical! The day I was asked to design the Wall of Fame, I went home with a lot of thought into it. I had to make up a theme first. Our last theme was a ship with everyone's picture, name and info. Our unit had just finished celebrating our fifties themed "DaVita Day". So my thought was to have a large Jukebox and actual



Record Profile

records (see picture) of our profiles: name on top; picture in the middle; the year of DaVita employee or patient on the left; occupation (AA/RD/RN/PCT/Reuse/Biomed) or day of dialysis (MWF/TTS/PD) on the right; favorite song/album/artist, birth date and birthplace

on the bottom. I designed an actual record on my laptop, I was so excited! On my next dialysis day, I showed it to Joanne, our renal dietitian, and to Pat for approval. I then designed the profile form for our patients and employees to fill out. Within the next couple of weeks, we got our supplies to start working on the wall, a large wall, actual size is 120" x 80." Taller than me! If you

see the wall, I have the doctors on top, employees in the middle, followed by PD patients, MWF patients and then TTS patients. The unit's first patient is directly in the middle. Shining Stars and caregivers are on the side of the doctors for importance. I have the patients in order from inward to outward by year of first dialysis.

A lot of work went into creating the Wall of Fame, it's just like putting on a fashion show. Teamwork and organization was the most important, to make sure that we had all the profiles on a database, pictures to print out and any amount of help possible. This project is very important to me because Harbor UCLA DaVita Dialysis is my second family. To me, the employees and patients treat you in a caring way, especially health-wise. Some lend a helping hand, some an ear to listen, and some a heart just to "BE."

The day that the Wall of Fame was put up, the Dialysis Center had a celebration! The Regional Administrators visited, we had apple cider and everything, it was an experience I will never forget!

The reason that I am telling you about this project is that EVERYTHING IS POSSIBLE! Be positive and try your best all the time, it is worth the outcome! We won the Regional District Contest 1st place! So now, the Harbor-UCLA DaVita Rockin' Wall of Fame is hanging in our lobby where all the patients, family members, doctors, nurses, and visitors can see it.



Harbor-UCLA DaVita Staff Members

If you are interested in becoming a volunteer or would like more information about dialysis log onto the DaVita Website at <http://www.davita.com>.



Joyce Joaquin the Designer of the Harbor-UCLA DaVita Rockin' Wall of Fame

This article has been printed with the approval of DaVita, Inc. 2006.



IN THE SPOTLIGHT:

Vera Bruce, Adjunct Fashion Faculty

by **Melanie McFarland**

It has been eight years since Ms. Vera L. Bruce joined the ECC Fashion Department, as an instructor of Computer Pattern Making (PAD), Clothing Construction, and Cooperative Career Education. Ms. Bruce, who lives in the South Bay, also teaches Career Opportunities in Fashion, an overview of Fashion Job structures. In addition to El Camino College, Ms. Bruce has been an adjunct faculty member at the following fashion colleges: Pasadena City College, FIDM, Otis, L.A. Trade Tech, Brooks, and Cal Poly, Pomona. She has also served as an Acting Department Chair in Fashion Design for American InterContinental University. Here is the story of how she got started in an on-going educational career.

At an early age, when most of us are still playing with toys, Ms. Bruce got herself a “toy” sewing machine. Her first “designs” were little purses that she made and sold in elementary school. The fabric came from old garments. By the time she was in Middle School, she received her first “real” machine. Instead of buying her back-to-school clothes with the money her mother gave her, she says she would spend the money on fabric to make her own. Her mom was very inspirational and supportive. She often emphasized, “You can do anything you want to do.” Ms. Bruce was the first in her family to go to college! She chose Pepperdine University, where she received her Bachelor’s Degree in Family and Consumer Sciences. Her original desire was to become a Head-Start teacher. Her first job in the apparel industry was as a specification writer at a sportswear company. She was so fascinated by what she saw going on in the different departments, that she decided to enroll in Trade Tech (a nearby community college) in the evenings to learn how to make patterns and sketch. Ms. Bruce really knows what it’s like to be a student. If that wasn’t enough, she also attended Cal State Long Beach in the evenings and received her Master’s Degree in Fashion Design and Merchandising. She loved school and felt it was not difficult to complete what she had started. In fact, she is still in college, working on her Doctorate of Education.

What gives her the teaching edge is the many years spent in the garment industry. Early in her career, she

worked four days a week in the industry, and taught college-level fashion design courses on Fridays. Ms. Bruce has over 20 years experience as a pattern maker, designer, spec writer, and testing lab technician. Ms. Bruce says, “My students are what I like most about teaching. I love seeing the ‘light come on’ for them. Seeing their growth and confidence in their abilities is a reward for me.” But, like most excellent educators, “Those students who waste the wonderful opportunity to learn new things and improve themselves,” frustrate her.

Often asked to speak about fashion, textile and technology issues, Ms. Bruce has traveled across the country as a member of a prestigious apparel and textile association as well as conducting workshops locally. She has written a training manual, Introduction to Computer Patternmaking, and presented workshops on The Importance of Specifications, and “College Students Who Purchase Used Clothing: An Exploratory Study.”

If she wasn’t in the fashion field, Ms. Bruce says she would be in the natural health field, helping people look at natural ways of maintaining their health including knowledge about how their body works, using supplements, exercising, and being spiritual. In fact, she believes this so much, that she assists with a nutritional firm on weekends, because she believes in the philosophies of good health and exercise.

Did you know Vera Bruce has her own jewelry line named after her? Veri-Vera, a collection of necklaces and bracelets is self-designed and made from natural gemstone. She started this as a way to give unique gifts to her close friends. Nature’s stones provide a beautiful way for her to enjoy the creativity of the jewelry design process.

Vera Lang Bruce is an amazing, multi-faceted educator, student, designer, artist, and health advocate. She never stops learning or exploring. Take the time to get to know her, and you will be surprised and renewed by her enthusiasm, her positive thinking and her spiritual way of life. Her advice to students is, “The fashion business has many opportunities. Enjoy the pursuit. Most of our limitations are self-limitations...students need to be open to explore many aspects of fashion. Take as many classes as you can, ask questions all the time, and make sure that you prepare yourself to meet future opportunities.”

PASSION FOR FASHION

Students model their work in the show, “Fashion Fully Loaded.”
Marlene Vigil, Associate Features Editor

Walking around campus, flashy posters catch your eyes.

The elaborate red, black and white graphics draw you in.

As you approach the signs, two women are shadowed in black with white outlines.

It’s not the typical flier seen on campus, informing students to apply for scholarships, but it’s much more appealing.

You can’t help but wonder what it is, so you take a closer look.

It’s that time of the year again.

The fashion production class’s annual fashion show, sponsored by Tailor Made, is fast approaching.

Only weeks before its spotlight appearance on Friday, June 2 at 7:30 p.m. in Marsee Auditorium, the 24th annual fashion show, “Fashion Fully Loaded,” is undergoing its final touches.



Fashion design major and designer for the student fashion show, “Fashion Fully Loaded,” Emily Deguevara prepares to design a pair of pants.

From creating a theme for the show to training the models to designing the stage, the fashion production class was responsible for every last detail of the show.

“This helps students because they learn how to

survive. When people call, I recommend the students involved with the show because they know how to be motiva-

“
**It’s a lot of work,
 but it’s fun.**
 ”

— **Bianca Walker**

Member of the modeling committee



Apparel design major Amy Agajanian has been sewing since third grade and says, “It’s what I’ve always known I’ve wanted to do.” Her work will be showcased in the fashion show.

ted and get the job done,” McFarland said.

This year’s show will feature designs by pattern-making, draping, fitting and alterations classes.

The students in the classes were responsible for designing garments for the models to showcase on the stage.

In previous shows, Tammy Minion, fashion student, usually created two garments for the show, but this year her collection will feature four coordinating outfits. The outfits will represent the elements of earth, water, fire and air.

“The collections are supposed to have a theme that binds the pieces, like fabrics or lines,” Minion said.

“It’s a lot of work, but it’s fun,” she said.

The cosmetology class is responsible for makeup and hair designs.

They will work with the models between rehearsals and the show to do touchups.

“Our main focus is to involve the community. We want people to know that fashion is here at EC. It’s a viable business; and for some who may be wondering what to do with their futures, the fashion show might get them interested,” McFarland said.



El Camino Students Reveal Finer Points of Fashion

Who: Fashion & Related Technologies Department of El Camino College

What: "Fashion Fully Loaded" runway show

When: June 2, 2006

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



The Scene: Call Rica Walker a student of theory. She preferred to keep her fashion designs on her sketchpad, not build them for the runway. But when the 18-year-old aspiring fashion designer finally put her theory into practice, she went straight to the top. She landed the Best of Show award at the 24th annual spring fashion event at the college. It was her first fashion show.

Walker's prize-winning fashion was a dress she called the Peacock. The green-and-gold piece made no bones about its inspiration—a large peacock feather draped sash-like from its bandeau top to the waist of the skirt.

Walker gave her creation an



Designer Araceli Arriola

even more exotic feel when she modeled the "Peacock" wearing a teal-colored shawl. But the shawl was not there for mere adornment. During her moment on stage, Walker let the shawl drop, and her piece changed. The shoulder covering turned into a long train for the skirt.

Although the Best of Show award was a highlight, Fashion Fully Loaded was very much a



Designer Carla Lopez



Designer Megan Dokken



Designer Rosalba Coronel

team effort. El Camino students raised \$8,000 to produce the event, and 30 aspiring designers showed their latest creations. The show categories included swimwear, of-ficewear, streetwear and formal. A wedding dress designed by fashion student Araceli Arriola, who was last year's Best of Show winner, received heavy applause from the audience.



Designer Araceli Arriola



Model & Designer Rica Walker Best of Show for her "Peacock Dress" design

—Andrew Asch
 photos: VOLKER CORELL
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INDUSTRY EXPERTS VISIT ECC

by Melanie McFarland

During the spring semester, 2006, Michael Maddox and Erin Fox brought their fashion industry expertise to ECC.

First, Michael Maddox, dropped in on March 20. He is the founder and president of Michael Maddox Workshops. He is a much sought-after director and producer of major fashion shows for such clients as iPop, Donna Karan, and YMI Jeans. Most notably, he has developed “the walk” that most runway models use! Visiting the Fashion Show Production class, he wowed them with tales of the industry, professional DVD clips and freelance opportunities. As a graduate of ECC fashion classes, Michael offered REAL, practical tips for the show, such as, keep the show short, elect a leader, and have character. Michael lives his motto, “It’s nice to be important, but it’s important to be nice!”

Erin Fox, talent manager for 24/Seven, an agency specializing in fashion placement, came to address the Beginning & Advanced Draping classes on May 16th. Located in Santa Monica, San Francisco, and New York, the agency supports temporary and permanent job placements in the fashion industry, as well as networking opportunities. Check out their new publication, “How to Get a Job in Fashion, an Entry Level Guidebook.” Erin, who lives locally, understands fashion-talk, because she is a graduate with a fashion



Erin Fox from 24/ Seven, guest speaker, during Melanie McFarland’s (instructor) Beginning & Advanced Draping class. (left to right) Marci Frazier, Megan Dokken, Lin-Lin Wu, Cindy Colon, Carla Lopez, Arriceli Arriola, Jacqueline Stewart, Erin Fox, Amy Agajanian, Melanie McFarland, Kristen Burgeno, Emily Deguevara, Tammy Minion.

degree, required of her business. She loves to help recent grads, and gives them very practical advice, such as how to develop necessary skills, the best way to get internships, and how to get a leg up on the competition. Erin told us to, “Keep your options open. Be flexible because the competition is fierce! If you are flexible, it’s easier to get a job.”

For more information, contact:
www.michaelmaddoxworkshops.com
www.24seventalent.com

Important Dates To Remember:

ECC All-Campus Wide Advisory Meeting:
 November 2006

Fashion Symposium 2007:
 SAVE THE DATE: Saturday, March 17th
<http://www.cccfcs.com/FCS>

Learn Technical Design the ‘Fashion Fundamental Way’

Fashion Fundamentals Teaches Tech Design
<http://www.FashionFundamentals.com>

ECC 25th Annual Fashion Show, Celebrating 25 years!!!:

SAVE THE DATE:
 Tentative Date: Friday, June 1, 2007
<http://www.elcamino.edu/academics/indtech/fashion>

Fashionably Speaking

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FASHION WEBSITE

www.elcamino.edu/academics/indtech/fashion

Tailor Made

Student Fashion Club

Meets 1st & 3rd Thursdays of the Month
12:30p.m. - 1:30 p.m.

Technical Arts Building upper level,
Room TA 212

North Side of ECC Campus

Tentative Meeting Dates:

September 5 & 19; October 5 & 19;

November 2 & 16; December 7

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

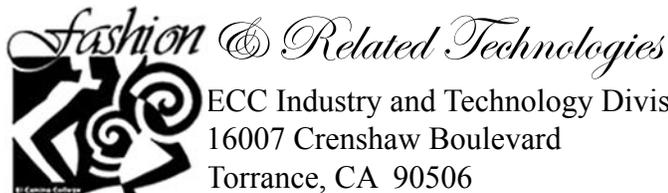
CLUB GOAL FOR THIS YEAR!!!

This year is our 25th Annual Show! The club has a challenge to design the 25th annual show theme. All who are interested, please come and attend the meetings. If you have ideas, we are welcome 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:

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



ECC Industry and Technology Division

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The El Camino College District is committed to providing equal employment and educational opportunities for all individuals, regardless of race, color, ancestry, religion, gender, national origin, marital status, sexual orientation, physical disability, age, and Vietnam-era status.