



Fashionably Speaking

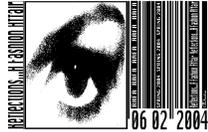
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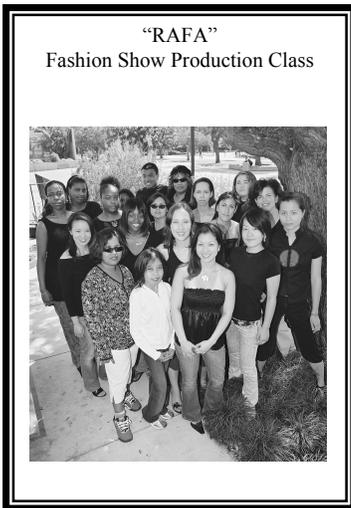
ECC’s Premiere Fashion Newsletter, October 2004

22nd Annual Fashion Show

On Wednesday, June 2nd, 2004, the Fashion Show Production Class held it’s 22nd Annual Spring Fashion Show: *R-A-F-A: Reflections ... a Fashion Affair*, in the Marsee Auditorium, on the El Camino College campus. Eighteen students put on the show, for the first time ever, in the 2000-seat Marsee Auditorium. Student teams, representing the following committees, planned and executed the entire show: *promotions, staging, commentary, merchandise and models!* Live cable coverage was provided by Mark Doddy of *Torrance Cable*. Andrew Asch of *California Apparel News* provided industry trade coverage.

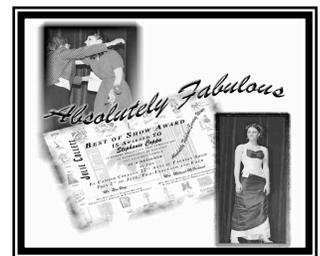
Every student in charge of a committee gave a 2-minute qualifying speech and was elected to their position. All students participated in creating sample media kits and stage plans. The modeling committee conducted a model search, held model-training classes on campus and planned the choreography. The promotions committee got the word out on campus and to the community by creating posters, flyers and distributing the media kit. The merchandise committee worked with BC Footwear/ Seychelles to coordinate the loan of shoes for the show. The commentary committee interviewed the president of El Camino College, Dr Tom Fallo and the dean of Industry & Technology (our Fashion Division home), Ron Way, and to provide them with background information. The staging committees worked with the Marsee staff to ensure the stage sets were built and lighting needs were met.

Students sold ads and tickets, and encouraged donations from professionals such as Cold Stone Creamery, Torrance. Thanks to Kat Morera for securing DJ Jesse Brooks, who provided live music for our show (and didn’t miss a beat!). Nordstrom, Redondo Beach donated our VIP favor bags, and additional goodies were donated from Xin, on Melrose and BC Shoes. More than 40 student designers, and over 35 student models participated with more than 133 garments appearing on the stage runway. Categories selected in advance were Heatwave (Beachwear), Absolutely Fabulous (Evening wear), 9 to 5 (Business wear), Denim Daze (Denim and Daywear), Unity (International apparel), and Details (Accessories). Awards of \$100 Scholarships were given to the best of each category, voted by Fashion Industry professionals who were present at the show. The following students received awards in the noted categories: Alicia Cossini for Unity, Risa Kambe for Working It, Sandra Ullen for Heatwave, Tonya Freeman, Irma Ruiz-Venegas. Cynthia Gaston for Details, Orika Ichikawa for Denim Daze, Monica Crisantos for 9 to 5, & Ozzie Jacobs for Absolutely Fabulous, and *Best-of-Show* award, was given to Stephanie Coppa. In memory of Julie Collette, Mary Beth Sales generously donated a new fitting mannequin from Veccharelli Bros. **Mark your calendar for Friday, June 3rd, 2005, for next year’s show!**



Here’s what some students had to say about the class: “The fashion show itself was great experience for us to prepare for the real world. We created our own brand called "Orisa". It was named after our names combined "ORI(ka)+RISA" The purpose of doing this work was to introduce our Japanese culture. But we also wanted to blend our originality. We both got the awards at the fashion show in the country where it is not our hometown. And it was an honor to get these awards and we deeply felt that we accomplished our job to express and introduce our culture. Taking this place, we would like to tell all the international students that there is always a chance around you.”

Risa Kambe, Orika Ichikawa



Best of Show Award to Stephanie Coppa.
Model: Breanna Bateman



ECC Fashion Program & Recent Changes

El Camino College, Industry & Technology Division, Fashion Department has seen enrollment grow 10% in the last year. The fashion industry is **BIG** business in Southern California, second only to aerospace in number of employees. Nationally in 2002, there were 1.1 million jobs in the apparel industry. At the close of 2003, gross domestic apparel & shoe product was over \$100 billion. The average hourly wage of garment industry workers was \$16.33*. Understanding that many job functions are being transferred to overseas production, the apparel industry in the United States, and significantly, California, is still very viable. *“Still, improvements in productivity will allow many of the pre-sewing functions of design, patternmaking, marking, and cutting to continue be done domestically, and employment of workers who perform these functions will not be as adversely affected.”* –Bureau of Labor Statistics/ Occupational Outlook, 2004-2005. At El Camino, we offer many options for the student interested in a fashion degree. Three paths evolve from the base syllabus: Associate in Science Degree, Certificate of Competence (grade average of B or better), and Certificate of Completion (grade average of C or better.) The AS degree requires traditional lower division courses in English, History, Math, Arts, and others, as well as the fashion courses. The certificates require only the fashion program classes, allowing for faster entry into the apparel industry. In the spring of 2004, Chris Wisdom received signatures from the state governing board to include certificates in the areas of Computer Patternmaking Technician, Costume Technician, and Fashion Stylist. For more information about El Camino’s Fashion Department, log onto our website at www.elcamino.edu/fashion, or phone 310.660.3346. Local high schools are offered tours during the spring semester, however, you may arrange special visits by appointment.

In addition to our new Certificates, our offices and classrooms have relocated to our parent building, Technical Arts, the 2-story structure located parallel to Manhattan Beach Boulevard, and directly north of the Bookstore/ Cafeteria. We are looking forward to the fall semester at this great location (more room) and expanding the partnership with our technology partners. We will have greater access to the Mac lab and room for our expanding CAD area, featuring **Gerber**, as well as **PAD** products.

**Attention Students!!! Designing Minds Fashion Club will be changing its title to
“Tailor Made”**

FASHION WEBSITE and it’s designer, Joyce Roscel Joaquin

Yes it’s me, also known as Mrs. Wisdom’s Teacher’s Assistant. The little girl who you see walking around the classroom or office that you think is young but really can trick you. I am also a former student of Mrs. Wisdom and a former classmate to Mrs. McFarland. I have known them both for about 10 years now. Despite my disability, Mrs. Wisdom hired me right after I graduated, in 1999. During that time Mrs. Wisdom realized we needed to reach out to the faculty, students and especially the industry. El Camino College has a Fashion Program and it’s worth the time and effort.

Mrs. Wisdom then decided to start our very own Website. She purchased the software for me to learn. I read over the textbooks and tried to build a site on my own. Having the design skills that I learned through taking fashion classes, I was able to build a robust Fashion Website. Although, being a novice at designing websites, I felt that I needed to learn more than I had already known.

Would it be bad to say, “God Answers Prayers!” For me I Do Believe! I believe that He does...I prayed that I can go back to school and learn more on designing Web Sites. Although, having a disability, going to work and going to school is much too hard on me. I did pray about my situation, and boy did I pray about other things too (parking, good health, etc.)! Thanking the Lord God, the Fashion Production Class had given me a wonderful gift. They decided to pay for my **online classes** with Macromedia University to pursue my Certificate in Web Site Development. So right now...I am concurrently taking courses at my own pace at home, and having fun learning new things! Thanks again to RAFA class! You can log on to the Fashion Website at www.elcamino.edu/fashion —have fun! One more very important subject I must include is that the Fashion-Related Technology Department has moved to the Industry & Technology Building. Yes, closer and easier for me to park near our building and elevator access too.

Thanks again to the Industry and Technology Division! Without you all I wouldn’t be here!



IN THE SPOTLIGHT: Robert Blackshear, Adjunct Fashion Faculty

The latest addition to our cadre of excellent Fashion instructors is Robert Blackshear. He is teaching Computer Aided Pattern Design featuring the Gerber software in the division’s beautiful CAD lab. Robert is a graduate of The Fashion Institute of Design and Merchandising, and also teaches at their Orange County location. He got his start in teaching while operating his own business, **Blackshear Grading and Marker Service**. In business for over 20 years, his firm provided a much-needed function for over 130 garment manufacturers. He was able to offer them full-service pattern sizing and the ability to control cutting and waste. This outsourcing helped many L.A. Based manufacturers remain competitive. Robert credits his early business success by offering computer services when most industry executives thought CAD systems were intimidating. He hired, trained and supervised more than 20 employees. When the larger manufacturers began to buy their own equipment, the business of servicing small companies proved time consuming and costly. Then, in the first years of the 21st century, global competition and changes in the apparel business lead to more specifications, patterns and marker work moving to Asia. Robert decided to shutter his business, not a decision he took lightly, considering his growing employee base.

Mr. Blackshear has taught for 3 years. He stumbled upon this teaching opportunity accidentally, while visiting his former fashion instructor. They discussed the possibility of him teaching one day in the far-off future. Then two weeks later, he got the call that changed his career. He has been teaching ever since. Perhaps his greatest asset in teaching is his enormous sense of humor. When the students experience tricky computer glitches, his response sometimes is, “maybe the computer doesn’t like you!” This certainly eases the tension in the room. When faced with inevitable struggles, he reminds himself, “Teaching is not about me, it’s about the students.” Mr. Blackshear created a new syllabus for the Gerber class, with emphasis on basic patterns, then focusing on digitizing, marker making, and the use of the silhouette pen for tracing garments directly to the computer! With Robert Blackshear keeping his class motivated and excited, it’s certain the fashion industry will have many prepared graduates.

Please join us in welcoming ECC’s newest Fashion Faculty Member

Check the next edition for more information about other ECC Fashion faculty members!

CONGRATULATIONS!!!

CONGRATULATIONS and best wishes to Lynn Strobel Fashion Faculty Member who has accepted the position of Senior Designer at Armor Holdings, Inc. She is currently working on a new bulletproof vest for policewomen! Lynn promises to host ECC students for field trips. Both students and faculty miss her! You can check out the technology at <http://www.armorholdings.com/home/>

ECC RECENT GRADUATES OF THE FASHION PROGRAM



(left to right) President Fallo, Angie Ahmed, Nancy Kwon & Hani Ahmed—2004 graduates — Mrs. Chris Moràn-Wisdom, Fashion Advisor)

WHY MAJOR IN FASHION?

Fashion is such a large market in the greater LA/ South Bay area that serves El Camino College’s district. With close proximity to Hollywood and the entertainment industry and a relaxed lifestyle the world envies, it’s natural that we produce and consume so much fashion. Los Angeles also plays host to the world’s largest trade market for apparel – recently renamed The California Market Center, or CMC. Apparel in Los Angeles contributes nearly one-fourth of the nation’s gross product, or approximately \$24.3 billion. According to the latest studies, apparel-wholesaling jobs in the L.A. area will top out at about 19,700 by the end of the year. Even supply industries, such as textiles, which also have a strong South Bay tie-in, employ 15,000, contributing one billion in sales each year. If we add in all related industries, such as fashion designers, manufacturers of garments and home furnishings, and suppliers to the trade, total employed increases ten times, growing to over \$60 billion in retail sales per year! “*Los Angeles County employs more designers than any other major market outside New York. The Employment Development Department’s Labor Market Information Division estimates that the number of designers will jump from 22,800 in 1998 to 31,100 in 2008.*” –The Daily Breeze, Doretta Zemp, June 13, 2004

Fashionably Speaking

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“Words of Wisdom”

Advice from Chris M. Wisdom, Fashion Department Chairperson

“Why should I pick the El Camino Fashion Program over *Brooks College, FIDM or other colleges?*” What separates our Fashion & Related Technology Program from most is the amount of attention every student is given during and after class. Career counseling, which is readily available and updated website www.elcamino.edu/fashion, that encourages individuals to create goals for themselves, and the tools to achieve them at their own pace. All faculty have numerous years of experience in their respective field, teaching through a well-balanced curriculum that emphasizes sound, fundamental technique. The program prepares students for employment in the fields of design, retail and costume as well as career advancement opportunities for currently employed personnel. Class size and an accessible staff promote a personable professional learning environment. In addition, obtaining an internship through the department offers direct exposure to a wide range of businesses in the apparel industry.

Donations Accepted

The Fashion Department remains a successful part of the El Camino College career program in part due to fantastic input from our apparel industry friends. Many professionals volunteer to speak to our classes about their careers, or agree to host field trips for the students. Others take the time to call or e-mail us with the latest concerns of the industry. We really appreciate all you do. Now, for the first time, we are boldly asking for donations. We know the success of our programs depends on your interest. Our priority is to graduate viable students for entry-level positions. Later, we want these same students to reach out to new students, by providing insight into a complex, fast-paced industry. Here’s what we could use, but the sky’s the limit. Nothing will be turned down.

- **Merchandise** donations for the fashion show (clothing, gift certificates, restaurant vouchers, vacation giveaways, trinkets, etc.)
- **Cash:** no amount is too small – we can use this to fund scholarships and help with show expenses. Tax-deductible donations may also be made to El Camino College Foundation, with specific notation for the Fashion Program. Please contact Katie Gleason, Director, at 310-660-6040 or kgleason@elcamino.edu.
- **Fabric:** for student use in projects, or for instructors to use in demos (fabric store gift certificates are appreciated.)
- **Time:** we love it when you to visit the students and share your expertise! Or host students in “shadow” situations where they can get a true idea of fashion jobs.

Please do not hesitate to contact us with your donations, no matter how crazy. Last year, we received a number of beautiful shoes, which we sold to help fund our show. Phone 310.660.3346/ 3601, or e-mail at cwisdom@elcamino.edu.



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