

BERKELEY

FASHION

**BEAUTY ON A
BUDGET**

FASHIONSCOPE

**ISABEL MARANT
FOR H&M**

**NOLAN
BELLAVANCE**

**CHILDREN'S
FASHION**



SEPTEMBER 2013

Letter from the Editor

Can you believe it's fall already? As the seasons change, make sure you are keeping up with the latest trends. This issue is filled with all the great styles for the season, tips, information on designers, and of course the latest current events. In addition, this issue features a new section all about beauty! So read all about what is in for fall and keep an eye out for the next issue. You can also check <http://bcfashionclub.weebly.com> to see the latest fashion magazine and fashion club information and updates for all Berkeley campuses.



Julie Vinolas
Editor-in-Chief



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D-I-Y ON SCARVES!

ALYSSA PARISI

Here's a riddle - what do a belt and a headband have in common? They can both be made from scarves! Who knew a scarf could be so versatile?!

This fall all you need is one accessory - a scarf! Believe it or not, a scarf could be your perfect go-to piece for autumn.



Handbag Scarf

This is one of my personal favorite tricks to do. Tie a scarf onto your favorite bag into a chunky bow for a little bit of spice when you don't have the time or effort to dress up this upcoming school year.

Bracelet Scarf

Bored with the same old Michael Kors watch? Replace it with a small scarf and wrap around your wrist once or twice and wear as a bracelet. This look is cute, spunky, and on-trend for fall 2013!



Scarf Belt

Back to school means being innovative and creative so try something new and try out a scarf as a belt! Tie a cute printed scarf into a bow at the center of your outfit to stand out this semester!

Infinity Scarf

Don't feel like spending a lot of time on hair and makeup in the morning? Pull your hair back and let your scarf do the talking! Try a bold print on top of a white tee to put the focus elsewhere.



CHILDREN'S FASHION

ROSETTA ARMSTEAD

Excitement is in the air for all fashionable parents as children's fashion evolves. Mini peplum blouses for girl's and distressed denim are amongst some of the trendy items mimicked for kids fashion this year. As fashion for tots emulates some of our favorite adult fashions, fashion for kids is better than ever. Fashion forward moms and dads are able to embrace the hottest trends each season and introduce style to their beloved toddlers.

Zara has a wide variety of peplum blouses for both adults and children.



J Crew and Zara have an amazing variety of distressed denim for both adults and children.



HANDBAGS

JENNIFER RODES

When it comes to style in its entirety, the general public tends to look at celebrities for inspiration. Whether that inspiration is for 'look for less' purposes or not, celebrities, along with our beloved designers, inspire our society. Entertainment as a whole depicts our fashion choices especially in this particular case, with our handbag choices.

The question stands, what handbags are celebrities choosing to wear this summer? Alyson Hannigan from the always hilarious, "How I Met Your Mother", was spotted sporting the always classic Chloe 'Lucy Bag' in beige. This simple shoulder bag with chain detail makes for the perfect accessory. While Gwen Stefani was seen in London carrying the recently very famous Viktor & Rolf 'Bombette Bag', which has also been seen on Miranda Kerr and Carey Mulligan.



Viktor & Rolf 'Bombette Bag'



3.1 Phillip Lim Camouflage 31
Hour Bag

Thinking of what your next handbag should be? Camouflage and olive green in particular are making their way into accessories, specifically handbags. Huge designers such as Valentino, Phillip Lim and lower end retailers such as Love Culture and Forever 21 are producing army fatigue galore. So keep in mind, camouflage is no longer blending in.

JEWELRY TRENDS FOR FALL 2013

CHRISTINE BROOKS

Whether you wear a basic tee or a gorgeous silk blouse, jewelry can definitely transform an outfit. I have an extensive accessory collection myself and I'm still building. From researching all across the board from the luxury designers, to the more affordable and moderate ones, it seems to be all about making a statement! Statement necklaces, earrings and bracelets are the common denominator no matter the brand. Some of my favorite sites that I frequently visit have great pieces at affordable prices. From Bauble Bar (www.BaubleBar.com) to Stella Dot (www.StellaDot.com) to C Wonder! (www.CWonder.com) Elle accessories even has a list the magazine composed of the "26 Statement Making Necklaces."

(<http://www.elle.com/accessories/trends/>)

One trend that is also popular that has transitioned to all seasons is layering and stacking your jewelry. Wearing multiple rings, bracelets and even necklaces screams style! So break out the bangles and build up your "arm party" by stacking cool combos, or layer-up a bunch of chains to represent fantastic Fall Style.

1.



2.



3.



1. Neon Alaqua Bib: \$36 BaubleBar.com
2. Rectangle Bling Bracelet: \$58 C Wonder.com
3. Seychilles Earrings: \$44 StellaDot.com

FASHION BLOGGER MARIA DE LA CRUZ

ZITA QUEZADA



This fashion maven grew up in Panama but currently resides in sunny California. She is the owner of the blog and online store Haute & Rebellious. As a graduate from the Fashion Institute of Design and Merchandise aka FIDM, Maria loves finding online stores that are truly unique because she is all about wearing outfits that really stand out. Maria De La Cruz's taste and style is quite similar to mine.

She rules at mixing colors and prints and she is also amazing at accessorizing, which is what I am all about. Her style is influenced by her emotions so when she is in a happy state; her creativeness is better. Maria De La Cruz is a shoe addict and has a shoe collection that is to die for. She is also an EDM (electro dance music) lover and listens to Kaskade and Avicii while she's at work on her blog and online store.

She describes her style as distinctive, feminine, and rebellious, which is where the name Haute & Rebellious came from. Haute is her glamorous side, and she is rebellious because she is not afraid to think outside the box. I look forward to see what she brings to the table this fall season.

Remember to check out:

[WWW.HAUTEANDREBELLIOUS.COM!](http://WWW.HAUTEANDREBELLIOUS.COM)

Be Haute, Be Rebellious

Maria De La Cruz

HAUTE & REBELLIOUS

GET TO KNOW MATTHEW WILLIAMSON

SHAUNA FARRELL



Matthew Williamson opened his Fashion house in 1997 and became UK's most sought after designer after his Electric Angels show featuring Kate Moss, Jade Jagger, and Helena Christensen. In 2005, he became the creative director for Pucci. His shows are always Fashion Week favorites.

Fall 2013 promises to be one of Williamson's best seasons but this is one of his riskiest fall collections. It is full of geometric shapes, wild patterns, and bright colors as well as the traditional fall colors. His clothes range from tight, tailored fits to loose, boxy fits. He wants to break away from traditional fall cuts and breathe life into a whole new fall wardrobe full of new colors, cuts, and prints. He takes the summer yellow and transform it into a fall color. He breaks all the fall tailored rules by adding shift pieces, boxy cuts, and full skirts, a look borrowed from the summer.

Matthew Williamson is the visionary behind fall's hottest trends. This fall promises fashionistas new cuts, colors, and style. Matthew Williamson will soon be a name that no one will forget.



GET TO KNOW NOLAN BELLAUVANCE

ILEANA RAMOS



In this article I am more than pleased to introduce you a fabulous recent graduate student from Parsons New School of Design. Nolan Bellavance is 27-years-old, from Montreal, Canada. He transferred to Parsons from LaSalle College from his native Canada. Since he moved here he has been a superstar in his class.

He has won several awards while being in Parsons such as: Designer of the Year nominee at Parsons for Senior thesis collection, CFDA Student Award in 2011, GAP Inc. Award and Scholarship. In addition, Nolan achieved a paid internship in 2011 was Invited by SAGA Furs to workshop and training course in Denmark, Senior thesis collection co-sponsored by SAGA Furs and Hong Kong Fur Federation, Parsons representative at SAGA Furs trade show and

gala in Hong Kong in 2012.

His designs scream Fashion Week and his dream was that exactly. He is however, already on his way to being incorporated into the Council of Fashion Designers of America and he is not so far away from making his dream come true. He has just created a collection in collaboration with his best friend, Ava Hama, who he met in the transfer student orientation and now they have a line called Bellavance.

The collection, with items retailing from \$200-\$1,000, is exclusive to Opening Ceremony in New York City and Los Angeles. “When it comes to wearable basics, this fresh-out-of-school duo has studied up” says Veronique Hyland from Elle magazine.



NATURAL HAIR IN FASHION

BROOKE WRIGHT



Fashion runway and magazines have always had a big impact on the way everyday women decide to present themselves. Every woman is inspired by, wants to emulate, or simply look like the models and celebrities we have put in our face every day, and some go through great lengths to achieve these looks. When it comes to woman of color we have been given the impression that our natural, kinky, curly, coarse, and what other people call “nappy” hair, just isn’t good enough. The way to be recognized as beautiful is having the long, straight, blow-in-the-wind hair that not only the fashion industry, but every organization that markets a product shows what

women should look like. Well, no longer do woman of color have to be ashamed of their kinky, curly coifs.

Black models and entertainers are standing up for their hair! Nobody really understands how the damaging chemicals and products to transform black hair to straight has on women of color. Tyra Banks, who is a veteran model, admitted to the damage years of modeling had done to her hair on *The Tyra Banks Show* in 2010. Therefore, she went completely natural and saw the difference and health of her hair.

Celebrity women of color like Solange Knowles, Noemie Lenior, Alek Wek, Erykah Badu, Viola Davis, Janelle Monae and Esperanza Spalding have all made a stand showing off their beautiful natural hair. In 2012 the natural hair trend hit the runways in a major way, causing a wave in magazines like *Vogue Italia* and for women in the streets to follow. Seeing the regal beauty of their own natural self continues to spread worldwide.



BEAUTY WITH AN EDGE OF DECAY: FALL 2013 MAKEUP LOOK

SYLVIA MALDONADO



Let's smoke it up a bit this fall with dazzling cat-eyes that would enhance a fierce look! I've always been a big fan of the "Smokey eye" look. I think it enhances the face texture and gives you a strong powerful look. The "I am fierce" look if you will. This look is very elegant, seductive and dramatic that is seen in models on runway shows.



This look has been around for many centuries and is a trend that comes and goes with fashion. This trend has been going on since the 1950s up to the late 1960s. The look has been seen on many celebrities and runway models on special occasions and evening events. Sophia Lauren, one of the most famous actresses, introduced this look many times, making it her trade mark.



Today, many women love the idea of working with their eyes and making them stand out. Smokey eye makeup is created with shades of grey, brown and charcoal shade. There are some dark blues that can be considered Smokey as well. These colors are usually dark, that's why is considered for an evening makeup look.



Most of this type of makeup can be found in beauty supply stores, drugstore, and department stores and beauty supply websites. Most of the Smokey eye makeup comes in packs with different color options, unless you get a makeup palette with bold dark colors. The makeup package comes with a brief instruction on the back of the packaging most of the time to help and guide you to achieve your sexiest Smokey eye look.



Urban decay is the perfect Makeup brand tool to achieve a Smokey eye look.



Beauty on a Budget

DARNESHA SMALLS

Bold lips have been a very fun and playful look of the season. If you don't want to commit to an expensive lip tar from Sephora or want to look for something other than Nicki Minaj's lip line with Mac; try Elf.

They have lip glosses, stains, liners and lip treatments for as low as \$3.00. All of your tools for a great bold lip right in one place.



Glossy

Gloss



Glitter Gloss



Lip Primer/Plumper



Lip Lock



Matte Lip Color



Conditioning Lip Balm

***Different lip colors look better on different sized pouts. Small mouths look best with lighter colors, fuller mouths can handle darker colors.**

Colors for Fall '13



www.eyeslipsface.com

FACE THE FASHION CRYSTAL KING



Beauty is becoming more of the fore front of fashion. Not only do you want your look your best but your face should too! As the trends emerge, beauty did as well. I was amazed on how old looks were revamped and styled. Designers such as: Mark Jacobs face the fashion with bold red lips and messy hair. On the other hand Monique Lhullier took a minimalistic approach with bold eyebrows, nude lips and a sleek palate. Chanel unleashed a feminine glitter cat eyes with fresh matt faces.



Let's face it creativity is at its best this season. Even eye shadows were seen in interesting colors. Pumpkin and deep purple eye shadow hues were seen on the runways. Fashion and beauty are key elements that comes together as one. The combination together gives you more of a polished look. Whether you layer your face or clothing, it is important to keep everything balanced.

Great tips that you can try are put on a V-neck T-shirt with a pair of boyfriend jeans, then pair it with a red lip. Just by adding a touch of color will dress up your look. Products you can try is ruby woo from Mac cosmetics (\$15.00). Or



you can try a sleek chic look for a night out on the town. Pull your hair back into a sleek ponytail then put on a matte foundation. One of my favorite matte foundations is by Makeup For Ever, Mat Velvet and Matifying (\$36.00 at Sephora). It has great coverage plus come in a variety of shades. You can also try wearing a monochromatic look to complete your face.



FOR LOVE AND LEMONS FALL '13 LOOKBOOK

TESSA VIOLE



If you are one of those kinds of girls who love to pull off an edgy look, the Los Angeles based brand For Love and Lemons is right up your alley. Gillian Mahin and Laura Hall are childhood friends that ran lemonade stands in their former years, hence the name of their brand. The creative minds behind the brand, stocked these pieces full of lace, velvet, and slits as well as name the lookbook *Interview with a Vampire*.



Get your vampire fangs ready as you sink your teeth into this new collection. Not only are these pieces perfect for the fall and winter seasons, but some of these could even make their way to being worn into spring, too! Visit For Love and Lemons' website for more information on this collection (<http://www.forloveandlemons.com/>)

Photos courtesy of *NYLON Magazine*

ISABEL MARANT BRINGS HER PARISIAN STYLE TO H&M

JENNIFER VARGAS

Throughout the years H&M had become famous worldwide thanks to its collaboration with high-end designers. This fall they're adding a new name to their extensive list, Isabel Marant for H&M, which will launch on November 14. The collection will speak to Marant's modern, urban and Parisian style, and it promises to be H&M most popular collaboration yet.



The pieces will be available in 250 stores worldwide and also online. The collection will feature clothing and accessories for women, and Isabel's first ever men's collection. The prices for the collection have not yet been revealed, but on a recent Vogue interview the designer expressed her main focus for the collection, "I aim at creating something real, that women want to wear in their everyday lives, with a certain carelessness, which I think is very Parisian: you dress up, but do not pay too much attention and still look sexy."

H&M once again has "knocked it out of the park" and we are extremely excited. Isabel Marant is known for her minimalistic, bohemian style and she promises to bring more of an accessible fashion than H&M's previous Maison Martin Margiela collaboration.

Isabel's latest fall Ready-to-Wear collection features simple pieces like leggings, mini skirts and long sleeves knitted tops on darker hues like black and navy, or in surprising head to toe whites. Even though the pieces were extremely plain, the layering in which they were put together made them cool and a little edgy. We're hoping the bohemian style pieces serve as inspiration for the designer's H&M line. These comfy pieces are a must have. Let's be honest, we would all live in leggings if we could, and if they are as fabulous as Marant's wedged sneakers. Why not?!



HAUTE ON HALSEY

ALIAH SNEAD

Newark, New Jersey is filled with many hidden treasures. I recently stumbled upon one, and luckily for me, it isn't very far from the Berkeley College Campus. Karma Consignment

Boutique, located right around the corner on Halsey Street is definitely my new, go-to hot spot. Not only is it a consignment shop, it doubles as a retailer of custom designs that embodies the exposition, "quality over quantity." Over at Karma Consignment, they specialize in carrying high end accessories, vintage pieces, shoes, handbags and custom garments at extremely reasonable pricing. This is truly a one-stop shop.

India McMillion is the proprietor of Karma Consignment (she is also a musician). Marco Hall is her business partner, as well as the in house designer. I recently took a visit over to Karma Consignment and got a chance to speak with Marco.



He has a true vibrant and creative spirit. I actually caught Marco in the middle of creating a masterpiece; he was nice enough to allow me to borrow some of his time. Marco Hall has been designing for 20 years, and he has a host of celebrity clientele. I asked Marco what he's planning for the upcoming Fall/Winter 13 season. He's drawing a lot of inspiration from the 1920's themed movie, "The Great Gatsby". "Expect to see lots of red hues, faux fur, and sparkle," says Hall. What separates Karma Consignment from the competition is that they will customize any garment in the store for you to fit your own person style, size or creative vision. They are focused on creating an exclusive and exhilarating fashion experience for every individual.

Karma Consignment is located at 29 Halsey Street Newark, NJ 07102. They're open 6 days a week from 11am to 7pm.

COMPLETING A LOOK

SHERESE JACKSON



*Love Necklace, Lanvin * Cuff, Pierre Hardy * Fur Clutch, 3.1 Phillip Lam* Dress, Stella McCartney *Tote, Givenchy * Shoe, A.Wang*

Bonjour Fellow Fashionista's! Fall's 2013 fashion trends are revealed. Fine footwear is in abundance for Fall. The Stacked Bootie, Sleek Pointed Pump, Sexy Knee High and Sandal Boots have all received the stamp of approval. To say that I am excited would be an understatement! While Black and White remains omnipresent, we've been granted permission to add two new hues to our fall wardrobe: Navy and Gray. Ladies, we can get carried away with handbags this season. Top Handles and Clutches were given carte blanche to restore femininity; however, the consent of fur - bestow luxe! There's something for every gal by way of Jewelry. We have the liberty to stick with Bold Gold, Sterling, traditional Pearls, or take the Crystal Clear approach. Let's achieve the perfect look, and FALL in "LOVE" with FALL.

FALL MUST HAVES

GLENDYS BELTRAN



1. Vero Moda Photographic Print Sweat – www.asos.com - \$50.91
 2. Slouchy Knit Beret – www.Charlotterusse.com - \$7.99
 3. Rhinestone & Heart Earring Set – www.forever21.com - \$3.80
 4. Studded Collar Chambray Shirt – www.forever21.com - \$20.99
 5. Stretch Petite Skinny Jeans – www.forever21.com - \$7.80
 6. Double Buck Wedge Booties – www.gojane.com - \$38.70
 7. Iconic Parisian Necklace – www.forever21.com - \$5.80



Bring in this Fall season by making a grand entrance in a chic sweatshirt! Whether you want a casual or dressy look this trend is fun, easy and affordable. With designers such as Karen Walker, Rebecca Minkoff, and Matthew Williamson showcasing their own versions, it is evident that this trend will be here to stay indefinitely!

For an every day casual look pair up your sweatshirt with skinny jeans. Layer your sweatshirt with a denim button up shirt.



Merchandise your outfit by adding a fun hat, a simple necklace and earrings. Finalize it with a pair of “must have” booties of the season!

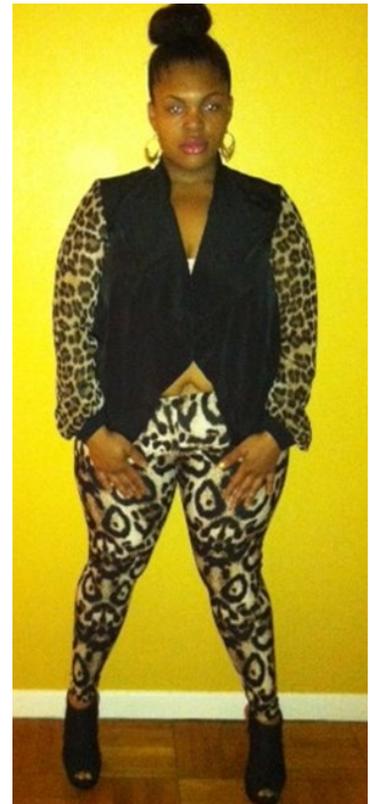
CURVY FASHION: GET THE LOOK

BRITTANY BOOKER

As we flip through the pages of our favorite fashion magazine we see one section how to master that sexy black lace dress. JLo was wearing it on T.V last week, but hey, there is just one itty bitty problem.

I am far from the tall slim women and I would rather dive into a tank full of sharks that haven't eaten in weeks then to pose in a position that would take me years to achieve. Yes, if you guessed that I am a full figured woman you've guessed right but, hold on a second. I know what you're thinking. You're thinking that this is one of those sad, "I'm fat and nothing fits," situation.

WRONG! I'm here to show all my voluptuous ladies that in the year 2013, we have hope in all of fashion trends. We too can "Get That Look" and look just as good as the size 2 model we love to hate and do it without breaking out pockets. Here are some of the latest affordable looks. ENJOY!



Left to Right:

1. Leather jacket: Steve Maden, Top: Young Contemporary, Jeans: American Eagle, Shoes: MinneTonka Moccasin
 2. Top: THE CLAS-SIC, Jeans: Oldnavy Rockstar skinny jeans, Shoes: Wanted
 3. Jacket: Romeo & Juliet Couture, Animal print leggings: See You Monday, Shoes: Chinese Laundry
- All outfits can be found at Loehman's department store at low affordable prices.

ROCKAWAY FASHION SHOW

JULIE VINOLAS



Above left to right
Coordinators Tessa and Julie commentating on the
runway looks

Model with coordinator Stephania

Stylist Kaitlin with coordinator Rasheedah

What would summer quarter have been without an awesome fashion show! I was lucky enough to coordinate my third fashion show here at Berkeley College with my fellow coordinators Stephania Acosta, Rasheedah Hamid, Tessa Viole and advisers Jennifer Litvak and Ashante Barnes from SDCL. Along with my fellow Fashion Marketing and Management students from Berkeley College Online, Dover, Woodland Park, Newark, and Paramus we put together an unforgettable show.

The event took place August 16 in Rockaway, NJ at the Rockaway Townsquare Mall. The overall concept and trends picked by stylists were for “tweens” back to school. The show titled “Back at It” featured merchandise from Deb Shop, Wet Seal, Vans, Francesca’s Collection, and Claire’s. This show required quick thinking and planning but details were not over looked.

On the day of the show, while Stephania took control of the models, and Rasheedah organized the Claire’s segment, Tessa and I focused on the script. This was the first show we had a script for but we were up for the challenge! Since we used some professional models who we meet the morning of the show there was some last minute changes but we were quick on our feet and were able to make sure everything was ready before show time. This was a great experience and I look forward to being a part of another show here at Berkeley College!

Below: Here are some of my favorite looks from the show!
Left to right from Wet Seal, Vans, Francesca’s, Claire’s, Deb
Shop



FASHIONSCOPE

SARA GHANDOUR



LEO

You will need a night away from work to clear your head so enjoy it Leo , and if youre single rock your forgotten red stiletto you'll sure catch that handsome stranger's eyes !



LIBRA

Take advantage of your free time and visit your loved ones that you haven't seen or spoken to for a while and enjoy their reminiscing stories



VIRGO

Don't let things get to you just take a deep breath and don't risk overreacting. Indulge yourself in a shopping therapy day to boost you back up!



SCORPIO

Your health is priceless. Make sure you treat it for its value, so rock the cold weather with elegant layers, who said you can't be fabulous all covered up?



SAGITTARIUS

Spark up the fire with your loved one by surprising your partner with a romantic evening



CAPRICORN

Put your fears a side, this is the time to try new things and to explore, take a trip, or enroll in something you've always wanted to try.



AQUARIUS

Ambitious and work oriented as always , take your time on making Important decision to avoid regrets.



PISCES

Passion is in the air. You are in the spotlight and everyone is checking you out, make a fashion statement with your accessories!



ARIES

A new house move or a new family member will surprise you this fall. Escape the pressures your feeling lately and take a walk out in your new glam casual outfit you bought recently



TAURUS

Challenge your genius creativity in your outfits as well as in you writing.



GEMINI

Don't under estimate the power of a red lipstick; rock your bad day with sexy flirty red lips.



CANCER

Success is your hard work's pay-off! Reward yourself with a spa day and a gorge outfit for your celebratory party.

FASHION WEBSITES

MOANN ARLETTE

Now that we have internet, we are able to access fashion and style inspirations at the comfort of your own home. Now we are able to see what your favorite celebrities wear and exactly where to find it. We are fashion lovers ourselves and are thrilled to present our TOP 10 fashion websites, where you can get the most fashionable and affordable clothing.



1. Bcfashionclub.weebly.com/ fashionclubwpk@blogger.com

Since this is a Berkeley fashion magazine, it was just fitting for us to add our very own fashion website. The students at Berkeley College are very dedicated to giving you the best tip, tricks and fashion advice.



2. Oliviapalermo.com

Founded by American socialite and New York it girl, Olivia Palermo, this site features her style, which is very high fashion, classy and feminine.

Stuttgart herself. Her style is very feminine, which is illustrated with her constant use of floral patterns and pinks.



7. Cupcakesandcashmere.com

In March of 2008, Emily Schuman created the fashion website Cupcakes and Cashmere. She began her professional career working in Teen Vogue magazine and decided to document the things she loved.

3. Beautycrush.co.uk

Created by Samantha Marie, who is obsessed with fashion, and style, which is very edgy but feminine at the same time.



4. Stylebistro.com

Style Bistro is one of the leading fashion websites because users are able to see pictures and shop the latest fashion and style trends of your favorite celebrities, including celebrity hairstyles, clothing, shoes and handbags.



8. Fashiontoast.com

Based in Japan, Rumi Neely has one of the longest running personal style blogs, but has managed to stay true to her personal style during her rise to blogger fame.



5. Collegefashion.net

Collegefashion.net is a college girl's fashion blog, featuring fashion tips for students, the latest trends, beauty tips, advice, and coupons for shopping on a budget.



9. Refinery29.com

Refinery 29 is an American based source for current fashion trends, which are covered by experts. It also allows you the ability to buy the products right on the site.



10. WhoWhatWear.com

Get the latest and greatest celebrity style, runway trends and shopping suggestions from the fashion and beauty experts at Who What Wear. This blogazine has an accessible feel but with a vogue like quality.



6. Fashionhippieloves.com

Founded by German fashionista Anni Stuttgart, fashionhippieloves.com shows the always fashionable outfits from Ms.



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