

BERKELEY

FASHION

TRENDS IN
HANDBAGS



SPRING AHEAD
INTO SPRING
FASHION

BLOSSOMING
CURVES



NEW
FRAGRANCE
BY KATE
SPADE



COLOR
TREND
REPORTS
FOR
SPRING



BETSEY JOHNSON
MAKES A COMEBACK!

MARCH 2013

PARAMUS CAMPUS FASHION SHOW!

On the evening of Thursday April 11th

lastcallstudio in the Bergen Town Center
BY NEIMAN MARCUS

will be hosting the Berkeley Paramus Campus Fashion Show from 7-9pm. Models will be showing the latest trends for the spring and summer season ahead! Be sure to stop by and check out the next issue of *Berkeley Fashion* to read all the rave reviews!

TABLE OF CONTENTS



PAGE 4: HANDBAG TRENDS

**PAGE 5: BETSEY JOHNSON MAKES
A COMEBACK**

**PAGE 6: GET TO KNOW DESIGNER
LENNA VASILAS**

**PAGE 7: GET TO KNOW DESIGNER
DIANE VON FURSTENBERG**

**PAGE 8: GET TO KNOW BLOGGER
FABI PINA**

PAGE 9: BLOSSOMING CURVES

PAGE 10-11: COLOR TREND REPORT

**PAGE 12: LIVE COLORFULLY WITH
KATE SPADE**

**PAGE 13: MAGAZINE
COMMENTS
INFORMATION
FEEDBACK**

PAGE 14: CREDITS



FOR INFORMATION ON BECOMING PART OF THIS MAGAZINE, PLEASE VISIT PAGE THIRTEEN.

TRENDS IN HANDBAGS

BY: JENNIFER RODES

February the month of fashion, valentines and chocolates. Birthstones, have always been a way of personalization for centuries; now Amethyst colored handbags are the next big thing to hit retailers across the globe. Dark enough to be considered neutrals', these colors are a perfect start to a fresh new look. On purseblog.com they take the best selection from Mulberry and Hermes. With fashion week in our past; spring colors are being introduced as well as new shapes, styles and trends for the upcoming season are now available for all to see and duplicate.



\$33.90

Both from GoJane.com



\$43.70

Shop low end, trendy handbags at the always popular Forever21 or GoJane.com these shops have the high fashion look, class and all, at of course a fraction of the price. Look like a million bucks for under fifty dollars and enjoy it well into the spring. For the lucky few who want to score the high-end pieces, your best shot is to shop online specifically on Thursdays. According to a local news station handbags are surprisingly cheaper on Thursdays, about thirty percent off usually. Happy Shopping!

BETSEY JOHNSON MAKES A COMEBACK

BY: TESSA VIOLE

Since Betsey Johnson filed for bankruptcy, many of her stores have been closing, however you can still purchase her products online (<http://www.betseyjohnson.com/>). Basically redeeming her name in the fashion world, Betsey has come out with a new line called “Something Blue” which is a wedding line, but most of the items can be worn even if you are not intending on getting married any time soon. For now, there are only shoes available but the line will soon grow and more items will be added to the line. The “Something Blue” line for now consists of heels and flats. Resembling Christian Louboutin’s red bottoms, the heels by Betsey Johnson have baby blue bottoms, which is a very cute, feminine touch and also ties into her title of her line.

The “Something Blue” line could be Betsey’s way of broadening her target market and expanding her designs into different areas of the fashion industry. I am sure I am not the only one who hopes that she will go into a full bridal line. How many of you would use a pair of these shoes as your “something blue?”

My favorites:



“Wish” shoe in Champagne. \$169.00



“Vow” shoe in Ivory. \$149.00

GET TO KNOW

GET TO KNOW LENNA VASILAS

BY: ZITA QUEZADA

Fashion is very unique. Fashion comes in all shapes and forms. Fashion is all around the world and when you find apparel that is not necessarily something you would find at a mall everyday, it makes you stop and think. As I was scrolling through my favorite application on my phone one day, I came across my favorite instagrammer: stilletOmeupä She is wearing the most exquisite and elegant dresses I have ever laid my eyes on. When I saw dress by Galanni I had to find out more about this fashion label. I had no clue what I was about to discover, but what I did discover is one of the most gorgeous, unique, and magnificent dresses I have ever seen. Galanni is a Sydney, Australia based couture label.



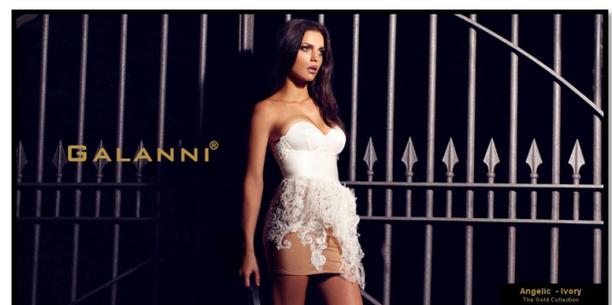
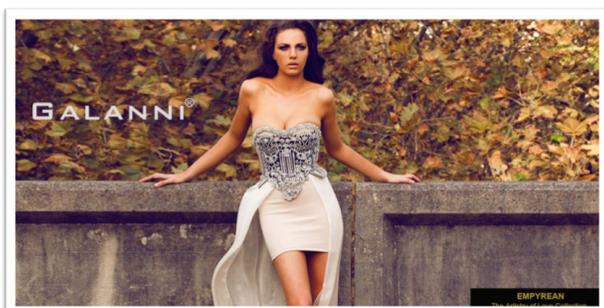
Fashion designer Lenna Vasilas founded the couture label Galanni. Lenna was born in a small town called Lamia in Greece. Her father who was a musician and a sculptor raised her in a creative environment. She moved to Sydney, Australia when she was five with her family. Since Lenna was a very young girl she showed great interest in the creative arts and in dressmaking, as well. Lenna Vasilas taught herself how to sew, design, and create handmade items for herself at the age of nine. This turned into a lifestyle. Lenna took a simple dress and broke all of the rules, because she dared to be different. She took on the training she gave herself plus the masters she received in the art of dressmaking and created her own label; that was when Galanni was born in 2004. In 2010, she opened her first flagship boutique in Surry Hills Sydney. “Uniquely gifted in the field of design and intricately-designed gowns, Lenna is renowned for bringing couture to ready to wear garments.” (<http://www.galanni.com.au/portrait/designer/>)

Galanni is one of the very few labels out there today in the fashion industry that has kept the traditional methods of handmade dressmaking. All of Lenna’s dresses are made by hand one by one and passed on to different designers. Galanni strives for incredible quality, individuality, fine materials, and signature fits. Every dress is designed, created, and made in Australia. Check out <http://www.galanni.com.au/> for more information.

Galanni’s current three collections are:

The Artistry of Love

The Gold Collection



DIANE VON FURSTENBERG

BY: SHAUNA FARRELL

"Some fairy tales end with the girl marrying the prince... some start there." That was the theme to Diane von Furstenberg's Spring line along with the theme of her life. DVF married German royalty in 1969. She did not want to be known as the Prince's "plain wife" so she started designing. Former Vogue editor, Diane Vreeland, thought her designs were fantastic so she was on her way to New Year Fashion Week. Diane has continued to grow her empire from there.

Spring 2013 is the perfect marriage of 70's style with a Grecian tailoring. Jumpsuits, long dresses, and mini dresses breezed down the runway in bright colors such as orange and yellow and cool colors such as blue and green. The collection, Palazzo, features beautiful brights, flowing Grecian cut dresses, smart dresses and jackets for the working woman, and accessories to die for such as studded heel sandals, exaggerated jewelry, and brightly colored handbags. In this collection, DVF reintroduced the dress over pants look. This styles creates a long and lean look. Palazzo is a great collection because it caters to every need a woman has. Her collection can be mixed and matched to create fashionable looks for work, a date night, hanging with friends, or in a perfect world, worn in a tropical island.



DVF revamped 70's styles, patterns, and colors making them more modern and fitted her silhouettes are flawless. Every garment has its own signature, whether it is a geometric pattern, the sequins on the tunic, the silver chunky neckline on the dress, or the color blocking. This collection has something for everyone. It makes me wish Spring was already here!



GET TO KNOW THIS BLOGGER!

BY: ILEANA RAMOS

Hello readers! I will feature Fabi Pina, a young a blogger/ designer from Honduras. She is very famous in Honduras, which is where I am originally from. She has a very unique style and provides MANY tips for girls to use. She is known for making skirts out of table-cloths, mixing patterns, and having green hair...of course. I personally love everything she writes. I follow her blog, Instagram, Facebook, Twitter, everything. She is such an inspiration. It reminds me that we should never be afraid of wearing things that we like but others might not. Here she is sporting a skirt she made out of a table cloth! Pretty isn't it? :)



It's different! Exactly what the fashion industry needs, imagination and something different! Anyway, Fabi shows her readers many DIY's, thrifting tips, her style, and how to put outfits together. She is well known in Honduras for she collaborates for a very famous store named Carrion, which is really like a Forever 21 here. She is expanding her knowledge in sewing and now she tries to make her own things. Her blog is very easy to read. I made a necklace she posted for DIY, and she explained it very clearly. If English is not your forte, then read it in Spanish because she blogs in both languages. You can ask her any questions as well. Very effective!



Not only do you see fashion but you also get to see the landscapes of the country. Honduras is a tropical country, this is why all her outfits are summer-looking.

Fabi has recently collaborated with some of her fashion design friends and opened the first vintage shop in Honduras named Bultique. You can shop vintage pieces and they ship to the US as well! Remember, it is a vintage shop so items are limited. I invite you all to take a look at her blog and her new vintage shop store! These are the links: Her blog: <http://www.thirdworldfashionista.com/>

Vintage Shop: <http://www.bultique.com/>

I encourage you to go read her blog and start making your own things with her ideas. She is very inspiring to me and she could be to you too. Next time I will be writing about my volunteering at couture week, which should be very interesting. Until next post readers! Ileana Ramos, xx.

THE REBIRTH OF BOLD NEW YOU! BY: DOMINIQUE BAILEY-ALI

Spring is pushing near; and you know what that means! More style, fab finds, and blossoming curves in need of great fashion trends. In my search for curvaceous clothing, I've found brighter, bolder, prints, colors, and sleek designs that will absolutely make your style pop! Spring in 2013 is a lot of pastel colors, unusual prints, and free flowing and expressive garments that can take you from shy to sly in a blink of an eye. But, are you brave enough to try? I'm going to explore blossoming in your style approach and the rebirth of the new you! No longer will curvaceous women hide under ill fitting, loose, or baggy clothing! Together we will get over insecurities and know what it truly feels like to blossom. This spring it's all about fit, color, and attitude. Through my searching I've found one retailer that can highlight all three of essential rules of thumb to keep you fabulous for spring. Ashley Stewart has designs the complement each rule, while you maintain your individual style.

Let's talk about fit¹ because it's important for you to know all the beautiful curves of your body. Knowing this you can choose pieces that complement you well. Remember for great fit your clothes must hug your curves not SQUEEZE! The wearer should be able to move, bend, or extend herself freely without constriction. Also, it's important to take into consideration that you should glide with ease into a room, not tip toe because your clothing is too tight! Gliding shows comfort; tip toeing shows pain, not a good look!

Color is one of the ultimate game changers! The right complementary colors can bring life and excitement to the wearer. In spring light reflects, and dark absorbs; which do you want to be? Do you want to be swallowed up in the darkness? Or, be embraced by the light? Yeah, I want the light too. Its okay to wears dark colors, but try to complement them with lighter colors to enhance you beautiful features. Step out of your comfort zone, and play with colors that normally you would pull away from. It's possible that you will come up with a combination that will be the best of both worlds.

Finally, flex your attitude muscles, this type of attitude is positive. Don't let doubts that you or some else put into you hinder your progress no matter the circumstance. All of the above will mean nothing if you are not confident about who you are, and what you're wearing! Being the best you can be, won't be enough if you can't convey to yourself first. The right attitude can be the most beautiful thing a person can wear. Project a great, considerate, attitude and you will get that back ten fold.



1.



2.

or



3.



1. Ashley Stewart Striped Peplum Dress. Online only \$39.50.
2. Ashley Stewart Striped Print Shirt Dress. Available in other color above \$39.50.
3. Ashley Stewart items Jacket \$49.50, V-neck Color block Blouse \$34.50, Skinny five pocket denim \$29.50

COLOR TRENDS FROM THE RUNWAY

BY: JENNIFER ROJAS



Spring is finally here and it has never looked brighter! We finally get a weather break and can shed our clunky boots and coats. We're moving away from the darker colors we tend to wear during the colder months and into happier, colorful, but more subdued hues as seen during the spring 2013 fashion shows. The New Jersey based color forecasting company, Pantone, has created a color palette that includes exotic names such as Lemon

Zest, Poppy Red, African Violet, Dusk Blue, Tender Shoots, Grayed Jade, Linen, Monaco Blue, Nectarine, and the winning color of the year- Emerald! The runways were inundated with an array of styles designed in these colors. Designers such as J. Crew, Badgley Mischka, Carolina Herrera, and Rachel Roy, just to name a few, beautifully executed these pastel colors and made them their own. What's exciting about these colors is that they're not the obnoxious neon colors we're all used to seeing; these colors are very subtle and can be combined together for a color blocking effect. These blancheted colors allow us to utilize them in various ways, such as in beauty and home décor arenas. They provide an instant lift and update. Best of all, they're available at all price points. Take a look at Uniqlo's spring collection. So wake up your skin, wardrobe, accessories, and home with some color!



GET THESE COLORFUL TRENDS

BY: KRISTEN RAFULS

One easy tip to keep your wardrobe fun, fresh and up to date year round is by checking out Pantone's seasonally changing color trends. Emerald was proudly announced to be this year's color of the year by Pantone; so why not incorporate that as well as some other fresh colors into your wardrobe this season?

This Spring's Top 10 Color Trends: Emerald, Dusk Blue, Grayed Jade, African Violet, Linen, Lemon Zest, Tender Shoots, Monaco Blue, Nectarine, and Poppy Red.

Color can be very intimidating, but don't let that stop you! You can incorporate these upbeat colors into your wardrobe subtly and fearlessly by trying out a polish from Essie's "Navigate Her" collection or J.Crew's fun colored bubble earrings.



1 embossed floral iphone case \$5, charlotterusse 2 essie "navigate her" nail polishes \$8-9, ulta 3 dv by dolce vita espadrille wedge \$79, lordandtaylor 4 phillip lim pashli medium satchel \$895, forziere.com 5 pale blue supersoft skinny jean \$31, newlook.com 6 chloe lightweight blazer \$1,410, farfetch.com 7 henry glossy marc jacobs watch \$250, nordstrom 8 valentino rockstud green leather medium tote \$2,495, shirise.com 9 j.crew bubble earrings \$45, j.crew 10 forever new dana high low tank \$63 forevernew.com.au 11 Reiss Rio Tie Side Dress \$265, reiss.com

LIVE COLORFULLY WITH KATE SPADE

BY: JULIE VINOLAS

Bright colors and sophisticated prints are sure to welcome you into the fairly new location of Kate Spade New York located in The Shops at Riverside®. This location opened in the fall and has everything from clothing, shoes, stationery items, phone cases, accessories, all ready for the new season ahead! Kate Spade always delivers when it comes to its beloved patterns such as bold colors, stripes, and bows for this spring season ahead, but this April they add something new to the mix. A new fragrance, Live Colorfully, will be debuting April 1st! Be sure to stop by The Shops at Riverside® to visit the Kate Spade New York location and see all they have to offer! Take advantage of the 15% off discount offered to students with a valid school ID while you're there as well!



SO MUCH SO, WE'RE TREATING YOU TO

15% OFF ALL PURCHASES

AT ANY KATE SPADE NEW YORK SHOP

WITH A VALID SCHOOL ID

learn colorfully

kate spade
NEW YORK

RECEIVE A 15% DISCOUNT OFF YOUR ENTIRE PURCHASE WITH A VALID SCHOOL ID. VALID ONLY AT KATE SPADE NEW YORK RETAIL SHOPS AND KATE SPADE NEW YORK OUTLETS IN THE US. NOT VALID AT KATESPADE.COM. CANNOT BE COMBINED WITH ANY OTHER PROMOTION AT KATE SPADE NEW YORK RETAIL SHOPS. OFFER IS COMBINABLE AT OUR KATE SPADE NEW YORK OUTLETS. NOT VALID ON GIFT CERTIFICATES OR PREVIOUS PURCHASES. CANNOT BE REDEEMED FOR CASH OR STORE CREDIT. VALID ON FULL-PRICE AND SALE MERCHANDISE, EXCLUDING WATCHES. PROMO CODE: STUDENT

INFORMATION

BERKELEY FASHION MAGAZINE

If you are interested in writing for Berkeley Fashion please contact Julie at:

Julie-vinolas@mymail.berkeleycollege.edu

To help improve future issues of The Berkeley Fashion Magazine please email any comments or feedback you may have. If you would like us to feature something specific feel free to comment as well. Comments and suggestions should be emailed to Julie at Julie-Vinolas@mymail.berkeleycollege.edu.

CREDITS

EDITOR AND CHIEF

Julie Vinolas, Paramus Student

ASSISTANT EDITOR

Ileana Ramos, Paramus Student

WRITERS

Jenniffer Rojas, NYC Midtown Student

Shauna Farrell, Paramus Student

Zita Quezada, Paramus Student

Kristen Rafuls, Paramus Student

Jennifer Rodes, Paramus Student

Tessa Viole, Paramus Student

Dominique Ali, Woodland Park Student

ADVISER OF BERKELEY FASHION MAGAZINE

Dr. Joyce McNeill

ADVISER OF THE FASHION CLUB

Professor Kelly Welker

DIRECTOR OF STUDENT DEVELOPMENT & CAMPUS LIFE, PARAMUS

Jennifer Litvak

Photos & Miscellaneous Credit: <http://www.jewelryfavor.com/wp-content/uploads/2011/09/Fashion2.jpg> <http://Fashionshow007.files.wordpress.com/2010/04/design-for-fashion.jpg> \ page4: www.purseblog.com
"PurseBlog." *PurseBlog*. N.p., n.d. Web. Oct. 2012. Page 10-11:
www.fashionologie.com www.pantone.com
www.styleblazer.com page 12: www.katespade.com/

