

# BERKELEY FASHION

**Color  
Trends**

**Recycle Old Fashion,  
Create New Styles**



**Celebrity  
Spotlight**

**Gatsby Inspired  
Fashion**

**Shoe Trends  
For Summer**

**JUNE 2013**





**Fashion Inspired by “The Great Gatsby”  
By: Julie Vinolas**

This May, 1920s inspired fashion makes a comeback as *The Great Gatsby* hits theaters. This film takes place during the roaring twenties which brings back a time when Art Deco and flappers were all the rage. Geometric shapes, strong colors, and flapper inspired attire all return to the big screen as well as in stores. Check out these twenty inspired looks you wear this spring and well into summer.

1. Multi Chain And Frayed Bow Necklace From [Unique-vintage.com](http://Unique-vintage.com) (\$54.00)
2. Jamaica Pink Heels, From [Topshop](http://Topshop) (£55)
3. Sequin Dusty Pink Flapper Dress From [Frock'n'Frill](http://Frock'n'Frill) (£55)
4. Wrapped in Romance Hair Chain From [Mod-cloth.com](http://Mod-cloth.com) (\$22.99)
5. MALACHITE-DETAIL “SERPENTI,” BULGARI, (\$5,550)

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## **Louis Vuitton's Rise in Price to Attract Wealthier Consumers**

**By: Jennifer Rodes**

Instead of the usual seasonal article, I thought discussing an overly popular brand's rise in price would give an interesting debate. Louis Vuitton, known for their Speedy bags and glorious 'LV' monogram print, are contemplating tweaking their target market. Also known for burning unbought bags to keep this high end luxury brand in tact, Louis Vuitton is putting in effect an overall rise.

"The Wall Street Journal" was one of the first to report LVMH's rash decision. Apparently Louis Vuitton's growth has been stunned recently because of the major markets in China which are becoming more sophisticated. In turn, LV's usual canvas-like logo bags are being replaced with full plain leather bags that are similar to that of Hermes.



Will the usual monogram print slowly fade out? Although Louis Vuitton does have a few plain options for those consumers looking for that clean look similar products have these options at lower prices with the same sophistication. Which would you choose? Solid or the always popular monogram?

## **How to Wear This Season's Trends Better**

### **By: Tessa ViOLE**

At this point, I'm pretty sure we're all aware of the trends for this season as well as Summer 2013, but what if I told you that there were ways to potentially wear them better?

Here are two of my favorites.

#### **Halter Tops**

Halter tops are pretty essential for the warmer months because, well, it's hot outside. Try opting for the type with the thinner straps and not the ones with a thicker choker neck. The thicker neck makes your top look very dated.

#### **Baggy Button Downs**

Button down shirts are a very versatile piece and is a staple that every girl should have in their wardrobe, but instead of picking up a shirt that has a slim fit, try finding one that's a bit baggy. It'll look cute with leggings, skinny jeans, and shorts!

Try:



Ruffle Lightly Padded Bra Top  
from Victoria's Secret  
(<http://www.victoriasecret.com>)

Try:



Relaxed Fit Shirt  
from Forever 21  
(<http://www.forever21.com>)

## Get to know Amal Saredidine

By: Ileana Ramos

This issue I am very much excited to introduce a designer that I had the pleasure to work with at Couture Fashion Week last February. This amazing designer is Amal Saredidine. She is a Lebanese designer that learned everything from her mother, Nawal Saredidine, who established her own design house forty years ago.

After she graduated as an interior architect from the Lebanese American University and fashion design in 2000, she launched her own collections in 2004. She has clients from Beirut to Paris to New York. She has also worked for the royal families of Saudi Arabia, Kuwait, Qatar, and United Arab Emirates. She has a great clientele in Europe and the US.



Amal is known for her embellished and dramatic gowns and her wedding dresses are breathtaking. The dresses are delicate and perfectly executed. It was really an honor to work with her and get to see these designs up close. I am looking forward to

working with her again for next Couture Fashion Week. I am certain she has a lot more to bring to the fashion industry. Everyone should check out her page.

<http://www.amalsaredidine.com/> Until next issue! Ileana Ramos, xx.

# Lilly Pulitzer

By: Shauna Farrell

Lilly Pulitzer was an American socialite and fashion guru. She got the inspiration for her shift dress, which launched her company, by working with her husband at the orange juice stand they owned in Florida. Tired of being covered in orange juice stains, Lilly created a shift dress that was colorful enough to hide the orange juice stains. Women idolized Lilly's shift dress and she began to make and sell dresses. Her dresses were an instant success and were worn by America's most elite, the Kennedy sisters, the Vanderbilt's, and the Whitney's. She closed her operation in 1984 and it was reborn in 1993. Sadly, the world lost a legend on April 7, 2013.

Today, there are 75 signature Lilly Pulitzer stores. In addition, her designs are carried in department stores such as Bloomingdales, Lord & Taylor, and Nordstrom which are booming with her quirky collections. Another signature store just opened in Riverside Mall in Hackensack, New Jersey. The store is beautiful and lures you in. On display are her trademark bright shift dresses, her lighthearted designs, her bold colors, and her romantic eyelet dresses.

Lilly Pulitzer is welcoming its new store by having a grand opening party Saturday, April 27<sup>th</sup>. There will be live painting, gifts for the first fifty shoppers, limited edition gifts with your purchase, and a chance to win a signature Lilly painting or a Lilly printed beach cruiser. Stop by and celebrate Lilly's new store opening. As she once said, " life is a party, dress like it.



# Color Trend Summer 2013: A Balancing Act

By: Angelica Rodriguez

Fast approaching are the days of barbecues, pool parties, vacations, and fireworks. Yes, summer is upon us and with it comes a refreshing color palette for the trendsetting fashionistas. Following in the footsteps of spring, this summer promises a variety of exciting colors ranging from soft pastels to more radiant and intense tones. According to Pantone, the world-renowned color authority, color should be used as an expression of



balance, and that is what this year is all about; balance between light and bright. This year the spotlight shines on emerald green since it has been chosen as "Color of the year." Pantone describes Emerald green as "a color of elegance and beauty that enhances our sense of well-being, balance and harmony." This dramatic color was featured all over the catwalks by famous designers like Dolce & Gabbana, Lanvin, Valentino, Christian Dior and Burberry.

Pastels were also a huge sensation in the runways and have taken the fashion world by storm. These sherbet shades like sweet violets and lemon zest are effortless and add a touch of innocence that is exquisitely elegant. There are countless ways to incorporate pastels into your outfits. To add some playfulness to your style, go



with shades influenced by cotton candy, milkshakes, and delicious macaroons like pink candy, biting lemon, and yellow haze. Pastel colors paired with flowy silhouettes induce a state of romanticism and delicate innocence. You can also pair several pastels together for a color blocking effect that is playful and effortless. Not only are pastels chic but they are also very versatile and can be worn from morning to night-fall.



Want to go for a strong statement instead? The fashion industry is buzzing about bright colors and they are definitely a must for sum-



mer. Ravishing reds, Plush purples, and bright blues were all the frenzy amongst designers like Gucci, Fendi, Christian Dior, and Michael Kors. The vivacity of these colors is what makes them so much fun and wearing them can be a mood lifting experience. According to Leatrice Eiseman, Pantone's executive director, radiant fiery red (my latest



obsession) is a "mood elevator that can boost confidence and make you feel more in control." Bright jewel hues like fuchsia, ochre, emerald green, and cobalt blue will complement your natural glow this summer. For a more daring look, try mixing some bright colors for a color blocking effect that will give you a rush and a sense of exuberance.

Whether you prefer the romanticism of soft pastels like pale pink, and golden sunset, or the vibrant intensity of bright colors like hot pinks and luminescent yellows this summer promise to be a fun one. Whichever route you decide to take be sure to add a dash of liveliness into your wardrobe and step into summer with grace and style.

## SHOE TRENDS FOR SUMMER 2013

By: Kristen Rafuls

Summer gives us so many options now that we can show off our feet! So why not kick off this season with some classy black and white heels, neutral everyday go-to espadrilles, or play up any outfit with some funky printed shoes? Give your feet a sweet treat to compliment that fresh pedicure!

And as for gentlemen, there are plenty of summer footwear options for you too! Experiment with loafers, boat shoes, desert boots, and sandals to give you various options and looks for this season.

### Black & White

Mint Contrast Ankle Strap Shoe, Target Wedge, Alexander Wang "Antonia" Sandal, Carvella Gollygosh Wedge



### Neutrals

Jimmy Choo Porta Pat. Leather Wedge, ASOS "Lulluby" Ballet Flats, Versace Nude Flat Sandals, Le Silla Leather Strappy Sandal



### Prints

Cadiz Ikat Print  
Lanvin Snake Print Canvas Wedge  
Dolce & Gabbana "Rafia"



Sperry Top-Sider Boat Shoes, Ugg Loafers, Clark's Desert Boots, Quick Silver Sandals

# Recycle Old Fashion Create New Styles

By: Rashad Moore

How much do you enjoy wearing comfortable old clothes? Your clothes may be outdated but there is something about the material that gives you a sense of comfort. Maybe a childhood memory that reminds you of a game you went to that makes you wear a worn and torn jersey or a skirt that you wore when you first met your boyfriend. Clothes can be sacred to a human being and there are some clothes out there that you may want to hold on for life.

Instead of throwing your old clothes out, you could take a piece of the material and combine it with other clothes you enjoy wearing. Recycling your

clothes is an excellent way to not just make new fashion trends, but also save you money and promote your personality through your creative stylistic perception of fashion. The only real cost for recycling your clothes, is to go and buy sewing material which doesn't cost very much these days(\$5-\$7 hand/\$25-\$150 machine). You don't even need a machine for the task. A plain old simple needle and thread will do. Of course make sure you can actually fit the clothes before you assemble them unless you are planning on selling them.

Recycling clothes can be a hobby and also eventually

become your business if you are creative enough and good at it. The cool thing about the recycling transition of clothes is that you can fuse different types of fabrics and fibers to create a hybrid of clothing that may be perfect for your physique. I've assembled athletic wear with outdoor hiking wear to fit the conditions of the climate and condition of my body. Now that's using your imagination!

Promote your personality:  
Add some color to an ordinary hat  
by recycling an old tie.



Before

After

A childhood memory:

Cut up some old shirts and recycle them into patches to carry the memories with you in a new style.



Before

After

A creative fix:  
Recycle an outdated shirt into  
a fashionable top.



Before

After

## Oh How I Love to Shop

By: Cheislyn Mujica

I walk into the store  
Filled with clothes everywhere  
Shopping, shopping here we go  
As I look everywhere there are many colors  
Pink, purple, blue, orange  
Any color you can think of.

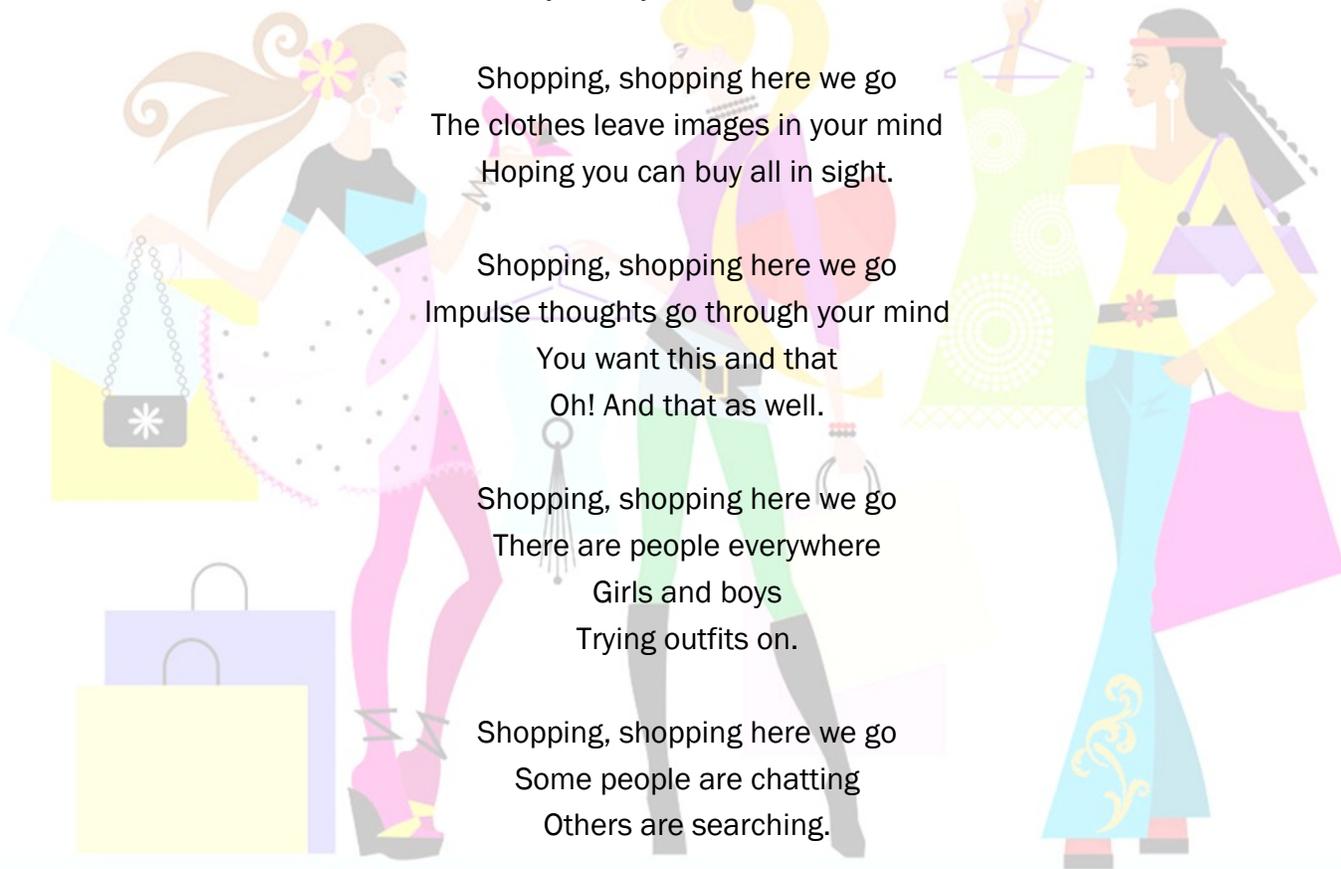
Shopping, shopping here we go  
The clothes leave images in your mind  
Hoping you can buy all in sight.

Shopping, shopping here we go  
Impulse thoughts go through your mind  
You want this and that  
Oh! And that as well.

Shopping, shopping here we go  
There are people everywhere  
Girls and boys  
Trying outfits on.

Shopping, shopping here we go  
Some people are chatting  
Others are searching.

Shopping, shopping here we go  
Stop! I found just the right one  
The right outfit has come  
Shopping, shopping was so much fun.



## Street Style: Summer 2013

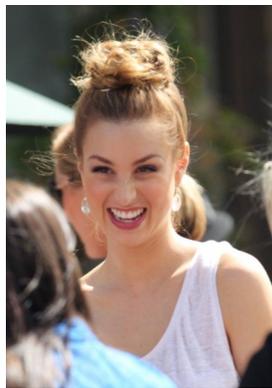
By: Alyssa Parisi

Excitement is in the air as Summer 2013 approaches, but there's something else in the air too - humidity! Let's face it.. Looking presentable while enduring the summer heat requires some imagination; so why not take away some inspiration and follow in the footsteps of some of the most fashionable street-style subjects!

Here are a few tips and tricks to keep cool this summer in every sense of the word:



Miley Cyrus



Whitney Port

To avoid sweatiness, leave the tired and slightly uptight sock bun behind, and try a cute top knot in your hair instead, a la Miley Cyrus and Whitney Port! This look requires little to no effort and is still on-trend for summer 2013!

Try a cute crop top or a home-made cut off top you made yourself! For a fun and flirty summer night out, pair this look with heels. During the day try shorts. For a lazy day, add a hat and some accessories to spice up the look!



Vanessa Hudgens



Kendall Jenner

And remember, denim shorts never go out of style!



Selena Gomez



Beyonce



Rachel Bilson

# Celebrity Spotlight

By: Jasmine Lee Henderson

Not only has this celebrity topped the charts and the never ending topic of gossip, which she handles with an attitude we all admire, but she was also named Vogue Italia's Woman of the Year. This breathtaking Fashionista has showed that she is the triple threat: Model, Artist, and now Designer.

Rihanna tops the charts, gives us flawless magazine covers, and makes the best dressed list on a number of noted magazines as well. Now, she has designed her own line in dedication to her homeland.



Rihanna for River Island.

What's so special about this designer and brand?

This brand is not only full of the latest trends but Rihanna also adds her own flare, which of course we all love, at an affordable price. Check out these few top pieces because not only can women enjoy her line, but also she has not forgotten about her male consumers as well.



U.S \$36.00



U.S \$80.00



U.S \$32.00



U.S \$50.00

Make sure you check out [www.RiverIsland.com](http://www.RiverIsland.com) to get the best out of your Summer shopping.

Check out the Berkeley College Blog as well:

<http://bcfashionclub.weebly.com/get-involved.html>

# Get This Look for Less from the Spring Fashion Show 2013

By: Zita Quezada



This year's fashion show was themed *Spring into Fashion* and it contained clothing that you would wear out during the spring and summer. Neon is always one of my favorite trends during the summer. I went through all of the gorgeous outfits and I narrowed it down to one of my favorite outfits for you to get for less.



Zilpa is wearing a BCBG lime green bandage skirt sold for \$138. Neon bandage skirts are definitely a piece of clothing that every girl should own. I found this neon pink skirt for only \$12.37 on [www.debshops.com](http://www.debshops.com). You can also get free shipping on orders over \$50, plus free returns.



Zilpa paired this bandage skirt with a color block chiffon blouse. I found a gorgeous chiffon blouse for \$19.80 on [www.forever21.com](http://www.forever21.com).



You can pair this outfit with your favorite pair of heels just like Zilpa did with one of her fashion shows casual outfits.

In the end you will be spending \$32.17 on an outfit that is \$200+. That's a steal. Happy Shopping!

## **Berkeley fashion magazine**

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

[Julie-vinolas@mymail.berkeleycollege.edu](mailto: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](mailto:Julie-Vinolas@mymail.berkeleycollege.edu).

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