

WHO'S IN FASHION

A FBI FASHION COLLEGE PUBLICATION

ROSEMOUNT AUSTRALIAN FASHION WEEK 2011

VOLUME 49

Who's In Fashion, is a newsletter published by FBI Fashion College. FBI offers Fashion Business and Fashion Design Courses. Located only minutes from Sydney's CBD, FBI Fashion College offers flexible part time training to help you secure a position in the Fashion Industry. Whether it's a career as a stylist or a designer for the stars, anything is possible with FBI Fashion College.



Rosemount Australian Fashion Week is undoubtedly the most important week for Fashion in Australia. I was lucky enough to be chosen amongst the FBI Fashion College Students who were selected to partake in this exciting and memorable event.

Day One kicked off with Zimmermann offsite, however onsite it was Bec & Bridge who impressed with the 70's era New York inspired collection for Spring/Summer 2011. Next up we saw the one and only Alex Perry with his amazing

Cuban Princess inspired Collection. Sequins were used generously and chiffon gracefully swept along the runway as models made their way toward the cameras. The show was nothing short of glamorous. At Arnsdorf, the simple silhouette reigned with silk tops, halter dresses, loosely cut trousers and button up shirts providing the staples of the wardrobe.

Flannel and Gail Sorronda capped off my first Fashion Week experience and were

my personal favourites. Flannel's *La Sakura* collection took it's name from the collection's signature cherry blossom print and embodied the opulence of 1930's France, with a slight Asian aesthetic. Developed with Banshu project in Japan and derived from the Fabric of a 100 year old kimono, the textile lends a sense of tradition. Patchwork camel leathers remind us of a worn club chair in a smoky Parisian apartment that is draped with vintage slip dresses

and rose silk velvet bed jackets. The light and floral tones mirror the delicate graduation of a rose. Creamy suedes and silks curve into a lemony parchment and meet a berry stained edge in rich cherry leathers. There is pyjama style shirting, pleated with origami like perfection that would be at home packed in a worn trunk for a trip to the orient.

Gail Sorronda's *Stem the Flow* collection ended day one of RAFW. The flow of aqueous movement intercepted by time inspired the collection. It was an exploration of fluidity and freedom versus restraint. Fashion Week is a must have experience for anyone interested in Fashion. The energy of each show is inspiring to those wishing to break into the Industry.

Written by Marie Stavrou

1.

1. Flannel Spring/Summer 2011



THE LILAC MANNEQUIN BLOG HEADS TO

ROSEMOUNT AUSTRALIAN FASHION WEEK

It was only a year ago I worked as a volunteer at Fashion Week and never dreamed that just one year later, I would be a guest at RAFW.

1.

1. Rachel Gilbert RAFW Runway

2.

2. Rachel Gilbert Spring/Summer 2011

As I begin to write this piece, I can't help but stop and absorb my surroundings. Sitting in the Media Room at Rosemount Australian Fashion Week, working alongside the online teams from Breakfast with Audrey, 2Threads, Fashionising, Vogue and Harper's Bazaar. It was only a year ago I worked as a volunteer at Fashion Week and never dreamed that just one year later, I would be a guest at RAFW.

Whilst completing my course at FBI I began to develop a keen interest in journalism and styling. Through FBI Workplace Training I assisted various stylists, worked at many fashion shows and interned at magazines including Madison and The Australian

Women's Weekly. It was then I decided to share my love and knowledge of fashion and start a fashion blog. The Lilac Mannequin is a combination of fashion, style and celebrities. It is run like an editorial magazine and draws inspiration from Australian and International Fashion scenes.

After more than a year of blogging and with an array of both Australian and International followers, I was accredited by RAFW as a registered domestic media delegate. I attended around 20 shows and various pre Fashion Week shows including LIFEwithBIRD and Thurley, both of which were exclusive media events.

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I was also invited to report on the Carla Zampatti pre-Fashion Week show. When I arrived I was escorted to my seat next to the teams from Channel 7 and Madison Magazine to enjoy the show.

Stand out shows included; Bianca Spender, Alice McCall, Michael Lo Sordo, Shakuhachi, Bec & Bridge, Karla Spetic and my personal favourite, Rachel Gilbert. RAFW was exciting and unforgettable and I was so fortunate to witness such exquisite collections by some of my favourite designers. The week was a lot of hard work and very exhausting, but at the end of the day it was all worth it.

Trends that emerged this Spring/Summer season included bold and vibrant colours such as royal blue and lime, minimalism, cut outs, lace, sheer, the tuxedo, micro shorts, flares, the jumpsuit and an overall strong influence from the 1970s.

For further insight into my experience at Rosemount Australian Fashion Week be sure to check out my blog www.thelilacmannequin.blogspot.com.

By Constance Stavrou





FBI SUCCESS

WHERE ARE THEY NOW?

Past FBI Students have made significant contributions to the Australian Fashion Industry. Graduates have gone on to debut collections at RAFW, launch PR companies, style celebrities, launch successful websites, work for luxury fashion magazines, and design for some of Australia's best labels.

Lauren Risti is currently head designer of cult label The Cassette Society, stocked in major retailer General Pants and international online boutique shopbop.

1. Congratulations on your Position within the Fashion Industry, we all know Fashion is a difficult field to break into. How did you do it? My parents always told me Fashion was not the easiest career path to follow, but I must have blocked that out! I decided after looking through many job applications and

seeing “2 years experience required” that I needed to at least start with a course in Fashion. It all started at FBI, where I did work placement with One Teaspoon and basically wouldn't leave their office until they offered me a position (luckily it only took a week!). My casual position there turned to fulltime and that's my “how did it begin” story.

2. What Positions have you held since you have graduated from FBI? I worked for several years for Sportsgirl. I then got the job with One Teaspoon and was design assistant for a few years. From One Teaspoon I moved to Insight and worked on the women's team for over 3 years. I left Insight last year and landed the role I am currently in, Head Designer for The Cassette Society.

3. As Head Designer of The Cassette Society, what does your job involve?

As Cassette is a small company my role involves a bit of everything, as for all of us here in the office. Most of my days involve a lot of communication with all of my suppliers both here and offshore, I am involved in all fittings, I complete all Cassette's design specs and then all the fun stuff like branding and drawing, putting together colour palettes and mood boards. The most difficult part of my job is holding back and understanding that even though you can be creative and fun - at the end of the day, not everyone wants to dress like me.

4. Finally, what advice would you give to school-leavers who are interested in working in the Fashion Industry?

To anyone who wanted to join this fast paced hectic (but fun) Industry I would say - complete more study! Start a course, even if it's a small one and encourage your passion. Don't doubt yourself because you are the only one who will drive yourself forward and most of all live and learn from every single experience you can get. This industry is very small, never burn bridges and always impress!

1.

2.

1. Past FBI Student
Lauren Risti

2. The Cassette Society



Natalie Mark is a personal stylist for celebrities including Gossip Girl's Jessica Szohr and Vampire Diaries Nina Dobrev. She has been instrumental in introducing Australian Designers to the world via the red carpet, dressing her clients in Alex Perry, Willow and Nicola Finetti.

1. Congratulations on your success in the industry, we all know fashion is a difficult field to break into. How did you do it? Thank you. A lot of research into designers and agencies and many hours and weeks of work experience in all fields of the fashion industry, such as wardrobe for television, magazine styling, event styling and PR internships.

2. What Positions have you held since leaving FBI? I worked at Black Communications as a PR assistant, and then did a whole lot of experience assisting fashion stylists for television and editorial. I went on to start my own styling business with all my knowledge, contacts and experience.

3. Please tell us what your current role involves and what, in your opinion, is the most difficult part of it. My current role is personal styling for international celebrities, mainly for red carpet events. My niche is that I style them in Australian Fashion, as I believe the Australian designers have a lot to offer overseas and it is something fresh that has never been seen before.

4. What was your best experience at FBI? All the work experience with great Australian fashion companies that FBI had to offer. Gaining those contacts was so essential and fantastic to work with, especially when you come from not having any contacts, so it was a great start for me.

5. Finally, what advice would you give to school-leavers who are interested in working in the fashion industry? Always think positive. With lots of hard work, dedication, big goals and dreams, you can make anything happen.

Always think positive. With lots of hard work, dedication, big goals and dreams, you can make anything happen.

1.

1. Past FBI Student Natalie Mark and her client Jessica Szohr



FROM THE RUNWAY TO THE RACK

ZARA. NEED I SAY MORE?

With affordable price points that range from \$69 to \$200 Zara's presence closes a big gap in the Australian market for affordable, fashionable and well cut clothing.

1.

1. Zara Sydney

The long awaited opening of Australia's flagship Store in Pitt Street Mall has finally come!

The arrival of Zara drew a fashionable crowd, and a large one at that. Keen fans began camping out at 3am while others welcomed an hour long wait in queues that continued in store both at the changing rooms and the checkouts.

The opening of the store dominated news headlines across the country. For some the private security guards, barricades and police seemed a bit much, but their presence definitely helped tame the excitable crowd from turning into more of a fashion frenzy.

Australia is the 78th country to welcome the Spanish store which first opened in 1975. With affordable price points that range from \$69 to \$200 Zara's presence closes a big gap in the Australian market for affordable, fashionable and well cut clothing.

Bright hues dominate the three level store of women's, men's and children's fashion. Stand out pieces include winter coats, boyfriend blazers and chunky knitwear. Aside from office, evening and casual wear, the store also boasts a large range of stilettos, boots, handbags, scarves and hats from the finest Spanish leather and suede.

The Autumn/Winter collection featured in store was specifically developed for the Australian market, and all stock is neatly lined up in bold blocks of red, blue, orange and yellow making the store easy to navigate.

Zara prides itself on fast fashion, which sees new designs arriving in store 'from the runway to the rack' every two weeks, so there is the constant influx of hot new must have's for your wardrobe. With plans to open it's doors in Melbourne in the coming months, this is just the beginning of Zara domination in Australia, and we welcome her with open wallets.

Written by Stefnee Stonnell



- 1.
- 2.
- 3.

1,2,3. Zara Autumn 2011 Collection

TAKE A WALK ON THE WILD SIDE

2011 is the year of studs, animals, and pattern clashes. Start off this autumn with the hot new trend that's taking over our streets and runways.

It's a Saturday night, the typical blonde haired blue-eyed girl is sophisticatedly sipping her cocktail at her favourite bar in Darlinghurst.

It's dark, the music's blaring, but something catches her eye.

A man, five o'clock shadow, shirt open slightly, his nostrils flare as his eyes trail over a slender leg and fixate on her skirt, eyeing off her 'spots' like a lion hunting for it's prey. It's only a skirt but the leopard print will bring out his most animal instinct.

Be the leader of the pack this autumn and let your inner jungle queen escape. 2011 is the year of studs, animals, and pattern clashes. Start off this autumn with the hot new trend that's taking over our streets and runways.

Wearing animal prints can either spice up an outfit or produce a nightmarish fashion disaster. "I think if it's done right, then it could look cute. Like if you wear it moderately. Like if you have leopard print shoes," says Fashion blogger Rumi Neely.



1.

1. Louis Vuitton
Spring/Summer 2011



A few essential tips one must remember when daring to wear animal print.

- Don't overdo it – aim for a balanced ensemble of complementary pieces.
- Stick to one animal print.
- Keep things tasteful and limit yourself to one print at a time – a zebra print skirt with a solid coloured top or team your LBD with a pair of Jeffrey Campbell Litas in Leopard Print.

We first started to see this animal print trend in late 2010 with retailer giants such as Zara, TopShop and H&M morphing leopard into their basic pieces. Now into 2011 our runway has expanded on the trends with tigers at Louis Vuitton, birds at Marc Jacobs, and giraffes at Markus Lupfer.

As the famous Betsey Johnson once said “A girl should be two things - classy and fabulous,” and there's no better way to pull it off than with this hot trend.

Written by Jordana Labi



STYLING IS THE NEW DESIGN

Recently, FBI had Fashion all-rounder Amber Renae Guest Speak at the College. A qualified civil engineer, Amber has made the increasingly popular foray into styling. Her impressive resume boasts initially launching her own fashion label, brand manager, designer on Project Runway, and more recently FashionTV presenter and Editorial Stylist. Amber is a well respected figure within the Fashion Industry, evident in her appointment to the board of Mercedes Benz Fashion Week, and her invitation to participate in the 'Innovation in Fashion' panel discussion with the Australian Government's Parliamentary Secretary for Trade. Amber shared with Students first-hand knowledge gained during her years in the industry. Here are some of her top tips to make it as a Fashion Stylist.

1. Develop a portfolio.
2. Develop your own flavour to stand out from the sea of other stylists.
3. Never say no to a shoot.
4. Do as many test shoots as possible. Use your own clothes or your friends clothes initially.
5. Network. Sites like modelmayhem.com are a great way to meet likeminded people.

Written by **Alexandra Hine**

1.

1. Amber Renae



Shop by Category
Shop by Designer
Gift Vouchers

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Blog Lovin



FBI ONLINE

The future of fashion is digital. FBI Staff and Students, past and present are embracing the online trend and launching their own websites.

All The Pretty Things – www.alltheprettythings.com.au
FBI Staff member and Student Stefnee Stonnell recently launched this E-boutique specialising in gorgeous designer lingerie and under garments.

A New Muse – www.anewmuse.net
Online magazine featuring collection reviews, interviews and fashion editorials styled by FBI Student Mitchell Steed and a team of other creatives.

The Lilac Mannequin – thelilacmannequin.blogspot.com
A feminine fashion blog started by FBI Graduate Constance Stavrou.

Le Black Book – www.leblackbook.com.au
Online designer shopping destination begun by FBI Graduate Kath Purkis at the tender age of 21.

Gary Pepper Vintage – www.garypeppervintage.com
Online treasure trove of vintage clothing and accessories, started by past FBI Student Nicole Warne.

1.

2.

1. All The Pretty Things

2. Past FBI Student Nicole Warne of Gary Pepper Vintage

Some FBI Students placed into the Fashion Industry by FBI:

Angela Jones	HUSH COMMUNICATIONS / Graphics and PR Assitant
Zinovia Vasili	CUE / Office Assistant
Nicole Hardie	COUNTRY ROAD / Visual Merchandiser
Kalise Chawell	STEELDRUM PR / Showroom Assistant
Nicole Hansen	PRONTO PRODUCTIONS / Wardrobe Manager
Stephanie Cardona	TORSTAR COMMUNICATIONS / Showroom Assistant
Sarah Cunliffe-Jones	ESPRIT / Wholesales Assistant
Liana Freeman	MINK PINK / Customer Service

Hottest Top Ten of the moment

1. Walking tall in...
Gee Wa Wa footwear
2. Eagerly anticipating....
Launching the Diploma of Design
3. Best in show....
Miss Unkon Spring Summer 2011/2012 at RAFW
4. Keeping warm in....
Faux Fur
5. Covergirl.....
Eliza Humble for Yen
6. Sipping on...
San Churro Hot Chocolate with Chilli and Cinnamon
7. Wanting to Escape the winter cold to....
Dubrovnik, Croatia
8. Flicking through...
Audrey 100
9. Lusting after....
Made by Niki lingerie
10. Hottest New Fashion Mag...
Style by



1.



4.



9.



3.



5.

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