

TOP GLOBAL STUDENT FASHION COMPETITION COMES TO PHILADELPHIA:

Arts of Fashion Foundation brings emerging international talent together at Drexel University for five day Symposium and Fashion Competition - Oct 24-28, 2009

SAN FRANCISCO October 16, 2009 – The Arts of Fashion Foundation is about to open its eighth annual Symposium at Philadelphia’s Drexel University. The 2009 Symposium, on the theme of “illusion,” will be a five-day global fashion event that brings young designers, master professionals, academics, critics, and retailers together for a multidimensional gala celebrating fashion through the runway, trunk show, workshop, panel discussion, gallery, after-party and big screen. The event, considered the premier international university-level fashion competition, will be hosted by Drexel University’s Department of Fashion and Design & Merchandising of the Westphal College of Media Arts & Design and culminate in a runway show at the Philadelphia Museum of Art (PMA).

While the symposium is a celebration of the fashion industries emerging lights, it is also something of a resistance movement. By supporting and honoring young designers with original voices in a field where prevailing culture values reproduction over authorship, the Arts of Fashion Foundation uses the Symposium to provide an incubator where emerging designers can come into their own. Susan Scafidi, preeminent authority on fashion law in the United States, will be acting as president of this year’s symposium. A fierce and passionate advocate for fashion copyright, she is the first U.S. law professor ever to offer a course in Fashion Law, a blogger on fashion and intellectual property at Counterfeit Chic, and author of *Who Owns Culture? Appropriation and Authenticity in American Law (2005)*. She has testified before Congress on behalf of the Design Piracy Prohibition Act, a bill which is still pending.

The 2009 Symposium begins with four-day Master Classes, which will be taught by noted active designers of womenswear, couture, accessories, textiles and design. The classes will draw students from Switzerland, Portugal, Spain, Brazil, the Czech Republic, Mexico, Canada and all over the United States. Work produced during the Master Classes will be shown during the finale runway show.

The CarteBlanche Series will show the work of four highly decorated designers who have worked under fashion luminaries such as Karl Lagerfeld, Dries van Noten, Miguel Adrover and Martin Margiela—Anthony Vaccarello, Christian Wijnants, Matthew Ames and Aurore Thibout—on the runway. Thibout, a French artist and fashion designer whose work has been exhibited throughout Europe and recognized by the 2006 Hyères Fashion and Photography Festival, will also show in a ongoing special exhibition at Drexel’s Leonard Pearlstein Gallery. All four have just shown their spring/summer 2010 collections in Paris. Matthew Ames was also part of New York fashion week, showing in the new MAC Cosmetics alternative fashion shows. All CarteBlanche designers will teach a Master Class.

The Debut Series, sponsored by YKK Corporation of America, will present the work of three young American talents—Amy Sarabi, Chelsea Snyder and Julianne Thibodeaux—while the ShowRoom Series continues to support the previous years’ Debut Series presenters—Douglas Reker, Natallia Pilipenka and Jae Yoon Jeong—by providing a space to show their ready to wear collections to industry buyers. Debut Gallery in New York will showcase these collections in the coming year.

Added to the festival in 2007, following of a bloom of Hollywood movies about the fashion industry, the CineToile Series is an evening of fashion documentary screenings. This year will feature “The Day Before” series, directed by Loic Prigent, a chronicle of the frenetic final 36 hours before a major seasonal fashion show for three of fashions most famous houses – Jean Paul Gaultier, Fendi and Rykiel.

The Tandem and Fashion.edu Series both provide a place for lectures and discussions on fashion lead by some of fashion's most esteemed professionals and academics. Tandem discussion under the direction of Professor Susan Scafidi, fashion law expert, will focus heavily on the issue of copyright in fashion. Fashion journalist Susie Bubble will direct the discussion with the CarteBlanche designers.

The Symposium's finale will be a fashion show in Philadelphia Museum of Art's Grand Stair hall. This year 50 students selected by a panel of fashion experts and professors from a pool of 96 participating schools in 27 countries have been invited to compete in the Fashion Student Competition Show. These finalists submitted a capstone collection of three sketches that were selected for competition. The winning student designers will be awarded scholarships and some will be afforded internships to work with top international fashion designers.

Arts of Fashion Symposium will be held at locations throughout Drexel University's Main Campus. For a full list of events and locations refer to the schedule of events attached to this document. For general and ticket information visit: www.arts-of-fashion.org. For information regarding the host university, Drexel's Westphal College of Media Arts & Design, visit www.drexel.edu/westphal or call 215-895-1029.

About Arts of Fashion Foundation:

The Arts of Fashion Foundation is a 501(c) (3), public, non-profit organization, based in San Francisco linking both academics and professionals alike and is dedicated in fostering international cultural exchange through the creation of a variety of educational events meant to facilitate critical thinking among artists, designers, scholars and students. The primary focus of the foundation is the continuous support of creativity and design in fashion and the arts linked to it.

The debates and seminars such as the Tandem and Fashion.edu Series, the exhibitions of young rising talents such as the CarteBlanche and Debut Series and the International Arts of Fashion Student Competition, Masterclass Series and Summer programs are all vehicles of promoting avant-garde and progressive cultural movements. The Arts of Fashion Foundation future goal is to raise scholarships funds for students, visiting professionals and scholars from all over the world.

About Drexel University Westphal College of Media Arts & Design:

The Antoinette Westphal College of Media Arts & Design offers thirteen undergraduate and five graduate programs in design, media and the performing arts.

Its undergraduate and graduate Fashion Design programs are nationally recognized. The rigorous curriculum consists of a unique six-month Co-op experience that complements coursework in conceptual design, presentation skills, CAD, and manufacturing procedures. Students conclude their senior year with the presentation of their collections in the Drexel Fashion Show, an impressive event featuring professional models that attracts an audience of 1500.

About YKK Corporation of America:

For the third year in a row, YKK Corporation of America is promoting the Debut Series and competition, supporting students and young designers from the beginning of their careers.

ATTACHMENT: ARTS OF FASHION SYMPOSIUM 2009 SCHEDULE OF EVENTS

MASTER CLASSES

The Master Classes will be held, Saturday, October 24 –Tuesday, October 27. All are from 9 a.m. – 5 p.m. and will be held on the 6th Floor of Drexel University's Nesbitt Hall (3215 Market St.)

The following Master Classes are offered:

FLOWER POWER (womenswear) - Directed by Christian Wijnants & Matthew Ames

TRENCH MUTATION (couture)- Directed by Matthieu Blazy & Julie Perrin

BAG POCKET - POCKET DRESS - DRESS BAG (accessories) - Directed by Anthony Vaccarello & Arnaud Michaux

WISHING TO SEE IS ENOUGH TO BELIEVE THAT YOU ARE SEEING (textile) - Directed by Aurore Thibout & Laurence Teillet

SCHEDULE OF EVENTS

Saturday, October 24

6 p.m. – 8 p.m.: Exhibition Opening Reception for Traces: Installation and Memory Clothes by Aurore Thibout
Leonard Pearlstein Gallery, the gallery is located on the first floor of Drexel's Nesbitt Hall (3215 Market St.). The exhibition will run Monday, October 26 through Friday, November 20

Monday, October 26

1 p.m. – 6 p.m.: **ShowRoom Series** (Professionals & Press) - Bossone Center

8 p.m. – 10 p.m.: Students & Faculty Welcome Reception

Tuesday, October 27

9 a.m. – noon: Arts of Fashion Jury Working Session & Arts of Fashion Competition, Paul Peck Alumni Center, 32nd & Market Sts.

1 p.m. – 6 p.m.: **ShowRoom Series** (Professionals & Press) - Bossone Center

1 p.m. – 6 p.m.: **Fashion.Edu Series** (Fashion Schools and Universities), Edmund D. Bossone Research Enterprise Center, Mitchell Auditorium, 3128 Market St.

6:30 p.m. – 8:00 p.m.: Opening Reception, Paul Peck Alumni Center, 32nd & Market Sts.

8:00 p.m. – 11 p.m.: **Cine Tolle Series** (Movie Screening), Edmund D. Bossone Research Center Auditorium, Mitchell Auditorium 3128 Market St.

11 p.m. – 2 a.m.: After Movie Party, World Café Live, 3025 Walnut St.

Wednesday, October 28

11 a.m. – 4 p.m.: **Tandem Series** (Seminars & Lectures on Copyright & Fashion PR and Media Fashion-Fashion Business, Bossone Center Auditorium, 3128 Market St.

8 p.m. – 10:30 p.m.: **Fashion Show and Awards Ceremony**, Philadelphia Museum of Art, Great Stair Hall, 2600 Benjamin Franklin Parkway

11 p.m. – 2 a.m.: After Show Party, Waterworks Restaurant, 1 Boathouse Row

Registration and ticket information can be found at: www.arts-of-fashion.org

ARTS OF FASHION SYMPOSIUM 09

FOR IMMEDIATE RELEASE

DREXEL UNIVERSITY | PHILADELPHIA
ANTOINETTE WESTPHAL COLLEGE OF MEDIA ARTS AND DESIGN

ATTACHMENT: SELECTED STUDENTS FOR THE ARTS OF FASHION COMPETITION 2009

Stanislav Botonogov --- Belarus - Minsk / Institute of Modern Knowledge
Mireia Roset Vaz --- Spain - Barcelona / Felicidad Duce
Bora Han --- USA/CA - San Francisco / Academy of Art University
Kristina Cantero Fernández --- Spain - Barcelona / Felicidad Duce
Hye Ra Rhee --- South Korea - Seoul / Hongik University
Christine Samar --- USA/NY - New York / Parsons The New School for Design
Elena Musteata --- Portugal - Castelo Branco / Escola Superior de Artes Aplicadas - ESAA
Sara Londoño Jaramillo --- Colombia - Medellin / Institucion Universitaria Collegiatura Colombiana
Ninh Nguyen --- USA/NY - New York / Fashion Institute of Technology - FIT
Cindy Hong --- USA/IL - School of the Art Institute of Chicago
Izabela Starling --- Brazil - Sao Paulo / Universidade Anhembi Morumbi
Jinjo Cho --- USA/NY - New York / Parsons The New School for Design
Joana Marques --- Portugal - Castelo Branco / Escola Superior de Artes Aplicadas - ESAA
Mihaela-Cristina Cirlugea --- Romania - Cluj Napoli / University of Art & Design
Isabelle Campeau --- Canada - Montreal / Universite du Quebec
Lily Cornell --- Canada - Toronto / Ryerson Polytechnic University
Laura Popoviciu --- Romania - Bucharest / National University of Art
Júlia Triay Florit --- Spain - Barcelona / Felicidad Duce
Eva Urias de la Cruz --- Mexico - Centro de Estudios Superiores de Diseno de Monterrey - CEDIM
Ivett Simon --- Australia - Melbourne School of Fashion
André Paiva --- Portugal - Castelo Branco / Escola Superior de Artes Aplicadas - ESAA
Angel Ho --- USA/NY - Brooklyn / Pratt Institute
Natalya Nyn --- USA/NY - New York / Fashion Institute of Technology - FIT
Isabell de Hillerin --- Spain - Barcelona / Felicidad Duce
Frederico Viseu --- USA/NY - New York / Fashion Institute of Technology - FIT
SoJeong Kim --- South Korea -Kookmin University
Rochelle Gordon --- USA/PA - Philadelphia / Drexel University
Solange Castanheira --- Portugal - Covilha / Universidade da Beira Interior
Ariadna Garrido Maestro --- Spain - Barcelona / Felicidad Duce
Maxwell Gengos --- USA/NY - Ithaca / Cornell University
Young Li Lee --- United Kingdom - London College of Fashion
Mariele Capssa --- USA/NY - New York / Parsons The New School for Design
Aura Taylor --- USA/CA - San Francisco / Academy of Art University
Angela Merlino --- Spain - Barcelona / Escola Llotja
Shreyasi Shrivastava --- India - Gandhinagar / National Institute Fashion Technology - NIFT
Lizeth Montoya --- Mexico - Centro de Estudios Superiores de Diseno de Monterrey - CEDIM
Joanna Holmes --- USA/PA - Philadelphia / Drexel University
Faustine Steinmetz --- France - Paris / Atelier Chardon-Savart
Berta de Miguel Torres --- Spain - Barcelona / Escola Llotja
Marlene Oliveira --- Portugal - Castelo Branco / Escola Superior de Artes Aplicadas - ESAA
Kyurey Park --- South Korea - Seoul / Hanyang University
Tetyana Fomenko --- USA/NY - New York / Fashion Institute of Technology - FIT
Euarda Abrantes --- Brazil - Florianopolis / Universidade Do Estado de Santa Catarina - UDESC
Milka Osoro --- USA/PA - Philadelphia / Drexel University
Eva Gueifão --- Portugal - Castelo Branco / Escola Superior de Artes Aplicadas - ESAA
Christian Bruns --- Germany - Trier / Fachhochschule fur Technik, Wirtschaft und Gestaltung
Rakesh Kumar Muhal --- India - Gandhinagar / National Institute Fashion Technology - NIFT
Monica Tung --- USA/NY - Poughkeepsie / Marist College
Adriana Vargas --- USA/FL - Miami International School of Art & Design
Dominique Streater --- USA/PA - Philadelphia / Moore College of Art & Design
Iva Solilová --- Czech Republic - Pilsen / University of West Bohemia
Anna Pitchouguina --- Poland - Academy of Fine Arts of Lodz
Jeong-A Yoon --- South Korea - Seoul / Hanyang University
Ahyoung Choi --- United Kingdom - London / Central Saint Martins
Ana Ximena Garcia -Triana --- Mexico - Centro de Estudios Superiores de Diseno de Monterrey - CEDIM
Do Young Kim --- USA/NY - New York / Parsons The New School for Design
Xin Yin --- China - Suzhou Art and Design Technology Institute
Jungsun Kim --- USA/IL - School of the Art Institute of Chicago
Young-ji Ko --- South Korea - Seoul / Hongik University
Mauro Alexandre de Sousa Cordeiro --- Portugal - Covilha / Universidade da Beira Interior

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ARTS OF FASHION FOUNDATION