



KWANTLEN POLYTECHNIC UNIVERSITY

THE SHOW

FASHION DESIGN & TECHNOLOGY

Get ready for THE SHOW, the culmination of four years' work for the Class of 2010 at Kwantlen Polytechnic University and one of the most highly anticipated runway events of the season!

Class of 2010



Heidi Abramyk



Eri Akai



Mariko Aramaki



Nina Chen



Brittany Crook



Tanya Ens



Mikki Fox



Maggie Harding



Libi Hilzerman



Deanna Hooper



Joyce Hu



Mary Anastasia Kennedy



Jessica Kestell



Melissa Kim



Katie Kirkpatrick



Jordana Kokoszka



Sara Lanyon



Bria Lear



Felice Lee



Monica Lee



Jing Liang



Kiara Matheson



Lars McKinnon



Elizabeth Morelos



Anita Ng



Katrina Op de Beek



Norie Sakata



Jacq Smith



Carley Smulders



Amanda Tan



Kala Vilches



Chauntelle Walsh



Annching Wang



GEORGIA ESPORLAS
photographer

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Heidi Abramyk



Heidi Abramyk was never afraid to stand out in a crowd. Born and raised in the small town of Prince Albert, Saskatchewan, Abramyk started sewing her own clothes to express her personal style. "I went to an all girls' school and I dreaded the uniforms we wore." Abramyk says those uniforms made her realize how expressive clothing can be. Never afraid to forge her own path, she made it her mission to prove a northern prairie girl can be a fashion designer. Now about to graduate with a Bachelor of Design, Fashion & Technology, all of Abramyk's creativity, drive, and determination has paid off. In 2008 she was awarded the Millennium Scholarship of Excellence in academic achievement and commitment to helping others. Always well-rounded, this self-proclaimed computer geek's interests range from fencing to singing and politics to video games. Abramyk loves design as it gives her both the logical and creative challenge her brain desires. She utilizes her problem solving skills to design garments that help others in some way. Her final collection, designed for competitive female fencers, aims at reducing layers and maximizing movement. Abramyk hopes to complete her education with a second degree in business and work as a designer or costumer upon graduation.

PRESS RELEASE...Taking Fashion from Avant-Garde to "En Garde"

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Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
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Eri Akai

"Mama, when I'm big, I want to become a super star."



Every person *is* a story.

Eri Akai is a story of an adventurer who lives by her passion and dreams.

Born and raised on the pacific coast of Japan, the ambitious 15-year-old girl decided to study abroad in Canada. Despite all the language barriers and homesickness of the first couple of years, Eri managed to develop a new life in Vancouver, as well as to find her passion. Through her education at Kwantlen's fashion design program, Eri realized that this was going to be her desired career. Do you want to know how much she wants it? Well, she feels suffocated without it; let's just put it that way.

So what's next? She doesn't know, but she does know that the opportunities found will take her higher, and her creativity will just soar.

Eri Akai will always be: ***Moving forward.***
She will never stop: ***Dreaming.***

PRESS RELEASE... Dressing Up
Just Got A Lot More Playful!

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Mariko Aramaki



Mariko Aramaki always knew she belonged in the world of fashion. Early in her youth, Aramaki overcame her timid nature by expressing herself through the language of clothing. Since then, she has come to develop her own personal style that she describes as traditional yet modern, chic yet playful, and ultimately feminine.

Aramaki grew up with the benefit of both her Japanese background and her West Coast surroundings. She projects her individuality as she participates in the worlds of art and culture that she so deeply admires. While Aramaki's main focus is fashion, she has a rivalling passion for flamenco dance, performing in company shows and cafe's throughout the lower mainland.

Her studies in the Bachelor of Design in Fashion & Technology at Kwantlen Polytechnic University have shaped her into an astute and well rounded designer who is eager to dive into a career in the fashion industry.

PRESS RELEASE... Mira Mira on the wall, who's the fairest of them all

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Nina Chen



An artist at heart, Nina Chen was always drawn towards non-academic studies that allowed her to express her ideas. Growing up in a family that placed a great emphasis on academic excellence, she felt she needed to explore outside of these cultural limitations. At the age of 10, young Nina was given this chance when her family relocated to Canada. She was given opportunities in the Canadian education system to explore learning outside of academia. During these early years, she decided that she would be a fashion designer. Her commitment to this passionate idea grew and led her to enrol in and is about to complete a Bachelors of Design Degree majoring in Fashion Design and Technology at Kwantlen Polytechnic University.

After four years of dedication to her studies, an exchange semester in Shih Chien University in Taiwan, and an internship with The Family Business Distribution, Nina, with the support of her family and mentors, has grown into a young designer that has an eye for catering to underserved apparel markets. Her detail oriented design aesthetics are strengthened by her technical construction knowledge. Nina's latest collection, F/2.8 by Vel Rider, explores the world of men's wear with a compilation of urban cyclist street wear that combines technical and innovative design details.

**PRESS RELEASE... Vel Rider: Urban
Commuting without the Spandex**

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Tanya Ens

Mikki Fox

Maggie Harding

Libi Hilzerman

Deanna Hooper

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Melissa Kim

Katie Kirkpatrick

Jordana Kokoszha

Sara Lanyon

Bria Lear

Felice Lee

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Kiara Matheson

Lars McKinnon

Elizabeth Morelos

Anita Ng

Katrina Op de Beek

Norie Sakata

Jacq Smith

Carley Smulders

Amanda Tan

Kala Vilches

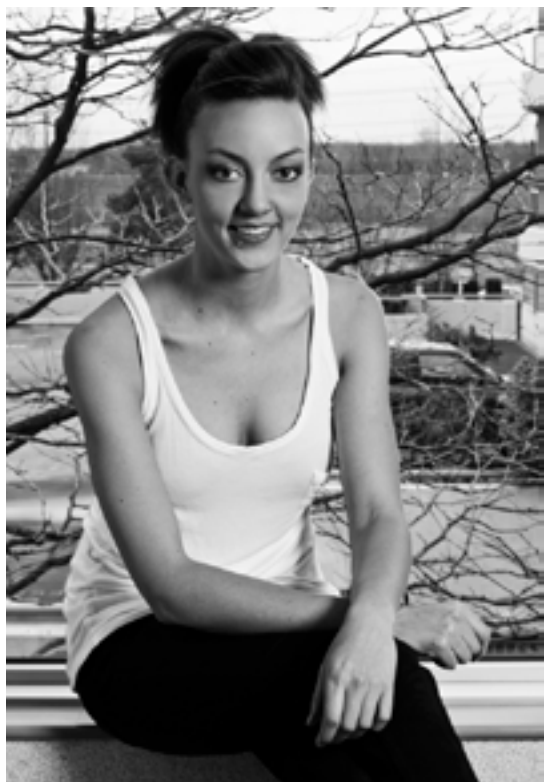
Chauntelle Walsh

Annching Wang

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Brittany Crook



Brittany Crook plays all day long and likes to tell people she grew up in the mountain forests of Northern B.C., but it doesn't take long for people to discover that it was actually in Mackenzie. It was in this small town that she learned early on not to let people contain her free spirit. In most things, Brittany is determined to let her imagination run wild, viewing life as a grand adventure. She doesn't need an expensive art gallery or European location to find inspiration; she simply keeps her eyes wide open, taking in each new experience of her many adventures.

Brittany's high energy personality and open mind help her create irrefutable solutions to design problems. She has an unmistakable design aesthetic, employing clean, inventive lines. Merging the ever-apparent conflict of function vs. fashion, Brittany firmly believes there is no need to sacrifice one for the other. Her passions and skills in technical design were further developed through her employment at FYI Design Department. In short, Brittany is a harnessed ball of creative chaos.

**PRESS RELEASE... CROOK Steals
The Show**

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Tanya Ens



Thinking back to the day she figured out how to tie her shoes as a child, Tanya recognizes that she developed her creative quirks and habits young. She realizes that she best understands and expresses creativity through experimentation and experience. Tanya approaches design holistically as being an experience that connects people and builds relationships. Her creative ambition is to continually be experiencing and learning and to visually express that in her work. How does that translate into fashion? Fashion provides an opportunity to express character and values through design; to ultimately help people visually articulate themselves to better build community. Tanya enjoys the relational side of design and has a passion for teaching others. Throughout the last four years at Kwantlen, she has seen every part of her education and life shape her character both personally and professionally.



PRESS RELEASE... Paper Moon: A New Phase for Maternity

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Mikki Fox



Mikki's experience in the fashion industry has spanned over six years. She graduated from the University of Alberta with a B.Sc. in Human Ecology majoring in Clothing and Textiles in 2006. Seduced by majestic mountains and a city surrounded by open waters, she moved to Vancouver in 2006 to attend Kwantlen Polytechnic University. Outside of school, she has worked her magic as a sales representative at the Fashion Exchange and her time as an intern for the popular online newsletter Vitamin Daily gave her a taste of the marketing and media side of fashion.

Mikki plans on returning to her native Albertan roots to the city of Calgary where she hopes to bring her experience and fashion expertise to the locals (cowboy hats and boots not accepted). She balances the fast paced life of a fashion student with power yoga, and when a downward dog won't do the trick it's off to the rink where Mikki has taken out her frustrations playing hockey from the age of six.

PRESS RELEASE...Genevieve:
Dress in a Timeless Youth

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Maggie Harding



Figure out what you love to do, and then find a way to get a paycheck for doing it. After spending five years in a corporate milieu, Maggie Harding decided to do just that. She loves to sew, and would do so in her spare time no matter the job she worked. She moved to Vancouver, BC from Kitchener, Ontario, to study at Kwantlen Polytechnic University in the Fashion Design and Technology program. While completing her internship at the Vancouver Playhouse, she realized that she loves handwork, and tactile sewing more than using a machine. She loves the old way of stitching and the strict rules associated. She would like to come up with a way to reduce waste in the fashion industry that would work on a large production scale. Harding is also an animal lover, an enthusiastic environmentalist, and is excited to find her way in this industry.

“It’s rather curious, you know, this sort of life!” –Lewis Carroll

PRESS RELEASE... Reshaping Full Figured Fashion —
Restored Authority takes the next step in eco-fashion

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Libi Hilzerman



The visually expressive and colour captivating components unique to Libi Hilzerman's designs are the product of an individual who has lived a nomadic life. Having her developmental stages marked by the three distinct countries of Chile, Israel, and Canada, reflects the cultural fusion and sophistication found in her work. She has learned to utilize her ability to adapt and relate to diverse shapes and forms of humanity when designing for a specific customer.

Aside from her unique life experiences, Libi is a lifelong student to an intellectual artist father who encouraged a creative upbringing. "As a child, I remember going to my dad's studio--an old wooden cabin in the woods of an Israeli Kibbutz--where I would paint alongside him. Ironically, for someone who had difficulty concentrating in school, a piece of paper and crayons could keep me still for hours", says Libi.

Aspiring to explore the fashion medium as a way to let her rich imagination fly free and advance her artistic skills, this spring she will graduate from Kwantlen Polytechnic University with a Bachelor's degree in Fashion Design & Technology.

PRESS RELEASE... How Maternalistic Are You?

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
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Deanna Hooper



Deanna Hooper is a young designer who currently lives on the east side of Vancouver, BC. As a young lady Deanna drew endless images of women adorned in eccentric garments. She can remember winning a colouring contest at age 5, and believes it was then that she had a glimpse of what her future could hold. Deanna interned with well-known Canadian company Mountain Equipment Co-op; it was during this internship that she discovered a strong interest for technical outerwear material. This interest inspired her final grad collection sixteen twenty-eight, a collection of raincoats for creative professional women.

Influenced by human interaction and disordered nostalgia, Deanna's work tends to look bizarre and at times humorous. She feels joy when she experiences minimalism in peculiar spaces, and satire at life's daily indulges.

PRESS RELEASE... Sixteen twenty-eight:
Avoid the rain, but don't get dry

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Joyce Hu



Drawing gives Joyce Hu inspiration and relaxation. At the age of five, she loved to sketch on her mother's pattern books and replicate inspirational art that was hanging in her home. Additionally, she was also fascinated with the exciting world of Japanese manga art and anime. She took these experiences with her at age of twelve, moving from Taiwan to Vancouver, BC, where her interest in arts only grew.

Today, designing is her passion and permeates every aspect of her life. While her parents serve as influences in her artistic growth, it is her satisfaction in designing for others that has fueled her commitment to attaining her Degree in Fashion Design & Technology at Kwantlen Polytechnic University. Joyce is always up for a challenge, whether it be in designing, production, or merchandising and is dedicated and determined to explore anything fashion-related.

**PRESS RELEASE... Make Your
Aura Bloom**

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
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Mary Anastasia



You'd think that having her birth marked by a blizzard that caused a city wide black out would have been enough for her, but Kennedy has always strived to out do that moment. After starting University in Calgary, Kennedy made the decision to follow her heart and chase a dream in fashion and shortly thereafter packed up and moved. Once again not content with the average she quickly plugged herself into the heart of the city and lives and thrives just off of English Bay. Fire works greeted her arrival in Vancouver and that seemed to make sense to her. Kennedy's enjoys pushing conventions with her designs; yet keep them familiar at the same time. It is clear that her balance of design savvy and marketing skills will lead to a successful career inside the fashion industry.



PRESS RELEASE...The Perfect Morning

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
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Jessica Kestell



Growing up in a brilliant, creative little town nestled in the beautiful mountains of the West Kootenays, Jessica spent her childhood and teenage years on her families quaint hobby farm. Practicing diligently day after day at her local figure skating club, she discovered her artistic ability to design costumes for her competition dresses. After a few months of traveling Jessica made the decision to take her creative passion and energy to the big city to pursue a career in the fashion industry. "The apparel industry has grown from being about practical clothing a person wears on a day to day basis to a whole other world of culture, prestige, revolution and passion," says Jessica. Her energetic and caring personality hopes to land her a career that fosters her visions for fashion in the near future and for years to come. With an appetite for travel and adventure, seeking out a job abroad is certainly a tempting possibility!



PRESS RELEASE... Lutz Athletix -
Break the ice with LUTZ of style

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Melissa Kim



Born in a city known for hosting the world's largest stampede, Melissa Kim's modest beginnings began in Calgary, Alberta more than two decades ago. Raised by her very Korean parents, discipline and humility were instilled at a very early age. Fortunately, her teenage years brought a touch of rebellion, giving Melissa a unique combination of order and upheaval. Accordingly, her fashion creations contain a rare mix of classic style with a touch of edgy flare.

As with many designers, her true infatuation in fashion did not take hold until her later years. It was not until Melissa moved to Vancouver when her mind was truly set to begin her journey into the artistic world of vogue. Working towards her Bachelor of Design, Fashion & Technology degree at Kwantlen Polytechnic University, Melissa's in-depth skills and knowledge led her to work as a production designer intern with up-and-coming fashion house "lily and jae." There she gained a great deal of independence, maturity, and an understanding of the realities in the fashion industry.

**PRESS RELEASE... Dear Noela:
Heels on Wheels**

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
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Katie Kirkpatrick



Katie Kirkpatrick has always had a passion for creating a new, whether it be ideas or items. Katie started a sewing program called “Kids can sew” at the age 7. Sewing has always been an outlet to keep her creativity flowing. Katie admits that she would often sew after school to keep herself busy. Her skills were so advanced, that in high school, she was sewing at levels more advanced than her peers. Upon graduation from high school, Katie applied to Kwantlen’s Fashion Design program confessing that it was this or nothing, “If I didn’t get in, I wasn’t going to school.” Katie strives for simple, clean aesthetics in her design, and loves the hands-on approach. She values family and good friends. The Kirkpatrick clan is extremely tight-knit and supportive. The Kirkpatricks travel together to Ontario’s cottage country every summer and have ventured through Holland and Scotland. It was the combination of her love of travel and her father as inspiration, that the concept for her final collection- travel wear for the adventurous baby boomer, was born. Katie’s last 4 years at Kwantlen, as well as working in the industry with an International Design House, has offered a breadth of knowledge and sharpened her skills. She is now eager to gain more life experiences.

PRESS RELEASE...Jet, Set, Go!

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Jordana Kokoszka



Jordana Kokoszka's addiction began at age nine when her mother—tired of watching her daughter glue scraps of fabric into garments--enrolled her in a sewing class. Years later, while struggling in a highschool science class, it became evident to Kokoszka that she should ditch the chemistry lab and sew herself a career in fashion. Leaving Mission, BC when accepted into Kwantlen Polytechnic University's Bachelor of Design in Fashion and Technology meant focusing hard on her studies and temporarily putting aside her other hobbies—dancing, teaching dance, and horseback riding. Recently, Kokoszka has been able to infuse her studies with her passion for riding by creating an equestrian line for tweens/teens that focuses on combining fashion, function and fit. Upon graduation, Kokoszka looks forward to sharing her passion for sewing and drafting as she pursues a career as a home economics teacher.

PRESS RELEASE...Reining Tweens — Isn't it true that deep down in their hearts, the only thing a little girl wants is a pony?

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Sara Lanyon



Throughout her time at university, Sara Lanyon has developed a concept of design that focuses on combining the principles of form and function. She is continuously inspired by the desire to create designs that are aesthetic, functional and beneficial. Sara finds deep satisfaction in the entire creative process of design. She is inspired by versatility – designing garments for different purposes within a wide variety of contexts. This approach also reflects the value that Sara places on diversity. In a world where sustainability is a priority, Sara's aptitude for designing versatile products highlights her progressive design philosophy.

These values of diversity, and sustainability, along with her enjoyment of participating in cooperative working relationships, ultimately derive from Sara's personal and professional values.

Finally, Sara also has an interest in continuing her education in other fields of design, such as product design.

PRESS RELEASE... radii
redefines leisurely sailing

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Bria Lear



Bria Lear displayed creative tendencies at a young age, engaging in everything from drawing to dancing. A self-proclaimed Illustrator nerd, she “loves the precision of computer-drawn flats, but at the same time [thrives] on the textural combinations of colour and fabric to create an imperfect vision.” This balancing act is integral to her aesthetic.

Growing up in Northern BC, the world of fashion was limited to the pages of magazines. “I’ve always connected more with the buzz and diversity of big cities. I am completely inspired to create visual and verbal stories from the energy and mood of places.”

Chameleon tendencies drive this challenge-seeker in all areas. As she finishes a Bachelor of Design in Fashion & Technology, she hopes her skills and perseverance will take her around the world. Bria’s passion for travel has become her gateway to experiencing fashion and language—her favorite ways to creatively connect with people.

PRESS RELEASE... VIAVERA: When Fashion and Function Take Flight

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
Felice Lee	Monica Lee	Jing Liang	Kiara Matheson	Lars McKinnon	Elizabeth Morelos
Anita Ng	Katrina Op de Beek	Norie Sakata	Jacq Smith	Carley Smulders	Amanda Tan
Kala Vilches	Chauntelle Walsh	Annching Wang			

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Felice Lee



Stitched In — At seven years old my mother would buy cross stitch patterns for me to sew beside her. I would try my best to accompany her, quietly following the pattern stitch by stitch as she busied with her own needlework beside me. I was able to sit still for twenty minutes before my restlessness would take over and return me to my usual high energy state of play. Still, I loved creating with my hands from a very early age, but preferred a more Pollock-like approach using tempura paints, crayons and play dough. Art has always been a subconscious part of me, continuously surfacing as something that was natural and fun to do. In university, I continued to play with art but traded in the play dough for foam core in Architectural Design, novels in English Literature as well as for a more limitless range of media in Visual Studies. This love to create, to play with colors and shapes is consequently what led me to Kwantlen's Fashion Design and Technology program. And while I hand sew the details for my emerging line, wabi sabi, I realize that my concept for hand crafted and time-enduring fashion was embedded in the very first cross stitch I made. It was stitched in all along.



PRESS RELEASE...Fashion investments to dye for

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Monica Lee



Monica was born in Seoul, Korea before coming to Canada when she was 10 years old. She grew up with the freedom to explore her dynamic interests that ranged from dance to mathematics. At the age of 14 she fell in love with her first home sewing machine, and decided to become a fashion designer. Her interest in clothes was not the only reason that led her into fashion design.

It was the concept of creating a 3-dimensional object with her hands that led her to Kwantlen. Studying fashion design has given her opportunities to fuse her personal values in the apparel industry, so she feels connected in whatever that she does.

Reaching the final year of her degree, she has grown into an empathetic designer who is well rounded in skills and in the awareness of issues around the world, beyond clothes. It is Monica's desire to always create beauty and meaning that will challenge and improve our ways of thinking.

PRESS RELEASE... Make your wardrobe new "Agan"

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Jing Liang



At the age of 4, Jing Liang discovered the captivating and addictive world of art and design. Her family was not thrilled with her first masterpiece, but she was proud of her work entitled “felt pens on living room wall.” With a charcoal smeared face and paint splattered t-shirt, storytelling through arts became her passion.

As Jing matured, her fascination for historical costume and art lead her into the world of theatrical costuming. She then enrolled herself into four years of frequent insomnia, caffeine binging and sporadic adrenaline rushes at Kwantlen Polytechnic University’s fashion design program. Fortunately, most of Jing’s work can now be seen on both paper and fabric rather than engraved on a wall. From concept to garment, Jing also had the privilege of co-designing the 2010 Canadian Paralympics athlete’s opening ceremony uniforms.

Finding joy in mentoring and education, Jing aspires to excite people with her enthusiasm for fashion illustration, theatrical costumes and fashion designs.

**PRESS RELEASE... PAEONIA: A
New Curve in Fashion**

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Kiara Matheson



Kiara Matheson, a fourth year fashion student at Kwantlen Polytechnic University can pinpoint exactly when her interest in clothing began, and why. Growing up as one of four sisters, Matheson was determined to distinguish herself from the rest of world, and developed an aversion to dressing the same as others. Finding a resource in her mother, Matheson quickly learned how to sew, and it wasn't long before she was making one-of-a kind pieces for not just herself but her friends and family, too.

Working with different shapes, sizes and tastes gave Matheson an authentic insight into the diverse world of fashion. A relocation to England when she was 18 introduced her to the international world of arts and culture, and it was through this that her interest in fashion became a love affair not easily dampened.

As a manager of clothing boutique Hills of Kerrisdale, during an internship at Blushing Designs, and while studying at Kwantlen Polytechnic University, Kiara continues to explore the fashion industry and encourage her own personal self-development and growth.

PRESS RELEASE... Cherie Louise reveals the woman behind the bump

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Lars McKinnon



Lars McKinnon is fairly modest when talking about himself and his talents, however, if you asked some of his friends and colleagues they might tell you a different story. They would probably tell you he is a talented designer full of ambition and that is able to work on the little details without missing the big picture. Someone else may tell you that his affinity for technical fabrics and functional design comes from 15 years of snowboarding and his Scandinavian heritage. But then again, they might tell you that he's not even really Swedish, it would just depend on whom you asked.



PRESS RELEASE... What is revealed? An Ulterior motive

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Elizabeth Morelos



BIO: Dedicated, determined, and passionate best describe Elizabeth Morelos and her work. Born in the tropical Philippine Islands, she immigrated to Canada at the age of three. Her loving family of seven packed their belongings into one big old 'balikbayan' box, and were on their way to a new journey in life. It was the support of her family that allowed Elizabeth to openly explore her skillful abilities and creative interests. This exploration nurtured a growing passion for art and fashion. There have been many inspiring female role models in Elizabeth's life, including her talented seamstress Aunt, mother, and three sisters.

The most exciting aspect of design for her is taking everything as an opportunity to learn. She loves the challenges of design and the feeling of accomplishment, and working collaboratively comes naturally. Continuously seeking to expand her skills, Elizabeth aspires to succeed as an accomplished fashion designer.

DESIGNER FACT: Has an obsession much like Imelda Marcos.

MOTTO: "If there is no passion in your life, then have you really lived? Find your passion, whatever it may be. Become it, and let it become you and you will find great things happen for you, to you and because of you." — T. Alan Armstrong

SPRING/SUMMER 2011: Lisette: sophisticated swimwear collection designed for young petite females.

PRESS RELEASE... "Petites in Paradise"

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Anita Ng	Katrina Op de Beek	Norie Sakata	Jacq Smith	Carley Smulders	Amanda Tan
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Anita Ng



ABOUT Victoria, home of the newly weds and nearly dead. Anita Ng fits somewhere in between. Born and raised in this quaint little city, Anita was greatly influenced by the indie fashion scene that was furtively taking over the streets of Victoria. Formerly a fine arts student, Ng's insatiable desire to further broaden her scope of the industry led her to Vancouver B.C where she has spent the last four years, honing her skills and kindling her spirit through the intensive Fashion Design and Technology degree program at Kwantlen Polytechnic University.

Unable to escape the seductive world of books and film, nor the life of fine arts, Anita's outlet to these obsessions is through clothing. Taking them apart is her specialty but putting them back together is her art. Possessing a keen eye for detail and a sixth sense for style, Anita creates stories with her designs, juxtaposing the good, the bad and the funny things in life.

"Vital to the end, inventive till the end –take risks. I'm a Sagittarius, you only live once and you have tomorrow to regret."

ARE BEYOND INSPIRED BY David Suzuki, Jonathan Safran Foer **ARE MOST PROUD OF** Taking the steps in pursuing my dreams **WOULD LOVE TO HAVE GROWN UP IN** Japan, amazing culture, fashion, food **LOVE** My pugs **LOATHE** Flies, I have a phobia **ARE JUST NOT THAT INTO** Meat **CHILL OUT TO** CBC Radio **CHILL OUT WITH** My man and my dogs **LIVE BY (MOTTO)** "When you want something all the world conspires in helping you to achieve it" – Paulo Coelho

**PRESS RELEASE... De-CYPHER
Your Style**

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Katrina Op de Beek



Katrina Op de Beek was raised in Kelowna, BC and it was here she built on her passion and skill of sewing by her middle school Home Economics teacher-who also happened to be her mother. Teaching and tailoring have a tradition in her family. Op de Beek's ultimate goal is to pursue her dream of becoming a third generation Home Economics teacher which happens to honour her lineage of tailors and seamstresses. Op de Beek has wanted to be a teacher for as long as she could remember.

With both skill and love for garment construction, a career in Home Economics is ideal. After winning gold in the regional skills Canada competition in sewing and drafting, Op de Beek was ready to enter the rigorous Bachelor of Design in Fashion & Technology program offered by Kwantlen Polytechnic University. Now completing her final semester of the program, Op de Beek is producing a swimwear line for the long-bodied boomer woman. Op de Beek plans to attend UBC in the fall to complete her Bachelor of Education. She can't wait to start encouraging and inspiring the future young designers the way her Home Economics teachers mentored her.

Katrina Op de Beek- Vancouver, BC

PRESS RELEASE... Sky-High Swimwear makes every "body's" confidence soar

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Norie Sakata



Norie Sakata grew up in the quiet countryside city of Yuki just outside Tokyo, Japan. Growing up, Sakata was constantly surrounded by culture and tradition in a city that thrived on producing traditional textiles since the 12th century. Desiring to further explore and experience other ways of life, she moved to Canada. It was not until she came to Vancouver where she witnessed such an appreciation for diversity among the people that she began to really incorporate her own heritage and values into her work. It pushed her into pursuing the beauty of traditional artisanship through handcraft and custom methods of textile creation. Her passion eventually led her to Helsinki, Finland, a city famous for its artists and craftsmen. After spending a remarkable five months in Finland, Sakata has returned to Vancouver and is about to reveal her debut line Gen, a collection attributed to her passion and appreciation for traditional handcraft.



PRESS RELEASE...Gen: Beauty beyond Boundaries — Fashion for 40+

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Jacq Smith



The beginnings of Jacq Smith's enthusiasm for design were rooted in her dance background. Jacq finds small details in garments the most interesting and believes this stems from her experiences as a dancer and dance teacher. How garments can create something new with the body, the way that dance can, intrigues her. In order to explore her need to design and pursue a career in apparel, Jacq moved across the country from her hometown of Edmonton where she attended George Brown College in Toronto. She is currently in the fourth and final year of the fashion program at Vancouver's Kwantlen Polytechnic University in pursuit of a Bachelor of Design in Fashion Design & Technology.

Jacq has had the opportunity to work in both a retail and design capacity and loves being involved in the apparel industry. She strives to feel movement and energy in her work and appreciates that garments are more than just something you wear. Fashion can tell a story, share something beautiful, and Jacq looks forward to sharing numerous stories as her career unfolds.

PRESS RELEASE... Cadence – Elevating Dancewear to a Sustainable Rhythm

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Kala Vilches	Chauntelle Walsh	Annching Wang			

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Carley Smulders



Carley Smulders' didn't always want to be a fashion designer. Growing up, the native of Richmond, B.C confesses she wanted to be a forensic photographer. It was after getting a sewing machine as a Christmas gift that made her realize her talents and skills as a fashion designer when she was forced to enroll in private sewing lessons. In high school, Smulders' preferred arts over academic courses. Smulders' even did everyone's homework in sewing class because she couldn't bear to see them struggle!

Smulders' received a diploma in Display and Design in 2004 from Langara College. She utilizes her strong visual literacy and graphic skills in her design aesthetic to focus on structure, fit and the bigger picture of a collection. Her love of travelling has opened her eyes up to literally over half of the world, but it was a summer of study in Lyon, France that gave her a new respect for traditional European tailoring and design.

Now in her final year of a Fashion Design and Technology degree program at Kwantlen, Smulders' is excited to debut her final collection. Smulders' attention to detail combined with impeccable fit ensures Smulders' collection for the sculpted, muscular man will be a tailored success.

PRESS RELEASE... Men 'Smulders'
Their Style from Morning til Night

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Amanda Tan



Born and raised in Vancouver, B.C, Amanda Tan grew up inspired by her surroundings. After entering Kwantlen Polytechnic University's fashion program, Tan observed that while there were many eco-friendly fashion options in the city, there was little being offered in lingerie. A firm believer in environmentally friendly living, Tan accepted this as a challenge and fused ethics with aesthetics to develop Ron & Rose, a sustainable lingerie collection debuting as her grad collection as she finishes her fourth and final year of Kwantlen's fashion program. Tan's sumptuous intimates are designed with alluring details and tempting silhouettes, and keep both the environment and the customer in mind. After graduation, Tan plans to further her fashion career as a designer on a national scale.

**PRESS RELEASE... MOTHER
NATURE AU NATURAL**

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Kala Vilches



Raised by lesbian moms and a feminist father, Kala Vilches was told at a young age that she could be anything that she wanted - a doctor, lawyer or even the Prime Minister of Canada! Naturally, she decided instead to launch herself into the colourful world of fashion, hoping to change the world not with policy but with art. With a strong background in writing, Kala soon found that her love of words lent itself well to her work in fashion, and developed a unique method of communicating and exploring new ideas about textiles and the fashion industry by combining the written word with visual and tangible components. Very much a believer in the journey rather than the destination, Kala tries hard not to answer the tired question, "Where do you see yourself in five years?" But if you catch her after an eight hour day of sewing, chances are she will reply, "In a cabin in the forest, with a bottle of whiskey and a blank journal."

PRESS RELEASE... Sienne evokes the timeless and streamlined silhouette of the late 1970s

Heidi Abramyk

Eri Akai

Mariko Aramaki

Nina Chen

Brittany Crook

Tanya Ens

Mikki Fox

Maggie Harding

Libi Hilzerman

Deanna Hooper

Joyce Hu

Mary Anastasia Kennedy

Jessica Kestell

Melissa Kim

Katie Kirkpatrick

Jordana Kokoszha

Sara Lanyon

Bria Lear

Felice Lee

Monica Lee

Jing Liang

Kiara Matheson

Lars McKinnon

Elizabeth Morelos

Anita Ng

Katrina Op de Beek

Norie Sakata

Jacq Smith

Carley Smulders

Amanda Tan

Kala Vilches

Chauntelle Walsh

Annching Wang

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Chauntelle Walsh



Raised in a small town in rural Alberta, Chauntelle Walsh was inspired to move on to the intriguing world of fashion. She received her diploma in fashion design and technology from Marvel College in Edmonton, interned for designer Annie Thompson in Toronto, and was then accepted to the prestigious London College of Fashion in the UK. Upon graduation she relocated to Vancouver to start Lulia, a luxury handbag design business. However, after two years of selling her designs in Los Angeles, Walsh felt compelled to complete her degree.

She is currently in her final year of the Kwantlen University fashion degree program and works part-time as a design assistant for Mac & Jac/Kensie.

Walsh's family was greatly influential in shaping her career goals; her mother and sisters routinely volunteer for numerous non-profit organizations. Walsh plans to pursue a career as a designer, incorporating socially responsible values: working with eco-friendly materials and fostering sustainable employment for women in developing areas of the world. Her new, environmental and socially conscious collection, Supernatural, is poised to take the luxury market by storm.

For further information please contact:

www.chauntellewalsh.com

info@chauntellewalsh@hotmail.com

604.910.6058

**PRESS RELEASE... Super Chic,
Supernatural**

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Annching Wang



Annching Wang is a Vancouver born and bred designer with an inherent love of juxtaposition. The second child of four, Wang's childhood was punctuated by an equal curiosity and inclination towards multiple disciplines including music, poetry, art, *and* mathematics, but oddly decided that fashion was "it" - it has been her muse ever since.

Possessing the ability to question with an objectivity that is hard to find in fashion, and a mind that seeks conceptual connections in the world around us, Wang's lifelong thirst for challenging convention is tempered by a taste for the effortlessly beautiful. Playing roles in rebranding design and strategy within the lingerie, bridal and photography industries, she enjoys stimulating her entrepreneurial spirit and business sense, and has never ceased to apply her equally right and left brain aligned abilities and philosophy to her work.

Among her many favorite things are technology, textiles, and storytelling. And for the record, she doesn't crunch many numbers anymore, but is still always on the constant search for the right equation: beauty+practicality+story.

PRESS RELEASE...Cycling towards
a playful utility

Heidi Abramyk	Eri Akai	Mariko Aramaki	Nina Chen	Brittany Crook	Tanya Ens
Mikki Fox	Maggie Harding	Libi Hilzerman	Deanna Hooper	Joyce Hu	Mary Anastasia Kennedy
Jessica Kestell	Melissa Kim	Katie Kirkpatrick	Jordana Kokoszha	Sara Lanyon	Bria Lear
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Heidi Abramyk



Link to **GRAD PAGE**

Taking Fashion from Avant-Garde to “En Garde” with Reprise. *Reprise*, the grad collection designed by fourth year Kwantlen Fashion Design student Heidi Abramyk, creates a new twist on athletic apparel to meet the demands of high performance, competitive, female fencers.

Abramyk, a former fencer, left the sport due to a sports injury but fencing continues to be an area of passion. Longing to keep fencing a part of her life, Abramyk volunteered to coach younger fencers in her hometown of Prince Albert, Saskatchewan before moving to broaden her knowledge and scope in the fashion industry. This past summer, Abramyk was employed for her sword-fighting skills in a recently released feature film shot in Vancouver.

Abramyk knew the athletes of this sport were the perfect niche market for a technical design collection. She knew that she was onto something when a U.S. Olympic silver medal fencer praised her concept. “There is a definite psychology between what you wear as an athlete and your performance out there on the playing field” says Abramyk. “I want to give fencers that extra boost of confidence and ability to perform to their utmost potential.”

Fencing is an Olympic sport that takes place in the summer games. Approximately one million fencers worldwide train and compete. In B.C. there are fifteen fencing clubs, with seven located in the lower mainland. The sport continues to grow and is especially popular with young children. Who hasn’t imagined swinging a sword around like Zorro?

Reprise takes activewear a step further with design details specifically catering to fencer’s needs such as streamlined gusseting, breast protector enclosures, and non-slip hems. The goal of the line is to reduce layering and maximize movement. The cool palette of icy grays and oceanic blues mixed with a dusky black and a frosty white portray a cool, refreshing mood. The collection will be making its debut at the Kwantlen Fashion Design & Technology Fashion Show at the River Rock Casino in Richmond on April 14, 2010. For more information please contact Heidi Abramyk at Heidi.abramyk@gmail.com.

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Eri Akai



Link to **GRAD PAGE**

Dressing Up Just Got A Lot More Playful! Get playful and cozy all at once this fall with Maison de Clara! The debut collection for girls ages 2 to 7 includes must-have functionalities, alongside irresistibly adorable details that will catch little girls' attention!

The brand concept is "play and learn". When clothing is little-fingers-friendly, "it gives them the confidence to achieve daily activities on their own; that confidence is always connected to curiosities. So why not put the two together, and let them learn in style?" says the designer Eri Akai, who is also a proud auntie of two adorable toddlers.

This season's theme is an exciting visit to grandma's house. Eri drew inspiration from her own childhood memories of exploring grandma's drawers for old jewellery, playing dress-up in her closet with scarves and hats, and sitting down for tea and treats. Endless new discoveries and feelings of love and safety in grandma's arms became the foundation for the new collection.

Maison de Clara's Fall '10 collection includes My Secret Poncho (\$145) with squeaky pockets, and Very Special Coat (\$195) with a detachable fur collar! With super soft eco-friendly fabrics and gorgeous colour palette, the collection definitely keeps little girls interacted with their fashionista style.

So forget the favourite blanket, the cute purse mom always carries, or the teddy that makes squeaky noises, because Maison de Clara has all of that, in clothes!

For interviews, images, or information about Maison de Clara, contact;
Eri Akai – Designer
778. 998. 7013
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Mariko Aramaki



Link to **GRAD PAGE**

Mira Mira on the wall, who's the fairest of them all...

Kwantlen Polytechnic University fashion design student, Mariko Aramaki, has tapped into the underserved niche market of flamenco costume. The young designer is providing sumptuous flamenco performance wear designed with both creativity and functionality.

To a smart fashion designer with savvy marketing skills, the word “niche” is codeword for success. Aramaki's Spring 2011 debut collection, Mira, features exquisitely detailed flamenco dresses that capture and maintain the audience's eye. Layers of luxurious satin, chiffon, and organza come together as one while ornate beading and pleating accent the movements of flamenco. Designed around a core frame, each dress is built to support the torso while the rest allows for freedom of movement and expression. A flamenco dancer herself, Aramaki knows first-hand how heavily the art form relies on costume to set the tone, thus ensuring that each detail in her collection is relevant.

Growing up in the multi-cultural mecca that is Vancouver, the Aramaki household prided itself on retaining the family's Japanese heritage while blending it with European and Western influences. Her eye for artistry was further developed during a five month internship with Vancouver-based designer Manuel Mendoza. There, Aramaki was able to perfect her couture beading and sewing skills while working with fine, and often at times temperamental fabrics used for bridal gowns. Aramaki was ultimately able to indulge her ultra feminine aesthetic and learn how to focus her creative spirit into designing one-of-a-kind pieces— a skill that has coloured her approach to her own collection.

Through experience-based designing and an imaginative vision, Mira designs are sure to dazzle both the seasoned spectator of flamenco dance as well as connoisseurs of design. Look out for Mira in the near future as Aramaki plans to launch her line.

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Nina Chen



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Vel Rider: Urban Commuting without the Spandex...

Propelling across the Canadian fashion industry, Vel Rider is ready to equip Vancouver's male cyclists with a line of technical, business casual attire—minus the spandex.

Inspired by Richard Estes' photorealistic paintings, designer Nina Chen captures Estes' aesthetics by translating asymmetrical lines and geometric shapes in Vel Rider's Fall/Winter 2010 collection. The color palette this season combines wardrobe staples of charcoal and black, with a myriad of blues and greens.

Incorporating reflective details, ventilation and mobility, Vel Rider ensures its customers ride in both comfort and style. Integrating the sustainable values of the brand and its customers, Vel Rider apparel is timeless and durable—made to last the test of time.

Focusing on a slim silhouette while still offering mobility, layering is key to the Vel Rider look.

Strategically placed reflective tape captures the attention of onlookers for a safe but fashionable commute while water proof and durable fabrications protect the rider from the elements. Logan (\$95), the signature Vel Rider dress shirt, features a cool mesh lining and hidden ventilation throughout. Never again will the cycling man arrive at the office over heated as Vel Rider keeps him in an infinite cycle of style.

For further information about Vel Rider or the designer, please contact:

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Brittany Crook



Link to **GRAD PAGE**

CROOK Steals The Show...VANCOUVER, BC -- Brittany 'Crooks' lines of velocity has so much momentum that it might as well be illegal; thankfully this designer has the proper street smarts.

During her four-year fashion program at Kwantlen Polytechnic University, Crook had an internship opportunity with the world class design studio, FYI, nestled in a remote valley near Pemberton. Here Crook re-immersed herself in the inspiration of the woods, this time creating solutions to design and fit issues for global brands such as Aether, Burton and Sophnet. Crook found her niche: technical design.

Naturally, Brittany Crook's 2010 debut collection, Velocity, emphasizes functional details and performance-enhancing design. Geared towards female motorcycle riders, Velocity offers an alternative to the fringed leather jackets and Harley Davidson insignia that is often associated with bikers. The line is designed with the rider in mind, from the moment they jump onto their bike until they reach their destination. The collection employs Crook's expertise in design and her knowledge of technical fabrics to create garments that ensure both proper protection and complete freedom of movement.

Velocity includes a sleek range of jackets, riding chaps, pants and rainwear, all of which are designed to be worn on and off the bike. Featuring contemporary technical fabrics such as Cordura, Ballistic Nylon and Elk Hide, the line boasts practical details such as articulated bends in the knees and elbows, allowing extra range of motion and minimizing bulk. With convertible collars and removable padding for impact protection, Velocity offers protective technical riding gear for young women who do not want to sacrifice style for safety.

Ride on.

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Tanya Ens



Link to **GRAD PAGE**

Paper Moon: A New Phase for Maternity... It seems an unwritten rule that once pregnant a woman's style falls to the wayside to make room for burping blankets and onesies. It's a rare occasion when a maternity line comes along that's so contemporary and wearable it makes you wish you had a little bun in your own oven. Debuting for Fall/Winter 2010, Paper Moon is a breath of fresh air for women who want the best of both worlds - a comfortable pregnancy as well as the retention of their personal fashion identities. «Even though their physical appearance will change, pregnant women's senses of style and individuality don't have to," explains Tanya Ens, the creative mind behind Paper Moon.

As one of four sisters, Ens conjured up the collection's concept from watching her recently pregnant oldest sister face limited options when it came time to adjusting her wardrobe. "There's so much you have to keep in mind with maternity - women want to be comfortable and relaxed but want to be able to leave the house looking just as they did before they became pregnant.» Growing up with a full household, Ens learned early on about the importance of family and developed a strong commitment to her community. Combining her creative spirit with her acute empathy to the world around her, Ens uses her optimism for warmth in the sometimes cold world of fashion.

Paper Moon is a culmination of everything Ens has learned so far in school, and in the school of life. Using skills that she developed during an internship with Arson and Orb, her designs take into account fit and design issues that arise from a pregnant body's ever changing form. The collection features wardrobe staples that are modified for this purpose. Warm colour combinations and natural fibers provide a distinct aesthetic and a soft hand that won't irritate sensitive skin. The fabrics also allow breathability vital to the constant changes in temperature of pregnant women. Inspired by the quirky drawings of illustrator Julie Morstad and the structured lines of vintage 1940s apparel, Ens's collection speaks to women who want a little more from maternity.

Although her graduation is still months away, Ens has already made plans for additional education, applying for the Home Economics Education program at UBC for next fall. Ens hopes to use her experience building the Paper Moon collection to help the next generation realize their ambitions within the fashion and textiles industry as well as remain connected in the industry herself. Keeping in stride with her personal philosophy, Ens hopes that teaching will offer her a way to continue her education while also giving back to the community that has helped her.

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Mikki Fox



Link to **GRAD PAGE**

GENEVIEVE: DRESS IN A TIMELESS YOUTH... While the sun shines down this summer women over fifty will be anxiously awaiting the crisp autumn air that marks the arrival of a new collection of cocktail dresses by "Genevieve". Designer Mikki Fox's debut collection was developed for the established, 50+ woman who is both physically active and fashion conscious. The Genevieve customer is part of the largest age demographic in Canada. Fox acknowledges that "It's unfortunate no one has addressed that this demographic is invested in their physical health, they're often empty nesters with a large disposable income, and they want to feel confident and sexy in their clothing."

Fox hopes to take her passion for this customer back to her hometown of Calgary, Alberta. Here she will bring her fashion expertise to the local 50+ market, which happens to include some of the most important women in her life. "My mother is such an inspiring woman, and at 53 she doesn't want to be told that old-lady shifts are all she can wear."

Grey Gardens, the inspiration behind the Fall 2010 collection evokes images of rich saturated color and deep defined textures. The fabrics for the debut collection, which she sourced out of California, are integral to the designs that will be shown on the runway this spring. Fox discovered "With years of experience shopping, this group of women want to see quality in craftsmanship, production within Canada, and unique, beautiful fabrics."

The collection ranges in price from \$650 - \$800, a steal in comparison to luxury designer labels. But while the price is lower, quality is not. Take a peek inside any one of the Genevieve cocktail dresses and discover the horsehair braid hems and organza linings.

Fox's label also pays particular attention to the fit of its pieces. Designs are timelessly traditional with an emphasis on the feminine form. "The garments come alive when worn by their owners, making customers feel vivacious and poised," states Fox. Whether it be an early October wedding, the company Christmas party, or a night at the ballet, slipping into a Genevieve original will leave you feeling warm and fulfilled.

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Maggie Harding



Link to **GRAD PAGE**

Reshaping Full Figured Fashion...Restored Authority takes the next step in eco-fashion During a long road trip from Kitchener, Ontario to Vancouver, BC, the beautiful views seen along side the road, inspired creator of *Restored Authority* Maggie Harding. The organic shapes and patterns found in the nature across Canada helped her design a line of clothing that mimics, as well as protects these natural foliages.

Some fashion designer's talk today about 'organic,' 'eco,' and 'sustainable' fabrics being as important as needles and thread. "While using these fabrics is a great first step, this is not where the efforts should stop" says Harding. 10-20% of the fabric used in making garments end up on the cutting room floor and then in the landfills. With this in mind, Harding took a sustainable design approach by turning these bits into fabric art accents and incorporated this technique into her line. This technique reduced the fabric waste between 2 and 3%.

Key pieces in the Spring 2010 collection that incorporate this technique include the Fredericton Blouse (\$340) made of satin in Lichen Orange (shown above), the Quebec Jacket (\$590), made of Dupioni silk in Moss Green, and the Spring 2010 Scarf (\$205) made of fabric scraps crocheted together.

Harding is extremely excited about this line because not only is she using a technique to help the environment, it is designed for the full figured women. "This market is very underserved, and these women deserve to have well fitting, fashionable garments designed for their body types," says Harding. This elegant line of clothing is made for bodies with curves, which transitions from day to evening wear. With a little luck, and a lot of help and hard work, Harding hopes to launch a similar line of the same name for Spring 2011.

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Libi Hilzerman



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How Maternalistic Are You?... Thanks to Maternalistic, modern nursing mothers will discover a new line catering solely to them. A revolutionary line that recognizes every woman's innate need to maintain physical appearance and sense of self after becoming a mother.

The nursing time is one of the most magical and significant time in women's lives. This line does not only hold a great sentimental value but there is a hidden message that introduces a modern philosophy to the upbringing of newborns.

No more worn-out sweat-pants and oversized t-shirts! Libi Hilzerman's designs are practical and comfortable, yet figure flattering and stylish. Maternalistic mothers will enjoy a selection of creatively designed pants with tummy-tucking waistbands and playful easy-breastfeeding tops.

Every detail in the clothes—from the colour-palette, the custom-designed prints, to the type of fabric—were consciously selected to meet the needs of the mother while supporting the development of the baby.

Follow your Maternal Instinct — Shop at Maternalistic

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Deanna Hooper



Sixteen twenty-eight: Avoid the rain, but don't get dry...

How can a woman living in raincity avoid a downpour in style? Well the answer is clear thanks to up and coming designer Deanna Hooper.

Deanna was born and raised in the Vancouver area, so she understands the rainy weather that is typical to the West Coast.

The Sixteen twenty-eight collection designed by Deanna Hooper approaches Vancouver's issue of precipitation with sophistication. Deanna focuses her collection-which targets creative professional women-on voluminous silhouettes combined with modest details.

While interning with Mountain Equipment Co-op Deanna learned an abundance about technical outerwear fabrics. She revisited this knowledge when developing a niche market concept. The city of Vancouver offers a variety of raincoats for people living an active outdoor lifestyle, however many women do not wish to wear a cycling jacket to work. "My concept for this collection was to fuse technical fabrics with stimulating and unconventional design details."

The Rutim poncho (\$550, comes in chartreuse) made from mini-ripstop nylon features an internal gather system at the waist with sleeves that expose the complimentary lining; this is for the woman looking to make a statement. Sixteen twenty-eight provides an option for the women who prefer a more subtle approach to fashion. The anatomy jacket (\$450, comes in muted sand) offers perfect coverage, with a detachable hood and an inclined hem. The collection features colours that are complimentary to a fall day in Vancouver; heather bark, muted sand, and chartreuse mingle to create a powerful colour story.

Inspired by human interaction and nostalgia Deanna believes that a strong sense of colour and concept will provide an exciting career in the fashion industry.

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Link to **GRAD PAGE**

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Joyce Hu



Link to **GRAD PAGE**

Make Your Aura Bloom...Richmond, BC – Cool breeze, balmy sunshine, sprouting blossoms: Gardening season is afoot, as we get busy digging, planting, composting, watering and weeding. Designer, Joyce Hu is also busy preparing to debut her gardening wear line, Aura. This unique niche caters to baby boomers that spend most of their time cultivating their lush landscapes. Hu's garden wear features protective fabric, functional pockets, and over all, innovative designs that bring convenience to the wearer and enhance their outdoor quality of life.

Inspired by her mother's hobby, she noticed that gardening is a perfect recreational activity because it benefits people both physically and mentally. It is one of the fastest growing recreational activities in Canada that cleans the air fouled by pollution and creates welcoming habitats for all creatures. Joyce deeply cares about the environment and is well aware of global warming. She hopes to encourage a lifestyle that can help improve it.

The Aura Spring 2011 collection is all about style, functionality and fabric protection in gardening wear. Utilizing the curves and lines of flowers and plant life, Hu's designs are naturally inspired by nature with a rich and earthy color palette. Aura's designs are made practical for gardening by incorporating durable, water resistant and UV protecting fabrics that even shield the wearer from insects! Ideal for the gardening, Aura has the style to take you from your lawn to lunch, from planting bulbs to beyond.

Make your aura bloom when Joyce Hu's garden wear makes its debut, Wednesday April 14th 2010 at the River Rock Show Theatre located at 8811 River Road, Richmond B.C

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Mary Anastasia



Link to **GRAD PAGE**

The Perfect Morning... Vancouver, B.C. – On April 14, 2010 Canadian fashion designer Mary-An Kennedy will debut her final collection of men's lounge wear at the Kwantlen Polytechnic University show at River Rock Show Theatre.

"The Perfect Morning" collection designed and created under the name Cennedie a spin on her Irish last name. The label uses bamboo and silk as the main fibers and hand silk screening to create accents. These materials were chosen for their comfort, feel and because they are natural.

"After researching Men's loungewear I found there to be no real options in the market that combined comfort, functionality and style," explains Kennedy. "While there is no shortage of options for men when it comes to underwear there is a distinct lack of creativity in the designs."

This is not Kennedy's first challenge either and if her past success is any indication this line will be one to watch. In the fall of 2008 Kennedy had her jacket design picked by Helen Ho, The Bay's Canadian by Design buyer, despite Helen's insistence that she disliked red and hoods on coats. Mary-An took both of these aspects and incorporated them into her design.

"So many clothes is marketed towards men that is either not age appropriate or just not well made," says Mary-An, "Why can't men have fun with their loungewear without looking like little boys?"

Cennedie is a men's wear collection that is focused on loungewear and it is the city of Vancouver that inspired the Fall 2010 collection. The energy and design of Vancouver connects with the style and spirit of the people; this is the essence of this collection's inspiration. Kennedy will be graduating with a Bachelor of Design, Fashion and Technology from Kwantlen Polytechnic University this year and has high hopes and dreams to work in the fashion industry within a marketing department.

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Jessica Kestell



Link to **GRAD PAGE**

Lutz Athletix - Break the ice with LUTZ of style... Jumping and spinning around the ice, Lutz Athletix Fall/Winter 2010 collection takes female figure skaters to new heights through innovation and femininity, creating a desirable aesthetic in on-ice practice wear. With a technical approach to design, designer Jessica Kestell combines functional, purposeful details breaking brand originality into the figure skating world. With a vibrant print, classic bold colours, and functional silhouettes, Lutz Athletix will be sure to send the Lutz girl dancing across the ice.

In 2009, Jessica interned with local lingerie designer Christine Morton, fulfilling her desire to gain more experience in working with fine, exquisite fabrics. Jessica's technical approach to design and attention to detail awakened a joy in illustration, pattern making and sewing.

Lutz Athletix has brought passion to Jessica's work through the love and spirit she still carries with her from her years of figure skating. By choosing to further explore active wear Kestell hopes to embrace a career that reflects her active, energetic lifestyle. She aspires to fulfill her sense of adventure by combining her career with working and traveling abroad.

Lutz Athletix

To interview the designer or to view additional images of this new work please contact Jessica Kestell 604-240-8975 or email jesskestell@gmail.com

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Melissa Kim



Link to **GRAD PAGE**

Dear Noela: Heels on Wheels... Heel on wheels: Fashion designer Melissa Kim scoots to the forefront of the fashion scene with her debut collection Dear Noela, a niche market collection for scooter commuting urbanites. Seeing the emergence of motor scooting as a more economical way of transportation, Kim was inspired to provide the motor scooter community with street stopping style and functionality through design, fit and fabrication.

This spring 2011 collection embodies the urban sophisticate: a fun loving and adventurous women desiring clothing that can keep up with her scooter commuting. Characterized by the famous heroine Nancy Drew, the line plays off of a modern day version with touches of nostalgia.

The collection prides itself in providing a range of quality outerwear that offers protection and fit while riding any motor scooter. Fabrics in the collection include leather and waterproof rainwear that delivers wind resistance and durability. This line also provides customers with additional pieces that compliment the outerwear. Creator, Melissa Kim, uses simplicity mixed with unexpected clashes of colour to create excitement and an edgy flare.

Dear Noela drives today's and tomorrow's fashion for the urban female, always keeping in mind that she does not have to sacrifice comfort and protection to stay fashionable. "Fashion is the past, present and future. It's who we are now and forever. Always be daring, be different, and unique", says Kim.

The runway debut of Dear Noela takes place at River Rock Theatre on Wednesday April, 14, 2010.

For more information about the designer, or to view resolution images of the collection, please contact:

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Katie Kirkpatrick



Link to **GRAD PAGE**

Jet, Set, Go!...With glowing hearts we welcomed the world in February 2010 and once again made travel top of mind for Vancouverites. The stories have been told from guests around the world and local designer Katie Kirkpatrick has the latest travel clothing line for the mature male traveller – Ventur. A full line of innovative clothing transitions the closet of a retiring executive from his professional wardrobe to functional travel wear. Trousers with hidden elastic waists, 2 in 1 blazers for evenings out and locking zippers to keep your valuables safe are key highlights in this forward thinking yet practical line. Your chance to see the highlights showcased is April 14th at the Kwantlen Fashion Show.

Katie's passion for sewing started at the young age of 7 as a hobby to keep her entertained after school. It wasn't long before the entrepreneur in her began to shine, by the age of 16 she was creating and selling hand-made, one of a kind purses. As with many artists, Katie thrived on creative freedom and an unstructured environment when it came to her designs. Upon graduation, Katie's career choice was clear and the Kwantlen Fashion Program was the answer.

The past 3 years at Kwantlen have allowed Katie to build on her passion and creativity for fashion using technology. A definite product of her generation, she much prefers using a computer to bring her vision to life over the traditional pen and paper. Programs such as Illustrator, Photoshop and InDesign have expanded her repertoire to include skills such as layout development, image editing, and flat illustrations. Working at local design house, Fidelity Denim, Katie has put these skills into practical use assisting with photo shoots, digital editing, layout and marketing of Fidelity's upcoming seasons.

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Jordana Kokoszka



Link to **GRAD PAGE**

Reining Tweens... Isn't it true that deep down in their hearts, the only thing a little girl wants is a pony? Mention horseback riding to anyone and most people will conjure up images of classic black wool jackets and tight beige pants; in other words, your classic showing outfit. Jordana Kokoszka, fourth year Kwantlen Polytechnic University fashion design student, and pleasure rider, is putting a twist on tradition as she launches her collection, Free Rein for Fall/Winter 2010. Kokoszka aims to fill a current void in the market with her youth-directed casual equestrian line. Free Rein fuses style, fit and performance with the ultimate goal of enhancing the time customers spend with their four-legged significant other.

Growing up on a hobby farm in Mission, BC nothing could quell Kokoszka's insatiable desire for a horse of her own. Despite several sheep and multiple birthday wishes, Kokoszka's untameable passion for horses continued. "When I finally got to ride horses, I was disappointed by the mature, traditional clothing designed to meet competition requirements. Riding is meant to be fun, and when practicing at the barn, a rider is entitled to be wearing clothing that reflects the fun they are having!" Determined to change stable fashion for the next generation, Kokoszka developed Free Rein to reflect the excitement and liveliness of the rider, and to solve some key fit problems that occur when adolescent bodies have been placed in clothing made for adult women.

Inspired by street style, Free Rein garments could be mistaken as everyday attire if it weren't for the use of technical fabrics and design features specific to riding. Wickability, breathability, wind/water resistance, and a "hair-free" guarantee, means there will be no tell-tale horse hair sticking to your breeches. Kokoszka has even found a way to incorporate her concern for the environment by using Chitosanté, an environmentally friendly fabric. Technical design features include shaped and segmented leather, and adjustable/removable hoods.

Safety and function aside, Kokoszka understands that her customer makes a conscious effort to look stylish and put-together inside and outside the barn. Free Rein aims to enhance the rider's experience and is dedicated to providing performance-driven designs and styles that encourage her personality to shine through.

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Sara Lanyon



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radii redefines leisurely sailing...What attracts so many to Vancouver is the combination of a growing urban center within a beautiful outdoor environment. Clothing that combines these two fundamental elements is hard to achieve. Lanyon's collection, under the name radii, offers women these very appealing apparel options. This collection focuses on women's sailing apparel, yet each garment is easily applicable to many West Coast lifestyle endeavors.

Lanyon's spring collection fuses the technical needs of leisurely sailing, with the practical needs of a light-packing traveler. The collection is ideal for the woman who looks for a distinguishing element in each garment she owns. radii separates itself from the competition by incorporating textural design and flattering silhouettes that transform a woman's look from sport to street. For example, the choice of technical fabrics includes a 3-layer coated twill used in a jacket that is fully waterproof; a recycled polyester double knit that is created into a sweater which offers the highest level of breathability and wicking; as well as a wrinkle resistant, quick-dry nylon blend sewn into walking shorts that are UV protective. This entire line incorporates a number of mix & match pieces each of which may serve a number of difference purposes.

Lanyon's desire to create this collection has derived from her own participation in many outdoors activities. Her involvement in sports from snowboarding to cycling has driven her to create technical garments that enhance the enjoyment of these activities. Throughout her time at university, Lanyon has developed a concept of design that focuses on combining the principles of form and function. She is continuously inspired by the desire to create garments that are aesthetic, functional and beneficial to the wearer.

radii
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Bria Lear



Link to **GRAD PAGE**

VIAVERA: When Fashion and Function Take Flight...

Kiss your packing dilemmas goodbye. Viavera provides style-savvy globetrotters with a comprehensive travel wardrobe that is edited yet versatile. Whether travelling for business or pleasure, Viavera has you covered from takeoff to touchdown and beyond.

For Spring 2011, Viavera evokes the 'Industrial Organic'—a juxtaposition of clean lines and tailoring with fluidity and texture. "The collection is a reflection of the raw architectural structures found in nature," says designer Bria Lear. "I believe this inspiration will resonate with Vancouverites... It's about creating a balance—living in harmony between man-made urban technology and nature's design."

Viavera's distorted geometric prints and sophisticated colour palette definitely embody this season's inspiration. Steely blues and muted greens are prominent, accented with charcoal, black, and touches metallic neutrals. "I fell in love with so many fabrics that had such artistic qualities, I just had to use them all! Travelwear shouldn't be confined to the typical sea of khaki and white."

And typical travelwear it is not. Through subtlety and complexity, Viavera is an edgy yet feminine line for the modern woman. Personal travels through Mexico, Southeast Asia, and Europe have driven Bria to create Viavera. The line infuses fashion with function, through travel security features, wrinkle resistance, and both fabrics and colours that are easily adaptable for a variety of seasons and temperate climates.

The 'Waterfall Raincoat' (\$425) is sure to be a favorite. A cascade of ruffles adds drama to this sleek wardrobe staple, while grosgrain ribbon cinches the waist in a pretty bow. But while outward style is essential, it is what's inside that makes all the difference to a seasoned traveler. Hidden and secure passport pocket? Check. Clip for keys? Check. Elastic loops to hold your pens? Double check.

Whether at home or abroad, Viavera invites you onboard to enjoy Vancouver style with international relevance.

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Felice Lee



Link to **GRAD PAGE**

Fashion investments to dye for... Feeling somewhat amiss in a world of beauty and fashion that is seemingly punctuated by expiration dates, Felice Lee's *wabi sabi* sprung from a vision to create clothes that would deliver lasting inspiration and contentment. It is a fashion alternative that re-imagines clothing with a return to narrative and craftsmanship.

wabi sabi tells the story of clothing that is unrestrained by transient trends and is rather transient itself, nurturing a nuanced and expressive quality with wear and use. Hand-dyeing her own natural colours, such as indigo and logwood, Lee creates colourful pieces that endure endless counts of wear and wash. In fact, the non-conforming collection invites weathering as a form of experience and appreciation – after all, it is part of the story.

The launch of spring 2011, Sensorial, brings the unusual and tactile beauty of *wabi and sabi* to the modern creative who identifies herself as an eco-citizen. For women with a desire for something more than what has become commonplace of sustainability within fast fashion, *wabi sabi* satisfies the need for enduring beauty through apparel investment pieces. Supported by a cast of renewable textiles, featuring silk and hemp blends, classic tailoring is reinvented both in a timely and timeless way.

Spring into style with the aquarelle colours of aquarelle logwood mauves of the layered silk Effers dress and of faded indigo in the Iva shibori-dyed dress. Or perhaps, slip into a pair of easy and elegant Oroï hemp linen shorts. The aesthetic is unquestionably sophisticated, yet surprisingly whimsical and exuberant.

“I want to instill the idea of durable refinement, that clothes do not have to be consumed based on quantity and speed but rather quality and emotional durability. I believe in a cycle of consumption that aims to be truly satisfying, engaging and sustainable.”

eco-citizen – those who see themselves as part of a global collective jointly responsible for positive environmental change

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Monica Lee



Make your wardrobe new “Agan”... Made with reusing fabrics of unwanted garments and scarps, the name Agan is an acronym for “as-good as-new,” and caters to sophisticated, socially conscious women without sacrificing her values to reduce consumption and waste.

The concept of utilizing previously owned fabrics is more than a trendy eco-movement to the designer Monica Lee. In a society where the use of eco fabrics is more widespread, Agan strives for the next level in sustainable practices by using unwanted fabrics and addressing not only the consumption of materials but the idea of what society considers “waste.”

Lee’s Spring 2011 collection aesthetics was greatly influence by the architecture of Vancouver’s bridges. Built to withstand the test of time, its purpose of connecting two adjacent places gave Lee the idea of connecting old and new ideas through design and fabrics.

A key piece in the collection is a hooded backless vest, made from a worn trench coat. The vest has multi-panel seams and double jetted pockets that were originally from the coat. The whole collection is monochromatic, with just a touch of antique rose. The button down blouse is made from silk outerwear fabric, with contrasting black stripe at the centre back of the blouse.

Finding worth in unlikely places, Agan makes them shine in a new light towards a sustainable future.

More information on Agan contact: Monica Lee, designer at monicaleedesign@gmail.com / 778-861-9796

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Jing Liang



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P A E O N I A A New Curve in Fashion

“If fashion is self expression, then women with blossoming curves can finally enjoy the same privilege,” says fashion designer Jing Liang. Introducing a collection for full bodied and creative professional’s sizes 14-24, Jing designs with sensible creativity and always keeping her customer’s proportion and comfort in mind.

Entitled “Modern Alice” Jing’s spring 2011 collection tells the story of grown-up Alice lost in the metropolitan wonderland, suffocating in an ocean of oversized muumuu’s and drab colour palettes. She’s curvier than before but still has the blasted tea party to attend and not a thing to wear. In comes with Jing’s line that pays homage to the austere lines of the 1930s but draped strategically and lovingly on a curvaceous silhouette. By balancing cleverly placed linear and angled design lines, Jing creates a feminine and flattering reality for her customer.

Inspired by Mad Hatter’s picnic table, coral pinks, rustic toupe, and cherry wood brown are used to deliver a sense of early spring. Tailored with quality, Paeonia encourages the concept of investment fashion with re-enforced designs that shapes the silhouette to skim over the trouble areas. Sophisticated and curvaceous streamlines are met with subtle detailing of pin tucks that invites a second glance for appreciation.

Finding joy in mentoring and educating, Jing aspires to excited people with her enthusiasm for fashion illustration, theatrical costumes and fashion designs.

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Kiara Matheson



Link to **GRAD PAGE**

CHERIE LOUISE REVEALS THE WOMAN BEHIND THE BUMP...

Watching her mother gracefully transition between three pregnancies sparked an interest in maternity clothing, but it wasn't until Kiara Matheson began talking with pregnant clients at her work – successful retail boutique Hills in Kitsilano– that she decided to dedicate her grad collection to women who want to both celebrate their changing bodies and retain their fashion-forward style.

“These women watch as celebrities walk red carpets even seven or eight months into their pregnancies, and they wonder why they can't find an appropriate outfit to go shopping in, let alone a nice dinner out,” Matheson expresses, explaining the inspiration behind Cherie Louise, a collection of special occasion dresses and tasteful cover-ups for women who want to balance the addition of children with a busy work and social life.

Cherie Louise's Fall 2010 collection—Jewels of Eden—takes us back to the very first fertile woman, Eve, and her lush, natural surroundings. Jewels of Eden uses rich jewel tones, cascading ruffles, and soft gathers to conjure images of gently flowing streams and abundant foliage. Tropical prints and shimmering beading give a feeling of indulgence and delight, that don't distract but compliment the natural shapeliness of the pregnant form.

Matheson's understanding of her customer's needs ensures that elegance does not have to be sacrificed for comfort, and all garments are constructed taking this into account. With silhouettes that are fashion forward yet feminine, and necklines that accommodate for a blossoming bust, soft, breathable lining in organic bamboo won't restrict or irritate sometimes sensitive skin. Cherie Louise allows its customer to be all things: a mother, a career woman, a social butterfly, but above all, a woman.

Cherie Louise

For more information about Cherie Louise, to interview the designer or to obtain high resolution images of the collection please contact:

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Lars McKinnon



Link to **GRAD PAGE**

What is revealed? An Ulterior motive... Ulterior, a concept collection from Kwantlen student Lars McKinnon, is devoted to a unique market of men who want the whole story when it comes to their clothing. For Fall/Winter 2010, the line - entitled "What Is Revealed" - is a detail driven collection, taking the West Coast's inclination towards performance outdoor apparel and adapting it for the urban arena.

Although McKinnon stands out as one of the few men in an industry saturated with women, it is his tenacity that has helped him make a name for himself as one of Vancouver's emerging designers. His adolescence was spent dedicated to skateboarding and snowboarding and as he matured his attention diverged to include a variety of design pursuits and a fascination with emerging technology.

Ulterior is the culmination of McKinnon's years of unconscious preparation. It draws stylistic inspiration from advanced technology such as the International Space Station and the Large Hadron Collider. The collection incorporates high fashion styling with utilitarian and functional influences allowing for multi-purpose use. Using fabrics from innovative manufacturers such as eVent, Polartec and Schoeller, protection from the elements is ensured without compromising his aesthetic vision.

With a keen eye for detail, a propensity towards functionality and an insatiable appetite for design, Lars McKinnon is establishing himself as a key figure in the international field of technical design and production, and one to watch in the future.

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Elizabeth Morelos



Link to **GRAD PAGE**

“Petites in Paradise”...Vancouver B.C. - Temperatures rise past boiling point as the Caribbean heat storms in to push away the cold winter front. Utopian fantasies come to life in Lisette’s spring 2011 swimwear collection, “Paradisus.” Designed and catered to fit small sexy curves, this line promises to enhance the delicate petite female frame, which other swimsuit lines have failed to deliver.

Sophisticated and timeless yet daring and sexy, Lisette’s swimwear offers more than meets the eye. The collection makes a bold statement with its confident designs and exotic colours. Quick drying fabrics are designed to withstand the harsh chemicals that come from tanning lotions and chlorine. Decorative hardware and accessories are nickel and lead free, allowing for heat and rust resistance. Enhancement padding is built in to minimize shifting, thus ensuring the perfect fit paired with precision cut bottoms to help define small statures.

“I live for the sun” says Paradisus designer Elizabeth Morelos, a native of the tropical Philippine islands. After visiting exotic places such as Cuba and the Dominican Republic, Elizabeth had a vision to create her very own paradise. Through her swimwear line, she is able to bring back the sun to her Vancouver home where she currently works as a designer for the Vancouver based company Press. She is currently in her fourth year working towards a Bachelor of Design in Fashion & Technology at Kwantlen Polytechnic University.

Witness the debut of Lisette’s swimwear collection on April 14th 2010 at River Casino Resort located at 8811 Richmond, B.C.

For interviews, images or information about Lisette Swimwear, contact:

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Anita Ng



Link to **GRAD PAGE**

De-CYPHER Your Style...Cypher - *A circle, a gathering; person in the middle is doing a run while other people observe*

Born in the gritty streets of Vancouver BC, **Cypher** apparel will be set loose upon the world in Fall 2010. With a fresh and stylish approach, **Cypher** aims to empower the individuality of female breakers in the b-boy world. "Ergonomic seaming details juxtaposed with unexpected, vibrant shades will energize the wearer," says designer Anita Ng, "allowing her freedom of movement while commanding the attention of her opponent and onlookers."

A beginner b-girl herself, Anita uses her designs to turn the spotlight on the talented females that first inspired her to start the line. Influenced by Vancouver's urban dance scene, the collection focuses on modern young women with attitude and strength. "Everything about this collection pays homage to the B-girls of yesterday, today and tomorrow" says Anita. "I wanted to take the quirkiness of 80's breakdance fashion when it was at its peak and fuse it with today's modern swagger."

With futurism and armor as design inspirations, **Cypher** keeps it real with the Spin Jacket featuring sleek nylon in a reversible, psychedelic print (\$147). Air flares are done with style, comfort and confidence in Bamboo knit tees, keeping the focus on the freestyle with draw-string hems (\$40). Strategically reinforced panels on the Top Rock denim (starting at \$99) give the wearer a cool, contemporary style that will withstand multiple rounds.

Witness **Cypher's** debut on April 14th, 2010 at the River Rock Show Theatre located at 8811 River Road, Richmond B.C.

For more information about **Cypher**, to interview the designer or obtain high-resolution images of the collection please contact:

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Katrina Op de Beek



Link to **GRAD PAGE**

Sky-High Swimwear makes every “body’s” confidence soar...

Op de Beek has drawn upon her experiences, developing a new line of swimwear that caters to mature women with above average body types. Sky High swimwear will launch its debut collection, Aleta, for the Winter/Holiday 2010/2011 season, and takes its inspiration from the idea of a Mayan vacation.

Unless you’re a teenage girl with the body of a teenage boy, bathing suit shopping can be a complete nightmare. We’ve all been there – what fits isn’t in the right colour and the print we love only comes with bottoms that leave little to the imagination. Options are limited, especially in a city like Vancouver, BC that is known for its beaches, but not for its beach-weather. Kelowna native, Katrina Op de Beek is used to an environment, where summer days soar up to 40 degrees Celsius and bathing suits aren’t a luxury but a wardrobe staple. Boasting a height of 6’1” and a bathing suit count of over thirty, Op de Beek is experienced in not letting size hinder one’s shopping habits, and is looking to help others do the same.

She watched as her mother – tall as well – struggled to find clothing that fit, often buying swimwear in sizes too large in order to compensate for a longer-than-average torso. Connecting over their unmet clothing needs, she worked with her mother to perfect her skills in garment construction.

Now in her fourth and final year of Kwantlen Polytechnic University’s Bachelor of Design in Fashion & Technology, Op de Beek has created a range of layering pieces, separates and bathing suits. With her extensive skills as a seamstress, her garments are sewn with fit in mind, to ensure that there is no risk of sagging or pulling. Aleta speaks to the needs of women who no longer feel comfortable putting themselves on display in a bright yellow string bikini.

For interviews, images or information about Aleta contact:
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Norie Sakata



Link to **GRAD PAGE**

玄 Gen: Beauty beyond Boundaries...Fashion for 40+

Norie Sakata's line, 玄 gen caters to successful and sophisticated professional women. Gen is a vision and response to dress confident women in their prime who believe that true beauty is age-less. Beautiful clothes can be timeless, age-appropriate and stylish. Sakata's line contains modern yet culturally rooted designs that draw from her Japanese heritage, using finely crafted traditional textiles including vintage kimono fabrics. The result is versatile and imaginative pieces that sweep you away into Sakata's world of cherished memories – containing Japanese folklore and the fading refinement of traditional designs.

Spring 2011, "Passion in Monotony" started with a print advertisement for a Belgian lace company circa 1900. The photograph shows women who formed the working foundation of the country. Although dressed in uniform-like black dresses, they each hold and express their own individuality. The strength and character of these women mirror the professional women of today and are the inspiration behind "Passion in Monotony."

The collection expresses the belief that individuality can arise from traditional silhouettes and that classic pieces can be re-imagined and cherished once again. "Passion in Monotony" combines the splendor of Japanese textiles with exceptional tailoring in garments that seem to have a story of their own to tell. This season is about the determination of the female spirit and beauty without boundaries.

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Jacq Smith



Link to **GRAD PAGE**

Cadence – Elevating Dancewear to a Sustainable Rhythm

The Story of Contrasts

Cadence, an emerging dancewear collection from fourth-year Kwantlen student, Jacq Smith, combines function with fashion, and sustainable practices with technological innovation. Cadence, rehearsal wear for female professional ballet and contemporary dancers, focuses on improving the dancer's rehearsal experience by providing enhanced dancewear while maintaining a conscious effort to reduce its footprint on the earth.

Cadence, meaning rhythm, understands what professional dancers need during rehearsal. The designer, Jacq Smith, a lifelong dancer and current dance teacher, appreciates the difficult task of finding garments for rehearsal and utilizes numerous contrasts within the line in order to redefine dancewear. The collection is a culmination of years of experience and combines Jacq's two passions, dance and fashion. With a strong creative voice and clear consideration for the dance community, Jacq has truly created something new.

Inherent Momentum

The Fall/Winter 2010 collection, "Inherent Momentum", draws upon contrasts in classical music. This is reflected in Cadence's soft yet strong design lines. While dynamic yet fluid music can inspire dancers to move their bodies in accordance with what they feel, Cadence has taken contrasts in music to create lines and contour on the body.

Dancers can warm up with sustainable cover-ups such as 'Tedesca' in Dynamic Teal, and move all day in bodysuits such as 'Ciacona' in Soft Charcoal. The styles, colours and fabrics used are reflective of Cadence's numerous contrasts and are sure to release the *inherent momentum* within each dancer.

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Carley Smulders



[Link to GRAD PAGE](#)

Men ‘Smulders’ Their Style from Morning til Night... Vancouver, BC, February 12, 2010 – This Wednesday, April 14th fourth year Kwantlen Polytechnic University student, Carley Smulders debuts. Carley, Smulders’ tailored business appropriate collection for the sculpted man. Carley is uniquely designed specifically for men who desire traditional tailoring combined with west-coast influences. The business-meets-street style provides comfort and fit for men with the sculpted athletic build. Smulders is looking to make a big statement with her debut collection.

Growing up in Richmond, BC, Carley Smulders never settled into the suburban way of life. Wanting to be where the action was, she spent most of her youth either in Vancouver. But it wasn’t just the bright lights and loud city noises that drew her out of the ‘burbs, but rather the idea of being a part of the world, in the middle of action, interacting with new people and new ideas.

The same excitement that drew Smulders into the city also attracted her to spectator sports; she loved the feeling of connecting with people, over a united interest of a sport, team or player. It didn’t take her long to discover UFC, and pretty soon she was a “fight night” regular, cheering along with the boys.

After high school, Smulders explored different areas of design. Achieving two diplomas – one from Langara University in Display and Design and then travelling to Ontario to earn a second in Fashion Merchandising from Fanshawe College. Smulders gained a well-rounded perspective of creative development that included typography, print media and layout techniques.

Since then, fashion has taken Smulders overseas to France where she has studied and expanded her education through travel. She is now not just an observer but a participant in the global conversation that is textiles and design, and hopes to continue this path for many years to come.

Carley Smulders
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Amanda Tan



Link to **GRAD PAGE**

MOTHER NATURE AU NATURAL... Ron & Rose Lingerie would make even mother nature blush with delight. Keeping eco practices in mind, Amanda Tan prepares to launch her debut collection entitled Jolie Jardin, a lingerie collection that does not sacrifice sustainability for style. As a firm believer that fashion does not have to exclude ethical labour practices or proper treatment of animals, Tan sees her collection resonating with women who are actively conscious about social and environmental issues. Tan provides an opportunity for her customers to put their conscience at ease during intimate moments.

Inspired by Mother Nature herself as an ethereal and womanly force, Tan creates an exquisite collection with ageless silhouettes like her sultry, high waisted Eminence brief and Unfading Beauty bustier with flattering and supportive boning details. Using 100% sustainable silks produced with minimum air miles and organic, barely-there lace, Jolie Jardin is lingerie with the lightest touch and even lighter carbon foot print.

An intuitive designer, Tan is a fast learner acquiring skills one by one as if by second nature. Having spent her adolescence in French Immersion studies, her appreciation for the language and the classic French society continues to inspire her. Her stint as an intern with local designer Manuel Mendoza, garnered her skills in couture beading and draping as she worked with sumptuous fabrics and intricate laces. She now approaches graduation after working toward her BA in fashion at Kwantlen Polytechnic University.

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Kala Vilches



There once was a woman who was talk of the town, but lately it seemed she wore only a frown. For the styles of her youth no longer seemed right they bagged here and snagged there and fit oh-so-tight.

Everything else in her life was just grand – a good job, great kids and a wonderful man. Inside she was elegant, stylish and chic, so why didn't her wardrobe reflect her life's peak?

It seemed that her options were kitten sweaters and frocks, pastels, plastic pearls, pleated pants and striped socks. The women around her all said the same thing: "We're older now, honey. That's it – just give in."

Then one afternoon, the clouds seemed to part revealing a collection that ignited her heart. The fabrics were supple, the clothes well designed with a colour story that kept a mature woman in mind.

Tailored wool coats and pleated silk skirts, high-waisted pants and organic cotton shirts. The line suited her taste, and fit her figure – finally clothing that was made just for her!

In her new wardrobe, her confidence soared, her coworkers stared and her husband was floored. No longer a woman defined by her age but instead a style goddess – with a look all the rage!

Now this smart woman has all that she needs; she can focus on other things while she dresses with ease. Her outlook is positive, her phrase, "carpe diem." Here's to another 50, and here's to Sienne!

Sienne evokes the timeless and streamlined silhouette of the late 1970s... and takes inspiration from the era's lean towards layering and menswear-inspired tailoring. This season's collection is a mix of classic and contemporary, and features updated versions of the traditional blazer and dress pant as well as modernized takes on 70s styling. Subtle details include pintucking, vintage buttons and textured appliques. All pieces use high quality fabrics made from 100% natural organic fabrics and appear in a mature colour palette of silver, black, jade and Bordeaux red.

Sienne is consistently known for its high standard of quality construction and an approach to fashion that doesn't compromise its commitment to ethical business practices and environmental sensitivity. Keeping a "customer first" attitude, Sienne takes into account the needs of the women for whom it designs and provides age-appropriate, figure-flattering garments season after season.

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Chauntelle Walsh



Super Chic, Supernatural... Luxury clothing brands have the opportunity to promote sustainable consumption with consumers who are progressively well educated and concerned about today's environmental and social issues. Designer Chauntelle Walsh recognized the lack of environmentally and socially responsible outerwear offered in fashion forward styles; most on the market are functional or sports oriented. In response, she developed Supernatural for women who choose to use their purchasing power to reflect their awareness but are unwilling to compromise their taste for premium, contemporary style.

Alumni of The London College of Fashion, former handbag designer and business owner, and fourth year student of the Kwantlen fashion design degree program, Walsh applies her extensive knowledge of textiles and refined design skills to Supernatural. Most importantly, Walsh states that "coming from a family that routinely volunteers for non-profit organizations, it was natural and essential to integrate social and environmental accountability into Supernatural."

Supernatural's Fall/Winter 2010 collection of jackets and coats hand tailored in British Columbia, are designed with sustainable materials of the highest quality, and feature transformative details that enable the wearer to change the look or function of the garment. The organic wool gabardine trench offers natural water resistance without the use of environmentally damaging finishes. Or, if versatility is your taste, the organic melton wool coat can be worn long or short. The eco leather jacket is made with supple lambskin, tanned in a facility that adheres to reduced pollution and water consumption. And if that isn't enough to warm your socially responsible heart, the removable, hand knit merino wool collar will melt the ice for sure.

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Annching Wang



Link to **GRAD PAGE**

Cycling towards a playful utility... After watching a slew of recent post-apocalyptic films and becoming fascinated with the new realism-meets-fantasy light of a world post disaster, Annching Wang saw a parallel for the “cycle chic” movement and what it represents: freedom, philosophy, and a world in transition. This inspired the Vancouver born designer and became the catalyst for **Moose and Muse**, a contemporary fashion collection for the free spirited city cyclist.

“I was searching for unexpected ways to allow fashion to assist in social change, and I found that right here on the streets of this beautiful city.” The economy, the environmental movement (the line is made up of 60% eco-friendly fabrics), changing infrastructure, and an overriding move towards freedom, make cycling not only of the moment, but a much needed breath of fresh air - one that is poised to become mainstream in North America (hence the Moose), through inspired playful fashion (hence Muse).

Wang’s penchant for textile design and love of the whimsical comes through in two custom prints - the Fall 2010 collection also features a satin-look water-repellant jumpsuit, a trench jacket that is both utilitarian and fashionable, and leggings with reflective piping.

It’s time for fashion to reflect the changing landscape of what it means to be a creative, young woman living an on-the-go city lifestyle. The fun and playful clothes suit this woman’s free and nimble spirit, while the collection’s mission to inspire vision, drive lifestyle, and excite the senses suit the world’s need for fashion to come together with philosophy and changing values.

And to think, it all started at the unlikely catalyst of what sounds rather depressing: watching too many post-apocalyptic films, although the collection is indeed quite the opposite.

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