



# the SHOW

presented by *sodexo*<sup>\*</sup>



# Class of 2012

Yna Ansay	Camille Calvert	Jamie Carlson	Alli Chandler	Cheryl LeBarr	Earl Luigi	Andrea McDonald	Morgan-Lee Lewis
Grace Choi	Kristy Coghill	Leora Elischer	Christina Ferrante	Serena Neumerschitsky	Shannon Oehlschlager	Erica Rekis	Jena Renwick
Raj Gill	Crystal Granacher	Nicole Guzzo	Emily Heaps	Rheanne Segstro	Meagan Squire	Angela Van Slyke	Emma Walker
Joanne Hu	Andee Jasper	Jamie Kan	Nam Hee Kim	Hannah Willetts	Tyler Wilson	Kristin Yip	Bethany Young





# Yna Ansay

The lingering passion, for Yna Ansay, is the exquisite, the intricate and the ornate. After learning the delicate art of crochet at the tender age of eight, Ansay created a coordinated set of dresses and accessories for her Barbie dolls. Her mother, a creator of dessert delicacies, and her father, an engineer, influenced and defined Ansay's sophisticated aesthetic and technical skill.

With two years left of high school, Ansay left the path of a degree in science to cater to her lingering passion. She graduated high school with a high note, and received a plaque as the top student in Fashion Design. A few weeks later, she obtained a summer job as a junior patternmaker.

As an avid learner, reader and technology junkie, Ansay immersed herself in Kwantlen Polytechnic University's Fashion Design and Technology program to blossom as a designer, writer and artist. Her thoughtfulness and impeccable attention to detail was reflected in her work as a design intern for *Malene Grotrian Design* and *Mac and Jac/ Kensie*, as well as a visual merchandiser for *Club Monaco*.

Currently residing in Surrey BC, she is a writer for the industry acclaimed *Fame'd Magazine* capturing the stories of upcoming and iconic industry talents, as well as a design assistant for *Kensie*.

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## CELEBRATE HER LIFE EMBRACE HER BEAUTY

VANCOUVER BC, February 10, 2012 – Luxurious knits, sensual silks, and exquisite details collide to breathe life into **Senona**. Creating fine intimates to inspire a positive image and an appreciation for life, this fashion line is designed to cater to women following breast surgery.

The fall 2012 collection of **Senona** will make its runway debut at The Show on April 3rd at the River Rock Show Theatre in Richmond.

"Fashion is a powerful thing," says designer, Yna Ansay. "It can truly give someone the elements to define themselves and promote inner confidence."

Ansay's Filipino background provided the inspiration for the concept.

"Growing up, I always attended parties for the simplest excuses: a house blessing, graduation or just a random gathering to share dishes. I believe that the simplest things in life should be celebrated," she reflects.

Ansay aspires to share her celebration of life and beauty through the creation of **Senona**. **Senona** offers camisoles and chemises with higher necklines and armholes, as well as breast and shelf bra pocketing.

The concept of **Senona** Fall 2012 "Airy Elegance" presents a neutral palette with feminine touches, focusing on breathable fabrics that feel like a second skin.

Ansay is currently finishing her Bachelor's degree in Fashion Design and Technology at Kwantlen Polytechnic University, while working in Vancouver's fashion industry. Witness the unveiling of the **Senona** intimates collection on April 3rd, 2012 at the River Rock Show Theatre located at: 8811 Richmond BC. For ticket info visit: [www.kwantlen.ca/theshow](http://www.kwantlen.ca/theshow).

For interviews, images or more information about Senona please contact:

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# Camille Calvert

A fourth year student at Kwantlen Polytechnic University, Camille Calvert has always embraced a craving for fashion and design. At a young age, Camille strived to express herself through clothing, pushing to stand out and differentiate herself from her twin sister. This need for incomparable individuality was found through creating personal garments and a skill for sewing inherited from her mother.

Through her years of sewing and designing, Calvert has gained an appreciation, and an aptitude for designing with silk. This has led her to fill the void in the lingerie market and create Luxi: an intimate apparel line for the mature woman.

Inspired by her worldwide travels and university exchange to Taiwan, Calvert hopes to pursue an international career in fashion design and marketing.

## CALLING ALL BABY BOOMERS

Luxi Introduces Luxury Lingerie for the Mature Woman

VANCOUVER BC, February 10, 2012 – On April 3rd, Vancouver's top emerging designers will showcase their lines at Kwantlen's annual grad fashion show at the River Rock Show Theatre in Richmond. Camille Calvert is one of those top designers who will debut her original line, **Luxi**, intimate apparel specifically designed for the mature woman.

Calvert has adored the fashion industry all her life. Growing up with a fashionable mother who had a treasure trove of clothing and a talent for sewing fueled this drive. Once Calvert was pricked with a passion for sewing and design, she chased fashion through travels in Europe and an exchange studying design in Taiwan. Through her travels she was inspired by the different cultures and people which furthered her passion for women's fashion.

Calvert's passion for women's wear lead her to the female baby boomer market. Through her research, she found a great demand for lingerie options catered to mature markets, yet very few companies actually servicing this market. **Luxi** answers these demands with silk pieces constructed with supportive details that are still seductive and sophisticated.

"There's a huge market out there of confident, mature women that don't feel comfortable shopping at *La Senza* and who don't want to look like their mothers. **Luxi** gives these women a sophisticated alternative," explains Calvert.

To find out more information on Calvert or The Show please contact:

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# Jamie Carlson

Jamie Carlson confesses that she didn't always want to go into fashion design. Fifteen years ago, her life's ambition was to become Bruce Springsteen's backup dancer. Fortunately, a lot has changed since then.

In order to differentiate herself from her middle-school peers in Kelowna, Carlson started to sew and design her own clothing. Through her sewing and drafting classes in high school, she found herself moving away from her D.I.Y. Pikachu-printed flannelette tutus in hopes of turning her hobby into a career.

In the fall of 2008, she made the move to Vancouver in order to pursue a Bachelor's Degree through Kwantlen's reputable fashion program. During the third year of her studies, Carlson went on to complete an internship at *Allison Wonderland*, where she learned the ropes of running a small fashion design business. In addition to her studies, she has participated in three charity benefit fashion shows, creating mini-collections under her label *Yüki*, and exhibited work at an Alice In Wonderland themed Vancouver art show.

Carlson's scandinasian (half scandinavian, half Japanese) ancestry inspires her design aesthetic. Innovative methods of construction and beautifully manipulated textiles are ever-present in her designs. Following her graduation in April, Carlson plans to pursue a career as a designer, working for a company either congruent with her design aesthetic or her socially responsible values.

## IT ONLY GETS BETTER WITH AGE

VANCOUVER BC, February 10, 2012 – Thanks to blogs like *Advanced Style* and fashion icons like Iris Apfel and Ilona Royce, the public's eye has turned toward stylish older women everywhere.

With her eye on this market, Vancouver designer Jamie Carlson noticed a gap between designer luxury clothing and art-a-porter. In the fall of 2011, she created **Yüki**, to cater to fashionable art-enthusiasts.

**Yüki** is a line of distinctive fashions that bridge the gap between Art-to-Wear and Ready-to-Wear for women 55 and over. Carlson incorporates surface design and unconventional methods of construction into her high-quality garments, giving each piece a unique personality.

Carlson's Fall/Winter 2012 collection, marries abstract shapes with alluvial-like textures. Silhouettes play with irregular volume and feature lines flattering for a mature woman.

"With greater age comes greater wisdom, confidence and style," explains Carlson. "I wanted to create a line that celebrated this."

**Yüki** will debut its fall collection at Kwantlen's Fashion Design Graduation show on April 3rd at the River Rock Show Theatre in Richmond.

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# Alli Chandler

Raised in the artistic seaside Village of Lions Bay, Alli Chandler has always been surrounded by different forms of art and creative outlets. Chandler was encouraged by her parents from a young age to express herself through creative outlets. Chandler has never been afraid to be different and has dressed in alternative fashions and competed in hammer throw and ice hockey.

Chandler started sewing at a young age, and during high school her focus changed from traditional art to fashion design. She draws her inspiration from music, horror movies, and street fashion with vintage styling.

Last spring, Chandler completed a successful internship with local fashion company *Flaming Angels*. While on internship she noticed a gap in the market that she could fill, thus her niche market of plus sized psychobilly apparel for women was found.

## PLUS SIZE FASHION WITH A SOPHISTICATED PUNK FLARE

VANCOUVER BC, February 10, 2012 – When you are a plus size woman with a penchant for alternative fashion, shopping for statement pieces that are figure flattering is impossible...until now.

**Hellion** is a new line designed by Vancouver designer Alli Chandler which focuses on flattering fits for plus sized women with a sophisticated punk flare. Chandler has drawn inspiration from vintage show images and focused on the center stage as a driving point for the collection.

The line features bold stand out pieces: bright green leopard prints, studded shoulders, and signature 'bone rattle' skinny jeans. **Hellion** stands out from any other plus size lines currently on the market. **Hellion** is out to help plus sized women celebrate their curves, not hide them.

**Hellion** will be one of the 32 lines featured at the Kwantlen Polytechnic University grad show at the River Rock Show Theatre in Richmond on April 3, 2012.

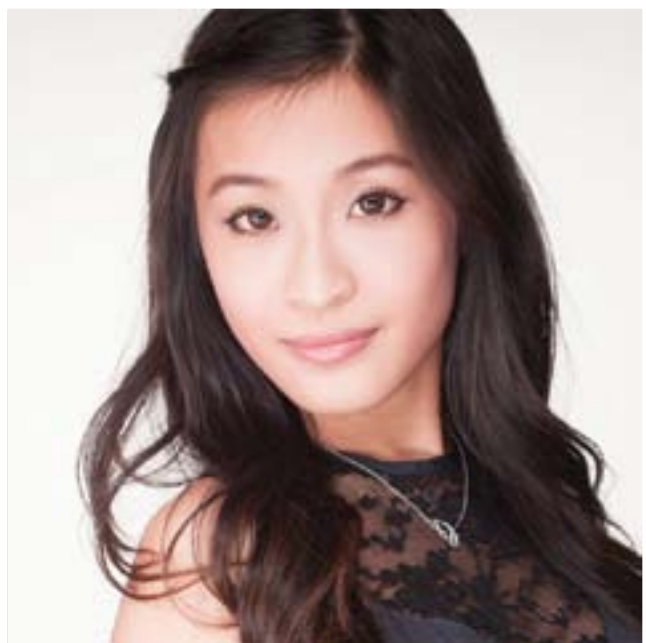
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# Grace Choi

Grace Choi, a Hong Kong born Canadian, has always been drawn to the arts. From a young age, she has explored many forms of art, from drawing with charcoal to painting intricately with acrylics. She decided to enrich her education at Kwantlen's Fashion Design and Technology program, in search of finding a rewarding career.

Since entering university, Grace has gained retail experience at *Jacob*, interned with *Carlie Wong*, and completed a successful internship as a Technical Design Assistant at *Mac&Jac*.

Grace recognizes that fashion design is not only about current style, but market trends and global events. Her work features minimalistic, clean looks to reflect her belief in timeless fashion. Grace values subtle branding through focus on the quality, fit, and trend forecasts.

In her final year of schooling at Kwantlen Polytechnic University, Grace looks to launch her final collection, *Stealth*: a line of protective motorcycle jackets that cater to the small-framed male rider.

## NEW CLOTHING LINE REVS UP THE STREETS

RICHMOND BC, February 10, 2012 – A local fashion student from Kwantlen Polytechnic University, Grace Choi, has set out to improve the shopping experience of a particular minority group, the underserved male motorcyclists in the Lower Mainland.

Choi wondered why this minority has fewer opportunities when it comes to shopping for specialty apparel and set out to resolve this issue.

The majority of motorcycle apparel retailers are reluctant to keep stocks of small sizes because of the lack of demand. As a result, small-framed motorcycle enthusiasts have to resort to sample images and online ordering because fitting in stores is unavailable. This led to Choi's creation of ***Stealth***, a protective motorcycle street jacket line specifically appealing to small-framed male riders.

***Stealth*** provides minimalistic clean appearances with subtle yet distinctive branding, with the idea that the quality, fit, and trend of the products will speak for themselves. The leather jackets are molded and manipulated from leather hide and each is embroidered with a brand signature. Protective armour is incorporated into the shoulders and elbows and techniques like spray ombre and elastic cording add a distinctive touch to the pieces.

Choi anticipates completing her Bachelor's Degree in Fashion Design and Technology from Kwantlen Polytechnic University in the Spring of 2012. Along with 31 other designers, Choi will showcase her final collection ***Stealth*** at The Show on April 3, 2012 at the River Rock Show Theatre in Richmond.

For more information, visit [www.kwantlen.ca/design/theshow](http://www.kwantlen.ca/design/theshow) or contact:

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# Kristy Coghill

Born and raised in the inspiring foothills of the North Shore, Kristy Coghill found the creatively stimulating world of seductive art an imaginative reality. Following in the footsteps of creative parents, Coghill was a tight-lipped child – quietly daydreaming with a crayon that scribbled its way across every surface. A notebook and pen became a soulful companion during a travelling endured childhood.

In school, Coghill creatively indulged in several after school arts courses where she bore clothes and sweaters knitted by her mother. Having parents that attended trade-school, a university degree was never pushed. However, a creative mind and high school years spent studying music, film and sewing, led Coghill from the sewing labs of Rockridge Secondary to the design labs at Kwantlen Polytechnic University.

It was at Kwantlen that Coghill was able to embrace and put into perspective the opportunities and uniqueness of her youth. Kwantlen was a gateway to personal reflection and understanding, and a learning exploration across the hectic coordinates of the global industry.

Throughout the past four years, Kristy has found her inner nerd love for creative computer work, has landed a design position at *Kensie*, and has espoused a devotion to a niche market that embraces her past and conjugates a personal vision of ethics.

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## A HALTING CONTRAST TO THE CURRENT INDUSTRY

VANCOUVER, BC February 10, 2012 – The fashion industry is a multi-billion dollar industry of quick turnovers and instant customer purchase tracking. Kwantlen Polytechnic University fashion design student, Kristy Coghill, creates a line of irony in her graduating collection **Adapture** – a line of sustainable, adaptive, grow-as-you-grow apparel for the adventurous little boy.

**Adapture** encourages consumers to purchase less, and appreciate more. Coghill has drawn inspiration for her ethics-focused line from four years of work in fast fashion retail.

"Companies are producing more than sellable, which is training consumers to purchase as cheap as possible," she states.

In contrast, **Adapture** aims to reinstate values and ethics, with a company model that believes in eco-friendly practices. Less becomes more as clothes grow and adapt to the constantly growing needs of the child. All products are manufactured locally and made from sustainable fabrics.

**Adapture** was inspired by Coghill's childhood growing up on the North Shore where she travelled between the beach and the ski slopes. There's no doubt, this artful collection represents personal summers spent sailing and camping. The colour palette and design aesthetic is derived directly from life on the west coast. Coghill beautifully harmonizes nature and adventure with each design. **Adapture** provides west coast kids with outdoor, play friendly clothing so they can be free to roam among the wild.

Adapture will make its fall 2012 debut at Kwantlen Polytechnic University's fashion show on April 3, 2012 at the River Rock Show Theatre in Richmond.

For interviews, images or more information about **Adapture**, please contact:  
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# Leora Elischer

Leora Elischer's enthusiasm for fashion grew from her interest in design, fabric, and styling. Taking part in her high school's yearly fashion show, she never questioned the decision to enter into Kwantlen Polytechnic University's Bachelor of Fashion Design and Technology program.

Over the past year, Elischer has worked in the local fashion industry, completing an internship with *Lululemon Athletica* last spring and securing a position as a Design Assistant within the company. Designing with the team for the Fall 2012 season is a fantastic privilege that has already started her on a great career in the fashion industry.

Elischer is currently producing her final graduation line of eco-friendly dancewear for teen girls who want to stand out in class while still maintaining a sustainable lifestyle. The debut fall 2012 collection from Ivy&ixie, is made entirely of environmentally friendly fabrics with a transitional emphasis on being worn from the studio to the streets.

As her four years of university come to an end, Elischer looks forward to continuing a career in the industry as well as travelling the world.

## STAND OUT IN THE STUDIO WITH SUSTAINABLE DANCEWEAR

VANCOUVER, BC February 10, 2012 – Up and coming local fashion designer Leora Elischer is expanding the sustainable market by introducing **ivy&ixie** - a line of environmentally friendly dancewear for teen girls between the age of 12 and 16. Elischer wants to open the eyes of dancers in the local industry to the growing opportunity of a sustainable environment and lifestyle – starting from their turned out toes!

She will be showcasing her line alongside many talented designers in the Kwantlen Polytechnic University graduation fashion show, The Show, on April 3rd at the River Rock Show Theatre in Richmond.

With a focus on sustainable fabrics and production, **ivy&ixie** is a line of dancewear for teen girls who want to stand out in class while still maintaining a sustainable lifestyle. The line is made entirely of environmentally friendly fabrics with an emphasis on being worn both in class as well as to and from the studio.

Over the past year, Elischer has worked in the local fashion industry. She initially completed an internship with *Lululemon Athletica* and is now working as a Design Assistant within the company. She has had the privilege of designing with the team for the Fall 2012 season and looks forward to continuing a career in a creative design position.

For more information on Leora Elischer and her fellow graduating designers, as well as an opportunity to purchase tickets to The Show, visit [www.kwantlen.ca/theshow](http://www.kwantlen.ca/theshow).

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# Christina Ferrante

Growing up in a traditional family and attending private school for the latter of childhood, Christina Ferrante embraced the transition to public school using the freedom of clothing to portray personal expression. Finding success and enjoyment in art and textile studies solidified Ferrante's future in arts, despite parental questioning.

A spectator at the annual Kwantlen Fashion Show in grade 10, Ferrante knew her ultimate goal was to walk that same stage. During her second year in the Bachelor of Fashion Design and Technology program, Ferrante developed an eager ambition to pursue a career as a menswear designer. Her future aspirations were further solidified through an internship with local production company *CYC Design Corporation* which provided her the opportunity to work with brands *Wings & Horns* and *Alife*.

Travelling overseas broadened her personal design aesthetic of textured details. Ferrante furthered her interest in menswear and her love of textiles design through the creation of *Sector*: a collection of statement overcoats as individual as the man who wears them.

*Sector* embodies sharp silhouettes, luxurious surface textures, and an intricate attention to notions to fully embody the essence of the *Sector* Client. The brand reflects Ferrante's design aesthetic whilst fully encompassing the detailed perspective of man.

## NOTHING IS WHAT IT SEAMS

VANCOUVER, BC February 10, 2012 – What you see is not always what you get. To an inexperienced eye, a series of coats may look simple. Look closer and the thoughtful details make each individual piece special. This is what designer, Christina Ferrante carefully examined: how to truly understand how Vancouver men interpret fashion.

This resulted in ***Sector***, a line of overcoats with textile surface innovations for established men with their own distinguished style. Ferrante aspires to create high quality statement pieces with various surface textures, luxurious fabrics, and attention to notions. Every piece is 100% Canadian designed and produced.

"The idea is to create clothing for men that allow them to stay true to their personal style. There is a market between the typical outerwear coat and plain black pea coat," says Ferrante. "It is about the small details that make the garment a whole."

With a focus on men's apparel, Ferrante sought out an internship with local production company *CYC Design Corporation* as a production assistant.

Ferrante is soon to graduate with a Bachelor's degree in Fashion Design and Technology from Kwantlen Polytechnic University. Her collection of overcoats will be featured at The Show on April 3rd at the River Rock Show Theatre in Richmond, BC.

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# Raj Gill

Raj Gill is a Vancouver born and bred fashion designer. From a young age, Gill has followed a creative path and has expressed himself through various forms of art. With a love of culture, travel, social networking and fashion, it was no surprise Gill was destined for a successful career in fashion.

At 16 Gill started working with several local industry companies, holding a variety of positions. Despite the hectic school work, and insane workload, Gill has withheld a strong work ethic, maintaining various positions throughout his educational years. Tasks have included: management, styling, alterations, merchandising, sales, and design assistant. Each position has provided crucial experiences that inspired him to create products for a growing market.

Currently employed with Vancouver-based outdoor apparel company, *Stormtech*, Gill has gained knowledge and experience with technical clothing, paving his desire to create functional garments. Gill combines his eye for stylish clothing and his design aesthetic to focus on fit, form, function and durability in his graduation collection, *Venturist* (a line of business casual commuter attire for people who live and breathe the cycling lifestyle).

As Gill continues his career in fashion, he hopes to create clothing that speaks to the wearer and caters to their lifestyle needs.

## CLOTHING DESIGNER STEERS YOU IN THE RIGHT DIRECTION

VANCOUVER, BC February 10, 2012 – It doesn't matter if you are considered a breakaway rider, part of a pack or prefer to bunny hop around town, there is a mix created just for you. Enjoy the adventure to and from work with commuter designs created by Vancouver-based fashion designer Raj Gill. Gill will showcase his talents at Kwantlen Polytechnic University's The Show on April 3rd, 2012 at the River Rock Show Theatre in Richmond.

"Our customer prefers clothing that speaks to the commuter's needs and provides function while they can look sharp with updated trends," says Gill.

Using the skills, knowledge and experience he gained working in the garment industry, Gill created ***Venturist Commuter Attire***, a company that speaks to men who live and breathe the cycling lifestyle and desire the clothing that fits this lifestyle. Gill came up with his line from hearing what men in Vancouver prefer as casual business attire. He has researched upcoming trends, and listened to what commuter men prefer in their garments. These factors have shaped the stem of the line.

"Anyone can make pretty clothes, but to produce garments that make a difference in this world is priceless, and worth your money," says designer Gill.

Ride your bike to The Show on April 3rd and leave with a solution to you commuter apparel needs. Tickets available at [www.kwantlen.ca/theshow](http://www.kwantlen.ca/theshow).

For more information, please contact:

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# Crystal Granacher

Originally from Edmonton, Alberta, Crystal Granacher moved to BC five years ago to pursue her Bachelor's Degree in Fashion Design and Technology at Kwantlen Polytechnic University. Her passion for design and sewing started in her first Home Economics class and has continued up until today. Growing up with dual citizenship (Canada/Germany) and extensive travelling experience, Granacher has an appreciation for other cultures and their influence on fashion.

Granacher's aesthetic focuses on fabrics, colours and prints with clean design lines. Her aesthetic has led her to design her debut collection Inia: a line of casual wear for affluent, petite, plus size baby boomer women.

Having completed her internship at *Family Business Distribution*, design house for *GentleFawn* and *Left on Houston*, in her third year, she came to realize that her strengths lie in marketing and public relations. Granacher hopes to pursue a career in either of these fields in the future.

## PETITE, PLUS SIZE WOMEN FINALLY GET BETTER FIT

VANCOUVER, BC February 10, 2012 – After extensive research, **Inia** has discovered the solution to the problem that ails most petite, plus size women: proper fit and luxurious fabrics. **Inia** will debut at Kwantlen Polytechnic University's highly anticipated The Show at the River Rock Show Theatre on April 3rd.

Crystal Granacher is a fourth year fashion design student at Kwantlen Polytechnic University currently preparing to unveil her final collection, **Inia**. The luxurious casual wear line, inspired by her own mother, caters to affluent, petite, plus size, baby boomer women. Growing up, Granacher watched her mother struggle to find pieces that were not only proportionate but also flattering in fit, color and print. Her mother's experiences and adversity inspired the discovery of a large underserved market. Granacher's final collection gives women a co-ordinating wardrobe that will work with pieces already in her closet.

**Inia's** debut collection is inspired by Granacher's travels to the Mediterranean. Luxurious fabrics of silk and leather communicate through the pieces. The monochromatic color palette, chosen to elongate and slim the body, is inspired by sunsets seen through ruins on the island of Cyprus.

See **Inia** and meet Granacher at The Show. For more information on tickets and times please go to [www.kwantlen.ca/theshow](http://www.kwantlen.ca/theshow).

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# Nicole Guzzo

As an identical twin, Nicole Guzzo did whatever she could to stand out and be different. Born and raised in Vancouver BC, Guzzo started altering her own clothes to express her individual style at 12 years old.

Guzzo withholds a personal vendetta to push the boundaries of fashion, urging people to go against the norm. Her alternative outlook, personal rock and roll style, and innovative ideas are strongly reflected in her designs. Guzzo's rock star aesthetic has been compared to inspirational styles of the 1980s.

An active member of the creative Vancouver scene, Guzzo has participated in various fashion shows, has sold her designs at Vancouver's Portobello West Market, and has taken part in, and styled several music videos for headlining local and international bands.

In her fourth and final year at Kwantlen Polytechnic University, her graduating fall 2012 collection, *Deviant*, caters to the musician clientele. Inspired by her love of music with influences from high fashion, Guzzo designs statement pieces for accomplished men in the music industry.

After a hectic four years of hard work, dedication and an internship at *Narcissist*, Guzzo is eager to continue making a name for herself and shocking audiences across the global stage.

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## STANDING ABOVE THE CROWD

VANCOUVER, BC February 10, 2012 – With the goal of becoming a renowned fashion designer, Nicole Guzzo has designed her fall 2012 Collection **Deviant** with an outcome to shock and delight. She will be rocking it out at the River Rock Show Theatre on April 3rd for The Show.

As an identical twin, Guzzo did whatever she could to stand out and be different. Born and raised in Vancouver, BC, Guzzo started altering her own clothes to express her individual style at 12 years old. Her alternative outlook and innovative ideas are strongly reflected in her dreams.

**Deviant** establishes the highest quality statement pieces for accomplished men in the music industry. The line is dedicated to a culture that lives a life driven by rock and roll by converging rock star aesthetic with high end fashion. **Deviant** cares about quality over fast fashion while staying true to its roots.

"I like to think my collection shows who I am as a person and a designer: creative, unique and fearless when it comes to exploring boundaries," says Guzzo.

Without a doubt, Guzzo is very involved in the creative Vancouver scene and participates in various fashion shows and several music videos for headlining bands such as Faber Drive, Daniel Wesley, My Darkest Days, Like a Storm, and many more. This experience led her to design a rock star collection that includes leather pants and snake skin shirts.

"Metal hair bands like Motley Crue inspire me to push the limit and shock people," Guzzo explains.

Adopting this style herself, Guzzo strongly pushes people to stick to what they know and to showcase their own unique style. She is eager to jump into the industry and continue making a name for herself.

**Deviant** will shock audiences at Kwantlen Polytechnic University's The Show on Tuesday, April 3rd at The River Rock Show Theatre in Richmond, BC. For information, please visit [www.kwantlen.ca/theshow](http://www.kwantlen.ca/theshow).

Nicole Guzzo  
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# Emily Heaps

Emily Heaps has combined years of experience working with fabric, her discerning eye and her travels abroad to perfect her conception of style and design. In addition to Kwantlen University's fashion program, Heaps has spent three weeks at the Université de la Mode in Lyon, France. While studying abroad, she learned about the international world of fashion, admired France's incomparably prestigious textile industry, and fell in love with French culture.

In addition to her education, Heaps has gained ample experience within the local fashion industry as a designer for *Narcissist Design Co.*, *Hudson and Saige Organics*, and *Rize* collective. In 2010 one of her designs was reproduced in a variety of sizes and sold at the *Velvet Room Boutique* after winning their dress design contest.

While she is recognized for her sharp wit and sense of style, her reputation for baking often precedes her. Heaps pays close attention to detail and has an intrinsic need to beautify the world around her. There is no doubt in anyone's mind that her strong ambition and sophisticated sense of design will land Heaps a prominent career in fashion.

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## INFUSING WEST COAST MOUNTAINS WITH EUROPEAN AESTHETIC

VANCOUVER, BC February 10, 2012 – Local designer Emily Heaps is set to launch her debut ski wear collection April 3rd at the River Rock Show Theatre in Richmond, BC. Her line of sexy skiwear was designed to give women back their shape on the slopes.

It is no surprise to any Vancouverite that international publications such as *Forbes*, the *Telegraph* and *Traveler's Digest* continuously rate British Columbia's resorts amongst the top ski destinations in the world. With such a large snow sport following on the west coast, you would assume that Vancouver's outerwear industry would have an equally large selection of ski apparel. Unfortunately this is not the case – the market is oversaturated with brightly colored, baggy fitting garments designed for young snowboarders. What about the more mature women who want to look good and feel sexy as they glide down the ski hill?

After identifying this gap in the market, Heaps created a collection of technical outerwear with sophisticated styling, a mature colour palette, and an array of luxurious textiles. Her collection of outerwear and base layers will thrill women who desire skiwear that translates effortlessly from the slopes to the chalet.

"She needs technical waterproof pieces that keep her warm and dry, and wants flattering fits with sophisticated styling that can be worn on and off the slopes," explains Heaps.

Born into an active family of outdoor enthusiasts, Heaps grew up on the mountain. "My Father was a professional ski racer in the 1970s and travelled all over Europe for races. Some of my earliest childhood memories are from ski camps on the bunny hill at Cypress Mountain," she explains.

Heap's collection is crafted with expertise and incorporates innovative uses of texture including leather welts and fur detailing. Come and see her line and meet the designer at The Show on April 3rd.

For more information, please contact:  
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# Joanne Hu

Born in Taiwan, Joanne Hu inherited artistic genes from her family — her dad is an interior designer and her mom is a self-taught seamstress. Joanne soon became an affable fashion enthusiast who loves working with details, textile, colour, and print. Featured in *Flare* magazine for her design and awarded a gold medal in the Skill Canada competition, Hu embraces every challenge and each learning opportunity.

Last spring, Hu interned and worked as a product developer at renowned cycling apparel company, *Sugoi*, where her attention was riveted by the development of product commercialization. An education in Fashion Design & Technology at Kwantlen Polytechnic University, has awarded Hu a well-rounded knowledge in fit, construction, materials, and forecasting.

In addition, Hu believes in community power and a positive working environment. She is quite optimistic about her future, whether in design, production, or merchandising. Hu is dedicated and determined to explore anything her future in fashion carries.

## ENCHANT YOUR LITTLE PRINCESS IN JOJOH'S WHIMSICAL WEATHER-PROOF OUTERWEAR

RICHMOND, BC, February 10, 2012 – Functional outerwear protecting children from rain and wind does not need to look boring and clunky. **jojoh** offers a whimsical, weather-proof outerwear line for girls aged 3 to 6.

Joanne Hu, the founder of **jojoh**, and a graduating student of Kwantlen Polytechnic University's Fashion Design and Technology program, is a true believer in functionality and beauty. Her line is made of functional fabrics, including Dintex 3-layer breathable, waterproof, windproof, soft shell and soft brushed, water repellent Doeskin.

With a major in Studio Art and soon-to-be-obtained Bachelor of Fashion Design and Technology, Hu has developed a keen eye for colour, fit, and style. Her ingenious use of materials and colours, such as adopting sublimation printing on waterproof fabric and enriching lace trim on top of reflective tape, provides functionality with winsomeness, which certainly differentiates **jojoh** from other brands.

"Every piece in the line is thoughtfully designed. Every detail has its purpose. Ultimately, I want my little customers to look charming and feel cherished," shares Hu.

Hu will showcase **jojoh** at The Show along with other talented designers at the River Rock Show Theatre on April 3rd, 2012.

For interviews, images, or information about **jojoh**, contact:

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jojoh





# Andee Jasper

Andee Jasper hails from Vancouver, BC where she was born and raised. At a young age she adored fashion and the arts. A small twist of fate and a high school textiles class ultimately led her to pursue fashion design.

Jasper's outgoing personality and sense of humor are reflected in her design aesthetic — bright color palettes and eccentric embellishment. Highly influenced by 80's statement-making fashions from the hip-hop scene, Jasper's creations are never dull or forgotten.

Volunteering at Dress for Success Vancouver opened her eyes to the realities of the industry. Sorting through bags of donated clothing every week helped Jasper develop a collection that was sustainable and catered to an audience who wanted novelty clothes that went against the norm of today's fast fashion.

Thus, Journee Apparel was created — a line of keepsake treasures with hand-crafted details for little girls with vibrant imaginations. A strong believer in how fashion is able to transform ones persona, Jasper wanted to encompass little girls' powerful imaginations and exuberant spirits.

Jasper is looking forward to completing her Bachelor's Degree in Fashion Design and Technology at Kwantlen Polytechnic University and seeing where her journey takes her next!

## COLOURFULLY HAND-CRAFTED KEEPSAKE CREATIONS YOU'LL CRAVE!

### Kwantlen Fashion Student Conjures Up Collection for Little Girls

VANCOUVER, BC, February 10, 2012 – Kwantlen Fashion Design student, Andee Jasper, has taken her passion for contemporary craft and the wonderfully whimsical to create her graduation collection, **Journee Apparel**. Jasper has infused months of research and fashion forecasting to create this vibrant collection of little girls keepsake clothing that reflects their imaginative spirits.

As a volunteer at Dress for Success Vancouver, Jasper saw first-hand the volume of clothing that is recycled. This experience motivated her to develop a collection that was sustainable and catered to an audience who wanted to buy novelty clothes that fought against the norm of today's fast fashion.

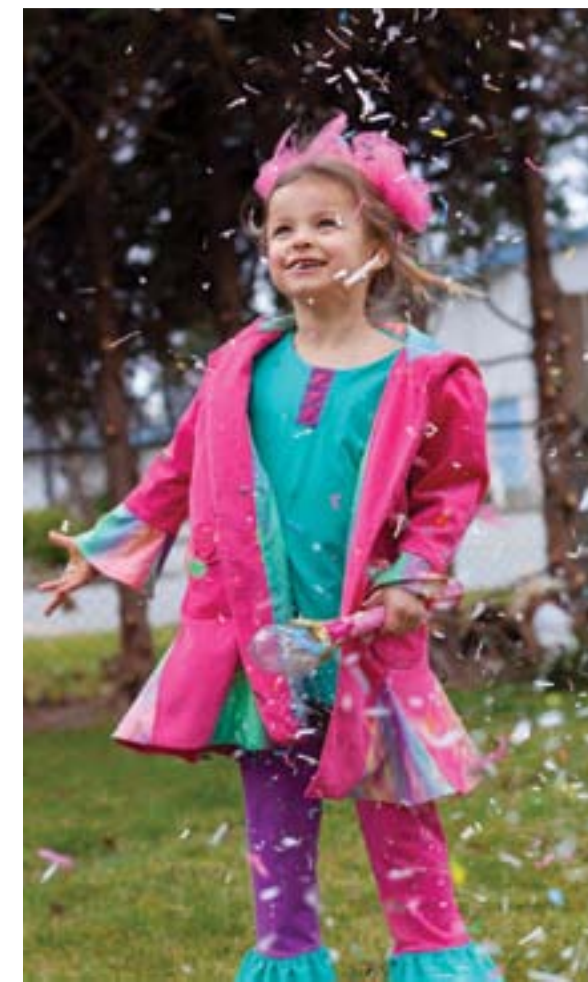
Being a strong believer in how fashion is able to transform ones persona, Jasper wanted to encompass little girls' creative minds in an imaginative way. Aimed at mothers who appreciate the local craft movement, **Journee Apparel** combines craft with high quality.

Exuberant colours and hand-crafted detailing are what make **Journee Apparel** so memorable and cherished. Each piece is infused with unexpected details that are delightfully playful: crocheted pieces, embroidery details, hand-dying and patchwork. Eco-friendly fabrics are used to ensure comfort, breathability and easy laundry.

"We are all on a 'Journee,' so we might as well make it a vibrant one, full of love, laughs and imagination," explains Jasper.

Jasper will showcase her collection for the first time at The Show held at the River Rock Show Theatre April 3rd. For more information on her collection contact:

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# Jamie Kan

Jamie Kan is anything but your typical tortured artist. Prior to her design pursuit at Kwantlen, Kan was already immersed in many aspects of the industry. With eyes glued to Jeanne Beker on Fashion Television, Kan began her fashion flight at John Casablancas in 2005, graduating with a Fashion Business Diploma and a job as a stylist for their international modeling agency.

Since then, Kan has acquired years of experience in retail and visual merchandising. Having interned as a design assistant at *International Fashions*, producers of *Kersh* and *Press*, she branched out to product development and marketing.

Following her strong ambition and edgy-fun aesthetic, Kan creates some serious swag for the die-hard muscle fanatic in her final collection. Soon to be graduating, Kan is soaking up every moment of anticipation for the future and continues to be happily lost in fashion limbo.

## MISSING DESIGNER FOUND LOST IN FASHION LIMBO

VANCOUVER, BC, February 10, 2012 – At this time of year, Kwantlen Fashion students can always be found in a particular limbo, which is not exactly a bad place to be. Dwelling in fashion limbo is what makes Kwantlen design students differ from the rest. In this place, they find concepts and ideas, and then using their technical skills, marry the two with the perfect balance of creativity and marketability.

On April 3rd, 2012, students leave that limbo to participate in Kwantlen's biggest event - The Show. For ambitious students like Jamie Kan, The Show is a long anticipated event.

"Graduating from Kwantlen makes me feel secure about the future," says Kan. "The industry is full of opportunity and I'm excited to explore it with the knowledge I've gained."

Kan designed a line, **STAT**, for the die-hard, muscle fanatic who is serious about looking good. His moderate 5'9" and under height puts him in the "difficult fit" category. **STAT** offers these men great fit and precise styles using an unconventional measurement chart.

"The measurements are what I call his statistics, and **STAT** comes from my belief that his stature has status," says Kan.

The Show 2012 will be held on April 3rd at the River Rock Show Theatre in Richmond. 32 design students will be featured on the runway, and like Kan, they are happily lost in fashion limbo and ready to showcase their work. With three different show times, there is no excuse to miss this event.

For ticket sales or further information, please visit: [www.kwantlen.ca /theshow](http://www.kwantlen.ca/theshow)

For more information on **STAT** and the talented designer Jamie Kan, contact:  
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# Nam Hee Kim

Born in South Korea, Nam Hee Kim moved to Canada with her family at age 10. Being exposed to different cultures and traditions has inspired her to become a seeker and an absorber.

Nam has always been an active pursuer of her interests and passions with fashion being her primary pursuit in life. In her final year of completing her Bachelor's Degree in Fashion Design and Technology at Kwantlen Polytechnic University, Nam's warm heart has led her to pursue her final collection of "100% Animal Cruelty Free Wear."

With big dreams and a drive for ambitious plans, there is no doubt Nam is destined for a successful career as a designer.

## VEO: FASHION WITH A FRIENDLY FLAVOUR

BURNABY, BC, February 10, 2012 – If you're not willing to eat the animals, then how can you possibly think of wearing them? Fashion designer Nam Kim introduces her debut collection **VEO**: a fashion apparel line that produces animal free clothing for the creative, professional woman. Using eco-friendly and organic fabrics along with recycled materials, Kim's eye for style and elegant aesthetic fuses with her compassion for animals to produce a line that is pleasing to many taste palettes.

Her collection focuses on the colours and minerals of the earth in their raw and natural form. Succulent cranberry and warm toasty oatmeal are mixed with cozy organic cottons and eco-friendly Tencel to create apparel for fashionable women.

Kim focuses on reducing her carbon footprint through all aspects of **VEO**'s designs and development while showcasing a fashionable alternative, and ultimately a lifestyle. **VEO** gives animals a voice in the fashion industry by cutting them out of the process entirely.

Taste the difference of **VEO** on April 3, 2012 at the River Rock Show Theatre located at 8811 River Road, Richmond, BC.

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

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www.namheekim.com







# Cheryl LeBarr

Born and raised on the Sunshine Coast, Cheryl LeBarr spent her childhood exploring nature and nurturing a love for the outdoors. Her days were spent hiking, camping and kayaking in the surrounding areas. Her adventurous and independent spirit saw her traveling to Germany, alone at the age of 16, and again recently. Her passion for the outdoors and adventure has led LeBarr to pursue a career in technical, outdoor apparel.

Close proximity to the mountain and metropolis has encouraged LeBarr's enthusiasm for technical apparel. A recent internship with *Westcomb Outerwear Inc.* took this energy and inspired a focus for a niche market of technical maternity outerwear.

LeBarr looks forward to facing the challenges that come her way as she finds her place in the technical outerwear industry.

## TRAILBLAZING WITH BABY BUMP: LET THE ADVENTURE CONTINUE

VANCOUVER, BC, February 10, 2012 – **Ipsum Outerwear** blazes a new trail by offering functional maternity outerwear with an adventurous spirit so she can continue her adventures... even with a baby bump.

**Ipsum Outerwear**, a line of transitional maternity meets technical outerwear, is designed with adventure in mind. Designer, Cheryl LeBarr was inspired by her own active lifestyle and passion for technical apparel as well as her experiences with friends and family who were going through the transitions of pregnancy.

LeBarr saw a trend in the popularity of active pregnancies and noticed a lack of functional outerwear suited to the west coast mother-to-be's need for waterproof, stylish maternity wear.

"Ipsum is all about knowing yourself, your own body, and how far you can push the limits," says LeBarr.

LeBarr believes that during pregnancy a woman can choose to live an active lifestyle and she notes there are many health benefits that can be experienced by both mother and child.

Don't let pregnancy hold you back. Get out there and explore.

You can experience LeBarr's collection at The Show, April 3rd, 2012 at the River Rock Show Theatre in Richmond.

For interviews, images, or information about **Ipsum Outerwear**, contact:

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# Earl Luigi

Since being crowned “Canada’s Breakthrough Designer” at the 2011 Télió competition held within the framework of Montreal Fashion Week, Earl Luigi has gone on to stake his name as a coveted designer. He has designed, among others, a capsule collection in collaboration with the Japan Love Project - an art show to raise money and help rebuild Japanese communities affected by last year’s tsunami. Last year, he ranked among the top 20 finalists in the London-based international Hand and Lock embroidery competition.

“Success in the fashion industry requires dreaming big and planning well, along with drive, determination, and a solid vision,” states Luigi.

As a fourth year student at Kwantlen Polytechnic University, Luigi’s formula for success is clearly working. In his last semester before completing a Bachelor of Fashion Design and Technology, Luigi has ventured back to Montreal Fashion Week, as one of six hand-chosen designers featured in Exhibit 22, and has been a guest on Breakfast Television.

His current project, LLUI by Earl Luigi, caters to the artistic woman who appreciates fashions that offer wearability and art. Luigi’s strong vision and taste for true conceptual designs come through in this fall-winter 2012/2013 collection that incorporates textile art, forward-thinking pattern cuts, masterful draping, and innovative craftsmanship.

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## MONTREAL FASHION WEEK CALLING VANCOUVER TALENT

METRO VANCOUVER, BC, February 2, 2012 – Kwantlen Polytechnic University student multitasks between his graduating collection and Montreal Fashion Week.

After submitting his designs to the Montreal Fashion Week committee, Earl Luigi was hand chosen as one of six “designers to watch” during Montreal Fashion Week. The chosen six will participate in a concept room called “Exhibit 22.” The exhibit will feature new and upcoming designers in the early stages of their careers. Luigi will show his most prized pieces along with a sneak preview of his upcoming collection, **LLUI**.

Since being crowned “Canada’s Breakthrough Designer” at the 2011 Télió Competition, Earl Luigi’s career has skyrocketed. He has graced fashion blogs, local papers, and magazines including *Elle Canada* and *Fame’d*. He has designed a capsule collection in part with the Japan Love Project – an art project to raise money to help rebuild the Japanese communities affected by the tsunami. He has ranked as a top 20 finalist in the London based, international Hand and Lock embroidery competition.

Growing up in the Philippines, Earl Luigi would have never imagined showing work at one of Canada’s largest and most recognized fashion weeks, let alone twice before graduation. He feels very blessed to have received so many opportunities.

Currently, Luigi is in his final year where he is completing his bachelor’s degree of Fashion Design and Technology. His graduating collection of womenswear, caters to the artistic woman who appreciates fashion that offers wearability and art. Each piece is designed as an investment with beautiful hand work, textile art, forward thinking pattern cuts and eloquent draping. Each creation serves as a visual voice to his **LLUI** clientele.

Come see Luigi’s graduating collection with 32 other talented designers at The Show on April 3rd at the River Rock Show Theatre in Richmond. For more information visit: [www.kwantlen.ca/theshow](http://www.kwantlen.ca/theshow).

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# Andrea McDonald

Andrea McDonald's love of fashion was realized when she excelled in sewing and art in high school. Never afraid to stand out, McDonald started altering and manipulating her own clothes to express herself while embracing her personal style. Her journey to Kwantlen's fashion program shortly followed.

Her studies in the Fashion Design and Technology program have led her far beyond her expectations, through intimate tours of the local industry in Vancouver, and overseas to l'Universite de la Mode in Lyon, France to study fashion history and textiles.

McDonald says: "I often gravitate toward things that are a little unusual or different because they're more interesting to me."

Today, Andrea melds her love for unconventional shapes and texture with her design aesthetic in her debut collection, Katherine Wolfe: A line of re-worked leather and textile design for the urban woman.

## GET WILD WITH 'KATHERINE WOLFE'

VANCOUVER, BC February 10, 2012 – Get wild on April 3rd with Katherine Wolfe at the River Rock Show Theatre where fashion design grad, Andrea McDonald will be showcasing her premier collection alongside her fellow classmates at Kwantlen Polytechnic University's The Show.

**Katherine Wolfe** Fall 2012 fashion collection is dedicated to re-working leather as well as new textiles. Each piece of fabric is manipulated to create something unique, and because the leather comes from pre-loved garments, encourage sustainability. They are conversation pieces that speak to the value of supporting the local economy.

Designer, Andrea McDonald explains, "I often gravitate towards things that are a little unusual or different because they're more interesting to me. My customer is the same way in that sense. They march to the beat of their own drums. They are confident and comfortable with themselves and they know what they like. This is where I come in, **Katherine Wolfe** can offer them something different and interesting that few people will own."

Come and get wild with **Katherine Wolfe** on April 3rd, 2012.

For interviews, images, or information about McDonald or her line, **Katherine Wolfe**, contact:

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604.786.882  
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# Morgan-Lee Lewis

Morgan-Lee Lewis is a menswear designer currently based in Vancouver, BC. Her focus in the fashion industry centers on quality construction, attention to detail, and discreetly incorporated hand-crafted details.

Lewis's focus has been influenced through extensive travel throughout Europe and an international exchange to Metropolia Polytechnic University in Helsinki, Finland, where she was able to hone her technical skills in drafting and digital design. Upon her return to Canada, an internship with *Manuel Mendoza* sparked a love for quality hand-crafted details.

Lewis's love for the fashion industry is split between the design and technical sides. With a lingering eye on the target market, bottom line, and fine details, Lewis creates near one-of-a-kind products of an outstanding quality.

## YOU'LL NEVER KNOW THAT IT WAS MADE BY HAND

VANCOUVER, BC, February 10, 2012 – Morgan-Lee Lewis, designer of the business casual menswear line, **TAD Menswear**, is debuting her first collection this spring at The Show on April 3rd, 2012 at the River Rock Show Theatre.

**TAD Menswear** combines the best of the hand crafted world with what every contemporary businessman loves: custom, high quality, tailored menswear. The debut of **TAD Menswear** Fall/Winter 2012 features hand dyed shirts, hand painted silk linings and ties, and hand embroidery on jackets and shirts. These hand crafted, artisanal details add a custom and one-of-a-kind touch to every garment. Every garment is produced with the highest level of craftsmanship and features classic custom tailored details like functioning jacket sleeve buttons and contrast bound pant seams.

Lewis has spent much time traveling and living abroad in Helsinki, Finland which has helped mould **TAD Menswear** into a cohesive and high quality business casual menswear line. The line draws inspiration from Europe's classic and simple men's style. An internship with Manuel Mendoza helped her fine-tune her hand work skills and taught the value that hand-crafted details add to a garment.

The Show features fourth year students from the Kwantlen Polytechnic University, Bachelor of Fashion Design and Technology program and is presented at the River Rock Show Theatre in Richmond, BC on April 3rd, 2012. For more information visit [www.kwantlen.ca/theshow](http://www.kwantlen.ca/theshow)

For interviews, images, or information about **TAD Menswear** please contact:  
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# Serena Neumerschitsky

Serena Neumerschitsky is an artist and fashion designer based in Vancouver, BC. Having been born and raised on Vancouver Island the rustic outdoors became part of her every day life. When Neumerschitsky wasn't venturing in the woods, she could be found hunched over her sewing machine creating clothing that mirrored her many moods.

Neumerschitsky's love of design remained constant and it inspired her to earn a Diploma in Fashion Design at Victoria's Pacific Design Academy. Her commitment to making an environmental and social impact on the fashion industry drew her to take her education further and apply to the Bachelor of Fashion Design and Technology program at Kwantlen Polytechnic University.

Neumerschitsky's university experiences delving into many mediums of art and design inspired her to be involved in Vancouver gallery shows such as *Surveilling Public Space: Perspective on Spectacle*, *Alice in Wonderland*, *Dirty Pop*, *24 Artists for 24 Hours*, and *The Strip Show*.

As a testament to her personal philosophies, Neumerschitsky is looking forward to furthering her career in a movement towards a more aware, politically, socially, and environmentally free-thinking society.

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## DEFY THE WEATHER NOT YOUR WARDROBE

METRO VANCOUVER, BC, February 10, 2012 – Dripping, drizzling, pouring, raining, and sopping are just a few words used to describe Canada's west coast weather. However, one Vancouver designer believes there's no need to dress drab to stay dry.

Under her emerging apparel brand **Mnemonic** (ni-mon-ik), Serena Neumerschitsky's designs combine environmentally aware fabrics and socially conscious productions to produce fashionable outerwear in technical fabrics that are ideally suited to the west coast climate. Marketed to the established woman, **Mnemonic** offers liberating shapes combined with a timeless and understated aesthetic.

After receiving a Diploma in Fashion Design at Victoria's Pacific Design Academy, Neumerschitsky's commitment to making an environmental and social impact on the fashion industry drew her to further her education through Kwantlen Polytechnic University's Bachelor of Fashion Design and Technology program. An internship experience at Vancouver's *Mountain Equipment Co-op (MEC)* ignited the inspiration for **Mnemonic's** function focused fashion line.

"I've never been a fan of fast fashion. I felt like the pieces of the puzzle finally fit together for me at MEC. I found myself thriving in MEC's intrinsically motivating work environment and constantly encouraged by the company's morals and ethics. I finally understood how I fit in to the fashion industry," explains Neumerschitsky.

When it comes right down to it, west coasters are getting soaking wet 166 days out of the year. By working with comfortable quality fabrics that are ideal for west coast weather, Neumerschitsky's line can go from mountain climbing to Vancouver's day-to-day metropolis.

**Mnemonic** makes its runway debut at Kwantlen Polytechnic University's The Show on April 3, 2012 at the River Rock Show Theatre in Richmond.

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To learn more about Kwantlen go to [www.kwantlen.ca/fashion](http://www.kwantlen.ca/fashion)  
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# Shannon Oehlschlager

Shannon Oehlschlager's adoration for fashion and business manifested itself at age eight with a home-based clay "fashion modelling" enterprise. At age 15, Oehlschlager landed her first job at a fabric store where she proceeded to experiment with virtually every type of fabric in stock, often working on seven different projects at a time.

In the summer of 2010, she founded and co-designed "Artemis Design Collective" with fellow student, Emma Walker. The casual female line grew to sell on *Etsy*, and at a highly coveted vending space at *Shambala*, an annual music festival that attracts 10,000 attendees.

Also in 2010, Oehlschlager ventured overseas to absorb culture of the global fashion industry and the worldwide connections and markets of Europe. During her exchange in London, England she completed two internships. The first, at *Julian Macdonald* and the second at *Melissa Diamantidi*, where she took on the role of production manager assistant and learned to master the detail and processes behind sampling and producing a line.

On her return to Vancouver, Oehlschlager completed yet another successful internship with luxury lingerie design company, *Christine Vancouver*. In her fourth year, Oehlschlager has focused on expanding her knowledge of production processes and sustainable and luxury textiles, with her graduation line of tailored menswear, *Connotation*.

## UPCYCLED: THE EMBODIED IDEA OF A CHANGE IN DIRECTION

LOWER MAINLAND, BC, February 10, 2012 – Things are changing and designer Shannon Oehlschlager proves the move toward sustainability in fashion continues to be explored. Oehlschlager's clothing line is the culmination of four years of hard work and it will be showcased during The Show at the River Rock Show Theatre on April 3rd.

Oehlschlager's line, **Connotation**, consists of tailored garments that have a minimal impact on the environment. Compared to those typically used in the apparel industry, Oehlschlager crafts these pieces with environmental edge. She has incorporated materials such as organic merino wool with re-purposed copper from plumbing fixtures. Up-cycled details are added to create a one-of-a-kind piece.

Oehlschlager is excited to showcase her ideas and knowledge about the changing directions of the fashion industry and the options that may come with this change. By using one-of-a-kind handmade notions and upcycled details, her line embodies an aesthetic appeal that is more personal than the average mass produced garment.

Oehlschlager's studies in London, England inspired this idea and an internship with the exquisite lingerie line, *Christine Vancouver*, allowed her to explore different ways to add originality to her garments.

Come see the unveiling of **Connotation** at the River Rock Show Theatre on April 3rd. For more information on the show or tickets, visit: [www.kwantlen.ca/theshow](http://www.kwantlen.ca/theshow).

For more information on Connotation and Shannon Oehlschlager, contact:  
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# Erica Rekis

Growing up with three younger sisters and a mother who insisted on dressing all her children in matching homemade outfits, Erika Rekis was determined at a young age to have a personalized sense of style. Her affinity for fashion was steady throughout her youth, but it wasn't until discovering the Kwantlen Fashion Design and Technology Program that she realized that she could acquire the skills required to bring her design dreams to life.

Currently, Rekis is an emerging fashion designer interested in fusing fashion, ethics and art into easy-to-wear clothing. Her travels to Latin America have been a constant source of inspiration. Ethnic patterns, raw textures, galactic chaos and sacred geometry continue to provide Rekis with a multitude of ideas. Before even learning to sew, Rekis was experimenting with fabric dyeing, painting, silk screening and discharging techniques. More recently she has expanded her fabric manipulation skills to include crocheting and deconstructing. The act of creating, especially with her hands, has always felt intuitive for Rekis.

Experiencing different cultures and a love for natural beauty has Rekis considering the effects of her designs on the earth and its inhabitants. She revels in the challenge of finding new ways to limit waste and enhance a garment's longevity. For this ambitious designer, creating beautiful clothing and attempting to change the world is all in a day's work.

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## STYLISHLY ETHICAL MEN'S CLOTHING THAT DOESN'T SCREAM GRANOLA

VANCOUVER, BC, February 10, 2012 – Reclaimed and new fabrics intermingle to create an exciting new menswear line by Erica Rekis. **Lost and Found** finds inspiration in the discarded, reinventing these lost treasures into quality and style driven men's coats, jackets and bags.

**Lost and Found** is a highly inspired line intended to offer the earth conscious male consumer something stylish and individualist to wear. A colour blocked trench with leather detailing, or waxed and quilted utility coat are pieces from the Fall 2012 collection. Each piece is so brilliantly put together that the used fabrics incorporated go almost unnoticed except for their undeniable softness.

"It's so inspiring to finally be working on a collection that is so meaningful to me," says Rekis.

After doing some research, Rekis realized that there are few locally produced men's wear brands in Vancouver. Furthermore, very few that incorporate reclaimed fabrics.

**Lost and Found** is excited to merge fashion and ethics in a way that doesn't scream granola. The company's philosophy is to stay open minded to new ways of reducing waste, remaining local, and evolving design. The main focus of the company is using reclaimed fabrics which is a huge savings of resources such as water, fuel, and pesticides. In addition, **Lost and Found** uses a natural, petroleum free wax for its water repellent jackets.

Rekis is certain that she is on the right track. "People are beginning to crave quality and authenticity, and that's the type of product I want to offer."

Be further captivated by **Lost and Found** at the Kwantlen Graduate Fashion Show on April 3rd 2012, at the River Rock Show Theatre.

For interviews, images and/or more information about **Lost and Found** please contact:

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# Jena Renwick

Outerwear apparel designer, Jena Renwick, has been an action sports enthusiast since her early teen years. Growing up in the small ski town of Nelson, BC, Renwick was on skis at the age of five and shredding the slopes every weekend with friends by age 14. Nelson summers entailed a whole new experience as Jena grew into an avid mountain biker.

Design has always provided a personal, visual outlet for expressing ideas and emotions. Finding the technicality and function behind design, was always intriguing. Jena entered Kwantlen's Bachelor of Fashion Design and Technology Program, fresh out of high school in order to pursue her interest in designing for function.

Last spring Renwick completed an internship at *Sombiro*, a mountain bike apparel company based out of North Vancouver. She later landed a part time job with the company, working in both design and production.

Now in her fourth and final year at Kwantlen, Renwick has established a whole new level of design mentality that molds a relationship between her love of design and action sports. "Design is about creativity and practicality. I like knowing how and why things work and the benefits of each feature. To me, the details need to make sense as well as look good."

Renwick takes to the slopes for her final graduation collection — backcountry snowboard apparel for women. Her drive and determination for success motivates her to be a leader in women's extreme sport apparel.

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## WOMEN'S SNOWBOARD APPAREL HEIGHTENED TO A NEW DIMENSION

VANCOUVER, BC, February 10, 2012 – **TerraRada** is the new and upcoming women's backcountry snowboarding apparel company, founded by Jena Renwick. The line is expected to launch April 3rd at the River Rock Show Theatre.

Inspired by a lack of women's product in the action sports industry, **TerraRada** is bringing snowboarders function, comfort, and safety combined with state of the art styling.

"Being a female involved in action sports, it's frustrating to constantly see women's products that are poor in fit, function and style. Most of the time my friends and I are wearing men's gear because the styles are more functional and the fit is better," says designer, Renwick.

Inspired by three-dimensional digital photography, the designs capture the abstract natural elements in nature by use of fabric textures and graphics for a refined clean finish. One of **TerraRada**'s top product features are the abrasion resistant, three dimensional padding and patches. Not only do these aspects make the pieces stand out but also provide the wearer with protection from wear and hard falls.

"My goal was to make a difference. This is something I strongly believe in and have experience with because I'm in the same situation. **TerraRada** isn't just based on 'cool designs' it's about practicality and longevity," Renwick shares. "I'm excited to make a difference for women in extreme sports."

Renwick is currently completing her final year at Kwantlen Polytechnic University in the Fashion Design and Technology program, while presently working in the Design and Production department at *Sombrio*, a North Vancouver based mountain bike apparel company. She is also a recent recipient of the Dr. Carol Prantner Technical Fabric Award.

Come see the launch of **TerraRada** at The Show on April 3rd, 2012 at the River Rock Show Theatre in Richmond.

For more information on TerraRada, please contact:  
Jena Renwick  
TerraRada Owner  
778.846.5348



To learn more about Kwantlen go to [www.kwantlen.ca/fashion](http://www.kwantlen.ca/fashion)  
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# Rheanne Segstro

Rheanne Segstro was born and raised in Nelson BC. At a young age, Segstro fell in love with being creative, whether it be at her sewing machine, on a piece of paper or when choreographing a routine. Sewing classes helped develop her love for design and cement her goal. In 2008, she moved to Vancouver to follow her dreams and to pursue her Bachelor's Degree in Fashion Design and Technology at Kwantlen Polytechnic University.

Willow, Segstro's debut collection, focuses on creating earth friendly, style-driven options for free spirited tween girls. Segstro was inspired to create a collection for tweens from her recent internship at *Iviva Athletica*, her nurturing spirit as well as from extensive experience teaching jump rope to this age group.

Segstro's close attention to detail as well as her clean and refined design aesthetic is easily apparent in Willow's Fall 2012 collection. Growing up in small town Nelson also inspired Segstro to make her collection earth friendly, as this is a value that her hometown community strongly supports.

Segstro was recently awarded the Simon Chang and Phyllis Levine Award for academic achievement in the fashion design program.

## DESIGNER CREATES ECO-CONSCIOUS LINE FOR IN BETWEEN GIRLS

METRO VANCOUVER, BC, February 10, 2012 – **Willow**, the debut collection by Vancouver-based designer Rheanne Segstro, focuses on creating earth friendly, style-driven options for free spirited tween girls. The collection will be presented along with 31 other designers at Kwantlen's The Show at the River Rock Show Theatre on April 3rd.

"There is little clothing out there for tween girls, let alone in the eco-conscious market," Segstro explains. "There are tons of earth friendly styles for babies and small children as well as for adults, but there is nothing available for older kids."

**Willow** fills the gap in the tween market by creating fashion forward, eco-conscious styles for girls between the ages of 8 and 13. All of Willow's fabrics are made from eco-conscious fibres including organic cotton, and recycled polyester.

When people think of eco-friendly, they often think dull colours and simple styles. That is not what **Willow** is about. Segstro endeavored to produce fun, style-driven options – not just the boring basics – that will excite both mom and tweens. The Fall 2012 line "free spirit" offers bold, brightly coloured feather and stripe prints paired with casual, easy to wear silhouettes. **Willow's** designs feature a large use of colour, prints and graphics, all of which use low impact dyes and processes.

Segstro was inspired to create **Willow** from her experience interning at *Iviva Athletica*, a division of *Lululemon* that creates athletic wear for girls ages 4 to 12 as well as from her personal experiences with meeting tween girls. She found that young girls today are worried about climate change and the environment and they value planet friendly products. These girls are constantly inspired to change the world around them, which in turn inspired Segstro to create styles that would show today's tween girls' true spirit.

**Willow** is being premiered at Richmond's River Rock Show Theatre on April 3rd, 2012. For more information regarding the show or to purchase tickets please visit: [www.kwantlen.ca/theshow](http://www.kwantlen.ca/theshow).

For more interviews, images or information about **Willow**, please contact:  
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# Meagan Squire

Meagan Therese Squire is a highly influenced designer whose vision, passion, and ambition know no bounds. Raised in British Columbia and Puerto Rico, travel is a core facet to her being. Furthermore, this enduring drive has led her toward an aspiring international career in fashion.

From event coordination to styling and creative direction, Squire has always had a hand in her local industry. The scope of her experience includes fashion show coordination, staff recruitment and management, styling, and fashion journalism. Squire's creative endeavors have led her to create her own custom apparel business, collaborating with a clientele of brides and pageant contestants. Her styling and design work can be seen in multiple publications and websites including: *DMAG* (Argentina), *The Portland Mercury* (Oregon), *Advanced Photoshop Issue 91* (UK), *South Asian Woman Magazine*, *Stylusmag.com*, and the *Ben Trovato Blog*.

While maintaining her creative achievements, at the heart and soul of Squire's design aesthetic is an unapologetic love for quality, innovation, and technology. Work experience with *Iviva Athletica* as a design, merchandising, and product development intern has enabled Squire to synthesize her creative and technological passions. This has influenced her to specialize in designing an impactful line of technical men's business attire, featuring water and oil resistant textiles and technological details.

## BRIDGING THE GAP BETWEEN WHITE AND BLUE COLLAR WORK WEAR

RICHMOND, BC February 10, 2012 – Local fashion designer and stylist, Meagan Therese Squire, is launching **Archetype Apparel** at Kwantlen's The Show April 3, 2012. The Show is an annual fashion event held at the River Rock Show Theatre in Richmond, BC.

**Archetype Apparel** is Squire's debut of her collection of technical business attire for men. Geared toward the traveling city man, aged 35+, the clothing is constructed out of the latest high technology fabrics which contain water and oil resistant properties.

This collection can easily be worn from the boardroom to the jobsite thus providing men with a more efficient and convenient way of dressing. **Archetype Apparel** also features light reflective facets, and technological details such as an iPhone pocket and portal, perfect for the busy city man.

Come see **Archetype Apparel** at The Show on April 3rd, 2012 at the River Rock Show Theatre.

For more information about Archetype Apparel, contact:

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Designer  
604.763.3921  
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# Angela Van Slyke

Small town, Alberta-born Angela Van Slyke has always known that fashion came intuitively, and she moved herself to Vancouver to pursue an education and career. Through her post-secondary education, her craftsmanship has evolved and her affinity for design is apparent in her unique perspective on aesthetic — bold and saturated colors, sharp and angular motifs, clean silhouettes and high contrast. Van Slyke's education has led to industry experience including a successful internship with the international company *Kensie Girl* and *Kensie Dresses*.

Her passion has never been more alive than now and has already served her well upon her entry into the competitive fashion industry. Van Slyke has designed many stunning pieces worn on-stage, on-camera, and at red carpet events by actors and musicians.

Van Slyke's unparalleled style expresses personality and weaves intricate stories for all who wear her eye-catching designs. Van Slyke's creative flare, inherent ability, incredible work ethic and dedication will continue to propel her forward as she graduates from Kwantlen Polytechnic University this year, and into the international fashion industry.

## NEW "CHARLIE" FASHION LINE IS FIREWORKS FOR TWEEN GIRLS

VANCOUVER, BC February 10, 2012 – Local fashion newcomer and Kwantlen Polytechnic University grad, Angela Van Slyke, will reveal her tween clothing line **Charlie** at The Show on April 3rd at the River Rock Show Theatre in Richmond.

Van Slyke created a Fall 2012 collection that opens up an innovative market in tween fashion. Her line, geared towards girls aged 9-13 years, embraces the edgy, outgoing side of the 'tween girl,' and encompasses her maturing mind and creative spirit. Van Slyke first realized the presence of this underserved and evolving market while spending time with her younger cousins. The girls didn't want to dress like kids but weren't ready for today's teen apparel. Van Slyke took on the challenge of creating a dynamic line for this niche market which she aptly named **Charlie**.

The **Charlie** Fall 2012 collection takes on an artistic, celestial theme featuring angular lines and quirky star motifs. It's designed to fit the slender silhouette of a tween girl's developing body.

**Charlie** pairs bold prints and textural fabrics with a high contrast color palette to capture the eye of trendy tweens. Interchangeable details like removable trims give girls a chance to personalize and style the garments. Each piece shines on its own and is infused with personality and fun. When the pieces are layered together, it creates a show-stopping statement. This collection incorporates a bit of rebellious rock, a bit of artistic pop and a whole lot of creative attitude. **Charlie** is sure to excite.

Come see **Charlie** at The Show on April 3rd, 2012 at the River Rock Show Theatre in Richmond.

For more information, please contact:  
Angela Van Slyke  
angelavanslyke@gmail.com





# Emma Walker

Raised in the Kootenay's as one of six daughters, Emma Walker grew up with a strong sense of community and an appreciation for the outdoors. A definite daydreamer, she was often found wandering the forest, lost in her own world, or hitch-hiking the countryside with friends. This sense of adventure and play is evident in her attitude and reflective in her work.

A Waldorf education instilled an alternative mindset and the value of artistic self-expression and individuality. As a world traveller, Walker finds inspiration through diverse cultures, with particular interest in textile art traditions. Walker is community-oriented and thrives in a collaborative environment.

Upon graduation, Young aspires to further the development of sustainable design.

## ECO LUXURY: THE NEW DIRECTION IN MENSWEAR

VANCOUVER, BC February 10, 2012 – Eco-minded men will celebrate the arrival of **Epicure**, a menswear collection exhibited at this year's graduating show from Kwantlen Polytechnic University's Fashion Design and Technology degree program. The line is handcrafted out of environmentally friendly fabrics and dyed with natural dyes for appealing sharp details.

Emma Walker developed the collection in response to a need for rustic yet refined 'green' apparel for men, with high standards of quality and ethics. Care and attention to detail are combined with the passion for her craft to create garments of integral quality and artistry.

"In this fast paced, throw away culture, it's really inspiring to see more people interested in buying products that are made with integrity. This shift in values means exciting opportunities for up and coming designers such as myself, who are looking to rejuvenate a real appreciation for the craft of clothing," Walker says.

**Epicure** will debut on April 3rd, 2012, alongside collections developed by 31 graduating students from Kwantlen Polytechnic University's fashion degree program. Hosted at the River Rock Show Theatre in Richmond, The Show exhibits the innovative and high caliber work that Kwantlen's degree in Fashion Design and Technology produces.

For more information, please contact:  
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Designer: Epicure  
emmalouwalker@gmail.com







# Hannah Willetts

At the age of four, Hannah Willetts told her mother she was going to be a model. She soon realized she could always be a model for her own designs. Thus began her long love affair with cutting and reconstructing her wardrobe (much to her mother's dismay).

Her driving forces are: sweating it out at the gym, personal writings/drawings, and travelling. Willetts previously completed an Associate English Degree at Kwantlen Polytechnic University before beginning her adventure in the Fashion Design and Technology Program.

Through the program, she has interned for silk lingerie provider, *Christine Vancouver*, primarily in the production department. Willetts love of writing has led her to combine the two interests and write for fashion blogs in Vancouver, such as "The Modern Mix Vancouver".

## STRONG WOMEN SHOW "STRENGTH IN NUMBERS"

VANCOUVER, BC February 10, 2012 – When people think of fashion they don't usually think of working out or getting sweaty, but Hannah Willetts wants to convince you otherwise.

Women have been getting stronger these days. They are going to the gym, not just to "stretch" and read magazines, they are going to sweat.

These strong and dedicated women are the very women designer Hannah Willetts wants to reach. Willetts' collection, ***Strength in Numbers***, is a forward thinking line of women's work out gear that blends functionality with edgy, bold designs.

Willetts believes her line speaks to women who are strong and unafraid to be noticed. The designs blend bold primary colours and neutrals with body contouring lines, while still ensuring the ability to work out.

On April 3rd, men and women will be sweating under the bright lights of the River Rock Show Theatre, and they are going to love it. Come and check out Willett's new line along with 31 other Kwantlen graduates.

For more information on ***Strength in Numbers*** or Hannah Willets please contact:  
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604.836.6971  
Hannah.willetts@kwantlen.net





# Tyler Wilson

Tyler Wilson sometimes wonders if he is really an eccentric, or just a man wearing a funny tie. Embracing various creative passions has led Wilson into a plethora of endeavours and projects that always connect and benefit his surrounding community. Like many suburban kids, Tyler's first creative venture involved playing music. While drumming in a couple of local bands, he led a community collective called Twilight Union, which organized several dozen shows for local and touring bands over two and a half years. These concerts helped jumpstart the Abbotsford music scene while inspiring others to take collaborative initiative.

As Twilight Union was winding down, Tyler's next community project, CIVL radio, was ramping up. Over four years, he was part of the core team of volunteers that organized, promoted, built, and operated the Fraser Valley's first community radio station. CIVL radio has just celebrated its eighth year as an organization and is broadcasting at 101.7FM.

Most recently, Tyler has been involved in organizing and presenting in several free art shows around Vancouver. The "Free Print" show has had two successful shows in the last year and a third is in the works for May.

After his time at CIVL, Tyler decided it was time to find a real job. His love for clothing and intricate creative details led him to apply to Kwantlen's fashion program. His graduate line, Lawrence Soft Goods, looks at how one can shrink their consumption through well-made product using natural products and local production. His line successfully parallels all his endeavours with a strong focus and connection on community.

To learn more about Kwantlen go to [www.kwantlen.ca/fashion](http://www.kwantlen.ca/fashion)  
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## THE ZOMBIE APOCALYPSE PROBABLY WON'T HAPPEN

Local University Graduate Learns the Downfalls of Fast Fashion

VANCOUVER, BC February 10, 2012 – These days it seems that more and more attention is being paid to the environmental and ethical impact of our purchases. Today, local designer and artist Tyler Wilson is releasing a line of clothing that works against that grain.

Wilson's concept, called **Lawrence Soft Goods**, takes inspiration from our past as well as the current "slow" movement to create a new kind of business model. The company is focused on being a positive addition to the community, making products for men that are both designed to endure trends, and built to last for years.

Wilson's first collection under the **Lawrence Soft Goods** umbrella is a line of menswear that is inspired by photos he found of his grandfather's move across Canada. The line consists of looks inspired by classic menswear, with a focus on fine detailing. Hidden pockets, limited edition prints, and hidden surprises are all part of the clothing.

"Companies today need to take responsibility for the products they produce," Wilson says. "People also want to feel a connection to the products they are buying."

**Lawrence Soft Goods** will not only provide an ethical product, but it will also organize community events such as art shows and block parties.

Wilson will be graduating from Kwantlen Polytechnic University's fashion design program this spring. In addition to clothing, he also has a passion for printmaking, playing music, and taking photographs. He has been involved in organizing and presenting in local art shows and is also a founding member of the Fraser Valley's first ever community radio station, CIVL FM.

**Lawrence Soft Goods** will reveal at The Show at The River Rock Show Theatre on April 3rd, 2012. For more information, please contact:

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604.562.5230  
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# Kristin Yip

As a proud Vancouverite, Kristin Yip is an emerging young talent who is graduating with a Bachelors Degree in Fashion Design and Technology in spring of 2012. Her final collection will feature men's wear jackets that are clean and modern, with the right fit — a combination of contemporary detailing and technical fabrics.

Backed with an internship at the prestigious *Arc'teryx Equipment Inc.* and a position among top finalists of Canada's Breakthrough Designers, hosted by Télió Fabrics, Yip possesses the experience and ambition of a growing artist. Yip has acquired various technical and marketing skills to expedite her development as a creative individual as she intends to pursue her dreams in the fashion industry at a corporate level.

## AVENUE 13: OFF THE BEATEN PATH

METRO VANCOUVER, BC, February 10, 2012 – The connotation of the number 13, both mysterious and superstitious, inspired emerging designer Kristin Yip. Her line, **Avenue 13**, caters to the man who thrives for subtle individuality. Take a glimpse into her world on April 3, 2012 at The Show at the River Rock Show Theatre.

Discovering a lack of stylish outerwear for the urban professional man, Yip was on a quest to uncover this hidden market. Here she discovered the need for **Avenue 13**. **Avenue 13** blends the need for functional apparel with the need for aesthetics.

Yip's line introduces a menswear line of jackets, perfect for the city life and unpredictable weather by fusing neoteric detailing with technical fabrics. She addresses the necessity of waterproof features for the wet weather while manipulating them into contemporary detailed tailored pieces.

Yip, who's soon to graduate from Kwantlen Polytechnic University with a Bachelor's Degree in Fashion Design and Technology, proudly debuts her line at The Show on April 3, 2012 at the River Rock Show Theatre in Richmond, BC.

For tickets go to: [kwantlen.ca/theshow](http://kwantlen.ca/theshow)

For interviews, images, or information about **Avenue 13**, contact:

Kristin Yip

Designer

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# Bethany Young

Since completing an undergraduate thesis in Finnish Design in 2011, Bethany Young has become an innovator in technical performance apparel. Currently Designing at *Lululemon Athletica*, Young will graduate with excellent standing at Kwantlen Polytechnic University in April with a specialty in male urban commuter apparel for the sophisticated slow bicyclist.

While living abroad, Bethany found excitement in a plethora of areas including industrial, product, and accessories design. She thrives around product innovation, sustainable design, simplicity, and the psychology of interaction within design. She strives to become an international designer focusing on minimalistic design and functionality in technical urban apparel.

Upon completing her Bachelors in Fashion Design and Technology, Young will continue on with *Lululemon* and creating technical apparel.

"WHEN ALL THINK ALIKE, THEN  
NO ONE IS THINKING."

- WALTER LIPPMAN

RICHMOND, BC, February 10 2012 – On April 3rd, 2012, Bethany Young will present her ***Slow & Philosophy*** collection at the River Rock Show Theatre with 31 other designers from Kwantlen Polytechnic University. After working directly with lead designers for nine months in diverse professional settings, Young seeks to leverage her experience within the field of urban technical apparel. Striving to balance street wear with technical properties, she is working toward a harmonious balance between creativity, originality, and innovation.

Since completing an undergraduate thesis in Finnish Design at Helsinki Metropolia University of Applied Sciences in 2011, Bethany has an increasing interest for minimalistic Scandinavian design. Mesmerized by simplicity and the interaction of design she is moving onwards in her career with a unique approach to the creative process.

Young has designed a collection for the sophisticated male cyclist who requires thoughtful, practical, and functional apparel designed for Vancouver's terrain. Due to graduate in April with a Bachelor's degree in Fashion Design and Technology, Young will continue to work with *Lululemon Athletica* where she has worked for the past nine months.

"I am in love with design's ability to change the way we interact and evolve day to day," says Young. "I have been honored to gain experience in Vancouver's Fashion Industry and see how design influences this city. It's extremely exciting to see what happens next."

Interested in furthering her education Young would like to eventually work abroad while pursuing a masters in design. Interested not only in apparel, Young looks forward to gaining knowledge in industrial, product, and accessories design.

For more information, please contact:

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