

# THE SHOW



FASHION DESIGN  
AND TECHNOLOGY  
GRADUATE SHOW

35 local fashion designers are launching their graduate collections at Kwantlen's The Show on April 17th, 2013. Targeted towards niche markets, each collection showcases the best of Canada's emerging designers. The Show is a celebrated event which highlights the talent of these graduating designers as they transition into the fashion industry.

Kwantlen's students are known for their attention to technical details, functionality, craftsmanship, and surface design skills. This year features a diverse array of collections.

For more information about Kwantlen Polytechnic University's "THE SHOW" 2013 please visit [www.kwantlen.ca/theshow](http://www.kwantlen.ca/theshow)

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Lucia Alonso



Courtney Billinkoff



Stefania Bussey



Taylor Byrom



Fion Cheung



Serena Dulai



Sarah Fairweather



Brylee Geddis



Kirstyn Gray



Jasmine Hirtz



Danielle Holyk



Amanda Hooper



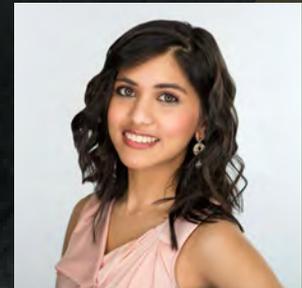
Iris Liang



Jessica Lim



Linda Lin



Shavilya Mahadoo



Melody Nishi



Erin Polowy



Jamileh Pourfouladchi



Michelle Scannell



Allison Chan



Peggy Cheng



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Monika Georgieva



Amroe Graham

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Lindsay Hudyma



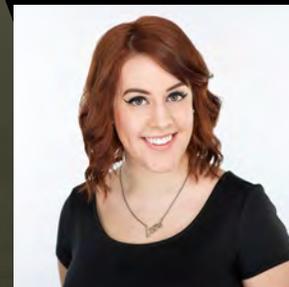
Victoria Jago



Kieran Johnson



Belinda Marston



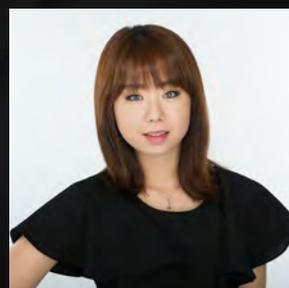
Dee Maxwell



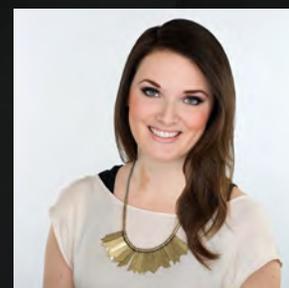
Patricia McLachlan



Vivian Mui



Jina Seo



Hailey Shafer



Harjit Thiara



Kate Van Beelen



# Lucia Alonso

Mio is a company founded by Lucia Alonso in September 2012. Mio marries athletic swim wear with the needs of breast cancer survivors. The idea sparked when Alonso's mother was trying on her competitive swimsuits after recovering from a mastectomy. After months of research mio was created to cater the needs that aren't met by any other company. All the swimsuits are designed with the same care and crafted with the highest quality. Alonso never loses sight of the main components. She intends for her line to serve a purpose by empowering women with breast cancer. The suits are not only designed for speed but also for confidence. They have bonus features such as hidden pockets to keep breast forms in place. Now the swimmer can focus on the stroke and not the form.

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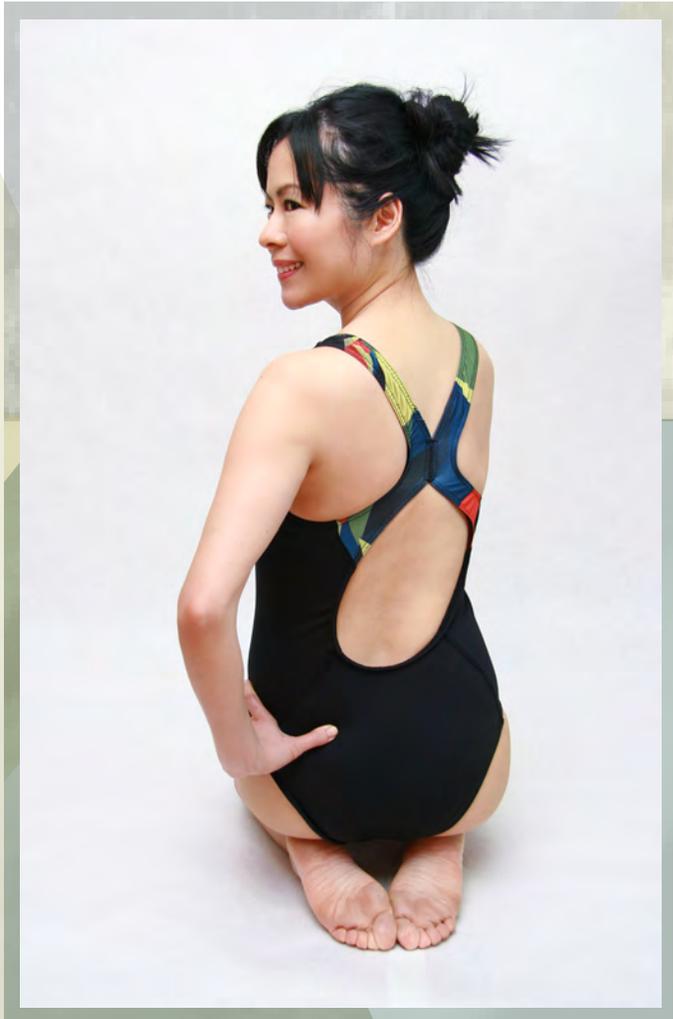
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# Finding the right swimsuit shouldn't be this hard: Mio has the solution

Mio caters to breast cancer survivors by providing the right coverage and hidden breast form pockets to hold prosthesis when swimming.

Designer Lucia Alonso saw there was a gap in the market when her mom tried on swimsuits after having a mastectomy. The athletic lines that are found in the market today don't fit the changed bodies of breast cancer survivors and don't take into consideration the sensitiveness of their skin. Mio keeps the Survivor's need in mind providing competitive designs and bold prints. Mio helps survivors get back in the pool without a "breast cancer" label.

"I've always loved helping people, but I never knew how I could benefit others with my career," confesses Alonso. "Now I have my mom as my biggest inspiration, and it is clear to me in which direction I should go. I always remember that I'm not doing this just for her. There so many women out there going through the same circumstances. I always think of them, and it keeps me moving forward."





# Courtney Billinkoff

It was first at the age of five that Courtney's grandmother taught her not how to sew, but how to design. Through hands on work and nurturing she was able to create pieces that made a statement, and more importantly, were meaningful to her.

Having traveled extensively and lived abroad, learned new languages and worked in a variety of fields, she eventually reunited with her first great love of creating. Although Courtney's life has taken a slightly different path than straight into fashion school, she has been able to glean from her wealth of experiences a better understanding of the world and a stronger feeling that working in apparel design is what she is meant to do.

Through her experiences at Kwantlen she has been able to blend her love of problem solving and creating to hone specific skills in the form of pattern development by hand and on CAD programs. It is with this passion that she has been able to drive forward her line this semester and has such named her line – ardour.

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# Because every man deserves a stylish adventure

Have you heard about the MAMILs?

No it is not a typo, this a British coined term for a cycling phenomena - Middle Aged Men in Lycra - is a real thing. You have probably seen these men whizzing around on bicycles worth as much as a trip to Europe with shiny Lycra pants and brightly coloured jackets. While some may call it craziness it is a real sport and the men who do it have a real passion for cycling; one would have to bear the cold and the rain to have their exercise and their escape in the middle of a rainy Vancouver winter.

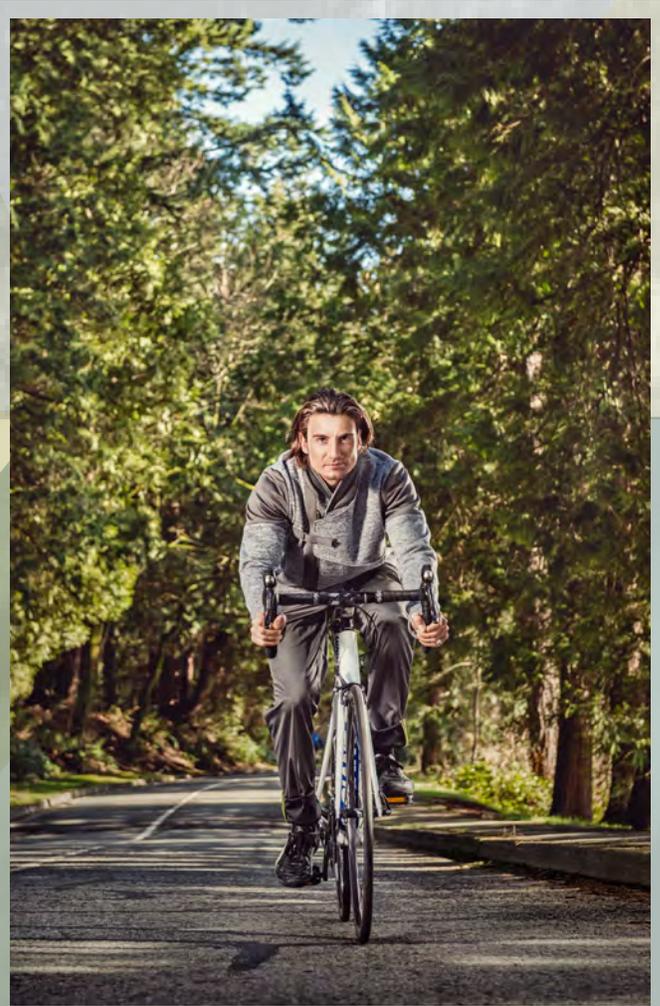
If you had told designer, Courtney Billinkoff, six months ago that she would be designing a line of men's cycling clothing, her response likely would have been skeptical. So how does a female fashion student become passionate about creating cycling apparel for men? You could say it all started with a shirt. More specifically, a cycling shirt.

While looking for something exciting through a male friend's closet, she was unexpectedly taken with a jersey - the fabric wasn't polyester, the styling was fun and the finishings were beautiful.

With her brand, ardour, Courtney designs for the avid non-competitive male road cyclist from the traveler to the daily exerciser to the weekend escapist. By creating beautifully finished and stylish clothes that can be worn both on and off a bicycle she tries to take away making a man feel like a sign proclaiming "Here is a middle aged man riding a bicycle!" The line attempts to bridge the gap between current brands and fill a void between sport specific spandex based fabrics and the distantly related commuter cycling apparel.

Crafted, waterproof, breathable and made with him, the West Coast cyclist in mind.

# ardour





# Stefania Bussey

Stefania Bussey was born in Toronto and raised in Owen Sound Ontario, a beautiful natural landscape and community oriented city. With the consistent dream of working in the fashion industry, she set out to Vancouver to pursue her goals. Here she made a home, where she found the perfect blend of small town values and big city life. She is completing her four year degree at Kwantlen Polytechnic University, earning her Bachelor of Design, in Fashion Design & Technology.

Stefania was supported and encouraged to follow her passion for design by her family. Her close relationship to her mother enabled her to evolve into a confident young woman with a voice. Since her early teens, Stefania became an advocate for breaking stigmas about mental illness and encourages healthy body confidence.

It is her vision; to one day create a spot in the industry dedicated to diversity.

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# Fashion designer proposes a social movement: Body diversity acceptance

The fashion industry and the media have altered society's perceptions of beauty and body image. As strong cultural influencers, these industries have the opportunity to promote diversity and celebrate all body types without holding stereotypical labels. Stefania Bussey has designed a collection that validates the message for diversity.

"The collection is truly a vision for body acceptance across the board. It's about empowering all women, of all shapes to feel confident." Bussey says, as she prepares to launch the Fall/Winter 2013 collection, MIZGALA. The philosophy of the collection consists of three key concepts: psychology; re-routing insecure thoughts into confident ones, anatomy; a healthy body, and asymmetry; using design lines to move the eye around the body. Bussey combines tailoring techniques with strategic draping to support the abstract beauty of female curves, designed for creative female leaders. "I'm offering female role models clothing that stands behind a vision for a healthier mindset. I've targeted influential leaders who are often in the media. The way I see it, if women start believing their bodies are beautiful, then young girls will too- and that's how you eliminate insecurities."

The aesthetic behind the line is bold and tactile, with a strong focus on texture and fabric pairing. Asymmetrical lines are used to create interest and highlight the body. Combining structured elements with draped fabrics, the designer created pieces that will compliment body sizes 0 to 14. The collection of statement pieces are meant to provoke conversation and support the wearer's passion for uniqueness.

mizgala





# Taylor Byrom

When you start something new you can't be afraid to take chances. Taylor Byrom, a fourth year Kwantlen Polytechnic University Fashion Design and Technology student uses her personal experiences to fuel her passion to make things right. "I don't believe that anyone who struggles with healthcare needs should have to worry about their clothes and when we're talking about kids. They need to stand out for their personality and not their illness."

At eight years old Byrom was designing clothing for paper doll cutouts, by high school she had begun to learn to sew and her love of fashion grew. Volunteering with organizations like Canuck Place and BC Children's Hospital have deepened Byrom's empathy for children and families who deal with complex care needs every day. Jolie Hart, named after her grandmother, was conceived to design adaptable clothing for little girls aged two to six, integrating function with style and wellness into each design.

Designing clothing that exemplifies one's personality rather than defining it is the goal behind each Jolie Hart design. Whimsical design, playful patterns and functional concepts mean kids can just be kids. Byrom's strength in design was influenced through her 2012 internship with mac+jac/kensie where she remains as an design assistant while completing her degree.

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# Whimsical comfort for little girls with complex care

Volunteering experiences lead to fashion design student's discovery of special needs niche market.

Taylor Byrom, a fourth year Fashion Design student in Kwantlen Polytechnic University's Fashion Design and Technology degree program, began volunteering several years ago with children's organizations like BC Children's Hospital Foundation and Canuck Place.

"As I was volunteering, I got to spend time with young children and saw just how great the need was to feel normal" says Byrom. "These kids have special health care needs that impact what kind of clothing they can wear. Jolie Hart is about providing kids and parents with adaptive clothing that not only hides tubes and bags associated with care giving, but is fun and stylish too. Every little girl deserves to feel pretty."

Jolie Hart focuses on adaptive clothing for toddlers and young girls, aged two to six years. Designed for Fall 2013, the combination of bright colours, fun prints and functional design in fifteen pieces provides parents with a wide choice of dresses, tops and jackets.

Byrom has involved parents from across North America, UK and Australia in the development of Jolie Hart. A parent/care giver survey, answered by more than 150 parents, provided valuable insight into the special needs of children who have conditions such as Feeding Tubes, Tracheotomy Tubes, Wheelchair Dependency and Sensory Processing Disorders.

  
*jolie hart*  
*function. style. wellness*





# Allison Chan



Raised in the small town of Maple Ridge, BC, Allison Chan's individuality took hold by creating tangible pieces that she could connect with. Letting her imagination manifest through her creations by designing and sewing is what motivates her to this day.

Growing up, she had a mentor that always encouraged her to live life without regrets and "live in the now". Putting this advice into practice, she decided to go against what society was telling her and engaged in her creative side.

Chan completed an internship with Peekaboo Beans after connecting with their deep values and small, encouraging environment, and was kept on as the assistant designer for their new tween line, CiCi Bean.

Allison Chan constantly draws inspiration from people, travel, and music.

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# Let your shutter go off without shattering your style

## SMALL-TOWN GIRL DESIGNS THROUGH THE LENS

Focusing in on an underserved market, local fashion design student, Allison Chan taps in to the photography industry. She launches her first full collection that features clean designs with ergonomic and functional details with classic silhouettes and modern styling that ease the work flow of the female photographer.

Growing up, Chan was always observant and fascinated with the beauty of her surroundings in Maple Ridge and Vancouver. As she developed and discovered her creativity, she naturally found an interest in photography because she wanted to capture those special, candid moments in time to tell a story. Yet, as she spent more time with her camera and invested more in equipment, she realized that the weight and bulk of the gear disrupted her flow in creativity. After assisting with photo shoots with female professional photographers, she noticed that other photographers have this problem. With the connection to this market and her desire for functionality in design, the inspiration for her final collection emerged.

Chan's collection, see., helps female photographers on the field by incorporating design features such as anti-slip technology, moisture wicking and durable fabrics, weight-offsetting devices, and urban styling for easy transition between their casual and professional work attire. Chan's designs for her final collection are minimal, yet functional with a professional style.





# Peggy Cheng

The multi-cultural background of Peggy Cheng is what makes her different from other designers. She was born in Winnipeg, raised in Hong Kong, and returned to Vancouver for her post-secondary studies in fashion design. Her eight-year working experience as a journalist in Hong Kong developed her skills in analyzing current and future trends, and the art of copy writing and marketing. She didn't start sewing and drafting until her late twenties, yet coming into the Fashion Design program with no fashion related experience has helped her examine the traditional and unconventional rules of pattern drafting. The lifestyle of Vancouverites has inspired her to combine this laid-back lifestyle with her cultural experience and translates that into building harmony between her garments and the people who wear them. In 2012, she was chosen as one of the 25 finalists of the 2012 Telio Design Competition.

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# A modern twist in couture textile manipulation techniques

Peggy Cheng, who was born in Winnipeg, and was raised in Hong Kong, quit her eight-year journalist job to pursue her education in Vancouver. March 31st, 2008 was the date Peggy started her new exploration in Canada, and she said, "Coming to Vancouver and entering the Fashion Design Program at Kwantlen is the best decisions I made in my life." The collection "March 31" is in fact a manifestation of her eclectic and diverse background. She focuses on acquiring sophistication through intercultural experiences and turns that into building harmony between her designs and the people who wear them.

March 31's customers are the "EEFEs" (educated, established female entrepreneurs) who work in the creative industry. March 31 was established with a commitment to crafting modern, sophisticated garments with intricate textile manipulation techniques. This ready-to-wear collection is for a woman between 32 to 42 years old who values authenticity, design integrity, craftsmanship, and quality versus disposability in her clothing. She likes to be seen as approachable, fashion forward, and knowledgeable. An interesting detail on her outfit is how she starts a conversation with other people.

March 31's goal is to embrace culture differences, be true to oneself, living in the moment, and taking inspiration from love. We also strive to conserve traditional craftsmanship, such as textile manipulation and couture construction, and integrate those with new technologies to give those traditional techniques a modern twist.

03  
31





# Fion Cheung



Beginning at a young age, Fion Cheung has been connected to the fashion industry as her parents once owned and operated an apparel manufacturing company in Vancouver. She has grown up amidst entrepreneurs, where honest work, passion and drive have shaped her values. Being constantly exposed to designers, seamstresses, pattern-makers, machines, and drafting tables allowed the idea of a future career to manifest in her mind. It wasn't until she entered the Fashion Design and Technology program at Kwantlen Polytechnic University where she discovered the endless opportunities offered by the local industry. Cheung's extensive education from Kwantlen Polytechnic University has given her a balance in creativity, technical skills, and an entrepreneurial mindset. Her education has led her to an internship with ivivva athletica, a division of lululemon athletica, where she gained experience in design and merchandising and eventually a position as design assistant.

In Cheung's graduate collection, she designs for the urban woman who commutes on a motorized scooter. Cheung merges style with functionality, two elements that she has become passionate of and inspired to achieve ever since her experience at ivivva athletica.

Cheung is looking forward to completing her Bachelor's Degree in Fashion Design and Technology at Kwantlen Polytechnic University and is ready to enter the industry as a prospective professional.

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# Utopia, where style and protection can be found

Striving to balance style and protective features with technical properties, Fion Cheung is working toward a compatible balance between creativity, originality, and innovation within her collection.

Utopia Fall 2013 is designed and dedicated to the sophisticated female scooter commuter. They require mindful, practical, and functional apparel for the Vancouver region as they overcome their everyday routines. Utopia's mission is to create protective gear that is fashionable, safe, and versatile for all situations. After discovering the lack of stylish and protective apparel specific for this target market, Cheung was determined to challenge the increasing yet unfulfilled niche market. It was strongly against Cheung's values knowing that women in Vancouver are sacrificing their style and safety due to their preference in transportation.

"My absolute intention as a creator is that everything is made with a purpose and it will enhance someone's life in some way" says Cheung.

Utopia was inspired by the city, the women of Vancouver, and the daring and adventurous Mod era where Cheung combines different aspects from each to create a modern, yet nostalgic collection. Cheung's close attention to detail as well as her clean and refined design aesthetic is easily found in her collection.





# Serena Dulai

People are always asking designer Serena Dulai, why did you choose fashion? Having a Math teacher as a father and a Pharmacist as a mother, she is not surprised by people's curiosity.

In the beginning she really had no interest in fashion or clothing. Growing up Serena just liked making things. She experimented in woodwork, pottery, and painting; eventually in high-school she came across sewing and found that with a few pieces of fabric and some thread you could create something new and exciting.

This found medium for ideas led Serena to apply for Kwantlen Polytechnic University's Fashion Design and Technology program where she is completing her final semester.

From the four years in the program (including an internship at Sombrio and a semester on exchange in Helsinki, Finland) Serena has gained a new understanding on clothing "For me, it is about more than just lines and texture. It is about finding a way to help others express themselves in a functional and creative way."

Serena was recently awarded the Simon Chang and Phyllis Levine Foundation award for academic achievement in the fashion design program. After graduation Serena is excited to start a career in the local Vancouver apparel industry.

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# Say goodbye to your tailor: Introducing clothing made for men under 5'7"

Channeling unique business-casual designs into new proportions, Level Clothing is a fresh clothing line developed by designer Serena Dulai.

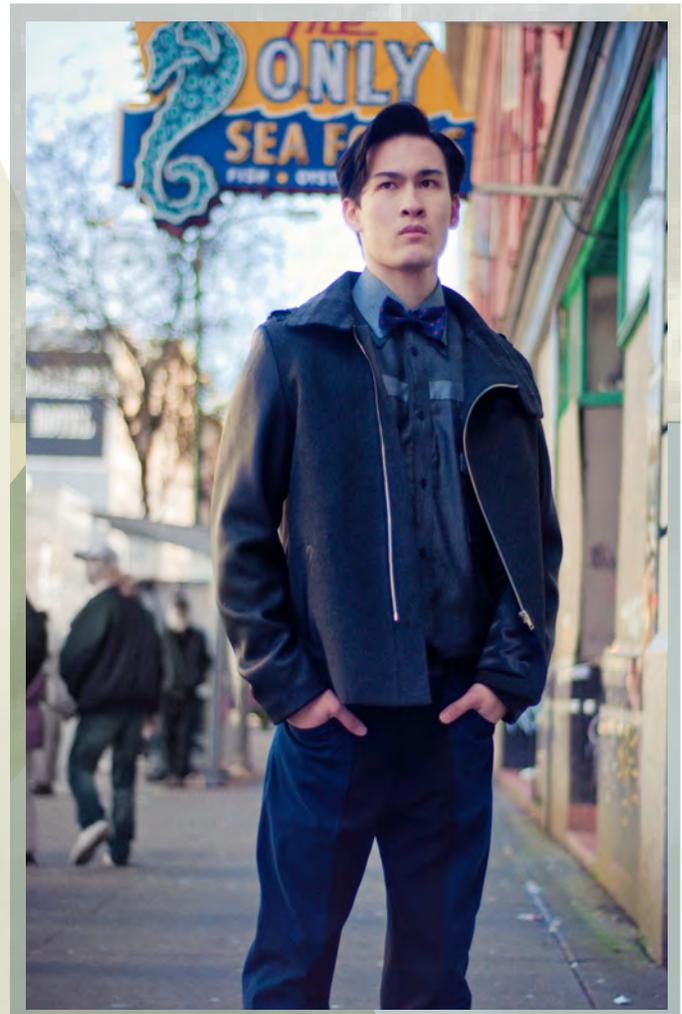
Sparking from a conversation with a friend; Serena discovered that there is a population of men who are frustrated with selection of clothing available to them. Because of their proportions, these men have to go to great lengths to find the right fit or modify what they find to fit them, leaving them tired and discouraged.

"A lot of the time clothing will fit in certain places but be too tight in other areas because of their unique proportions," says designer Serena Dulai. "Just shopping for a simple shirt can turn into tedious search for the right fit."

Level Clothing wants to make the process as hassle free as possible, while still having fun. The collection is made up of business basics and fun statement pieces that can be worn in both the workplace and in everyday life.

"This season was inspired by photographs that Fred Herzog took in the late 1950s. Many of which were of downtown Vancouver. I was drawn to the stark differences between the uprising of youth culture and the traditions of the older generations, which lead to the theme: Classic Rebellion" explains Serena Dulai.

Featuring fine woolens, Italian suiting, and leather details throughout the collection, Level Clothing's founder Serena Dulai hopes to make a statement on the runway. Dulai is currently completing her final year in Kwantlen Polytechnic University's Fashion Design and Technology program.





# Sarah Fairweather

Sarah Fairweather was born and raised in Steveston village, Richmond BC. This environment fostered a love for art from a young age. Fairweather began to follow a creative path and develop the spirit of a maker.

Graduating from McMath Secondary, Fairweather received the Leaders of Tomorrow-President's Entrance Scholarship to Kwantlen Polytechnic University; this solidified her decision to pursue a degree in Fashion Design.

In 2012, Fairweather studied Textile Print Design at the University of Creative Arts. In England she learned to fuse textile design, print design, and fashion. Fairweather's vision is heavily influenced by the idea of the organic: holding a preference for natural materials over synthetic, and traditional silhouettes with contemporary infusions.

Her commitment to making an environmental and social impact within fashion, grew throughout her travels in Europe. Fairweather loves to share stories and generate discussion within design in order to create engagement and connection

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# Becoming your story

Local designer looks to slow down the fashion industry.

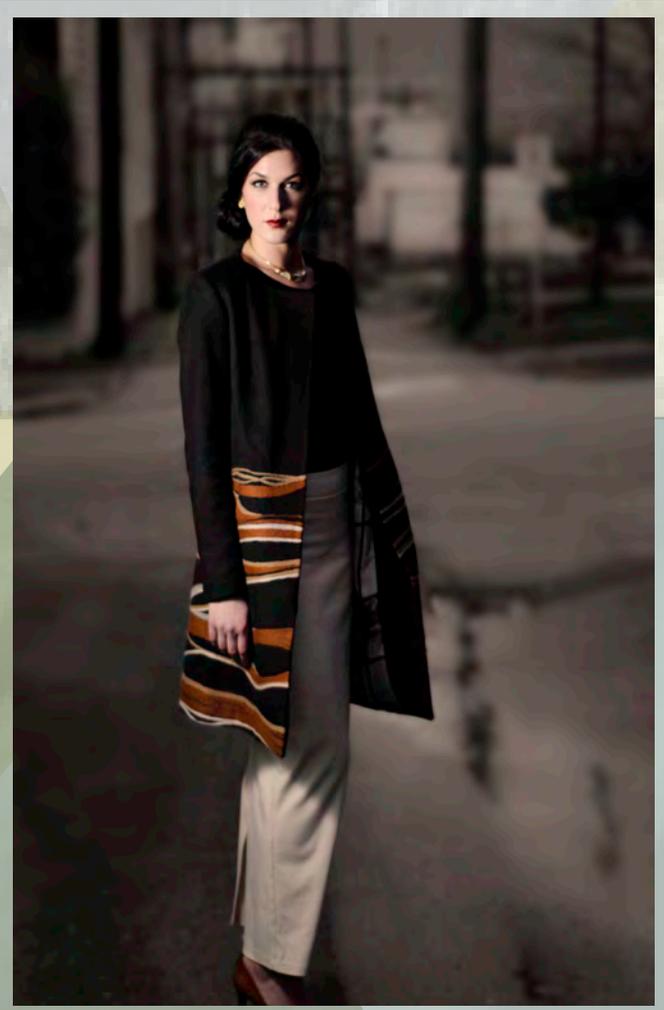
As our world becomes increasingly fast paced, it is often easy to grow overwhelmed with the swell of perpetual motion. Sometimes, we find it is tempting to merely exist, to enable autopilot of the senses. Sarah Fairweather, a Vancouver designer looks to slow down the fashion industry. Fairweather's graduate collection *memoria fahden* is like a calm breath. An alternative business model, storytelling, textile design, and craftsmanship are harmoniously integrated to create *memoria fahden*.

"There is a need to slow down, to engage, and understand" says designer Sarah Fairweather, "By understanding the process of making, we can begin to revalue craftsmanship. We are able to think critically and become responsible for the products we buy."

*memoria fahden* believes in weaving an original narrative. One that aims to promote both the innate integrity of humankind and the well-being of Earth's natural environment. *memoria fahden* consists of classic silhouettes with a focus on storytelling through beautiful textile and print design. The debut fall 2013 collection blends traditional craft and technology by the use of hand dyeing, rust dyeing, needle felting and digital printing. "*memoria fahden* is meant to be a catalyst for conversation; to encourage people to rethink the relationship they have with their clothing" says Fairweather.

Fairweather will be graduating this spring from Kwantlen Polytechnic University with a Bachelor's Degree in Fashion Design and Technology. With an interest in furthering her education, Fairweather will eventually work abroad while pursuing a Masters Degree in sustainability design.

## *memoria fahden* *by sarah fairweather*





# Brylee Geddis

Brylee's desire for a simple lifestyle combined with the freedom of the outdoors is evident in her work. Raised in Fernie, BC, Brylee grew up with a great appreciation and admiration for the outdoors. After sewing herself a spandex ski racing suit and technical rain jacket in High School, Brylee's path came easy. A skier at heart, Brylee combined her admiration for the sport with her expertise in sewing and has followed this dream through. Now in her 4th year at Kwantlen University, Brylee has never been so thankful for her upbringing nor so appreciative for the outdoor community.

With deep knowledge about what is needed in outdoor equipment, and armed with an ascetically simple mindset, Brylee's work displays a marriage between technical details and easy, natural appeal. An internship with Mountain Equipment Co-op opened Brylee's eyes to the possibilities of supporting her lifestyle through fashion. Combining her dreams and knowledge, Brylee is working on her final collection, chute, a side-country specific ski line for experienced female skiers.

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# Skiing on the hill and off the map “chute the slopes”

Brylee Geddis, a small-town girl and skier at heart, moved to Vancouver with high dreams of designing outerwear. Brylee’s outdoor-influenced childhood has given her respect for a simple lifestyle. Brylee came to Kwantlen with one goal in mind: to supply female skiers with outerwear they could be excited about.

Brylee was able to combine her skills, knowledge and passion to create her graduate thesis collection ‘chute’. chute is a women’s side-country specific line that exhibits style and function, a display of Brylee’s extensive knowledge and background in the ski industry. By pinpointing what experienced female skiers need in their outerwear and what is currently unavailable, Brylee produced a line that sets itself apart. “By combining technical features, style, long slim fit and natural colors, I am confident this is a line that has the ability to reach female skiers and push them to the next level.”

A passion driven outerwear brand, born from the feeling of skiing, chute is designed to help protect and support female skiers. By focusing on side-country functions and supplying high performance outerwear chute offers safety and style one the hill and beyond the map.

Brylee’s goal is to develop outerwear that will inspire more female skiers to get out there, push their limits and do what they love. By making well-sewn, aesthetically simple, and long lasting apparel, Brylee’s vision with chute is to reduce environmental impact by providing clothes that do not need constant replacing.

“To be able to combine my inspiration and my passion has really given me a strong foundation to start my future career in the industry. I can not wait to pursue my dream and get more women on snow doing what they love.”

# chute.





# Monika Georgieva

Monika Georgieva is driven by the passion to achieve her dreams and astonish the crowd.

As a child growing up within a traditional European family in Bulgaria, Georgieva has always been drawn to exploring everything to the minuscule details and discovering new ways to create. Her artistic interests began at a young age when she was fascinated by richly embellished surfaces. When she immigrated to Vancouver at the age of 11, this young girl clung to her greatest passion in life: the world of creativity.

Georgieva first discovered her love for fashion in high school when she was granted the “Top Student Award” in Textile Studies. Never afraid to express herself visually or experiment, she has always created the most mesmerizing projects among her classmates.

Her eager ambition to pursue a career as a creative designer was further solidified through an internship at Manuel Mendoza, where she acquired experience working with couture beading and draping on custom gowns.

Georgieva’s design aesthetic is encompassed through her new lingerie brand, Maléna, designed to fulfill the sophisticated and earth-caring woman’s intimate needs with luxury, romance and sustainability.

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# Embracing beauty, passion, and sensuality with luxurious conscience

Monika Georgieva is unveiling her very first lingerie collection, Maléna. It will showcase her intricate creations of feminine silhouettes, luxurious beading and earth-friendly fabrics.

Georgieva combines the elegance of Europe with a touch of North American energy and spirit to design lingerie that is lavishly romantic and satisfies the desires of the sophisticated and earth-caring woman. The essence of Maléna is defined by the use of natural fabrics such as organic cotton lace and peace silk, reclaimed metal ornaments, and lead-free crystals, all of which reduce carbon footprint. Maléna's latest collection is inspired by the concept of nature versus luxury where fantasy dreams come alive with a soft feather print on silk and romantic floral laces accompanied by Swarovski crystal decorations.

With a great focus on exquisite hand beading craftsmanship and delicate detailing, Maléna's guilt-free intimates never limit self-expression and sensuality, but rather enhance them. Georgieva also strives to encourage consumers to make smarter purchases and care more about their impact on today's environment with Maléna lingerie.





# Amroe Graham

“Travel is the only thing you buy that makes you richer” -Anonymous

Amroe Graham got the travel bug at an early age. Exploring new cultures and seeing how people live around the world has molded her values. By chasing her dreams, living creatively, and experiencing new things often she is building her armchair memories.

It was in Cusco, Peru that she first learned to weave on a back strap loom and four years later on an exchange semester in Helsinki, Finland where she further explored the age-old craft. Incorporating the foundation of textile creation, with the functionality of today’s clothes, Amroe has found a way to celebrate the art of design by creating clothing that tells a story. World influences show up in Amroe’s fall 2013 designs for Fusion by Design. Handcraft techniques such as weaving, fabric and pattern manipulation and beading are brought together to create high quality and unique pieces that will be treasured for years.

Staying true to her values this emerging designer works towards bringing the world together through design by embracing artisanal knowledge from cultures around the world.

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# The clothing tells a story that echoes the romantic spirit of the global nomad

This story begins high in the Andes Mountains of Peru with a skilled weaver who taught a young traveler the techniques handed down by her ancestors for hundreds of years. The textile industry started in the hands of our ancestors and ended up in the gears of machines. This is where the story gets interesting.

The clothing tells a story that echoes the romantic spirit of the global nomad. "This collection is inspired by Peru and the ancient symbolism used in the weavings of the locals," Amroe says. "This is how they tell their story."

Communicating through clothing and design, like so many cultures do, is the inspirational force behind Fusion by Design. The story of each garment represents the steps in its creation, from the creation of the fabric to the final owner. These clothes do not follow trends but are an evolutionary folkloric remix of contemporary design and traditional ethnic dress. Fusion by Design is building a transparent and educational way of conducting business that lets the customer see the whole picture.

As a seasoned traveler Amroe can attest to the fact that the world really isn't that big. It's time to start recognizing the talent behind the technique and start telling the story.

## Fusion by Design





# Kirstyn Gray

KIRSTYN GRAY

KIRSTYN GRAY is a fashion design professional currently based in Vancouver, BC. Her interest, dedication, and passion – for what started as a hobby – gave her reason to leave Winnipeg, MB, move to Vancouver, BC and pursue an education in fashion design at Kwantlen Polytechnic University.

Currently in her last semester of this four year program, Gray has gained experience in design, marketing, product development and production throughout her studies. Her interests lead her to intern for Family Business Distribution, design house of Gentle Fawn and Left on Houston as well as at Freed and Freed International exposing her to the endless possibilities within the industry.

The process of creation, act of experimentation, and her ability to connect with people through her work, continues to enrich Gray's values as fashion designer. With the support of her friends and family, the opportunity to study at Kwantlen Polytechnic University combined her undeniable desire to build, design and construct clothes with her career aspirations of eventually becoming an entrepreneur.

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# Motorcycle apparel for female riders

Kirstyn Gray is launching her first collection targeting a new generation of female motorcycle riders between the ages of 24-34, "To Be Part".

"The collection was inspired by the memories, culture and excitement of growing up in the world of motorcycle, hot rods and rock and roll music," says Gray. "The lifestyle of riding has become a trend amongst youth culture and with the increase of female riders I saw an opportunity to design for an underserved market where this style of apparel currently doesn't exist."

As a motorcycle rider herself, Gray developed the collection to fill the void between technical riding gear and ready-to-wear fashion apparel. She designed the line with a focus on fit, movability, and hidden details, including the use of innovative fabrics to protect and sculpt the body. In combination to safety, the apparel incorporates contemporary fashion trends that are suitable for everyday wear on or off the motorcycle.

The clothing line provides apparel to female motorcycle riders who value the quality and aesthetic of their clothing, as much as they value these same features on their motorcycles. The motorcycle-infused aesthetic captures the lifestyle and image of the urban rider.





# Jasmine Hirtz



Jasmine Hirtz, a South Surrey resident, will be graduating from the Fashion Design and Technology Program at Kwantlen Polytechnic University this April. Hirtz's parents have been all over the world for business and pleasure, and, after hearing stories of their travels, she has developed a passion for studying different cultures.

In the Spring of 2012, Hirtz's dream of experiencing new cultures first hand came true. She had the opportunity to go on exchange and expand her knowledge of fashion design at Metropolia University in Helsinki, Finland. Hirtz was fascinated by the beautifully minimalistic world that is Scandinavian design. She couldn't wait to see other forms of design, so when class was dismissed for the summer, she visited a dozen other countries in Europe.

After returning from Europe, Hirtz was excited to get back into the Vancouver fashion industry through an internship at Westcomb Outerwear. This experience helped Hirtz discover her love for outerwear and functionality in clothing. She has further explored the outerwear industry through research and creation of her graduation collection, Trax. Trax is a technical outerwear line for female cross-country skiers in the baby boomer generation and will be on the runway at the River Rock Show Theatre on April 17th.

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# Blending functionality with beauty for a carefree day on the Trax

Cross-country skiing can be a tough workout for people of all ages, but the best part about the sport is the natural beauty that surrounds the skiers. Jasmine Hirtz, an emerging fashion designer in her final semester at Kwantlen Polytechnic University, has found a way to reflect the beauty of the great outdoors on the skiers' attire through Trax, an outerwear line made for female cross-country skiers in the baby boomer generation.

Hirtz has been downhill skiing since she was five years old. "I've been going to Sun Peaks every winter with my family for as long as I can remember," she says. A few years ago, her mother introduced her to cross country skiing, and it was love at first sight. Since then, she has realized how different cross-country skiing clothing needs to be from any other sport.

Because of the way a person's temperature is constantly going up and down from the hills in the path, Trax offers clothing with extremely breathable fabrics and plenty of ventilation options.

Functionality is at its peak in the Trax collection but style has not been sacrificed. Jackets have been hand dyed in relaxing hues, and an original print will be featured on the base layers.





# Danielle Nicole Holyk

DANTELLA NICOLE HOLYK

“Let the beauty of what you love be what you do” -Rumi

Danielle Nicole Holyk’s personal philosophy combines a love of quality, innovation, and technology. With work experience including custom designs, alterations, fabrics and global product development backing her, Holyk’s career vision is to focus on international apparel production.

Holyk’s design passion started in High School, learning to sew on her mother’s vintage Cortina machine. Awarded the Top Student in Fashion Design at J.N. Burnett Secondary, Holyk entered Kwantlen’s Fashion Design and Technology Program with a solid foundation in pattern drafting and sewing.

“Growing up in a large family taught me the value of patience and teamwork. Now I not only dress my little sister, but also Vancouver residents,” states Holyk. The importance of the symbiotic relationship between the designer and client keeps Holyk’s design intention true to the end user.

Currently studying and working in Product Development at lululemon athletica, Holyk will graduate with two years of industry experience.

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# CNNCTD (con-nec-ted) united, joined or linked

The Vancouver technology industry inspired Danielle Nicole Holyk to design an impactful line of menswear. The simplicity of true product functionality influenced her design and development process. Holyk's debut line, CNNCTD, combines her efficiency of computerized pattern drafting and fabric innovation.

CNNCTD provides tech friendly tailored performance apparel for the digitally career focused male. This collection can easily be worn from the street to the office, providing men a more convenient way of dressing. The refined style of the garments enhances the experience of the connection from one person to another.

The Fall 2013 collection of CNNCTD showcases the intricacy of pocketing details and clothing functionality. The garments are constructed from highly innovative technological fabrics to seamlessly connect the wearer with his various devices.

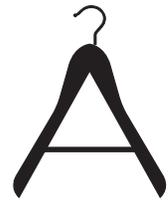
Fabric specifications include electromagnetic shielding properties to protect the body from harmful device radiation. Clear touch inner pockets allow full functional use of smartphones while inside the pocket. Multiple specialized pockets discreetly carry his smartphone and tablet allowing for hands free use. CNNCTD also features extra pockets for USBs, chargers and cord exits, perfect for the busy city man.

# CNNCTD





# Amanda Hooper



Amanda Hooper is a fashion designer based in Vancouver BC. Having grown up in the interior of British Columbia Amanda enjoys seeking adventures in the outdoors. Her passion for adventure has led her to design technical apparel with a focus on functionality being incorporated into every design.

Hooper has always been interested in fashion and knew from a young age that she wanted to become a fashion designer. To pursue her dream of one day working in the fashion industry she decided to attend Kwantlen Polytechnic University to obtain her bachelor's degree in Fashion Design and Technology.

Having interned at Sombrio, a local free ride mountain bike apparel company, Hooper discovered new skills in technical design, product development and production. She has combined these skills and her passion for the outdoors to create her first collection targeted towards women who ride ATV's or dirt bikes as a social and rejuvenating activity.

Amanda is looking forward to expanding her knowledge and expertise in the Vancouver fashion industry.

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# Fashion exploring the freedom of the outdoors

Debuting her first collection Terra, designer Amanda Hooper introduces more feminine and functional ATV and dirt bike motorsports apparel for women.

Growing up in the Okanagan, Hooper has enjoyed hiking, camping and exploring nature. Hooper has identified a need for functional apparel with more feminine styling. Inspired by her adventurous outdoor background she created the brand Terra which incorporates her passions of screen printing, functional clothing, style and the outdoors.

Terra is a motorsports apparel brand that caters to women who enjoy riding the trails with friends and family on ATV's or dirt bikes. Motorsports activities are a predominately male sport but the amount of women getting involved has grown each year. Terra is dedicated to providing gear for women who love the thrill of riding an ATV while remaining true to who they are.

"Every garment has been designed with function in mind" describes Hooper. Terra apparel includes features that make the garments more comfortable to wear when riding a dirt bike or ATV, while still maintaining a feminine look. Hooper has created motorsports apparel that has a fresh new aesthetic, different than the race apparel currently available to women. These women would much rather ride on a scenic trail than a motocross arena. Her line encourages women to explore their freedom and relieve their everyday stresses by exploring the trails.



Terra  
function inspires freedom





# Lindsay Hudyma

Lindsay Hudyma began her career in fashion on the runway. Originally from Calgary, Alberta she gained international experience modeling in China, Taiwan and Hong Kong. Some of her major accomplishments modeling include working for Diesel, Puma and Elle Taiwan. After returning to Canada, Hudyma made the decision to jump from a graphic design degree into a Fashion Design and Technology Degree in Richmond. Her experiences have cultivated her passion for design and given her a truly unique perspective on the fashion industry. Hudyma's designs are inspired by her love for fashion, sport, graphic design and travel. With a diverse athletic background, Hudyma is focused on inspiring a healthy and active lifestyle through fashion. Currently, she is working as an assistant designer with lululemon athletica while she completes her degree.

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# Conquer the course with grace

Lindsay Hudyma, designer of the latest womens golf line AVOCET(ave-o-set), will debut her first collection at “The Show” on April 17th, hosted by the River Rock Show Theatre.

AVOCET was created with the fashionable athletic female golfer in mind. If you don't golf yet, this line will make you want to learn. Inspired by Hudyma's competitive involvement in sport and her love for fashion, her designs are colourful, innovative, and have exceptional fit. AVOCET makes women feel beautiful while maintaining their competitive edge.

The debut of AVOCET Spring 2014 comes complete with hidden features to make your golf game look effortless. It is the perfect blend of function and fashion for on and off the course. Key features this season include insect repellent fabrics, tee loops to keep your tees organized and small magnetic pockets to hold your ball marker. As a competitive athlete, experience as an international model and golfer herself, Hudyma has created high quality designs that fit well and make women feel beautiful. Her attention to the details and fresh colours leave you wanting more.

“My goal was to create a line that would make women feel good about how they looked on the course so that they could focus on their game. There are too many lines in the current golf market that just don't have the quality, function, fit or style that women are looking for. Weather you are playing with colleagues or friends, women want to feel good and look professional on the course. That's where AVOCET comes in. I'm an athlete and a golfer too so this is something I've always thought about designing.”

Hudyma is currently studying, while working as a design assistant for run product at lululemon athletica. Hudyma also continues to model locally and can be found in Vancouver through John Casablancas International Model Management.





# Victoria Jago

Victoria Jago grew up along a gravel road between two small towns, somewhere in the mountains of the Interior of BC. Her family chose to live without electricity or telephone and strived to be self-sufficient. Growing up in the forest, home schooled and free, Jago was encouraged to explore, both her surroundings and her mind. She was never told how to create and learned to love the practice of creativity and imagination.

At the age of 14, Jago moved into a small town, attended high school, and began to discover the world outside the woods. After graduation, she pursued her love of music and artistry in Simon Fraser University's Music Composition Program. Realizing that music was not the perfect medium for her expression, Jago turned to her other options, which led her to Kwantlen's Fashion Design and Technology Degree Program.

Raised in the backwoods of British Columbia, Jago does not take anything for granted, and works hard to learn the techniques and methods that were the foundation of society when our grandparents were young.

Moving from a small town to the city has given Jago a distinct point of view with strong, down-to-earth roots and values. Victoria loves living simply, appreciating community, and cultivating an open and inquisitive mind. Appreciating the journey as much as the destination is her mission as she delves into the process of design to create items with a reference to days gone by.

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# For the stylish, curious woman, navigating the world on her bicycle

Who said that cycling had to be all about speed, endurance and efficiency? What happened to the days when cycling was a normal part of everyday life and people just hopped on their bikes to pedal to lunch? Why aren't there more options for people who want to commute in style?

Victoria Jago asked these questions when she began her fourth year design thesis. As an avid cyclist herself, Jago understands the complications around incorporating bicycle commuting into her everyday lifestyle. "Women shouldn't have to sacrifice fashion for the function required for riding bike," Jago says of her line, Henke, which offers women a stylish alternative to athletic cycling wear.

Henke is a line for the young, creative, professional woman who wants to be able to hop on her bike no matter the weather and meet her friends for lunch, run to the supermarket, or commute to work and arrive without having to change. Henke solves a common problem many women face when cycling: sacrificing style for the function required for riding a bike. Merging functional fabrics and features with timeless, fashionable styling, Henke connects two worlds to provide women with more reasons to bike and know the pleasure of city riding. Using her Dutch middle name, Henke, Jago inserts a piece of herself into this line. Meaning "breath" or "spirit", Henke imparts the allure of cycling: feeling the wind as you fly through the streets, exhilarated by speed and weightlessness as the bike becomes an extension of your body.

"I want women to feel empowered to get out and ride their bikes alongside all the men in those bike lanes. Biking is a way of life, and by providing more fashionable options for women to wear while riding, I hope to encourage more women to adopt the bike as a means of commuting," says Jago.



## Henke

(Henk-ah)





# Kieran Johnson

She's not trying to be difficult, but doing things differently has just always come natural to Kieran Johnson. Whether pondering over color palettes for weeks or sketching a collection over night, following her creative senses is not only a part of her work habit but inherent to her innovative and meticulous design aesthetic. Raised in a Calgary home where finding your own perspective on the world was encouraged, Kieran reveled in being an individual; sometimes that meant inspiring others and sometimes it meant standing alone.

Through her former education she was able to refine the creative chaos into design solutions with a respect for business and marketing. With the need to funnel the creativity through her hands Kieran has explored many mediums, but it always came back to fashion. With a lifetime of inspiration and education Kieran has become a compassionate, innovative designer and young professional.

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# A rich culture and a tailored heritage, refined into a sophisticated working wardrobe

Monaghan emerged from woman working in traditional corporate environments desiring more than traditional corporate clothing. With a focus on color, luxurious textiles, and precise tailoring, classic work wear is elevated into thoughtful fashion while maintaining a respect for professional appearances.

Monaghan is a family name from the designer's heritage that has begun to fade through marriages and time. Her grandmother Vivian is the last Monaghan and the epitome of strength, elegance, and independence. In this vein, Monaghan serves as a tribute to woman who have fought for their success, defied stereotypes, and lived with integrity.

Monaghan speaks to the established woman who no longer needs to fill a corporate mold. Whose reputation and credentials precede her and whose style is a sophisticated mix of creativity and elegance.

For Fall 2013 Monaghan looks to ancient Mayan artifacts and traditional textiles as inspiration for it's Ancient Art & Craft collection. Natural fibers such as cashmere, leather, silk, and wool are printed in rich earth tones to imitate stone and Mayan cave drawings.

# MONAGHAN





# Iris Liang

Iris Liang always had a creative flair in art and design. Relocated to Canada from Taiwan at the age of 14 was certainly a major transition for her. With a diverse system of education and support from her family, she was able to perceive her exuberant passion. The experience of studying overseas has strengthened her values and caused Liang to constantly embrace new concepts and perceptions. Fashion has become her primary pursuit in life. While striving to obtain a diploma of Fashion Design from University of the Fraser Valley, her profound love in fashion began to grow. It has eventually led her to continue her studies at Kwantlen Polytechnic University's Bachelor program of Fashion Design and Technology. Her experiences at Kwantlen have shaped Liang to become an observant and well-rounded designer who is eager to establish a successful career in the fashion industry.

Interning at Chloe Angus Design has given Liang an opportunity to expand her horizons in the fashion industry. The experiences that she has gained from the company will prepare her to apply business theories in real life and crystallize her aspirations.

Deriving inspiration from her travels and experiencing two different cultures, Liang has designed a collection of convertible travel wear to benefit all businesswomen with numerous wardrobe possibilities.

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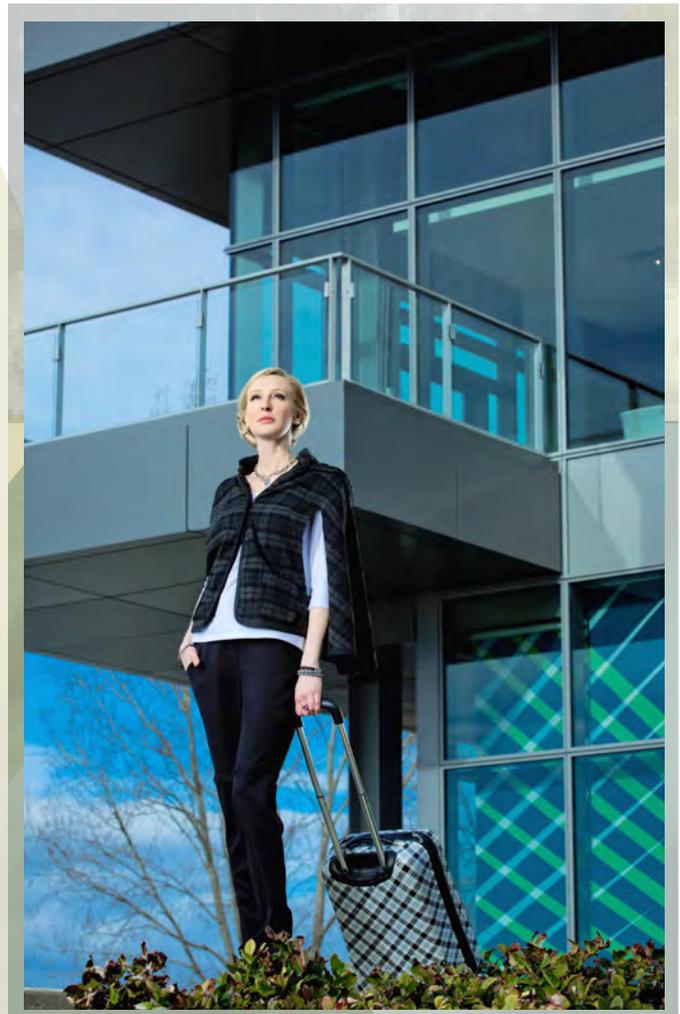
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# Enhance your travel experience with numerous wardrobe possibilities

The Vore' collection portrays a well-balanced combination of style and functionality for the modern traveling women, especially for ladies in need of business formal and business casual clothing. Vore' provides women with highly fashionable clothing along with multifunction, versatility, adaptability to various climate conditions, and practicability that can easily reduce the size and weight of their suitcases.

Vore' encourages consumers to make smart purchases with greater satisfaction. Using selective double-faced fabrics that are wrinkle-free and easy to take care of, the consumers only have to pay for one garment, which can be worn with in two or more ways. Additionally, the new Vore' collection offers a wide range of alternation functions, such as removable, reversible, or detachable details.

The concept of Vore' was inspired by the Liang's traveling experiences back and forth between countries. She is striving to develop new solutions for travelers to dress practically without sacrificing creativity and style. Vore' is a true reflection of the designer's passion of travel and fashion.





# Jessica Lim

Jessica Lim, born and raised in South Korea, moved to Canada with her family when she was 19. Although the new environment brought many hardships, it also allowed her to experience the joys and benefits of rising up to and overcoming challenges; thus becoming a stronger person as a result of doing so. Lim was never serious to pursue her future career in fashion design until she fell in love with Robert Cavalli's dress. After she entered Kwantlen Polytechnic University, she studied the real-life fashion design process as well as marketing and business. Since then, she interned at a music production company to design and produce dancing costumes for a concert tour for a local singer and completed an internship as a Technical design assistant at renowned cycling apparel company, Sugoi.

Through University education and various internships, Lim has acquired knowledge in fit, construction, materials, and forecasting. Inspired by her various cultural experiences and university exchange program to Taiwan, Lim has widened her horizons in terms of fashion industry and career choices. She strongly believes that having multiple skills and experiences are an advantage.

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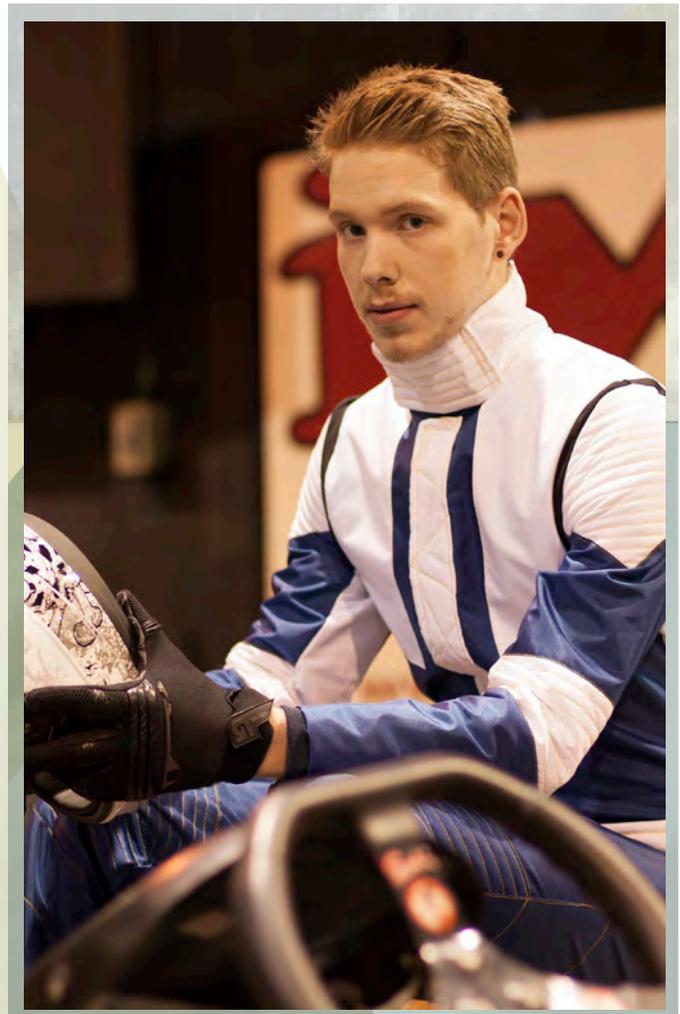
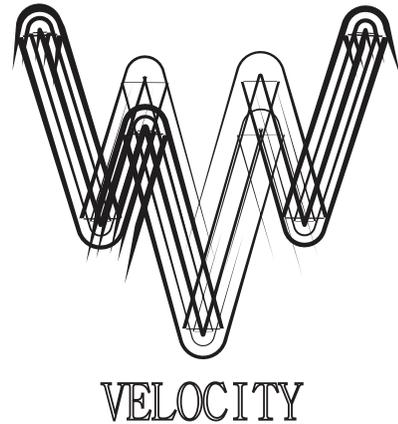
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# Urban karting wear for the entry level riders

Jessica Lim's debut entry-level karting wear collection, Velocity, caters to the man who thrives for subtle individuality for a sport of their passion: Karting. Lim's passion for cars and Auto racing has brought her into one of the most popular motor sports. Using the technical skills, knowledge and experience she gained working at Sugoi, she has designed entry-level protective karting suit apparel for the urban professional man.

After identifying a lack of stylish karting suits with right safety features at relatively lower prices for the entry level kart riders, she combined the side of fashion and technical side for this under-served market. She discovered the need for Velocity, mixing the need for safety functional apparel with the need for aesthetics.

Velocity introduces a Karting Menswear line of suits, jackets, and pants fit for the entry level kart riders who are mostly the urban professional man. The line is inspired by architectural grids and measured lines. The design features contain subtle and sleek design, elegantly and powerfully detailed with technical (Cordura) fabrics and contrast threading. Lim stresses the necessity of abrasion and safety (padding) features into the shoulders, elbows and knees for the event of collisions. These safety features are manipulated by using fashionable features like quilting add a distinctive details.





# Linda Lin

Born in Beijing, China, Linda Lin came to Vancouver at the age of 7. Having a father who owned an apparel production company, she was exposed to the fashion industry at a young age and was instantly intrigued. With a love for drawing coupled with her knack for sewing and other handiwork, Linda decided to venture into this ever-growing and ever-changing industry. This eventually led her to Kwantlen Polytechnic University where she is currently completing a Bachelor of Design in Fashion and Technology.

With the knowledge she gained from a design internship at Mac and Jac/Kensie and the experience she acquired from working at various international clothing retailers, Linda is able to incorporate her own feminine style into garments that focus on flattering silhouettes and marketability. Her designs feature a minimalistic approach with trend-influenced details that attract interest, but not overpower. This is reflected in her graduation collection, Ombre—a line of sun-protective resort wear inspired by her recent summer travels to Asia and Mexico.

Through these past years at Kwantlen, Linda has learned to embrace new experiences and challenges and is excited for her future in the fashion industry, wherever it may take her.

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# Fun in the sun: sun-protective apparel for the stylish vacationer

What do you picture when you think of “sun-protective apparel”? Perhaps rashguards? Outdoor active wear? Linda Lin hopes to change preconceived notions of sun-protective clothing and spread awareness with her debut collection, Ombre—a line of stylish resort wear for women who love the sun, travel, and their skin.

With the rising popularity of tanning, skin cancer rates have also risen at an alarming pace. People are gradually realizing the dangers of UV rays and the importance of sun safety. However, women are finding it hard to find protective clothing that can show off their personal style.

That’s where Ombre comes in. Made of special sun-protective fabrics, the line features fashionable clothing suitable for relaxing on a cruise ship or resort as well as a walk through the city or a shopping trip downtown.

Linda was inspired to create her line after a previous summer trip. While in Asia she noticed many women shielding their sensitive skin from the sun and later on in Mexico, after getting the worst sunburn of her life, she realized how quickly UV rays can permeate the skin and the limitations of sunblock and regular fabrics.

“A key focus of Ombre is marketability,” says Linda, “I want a woman to pick it out in a store because it looks great on her, and from there learn about its special properties and the importance of sun safety.”

With a passion for travel and adventure, Linda looks to learn new things and gain new perspectives through her journeys to incorporate into her life as well as her designs. Her design philosophy emphasizes minimalism mixed with trend inspired details and a touch of femininity. She specializes in creating garments that flatter the female form and appeals to a variety of women.

ombre





# Shavilya Mahadoo

“Whatever your mind can conceive and believe, you can achieve” -Napoleon Hill

Growing up in Mauritius, Shavilya Mahadoo was influenced by the tropical island’s plethora of cultures and ethnicities. Early exposure to English tailoring and intricate, eastern handcraft techniques led her to achieve distinction in her fashion studies, solidifying her creative career choice. Since relocating to Vancouver, she has blossomed in Eric Hamber’s advanced fashion design and merchandising programs, worked at several apparel companies, and immersed herself in Kwantlen Polytechnic University’s Fashion Design and Technology Program. There, she cultivated her entrepreneurial spirit, received a Fashion Award, and is now bringing to life her extensively researched, wellness-rooted line, SVASTA.

A design and product innovation lover, Shavilya adores creating from nothing. Her colourful, sleek and modern aesthetic is a nod to her diverse heritage. Passionate about wellbeing, and healthy and holistic living, she completed a rewarding product development internship at lululemon athletica, after which she was hired as a QA Technician, and also assisted the Development and Raw Materials teams last spring.

Driven by an unquenchable thirst for learning and living, her array of skills have inspired her vision and goals, which include a local and international career in the active, casual, and luxury apparel sectors, elevating the world as an inspirational speaker, giving back to the community as an entrepreneur and attending tennis Grand Slams every year!

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# A stylish escape to sensory wellbeing: Luxurious, skin-friendly resort loungewear

Therapeutic, trans-seasonal, and timeless are just a few adjectives that describe SVASTA. Dedicated to women engaged in slow, upscale travel experiences, including wellness and spa tourism, the premium line features natural, organic materials and dyes, and a cosmetotextile (wearable skin care) that feels like second skin.

“Women have become anti-aging remedy seekers, with pampering, meditation and relaxation being popular features of deluxe resorts. SVASTA provides the discerning traveler with a rejuvenating experience through its comfort-driven designs, whether she is stretching during a yoga and meditation retreat, lounging, cruising, or sojourning at a spa resort.”

“UV protection, breathability, freedom of movement, and artisanal craftsmanship are key elements that were being requested by this huge market of health-conscious and culturally aware women. We have addressed all of them in the design and development of the line”, the designer states. “SVASTA’s versatile and functional designs can also be incorporated into an everyday wardrobe.”

“Living in Vancouver has strengthened my appreciation for authentic, sustainable and technical design. I believe in enhancing someone’s quality of life through responsible material sourcing, and offering creative design solutions”, says the designer. “We now live in a consumer smart era where innovation, function and transparency are highly valued. As a designer, I aspire to create cutting-edge, ethical and meaningful product that promotes consumer health, beauty and wellbeing”.

Shavilya Mahadoo is currently open to exploring any opportunity in apparel or accessories design, development, merchandising or production.

 **SVASTA**





# Belinda Marston

Belinda

The excitement of designing and creating original annual Halloween costumes is what began Belinda Marston's love for fashion design. Each year, for as long as she can remember, she has planned her costume months in advance, loving every moment of the creative process. Marston also grew up enjoying and being inspired by numerous art classes, music lessons, and musical theatre rehearsals. "The opportunity to live a creative childhood has inspired me to continue into a creative adulthood," shares Marston.

Growing up in Comox, a small town on Vancouver Island, Marston dreamed of moving to the city of Vancouver to cultivate her creativity and pursue her passions. As an older sister, a child at heart, and a designer with a playful, whimsical aesthetic, Marston sees herself making positive, lasting contributions in the children's wear industry. As a graduating student in Kwantlen Polytechnic University's Fashion Design and Technology Program, she has further honed her technical abilities, business-building skills, and continually pushes herself to become a stronger designer.

Marston is thankful for her journey thus far and is excited for what lies ahead.

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# Believe in your imagination

Celebrate childhood and imagination with Belle Eve, a line of timeless clothing for girls two to seven years old. The founder of Belle Eve, Belinda Marston, is a graduating student from Kwantlen Polytechnic University's Fashion Design and Technology Program, who appreciates the curious and creative nature of children.

Belle Eve is dedicated to enhancing children's treasured moments by providing charming, quality outfits that inspire the imagination. Each piece is constructed using 100% natural fibres. Classic silhouettes, along with comfortable fit and fabric, allow children to move and feel confident whether they are exploring, playing at a teddy bear tea party, or enjoying dinner at Grandma's house.

Marston created the original, whimsical illustrations, which are embroidered onto the garments. Each season, illustrations will be developed to feature a new imaginary world; a world which embraces childhood. The Fall 2013 theme, Fancy Forest Friends, includes illustrations of bears with bowties, butterflies, bunnies, and hedgehogs with mushroom houses. This theme was inspired by Marston's many fond memories of playing make-believe outside with her younger sister and best friend.

"I am inspired by vintage lifestyles that embrace the simple joys of childhood," shares Marston, "I hope to create heirloom pieces that will be handed down and treasured by mother and daughter."

Marston completed her internship with local children's wear company, Peekaboo Beans, gaining more insight into the children's wear industry and strengthening her marketing and design skills.

BELLE  EVE





# Dee Maxwell

Dee Maxwell always knew she wanted to go into fashion design. As a child, she was allowed her to dress herself, which usually meant a total disregard to matching. Red went with blue, polka dots with stripes and three different pinks were definitely best. It was this initial freedom that fed Dee's creativity and pushed her towards a career in fashion.

Dee was born and raised in the small South Okanagan town of Penticton. Growing up in a dead end city inspired her to dream big. She moved to Vancouver after she was accepted into the Kwantlen Fashion Design and Technology program. It was here that Dee honed her sewing and drafting skills, while discovering a passion for digital illustration, textile design and photography.

In her third year of University Dee traveled throughout Europe while completing a semester in Helsinki, Finland. She not only fell in love with the European cities but also with the people and culture. Dee's creativity thrived and after feeling out of place most of her life, she finally felt like she belonged somewhere. She looks forward to pursuing a career in Paris and eventually making Europe her home.

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# Live life in its purest form

70% of China's water supply is polluted, 20% of that is directly caused by the fashion industry and textile processing. The fashion industry is responsible for dumping 300-500 million tonnes of heavy metals, solvents, toxic sludge and other waste into waters each year.

The PURE collection, by Dee Maxwell, was created as a direct response to the overworked and underappreciated earth. The heavy use of chemical pesticides, harsh textile processing and irresponsible chemical waste disposal have led to global warming, greenhouse gases and pollution of our soils, our waters and our bodies.

The PURE collection is 100% natural, from its fabrics to its dyes. Maxwell uses only GOTS certified organic cotton and dyes that come naturally from the earth, such as carrot tops, madder root and logwood. PURE is minimalistic, clean and simple. It is for the woman who wants to live her life in the purest form, without sacrificing style.

Dee Maxwell was inspired by her travels through Europe especially the 4 months she spent in Helsinki, Finland. "The style in Scandinavian countries is all about simplicity and practicality. I took that design aesthetic and translated it into a completely wearable collection, which is not only beautiful, but also functional in all aspects of a woman's life" says Maxwell. "She can wear PURE to the grocery store, to the office and a first date. PURE transcends age, speaking to women young and old"

It's not about making an Earth conscious collection; it's about making beautiful clothing that doesn't damage the Earth. In order to fix the damage that we as humans have caused, every new designer, business person and entrepreneur needs to follow that model. What is the point of creating a product or service that destroys the very planet we live on?

# PURE+





# Patricia McLachlan

patricia mclachlan

Born and raised in Calgary, Alberta, Patricia spent her childhood exploring her creativity through various forms of media. She learned to sew at an early age, which sparked her interest in working with textiles.

In 2008, she moved to Vancouver where she fully embraced the West Coast lifestyle. Her passion for the outdoors had led her to pursue a broad spectrum of skills ranging from natural dyeing to technical outerwear.

During her time at Kwantlen, she explored many aspects of the fashion industry. She discovered that she has a passion for sewing, pattern drafting and textile manipulation. Patricia interned with Arc'Teryx Equipment Inc., which has helped mold the path for her final collection, Quadra, a line designed specifically for avid women hikers. Her accomplishments include receiving the KenDor Textile Award and the Dr. Carol Prantner & David Hollands Technical Fabric Award.

Upon graduation, Patricia aspires to pursue a career within the technical outdoor apparel industry.

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## Creating memories

Living in an environment surrounded by natural beauty, inspiration can always be found. Designer, Patricia Mclachlan, has embraced being inspired by nature's beauty. Her new collection, Quadra, is designed for young women who are avid hikers.

"In such a fast pace, technology driven city, it is important to slow down and enjoy the little moments in life. Exploring and being alone in the vastness of nature, is a feeling that can not be re-created with technology." Says Patricia.

Patricia developed Quadra as a result of finding a need for women who are spending a majority of their time in the outdoors. These women have specific needs to shelter them from the rapid changing weather conditions. They want to wear garments that are flattering to their figure and have the technicalities they need. Each garment was specifically designed for hiking and the movement that is used during the activity. Specific fabrics have been chosen to keep the hiker comfortable while she is creating new memories. There is a large focus on fit and function, always keeping the end use as a priority.

# QUADRA





# Vivian Mui



Vivian Mui

As a child, fourth year student Vivian Mui had a love for DIY projects and creating things with her own two hands. This, along with growing up and traveling with a pair of style savvy parents, led her to find fashion design as her career path of choice.

Through the four years in the Fashion Design Program at Kwantlen Polytechnic University, she has developed her skills in the many facets of design. Keeping with the clean, tailored aesthetic she grew up with and her appreciation for nature, she presents her thesis collection of sustainable business suits for women.

Since entering university, Mui has gained retail experience at Tommy Hilfiger & Diplomatic Immunity and interned with various local designers and companies such as Kensie, working there as a Technical Design Assistant

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# Creating timeless sophistication for the leaders of change

With Vancouver's ambition plan of becoming the world's greenest city by 2020, the need for merging appropriate business wear with the wearer's sustainable values is rising. Vivian Mui will be debuting her original line, Echo, a line of business separates designed for the sustainable business leader.

Echo is designed for women who are champions for the sustainability cause. They work hard to promote and cultivate sustainability as common practice in their business and industry and they must dress according to what they are promoting. Her customer needs to be taken seriously by their peers and business partners while looking polished and sophisticated. Echo provides these women with appropriate clothing that is professional enough for their position that is also supportive of her sustainability beliefs.

Aesthetically, Mui grew up with the influence of her parents sophisticated tastes in classic, tailored fashion. This, along with her appreciation of nature and the environment has culminated into Echo. Mui came up with this market idea when she realized that one of her biggest goals is to find balance in all aspects of her life.

After doing research on her market, she found that she connected immensely with the women she was designing for. "These women are trying to find a balance between creating positive changes for the environment and living their desired lifestyle. They know that it's hard and near impossible to do everything perfectly but they compromise and that's what I'm trying to do."

# Echo





# Melody Nishi

*Melody Nishi*

As soon as Melody Nishi learned how to wield scissors, she began her journey towards design. Although the materials have evolved from construction paper to silk the same desire to express her creativity remains. Nishi grew up in Kelowna, BC where she was immersed in the performing arts of dance and music. This background continues to influence her as she progresses through her creative process.

During her time studying Fashion design at Kwantlen Polytechnic University, Nishi developed her skills to incorporate her personal fun-loving aesthetic and love for feminine details into marketable products. A focus on children's wear lead Nishi to secure an internship with ivivva athletica, lululemon's girl's line. This experience in combination with her long time love of dressing up inspired Nishi to develop her final line of formal wear targeted towards tween girls.

Nishi looks forward to the future and what opportunities lay ahead.

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## Say yes to the tween sized dress

She updates her status daily from her crystal studded iPhone, she can sing every One Direction song by heart, she is fiercely loyal to her favourite vampire but she can't find a formal dress to wear. Melody Nishi, 4th year Kwantlen Fashion student aims to address these tween girl's needs with a line of party dresses catered exclusively to girls age 9-14.

"The first time I recognized the lack of clothing choices available to tween girls, I was the tween girl myself and found myself caught in limbo between children's and juniors. I wanted to create the line I wish I had then, one that girls and parents could trust to be on trend, age-appropriate and excitement inspiring."

Nishi's candy coloured line appropriately named Frosting Frocks and Formal Wear is full of frothy tulle, shimmering satins and of course, sparkle. A key feature that Nishi ensures to incorporate into each Frosting Frock is an element of transformability. With removable over skirts, overlays and underpinnings, Frosting offers tween girls the ability to change their look without changing their outfit.

"The perfect dress can change your mind, mood and outlook. I think this is something women of all ages can agree on." Says designer Melody Nishi.

frosting  
Frocks and Formal Wear





# Erin Polowy

Erin Polowy strives to create clothing that is not only beautiful and functional, but interwoven with her personal values; she takes care to ensure that her work is environmentally responsible, animal friendly, and respects human rights around the world.

Creativity has always been a part of Erin's life. Growing up in Edmonton, she was involved with visual art, dance, and music. Erin decided to study Arts Management after high school, which led to jobs in media, fund development, and marketing. Although Erin enjoyed working on the business side, she missed having opportunities to explore her own creative endeavors.

Erin's lifelong love of fashion and her interest in making clothing was fostered by her mother who taught her how to knit and sew. She chose to pursue fashion design, and moved to Vancouver to obtain her degree. Learning more about the fashion industry brought up some troubling issues but also emphasized the need for change and solidified Erin's belief that she had found her place in fashion.

When designing, Erin is often inspired by nature and her travels. She is sentimentally drawn to handcrafted detailing, and views clothing as a way to share stories and generate dialogue.

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## Slow. Natural. Honest.

Erin Polowy wants to see a change in the way in which we currently think about clothing. In response to an unsustainable fast-fashion industry built on high consumption and disposable clothing, her graduation collection is based on slow principles and simple living.

“It’s about making more thoughtful purchases and having a connection to your clothing,” Erin says. She believes that slow fashion is key to helping solve many of the environmental and ethical issues that are a huge part of the fashion industry. Although many designers have begun to use ‘green’ fabrics, the entire life cycle of garments must be taken into consideration.

Her collection, “Knead”, incorporates environmental and ethical practices throughout the production process and following purchase:

- Fabrics are sourced from within North America; the cotton is organically grown and the wool is produced from rare-breed Canadian sheep.
- The textiles are hand-dyed using local plants and food waste such as pomegranate rinds, coffee grounds, tea bags, and onion skins.
- Garments are designed to be versatile, flattering, functional, and long-lasting with the hope they will be kept and passed down.
- Most garments are completely biodegradable.
- The business includes not only creating new clothes, but updating and re-dyeing previously purchased clothing so it can be enjoyed longer.

This collection, like a lot of Erin’s work, is inspired by natural elements: “We perceive and interpret things based on our experiences,” says Erin, “I have such strong visual and tactile memories of nature which translate well to design- colours, shapes, patterns, fabric textures.” Erin also places importance on creating a story around her customer, allowing her to see how the clothing could fit into and enhance someone’s life.

# KNEAD





# Jamileh Pourfouladchi



Jamileh Pourfouladchi's love for art and fashion led her to pursue a degree in Fashion Design and Technology at Kwantlen Polytechnic University. She has strong philosophies, and her knowledge and participation in politics influences much of her art and designs, especially her fashion line, "Gentle Love". Her fight for human rights, peace, and equality remain a large part of her and her work. She is inspired by Forough Farrokhzad, one of the iconic and controversial female poets of Iran. Her emotional and meaningful messages influence the prints on the garments of Pourfouladchi's final collection.

From a young age, Pourfouladchi has engaged in various forms of art that convey deep and intriguing messages. After immigrating to Canada from Iran, she began studying Fine Arts, and wanted to pursue a career as a painter. She expressed herself through paintings and drawings, and soon, she gained an even greater affection for creating artistic garments, particularly for women. During her third year at Kwantlen, she engaged in an internship at lululemon, and currently has a position there. Pourfouladchi hopes to continue working at lululemon, and bring forth some innovative ideas for the Company.

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## “To Free the Un-free”....

To make the conservative look stylish and trendy;  
to make traditional seem liberal and open-  
minded; to “free the un-free”

The idea of “gentle love” came into existence after Jamileh Pourfouladchi realized that there is a need for innovative and modern designs for Iranian Women, who feel trapped under the oppressive rules of their government, and limited to conservative garments. “gentle love” uses bright colours, and avoids using black, gray, and brown, as these women have been constrained to these dark and plain tones for years. The prints used on the garments are a mixture of modern and traditional symbols to provide both a sense of change, but also a sense of national identity.

All the prints include a white dove as a symbol of peace and freedom. The designs are meant to look artistic. “gentle love” uses natural and soft fabric, such as silk, linen, and cotton, as it plans on providing comfort and lightness. This would ensure a feeling of freedom and a light breeze even when being covered. Finally, the silhouettes are inspired by traditional Iranian garments, yet presented in a modern fashion.





# Michelle Scannell

With a father and brother both musicians playing out of their basement, Michelle Scannell has always been heavily influenced by music. She briefly tried out choir in high school, but found out fast that art and designing were where she belonged.

Music always stayed in the background and inspired her throughout her art work and eventually her clothing. By the age 14 she was making her own clothes, graphics and prints because everything was either too girly or not girly enough.

“My style has always been more rustic and rugged, but I try to balance that with bringing some femininity into it. I believe anyone can still look edgy and have that rocker style, but look sophisticated and be taken seriously at the same time.”

She soon found out others were having the same issues as well struggling to find clothes that were edgy, but were still feminine and appropriate for work. Through this she began designing custom garments for local rock musicians as well as start her own business making custom spirit hoods and hood scarves under the name Ella Original.

In doing this Michelle has been able to bring people’s ideas to life and never limit herself in her design abilities. She’s not afraid to conquer any challenge and believes that this is merely just the beginning. “I am a dreamer, and I plan to live my dreams.”

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# Classic styles reinvented for women who rock

With an obsession for music and a love for fashion, Michelle Scannell has had the success of bringing the two together in her final graduation collection called, 'Nights of Nostalgia.'

With her father and brother both being in the local rock music scene Michelle has been surrounded by music her entire life and it has always been the main influence behind her own personal style.

Michelle can relate to her customer because their love for music has transformed into their love for being on stage much like Michelle's love for music transformed into her love for fashion. She has been able to help work with friends in the Vancouver music industry making them custom garments, as well as provide tips for what to wear and how to dress on stage.

Michelle's goal was to bridge this gap and offer female musicians above the age of 35, garments that work for their career job and for rocking out on stage. She has always believed it is unnecessary for women to have to have two wardrobes: one for work and the other for your every day wear. Through the combination of unlike materials that are breathable and lightweight in updated, edgy prints Michelle has re-invented the classic styles of rock and roll making them versatile for women that seek to show off their personal edgy style.

"With these garments fabric is everything. It must be breathable, comfortable, lightweight, and have minimal branding and logos. The goal of the collection is to help show off her unique personal rocker style while still looking like the classy and sophisticated woman she is."

In this collection you will see rock 'n roll and sophistication come together through textured surfaces in high quality fabrics, refined and reinvented in the classic styles that define rock and roll today.

## NIGHTS OF NOSTALGIA





# Jina Seo

Jina Seo was born in South Korea and moved to Canada in early 2000 with her family. As a young girl, she started learn sewing and drawing to express herself in many different creative ways.

Seeing herself through her learning development from a young age through to her current position as an emerging designer with creating her grad collection, she can see her goals clearly and believe that every goals could be accomplished little by little. The most influential part of her design inspiration is people, nature and all other things around her. Jina Seo is also cares about where all kind of materials came from, and try to get a responsible of what she creates with those materials.

Jina Seo would not only be designing creative garments but contributing to making our market better through her talents and skills. Talents and skills are some attributes of a leader. Leading marks the beginning of a better tomorrow. The good leaders will always enforce the great dreams of many. Having that role may seem having the world on our shoulder, but it is an experience that covers up all of other experiences and a value needs to be consumed by a person.

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# Sustainable loungewear for Community-minded, Environmentally-aware woman

Jina Seo is pleased to these announce her graduation line “Lumière Loungewear”.

A wise consumer reminds people that actions speak louder than words. Lumière Loungewear is offers a high quality sustainable loungewear line. We produce locally in an ethical, fair working environment to respect all of weavers, producers and consumers with unique and fashionable style.

“The most influential part of her design inspiration is people, nature and all other things around her,” says Jina Seo. “I also care about where all kind of materials came from, and try to get a responsible of what she creates with those materials.”

Lumière Loungewear’s sustainable collection pieces are in bright and gorgeous fabrics that are beautifully made and are offered in a range of styles. Many sustainable loungewear and lingerie lines focus on a neutral color palette, but Lumière customers love to have dressy, brightly colored products for their unique loungewear.

Lumière Lounge-wear customers are a thoughtful and responsible customer when she purchases something, and lives an eco-lifestyle. Also loves to shop at pop-up stores and support local businesses. Be eco-aware; local purchases and buying behavior can reduce CO2 from the transportation and extra packaging, and it also helps faster growth of our local economy.

“There are so many different sustainable ways in fashion industry. It is not too hard, you can find it easily anywhere around you.”

*Lumière*





# Hailey Shafer

Ever since Hailey Shafer was little and making clothing out of tissue for her dolls, she has always had a love for fashion. She made her way through high school but she soon realized that was not her only passion. She also had a knack for biology. The two things could not be further apart so she followed her brain down the logical route and dreamed of a future in marine biology. After a year of post secondary education, Hailey felt her heart longing for a more creative outlet and made the leap back to fashion.

This balance between head and heart still plays a huge role in her life. A fondness for research and knowledge married to creative hands easily lead into a love of historical costume design and she plans a future there once she graduates.

Hailey's love for the natural world and fondness of the styles of the past lent her the inspiration for her niche market collection, Relove, which offers vintage styled party dresses made from up-cycled materials.

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# The pretty party dress with a clear conscience

Today, mass manufacturing and fast fashion overwhelm the everyday consumer and leave little room for thoughts of the amount of waste. Millions of tonnes of fabric and disposable clothing fill our trashcans each year. Hailey Shafer is hoping to prevent some of this waste with her debut line, Relove.

Relove provides the young women of Vancouver, dresses that make them feel special without making them feel guilty. Each season is inspired by different eras of fashion for the vintage loving shopper. Spring 2014 is all things 50's and 60's with peplum dress and full circle skirts. They inspire dreams of honeymoon outfits and cocktail parties.

Each garment is carefully crafted from materials sourced from all over the Lower Mainland which makes each piece unique and worth loving again. The sourcing is the most important and challenging aspect of this line but also what sets it apart.





# Harjit Thiara

Born in London to fashion entrepreneurs, construction and creativity are in Harjit Thiara's blood. She moved with her family to Vancouver in 2001. The experience of living in different continents is apparent in her design philosophy; she draws inspiration from her travels, art, culture, music and history.

Realizing the need to fulfill her dreams of being a fashion designer, Thiara coming from a business background ended her career in finance after deciding to follow her dreams and thus started her journey into fashion design.

In 2011, Thiara moved to New York to intern with renown designer, Anna Sui. While working with design and pattern making she was able to gain experience in the business of fashion. She learned that the heart of a successful fashion house is its identity while the oxygen is employees, local artisans and ateliers.

Her business background fused with her strong fashion knowledge are a perfect combination. Constantly challenging herself, she is on the verge of launching an ecommerce fashion company, THII with her family. THII's customer has a strong presence, is confident, independent and not afraid of expressing personal style.

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# Proclamation of the Modern Gentleman

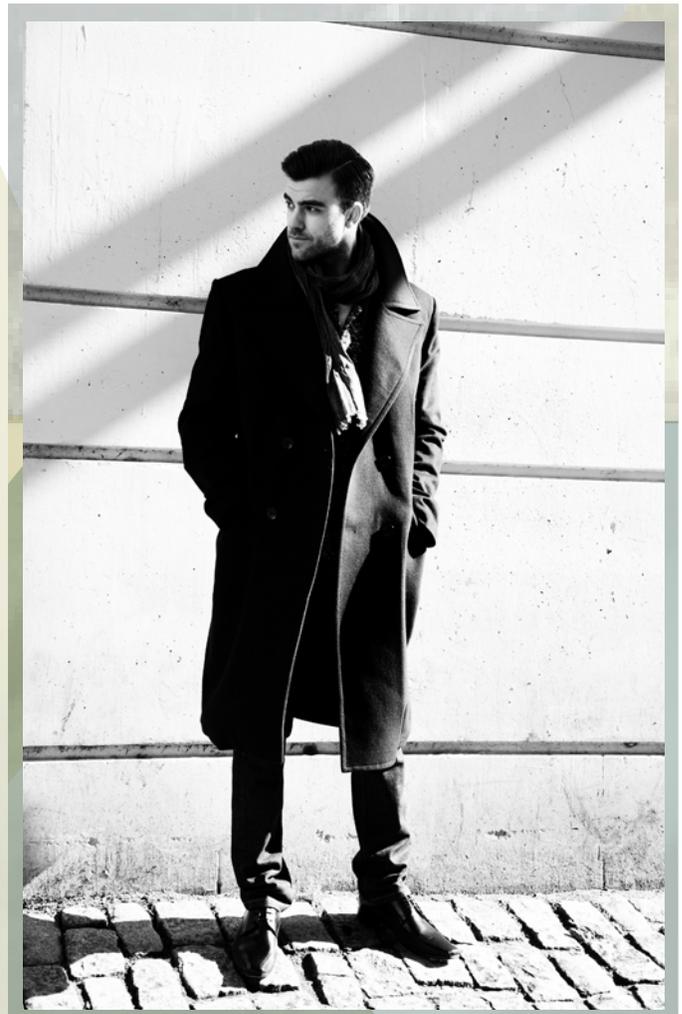
Growing up in London, has given Harjit Thiara a quintessential European perspective on fashion and has influenced her final collection, Axl & Crane. With masculinity and sophistication, each piece is impeccably crafted for the creative individual who places importance on the way he looks and feels. Men with broader shoulders, chest and narrower waistlines are Axl & Crane's core clientele. By using the finest of fabrics with a great palette of color and approached from a form and function design standpoint, this line offers a sophisticated confidence.

With a focus on tailoring, Harjit Thiara is using Savile Row techniques in her menswear capsule to accentuate the architecture of the sculpted body through her innovation and creativity. Savile Row tailoring involves precision, a love for hand stitching and fine fabrics from English and Italian mills, all incorporated within Thiara's capsule collection. The Axl & Crane client is looking for great fit, style, quality and personality through his clothing.

"Being surrounded by rich visual literacy through traveling, art, culture, music and historical elements I am greatly inspired. Sometimes it can be from the smallest detail transcending into a theme or a story influencing my design process and end product" explains Harjit. She has fused her love of modern design with traditional Savile Row tailoring to create a sophisticated sleek and fun contemporary collection.

Future plans for this bright, young entrepreneur include working on her womenswear label THII, an ecommerce company and traveling.

## Axl & Crane





# Kate Van Beelen

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At young age Kate's imaginative nature and exploration into art led to her love with creating something from nothing. She followed her dreams of creating and is now in her fourth year of fashion design at Kwantlen Polytechnic University. She fell in love with sewing early on in life and went into fashion for the glorified industry. Van Beelen quickly learned the passion behind the hard work and determination was much more satisfying then she ever imagined.

Growing up in Victoria, she was always in the outdoors whether it was at the beach or the forest. Being immersed to elements of the west coast is where her appreciation for technical apparel grew from. She completed an internship at the local outerwear company, Westcomb Outerwear, where she further learned about technical design.

Van Beelen looks forward to furthering a career in the fashion industry while traveling the world.

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# Don't let the wet coast hold you back

Kate Van Beelen always surrounded herself with oceans and beaches growing up on Vancouver Island. It was only natural for her to create something functional for it.

After trying paddle boarding for her first time, Van Beelen started talking to various people who were active participants in the sport. She then realized there was little apparel available for them in the Pacific Northwest environment.

“Since the sport has migrated up from Hawaii and was traditionally done in board shorts, there’s nothing for these people to wear, board shorts unfortunately aren’t practical all year round here” Van Beelen stated.

After months of research and interviews Van Beelen realized the fast growing sport of paddling was an under serviced market. She developed her final line for men’s cold water paddling called Makai. With keeping her market in mind she realized making it eco-conscious would be a great feature. Van Beelen has tried to use eco-friendly fabrics wherever possible. They include recycled polyester soft shell, fabrics that don’t waste energy and water.

Makai has various technical features within the line. Large pockets for storage on long paddle rides, adaptable sleeve and pant lengths for the unpredictable West Coast weather. Raglan sleeves with no underarm seams to give paddlers no restrictions on movement and no chaffing.

# MAKAI

