

SHOWCASE
Appalachian State University
Apparel Design & Merchandising

20
23

APPAREL DESIGN & MERCHANDISING
SHOWCASE

ABOUT SHOWCASE

Showcase is an annual exhibition of apparel designs created by Appalachian State University students in the Apparel Design and Merchandising program in the Department of Applied Design. This event is organized and planned under the supervision and guidance of Dr. Anthony Wilson.

The main portion of the show will feature a series of cohesive collections created by students enrolled in the spring 2023 Apparel Design Studio IV class also under the supervision and guidance of Dr. Anthony Wilson. Additional work featured will include individual student designs created in the following classes: Apparel Design Studio II, and Sustainability in the Apparel Industry, as well as independent student designs created outside of classes, and winners of the ADM Denim Design Challenge. There will also be a brief exhibition of Apparel Design and Merchandising faculty designs.

ORDER OF EVENTS

Musical Performance	<i>Meredith Sánchez-Sánchez</i>
Welcome	<i>Savannah Carter & Andre' Edwards (Student Directors)</i>
About the Program	<i>Dr. Anthony Wilson</i>
Introducing the Judges	<i>Dr. Anthony Wilson</i>
Dean's Address/Design for the Dean I	<i>Dean Shannon Campbell</i>
Preshow	<i>Apparel Design Studio II Sustainability in the Apparel Industry Independent Student Designs Denim Design Challenge Winners: Savannah Carter & Jenny Fuentes Cruz, Andre Edwards & Ryan Hummel Faculty Designs by Dr. Nicole Villarreal & Dr. Anthony Wilson</i>
Video Presentation	
Main Show	<i>Apparel Design Studio IV</i>
Browzwear Presentation	<i>Video by Krista Lippert</i>
Musical Performance	<i>Meredith Sánchez-Sánchez</i>
Presentation of Awards	
Closing Remarks	

ABOUT APPAREL DESIGN & MERCHANDISING

Apparel Design and Merchandising at Appalachian State University encompasses the design, merchandising, and marketing of apparel and textile products, providing students with a comprehensive understanding of the global apparel/textile complex. Students acquire the skills necessary for the process of apparel product development from concept to consumer including design, production, distribution, marketing, and merchandising.

FACULTY



Dr. Anthony Wilson

Dr. Anthony Wilson is an apparel designer possessing more than 20 years of experience designing and constructing apparel. He has a Bachelor of Science in Clothing and Textiles, a Master of Arts in Industrial Technology (Graphic Arts and Imaging Technology) both from Appalachian State University and a Doctor of Philosophy in Textile Technology Management from NC State University. He has held various positions (production pattern assistant, creative design assistant/ purchaser, sample coordinator, technical designer, and freelance designer) within the apparel industry in New York, Florida, and North Carolina. Anthony's designs have been featured in magazine and book publications, on exhibit at international conferences and museums, and worn by celebrities such as Billy Joel, Pink, Britney Spears, and Shirley Manson. Anthony is currently the Program Coordinator of the Apparel Design and Merchandising program at Appalachian State University in addition to being the president/owner of Anthony Wilson Designs (custom apparel), co-founder of Uppity (apparel brand), and co-founder of Our Pride Life (apparel brand).

FACULTY



Dr. Nicole Villarreal

Dr. Nicole Villarreal is passionate about textiles and apparel, especially their history and construction. She did her dissertation on the use of 3D apparel simulation software for digitizing historic costumes. Her areas of expertise are apparel design & construction, pattern engineering, 3D apparel simulation, and costume history.

FACULTY



Dr. Nimet Degirmencioglu

Dr. Nimet Degirmencioglu is passionate about the textile and apparel industry, possessing more than 15 years of experience in textile fabrics production, supply chain management, and merchandising, including successfully launching a fair-trade women's apparel line. She has a Bachelor of Science in Textile Engineering from a Turkish University, a Master of Professional in Global Fashion Management from Fashion Institute of Technology, NY, and a Doctor of Philosophy in Textile Technology Management from NC State University. She has held various positions in Istanbul, Turkey, and New York within the home textile industry. Her research interests are fair trade, sustainable fashion consumption, social entrepreneurship, and social innovation. She is certified in Six Sigma Green Belt quality improvement. Nimet is currently the Visiting Assistant Professor of the Apparel Design and Merchandising program at Appalachian State University.

PRE SHOW CATEGORIES

Apparel Design Studio II

INSTRUCTOR: DR. NICOLE VILLARREAL

Apparel Design Studio II is an exploration of manual pattern making techniques for the apparel industry. Additional emphasis in the areas of intermediate to advanced construction techniques, selection of materials, and fitting the human form.

Sustainability in the Apparel Industry

INSTRUCTOR: DR. NICOLE VILLARREAL

Sustainability in the Apparel Industry provides students with the opportunity to examine the environmental and social impact of the apparel and textile industries. Students study sustainable design practices through research and complete studio design projects like *Zero-Waste Pattern Cutting*, which attempts to eliminate pre-consumer textile waste and *Upcycling*, a process that involves creating a new upgraded product from a discarded garment or other materials.

Independent Designs

Apparel Design and Merchandising student designs created independently outside of a class.

THE JUDGES

Ronnie Mark



Ronnie Mark is from Shoppes on the Parkway in Blowing Rock where he's been the General Manager for the past 6 years and managed 3 of the top brands including Banana Republic, Levi's, and Polo Ralph Lauren before that. Ronnie has an MBA in Business and a B.S. in

Marketing with over 11 years of retail experience. He has a passion for wardrobing, visuals, and product life cycles and has been recognized for training and developing in retail merchandising. In his free time, Ronnie enjoys cooking, traveling, and kayaking with his husband of 16 years and their dog, Milo.

Katie McPeters

Katie McPeters graduated from Appalachian State University with a Bachelor of Science in Apparel Design and Merchandising and a minor in Marketing in 2019. She currently works at the Cato Corporation as a Technical Designer, overseeing casual woven tops. Over



the past four years, she has worked with knit tops, active wear, sweaters, suiting, accessory garments, and childrenswear. She resides in Charlotte, NC. She enjoys going to museums, sketching, cooking, and hanging out with her two cats, Luna and Dobby. She is excited to return to her alma mater and see what this year's senior class has created!

THE JUDGES

Samantha Young



Samantha Young graduated from Appalachian State University in 2019, with a BS in Apparel Design and Merchandising, and a minor in Marketing. After graduating, Samantha started as an Assistant Technical Designer at Cato Fashions in Charlotte NC. She has received

two promotions since beginning her career, and she is now a Technical Designer for dresses and jumpsuits for the Cato and Versona brands. Samantha lives in Charlotte with the love of her life, her 5-month-old puppy named Lexi, and she is very grateful for her time at ASU, which has helped her excel in her career.

MAIN SHOW

Apparel Design IV

INSTRUCTOR: DR. ANTHONY WILSON

Apparel Design Studio IV is a study of apparel design and manufacturing processes with a focus on the inter-relationship of historic costume, textile materials, design and fashion drawing and illustration as tools of apparel design and production. Students conduct research to assist in identifying a theme to use as the basis for the development and production of a cohesive collection of apparel.

DESIGNERS

Andre Edwards



Andres' experiences being raised in small conservative towns throughout North Carolina left him with few avenues for self-expression. He looked to fashion, art, and androgyny as modes through which he could express his individuality. His mission is to deliver

conceptually imaginative ideas through design, and he believes that "Anything can inspire fashion- fashion can inspire anything," are words to live by.

Carlos Velasquez



An open-minded and creative approach to life exemplifies and feeds Carlos' love for design. He believes that fashion is a vital form of expression, and allows the individual to communicate their unique identity to the world in a way that goes beyond words. He

pushes himself every day to be a better person and live life to the fullest.

DESIGNERS

Courtney Whaley



Growing up, Courtney loved showcasing her individuality and creativity. She finds joy in using her eye for fashion to help others be their most confident selves. Her long-term goal is to become a fashion stylist and turn her passion into action.

Dara Yates



Dara is passionate about all things creative. She loves keeping up with pop culture, fashion, and music trends. She aims to be fluent in the industries of Communication and Apparel Design, and is interested in what could be achieved through the

intersection of these fields. She eventually hopes to combine her passions with the professional world by landing a job as a creative director.

DESIGNERS

Emily Chandler



Emily is a senior student designer majoring in Apparel Design and Merchandising from North Carolina.

Ilyssa Pachao



Ilyssa is a first-generation Filipino-American. She seeks to honor the rich history of fashion as a tool to fight oppression by integrating her ideas about spirituality and auto-ethnography in her designs. Her collection is dedicated to her family, friends, and the beautiful mountains she calls home.

DESIGNERS

Isai Guadarrama



Isai was born in Mexico and relocated to North Carolina at the age of 16. He is passionate about soccer, music, and fashion, and seeks to be a life-long learner in these subjects. Studying fashion was a last minute decision for Isai, but it's the best decision he's ever made.

Jade Gardner



Born and raised in Buies Creek, North Carolina, Jade grew up with an affinity for fashion. She has always possessed a passion for creativity, and strongly believes in the unspoken expression that lies in what an individual chooses to wear.

DESIGNERS

Jenny Fuentes Cruz



The child of Salvadoran and Honduran parents, Jenny ventured out of her tight-knit community to pursue a degree in Apparel Design at Appalachian State. She began her education in the midst of the pandemic, armed with nothing but her drive and inspiration from

the fashion icon Alexander McQueen. The unique challenges she faced during this time have shaped her approach to fashion and life, and she is excited to continue learning and growing in this incredible industry.

Jordan Dowe



Jordan is best described as a creativity fanatic. He searches for inspiration through the many mediums of art, film, drawings, music, and the expression of others. He has a particular interest in experimental fashion, and his strong belief that clothes are both a conscious and

unconscious personal expression of an individual's aesthetic perception has shaped his approach to design.

DESIGNERS

Lindsay Fulp



By the age of five, Lindsay has already asserted her right to express herself through her clothing. She loves to shop for herself, but she also enjoys using her good taste to make smart fashion choices for others. Lindsay believes fashion should never feel

confining, so her designs are aimed at providing confidence as well as comfortability.

Madison Brown



Madison discovered a life-long passion for sewing at the age of 15. In the midst of starting college and entering the Apparel Design major, she started her own freelance apparel brand, QweenzOnlyApparel. She believes that clothing is like an individual's second skin,

and is a vital avenue for the expression of individuality.

DESIGNERS

Molly Mastromonaco



Molly is a bold, energetic city girl born and raised in Charlotte, NC. The city life continues to call her name, and this calling is reflected in her designs which take strong influence from the New York city styles of the 90s. The energy, people, fashion, and culture of the city continue to inspire her to push the boundaries of the fashion world.

Morgan Schlodter



Morgan Lae Fe was born in Clearwater, Florida, and grew up in Garner, North Carolina. She has an extensive past in the arts and a deep love for wildlife. She aspires to work in the fashion industry helping build sustainable fashion practices.

DESIGNERS

Ryan Hummel



Ryan has always possessed an interest in good design, whether it be graphic design, architecture, interior design, or fashion. A focus on enduring designs defines his sense of style, and he is continuously inspired by the fashion world as a form of cultural communication that can stand the test of time.

Sally Newcomb



Sally is a true artisan who knows the value of work done by hand. She has a passion for sewing, and she strives to combine practicality, comfort, and elegance into her designs to inspire confidence in the wearer.

DESIGNERS

Savannah Carter



Savannah Carter is a 21-year-old from Charlotte, North Carolina who believes that everyone should be comfortable enough in their own skin to wear whatever they want, whenever they want. Her interest in fashion began in high school when she noticed the monotony

of similar clothing among her fellow students and wanted to wear something different.

Sophie Fowler



Born in Philadelphia, Pennsylvania, Sophie believes that no matter what a person chooses to wear, they should feel confident, comfortable, and ready to take on anything. Sophie reflects on the priority of body inclusivity and empowerment in every design she creates.

DESIGNERS

Stephanie Orellana



Stephanie is a Salvadoran-American design student from Charlotte, North Carolina. Her family fostered her creativity and passion for fashion design early in her life. She believes clothing is a definitive factor in establishing one's identity and always writes a story into the garments she creates.

Taylor Houston



Taylor is a senior student designer and the Assistant Fashion & Beauty Editor at Photobook Magazine. She has a fierce, creative spirit that shapes her deep love for all forms of art, and she aspires to have her own publication someday that combines her passions for

fashion, photography, and graphic design.

SPECIAL THANKS

Holmes Convocation Center
ASU Apparel Design & Merchandising Faculty
ASU Applied Design Department
Dean Shannon Campbell & the College of Fine & Applied Arts
Brian Davies
Laura Laughridge
PJ Wirchansky
Jacki Hawk
Ronnie Mark
Katie McPeters
Samantha Young
Amanda Pittman
Sharon Cox
Ms. Fairley Bell Cook
All Sponsors
All Student Designers
All Models
Meredith Sánchez-Sánchez
Kevon Wilson & his videography team
All Photographers
All Hair Stylists/ Salons/ Makeup Artists

Extra special thanks to Laura Brittan and Second Story Media
for designing all of the branding for this year's event!

UPCOMING EVENTS

Interior Design Senior Portfolio Exhibition

Thursday, May 4, 2023

4:30pm - 5:30pm

w Ballroom

North End Zone Facility at Kidd Brewer Stadium

135 Jack Branch Drive

Boone, NC 28608

Industrial Design Senior Exhibition

Friday, May 5, 2023

5:00pm - 10:00pm

Parkway Ballroom (Room 420)

Plemmons Student Union

263 Locust Street

Boone, NC 28608

2023 Design Camp

July 10, 2023 - July 13, 2023

*Design Camp is a pre-college design program
organized by Gear Up and the Department of
Applied Design for high school students.*

Registration Deadline: June 20, 2023

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**CONGRATULATIONS TO THE
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SPRING 2023 SHOWCASE!**

**WE ARE SO PROUD OF ALL OF YOUR
HARD WORK OVER THE YEARS!**



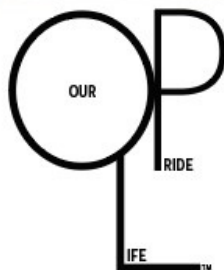
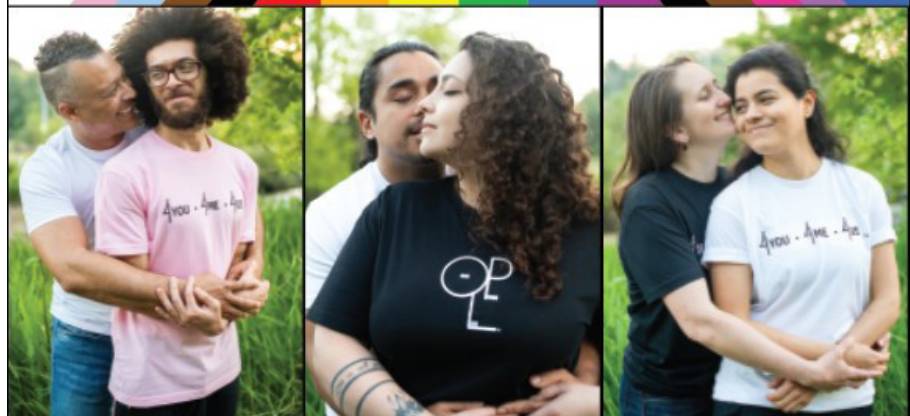


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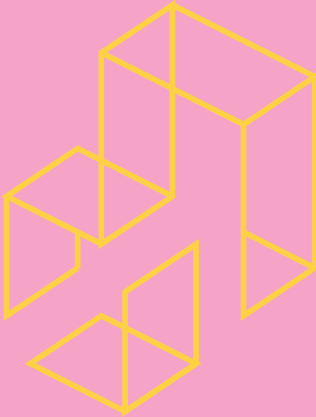
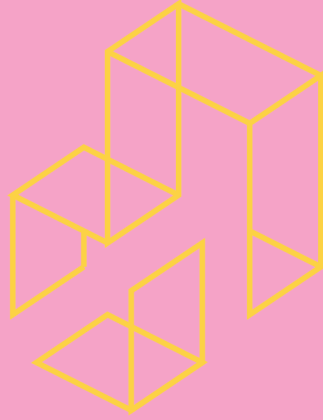


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can we see our
own Sacred Worth.
J.W. Luvene*



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