

HOSIS

METAM

# METAMORPHOSIS

THE FASHION SHOW 2021 ————— IOWA STATE UNIVERSITY

MORPHOSIS

ORPHOSIS



## MET·A·MOR·PHO·SIS

### **Noun**

A change of the form or nature of a thing or person into a completely different one, by natural or supernatural means

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WE WELCOME  
YOU TO THE  
39TH ANNUAL  
FASHION SHOW

**WELCOME**



## **Welcome to Iowa State University's The Fashion Show 2021: Metamorphosis.**

Acclaimed as one of the largest student-run shows of its kind in the country, The Fashion Show is a premier Iowa State event!

The Fashion Show is a wonderful opportunity for students from diverse programs to bring their innovative and entrepreneurial ideas to life. This event is coordinated entirely by Iowa State students who plan and organize every aspect of the show and oversee every detail of the production – from marketing material to visual merchandising displays to set creation. Our students also design, create, and model the spectacular runway fashions that meet the highest professional standards of the fashion industry.

The Fashion Show is a shining example of our Innovate at Iowa State culture. We are deeply proud of our students who invest time, energy, and talent to make this show a stunning success year after year. It is events such as this that empower our students to develop an entrepreneurial mindset, preparing them to be leaders, creators, and problem-solvers.

Congratulations to the student organizers and participants for creating an outstanding educational experience and an entertaining event for Iowa State University and the greater community. Thank you to everyone who supports these students in their efforts, including their faculty and staff advisers and tonight's audience.

Enjoy The Fashion Show 2021!

Wendy Wintersteen  
President, Iowa State University

**Welcome to our state’s most stylish event of the year, The Fashion Show at Iowa State University.**

More than 275 students have worked together this year to highlight the best of Iowa State’s nationally acclaimed Apparel, Merchandising, and Design program.

Now in its 39th year, this annual, student-produced event spotlights our students’ deep understanding of how apparel reflects – and influences – our greater society. This show features Iowa State students’ talents in fashion design, merchandising and marketing, science and technology, product development and production, event management, and entrepreneurship.

This year’s theme, “Metamorphosis”, comes from a reflection on 2020 and represents the struggles faced in a fast-paced world, and turning those struggles into something new and beautiful.

Throughout the year, the philanthropy committee has been involved in the community and giving back by working with several organizations. These organizations include Hughats, The SHOP, and Dress for Success. The show’s student leaders exceeded their crowdfunding goal this year of \$30,000. Total donations amount to \$34,005 from 334 donors to help support The Fashion Show 2021.

The multibillion-dollar textiles and clothing industry relies on Iowa State’s apparel, merchandising, and design program to develop its next generation of leaders. Our program is ranked No. 1 in the Midwest and No. 2 nationally among public colleges in fashion merchandising – and No. 10 nationally among public schools and colleges in fashion design – by FashionSchools.org.

Congratulations to our students for orchestrating this extraordinary event. Your leadership, teamwork, innovation, and persistence make the show awe-inspiring and unforgettable.

Thank you all for attending this amazing show and for graciously supporting our students. Whether you motivate students, offer words of support, or provide a monetary gift, you are “Forever True, For Iowa State.”

Laura Dunn Jolly  
Dean, Dean’s Chair





**On behalf of the faculty and staff in the Department of Apparel, Events, and Hospitality Management, I am excited to welcome you to experience The Fashion Show 2021!**

The Fashion Show is one of longest-running and largest student-produced shows in the United States. Over 275 students in our Apparel, Merchandising, and Design (AMD) program, mentored by our award-winning faculty, work throughout the year to create designs and produce the show.

In its 39th year, our students have continued to evolve The Fashion Show! It is more than a runway show. This academic year, The Fashion show, has been packed with in-person and virtual activities for students across the entire Iowa State University campus and potential students in the state of Iowa and around the country. The Fashion Show student leaders have strategically created in-person, virtual, and interactive experiences for our student body at Iowa State University.

The Fashion Show is an example of best practices in experiential learning – our students learn by doing and learn from peers. The show is structured and agile, emulating best business practices, allowing students to be involved in their first year on campus and move into leadership roles the following next years.

This unique learning experience provides professional portfolio building opportunities that ultimately prepare our students to enter multiple sectors of the dynamic fashion industry.

A distinctive aspect of our show is that national industry and faculty judges, from other universities, select the garments included in The Fashion Show. In addition, this year, The Fashion Show held a Facebook Live virtual event with our industry judges from around the country. Innovatively, this allowed anyone interested in the fashion industry to participate and dialogue with experts.

Our peer institutions respect the AMD undergraduate and graduate programs at Iowa State University due to our global reach and innovations such as the live streaming The Fashion Show starting in 2017. Remarkably, many universities or colleges with a fashion program has an Iowa State University Cyclone as a faculty member on staff. Our faculty are leaders in industry and academia, innovating as teachers and scholars. The Fashion Show is a prime example of excellence in the department, on-campus, and in academia.

We are also pleased to continue sharing The Fashion Show with Cyclones around the world - virtually! Enjoy the show!

#BeyondAESHM!

Eulanda A. Sanders, Chair  
Department of Apparel, Events, and Hospitality Management  
Donna R. Danielson Professor in  
Textiles & Clothing

**Hello everyone. My name is Sarah Bennett-George and I am the Faculty Advisor for The Fashion Show.**

I am the proverbial “Adult in the Room” while 200 other adults, who we just happen to call students, make magic happen. Thanks for coming! I hope you have a great time and enjoy the magic these 200+ adults have made, but really what I have to say isn’t for you, it’s for them.

So - to my amazing TFS team. Like I’ve said in class, I’ve had the privilege to be in this room watching magic get made for 10 years now, and it has been going great! It really has. Every year, The Fashion Show has gotten better and better. Every year you create, and document, and learn, and share, and grow, and make the impossible happen all-over-again by standing up on the shoulders of the magic learned from the year before.

Well. Last year was... not so very magical. Let me be clear. What The Fashion Show 2020 endured was nothing short of heroic, but more important than what was endured is what was preserved, what was held on to, and what was refused to be lost. There is no getting around the reality that we have all lost a lot to COVID-19. It has cost all of us too much, and the idea that we were going to find the right app, or wear enough masks, or just ride it out, has always been a dangerous fiction.

This coronavirus is nothing short of a generational epoch the full impact of which we won’t fully understand for decades.

What we’re experiencing is on par with war and revolution. A year ago, COVID-19 came right when The Fashion Show was getting ready to start building sets and putting clothes on models, And then... nope. A lot of you were there, and regardless of whether you were with The Fashion Show or not, you all know what that felt like - the uncertainty, the untethering.

Not just a change of plans, but a revocation of our right to have plans, or even to make plans. As the stain of COVID-19 kept seeping wider and darker, it felt like the assault on our plans was going to literally cost us our hopes and dreams.

But then... you made magic. The magic happened when you dug in your heels and decided, “Yeah, okay. This is going to suck and I’m going to lose some stuff - but I am not going to accept losing everything. Here is something I am not going to lose.” And every one of you chose not to lose The Fashion Show. All of you, every single one, have had your guts ripped out and your hopes upended, and you all stood back up, channeled your inner Arya Stark, and said to the God of Death, “Not Today”. The Fashion Show is a student event in every sense of the word; it is “of, by, and for” the students, and it is only because of this that it has survived as unbowed as it has. You have been told, “no,” a thousand times in the past year, and every time you have answered, “Not Today.”

I cannot find the words to thank you enough for your strength. The resiliency and determination you have all shown is impressive beyond measure. So instead, I will just say how endlessly proud I am of you and how much admiration I have for what you have done - and more importantly, what you have refused to accept. You have all made hard choices, and you have refused to let go of what is important to you. The fact that The Fashion Show means so much to you means more to me than I can ever say. I am truly blessed to have witnessed this magic again, stronger than ever.

For the rest of you to whom this letter was not addressed but happen to have kept reading, thank you again for coming and witnessing the magic that these amazing, powerful, strong, resilient, smart “kids” have made. Tell your friends: the future may be in good hands yet.

**Sarah Bennett-George**  
Faculty Advisor  
Associate Teaching Professor





## **Hello and welcome friends, family, guests to The Fashion Show 2021!**

We are Kaitlyn Collins, Annie Fitzpatrick, Makenzi Marek, and Megan Szabo, your Producers of The Fashion Show. From wherever you are watching this year's show, our gratitude goes out to you for your continuous support and faith in our student organization. We started planning for this year's show back in September, when nothing was guaranteed and COVID-19 was still very much a concern. During our first meeting our advisor, Sarah Bennett-George, asked us what our main goal for this year's show was and all of us said simultaneously, "To have an in-person show!" With what our team experienced last year, we owed it to everyone involved to prove that we will not shy away from uncertainty. Instead, we will take it one day at a time and with one goal in mind - to experience exactly what we are doing today.

There were no directions or guidelines for this year's show; everything had to be re-invented. However, when looking back, we think maybe this is what we needed. The pandemic forced us all out of our comfort zones and caused each of our committees to get creative in the process.

The Fashion Show 2021 team should be incredibly proud of themselves. We couldn't have asked for more dedicated individuals who also adapted and became amazing problem-solvers. They created the production you see today, as well as a variety of events and activities throughout the semester, by working countless days, hours, and weekends, ever since they were given their roles back in October. Every single one of them has something that they will be able to take with them as

they pursue their future endeavors. They are our trailblazers and they are the generation that is going to make a difference in this world.

Without further ado, we introduce to you the 39th Annual Fashion Show in its first appearance at Reiman Gardens, Metamorphosis!

### **The Producers**

**Kaitlyn Collins, Annie Fitzpatrick,  
Makenzi Marek, and Megan Szabo**



# ABOUT AMD

# ABOUT THE SHOW

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The Iowa State University Fashion Show began as a simple runway show held in a MacKay Hall classroom in 1982 with attendance of only a few Iowa State University students. Over the course of thirty-nine years, The Fashion Show has grown into one of the largest student-run fashion shows in the nation produced by over 100 students selected to be part of the various committees.

In addition, The Fashion Show includes around 70 student models who showcase the garments selected by our guest judges. This year's guest judges were Gretchen Bohling (Gretchen Bohling Design), Heather Brown (NightDive Swim), Jennifer Coughenour (Wanderlust), and Dr. Addie Martindale (Georgia Southern University). They curated the assortment of garments you will see in tonight's show from over 100 entries by students in the Apparel, Merchandising, and Design program.

Throughout the year, several supporting events are planned and executed by committee members and directors, primarily taking place on Iowa State University's campus to create awareness and excitement for the show. This year, The Fashion Show is held at Reiman Gardens and has a live-stream that reaches across the globe. The show has become a much anticipated and exciting event on both our campus and in the Ames community.

**Save the Date: April 8th, 2022**



# THE APPAREL, MERCHANDISING, & DESIGN PROGRAM

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Ranked in the top ten for national public apparel programs, the Apparel, Merchandising, and Design (AMD) program enrolls 435 undergraduates and 50 graduate students. Forty percent of the student population arrives on campus from out-of-state; seventeen percent of students are transfer students from community college and other universities.

The program currently offers a BS, MS, and BS/MS concurrent degree, in addition to the PhD and the innovative MS and PhD distance hybrid degrees.

The undergraduate program offers students the opportunity to select a path of study from five different options: Creative and Technical Design, Product Development and Innovation, Product Management and Sourcing, Merchandising and Retail Analytics, and Fashion Communication.

The Creative and Technical Design option is accredited by the National Association of Schools in Art and Design (NASAD).

Iowa State University's rich collaborate academic environment allows students to pursue minors in the complimentary areas of advertising, communication studies, critical studies in design, data analytics, design studies, entrepreneurship, event management, general business, history, journalism and mass communication, public relations, psychology, sociology, sustainability, world languages, and women's and gender studies. The AMD program offers minors in AMD, textile science and product performance, and textile design. A merchandising certificate is also offered.

## Faculty and Staff

Sarah Bennett-George  
Dr. Telin (Doreen) Chung  
Payton Conard  
Dr. Rachel Eike  
Dr. Ann Marie Fiore  
Dr. Jennifer Gordon  
Gabriella Gugliotta  
Dr. Jessica Hurst  
Bria Jenkins  
Dr. Sara Marchetti  
Dr. Arienne McCracken  
Dr. Ellen McKinney  
Dr. Linda Niehm  
Amanda Quinn  
Dr. Kelly Reddy-Best  
Grit Sadtler  
Dr. Eulanda Sanders  
Dr. Amy Shane-Nichols  
Dr. Guowen Song  
Ann Thye  
Christine Leiran Wise  
Dr. Chunhui Xiang  
Sean Yearkey  
Dr. Ling Zhang



## ANN (HARKLAU) THYE

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Academic Advisor – Apparel, Events, and Hospitality Management

**After nearly 18 years of service to Iowa State University's AESHM department in the College of Human Sciences, Ann Thye will retire May 2021.**

As a graduate of our Textiles and Clothing program (W '80), Ann spent many years working in the industry for Paul Harris Stores and The Longaberger Company before transitioning to academia in Fall 2003.

In her role at Iowa State University, Ann has come in contact with over 2000 students wearing the hat of advisor, field study leader, internship coordinator, or teacher. The synergy of advising juniors and seniors, supervising internships, and leading field studies, allowed

Ann the opportunity to practice her passion of connecting people. As

the internship coordinator, she visited interns in New York, California, and corporate headquarters.

At each company location, she would develop a relationship with the company and renew a connection with ISU alumni.

Discovering new companies through internships allowed Ann to incorporate those companies into the next round of field studies. Ann specifically developed the Los Angeles field study and renewed ISU's connection to the California market. On each of the field studies she expanded the concept of the alumni dinner; her last trip to New York attracted 35 alumni to network with students.

Ann encouraged young students to do a "career workout" each week exploring companies and career paths using the internet and the game changing LinkedIn. In the recruitment of students, Ann took the afternoon session to talk with Experience Iowa State attendees about the success of our alums. Many hours were also spent nurturing study abroad relationships and talking with students about our partnerships throughout Europe and Asia.

In 2006, Ann discovered the Fashion Scholarship Fund, a case study competition for apparel students.

With coaching from faculty, ISU alumni, and Ann, over \$425,000 in scholarship money has been awarded to 74 ISU AMD students; two of those winners have earned the top prize. Ann has been an advisor and cheerleader for TREND magazine since its conception in 2006.

As a youth, Ann was a member of 4-H and has judged competitions at the state fair level and delivers programming at the 4-H conference. Ann's love of fashion has come full circle; she plans to continue her involvement in 4-H Youth programs as a retiree.

Congratulations and thank you Ann! The work you have done in promoting Iowa State University's AMD program and developing students has left an impression on so many students and professionals in the apparel industry.

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# THE APPAREL, MERCHANDISING, & DESIGN TECHNOLOGY — From Concept to Creation

Many of the designs entered in The Fashion Show have been created using technology available in our facilities. The design process begins in the integrated LeBaron Design Suite consisting of design and product development space where students utilize industrial dress forms and the patternmaking techniques of drafting, flat pattern, and draping. Design work is finished in the industrial production lab, which features over 50 industrial machines with 15 different stitch functions.

Complementing the LeBaron Design Suite is the Digital Apparel and Textile Studio (DATS) housing the new Mimaki Textile Jet fabric printer (TX300P-1800), the new Steam Jet I steamer, the Amaya Melco XTS Embroidery machine, the Trotec laser cutter, the MakerBot Replicator 3-D printer, and the new Lectra digitizer with a nearby plotter printer. Many of the unique fabric prints featured in the fashion show have come from the DATS lab. Dr. Ling Zhang, an assistant professor in Apparel, Merchandising, and Design (AMD), is the supervisor of the DATS Lab. She provides the supervision of managing the lab, improving the service to the students, and supporting the education of utilizing innovative technologies.

A new technology simulation and research lab is under development in the garden level of LeBaron Hall. This lab will be used in all of the academic programs in the Apparel, Events, and Hospitality Management department. AMD students and faculty, specifically, will use this lab to create apps for point-of-sale operations, test Radio-frequency identification (RFID) codes for garment labeling, and use hand-held 3D body scanners to support data-driven apparel design, as a few examples.



Students also learn about textile science, quality assurance, and testing and technology for manufacturing in our facilities and courses. The integration of technology, classrooms, and faculty offices in close proximity provides an environment where learning and innovation can occur in a continuous flow, replicating the flow in industry. We are the only apparel and merchandising program offering three CAD pattern-making software (Lectra Modaris, Optitex, and CLO 3D) to students in the United States. Students use the software in pattern drafting, grading, marker making, and fitting garments on 3D virtual avatars. Lectra Kaledo, a new textile design software, provides opportunities to create a variety of textile designs and create original knit patterns.

The Donna R. Danielson Professorship allows its current chair-holding Professor, Department Chair Dr. Eulanda Sanders, to make valuable purchases and improvements in technology. We thank the Danielson family for their generosity.

In addition, the Noma Scott Lloyd Endowed Chair, currently held by Professor Dr. Guowen Song, has allowed the conversion of facilities into a Textile Technology lab complete with a Percival environmental room and other advanced textile technologies. We thank Dr. Eugene Lloyd and his son, Thomas, for their generosity, along with retired professor Dr. Cheryl Farr for setting up the Textile Technology lab.

# OPPORTUNITIES

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**Iowa State University's Apparel Merchandising, and Design major is a highly ranked program.**

We are proud to talk with students, families, and industry about our rich history. At ISU, we have been teaching textiles and sewing classes for almost 140 years. Soon, the AMD program will celebrate its 100th year anniversary. Watch for your opportunity to celebrate with us!

Many ingredients combine to create a recipe for our success. Start with ambitious, hardworking students who take great pride in their work. Mix in a carefully crafted academic program taught by a team of nationally recognized professors. Layer in a team of dedicated student services professionals and outside of the classroom learning experiences and you have the secret to our success. Serve this recipe up with a little caffeine and the results are graduates who are getting great jobs in the apparel industry!

## Internships

All students in the AESHM department are required to complete one professional internship. Some AMD students complete two and even three internships. An internship can launch a career with a company; at the very least, it will give the student a valuable experience which improves skills and provides a good reference for the next step.

## Study Abroad

In each AMD graduating class, about one-third of the seniors have studied abroad for a semester or summer at one of our partner schools: London College of Fashion, Paris American Academy, Academia Italiana, Lorenzo de Medici, Glasgow Caledonia, and Fu-Jen University. Our students cannot wait to study abroad again!

## Study Away

Each year, approximately 120 students participate in a domestic or international field study to destinations in the US and abroad: New York, Los Angeles, Las Vegas, Chicago, western Europe, Italy, or Taiwan/China. Seeing the industry in action helps young students to connect the classroom to the working world.

## Scholarship Competitions

Through affiliations with different organizations, students compete and win scholarships and awards through the FSF (Fashion Scholarship Fund) and NRF (National Retail Federation). Designers enter collections in Omaha and Kansas City Fashion Weeks. Students participate in the ITAA (International Textile and Apparel Association) and Costume Society of America conferences and earn recognition for their academic research and creative work.

## Club and Classroom Learning Experiences

Students learn “real world” skills via the newly opened Innovate 1858

# TEXTILES & CLOTHING MUSEUM

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The Textiles and Clothing Museum is a teaching tool for undergraduate and graduate education in the apparel, merchandising, and design program, which is housed in the department of Apparel, Events, and Hospitality Management. The approximately 9,000 object collection is used as a source throughout the curriculum to learn about the social, historical, political, economic, and cultural aspects of fashion in various contexts. We collect and document clothing, accessories, textiles, and other related objects to support the curriculum needs as we teach and exhibit various topics related to the past and the current cultural climate. These objects may come from regional, national, or global perspectives.

We are committed to experiential learning through the use of objects in the classroom setting and in exhibition building. We aim to serve the campus community, particularly students and faculty. We also serve the Ames and Iowa community as well as scholars in the field at large. We are committed to social justice and intersectionality in the study of fashion history.

We aim to reject white supremacy, ableism, homophobia, transphobia, fat phobia, and xenophobia in our future practices related to documenting fashion histories.

The Mary Alice Gallery, located at 1015 Morrill Hall, is open to the public and showcases exhibitions curated by students and faculty. The museum is currently closed due to COVID. Normal hours in the future are Monday-Friday, 10:00 AM-4:00 PM from September-June, with limited hours in July and August. In addition, the museum is closed for all University holidays.

# Self-Created Expression



# Student Innovation Center

The Student Innovation Center (SICTR) is a new state-of-the-art facility located on the ISU west campus. It provides interdisciplinary opportunities for students, faculty, and staff to collaborate by creating, testing, and experimenting innovations. Three spaces in the SICTR are managed by the Department of Apparel Events, and Hospitality Management (AESHM) including: Innovate 1858 a retail store, SPARKS a student operated cafe, and the Culinary Creation Lab a commercial kitchen for the College of Human Sciences. Find out more at: Student Innovation Center.

## Innovate 1858

Innovate 1858 is a student-operated retail store located on the first floor of the SICTR. Innovate 1858 provides hands-on learning opportunities for students in areas such as retail management, merchandise buying, visual merchandising, and marketing. ISU student entrepreneurs can also be involved as a maker/vendor for products sold in the store and online. Products include jewelry, to greeting cards, candles, glassware, and more. Innovate 1858 is the exclusive distributor of the new ISU Tartan, designed by an alumna of the Apparel, Merchandising, and Design (AMD) program and officially registered with The Scottish Register of Tartans. This collectable ISU tartan is available through Innovate 1858 in scarves, neck-ties, mugs, and t-shirts and more. Visit our online store to see the full range of product offerings: <https://www.innovate1858.com/>.



(Photo credit Ryan Riley)

## SPARKS

SPARKS is the new 100% operated café on the fourth floor of the SICTR. Students are fully responsible for managing both in-store and catering operations. For instance, students are learning to manage daily business decisions such as inventory, food safety, hiring and salaries, product pricing, marketing, and defining sales strategies. Hospitality flair, leadership, teamwork, and a self-starter personality are the ingredients for success as a SPARKS team member. Innovation and creativity play a prominent role in the SPARKS strategy to ensure great guest experiences and innovative products. SPARKS also values the entrepreneurial mindset by serving its own 1858 Coffee blend created by an Iowa State alum. <https://www.sparks-cafe.com/>

## Culinary Creation Lab

The Culinary Creation Lab (CCL) is a commercial kitchen where students are challenged to combined professional culinary art practices with the entrepreneurial mindset. Located on the third floor of the SICTR, the CCL is a classroom and an open laboratory where students have time to practice creating new culinary masterpieces. Currently, HSPM 393 - Innovations with Chocolate and HSPM 280 - Non-Alcoholic Beverages and Café Operations (a component of the new Beverage Management Minor) are taught in the space.



(Photo credit Ryan Riley)



**AMD**

**SCHOLARSHIPS**

# SCHOLARSHIPS

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The Fashion Show 2020 is honored to award over \$15,000 in scholarships to the student designers at Iowa State. Each category may have up to a first (\$500), second (\$300), and third place (\$200) selection. The number of scholarships depends on the number of entries as well as the level of execution within the category.

Students may enter garments in any of the following design categories, reflective of the product divisions existing within the apparel industry:

- Accessories
- Activewear
- Athleisure
- Children's Wear
- Costume
- Day Dresses
- Fashion Illustration
- Fiber Art
- Formal Wear
- Functional Design/Uniforms
- Portfolio
- Sleepwear/Loungewear
- Sportswear
- Suiting/Business Attire
- Wearable Art

Student designers may also choose to enter their garments in additional categories, which encourage their engagement in a broad range of opportunities within the AMD Program:

- Digital Printing - Entries completed using the digital textile printer in the Digital Apparel and Textiles Studio
- Textiles & Clothing Museum Inspired - Entries inspired by a specific item in the Iowa State Textiles & Clothing Museum
- Sustainability - Entries made in an environmentally friendly way
- Senior Collection - Entries completed in AMD 495 - Senior Design Studio
- Wearable Technology - Entries utilizing any type of technology that can be worn by the consumer
- Graduate Level - Entries created by Graduate students.

## Lora and Russ Talbot ISU Fashion Show Best in Show Scholarship

The Fashion Show is honored to award the Lora and Russ Talbot ISU Fashion Show Best in Show Scholarship. Established by the Talbots in 2014 ('17 Honorary Alumni) this award was the first endowment of its kind for The Fashion Show and has served to dramatically increase the total value of scholarships awarded to student designers.

Lora Talbot said at the time of the initial gift. "When we witness our contributions having a positive impact, it gives us further impetus to do more. We want to do our part in helping to move the university forward." Indeed, the Lora and Russ Talbot ISU Fashion Show Best in Show Scholarship does just that. Prior to the establishment of this award in 2014 total projected scholarship awards from the show were approximately \$7,000. This year, The Fashion Show will award student designers over \$15,000 in scholarships, and that increase could not have happened without the Talbots.

2019 was an exciting year for The Fashion Show, as Lora and Russ Talbot doubled the size of the endowment to award \$2,000 for the student designer with the best entry in the show, as determined by the panel of Guest Judges! The Fashion Show and the AMD Program wish to express our continued heartfelt thanks to the Talbots for their generosity and support.

# Lora and Russ Talbot 2021 ISU Fashion Show Merchandising Scholarship

## The Case Study

For the sixth year, The Fashion Show is honored to present the Lora and Russ Talbot ISU Fashion Show Merchandising Scholarship. There are a large number of both design and merchandising students that are involved in putting the show together, and this scholarship, endowed by Lora and Russ Talbot, '17 honorary alumni, allows students studying merchandising to stand out and be recognized alongside their peers studying design. The student determined the winner by the partner company will be awarded a \$2,000 scholarship for their work. Students interested in earning the scholarship must complete a case study project related to fashion merchandising.

This Year, The Fashion Show is honored to partner with Jaz It Up Boutique for the Lora and Russ Talbot ISU Fashion Show Merchandising Scholarship. They created and judged a case study project for Iowa State University students to research and complete. This year's case study involved students developing a merchandising and marketing plan for their wide target market.

Jaz It Up is a local boutique in Washington, Iowa that was affected by COVID-19 in several ways. Over the past year, they have had to handle their marketing and sales differently than before and have had to think creatively for their large target market of women ranging from 16 to 70 years old. The case study's prompt was to create a unique merchandising and marketing plan that would help Jaz It Up meet the needs of their wide consumer market.

**Congrats to, Madelyn Schadle, this year's case study winner!**



# FASHION SHOW PRODUCER SCHOLARSHIP

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In 2017, a \$100,000 gift from Ana Hays McCracken, a 1984 Iowa State University graduate in fashion merchandising, became the largest endowment received to date by The Fashion Show.

The Ana Hays McCracken Fashion Show Producers Scholarship provides monetary awards to producers who lead one of the largest student-run fashion shows in the nation.

The 2020 recipients are producers Kaitlyn Collins, Annie Fitzpatrick, Makeni Marek, and Megan Szabo. They oversee more than 200 students — approximately 90 committee members, 40 directors, and 70 models.

“Being a Managerial Producer for The Fashion Show 2021 has been the most enriching experience from my time here at Iowa State. This year was unlike any other, our roles as producers had to be completely reinvented as we had to face many challenges that wouldn't have needed to be considered if COVID-19 did not exist. With that being said, out of all my years participating in The Fashion Show this year has been the most rewarding and it will mark the 39th annual fashion show as the year of the trailblazers. Post-graduation I will be utilizing my double degree

in Apparel, Merchandising, and Design and Marketing as an Allocation Analyst for TJX Inc. in Massachusetts. The scholarship that I will receive after completing my time as a producer will help me in my transition to moving across the country and living out my dream as a merchandiser,” said Co-Managerial Producer, Kaitlyn Collins.

In addition to the support for the producers, Ana Hays McCracken and her husband, Ed, have, since 2014, provided tuition scholarships to apparel, merchandising, and design students. Current recipients are senior Annie Fitzpatrick, junior Carly Haaning, sophomore Conner Madsen, and freshman Paulina Hernandez - all students involved in The Fashion Show 2021!

“Student support is their passion,” said Molly Parrott, the College of Human Sciences’ senior director of development.

“The producer scholarship awards will help to lessen financial burdens for the producers as they launch their professional lives,” McCracken said. “And it will express to them how important and valued their work on The Fashion Show is. It will also set a new bar for what alumni support for The Fashion Show can truly look like.”





**Shayla Smith**, Fashion Scholarship Fund Winner

# FASHION SCHOLARSHIP EST FUND 1937

Fashion Scholarship Fund (FSF) Scholarships have totaled \$427,500 to ISU students since 2006. The FSF is supported by influential members of the fashion community who have joined together to support the careers of the country's most promising fashion students from all backgrounds.

This long standing organization and its members award over one million dollars in scholarships each year to help students succeed in all sectors of the fashion industry. Universities, such as Iowa State, who are affiliated with the FSF have the opportunity to submit the case studies which are further evaluated by multiple top industry professionals that volunteer their time and support to the FSF.

This year, 120 scholars from universities across the nation were selected and honored in a virtual gala where they were each awarded a \$5,000 prize. Among the winners was Shayla Smith from Iowa State University. This was Shayla's second year winning. In 2020 for the 2021 awards, a record 22 students from ISU submitted excellent case studies that they had been working on for months. Many of the ISU students also took advantage of the weekly live virtual learning

opportunities that FSF offered through the Summer Scholar Series Certificate program they created because of Covid-19. These excellent sessions were recorded and are available online at <https://www.fashionscholarshipfund.org/summer-scholar-series> Fashion icons like Tommy Hilfiger, Virgil Abloh, and Vanessa Friedman were among the presenters. There was also a special virtual career fair open to all students who had applied to submit projects.

The AMD Program would like to thank the following individuals for their guidance and mentorship of the FSF winner and applicants:

**Mark Leslie** | FSF Ambassador, ISU College of Business Alum, fashion industry executive

**Aaron Ledet** | AMD Alum, Vice President of Americas Sourcing/US Manufacturing for VF Corporation, FSF Board of Governors

**Jim Ryan** | ISU College of Business Alum, retired fashion industry executive

**Danielle Sponder Testa** | AMD alum and current PhD student, Senior Consultant with WGSN, recipient of the top \$30,000 FSF award in 2008

**Ann Thye** | AMD Academic Advisor, FSF Educator/Coordinator for ISU

## Todd Snyder Scholarship

Two \$5,000 Todd Snyder Scholarships, in memory of Professor Ruth Glock, were recently announced to the 2021 recipients, Ricardo Field for design, and Madelyne Fischer for merchandising. Both are hoping to spend the summer in New York City as interns being mentored by Todd Snyder, a 1992 Iowa State AMD alum who has found great success in the fashion industry. His scholarships recognize the positive influence and dedication that the late Professor Ruth Glock had with students and internships during her many years of teaching and leadership in the Apparel, Merchandising, and Design major.

His designer menswear label, Todd Snyder, was founded in 2011. Since his launch, Todd Snyder has been nominated multiple times for fashion design's highest award as best menswear designer by the CFDA (Council of Fashion Designers of America) - most recently in 2020. In December 2016, Todd opened his New York Flagship Store on Madison Avenue. He has received much acclaim for the store design and his successful collection. His line is sold at major national retailers and also online through [toddsnyder.com](http://toddsnyder.com). He has since opened additional smaller stores in Manhattan and other locations.

An Iowa native, Todd Snyder makes effortless everyday luxuries for the modern gentleman. Blending Savile Row craftsmanship with a downtown New York aesthetic, the line is relaxed, refined and always impeccably tailored. Todd Snyder's casual Champion collection has been a hit since its inception and continues to grow. He is known for his collaborations with other companies – especially heritage brands. One of the most recent is with L.L. Bean.

Ricardo and Madelyne Fischer will learn much in their internships with Todd and his team that includes several other former ISU AMD interns, who are now alumni contributing to the brand's success.



**TODD SNYDER**

**NEW YORK**

## Senior Designers

Below is a list of senior designers who were enrolled in AMD 495 - Senior Design Studio, the capstone apparel design course, during the fall semester of 2020. Students enrolled in this course conceptualized and created a collection of three or more ensembles to be based around their own personal brand. They conducted market and demographic research as well as extensive trend research to create their final collection.

Some students who were enrolled in this course graduated in December 2020, and some will graduate this Spring or Summer 2021.

On behalf of The Fashion Show 2021 and the AMD program, we wish all senior design students the best on their future career endeavors!

**Fadumo Ahmed  
Khadija Ahmed  
Jasmine Ambrosio  
Julienne Asbille  
Christina Badalucco  
Jessica Bahnsen  
Logan Benson  
Vailea Bohne  
Katherine Bruce  
Madelyn Bunn  
Alexandria Cain  
Timothy Cooke  
Kelly Dietzenbach  
Elisa Espinoza  
Hannah Feilmeier  
Leah Fifi  
Mikaela Fine  
Madison Finstad  
Megan Glaus  
Anna Hall  
Alyssa Kraemer  
Shea Lewis**

**Suek Yi Lim  
Adam Logsdon  
Grace Lundquist  
Sophia Luu  
Makenzi Marek  
Zach McCord  
Maggie Monroe  
Belange Mutunda  
Kaitlyn Paslay  
Avery Rhodes  
Sabrina Roberts  
Truth Ross  
Annabelle Schofield  
Mari Shimota  
Alexia Stumpf  
Abigail Vail  
Carissa Ver Steeg  
Hailey Vierck  
Natasha Wibowo  
Jennifer Wood  
Ambrocia Worthington**

# Evelyn and Richard Shibles Senior Collection Scholarship

Since 2019, The Fashion Show has been proud to award the Evelyn and Richard Shibles Fashion Show Senior Collection Scholarship. This endowed scholarship awards first, second, and third place scholarships to senior design students submitting their collections created in the Apparel, Merchandising, and Design Senior Design Studio. While most categories feature \$500, \$300, and \$200 awards, recipients in this category receive scholarships of \$1000, \$600, and \$400.

Evelyn Shibles was a long-time faculty member in the Textiles and Clothing department. In her career spanning from 1961 to 1995, Evelyn taught courses in apparel design, led students on field studies in L.A., and served as one of the first faculty advisors for The Fashion Show. She is thrilled to see how the show has grown over the years and is pleased to support the student designers through this gift. Her husband, Richard, was also a longtime faculty member at Iowa State University, teaching in the Agronomy Department from 1961 to 1999. Evelyn and Richard's daughter Elise graduated from the Textiles and Clothing program in 1990 before going on to law school at University of California - Davis.

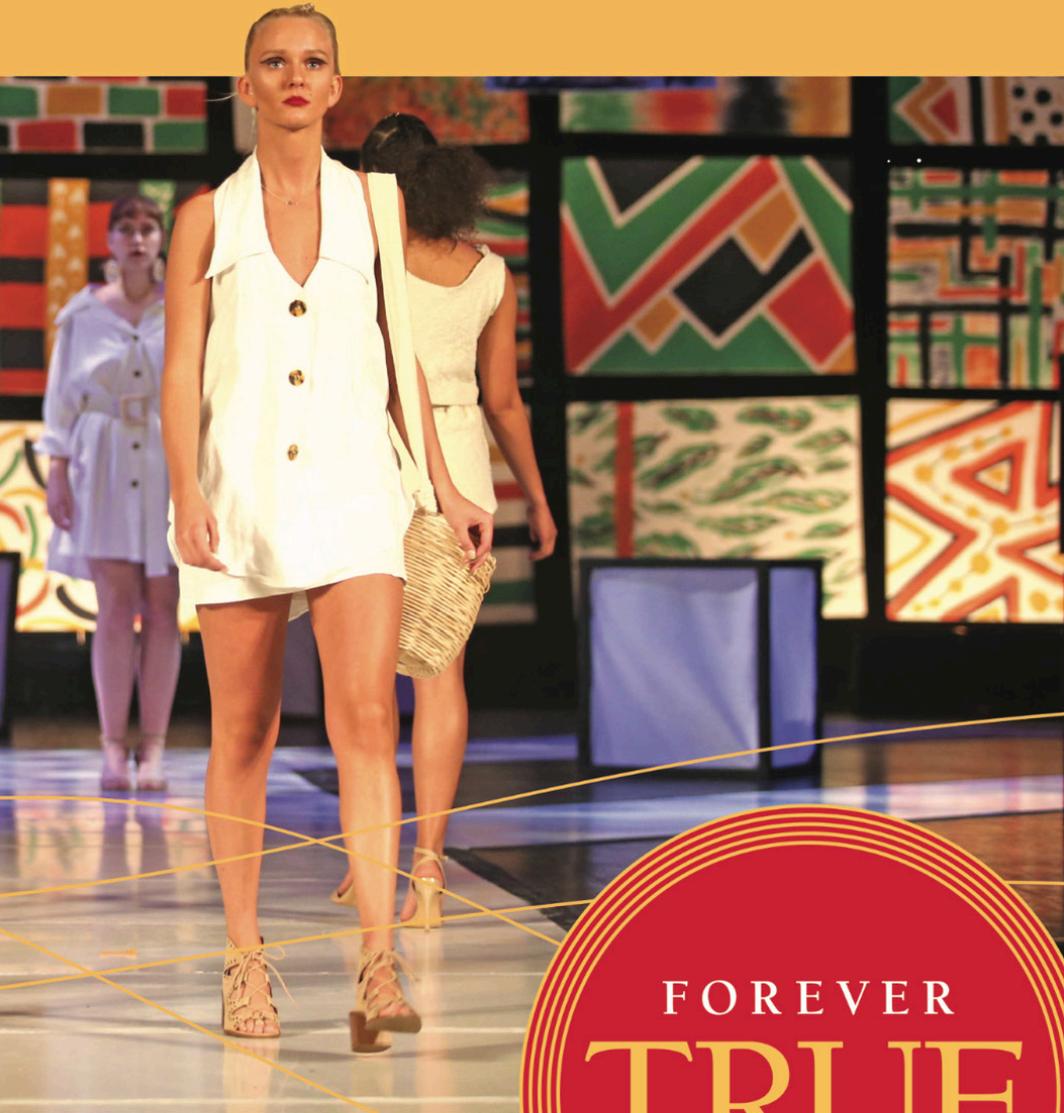
Thank you to the Shibles for establishing this scholarship endowment to support our graduating senior designers!

*Be a part of **history.**  
Invest in the **future.***



**To make a gift to the Fashion Show go to**  
[www.isuf.info/fashionshow](http://www.isuf.info/fashionshow) **or call** 515.294.4607.

Make history by joining thousands of alumni and friends who have contributed to the *Forever True, For Iowa State* campaign. Together, we can achieve a historic goal to raise \$1.5 billion – ensuring a bright future for Iowa State.



IOWA STATE UNIVERSITY  
FOUNDATION

FOREVER  
**TRUE**  
FOR IOWA STATE



# INSIDETTES

# SPECIAL THANKS

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- Behind the Scenes session leaders, student panel members, designer spotlights, and interviewed professors
- Ann Thye
- Block 1
- Celebrations Rental
- Charles Jarmon
- Chef Ken
- Chris Wise
- Dana Savagian
- Dr. Addie Martindale
- Dr. Eulanda Sanders
- Ed Moran
- Elizabeth Salton
- Estrella Mireles
- Everts Flowers
- Grace Stepanek
- Gretchen Bohling
- Heather Brown
- ISU Memorial Union Event Managemen Team
- Jack Langenwalter
- Jasmin Gasca
- Jennifer Coughenour
- Jesse Howard
- Jessica Erickson
- John Bennett-George
- Johnny Senden
- Kris Abel-Helwig
- Lakeside Vintage
- Lucas Boyd
- Pat Williams
- Payton Conard
- Renee Rule
- Roger Suski
- Shelby Doyle
- Sydney Rebelsky
- Tara Patterson
- Tess Cody
- West Street Deli
- Yann-Guenter Queckenstedt
- Sierra Higgason
- Olivia Pacha



# FRIENDS OF THE FASHION SHOW

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## **Silver \$150-\$249**

Dolores Benoit  
Daphne Brown  
Madeline Darveau  
Hayley Davidson  
Michael & Rita Fata  
Stephanie Fink  
Kajsa Hallberg  
Jameel Kelley  
Ken Kochanny  
Zephyrine Kroeschell  
Bill & Tiffany Leng  
Hayden Lightle  
Mickelle Malloy  
Janel McGovern  
Linda & Bruce Niehm  
Mike VandeWiele  
Taylor Palensky  
Lisa Ryan  
Margaret Ryan  
Timothy Stach  
Janine Szymanski  
Ann Thye  
Chris Wise  
LoAnne Worth

## **Gold \$250-\$499**

Brian & Michaelle Bahnsen  
Kimberly Black  
Jason Bockelmann  
Roberta Bush  
Jeremy Collins

Jennifer Gronewold  
Claire Hennessey  
Renae Mauser  
Cassie Mayer  
Tammie Melton  
Sarah & Scott Modeste  
Rae Reilly  
Kathy Schleisman  
Jill Skaaland  
Jeremy & Jennifer Uhl  
Wendy Wintersteen

## **Platinum \$500-\$999**

Mary & Berry Bennett  
Cease & Desist  
Orville & Kathleen Eide  
Brian Fitzpatrick  
Laura Jolly  
Jim & Janette Nelson

## **Cardinal Club \$1,000+**

Ana McCracken  
Lisa Donnelly  
Delaine & Scott Haack  
Rob Haidvogel  
Carey Hansen  
Billie Makeever  
Kristin Pardue  
Anthony Szabo  
Debra Szabo



## Videography:

Videographer  
Livestream Technical Advisors  
Roger Suski

Thank you to Roger Suski of Collaborative Technology Services for all of his work for The Fashion Show 2021. He stuck with us through all of the changes throughout this year, always willing to adapt as we kept brainstorming new plans. We appreciate his continuous collaboration and support!

## Music Production:

We would like to thank Pat Williams from Sonic Factory in Des Moines for their efforts composing original music for this year's show. We look forward to working with them again and using their music for The Fashion Show 2022!

## Emcees:

Leah Gebeke is a junior majoring in Public Relations with a minor in Spanish. She is heavily involved with GSTV, Iowa State University's student broadcast organization. She has been serving as the Content Creation Director and Entertainment Anchor for the GSTV's comedy show, "Ames Tonight," for over two and a half years. Leah also takes part in the Alpha Delta Pi Sorority, ISU Theater, and the Improv Comedy Club, as she aspires to be the next Tina Fey of her generation. This will be Leah's first year co-hosting The Fashion Show, as she is thrilled for the opportunity to continue to pursue her love for the stage.

Zach Hamilton is a Senior majoring in Public Relations and minoring in Apparel, Merchandising, and Design. In the past, he has served as PR Co-Director for The Fashion Show, Director for Trend Magazine, State President of the Iowa FFA Association, President of Phi Kappa Psi Iowa Beta, and currently works for Zapwater Communications in Chicago as a remote PR intern. Zach also attended the London College of Fashion to study Fashion Media, started his own queer fashion publication called Glimmer, and assisted friends with collections at Omaha Fashion Week, all leading him to return to TFS as your emcee!

# The “Behind the Scenes” Day

Each year, the ISU Fashion Show “Behind the Scenes” committee along with the Apparel, Merchandising, and Design faculty, staff, and student volunteers, host 400 future fashionistas, parents, and teachers on campus for a day of activities. For many high school students interested in apparel, this is the day their decision is made to “choose their adventure” at Iowa State University.

Due to COVID-19, we are very distraught about not holding an in person Behind the Scenes Day for our attendees. Instead, our two-day virtual BTS weekend took place on April 10th and 11th as we shared the AMD program with students in the comfortable environment of their homes. To make up for not getting to see what the AMD program is all about in person, our committee members have made a series of videos that feature an inside look into what it is like to be an AMD student at Iowa State.

BTS included a wide variety of pre-recorded videos. Some videos include a day in the life, interviews of our amazing faculty, a tour of campus buildings and amenities, and more. BTS attendees also had the opportunity to attend a series of live, interactive sessions. Finally, we ended each day either a Q & A of successful students and a highlight of some talented designers. Current ISU fashion students were asked a series of questions about their experiences at Iowa State to help prospective students have a better insight into what our program entails.

The Apparel, Merchandising, and Design program would enjoy having you as our guest at BTS next year. For information, contact Recruitment Coordinator and BTS faculty adviser, Chris Wise at [clwise@iastate.edu](mailto:clwise@iastate.edu). If you prefer a “Daily Campus” or an “Experience Iowa State” visit, please go to “Campus Visits” under “C” on the Iowa State University homepage.

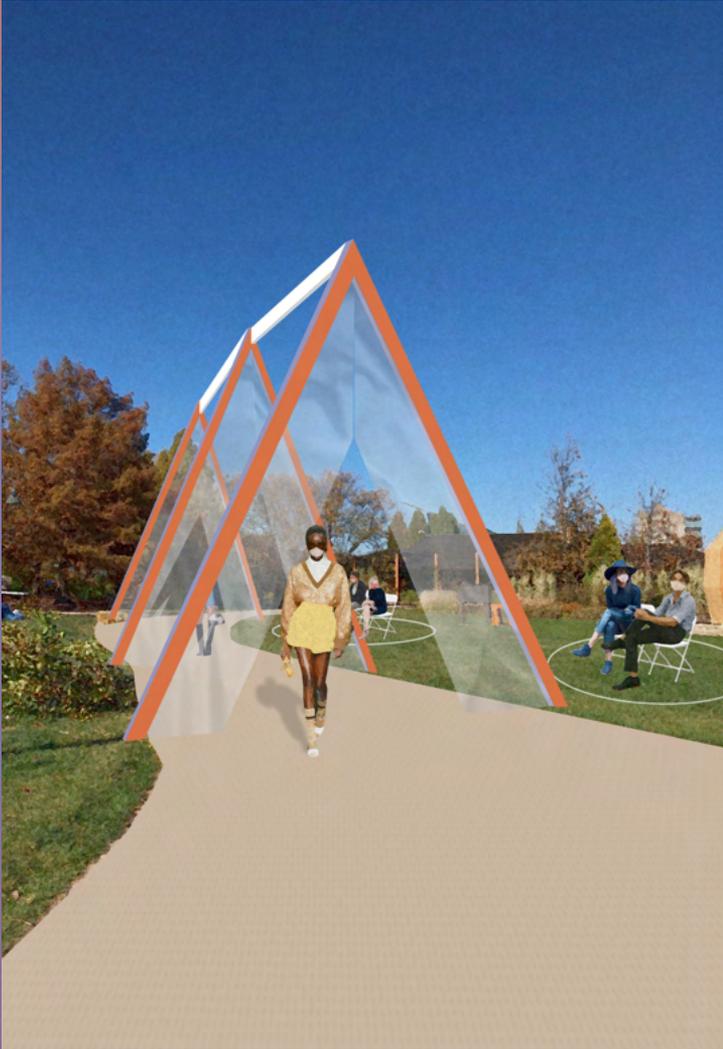
Thank you to students, faculty, and staff who help to make BTS a success each year!

## Save the Date – April 8th 2022

## Set Design Inspiration

Having The Fashion Show at Reiman Gardens this year handed us a unique opportunity for designing the set. We knew from the beginning that we wanted to take advantage of this distinct moment. Given the entire site of Reiman Gardens to be the canvas for our design was exciting, yet treacherous. We embraced the new challenge and started to generate ideas for an unconventional, interactive set design.

The theme of this year's show, Metamorphosis, suggests concepts of evolution and transformation. The 2021 Fashion Show can be seen as the epitome of change with the new, outdoor location and guidelines implemented to ensure the safety of guests. Taking inspiration from the show's theme, we were able to design a comprehensive set and seating plan that highlights the clothing and adds a unique visual aspect to the show. The design for the set consists of 37 triangles ranging from twelve to sixteen feet tall arranged in clusters around the runway. White fabric hangs from the interior of the structures which creates movement as the models pass through. Through the use of color and varying sizes, we were able to connect our design back to the theme of Metamorphosis as the design appears different from every vantage point.



T F S 2 1  
preliminary  
set design



#000000  
CMYK  
0, 0, 0, 100  
RGB  
0, 0, 0



#d2cec3  
CMYK  
17, 14, 21, 0  
RGB  
210, 206, 195



#342991  
CMYK  
98, 100, 2, 0  
RGB  
52, 41, 145



#8f7393  
CMYK  
48, 58, 24, 2  
RGB  
143, 115, 147



#d33a24  
CMYK  
12, 91, 100, 2  
RGB  
49, 58, 36



#e66d3b  
CMYK  
5, 71, 86, 0  
RGB  
230, 109, 59



#b1b1d2  
CMYK  
30, 27, 3, 0  
RGB  
177, 177, 210



#9c4248  
CMYK  
29, 83, 65, 19  
RGB  
156, 66, 72



# PHILANTHROPY

## MAKING A DIFFERENCE

In its third year, the Philanthropy Committee focuses solely on The Fashion Show's philanthropic efforts. With the help of their committee, Philanthropy Directors Natalie Rock, Emily DeDoncker, and Clarissa Hoffman focused on further educating the campus community about the meaning of philanthropy and expanding the impact and reach of The Fashion Show's philanthropic efforts. This year, the committee advanced its partnership with Hughats and Dress for Success and launched a new partnership with the on-campus food pantry, The SHOP.

## HUGHATS

Hughats is a non-profit organization created to spread warmth and joy to chemotherapy patients, Alzheimer's and dementia patients, and anyone who needs a little comfort in their lives. Volunteers are given kits filled with colorful fleece to create warm hats, or 'hugs,' for those in need. The kits are filled with all the supplies a volunteer will need; fabric glue, design stencils, packaging, and thread. All the volunteers have to do is cut out the hats, sew them together, and then start creating!

This year, volunteers were given the option to participate in-person on campus, or virtually through Zoom with a pre-packaged take-home kit. The Fashion Show was able to create a total of 150 unique hughats!

## DRESS FOR SUCCESS

Dress for Success is an international, not-for-profit organization that provides women with professional attire and helps them to gain the confidence and knowledge they need to be successful. Through the support of agencies, volunteers, and companies across the world, they are able to make a huge impact in the lives of women. Due to COVID-19, Dress for Success is not accepting clothing donations this year; however, The Fashion Show worked to collect clothing donations from students, faculty, and staff across campus and the community to hold a thrift market event to raise monetary donations for Dress for Success Des Moines. All clothes remaining after the thrift market were donated to the Ames shelter, ACCESS, which provides a safe environment for all people who have experienced domestic and sexual violence, regardless of race, national origin, gender, sexual identity, religion, immigration status, age, or ability.

# THE SHOP

The SHOP is a student-run, on-campus food pantry at Iowa State University located in Beyer Hall that engages with anti-hunger advocates and serves the student population by increasing hunger awareness and food security. Through support and donations from individuals, campus organizations, local churches, and more, The SHOP is able to provide a wide variety of free, non-perishable food and personal care items for all ISU students.

Through a weeklong event promoting and fundraising for this not-for-profit organization, The Fashion Show was able to receive an abundance of items to donate in support for our fellow students that need a helping hand.



Hughats

# FASHION WEEK

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Fashion Week is a week of interactive events to get students involved in The Fashion Show. This week is dedicated to marketing the show and getting students, faculty, and our guest designers excited for the day of show and all the hard work students put in for the event. This year, we planned four events that students can attend in-person or virtually.

“Selfie Monday” was a play on Selfie World where we had a station with props set up for students to take fun pictures and hear more information about the show. Tuesday’s “Bouquet for the Day” was an interactive day where students came onto central campus to pick up materials to create their own unique bouquet of flowers to have in their home. We thought this was a great way to bring a smile to someone’s face, despite COVID-19 craziness. Wednesday, we prepared an outdoor movie showing for students to be with friends and enjoy the beautiful spring weather. Finally, Thursday’s “Make and Bake” was a fun night where students could follow along with a virtual cooking class led by Alpha Delta Pi’s very own Chef Ken in the Culinary Creation Lab at the Student Innovation Center.

We also teamed up with Lakeside Vintage, a thrifting and vintage clothing e-commerce company run by Johnny Senden, a first-year student at Iowa State University and a member of Phi Kappa Psi. Lakeside Vintage did a massive giveaway for a bundle of merchandise valued at \$300 to kick off Fashion Week!

Our hope for this year was to create fun experiences for students, as this year has been anything but normal. We had such a wonderful time incorporating the theme of the show into our events and planning each specific day.

APRIL 12 - 15, 2021





# GUEST

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# JUDGES & DESIGNERS

## Why Guest Judges AND Guest Designers

Two weeks ago, we asked four industry professionals and academics to gather and, as a group, discuss and evaluate the work of our student designers. They have scrutinized the submissions, curated the line-up of garments that you see tonight, and awarded more than \$15,000 of scholarships.

Typically, our judges aren't able to join us for the night of show itself, but this year, we are thrilled to welcome back three of our four guest judges who are doubling as tonight's guest designers for the Fashion Show 2021. Night Dive Swim, Wanderlust, and Gretchen Bohling Designs are all local Iowa fashion companies that we are excited to showcase in our runway shows. The impact of the pandemic has been felt most strongly by local small businesses. We want to thank them for their service to our students and thank them for their hard work and dedication during these challenging times.



Addie Martindale is a designer, scholar, educator who received her Ph.D. from Iowa State in Apparel, Merchandising, and Design in May of 2017. Drawing from her years of industry experience in apparel product development and retail management, Addie has been teaching fashion merchandising and apparel design courses for the last 9 years. Her design work that has been internationally exhibited focuses on sustainable design practices and underserved consumers with the goal to find solutions that can both empower consumers and extend garment use longevity. Addie is currently an Assistant Professor of Fashion Merchandising and Apparel Design at Georgia Southern University.

**DR ADDIE MARTINDALE**





**HEATHER BROWN**



Heather Brown graduated from Otis College of Art & Design with a Bachelor of Fine Arts in Fashion Design and was hired as an Assistant Designer of Swim & Sweaters at Hollister Co. She moved up the ladder and eventually became Design Director of all brands at Abercrombie & Fitch for Women's Fleece. After six years and a desire to return to design work, Heather moved over to PacSun as Head Designer to lead the women's design team. Two years later, Heather went to design for Urban Outfitters and became the Design Director for women's knits, sweaters, fleece, and intimates & loungewear. Another two years later, she returned to PacSun as the Design Director for PacSun Women's and was able to work on a "plethora of collaborations with celebrities (Kanye West, Erin Wasson, Adrienne Ho, Kendall & Kylie Jenner, etc...), launch new brands, travel for inspiration, shopping, and production trips all over the world, attend photoshoots, was promoted to Senior Design Director, and still designed [her] favorite category - Swim."

### **Night Dive Swim**

In 2018, Heather Brown launched her own brand, NIGHT DIVE SWIM, with a focus on sustainability and inclusivity. "NIGHT DIVE SWIM showcases only unretouched photography, a range of models with different body types and shapes across all platforms, has extended sizing (and working to extend even further), uses biodegradable packaging for each piece and shipping, is ethically made, and all swimwear is created in regenerated nylon and recycled fibers from discarded fishing nets and nylon waste." Heather's brand has been sold at Aerie for the last two years and continues to grow.



Jennifer Coughenour is the founder/owner of Wanderlust Fashion LLC providing fashion for wherever life takes you.

After spending over a decade working in retail she loves the connection with her customers. Providing wardrobe styling services to express her client's personality in their clothes and give them self-confidence like they have never felt before. She works with local designers, artists, and makers providing them an outlet to showcase and sell one of a kind products at pop up spaces around Des Moines. Jennifer knows what truly drives sales and repeat customers, providing multiple outlets to purchase Wanderlust Fashion and offering one of a kind locally made clothing, home décor, gifts, accessories, and so much more.

Jennifer's passion is people - showing them how powerful, beautiful and blessed they are with an outfit is magical. Loving yourself and body in a new look gives you confidence to conquer your goals and live your best life. She is your personal stylist-meets-closet organizer, spreading joy and fashion for wherever life takes you.

Ask her how to become a Wanderlust member today to instantly receive 40% off products, free shipping and returns with \$80 purchase and one-on-one styling consultations!

### **Wanderlust**

Wanderlust has been owned and operated by Jennifer Coughenour for 6 years; 2021 will look much different than in the past after having to close her doors beginning of the year to help reduce overhead expenses. Jennifer still continues her dream with providing pop ups, wardrobe styling appointments and marketing services. Her passion and entrepreneurial drive continuously pushes herself along with her business to become the best it can be. People are the inspiration for everything she does. Without you, she wouldn't be able to do what she loves everyday. Giving back and spreading joy to others is what motivates her to never give up.

JENNIFER COUGHENOUR





**GRET  
CHEN  
BOHLING**



Gretchen Bohling is a graduate of the Illinois Institute of Art - Chicago graduating in 2010 with her Bachelors Degree in Fine Arts with a focus in Fashion Design. Gretchen began her career in the fashion industry in 2008 while attending school. Working for brands including Coach and Thomas Pink, completing design apprenticeships under labels like Maria Pinto and Zamrie, attending trade shows, fashion shows, and textile markets, and styling many clients throughout her career she has developed an extremely well-rounded resume in wholesale, retail management, styling, dressing, alterations, and design.

### **Gretchen Bohling Designs**

In 2016 Gretchen launched her business “Gretchen Bohling Design” which is a fashion brand promoting ethical and sustainable design. At GBD she offers a private label collection of handmade to order garments, one-of-a-kind bespoke custom garments for clients hoping to have a truly unique piece, custom tailoring services for men and women ranging from basic alterations and mending to repurposing garments in a new way, and teaching private sewing lessons at her studio in downtown Des Moines, Iowa.

Gretchen's mission at GBD is to provide the highest quality sustainably handmade apparel for her clients and to educate them on how to maintain an ethical wardrobe through the use of her many services that promote and embody the slow fashion movement. She is proud to create minimal fabric waste while providing a product of the highest quality in the fashion industry. Each garment is handmade with care and expert attention to detail.

# DIRECT

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and

COMMITTEES

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MANAGERIAL



Annie Fitzpatrick

OUTREACH



Makenzi Marek

OUTREACH



Megan Szabo

PRODUCERS

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Garret Hanson



Anna Grace Molinari



Maddie Quinlan



Gretta Hegland



Amy Schraeder



Natasha Wibowo



Cali Dobosz



Maggie Fitzpatrick



Mia Kawamitsu



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Ethan Roberts



Taylor Szymanski

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Lily Ferarro



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Gracen Jones



Connor Madsen



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DIRECTOR



Maddie Uhl



Allison Bermel



Lauren Fordyce



Megan Harms



Meghan Hartman



Paulina Hernandez



Andie McConnell



Ivy Miller



Anka Snider



Sam Rushenberg



McKenna Winther

SET DESIGN COMMITTEE



Megan Fata



Hannah Mauser



Paige Vandewiele



Abby Ashbacher



Irma Guzman



Jorja Goudreau



Ashley Pacholski



Izacc Quisling



Bradleigh Schaefer

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DIRECTOR



Audrey McMillan



Kaylei Fear



Lola Jarzemsky



Emily Notch



Anna Regole



Delayne Shawback



Emily Wiederrecht



Carly Bigelow



Lydiah Kennedy



**Left to Right | 1st Row |** Madeline Spikes, Phoebe Kammuller, Natalie France, Alyannah Buhman, Hannah Ryan, Carley Wyble **| 2nd Row |** Kelsey Frazier, Jayda Tolentino, Lexi Stumpf, Grace Taylor, Erica Reinhart, Katelyn Sima, Angel Stewart **| 3rd Row |** Maddie VanArsdale, Jessica Bahnsen, Gabriella Saholt, Elle Sneller, Autumn Henderson



**Left to Right | 1st Row |** Tristen Williams, Sydney Wiskus, Sydney Schilling, Jalissa Peiffer **| 2nd Row |** Ann Lent, Katelyn Schulze, Rachel Zumbach, Alexandria Willis, Abigail Nathe

**Models Not Pictured |** Madison Wolfe, Ellie Masten & Elizabeth Masten



**Left to Right | 1st Row |** Anna Jaspers, Katie Lyon, Nicole Aroche, Ashley McCoy, Natasha Lambert | **2nd Row |** Rachel Brokenshire, Maggie Bauer, Alexis Poor, Caroline Gassman, Khadija Ahmed, Steven Nguyen | **3rd Row |** Daniel Hayes, Travae Sanders, Vincent Hoffman, Peter Bergman, Evelyn De Boer, Ryan Zgonena, Carissa Ver Steeg, Katie Byrne



**Left to Right | 1st Row |** Shayla Arroyo, My Tran, Lilia Lopez, Ella Voloshen, Madison Kloubec-Moore | **2nd Row |** Mikaela Fine, Kushal Dev Suresh, Marquita Norwood, Paloma Mate-Kodjo, Zoey Tucker, Lauren Gabby | **3rd Row |** Sophia Francom, Lucy Foley, Grace Purvis, Ashlyn Haack, Lydia Rogers, Nadine Veasley

# THANKS

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**FOR YOUR SUPPORT**

A photograph of two women in a studio setting. They are both wearing face masks. The woman on the left is wearing a colorful patterned mask, and the woman on the right is wearing a black mask. They are looking at a large sheet of paper on a table that features a detailed floral design in purple and pink. In the background, there is a tray with various colored inks or dyes.

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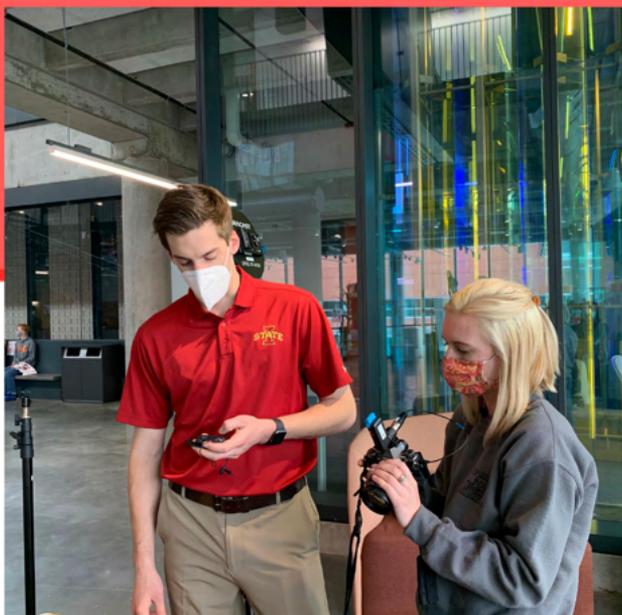
# THE MEETING ROOM

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College of Human Sciences  
Department of Apparel, Events, & Hospitality Management

1052 LeBaron Hall



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Services include:

## **Social Data Program (SDP) for Graduate Research**

To promote analytics-based graduate research in AESHM and train graduate students to collect and handle social data in a domain of interest.

**67 LeBaron Hall**

Contact

Drs. Doreen Chung (tdchung@iastate.edu)

Jewoo Kim (jjawoo@iastate.edu)

for more information

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