

THE RISE

APRIL 2018

ISSUE NO. 1

**TEXTILES,
APPAREL, AND
MERCHANDISING
MANAGEMENT**



BEAUTY

**STYLE
TRENDS**

**INTERVIEWS
& MUCH MORE**

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TAMM (Textiles, Apparel, and Merchandising Management) is a fashion concentration offered through the Family and Consumer Science major. The concentration focuses on different aspects of the fashion field, preparing students for jobs within the fashion industry upon graduation.

TAMM



Photo Taken by: Davontae Conner
 IG: Harleem2x
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TAMM

COURSES OFFERED

TEXTILES

- SURVEY OF TEXTILES AND APPAREL INDUSTRY
- CLOTHING CONSTRUCTION
- FASHION MARKETING AND MERCHANDISING
- FASHION HISTORY
- FASHION ILLUSTRATION AND COMPUTER APPLICATIONS
- VISUAL MERCHANDISING AND STYLING
- PRINCIPLES OF RETAIL MATH AND BUYING
- APPAREL DESIGN
- TRENDS AND CONCEPTS
- SENIOR SEMINAR AND PROFESSIONAL DEVELOPMENT
- APPAREL PRODUCT DEVELOPMENT
- FASHION PROMOTION AND EVENT PLANNING.



M E L A N I N B E A U T Y B R A N D S



It is no secret that black women were not seen as a lucrative market for cosmetic companies for a long time. That has recently changed with the introduction of black owned beauty brands that really center and cater to woman of color. It has also made women of color super attentive to how, and what companies we give our money to. We are not just looking for brands that look good on us, but we are looking for makeup that is cruelty free and environmentally friendly. During the last year alone, we've seen several pop up brands, each bringing something specific to the table from hair care to makeup. We have also seen the beauty industry start to support and help YouTube channels of prominent beauty influencers such as Jackie Aina, who is a huge supporter of black owned cosmetics lines.

BLK/OPL™

KA'OIR

SACHA
c o s m e t i c s

 *beauty bakerie*
COSMETICS BRAND

The astounding success of Rihanna's Fenty Beauty brand taught the industry the importance of inclusivity. Beauty junkies of all colors definitely aren't here for the whitewashed cosmetic. Some black owned beauty brands that stand out are Iman cosmetics, Ka'Oir cosmetics, Juvi's Place, Black Opal beauty, Beauty Bakerie, and Sacha Cosmetics. Each of the creators of these brands come from different backgrounds and skin tones, but what they all have in common is a passion for makeup and the want to see woman of color have a way to express themselves through the products they create.

By: Brenda Nankam

IMAN COSMETICS

Iman—supermodel, activist, and wife to the late, great David Bowie—is one of the most stunningly beautiful women on earth. She is also the creator of her own cosmetics line.

Most Popular Product :Second to None Liquid Makeup \$16 (Pictured Left)



JUVIA'S PLACE

Founded by Nigeria-born, Chichi Eburu. This Brand offers makeup inspired by African culture and art. The brand's hottest Product is the vibrant, highly pigmented eye-shadow palettes. \$20 and up (Pictured Left)





TAMM Industries

Join Our Social Organization!

This Student Organization aims to promote TEXTILE, APPAREL, AND MERCHANDISING MANAGEMENT & direct, encourage, motivate, and inspire all students on VSU campus. The Organization gives students the opportunity to build skills for future careers in the Fashion Industry or feed their need for a fashion hobby. We are here to collaborate as designers, stylists, photographers, and creatives to gain industry experience. Building visions for the department while we market the TAMM Industry brand. We give students the opportunity to express themselves creatively in a professional manner. TAMM industries strives to bring fashion driven students together through enriching programs, activities, and networking events at VSU and in the community.

-Destiny Johnson

Come See us Every Tuesday and Thursday from 6pm-7pm on the second floor of Gandy Hall



Trends On The Yard

Being a student at Virginia State University may feel like a fashion show. Classes are in session, but students prefer to attend in style. Every student has their own unique way of dressing here on campus but there are certain trends that tend to be repeated. Below I have listed the top 5 wardrobe trends spotted on the yard

By: Ke-ana Williams



01 STYLISH COLORED GLASSES

The colored lense trend first emerged during the 70s and 80s. Students can be seen wearing a pair with any outfit, no matter the weather. There are so many different shapes, sizes, and styles of glasses seen daily. Clearly this is the accessory that makes your outfit pop.

02 STYLISH ATHLEISURE

We used to just throw on our sweats to run errands or lounge around inside. Today, students are dressing up their favorite athleisure pieces. Students are pairing their athleisure with non-athleisure for a comfy, yet stylishly sleek look.



03 STATEMENT BOOTIE

A bootie is the perfect essential for any wardrobe. This shoe is one of the few that can be worn all year round depending on how it is styled. Men can even be seen wearing the style of bootie known as the "Chelsea Boot".

04 OFF THE SHOULDER

Whether it's an off the shoulder top or simply just slouching your jacket, showing shoulders is a popular trend. Students can be appropriate while still adding a splash of sexy to their wardrobe.

05 BOLD OUTERWEAR

We all have noticed that the cold lasted longer than usual this year. Students are wearing their most fashionable outerwear to classes. From puffy coats, vintage jackets, fur headbands, etc. We are determined to stay warm while still dressing in style.



FENTY

TAKES ON THE BEAUTY INDUSTRY



Since the launch of Fenty Beauty, the beauty industry has responded enthusiastically to this unique brand. Many brands have a certain je ne sais quoi about them, and for Fenty Beauty that is its creator as well as her mission of inclusion and diversity in her products. The beauty community was left in awe when Rihanna dropped her makeup collection. Never has something so daring been done, especially by a celebrity run brand, but then again Rihanna isn't your typical celebrity. When creating her products for Fenty beauty her main objective for this new cosmetics line was inclusion. "Fenty Beauty was created for everyone: for women of all shades, personalities, attitudes, cultures and races. I wanted everyone to feel included. That's the real reason I made this line," said Rihanna. She stayed true to this statement with her first launch into the makeup scene with 40 shades of her Pro Filt'r Foundation. The shades range from the palest of pale to deep, deep brown with cool undertones. The foundation is a soft matte, long wear foundation with buildable, medium to full coverage.

Rihanna worked for two years developing her products, which includes a range of palettes, highlighter and contour sticks, all developed with help from a prestigious beauty brand incubator called Kendo. I'm in love with this new beauty line because Rihanna made it a mission to include everyone and did so on her first try. Women of color are always overlooked in major beauty industries. Women of color also spend the most amounts of money on beauty products, yet there are only a handful of prestige brands that carry our shades. It is disheartening to walk into a makeup store and see four shades that represent my people. Rihanna saw a market for us and because of that, stores can never keep the darker shades of the foundation in stock (and they said woman of color don't buy makeup). As a result of her success we have seen prestige brands now trying to imitate her success by introducing darker shades that fit a broader spectrum of people. I wonder if it is too late though. For me, I have seen the true side of these brands and would rather shop with a company that thought about me in the first place.

TAMM MAKES MAGIC

BY: Jasmine Dempsey



Sourcing at MAGIC is one of the largest and influential tradeshows for the US, held every year in February and August in Las Vegas. This year in February 2018, a few students part of the TAMM department here at The Virginia State University were given the opportunity to attend the MAGIC trade show in Las Vegas, Nevada. During this four-day, three-night trip students and faculty members from the department were able to attend different workshops, seminars, and showrooms from different companies launching their newest unravels for their Spring/Summer 18 collections.

While at MAGIC we were able to view the latest in apparel, footwear, accessories, and manufacturing from many different companies. One of the few exhibits we were able to view was WWD**MAGIC**. WWD stands for Women's Wear Daily, which is one of the most popular fashion-industry trade journals. WWD**MAGIC** previewed the largest collections of women's apparel and accessories in the industry, with fashions from the latest women and junior's trends, new designers and some popular brands. Some more exhibits we were able to view FN**PLATFORM**, which showcased shoes from different designers. **PROJECT**, which showcased the latest in men's fashion exhibiting contemporary, premium denim, and designer collections. **PROJECT WOMENS**, which presented the latest in emerging and popular women's brands of accessories, denim and clothing.

After viewing a few of these exhibits, we were able to attend a few seminars to hear more about the different companies. One seminar featured a presentation on the forecasting of the color trends for the Spring/Summer 2018. This was about an hour-long presentation featuring the newest trends and color from Pantone. This presentation featured about 4 different collections from different companies showing their mood board and color trend inspirations. These collections all featured different trends for both men and women apparel for the Spring/Summer 2018.

Being able to attend MAGIC was truly an honor for the TAMM department and we are very happy to have experienced this journey and share it with our readers. The TAMM department would like to thank everyone at MAGIC for giving us this amazing opportunity to attend this convention and for letting TAMM make MAGIC.

Pantone Color of the Year

Jasaley Lewis

Ultra Violet! Every year Pantone selects a color they believe stands out from the rest. Color has always had the power to affect and change moods, so it comes as no surprise that in these uncertain times, Pantone would choose a color that would inspire us to look towards the future with this mystifying purple shade. This color was made for anyone who is inventive and passionate enough to use it, Ultra Violet is a color that invokes creativeness and mystery. The Color of the Year happens every December. Pantone sends out experts in color all around the world to see what color will give vital heading to the universe of what's trending and new. It "communicates originality, ingenuity and visionary thinking," Leatrice Eiseman, executive director of the Pantone Color Institute.

People far and wide turn out to be more entranced with color and understand its capacity to pass on profound messages and implications. Creators and brands should feel engaged to utilize shading to move and impact.

Ultra Violet is a standout among the most complex of hues.

Amid such turbulent sociopolitical times, we're amped up for the predominance of a shade that stands for trust, revelation, less barriers, reflection and most importantly healing.



WHERE ARE THEY NOW ?

Da'Shunnda Hayward-White sits down with one of our successful Alumna from the TAMM department.
Spring 2017 graduate
Destiny Brown

Da'Shunnda Hayward-White: How do you think you developed as a designer/innovator because of your participation in Textile Apparel Merchandising Management Program at Virginia State University?

Destiny Brown: TAMM helped me develop and hone my craft one hundred percent. I worked under David Montoya day in and day out to perfect my craft as a designer. I spent numerous long hours, days and nights in Gandy Hall becoming a great designer. My course work helped me excel as well but most importantly putting in those long hours outside of class and coursework made me the designer I am today. Going above and beyond and being dedicated is what is needed to accomplish goals.

"Remain focused and always open to learn "

Da'Shunnda Hayward-White: Describe a favorite garment that you created during your time as in the Textile Apparel Merchandising Management Program at Virginia State University?

Destiny Brown: My favorite garment that I designed while at state was an evening gown that I was honored to make for the First Lady of VSU Mrs. Abdullah during my senior year.

Da'Shunnda Hayward-White: Did you go on any trips? If so, tell me about it.

Destiny Brown: I went on every trip while I was a TAMM student. I traveled to Atlanta to the apparel mart which was a very informative experience I gained a lot of knowledge and networked with people in the industry. I traveled with TAMM to NYC which was also a very informative trip we went to cotton inc. and Bloomingdales corporate office just to name a few. I sourced fabric in the garment district for the first time which was a life changing experience. I traveled to North Carolina with TAMM to view the cotton inc. factory. And Lastly I traveled to Las Vegas with TAMM in February 2018 to visit the magic show. This trade show was very interesting, and I was able to network with vendors from all over the west coast. I also traveled to Los Angeles while on the trip to visit a fashion school called FIDM where I will be going in the summer to further my education

Da'Shunnda Hayward-White: What has life after graduation been like for you?

Destiny Brown: Life after graduation has been amazing I've taken everything that I learned during undergrad and used that knowledge towards my business and it has truly flourished. Since graduation I have done numerous photo shoots and fashion shows. I showed during NYFW in February. I debuted my first couture collection at RVAFW. I released my first commercial. I have been honored to design \$1,500 couture gowns for local artists and this is only the beginning I am so excited to see what the future has in store for the House of DNB.

Da'Shunnda Hayward-White: Any advice for future designers?

Destiny Brown: I will tell any young designer to stay focused and positive. Always out work everyone and go above and beyond. Do more than what is asked of you. Remain focused and always open to learn you can never learn to much. And lastly cease every opportunity. Do not be afraid to start your own business. Study more party less.



Spring/Summer 2018 Fashion Essentials!



ICE CREAM GIRL

Shine
like a
diamond

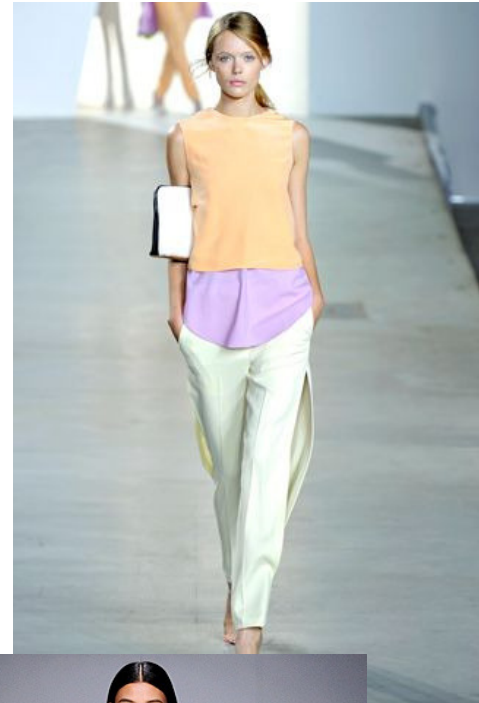
WHAT TO WEAR THIS SUMMER

Article by Jakayla Clements

A must have trend for spring/summer 2018 are the belt bags, better known as fanny packs. So many iterations exist, from the sporty pouches you'll see style setters wearing cross body through to lux leather options courtesy of—who else?—Gucci!



Have Fun!



Whether it's lilac, pink, lemon or duck egg blue, expect to see an array of fashion's prettiest pastel shades this season!





The white T-shirt may not be the most exciting piece of clothing, but it is one of the most versatile. The simple summer style can partner with nearly everything and look great. So, whether you're rocking black pants, a patterned skirt, maxi dress or jeans, you can never go wrong with this staple piece.

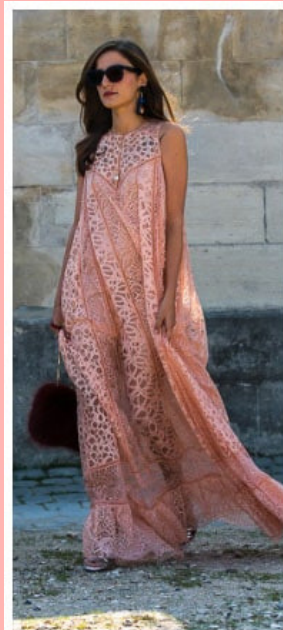


Thanks to the massive popularity of Balenciaga's Triple S sneaker, designers are now at an arms race over who can create the most monstrous kicks to flood your IG feed. There is an abundance of chunky sneakers that are currently hot in the market! And a must have in ones closet for spring/summer.



White jeans/pants make a crisp statement and pair well with everything from neutrals to pastels to brights. How can you not IMAGINE your spring and summer wardrobe without them.

When the weather is hot, tight and restrictive clothing can be a nightmare. It's no wonder then why the maxi dress is a favorite summer style. Long, billowy, and breezy, the maxi is everything you need to beat the summer heat in style.



There's no better way to finish off a stylish summer outfit than with some sleek shades. While there are plenty of styles to try, none will ever beat the ideal pair for your face shape. So, whether you rock a classic pair of aviators or look chic in a cat eye design, embrace your personal version of the perfect sunglasses with pride.

If you're creating the perfect summer capsule wardrobe, you can't forget about swimwear. A classic one-piece is an ideal item to own and an essential addition to your closet. As well as being timeless stylish, a one-piece is also versatile and can double as a top or undergarment when required.



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