CONTRIBUTORS

Editor .......................................................................................................................Chrystal Glasgow
Co Editor ..................................................................................................................Machele Sanders
Creative Director ..................................................................................................Morgan Pollard
Contributors ...............................................................Brittany Richardson, Brianna Potts, Rayquan Taylor
Beat Expert/Photographer ..............................................................Tysheem Johnson
Coordinator ..............................................................................................Dr. Dana Legette-Traylor
Magazine Advisor .............................................................................................Nikki Hicks
Department Chair ..................................................................................Dr. Alice Joyner
TABLE OF CONTENTS

Cover - The Renaissance
Page 2 - Who is TAMM
Page 3 - Blacks in Fashion
Page 4 - VSU BEAT
Page 6 - News Trends: Spring 2014
Page 7 - Editors Take “Selfies”
Page 8 - TAMM Alum “Where Are They Now”
Back Cover - Upcoming Events
The Textiles, Apparel, Merchandising and Management Program is a concentration in the Family and Consumer Sciences Department. The program is designed to prepare students via a broad yet focused education for careers in Textiles, Apparel Design, Fashion Merchandising and Management. Students develop competitive skills to create differentiated merchandise assortments by incorporating apparel design, apparel construction, retail math, fashion forecasting, public relations, merchandising and marketing principles to bring products to the global marketplace.

The program is located in Gandy Hall on the 2nd floor.

Career Choices:
- Retail Buyer
- Merchandiser
- Trend Spotter
- Visual Merchandiser
- Fashion Designer
- Allocator
- Planner
- Fashion Stylist
- Fashion Blogger
- Fashion Writer
African Americans have certainly overcome societal barriers as many dominate in an industry where a break-through was hard to achieve. Figures of old have essentially provided the opportunity for widely favored people such as, Tyra Banks, Robin Givhan, and Bethann Hardison to revolutionize the industry. Among the many innovative African Americans, Stephen Burrows is exceptional in that he was a prominent African American name with significant contributions in the industry. He was a rather popular character during the era of disco, designing for Cher and partying at many of the exclusive nightclubs in New York. His relatively affluent status was highlighted by his design aesthetic. He was notorious for exaggerating stitching, rather than hiding the thread. He loved incorporating bright colors that served as a distinctive element in his designs.

Burrows’ rise to prominence was a result of his dedication and substantial education he was afforded. Born May 15, 1943, he attended and graduated from The Fashion Institute of Technology in New York. Upon graduation, he began his career working as a designer for a fashion boutique. Burrows styled icons such as Liza Minnelli, Diana Ross, and even first-lady Michelle Obama. In 1970, he was labeled as celebrated innovator whose work helped define the guise of the generation. He created danceable designs such as rainbow jersey dresses, lettuce edge hems, and color blocking which were his signature pieces.

In 1973, Burrows competed in “The Battle of Versailles” in Paris against French fashion designers. His participation in the competition was so radical because this was essentially the first time African American models and designers were able to showcase their work. Amid all the feats of Burrows’ in the name of fashion, his showcasing at “The Battle of Versailles” was his most notable.

Due to significant exploits of innovation of many like Stephen Burrows, the fashion industry is now represented by African American writers, editors, photographers, designers, and models that are all respected in their own right.
From expressive leather bombers to statement combat boots, urban wear is definitely trending and originality is the must-have accessory. The students of Virginia State University are expressing themselves dramatically, making statements that speak volumes of their individuality. Observation will lead the average onlooker to capture the abundance of layers, layers, and more layers!
Personal style runs deeper than mere pieces one chooses while shopping; it transcends time and societal norms. Personal style is who you are, translated to the world. Fine Arts student, Omari Wilson, understands personal style very well as he is not afraid to stand out. His inspiration stems from a personal desire to be seen as a “walking art piece/painting that evokes inspiration for onlookers.” With his vibrant multicolored wool drug-rug sweater, festive African Dashiki, and emerald green Dr. Martens, Wilson truly induces levels of inspiration for his colleagues as he pairs wild prints with more subdued prints, forming

Mass Communication major and urban designer, Kevin Smalls, was fashionably spotted wearing the trending Adidas fitted soccer pants, paired with a color blocked button down shirt, and an edgy leather jacket to compliment his navy blue Dr. Marten boots.

The navy parka worn by Psychology student, Amber Logan, has become a trend for the fall/winter season. With such fierceness, she has paired an oversized Hawaiian button up, high-waist white skinny jeans, and white Converse to compliment her look. Logan totally embodies a 90’s vibe as she strikingly personifies

Criminal Justice student and Urban Couture model, Deyona Minor, was spotted wearing a fitted white and black Aztec printed dress that emphasized her effortless style. Minor boldly poses matched with a pair of unique all white mid-calf Dr. Martens, faux leather leggings, and leather biker gloves. Exuding a mixture of edginess and grace, she truly knows how to blur the shadowy lines that divide. She says, “I felt like being a little edgy and class so I combined a Dr. Marten boot with a fitted dress and gloves to top it off” In addition to her chic outfit, Minor places major focus on her lips, opting for a bold color. Her decision is cutting-edge as less makeup and more lip color compliments the skin well.
It is almost time to start packing up your dorm rooms and getting ready for outdoor activities that will surely have your schedule packed. Want to have the right vibe or beat for spring? Then consider these hot new trends for Spring 2014! This season is full of exciting trends with colors that would brighten any day, patterns that evoke a smile, and shoes that will turn every head. Check out these pics of the hottest, newest trends!
As we all know, 2013 was the year of the selfie. The posing taken independently became a regular on our Instagram and Facebook feeds. Who can forget the Oscar selfie with Ellen DeGeneres and a list of actors last month? The picture shut down Twitter. Although humorous at times, does that mean selfies are okay?

The point of sharing a part of your life via snapshot has turned into an everyday occurrence and at times a popularity contest. How many times a day are we uploading selfies to your Instagram or Facebook account? While, social media has greatly aided in the selfie phenomenon, we have to remember that once a picture is posted on social media that footprint could potentially be around forever. It is important to note potential employers now use social media as a mechanism for background checking.

Let those selfies reflect a positive portrayal. Use them to share key moments. Always remember, if you are going to take a selfie – keep them classy and sensible. You never know who is watching you!
AneSia Newton was born October 2, 1989 in Bryan Texas. She moved to Virginia after her father was stationed at Fort Lee. Ms. Newton graduated from Prince George High School in 2008, and furthered her education here at the prestigious Virginia State University, where she studied Textile Apparel Merchandising and Management.

While attending college AneSia said that she had positive influences while studying here at Virginia State. She says that Dr. Jones, an instructor at VSU, was a major influence in her success. Dr. Jones always pushed her to her full potential and made sure that everything she did was the best that she could produce. She says, “If I was going to sew something, I was going to sew it perfectly there was no half stepping and Dr. Jones made sure of it”. She also says that Mrs. Hicks played a major role in her decision of becoming a business owner by being an aide in knowledge to the many different business aspects of the fashion industry.

AneSia’s Advice to Students:

Advice that AneSia would give a college student fresh out who potentially would like to start their own business is to just do it. Do not be afraid of failure because failure is a part of growth. She says that it is definitely important to do your research before starting your business, and what it is that you truly want to do. She disclosed that most of her success comes from having the knowledge behind starting a new business.

AneSia says that knowing your market as well as your competition, is a major factor when it comes to starting your own business. She expresses that when she started her business that she only marketed to plus size women, but when she opened her store in the Fort Lee location that the particular demographics that she was in did not have a lot of plus size women. She then had to re strategize her market and began catering to the consumers in her demographic region. She says that it is important to know your target market and market segment, as well as the competition that surrounds your business.

Business Hours & Contact Information:

Monday-Saturday 10-7
Sundays 10-5
Online Store: www.kederescloset.com
Phone: 804-835-5085
Email: info@kederescloset.com
Facebook: KederesCloset
UPCOMING EVENTS!!

VIRGINIA STATE UNIVERSITY
Virginia State University
College of Agriculture
Department of Family and Consumer Sciences

Dr. Dana Legette-Traylor, Program Coordinator
dlegette-traylor@vsu.edu

Dr. Alice F. Joyner, Chair
ajoyner@vsu.edu

Mrs. Nikki Hicks, Magazine Advisor
nrhicks@vsu.edu

P.O. Box 3211
1 Hayden Drive
Petersburg, VA 23806
Phone: 804-524-5761
Fax: 804-524-5048
Email: ameredith@vsu.edu