

TAMM

A Lifestyle and Fashion Publication

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ATL.anta Trip



*Location: MARTA Station; Atlanta, GA

On Friday, October 17, twenty Virginia State University students majoring and minoring in TMM, along with two professors from the department boarded a bus at 5am to Atlanta, Georgia. Upon arrival, the students and two faculty members visited Americasmart, one of the world's largest permanent wholesale trade centers, and viewed a fashion show featuring designs for the Spring 2015 season.

The next morning, the students received a "real-life" inspirational talk from guest speaker, Dr. Dionne Boyd. She spoke about the importance of having a plan, strong portfolio, and the understanding that sometimes it is not what you know, but who you know. Following the guest speaker, the girls had the opportunity to travel around Atlanta. Of course like any other college student in a new city, they partnered up, grabbed their unlimited MARTA train passes, and painted the city of Atlanta Orange and Blue.

Sunday, before heading back to campus, the gang traveled to the Museum of Design Atlanta, where they were afforded the opportunity to be the first to view the "Inspiring Beauty: 50 Years of Ebony Fashion Fair" exhibit. Getting a chance to view the garments that changed the fashion industry for blacks not only excited the girls, but sparked a sense of encouragement and fulfillment for being African American women striving to work within the fashion industry.

After leaving the exhibition, the posse took a lunch break at Gladys Knight's Signature Chicken and Waffles - giving the girls a perfect southern twang to end the weekend festivities.

A Sustainable VSU



“Building A Better World...”

Summer is the premiere time for long vacations and relaxing breaks from the norm. With warm weather, cool beaches, and starry filled evenings, it is the season most of us anticipate. However, the dedicated students and faculty of VSU’s TAMM department spent their summer months of 2014 differently than the vast majority. Summer brought about a different reality and an unusual routine for the fashion students.

As a result of the apparent dedication to fashion and the industry each student of the department exudes, a project that incorporated the elements of sustainability and garment construction was produced. The students, under the direction of Mr. Montoya creatively engaged in an approximate 12-week venture that involved the designing, construction, and production of tote bags and other accessory items using VSU band uniforms. This project was an excellent opportunity for the students to serve the VSU community and capitalize on their talents.

Inspiration for the constructed VSU tote bags stemmed from the concept of sustainability. Society has adopted many sustainable practices and habits, however, such incorporations and its importance may not be fully understood by the masses. For this reason, the TAMM students have turned their project into an avenue for educating others about sustainability.

So, you may be wondering what sustainability is and its significant relationship to college students. Simply, being sustainable is described as the ability to use an item again without it being completely used or destroyed. As it relates to the project, VSU’s marching band is known for wearing very distinctive uniforms, which are conveniently assigned to every member each year.

With the help of Barbara Stevenson, TAMM students were able to use the retired band uniforms and complete a rather innovative project...

A Sustainable VSU

By taking such uniforms and cutting them into measured pieces, thoughtful bags were made out of former sleeves, pant legs, and other portions of the uniform. The skilled assistance of TAMM's very own Mr. Montoya, was greatly appreciated by the students as he guided in the process of construction. As a result, the tote bags produced were of great quality, allowing the bags to hold a classic appearance.

Overall, the quest of creating a more sustainable reality is a movement that is beneficial for our environment and with the involvement of VSU, the preservation of our planet is that much more attainable. By way of introducing the project to the institution at large, Mrs. Hicks' Advanced Design and Display class designed a select number of display cases in the VSU Library, which further explains the process of construction. Seeing students of the TAMM department arise to the occasion of sustainability, completing detailed assignments such as these has created a sense of excitement for the program's "new era."

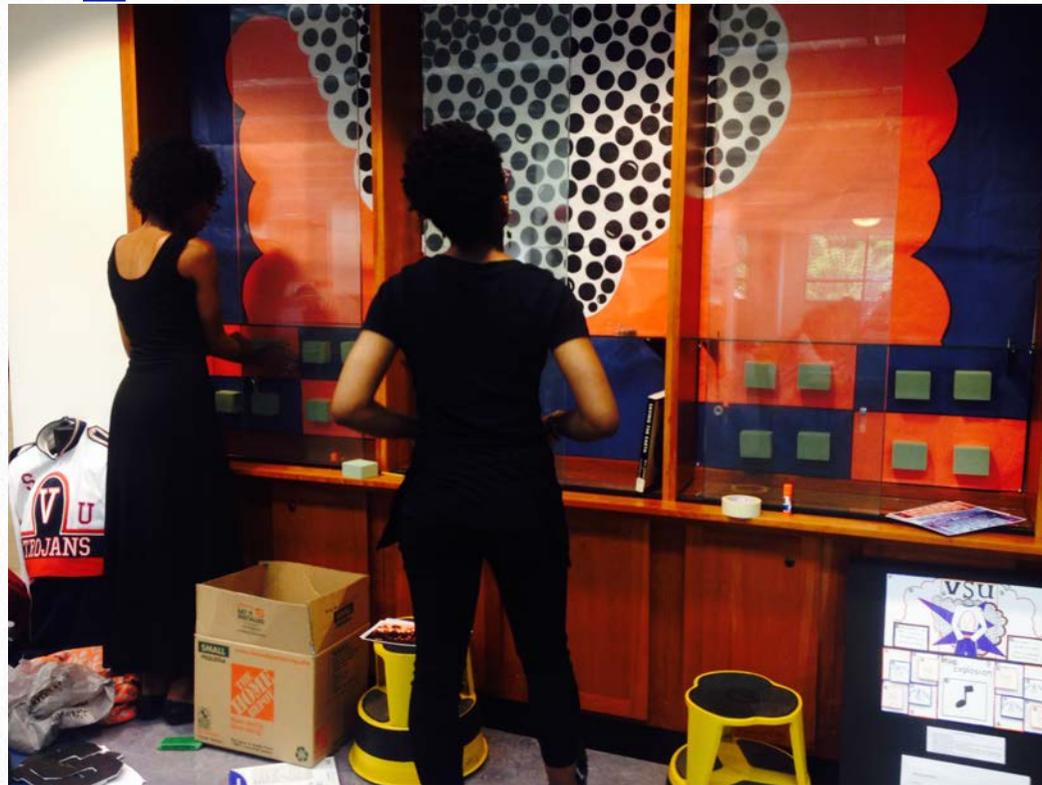
Thanks to the hard work and dedication of the students who participated, finished

products of the VSU tote bag are now available for purchase.

For those who would like more information on how to purchase a bag visit the VSU website for online orders.

Please visit:

<http://band.vsu.edu/boosters/teba-fundraise/>



Style Inconsistencies



Why is it that non minority women seemingly get away with any article of clothing they put on and every accessory that they adorn themselves? Is it because they weren't physically endowed with wide hips, big breasts, and thick thighs, causing most outfits to look more sexualized than intended? Or are they able to get away with things simply because they are arguably the majority and blacks are the minority, raising an issue of superiority among race? I mean come on... didn't you find it crazy when Marie Claire called Kendall Jenner's cornrows "epic?" Then, if you look at celebrities like Kim Kardashian and Iggy Azalea and their choice of body accentuating garments, they receive fewer backlashes, and then say a Nicki Minaj or a Rihanna. And don't get me started on Miley Cyrus; she is the queen for glamorizing what is seen as "ghetto" on black women. In no way is this an article to racially advocate on behalf of black women and the inconsistencies they may face from society when compared to white women. Instead, my issue is the celebration and social acceptance of things culturally characterized in Black America. From the big hoops and acrylic nails, to "baby hair" and dreadlocks - all are seen as "chic" on whites, but when donned by black women, they are classified as being ratchet and "ghetto."

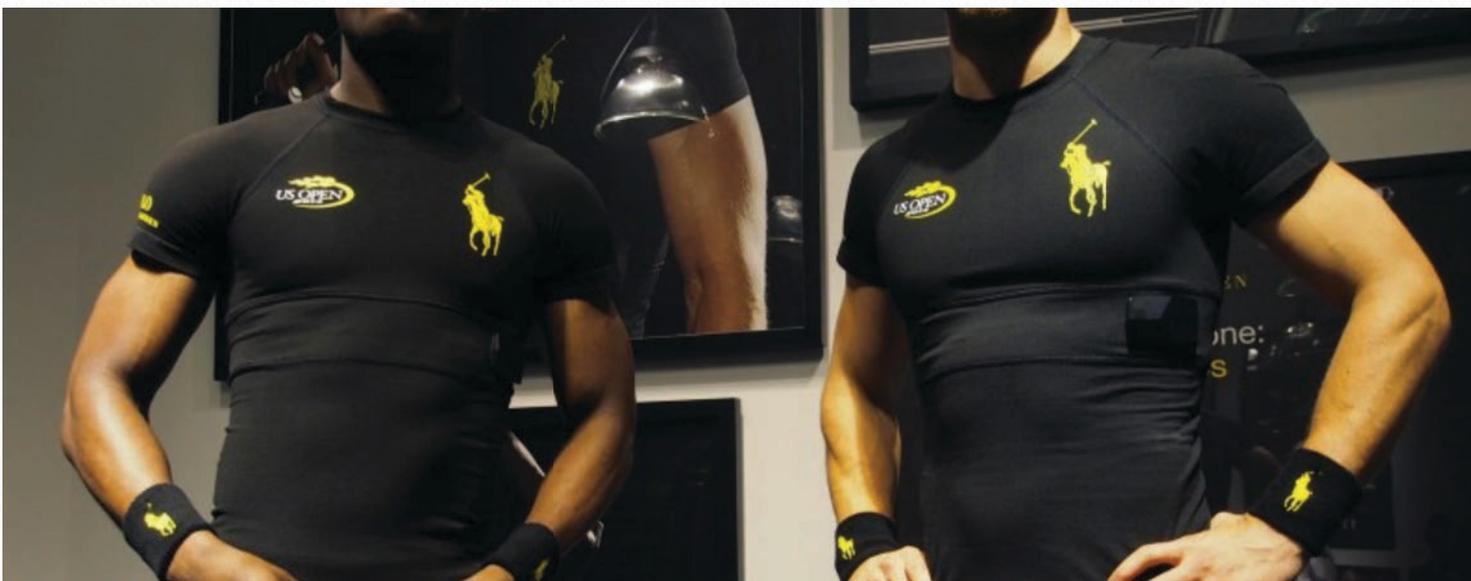
It's sad to see that the natural beauty and defined "markers" that set black women apart are not being celebrated by black bodies; instead they are celebrated as fashion on white bodies. Why can't each ethnicity just accept who they are and the things that make their people special? When we rob ourselves of embracing our history, we strip ourselves of our identity. Maybe I'm being oversensitive, but having West Indian parents has taught me to love my heritage and culture. I accept the musical, artistic, culinary, and social elements that represent my family. There is no need to assimilate the looks of other cultures when mine is so rich.

Not to say that non minority women don't appreciate their culture, because in no way am I attacking them, but the unattractively classified beauty of a black woman is now trending in mainstream. Such inconsistencies almost present itself as a mockery. Even though we are supposedly living in a "post-racial" society, many feel disrespected and rightfully so. Maybe, if there was reference to the original, black women wouldn't feel so stripped of their history, but I guess this is the newest trend in appropriation.

Techno-Fashion



From 4D fashion shows to smart watches and jewelry, technology has navigated its way into the influence of today's fashion trends. As seen in Ralph Lauren's runway display at New York Fashion week, the industry is moving towards the new era with technology in the forefront. Alongside the 4D runway debut, Ralph Lauren revealed the release date for the label's all new "tech shirt." It has been reported, that the garment will be able to track distance, heart rate, and calories burned. The smart watch designed by Apple is also a hot topic within the fashion world. The self-titled, "Apple watch", will hold similar abilities to the iPhone, such as sending text messages, listening to music, and monitoring fitness measurements, to say the least of its functions. The year 2014 is quickly coming to an end; however, as society embraces the finish the preparation for an even more "techno-savvy" 2015 is underway.



B.E.A.T.



Photographed:
Kyle Moore



Photographed:
Ellen Habte & Raquan Taylor



Photographed:
Bryana Sims

FASHION
ZONE

Feeling a little un-inspired by your closet? Check out what's B.E.A.T. on the campus of Virginia State University. With such style, diversity and creativity on campus, going to class is like witnessing street fashion during New York Fashion Week. Fashion and style play a huge part on campus, serving as an outlet of creative expression and chic mystique.

beauty. entertainment. apparel. trends



It takes a bold “fashionista” to wear multiple prints and patterns and not give a chic! Business Management major, **Kelsey Collin**, kept it edgy and flirty with her blue floral print crop blouse that she paired with a blue high-waisted skirt and scrappy black wedges. She completed her look with a blue polka-dot shirt tied around her waist, a hippie hair braid, fashionable sunglasses, and a soft powdered pink lip.

Family and Consumer Science major and Kerojo Modeling Agency Ltd model, **Shanice Wright**, took it back to the nineties with her Aaliyah inspired denim look. The illusion of the double denim jean has become a big trend among celebrities for both red carpet attire and street wear. Celebrities such as Rihanna and Miley Cyrus have been spotted successfully donning the double denim jean. Wright paired her double denim jean with a denim bustier crop-top, large futuristic sun shades, and a popping red lip that went perfectly with her pointed-toe red wedge heel.



TAMM major, **Destanee Ivey**, glammed in a fashionable revived look from the seventies. Her go-to flared trouser, printed floral tank, floral printed wedge heels, Chanel inspired cross-body chained purse, and wide brimmed paradise pink fedora, made for a true hippie re-creation. Ivey’s selection was not only inspired by the seventies but also a reflection of spring and fall trends.



Danei Davis (left) and **Danet Davis** (right), Criminal Justice majors, show us how to do a double take when it comes to fashion and style. While the two have diverse yet similar styles they both know how to flaunt it very well. Both ladies embodied a retrospective glimpse of the nineties. Danei Davis sported an olive toned jumpsuit executed with what many girls can recall as their favorite clear “jelly” sling back sandals we all used to have as kids. Fast fashion retailer, American Apparel© and women’s clothing store, Go-Jane© helped them recover this vintage look. On the other hand, Danet Davis favored an off the shoulder crop top with a light washed high-waisted jean, sported with the trendy sneaker wedge.

Fashion Finds the Fall!!!



Dear fall, we're ready for you!

Although the summer season has come to a close, a new season full of great fashion awaits us. So, let's embrace the trends that will be of great focus for this season. Whether it's bringing back your favorite fedora or experimenting with new patterns. We're ecstatic about all the style possibilities and look forward to donning the trends this season. Here's a quick glimpse of what's in store:



Oversized Turtlenecks



Leather Jackets



Fashion Finds the Fall!!!

Sneakers



Plaid



Zippers



Low-End to High-End

The portrayal of originality and the conveying of one's self-identity seem to be a focal point among millennial consumers. As a result of this focus, fast fashion stores like Forever 21 and H&M cater to such audiences strategically targeting their appetite for uniqueness. Although, originality is seemingly achieved when making purchases at these stores, in reality most of the merchandise purchased is a reflection of what your "neighbor" is wearing. For this reason, one is inclined to wonder if originality is ever attained. Regardless, the quest for originality, as it relates to clothing is desired.

Tips on Thrifting:

Thrifting is not as simple as making your traditional purchase in a retail store. Buying the featured item on the mannequin is not always a reality in an average thrift store. Thrifting is essentially the art of creating a look piece by piece. With this art comes the required level of tolerance and patience that must be assumed by the consumer.

Different from the dynamics of a retail store, individuals may be forced to sift through numerous racks to complete a desired look. This process can be compared to finding a needle in a haystack, which is precisely what makes thrifting worth the effort. One can never gage or predict the treasures that are nestled between and on the racks in a thrift store. Besides the crazy low prices, the rush one gets from finding that vintage 90's romper or an original Adidas jacket is indescribable. However, the successes gained from thrifting are not always consistent. Some days there are significant deals where there may be a 50% discount on all clothing or an insurmountable sale on jewelry. You never know what you may encounter, but the search is well worth it.



Low-End to High-End

Every thrifting establishment is organized differently. Merchandise may be assembled by gender and type of clothes, color and size, or you may find masses of clothing and household objects. If you are new to thrifting try shopping at the more organized stores. This may be a better tactic at thrifting, considering the overwhelming effects of large amounts of unsorted clothing. Also, knowing what you are looking for can make the process less discouraging. It may be a good idea to try on different types of clothing. Sometimes, pieces may look better when tried on; as opposed to seeing the garment on a hanger. It is also important to consider the area in which you choose to do your shopping, because every area has something different to offer. Do not be afraid to step into small mom and pop thrift shops. The greatest finds can be found at the most unlikely places for the best deals.

Now, with all this talk about thrifting, it would be in your best interest to get started! Check out some of the great thrift stores in the Petersburg area and get started on applying the tips provided for your success. Happy thrifting!



The ROC Thrift Store
22 W Washington St
Petersburg, VA
(804) 733-5080

**Disabled American
Veterans**
2041 Midway Ave
Petersburg, VA
(804) 732-8100

Crater Thrift store
3916 S. Crater Road,
Petersburg, VA
(804) 526-4300

Where Are They Now?

TAMM Instructor On The Rise



Get to know VSU's very own, Mr. Montoya, instructor of the TAMM program!

During an interview with Mr. Montoya we discussed topics that range from how he broke into the fashion industry to what the meaning of style is and today's "trendy trash". He describes his journey as long with many roads, as one could expect. Mr. Montoya began designing at the ripe age of ten years old in Fredericksburg, Virginia. His grandmother owned a dress shop, and during his summer vacations he would assist her. He attended Virginia Commonwealth University [VCU] as an undergraduate majoring in Fashion Design, and had the opportunity of participating in a foreign exchange program to Italy for a summer.

During his career, he relocated to New York where he worked as a senior designer at Madam Alexander Doll Company, and designer for benefit fashion shows to raise awareness for diseases such as sickle cell anemia, breast cancer, and AIDS. His dedication to his craft afforded him the opportunity to design a garment for actress Vivica Fox that she wore to the Lady of Soul Awards in 1997, topping the best dress list. Mr. Motoya has mileage in his career and knows a thing or two about woman's wear design.

When posed with the question, "What is style?" he replied, "style is finding a space in clothes you feel good in that fit you well that look good for your silhouette. It's not about the trends and what's popular, it's about mixing and matching old pieces with new pieces that suit your personality." His inspiration stems from his own style, conversation with various people, something he might have seen somewhere, and unique fabrics. With the seasons changing, Mr. Montoya explains that the essential pieces to a woman's wardrobe are: a black dress, great accessories to swap out for every season, and classic pieces that are designed well instead of the everyday "trendy trash". He is a believer that less is more, and a person doesn't need to show everything to be sexy. Young or old, it is important to reinvent yourself and stay relevant by remaining aware of what's going on in the fashion world. "If you look good you feel good."

This whimsical professor definitely has insight and can offer much guidance to people who hope to break into the fashion industry, and that's our "Who's Who."

WHAT IS THE TAMM PROGRAM ?



“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.”

Interested in learning more about the TAMM program?
Contact Dr. Dana Legette-Traylor at 804.524.5161 or email her at
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