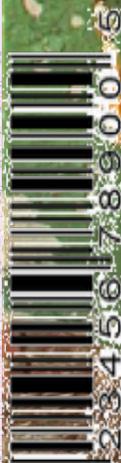


TAMMI



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WHO IS THE TAMM DEPARTMENT?

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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





BLACKS IN FASHION

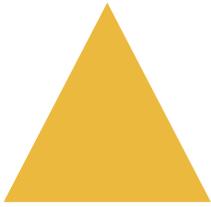
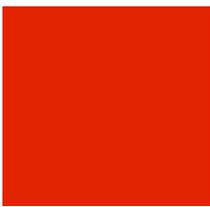
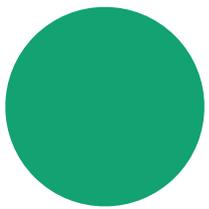
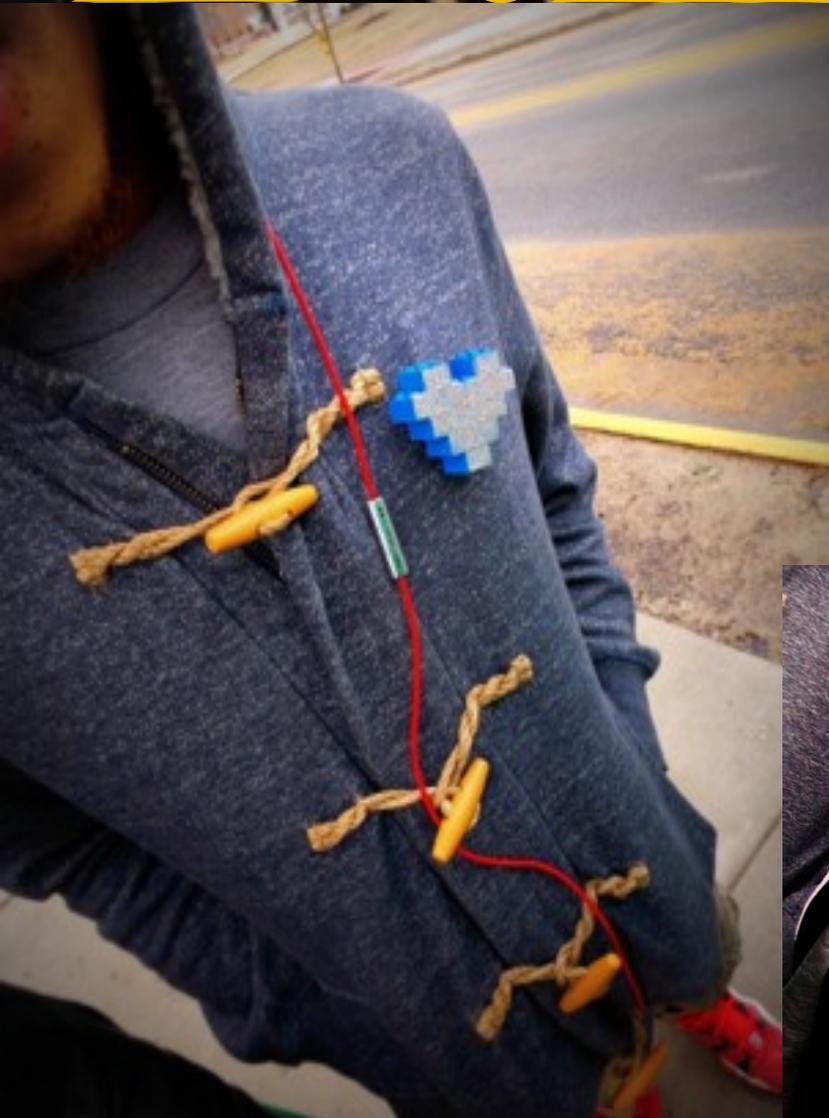
African Americans have certainly overcome societal barriers as many dominate in an industry where a break-through was hard to achieve. Figures of old have essentially provided the opportunity for widely favored people such as, Tyra Banks, Robin Givhan, and Bethann Hardison to revolutionize the industry. 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.

B.E.A.T



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 on-looker to capture the abundance of layers, layers, and more layers!



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

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.



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.

What's Hot For Spring and Summer?

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!



Mix & Match



Pleats

Athletic Inspired



Gem-Embellished Pieces



Metallic



Bold-Prints



SELFIES-INNOCENT OR DETRIMENTAL

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!

WHERE ARE THEY NOW?

TAMM Students On The Rise



AneSia Newton
owner of

KEDERE'S CLOSET

Background Information:

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, and 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.

The Business: Kedere's Closet:

AneSia came up with the name Kedere's Closet from her middle name. Her store is a collection of her style and items that she likes. Her aspirations for starting her business came from her love of fashion. She states that she always knew that she wanted to do something in the fashion industry, and when she became a student here at VSU she became very fond of the business aspect of the fashion industry, influencing her decision to become her own boss.

Her business is located on the base of Fort Lee, and she also has an online store. She offers an abundance of products from vintage clothing, to ready to wear clothing, jewelry, handbags, shoes and accessories. AneSia also custom makes clothing when orders are placed. She has manufacturers who help in the production of her own custom made pieces, while also working with some private labels.

Most people would say that Petersburg is small, or there is no room for growth, so I asked what contributions has made her business so successful and what made her want to stay here in Petersburg. She says that because her business is something new, one that consumers of this area have not really seen before, she says that this gives her exclusiveness when it comes to consumers, which is ultimately what will set a retailer apart from its competition.

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](https://www.facebook.com/KederesCloset)

UPCOMING EVENTS!!!

OPEN CALL

FOR
FASHION
DESIGNERS
AND
FASHION
STYLISTS

EIGHT WILL BE CHOSEN

ONLY ONE WILL WIN!



TAMM 2014

FASHION FACE-OFF

COMING FALL 2014
EIGHT WILL BE CHOSEN
ONLY ONE WILL WIN!

APPLICATIONS AVAILABLE IN
THE OFFICE OF
FAMILY AND CONSUMER SCIENCE

GANDY HALL ROOM# 216

CONTACT

FACS: 804-524-5761

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