

MY FASHION DIARY



BY KARISSA
rowe

my STORY

Growing up I found myself using fashion as a way to express myself. When most kids were still playing with barbies, I would sit on the floor of my childhood bedroom and cut out Fashion magazines. I found myself emmerged in a creative headspace and from there grew to understand my passion for fashion and the creative side of the industry.

Applying to The New School gave me the opportunity to take my creative skills and ideas and implment them into my future career goals. I've had the oppuritnity to work for amazing brands, learn from successful professionals in the buisness, meet so many inspiring people, and overall just be fully submerged in the culture.

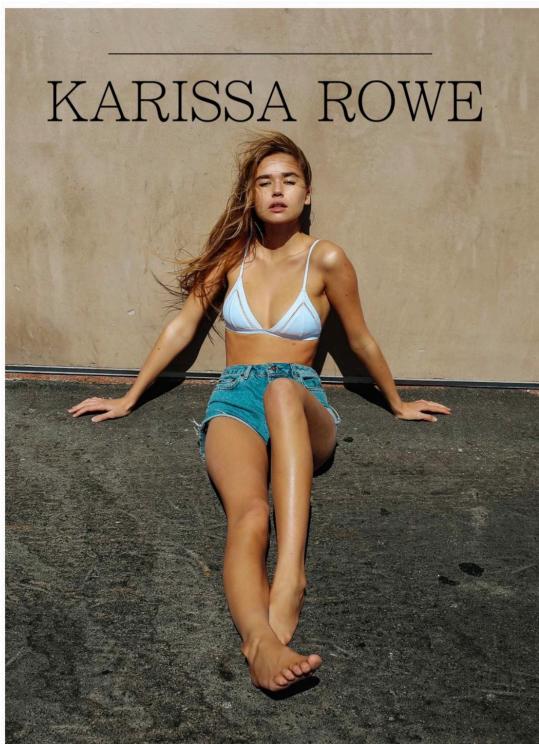
A goal of mine is to be apart of the women-owned buisness community, and be a female buisness owner and ceo. Women empowerment, especially in the workplace, is very important to me.

When I was 17 I began to take my firsts steps in working in the fashion industry and began styling photoshoots in Los Angeles. After a few months of working shoots and getting my name our there, I was interviewed by Galore Magazine. Staying true to my goals, I spoke on the emportance of women empowerment. For the first time in my life, I knew what it felt like to be recognized in the industry.

FEATURES



GALORE mag



NUDE mag

“ Girl power is having confidence in your **unique** individuality and **empowering** other girls to stand up for what they believe in. ”

Karissa Rowe :: @Karissarow :: Age 17

NUDE: Introduce yourself. How old are you and where are you from?

Karissa: I'm 17 years old and I live in Los Angeles, California.

NUDE: How would you describe your work?

Karissa: I would describe my work as young and cool. When putting together looks I think of ways to reflect the youth couture intertwined with vintage pieces to create a look people would never think could go together. I tend to overlook the modern trends and try to find pieces and looks that will exemplify the idea that it's cool to wear those rare pieces lying around in your closet.

NUDE: Is styling something you always wanted to pursue?

Karissa: I've always loved the idea of putting clothes together in a way that might be portraying a different side of a person or representing the certain qualities of someone. I recently started a blog (<https://dirtyfashion.co>) and the idea of styling (in the future) has definitely grown on me because I love researching fashion and finding inspirations that reflect in my work, as well as my blog.

NUDE: What has been your biggest achievement so far?

Karissa: I actually haven't really done a lot of styling work, but I've styled a few of Luke Raymond's shoots and it's always so fun. I definitely want to continue styling because it is something that comes easy for me and I enjoy it so much.

NUDE: What's your creative process for constructing looks for a shoot?

Karissa: I try to think of ways to put clothes together and portray a certain idea that works with the mood as well as the model. I think each model has their own look and that's what makes every look different, no matter what clothes you put on them. I think looks should have a theme or vibe to them - which helps create a small story that people don't usually see in everyday trends.

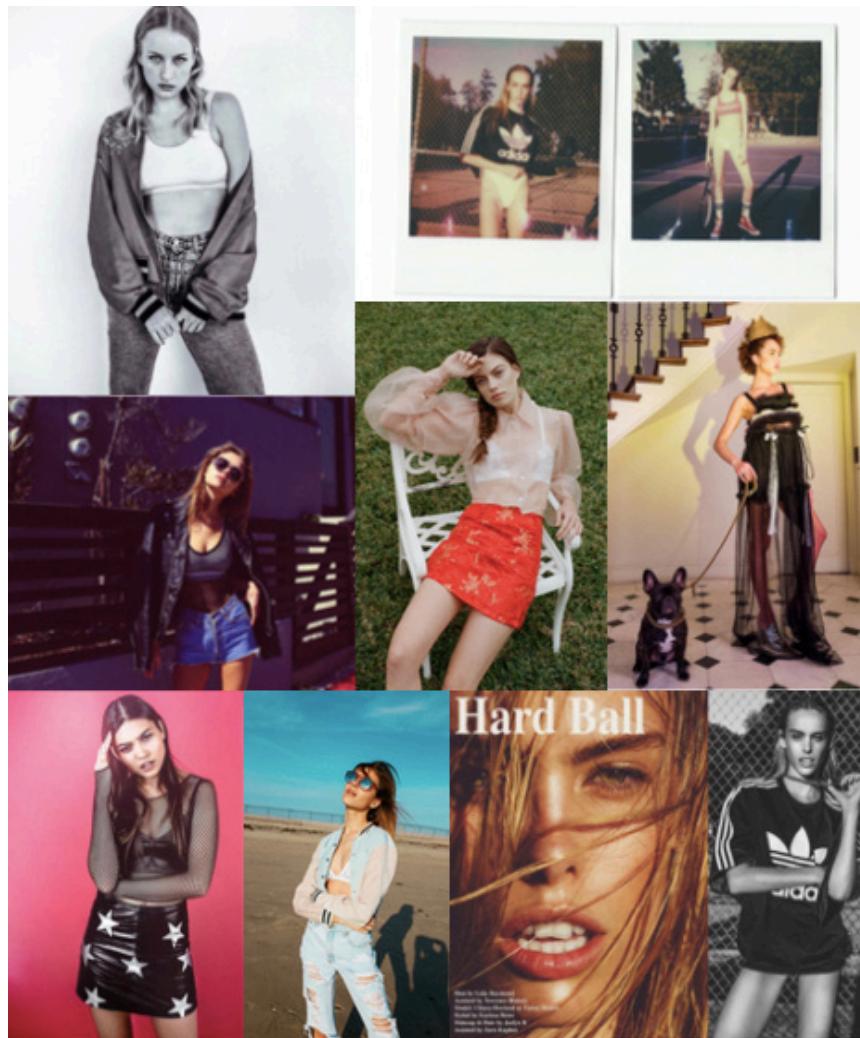
NUDE: Which stylists influence you, and how do they influence your thinking, styling, and career path?

Karissa: I don't really have any stylist influences - I do have fashion icons. My top inspirations, people I really look up to, are Sama and Haya Khandra. They really know how to put together outfits and portray them in ways that catch your attention. They have more of a 90's rock and punk vibe to them and that has really reflected on my style. Whenever I go shopping I try to think of how they would style an outfit, or what they would wear for the occasion. They have more of an effortless, yet dressed up style to them, with a little grunge and pops of electric colors. What I admire about them is they are young, successful, and the overall definition of cool. I think it's inspiring they started in the fashion business when they were in their teen years, just as I am.

NUDE: There are so many stylists out there. What do you feel is different about your work? What's your edge?

Karissa: I think many stylists, especially in LA, think outfits have to be all designer and have to incorporate the newest trends seen in certain stores. I think a lot of the looks I get complimented on are the looks that I hand pick from vintage stores, or cool pieces most people would just look past. My edge is definitely becoming more of a 90's

STYLING WORK



MOVING TO NYC

On August 20th 2017 I moved from Los Angeles California to New York City. It was the best decision of my life.

I finally felt like the world was an open canvas, boundaryless. I was able to finally put my passions and ideas into work.

nyc LiFe

The New School welcomed me with open arms and gave me the opportunity to meet fellow students that are to this day still some of my best friends. I felt that I was apart of a community of people who shared the same passions and interests, which was a breath of fresh air.

By my second year of being enrolled at Lang, I was guided in choosing a major that would best represent my career goals. The variety of courses offered at the New School I had taken thus far helped me to decide on majoring in Culture and Media with a minor in Fashion Communications.



CLASSWORK PORTFOiLiO

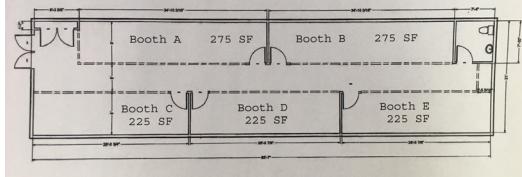
BRAND CONCEPT

Name:

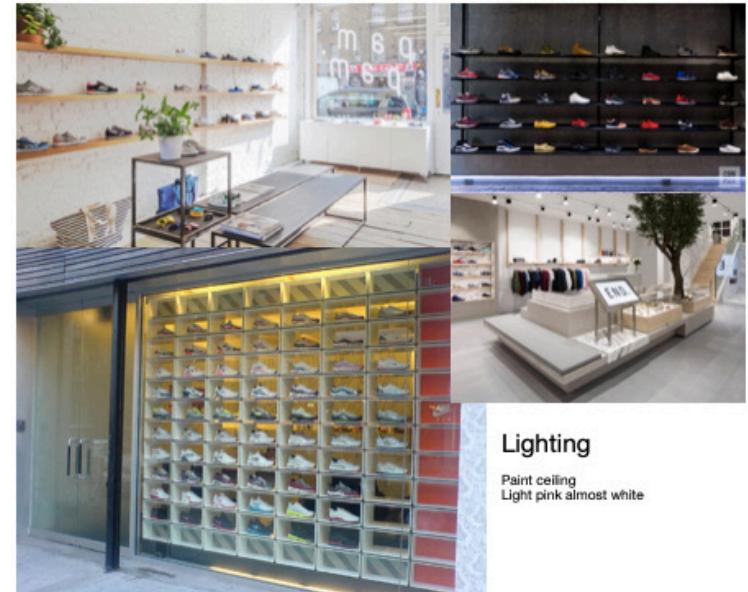


Location: 255 Elizabeth St, Nolita. 2,100 sqft. \$6,500/mo

*Includes : Restroom in back, skylight, security cameras, rack system.



For my Visual Merchandising class I created a brand concept for a women's sneakerstore named HS Hers. I designed it to be a storefront in Nolita that aimed at marketing consumers in women's streetwear.



Lighting

Paint ceiling
Light pink almost white



FASHION JOURNALISM

Dress Interview: Anna Chud



Who is Anna Chud?

Anna Chud, my best friend whom I've known for two years, is 21 years old from Beverly Hills, California and moved to New York to pursue photography a year ago. This past May Anna was hired to become a social media coordinator/photographer for a very known fashion blogger, @Somethingnavy, who just recently launched a clothing line at Nordstrom's, in which Anna shot the campaign. Anna also helps run a small online clothing boutique on the side, Half-Mad (@half_mad).

Anna's closet has a various variety of pieces from fast fashion pieces ranging from H&M and Zara to designer pieces like Saint Laurent and Acne Studios. What I found most interesting about Anna's closet was the spectrum of the pieces inside of it, meaning the unpatterned themes that make up her closet. You can find a simple flowy dress and then find a loud sequence jacket that you wouldn't expect, which is a pure example of Anna's style. Some days you will see her rock a bright pair of pink pants with a matching blazer, while other days you will find her in a white tee-shirt tucked into a clean pair of Levi's and kitten heels. Throughout her closet I found specially the growing amounts of blazers and design printed pieces. Meaning not as many solid colored pieces as I expected. Her closet is a pretty good-sized space with her first rack holding her jackets and coats, while her second rack on the right side, is holding her blouses and dresses. Meanwhile, her boots and heels are on the top shelf and her sneakers and sandals are on the floor under the racks. "I like to separate my jackets and coats from my blouses and shoes because I feel like it's easier to find things that way. I also try and separate my more expensive pieces by putting my jackets, which is mostly my designer pieces, with my shoes and purses on the left side of the closet."



The left side of Anna's closet is filled with coats and jackets of several colors, lengths, and fabrics. Anna's winter essentials can be seen in the picture, most specifically the Canada Goose mid length jacket, her black leather The Arrivals jacket, and thrifted faux cheetah coat. "I definitely am more of a winter person as you can tell looking my closet. I just like how in winter you can wear layers and create more of a look and outfit," Anna stated.



The top shelf of Anna's closet carries her more "going out" shoes. Shoes shown include Zara combat boots (on the left), kitten heels and loafers from Something Navy's Nordstrom line (middle), and Zara blue navy booties.



"I love to throw on a blazer with a tee-shirt whether I'm going to work or going out on the weekends. I think it makes you put together, even if your wearing a very casual outfit," Anna stated when showing me her blazer collection.

Anna answers six questions about her everyday dress.

1. What kinds of clothes do you usually wear and why?

"During the week my clothes are more professional because of my job in which I meet with different people and am in the office a lot, so like blazers, button downs, dresses. Then on the weekends I wear hoodies and sweatpants in my house, honestly kind of the same thing tho when I leave my house, but less professional."

2. What is your typical routine when getting ready in the morning?

"Honestly it takes me about 20 minutes to get ready in the morning. I get up, wash my face, brush my teeth, and then stare at my closet for about 5 minutes. I used to pick out my outfit the night before but I can't do that anymore, so I kind of just wing it."

3. How have you organized the items in your wardrobe?

"I'm not organized at all but I guess the left side of my closet is all my jackets, then it goes my tops and dresses, but it doesn't usually stay like that, and then my t-shirts and jeans in my dresser."

4. Do you dress more for your insecurities or what you actually like? Do you feel your insecurities stop you from dressing how you want?

"I think I definitely don't wear certain things I like because of my insecurities whether it's me not wearing tank tops, because I hate the way my arms look in them and instead wearing a jacket and feeling more confident. So the answer is yeah, I do probably dress for my insecurities and there's a lot more things that I'd like but don't wear because it wouldn't look good on me."

5. Do you invest more in fast fashion or "designer" quality pieces?

"A little bit of both, maybe because of my income I do fast fashion, but I would like to have more quality pieces. I have a pair of Saint Laurent boots that I wear every single day and they don't get messed up, but my Zara one's I can wear like three times and then ruined. I do find myself getting into fast fashion because if you want to be in trend, I guess sometimes, like for instance right now cheetah is so in, I don't want to buy a \$400 cheetah jacket because in three months it's going to be done. That's where fast fashion is helpful because you're able to buy those pieces that are in the now, that are like cute and you really want, because you're seeing them all over Instagram and don't have to spend a lot of money doing it."

6. Does social media had an impact on your personal style?

"Overall, maybe. I think it's hard to truly say just because my age and my development of style has been through the years that social media has grown so I wouldn't truly know if my style evolved with it, but I definitely find inspiration on social media. I save pieces I like, but I don't know if I could say fully that it has influenced me. I think maybe I use it subconsciously and I don't realize it. I just think my style grew from high school to now and I'm still figuring it out. Those are the years where social media grew with it too, so I can't tell if I rely on it, I just feel like I'm too close to it."

BRAND REDEVELOPMENT

Saint Laurent



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One of my favorite projects I've done was for my Design Communications class. For the project I redeveloped Saint Laurent and gave it a new brand identity. I changed the logo and the style of the brand, a nostalgic look inspired by the Yves Saint Laurent time. I used my creative side of my work and designed a t-shirt with the brand's new logo and concept that I still have to this day.



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**TO BE
CONTINUED**



see you in THE FUTURE