

2018

THE FASHION SHOW

RESILIENCE

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WELCOME



THE FASHION SHOW IS A
PREMIER IOWA STATE EVENT!

+ President Wendy Wintersteen

We are so pleased to welcome you to Iowa State University's "The Fashion Show 2018." Acclaimed as one of the largest student-run fashion shows in the country, The Fashion Show is a premier Iowa State event!

We are extremely proud of our students' creative talents in fashion design and their planning efforts. Now in its 36th year, The Fashion Show is coordinated entirely by Iowa State students who plan and organize every aspect of the show and oversee every detail of the production. They also design, create, and model the spectacular runway fashions that meet the highest professional standards of the fashion industry.

Congratulations to the student organizers and participants for creating a wonderful educational experience and an outstanding entertainment event for Iowa State University and the greater community. Thank you to everyone who supports these students in their efforts, including their faculty and staff advisers and tonight's audience. Enjoy The Fashion Show 2018!

Wendy Wintersteen
President, Iowa State University



+ Dean Laura Dunn Jolly

Welcome to Iowa's biggest fashion event of the year, The Fashion Show. More than 200 students have teamed up this year to feature top talent from Iowa State's nationally acclaimed apparel program.

This annual event, now in its 36th year, highlights our students' command of fashion design, costume history, science and technology, product development and production, merchandising and marketing, and entrepreneurship. Each student designer draws on these aspects to originate and refine their apparel.

The 2018 show's theme is Resilience, to showcase modern, minimalist ideas rooted in nature to inspire thought on overcoming adversity and new beginnings. Restructured design categories reflect the ever-changing industry. The show's student leaders have exceeded their crowdfunding goal this year by raising over \$30,000 from 256 donors to help support this gala, which will be livestreamed around the world.

The multibillion-dollar textiles and clothing industry relies on Iowa State's apparel, merchandising, and design program to develop up-and-coming leaders. Our program is ranked No. 3 in the Midwest and No. 5 nationally among public colleges in fashion merchandising – and No. 4 nationally among public schools and colleges in fashion design – by *FashionSchools.org*. For the seventh consecutive year, our scholars surpassed those from all other schools at the International Textile and Apparel Association's conference in November, with an astounding 16 awards.

Congratulations, students, for producing this extraordinary show. Your innovation, teamwork, perseverance and flawless execution made tonight's show a resounding success.

Thank you all for graciously supporting these successes. From inspiring individual students to contributing a financial gift, thank you for being "Forever True, For Iowa State."

**Laura Dunn Jolly
CHS Dean, Dean's Chair**

+ Dr. Eulanda Sanders

On behalf of the faculty and staff in the department of Apparel, Events, and Hospitality Management (AESHM), I am excited to welcome you to The Fashion Show 2018! The Fashion Show is one of the longest running and largest student-produced shows in the United States. Over 100 students in our Apparel, Merchandising, and Design (AMD) program work throughout the year, mentored by our award-winning faculty, to create designs and produce the show.

The Fashion Show has evolved from being a one-night event to a week-long Fashion Week packed with activities for students across the entire Iowa State University campus and potential students in the state of Iowa. Each year, on the day prior to the show, the AMD program welcomes approximately 400 high school students and their parents to the Behind the Scenes events to take workshops with faculty and graduate students and preview The Fashion Show during the dress rehearsal.

The Fashion Show is an example of best practices in experiential learning – our students learn by doing and learn from peers. The show is structured like a business, allowing students to be involved in their first year on campus and move into leadership roles in the following next years. This unique learning experience provides professional portfolio building opportunities that ultimately prepares our students to enter multiple aspects of the exciting fashion industry.

A unique aspect of our show is that guest industry and faculty judges travel to Iowa State University to select the garments you will see on the runway this evening. Our guest designers come to campus prior to the show in order to interact with, inspire our students and faculty in our classrooms, and design studios. Last year was a pioneering experience for those across the world who were able to watch the show via live stream while the more than 2,300 individuals experienced



**HAVE AN AESHM EVENING
AND ENJOY THE SHOW.**

The AMD undergraduate and graduate programs and its faculty are well-respected globally by our peers. Almost every other university or college with a fashion program has an Iowa State University Cyclone as a faculty member on staff. Our faculty are leaders in industry and academia, innovating as teachers and scholars. The Fashion Show is a prime example of excellence in the department and on-campus.

Dr. Eulanda Sanders

+ Sarah Bennett-George

Tomorrow morning hundreds of students will wake up to a bright spring day and before they even fully open their eyes, their first thought will be “We did it, it’s over, The Fashion Show was last night and it was awesome!” Their second thought will likely be “Thank God! I don’t have to do fashion show stuff today.” Most of these students will then get on with their day with a skip in their step and with the knowledge that they will always cherish the memory of last night (tonight) as a time when they were part of something bigger than themselves: something big, and beautiful, and joyful, and something built out of love, and dedication, and hard work. Many of these students will finish up their semesters, graduate, and get on with the very serious work of adulthood as a full time occupation. For most of these students, tonight will not be much more than a fond memory.

But for others... for others they will soon find themselves pulled back into the orbit of The Fashion Show, finding the scale of its gravity too compelling to resist. For these others, they will, far sooner than they think, find themselves returning to each other. These few will begin to accumulate, organize, document, revise and reinvent the living memory that is the life blood of this production. These few will become the producers of next year's Fashion Show 2019, the leaders of hundreds more.

I have now been the faculty advisor for this event seven years running, and every year I marvel at this process of endless reinvention and rededication. At this moment, as you sit in a plush red chair in the magnificent C. Y. Stephens Auditorium, there are literally hundreds of students frantically dashing about back stage, manically putting the finishing touches on a massive production that has been a year in the making; a production that was born a year ago when a handful of students woke up on a bright spring day and thought, “I can't wait to do it again next year.”

Thank you all for coming tonight. See you next year.

Sarah Bennett-George
Faculty Advisor



THANK YOU



WE HOPE YOU ENJOY
THE FASHION SHOW 2018!

+ The Producers

We are so excited to welcome you to The Fashion Show 2018! Executing a production of this scale requires considerable teamwork, and we would like to recognize the efforts of our amazing organization of over 170 students. The hard work and dedication of our directors, committee members, models, and student designers all contribute to this experience.

Our journey as a Producer team began over a year ago, and we are thankful for this rewarding leadership opportunity. Throughout our college careers, the four of us have held various roles within the organization that have inspired our passion for The Fashion Show. As Producers, we are involved in the planning and execution of every aspect of The Fashion Show 2018 and supporting events. By selecting our director teams in the fall, guiding weekly class meetings, and running the entire backstage production process, we strive to be a reliable resource for everyone involved. We will forever engrain the memories, skills, and experiences we have received into the foundation of our professional careers.

Fundraising is a major component of The Fashion Show and all financial resources are a result of annual student efforts. We appreciate all of the generous contributions we received during our 30-day FundISU campaign. Donations received provide monetary scholarships for the winners in each design category and help produce all aspects of the show. This year we exceeded our \$25,000 goal by raising an additional 20%; we could not have accomplished this without your support! We are pleased as well to welcome Patagonia as our Guest Designer for The Fashion Show 2018! This process began in July of 2017 and we are honored to be supporting their sustainable and environmental initiatives this year. We would like to extend our thanks to the AMD faculty for supporting this endeavor and providing us with an opportunity to engage the entire student body.

The Fashion Show is a recognized annual tradition, and we are honored to contribute to its continued success. Thank you to the Ames community, Iowa State faculty, and our friends and family for your generous support this past year. We are most grateful for the guidance and encouragement of our advisor, Sarah Bennett-George. Her selfless service to The Fashion Show and the positive impact she makes on all students are valuable examples of her leadership. She has provided us the freedom to take The Fashion Show to new heights and has supported any proposed innovations or improvements. Thank you, Sarah, for your value-based leadership and investing in our personal and professional growth.

We hope you enjoy The Fashion Show 2018!

**Josie Brownmiller, Emily Clark,
Jessica Helberg, and Sarah Waigand
The Producers**



THE FASHION SHOW HAS GROWN TO BE ONE OF THE LARGEST STUDENT-RUN FASHION SHOWS IN THE COUNTRY.

Save the Date:
April 13, 2019

ABOUT THE SHOW

In 1982, The Iowa State University Fashion Show began as a simple runway show held in a MacKay Hall classroom with attendance of only a few Iowa State University students. Over the course of thirty-six years, The Fashion Show has grown to be one of the largest student-run fashion shows in the country produced by over 150 students selected to be part of the planning committees.

In addition, The Fashion Show includes over 50 student models who showcase the garments selected by our guest judges. This year's guest judges were Dr. Tameka Ellington, Emily Erusha-Hilleque, Tyler Valladolid, and Emily Kammeyer. They curated the assortment of garments included in tonight's show from over 160 entries by students in the Apparel, Merchandising, and Design program and across campus.

Throughout the year, a variety of supporting events are planned and executed by committee members and directors, primarily taking place on Iowa State University's campus to create awareness and excitement for the show. The Fashion Show is now held in C.Y. Stephens Auditorium with attendance of more than 2,000 attendees annually and has become a very anticipated and thrilling event for both campus and the Ames community.

With the continued success and growth of The Fashion Show and the AMD program in the College of Human Sciences, the annual event has been able to represent not only student work, but to recognize the work of current professionals in the fashion industry as well. We are honored to share the Fall 2018 collection from Patagonia, presented by Rebecca Green-Shank, Kena Gonzalez Todd, and Sarah Darnell.

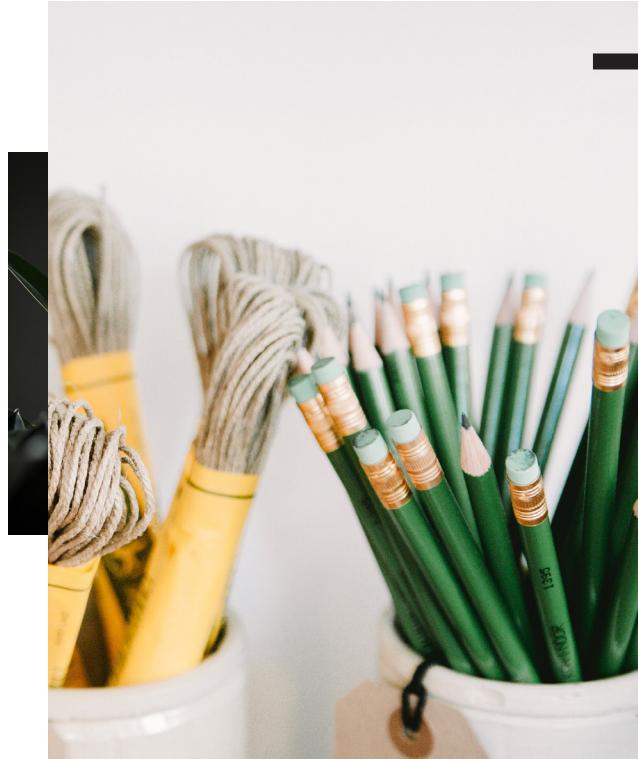
AMD PROGRAM

Ranked in the top ten for national private and public apparel programs, the AMD program enrolls 530 undergraduates and 50 graduate students. Forty percent of the student population arrives on campus from out-of-state; twenty percent of students are transfer students from community college and other universities.

The program currently offers a BS, MS, BS and MS concurrent degree, in addition to the PhD and the innovative MS and PhD distance hybrid degrees. The program has enjoyed, along with 12 other North American schools, an invited membership in the American Apparel and Footwear Association (AAFA) Education Foundation for decades.

The undergraduate program offers students the opportunity to select studies in three different options: Creative and Technical Design, Product Development, and Merchandising. The program offers minors in AMD, Textile Science and Product Performance, and Textile Design. A merchandising certificate is also offered.

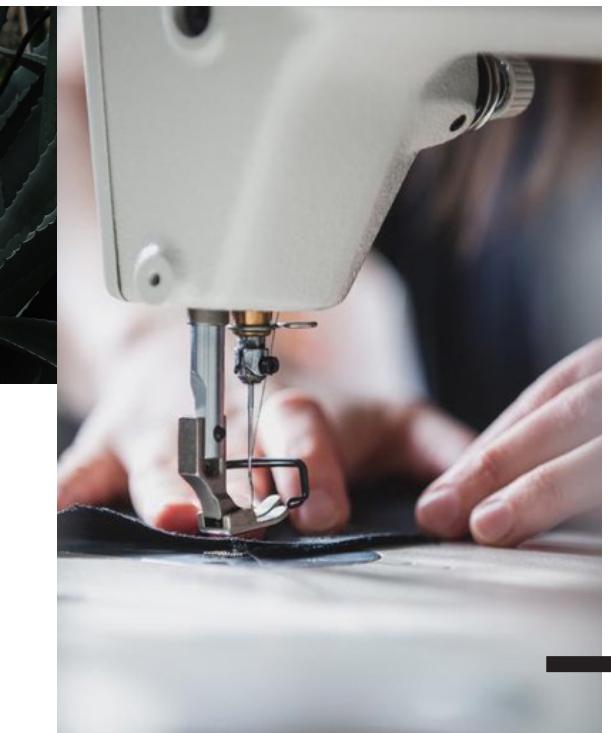
The Creative and Technical Design specialization is accredited by the National Association of Schools in Art and Design (NASAD). The Product Development specialization includes an option in Line Management and Sourcing; and Product Innovation. The Merchandising specialization includes a secondary option choice which allows students to narrow their focus in the broad area of merchandising.



Faculty and Staff

Sarah Bennett-George	Amanda Lensch	Amy Shane-Nichols
Dr. Telin (Doreen)	Suzanne LeSar	Dr. Guowen Song
Chung	Dr. Sara Marckett	Hui-Sian Tan
Louann Doyle	Arienne McCracken	Ann Thye
Dr. Ann Marie Fiore	Mary Jane McCunn	Grit Vece
Janet Fitzpatrick	Dr. Ellen McKinney	Victoria Van Voorhis
Suzanne Gauch	Dr., Linda Niehm	Christine Leiran Wise
Dr. Jessica Hurst	Brendan Reddy-Best	Dr. Chunhui Xiang
Dr. Elena Karpova	Dr. Kelly Reddy-Best	
Dr. Young-A Lee	Dr. Eulanda Sanders	

TECHNOLOGY



50 industrial machines

15 different stitch functions

Many of the designs entered in The Fashion Show have been created using technology available in our facilities. The design process begins in the integrated design suite consisting of the design and product development space where students utilize industrial dress forms and the patternmaking technique of drafting, flat pattern, and draping. Design work is finished in the industrial production lab which features over 50 industrial machines with 15 different stitch functions.

Complementing the LeBaron Design Suite is the Digital Apparel and Textile Studio (DATS) housing the Mimaki Textile Jet fabric printer, the Amaya Melco XTS Embroidery machine, the Trotec laser cutter, and the MakerBot Replicator 3-D printer. Nearby is the state of the art (TC)2 3D body scanner, the digitizing table, the Babylock long arm quilting machine, and knitting machines. Many of the unique fabric prints featured in The Fashion Show have come from the DATS lab. A new technology simulation and research lab is under development in the garden level of LeBaron. The lab will be used in all of AESHM's academic programs; however, in the AMD program, students, and faculty will create apps for point-of-sale, test

Radio-frequency identification (RFID) codes for garment labeling, and use hand-held 3D body scanners to support data driven apparel design, as a few examples. Students also learn about textile science, quality assurance, and manufacturing testing and technology in facilities and courses in the program. The integration of all technology, classrooms, and faculty offices in close proximity, provides an environment where learning and innovation can occur in a continuous flow replicating the flow in industry.

The Donna R. Danielson Professorship allows Dr. Eulanda Sanders to make some purchases and improvements in technology. We thank the Danielson family and the current Donna R. Danielson Professor, Dr. Eulanda Sanders, for their generosity.

In addition, the Noma Scott Lloyd Endowed Chair has allowed the conversion of facilities into a Textile Technology lab complete with Percival environmental room and other advanced textile technologies. We thank Dr. Eugene Lloyd and son, Thomas, for their generosity, along with retired Dr. Cheryl Farr for setting up the Textile Technology lab.

- ✚ Internships: All students in the AESHM department are required to complete one professional internship. Some students will complete two internships; some students will complete three. An internship can launch a career with a company; at the very least, it will give the student a valuable experience, improve skills, make a student look driven, and provide a good reference.
- ✚ Study Abroad: In each AMD graduating class, about one-third of the seniors have studied abroad for a semester or summer at one of our partner schools: London College of Fashion, Paris American Academy, Academia Italiana, Lorenzo de Medicci, Glasgow Caledonia, and Fu-Jen University.
- ✚ Field Study: Each year, approximately 120 students participate in a domestic or international field study to destinations including: New York, Los Angeles, Chicago, Europe, China, South Africa, or Taiwan/Japan.
- ✚ Scholarships and Competitions: Each year, students participate and win scholarships through the YMA (Young Men's Association) and NRF (National Retail Federation). Designers enter collections in Omaha and Kansas City Fashion Week. Students participate in the ITAA (International Textile and Apparel Association) and Costume Society of America conferences.
- ✚ Applied Learning Experiences: Students learn "real world" skills in Trend Magazine, the ISU Fashion Show, the AESHM Entrepreneurship Showcase, and the Main Street Iowa project. Next up....maker spaces in the 2020 Student Innovation Center and a downtown Ames Retail Store and Incubator!

OUTSIDE AMD

Iowa State University's Apparel, Merchandising, and Design major is a highly ranked program. Visiting families are excited and surprised to learn this. "How is this possible?" they might ask. "Iowa State University is landlocked; isn't fashion in New York City and Los Angeles?"

We are proud to talk with students, families, and industry about our rich history as a program. At ISU, we have been teaching textiles and sewing classes for almost 140 years. Soon, the AMD program will celebrate its 100th year as a major. Watch for your opportunity to celebrate with us!

So, what is the secret of our success? Ambitious, hardworking students who take great pride in their work. A carefully crafted academic program taught by a team of nationally recognized professors. Finally, a team of dedicated advisers, with industry experience, who guide students through their academic programming and out of classroom pre-professional development experiences. Layer on a little caffeine and the result is graduates who are getting great jobs in the apparel industry!



TEXTILES AND CLOTHING MUSEUM

The Textiles and Clothing Museum is a teaching and scholarship resource enhancing the Department of Apparel, Events, and Hospitality Management (AESHM) in the College of Human Sciences.

The Museum, with a collection of approximately 9,500 objects, serves Iowa State University's land-grant mission by promoting the scholarship and appreciation of historic textiles and clothing, with an emphasis on object-based learning. The Mary Alice Gallery, located at 1015 Morrill Hall, is open to the public and showcases at least three exhibits a year. Hours are Monday-Friday, 11:00AM-4:00PM, with the exception of university holidays in which they are closed. Opportunities to work with the collection and the museum are available to students through coursework, honors projects, and internships.

For more information, visit
www.aeshm.hs.iastate.edu/tc-museum.

The Fashion Show 2018
Exhibit Opening Reception

Textiles and Clothing Museum
April 24, 5:30-6:30 p.m., 1015 Morrill Hall

AMD SCHOLARSHIPS

The Fashion Show 2018 is honored to award \$14,000 in scholarships to the student designers of Iowa State. Each category may have up to a first (\$500), second (\$300), and third place (\$200) selection. The number of scholarships awarded in each category depends on the number of entries as well as the level of execution within the category.

Students may enter garments in any of the following design categories, reflective of the product divisions existing within the apparel industry:

Accessories	Functional Design/Uniforms
Activewear	Portfolio (Analog or Digital)
Athleisure	Sleepwear/Loungewear
Children's Wear	Sportswear
Costume	Suiting/Business Attire
Day Dresses	Formal Wear
Fashion Illustration	Wearable Art
Fiber Art	

Student designers may also choose to enter their garments in additional categories, which encourage their engagement in a broad range of opportunities within the AMD program:

+ Digital Printing

Entries completed using the digital textile printer in the Digital Apparel and Textiles Studio

+ Textiles & Clothing Museum Inspired

Entries inspired by a specific item in the Iowa State Textiles & Clothing Museum collection

+ Senior Collection

Entries completed in AMD 495
(Senior Design Studio)

+ Wearable Technology

Entries utilizing any type of technology that can be worn by the consumer

+ Graduate Level

Entries created by Graduate students

ANA HAYS MCCRACKEN

Fashion Show Producer Scholarship

In 2017, a \$100,000 gift from Ana Hays McCracken, a 1984 Iowa State University graduate in fashion merchandising, became the largest endowment received to date by The Fashion Show.

The Ana Hays McCracken Fashion Show Producer Scholarship provides monetary awards to producers who lead one of the largest student-run fashion shows in the nation.

The 2018 recipients are producers Josie Brownmiller, Emily Clark, Jessica Helberg, and Sarah Waigand. They oversee more than 200 students — about 120 committee members, 37 directors, and 50 to 60 models.

“It is such an honor to be a Producer for this impressive organization, and receiving a scholarship is an incredible bonus. The position is a huge undertaking, and I’m very grateful to be recognized by an alum of the program in such a big way. I extend my thanks to Ana McCracken for her generosity in supporting this organization that has given me so many leadership opportunities and

been such a fun part of my college career!” Brownmiller said upon learning she would receive this scholarship.

In addition to the support for producers, McCracken and her husband, Ed, have since 2014 provided four-year tuition scholarships to apparel, merchandising, and design students. Current recipients are senior Sarah Waigand, junior Grace Rosson, sophomore Rachel Lininger, and freshman Annie Fitzpatrick - all students involved in The Fashion Show 2018!

“Student support is their passion,” said Molly Parrott, the College of Human Sciences’ senior director of development.

“The producer scholarship awards will help to lessen financial burdens for the producers as they launch their professional lives,” McCracken said. “And it will express to them how important and valued their work on the Fashion Show is. It will also set a new bar for what alumni support for The Fashion Show can truly look like.”

TODD SNYDER

Scholarship and Internship

The \$5,000 Todd Snyder Scholarship, in memory of Professor Ruth Glock, was recently announced to the 2018 recipient, Blaze Best. Blaze is looking forward to spending his summer in New York City as an intern being mentored by Todd Snyder, a 1992 Iowa State AMD alum who has found great success in the fashion industry. His scholarship recognizes the positive influence and dedication that the late Professor Ruth Glock had with students and internships during her many years of teaching and leadership in the Apparel, Merchandising, and Design major. His designer menswear label, Todd Snyder, was founded in 2011. An industry veteran, Snyder’s 20-year career spans experience with industry heavyweights; Ralph Lauren, Gap, and J. Crew. Influenced by his Iowa upbringing, the Todd Snyder collection is rooted in American classics: tailored suiting, traditional knits, and outerwear styled with thoughtful ease and finish, yet constructed using luxurious Italian and Japanese fabrics and yarns.

Since his launch, Todd Snyder has been nominated three times for the CFDA Swarovski Menswear Award for Emerging Talent (2012, 2013, 2014). In both 2016 and 2017, Todd Snyder was one of five nominated for Best Menswear Designer by the CFDA. His other accolades include his selection as one of GQ Magazine’s Best New Designers in America (2012), a nomination by FGI for the Rising Star Award (2013) and selection as a finalist for the 2013 CFDA/Vogue Fashion Fund. In December 2016, Todd opened his New York Flagship Store on Madison Avenue. He has received much acclaim for the store design and his successful collection. His line is sold at major national retailers and also online through toddsnyder.com.

Blaze will learn much in his internship with Todd and his team that includes several other former ISU AMD interns, who are now alumni contributing to the brand’s success.

MERCHANDISING SCHOLARSHIP



VERSONA

THE CASE STUDY

For the fourth year, The Fashion Show is honored to present the Lora and Russ Talbot ISU Fashion Show Merchandising Scholarship. There are a large number of both design and merchandising students that are involved in putting the show together, and this scholarship, endowed by Lora and Russ Talbot, allows students studying merchandising to stand out and be recognized alongside their peers studying design. Students interested in earning the scholarship must complete a case study project related to fashion merchandising.

The Fashion Show was honored to partner with a team from Versona for this year's Lora and Russ Talbot ISU Fashion Show Merchandising Scholarship. Their management team created and judged a case study project for Iowa State University students to research and complete. This year's case study involved analyzing and creating a local-level marketing plan, including components of target market analysis, social media strategy, and grassroots marketing.

Versona is a clothing retailer with locations in 20 states across the country, including a store in West Des Moines, IA. The brand was born in 2011 and recently launched their e-commerce division. They are a division of the Cato Corporation, an American retailer based in Charlotte, North Carolina with over 1,300 stores nationwide.

Congratulations to this year's case winners!

YMA SCHOLARSHIP

The YMA Fashion Scholarship Fund is supported by a collection of influential members of the fashion community who have joined together “to promote the education of the fashion arts and business.”

This non-profit organization and its members have awarded over \$6 million in scholarships over the past 80 years to the young, motivated, and aspiring individuals that are believed to be the future of the fashion industry. Universities, such as Iowa State, who are affiliated with the YMA FSF have the opportunity to submit the case studies which are further evaluated by the YMA FSF board. Each year, more than 150 scholars from universities across the nation are selected and honored in New York City at the scholarship banquet where they are awarded a \$5,000 prize. Equally as valuable to the students attending the event, is the opportunity to network with many major players in New York's fashion community. There is also a special career fair where students are given the opportunity to meet Human Resource professionals from top fashion companies that lead to internships and careers.

In January, nine students from Iowa State had the honor to be inducted into the YMA FSF class of 2018 while attending the scholarship awards gala at the Marriott Marquis in New York City – the heart of the American fashion industry. To be selected, the students each submitted an

outstanding case study that was reviewed by multiple top industry professionals that volunteer their time and support to the YMA. The new Dean of the College of Human Sciences, Dr. Laura Jolly, joined the group in New York to celebrate their success.

The AMD Program would like to thank the following individuals for their guidance and mentorship of the YMA-FSF winners:

Mark Leslie - YMA Ambassador, ISU College of Business Alum, Vice President/ Divisional Planning Manager at Kohl's department stores corporate headquarters, Current AMD Executive in Residence

Aaron Ledet - AMD Alum, Vice President of Americas Sourcing/US Manufacturing for VF Corporation, YMA Board of Governors

Jim Ryan - ISU College of Business Alum, retired fashion industry executive

Danielle Sponder Testa - AMD PhD student, 2008 recipient of a \$30,000 YMA FSF award

Ann Thye - AMD Academic Advisor, YMA Educator/Coordinator for ISU



Pictured:

Back Row (left to right):
Ann Thye, Danielle Sponder Testa,
Madeline Kim, Abigail Goeser,
Ben Poirier, Tara Efobi,
Jennifer Junker

Front Row:
Emma Kachelmeyer,
Sydney Cline, Sarah Wright
Not pictured: J'Dah Mason

The future starts here.

When you support the *Forever True, For Iowa State* campaign, you provide our students with life-changing experiences that prepare them to be part of the forward-looking citizenry and workforce needed for the 21st century.

To make a gift to
the Fashion Show

www.isuf.info/fashionshow
or call 515.294.4607.



SPECIAL THANKS TO

8/7 Central
Ann Thye
Applebee's
Arquette Agency
Aspen Ames
Aunt Maudes
Barefoot Campus Outfitters
Beauty Nails
Blaze Pizza
Block One
Cafe Diem
Campustown Spirit
Chris Wise
Da-Vi Nails
Dashing Boutique
Dublin Bay
Dynette Mosher
Emerhoff's Footwear
F'reals
Finesse Spa Salon Campus
Finesse Spa Salon Somerset
Freddy's Steakburgers
Grand Central Movie Theater
Haley's Nails
Havercamp Properties
Iowa State University Lectures Program
ISU Athletics
ISU Bookstore

ISU Dining
Jethros
Jimmy Johns
Levy Restaurants
Live Green & The Green Umbrella
Margie Tabor
Mary Evanson
Mayfair Cleaners
Mike Miller
Milroy's Tux
Molly Parrott
Noodles and Company
Orange Leaf
Papa John's Pizza
Paula Curran
PCI Academy
Portobello Road
Pure Bridal
Rue 21
Ryan Riley
Serenity Couture Salon & Spa
Studio 7
Teresa Choi
The Loft
The Style Bar - Ankeny
University Tees
West Town Pub
Younkers

**INNOVATION,
TEAMWORK,
PERSEVERANCE,
AND FLAWLESS
EXECUTION MADE
TONIGHT'S SHOW
A RESOUNDING
SUCCESS.**

FRIENDS OF THE FASHION SHOW

Sewer's Club \$1,000

Judy Aikin
 Ellen and Jim Hubbell Charitable Fund
 Al and Ann Jennings
 Phil, Suk, Charles, and Patricia Melton
 Mark and Christine Wiskus

Platinum \$500 - \$999

Josh and Patricia Bennett
 Mary and Berry Bennett
 Mike and Kellee Curran
 Image 360
 Moorman Clothiers

Jennifer Olsen
 Lora and Russ Talbot
 Valenta Plumbing
 Christine Leiran Wise

Gold \$250 - \$499

Bad Habit Boutique
 Dawn Bratsch-Prince
 Joyce Brownmiller
 Kristine and Robert Chapados
 Beverly and Brian Clark

Sheila Formaro
 Jessica Hance
 Chris and Greg Helberg
 Hunziker & Associates
 Rae Reilly

Lynne Schulte
 Siroos Shirazi
 Wade Wiley

Silver \$100 - \$249

Howard and Ann Anderson
 Maggie Anderson
 Bob Apitz - Moonlight Slumber
 Mary Arensdorf
 Brian Bahnsen
 Joe and Barbara Balagot
 Jenna Benjamin
 Gayle and John Bittner
 Randy and Kelly Brown
 Brent and Theresa Brownmiller
 Todd and Carrie Brownmiller
 Kristi Bruen
 Stewart Burger
 George Burnet
 Francis Chapados
 Phillip and JoAnne Chapados
 Olivia Chiodo
 Mary Claeys
 Julian and Peter Cline
 Michelle Connor
 Elizabeth Cosner
 Marta Cullen
 Pat and Michele Cullen
 Stephanie Curtiss
 Sandy Darveau
 Patricia Degnan
 Kristin and Jeff DeVries
 Seth Dickinson
 Jenna DiJohn
 Michal Dunn
 Kelly Efobi
 Royce and Marlie Ernst
 Megan Fata
 Teresa Fenton
 First Property Management
 Sheryl Gabel

Mary Beth Goeser
 Cindy Goldberg
 Barbara Harbach
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 Rich and Diane Jamrok
 Yoon Jung Jang
 Lynn Jansen
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 Zephyrine Kroeschell
 Rachelle Kugel
 Kristy Lawrence
 Jack and Jeanine Martin
 Cindy Martyniak
 Sarah Masterson
 Tracey McCarville
 Becky and Wayne McNichols
 Linda Mowbray
 My Salon
 Kimberly Myhers
 Lisa and Mitchell Myszka

Bruce and Mary Nelson
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 Chad Nieland
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 Dennis and Evelyn Osterloo
 Diane Patton
 Marlys Paul
 Doug Pedrick
 Kim Petersen
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 The Quilting Connection
 Michele Rumble
 Chris and Julie Salitros
 Stephanie Schlamp
 Amy Schmidt
 Barb and Dari Shirazi
 Robert Shouse
 Sasha Shpak and
 Adam Greenfield
 Cherie Shreck
 Brian and Deborah Sinclair
 Trent and Kelli Smith
 Kevin Stagg
 Sarah Stumpf
 Debra Szabo
 Megan Szabo
 Marte and Beth Titman
 Carol and Dick Toth
 Mary Uhl
 Jennifer Vermeer
 Steve and Jeannie Wallschlaeger
 Allyson Walter
 Carmen Wolf
 Janiece Zoutte

Bronze \$50 - \$99

Linda Becker
 David Best
 Avery Noelle Brackhan
 Laura and Matt Brackhan
 Lisa Bradshaw
 Courtney Brockman
 Barbara Brockway
 Daphne Brown
 Elaine Brown
 Patricia Bush
 Roberta Bush
 Gina Chandler
 Marty and Kristen Chipps
 Nancy Cullen
 Margie Curran
 Kim and Kasey Derda
 Brenda Erickson
 Maria Filippone
 Jan Fitzpatrick
 Layne Fudge
 Esperanza and
 Rob Garcia-Gradoville
 Janet Goeser
 Jeff Gosse
 Shelby Grunder
 Linda Haase
 Lauren Harms
 Joni Hayes
 Sherry Herwig
 Linnea Hudson
 Mary Lou Johanningmeier
 Alexandra Johnson
 Rana Jordahl
 Charles Kai
 Jenifer Miller

Nichole Miller
 Duy Nguyen
 Nigel Niemier
 Traci Osterhaus
 Wendy Ottman
 Harry Potter
 Dannisha Pugh
 Jennifer Speer Ramundt
 Lori Ranweiler
 Scott and Julie Reynolds
 Lyle Rosson
 Kathy and Tracy Scobold
 Madelen Schuemann
 Sieverding Engineering Enterprises LLC
 Karen Smalley
 Marc and Julie Solnet
 Timothy and Jeri Ann Sones
 Hannah Swanson
 Jamie Valenta
 Michele Vinz
 Kim Waigand
 Derrick Wallace
 Judy Wallschlaeger
 David Zeisneiss

THANK YOU



**BUILD THE
BEST PRODUCT,
CAUSE NO
UNNECESSARY
HARM.**

2018

patagonia

GUEST DESIGNER

GUEST DESIGNER

Based in Ventura, California, Patagonia was established in 1973 by Yvon Chouinard as a high-performance outerwear manufacturer with a sustainable mission. For over 40 years, Patagonia has supported solutions to the environmental crisis by implementing sustainable and environmentally friendly initiatives in every aspect of their company.

Patagonia grew out of a small company that made tools for climbers. Alpinism remains at the heart of a worldwide business that still makes clothes for climbing – as well as for skiing, snowboarding, surfing, fly fishing, paddling and trail running. These are all silent sports. None require a motor; none deliver the cheers of a crowd. In each sport, reward comes in the form of hard-won grace and moments of connection between us and nature. Our values reflect those of a business started by a band of climbers and surfers, and the minimalist style they promoted. The approach we take towards product design demonstrates a bias for simplicity and utility.

For us at Patagonia, a love of wild and beautiful places demands participation in the fight to save them, and to help reverse the steep decline in the overall environmental health of our planet.

We donate our time, services, and at least 1% of our sales to hundreds of grassroots environmental groups all over the world who work to help reverse the tide.

We know that our business activity – from lighting stores to dyeing shirts – creates pollution as a by-product. So we work steadily to reduce those harms. We use recycled polyester in many of our clothes and only organic, rather than pesticide-intensive, cotton. The quality of Patagonia depends, to a large degree, on whether we can reduce our impact on the environment. This means auditing the materials and methods we use to make our products, taking responsibility for the entire lifecycle of our products, and examining how we use resources at our buildings and facilities.

Staying true to our core values has helped us create a company we are proud to run and our focus on making the best products possible has brought us success in the marketplace. At Patagonia, the protection and preservation of the environment is not what we do after hours. It is part of our everyday work.

patagonia®



+ Rebecca Green Shank

Product Developer for Men's and Women's Sportswear



+ Kena Gonzalez Todd

Fit Specialist and Fashion Show Coordinator



+ Sarah Darnell

Product Designer

WORN



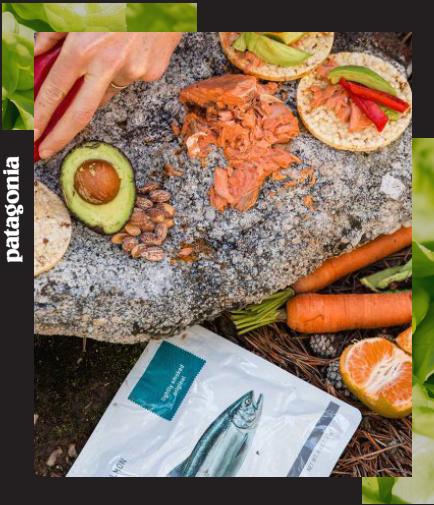
patagonia®

WornWear.com

Patagonia.com

Using our products for as long as possible is the best we can do as consumers for the environment. By extending the life of our clothing through care and repair, we purchase fewer new products and avoid the CO₂ emissions, wastes, and effluents associated with their manufacture.

Worn Wear celebrates the stories we wear, keeps your gear in action longer through repair and reuse, and recycles your garments when they are beyond repair. As a company, we believe in making high-quality products that last for years and can be repaired, so you do not have to buy more. The Patagonia Worn Wear Team tours both the United States and Europe offering repairs and education on how to mend any brand of clothing to achieve this initiative.



PATAGONIA PROVISIONS

The tradition and culture of food have always been important to us at Patagonia. Today, modern technology, chemistry, and transportation combine to put more distance between people and their food than ever before. We overgraze our prairies, fill our livestock with antibiotics, and drain fossil aquifers to water unsustainable crops. Chemicals reign supreme to maximize production, and the unknown impact of genetically modified organisms hovers over the entire industry. In short, our food chain is broken.

Patagonia Provisions is about finding solutions to repair the chain through regenerative organic agriculture. In the coming months and years, we will offer a growing selection of foods that address environmental issues, and continue to encourage support of local food producers.

PATAGONIA + THE FASHION SHOW

Since securing Patagonia as this year's guest designer, the Producer team has been working to incorporate their company values and perspective on sustainability into all activities associated with The Fashion Show. A common theme has been the education of students on the importance of sustainability and the value of their voice in environmental issues. As part of their visit, Patagonia representatives have interacted with students in several Apparel, Merchandising, and Design classes; engaged prospective high school students during Behind the Scenes Day; and presented their Fall 2018 concept at Fashion's Night Out. An open campus lecture introduced students from various majors to Patagonia's supply chain policies, agricultural perspective, and product development processes. The Worn Wear Truck also visited campus on April 11 and April 12 to teach students about repair and care of the products they already own, as well as offering free repairs on any brand of clothing.

As a leading apparel design program, our students will have a future impact on the management of textile waste and will influence their companies on this important issue. Patagonia's impact on campus has encouraged students to buy quality product, inspired them to keep clothing out of landfills, and increased awareness of the apparel industry's environmental footprint.



**WE ARE
EXCITED TO
WELCOME A
FEW ESTEEMED
JUDGES TO
THIS YEAR'S
PRODUCTION.**



+ **Tyler Valladolid**

Tyler Valladolid graduated in 2008 with a degree in Apparel, Merchandising, Design, and Production. Upon graduation, Tyler accepted a merchandising position at Lands' End in Dodgeville, Wisconsin, working at the company for four years in a variety of apparel categories in both men's and women's.

In 2013, Tyler moved to Dallas, Texas, to join Fossil Group as a merchant for Skagen watches, leathers, and jewelry. In 2016, Tyler relocated to Columbus, Ohio, to work for Abercrombie & Fitch as a divisional lead in Hollister Guys. He currently oversees merchandising for the seasonal categories of outerwear, swim, and sleep as well as personal care, underwear and footwear.

Tyler is excited to see all the talent at this year's show.



+ **Emily Kammeyer Sumner**

Emily Kammeyer Sumner graduated from Iowa State University in 2007 with a degree in Apparel, Merchandising, and Design with an emphasis in both Creative Design and Merchandising. After graduation, Emily moved to New York City to work as a Senior Technical Designer at Aeropostale. While working fulltime at Aeropostale, Emily created her own business called E.Kammeyer Accessories. In 2013, Emily decided to leave Aeropostale to become a fulltime entrepreneur and business owner.

Emily's latest endeavor has been working as the Director of Technical Design for the brand Universal Standard, which aims to break the plus-size fashion industry by making beautiful, quality, modern, and elevated essentials for women sizes 10-28. Emily is excited to be a part of The Fashion Show 2018 and to give back as an alumnus.



+ **Emily Erusha Hilleque**

Emily Erusha-Hilleque is an Iowa State University Alum and currently the Womenswear Ready-to-Wear Design Director for Target Corporation. Emily is originally from Cedar Rapids, Iowa, and graduated from ISU in August 2000, with a degree in Business and a minor in Apparel, Merchandising, Production, and Design.

For the past 17 years, Emily has been employed by Target Corporation, working from their corporate headquarters in Minneapolis, Minnesota. Over the past five years, Emily has transitioned into leadership positions in design, running both Design and Technical Design teams for: jewelry, accessories, shoes, intimate apparel, sleepwear, and most recently RTW. Emily is currently leading the design team focused on re-inventing a "Youth Culture" RTW line that will appeal to guests in the 15-23 year age range. This new brand will launch in July 2018.



+ **Dr. Tameka Ellington**

Dr. Tameka Ellington is an Assistant Professor at Kent State University. Her creative scholarship focusing on African culture and fables has reached international acclaim. She exhibited work in Beijing, Vancouver, and numerous national venues receiving International Textile and Apparel Association design awards in 2014 and 2015. She exhibited her total body of work in a solo show entitled RETOLD: African culture and fables reinterpreted into fashion in Fall 2016.

The compilation of her creative scholarship, publications and teaching awarded her one of the largest awards in her field—the International Textile and Apparel Association Rising Star Award, in November 2017. Dr. Ellington is committed to the success of underrepresented students.

BACKSTAGE AT THE SHOW

+ Emcee

Austin Anderson
Iowa State Student

+ Composer

Nicholas Hadfield
Iowa State Alum

Nicholas Hadfield is a graduate of Iowa State University and studied at the Berklee School of Music. He now resides in Los Angeles apprenticing under producer Eric Rosse and works full time at Glenwood Place Studios. Recently, he has worked on Pablo Alboran's Grammy-nominated *Terra* and albums for Idina Menzel, Jackie Evancho, Marie Miller, and Vanesa Martin.

+ Videographer and Live Stream

Roger Suski & Paul Jewell
Technical Advisors

Every year, approximately 2,500 people come to watch the live production of The Fashion Show. In order to expand our viewership, the show is now live streamed for viewers across the world. The Technical Design committee worked with Collaborative Technology Services (CTS) at Iowa State to seamlessly stream a live broadcast. They worked closely with both CTS and the DJ to ensure all licensing requirements were met. This required many hours of research, communication, and collaboration. It is through this collaboration and attention to detail, along with your monetary support, that we are proudly able to live stream The Fashion Show 2018!



SET INSPIRATION

Resilience is a word characterized as stout, irrepressible, or strong, yet there is an evolution to the concept. The set was inspired by the urbanesk nature of the "Modern Art" aspect that is shown through harsh geometries to contrast with nature. There is a parallelism to the concept where the concrete jungle and nature collide. Nature is the foundation of our society. These two concepts have been intertwined for The Fashion Show 2018 by the transitional quality of our set. As the models weave their way to the runway, they will evolve along with the stage, mimicking our evolution and the evolution of the world around us.

We hope you enjoy The Fashion Show 2018:
Resilience.



BEHIND THE SCENES DAY

Each year, the ISU Fashion Show “Behind the Scenes” committee along with the Apparel, Merchandising, and Design faculty, staff, and student volunteers, host 400 future fashionistas, parents, and teachers on campus for a day of activities. For many high school students interested in apparel, this is the day their decision is made to “choose their adventure” at Iowa State University.

The BTS morning is filled with interactions between prospective student guests and faculty as the specialty options of design, product development, and merchandising are highlighted. Internship information and career conversations are led by both students and faculty in the three areas. Prospective students also enjoy a presentation by the guest designer.

The afternoon of “Behind the Scenes” features a student panel talking about college experiences and answering questions from an expanded audience of prospective students joined by visiting high school groups. Guests rotate through a series of three thirty-minute fashion activities. Students are exposed to concepts in illustration, patternmaking, creativity, merchandising, global issues, manufacturing, visual communication, history and culture, and costuming. The day culminates with the viewing of the final dress rehearsal in C.Y. Stephens Auditorium.

The Apparel, Merchandising, and Design program would enjoy having you as our guest at BTS next year. For information contact Recruitment Coordinator and BTS faculty adviser, Chris Wise at clwise@iastate.edu. If you prefer a “Daily Campus” or an “Experience Iowa State” visit, please go to “Campus Visits” under “C” on the Iowa State University homepage.

Thank you to all student, faculty, and staff who help to make BTS a success each year!

FASHION WEEK

Iowa State Fashion Week is a five-day experience dedicated to awakening passion, creating anticipation, and promoting dialogue. Leading up to The Fashion Show, our committee collaborates with local businesses, student organizations, and on-campus student ambassadors to innovate new ways to spread the word about the show.

This year, the directors sought to redefine what Fashion Week meant to both The Fashion Show 2018 and Iowa State University. To attain this goal, we generated more awareness of our organization to Iowa State's student body by coordinating events that were both educational and entertaining.

POP-UP SHOP

The Pop-Up Shop was created four years ago to serve as an interactive marketing tool for The Fashion Show and the Guest Designer. This year, the Pop-Up Shop directors and committee members took the sustainability and environmentally friendly focuses of our Guest Designer, Patagonia, to develop the theme for the event. The goal was to increase awareness to all students on campus, encourage them to buy quality products, and inspire them to keep their clothing out of landfills. By organizing a clothing swap and teaming with student environmental groups, the Pop-Up Shop was able to educate and show students how to reduce, recycle, and repurpose their clothing.

The Pop-Up Shop directors and committee members would like to give a huge thanks to all the businesses and students who participated in the event. None of it would have been possible without their help and support!

AMD 495

Below is a list of senior designers who were enrolled in AMD 495, the capstone senior design studio, during the fall semester of 2017. Students enrolled in this course conceptualized and created a collection of three or more ensembles to be based around their own personal brand. They conducted market and demographic research as well as extensive trend research to create their final collection.

Some students who were enrolled in this course graduated in December 2017, and some will graduate this May 2018. On behalf of The Fashion Show 2018 and the AMD program we wish all senior design students the best on their future career endeavors!

SENIOR DESIGNERS

Courtney Beringer	Yu-Ching Lin
Emily Clark	Thuan Luong
Erin Connor	Ellen McCauley
Lea Dochterman	Joris Montijo
Jessica Eberl	Madeline Norris
Tara Efobi	Katrina Pedrick
Molly Hawks	Alex Peters
Carlie Howard	Johanna Roberts
Jordan Hullinger	Caye Schnackel
Courtney Johnson	Shae Smith
Douglas Jones	Whitney Smith
Elizabeth Kane-Cutsforth	Sarah Waigand
Allison Kirstukas	Kaitlyn White
Emily Koppang	Kaiyue Yang



**THE HARD WORK
AND DEDICATION
OF OUR DIRECTORS,
COMMITTEE
MEMBERS, MODELS,
AND STUDENT
DESIGNERS ALL
CONTRIBUTE TO
THIS EXPERIENCE.**





+ Managerial Producers

Sarah Waigand
Jessica Helberg



+ Art Directors

Stacie Moorman
Ellen Titman



+ Outreach Producers

Josie Brownmiller
Emily Clark



+ Art Committee

Alex-Marie Ablan
Tiera Salitros
Sarah Wright
Not pictured: Lauren Hansen



+ HR Director

Sydney Cline



+ Alumni Directors

Kennedy Kramer
Jennifer Junker
Lillie DeVries



+ Treasurers

Emma Bruen
Steven Tallman



+ Alumni Committee

First Row:
Tram-Anh Nguyen,
Eleanor Wolfe,
Shayla Smith

Second row:
Payton Herwig,
Madeline Jung,
and Olivia Mowbray



+ Behind the Scenes Directors

Presley Eldien
Carlie Howard
Tammie Melton
Nicole Kluesner

+ Faculty Advisor

Not pictured:
Christine Leiran-Wise



+ Behind the Scenes Committee

Front row:
Amanda Arendorf,
Annie Fitzpatrick, and
Kelsie Toth

Second row: Paige VandeWiele,
Rachel Lininger, Abby Van Dam,
and Megan Szabo

Third row: Carson Ellingson,
Logan Wiley, Katie Topel,
and McKenna Miller



+ Design Directors

Shae Smith
Samantha Shirazi
Grace Rosson



+ Design Committee

Front row:
Grace Lundquist,
Sadie Petersen,
Rylie Smith, and
Natalie Grinnell

Second row:
Isabella Formaro,
Gabrielle Gordon,
Samantha Fitzgerald,
Sophia Luu, and
Piper Head



+ Fashion Week Directors

Grace Horak
Sydney Lawrence
Abbey Osterloo
Amber VanderVeen



+ Fashion Week Committee

Front row: Xuan Zhao,
Karina Corona-Nieto, Bridget
Degnan, and Kellie Roth

Second row: Houa Vang,
Lucille Hernandez,
Christina Kugel, and
Madeline Jamrok

Third row: Mara Claeys,
Kailey Potter, Afton Wulf, and
Genesis Ramos



+ Fundraising Directors

Alexaundra Paustian
Hannah Harnack



+ Fundraising Committee

Front row: Ashley Castleman,
Tatiana Tankhai, Sarah Solnet,
and Katie Koehler

Second row: Elena Sieverding,
Nicole Ernst, Molly Kowalski,
and Kaitlyn Collins

Third row: Mackenzie Curran,
Jessica Blaschak, Amanda
Gors, and Megan Schlamp



+ Gallery and Display Directors

Brooklyn Benjamin
Alyssa Best



+ Photography Directors

Marena Wallschlaeger
Claire Hennessey



+ Gallery and Display Committee

Front row:
Alexia Stumpf,
Sydney Beveroth,
Meghan Shouse, and
Claire Peterson

Second row:
Britt Houser,
Savanna Sylvis,
Zoe Gargesh, and
Megan Fata



+ Photography Committee

Jennifer Zoutte
Hannah Feilmeier
Sarah Zobel
Josie Beier
Kyrstin Myhers



+ Modeling Directors

Abigail Goeser
Emily Curtiss
Not pictured: Shane Fye



+ Pop-Up Shop Directors

Michaela Downs
Madison Adams
Emma Kachelmeyer



+ Modeling Committee

Front row: Hannah Clark,
Yoon Jung Jang, and
Carlee Horn

Second row:
Jessica Bahnsen,
Amelia Brown, and
Rebecca Nelson



+ Pop-Up Shop Committee

Front row:
Nana Kyei-Baffour, Kaitlin Fisher,
and Jessica Corona

Second row:
Paige Marquardt,
Emma Dempsey, and
Katie Fast

Third row:
Morgan Kirby, Kaja Schueler,
Karoline Johnson,
and Megan Stewart



+ PR & Marketing Directors

Madeline Darveau
JoJo Osterhaus
Jenna Cullen



+ Tech Directors

Meg Romaniak
Morgan Groe



+ PR & Marketing Committee

First Row:
Alicia Elliott, Presley Cranston,
Alyssa Creagan, and
Kiana Brincks

Second Row:
Emma Rumble, Olivia Wabbe,
Hannah Mauser, Erin Block,
and Ashley Lees



+ Tech Committee

Emma Vanryswyk
Lauren Niehm
Alexis Myszka
Alexis Wozniak



+ Set Directors

Emma Vanzante
Erin Chapados
Anna Lukens



+ Models

Front Row: Bridget Good,
Katie Bryne, Paige Nelson,
Abbey Warke, Jordyn Wissert,
Isis Esquivel, AnneMarie DeVries,
Lydia Granahan, Emma Dau

Second Row: Thuan Luong,
Cassidy Striff, Mollie Henning,
Paula Rotger, Irmgard Stiehl,
Ashley Martyniak, Peyton Tinker,
Lia Gomez, Makensi Marek,
Brenna Peterson, Qiyao Xiong,
Cheng Meng

Third Row: Paige Matthews,
Byshawn Davis, Alison Martz,
Sarah Paul, Ashley Perera,
Morgan Jordan, Monet Hall,
Tristen Williams, Sara Husen,
Mriga Kehr, Ashley Lappe,
Kailey Shaver, Katelyn Otto,
Madelyn Bunn, Stephanie Bruno,
Julia Stege

Fourth Row: Diana Muranovic,
Conner Angus, Karl Mauro,
Tre Moore, Lucas Fischer,
Killian Magee, Sarah Friedrich,

Charles Garrett, Braden Marvin,
Raleigh Corbett, Collin Wilson,
Allie Pepin, Tristan Frantum,
Emily Bergan, David Shevat,
Reilly Moeller, Luke LaSalvia,
Ryan Gallus, Tyara Robinson.

Not pictured: Alli Lewis,
Brittany Marxen, Emily Serchen,
Khadija Ahmed, Molly Hawks,
Natalie Peta, Sydney Wiskus,
DeVaughn Jones



+ Set Committee

First Row: Emma Bittner,
Kajsa Hallberg, and
Nicole Kutter

Second Row:
Hannah Hogan, Nikki Nauman,
Jordynn Formaro-Schaeffer,
and Alexis Erickson

Third Row: Maddie Uhl,
Eva Hoss, Rico Field, and
Autymn Olson



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in Ames

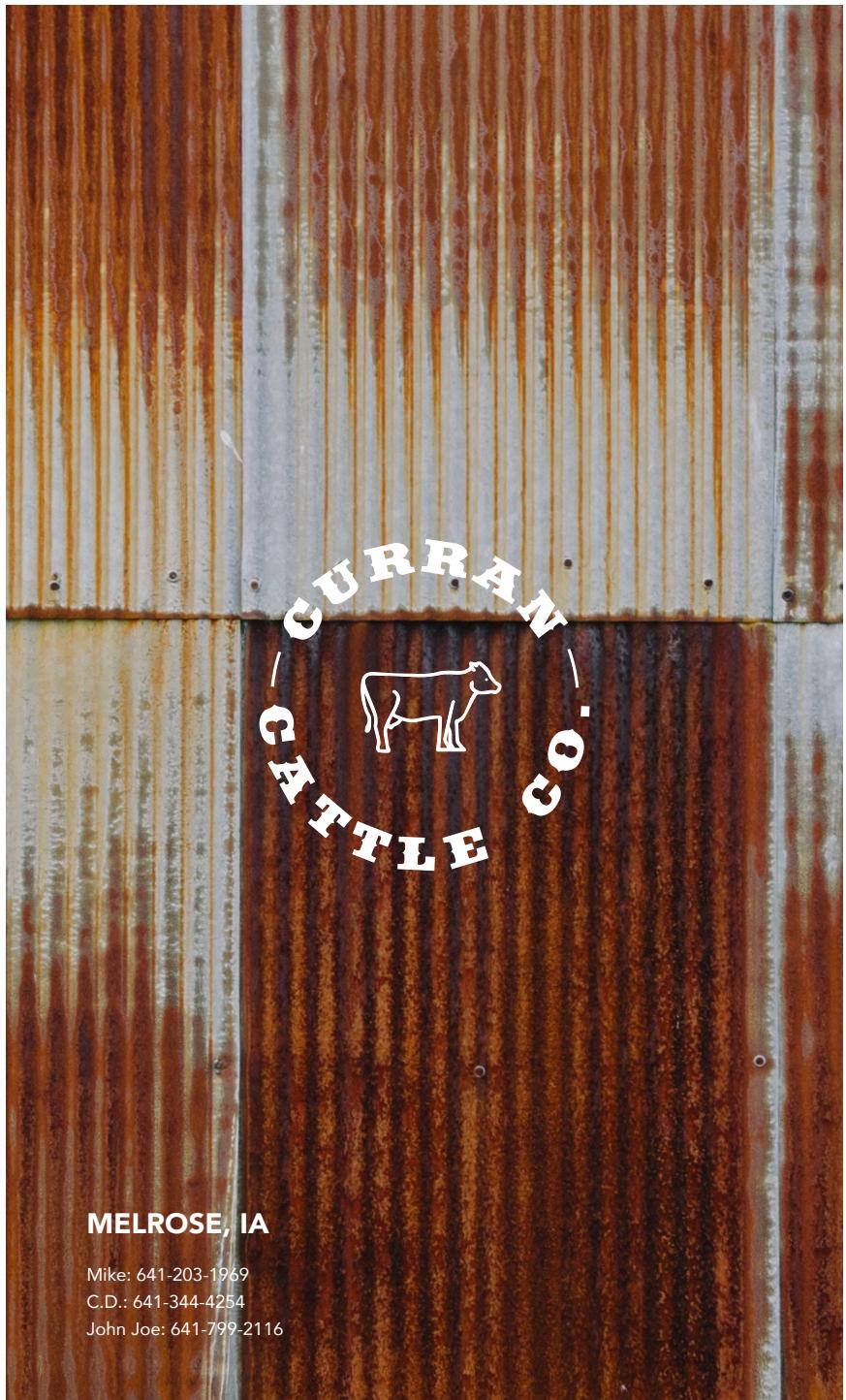


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Moorman
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C.D.: 641-344-4254
John Joe: 641-799-2116



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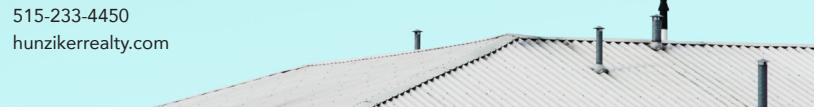
**HUNZIKER
& ASSOCIATES
REALTORS**

**HELPING MAKE
HOMES HAPPEN**



AMES, IA

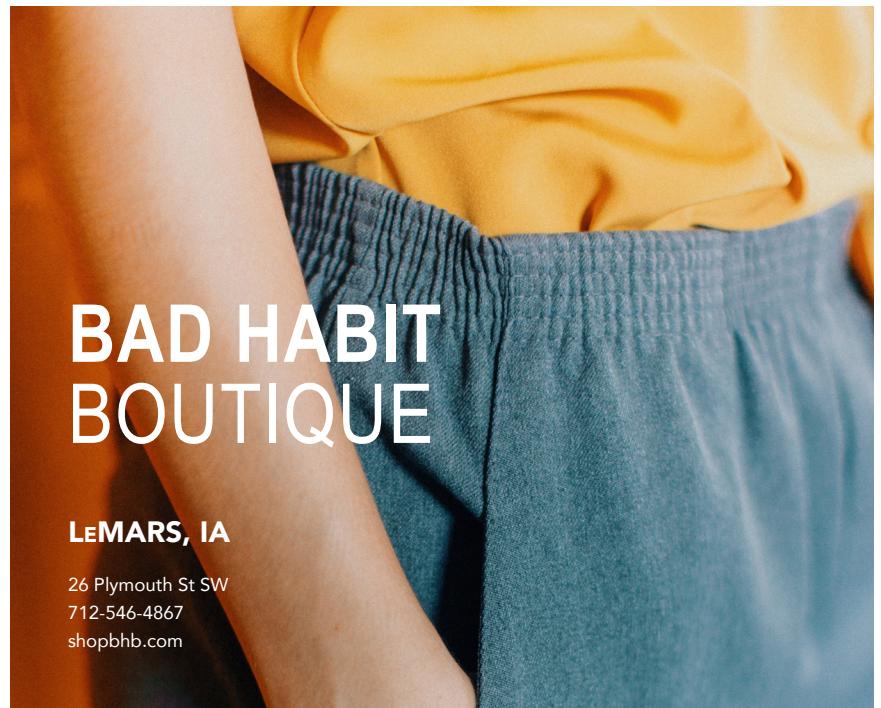
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**BAD HABIT
BOUTIQUE**

LEMARS, IA

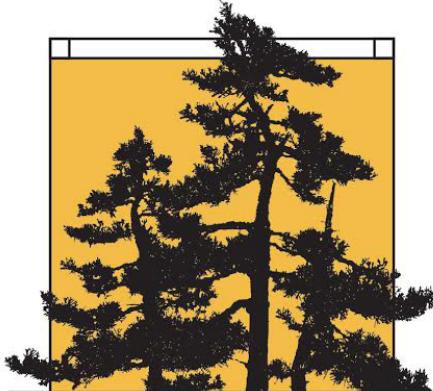
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