

PROGRAM BOOK

THE LAUNCH

DAAP FASH 21



# CONGRATULATIONS CLASS OF 2021

FASHION DESIGN | MYRON E. ULLMAN, JR. SCHOOL OF DESIGN  
 COLLEGE OF DESIGN, ARCHITECTURE, ART AND PLANNING (DAAP)  
 AT THE UNIVERSITY OF CINCINNATI | CINCINNATI, OHIO

- |                    |                    |                  |                       |
|--------------------|--------------------|------------------|-----------------------|
| TYANN AMOS         | CAROLYN CHEN       | VICTORIA KEY     | LINDSEY RICHTER       |
| SHERIDAN ANDERSON  | PAULA DEL CASTILLO | JENNA LACE       | ANNE RUMPKE           |
| MADI ANDRUS        | TONY DINH          | MCKENZIE LOWRY   | CAR SCHUTT            |
| NIKI ANG           | BRENNA FLINN       | HANANN MARAWI    | MARY SHELDON          |
| ALEXIS ANKROM      | COLLEEN GOODENOUGH | AMBER MCCARTHY   | ABIGAIL SHULTZ        |
| SOPHIE ARNOLD      | KAITLYN HANLEY     | ABBY MCMAHAN     | STEPHANIE SNYDER      |
| ELEN ASLANYAN      | MEGAN HILL         | SAM NEWBERRY     | MADLINE SOHNGEN       |
| MEGHAN BECKER      | AMANDA HOWE        | KAYLA NOBLE      | RYAN STROUP           |
| CALEIGH BELLOT     | SAMANTHA HUGHES    | LEX NORRIS       | STEFANIJA TRIPUNOVSKA |
| DENISE BLUMENSTEIN | KELSIE JONES       | CALLIE O'DONNELL | NORA WORNHOFF         |
| MEGHAN BRUEGGE     | TIARA JONES        | JENNA RAFFEL     |                       |

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# WELCOME TO DAAPFASH21 THE LAUNCH

DIGITAL PROGRAM BOOK IN RUN OF SHOW ORDER

**The Fashion Design Program of the Myron E. Ullman, Jr. School of Design in the College of Design, Architecture, Art, and Planning (DAAP), at the University of Cincinnati, welcomes you, to this unique and exciting fashion experience celebrating the Class of 2021!**

Due to the precautionary environment in which we existed and our utmost concern for the safety and well-being of our students, their families, and our staff and faculty at the end of Spring Semester in May, we elected to follow in the footsteps of the world's fashion weeks and celebrate the creations of 43 incredibly talented senior designers in a new virtual format.

You are now a part of DAAPFASH21-THE LAUNCH, a virtual fashion event featuring the work of our Fashion Design graduates in a unique and exciting video launch where you can be front row, right from the comfort of your home or office!

Within this Digital Program Book, you can follow along with the video and learn details about each designer's inspiration for their final capstone collection, view their look-book photos and connect with them via their social media and website links.

**We are so happy you joined us! Welcome to The Launch!**

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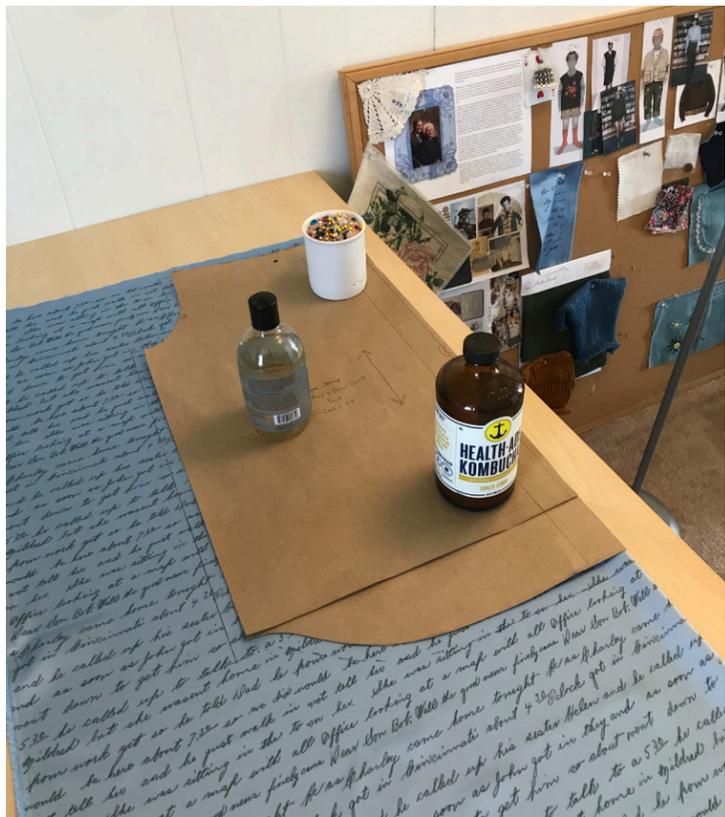
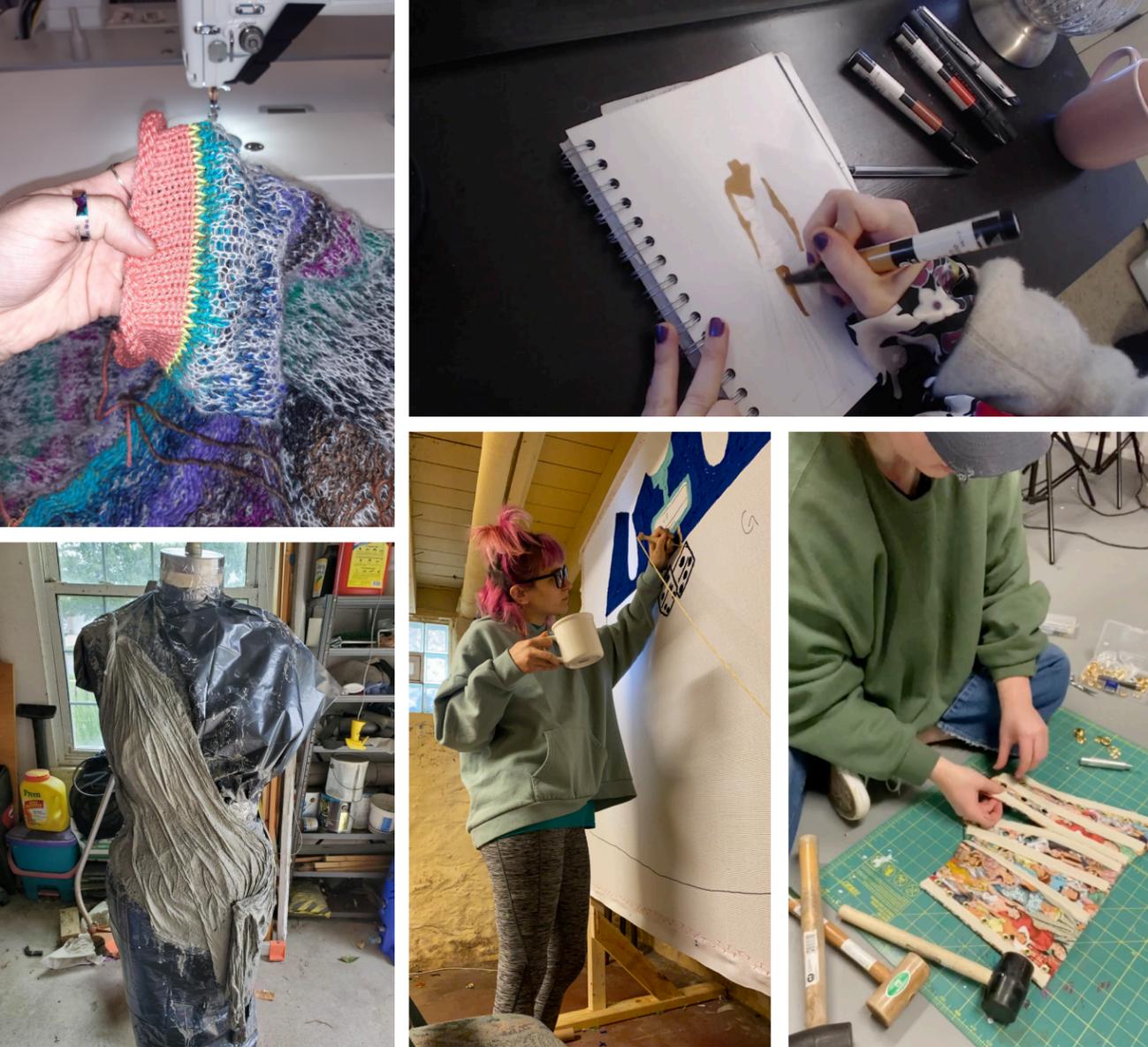


## CONGRATULATIONS CLASS OF 2021!

I salute and celebrate your class! I joined the school as the Director at the same time most of you entered this program and I am completing my term around the same time that you are graduating, so to me it feels like we are graduating together. Over the last five years we did really well. We established a state-of-the-art Fashion Technology Centre, we updated our curriculum, introduced a new sustainable fashion initiative, and the school was recognized for the first time as one of the best fashion design schools in the world by the "Business of Fashion" - the most coveted ranking in the fashion industry. So, you can now officially say that you graduated from one of the best fashion design programs in the world. Congratulations on that!

Then again, in these past five years, we have seen and experienced things that no one was prepared for. Yet, the professional way in which you rose above your circumstances during the pandemic and continued to keep your eye on the prize was incredible. I was very impressed by the work that you created during one of the most challenging times in our recent history. That prize is now here! You have graduated and we are launching your collections for the first time in virtual video format available for the world to see! Be proud of what you have accomplished, of your resiliency and creativity, and your tenacity to keep moving forward. Those skills will carry you far. Make us proud! My Best Wishes to You!

**Dr. Gjoko Muratovski**  
**Endowed Chair and Director**  
**Ullman School of Design**



## DEAR SENIORS

This time always comes with mixed emotions. We have learned to know you so well, and then so quickly, you are graduates and moving onto your creative futures! One of the best parts of being faculty is seeing our students achieve their goals. We applaud your accomplishments and your ability to “flex” with what was thrust upon you in the form of a global pandemic.

Through the past five years, you have grown into creative professionals and are now taking the next step in your lives. The knowledge and skills you have gained through classroom instruction and co-op experiences have given you the tools for success. Your personal enthusiasm and creativity have made you unique. Perseverance, patience, determination, time management, dedication and without a doubt, some perspiration, have prepared you for the fashion industry. You are all amazing!

You have created lifelong friendships, fond memories and great stories for you to reflect upon from your college years. Now your role has changed from a student to an alumnus. In the future, we hope to see you giving back to the program, as you have seen many of our alumni participating in critiques, providing scholarships and creating new co-op opportunities. With the support of our alumni, our program thrives.

This unique virtual video “Launch” signifies the successful completion of your academic journey and the beginning of your professional journey. You have experienced things that no class before you have experienced. You paved the way with resilience and adaptability. Now follow your passion and stay true to yourselves! Congratulations to the class of 2021!

### DAAP Fashion Faculty

- Phyllis Borcharding // Professor Emeritus
- Brooke Brandewie // Assistant Professor
- Emily Flannery // Assistant Director - DAAP Co-Op Program, Assistant Professor - Fashion Design Co-op Advisor
- Elizabeth Heck // Professor Emeritus
- Zachary Hoh // Fashion Design Coordinator, Assistant Professor of Practice
- Injoo Kim // Professor – 2021 Senior Class Capstone Professor
- Dr. Myoungok Kim // Assistant Professor
- Ashley Kubley // Assistant Professor, Fashion Technology Coordinator
- Grace Meacham // Professor Emeritus
- Arti Sandhu // Associate Professor
- George Sarofeen // Assistant Professor of Practice – 2021 Senior Class Capstone Professor
- Margaret Volker-Ferrier // Professor Emeritus
- Stephanie Wood // Fashion Technology Lab Manager

### Adjunct Faculty

- James Billiter, Danisha Brown, Lindsey Commons, Jean Silverstein, Jenifer Sult, Randall Wilson

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# BEST WISHES SENIORS!

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**With special thanks to AVEDA FREDERIC'S INSTITUTE for over a quarter of a century of partnership with The College of DAAP Fashion Design Annual Fashion Show. You bring our vision to life! Thank you for all you do to "complete" the looks of our students' designs on the models!**

## University of Cincinnati's Digital Media Collaborative



**The DMC is an interdisciplinary, team-based program that promotes a human-centered approach to digital media. DMC students work with advanced media tools to tell their stories and emerge from the program prepared to work in the vibrant and rapidly developing world of digital media.**



SCENE I.  
**STRENGTH**



## DICHOTOMY SOPHIE ARNOLD

I have a passion for apparel design and a love for the creative process. My mission as a young designer is to help people express their own passions through the lens of clothing. I have a special interest in the psychology of fashion and how that concept can be applied to better the relationship between the designer, the consumer, and society. My design strategy includes a well thought out concept, original designs, trend and consumer research, prototyped samples, and an open ear to the response a finalized product receives. I view design as an opportunity to communicate with the public. My designs are representations of the message I want to convey.

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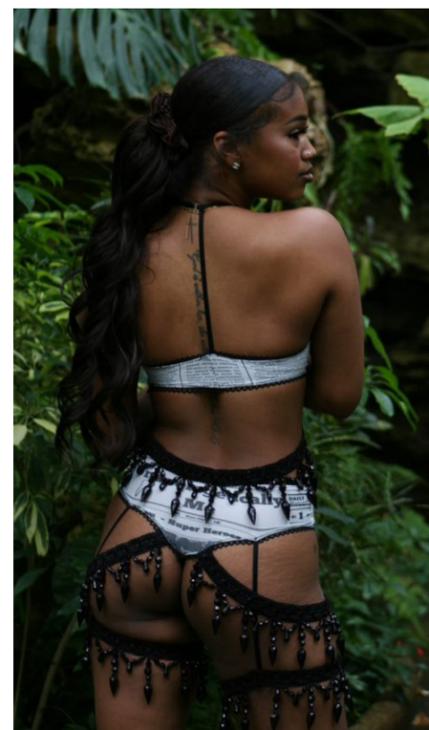
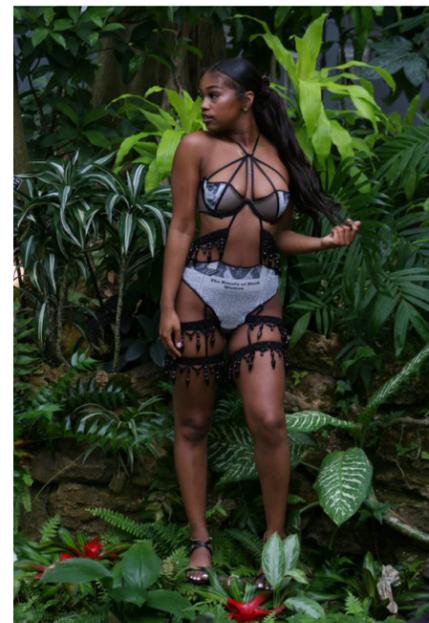
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## UNAPOLOGETICALLY ME TYANN AMOS

This collection is honest and transparent about who the consumer is as a person and what they overcome everyday. It doesn't let someone else who isn't wearing these clothes define the person who is. This line puts all the power in the hands of the wearer. Unapologetically Me aims to bring black women comfortable lingerie that can be worn as statement pieces if they so choose. With prints inspired by the everyday hardships endured by black women, yet providing them with pieces that make them feel sexy and confident and give them the strength to overcome.



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## UNSHATTERED COLLEEN GOODENOUGH

My collection grabs inspiration from the Japanese pottery technique, Kintsukuroi or Kintsugi, which uses gold in fixing broken pieces. After the piece is fixed with gold, it becomes stronger and more beautiful. I believe that this concept is reflected in human life. Kintsugi isn't just about the beauty of the piece after it has been broken, but also the effort and patience that it takes to fix the piece. As in Kintsugi, one should take time to sit in their brokenness and observe who they are and who they want to become in order to build themselves back up. After the piece is fixed, the remains of the cracks are still seen, but this adds to the beauty of the piece. The emphasizing of the cracks with gold in Kintsugi reminds us to not be ashamed of the scars, and that they show our story. The lesson of Kintsugi is not to fix yourself to perfection, where there are no signs of having broken. After breaking, you cannot be the same as before you broke, but the person you are isn't any less beautiful.

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## JE TRAVAILLE TIARA JONES

Je Travaille, derived from the french word "I Work," is a Fall/Winter '21 womenswear collection inspired by the historical progress of women in the workplace and the consistent drive and hard-work implemented to develop a new lane to achieve success. This is accomplished through setting the bar high, being bold, and realizing there are no limits. The modern-day woman can articulate her liberty, transparency, and her story of being broken down to be built back up. She is the epitome of resilience and vulnerability all in one. The collection displays juxtaposition of transparent and opaque elements, as well as shiny and matte elements. This illustrates the breadth of qualities women bring to the workplace. The elements of architecture are designed through the details of collection, to display the balance of structure and the presentation of how beautiful transparency and opacity pairs together.

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## LIBERARME PAULA DEL CASTILLO

We can have our own backs. We can pursue love and express ourselves however we want to. Every fold and stitch represent a decision we make in our beautiful and unique universe. What decisions will you make that shape your sculpture of a life?

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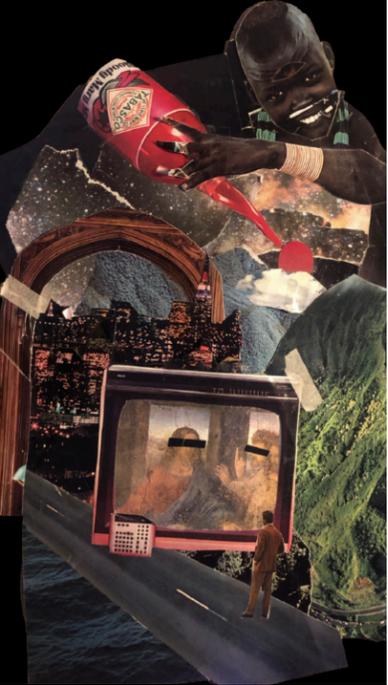
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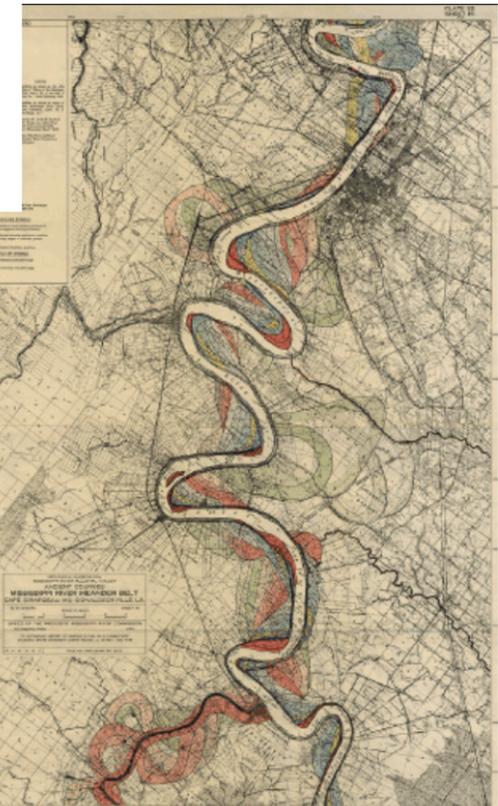
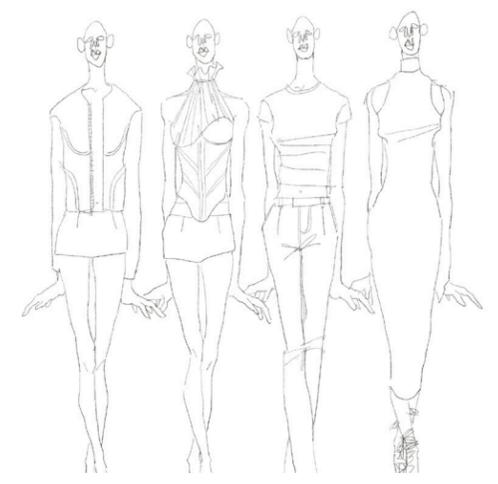
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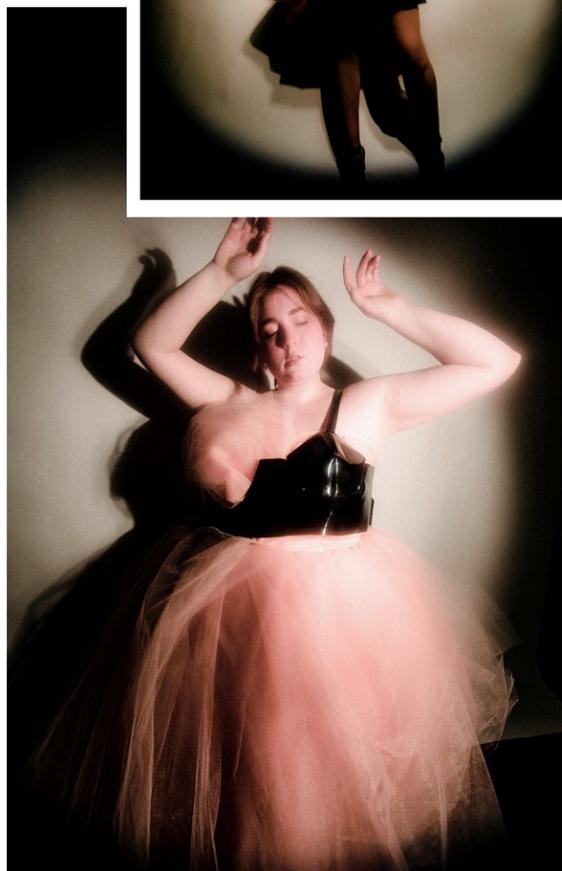


## ABOVE/BELOW LEX NORRIS

Inspired by Geechee Folklore and Afro-Surrealist writings, Above/Below is a small, on-going collection that aims to showcase the absurdity of black life, and how it connects the diaspora. While exploring the origins of Afro-Surrealism and reading the writings of early Afro-Surrealists, such as Henry Dumas' "Ark of Bones" and Suzanne Césaire's "Surrealism and Us", I couldn't help but notice the reoccurrence of water. Rivers, oceans, swamps; all mentioned in numerous passages and images. And it is no coincidence that much of the African diaspora landed in the Antilles and Southern Americas, places heavily surrounded by bodies of water.



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## LOOKING GLASS ALEXIS ANKROM

TW/CW: EATING DISORDERS

I have dedicated my senior capstone project to this particular topic because of how much of my life has been shaped by my affliction... from how I see others, myself, food, and even fashion. I am no longer scared of my past, nor proud of it. This happened to me, and it's sure as hell happening to other people. This capstone is a way for me to express what my disease was like: its characteristics, emotions... etcetera.

If my voice means anything, anything at all, it has been worth it.

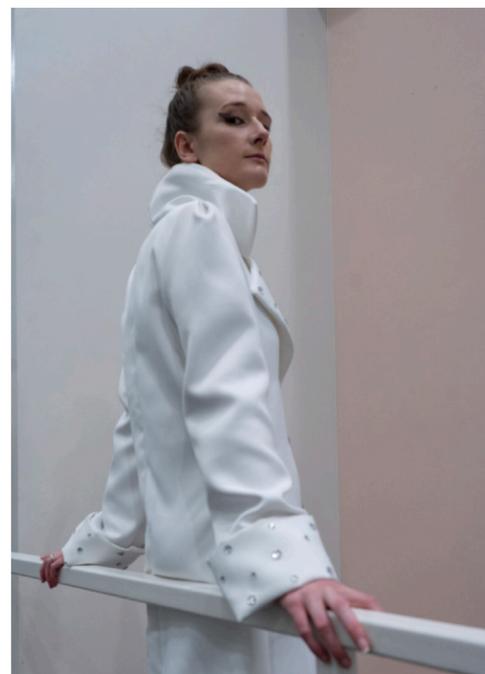
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## RELINQUISH MEGAN HILL

This collection is about my personal journey in finding my identity. I used to want control of my self image and all the various aspects of my life that contributed to it (my academic, athletic, and creative success). However, I found value and freedom in being able to relinquish that control and watch it turn into something more beautiful. This was a shift from the familiar to the unfamiliar, from structure to freeform, and (from a faith standpoint) a shift from maintaining a perfect, tidy image to allowing God to remove that identity and transform me. The more I let go, the more I learned about myself and felt true freedom.

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# SCENE I.

# MUSIC ORDER

YEN by Ana Sia on Bandcamp,

IN THE RAINFOREST on De Wolfe Music

NIGHTS on DeWolfe Music

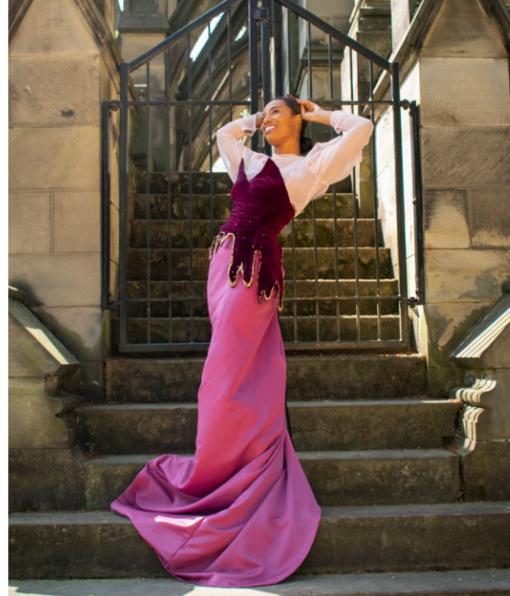
NEED SPACE by 7am Flight on De Wolf Music

CBL by Modern Aquatic on Spotify/Bandcamp

INFINITE POSSIBILITIES on De Wolfe Music



SCENE II.  
**CULTURE**



## WHAT COULD NEVER BE HANANN MARAWI

My capstone seeks to create a visual experience of how we process and understand nostalgia. This is done through the aesthetics of the Romanovs, using their story as a point of reference for how the garments will look as well as using Edwardian art and motifs to help support my research. This will be achieved via topical quilted appliques, embroidery, and beading.

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## WITH WHAT EYES VICTORIA KEY

With what eyes is a visual carrier bag that holds a story of strength and resilience, a peek into the mothers of a time long past. It is therefore made for the children of said mothers, that sat around a campfire to tell, in hushed tones, about the perils of humanity, the grandeur of gods, and the adventures that befell when those two paths crossed. It is also, perhaps, especially for the girl children who, through no fault of their own, were blamed for every evil in the world, and in a way, still are.



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## MIA SIN ELEN ASLANYAN

Mia Sin explores the importance of honoring our individual, familial, and cultural histories while maintaining a sense of individuality and modernity that comes along with the influences of our current environment and our consumption of current media. In this collection, I tell the story of how this concept affected my personal life growing up in Armenia and then moving to the United States at the age of nine. Like many other immigrant children, I rejected my upbringing and culture in order to fit into my new environment, and only grew to appreciate and understand the significance of my upbringing and culture in recent years. By transforming Armenian art passed down within my family into surface design details such as print and laser cutting, and studying their history and significance, I try to honor my ancestral history as well as tell my own story growing up in two different environments.

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## — OPEN LETTER CAROLYN CHEN

East Asian culture rejects the notion of imperfection by blissfully looking past its flaws to find peace in ignorance. We've blinded ourselves with beautiful facades to keep unsightly realities at bay, and in doing so, let them fester. The turning point for silent East Asian intergenerational trauma (the burden that grows heavier with every untreated wound each generation adds to the upcoming generation) lies within open, forward dialogue. This is achieved only by genuine self-reflection and sincere acknowledgment of our shortcomings as a society. This is the beginning of a long open letter to the East Asian community asking for change and the start of the healing process: the unveiling.

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## MADE IN THE USA TONY DINH

Made in the USA is the embodiment of the journey my parents took to achieve the American Dream. Knowing very little English, they traveled out west in hopes of attaining this goal. Embedded in earlier US history are similar stories of immigrants during the industrial revolution. The collection speaks to dreams of the Wild West with influences from the 1840's and 1850's industrial revolution and gold rush. It features the idea of everyday workwear meant for longevity with subtle tones of Vietnamese heritage.



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## MAKO STEFANIJA TRIPUNOVSKA

The collaboration of worlds, different in all measures collide in moments and culture. This collection portrays the mix between strong and defined movement and the Aegean depiction of Macedonian culture. "Mako" is a conceptual depiction of culture and design inter-fused.

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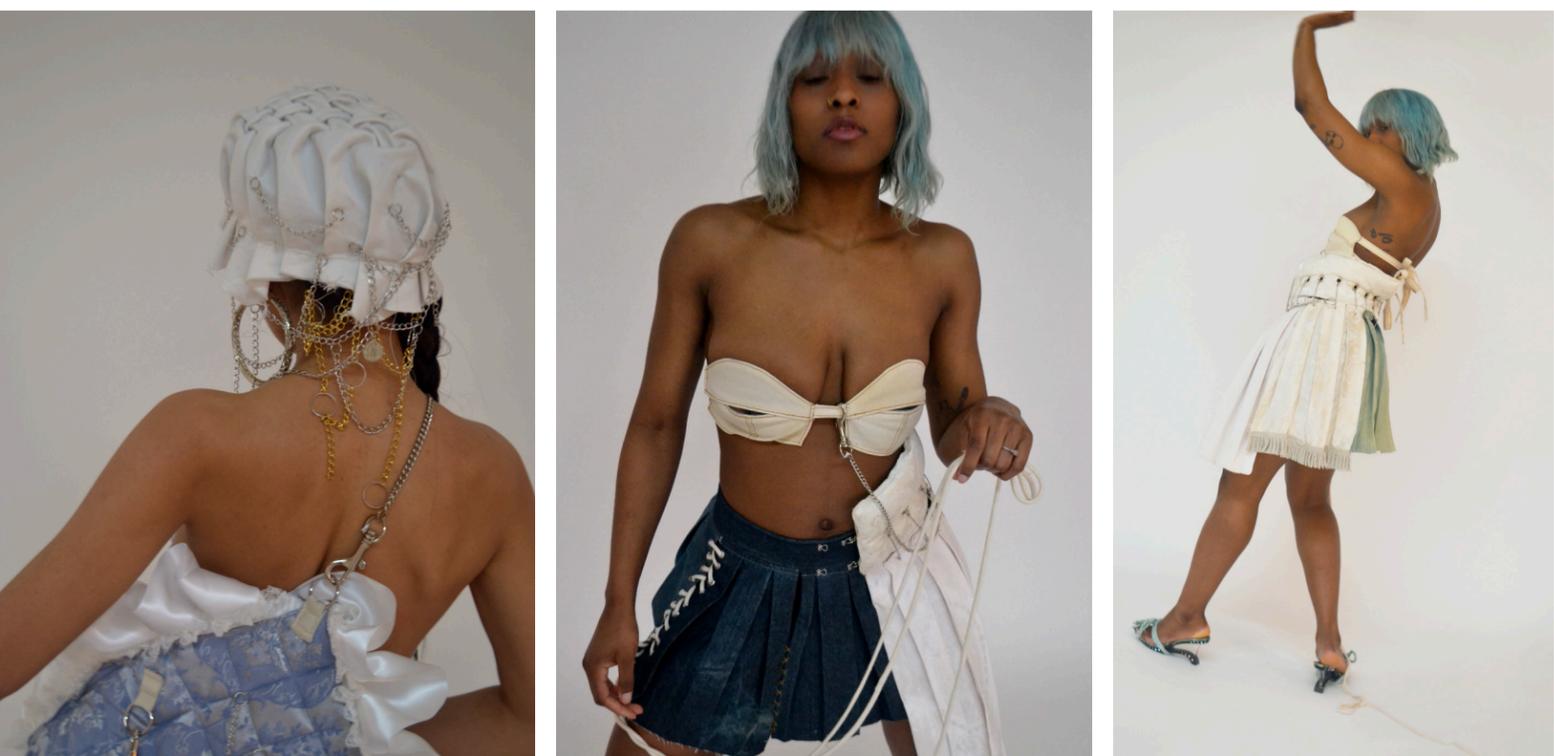
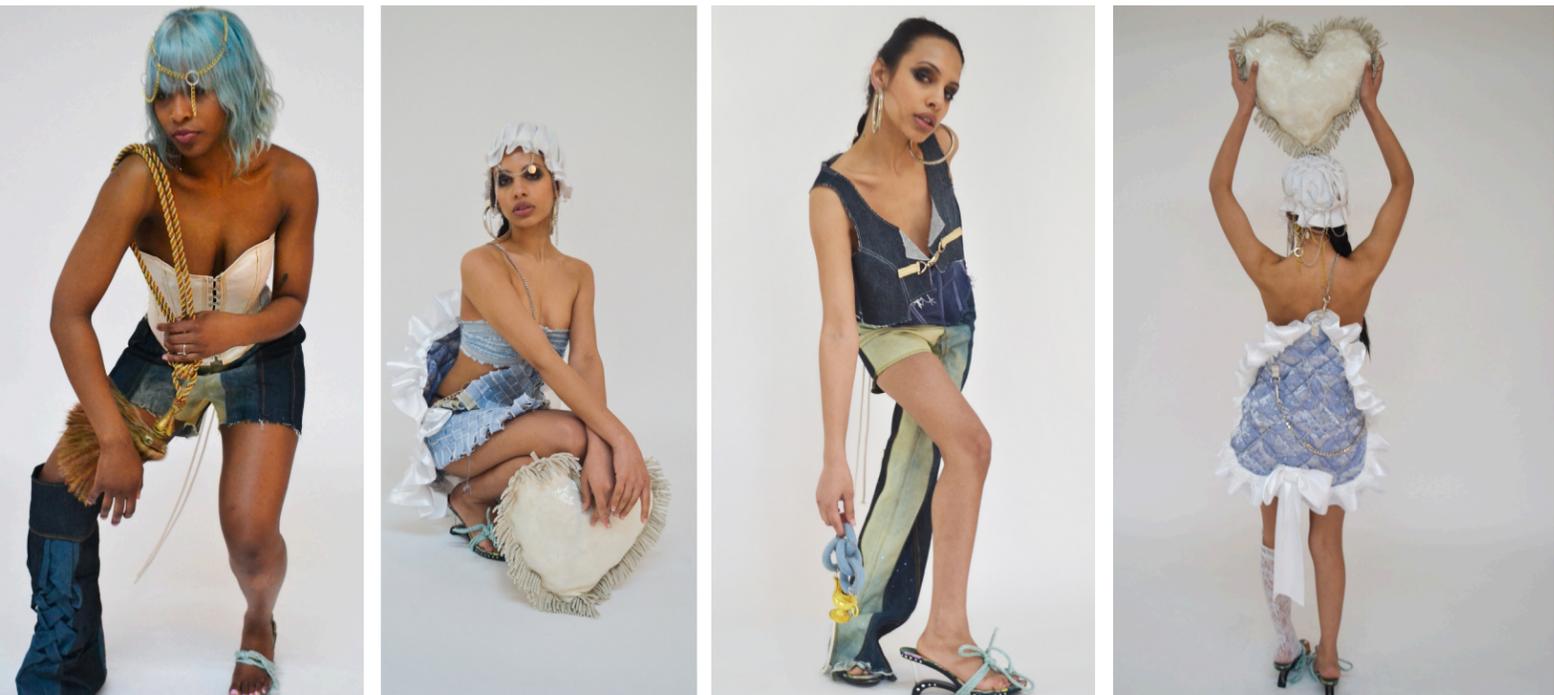
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## --- MOURNING RUN DENISE BLUMENSTEIN

A collection inspired by nostalgic views of home. Drawn from my personal narrative of immigration at the age of 6. My mother and I moved from Baku, Azerbaijan to Philadelphia, Pennsylvania. In my research and prep, I examined a woman's presence in Azerbaijan now and throughout history, in ode to my absence. Upon reading how women used to be the primary carpet weavers of the country, I was drawn to interpret weaving in my own direction. Implementing the manipulation of secondhand denim with smocking techniques and bleach tests, I wanted to use a medium of fabric which was worn throughout one's whole life span and was useable on any part of the body—a true American staple. In retrospect I would say my work explores themes of otherness as well as being a multicultural person, my identity is a recurring theme in my work.



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# SCENE II.

# MUSIC ORDER

EPIC on AudioJungle

CHINESE GAME by Muza on Bandcamp

BAD FEELING by 7am Flight on De Wolfe Music

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SCENE III.  
**CONSCIOUSNESS**

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## TRANSITIONS STEPHANIE SNYDER

The exploration of our relationship to time. We live in a world that views slow as bad and fast as good. Majority of our life is focused on the future and what is next. The present has disappeared. We have become lifeless and “more machine than human”. Our attention span is lower than a goldfish and we don’t even question it. Life has become a race and we are now sprinting through it. However, what is at the finish line? Is there even a finish line with a trophy or is it just our death? The speed of life is a “pervasive form of contemporary violence” and is killing us. This pace is not normal, but we have accepted it as normal. We are decaying in front of each other and are too checked out to even notice it. Our bodies and minds are screaming for us to wake up and slow down. To acknowledge our limitations and reform our souls. We can’t do everything, and no one asked that from us. Our souls are begging us to give attention to ourselves instead of the what’s next. This collection is a call to wake up, slow down, and give life to our souls. To rebuild from the inside out and live in the here and now.

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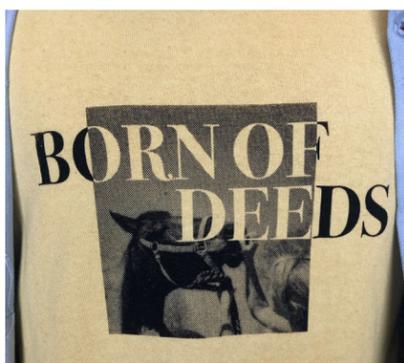
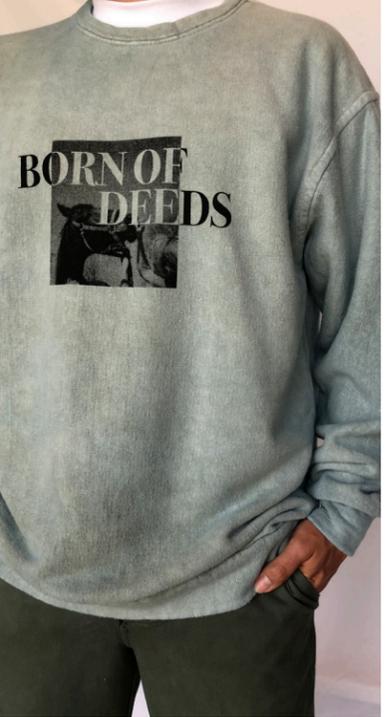
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## BORN OF DEEDS SAMANTHA HUGHES

Born of Deeds explores the relationship between regenerative agriculture and sustainable menswear. This collection highlights the potential of the fashion industry to mitigate long term impacts of climate change and push the consumer (and other brands) towards a path of positive change through proper ecosystem management. Born of Deeds showcases garments that were composed using fabrics with the highest sustainability standards while incorporating regenerative fibers. Through natural dyes, carbon negative algae ink, organically and regeneratively grown materials, the Born of Deeds collection disrupts the menswear market with responsible and compostable clothing that appeals to a fashion forward consumer. This sustainable production system offers an effective outline for how brands can start to implement change on a global scale.

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## FLUX MEGHAN BRUEGGE

My capstone is designed to honor change or “flux”, an integral part of the fashion industry and life. Now more than ever, flux is highlighted as a key component in people’s lives. Flux is not usually painted in a positive light in that respect, so I want my collection to artfully honor it. Emotions reign as the most fluctuating aspect of a person’s day to day life. Through the lens of 6 basic emotions, I will visually represent and honor flux. The collection undergoes active flux using various colors, patterns, and shapes. Offering comfort to the wearer amid their fluctuating emotions, water influences the designs to bring the serenity of nature into the picture.



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## — LAND OF HER BRENNA FLINN

My desire to connect to nature during quarantine in my family's suburban home led me to study plants, grow my own natural dye garden and experiment with plant derived color through my design work. It's a slow process that I quickly fell in love with and centered my collection around—a process that teaches patience, understanding, and gratitude. I started a small business selling handmade and naturally dyed hair accessories, called Sistane, to bring the beauty of natural color to my own small community. It only felt right to tell this story through the lens of my brand. My own hobby of gardening led me down the path of examining the history of women in agriculture, a history that is often forgotten and brushed aside. My collection aims to honor the legacy of women who sacrificed to help our lands, grow our food, and push for equal opportunity in a male-dominated industry.

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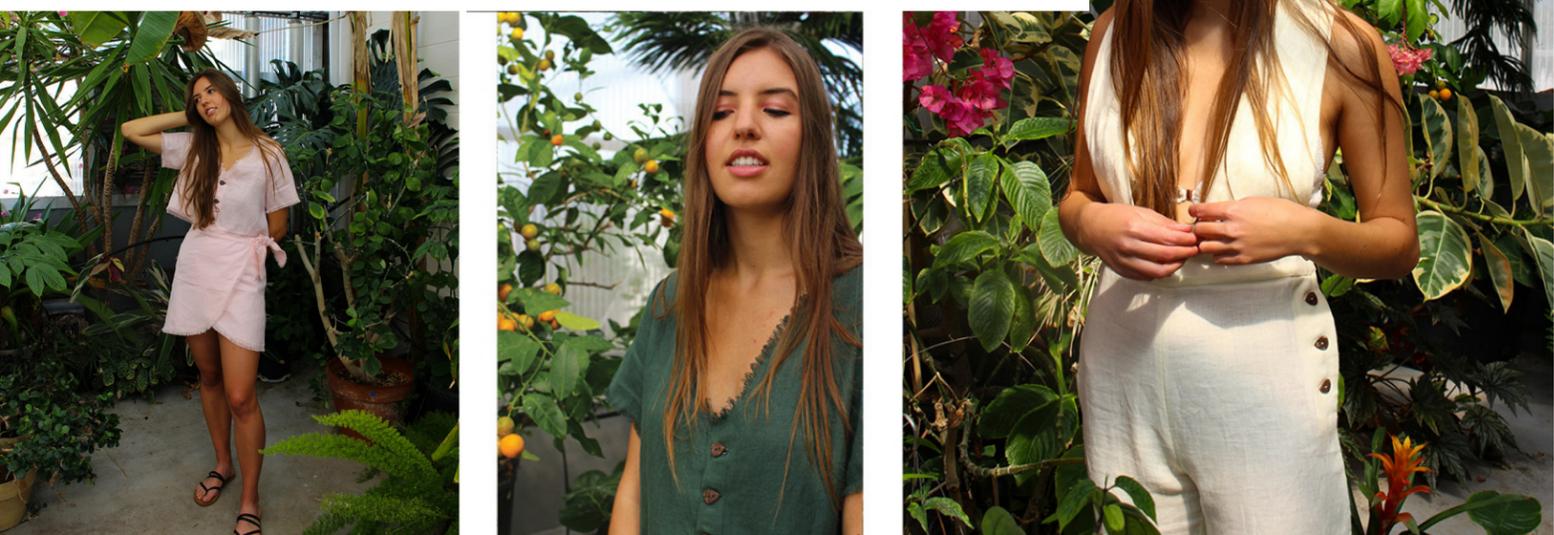


## HO'ONALU LINDSEY RICHTER

This collection is inspired by one of the best times in my life living on the south shore of O'ahu, Hawai'i. I have always been someone who loves being girly but also adventurous and sporty. I wanted to create a collection that could effortlessly merge and flow between the two. A collection that was truly built to go with the flow. These looks are designed to be able to go from beach days to city strolls. They are effortless, breathable, and easy to move in. Ho'onalu is a Hawaiian word that means to "be like a wave" or go with the flow. We are free to trust and ride the wave or not.



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## WORLD V. HUMANITY MEGHAN BECKER

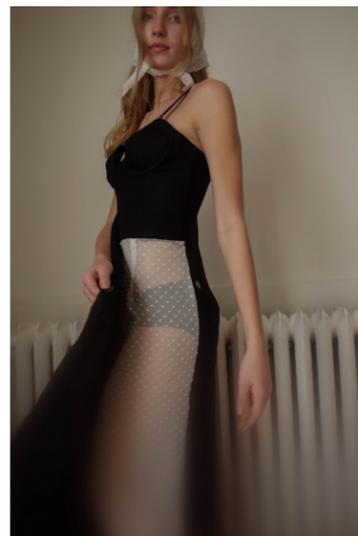
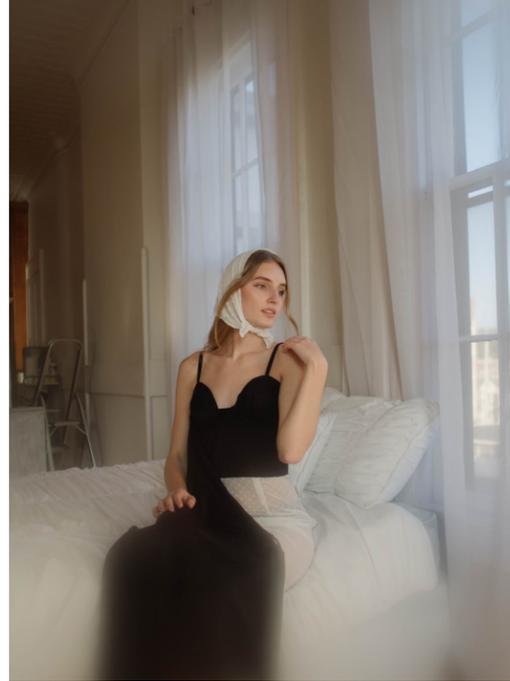
A collection based on the principle of humanity's imprint on the natural world and the way the planet fights back with natural disasters. This collection is an elevated womenswear collection focusing on surface design techniques, manipulations, and applications. Inspired by aerial images of the world, pieces in this collection will utilize surface embellishment to reflect the intersection of the man-made built environment with the naturally occurring aspects of the earth's surface.



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## --- SACRED TEMPLE MCKENZIE LOWRY

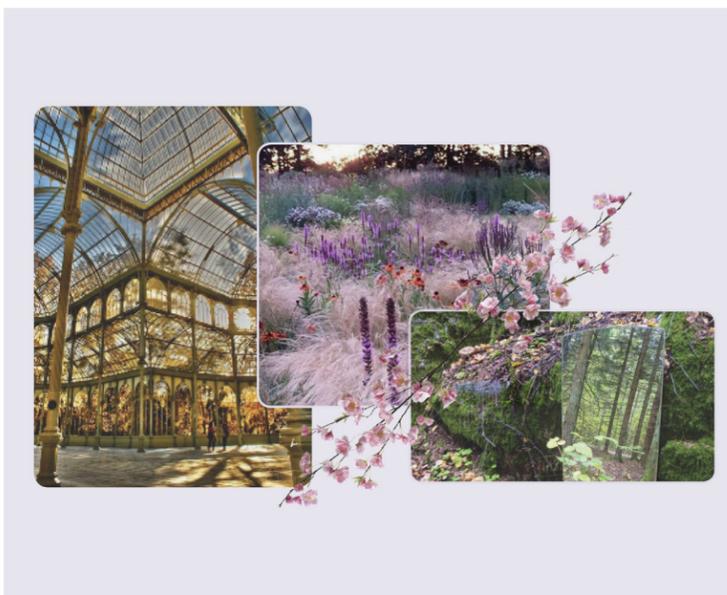
Sacred Temple tells the story of a woman who is slowly coming to terms with her identity as a woman, specifically blossoming into her sexual self. The inspiration comes from the pressure to fit a certain innocent stereotype growing up through religion and the need to impress everyone by being a shy innocent girl. Growing into womanhood and owning her sexual side, the story is shown through garments being able to be removed and an ode to marriage through satin buttons, white-neutral tones, and semi-sheer fabrics.

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## ANTHEMIS CALEIGH BELLOT

A lingerie collection inspired by woodland motifs with a twist of fantasy and gothic architectural details. Designed with the “new normal” in mind. Throughout the past year many have grown accustomed to lounging in their sweats. There’s no where to be and no one to see, so why change? These intimates are designed for elevating the way you lounge. Most of us save our favorite outfits for a special occasion with a special someone. We save those special outfits for who knows how long waiting for the right time to wear them, and when we do we feel great. This collection is here to remind you that you are a special occasion and everyday should be spent feeling sexy and good in your own skin. Leaving you wondering why you haven’t always lounged in lingerie.

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# SCENE III.

# MUSIC ORDER

HIMILAYA by Modern Aquatic on Spotify/Bandcamp

33,144 by Modern Aquatic on Spotify/Bandcamp

PLEASURE ROOM on De Wolfe Music

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SCENE IV.  
**HERITAGE**



## — PERENNIAL JENNA LACE

When I was young, I wanted to be two things: my mother and a princess. That princess goal might have dissolved; however, I have never stopped aspiring to have the essence of my mom. The older I get, the more my childhood memories become distorted. The watercolor prints and hand dyed textiles show these faded recollections. Dried pressed flowers from my mother's garden are seen in the palette and prints. Feminine silhouettes and rich textiles represent the Victorian Era at teatime. Youthful details and embellishment play back to my love of dressing-up as a child. Tailored details were inspired by past photos of my mom when she was my age. This collection is a representation of who I used to be, who I want to be, and the fear of growing up.

—  
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## EAMA ABIGAIL SHULTZ

Motherhood is often a critical part of being female. The ability to bear children makes women unique and adds to the feminine experience. Embracing this aspect of womanhood is increasingly difficult because of emerging, modern perspectives of motherhood and femininity which diminish motherhood as “something to overcome” or move past. Increasingly prevalent secular and cynical views of motherhood ignore the inherent beauty of motherhood and diminishes the natural desires of many women. Eama is a collection of breast-feeding friendly garments that attempt to re-examine this critical part of the female experience and celebrate its value within secular society.

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## --- CLOVER & IVY JENNA RAFFEL

Clover and Ivy is a sustainable collection that romanticizes my childhood of growing up in a traditional small rural town. This concept and consumer reflects my internal conflict of wanting to spend my days picking wildflowers in the forests, but still wanting to live in a large urban area. Through Clover and Ivy, I have been able to explore sustainability in girls' wear by re-purposing men's dress shirts and using Optitex, a 3D patterning software. Clover and Ivy is a collection about sustainability, romanticism, and kids' wear which encapsulates me as a designer and what I stand for.

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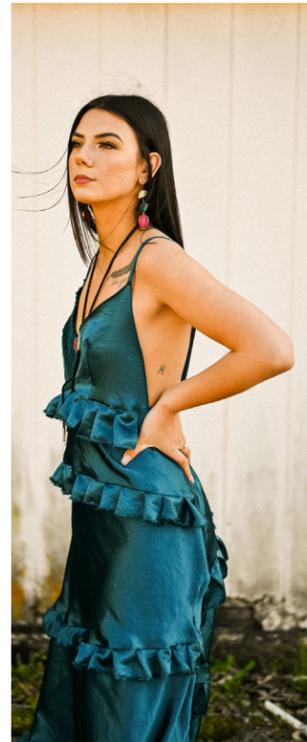
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LinkedIn: [Jenna R.](https://www.linkedin.com/in/jenna-r/)



## LONESOME HEARTS FOR THE HYPOCRITES KAITLYN HANLEY

Growing up in small town Ohio, I learned a lot about myself. I learned who I wanted to be, but most importantly I learned who I didn't want to be. When I finally got out, I kept finding pieces of my self still there—one of them being country music and western influence. This collection is inspired by my upbringing on the genre, mixed with where it is today. This collection is for the ones who have learned to embrace the parts of themselves that others might not appreciate. It's for the blended genres, the small town hypocrites, and the souls on fire. Its for those of us who are tired of being told who to be, and to finally being who we were made to be, who we want to be.



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# SCENE IV. **MUSIC ORDER**

IF I HAD A BOAT by Juliana on Bandcamp  
SUNDAY MORNING SUN on AudioJungle  
ADIOS LENORA by Juliana on Bandcamp



SCENE V.  
**RESILIENCE**



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## AGAIN TO STAY NORA WORNHOFF

Again to Stay explores how we move through life and find comfort in change. Becoming accustomed to transience can put us in a poor position to grow roots, and we need to actively create pockets of comfort and home in order to grow.

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## DYNAMO MARY SHELDON

DYNAMO is a lifestyle brand, rooted in community engagement and human connection. This collection evolved out of extensive reflection over the past year, and focuses on building a tribe around central ideals of self-improvement and awareness. DYNAMO is for the person coming of age, at any age.

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## — ADAPT BACK MADI ANDRUS

The adaptable fashion market is growing quickly, however there are very few options for adaptable clothing especially in the outdoor performance space. The few items that are on the market are unnecessarily expensive and are lacking in aesthetic appeal so creating an affordable collection while keeping the focus on innovation is key. As trails and other outdoor spaces are becoming more accessible I'd like to create an adaptable outdoor performance line focused on trail exploration and like activities. The collection, Adapt Back, will feature bright, bold and unapologetic designs as a way to celebrate our victories as we conquer the outdoors and prove to ourselves just how strong we can be.

—  
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## THE DAUGHTERS ANNE RUMPKE

In my 23 years of being a female in this world, I have always struggled with acceptance. Accepting who I am, who I will become, and what I am striving for. As women, we are multi-dimensional. Our past experiences define how we feel today and help guide us into the future. This is a journey of love, because at the end of the day the most important opinion you can have is the one you have of yourself. Here's to practicing what we preach and taking every opportunity, big and small, to love thyself. We deserve it.

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## FRIEND OF A FRIEND

### ABBY MCMAHAN

Project Friend of a Friend is a women's RTW collection that came from the internet environment we're all living in today. Gen z and millenials, while the pioneers of large followings on social media, still can only handle about 1/8th of the daily social interaction they've created. This led to the conclusion that people crave followers more and more because they crave the idea of being seen, heard, and known but really it causes the opposite. With that, the idea of "what if you could sell familiarity and comfort" was born. Taking this surrealist idea, research on Dali and his idea of "paranoiac critical" (which is to maintain sanity while simulating delusion) was explored. This concept showed a parallel accordance to people's interaction of social media, comparable to the idea of selling our perfect lives on Instagram. Taking Dali's ideas of familiarity and accepting delusion is shown throughout by melding familiar shapes and warping them into new abstract ideas.

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## --- HINDSIGHT CAR SCHUTT

I discovered tufting guns in the summer of 2019, while I was on co-op. When the pandemic hit, I found myself with a lot more free time and eventually, a distaste for sewing masks, so I invested in a cut pile tufting gun and got to work. Now, armed with both cut and loop pile guns, as well as an array of punch needles, I make custom rugs and wall hangings. As an artist, I find it my goal to master as many tangible skills as possible. The newness in the tufting gun process is very alluring to me because it gives me the opportunity to forge my own path and innovate. For this collection, I experimented with textile manipulation and innovation, in order to marry my two passions: tufting and fashion.

---

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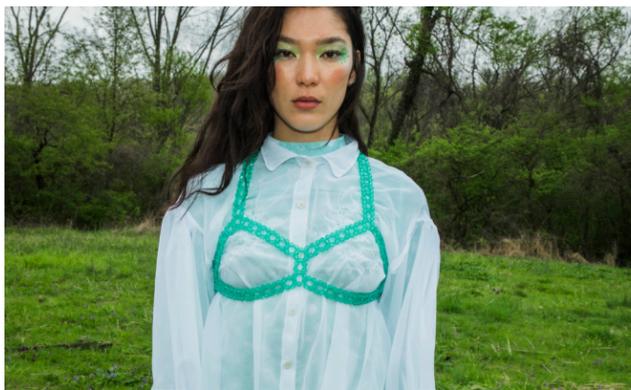
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## HUMAN SHERIDAN ANDERSON

Human is a gender fluid, fall/winter collection inspired by the immensity of the world. However, this collection is also representing my journey of overcoming my fear. This concept is heavy and overwhelming, but my collection is rather calming. While there is a lot to unpack about this concept, the end result is about me finding peace in my fear, while recognizing the overwhelming aspects of life.

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## NOTES ON WALDEN AMBER MCCARTHY

"Notes on Walden" is a collection inspired by the book "Walden" written by Henry David Thoreau. It is a visual representation of personal development as a cycle in which one sheds off aspects of themselves to make room for new growth. Exploring themes of solitude and oneness with nature, "Notes on Walden" is a functional ready-to-wear collection combining hand embellished textiles with complex pieces the wearer can morph to fit their mood of the day.

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## PUZZLED CALLIE O'DONNELL

My collection, entitled "Puzzled", is an assemblage of many different pieces coming together to create something new and whole. Much like going new places and collecting new experiences makes one different but also more fulfilled or complete. Moving around for several years made me feel fractured, as though I had multiple separate lives in different places. Ultimately, all of these seemingly separate moments are a part of me and my ONE life. This inspired a puzzle, made up of collages, based on these different experiences, thus combining separate components into one whole entity. "Puzzled" is representing me now, a result of the combination of every moment.

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## OUT OF BOUNDS KAYLA NOBLE

Out of Bounds Apparel Company roots itself in originality, individuality, and a carefree lifestyle. With quality as the number one driver, OB Apparel Co. strives to create long lasting products that are durable and unique so that irreverent riders can keep pushing boundaries. This brand is created for riders by riders. Because I am the consumer, I have thought about the small details that really matter to make the rider have the best day on the mountain.

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# SCENE V. MUSIC ORDER

PENPAL BALLAD by Ana Sia on Bandcamp

VAINITA on De Wolfe Music

INDIE POP SUMMER FUNK on AudioJungle

FASHION SHOW on AudioJungle

LAUREL LEAVES by Modern Aquatic on Spotify/Bandcamp

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SCENE VI.  
**FORESIGHT**



## NO MAN'S LAND MADELINE SOHNGEN

The world declared war on the coronavirus, but the front lines fighting the virus look much different than those who fought in the Western Front trenches. Fear of the unknown is as relevant today as it was in 1914 at the outbreak of World War I, and individuals want to be prepared for whatever disaster comes next. As life begins to return to the way it was, "No Man's Land" provides personal protection to reflect a much-needed sense of safety, security, and peace of mind.

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## I'M COMING OUT NIKI ANG

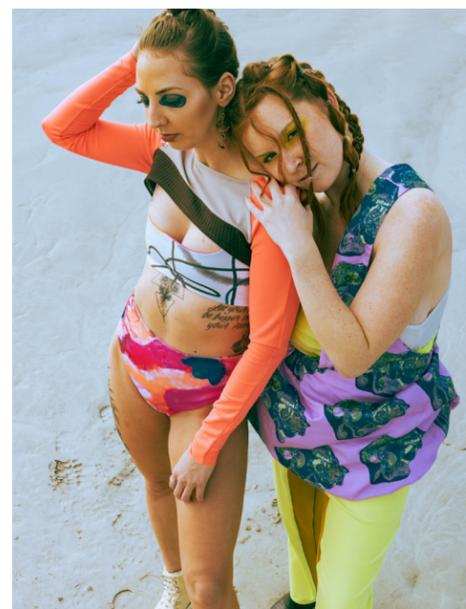
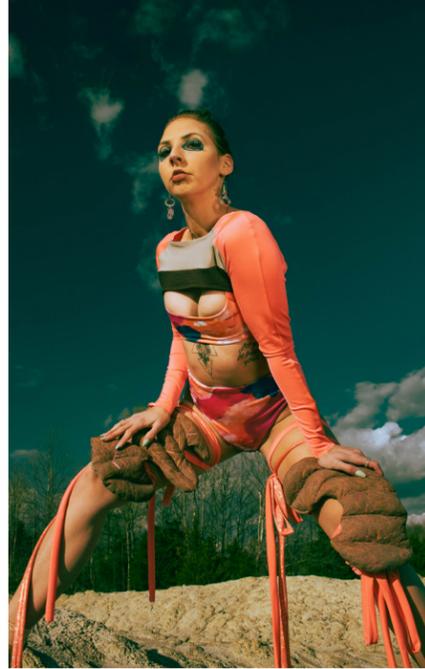
A challenge against fashion standards, which are made for a small specific group of people. To tear down the categories of menswear/womenswear and create a collection open to anyone, regardless of their gender identity. These garments are meant to instill confidence in a fun and playful way. I want people to forget what they are wearing and just be their authentic selves.



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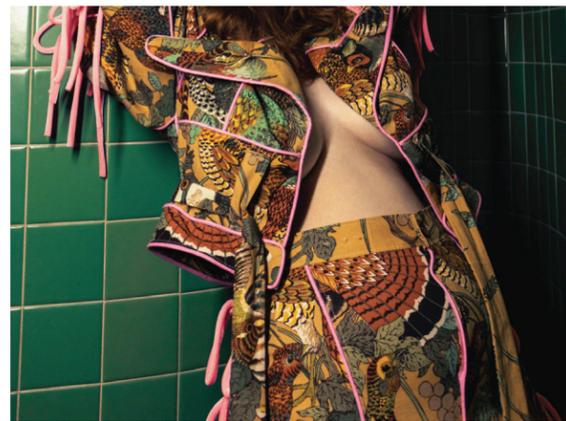
## FIND ME IN GAIA KELSIE JONES

In an uncertain landscape where Mother Nature has shown us we have pushed her to her limits, we search for the few things that still make sense. Eyes shut, open, close escaping to the bright colors & vivacious textures of my dreams. Whisking in & out between our broken existence where the ambiguity when I sleep takes me into a new state of chaotic peace. Here you can find the bravest ones adapting, shifting & thriving in this never-before-seen universe. Find us in Gaia! "Find Me in Gaia" is a conceptual women's collection that acts as wearable art, combining hand-crafted yarn textiles and found upcycled materials with multisensorial elements of sight, sound and touch.

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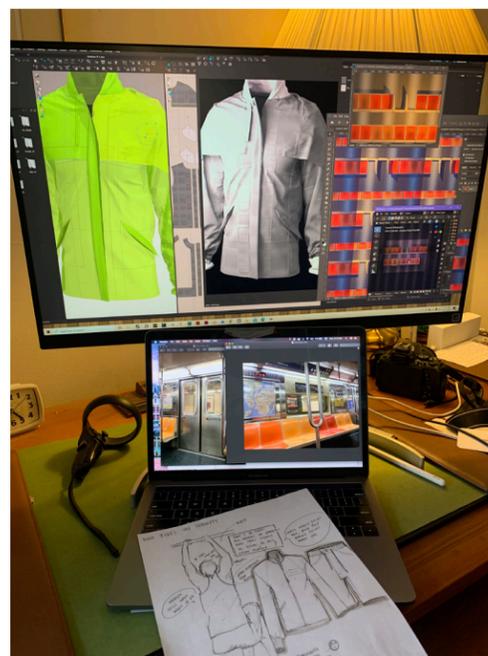
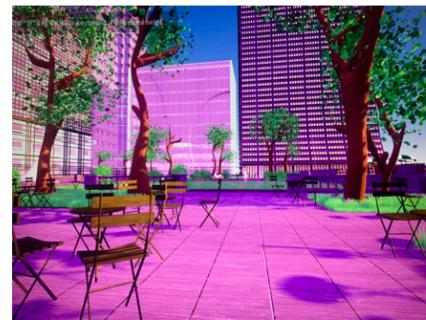
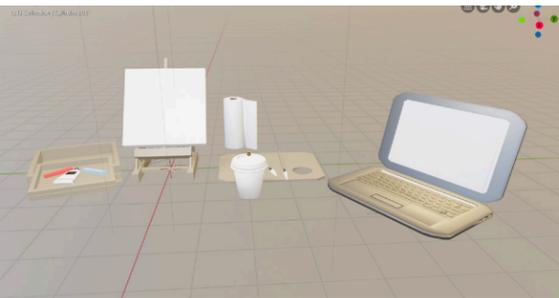
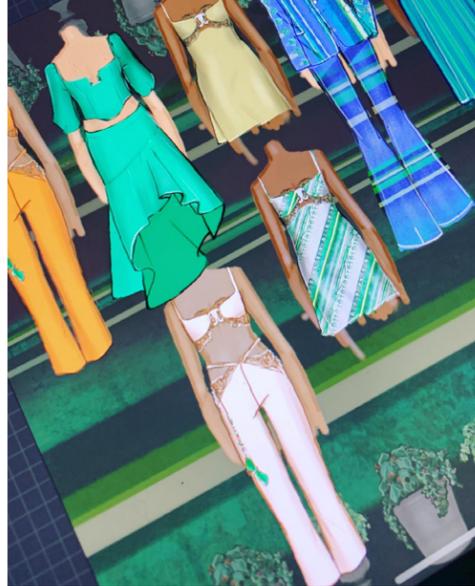
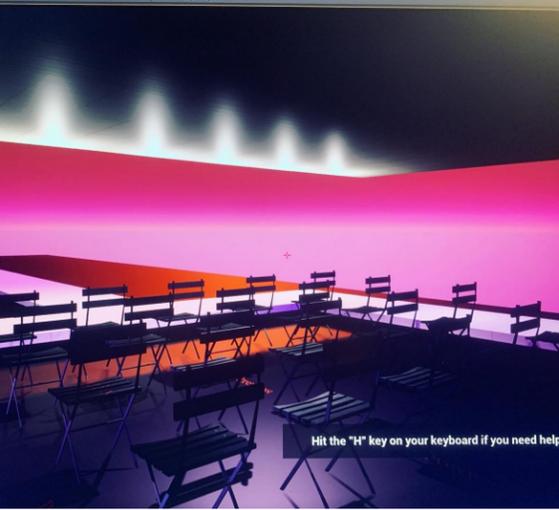
## WIEDIELAND SAM NEWBERRY

Wiedieland is an imagined concept of a getaway destination, designed around the rich history of a classic German-American beer label. Inspired by the carefully crafted establishment that is Wiedemann's Fine Beer today, as well as having a personal connection to the brand, this collection cultivates stories both old and new, into a hyper-colored dream machine of iconic deliciousness. Cheers!

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## BRYANT PARK AMANDA HOWE

I utilize a combination of traditional design and craft skills alongside new and innovative technology for multidimensional visualization. Passionate about immersive experiences and enhancing creative processes by combining disciplines and working through various mediums. I break down my process into interaction, environment, and garment design. As I flesh out the environment and storytelling through modeling in Gravity Sketch VR and Blender, the interactions and garments are evolved. This would have not been possible without the help of the design community and individuals who create tutorials and learning resources. These resources have enabled me to grow into someone who can see fashion design through a new lens.

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# SCENE VI.

# MUSIC ORDER

EXISTENTIAL THREAT on De Wolfe Music  
NATIONAL NIGHT by Ana Sia on Bandcamp  
ECLIPSES on De Wolfe Music  
DRIVEN on De Wolfe Music  
STRATEGY on De Wolfe Music

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# INTRO & CREDIT ROLL **MUSIC ORDER**

EPIC POWERFUL MUSIC on AudioJungle

# DAAPFASH21 THE LAUNCH WAS MADE POSSIBLE BY:

## **Dean, College of DAAP**

Timothy Jachna, PhD

## **Director, Myron E. Ullman, Jr. School of Design**

Dr. Gjoko Muratovski

## **Fashion Faculty**

Phyllis Borcharding	Ashley Kubley
Brooke Brandewie	Grace Meacham
Emily Flannery	Arti Sandhu
Elizabeth Heck	George Sarofeen
Zachary Hoh	Margaret Volker-Ferrier
Injoo Kim	Stephanie Wood
Dr. Myoungok Kim	

## **Adjunct Faculty**

James Billiter	Jean Silverstein
Danisha Brown	Jenifer Sult
Lindsey Commons	Randall Wilson

## **Collection Design and Creation**

The Class of '21 Fashion Design Students

## **Fashion Show Producer and Director**

Laurie Lisk Wilson, Associate Director DAAP

## **"The Launch" Creative Direction, Graphic Designer, Video Editor**

Morgan E. Beatty

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Portfolio: [morganbeattydesign.com](http://morganbeattydesign.com)

## **Model Artistry - Hair and Makeup**

Aveda Frederic's Institute

Laura Vaughn and Hair/Makeup Artists

## **Set Production Equipment and Advisement**

ITA Audio Visual Solutions

Jamie Dickey

Alex Greene

Adam Zeek

## **Models**

Special Thanks to the many volunteer models from Heyman Talent, Helen Wells Agency, New View and Independent Volunteers

## **Video Shooting Team**

UC Digital Media Collaborative

Mike Gasaway and Students

## **Music Resources**

With Special Thanks to the Independent Artists Who Gave Specific Permission to Utilize Their Songs for This Project:

AudioJungle

Bandcamp

DeWolfe Music

Modern Aquatic (Cincinnati-based band)

Ana Sai (LA-based DJ) found on Bandcamp)

Julianna (Nashville-based folk artist found on Bandcamp)

Muza (European-based artist found on Bandcamp)