

# A Story of Fashion

**PLEASE POST:  
FOR IMMEDIATE RELEASE**

**NEWS RELEASES FOR LOCAL NEWS EVENTS  
NON-PROFIT ORGANIZATION:**

**THE FASHION AND INTERIOR DESIGN PROGRAMS  
SAN JOAQUIN DELTA COLLEGE**

CONTACT: Leslie Asfour  
Fashion & Interiors Program Coordinator  
San Joaquin Delta College  
209-954-5573

---

## **“A STORY OF FASHION- A JOURNEY IN THREE PARTS”**

(Stockton, March 28, 2008): **A Story of Fashion, as told in three parts- this is the concept for San Joaquin Delta College’s Fashion Program’s first ever three-day fashion extravaganza. This three-part event is something Stockton has never seen!**

### **PART I:**

This three-part event will begin with **Part One: A Fashion Exhibit.** This annual event is a showcase of student work in the areas of Fashion Design, Fashion Merchandising and Interior Design. Students will display their talents and creativity in specific work such as fashion design, accessory design, fashion illustration, fashion advertising, cultural and ethnic costume, visual merchandising, and interior design.

This year’s exhibit will also feature entries from an exciting and unique **fashion design competition:** This is a competition using a basic white t-shirt and a lot of creativity. Students will have taken ordinary white t-shirts and redesigned them into a variety of things, from fashionable tops to skirts to handbags and bikinis. The garments from this competition will be judged the public attending that night. Winners of this competition will receive cash scholarships.

-more-



Attendees can also enter to win a variety of fun packaged items, including spa days, dinners out, sports tickets, tickets to area events like the Zin Fest, home and interior design items, and an i-pod. Donations for these packages have been provided by Stockton businesses **Macaroni Grill, Ciao Bella Restaurant, Stockton Lightning football, the Stockton Arena, Prime Shine Express Car Wash, Cocoro, Taste of Brittney, House of Shaw, Manny's Pacific Fresh, Alder Bistro, Frames and Fine Things, In-Shape City, With Garden Flair, BJ's and Elephant Bar Restaurants, Delicato Vineyards, and The Party Guys and businesses in Lodi PDC Boutique, Salon 101, Twin Arbors Athletic Club and the Lodi Wine and Visitors Center.**

The Exhibit will be held on **Thursday evening, May 8, 2008 from 5:00-7:00 pm** in Danner Hall on the Delta College Campus. In addition to the exhibited displays, attendees will have the opportunity to talk with the student designers, view information about the Fashion and Interiors programs at Delta, and learn more about a variety of creations from both current students, as well as students who are now working in the fashion and interiors industries. Refreshments will be served, thanks to **Starbuck's and Delta College's Artisan Bakers**. Music will be played throughout the evening. **There is no admission charge and the event is open to anyone interested in attending.**

## **PART II:**

The second part of this journey is the new Designer's Collection Show, which will be held at the **Haggin Museum on Friday, May 9, 2008 from 6:00 – 10:00 pm**. This exciting and exclusive evening will showcase 12 student designers whose collections will be shown in a live fashion show, to rival any designer show in New York or Paris. Dressing over 70 models, professionally made up and styled, the designers have been challenged to present the best of their design ideas.

The student designers have worked all semester long to create cohesive collections, using their own design inspirations and themes to dress six models completely. Inspirations these students have selected include Sweeny Todd, Gothic Renaissance, Men's wear as inspiration for women's wear, old Hollywood Glamour, greenleaf and cabbage, colors of the rainbow, and natural landscapes. The student designers are Krystle Li, Marc Eric Rodriguez, Stefano Lima, Natalie Minori, Layma Aman, Lisa Sysombath, James Kubota, Emily Cowdrey, Alisha Pettit, Tarah Linda Sanders, Bianca Kim, James Kubota, and Danielle Romero. One of the designers, Natalie Minori has already had the opportunity to show her design in the Little Black Dress competition at San Francisco Fashion Week, where she was one of seventeen designers chosen to show.

The designers came to Delta from all over Northern California: Layma Aman graduated from Pioneer High School in San Jose, Lisa Sysombath and Krystle Li came from Stagg High School in Stockton, Bianca Kim is a graduate of Edison High School in Stockton, Alesha Pettit and Stefano Lima are Lodi High School graduates, Natali Minori graduated from Tokay High School in Lodi, West High School produced Danielle Romero, Tarah Linda is a product of Liberty High School in Brentwood, James Kubota went to Reno High School, and Marc Eric graduated from Ignacio Valley High School and attends UOP, as well. This eclectic group of designers brings their experiences to this journey and the results are pretty impressive!

Marc Eric is one of the only designers expanding beyond the required 6 looks. He is very proud to be presenting his first collection of 8 looks, which are part of a master collection for fall 2009. "I am grateful to be offered this opportunity and I am so thankful for the faculty's confidence in us as designers." Emily Cowdrey assimilated her experience to a Fashion Bootcamp that she's glad she didn't pass up. Jewelry Designer Lisa Sysombath is enjoying the collaboration of ideas among the designers and seeing the concepts blossom through the process.

The collections will be shown to an audience of industry professionals, as well as interested fashionistas at this elegant evening, and they will be judged by a jury who will award scholarships to the winners. Judges for the collections competition come from fashion companies in the region: Gump's, Wish List Boutique, and Old Navy, Planet Funk, and Cross Roads Trading Company, as well as local area dignitaries.

This amazing evening will also showcase the Haggin Museum's exclusive historic costume collection and attendees will have the opportunity to view all of the museum's exhibits, including a preview of their historic costume collection, never yet seen by the public. The setting for the show is the perfect marriage of history and modernity, of design and creation, of inspiration and fruition.

Guests will be treated to live music provided by **Pacific Strings**, a resident string quartet of students from UOP and **DJ Steve Sue**. Deserts will be provided by the **Delta College's Artisan Bakers**. Wine pouring will be provided by **Wine Styles and Heritage Oak Winery**. This event is being supported by many fashion industry professionals from organizations in the areas: hair stylists from **Regis Salon** in Stockton, **Wildflowers, Tease Me, Basix** and **Great Image**, makeup artists from **Clinique, MAC, Chanel, Shiseido**, and **Salon Da-V**, and **Wish List Boutique** in Stockton. **Galletti's Boutique** will be providing all of the shoes for the models. Photographers for the evening will include Jeremy Gartin and Stephanie Briggs, Melinda Foster, Kyle Hess for KH Photography, Loreen Huey, Deb Adair for Fine Art Photography, and Erik Valdes.

This event is by invitation only. For information on invitations to this event, please contact Leslie Asfour at 209.954.5573. Seating is limited.

### **PART III**

The conclusion of this exciting journey will be a "meet-the-designers" day and a sale of the garments in the student collections, hosted at **Wish List Boutique** on the Miracle Mile by owners Cathy Lagorio and Lindsay DaLanzo. The student designers will be selling their exclusive designs at this one-day event and the public will have a rare opportunity to purchase garments from these talented up-and-coming designers. This event will be held on **Mother's Day, Sunday, May 11, 2008 from 2:00-5:00 pm and is open to the public**. What a great way to spend Mother's Day, shopping and socializing with up and coming designers!!!

The fashion students have been working hard to produce every aspect of this three-part extravaganza. Students in two classes, the Fashion Event Production class and the Collections Design and Production class, have collaborated to produce every detail of these three events, under the guidance of instructors Angie Anaya and Jonathan Singer, as well as the program coordinator, Leslie Asfour. They have recruited models, hair and make-up stylists, music, refreshments, raffle donations and have developed the concept, choreography, presentation and marketing for the three events. The public will have the opportunity to be a part of a very extraordinary journey!

For Jonathan Singer, the Collection Design instructor, this was a new venture. "It's been exciting watching the student designers develop their ideas into creative and amazing garments. The collaborative and creative environment has inspired their ideas to develop beyond what they had initially presented in the beginning of the semester. This opportunity for many will jump start their design careers." For Angie Anaya, the instructor for the Fashion Event Production class, the journey has been a busy one. "Teaching students to work in teams, to work with the business community, to work collectively and professionally has been a unique experience. They've learned to manage their teams, manage their projects, and work together to create this incredible show, underestimating the amount of work it takes to produce a professional show and professional fashion event."

Support for the Fashion Program from the fashion industry has been amazing. Supporters include, San Francisco and Bay Area Companies like Weston Wear, Surface Magazine, Gump's Department Store, Cut Loose Apparel, Two Star Dog, Ooma Boutique, Jou de Joup, and Stockton and Lodi Companies such as Wish List Boutique, Pret Boutique, Spectator Boutique, Sierra Adventure Outfitters, City Girl Boutique, CR Porter Home Décor, CR Porter Annex, With Garden Flair, Sundance Sports, Gary Long's Village Jeweler's, DaVon's Jeweler's, Galetti's Boutique, Boggiano's, Spike's Men's Wear, Stage Two, Simply Charming, Sweet Nothings, Cottage Rose, Top Fashion, The Perfect Fit, Vanessa's Bridal, Applebrook, Birkenstock, Four Square, Kindgom of Paws, Niche of Paris, Bedazzled, Fashion Safari, as well as national companies like PGM-Pro Dress Forms in Los Angeles and Henri Bendel's in New York.

**For Additional Information Contact:**

Leslie Asfour

Fashion Marketing Instructor, San Joaquin Delta College

209-954-5573

[lasfour@deltacollege.edu](mailto:lasfour@deltacollege.edu)

###