



SAN JOAQUIN DELTA COLLEGE  
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## Media Advisory

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## A STORY OF FASHION 2017

(Stockton, CA) The Delta College Fashion Department's annual A Story of Fashion 2017 - Designers Collection Show is one of Stockton's outstanding gems. Celebrating its 10<sup>th</sup> year, this fashion extravaganza runway show returns on Friday, May 5, 2017 at 8 p.m. in the Shima Industrial Center on the Delta College campus.

The evening will be a night to remember, bringing together both established and emerging student designers to feature 10 collections showcase by over 80 models, professionally styled by the best hair and makeup teams in the area.

For 2017, 9 student and alumni designers worked tirelessly sketching original designs and sourcing fabric to create garments that impeccably fit their models. Students in the Fashion Program's Event Production Class produce the show. They collaborate with local professional stylists, production professionals, models and talent, as well as

sourcing wineries and food vendors for the VIP reception. The class holds casting calls for local model talent, develops press kits and media releases, produces the advertising and marketing campaigns, and coordinates staging, music and decor for the show. Clearly, they have been quite busy!

According to Leslie Asfour, Fashion Program Director, who leads the Event Production Class and the Collection, "The Fashion Program is excited to share another team of talented and innovative design students. They combine an intuitive and individual sense of creativity, utilizing the skills they've



learned in the classroom to bring their ideas to life.”

Delta's Fashion Program emphasizes creativity and experimentation that combines design with art and business. Students in the Collection Design Class combine fine art, couture fashion, and technical design to create original fashion designs. These designs reflect an understanding of global issues such as sustainability, cultural dress, and design movements.

A Story of Fashion is a full-fledged production show, with runway models, lights and music that rivals any show in San Francisco, Los Angeles or New York. The show always garners respect from fashion community dignitaries, including: Gump's, White Plum, local media personalities, and Sacramento Fashion Week. Delta College graphic arts instructor Melanie Marshall is impressed. “Amazing show - the caliber of work and professionalism of the students makes for an incredible show!”

Tickets to A Story of Fashion sell quickly. The number of spectators at the annual runway show has grown each year, attracting over 1000 "fashionistas" most recently. The 2016 show attracted the attention of major sponsors, business owners, and local dignitaries and media, as well as professionals from the fashion industry.

The show's venue changes every year, creating a different vibe and ambiance at each location. Past locations include: The Haggin Museum, Lincoln Center and Stonecreek Village, and Delta College's brick courtyard, as well as the college's gym. Each creates a different ambiance and atmosphere from classic, to industrial, to elegant.

This year, the show is going "back to industry" at Delta College's own Heavy Equipment Industrial plant. The large industrial warehouse will be transformed into a cool and hip venue, with VIP floor seating and general admission bleacher seating. The space will be converted into a high-styled space with a massive 80-foot runway! With multiple perspectives, there won't be a bad seat in the house.

The production will also feature an exhibit of garments designed by students in the program, as well as student projects in Merchandising and Interior Design.

Tickets will be sold in advance only – (the link to purchase tickets is available on the event website) for \$30 for general admission bleacher seating. Floor seating and VIP Reception is reserved exclusively for sponsors. If you are interested in sponsoring this event, please email [fashion@deltacollege.edu](mailto:fashion@deltacollege.edu), or visit the event website and download our sponsor kit. Ticket and show information can be found at <http://bit.ly/1kok6xx>.

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## **The 2017 Designers:**

### **Alfonso Ramos**

Alfonso was born in Los Angeles but attended high school in Jalisco, Mexico, where his family lives. Though he had already developed strong sewing and design skills, he came to Delta College to learn about the merchandising side of the business. He has a set of clients for whom he currently designs, but plans to open a shop, where he can share his talents with the public. His collection this year features tailored pieces, combining the looks of the 1940s and Ivy League style.

### **Ana Maravilla**

Born in Oakland, California, Ana came to Stockton when she was young. She graduated from Thomas Edison High School and came to Delta College as part of the Passport To College Program. She loved that Delta had a Fashion Program, because fashion was one of her favorite classes at Edison. Ana was encouraged by her parents and her high school fashion instructor, Erlinda Selga. She is pursuing a double major, in both Fashion and Photography. She hopes one day to blend the two creative fields into her own boutique that will showcase her fashion designs and her photography work. For her collection, she was inspired by the beach, it's colors, textures and elements.

### **Sharon Arriaga**

Sharon was born in Tenancingo, Mexico but moved to Lodi and graduated from Tokay high school. She came to Delta College for the Fashion Program, after excelling in a sewing class she took in high school. Her encourages her creativity and supports her desire to pursue a career in fashion design. Sharon hopes one day to open a boutique that sells clothing for men, women and children, utilizing the sales to support arts and crafts education for children. Her collection is inspired by Ancient Egypt and Cleopatra.

### **Lizbeth Barocio**

Lizbeth was born in Zamora, Michoacán, Mexico. She came to Delta for the Fashion Program, for the knowledgeable and inspiring professors that prepare students for the fashion world. Her uncle, who owns a bridal shop in Mexico, is an inspiration for her to study fashion. For her Quinceñera he let her design her own dress. She was so excited with the results that from she knew she wanted to pursue a career in fashion. Her collection is inspired by Mexico, by its beautiful and rich culture, its colors and the significance in their designs.

### **Arlene Vieira**

Arlene is one of Delta's international students from Sao Luis, MA, Brazil. She chose to come to Delta College because of the Fashion Program. She liked that the program uses a hands-on approach to learning and that the program teaches students "real world" of the industry. Her mother inspired to become a fashion designer. She is also inspired by designer Alexander Macqueen's style and aesthetic. She plans to start her own ethical clothing line in Brazil and India once she completes her degree.

### **Franky Roman**

Franky was born in Lodi and graduated from Tokay High School. He chose to come to Delta College for the Fashion Program. Franky is inspired by many things, but says his mother is his greatest inspiration. His career goal is to work for a high-end design house and later begin his own clothing brand. This year, his collection is inspired by the dark mourning costumes of times past, infused with a religious influence.

### **Nelly Joanna Martinez**

Nelly was born in San Diego, CA but went to high school at COBACH, in La Paz, Baha California Sur in Mexico. While studying English at Delta College, she found out about the Fashion Program and thought she should give it a try. She found her niche and excelled in her design classes with her own original designs. Designers Guo Pel

and Zuhair Murad are her design inspirations. She plans to own her own design shop selling her original creations. Her 2017 collection is a combination military and post-apocalyptic them.

### **David A. Flores**

David comes to Delta from Lodi, where he graduated from Tokay High. He has always been interested with fashion, which led him to the Fashion Program. David is inspired by the fashion of the 1950s and the elegant aesthetic of designers like Christian Dior, Givenchy and Zac Posen. In the future David plans to start selling his own brand of evening attire. His 2017 collection is influenced by color blocking and 1950s female silhouette. David's collection includes both men's and women's modern-day suiting, ready-to-wear and evening wear.

### **Tien Nguyen**

Tien is originally from Vietnam and has lived in Stockton for 24 years. She discovered Delta's sewing class and was hooked. She completed her certificate and degree in Fashion Design and is returning with her second alumni collection. The collection is bold and colorful.

IMAGES FROM A STORY OF FASHION 2016:



(Photos by Dale Patterson)

Left: Designed by Niki Ascevedo

Right: Designed by Kathy Vang



Photo by Jeff  
Model: Danielle Porter  
Design by Kathy Vang



MASHOT  
PHOTOGRAPHY 20

A Story  
FASHION  
San Joaquin Delta College 2016

Model: Danielle Porter  
Designer: Kathy Vang  
Hairstylist: Brittany Fritchley  
Makeup Artist: Nathalie Tolentino  
Nails: Madeleine Cook



Photo by Mike Chaves, Jr of Erin Elizabeth in gown designed by Tyler Geiszler  
Below: Photo by Mike Chaves, Jr, designed by Franky Roman.



Additional photos can be found on our Facebook Page:

<https://www.facebook.com/pg/FASHION-San-Joaquin-Delta-College-39660797553/photos/?tab=albums>