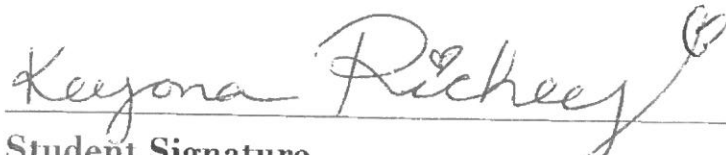



Fashion in Business, Media, and Culture

Keyona Richey

Graduation Contract
Advisor: Kelly Hankin
Johnston Center for Integrative Studies
University of Redlands
Graduation Date: April 18, 2015


Student Signature


Advisor Signature

"Fashion is not something that exists in dresses only. Fashion is in the sky, in the street; fashion has to do with ideas, the way we live, what is happening."

-Coco Chanel

Through my time at the Johnston Center for Integrative Studies, I have found that this quote perfectly aligns with my new perception of the fashion industry. In the early stages of my fashion education, I was in awe simply by the glamour, luxury, and status such as a garment emblazoned with a Chanel logo holds. I only saw the surface level of trends and runway shows that fashion has to offer. However after researching fashion through lenses of culture, costume history, visual media, and business I have found there is more to fashion than meets the eye. Interwoven into each garment are cultural values, socioeconomic status, and a reflection of the history of the human race. I would now say it is the revolutionary affect Chanel has had on the fashion industry to liberate women from their constrictive garments and empower them to dress for themselves, which makes fashion meaningful to me.

Johnston has given me the opportunity to further my interest in studying fashion in an unconventional manner. Working with my professors I have been able to contract assignments connecting fashion to my courses. In "Costume Design Techniques", I had the opportunity to learn an overview of fashion history. Seeing how fashion has evolved and why has been valuable to my understanding of the messages that can be drawn from clothing. All the textures, colors, lengths, and cuts hold a different meaning that can be used to evoke emotion within the wearer as well as an onlooker. Through the "Psychology of Culture and Human Behavior", I researched the universal practice of body decoration. This research allowed me to see that every culture has a unique way

of decorating the body. However, it always serves the same function as a visual symbol, predominantly of status. In "Digital Media", I was able to create a blog relating to the increased presence of technology in the fashion industry. Through my research, I found that because of the internet and progress in 3D printing the fashion industry is moving toward a greater state of democratization. Lastly, for my "International Business" course, I researched the growing luxury fashion market in China, which may be significant enough to shift the fashion industry to cater to the Chinese market. Overall I believe my ability to study fashion in a variety of disciplines has given me a well-rounded understanding of the modern fashion industry.

I am grateful to have had the opportunity to not only learn about the fashion industry but simultaneously have two internships where I experienced the reality of the work. My internship at NectarClothing.com provided me with insight into the workings of an online fashion boutique. Created by a local couple, the site was still in the early stages of development, giving me the chance to voice my opinions and offer suggestions about changes for the business. Working with a small team in a start-up atmosphere I also was given the freedom to use my creativity when writing blogs, social media posts, and product descriptions. Additionally I was exposed to the different aspects of creating and managing this type of business.

My second internship took place during my semester studying abroad in Milan, Italy. The experience I had in the office of Joy Yaffe was on the other end of the spectrum as I worked in the most prominent luxury fashion district of Milan. At the time, the office was working with Francesca Versace to develop her new line, providing me with a great learning experience in understanding the branding, marketing, and

production of luxury fashion. This opportunity also exposed me to how integral fashion business is in Milanese culture, and how valuable cross-cultural experience and education is in general.

For my final semester, I chose to work on a project that integrated many of the different disciplines I have worked in over the years. In this project, I have focused on the development of my own brand for a startup e-commerce website specializing in vintage and retro-inspired fashions. This project has allowed me to apply what I've learned about creating a brand identity, graphic design, garment design and illustration, marketing, and computing. From developing a marketing brief to designing a logo and looking for fabrics in the Los Angeles Fashion District I have been able to fuse my learnings about the business and creative aspects of a fashion company. I also have incorporated the vision of having the business feature models of diverse backgrounds and body types in any visual content associated with the brand.

After graduation, I am looking to relocate to the Los Angeles area to pursue a career in fashion. I am still undecided on the role I would like to have in the industry. However, what I know for sure is that I would like my role in the fashion industry to transcend monitoring trends and catwalks. I would like to continue using fashion as a tool to liberate and empower because it can transform people into realizing their potential. And I believe in the sentiment that fashion won't change the world, but the people that wear it will.

Chronological Course Listing

FALL 2011 - 14 units

FS100: Moral Imagination (4)
CS110: Intro to Programming: C++ (4)
PSYC100: Intro to Psychology (4)
REST170: STEP Peer Mentoring (Mentee) (2)

SPRING 2012 - 19 units

CS111: Data Structures (4)
CS103: Intro to Multimedia (4)
WGST165: Oprah: the Woman, the Empire (4)
EDUG331: Child Development (4)
CSAC360: Catalyst Program (3)

MAY 2012 - 3 units

CSAC360: Into the Streets (3)

SUMMER 2012 - 3 units

*ASTR100: Elementary Astronomy (3)

FALL 2012 - 13 units

MATH101: Finite Mathematics (4)
MUSI124: Introduction to Voice (1)
ENGL213: Drama (4)
ECON250: Principles of Microeconomics (4)

SPRING 2013 - 16 units

VMS101: Introduction to Visual and Media Studies (4)
BUS136: Global Marketing (4)
SOAN230: Bodies and Society (4)
JHNST000G: Television, History, Culture (4)

MAY 2013 - 3 units

JHNST 000: Make It Work (3)

FALL 2013 - 16 units

VMS264: Dr. Who: Transmedia Travels (4)
ART252: Introduction to Graphic Design (4)
CS222: Programming for the Worldwide Web (4)
BUS336: International Business (4)

SPRING 2014 - 16 units

JHNST000H: Digital Media (4)

ART265: Introduction to New Media (4)

PSYCH252: Culture and Human Behavior (4)

THA226: Costume Design Techniques (4)

FALL 2014 Study Abroad: IES Milan, Italy - 15 units

IN395: Internship Seminar (3)

IT101b: Italian Language in Context: Novice Broad 1 (6)

IB355: Managing Fashion & Luxury Companies (3)

SO330: Social Innovation: Strategies of Social and Environmental Sustainability (3)

SPRING 2015 - 17 units

PSYC355: Psychology of Prejudice and Discrimination (4)

CS301: Business Analysis with Excel (3)

SPRO 102: Crossing Cultures 2: Re-entry (2)

JHNST 000: Integrated Semester (8)

Course Listing by Discipline

ART

ART252: Introduction to Graphic Design

ART265: Introduction to New Media

ASTRONOMY

*ASTR100: Elementary Astronomy

BUSINESS

BUS136: Global Marketing

BUS336: International Business

IB355: Managing Fashion & Luxury Companies

ECON250: Principles of Microeconomics

COMMUNITY SERVICE

CSAC360: Catalyst Program

CSAC360: Into the Streets

COMPUTER SCIENCE

CS110: Intro to Programming: C++

CS111: Data Structures

CS103: Intro to Multimedia

CS222: Programming for the Worldwide Web

CS301: Business Analysis with Excel

EDUCATION

EDUG331: Child Development

ENGLISH

ENGL213: Drama

FIRST YEAR SEMINAR

FS100: Moral Imagination

INTERNSHIP

IN395: Internship Seminar

ITALIAN

IT101b: Italian Language in Context: Novice Broad 1

MATHEMATICS

MATH101: Finite Mathematics

MUSIC

MUSIC

MUSI124: Introduction to Voice

JOHNSTON

JHNST000G: Television, History, Culture

JHNST 000: Make It Work

JHNST000H: Digital Media

JHNST 000: Integrated Semester

PSYCHOLOGY

PSYC100: Intro to Psychology

PSYCH252: Culture and Human Behavior

PSYC355: Psychology of Prejudice and Discrimination

RACE AND ETHNIC STUDIES

REST170: STEP Peer Mentoring (Mentee)

SOCIAL INNOVATION

SO330: Social Innovation: Strategies of Social and Environmental Sustainability

SOCIOLOGY AND ANTHROPOLOGY

SOAN230: Bodies and Society

SPRO 102: Crossing Cultures 2: Re-entry

THEATRE

THA226: Costume Design Techniques

VISUAL MEDIA STUDIES

VMS101: Introduction to Visual and Media Studies

VMS264: Dr. Who: Transmedia Travels

WOMEN'S AND GENDERS STUDIES

WGST165: Oprah: the Woman, the Empire

Not For Credit Learning Experiences

Summer Bridge

Volunteer Joseph's Storehouse

Alpha Sigma Pi

Train Leadership Retreat

S.P.U.R.S.

NectarClothing.com Internship Fall 2012 - Spring 2014

Joy Yaffe Internship - Fall 2015

* Course taken at Allan Hancock College