

RE-INVENTING STYLE

**A day of learning, fashion and fun!
November 19th, 2009 9 AM-5 PM
SUNY Westchester Community College**



With hands-on styling workshops and lessons on how to shop luxury for less, understand quality differences and designer secrets, this is a day of lectures and panels featuring insider perspectives on styling and fashion. "Our conference will educate everyone with an interest in fashion how to learn from historical styles of past decades, look and dress their best, shop their closet for classic items and explore their styling talent." said Professor Phyllis Fein, the chairperson of the college's fashion merchandising program.

An array of events and seminars will be held at the Student Center and Business Auditorium located on the college campus. Kick off the day with a "Breakfast at Tiffany's" morning fashion show, get a makeover morning and shop luxury for less with real stylists. The Reinvention of Style luncheon and fashion show will celebrate the looks and style icons of the past. Afternoon workshops on fashion design, fashion merchandising and fashion styling will give fashionista's a sampling of everything fashion! Those companies slated to participate include Infinite Designs, Scoop, Eileen Fisher, Crave, GadyInc. Events & Productions, and representatives from FIT, Berkeley College and LIM among many others. * All Proceeds to Benefit the "Learning Never Goes Out of Fashion" Scholarship Foundation at SUNY Westchester Community College.

A CRAVE YOUR STYLE FASHION BOUTIQUE WITH DESIGNER STYLES AND VINTAGE FINDS WILL BE OPEN ALL DAY FOR YOUR SHOPPING!

Mail registration and Payment of \$30 to
Professor Phyllis Fein
Classroom Building #28
75 Grasslands Road
Valhalla NY 10595

Contact info: Phyllis.Fein@sunywcc.edu

Checks payable to DECA Fashion Club FUF-Westchester Community College

EVENT BEGINS AT 8:30 AT THE STUDENT CENTER ON CAMPUS- click on the college website for directions
http://www.sunywcc.edu/aboutwcc/maps_directions/maps_directions.htm. Park in lot 8 and look for signs.

*Registration fee includes breakfast and lunch, all materials and fashion goody bag

-----REGISTRATION FORM-----

NAME
ADDRESS
CONTACT INFORMATION (cell/phone/email)
SCHOOL
GRADE

Fashion Seminar selection: Circle Three from any of the three categories

The Image of Fashion	The Smarts of Fashion-business, buying and branding	The Creative Process of Fashion
Fashion Show Planning and Styling	Fashion Marketing	Trend Spotting Secrets
Red Carpet Beauty- Makeup secrets-	Fashion Buying	Fashion Design- Jewelry
Public Relations/Event Planning	New Product Development-Global ideas on Textiles	Fashion Design Creations-Apparel