The Fashion Show

Winners

The Fashion Show 2020

Modern Awakening
THANK YOU FOR COMING TO VIEW THE WINNING DESIGNS FROM THE FASHION SHOW 2020!

OUR ESTEEMED PANEL OF GUEST JUDGES REVIEWED DIGITAL SUBMISSIONS FOR ALL OF THIS YEAR’S ENTRIES AND MET ON THURSDAY, APRIL 30 TO DECIDE ON THE WINNERS OF OVER $17,000 IN SCHOLARSHIPS FOR STUDENT DESIGNERS.

PLEASE JOIN US IN CONGRATULATING THESE DESIGNERS ON THEIR GREAT WORK!
THE FASHION SHOW 2020 GUEST JUDGES

ANYA CABOTH - TECHNICAL DEVELOPER AT NIKE.

CHRISTOPHER DOVE - SENIOR PRODUCT DESIGNER OF UNIVERSAL THREAD AND WILD FABLE ACCESSORIES AT TARGET CORPORATION.

DR. ADDIE MARTINDALE - ASSISTANT PROFESSOR OF FASHION MERCHANDISING AND APPAREL DESIGN AT GEORGIA SOUTHERN UNIVERSITY.

ERIN PEPE - SENIOR VICE PRESIDENT OF DIGITAL AND MARKETING AT ZADIG & VOLTAIRE.
ACCESSORIES
ACCESSORIES

1ST PLACE

Garden Party

Madeline Jung

I was inspired by the glamour that comes with wearing a hat in the UK mixed with the trend of garden party prints. Together, I wanted to create a playful and girly yet elegant look that could be worn to an event such as a tea party or horse racing in the UK.
GARDEN PARTY
GARDEN PARTY
“Fight-or-Flight”, is a S/S 2021 collection featuring hand crafted handbags and knit wear. This collection is inspired by my personal mental health and suicide experiences. The purpose however is not to highlight the darkness. This is a love story for all, anyone who is contemplating a life altering decision. Is it work? Is it relationships? Is it you? Not all cases look the same and sometimes there is not a right answer. Sometimes the answer is to fly and move yourself to better situation. Other times we have to stay to fight, and it can hard, it can be scary, but it can also be worth it. This collection strives to promote suicide awareness as well as evoke emotion in the wearer. The goal of each piece is to start a conversation. To ask about YOU. What are you going through? What does your fight look like? And your flight? What decision are you going to make? And how can I help?
FIGHT - OR - FLIGHT
FIGHT - OR - FLIGHT
3RD PLACE

Elytra

Erin Chapados

Survival is at the heart of nature. This backpack was inspired by fireflies and their ability to light up to warn others of predators. Designed for hiking and biking, the pack senses light in the surroundings, then when it gets darker the lights on the face of the backpack light up as a safety feature.
ELYTRA
ACTIVE WEAR
ACTIVE WEAR

1ST PLACE

RJ
Rose Echard

I was inspired by the strong and courageous women around me. I designed for the woman who logs early morning miles, hits the gym, or is in the studio and wants garments that will support her and make her feel confident there and during her day to day. The concept of RJ was inspired by my internships with Marc Jacobs and Nike and my experiences with sport clubs at Iowa State. I hope that this collection inspires others to seek an active lifestyle that brings them happiness and confidence.
ACTIVE WEAR

2ND PLACE

TREK

Erin Chapados

TREK is an active outdoors collection. The clothing adapts to the needs of the people destined for the road. With the rise in nomadic living there is an increased need for transitive clothing to fit the adventurous spirit.
ART - TO - WEAR
The purpose of this design, The Change, is to portray a sense of awareness to climate change and capture the attention of the world by using digital textile printing technology. The inspiration for The Change comes directly from the topic of pollution but takes a less literal approach to showing climate change. The digital printed fabric is waterproof and is ideal for outerwear. It completes the overall look of the design and allows the toughness of the fabric to have a theoretical purpose. This garment aims to bring climate change into a public conversation and represents an expression and a feeling of what is happening to the world at the present.
THE CHANGE
ART - TO - WEAR

2ND PLACE

Po Mo

Madelyn Bunn

The digitally printed design, Po Mo, was inspired by post modernism and was presented as a rejection of modernism. Post modernism is eclectic and irreverent in comparison to the stylistic boundaries that came with modernism. Po Mo is a fusion design project that features hand embroidery and hand beading on topographical maps in the design. As post modernism pushes set boundaries, Po Mo represents a push for freedom and creativity in design.
ART - TO - WEAR

3RD PLACE

Bzzy Bee

Hannah Feilmeier

When looking at a natural honeycomb, from the outside we see chaotic layers, deep saturated colors, a mixture of textures, and bees flying all around. Much like our lives, it looks crazy, messy, and intimidating on the outside. But when we take a closer look at the hive, we see the effortlessly formed layers, the beautiful variety of warm colors, and we hear the quiet bzz of the bees. If we take a closer look at our lives, we begin to see the layers of experiences and years that have shaped us into who we are today. We see the beautiful successes and mistakes we have made, and we hear the quiet conversations of the friends and family that surround us and support us. Too easily we get wrapped up in the chaos and busyness of life, often forgetting who we are and losing sight of ourselves and where we came from. Bzzy Bee is an wearable art ensemble intended to serve as an emotional stimulus for the viewer, hopefully reminding them that even though life can be crazy and stressful, it is okay to stop, take a breath of fresh air, and listen to the bees.
ATHLEISURE
1ST PLACE
Beautiful Like Me
Madeline Jung
BEAUTIFUL LIKE ME
BEAUTIFUL LIKE ME
BEAUTIFUL LIKE ME
CHILDREN'S WEAR
1ST PLACE

Knot-ical

Katelyn Otto

Inspiration came from the “Treasured Waters” concept from WGSN. Concept consists of sea and ocean motifs along with bright children’s wear colors. Driven by sustainability and zero waste pattern techniques. Took boat motifs from photographs I took while studying abroad in Spain.
Day Dresses

1st Place

Kinder Kitsch

Cassandra Elysse Eaton

Kinder Kitsch cherishes the beauty of slow craft and emphasizes sustainable practices. The creation of beautiful clothes that replicate the beauty of family inspire the consumer to think more about how their actions affect the world around them. Using upcycling and eco-friendly textile sourcing and hand crafted techniques, unique and special pieces are made that can last a lifetime. Kinder Kitsch is about giving a new life to old things that some would think to throw away. This collection makes the wearer and those around them think about how they see the by-products of their everyday life. The goal of these designs is to inspire others to look deeper into the waste they create and implement ethical efforts in society. The object is to show that recycling does not just mean paper and plastic, it means giving a new purpose to items that have had a purpose prior.
KINDER KITSCH
DAY DRESSES

2ND PLACE

Geometric Waves
Sarah Solnet

This garment was inspired by Japanese wave art and line drawings as well as structured architecture. The combination of these two inspirations gives the engineered print of the garment and the structured lines of the silhouette.
GEOMETRIC WAVES
3rd Place
Happy Accident
Meghan Williams

A happy accident is when something unexpectedly good comes from what would otherwise be considered bad, such as spilled coffee. While sketching, if you are to spill coffee on to your paper, make it in to something! Making a mess can be okay.
HAPPY ACCIDENT
FASHION ILLUSTRATION
In the past, when I have made illustrations, people have complimented the rendering but have remained skeptical about my abilities to bring the designs to life. So when I started planning my senior line I had one very clear goal in mind. I was going to try to make the designs as close to the original sketches as possible. Each garment was selected to convey a visual narrative. Each costume conveys information about a character, from their culture to their beliefs. After all, clothing is how we express who we are.
THE DARKEST NIGHT
Tang Reborn is a series of six illustrations depicting different types of Hanfu, or traditional Han Chinese clothing. As a Chinese American, I seek to find that balance between my two cultures, and I express Asian styles in many of my designs. I was inspired by the clean and slender silhouettes combined with full and voluminous pleats on the different skirts. Each illustration was drawn in watercolor and colored pencil, allowing for the sheerness and fluid nature of the fabric to come through. In addition, I added a small 3D element by gluing small charms to act as hair ornaments. Hanfu is best captured in motion, and I tried my best to depict the beauty of this style of clothing.
TANG REBORN
After seeing my all time favorite painting at the Met, "The Water Lily Pond" by Claude Monet, I was inspired to create an illustration that was inspired by Claude Monet’s paintings and his impressionistic style.
IMPRESSION

Inspired by Claude Monet
FIBER ART
These items were designed around the idea of the pain people carry inside that builds up over the course of their lives. The jacket, which is named Demons, is all about the personal demons that people have watching over them lurking in the shadows ever present and vengeful always trying to instill fear. Many of the aspects of the imagery however are inspired by anime. For example, the purple brush marks across the main image are all about the spiritual pressure associated with evil beings in anime; it’s like that chill in your spine when something feels wrong. The eyes over the garment are inspired by the homunculus Pride from the show “Fullmetal Alchemist Brotherhood.” The Bag is aptly named Emotional Baggage and it represents the beatings, bruising and bleeding of the heart and soul over time of the things that happen to you throughout your life. It’s not really something that you can shake off, you just learn to live with it and so I wanted to show that on the outside of the wearer so that others can see the baggage that you carry. A way I show this besides the surface design on the outside of the bag is the unfinished seams and lining showing that the heart and soul can be torn apart again and again and there’s not really a way to stop it, you just have to do the best you can to protect yourself.
PAST SCARS
FORMAL WEAR
FORMAL WEAR

1ST PLACE

Highlander

Erin Chapados

Inspired by my travel to Scotland, I wanted to convey the heritage and storied past of the Scottish Highlands, kilts, and beautifully draped Tartans are inspiration for the dresses. Each dress was made from two pieces of fabric that were never cut, draped into place, and sewn on the form. The pleating and angular drape of the textiles takes a fresh look at an ancient culture.
HIGHLANDER
This Bias dress was created while trying to minimize waste and use bias techniques to create the fullness of the dress. One day I was pinning the fabric on the form, trying to twist and create something that looked fun. As I ran out of the one type of fabric I decided to create the other side with another material. I took photos of the process as I really liked how it looked, but I couldn't choose which fabric I wanted to use. Everyone kept saying they liked how both work together so I decided to keep both. The garment was hand sewn as it was pinned on the mannequin, creating fullness and a better fit by gathering the fabric and changing the grain of the fabric, little by little. This creates a light breezy dress, that seems to billow in the wind.
SUMMER DAWN
Brick Lane to Buckingham
Lillie DeVries
Brick Lane to Buckingham is inspired by the juxtaposition of traditional evening wear and emerging street style in London. During my time in London, I most enjoyed seeing how the culture was like one big melting pot. I could be walking down the street and see a group of older ladies in their beautiful hats and florals having tea time, while on the other side of the street is Generation Z in their trendy leather and chains. London is always on top of the trends, especially street style, but they continue to keep their British traditions in their style. In this collection I wanted to find a way to incorporate both trends into one line through vintage embellishments and edgy fabric choices.
BRICK LANE TO BUCKINGHAM
BRICK LANE TO BUCKINGHAM
GRADUATE LEVEL
The overall design of the dress was inspired by topographic images of a hurricane moving over ocean water. The curvilinear layering and placement of different fabrics create a compelling texture that emulates continuous swirling water and provides visual interest that moves the viewers eyes across the ensemble with ease. The placement of blue within the white swirls also moves the eye throughout the design and provides a feeling of calmness like that of the “eye” of a hurricane. Finally, the asymmetrical hem and organic silhouette create informal balance and unity that maintains a high level of interest from all perspectives.
CATEGORY 5
We are living through time and space. We experience time and space simultaneously in both ways through daily embodied experience. We are labeled not only by ourselves, but the others, and various social norms. Everything that happens in our life is like the sands in the desert. Sands make desert; everything you face is shaping who you are. How to connect the dots in our life which leads our lives path vertically? The designer is looking for an answer through the wearable art collection connecting the “sands” to the “life deserts”. The designer employs beadings and embroidery to represent the complexity of individual’s life.
THE PATHFINDER
THE PATHFINDER
PORTFOLIO
1ST PLACE
Cassandra Elysse Designs Portfolio
Cassandra Elysse Eaton
About Me

Ever since I can remember I have always loved creating. Growing up with an artist as a parent, my creative tendencies were always encouraged. As I grew older I discovered my passion for fashion and the freedom of expression it gave me. Blending my two passions together into the perfect harmonious profession for me, Fashion Design. My aesthetic has evolved over the years but the core of my style has remained true. My brand is a perfect representation of me as a person. I embody what it means to be a free spirit. My creative energy is not limited by the usual. I am a creator. I am motivated by self-expression and am inspired by my surroundings, nature or people. I see the beauty in everything. I create my own confidence and radiate it upon others. I am unique.

I am Cassandra Elysse.

https://www.cassandraelysse.com/
2ND PLACE
Website Portfolio
Erin Chapados
Erin Chapados is a senior at Iowa State University, studying Creative and Technical Apparel Design. In her final year as a student, Erin is working as Managerial Producer for The Fashion Show at Iowa State. A juried exhibition of 100+ student designs (including her own) for over 2,500 attendees annually, she also produced a senior capstone collection, Trek, an active outdoor collection for Fall 2021.

Investing in rich professional experiences, Erin has jumped at the opportunity to intern with DePrina James in NYC in technical design, freelance design with Get Vertical Gear, and this past Summer 2021 intern with L.L. Bean in Freeport, Maine in creative design.

With travel experience across the country, extended travel to Kenya, Africa and study abroad in Florence, Italy, Erin has produced an immense appreciation for culture, style, and design. Outside of her travels, Erin enjoys the outdoors, playing guitar, and working on passion projects.

Currently Erin is open to any new opportunities that enrich her education, career, and life. For a cover letter, resume, and list of references please contact Erin directly at EDCchapados@gmail.com.

TREK // A SENIOR COLLECTION
F/W 2021

TREK ADAPTS TO THE NEEDS OF THE PEOPLE DESTINED FOR THE ROAD.

WITH THE RISE IN NOMADIC LIVING THERE IS AN INCREASED NEED FOR TRANSITIVE CLOTHING TO FIT THE ADVENTUROUS SPIRIT.

https://www.erinchapados.com/
3RD PLACE
71XIONG
Qiyao Xiong
https://www.71xiong.com/
SPORTSWEAR
(READY-TO-WEAR)
SPORTSWEAR (READY-TO-WEAR)

1ST PLACE

Nostalgia
Qiyao Xiong

Nostalgia falls under the ready-to-wear category and emphasizes the reminiscence of places the designer has been with achromatic color palettes and a pop of red. It embodies art that the designer originally created and the deconstructed silhouette, as well as engineered printed patterns in a minimalistic way.
NOSTALGIA
Inspired by the natural scenes of Bali, Alyssa Creagan created a luxurious yet sustainable collection entitled "A Getaway". Utilizing natural and sustainable fibers paired with luxurious silks was the goal and the inspiration for the textiles of this collection. She was also inspired by worn and ancient tiles found around the world. This source brought to life the digitally printed design seen in two of the dresses. From the beginning she was pulled back to the roots of the natural world, and that is what inspired the resort wear collection, "A Getaway".
A GETAWAY
SPORTSWEAR (READY-TO-WEAR)

2ND PLACE (TIE)

HEIMAT

Cassandra Elysse Eaton

The HEIMAT collection is inspired by nature and the idea of timelessness. Using vintage silhouettes and high quality materials, we are insuring a lifetime of wear for these garments. All colors used can be found in nature and are created through the use of natural and plant dyes that are as earth friendly as they are beautiful. Sustainability is embraced through the selection of organic, deadstock, and recycled fabrics that make up this charming collection. HEIMAT creates the perfect harmony between handcrafting, femininity, and the feeling of being home.
HEIMAT
HEIMAT
Azure is a young designer sportswear brand that embodies retro aesthetics in various shades of blue and gold, encompasses oriental prints and cultures, and embraces oversized silhouettes in androgynous fashion. Azure features comfortable fabrics in superior quality with fine details which renders the wearer unique experience that evokes appreciation towards intricacy as well as gender inclusiveness.
SUITING/BUSINESS ATTIRE
On the Inside
Bex
On the Inside is a tribute to mental health survivors and loved ones. This collection flaunts big sleeves, broad shoulders, exaggerated flares, and an array of colors, all while retaining a strong message evoking a deeper conversation in regard to mental health. The ultimate goal of the collection is to provide encouragement during the dark days so many of us have and remind whoever they are that they are not alone. On the Inside shows six different mental illnesses including Anxiety, Depression, Bi-Polar, Eating Nervosa, Addiction, and Psychosis. The last ensemble represents a cure: love, because in order to love yourself you have to love your illness (superpower).
ON THE INSIDE
ON THE INSIDE
DIGITAL PRINTING
The purpose of this design is to open communication about western beauty standards. I want my piece to make people question their opinions about beauty and how women's bodies are over-sexualized.
INFLUENCE
2ND PLACE

The Change

Madelyn Bunn

The purpose of this design, The Change, is to portray a sense of awareness to climate change and capture the attention of the world by using digital textile printing technology. The inspiration for The Change comes directly from the topic of pollution but takes a less literal approach to showing climate change. The digital printed fabric is waterproof and is ideal for outerwear. It completes the overall look of the design and allows the toughness of the fabric to have a theoretical purpose. This garment aims to bring climate change into a public conversation and represents an expression and a feeling of what is happening to the world at the present.
3RD PLACE (TIE)

Nostalgia
Qiyao Xiong

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NOSTALGIA
3rd Place (TIE)

Bzzy Bee

Hannah Feilmeier

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EVELYN AND RICHARD SHIBLES FASHION SHOW

SENIOR COLLECTION SCHOLARSHIP
A Getaway
Alyssa Creagan

Inspired by the natural scenes of Bali, Alyssa Creagan created a luxurious yet sustainable collection entitled "A Getaway". Utilizing natural and sustainable fibers paired with luxurious silks was the goal and the inspiration for the textiles of this collection. She was also inspired by worn and ancient tiles found around the world. This source brought to life the digitally printed design seen in two of the dresses. From the beginning she was pulled back to the roots of the natural world, and that is what inspired the resort wear collection, "A Getaway".
A GETAWAY
A GETAWAY
HEIMAT
Cassandra Elysse Eaton
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HEIMAT
3RD PLACE

AZURE
Qiyao Xiong

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SUSTAINABILITY
SUSTAINABILITY

1ST PLACE
Knot-ical
Katelyn Otto
Inspiration came from the “Treasured Waters” concept from WGSN. Concept consists of sea and ocean motifs along with bright children’s wear colors. Driven by sustainability and zero waste pattern techniques. Took boat motifs from photographs I took while studying abroad in Spain.
KNOTICAL
HEIMAT
Cassandra Elysse Eaton
The HEIMAT collection is inspired by nature and the idea of timelessness. Using vintage silhouettes and high quality materials, we are insuring a lifetime of wear for these garments. All colors used can be found in nature and are created through the use of natural and plant dyes that are as earth friendly as they are beautiful. Sustainability is embraced through the selection of organic, deadstock, and recycled fabrics that make up this charming collection. HEIMAT creates the perfect harmony between handcrafting, femininity, and the feeling of being home.
Inspired by denim jeans and an old crocheted blanket, Untied is a completely upcycled ensemble that is unique and ethically aware. The design is asymmetrical with a distinctive silhouette. The jacket is made from an old blanket with the fringe from the original blanket. The long pant leg features detailing from the jacket and the shorter pant leg features the details of the old waistband and zipper of the recycled denim jeans. Untied is made from deconstructed materials yet is fresh and trendy.
WEARABLE TECHNOLOGY
WEARABLE TECHNOLOGY

1ST PLACE

Elytra
Erin Chapados
Survival is at the heart of nature. This backpack was inspired by fireflies and their ability to flight up to warn others of predators. Designed for hiking and biking, the pack senses light in the surroundings, then when it gets darker the lights on the face of the backpack light up as a safety feature.
ELYTRA
LORA AND RUSS TALBOT ISU FASHION SHOW

MERCHANDISING SCHOLARSHIP
MERCHANDISING SCHOLARSHIP

1ST PLACE
ISU Bookstore Case Study
Emily DeDoncker
LORA AND RUSS TALBOT ISU FASHION SHOW
BEST IN SHOW
SCHOLARSHIP
Rooted
Rylie Christina Smith

ROOTED is inspired by battle with childhood cancer. I was diagnosed A.L.L. Leukemia when I was 5 years old. I went through 2 years of chemotherapy treatment and today, I am 16 years in remission. During my time in treatment, my mother began getting involved with a non-profit organization called Basket of Hope. Through this organization she spoke in front of thousands telling my family and I's story. I remember my mother once telling me, “One day you will tell your story.” In my head, I envisioned that meant that one day I would have to become a public speaker, which did not appeal to me whatsoever. When senior line came around and I realized, fashion has always been my form of language and that is exactly how I will tell my story. That is when I created ROOTED with the tagline, “Strong roots cannot be shaken.”

ROOTED is a men's and women's ready-to-wear brand that is focused on creating comfortable yet elevated looks. ROOTED has many strong branding techniques found throughout its collection, including ROOTED's custom print and the repetition of two logos. Every line in the ROOTED custom print was hand drawn by myself. The print is my interpretation of the layers within a tree trunk that tell the story of that tree's life.
ROOTED
ROOTED
THANK YOU! WE LOOK FORWARD TO SEEING YOU ALL AT THE FASHION SHOW 2021 ON APRIL 17, 2021!