Greetings — Our First Newsletter!

Welcome to the first issue of the Apparel, Retail Merchandising, and Design Alumni Newsletter! You might have graduated from the program with a slightly different name, but the mission has not changed. We are still encouraging students to envision fresh, creative approaches to meet the challenges facing the global apparel and textile industry. We prepare professionals with essential knowledge and critical skills to be applied to fashion-related fields for a variety of careers in retail merchandising, management, buying, sourcing, design and development of apparel, interior, and textile products. Check out our department website for more up-to-date information about the program. www.ndsu.edu/adhm

Keeping our alumni and the industry connected to students and faculty is an important aspect of our program. Many of you are serving as mentors, providing internships and experience for our current students. Helping alumni to be aware and involved is the goal of this newsletter. We hope to send out an issue in the fall and spring of each year. In future issues we want to feature more about you and your careers. Please e-mail me or Keyona Elkins, our student editor, with information and pictures. Connecting with the department on Facebook or with faculty on LinkedIn is another great way to keep in touch.

Happy Holidays! Linda Manikowske

ARMD Alums Find Careers in Windy City

Seckler works for Trunk Club, a personal shopping and styling service that is owned by Nordstrom. She creates and sells both ready-to-wear and custom-tailored outfits for clients who are looking to enhance their wardrobes. She works with people from across the country online and in Chicago with those who come to Trunk Club in person to choose items they will love and look great in.

Seckler interned at Nordstrom after learning about the opportunity on a study tour to Chicago her junior year at NDSU. It was through her Nordstrom Internship that she discovered Trunk Club. “I wanted to work at Trunk Club because I love building relationships with people,” Seckler said. She calls her position at Trunk Club her “dream job” and hopes to work her way up in the company as a Sales Director in charge of her own team of stylists.

Jackson is a visual manager trainee at the Macy’s flagship store in Chicago. She is in charge of the visual merchandising of one floor in the department store. Jackson styles mannequins and creates displays to showcase merchandise in a way that enhances customers’ shopping experience and increases sales. She enjoys growing creatively and learning how to create effective displays through her job.

Even though she is currently in a position that has taken other professionals years to get to, she doesn’t take the opportunity for granted. She decided to work for Macy’s because she admired the company’s culture and has always had a strong association with the brand, from shopping at the store to watching their Thanksgiving Day parade. “To be a part of the magic that is Macy’s has been an incredible experience thus far,” Jackson said.

Cordelia Seckler and Javon Jackson, two 2015 graduates of the Apparel, Retail Merchandising and Design program, are launching their fashion careers in Chicago, Illinois.
Fashion, Apparel and Business Organization

The Fashion, Apparel and Business Organization (FABO) is NDSU’s student-run organization that allows students of all majors to network and learn about opportunities in the fashion field.

This fall semester, FABO hosted several guest speakers. Kate Nelson from the NDSU Career Center taught FABO students how to optimize their LinkedIn accounts. The management team from Fargo’s Evereve store also spoke about the many opportunities within the growing company.

FABO volunteered their time to the community this semester by helping children decorate construction paper pumpkins at “Boo at NDSU” and sewing T-shirt bags for River Keepers that will be used to clean up local rivers and outdoor areas. They also held a fall bonfire and their annual Christmas party where members got to know one another better.

During the spring semester, FABO members will put all of their energy into producing their annual fashion show, which will feature both student designs and apparel from area retailers.

Make sure to “like” NDSU FABO on Facebook at https://www.facebook.com/NDSU-FABO-Fashion-Apparel-Business-Organization-158847817530127/ to keep up with all things FABO!

Fargo Fashion Week

Last April, FABO hosted their 14th annual fashion show with the theme “Fargo Fashion Week” in efforts to exhibit and display the local fashions that have molded our culture here in the Red River Valley.

The organization featured many local boutiques and stores, but it was the student designs that were the most exciting to feature on the runway.

With a total of 18 stores and 13 student designers, fashion show coordinators Lea Pelkey and Amber Zolondek had plenty to help with and plan for.

Months of planning started in January as FABO members and students interested in putting on a fashion show collectively planned all the details including hair, makeup, set design, public relations, choreography, and backstage management.

The music was bumping as students strut out on the runway in personal designs, friends’ designs, and ensembles styled by the Fashion Show committee.

Featuring bold looks from local stores such as Halberstadt’s, Fowler’s Heritage Company, and The Classic, students and models alike were excited to see the final outcome on the big day.

Fargo Fashion Week gave area high school students and NDSU students and faculty alike a taste of what NDSU’s Apparel program is all about.

You can check out more of behind the scenes photos on Instagram and Facebook using the hashtag #FargoFashionWeek.
Many apparel students dream of interning in big cities for major corporations, but one ARMD student got the complete experience at a small town business.

Laura Tonneson, a senior in Retail Merchandising, completed her internship this past summer at Golden Rule, a small locally-owned department store in her hometown of Bottineau, North Dakota.

“I assisted in placing buys and working with vendors. I merchandised the floor and windows several times,” Tonneson said. She got to learn about the buying process by completing a handbag order. She placed the buy, entered the products into the POS system, merchandised them on the floor, and then marketed them on social media.

Tonneson was also given the responsibility of managing Golden Rule’s social media accounts. In order to grow their presence and bring more customers into the store, she would post about new products and promotions. By the end of the summer, her posts were reaching almost 3,000 people, a figure larger than the entire population of Bottineau.

Tonneson’s favorite part of her internship was the opportunity to attend the MAGIC trade show in Las Vegas. “Attending MAGIC taught me how to work with vendors, decide on what merchandise will work in your store, and manage your time while there,” Tonneson said. The fast-paced environment and travel involved with buying are aspects she wants in her future career.

Tonneson is currently gaining more experience working at the NDSU Bookstore. After graduation, she hopes to find a job as a buyer for either a college bookstore or small retailer. About her experience at Golden Rule, she said, “I learned that it’s not all small town, and you still get to experience the fast-paced culture of the fashion industry.”

Homegrown Style

Many apparel students dream of interning in big cities for major corporations, but one ARMD student got the complete experience at a small town business. Laura Tonneson, a senior in Retail Merchandising, completed her internship this past summer at Golden Rule, a small locally-owned department store in her hometown of Bottineau, North Dakota.

“I assisted in placing buys and working with vendors. I merchandised the floor and windows several times,” Tonneson said. She got to learn about the buying process by completing a handbag order. She placed the buy, entered the products into the POS system, merchandised them on the floor, and then marketed them on social media.

Tonneson was also given the responsibility of managing Golden Rule’s social media accounts. In order to grow their presence and bring more customers into the store, she would post about new products and promotions. By the end of the summer, her posts were reaching almost 3,000 people, a figure larger than the entire population of Bottineau.

Tonneson’s favorite part of her internship was the opportunity to attend the MAGIC trade show in Las Vegas. “Attending MAGIC taught me how to work with vendors, decide on what merchandise will work in your store, and manage your time while there,” Tonneson said. The fast-paced environment and travel involved with buying are aspects she wants in her future career.

Tonneson is currently gaining more experience working at the NDSU Bookstore. After graduation, she hopes to find a job as a buyer for either a college bookstore or small retailer. About her experience at Golden Rule, she said, “I learned that it’s not all small town, and you still get to experience the fast-paced culture of the fashion industry.”

Chicago Study Tour

In October, Apparel, Retail Merchandising and Design students had the opportunity to learn about the many fashion industry opportunities in Chicago. Students learned about retailing and visual merchandising from professionals at Nordstrom, Burberry, and Macy’s. They got an inside look at Chicago’s exceptional fashion design and custom tailoring at the Chicago Fashion Incubator and Oxxford Clothes. Visits to American Girl Place and Trunk Club exposed them to new trends in experiential retailing and personal shopping. Students also got to tour Chicago landmarks such as Cloud Gate and the Willis Tower Skydeck, experience the city’s culinary treasures, and shop the Magnificent Mile.
NDSU Costume Collection Features Angie Dickinson Costume

One of the most famous North Dakotans to gain success in Hollywood is actress Angie Dickinson. Angie was born on September 30, 1931, in Kulm, North Dakota. She appeared in more than 50 films including Rio Bravo with John Wayne in 1959, and Brian De Palma’s erotic thriller, Dressed to Kill, in 1980. She starred in the groundbreaking TV series, Police Woman, the first successful dramatic TV series to feature a woman in the title role, from 1974-1978.

The Emily Reynolds Historic Costume Collection is honored to have several pieces from Angie Dickinson in its holdings. The most significant is a cream-colored wool dress and wool flannel coat that Miss Dickinson wore in the film Dressed to Kill. It is the costume that her character, Kate Miller, wore when she was murdered. The ensemble is from Brooks - Van Horn Costumes, New York and Philadelphia. It was a gift of Angie Dickinson. (1993.19.1-2)

The Emily Reynolds Historic Costume Collection is part of the Department of Apparel, Design and Hospitality Management at NDSU. Its 5,000 plus pieces serve as a record of fashion history, regional history, and help tell about people from around the world through their dress.

You can visit the collection on the 4th floor of the Katherine Kilbourne Burgum Family Life Center, via the ERHCC website at www.ndsu.edu/erhcc, or on Facebook at www.facebook.com/erhcc. To arrange a tour, contact the Collection Manager, Susan Curtis, at 701-231-7362 or susan.curtis@ndsu.edu, or Curator, Ann W. Braaten, at 701-231-7367 or ann.braaten@ndsu.edu.

NDSU Tartan

The success of the tartan scholarship project has been wonderful.

We earned enough money last year from the sale of our Tartan goods to be able to award two $1,000 scholarships to students in the department for the 2015-2016 academic year.

Order a product or two and support student scholarships in the department. You can shop for official NDSU tartan products at https://epayment.ndus.nodak.edu/C22800_ustores/web/store_main.jsp?STOREID=208&SINGLEST ORE=true.

Editor’s Note:

My name is Keyona Elkins, and I am a junior in the Apparel, Retail Merchandising and Design program minoring in Journalism and Business Administration. I hope you’ve enjoyed reading our first newsletter! If you have ideas for future newsletters, please email me at keyona.m.elkins@ndsu.edu.