

Santa Monica Observer - Community, Diversity, Sustainability and other Overused Words

Student Collections Fashion Show Features Professional Judging Panel, Awards



SMC Fashion Program presents "LA Mode 2016"

By [Grace Smith](#)
Santa Monica College



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The Santa Monica College Fashion Program proudly presents its annual student fashion show – LA MODE 2016 – at 7 p.m. on Thursday, June 16 in Barnum Hall at Santa Monica High School (600 Olympic Blvd., Santa Monica; see <http://www.barnumhall.org> for parking information). Pre-judging and an Industry VIP/Student Mixer will be held from 5 p.m. to 6:30 p.m.

The show's eclectic mix of casual, cocktail, club, and creative styles will feature 13 collections, each reflecting the designers' future aspirations. The event, organized by the Fashion Show Production students, is led by SMC Professor/Producer La Tanya Louis, Professor/Collections Director Jan Ardell, and Professor and Advisory Board/Industry/Judge Liaison Lorrie Ivas.

The truly global collections – reflecting the talents of students who came to SMC from across the United States and around the world – were developed by students as part of their two-year fashion studies at SMC.

The evening will also pay homage to a woman who exemplifies the best of LA's fashion industry – Ilse Metchek – the founding President of the California Fashion Association (CFA), Executive Director of The Textiles Association of LA (TALA), and a longtime member of the SMC Fashion Advisory Board. As the most ardent supporter, educator, philanthropist, and organizer, she is the voice of LA fashion, and will be honored with the first-ever Santa Monica College annual Style and Substance Award.

Industry professionals – from designers, stylists, and costume designers, to retailers – will watch and judge the show, along with a panel of SMC alums, each a success story: Rafael Linares, Stylist and Editorial Creative Director for Art Department; Milton Hernandez, Marketing Coordinator for UBM Fashion Group/MAGIC; Stylist and Visual Merchandiser Edward Luis of Kit and Ace and formerly of Lululemon; and Photographer, Stylist, and Creative Director Alex Dorriz of The Alexandre and Shala Dorriz.

Joining the evening's judging panel will be Emmy Award-winning costume designer Brenda Cooper; Nike Vice President/General Manager for West Territory Blanca Gonzalez; "Sustainable Saint," stylist, EcoDiva, and TEDxLA Beyond the Label host Taryn Hipwell; founder of LA's iconic Golyester and vintage curator and collector Esther Ginsberg; Ann Ferriday, Inc. President/Designer Ann Ferriday; LA Fashion Scouts cofounder Lizz Adams; designer, "Rag Street Journal" and "Valuable Vintage" author, and The Paper Bag Princess owner Elizabeth Mason; and fashion designer, luxury-marketing creative, and Los Angeles Times Vice President of Multicultural Development Uriel Saenz, renowned for launching multiple partnerships with Asian, LGBT, Latino, Black, and women's interest groups to cultivate communication and community.

All judges will evaluate the 13 collections for awards on the basis of technical achievement, marketability, and creativity, as well as best collection. The winners will be announced at the finale, with prizes donated by Fashion Supplies, Inc. and Blick Art Materials.



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LA Mode 2016 is truly a collaborative affair. SMC photography students will be "shooting" the show, under the direction of Professors Ed Mangus and Josh Withers, and SMC cosmetology students will be creating the looks for hair and make-up, under the direction of Professor Helen LeDonne.

The SMC Fashion Program – offered through the SMC Photography/Fashion Department chaired by Professor Ford Lowcock – offers Associate degrees and certificate programs in both Fashion Design and Fashion Merchandising.

Tickets to LA Mode 2016-for balcony seating only-are \$5 for high school students with valid ID, \$20 for college students. General admission \$25. Tickets may be purchased at the door or online via <http://www.smc.edu/eventsinfo>.

Please see <http://www.smc.edu/fashion> or send email to Ivas_Lorrie@smc.edu for more information, and visit SMC LA Mode Fashion Show on Facebook.

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