President of Southern Proper Speaks to BFN

Emmie Howard, President and Co-Founder of Southern Proper, was the featured speaker at BFN’s April Lunch & Learn. Southern Proper began in 2006 as a manufacturer of Southern-themed bowties and neckties, but the brand now includes a wide array of traditional “preppy” menswear. Ms. Howard (Brenau Class of 1999) described the company’s concept as being “a reflection of the men who raised me and their impeccable dress.”

Although the company is rapidly expanding its “Natty Beau” retail division, Ms. Howard is determined to maintain the company’s basic business values stating, “As we grow it’s important that we focus on the authenticity of our products, our customers’ needs and wants, and stay true to the Southern lifestyle.”

J.R. Crider’s Clothing and Apparel

Brenau Fashion Network members were given the opportunity to visit the new Gainesville, GA location of J.R. Crider’s. Katherine Filechak, Marketing Director and Women’s Buyer spoke to the members about the company’s history and marketing strategy. J.R. Crider’s welcoming ambience sets it apart from any other retailer. The store features streamlined wooden merchandise units that lead to a lounge equipped with a big screen TV, a snack bar, foosball table and a pool table. In discussing the company’s philosophy Ms. Filechak stated “Our goal is to provide quality clothing and top-notch customer service in a relaxed atmosphere.”
Brenau Fashion Network Presents

Fashion Week

Brenau Fashion Network held its first Fashion Week between February 3rd and February 6th, 2014. Each day held a different activity focused on fashion or a professional theme. On Monday, BFN held a Red Carpet Event from 5-7pm in the Yonah Dining Hall lobby. The winner for being “Most Fashionable”, Khandis Plunkett, received a scarf and tote bag designed and constructed by BFN members. After the Red Carpet event on Monday, guests were invited to Thurmond McCrae for a showing of The Devil Wears Prada.

On Tuesday at 7pm, BFN held a presentation of What to Wear to a Business Interview in Thurmond McCrae. This presentation consisted of professional guidelines to follow when dressing for a business setting. On Wednesday, the organization coordinated a bake sale with different sweet treats that were made by members.

On the final day of the week, members presented Bloom into 2014, a fashion show that showcased incoming trends such as floral prints, geometric prints, and the color of the year - Dazzling Blue. The show, which featured clothing from Dress Up Boutique, Belk, and Plato’s Closet, was hosted by President Brianna Steele and commentated by Atlanta actor, Marquis Antonio.

Brenau Fashion Network was overjoyed by the attendance at these events and plans to hold another Fashion Week in the next academic year.

The organization stays active with Lunch & Learns featuring speakers from the industry, fieldtrips to different companies, and community service projects including a clothing drive to benefit the Gateway House Women’s Shelter in Gainesville.
BFN FAB Walk for the Georgia Mountain Food Bank

Brenau Fashion Network hosted a “Fab Walk” in March to collect non-perishable food items for the Georgia Mountain Food Bank. Dressed in crazy outfits that ranged from tutus and boas to evening gowns, students, faculty and staff walked the Brenau mile for a good cause.

Gift cards from Dress Up Boutique and Hands on Healing were awarded to the person wearing the “Most Fab” outfit and to the person making the largest donation of food items.

BFN President Participates in Belk Internship

This past summer, Fashion Merchandising major and BFN President, Tatiana Ayala, was chosen to participate in the Belk Corporate Internship Program. Interns, who are accepted into the program, choose from 1 of 3 career areas: Store Management, Merchandise Buying, or Product Development. Tatiana, whose career goal is to become a retail executive, elected to participate in the Store Management internship.

During the 12-week, 300-hour program, Tatiana was involved in the daily store operations of the multi-billion dollar fashion retailer. She gained hands-on experience in human resources, visual merchandising, sales support, shipping and receiving, and loss prevention, while also honing her skills in customer service. Tatiana stated that as a result of her internship experience she “gained an appreciation for each individual that has a part in creating and sustaining the business.”

Upon graduation in 2015, Tatiana hopes to enter Belk’s Executive Trainee Program.
BFN Award Winners

Congratulations! At Honors Convocation, Vanessa Sanchez, Vice President of BFN, was awarded Most Outstanding Fashion Design Graduate of 2014, BFN Program Director, Kaitlin Fleming was awarded Most Outstanding Fashion Merchandising Graduate, and BFN Faculty Advisor, Karen Garbow was named Advisor of the Year for 2014.

Spring/Summer 2015:

Colors:
Off-white to Creamy Beige
Electric Brights
Pinks - from pastel to fuchsia

Key Items:
The White Shirt
The Little White Dress
The Mid Heel & Sport Sandal

Fabrics, Prints, & Patterns:
Lux Brocades & Satin
Sheer Organza, Chiffon & Mesh
Multi-Scale Florals
Crisp Cotton

What is Brenau Fashion Network?
The mission of Brenau Fashion Network is to build a strong understanding of the fashion industry in its entirety, through industry field trips, discussions, and networking. It is also a goal of BFN to build a professional presence on campus, as well as, to promote community service and foster awareness of Brenau Fashion Network among Brenau University Students.

For further information please contact Karen Garbow at:
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