



Volume 3, Number 2  
April, 2009

## ANNOUNCING CHARLOTTE COFFMAN



### A Tartan for Clan Cornell

It's official. Cornell is the only Ivy League school to have a tartan registered with the Scottish Tartans Authority.

It's family. FSAD's own Jessie Fair '09 designed the tartan in collaboration with Pendleton Woolen Mills. Mort Bishop III '74, president of Pendleton and a member of the Cornell Board of Trustees, noted, "The Cornell tartan provides a way to celebrate Cornell, and also raise awareness and money for the Cornell Far Above campaign."

It's gorgeous. The pattern is a balanced design of intersecting stripes of three different widths. The colors are predominantly wine red and cream with touches of charcoal grey and light blue-grey. The soft twill fabric is woven in Pendleton's Northwest mill using 100 percent virgin merino wool.

It's just the beginning. Pendleton will use this tartan design to create official Cornell scarves, stadium blankets and other products. The tartan has also been used in Feedbak, an experimental menswear clothing line developed by Mac Bishop '11 and Jeff Aziakou '10 of the College of Agriculture and Life Sciences' Undergraduate Business Program. Garments in the Feedbak line were created and produced by a team of apparel design students in FSAD.

Available now are mufflers measuring 13 inches wide and 62 inches long and finished with twisted fringe. The recommended care is dry cleaning. To purchase a scarf, stop by the Department of Fiber Science & Apparel Design, 208 Martha Van Rensselaer Hall, Ithaca, NY 14853, M-F, 9AM – 4PM. You may also mail a check payable to Cornell University (\$50/each scarf plus \$5 handling/shipping) to the attention of Judy Wiiki at the above address. Sorry, we are not equipped to accept credit cards.

Read more:

<<http://author.human.cornell.edu/che/fsad/outreach/tartan.cfm>Cornell's Official Tartan Plaid>

<<http://www.news.cornell.edu/stories/April09/cornellTartan.html>Cornell Tartan>

<<http://www.news.cornell.edu/stories/April09/Feedbak.sh.html>>



### FSAD Student Has Winning Big Idea

FSAD senior Constanza Ontaneda and her business partner Angeline Stuma, a senior in Applied Economics and Management, received \$1000 as the second place award in the Social Enterprise category of the Big Idea Competition sponsored by Entrepreneurship@Cornell. Their company Bernales & Goretti will offer premium, custom-made clothing for professional women over 40 who have difficulty finding standard-sized garments that fit well. Sample garments from their unique clothing line are shown in the above photo. The fabric, garments, and ethnic detailing will be made in Peru with the intention to provide meaningful work and economic development to workers in rural villages.

Constanza spent much of her youth in Peru and her family has strong ties to Peruvian artisans and the apparel business. Her pride in Incan designs and Peruvian culture are evident in her FSAD projects and in her designs for Bernales & Goretti. She is also justly proud of another recent award — \$10,000 from the national competition *100 Projects for Peace* through the University of North Carolina at Chapel Hill. She and Angeline are also members of eLab, the Student Agencies and Entrepreneurship@Cornell business accelerator for undergraduates.

Readers may recall that Constanza has authored articles for this newsletter and assisted with several of the FSAD youth programs. We wish her well as she finishes her degree and heads out into the business world.

Read more:

<<http://www.news.cornell.edu/stories/April09/BigIdea.prewrite.kh.html>>

<<http://cornellsun.com/section/arts/content/2009/02/25/student-artist-spotlight-constanza-ontaneda-09>>



## Cornell Design League Celebrates Silver Anniversary

The Cornell Design League celebrated its 25th anniversary in style. April 4<sup>th</sup> found more than 3,000 people enjoying *Once Upon a Runway*, a fashion show that featured 200 original ensembles from more than 60 student designers. Variety and professionalism were the catchwords. Tailored menswear in black and copper gave way to lacey concoctions and circus-themed garments. Hand-painted silks competed with wool tartans and edgy synthetics. All ensembles represented the individuality and creativity of the designer.

The Cornell Design League (CDL) was formed in 1984 to provide students interested in designing apparel a chance to express their creativity outside of the classroom by producing a fashion show every spring. The show is completely student organized and student run. They do not receive academic credit for their efforts. A majority of CDL fashion designers are FSAD students, but the organization welcomes all full-time Cornell students to participate. FSAD offers the only fashion design program in the Ivy League and the only Ph.D. in apparel design in the United States.

Read more:

Cornell Design League <http://132.236.145.11/CDesignL/>

Cornell Chronicle <<http://www.news.cornell.edu/stories/April09/fashionShow.html>>

Teen Vogue

<<http://www.teenvogue.com/style/blogs/fashion/2009/04/too-cool-for-school-cornell-universitys-design-league-fashion-show.html>>

## ENGAGING YOUTH

CHARLOTTE COFFMAN



### NY Teens Met in Syracuse for STARR

Teens from across NY spent April 17-19 at the NYS Fairgrounds in Syracuse at the annual State Teen Action Reps Retreat (STARR). Participants enjoyed interactive workshops that focused on youth community action and leadership skills. Teens refashioned jeans into backpacks and bags (pictured). Charlotte Coffman offered related workshops entitled *Where the Old Clothes Go*. Youth learned about recycling processes for pre- and post-consumer textile waste and brainstormed ideas for community projects that reduce the amount of household textiles and clothing that end up in landfills. Some of their suggestions included:

- Organize a clothes drive - these are especially effective when targeting a particular audience such as coats for elementary-age children or robes for nursing home residents.
- Host an exchange party - prevent a free-for-all atmosphere by inviting fewer than a dozen guests and limiting the selections to one item such as handbags or jeans.
- Start a group that contributes to a national effort such as My Brother's Keeper (sleeping bags for the homeless) or So Much Comfort (sewing adaptive clothing for veterans)

Read more:

My Brother's Keeper Quilt Group < <http://www.uglyquilts.org/>>

Sew Much Comfort <[http:// www.sewmuchcomfort.org](http://www.sewmuchcomfort.org)>

Flickr: House of Stories <<http://www.flickr.com/photos/houseofstories/3480166103/in/set-72157617396653434/>>



## Plan Ahead for 2009 NYS Fair

FSAD will once again sponsor CCE county associations whose youth and adult volunteers are willing to lead hands-on activities in In-Touch Science, Fabric/Flight Connection, Simple Gifts, or Plants & Textiles — A Legacy of Technology. The intention is to sponsor three counties (one county/time period) for each project with a contribution of \$75/county. To sign up, contact JoAnne Baldini (jb61@cornell.edu) in the 4-H Office. For consultation about appropriate activities or available supplies, contact me at cwc4@cornell.edu.

## CONCERNING CONSUMERS



### Get Creative for Your Prom

NHU-THU NGUYEN

Finding the ideal prom dress can be a daunting task. You may find either too many dresses to choose from or too few. Styles vary from the fluid empire waist to the fussy ruffled overskirt and the risky strapless. Colors with airy spring-inspired names may match absolutely nothing. The gorgeous designs are available in sizes that fit no living creature. And, of course, in these economically stressed times the cost is, well, too costly. According to surveys conducted by teen magazines, the average cost of a prom dress is \$234. When taking into account the cost of manicures, hair stylists, makeup and accessories, the total expense can increase to much, much more. Senior year of high school is a time of transition and can be stressful enough without an unhappy prom dress experience. To help with your prom dress search (and to pique your sense of creativity), check out these ideas:

- My Virtual Model. A free online tool called My Virtual Model has partnered with a number of clothing brands to allow consumers to try clothes on a virtual model. One such department store is Sears. Access My Virtual Model through <<http://searsvdr.mvm.com/pages/sears/layout.html>> and “try on” prom dresses without even going to the store!
- Duct Tape Contest. If you’re looking to really stand out at prom consider making your own dress—from duct tape. Stuck at Prom is a scholarship contest sponsored by Henkel Corporation Duck® Brand Duct Tape. As part of the contest, students construct a couple’s (co-ed or the same gender) prom outfit entirely from duct tape. Entries are judged on workmanship, originality, use of colors, accessories, and quantity of Duct Tape used. The contest offers scholarships in the amount of \$3,000, \$2,000, and \$1,000 to each member of the couple for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place respectively; plus, the hosting school receives the same amount. The contest ends on June 8th so there is still time to design and create the duct tape prom dress of your dreams. For more information, visit <[www.stuckatprom.com](http://www.stuckatprom.com)>.
- Coco Myles Custom Design. Although targeting bridal parties, the Coco Myles website is a good choice for a prom gown that you create from nine top and six bottom options. You can choose from a variety of materials such as georgette, satin, or charmeuse, all of which are available in a wide array of colors. You might enjoy the “Celebrity” section where you can adapt a design worn by a celebrity to your individual color preference. Coco Myles custom design dresses are competitively priced at an average cost of \$150. Because the dresses are custom made, you must wait six weeks for delivery so be certain to plan ahead. For more information, visit <<http://www.cocomyles.com/?p=home>>
- Buying/Selling Used Dresses. Many towns have consignment shops that offer affordable prom gowns, but you can also check out craigslist or eBay. Prior to making a deal on a used dress, do some sleuthing at stores or online so you will be informed about current styles and prices.
- Recycled Prom Dresses. Over the years prom dress recycling organizations like Operation Fairy Dust <<http://www.operationfairydust.org>> in New York City and the Glass Slipper Project

<http://www.glassslipperproject.org/> in Chicago have provided many girls with free gently used prom dresses. If your hometown doesn't have such an organization, you might consider starting one.

- Refashioned Prom Dresses. Several years ago, Tompkins County CCE obtained several bridal ensembles from a store that was closing. The 4-H staff sponsored a refashioning event where girls disassembled the bridal dresses and used the materials to sew gowns using their own designs or commercial patterns.

Whatever your choice of a prom gown, you don't have to empty your bank account or mortgage your future. Just use your creativity, invest a little time exploring the options, and be yourself.

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