

FDRM

FASHION DESIGN &
RETAIL MERCHANDISING

A full-page photograph of a fashion show runway. A model is walking towards the camera, wearing a bright orange, sleeveless, cowl-neckline dress and black high-heeled sandals. The background is a dark stage with a dense shower of golden and white confetti. The runway floor is dark with yellow lines. The text "The Second Annual FASHION SHOW" is overlaid in the center in a light blue serif font.

The Second Annual
FASHION SHOW

A RUNWAY SHOWCASE FEATURING THE
FASHION DESIGN & RETAIL MERCHANDISING PROGRAM

FDRM

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RETAIL MERCHANDISING



The Program

The Fashion Design & Retail Merchandising program provides students with a two-year pathway to the vast fashion and retail industry. Strategically designed to deliver technical apparel development training, valuable product development and consumer research experience, entrepreneurial retail expertise, and industry-specific technology training necessary to succeed in the fashion industry now and in the future.

Our Team



Coral Wedel
Program Manager



Mellissa Miller
Adjunct Faculty



The Fashion Show

Hocking College's Annual Fashion Show highlights the original creations of our Fashion Design & Retail Merchandising students. It is a culmination of work and designs created during their entire program. Students gain experience planning and producing a live fashion show in strategic partnership with industry professionals.

Second-year students will feature a brand concept and three-design collection. First-year students feature one design, and the Fashion Club features collaborative pieces that highlight the program overall.

**All proceeds from this event support the Fashion Design & Retail Merchandising Scholarship Fund through the Hocking College Foundation. This fund directly supplies students with materials for their collections, assist with the show production costs, and supports individual merit and needs based support.*

FASHION club

Open to all students at Hocking College, Fashion Club is a creative outlet and wonderful place to make lasting friendships.



CLASSROOM FEATURE

Lots of work in fashion never makes it to the runway. This segment features some of the steps in the process as examples of all the work that goes into each piece.



FASHION ANALYSIS & FORECASTING

FFDRM's Fashion Analysis & Forecasting class of 2023 focused on forecasting & developing fashion trends for Generation Alpha, specifically in the year 2030 when the oldest members of Gen Alpha will turn 20.. The trend(s) developed include plans for a brighter color palette, gender neutral styles, and increased versatility & adaptability from one outfit to another."

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FIRST YEAR

Student design work presented by:

Gabrielle Schaub

Amelia Betit

Tayen Brown

Michael Adu-Bah

Emma Bambauer

Fatmata Feika

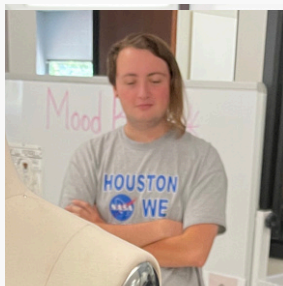


INDIVIDUALIZED STUDIES

WILL TAYNOR

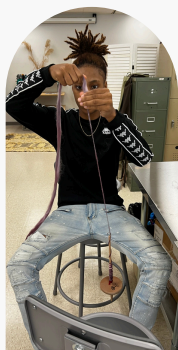
Collection Title:

The J.C. Leyendecker
Collection



SECOND YEAR

Focused on brand development, collection planning, production & refinement through practical industry experience.



LABRIAR FRAKLIN-PAIGE

Concept Brand:

STREETWEAR FNT\$Y

Collection Title:

THE FANTASY COLLECTION

TREVELL ADAMS

Concept Brand:

UNTOUCHABLE INK

Collection Title:

GHOSTRIDER X STREETWEAR



LINDSEY REED

Concept Brand:

KELP

Collection Title:

Ugly Pretty

Violin - Devin Copfer

Music composer - Eli Chambers

Run of Show

6:30pm - Runway Show Seating

7:00pm - Opening Remarks

Video - FDRM Program Introduction

The Show Begins

SEGMENT 1 - Fashion Club

Look 1: Tulle Skirt & Crochet Top (Gabrielle)

Look 2: Blue Caftan by (Emma)

Green Suit by (Fatmata)

Crochet Wedding Dress by (Skye)

SEGMENT 2 - FDRM Class Features

Look 1: Alternative Materials Challenge

Look 2: Draping Process

Look 3: Muslin Fit Sample

Look 4: Finished Muslin Sample

Look 5: Full Fabric Sample

Look 5 & 6: Fashion Analysis & Forecasting Final Project

Future Forecasted Jumpsuit: Green & Blue

SEGMENT 3 - 1st Year FDRM Student Designers

Designer: Gabrielle Schaub

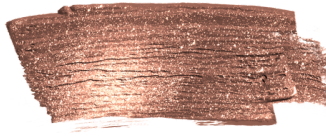
Designer: Amelia Betit

Designer: Tayen Brown

Designer: Michael Adu-Bah

Designer: Emma Bambauer

Designer: Fatmata Feika



SEGMENT 4 - 2nd Year FDRM Student Designers

3 look collections

*Artist: **Will Taynor (AIS Degree Student)***
Collection Title: The J.C. Leyendecker Collection

*Designer: **Labriar Franklin-Paige***
Concept Brand: Streetwear FNTSY
Collection Title: The Fantasy Collection

*Designer: **Trevell Adams***
Concept Brand: Untouchable Ink.
Collection Title: Ghost rider X Streetwear

Designer: Lindsey Reed
Concept Brand: KERP
Collection Title: Ugly Pretty

Closing Remarks
Final Walk

NETWORKING & AFTERPARTY

Thank You

STRATEGIC PARTNERS



C O L U M B U S
F A S H I O N
C O U N C I L

Our Strategic Partners help make this event a reality by assisting us in production, lending guidance in show planning, reaching our marketing audience, supporting our students before and after graduation. We are grateful for the continued support!

2023 Strategic Partners include:
(DE-FI) Global INC
Columbus Fashion Council
Passport 2 Fashion



Thank You

SHOW SPONSORS



Thank You VOLUNTEERS

Our volunteers help in various capacities such as pre-show, hair & makeup, set-up, modeling, photography, and many other things. This support is vital to our show production. We are grateful for the continued support!

Support what we do by donating to the Fashion Scholarship Fund through The Foundation at Hocking College. All donations support the production of our show, student materials, and fashion education scholarships.

DONATE NOW!





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College.

Support
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Student
Scholarship

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