

FDRM

FASHION DESIGN &
RETAIL MERCHANDISING

The Third Annual FASHION SHOW

A RUNWAY SHOWCASE FEATURING THE
FASHION DESIGN & RETAIL MERCHANDISING PROGRAM

FDRM

FASHION DESIGN &
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.



Coral Wedel
FDRM Program Manager



Jo Miller
Show Coordinator & FDRM Adjunct Faculty

Our Team



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.

Run of Show

6:30pm - Runway Show Seating

7:00pm - Opening Remarks

The Show Begins

SEGMENT 1 - Fashion Club

Look 1: Fashion Club Design

Look 2: Fashion Club Design

SEGMENT 2 - FDRM Class Features

Look 1: Alternative Materials & Technology

Look 2: Draping Process Example

Look 3: Student Created Samples

Look 4: Student Created Samples

Look 5: Student Created Samples

SEGMENT 3 - 1st Year FDRM Student Designers

Designer: Kate Voss

Designer: Dekota Graf

Designer: Ellyot Perkins

Designer: Alexandria Van Der Woodsen

Designer: Awutiu Akol

Designer: Olivia Maccrae

SEGMENT 4 - 2nd Year FDRM Student Designers

3 look collections

Designer:

Michael Adu-Baah

Concept Brand:

VCROSS WEAR

Collection Title:

Midnight Elegance

Designer:

Emma Bambauer

Concept Brand:

NAOMI ROSE

Collection Title:

Repurposed Threads

Designer:

Stephan Reavish

Concept Brand:

THE GOOD NEWS

Collection Title:

Deconstruction

Designer:

Gabrielle Schaub

Concept Brand:

PRETTY BABY DOLL

Collection Title:

Kandy Land

Designer:

Tayen Brown

Concept Brand:

VINTAGE LOVEE

Collection Title:

Amor

Designer:

Fatmata Feika

Concept Brand:

JENTRI HOUSE

Collection Title:

Indigo

Designer:

Eduard Yakubyk

Concept Brand:

BEYOND THE LIMITS

Collection Title:

First Symphony

Closing Remarks

Final Walk

NETWORKING & AFTERPARTY

FASHION *club*

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



A selection of, created by students in the Fashion Club grace the runway as a showcase of their efforts in creative collaboration throughout the year.

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.



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FIRST YEAR

Student design work presented by:

Kate Voss

Dekota Graf

Ellyot Perkins

Alexandria Van Der Woodsen

Awutiu Akol

Olivia Maccrae



SECOND YEAR

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

MICHAEL ADU-BAAH



Collection Title:

Midnight Elegance

Concept Brand:

VCROSS WEAR

TAYEN BROWN



Collection Title:

Amor

Concept Brand:

VINTAGE LOVEE

SECOND YEAR

STEPHAN REAVISH



Collection Title:

Deconstruction

Concept Brand:

THE GOOD NEWS

GABRIELLE SCHAUB



Collection Title:

Kandy Land

Concept Brand:

PRETTY BABY DOLL

SECOND YEAR

EMMA BAMBAUER



Collection Title:

Repurposed Threads

Concept Brand:

NAOMI ROSE

EDUARD YAKUBYK



Collection Title:

First Symphony

Concept Brand:

BEYOND THE LIMITS

SECOND YEAR

FATMATA FEIKA



Collection Title:

Indigo



Concept Brand:

JENTRI HOUSE

The three look collections have been created by Fashion Design & Retail Merchandising students close to the end of their degree to showcase a culmination of their learning journey.

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!

2024 Strategic Partners include:
(DE-FI) Global INC
Columbus Fashion Council
Passport 2 Fashion
Columbus Fashion Alliance

Thank You

PROMOTIONAL SPONSORS

THE TART PEACH



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!

Thank You

FINANCIAL SPONSORS



RIVER WILLOW

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Pretty
NERDY
DIGITAL MARKETING

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!





HOCKING
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DONATE NOW!

FDRM Scholarship Fund via the
Hocking College Foundation.

Support
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Student
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