



## Fashionistas Descend on USC Spring Fashion Show

**T**wig-thin models? Check. A clamoring crowd of tragically hip fashion types? Check. Wet bar? Check.

The Fashion Industry Association's second annual spring show showcased a group of young talent whose assorted offerings rivaled anything paraded out at Smashbox only miles away.

Having outgrown its comely setup in McCarthy Quad, this year's show accommodated its nearly 500 attendees in the more glamorous digs of USC's elegant Town & Gown. FIA also picked up high-profile brands like American Apparel to showcase its offerings to an audience that included students, parents, fashion buyers, and designers.

"Last year's show really got our name out in the industry. Designers know us now," said Sabrina Gad, a senior industrial systems engineering major and FIA vice president. For this year's event, organizers were able to secure looks from Trina Turk and Paige Premium Denim, leaders in the Los Angeles fashion scene, to complement lines designed by students.

Even so, student designers were the biggest hits of the night. Keemia Ferasat's debut collection of chic cocktail attire touched off a wave of inquiries among attendees looking to purchase

her designs, according to Gad. "It was Keemia's first show, and she created a look book so she can take orders directly from customers."

Designer Evey Rothstein took a decidedly more subversive approach with her line, Glamorous Rebel, which marked its second appearance on the FIA runway with its signature spattering of '80s punk influence.

The eponymous Aleksandr Lewis collection featured high-waist sleeveless shirtdresses, colorful tunics, and barely-there swimwear for men and women in colorful patterns. Heather Silva closed out the show with her DeSilva line, offering delightfully wearable ready-to-wear with a few sharp twists.

"It was very well done," praised Pablo Paravicini of American Apparel. "The crowd really seemed to love the product—a lot of people in the audience were actually wearing our shirts, which is great to see."

According to Gad, several buyers from local stores attended the show, and labels like Keemia Ferasat are now considering a foray into Los Angeles boutiques. "Several of our student designers are now going public and taking orders from people at the show. It's quite an accomplishment."

For her, these talented students are what the show is all about. —Michael Russo

