

Student Presentations
Shanice Broome, Diana Carbajal, Gina Ghazal,
Haley Nathanson, Kayla Gleason, & Christie Swanson
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Summary by Kristy Prelgovisk

Shanice Broome, a senior TMD student, chose “Why Cultural Appropriation Shouldn’t Exist in Fashion Marketing” as her presentation topic. Shanice shared her arguments, the main types of cultural appropriation, the basis of fashion marketing, and the connection between cultural appropriation and history. Her arguments were that cultural appropriation creates stereotypes, it continues the oppression of non-dominant cultures, and it continuously takes credit away from said cultures. Her biggest take-away about cultural appropriation is that it is offensive to try and “be like” another culture through aspects of their dress and appearance. It is even more offensive to take credit for those aspects if you do not belong to that culture.

Our next presenter was Diana Carbajal who presented “Underwear as Outerwear. She briefed the class about the corset’s background, purpose, connection to fetishism, and occurrence throughout history. Its purpose has changed throughout the years, first being used in the 16th century to correct spinal deformities. The corset started being used for body support in the 17th century, then it was used to “improve” an undefined waist in the 19th century. She talked about the re-introduction of corsetry in the 1980s when Madonna preformed her song “Material Girl” in a Jean-Paul Gaultier bustier. Diana concluded by talking about under garments being worn as outerwear such as bralettes being shown under blazers and tight shapewear.

Gina Ghazal’s topic was the “Business of ‘Dress for Success.’” She introduced the class to tips and tricks on how to dress for the job you want. First, she presented an “expert” of this subject to the class, John T. Molloy. He wrote and edited many books on dressing for success by expressing the effects that clothing has on a person’s success in their personal and business life. Gina also shared her knowledge on some of the scientific research that has been done on this topic as well as providing a list of all of the stores and brands that sell professional clothing.

American Girl dolls were next on the list. Haley Nathanson researched the story behind the doll. American Girl was founded by Pleasant Rowland in 1986 and headquartered in Middleton, Wisconsin. They have 19 store locations across the U.S. and offer special in-store experiences such as birthday parties, hair salons, doll hospitals, and dining experiences. Haley elaborated on the Historical Collection which includes 11 different characters. Also, over 152 million books and 32 million dolls have been sold since 1986.

Next was Kayla Gleason who presented “Patterns for Historic Costume.” Kayla explained what a paper pattern is, its history, their importance in the industry, as well as the big four pattern companies. Those companies are Butterick, McCalls, Vogue, and Simplicity. Historical patterns can be used for historical reenactment, movies, theater and film, vintage archives, parades and festivals, as well as cosplay and Halloween. She concluded by saying that today’s market has been interested in home sewing as well as DIY crafts and projects for which patterns are perfect.

Christie Swanson was last, and she conducted her research on “Barbie: A Journey of Progression.” Ruth Handler released the first Barbie on March 9th, 1959 at the New York Toy Fair; now Barbie is owned by Mattel. Barbie has always been a working woman and an idol for a young audience. Throughout the years, she represented high fashion as well as holding many professions. Now, the Modern Barbie was created to be more inclusive by releasing a tall, short, and curvy doll.