

Georgia Retail Association Georgia Southern University Chapter

Advisor Dr. Kathleen Gruben
President Ashley Ferguson



Welcome to GRA!!

Welcome new and old members of the GRA! I'm Ashley Ferguson and I'll be serving as President for this year. Some of you have already been to a meeting this year and I hope that you're excited about everything we have in store.

I want the GRA members to get the most out their participation. So your determination, ideas, creativity are all that will make us a great organization. I can't wait to get to work!

Sincerely,
Ashley Ferguson, President

Over the next couple of months, we're going to have speakers, Retail Education Week, the Retail Career Fair, and so much more. Everything we do is to help shape our understanding of retail. It is so much more than fashion shows or a boutique. Retail can get just as dirty as it can get glamorous, and everyone should know that.



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Trends for Fall 2007

By: Christina Evans

This fall we will see a lot of wide-leg trousers, completely opposite from the skinny-leg. However, skinny is still in too! Bright colors will fill the stores this season. Patent leather will be huge for accessories- belts, bags, etc. The oversize clutch is very in right now. Ankle boots and Mary Jane inspired heels are the not shoes. Shirt-styled dresses are great right now, inspired by the men's tuxedo. For more information on fashion trends, visit www.style.com.

Retail Education Week

This will be an exciting time for GRA and those of us who maybe considering going into retail! The week is sponsored by The Center for Retail Studies and will include:

- Door Prizes
- Refreshments during our meeting

The guest speakers will include:

- Target
- Wal-Mart
- Walgreens
- Kroger
- Maurice's
- And More to come

Upcoming Events

- ◆ Oct 3rd, Guest Speaker
- ◆ Retail Education Week, Oct 15th
- ◆ Retail Career Fair, Oct 25th
- ◆ Homecoming Week Starts Oct 23rd

**GRA Would Like to Give a Special Thanks to
Everyone Participating in the Retail Education
Week!!!**

My Retail Experience

By: Brittany DiSilvestro

For those of you interested in retail work, there is a great option right here in Statesboro: TALBOTS! I have been working at Talbots since January of 2007 when they opened the store. Not only is it fun, I have gained a lot of valuable experience. I have learned about visual merchandising, marketing, and management skills. We have put together a fashion show at French Quarter and we will have another show soon to showcase our new fall merchandise.

I am enjoying practicing my retail and people skills by working at Talbots. It is exciting to be apart of the planning. It has really taught me a lot about the fashion world. I have been able to learn more about how the SKU system works and many other retail technologies that are important to the field. Talbots has been a great experience for me.

Share your retail experience here! Type a short article and send it to Amy!

Participation Opportunities

Do you have a great article idea? Do you have an event you would like GRA to support? Write it and send it to Amy Kirkland at amyleigh_kkg@yahoo.com. To have your article in the current issue, please submit the Sunday before each meeting.

Retail Education Week will take place starting October 15th. GRA will be in charge of escorting the representatives. Make sure to take a look at your class and test schedule to pick a time slot to help out and schmooze with potential job opportunities. Keep in mind that Tuesday, Wednesday, and Thursday will be the busiest days. This will be a great way to earn points!

October 17th, Target will be sponsoring a reception for students, retailers and faculty to interact. This will also be a great opportunity for recruiting new members.

Your executive team is working out the details of the first fundraiser which will be a coozie sale benefiting the Senior Companion Program. The coozies will be sold by GRA members in classes during the week of home games and at the games. More details will be available October 3rd.

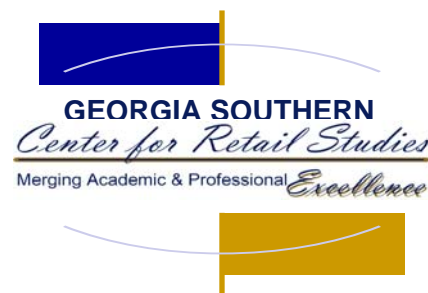
Don't forget to check our facebook page for updates!

Fundraising for GRA

Ideas from the September 5th meeting:

- Bake Sale
- Car Wash
- Chic-fil-a Biscuit Sale
- Doughnut/coozie Sale at Football Games

If you have any more ideas, please send them to **Brittany DiSilvestro** or post on GRA's facebook page.



Retail Career Fair

Retail Career Fair will be held on October 25th. Professional dress and resumes are **REQUIRED!** The majors that will be participating are:

- Retail
- Logistics
- Sales
- Information Systems
- Fashion Merchandising

OTHER REMINDERS:

- Don't forget to pay dues\$\$
- Post your resume on EagleTRAK if you are interested in on-campus interviews.
- Target mock interviews on September 26th
- October 3rd, Guest Speaker from CitiTrends
- New Members Welcome!!!
- Seniors: Dr. Gruben will be creating a "Resume Packet". Get your resume ready and send it to Dr. Gruben at kgruben@georgiasouthern.edu

Time Management

By: Amy Kirkland

Time management is one of the most important tools of being a leader. College is the perfect place to practice. I know personally that time management is not easy for everyone. At least half of us have to learn and practice it every day. This topic is something I have been struggling with for three years now. I cannot tell you how many times I have woken up remembering that I have a test tomorrow and haven't cracked the book once. Over the summer I came across this little book called *Time Management* by John Hoover. It has helped me greatly. I would like to share a few tips I learned with you.

1. Set Goals- long term and short term
 - Set objectives or mile markers to help you achieve the goals
 - Set tasks, these are the daily or weekly action to meet your objectives. If you break your goals down step by step, it becomes more manageable and not so overwhelming.
2. Organize your time by making running to-lists, simple right? When you have everything written down, prioritize everything on the list.
3. This was not in the book but a good idea, make a schedule and block your time. For example, block out all of the times you will be in class, then block all of the meeting times for any organizations you're in, meeting times for group projects, work, etc. It may sound a little too easy, that's because it is! This is a great way to make sure everything gets done.
4. This is the most important tip... Commit to managing your time!

Extreme Lengths: Why Hemlines are Plunging

The fashion pendulum is swinging to extremes these days. Pants, which were super-skinny just this summer, are flaring out to sail-like widths this fall. Tent-like trapeze dresses are giving way to close-cut pencil skirts. And now — most dramatically — hemlines are dropping.

One of the biggest themes emerging this week at New York fashion shows, which are displaying styles for next spring, is much longer dresses and skirts, many extending to midcalf or even the ankles. Today, **Badgley Mischka** and **Bill Blass** are scheduled to present long dresses and skirts for the spring. In the following week, labels including **Michael Kors**, **Donna Karan**, **Peter Som**, **Nanette Lepore** and **Tracy Reese** are planning to show longer pieces, many of which are flowing dresses meant to be worn during the day.

The longer looks are a big departure from the micro-mini shifts and short, youthful baby-doll dresses that have dominated stores and runways for several seasons. Just this spring, thigh-skimming looks reminiscent of the mod 1960s were the big trend that retailers and designers were pushing.

Designers -- who pooh-pooh the old stock-market adage that falling hemlines presage a falling market -- say it's only natural for the fashion pendulum to swing toward a new shape as the industry seeks to capture shoppers' interest. Fashion has been careening from one extreme to another particularly quickly these days amid speedier clothing production and broader consumer interest in frequent updates.

"I think women have just said, 'Basta, enough! I'm tired of looking like a child,'" says Mr. Kors, who now finds longer lengths more sophisticated. "There's something elegant about [the new lengths] without looking old-fashioned."

Indeed, skirts had gotten so short they couldn't really get any higher. "When hemlines have gone as far as they can in one direction, all they can do is go in the other direction," says Valerie Steele, director of the Museum at the Fashion Institute of Technology in New York.

Such dramatic changes drive consumers to stores, says Marshal Cohen, chief research analyst with NPD Group, a market-research firm based in Port Washington, N.Y. Mr. Cohen predicts that spring's new hemlines, coupled with the fashion industry's overall move toward more mature, formal looks, could result in an increase in women's apparel retail sales next year. (Mr. Cohen forecasts a 4.5% rise in womenswear sales for 2007.)

Of course, designers are showing skirts in less extreme lengths, too, aiming to appeal to a range of customers. "Designers do not dictate length anymore as they once did," says Carolina Herrera, who is maintaining skirts of several lengths in her collection.

BCBG showed some short skirts this season -- even though those skirts' overall length was longer, hitting slightly below the knee.

Extreme Lengths cont.

Designers say the longer looks are a nod to the 1970s, when casual maxi and midi dresses were slightly hippie-inspired. The look back then often was fitted at the bust or torso, with the skirt falling from the waist to the ankle or midcalf. At the time, the long skirts prompted protests from some consumers, who complained about the loss of femininity associated with the covered-up looks. In 1970, Time magazine ran a piece that included a comment on how the midis made "women look like tea cosies."

Designers say today's longer styles are more fitted around the torso and more revealing, using softer fabrics that better display women's curves. The new pieces are often sleeveless, so they show off the arms.

Mark Badgley, co-designer of Badgley Mischka, says the long day dresses he and partner James Mischka are showing today "feel different and new -- the proportion got so short for such a long time." Tracy Reese is showing ankle-length silk slip dresses that are designed to be casual day dresses or for wearing to the office, with a cardigan thrown over. And Nanette Lepore is showing culotte dresses and skirts that end at the midcalf. The new length "feels glamorous," Ms. Lepore says.

One drawback for consumers: These dresses can sometimes cost more, due to the amount of fabric used. Isabel Toledo, creative director of Anne Klein, who is doing some Frida Kahlo-inspired bohemian dresses for spring, estimates that she uses five yards of fabric for ankle-length dresses -- about double the amount she uses for skirts that end at the knee or higher. A long dress could retail for about 20% more than a short one in the same fabric, she believes.

Another disadvantage: the possibility of warm weather. "In spring, I'm ready to wear something short -- I like something that shows my legs," says Kara Aubuchon, 29, a law student who lives in Boston, who adds that she associates ankle-length dresses with "tripping."

Still, some consumers are eager for longer lengths. "I'm tired of seeing people's behinds," says Marianne Soohoo, 34, a Manhattan attorney. "Covering up is sometimes good."

Indeed, Max Azria, who designs the BCBG line, says women generally feel more comfortable in longer hem lengths. "During uncertain times, whether personal or economic, women are looking for comfort," he says. "For most women, this means longer pieces rather than the micro-mini."

Some retailers already are predicting the long look will sell well. Ken Downing, fashion director and senior vice president at Neiman Marcus, says long "patio dresses" will work well for outdoor entertaining during the summer. Fashionable young women have already begun wearing the new lengths. "It feels fresh and chic because it's a total about-face in fashion," he says.

As for the superstition about the stock market -- this summer's drops in value notwithstanding -- most in the fashion industry don't see any correlation. Ms. Steele, the fashion historian, says she researched the theory about 10 years ago and found that in some cases, the hemline shift actually happened seasons, if not years before significant shifts in the stock market. In the 1920s, for example, hemlines started heading south a few years before 1929, she notes. "It's a total myth," she says.

Donna Karan has another theory: "We're not following the stock market -- they are following us."

The Wallstreet Journal

By CHERYL LU-LIEN TAN
September 6, 2007

