



**Newly named SRFI Fellows faced their debut challenge in collaboration
with FASHION Magazine and Garnier Hair Color**

September 6, 2017 - Toronto, ON - The Suzanne Rogers Fashion Institute (SRFI) recently announced its three initial Fellows. Ryerson School of Fashion graduates Alexandra Armata and Stephanie Moscall-Varey and current student Quentin Tecumseh Collier were immediately put through their paces, squaring off in an exciting design challenge presented in partnership with FASHION Magazine and Garnier Hair Color.

The Garnier Ultra Color Design Challenge was a unique way to welcome the Fellows into the institute and allow them to demonstrate their design skills. The co-branded program brought together fashion and hair colour as the Fellows used the Garnier Ultra Color Collection palette of red, violet and blonde as their main source of inspiration.

Keon Zhang, Marketing Director, Garnier Hair Color, saw the opportunity as a great fit. "Hair colour has always been one of the strongest forms of self-expression in beauty, creating strong and noticeable changes instantly," he said. "It was only natural for Garnier Ultra Color to join forces with FASHION Magazine and the SRFI to use our large palette of vibrant colours as the muse and bridge between beauty and fashion. We were all extremely excited to follow the creative process and discover the final creations from some of the brightest young talent in Canada."

For this immersive design challenge, the Fellows collaborated with Garnier experts and FASHION editors on a multi-page feature in the magazine's October 2017 issue.

"FASHION was excited to work with these young Canadian designers," said Noreen Flanagan, Editor-in-Chief. "It was inspiring to watch them use colour in their designs to convey their emotions and aesthetic. It was also an honour to work with them in the early stages of their careers." In addition to the magazine feature, multiple videos were created for the project. These were posted online and across FASHION's extensive social media channels.

Announced in October 2016, the SRFI fellowship program was created to educate, support, promote and advocate for new Canadian talent in fashion craftsmanship and design. It is supported by a \$1 million gift from The Edward and Suzanne Rogers Foundation. Anchored by Robert Ott, Chair of the School of Fashion and Director of The Suzanne Rogers Fashion Institute, the program's esteemed Selection Committee includes Marie Saint Pierre, renowned Canadian luxury designer; Nicholas Mellamphy, fashion retail expert; Wayne Clark, Ryerson School of Fashion Distinguished Designer-in-Residence; and P.Y. Chau, fashion design educator.

The Suzanne Rogers Fashion Institute Fellows are:

Alexandra Armata
[@alexarmata](#)

Since graduating from the Ryerson Fashion Design program in 2016, Alexandra Armata has had opportunities to showcase her work to a global audience. Her previous achievements include an exhibition at the Institute of Textiles and Clothing in Hong Kong as well as a nomination and runway presentation as part of the International Emerging Designer Awards in Dunedin, New Zealand. Most recently, Alexandra was recognized at the 2016 Canadian Art and Fashion Awards, earning a nomination in the Student Designer of the Year category. With her passion for conceptual fashion, she hopes to continue designing collections that challenge her creativity. In fall 2017, she will begin postgraduate studies in Womenswear Design at the acclaimed London College of Fashion.

Quentin Tecumseh Collier
[@quentintecumsehcollier](#)

Quentin Tecumseh Collier is from Kamloops, British Columbia. This quaint setting sparked Quentin's early appreciation for the beauty of nature and, later, art and design. His study of ballet further developed his passion for arts and culture, and his interest in fashion design led him to enroll in sewing classes and conduct an independent study of fashion history. At age 11, Quentin began designing four fashion collections a year, debuting his work in open-access shows for members of his community. In 2014 he studied with ESMOD Paris and in 2015 was accepted in the Ryerson Fashion Design program.

Stephanie Moscall-Varey
[@moskal_designs](#)

Stephanie Moscall-Varey graduated from the Ryerson Fashion Design program in 2015. Her upbringing in rural southern Ontario sparked interest in the natural world around her and influenced her to interpret aspects of nature in fabric form. Stephanie has worked alongside designer Jeremy Laing and travelled to New York Fashion Week for Laing's spring 2014 presentation. She also worked closely with Wayne Clark, Ryerson's designer-in-residence, on her graduating collection, which landed her in competitions and secured her a position as a technical designer with fast-fashion giant Abercrombie & Fitch. Stephanie aspires to join the likes of Alexander McQueen and study for her master's degree at Central Saint Martins in London, England.

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About The Suzanne Rogers Fashion Institute:

The Suzanne Rogers Fashion Institute (SRFI) at Ryerson University is a new program dedicated to supporting emerging Canadian fashion designers nationally and internationally. Serving third- and fourth-year Ryerson Fashion Design students and recent graduates, the institute educates and provides mentorship, awards and international opportunities to new talent in fashion craftsmanship. For more information, visit www.srfi.ca

About Ryerson School of Fashion:

Ryerson School of Fashion is the place to study fashion design, communication and culture. For nearly 70 years, the School of Fashion has been developing fashion professionals. Undergraduate programs in fashion design and in fashion communication lead to a Bachelor of Design and a Master of Arts in Fashion graduate degree. For more information, visit www.ryersonfashion.ca

About Fashion magazine:

With 1.4 million readers, FASHION is the #1 fashion and beauty brand in Canada. It has the largest social media audience of any Canadian magazine, with over 2,600,000 viewers, including over 675,000 Twitter followers ([@FashionCanada](https://twitter.com/FashionCanada)), over 69,000 Instagram followers ([@FashionCanada](https://www.instagram.com/FashionCanada)), over 1,600,000 Facebook followers ([Facebook.com/FASHIONCanada](https://www.facebook.com/FASHIONCanada)), and over 392,000 Pinterest followers ([Pinterest.com/FASHIONMagazine](https://www.pinterest.com/FASHIONMagazine)).

About Garnier Nutrisse Ultra Colour:

Nutrisse Ultra Colour joined the Garnier Nutrisse hair-colour portfolio in 2016 and gained quick success within the Canadian market thanks to its nourishing formulas enriched with avocado, olive and shea oils that offer ultra-vibrant transformations in one single step even on dark bases. Furthermore, Nutrisse Ultra Colour is known to boast the latest haircolour trends, including its range of violets, reds, blue-blacks and bleaches. For more information, visit www.garnier.ca or [facebook.com/Garnier.Canada](https://www.facebook.com/Garnier.Canada).