



THE SUZANNE ROGERS  
**FASHION INSTITUTE**

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**ANNUAL REPORT**  
2016-2017



## MESSAGE FROM THE DIRECTOR | ROBERT OTT

The Suzanne Rogers Fashion Institute marks the sign of a new frontier in the Canadian fashion industry. A frontier that understands the importance of supporting the next generation of talent and celebrates the power of the future. This precedent setting program has been made possible because of the outstanding generosity and forward thinking of the Edward and Suzanne Rogers Foundation. On behalf of the School of Fashion, I thank the Rogers family for recognizing the vital role that education plays in the fostering of young talent and the necessity of investing into the legacy of Canadian fashion.

In the years leading up to the creation of the SRFI, Suzanne Rogers and I had brainstormed many ways to support emerging talent. One thing was clear throughout the process, if we were going to truly support the next generation, the solution needed to provide impactful and meaningful opportunities to the students and alumni of the School of Fashion. When the decision was made that The Suzanne

Rogers Fashion Institute would be the answer to this problem, a door had been unlocked for passionate creatives to seek their fullest potential.

One year ago, The Suzanne Rogers Fashion Institute embarked on an exciting journey, taking with it three inaugural Fellows—Alexandra Armata, Quentin Tecumseh Collier and Stephanie Moscall-Varey—that have shown an outstanding dedication to pushing the boundaries of fashion and redefining what it means to be a Canadian designer. This year has landed them on the glossy pages of magazines and in conversations with fashion leaders. Most importantly, this year has provided them with the monetary support that has not been seen at the educational level in Canada.

As we move forward, The Suzanne Rogers Fashion Institute will continue to develop a community of Fellows. These talented individuals will learn, grow, create and make an impact in the world of fashion because of Suzanne Rogers and the Rogers family's legacy of support.



## MESSAGE FROM THE DEAN | CHARLES FALZON

On behalf of FCAD—the Faculty of Communication and Design at Ryerson University—I would like to add my personal thanks for the visionary contribution to the School of Fashion in establishing The Suzanne Rogers Fashion Institute. This report is a testament to the incredible impact of Suzanne Rogers’ investment in our students and alumni has already achieved, and I am confident that even greater accomplishments are soon to follow.

For seven decades, FCAD has been a leader in shaping the talent for a blossoming creative era. Our students are forever pushing boundaries through creative excellence and novel explorations of design, heritage, diversity

and storytelling in modern society. A hub of creative innovation across disciplines, FCAD is proud to foster the success of our students through hands-on learning and critical engagement.

The Suzanne Rogers Fashion Institute plays a vital role in inspiring and fuelling the success of our students, and has helped usher in an era of heightened excitement, opportunity and impact for our School of Fashion and our most promising emerging fashion designers.





# THE ISSUE

As a regular attendee of Mass Exodus, Ryerson Fashion's year-end showcase, Suzanne Rogers has witnessed countless debuts of young designers only to see their journey seemingly end when the model exits the runway. Inspired by the curiosity of knowing where these designers will end up, Suzanne Rogers posed the question "what happens next?" This question would ultimately become the first step in the creation of The Suzanne Rogers Fashion Institute (SRFI). Over a period of two years, Suzanne Rogers and Robert Ott would develop a dynamic fellowship program set to enrich the next generation of Canadian design talent.



# BRIDGING THE GAP

With a gap in the Canadian fashion landscape, The Suzanne Rogers Fashion Institute finds itself as the bridge between education and career. The Institute targets creatives at the beginning of their career and help define a path that will offer them a successful transition into competitive world of fashion design.

INTERNATIONAL  
GRADUATE  
PROGRAMS



CANADIAN ARTS  
AND FASHION  
AWARDS

TORONTO  
FASHION  
INCUBATOR

JOE FRESH  
CENTRE FOR  
FASHION  
INNOVATION

FASHION ZONE  
AT RYERSON  
UNIVERSITY

UNIVERSITY  
UNDERGRADUATE  
PROGRAMS

COLLEGE  
DIPLOMA/  
CERTIFICATE

EDUCATIONAL SUPPORT

CAREER SUPPORT

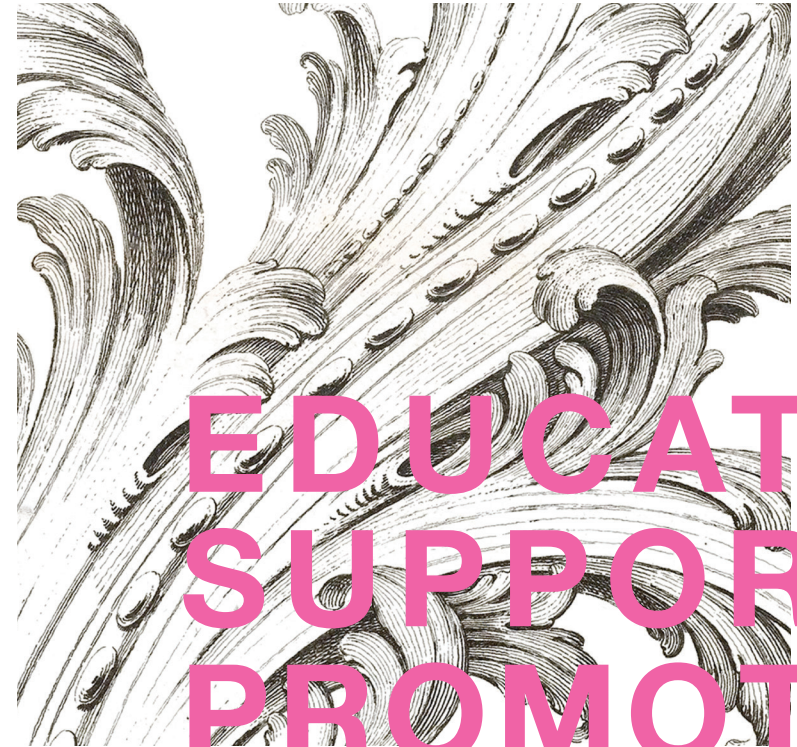
# THE OPPORTUNITY

The Suzanne Rogers Fashion Institute fellowship program is unique in the Canadian fashion landscape attracting potential Fellows earlier in their academic and fashion careers. Undergraduates from second, third and fourth year, along with recent graduates are eligible to undergo the competitive selection process to become a Fellow at the SRFI. Throughout the duration of the fellowship, this elite group will receive support through a variety of opportunities aimed at realizing the promise of their full potential as exceptional Canadian fashion design students.

The goal of The Suzanne Rogers Fashion Institute is to educate, support, promote and advocate for new talent at Ryerson University in fashion craftsmanship and design under

the School of Fashion's guiding principles of diversity, heritage, and innovation. With these goals and principles at the cornerstone of the SRFI programming, the Institute will foster and empower the next generation to pursue their greatest ambitions.

The creation of this one of a kind program was made possible through the generous \$1 million gift from the Edward and Suzanne Rogers Foundation. This gift offers the funding necessary to provide meaningful and impactful scholarships the benefit of the Fellows enrolled in the program.

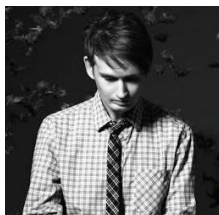


EDUCATE  
SUPPORT  
PROMOTE  
ADVOCATE





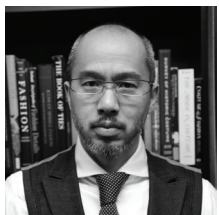
**JEANNE BEKER**  
TV HOST, EDITOR, AUTHOR



**DAVID DIXON**  
DESIGNER



**SUSAN LANGDON**  
TORONTO FASHION INCUBATOR



**DON LEE**  
MASTER TAILOR



**VICKY MILLNER**  
PRESIDENT, CAFA



**JEFF RUSTIA**  
CANADA FASHION GROUP



**LISA TANT**  
NORDSTROM, CANADA



**SUZANNE TIMMINS**  
RETAIL LEADER



**TODD LYNN**  
DESIGNER

# THE ADVISORY GROUP


Unlocking the full potential of future design talent requires the help of strong leaders. The SRFI has established an Advisory Group of individuals who are influential, connected and passionate. The Advisory Group has been selected because of their contributions and expertise that has helped shape the industry today. Their willingness to share the wisdom of the national and international industry gives the Fellows tools to better understand fashion as a business and as a platform for creative expression.

The Advisory Group is made up of storytellers, community-builders, insiders, and makers. Each member is guided by the mandate to enhance public awareness of emerging Canadian fashion design talent, identify and facilitate exceptional work placement opportunities in Canada and abroad, and assist in inviting fashion experts to conduct master classes in The Suzanne Rogers Master Class Studio.



# THE LAUNCH

**ON NOVEMBER 28, 2016** Ryerson University celebrated the launch of The Suzanne Rogers Fashion Institute. It was a night that brought together a range of guests from industry insiders including Jeanne Beker and notable politicians like Mayor John Tory. The fashion community enthusiastically embraced the opportunities created by the SRFI. A true testament to its impact on the fashion community in Canada.



SUZANNE ROGERS  
ADDRESSING THE CROWD  
AT THE SRFI LAUNCH



## THE LAUNCH





IN THE NEWS



SRFI ON CITYLINE  
NOVEMBER 11, 2016

THE LAUNCH OF THE SRFI GENERATED

22

MILLION IMPRESSIONS

WWD



Cityline

FLARE

TORONTO STAR

THE  
HUFFINGTON  
POST  
CANADA



# BECOMING A FELLOW

Talented, enthusiastic, unique and informed are just a few qualities that describe Fellows of the SRFI. These individuals receive support through a variety of opportunities aimed at realizing the promise of their full potential. In order to identify the most promising talent, the SRFI undergoes a multistage application process that includes an application package, installation, and interview. With efforts to attract the brightest talents, this process is offered virtually, giving all fashion design students and alumni the opportunity to impress the Selection Committee anywhere around the globe.

## THE PROCESS



### APPLICATION PACKAGE

Step 1: Applicants submit a manifesto, portfolio and a resume.



### INSTALLATION

Step 2: Taking inspiration from the masters level, selected applicants are given physical space to showcase their work.



### INTERVIEW

Step 3: Selected applicants to speak with the Selection Committee.

### THE SELECTION COMMITTEE

The Selection Committee offered their unique perspective on the business of fashion, luxury fashion design, and design education and applied their industry expertise to scope out the first group of Fellows. The inaugural Selection Committee included Marie Saint Pierre, renowned Canadian luxury designer; Nicholas Mellamphy, fashion retail expert; Wayne Clark, womenswear designer; P.Y. Chau, fashion design educator; and Robert Ott, Associate Professor, School of Fashion, and Director, SRFI.



MARIE SAINT  
PIERRE



NICHOLAS  
MELLAMPHY



WAYNE  
CLARKE



P.Y.  
CHAU



ROBERT  
OTT

**MARCH 8/13, 2017**

Inagural open house  
and info session

□ **SRFI OPEN HOUSE**

The SRFI opened its doors to prospective Fellows to introduce the Insitute. This session invited students and alumni to learn that the great opportunities the SRFI has to offer.

**APRIL 10, 2017**

Portfolio workshop with  
designer Todd Lynn

□ **FASHION DESIGN PROCESS  
WORKSHOP WITH TODD LYNN**

London based designer Todd Lynn spoke with students and Fellows about the importance of design identity in an inspiring talk that revealed the true face on the internation fashion scene.

**APRIL 19, 2017**

SRFI announces the  
Selection Committee

**MAY 2, 8 & 9, 2017**

Portfolio review,  
installation and interviews



19

APPLICANTS

10

INTERVIEWS

3

FELLOWS



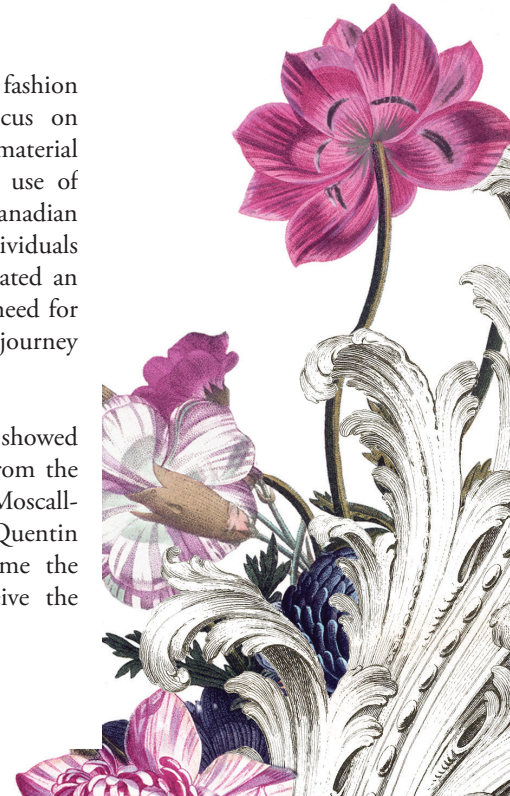
THE SELECTION COMMITTEE WITH ALEXANDRA ARMATA  
DURING INSTALLATION PROCESS



# THE INAUGURAL FELLOWS

Fellows of the SRFI are dedicated to fashion craftsmanship and design with a focus on tailoring and couture techniques, material manipulation and decoration and the use of traditional and original textiles with Canadian and global viewpoints. The individuals selected to join the Institute demonstrated an unquenchable thirst for fashion and a need for support to take the next steps on their journey into the world of fashion.

On July 12th, 2017, three Fellows that showed qualities needed to excel and benefit from the program were announced. Stephanie Moscall-Varey, Alexandra Armata, and Quentin Tecumseth Collier were invited become the inaugural group of Fellows and receive the benefits of Suzanne Rogers generosity.







# 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 has 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 his spring 2014 presentation. She also worked closely with former Ryerson's Designer-in-residence, Wayne Clark on her graduating collection, which was well-received and landed her in competitions and secured her a position with fast fashion giant Abercrombie & Fitch as a technical designer. In October 2018, stephanie decided to move back to Canada to focus on her own collection. She will be presenting her fall/winter collection at Toronto Women's Fashion Week in March 2018.

“ THE PHILANTHROPIC VISION OF SUZANNE ROGERS HAS ALLOWED ME TO BE CONFIDENT IN WHO I AM AS A DESIGNER AND HAS GIVEN ME THE COURAGE TO PURSUE ONCE UNIMAGINABLE GOALS. ”

## JULY 2017

Announced as inaugural Fellow to the SRFI

## OCTOBER 2017

Featured in FASHION Magazine, S/Magazine, and S/ Volume

## OCTOBER 2017

Moves from United States back to Canada

## NOVEMBER 2017

Begins her fall/winter 2018 collection

## MARCH 2018

Stephanie showcases her collection at Toronto Womens Fashion Week

## MAY 2018

Showcases her graduate collection in New Zealand for the iD Competition





# ALEXANDRA ARMATA

Instagram icon @alexarmata

Alexandra Armata graduated from the Fashion Design program in 2016 and 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. 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 studying post-graduate Womenswear Design at the acclaimed London College of Fashion.

“THE INSTITUTE HAS GIVEN ME A DEDICATED SUPPORT SYSTEM AND INCREDIBLE RESOURCES THAT LET ME TAKE THE NEXT STEPS TOWARDS PURSUING MY DREAMS.”

## JULY 2017

Announced as inaugural Fellow to the SRFI

## OCTOBER 2017

Featured in FASHION Magazine, S/Magazine, and S/ Volume

## OCTOBER 2017

Alex moves to London, England to begin her post-graduate diploma at 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. Quentin's 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 eleven, Quentin began designing two fashion collections a year, debuting his work in open-access shows for members of his community. In 2014 he studied with ESMOD Paris. In 2015, Quentin was accepted into the Fashion Design program at Ryerson University which he is now in his third year.

“THE SRFI HAS PROVIDED ME WITH EXPOSURE AND A STRENGTHENING OF MY FOLLOWING. I HAVE BEEN SUPPORTED FINANCIALLY AND HAVE MADE MEANINGFUL RELATIONSHIPS WITH CANADIAN FASHION LEADERS. I FEEL I HAVE MADE A LEAP FORWARD AND AM EXCITED FOR WHAT THE FUTURE WILL BRING.”

## **JULY 2017**

Announced as inaugural Fellow and the first undergraduate to join the program

## **SEPTEMBER 2017**

Quentin begins third year in the Fashion Design program

## **OCTOBER 2017**

Featured in FASHION Magazine, S/Magazine, and S/ Volume

## **NOVEMBER 2017**

Wins the Suzanne Rogers Undergraduate Award





### SRFI X FASHION X GARNIER OCTOBER 2017

The Garnier Ultra Colour Design Challenge provided a platform to introduce the Fellows and to showcase their original designs to a national audience. The co-branded program brought together fashion and hair colour as the Fellows used the Garnier Ultra Colour Collection palette of red, violette and bleach blonde as their main source of inspiration. The Fellows were given \$2500 to design and create an outfit that infused the energy of the hair colour.

### SRFI X FASHION SAKS EVENT

In celebration of the Garnier Ultra Colour Design Challenge featured in FASHION Magazine, the SRFI and FASHION co-hosted a night at Saks Fifth Avenue honoring the designs of the Fellows.





# SRFI LOOKING GLOBALLY

The SRFI is uniquely virtual, allowing the Fellows to receive the benefits of funding and programming anywhere around the globe. The universal perspective offered by the SRFI pushes the boundaries of the Fellows rather than place our Fellows in boundaries that can limit their creative journey. As the SRFI continues to grow in numbers, it will have the ability to impact industry from continent to continent and fashion capital to fashion capital.

## THE SUZANNE ROGERS MASTER CLASS STUDIO

The Master Class Studio is the hub that brings together fashion and education. Located in the heart of downtown Toronto, the Masterclass studio infuses energy of the city and offers the perfect location to learn, share and discuss the industry. The Suzanne Rogers Masterclass Studio is the first space dedicated to the SRFI and makes it known with its vibrant pink floors.





# PROGRAMMING IN THE MASTER CLASS STUDIO

## SPEED NETWORKING BREAKFAST

This face-paced event brought together the Advisory Group and the inaugural Fellows for the first time in an intimate setting. Each Fellow got 15 minutes to network with the Advisory to discover how they can benefit each other.



In December 2017, the SRFI introduced a breakfast talk series called “Fashion for Breakfast”. This series, happening 3 times a semester, tackles different topics on the fashion industry, from running a fashion house to strengthening Toronto’s fashion community. So far, the SRFI has been joined by Kyriako Caras, designer at Stephan Caras; Odessa Paloma Parker, Contributing Fashion Editor at The Globe and Mail; and Suzanne Timmins, former Fashion Director at The Hudson’s Bay Company. The SRFI is excited to invite more industry leaders as Fashion for Breakfast moves forward in the new year.



KYRIAKO CARAS SPEAKING AT “FASHION FOR BREAKFAST: BEYOND THE STUDIO”

# SRFI PARTNERSHIPS



## FASHION

### FASHION MAGAZINE DESIGN CHALLENGE

In November 2017 FASHION Magazine auctioned off their custom cover artwork by artist Benjamin Shine. This sale established a two-year partnership valued at \$12,500 that gives newly admitted Fellows the chance to create a new garment that will be featured on the pages of FASHION Magazine.

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The Institute aims to seek future partnerships as a way to enhance the benefits of the Fellows in the program.





# MOVING FORWARD

## THE SECOND SEARCH

Beginning in March 2018, the SRFI will begin the second search to find our next group of Fellows. The SRFI will welcome up to 6 new Fellows into the program.

## STEPHANIE MOSCALL-VAREY AT TORONTO WOMEN'S FASHION WEEK

On March 13 Stephanie Moscall-Varey will debut her fall/winter 2018 collection at Toronto Women's Fashion Week. This collection will also be used for her portfolio as she continues to apply for her masters.

## SRFI AT THE CANADIAN ART AND FASHION AWARDS

The SRFI will premiere its first promotional video campaign at the Canadian Art and Fashion Awards. This video will bring greater awareness of the SRFI and budding Fellow, Stephanie Moscall-Varey.

## ID INTERNATIONAL EMERGING DESIGNER COMPETITION

Stephanie Moscall-Varey will be travelling to New Zealand for iD Fashion Week to showcase her Ryerson Graduate collection in the International Emerging Designer Competition in May.

## FASHION FOR BREAKFAST

The SRFI continues to host Fashion for Breakfast as a way to bring together the Ryerson fashion community and to spark thought provoking conversations about timely fashion topics.

TO ME, THIS ISN'T A GIFT,  
**THIS IS AN INVESTMENT  
IN OUR TALENT.**

**-SUZANNE ROGERS**