

ANNUAL REPORT 2018



## MESSAGE FROM THE DIRECTOR | ROBERT OTT

Suzanne Rogers Fashion Institute (SRFI) began as an idea sparked by the passion of one Canadian leader with the foresight of knowing talent must be nurtured through dedication, compassion, and support. Today, the SRFI proudly represents five talented young designers with the capacity to shape the fashion landscape nationally and internationally. This precedentsetting program has been made possible because of the outstanding leadership and generosity of the Edward and Suzanne Rogers Foundation. Ryerson University, the Faculty of Communication and Design, the School of Fashion and its students and alumni greatly appreciate the Rogers family for recognizing the vital role that education plays in the fostering of young talent as the second year of the SRFI fellowship program concludes.

At the heart of the Institute lie its Fellows—Alexandra Armata, Matin Mithras, Stephanie Moscall-Varey, Olivia Rubens, and Jonah Solomon. Each of these young designers is dedicating themselves to a career that does not

come with a golden ticket. Through the help of the SRFI, their fearlessness to enter a career in fashion is backed by our mandate to educate, support, promote, and advocate. This year has shown how support can create a purposeful impact. The impact can be seen globally, with Fellows making their marks in different markets. It can also be seen here in Canada, by showcasing their work on national platforms.

The Suzanne Rogers Fashion Institute is a step towards creating a legacy that celebrates the unique perspective that our Fellows have by being Canadian fashion designers. As the Institute continues to grow, we celebrate the achievements of the next generation.





## MESSAGE FROM THE DEAN | CHARLES FALZON

n behalf of FCAD— the Faculty of Communication and Design at Ryerson University — I would like add my thanks to Suzanne and Edward Rogers for providing their visionary support for the most deserving emerging Canadian fashion designers through The Suzanne Rogers Fashion Institute. The international accomplishments of the SRFI Fellows to date illustrates what is possible when one invests in exceptional talent. The influence of the SRFI can be traced across the globe, through the work of its fellows and the exemplary partnerships it has fostered.

For seven decades, FCAD has been a leader in shaping the talent for the creative era. Our students push boundaries through creative excellence and new approaches to design, heritage, diversity and storytelling. 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 helping new and emerging fashion designers to raise their sights and achieve ambitious goals. In so doing, it is helping to put Canada and the Ryerson School of Fashion on the map as a wellspring of fashion innovation.

I hope you enjoy reading about the progress of the Institute, and the transformative impact it continues to have.



## BRIDGING THE GAP

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

COLLEGE

**DIPLOMA/** 

CERTIFICATE

INTERNATIONAL GRADUATE PROGRAMS CANADIAN ARTS & FASHION AWARDS

THE SUZA NNE ROGERS
FASHIO IN INSTITUTE

UNIVERSITY UNDERGRADUATE PROGRAMS

**EDUCATIONAL SUPPORT** 

FASHION ZONE AT RYERSON UNIVERSITY TORONTO FASHION INCUBATOR

**CAREER SUPPORT** 

JOE FRESH CENTRE FOR FASHION INNOVATION

## THE OPPORTUNITY

The SRFI 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 of the School of Fashion 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 professionals.

The goal of the SRFI is to educate, support, promote, and advocate for new talent at Ryerson University in the Faculty of Communication and Design in fashion

craftship and design. With these goals at the cornerstone of the SRFI programming, the Institute fosters and empowers 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. The funding provides meaningful and impactful scholarships for the benefit of the Fellows enrolled in the SRFI.









DAVID DIXON DESIGNER



SUSAN LANGDON TORONTO FASHION INCUBATOR



MASTER TAILO



VICKY MILNER PRESIDENT, CAFA



TODD LYNN
DESIGNER



LISA TANT NORDSTROM, CANADA



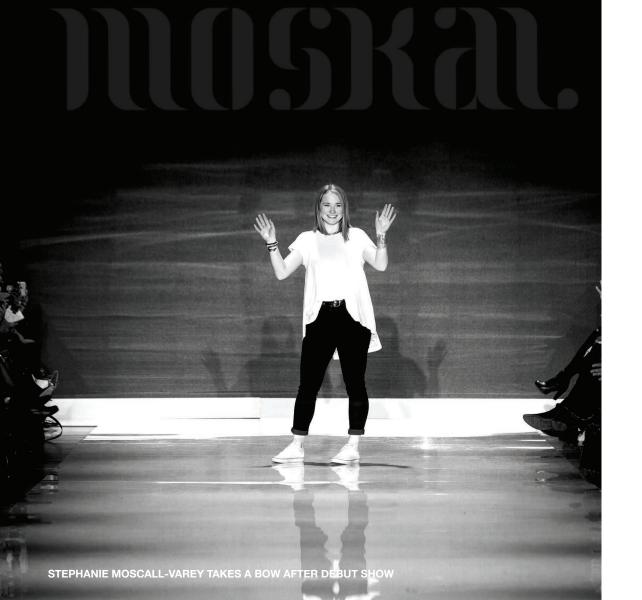
SUZANNE TIMMIN RETAIL LEADER

## 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 career opportunities in Canada and abroad, and assist in mentorship that provides invaluable insight into the global fashion industry.





## MAKING A DEBUT

**ON MARCH 13, 2018** Stephanie Moscall-Varey debuted her conceptual f/w 2018 'Rita' collection under the label Moskal at Toronto Women's Fashion Week.

Rita, an 84-year-old, no nonsense farmer from the Midwest, was Stephanie's primary muse. The collection explores how farming and irrigation practices profile the North-American landscape. The garments' organic shapes and structures are interpretations of satellite images of field layouts detailing crop segmentation juxtaposed against natural grasslands and forests.







#### A CLOSER LOOK RITA COLLECTION F/W 2018

The collection merges visual understandings of modern farming with themes from the Dust Bowl era of the 1930s. The mood is influenced by photographers Dorothea Lange, Theodore Jung, and Solomon D. Butcher whose work captured generations of strong women labouring on farms. The silhouettes are modern, contemporary reflections of utility clothing such as overalls, shirts, and work gloves. The rich color palette mixes earthy copper and brown with pops of bright yellow and deep teal.



STEPHANIE'S DEBUT SHOW RECEIVED NATIONAL & INTERNATIONAL COVERAGE:

VOGUE

Cityline S<sub>MAGAZINE</sub>

FASHION Fantastics

THE GLOBE AND MAIL\*





# FROM THE RUNWAY TO THE STREETS

**IN MAY 2018,** the SRFI participated in the first edition of URBANI\_T, an outdoor celebration of creativity and local talent produced by Groupe Sensation Mode based in Montreal.

The life-size photo installation of Stephanie's 'Rita' collection encouraged URBANI\_T attendees to navigate through the agricultural inspired exhibit in Toronto's downtown core.



#### **AUGUST 2018**

The SRFI installation was displayed in Montreal, Quebec at the 18th edition of Festival Mode & Design.

### **BECOMING A FELLOW** Talented, enthusiastic, unique and informed are just a few qualities that describe Fellows of the SRFI. To identify the most promising talent, the SRFI undergoes a multi-stage 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 of the School of Fashion 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.







THE SELECTION COMMITTEE

The Selection Committee offers their unique perspective on the business of fashion, fashion

design, and design education. Their industry expertise is used to uncover current students

For the second search, the SRFI Selection Committee included Izzy Camilleri, Canadian

fashion designer; Nicholas Mellamphy, fashion

retail expert; Wayne Clark, womenswear

designer; P.Y. Chau, fashion design educator;

and Robert Ott, Associate Professor, School of

and alumni fit to become a Fellow.



#### **INSTALLATION**



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



**NICHOLAS MELLAMPHY** 

Fashion, and Director, SRFI.





#### **INTERVIEW**

Step 3: Selected applicants speak with the Selection Committee.



CHAU



**ROBERT** OTT



## THE FELLOWS

**AS OF 2018:** 



Fellows of the SRFI are dedicated to fashion craftship 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 demonstrate 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 10, 2018** recent Ryerson Fashion graduate Olivia Rubens, and current students, Matin Mithras and Jonah Solomon joined the SRFI community. These Fellows will hone and develop their design practice through the support and mentorship provided by the Institute. The three new Fellows joined the SRFI's first co-hort, announced in 2017: Stephanie Moscall-Varey and Alex Armata.



OLIVIA RUBENS

(©) @livrubens

Olivia Rubens is a contemporary eco-friendly womenswear designer with a passion for textile and knitwear design. Olivia campaigns for issues involving women in the workplace. She is committed to continuing an important and sensitive dialogue to create unity and support for women in beauty, public relations, and technology.

Olivia grew up in Canada's capital, Ottawa, and obtained her bachelor's degree from Ryerson University in fashion design in 2015, with a semester abroad at Hong Kong Polytechnic University in 2014. She has participated and placed in numerous competitions, and most recently showed her f/w 2018-19 line at Toronto Fashion Week. Olivia is currently pursuing an MA Fashion in Design Technology Womenswear at London College of Fashion in England.

THE DEVOTION OF THE SRFI, RARELY SEEN ELSEWHERE IN THE FASHION INDUSTRY, HAS PAVED THE WAY FOR MY UNINHIBITED OUTPUT OF INNOVATION AND CREATIVITY WITHIN SUSTAINABLE MATERIAL DEVELOPMENT, AND TEXTILE, KNITWEAR AND WOMENSWEAR DESIGN.

#### **APRIL 2018**

Accepted to London College of Fashion for MA Womenswear

#### **JULY 2018**

Announced as Fellow of the SRFI

#### JULY 2018

Begins the Perfect Fit Design Challenge for FASHION Magazine

#### **SEPTEMBER 2018**

Moves to London, England to begin graduate studies

#### OCTOBER 2018

Featured in FASHION Magazine's sustainability issue

#### **DECEMBER 2018**

Featured in FASHION Magazine and S/Volume Magazine

#### FEBRUARY 2019

Presents her debut project at Vol. 1 MA Womenswear Fashion Show at LCF and places 2nd at the Powerpuff Competition



Matin Mithras was born in Iran, where he spent his childhood surrounded by creativity and learned sewing from his mother. Matin's creative exploration has involved drawing, painting, and graphic design, which he used to study interior design.

After completing his training, Matin worked as an architectural drafter in Tehran. Later, he and his family moved to Charlottetown, Prince Edward Island. Matin was accepted into the fashion design program at Ryerson University in 2015 and moved to Toronto from the East Coast to begin his journey in fashion. Matin is in his fourth year at Ryerson and will present his graduating collation at Mass Exodus in April 2019.

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THE SRFI HAS OPENED MANY DOORS AND OFFERED OPPORTUNITIES FOR ME TO AIM FOR MY BIGGEST DREAMS AND OVERCOME OBSTACLES.

#### JULY 2018

Announced as Fellow of the SRFI

#### **JULY 2018**

Begins the Perfect Fit Design Challenge for FASHION Magazine

#### SEPTEMBER 2018

Starts final year at Ryerson Fashion and begins researching his final collection inspired by Lee Miller

#### **NOVEMBER 2018**

Receives the Suzanne Rogers Undergraduate Award

#### **DECEMBER 2018**

Featured in FASHION Magazine and S/Volume Magazine

#### - APRIL 2019

Presents his final collection at Ryerson Fashion year-end show, Mass Exodus

MAI IN MITHRAS

(©) @matin.mithras



Jonah Solomon is from Thornhill, Ontario, and is in his third year of study at Ryerson Fashion. From a young age, Jonah was exposed to a wide variety of artistic media from his grandfathers — one a photographer, the other a painter. This exposure sparked a passion for the arts, which grew into a love for the fashion industry.

As Jonah develops as a designer, he looks to art as a source of inspiration. Jonah is equally passionate about fashion illustration, which he uses to bridge the gap between art and fashion. Jonah is currently on a one-semester student exchange program at Kingston University London in England.

BECOMING AN SRFI FELLOW HAS IMPACTED MY LIFE IN INSURMOUNTABLE WAYS. THE INSTITUTE HAS HELPED ME TO GROW AND STRENGTHEN MY CONFIDENCE AS A DESIGNER.

#### **– JULY 2018**

Announced as new Fellow of the SRFI

#### JULY 2018

Begins the Perfect Fit Design Challenge for FASHION Magazine

#### - SEPTEMBER 2018

Starts third year at Ryerson Fashion

#### OCTOBER 2018

Attends *Vogue Forces of Fashion* conference in NYC

#### NOVEMBER 2018

Receives the Suzanne Rogers Undergraduate Award

#### DECEMBER 2018

Featured in FASHION Magazine and S/Volume Magazine

#### JANUARY 2019

Moves to London, England for a onesemester exchange at Kingston University

JONAH SOLOMON

@jonah\_sol



STEPHANIE MOSCALL-VAREY

@moskal\_designs

Stephanie Moscall-Varey graduated from Ryerson University's fashion design program in 2015. Her upbringing in rural Southern Ontario sparked interest in the natural world around her. Influencing 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 School of Fashion Designer-inresidence, 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 2017, Stephanie decided to move back to Canada to focus on her own collection. Since her return, Stephanie debuted her f/w 2018-19 collection, Rita, at Toronto Women's Fashion Week and participated in the ID Emerging Designer Competition in New Zealand. Stephanie is currently living in England pursuing an MA Fashion in Design Technology Womenswear at London College of Fashion.

THE SFRI HAS PROVIDED ME RECOGNITION FROM HIGH-LEVEL FASHION PROFESSIONALS THAT WOULD TRADITIONALLY BE DIFFICULT TO ACCESS. THIS HAS BEEN PERTINENT TO MY GROWTH, BOTH IN CANADA AND ABROAD.

#### MARCH 2018

Stephanie showcases her collection at Toronto Womens Fashion Week

#### **APRIL 2018**

Attends the CAFA Awards and appears in a special SRFI video segment

#### **APRIL 2018**

Accepted to London College of Fashion for MA Womenswear

#### MAY 2018

Showcases her graduate collection in New Zealand for the iD Competition

#### **MAY 2018**

Featured on Cityline for her f/w 2018-19 collection

#### SEPTEMBER 2018

Moves to London, England and showcases f/w 2018-19 collection at Canada House for LFW as part of TFI

#### **NOVEMBER 2018**

Travels to Amsterdam for an intensive leather course at Ecco Leather



ALEXANDRA ARMATA

(i) @alexandraarmata

Alexandra Armata graduated from the Ryerson fashion design program in 2016. She's 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 Arts & Fashion Awards, earning a nomination in the Student Designer of the Year category.

With her interest in conceptual fashion, she hopes to continue designing collections that challenge her creativity. In fall 2017, she began studying postgraduate Womenswear Design at London College of Fashion. Alexandra is currently pursuing an MA Fashion in Womenswear at Central Saint Martins in London, U.K, and received the Isabella Blow Foundation scholarship.

THE SRFI HAS GIVEN ME THE SUPPORT TO CONFIDENTLY GO AFTER MY AMBITIONS AND THE DETERMINATION TO KEEP AIMING HIGHER.

**JUNE 2018** 

Successfuly completes the Graduate Diploma Design Fashion Technology at LCF

JULY 2018

Accepted into Central Saint Martins for MA Fashion Womenswear

**SEPTEMBER 2018** 

Begins her MA at Central Saint Martins

**OCTOBER 2018** 

Awarded the Isabella Blow Foundation Scholarship for a Canadian CSM MA student

**DECEMBER 2018** 

Featured in FASHION Magazine at a Canadian fashion designer in London to watch

**FEBRUARY 2019** 

Assists MA design student in final collection and is presented in CSM MA press show at LFW



## SRFI & LONDON FASHION WEEK

The High Commission of Canada and the Toronto Fashion Incubator gave Canadian fashion design up-and-comers a platform to showcase their work to the London fashion industry ahead of London Fashion Week. The SRFI was joined by honorary patron, Suzanne Rogers. This was the first major international fashion event for the SRFI and was Stephanie's first time showing a collection in a major fashion capital.

#### **SEPTEMBER 13, 2018**

The SRFI celebrates Canadian fashion with The High Commission of Canada and the Toronto Fashion Incubator.







#### SRFI X FASHION X MAYBELLINE THE PERFECT FIT DESIGN CHALLENGE

FASHION Magazine and the SRFI teamed up for a second design challenge with beauty giant Maybelline to introduce the new Fellows in a national campaign using empowering female archetypes as their muse. Each Fellow received \$1500 to design and construct a daywear look that honoured the goddess-like power in all women.

In the same issue, Alexandra Armata and Stephanie Moscall-Varey were highlighted as emerging Canadian designers in London to watch.

#### **AWARD WORTHY CONTENT**

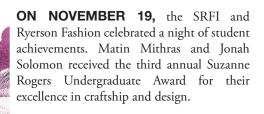
FASHION Magazine received the gold prize at the Pearl Awards for Best Overall Content Program for its collaboration with the SRFI and Garnier. The Garnier Ultra Colour Design Challenge was featured in the October 2017 issue of FASHION Magazine.













### DREAM BIG

### THE SRFI CELEBRATES PASSIONATE YOUNG CREATIVE WHO DARE TO DREAM BIG.

Alexandra Armata joined the Institute as an inaugural Fellow in 2017 and has since demonstrated the power of hard work and aspirations. After spending a year at London College of Fashion in a postgraduate diploma program, Alexandra was accepted into Central Saint Martins (CSM) for MA Womenswear. Upon acceptance into the renowned MA program, Alexandra received the Isabella Blow Foundation Award which will fund her experience at CSM. The SRFI supports designers who are willing to take risks and make impactful steps towards their fashion careers.







## A FASHION PERSPECTIVE

In 2018, the SRFI focused on providing programming that would widen the fashion perspective of its community and provide insight into the world of fashion.

#### TREND TALKS WITH TREND UNION

Trend Union, a leading international trend forecasting authority, visited the SRFI to talk about the power of intuition in a two-part seminar: first revealing trend forecasting methodologies, then followed by a look at how spirituality relates back to multiculturalism, fashion, textiles and colour for the winter seasons to come.

#### **SRFI SCREENING SERIES**

In the later months of 2018, the SRFI screened *McQueen*, the breathtaking documentary on the life and career of Lee McQueen. In March 2019, the SRFI is excited to screen the critically acclaimed documentary *We Margiela*.

#### A GLOBAL CONNECTION

#### **FEBRUARY 1, 2019**

The SRFI sponsors the live stream broadcasting the debut show of the 1st year MA Womenswear students at the London College of Fashion. Allowing a global audience to view the designs of Olivia Rubens, Stephanie Moscall-Varey and their talented peers.



### SRFI PARTNERSHIPS

### THE SCHOOL OF FASHION

at FCAD

The home of the SRFI, Ryerson School of Fashion is the place to study fashion design, communication and culture. For 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 graduate degree Master of Arts in Fashion

#### **FASHION**

In 2017 FASHION Magazine established a two-year partnership valued at \$12,500 that gives newly admitted Fellows the chance to create a complete look that will be featured on the pages of FASHION Magazine.



URBANI\_T launched in May 2018. The SRFI has partnered with the Montreal production to showcase the Fellows and increase the national awareness of the Institute.

## FASHION ZONE

Starting in 2018, the Fashion Zone at Ryerson University offered Stephanie Moscall-Varey, Olivia Rubens, and Matin Mithras a complimentary membership. This partnership will give the Fellows resources on fashion entrepreneurship as they begin to develop their personal brands and will become an optional benefit for future Fellows.

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



### **MOVING FORWARD**

#### THE THIRD SEARCH

In March 2019, the SRFI will begin the third search to find the next group of Fellows. The SRFI expects to welcome up to 4 new Fellows into the program.

#### **MATIN MITHRAS AT MASS EXODUS**

On April 6, 2019, Matin Mithras will debut his fourth-year collection at Mass Exodus. Matin is the first Fellow to show at Mass Exodus while being a part of the SRFI.

#### **URBANI\_T & MONTREAL**

The SRFI will continue its partnership with URBANI\_T in Toronto (June 27-29, 2019) and Festival Mode & Design in Montreal (August 19 - 24, 2019).

#### **SRFI AT THE CATALYST**

The Catalyst at FCAD is a large-scale space for scholarly, research, and creative activities. In 2019, the SRFI will have dedicated wallspace for displaying work and sharing the story of the SRFI.

#### FASHION MAGAZINE MADE FOR ALL DESIGN CHALLENGE

The FASHION Magazine design challenge enters its third round. Newly named Fellows will be challenged to create a look inspired by the Maybelinne Color Sensational Made for All lipstick collection. The final designs will be featured in a fall issue of FASHION Magazine.



### FASHION'S GODMOTHERS

#### SUZANNE ROGERS, THE SRFI, & VOGUE ARABIA

Honorary patron, Suzanne Rogers, featured in the March 2019 issue of VOGUE Arabia. *Fashion's Godmothers* looks at three global fashion visionaries making a difference through their unique philanthropic initiatives.

Launched in 2016, VOGUE Arabia provides the same trailblazing content of the original publication to a Middle Eastern audience. This article is a significant milestone in the international dissemination of the SRFI story, celebrating the momentous opportunities created by Suzanne Rogers' support of the Institute.



#### **INSPIRE THE ASPIRING**

