SPRING FASHION
Meanings aren’t typically associated with the colors of one’s wardrobe. However, research has shown otherwise. What message are you sending?

**By Lacee Solis**
**The Collegian**

**PINK**
Pink is more soothing and less intense than red. It conveys compassion, romance and femininity. Don’t plan to wear this calming hue if you need a stream of energy to get through the day. The color’s connection with an open heart makes it a perfect date-night pick.

**CLUTCH $23, Stella Laguna Beach**

**PURPLE**
Looking to feel regal, sophisticated and royal? Then purple’s your color. The color is associated with luxury and creativity. Purple is a statement color that fulfills the wearer’s desire to get noticed and feel like a one-of-a-kind non-conformist.

**GREEN**
Green is the color of nature and since nature is abundant, it is the easiest color on the eye. This calming and refreshing color is one of spring’s most popular pigments, because it represents new growth. Wearing green can help the wearer feel more relaxed, so add it to your wardrobe during midterm and finals week.

**BLUE**
Blue is one of the most popular colors in fashion and channels peace and tranquility. Fashion experts suggest wearing blue to a job interview because it indicates loyalty. Studies show blue also stimulates creativity, so wear it when you need an innovative boost.

**WHITE**
If spring weather makes you yearn for summer days ahead, wearing white can help satisfy that longing. Considered a summer color, its popularity lies in the color’s simplicity. White represents peace and clarity, which makes it an ideal choice when you need a fresh outlook.

**BROWN**
Brown conveys a sense of familiarity, since it is most associated with the color of the earth. It embodies things found in nature, and endorses feelings of stability. Opt for this color when you’re feeling insecure about a new position or task.

**BLACK**
In the fashion world, nothing is more timeless or stylish than black. It is the ultimate color of authority and power, but can also imply submission. The color insinuates an aura of mystery, which may be why many artists and fashion designers wear little else besides black.

**ORANGE**
Orange is extremely high energy and stimulating, and makes a person appear playful. Wear orange if you’re embarking on a new project and need some extra motivation. Orange is one of the most difficult colors for some skin tones to pull off, so choosing the right shade is essential.

**RED**
If you want attention, wear red. This extreme color is associated with love and sexuality, as well as energy and vitality. Wearing red makes a person appear powerful and confident. Heed with caution, as the color can also make the wearer look heavier.

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**YELLOW**
Yellow is the perfect shade to lift spirits, so wear this pick-me-up hue when seeking optimism and cheer. The color increases brain stimulation, which makes it a good pick during a big project or exam. Wearers beware: the color is the most difficult for the eye to take in and can be overwhelming if overused.

**SHIRT $25, Debts II Society**

**CLUTCH $23, Stella Laguna Beach**

**HAT $25, Debts II Society**

**ONLINE EXCLUSIVES:**
- **Allie at Random:** Pets & personal style — how the two relate more than you think.
- **Gypsy Life:** Economy influences a ‘grown up’ fashion week.
- **The Vlog Life:** Two local designers talk fashion & feature a few items from their spring collections.
Local retailers took on the challenge of selecting their favorite style of the season for men and women. The Laundry Room and Valentino’s Rock N’apparel rifled through its spring collection in search of the perfect addition to any wardrobe.

**HIS**

“The black skull embroidered western shirt worn with black skinny jeans, creepers and accessories represents the timeless Rock N Roll, Punk and Rockabilly styles that Valentino’s has been rocking for many years,”

—Laurie Valentino

Valentino’s Rock N’apparel


**HERS**

“The black cherry print swing dress is a rockabilly style that can be worn for daytime or evening. The retro style dress and accessories represents one of the directions that Valentino’s has been going forward with for the past 25 years,”

—Laurie Valentino

Valentino’s Rock N’apparel

DRESS $25, Pin Up Couture. NECKLACE $35, Gasoline Glamour. ROSE $5, Electra Cute. HAND BAG $68, Lux de Ville. PUMPS $58, T.U.K.

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wasn’t until last year, she got to break the piggy bank. Gotelli, a second-year fashion merchandising major, accomplished the dream of creating her own business.

Located in the Windmill shopping center on Herndon and Fowler Ave., Bliss Boutique, stocks the latest fashions for men and women. From English Laundry, Rock Revival, True Love False Idols, Toku, Silver Star and MEK jeans to locally handmade jewelry with Swarovski crystals.

To help achieve this, Gotelli recruited Teryn Ashley Yancey as the exclusive jewelry designer.

Prior to the store opening in August, Gotelli, along with her mother Kathy and older brother Steven, stuffed their garage up to the rafters with clothes and accessories while searching for the ideal location to set up shop in time for summer.

The Gotelli’s had been informed it would take up to five months to sign a lease. But while time hadn’t slowed down for them, fate brought them down the street to the boutiques current location.

They were able to snatch up a corner spot in the shopping center with heavy traffic that draws attention from drivers when they’re stopped at the nearby traffic light.

“Even still, as the economy has forced many local businesses to close, it has failed to stop Bliss. “I knew in my heart; in my head that this was what I wanted,” Melissa said. “If we can handle it in this economy we can handle it in any.”

Jessica Morrow, colleague and longtime friend of Melissa’s said that even as a little girl, she was always persistent about opening a shop. “We used to be in dance class together and Melissa would always say ‘I’m going to own a store called Bliss,” Morrow said.

Being a full-time student and running her own business hasn’t stopped Gotelli from collaborating with local nonprofits. Bliss has partnered with the Marjaree Mason Center, an organization that aids victims of domestic abuse and homelessness. “We’re not looking to make a fortune,” Kathy said. “We are looking to offer beautiful clothes to people who need and want it.”

“Nothing beats your own experience,” she said.

― Melissa Gotelli, Bliss Boutique

By Suan Xiong
The Collegian

Before she even knew how to drive, 19-year-old Melissa Gotelli began brainstorming and investing. As a child, Gotelli saved money she received on her birthday. However, it

The owner of one of the city’s newest boutiques stocks spring’s latest fashions.

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Do-it-yourself is not just a mantra for interior design and home maintenance, it’s a concept that can be applied to clothing as well. This approach to fashion can help build a one of a kind wardrobe for the spring season. Not only will it keep the fashion conscious in style, but it will keep money in their wallets.

A printing company, Drive By Press, specializes in DIY printmaking. Drive By Press is a band of designers who tour the country in a van replete with heavy-duty printing equipment promoting what they call accessible and affordable “guerrilla art.”

Greg Nanney and Joseph Velasquez started Drive By Press in 2005 when they met in graduate school at the University of Wisconsin. The two found that they shared a passion for printmaking. Nanney and Velasquez both sold off their possessions, ranging from art to instruments, to fund the 600 pound 14th century-style printing press they use to do on-site shirt pressings.

The two travel the country working a variety of events. They display their one of a kind apparel at art exhibitions, university campuses and at concerts for bands like Spoon and Chromeo.

“It’s an educational endeavor, that’s the whole idea behind Drive By Press,” said Nick Alley, who has worked for the Drive By Press team for a little over a year. “It’s art for everyone. It’s affordable and really gives access to not just people who go to galleries and museums and corporations that buy a lot of art, but regular folks.”

Customers become part of the printmaking experience after they order a shirt from the Drive By Press team. They can then customize the color, style of pressing, and position on the shirt, making the final product of each shirt a unique creation. The pressings are made when designs are cut out of a block of wood and filled with ink. The wood block is then pressed onto blank apparel. The designs are all custom-made by the team.

“T hey’re getting art out there in a cool way that non-art people will like.”

— Alicia Cortez.
Art major

Matt Hopson-Walker, an art professor at Fresno State, has been involved with bringing the Drive By Press team to college campuses. Hopson-Walker said that he was so impressed with their ability that he invited them to Fresno State as soon as he was hired.

“I first met the Drive By Press guys at the [Southern Graphics Council] and [Mid-America Print Council] printmaking conferences. I was blown away by their ideology, presentation, DIY attitude, and general printmaking excitement,” Hopson-Walker said.

“They have a great impact on our print students and really get them excited about their own art. They are disseminating art and a passion for the act of making it.”

“T hey’re getting art out there in a cool way that non-art people will like,” Cortez said. The printing for the shirts costs $20 unless one is provided, reducing the price to $10. Alley said that working for the Drive By Press team has been a remarkable experience.

“We wake up every day excited to get to do what we do,” Alley said.

Samples of the teams work can be viewed at their Web site, drivebypress.com.
The Borg Identity

As head of his own clothing company, Kenneth Borg opens up about his renewed self and the key behind his accidental success.

The difference between WallStreet Clothing and other brands is the political and financial ideas behind it, it's not just another design on a T-shirt.

— Kenneth Borg, WallStreet Clothing

By Danielle Gilbert
The Collegian

Wall Street may just be a street in lower Manhattan, home to many investment firms which harbor the powerful and corrupt, but to business entrepreneur major Kenneth Borg it’s the name that changed his game.

Borg was born in Gilroy, Calif. and moved to Long Beach in the seventh grade. Borg envisioned a future in football. By 19, he left sandals behind in exchange for cleats when he got recruited to play football for Fresno State. Borg had grand aspirations. However, after tearing his ACL twice forced the former defensive end to medically retire.

Although an upset, the injury allowed Borg to invest in a youthful passion—fashion. In high school Borg’s friend, Nick Brucculeri, began printing T-shirts embossed with political slogans. What began as a teenage hobby turned into a legitimate company by the time he entered college. Soon after, the two friends became business partners and WallStreet Clothing was established.


However, Borg doesn’t believe in keeping enemies. “I don’t know what that says about me,” Borg said. “That’s up for you to decide.”

When Brucculeri came up with the idea to start their own clothing brand, Borg jumped on board. “I was all about it,” Borg said. “It’s been non-stop ever since.”

As Brucculeri studies abroad in Milan, Italy Borg was busy discovering alternative ways to advance WallStreet Clothing.

The boy’s Southern California lifestyle has bound WallStreet Clothing to a certain demographic. The clothing line has only previously been promoted at concerts as well as skate and surf competitions. However, on May 7 the game will change for Borg once again.

Fresno State’s very own B-Sharp Productions, a club that televises on-campus events on Comcast channel 96, will orchestrate its first ever fashion show in the Phoebe Conley Art Building. Borg, alongside Allen Robateau of Phaymus Lifestyle and Nicole Coelho of Royal Rabbit, will headline the fashion while B-Sharp documents the show.

Shortly following spring break, B-Sharp will hold auditions and select 20 to 40 students to cat walk for “The Fresno State Collaboration Fashion Show.”

Despite it being WallStreet Clothing’s first time on the runway, it’s not its first rodeo. “The fashion show won’t really be our target audience,” Borg said. “But it is a great opportunity to work with fellow students and put something cool together like this. I think it will be really fun.”

Borg has transformed himself from what he recalls as “close-minded” to clothes-minded. “I am always going to sell tee’s—even if it’s slowly. It will always just give me enough money to print more tee’s, if it grows it grows, if it doesn’t it doesn’t.”

— Kenneth Borg, WallStreet Clothing

COMMENT: The Collegian is a forum for student expression. http://collegian.csufresno.edu
Almost Phaymus

Up-and-coming fashion designer Allen Robateau is no quitter — and if you don’t know him by name, you soon will.

By Julie Bounchareune
The Collegian

At the ripe age of 19, Allen Robateau created his own clothing line. Phaymus Lifestyle can be seen worn on NBA players Brandon Jennings, point guard from the Milwaukee Bucks; and Stephan Curry, point guard from the Golden State Warriors. Another celebrity customer is R&B and Soul artist, Mateo.

With the idea that everyone has the aspiration of making it and becoming famous, Phaymus Lifestyle was born. Robateau’s line includes: shirts, sweaters, sweat suits, tank tops, crew necks, hats, polos, cardigans and socks. Robateau wants to provide customers with a celebrity look without having to sacrifice style to save money.

“H

e is very hungry and ambitious. I speak with a lot of entrepreneurs who talk-the-talk but do not put actions into it.”

— Stephanie Reilly, CEO of POParazzi Jewelry

“My ideal customer is someone who has a focus on others’ happiness as much as his own.”

Robateau is in the Entrepreneur Mentorship Program (EMP) which is offered through the Lyles Center for Innovation and Entrepreneurship, an entrepreneurial center located in the Student Recreation Center. The program connects students with local successful professionals.

“You receive personal and professional advice from your mentor,” Robateau said. “As well as their failures, successes and how they came up.”

Through the EMP, Robateau was partnered with John Stewart, president and CEO of Pearson Realty.

“Allen has a passion for his business and is willing to learn all he can to be a success,” Stewart said. “Doing something you enjoy can overcome many hurdles.”

This year Robateau entered Phaymus Lifestyle into a Dream It! Win It! student business plan competition, which is also offered through the Lyles Center. Winners will be announced in May and will receive cash prizes and office space in the Lyles Center Hatchery.

Robateau is currently working on the second season of his clothing line titled “Finally Phaymus.”

“My first season, ‘Broke to Become Phaymus,’ is just me paying my dues. And ‘Finally Phaymus’ is my designs getting out there,” he said. “I am letting people know what Phaymus Lifestyle is about.”

In five years, Robateau’s goal is to make Phaymus Lifestyle mainstream. He wants to collaborate with celebrities on pieces, and add shoes, denim, eyewear, luggage and school supplies to Phaymus Lifestyle.

“If there is one quote Robateau lives by it is, “Quitting requires no talent.” “Anything can get you down, but it is about how you get back up that determines your character.”

— Allen Robateau, Phaymus Lifestyle

If the mural on the North West side of the Phoebe Conley Art Building is any indication of designer Allen Robateau’s future, than Phaymus Lifestyle will still be relevant after its 15 minutes.

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ything can get you down, it is about how you get back up that determines your character.”

— Allen Robateau, Phaymus Lifestyle