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Stylish sins

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CEDAR FALLS --- On April 14, the seven deadly sins will get a whole lot prettier.

During University of Northern Iowa's 15th annual style show, all seven sins --- greed, lust, gluttony, vanity, wrath, sloth and envy --- will take center stage in the forms of garments created by UNI students. The free show is completely student-produced, spilling over into classes and challenging aspiring designers to fit their garments to the given theme. More than 70 creations will grace the runway this year, with some students submitting 10 or more pieces.

"The pieces this year are absolutely amazing," said textile and apparel major Amy Heinick. "I think that the students are much more excited about it this year. ... Being the 15th annual show, we wanted to do something completely different than in the past."

A group of cosmetology students from Ames will help with hair and makeup, said Heinick, one of the show's three senior directors, and a live DJ will provide music for the models on the catwalk. As with each UNI fashion show, some materials stray from the traditional. This year's show boasts dresses made from Target shopping bags, condoms and even pennies.

Heinick and the other two student directors, Lacy Hooyer and Alyssa Stokesbary, each have one part of the show they are responsible for. Though some scheduling was set up last year, planning kicked into high gear in January, said Stokesbary, who is working on the show's public relations team. Taking such a direct hand in organizing the event gives students more than just design experience, said Hooyer.

"It's taught me a lot about working with that many people and trying to put together one cohesive show," she said. "Everyone has their own ideas, and we have to bring that all together."

After graduation, Hooyer will follow in the footsteps of other UNI alumni and intern with top fashion designer Betsey Johnson in Manhattan. Stokesbary is still weighing her options, and Heinick, who has an interest in the merchandising side of the fashion business, is looking at opportunities with Target or Lands End.

The style show is the perfect hands-on learning opportunity for the seniors, who are just starting to wrap up their final college semester.

Stokesbary, who saw all 11 of her submitted garments chosen for competition, is looking forward to one sin in particular.

"I'm thinking greed is going to be my favorite, because all the pieces seem to fit perfectly in that section," she said.

Of the five pieces Hooyer will show, her favorite --- a dramatic coat --- will be part of the greed section.

"I got the fabric in New York City, and it's something I couldn't find around here," said Hooyer. "It has a big fur collar and a lot of presence. (Fur) is something I had never worked with ... it was the most challenging piece to make, so it's my favorite."

Heinick is a fan of wrath, the dramatic sin that will close the show. The piece she entered --- a red leopard-print strapless gown --- will be a part of that section as well. She said it's interesting to watch the progression from

show to show each year.

"You can see students develop. ... It's neat to watch students grow and kind of evolve into the person they're going to be," said Heinick.

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UNI junior Melissa Elsbernd is fitted in a white gown constructed by fellow student Angie Hall in preparation for the UNI spring fashion show.

JESS LIPPOLD / Courier Staff Photographer

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