

For Immediate Release

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Williamsville teen draws upon zodiac for fashion style

Williamsville (Feb. 26, 2018) - Students in the Fashion Design and Merchandising program at Erie 1 BOCES will have their handmade outfits take to the runway for all to see during the 2018 FUSION Fashion Show: Industrial Revolution at Buffalo State College.

Now in its ninth year, the FUSION Fashion Show on Thursday, March 15 will showcase the work of nearly a dozen seniors from high schools across Western New York, including Jalen Reed of Williamsville South High School. The show takes place at 7 p.m. in the college's Campbell Student Union Social Hall, 1300 Elmwood Ave., Buffalo.



To Jalen, one of the most inspiring aspects of the fashion industry is the creative freedom in making a garment. That independence and uniqueness sparked her interest.

“There’s a wide variety of styles, and an infinite combination that can be made,” she noted. “My designs for the fashion show were inspired by my zodiac sign, Gemini. The Gemini is considered both bad and good, so I decided to create garments that are half-conservative, while also being edgy and provocative.”

Jalen has broadened her sewing skills while at Erie 1 BOCES. She has also enjoyed meeting people connected to the industry and gaining advice from those that share in her passion.

After graduation, Jalen plans on majoring in fashion design, while focusing the rest of her energy on opening her own clothing store.

Erie 1 BOCES’ two-year Fashion Design and Merchandising program at the Harkness Career & Technical Center teaches students how to dress, style and create trends based on design elements and the fashion cycle. Students also create a successful business plan for a fashion boutique, setting them up for future success.

The fashion show is free and open to the public. Doors open at 6 p.m. Unreserved tickets will be available at the door. Questions may be emailed to instructor Darlene Borchert (dborchert@e1b.org).

Jeans, T-shirts and dress shirts will be accepted at the fashion show as part of a donation drive to benefit Goodwill of Western New York. The students’ upcycled fashions that will be featured at the show were created from clothing items donated to the class by Goodwill. Visit www.goodwillwny.org for more information.

About Erie 1 BOCES

As part of public education, Erie 1 BOCES offers a variety of career and technical programs during the regular school day to high school students in Erie County. High school students interested in learning more about how they can participate in

various programs such as fashion design, web and gaming technologies, health careers or aviation technology, should visit www.e1b.org/cte or speak with their high school counselor.

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