

**KRISTEN CARUSO PAULOS, FASHION MERCHANDISING**

**MANAGEMENT**, is director of global communications for Yigal Azrouël, Inc. She oversees public relations, digital marketing, social media, corporate communications, and brand identity for the New York-based fashion company. That includes organizing runway shows and convincing influential stylists to dress the A-list in Yigal Azrouël. "Some people might find it silly to dress a celebrity," she says, "but if one celebrity wears your look, it works its way to retail sales and ultimately affects your bottom line."



A Yigal Azrouël fashion show.

## 2005

**CONNIE TAM-TAI, COSMETICS AND FRAGRANCE MARKETING,**

created Miyu Beauty, a cruelty-free line of facial serums matched with soothing teas. Tam-Tai has produced two serums: De-Stress Mi, with five minerals and licorice; and Hydrate Mi, with goji berries and a powerful moisturizing compound. The serums are light enough to be dispensed as a facial mist, and the herbal teas, which contain some of the same ingredients as the serums, complement their effects.



The line of Miyu Beauty products.

## 2008

**KOFI ESSEL, FASHION DESIGN**, is an associate designer for Nautica, in men's woven shirts. Each season, the creative director gives Essel and his manager a theme and direction and they pitch new color combinations, styles, and details. Of the 100 or so designs Essel creates each year, about 60 percent go into production. He also works with the merchandising team to keep top sellers in rotation.



Essel at his desk.

## THE SAFETY OF OBJECTS

**LAURA MINA, FASHION AND TEXTILE STUDIES: HISTORY, THEORY, MUSEUM PRACTICE '10**

This is no ordinary balloon. It's an anoxic (i.e. low-oxygen) treatment chamber in the conservation lab at the Philadelphia Museum of Art. "When objects travel, or are in open display in the museum, they are vulnerable to pests," Laura Mina says, shown here checking the oxygen meter. "For example, webbing clothes moths will eat protein fibers." During her three-year appointment as a Mellon Fellow in Costume and Textiles Conservation for the museum, Mina works on installations and cares for objects in the conservation lab. "Before objects are returned to storage, they're treated to ensure that no pests are brought into the storage area. The treatment kills insects in all life cycles from egg to adult." Objects are sealed in a vapor-impermeable chamber, in this case made of aluminized polyethylene film; nitrogen is pumped in while oxygen is removed, and the enclosure is monitored for a full week. A coworker gave the chamber a face so it would resemble the title character from *My Neighbor Totoro*, a Japanese animated film. "Even though we take pest management seriously," Mina says, "we like to have fun, too."—Alex Joseph



Mina checks the oxygen meter on the anoxic treatment chamber.

## 2011

**SAYAM KOCHAR, FASHION MERCHANDISING**

**MANAGEMENT**, founded Techpacker, a free cloud-based app that automatically creates the tech packs that technical designers use to communicate specifications to factories. The app, currently in beta testing, also helps connect independent fashion designers with reliable factories overseas.

**SONNI CARUSO POLIFRONI,**

**DIRECT AND INTERACTIVE MARKETING**, launched 59threads.com, an e-boutique that sells apparel and accessories from emerging designers, including Tracy Vanderbeck, Accessories Design '05, who makes handbags from exotic skins. Polifroni runs the site with her sister, whose funky fashion-forward taste counterbalances her own sophisticated, modern aesthetic.



Polifroni wore her best-selling top, a cotton shirt with leather scales, to Fashion Week.

## 2012

**DANIELLA SAMPER, PRODUCTION MANAGEMENT:**

**FASHION AND RELATED INDUSTRIES, FASHION**

**DESIGN '10**, founded Of Radical Playhouse, a fashion-forward clothing line produced by Indian artisans using traditional fabrics and embroideries. She creates the looks, and her husband, Sayam Kochar (see 2011), handles the business side. They met while studying in FIT's program in Florence, Italy.



A dupion satin turtleneck and neoprene skirt with silk panels made from recycled saris.

## 2013

**CLEMENCIA GUILLEM, FASHION MERCHANDISING**

**MANAGEMENT**, volunteers as a board member of Green Tree, a nonprofit textile recycler in New York. The organization, founded in 2011, collects clothing and scraps in green bins around the city. Business apparel is donated to a dress-for-success program, other clothing to the poor in Africa and the Caribbean, and toys to local families in need; scraps are sold to the recycled fibers market to be made into insulation or industrial wipes.