

FASHION IS A LANGUAGE.

WHAT ARE YOU COMMUNICATING?

TREnDS

**FASHION FORUM
MAY 23, 2015**

Sheraton Centre
Toronto

“ It’s time for us girls to **dare to be different**, to break out of the cookie cutter mould and create a unique sense of style that best expresses **who we are** as people. It’s time to **change** the face of fashion. ”

— SHANNON HALE
CO-FOUNDER OF TREnDS

Welcome to TREnDS’ first national event, *“Fashion is a Language: What Are You Communicating?”* The Fashion Forum is a celebration of our 10th anniversary and a testament to the dedication of many volunteers and sponsors. It brings together some of Canada’s most creative minds from fashion, life-coaching, journalism and more. We would like to thank all our speakers from various parts of Canada and the US for offering their time and talent to make our event a success.

An event of this magnitude wouldn’t have been possible without the generosity of many people. First of all, we would like to thank our Silver Sponsor **Shoppers Drug Mart**, our two Bronze Sponsors **dk Leadership** and **Remax Brampton**, and all those who made personal donations. A special thanks to **Hudson’s Bay** for providing the clothing and to all the volunteers who worked tirelessly to make this day a success.

TREnDS’ mission is to accompany women as they discover their personal style and present a richer vision of beauty to the fashion industry and their peers. Many women today face pressure to define themselves by narrow and even objectifying standards of beauty. Fortunately, many other young women and their friends are saying that there is another way, one that affirms their uniqueness and intrinsic value. The members of TREnDS from across Canada, know that the image they portray through fashion expresses their personality and tells a story about who they are.

Finally, we especially thank the girls from the TREnDS Brampton/ Mississauga chapter for sharing with us their dream for the 2015 Fashion Forum. It has been a capstone on a 10 year project that is all about beauty rooted in self-worth. We are confident that the message will continue to resonate beyond this day, spurring even greater commitment and initiative in the TREnDS community.

We hope that the practical and theoretical workshops, together with the keynote address and fashion show, inspire you to get creative and communicate who you are through the clothing you wear. Enjoy the Forum!

- SHANNON A. JOSEPH
TREnDS PRESIDENT

- MARY REIS
FASHION FORUM CHAIR

FASHION FORUM SCHEDULE: MORNING

8:00–9:00 **REGISTRATION**

9:00–9:25 **OPENING ADDRESS | Room: Main Ballroom**

By Shannon Joseph, TRENDS President

9:30–10:30 **THEORETICAL WORKSHOPS**

& **Pick 2 of the following 5 sessions:**

10:45–11:45

WORKSHOP 1 | Room: Simcoe
True Beauty - Expanding our Vision (for Teens)

By Shannon Joseph, TRENDS President

In a world of Instagram and Facebook where images are shared daily, it is easy to narrow our vision of beauty and lose sight of the complex and unique beauty each person brings to the world. This session is about cultivating a broader vision of beauty so that we can appreciate it in others and ourselves.

WORKSHOP 2 | Room: Kent
A Healthy Lifestyle for Teens: It's All About that Balance

By Catherine Lau, Consultant

Girls receive so many messages telling us who we are — “It’s all about that bass” — and creating pressures that shouldn’t be part of our lives. How does one keep perspective? This session is about equipping girls to be true to who they are through healthy lifestyle, fitness, friendship, fun and renewal.

WORKSHOP 3 | Room: Kenora
Women, Media, and the Niqab

By Barbara Kay, National Post Columnist

Kay will explore the question of women in the media today, what motivates them and what issues they cover. She’ll reflect on her own experience and how it led to her approach on opinion writing, including on women’s issues. The session will delve into clothing and the role of “honour,” particularly with respect to the niqab and its use in Canada.

WORKSHOP 4 | Room: Huron
The Power of First Impressions

By Mary Sheehan Warren, Fashion Consultant

In all areas of life, professional or academic, we are judged by how we dress, speak and act. First impressions can powerfully shape people’s perceptions of us. Attend this session to discover how to master the art of making a good impression.

WORKSHOP 5 | Room: Wentworth
Looking Fabulous At Any Age!

By Eleanor Warren, Consultant

Modern society seems to only celebrate one way to be beautiful and one demographic that embodies that look. The truth is all women bring beauty to the world. Attend this session to learn how to look fabulous at any age and be a great role model for all the women around us.

12:00–1:30

LUNCH | Room: Main Ballroom

FASHION FORUM SCHEDULE: AFTERNOON

1:30–2:30
&
2:45–3:45

PRACTICAL WORKSHOPS

Pick 2 of the following 6 sessions:

WORKSHOP 1 | Room: Kenora Skincare and Makeup (for Teens)

By Ming Tsang, Mary Kay Consultant

You only have one face! Determine your skin type, daily care and what makeup works best to enhance your natural beauty.

WORKSHOP 2 | Room: Kent Be the Movement – Social Media Campaigning (for Teens)

*By Vivian Cabrera, Social Media Coordinator,
Salt and Light Television*

“Be the Change You Want to See in the World.” Are you tired of the media and culture bombarding you with messages you don’t agree with? You can do something about it! Come learn more about different people and organizations who said ‘enough’ with the negative messages they were receiving and did something about it! In this session you’ll gain the practical skills in social media campaigning that will help you become the change you wish to see in the world.

WORKSHOP 3 | Room: Huron Elements of Style: Looking Your Best

By Mary Sheehan Warren, Fashion Consultant

The three elements of style for women:

1. Proportion and Fit
2. Fashion Personality and Confidence
3. Use of Colour as Cosmetics

4:00–5:00

WORKSHOP 4 | Room: Elgin Mirror Image – Having Amazing Hair

By Cindy Duplantis, Stylist, Koi Hair Studios (Brampton)

Picking the right haircut and colour for your face shape.

WORKSHOP 5 | Room: Wentworth Become a Smart Accessories Wearer!

*By Angela Campbell, Endless Possibilities Image Consulting,
epicimageconsulting.ca*

Accessories — scarves, purses, necklaces, belts — can transform your look, adding energy, colour, texture and personality. Find out the latest on making accessories work for you and for communicating your personal style!

WORKSHOP 6 | Room: Simcoe Using Makeup to Your Advantage

*By Michelle Hutton, Certified Makeup Artist,
whataprettyface.ca*

Skin tone colour match, how to use colour to make your eyes pop. Tips and tricks to go from day to a night time look.

TREnDS | Room: Wentworth A National Movement: Speak and Breakout Session

By Shannon Joseph, TREnDS President

TREnDS fulfills an important mission in Canada equipping girls to embody a new fashion trend, one that affirms their intrinsic worth and unique style. TREnDS has always grown as a grassroots movement and this session explores the role all participants can play in helping the movement continue forward. This will be an opportunity for participants to react in small groups and share ideas about how to bring TREnDS to their schools and communities.

5:00–7:00 **BREAK**7:00–8:00 **KEYNOTE ADDRESS | Room: Main Ballroom**
SPILL YOUR GUTS: 3 LESSONS TO BUILD YOUR CONFIDENCE*By Dr. Karyn Gordon, CEO & Founder of dk Leadership*

This powerful and inspiring presentation is about understanding the power of attitudes, setting and accomplishing goals, striving for a life of excellence, and building healthy self-esteem. It explores the stories of international musicians and the obstacles and lessons they had as teenagers. The presentation then turns “talk-show” format and Dr. Karyn demonstrates how different attitudes impact every decision young people make, affecting their motivation, friendships, etc. The audience will leave with strategies for breaking through barriers that are holding them back from realizing their dreams and full potential.

8:00–8:10 **BREAK (CASH BAR AVAILABLE)**8:10–9:00 **MOTHER / DAUGHTER FASHION SHOW | Room: Main Ballroom**

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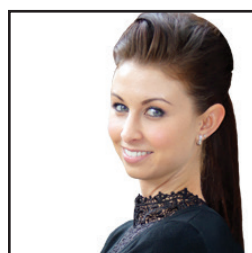
VIVIAN CABRERA is the social media & community coordinator for *Salt + Light Television* leading station's presence on Twitter, Facebook and other media. Originally from Texas, she is a recent graduate in communications and is passionate about being part of the public conversation on culture, society and entertainment. She is a regular contributor to the TREnDS blog.



ANGELA CAMPBELL is a certified image consultant and personal stylist. She started her business, *Endless Possibilities Image Consulting*, to pursue her dream of helping women showcase their inner beauty through their sense of style. Angela has always been passionate about fashion, beauty and promoting positive self-esteem and believes in empowering women of all ages to be true to themselves whether in fashion or life in general. Now raising a daughter of her own, Angela sees firsthand how important it is to teach young women that their value is not determined by anything or anyone else but themselves. She studied Image Consulting at George Brown College and also trained with the International Image Institute, one of the top training Institutes in the World.



CINDY DUPLANTIS is a hair stylist at the much-celebrated *KOI Hair Studio* in Brampton. Cindy was a finalist for both the Mirror Image and Contessa Award. She currently works with CityLine Marilyn Denis show doing hair make-overs. With award-winning hair styles, KOI offers unparalleled quality hair services and is the leading salon for Toronto Fashion Week.



MICHELLE HUTTON is a freelance makeup artist living in the Toronto area, whose passion for fashion and makeup inspire women to enhance their natural beauty and feel amazing no matter what the occasion. Her 7 years' experience coupled with her flair for personalized customer service working as assistant store manager at *Kiel's*, make her an expert for weddings, proms and parties alike. Michelle is a graduate of the Fashion Arts program at Humber College and also holds a Cosmetology diploma from Blush.



SHANNON JOSEPH is the current board president of TREnDS and has extensive background in youth engagement and member based organizations including as North American Director for the New York based *World Youth Alliance*. She is a sustainability professional, a recreational triathlete and is keen on encouraging young women to become forces for good, helping to communities and a society that affirms the beauty in all people.



BARBARA KAY is a columnist for the *National Post* newspaper, renowned for her critical views on feminism and the 'double standard'. Barbara studied English literature at the University of Toronto and obtained her Master's degree at McGill University. She went on to teach at Montreal-area universities and CEGEPs while forging ahead with her career in journalism.



ELEANOR WARREN is a consultant and entrepreneur offering advice on fashion for women of all ages. She is a longtime friend of TRENDS and has led various workshops for our chapters on various elements of style.



CATHERINE LAU is a behaviour consultant, swimming instructor, early childhood specialist, and jack of all trades. One of her hobbies is buying clothes (that don't fit) on sale and modifying them accordingly. She is a strong advocate for promoting physical and mental health as she has worked with individuals of all ages with special needs. Catherine has an educational background in science, psychology, behaviour analysis and disability studies.



MARY SHEEHAN WARREN is a motivational speaker, trainer and founder of *ISYFashion* (It's So You! Fashion!). Formerly, she co-founded and directed *Elegance In Style* (EIS), a program used by fashion and image consultants to train their peers. Having grown up in Washington, D.C., she went on to study at University of Maryland, College Park and now lives in Springfield, Virginia with her family.



MING TSANG is a *Mary Kay* consultant and skin care and makeup professional from Toronto. She has delivered numerous workshops related to skin care and cosmetics and is passionate about helping young women look and feel their best by bringing out their natural beauty.

Dr. Karyn Gordon

presents

SPILL YOUR GUTS: LEARN 3 STRATEGIES TO BUILD CONFIDENCE



Dr. Karyn is one of North America's leading relationship/parenting experts, a best-selling author, media personality, motivational speaker and founder of dk Leadership. Her mission is to inspire people to dream their best life, learn the tools and do it! She is passionate about teaching EQ Leadership Skills (Motivation, Time Management, Organization, Decision-Making, Confidence, Communication & Career Direction) to help develop thriving relationships at home (with ourselves; parents & kids/teens; husbands & wives) and at work (intergenerational: gen Z, gen Y, gen X, boomers, traditionalists; mentors & mentees; teachers & students).

<http://www.dkleadership.org>

MODELS

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Michelle Hutton
Adrianna LeBlanc
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2015 FASHION FORUM COMMITTEE

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Cristina Lucca	Sofie Wassmer

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Con Herrera	Frances Pope
Julia Krikorian	Marielli Rodriguez
Kaitlyn Krikorian	Guinevere Santaguida
Olivia Krikorian	Yuware Usuanlele

SPECIAL THANKS TO VOLUNTEERS BEHIND THE SCENES:

Ulrika Drevniok	Nicole Scheidl
Maria Irizar	Ayako Shimizu
Liz Govier	Erin Thorpe
Stephanie Joasil	Natalie Valle
Katie Marsala	Dianne Wood
Leah McLean	Ceci Woodard
Ramina Odicho	Sheraton Centre Hotel, especially Donna Duquesnay and Jorge Lopez Monsrea
Encarnita Ortega	
Rachel Ottenbreit	
Margarete Salonga	

MISSION & VISION

Teens Reacting Effectively and Discovering Style (TREnDS) is a national Canadian project established to empower young women aged 13–18 to discover a sense of style rooted in authentic self-worth and to present a richer vision of beauty to the fashion industry and their peers.

Additionally, TREnDS endeavours to train young women so that they, in turn, can raise awareness among their peers, by providing appropriate level courses, seminars, and workshops on healthy body-image, self-esteem, and beauty.

With the collaboration of some professionals, TREnDS is still led by teens, for teens aged 13–18 and has reached thousands of women over the past 10 years through monthly and annual activities.

WHEN DID TRENDS BEGIN?

TREnDS began in Toronto in 2004, when four teenage girls decided that something needed to be done in response to the growing uniformity in teen fashion and the increasing tendency to objectify young women. The dream binding them together was to discover their own individual styles and make the voice of teens heard by the fashion industry. Along with a mentor, TREnDS was their response: a fashion and image project was born. Today, there are five chapters of TREnDS: Ottawa, Toronto, Brampton, Sarnia and Vancouver.



trendsfashion.ca



gta@trendsfashion.ca



TREnDS (Non-Profit Organization)



@trends_canada



@TREnDS_CAN



VANCOUVER

Erin Thorpe
erin-marie@hotmail.com

OTTAWA

Jacqueline Scheidl
trends.Ottawa@gmail.com

BRAMPTON

Mary Reis
maryreis22@yahoo.ca

TORONTO

Cristina Lucca
cristinalucca@gmail.com

SARNIA

Shelley Aarssen
shelleyaarssen@hotmail.com

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