

# KIND FASHION

PHILLY

JESSIE  
WARE

LIFE IN COLOR

KIND FASHION

**BEST DATE  
IDEAS EVER.**

AND ALL UNDER \$100

STARTING  
OFF IN

**New  
York  
City**



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## Starting off in NYC

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# STARTING OFF IN NYC

LANDING AN INTERNSHIP

ADJUSTING TO CITY LIFE

TURNING IT INTO A FULL-TIME POSITION

## LANDING THE INTERNSHIP

### *1. Start in their Retail Location*

Companies love to hire from within their organization. If you know you want a summer internship in NYC, start by researching retailers who are headquartered in the city. Make sure they have an internship program and that the program has positions that interest/suits you. Once you narrow it down to a few companies, apply to sales associate jobs at a retail location near you. To better your chance of getting hired as a sales associate, go into the store and show your face! Make sure you dress appropriately and bring a copy of your resume to give to the store manager. It doesn't hurt to have a little sheet with your availability and references listed on it either. This shows you are proactive and ready to start! When it comes time to apply to an internship at the corporate office be sure to tell your general manager! Most times they can reach out to the district manager and put in a good word for you.



### *2. Apply, Apply, Apply!*

Applying to internships takes time and it's important to apply to as many as you can. Don't apply to just one, wait to hear back, get turned down (maybe) and then repeat the process. Apply to a bunch. Most internships have a long interview process so don't be discouraged if it takes a while for a company to get back to you. New York City internships are super competitive! The internship I had over the summer chose 50 people out of 5,000 applicants. That is a 1% acceptance rate! So be open to any opportunity that you might enjoy!

### 3. LinkedIn is Your Friend

If you are applying to a job, look up employees on LinkedIn who already work there. That person might even be a second or third connection. Reach out and ask if you could get coffee with them. Most people are eager to help young college kids launch their careers. And, it never hurts to make more connections. That connect might not be in charge of hiring you, but when the interview comes around, you can share how you spoke to someone in that department and have an understanding of what the job entails. The “name drop” is beneficial to both you and the person you spoke with. It shows that you took initiative and it shows that the other person is speaking highly of their job.

### 4. Prepare for the Interview

Once you land an interview, study up on the company. Nine times out of ten you will be asked: “What do you know about our company and why do you want to work for us.” Responding with “I like your clothes” isn’t enough. Research the company’s history, corporate responsibility efforts, and product line. Most internships start with a phone interview, followed by a video interview, and finally an in-person interview (I know – it’s a process!). For the phone interview, have a copy of your resume in front of you with notes. That’s the great part of phone interviews – they can’t see you! Speak clearly and enthusiastically. For video interviews, make sure you are dressed nicely and your computer’s video/audio is working.

Also try to find a quiet place where you will not be interrupted by any distractions. As for an in-person interview, be sure to be early, bring your portfolio, and be confident! Oh, and be yourself!



### 5. Thank Everyone

It is so important to send thank you emails and notes to anyone after an interview or conversation. These go a long way in showing that you care about the company and really want the job. Try to include details about what you spoke about in your note to show that you listened and valued the conversation.

## ADJUSTING TO THE CITY

### 1. Meet People

The best way to adjust to a new city where you might not know anyone, making friends is key. is to get some friends. You will meet some people at your internship, but it’s also good to have some friends outside of the workplace. It might sound crazy, but Bumble BFF is a great way to meet new people in the city. Hundreds of interns make accounts just for summer. I met one of my best friends from NYC the app and I highly recommend it.





## *2. Give Yourself Time to Get Around*

The subway system can be intimidating, to say the least. It is important to give yourself plenty of time to get from one place to the next. Google Maps and iPhone Maps have great subway directions. I recommend giving yourself an extra 15 - 20 minutes than the navigation system says it will take. You might miss the subway and have to wait 12 minutes for the next one.

## *3. Write A Bucket List*

There is a ton of things to do in the city and you want to make sure you get to them. Write a bucket list of all the places you want to visit and activities you want to do. Once you have your bucket list, you can schedule visits with friends and save for more expensive activities in advance.

# GETTING A FULL-TIME OFFER

## *1. Talk to your Manager*

The first step in landing a job from your internship is talking to your manager. Complete your tasks correctly and efficiently. Ask for additional assignments to show your eagerness and curiosity. Ask to shadow other team members to learn about other roles within the organization and learn more about other departments. Anything that shows your passion for the business will give your manager all the more reason to recommend you for a full-time position.

## *2. Contact Human Resources*

After getting your manager's stamp of approval, contact a Human Resources representative who can help direct you. HR managers know all the job openings and often times know of positioning that are coming down the pipeline. Arrange a meeting with HR to show your interest and build a relationship.

## *3. Apply Before your Internship Ends*

Make sure you schedule a time to talk to HR a few weeks before your internship ends. It's usually easier to apply as an internal candidate. Also, most companies post jobs on their company's hiring system before posting it to the public. Often times, applying before your internship ends gives you a better chance of landing the job.

## Indoor Sky Diving

Adventure seeker? Try indoor sky diving. It's a fun change from the typical Friday night movie and dinner routine. iFly is a company that offers this. No previous experience is necessary and it's perfectly safe. There are locations all over the United States and priving starts at just under \$50 a person.

# Date Night Done Right

ALL UNDER \$100

Unique date night ideas to  
spice up your Saturday night.

## Cooking Class

Instead of sitting and waiting for your meal why not make it yourself! Schedule a private cooking class! The food is even tastier when you make it yourself, and you'll learn a new recipe.



## Pottery//Ceramics

Painting with a Twist and other ceramic locations serves as a casual and creative date night. You can bring your own booze and enjoy a glass of wine while painting a plate. Pottery classes are also a great date idea. It's a little messy so make sure you wear something you don't mind getting mud on.





## Wine Tasting

Nothing is better than sipping wine and eating cheese on a Saturday night. Enough said.



## Comedy Show

There are tons of comedy shows in bars and clubs in major cities. Most are 21+ so enjoy a beer or two, but try not to spit out your drink laughing when the punch line hits.



## Movie Tavern

Movie taverns are a romantic way to experience an intimate dinner while watching a new featured film. Most locations are quaint and have great options on the menu. You usually choose your meal when purchasing the tickets online. Other locations have their own app where you can order food during the previews.

## Ice Skating & Hot Chocolate

There are plenty of outdoor skating rinks in the winter. Bundle up with your honey and enjoy some time on the ice. Warm up after with some hot chocolate afterwards by the fireplace. Try adding a splash of vodka to your hot coca - it's quite tasty!

# JESSIE WARE

@JESSIE\_G\_WARE

**11 QUESTIONS**

**FASHION DESIGNER**

**FRIEND**

**MODEL**

7

photos by  
Steve  
Edwards  
@skephoto



# 1 Tell me a little about yourself.

"I am a fashion design major, but I wasn't always. Before I transferred to Thomas Jefferson University, I went to Juniata College, where I changed my major maybe five or six times. I tried zoology, political science, journalism - the whole nine yards. After sophomore year, I thought, **"You only live once, might as well do what you love, Jess."** Transferring also brought me a lot closer to home."







"One  
thing  
you can  
always  
count on is  
me having  
a **blazer**  
on hand."



## 2 How would you describe your style?

Honestly, it's hard to say. My style changes with whatever I'm feeling. One thing you can always count on is me having a blazer on hand. I'm obsessed with them! There is a decent amount of black in my closet, but I like to pop a few colors in there to break it up. I guess you could say my style is classic, daring, and unique.



Blazer & Trousers:  
White House | Black Market  
Top: KIND FASHION  
Scoop Neck

### 3 Why fashion design?

To me, it was the **only option.** I tried every major I could but I never found joy in them. I took a chance and it's one I don't regret.









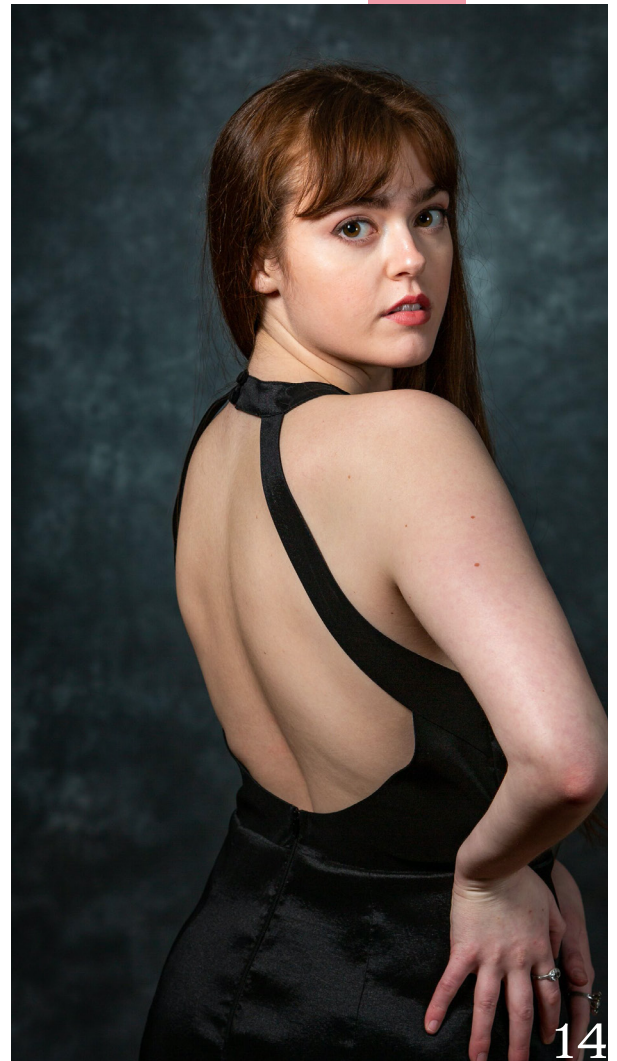




# 4

## Does being a model change your perspective on fashion design and affect the way you design your work?

I'm not your regular 5'10, size-0 model. I have curves and I'm 5'5". Being an atypical model, has helped open me up to diversity. I want to create designs that include all body types and are inclusive in every way possible. I want every woman to feel beautiful and strong in my designs.



# 5

What's the favorite piece of clothing you have made/  
favorite collection?

// The intimate apparel collection for the Eileen-Komar West Scholarship was my favorite collection. It was a six-look intimate apparel collection that was inspired by the Eurythmics' song ***Sweet Dreams (Are Made of This)***.

The song is about how everyone in this world has a dream, and they are willing to do anything to achieve that dream. Because of that, you have to be tough to accomplish your dream. You have to be strong .

The collection showcased the

**strength,**

**resilience,** and

**determination** women need in this world. //











## 6 . What are your career aspirations?

I want to run my own **lingerie and intimate apparel** company that prides itself on inclusion. I want to create a line that has over 40 different shades of nudes. I want every woman to get their own bra and underwear that actually matches their skin tone.



# 7 Who are your favorite designers?

My top three designers are

**Versace,**

**Alexander McQueen, &**

**Giambattista Valli.**

Versace was my first love, specifically Versace's Fall 1992 collection. It's the perfect mixture between strong and sexy.

Alexander McQueen helps me embrace my edgy side. He always had such unique silhouettes with impeccable tailoring.

Giambattista Valli has been a new obsession of mine. I love how feminine and romantic his designs are. It's something new to me and makes me want to embrace my softer side.





Jacket:  
White House |  
Black Market





Trousers:  
White House |  
Black Market  
Top: KIND FASHION  
cropped hoodie



# 8

## Where do you get inspiration for your looks?

A lot of times. my inspiration comes from songs. Nine out of ten times I will be listening to a song and suddenly I imagine a look walking down the runway, and then another and another... By the end of the song, I've just finished making collection in my mind. The remaining one out of ten is based on my emotions. Whether it's love, anxiety, or hope, I take that emotion and translate it to my collection.

# 9

## What's your favorite part of designing?

The conceptual design and actual design parts. I love thinking about concepts and then sketching them out. The process gives me a thrill every single time.

# 10

KIND FASHION is all about making the fashion industry a kinder place. How do you and your designs contribute to this goal?

//

I want to create designs that are **inclusive** and help women see how **beautiful** they truly are.

Lingerie and intimate apparel have the power to make women feel their absolute best.

If every woman could see how strong, how beautiful, and how powerful she is, she can conquer the world.

//











What's your advice to young people who want to study fashion or become a model but don't have the confidence to make the leap?

Don't let the fear of striking out keep you from playing the game. As corny as it might sound, it's the truth.

Push as hard as you can,  
work as hard as you can,  
and you'll be surprised by how much you can  
accomplish.

If you take that leap, I can promise you that you won't regret it.

## SHOES



anvito Rossi  
ebbie Chain Leather  
ndals  
,295

## Chains

We saw the chain detail hit the market in belts and purse straps a few seasons ago. Now shoes are the bearer of this trend. Chains add a unique edginess to any classic look, providing depth and interest to any outfit.



Tom Ford  
Wishbone Chain  
Peep-Toe Pumps  
\$1,390

Valentino  
Garavani Chain Detail  
45mm Pumps  
\$488

## Platforms

A fun combination of sandals and platforms, platforms are hitting this summer market in a big way. Platforms elevate the casual sandal into a heightened staple shoe.

Valentino  
Garavani Rockstud  
Ankle Strap Espadrille  
Sandle  
\$795



Chloe  
Lauren  
Scalloped  
Platform Sandle  
\$595



Miu Miu  
Patent Double-Strap  
Platform Pumps  
\$750

## Mary Janes

Mary Janes are no longer just found in your grandmother's closet. Chunky heels and jeweled buckles add some personality to the traditional shoe silhouette.



Fendi  
Mary Jane Glossy White  
Neoprene Pumps  
\$990



Salvatore Ferragamo  
Ortensia Mary Jane  
Pump  
\$730



Miu Miu  
Crystal and Faux Pearl-  
Embellished Satin Pumps  
\$950



# Bows

Did bows ever really leave the fashion industry? I tend to disagree. Bows add a sprinkle of femininity to a shoe and have a certain level of sex appeal. The Aquazzura heels (right, center) are reminiscent of the seductive bunny ears Arianna Grande wore in her Dangerous Woman music video.



SHOES

Fendi  
Bow Slide  
Sandal  
\$790

Aquazzura  
Deneuve Colorblock  
Pointed Toe Pump  
\$750

Christian Louboutin  
Clare Bow Slingback  
Pump  
\$995



Wandler  
Isa Metallic Leather  
Slide Sandals  
\$470

By Far  
Lily Leopard-Print  
Suede Slide Sandals  
\$430

Sigerson Morrison  
Carissa Strappy  
Metallic An-  
kle-Wrap Sandals  
\$350

# Square-Toed

A 1930's look made modern, square-toed shoes are making a comeback. Paired with anything from trousers to party shorts, these cuties are sure to complete your outfit.

# Florals

Nothing screams warm weather like an oversized Hibiscus flower hanging off your heels. Floral patterns and details of various sizes will add a dramatic statement to your wardrobe this summer.



Prada  
Floral Patent Ankle  
Pumps  
\$790

Cecelia New York  
Hibiscus Sandals  
\$225

Giuseppe Zanotti  
Leather Flower  
Strappy Sandals  
\$1,350



# KIND FASHION

together, let's be kind



WWW.KINDFASHION.NET  
@KINDFASHIONPHILLY

