

ISSUE 1 | 2019

INSPRD

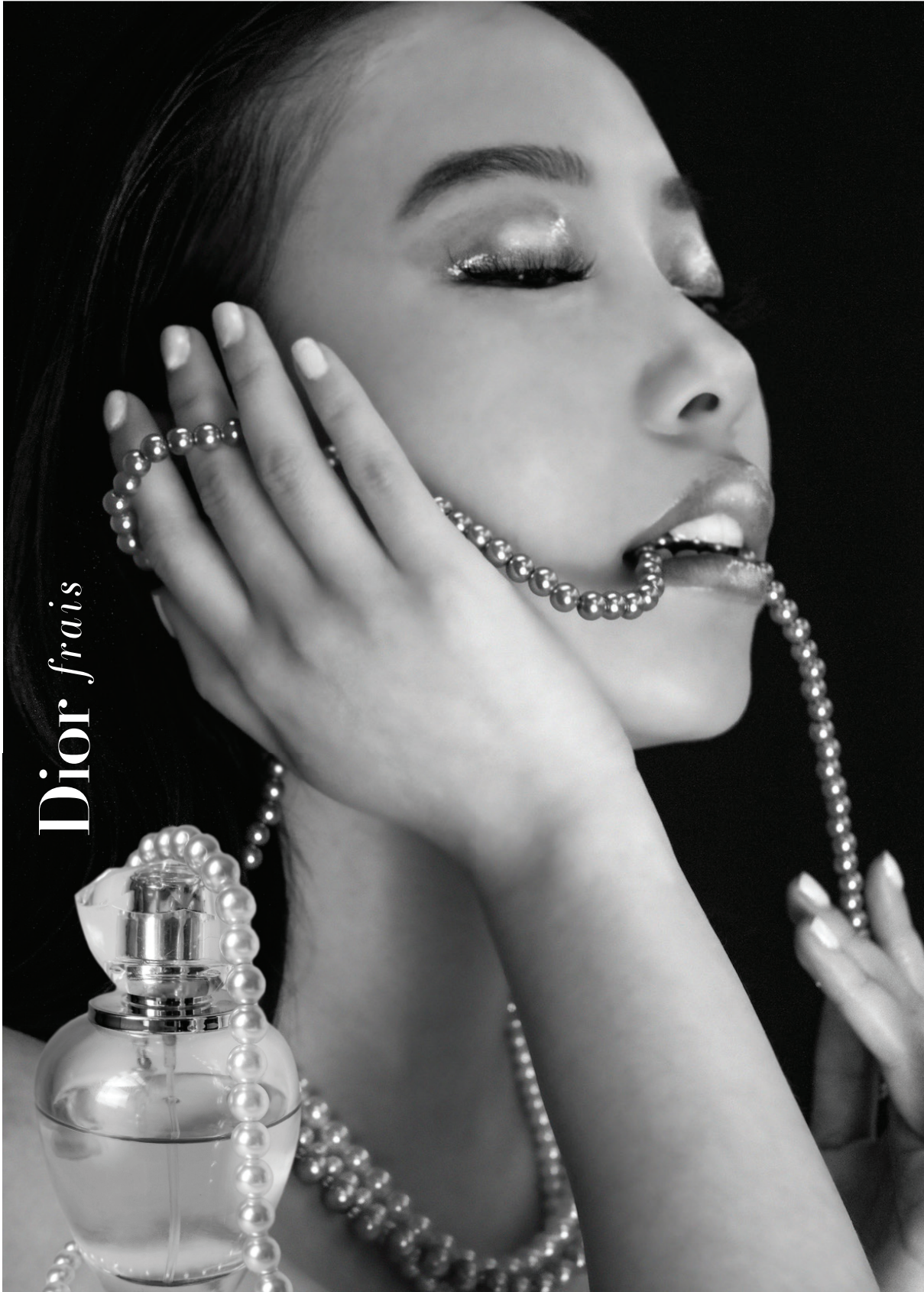


Designer Feature
ANA MARIA IORGA

Model Feature
GREIS DODONA

the most
INSTA WORTHY
places in Toronto

Dior frais



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Meet Ana

Haute couture, powerful women, and a modern twist on fashion from the 50's and 60's. You'll find it all in the jaw-dropping work of Ana Maria Iorga - this issue's featured designer. Take a sneak peek at her newest collection, and go behind the scenes of her amazing creations.

Inside Their Mind

Have you ever wondered what it's like to be a model in the Toronto fashion industry? We sat down for a Q&A with one of the city's rising stars, Greis Dragoti, to find out.

10
6



APRIL 2019



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Trending in TO

Up for an adventure? We've got you covered with a guide to the city's most instagramable places. Swim with the fishes at Ripley's Aquarium, take a walk along the glistening waterfront, or shop until you drop at the Toronto Eaton Centre! Whatever you choose to do, we promise your feed will thank you for it.

New in the Industry

TOM* is dead, and so is his sister. Toronto Men's and Toronto Women's fashion week have officially shut down. Find out what's next for Toronto's biggest annual fashion show, and what it will mean for the city's industry.

Up and Coming

Where do designers come from? In Canada, Ryerson University in Toronto, ON houses the sole University-level fashion program. In the heart of Toronto, these young creators are shaping the future of Toronto's fashion industry.

INSPRD

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Lily Vo
Kaitlyn Krestiankova
Diana Sanchez

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Ana Maria Iorga
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*Photography by Lily Vo on the double page article featuring Model Greis Dragoti. All other photography by Mia Yaguchi-Chow unless otherwise indicated.

EDITOR'S LETTER



INSPRD

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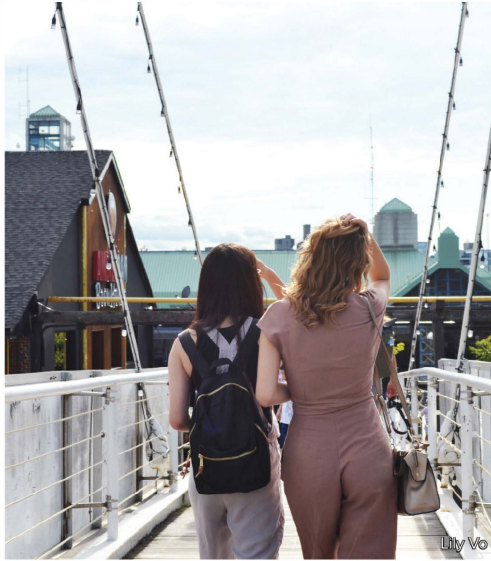
What makes a city unique? Beyond infrastructure, architecture, its streets and attractions, imagination breathes life into the city. It manifests different realities that colour the city into an expressive attitude. Today, Toronto is a creative incubator for many talented artists who are inspired by the contemporary aesthetics of the city. From design and fashion, to music, media, and the visual arts; Toronto has proven time and time again that it's filled with untapped talent. Creators are the soul of the city, always looking for new and inventive ways to present their stories and showcase their abilities. In an era full of corrupt politics, tragic losses and shifting societal values, we need art to communicate. To bring joy. To inspire.

INSPRD's mission is to showcase local talent and help our readers navigate the creative aspects of this cosmopolitan city. Fashion is a form of expression. It tells a story - your story - in a way that nothing else can. Toronto is our canvas. Fashion is our paintbrush. You are the artist. Get INSPRD.

sincerely, INSPRD team



Mwangi Gatheca



Lily Vo



Eloise Ambursley



Patriek Tomasso



Matthew Henry

insta places

by: Diana Sanchez

the 6 is the perfect city for your newest
instagram post. Get creative with your
feed and visit the following locations:

1. SUBWAY TUNNEL
2. HARBOURFRONT
3. CITY STREETS
4. KING WEST
5. YORKVILLE CAMERA WALL

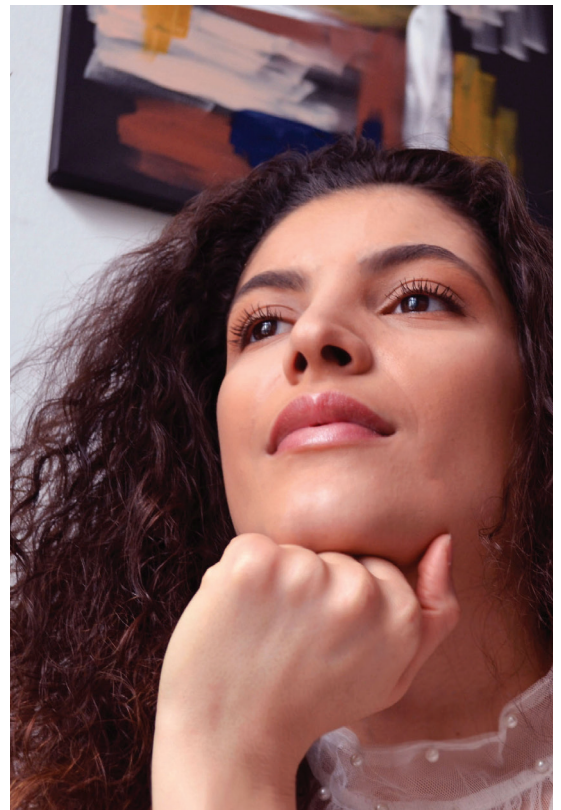


Q: How did you first get into modelling?

A: I never set out to be a model, really, it's really quite funny how I first got into it. It was always a path that others would set up for me, and although I loved fashion, I never saw myself having a career in modelling. Then one day, I walked into a hair salon randomly, because I really wanted to dye my hair red. And the hair stylist said to me "actually I have a hair fashion show coming up, we love your hair, your height is good, I'd love for you to be in it". That was my first ever fashion show. And I got my hair dyed for free and I felt nice, pampered. The feeling of confidence, of being bold and empowered is what draws me to modelling.

Q: What are the day to day responsibilities of a model?

A: Well, in my case, I am more of a full time student and modelling is a side passion, but whenever I have a photo shoot coming up or a fashion show, I do like to prepare and feel ready. Every night and every morning, for instance, I make sure I'm washing my face and do my full skin care routine as well as ensure I'm drinking lots of water and eating healthier. These things are good to keep up as a lifestyle, however, I try just that little bit extra before a shoot or a show. I also pack my bag the day before, making sure I have everything the designer asked for, whether that is a nude heel or a specific type of bra. The most unprofessional thing you could do is show up late and unprepared. Pro-tip: you want to bring lots of energy-booster snacks with you.



Q & A WITH greis dragoti

by: Ana Maria Iorga

Q: You mentioned skin care. What do you typically do?

A: So, my skincare routine. I am religious when it comes to DECIEM, I just adore The Ordinary Line. First I wash my face, I use St. Ives green tea cleanser – make sure you dab when you dry your face ladies, don't rub with the towel! Also remember: ever so often it's really good to exfoliate. Sephora actually has these amazing makeup wipes, one side is smooth and the other side is textured, so it really gets in there. And of course the upkeep - make sure to wash your face every day and every night.

Q: What are your guilty food pleasures?

A: I have such a sweet tooth - give me anything chocolate, doughnuts, I love them all! The bakery section is legitimately the only reason I visit a grocery store. My achilles heel is this small bakery on Gerrard, I need to stop there on my way home every day. They make these deep fried pockets of custard that are heavenly. I cannot get enough, my mouth is watering now.

“

TAKE CARE OF YOURSELF.
DO THE RIGHT THINGS FOR
THE RIGHT REASONS.

”

Q: What are your current goals?

A: My goal right now is to sign with an agency. On New Years 2019, I made a resolution and put a realistic time limit - I am going to be part of an agency by summer, and just see what opportunities arise from that. As well, I want to travel with my modelling gigs a little bit and just enjoy every moment! I'm 21, which is considered “old” in the modelling industry - I know, it's ridiculous - but I want to be well-rounded and achieve a million and one things. Modelling is just one of them.

Q: Do you have any advice for aspiring models?

A: Take care of yourself, do the right thing for the right reasons. A lot of people in the modelling industry see other models or agency measurements and they aspire to those certain inches. If they don't fit, they stress themselves trying to lose the weight. Make sure you are losing those inches because you want lose those inches. You can be successful by being yourself, being true to who you are. Also, be friendly! You never know what opportunities could arise from making new connections. Whenever I go to shoots or castings, I always introduce myself and talk to other models. Being genuine is appreciated.

*Want to know more about modelling or just Greis?
Contact her on INSTAGRAM - @GDODONA*



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ana maria iorga

by: *Kaitlyn Krestiankova*

Passion and drive are at the root of all great success stories. Determined, imaginative and dedicated to her craft, Ana Maria Iorga is a legendary designer in the making. A Romanian-born Torontonion, Iorga incorporates the traditional cross-stitch embroidery and techniques she learned from her grandmothers in to every one of her designs. Attention to detail is at the top of her list as she masterfully pairs the glamour of haute couture with the elegance of fifties fashion and the revolutionary styles of the sixties. Paris better make way for its next top designer.

Ana admires the delicate intricacies of slow fashion. She believes in quality over quantity, and is working hard towards her goal of becoming a couture designer in Paris. Sustainable fashion is one of Ana's top priorities as, ac-

ording to her, "sustainability of the planet is getting to be a huge problem now, and fashion is contributing to that. [...] If you buy something that's a little bit higher end, and then you take care of it for a longer time [...] it still helps out at the end of the day." Ana was in the eleventh grade when she started learning about sustainability issues in fashion. That same year, she successfully created the very first piece she ever sewed: a sustainably sourced, one-hundred percent wool jacket (pictured on page 12, bottom right). Inspired by her sewing teacher, a strong and modern woman, Iorga produced a high-quality and long-lasting jacket with as little waste as possible by creating her own pattern marker. "I like to push my limits. I told my teacher for my first project, I'm going to sew a jacket. She told me 'you know what? Go for it.' It really set the tone and the mood for this collection."



The sustainable jacket was the first completed piece in a collection Ana has dubbed *Urban Chic*. Each and every design in the collection was inspired by the strong, powerful, independent, beautiful women in her life. The main garment featured on the cover of this issue of INSPRD is a gorgeous, flowy, silk-satin maxi dress, inspired by her mom. “She would always talk about how she really loves maxi dresses [...] but the market is not really there because most of them aren’t transferable year-to-year, season-to-season.” An elegant and inspirational woman, Ana’s mom taught her the importance of investing in, and taking care of good quality clothing.

The dress features a simple v-neck neckline and a soft, loose design that creates a beautiful feminine silhouette. Modern women keep busy, so Ana also designed the dress with a fabric that could withstand a washing machine, but still provide a silky soft feel. “I just wanted to create something for her that would make her look beautiful and comfortable and confident all at the same time.”

As much as she sees the value in the art of fashion, Ana believes it should also be practical and provide the wearer with a new-found sense of confidence. She recognizes the intimate experience between clothing and skin, and aims to design garments that make you feel powerful, confident, and like you’re the person you want to be.

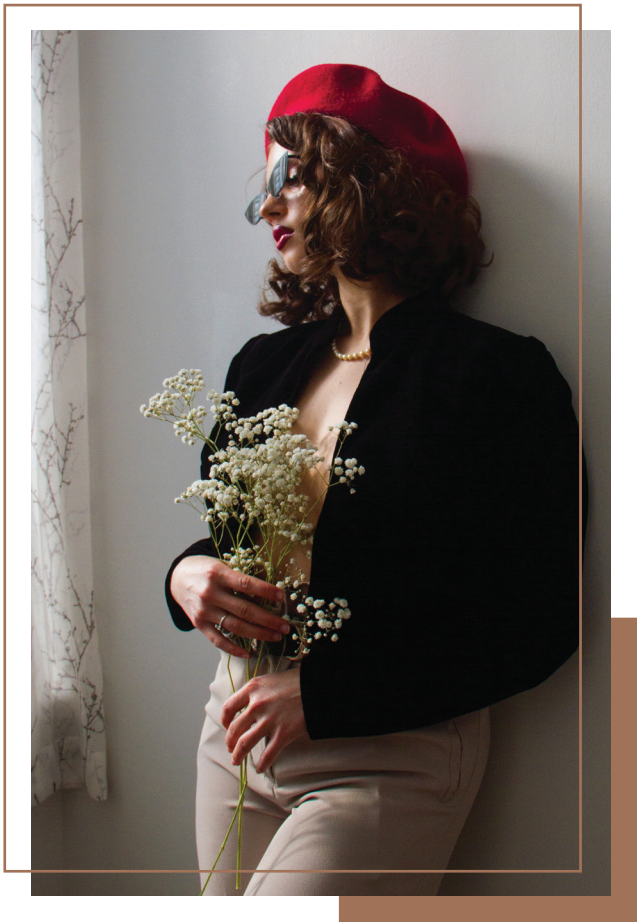
For her personally, that came in the form of beige, straight-cut crepe pants (pictured page 12, top left). Fifty percent silk and fifty percent polyester, the fabric gently drapes over the legs at a perfect three-quarter length. They have a fly-front zipper, a tremendously attractive frill that looks a bit like a flower, and one special little secret. The inside is bound with a patterned Indian silk for a little boost of confidence, as inspired by her Professor Farley, who does the same in mens clothing. “Sewing is a labor of patience and of love. You really have to take your time and put that passion, that care and attention to detail, in everything you do.” Ana made the pants with a narrow, high waist to create a feminine shape and included the one thing women never have: pockets. She estimates you can fit at least three phones in each pocket.

The overalls (left) were designed under similar needs to the pants, with the added desire to create a light and breathable statement denim piece for the summer. Overalls are a key item in any wardrobe, and Ana was finding it difficult to find a pair that fit her exactly the way she wanted. She noticed that stores have gone with very general sizing that never seem to fit correctly. When clothes shopping, they’re always too tight in one place, too baggy in another and never look quite right. “We’re all different we’re all unique and we should highlight those differences because they’re what makes you beautiful.” Ana wants to take the time to design pieces that are meant for the individual, but that others could easily rock- bringing their own unique flare to the piece.

“

YOU REALLY HAVE TO TAKE YOUR TIME AND PUT THAT PASSION, THAT CARE AND ATTENTION TO DETAIL, INTO EVERYTHING YOU DO

”



The skill and talent that Ana has takes time to develop, so it's no surprise that her interest in design and fashion dates back to her very early childhood. "I don't know why but I was kind of born with a love for clothes and and I always just experimented with them," she said when asked how she decided pursue a career in fashion. "It sounds cheesy, but I had one of those 'Eureka' moments. I knew at that point that I have to pursue this and I have to do everything in my power to make this dream come true."

Her grandmothers back in Romania were seamstresses by hobby, and she would watch them sew for hours on end. They taught her classic Romanian cross-stitch and crocheting, but she was never allowed to touch the hand-cranked sewing machine—particularly because she was barely eight years old before she moved to Canada. "They always told me to stay in school and work hard and keep my options open, but they also encouraged me to pursue my passions which were for clothing and for fashion."

Ana's grandmothers gave her the foundations on which she is now building a career. They taught her the importance of passion and determination on the road to success. They told her to dream, and dream big.

Ryerson University is the only university in Canada to offer a degree in fashion and design, and Ana is one of the select few who get to be a part of it. She is being given the opportunity to explore other mediums of fashion design, and is discovering her passion lies with womens fashion. With her eyes set on the haute couture scene in Paris, Ana has an eye for modern glamour, and is even developing an evening gown for class. "The gown I'm making now, it's inspired by Maleficent. It has these great big swirls that come up here, it's strapless, black velvet, very dramatic, very big, and I would love to see her walk down the red carpet in it. That would be like a dream come true because it was inspired by that movie and inspired by her!"

Ana Maria Iorga is only in her second year of studies at Ryerson University, and already producing work you would expect to see on the runway. "I admire [Chanel] as a woman, as a person. Her adversities and how she took that pain and turned it into art, and also her missions of freeing women. She was a real feminist and a real strong character which is what I aspire to be." Ana's dedication to follow the motions of sustainable fashion and empower women through couture clothing give her an edge in modern fashion. If one thing is for sure, she's a force to be reckoned with.





MASS EXODUS 2019

April 4-6 2019

DANIELS SPECTRUM



TOM* is dead...and so is his sister.

by: Diana Sanchez

Fashion is currently undergoing a major change. With rapid garment production and shorter lead times, the pace of the industry has accelerated. Originally, fashion week events occurred quarterly, displaying collections for particular seasons and allowing buyers to place orders. Since fashion is moving at such a fast pace, by the time these collections are shown on the runway, they are already available to purchase at fast fashion stores. Consumers can now access the latest trends for much cheaper prices through knock-off products.

In this day and age, it is clear that Fashion Week is now more of a luxury than a necessity. Designers are increasingly choosing to do presentations through different creative outlets as they lean towards direct-to-consumer strategies.

Toronto Women's Fashion Week (TW) and Toronto's Men Fashion Week (TOM*) could not put out the wildfire that is fast fashion. Strong competition combined with the unfortunate passing of their CEO Jeff Rustia, caused both TW and TOM* to shut down. They have officially cancelled their Fall Winter 2019 show and have unofficially failed to launch their Spring Summer 2019 show this February. Even their flagship Twitter and Instagram accounts, which had a bible-like following from Torontonians fashionistas, have shut down.

On the other hand, Toronto Fashion Week (TFW) has newly injected the city with a pop of creative fashion. After closing its doors in 2016, the show underwent a rebranding, re-surfing to the streets of Toronto a year later stronger and more

chic than ever. This unique tribute to fashion started gaining lots of popularity, compelling many fashion designers to dedicate their resources in the direction of TFW, as opposed to the smaller TW and TOM*. As well, many other fashion shows like Fashion Art Toronto (FAT) and Canada's Bridal Show, further influenced designers to look at examine other options. The first to exist the ship were Hendrixroe and ZOFF, with many others now next in line.

So who killed fashion week? Was it the increasing competition from other fashion shows in the city? Or perhaps was Fashion Week running on outdated methods, trampled by the ever-changing modern world?

RYERSON'S fashion design

by: Ana Maria Iorga

From ballgowns sashaying down runways to beauty sprawled on glossy magazine pages, the world of fashion is admired and aspired by many. This elusive industry creates a mirage of glamour, mysteriously and magically created, seamlessly executed, quilted with dreams. But behind the scenes, are the people stitched into its very framework, outfitting and making fashion a reality.

Seemingly impenetrable, the sparkling world of fashion is cut-throat competitive, which only plays to its desirability. Millions of students apply for fashion school every year, and millions are declined. At the school of fashion in Ryerson, one of the only universities to offer a fashion design program and degree in Canada, acceptance rate of students are 1 in 3, with an average yearly rate of 100 students. For those lucky few who are given an in, fashion becomes paramount to life.

“
ILLUSTRATION, PATTERN DRAFTING, MUSLINS...
IT TAKES ALL YOUR TIME AND DEDICATION. BUT
IN THE END, THE SATISFACTION THAT COMES
FROM CREATING YOUR OWN GARMENT IS
UNPARALLELED.

-Lily Vo, *fashion design*

”

Passion is really key to surviving in the industry, as is hard work and a base technical knowledge. Ryerson provides students with the best possible tools to carve their career. Experienced professors who still play an active role in the industry, state-of-the art equipment and a curriculum built for the modern world, it truly prepares students for the multifaceted world of fashion, while providing them with a well-rounded set of skills that lead to unlimited opportunities.

LEARN MORE ABOUT RYERSON'S SCHOOL OF FASHION:
<https://ryersonfashion.ca/>

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