

Fashion | Design

Forever 21 x Parsons School of Design



By Eimile Harrison

Fashion Exhibition

August 2, 2019
7–10pm

Pier Sixty

As the day of the exhibition draws near, it is amazing to see how far these students have progressed. Having only been chosen a few months ago, the twelve seniors from Parsons School of Design, a part of The New School, have proven their worth.

The seniors were chosen from a pool of applicants, some believe that a total of 2,000 students ended up applying, while others disagree. With an undergraduate sized at almost 5,000, it is hard to know just exactly how many applied.

Since November, the students have been working diligently, determined to present Forever 21's best collection to date. Forever 21's own Vice President of Merchandising, Linda Chang, is excited to see the new designs.

FOREVER 21

PARSONS

F21 X PARSONS

Advertisement for the collection

Chang spoke with us about the origin of the collaboration, as well as how they managed to partner with one of the best fashion schools in the country.

"The original idea was always a collaboration on a new collection, but we struggled trying to figure out who would be best to approach. We finally decided to look at some fashion schools, and Parsons was our top choice," Chang explained. Luckily Parsons was interested in the company's proposition, and the collaboration progressed from there.

A senior student from Parsons told us that when the opportunity was announced to the student body, excitement and anticipation were immediate reactions.

The names of the students chosen were not released to prevent unwanted attention to them, as well as allowing them to stay focused on their studies.



A model poses against concrete stairs for Forever 21's Fall 2015 look book



Two models pose against a loading dock, part of Forever 21's Fall 2015 look book

Parsons' Dean of Fashion, Burak Cakmak is not the only faculty member to share the student's excitement and anticipation. As the faculty advisor for the project, Cakmak knows exactly which of his students are the twelve designers.

"I'm very proud of my students, both those who were chosen as well as those who applied," Cakmak commented. "To everybody at Parson's, the twelve are like superheroes, everybody knows of them, yet nobody knows who they are."

In just under a month, the collection will be debuted in a fashion show at Pier Sixty. Each student will have designed a total of 8-12 pieces for the collection, resulting in a total of 96-144 final designs. The pieces for the collection range from sweaters, jacket, pants, and dresses, to small accessories. Forever 21 and Cakmak could not provide any further details about the clothing.

As previously mentioned, the only known details about the collection is that it will take place as Forever 21's new fall clothing line.

On social media, Forever 21 continued their iconic "F21x _____", to create the hashtag for their collaboration. When Forever 21 first used #F21xParsons, followers responded with questions and used the hashtag, causing the hashtag to trend on Twitter.

Photos courtesy of Forever 21



A model leans on the carpet, part of Forever 21's Fall 2016 look book