



# Counsel Member Caroline Foreman

Midwest market newspaper fashion columnist and editor. Contributor and consultant. Model, event organizer, fashion marketer, and local fashion personality. Based out of Chicago, IL.





CALEB GARCIA-TAYLOR

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## Excerptps from Caroline's recent Chicago midwest market newspaper columns.

The Regional News

### FASHION CHAT

#### Our post-quarantine fashion future

For months now, we have been assiduously wearing out our Netflix options, cutting our own hair, embracing the role of Zork in our Mighty Morphin Zoom meetings, partaking in odd social media challenges, and mourning our separation from friends and family.

While we may enjoy time to devote to new hobbies and activities, we grieve the loss of events and cherished annual traditions. Fashion enthusiasts have been grappling to express themselves through indoor-wear and couture face masks, but the end is finally beginning to appear on the horizon. Soon we will together confront that initial quandary: after living in sweatpants, halter-necks, and pajamas for months, what will the world want to wear?

In a recent article for *Barrons.com*, Joseph V. Amodeo highlighted the plight of the fashion designer in the time of COVID-19. Having survived the tanking of his brand in 2001 after the terror attacks, and then the market crash in 2008, designer William Reed is now asking himself the questions designers around the globe are all asking: what will consumers want to wear after this lengthy quarantine, and how will they spend money when they finally emerge, entrenched in a shell-shocked and uptight economy?

After the quarantine, people may gravitate toward casual wear with comfort, practicality, and utilitarianism, focusing on quality over quantity. Alternatively, we could take a note from the escapist fashion of the 1930s and '40s and break free of the rut by harnessing dressier garb and joyful embellish-



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ment. Many, like New York-based designer Vivienne Tam, believe people will be tired of being shut up in their same clothes and are excitedly placing their bets on dressier items ahead.

Malerie Steele, director of the museum at Manhattan's Fashion Institute of Technology, says of designers, "Who survives and who doesn't will depend a lot on how brands anticipate a new fashion landscape, the likes of which no designer, retailer, or shopper has ever seen before."

While larger brands and retailers lack the cash flow and confidence right now to do anything but play it safe by churning out conservative fashion offerings, social upheaval can come to amplify trends that had been already growing, like the flowing gowns embraced after the French Revolution and the raising of hemlines after World War I. With COVID accentuating the already blossoming athleisure trend, the upward trajectory may simply continue after the quarantine.

On the other hand, Amodeo explains that with the volatility of fashion and "precipitated by such feelings of powerlessness, [it] could jumpstart a yearning for power suits and ties." We could see armor-like creations, padded shoulders for women, and more men's leather jackets. Christian Dior took up his fleeing "New

Look" designs following WWII, and post-COVID fashion may similarly take up sweeping maximalism, bold colors, innovative co-ordinates, and novel silhouettes. Historically, we saw some of the greatest designs emerge from struggle. After World War I, Coco Chanel herself created women's couture from foraged fabrics like jersey men's underwear, leading to a grand shift in womenwear from the restraints of corsets into comfortable attire. In order to survive life after this pandemic, it will be crucial for designers to be savvy, reactive, and focused on the durability of their clothing.

Cressi Soverberlotti eloquently wrote for *luxuries.com*, "Perhaps this global shut-down will have one benefit: the stalling of the distended fashion industry could prompt a sense of realization in buyers for the actual irrelevance of wearing the actual irrelevant. We may have known but not truly acknowledged the fact that life and society as we know it is fragile, that we are just fortunate to have the fundamentals."

We may find ourselves drawn to celebratory fashion, but until our wallets have recovered, we will more likely be investing in creative essentials that are made-to-last, concepts of re-invention, and vintage cultivations.

As we gain freedom, we gain the opportunity to express ourselves sartorially once again. The soul of the fashion industry is neophelic expression. With that, we will soon embark - battered but not broken - on our post-quarantine journey, peppered with the new wisdom of practicality and prudence.

6 Thursday, August 27, 2020



Caroline Foreman plans for a wedding that blends family heirlooms with her own personal style.

### FASHION CHAT

#### A wedding of heirlooms, personal style

As our wedding bells continue ringing for the next couple of days, I find myself continually revisiting that sacred planning in the months of 2019. Charlie and I will stand side by side in front of our families through our vows, we will take our oaths, and with the blood of our ancestors coursing through our veins, we will take our place in continuing the rich traditions of our families.

A wedding day finds our backgrounds in our favorite Catholic faith and our respect for the sacrament of marriage. My fiancée, Charlie, is of Italian descent, her family hails from the town of Frosinone, Italy. My mother, Orlina de la Catedral Espanola, comes from the USA, from Cuba, and my father, Jeffrey Michael Foreman, is of Italian and English descent. During our wedding Mass, we will honor the traditions of both our families, and together we will create a ceremony honoring both personal love and perspective with the beauty of time-honored family customs.

In hope, the wedding ceremony will solemnly present the traditions of my Catholic heritage. My fiancée, Charlie, and I will be joined in front of our priest, Charlie's father, and my father, Jeffrey. My mother and Orlina will together share a beautiful wedding Mass, and we will join our hands, joined as we are, as we stand before the altar.

The marriage is a long, arduous race we will embark on. This marriage is one of the most important in my life, and it is a privilege to be able to share this sacred moment with the people I love most. My fiancée, Charlie, and I will stand together in front of our priest, Charlie's father, and my father, Jeffrey. My mother and Orlina will together share a beautiful wedding Mass, and we will join our hands, joined as we are, as we stand before the altar.



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to people in developing countries. They offer gift donation options and product gift items, the profits of which go directly to fund their operational costs.

Accordingly at this time, Google searches show an increase in search inquiries for "How do I find local businesses?" There are notable sites, including Whitepages, TripAdvisor, Yelp, Yahoo Local, and Google

Maps. On social media, it can be very effective to search #smallbusiness, #smallbiz, #shopsmall, and other similar hashtags.

If you or someone you know would like their business to be highlighted in a Fashion Chat article, message me on Instagram @yoyi\_antonia! As we celebrate the joy of the holidays, we can also certainly support and help our treasured businesses thrive.

*Fashion Chat columnist Caroline Foreman grew up in Palos Park and is now a Chicago-based model, writer, and musician. You can follow her adventures or message her @yoyi\_antonia on Instagram.*

6 Thursday, December 3, 2020



Photos by Alex Callejo Photography for AndSweetFashionDesigners.com

## Celebrate holiday joy while supporting small businesses



# Counsel Member Caroline Foreman

Caroline as a local fashion personality and consultant on the Steve Harvey show for the midwest market.

