Spring 5-1-2010

Zipped Magazine: The Public Relations Campaign

Naomi Ratner

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Naomi Ratner’s Honors Capstone Project
Zipped Magazine: The Public Relations Campaign
Renee Crown University Honors Program
Syracuse University, April 2010
Editorial Statement Zipped is an entirely student-run fashion and beauty based print magazine that reaches college-aged males and females on the Syracuse University campus. Known for identifying and highlighting trends on campus, providing the latest news on fashion, touching on critical issues within the fashion and beauty industry, and exploring international industry happenings and trends and the impact on SU students, Zipped is a forward-looking student publication that provides a medium for the fashion-minded population at SU.

Circulation 2,500

Audience Zipped readers are male and female full-time undergraduate students on the Syracuse University campus, ages 17 to 23. As stated on the SU Web site, the student population at Syracuse University represents 50 states and more than 115 foreign countries. 56 percent of students are women, and 44 percent are men (syr.edu/about).

Facebook Zipped Magazine

Twitter @ZippedMagazine

Web Site www.zippedmagazine.com

# # #
Fact Sheet

Key Facts

- The only entirely student-run fashion and beauty based print magazine at Syracuse University
- Covers trends on campus, fashion news, issues within the industry, and more
- Published once a semester in print
- Web site and daily-updated blog covers trends, designers, fashion news, budget finds, and more.
- Student staff does everything from styling models and creating editorial content to designing the print and web layouts and photographing the fashion shoots

History

- Founded in 2007 by two magazine journalism students at Syracuse University
- Web component—a blog and Web site—launched in November, 2009

Circulation

- 2,500

Audience

- Full-time undergraduate students at Syracuse University, ages 17 to 23
- 56 percent female, 44 percent male
- From 50 states and more than 115 foreign countries

# # #
ZIPPED

FOR MORE INFORMATION: Naomi Ratner /617 872 6516 /naomi024@msn.com /zippedmagazine.com

Background

Zipped
Published once a semester, Zipped is the only fashion focused print magazine on the Syracuse University campus, exploring trends, covering fashion news, and discussing issues within the industry. Zipped continues online with both a Web site and a daily-updated blog covering trends, designers, fashion news, budget finds, and more.

Zipped History
Zipped was founded in 2007 by two magazine journalism students at Syracuse University who wanted to fill a niche and bring a fashion publication to campus. From creating the first print edition in the spring of 2007 to building a strong student-run publication, the two aspiring journalists created one of the most popular on-campus publications at Syracuse University.

Zipped Staff
The Zipped staff is comprised entirely of students who do everything from styling models and creating editorial content to designing the print and web layouts and photographing the fashion shoots. The print publication and online component are created using students’ knowledge and experience gained from both inside and outside of the SU classrooms.

Future of Zipped
Zipped will continue bringing fashion news to Syracuse University students both in print and online, encouraging students to explore their style and creativity and keeping the campus up to date on designers, fashion news, style, and more.

How to Get Involved
For more information on getting involved in Zipped, or for a closer look into the publication, email zippedmag@gmail.com.

# # #
Zipped Fills a Niche on the Syracuse University Campus

Position Paper

The Syracuse University campus is full of students sporting the latest trends on the blustery walks to and from class, despite the constant snow and harsh winds that can discourage fashionistas from dressing their best. Although they may frequent *The Sartorialist* and *The Cut* fashion blogs, and have their *Vogue* and *Bazaar* subscriptions forwarded to their campus addresses, SU students need a campus fashion publication in order to connect the fashion world to the SU campus and provide students with a magazine tailored perfectly to fit the University community, which is exactly what *Zipped* does.

*Zipped*, an entirely student-run fashion and beauty based print magazine on the SU campus, supplies the fashion-minded population at SU with information that identifies and highlights trends on campus, provides the latest news on fashion, touches on critical issues within the fashion and beauty industry, explores international industry happenings and trends and the impact on SU students, and offers students real world experience in working on such a magazine. *Zipped* is the perfect medium for students at SU, as the campus needs such a publication in order to bring the fashion world to Syracuse, showing that even one of the snowiest cities can be bright with style.

In addition to providing students with a fashion based publication, *Zipped* offers students on staff a real world experience in working at a fashion magazine, furthering the education and skill set that they gain from professors in the classroom, which allows them to enter the industry with sufficient preparation to succeed.

Real world experience is now an essential prerequisite for success, and is becoming increasingly important as the job market becomes more and more competitive. In addition to summer internship experiences, on-campus involvement offers a great deal of value to students, enabling them to gain hands-on experience in their fields of interest and put their experience within the classroom into action.

Students involved with *Zipped* do just that, as they are provided with extensive real world experience as they complete their studies and prepare for their careers after college. Comprised entirely of students, the *Zipped* staff does everything from styling models, creating editorial content and designing print and web layouts to photographing the fashion shoots— all at a professional level.

--MORE--
The professional background that Zipped offers enables students to enter the work force with substantial experience--and better yet, confidence-- that they can readily apply to entry-level positions. The real world experience that they have gained also sets them apart from competition in job interviews, as they already have a great deal of experience—in addition to their internship experiences-- and are then well prepared for the industry.

Zipped truly does fill a niche on the Syracuse University campus, offering a professional fashion magazine that is customized specifically for SU students. Even in the coldest of weather, Syracuse slaves to fashion have their very own fashion magazine, flawlessly tailored to the SU community—all in a pocket-sized magazine that is perfect to throw into any tote bag, right alongside school books and a laptop, of course. The publication will always strive to be the Syracuse University fashion bible, connecting Syracuse to the fashion industry and focusing on everything from the Fashion Week runway to the sidewalk outside of the Schine Student Center, providing students with a much-needed campus fashion publication.

# # #
Bio: Christine Robertson, Editor-in-Chief of Zipped

Christine Robertson became involved with Zipped as a writer in its second issue. Zipped co-founders Michelle Halpern and Shilpa Prabhakar appointed Robertson as the publication’s editor-in-chief once they graduated, and Robertson has since then worked to continue the publications popularity on the Syracuse University campus.

A native of Ridgefield, Connecticut, Robertson got her start in the magazine industry as an editorial intern at Ridgefield Magazine, a regional publication in her hometown. She then gained experience as a summits intern with Women’s Wear Daily in New York City, and as a Web intern at HELLO! during her semester abroad in Madrid, Spain. Her extensive experience with both print and online journalism enabled her to launch the online component of Zipped in November 2009, with both a Web site and a daily-updated blog covering trends, designers, fashion news, budget finds, and more.

“Being a part of Zipped has taught me a lot about time management, and showed me how attention to detail is vital when it comes to producing an entire publication from start to finish,” said Robertson.

Robertson, a magazine journalism student in the S.I. Newhouse School of Public Communications, graduates from Syracuse University in May 2010. She plans to move to New York City to pursue a career in magazine journalism and online media, and use her experience with Zipped as a foundation for her professional career.

# # #
Bio: Shilpa Prabhakar, Co-Founder of Zipped

From a young age, Shilpa Prabhakar has had a passion for magazines, and has always looked forward to pouring over the glossy pages when they arrived in her mailbox. That enthusiasm led her to co-found Zipped during her junior year at Syracuse University, where she studied Magazine Journalism in the S.I. Newhouse School of Public Communications.

Born and raised in Bloomfield Hills, Michigan, Shilpa’s first internship experience within the magazine industry was at a regional publication at the Metro Parent Publishing Group. She subsequently worked as an editorial intern at Cosmopolitan, and then went on to work as a fashion intern at Vogue, which gave her the experience and confidence she needed to launch Zipped from the ground up.

Founding Zipped taught Shilpa everything from meeting strict deadlines and maintaining publishing integrity to planning editorial coverage and organizing every last detail, each of which is vital in a magazine.

Shilpa graduated from SU in May 2009, and currently resides in New York City, pursuing her dream of magazine journalism at the fashion department of InStyle Magazine.

###
Bio: Michelle Halpern, Co-Founder of Zipped

Michelle Halpern’s passion for magazine journalism began in the 6th grade when—as a mere 10-year-old--she created her own general interest magazine and sold it to her classmates. Her entrepreneurial spirit and love for magazine journalism led her to study magazine journalism at the S.I. Newhouse School of Public Communications at Syracuse University, where she co-founded Zipped in 2007.

A native of Portland, Maine, Michelle has enjoyed writing, photography, and fashion since her childhood, and loves the world of fashion journalism because it naturally intertwines her major interests. She experienced the world of magazine journalism through a fashion internship with CosmoGirl! which offered her real world industry experience and knowledge that helped her launch and execute Zipped.

Founding Zipped allowed Michelle to fully understand every aspect that goes into producing a fashion magazine, including editing and writing articles, managing photo shoots, building relationships with retailers, and of course, managing an entire staff.

Michelle graduated from SU in May 2009, and currently interns at Stylecaster.com, an online fashion site based in New York City. Michelle hopes to further explore her passion through a career in online media and traditional print journalism.

# # #
Zipped Magazine is on Facebook
Sign up for Facebook to connect with Zipped Magazine.

Zipped Magazine
Hope to see you all tonight in Newhouse 3 for the Zipped Magazine Launch Party! Stop by any time from 6pm-8pm outside the Herg Lobby to pick up an issue...

Zipped Magazine
The Zipped Magazine Spring 2010 Launch is tomorrow!

Zipped Magazine
Be the first to see the Spring 2010 issue of Zipped at the launch party, this Wednesday from 6-8pm in the lobby outside the Herg, in Newhouse 3!

Students will be selling their original designs including:
Lanie Abisdris
Double K Vintage
Lauren Nicole Accents
...and more!

See you there!

Zipped Staff 2009-2010

Zipped Launch Party!
Today at 6:00pm
Lobby of Joyce Hergenhan Auditorium, Newhouse 3

Sun at 12:00pm - Comment - Like - RSVP to this event

Naomi and Nancy like this.

Zipped Magazine
Zipped is now featured on the Connective Corridor Web site! Check it out:

Connective Corridor » Zipped to showcase local fashions to students
Zipped Twitter Account: Spring 2010
@ZippedMagazine

Hope to see you all tonight in Newhouse 3 for the Zipped Magazine Launch Party! Stop by any time from 6pm–8pm...
http://bit.ly/bYlf7t
about 4 hours ago via Facebook

@somegirlisbtq Glad you're excited to see the Spring 2010 issue! It's looking good...
about 7 hours ago via web in reply to somegirlisbtq

about 17 hours ago via Facebook

Head to the Zipped Launch Party in Newhouse 3 tomorrow to check out the Spring 2010 issue http://ow.ly/1AVHd
4:17 PM Apr 20th via HoodSuite

Come to "Zipped Launch Party!" Wednesday, April 21 from 6:00 pm to 8:00 pm. Be the first to see the Spring 2010...
http://bit.ly/bSqDXk
3:00 PM Apr 18th via Facebook

Zipped is now featured on the Connective Corridor Web site! Check it out: http://bit.ly/crFn8H
12:15 PM Mar 31st via Facebook

3:24 PM Mar 26th via Facebook

Take a look at Zipped, featured today on InsideSU!
2:27 PM Mar 8th via Facebook
Zipped Facebook Fan Page: Fall 2009
Zipped Twitter Account: Fall 2009

@ZippedMagazine

via @ChristineAnneR: Just bought an adorable spring dress from @somegirLSbtq
4:44 PM Feb 24th via GroupTweet

via @klejohn09: Get behind the scenes with Anna Wintour by sitting at home! http://www.theseptemberissue.com/
6:56 PM Feb 23rd via GroupTweet

3:26 PM Feb 19th via GroupTweet

9:30 PM Feb 18th via Facebook

via @acollman: McQueen will have final show in Paris March 9!
6:36 PM Feb 18th via GroupTweet

via @mtdiallo: Hey! Check out Rose Cordero on the cover of Vogue Paris March 2010 by Mert & Marcus http://bit.ly/9N8Qlv. She looks so beauti
4:26 PM Feb 18th via GroupTweet

Trying to grow out your hair? Check out our Zipped Tips for some guidance! http://ow.ly/18LrN
1:18 PM Feb 16th via HootSuite

The Crop Top is back! Hate it or love it? See what we think!
http://ow.ly/183mG
8:55 PM Feb 16th via HootSuite

via @ChristineAnneR: Jersey Shore at NYFW?
7:52 PM Feb 16th via GroupTweet
Zipped Launches Web Site to Cover Trends, Designers, Fashion News, Budget Finds and More

Syracuse, NY—December 9, 2009— Zipped, the only fashion-focused print magazine on the Syracuse University campus, is delighted to announce the recent launch of a Web site and a blog, which is now live at zippedmagazine.com. The site is a continuation of the print magazine, which identifies trends on campus, provides fashion news, discusses issues within the fashion and beauty industry, and explores the Syracuse fashion community.

“We are very excited about the launch, and hope that the Syracuse University students, faculty, and community will enjoy the online component of Zipped,” said Christine Robertson, editor in chief of Zipped.

The student-designed Web site offers users four sections, including News, which discusses happenings within the fashion and beauty industry; Features, which includes stories on everything from vintage fashion in Syracuse to the emerging trend of fast fashion stores; Zipped Tips, which provides beauty and fashion advice; and Galleries, which showcases images of the latest Zipped photo shoots. In addition, articles from the print issue can be found on the Web site. Visitors will find the visual aspect of the site, which is similar to the print version of the magazine, to be creative and engaging.

--MORE--
Zipped Launches Web Site to Cover Trends, Designers, Fashion News, Budget Finds and More--2

About Zipped
Zipped is an entirely student-run fashion and beauty based print magazine that reaches college-aged males and females on the Syracuse University campus. Known for identifying and highlighting trends on campus, providing the latest news on fashion, touching on critical issues within the fashion and beauty industry, and exploring international industry happenings and trends and the impact on SU students, Zipped is a forward-looking student publication that provides a medium for the fashion-minded population at SU. For more information on Zipped, please visit www.zippedmagazine.com.

# # #
Zipped Holds Dr. Seuss-Themed Photo Shoot for its Spring 2010 Issue, Reminding Students of the Famous Authors’ Life Lessons

Syracuse, NY—March 5th, 2010— Zipped, the only fashion-focused print magazine on the Syracuse University campus, today held its Dr. Seuss- themed photo shoot for its Spring 2010 issue, just three days after the deceased author’s birthday. The spring season’s trends are simple and always appropriate, just like Dr. Seuss’ life lessons. The photo shoot, featuring recreated scenes from the author’s books, comes at a perfect time for graduating seniors, who will be able to take the author’s insightful advice with them as they venture into the work force. The focus on the children’s book author reminds students of the uncomplicated advice that Dr. Seuss whimsically shares in his cherished children’s books, offering guidance before the semester comes to an end and difficult decisions are made.

“Dr. Seuss’ advice is straightforward but fun, just like this spring’s trends,” said Christine Robertson, editor in chief of Zipped. “In the spirit of graduation, Dr. Seuss’ simple life lessons relate perfectly to the content in our spring issue, and offer students a reminder of his insightful words.”

Of the many life lessons that Dr. Suess offers through his rhymes, one of the most applicable to today’s students is from his book, “Oh, the Places You’ll Go.” The rhyme states: “You have brains in your head. You have feet in your shoes. You can steer yourself in any direction you choose,” reminding students that with their education and their motivation, the possibilities for success are endless, and it is up to only the students themselves to decide which path to take.

—MORE—
Zipped Holds Dr. Seuss-Themed Photo Shoot for its Spring 2010 Issue, Reminding Students of the Famous Authors’ Life Lessons-- 2

In addition to the author’s life lessons, Dr. Seuss also inspires the spring color scheme. The season’s colors tie in to the vivid color scheme of his books, as the Pantone Fashion Color Report features vibrant colors, such as Turquoise, Tomato Puree, Violet, and Amparo Blue as the bright colors of spring, which are ubiquitous in his charmingly illustrated books.

Throughout the six-page spread, the student models feature clothing and accessories from local Syracuse stores-- both on Marshall Street and in Armory Square-- who offered their support to the publication by lending their merchandise for the photo shoot.

The spring issue of Zipped hits the Syracuse University campus on April 15th, 2010.

About Zipped
Zipped is an entirely student-run fashion and beauty based print magazine that reaches college-aged males and females on the Syracuse University campus. Known for identifying and highlighting trends on campus, providing the latest news on fashion, touching on critical issues within the fashion and beauty industry, and exploring international industry happenings and trends and the impact on SU students, Zipped is a forward-looking student publication that provides a medium for the fashion-minded population at SU. For more information on Zipped, please visit www.zippedmagazine.com.

# # #
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FOR IMMEDIATE RELEASE
March 24th, 2010

Zipped Forges Local Partnership with Syracuse Retailers to
Bring Fashion to Students and Connect the University to the Local Community

Syracuse, NY—March 24th, 2010— Zipped, the only fashion-focused print magazine on the Syracuse University campus, is partnering with Syracuse retailers to feature local merchandise in its Spring 2010 issue, strengthening the relationship between the University and the city through a common love for fashion. By working with local stores, Zipped strives to further the Syracuse University goal of connecting the University Hill with the city, showcasing all that the city has to offer to Syracuse students.

“Partnering with Syracuse stores introduces students to the fashions available locally, which we hope will help strengthen the connection between the students and the city.” says Katy Ann Lyons, fashion editor of Zipped. “There really are some great finds to be found in the local stores, and featuring them in our publication is a step in the right direction, showing students what’s available in hopes that they will take the next step and explore the city and all it has to offer—not only when it comes to fashion.”

A number of Syracuse retailers welcomed the effort to connect Zipped with the local community, and offered their support to the publication by lending their merchandise for the photo shoots. Local stores that got involved include: Jet Black, Mr. Shop, Bounce, Joette’s, and Rhododendron.

The spring issue of Zipped hits the Syracuse University campus on April 15th, 2010.

--MORE--
Zipped Forges Local Partnership with Syracuse Retailers to Bring Fashion to Students and Connect the University to the Local Community--

About Zipped
Zipped is an entirely student-run fashion and beauty based print magazine that reaches college-aged males and females on the Syracuse University campus. Known for identifying and highlighting trends on campus, providing the latest news on fashion, touching on critical issues within the fashion and beauty industry, and exploring international industry happenings and trends and the impact on SU students, Zipped is a forward-looking student publication that provides a medium for the fashion-minded population at SU. For more information on Zipped, please visit www.zippedmagazine.com.

# # #
FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE

April 19, 2010

Zipped Hosts Launch Party in Newhouse III
to Celebrate Launch of Spring 2010 Issue

Syracuse, NY—April 19th, 2010— The Spring 2010 issue of Zipped, the only fashion-focused print magazine on the Syracuse University campus, hits the Syracuse University campus this Wednesday at 6pm with a launch party in Newhouse III, outside the lobby of the Joyce Hergenhan Auditorium. The event will feature original designs sold by student designers in the College of Visual and Performing Arts, a live DJ, and of course, copies of the newest issue of Zipped.

“Newhouse is the perfect location for us to celebrate the launch of our newest issue, as the school promotes freedom of speech and journalistic integrity, which we too stand for as a publication,” says Christine Robertson, Editor in Chief of Zipped. “Zipped speaks to a great deal of students on the SU campus, and we are proud of all the hard work that our staff has dedicated to this issue.”

The Spring issue explores a number of timely topics, including: multimedia and its impact of the fashion and communication industries; the skinny runway model debate, Amsterdam’s fashion secrets, and more.

Student designs featured at the launch party include items from Lauren Nicole Accents, Double K Vintage, Get Banded, and more. The students will be selling everything from earrings created out of vintage buttons to handmade headbands, showcasing the talent of our very own VPA students.

--MORE--
Zipped Hosts Launch Party in Newhouse III to Celebrate Launch of Spring 2010 Issue—2

The spring issue of Zipped launches on the Syracuse University campus on April 21st, 2010, and can be picked up across campus in most University buildings.

About Zipped
Zipped is an entirely student-run fashion and beauty based print magazine that reaches college-aged males and females on the Syracuse University campus. Known for identifying and highlighting trends on campus, providing the latest news on fashion, touching on critical issues within the fashion and beauty industry, and exploring international industry happenings and trends and the impact on SU students, Zipped is a forward-looking student publication that provides a medium for the fashion-minded population at SU. For more information on Zipped, please visit www.zippedmagazine.com.

# # #
Spring 2010 Issue of Zipped Magazine
Hits the Syracuse University Campus on Monday

Syracuse, NY—April 22nd, 2010— The Spring 2010 issue of Zipped, the only fashion-focused print magazine on the Syracuse University campus, hits the Syracuse University campus on Monday, with free copies available for students, faculty and staff all across campus. The issue can be picked up in The Newhouse School, The Hall of Languages, The Schine Student Center, The Life Sciences Building, and in The Whitman School.

“Zipped speaks to a great deal of students on the SU campus, and we are proud of all the hard work that our staff has dedicated to this issue,” says Christine Robertson, Editor in Chief of Zipped.

The Spring issue explores a number of timely topics, including: multimedia and its impact of the fashion and communication industries; the skinny runway model debate, Amsterdam’s fashion secrets, and more.

One hundred copies of the publication were pre-released at Wednesday’s Zipped Launch Party in Newhouse III, outside of the Joyce Hergenhan Auditorium. On Monday, 1900 copies will be circulated around the SU campus, launching as the last issue of the academic year.

About Zipped
Zipped is an entirely student-run fashion and beauty based print magazine that reaches college-aged males and females on the Syracuse University campus. Known for identifying and highlighting trends on campus, providing the latest news on fashion, touching on critical issues within the fashion and beauty industry, and exploring international industry happenings and trends and the impact on SU students, Zipped is a forward-looking student publication that provides a medium for the fashion-minded population at SU. For more information on Zipped, please visit www.zippedmagazine.com.

# # #
December 2, 2009: Inside SU
Zipped launches Web site to cover fashion news

http://insidesu.syr.edu/2009/12/02/zipped-fashion-website/
Zipped launches website to cover fashion news

http://www.syr.edu/news/articles/zipped-fashion-website-12-09.html
Monday March 8, 2010: Inside SU

Zipped holds Dr. Seuss-themed photo shoot for Spring 2010 Issue

http://insidesu.syr.edu/2010/03/08/zipped-dr-seuss/
Zipped holds Dr. Seuss-themed photo shoot for Spring 2010 Issue
Zipped forges partnership with Syracuse retailers to showcase local fashions to students

http://insidesu.syr.edu/2010/03/25/zipped/
Zipped forges partnership with Syracuse retailers to showcase local fashions to students

Zipped forges partnership with Syracuse Retailers

TODAY'S NEWS

Zipped forges partnership with Syracuse retailers
Zipped, the only fashion-focused print magazine on the Syracuse University campus, is partnering with Syracuse retailers to feature local merchandise in its Spring 2010 issue, strengthening the relationship between the University and the city through a common love for fashion.

'A Day with Virginia Valian' to explore underrepresentation of women
Syracuse University's Women in Science and Engineering (WISE) will host Virginia Valian, one of the leading experts on gender equality in the academy, on the SU campus on Friday, April 16.

Medical sociologist to speak on health and social networks
Nicholas A. Christakis, an internet and social scientist who conducts research on social factors that affect health, health care and longevity, will deliver the Syracuse University Center for Health and Behavior's eighth annual lecture, "Social Networks and Health."

Whitman School hosts 'Entrepreneurship in Africa' Conference
The Africa Business Program, part of the Kiebaam Center for International Business in the Whitman School of Management will host the inaugural "Entrepreneurship in Africa" conference April 2-3 with scholars from across the globe leading discussions on entrepreneurship as it relates to business and investment opportunities on the continent.

More news »

ATHLETICS NEWS

West Virginia wins East Regional
The Mountaineers, who lost the championship weekend in 1958, advance to Indianapolis as the East Regional Champions.

Women's basketball ends historic season at Michigan
The Orange, which won more than one postseason game for the first time in a single season, concluded its historic campaign with the most wins in a season since it began competing in the NCAA in 1981-82.

Men's lacrosse hosts 'Nova Monday
Monday's game is SU's second conference contest of the year and the league opener for Villanova.

More Athletics news »

TODAY'S EVENTS

12:45 p.m.
Speaker: Greg Epstein, Joyce Hergenhan Auditorium

The Right to Water, Maxwell Auditorium

5:30 p.m.
Nonprofit Leadership Training Workshop, SSIC Training Classroom, 2010 S. Salina St.

7:30 p.m.
Speaker: Cynthia Tucker, Joyce Hergenhan Auditorium

More events »
ZIPPED

March 29, 2010: The Connective Corridor
Zipped to Showcase Local Fashions to Students

http://connectivecorridor.syr.edu/2010/03/26/zipped-to-showcase-local-fashions-to-students/

News: Zipped to Showcase Local Fashions to Students

Zipped, the only fashion-focused print magazine on the Syracuse University campus, is partnering with Syracuse retailers to feature local merchandise in its Spring 2010 issue, strengthening the relationship between the University and the city through a common love for fashion. By working with local stores, Zipped strives to further the University’s efforts in connecting the University Hill with the city, showcasing all that the city has to offer to Syracuse students.

"Partnering with Syracuse stores introduces students to the fashions available locally, which we hope will help strengthen the connection between the students and the city," says Katy Ann Lyons, fashion editor of Zipped. "There really are some great finds to be found in the local stores, and featuring them in our publication is a step in the right direction, showing students what’s available in hopes that they will take the next step and explore the city and all it has to offer—not only when it comes to fashion." (Photo by Ben Addamiano)

A number of Syracuse retailers welcomed the effort to connect Zipped with the local community and offered their support to the publication by lending their merchandise for the photo shoots. Local stores involved include Jet Black, Mr. Shop, Bounce, Joette’s and Rhododendron.

The spring issue of Zipped hits the SJ campus on April 15.

Written by Naomi Rainer

« Previous Story | Next Story »
April 19, 2010: Inside SU

Zipped hosts launch party to celebrate Spring 2010 issue

http://insidesu.syr.edu/2010/04/19/zippe-2/
April 19, 2010: SU News

Zipped hosts launch party to celebrate Spring 2010 issue


SU NEWS

Zipped hosts launch party to celebrate Spring 2010 issue
April 19, 2010
Naomi Ratner

The Spring 2010 issue of Zipped, the only fashion-focused print magazine at Syracuse University, hits campus Wednesday, April 21, at 5 p.m. with a launch party in Newhouse 3, in the lobby outside the Joyce Hergenhan Auditorium. The event will feature original designs sold by student designers in the College of Visual and Performing Arts, a live DJ and copies of the newest issue of Zipped.

"Newhouse is the perfect location for us to celebrate the launch of our newest issue, as the school promotes freedom of speech and journalistic integrity, which we too stand for as a publication," says Christine Robertson, editor in chief of Zipped. "Zipped speaks to a great deal of students on the SU campus, and we are proud of all the hard work that our staff has dedicated to this issue."

The spring issue explores a number of timely topics, including multimedia and its impact on the fashion and communication industries, the skinny runway model debate and Amsterdam’s fashion secrets.

Student designs featured at the launch party include items from Lauren Nicole Accents, Double K Vintage and Get Banded. Items for sale will range from earrings created out of vintage buttons to handmade headbands, with all of the items showcasing the talent of VPA students.

The spring issue of Zipped will be available later this week across campus in most University buildings.
ZIPPED

April 20, 2010: SU Today
Zipped hosts launch party to celebrate Spring 2010 issue
April 21, 2010: SU Events

Zipped Magazine Launch Party

April 21, 2010: Syracuse University Homepage
New Fashion Magazine Premieres

www.syr.edu
April 23, 2010: SU News

Spring 2010 issue of Zipped magazine available on campus Monday

April 23, 2010: Inside SU
Spring 2010 issue of Zipped magazine available on campus Monday
April 26, 2010: SU Today

Spring 2010 issue of Zipped magazine available on campus Monday