

NDSU APPAREL, RETAIL MERCHANDISING & DESIGN

Spring 2021 Newsletter

Career Profile: Alum Kelly Korver

Kelly Korver is an NDSU alum from the Apparel, Retail Merchandising and Design program. Kelly has always loved all things creative and finds inspiration through the things around her and doing activities such as hiking. Through her time at NDSU, she found her love for hands-on projects. After meeting her husband, they learned the art of silk screening on tee shirts and her friends and family started wanting to have their own shirts. Kelly and her husband began screen printing on tees for family and friends. As Kelly continued to design and print shirts, and one of her biggest orders was 100 shirts. She decided to enter the Tartan design contest at NDSU in 2011, and she was named the winner!



Kelly Korver next to her winning tartan design

As a senior at NDSU, Kelly decided to open her own Etsy shop and trademarked her business name “Birds Kept North.” Kelly graduated from NDSU and was married in 2014. She continued to grow her business after she moved to Minnesota and also attended the Unglued Craft Fest in Fargo. In 2015, Spoonflower, an online global marketplace, connected her designs to makers and consumers worldwide.



Kelly and her husband began expanding their family, and she had to take a break from craft shows as well as focusing primarily on Birds Kept North. In order to keep her Etsy shop going, she decided to outsource her printing. Today, outsourcing helps Kelly keep her designs trendy and current, because she is no longer required to have inventory at her home. All her products are now printed on demand by the outsourcing company.

In 2020, the pandemic was tough on her small business. She decided to enter one of Spoonflower’s weekly design challenges and her design “Minty Pines” received 5th place overall. After receiving this award, she found the motivation to keep her business going. Fast forwarding to this year, Kelly is researching current designs trends as well as developing collections and seasonal designs to help develop her business to its fullest potential. Her Etsy shop as well as her designs on Spoonflower are still in full swing and some of her best sellers include her *Bison Print*, *701 ND Area Code Print*, and her *“Mud Cloth”* surface patterns. Check these out and others here www.etsy.com/shop/BirdsKeptNorthand www.spoonflower.com/profiles/kelly_korver

In This Issue

Alum Kelly Korver	1
Tartan Blankets	2
NYC Study Tour	3
FABO Fashion Show	3-4
Alum Holly Kraft	4-5
Graduation	5

Check out the [ARMD Website](#), “follow” the ARMD Instagram [@ndsu_armd](#) and “like” the [NDSU ARMD Facebook page](#).



Kelly's “Minty Pines”

“From Flock to Fabric” NDSU Tartan Blankets

In October, NDSU’s College of Human Science and Education and College of Agriculture, Food Systems and Natural Resources finally saw the final product of the “From Flock to Fabric: Weaving Scholarship into The Fabric of Student Success” project. Personnel from the Hettinger Research Extension Center had an idea two years ago that started the project moving forward. The final product? The NDSU Tartan blanket.



Pillows available for purchase



The process to create the blanket began earlier this year when the research center’s own Rambouillet sheep were shorn for 1,800 pounds of high-quality wool that is both warm and strong.

The wool was then sent to Mountain Meadow Wool Mill in Buffalo, Wyoming to be spun into yarn and hand dyed. The hand dyeing of the yarn gives each blanket its own unique coloration. After being spun, the yarn was shipped to Faribault Woolen Mill in Faribault, Minnesota to be woven into the NDSU Tartan pattern. The tartan was developed by an Apparel, Retail Merchandising and Design student in 2011.

When asked about the process, Sara Sunderlin, Senior Lecturer in the Department of Apparel, Retail Merchandising, and Design, shared the following information. Each year the ADHM 272 Product Development class does a concept project for the NDSU Tartan using our partnership with the NDSU Bookstore. The NDSU Wool Blanket project provided a great example for students to see the entire product development process from raw fiber to final product. The first discussions about using NDSU wool to

create a tartan item started in 2018. After enough wool was collected for the project and sourcing partners were found to complete the work, the progress happened quite quickly. Most of the production for these blankets happened during the beginning of the COVID pandemic. The apparel/textile manufacturing industry was hit hard by the pandemic on many levels, but this project was able to continue because some of the orders that our sourcing partners would normally be busy with were not happening which allowed the blanket project to be created during those lower production times. We are very proud that 100% of this project was done with U.S. fiber, manufacturing and sourcing – raising the wool, cleaning and spinning the wool into yarns, weaving the blankets and even printing the tags

By buying the NDSU Tartan blanket, you are supporting scholarships that go towards the Department of Animal Sciences and Department of Apparel, Retail Merchandising, Interior Design and Hospitality Management students. Get your blanket, today, while they are still available! If you don’t have use for a blanket, there are also two different pillow sizes available for purchase at the NDSU Bookstore.

Department Information

NDSU, Dept # 2610
Box 6050
Fargo, ND 58108

Ann Braaten, Ph.D.
 Associate Professor & Curator —
 Emily P. Reynolds Costume Collection
 701-231-7367
 Ann.Braaten@ndsu.edu

Jaeha Lee, Ph.D.
 Professor
 701-231-8220
 Jaeha.Lee@ndsu.edu

Linda Manikowske, Ph.D.
 Professor
 701-231-7352
 Linda.Manikowske@ndsu.edu

Sara Sunderlin, M.S.
 Senior Lecturer
 701-231-7482
 Sara.Sunderlin@ndsu.edu

Kwangsoo Park, Ph.D.
 Department Head—ADHM Dept.
 701-231-7355
 Kwangsoo.Park@ndsu.edu



New York City Virtual Study Tour

In February, students had the opportunity to “travel” virtually to New York City for the spring study tour. During the three-day tour, they visited with representatives from 5W Public Relations, Zero Waste Daniel, Socialyte, Tan-ya Taylor, UNIONBAY, and SYLVEN New York. Throughout their visits, the students learned about design and product development, public relations, the connection between an influencer and a brand, how brands and their designers are incorporating ethical and sustainable practices into their work, and more.

The students also had the privilege to meet with John Burke who presented an internship seminar. Many of the students noted that, although it was amazing information and tips about internships, John also had exemplary advice on life in general, which they can continue to utilize through the next steps of their lives.

When asked about his favorite part of the study tour, Daniel Pithey, an ARMD student said, “I thought John was full of great advice and exemplified that through his genuine emotion and stories he shared. He had great, practical advice about internships and resumes, but I thought his life lesson were what everyone will remember. The one thing he said that stuck out to me was *life is a blessing*. That’s it. It’s so simple but was so powerful at the same time. Explaining to us that we cannot take our time and our lives for granted. I think I speak for the whole group when I say I could have listened to John

talk all day. He mentioned that he knows millionaires with all the money and success you could dream of that are miserable, while he knows janitors of 30 years that beam light. To me, John beamed light.”



Students engaging in the virtual study tour



Although the study tour was virtual, the students were grateful they still had the opportunity to embark on a “tour” through New York City that helped them gain connections, knowledge, and experience they can use for a lifetime.

FABO’s 20th Annual Fashion Show

NDSU’s Fashion, Apparel, and Business Organization (FABO) has had another incredibly successful year, even given the unfortunate circumstances of the pandemic. FABO is a student organization fo-

cus on fashion as well as the business side of the industry. Although many of the members are ARMD students, it is open to students of all majors and minors.

FABO hosted the 20th Annual FABO Fashion Show in the Memorial Union Ballroom on April 28, 2021. The set design for the show and the slide presentation utilized programs depicting the themes from twenty years of FABO Fashion. This year’s show included clothing from local retail stores as well as three student’s personal designs. The stores in this year’s fashion show were the NDSU Bookstore, Kindred People, Revolver, Proper, Druthers, Olive Street, SCHEELS, Carmine and Hayworth, Leela and Laven-der, and Mint and Basil.



Each store had four outfits that were strutted down the runway by our student models. Jasmine Brockberg, Anna Lund, and Erin Smith had pieces they designed and created themselves that were worn on the runway as well.

Great work from all three student designers. Your pieces were amazing!



Career Profile: Alum Holly Kraft

Holly Kraft is an NDSU alum from the Apparel, Retail Merchandising and Design program. Through her career, she has tallied up 18 years of retail experience through jobs at SCHEELS, Straus/a.k.a, and Vanity. When talking with Holly, she stated, “Owning my own store has been something I have wanted to do for a very long time. I wouldn’t say I always knew I wanted to do it, but it’s been on my mind for close to 10 years. I loved the idea of building something that would contribute to our community. I also absolutely love working for small businesses! There is so much fun and flexibility in this environment which is something I’ve always been drawn to. The relationships you form with other small businesses and cus-

tomers is unlike anything you can experience working in an office or chain retail store.” Holly saw a large need in the Fargo/Moorhead area for men’s clothing. Many men’s clothing stores in the area have closed and men’s departments in stores kept getting smaller over time. Through her work at Straus Clothing and a.k.a., she had a lot of experience working with men’s clothing. She started reaching out to local resources and developing her plan and after some time and lots of hard work DRUTHERS was born. Although DRUTHERS primarily started out as a men’s clothing store, they now carry some women’s lounge and fashion pieces.

When purchasing merchandise and clothing lines for her store, there are always a few things Holly typically asks herself such as: Is it comfortable? Is it soft? Is it affordable? And is it sustainable? She stated, “I have pushed myself to find the best sustainable, eco-friendly, and ethical brands. Not everything in the store is fulfilling this need but this initiative is growing. Fashion can be such a detrimental industry to our environment. I have searched to find responsible cloth-



Holly Kraft outside of DRUTHERS

ing brands that keep this in mind by using organic fibers, recycled materials, and manufacturers who incorporate eco-friendly practices within their (or their chosen) factories. I also find it important to support ethical fashion brands. Those brands will only work with factories that pay their employees a livable wage, give them breaks, only schedule normal workdays, etc. With so much production overseas in areas of the world that don’t respect their employees, brands that support ethical work practices are even more important!” Not only can you feel good in the



Photo via DRUTHERS Instagram

clothing you purchase from DRUTHERS, but it is also doing good in terms of helping people and the environment.

Holly provided amazing internships to three NDSU ARMD students her first summer. Dominic Martinez, a graduating ARMD student, interned at Druthers and said, “My internship at DRUTHERS was an exceptional one! From opening day to the end of my internship, I learned so much each week. Holly was a great mentor to have in the retail industry. She guided and organized my buying and planning internship to cater towards an all around perspective of having a business.”



Holly has learned many things through her years of experience in retail and life in general.

When asked what her biggest piece of advice she has learned through her journey is, she explained, “The biggest thing I’ve learned is to not compare yourself to anyone else. Do not compare your business to someone else’s. It’s so hard to look at other people’s “highlight reel” on social, or what’s portrayed in the local media, and try to compare it to your real life. You have no idea what’s going on behind the scenes with other people and companies, so the comparison game is a lose – lose. Just focus on yourself and focus on being the best version of yourself that you can be. Focus on your business and your customers and building your brand in a way that works for you. The rest will all fall into place.”



Photo via DRUTHERS Instagram

DRUTHERS is located at 4600 32nd Ave S #112, Fargo, ND 58104. Check out their website here druthersfargo.com.

Instagram @druthersfargo

Congrats Graduates!



2021 Spring Graduates

Left to right: Shaylee Billadeau, Jenna Moody, Dominic Martinez, Hannah Ristad, Taylor Roney, Halle Lipetzky, Isabel Hanson

Not pictured:

Madelyn Knowlton, Madelyn Pull, Kaitlyn Brintnell, Hailey Helmin, Lauryn Schneider, Sydney Hodgson, Abigail Martinson, Gabrielle Tolkinen



Editor’s Note: Halle Lipetzky, a Senior ARMD student is the Student Editor for this newsletter. As a Spring 2021 graduate, Halle is off to start her career. We hope you’ve enjoyed this newsletter. If you have ideas for future newsletters or would like to share information about your career path, email: Linda.Manikowske@ndsu.edu