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Fashion camp finale features fabulous designs

Submitted by Jaleh Naasz



Photos provided

Participants of the Isabel Azam fashion camp July 22 at the Wilder Art & Garden Center.



A talented group of Lamorinda kids showcased their fashion designs and upcycled garments during designer presentations at the finale of their Isabel Azam fashion camp at the Wilder Art & Garden Center on July 22. Isabel Azam first launched in Moraga with a kid's fashion show where the kids got to be the designers and have their vision brought to reality by designer and educator Jaleh Naasz. Since the 2015 launch, the mom of three has evolved the brand to offer seasonal fashion camps for kids ages 8 and up.

Naasz uses her technical training from her graduate studies in fashion design, industry experience as a designer as well as 15 years of college instruction in the field of Fashion Design and Merchandising to create this unique, purposeful, and fun curriculum for kids.

In this session of fashion camp, the kids created concept boards and learned about designing from original inspiration, they practiced sketching, played with fabrics, and were introduced to draping. They practiced sewing and re-purposed a dated men's shirt to make themselves a skirt. Alongside learning some foundational sewing basics, they also made some new friends and did a lot of singing along to fun tunes as they worked in their creative space.

During the last day of camp, parents were invited to watch the kids present their creative ideas and accomplishments and encourage them as they worked up the confidence to speak in front of an audience. Naasz discussed how her instruction for the Sacramento State University Fashion Merchandising and Management program impacts her camp layout and some of the ways she incorporates sustainability and inclusivity as she works with kids in this capacity.

"I loved hearing about your work, focus, mission, and passions - so perfect for these girls! What a great confidence booster and learning experience for all of them," said Krysta Lapcevic.

A contributing factor to this summer's successful camp was the cooperation of the city of Orinda in working with Naasz as she searched for a venue to hold the camp. The Art & Garden Center at Wilder was a fantastic venue and

even attracted a few future fashion campers from the nearby preschool who would cheer the attendees on from the windows.

To learn about future camps and events, use this QR code to sign up for the Isabel Azam contact list: <http://eepurl.com/dgxL6f.qr.16>

Reach the reporter at: info@lamorindaweekly.com

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