

Profile of Fashion Major: Anna Shifter

Fashion is something that surrounds us everyday. It's important and allows you to express yourself to the world. Clothes are what allow you to express yourself in life and it's a crucial part of our identity.

I sat down with fashion major Anna Shifter to get to know a bit about her life, her decision to become a fashion major, what she's learned, and her advice. She has a lot to speak on regarding clothing and fashion merchandising at Colorado State University.

Anna was born in Kansas City, Missouri and shortly after, moved to Omaha, Nebraska where she lived until she graduated high school. She always cared about what she wore from a very young age . "I actually got a lot of inspiration from disney channel" says Shifter, "so I wore a lot of tank tops over t-shirts."

It was always a known thing that She would attend Colorado State University to pursue a degree in fashion merchandising. Since being at school, she has learned a lot about a wide variety of topics that range from product development to different fabric construction methods.

"I've learned so much about things that most people wouldn't think about when it comes to clothing," says Shifter. "I loved learning about textiles and the history of fashion when I was a freshman". Shifter has learned so much about the 'nitty gritty' parts about clothing such as thread design and stitching.

"The history of fashion is intriguing to me because it's the basis of fashion," says Shifter. "We even learned about the people of Mesopotamia and I was blown away." She explains that she never thought she would learn about fashion that dated that far back. "I guess by wrapping materials and plant life around you, you can still express yourself," says Shifter.

In the future, Anna hopes to move to New York city and help style magazine shoots. She wants to be able to travel for her job and be allowed to express her style when styling different shoots. "I've always dreamed about moving to NYC to pursue a career within the fashion industry," says Shifter. "NYC is the center of fashion within the United States and I know that's where I need to be."

Shifter is excited to move to NYC in the summer of 2019. "I hope to get an internship this summer in NYC because I would need it for a graduation requirement and if I do it this summer, I get to graduate a semester early," says Shifter.

I spoke to Anna about some tips on fashion and what she believes people should have in their closets. "Cool and edgy pants, jackets, statement pieces, and hats," said Anna. "It's also so important to have a lot of basic pieces because you can always utilize them." Shifter talks about how you can't re-wear statement pieces too often because people notice, but you can always re-wear basics because they are just simple pieces that create an outfit.

I asked a bit more about what she means when she talks about having a lot of 'basics'. "These pieces include lots of plain colors such as black and white. Items like tank tops and tube tops," says Shifter.

I couldn't help but ask about thrifting. Shifter is a huge fan of thrifting, but only specific items. "I don't like thrifting for pants because those have to fit right. I do love finding shirts and jackets," says Shifter. I asked, why jackets? "I love finding jackets because those are the best 'one-off pieces and super one of a kind,'" says Shifter.

Anna mentioned the importance of confidence. "If you don't have confidence, the clothes won't be worn right. Confidence seriously is key," said Anna. Many will agree on this because if you don't own it, you'll never wear the clothes to their fullest.

I asked shifter's friend and old roommate, Reilly Bailey, about confidence when it comes to clothes. "It's really important to be your best self when you wear the clothes that express your identity because this is who you are and you want people to know that," says Bailey.

Anna definitely had a lot of advice to give to to incoming freshman going into fashion merchandising. " You have to give it your all. You must be creative and you have to really want it," said Anna.

She also talked a lot about the school aspect of this major. " Get into the program early, get to know your professors, be involved, and don't be lazy," Anna said. She stressed that there are only a few leading professors in the major so it's important to get to know them early on because you'll constantly see them.

Kelsie Lervick, Fashion major and class mate with Shifter had also had a lot to speak on with fashion merchandising at Colorado State University. "You have to try your hardest in this major. There is no time to slack." says Lervick. "It's a project based major that builds upon itself so you can't get behind."

Almost all fashion majors agree on this because as Shifter and Lervick said, you have to be involved and put in the work because you'll slip through the cracks.

Shifter ended on some inspiring notes. "Fashion will always be important to me and I strive to achieve the best job that I can receive after university," says Shifter. "Everyone should love what they're doing and I hope people find love in something like I do with fashion," says Shifter.

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