



Avery Lucas is a graduate of the class of 2013. She currently works as an account executive with Behrman Communications and manages her own fashion blog, Exes and Eyes.

With aspirations of working in fashion public relations, Avery Lucas knew that both fashion experience and good writing skills were required to secure a position. That is why she created her fashion blog Exes and Eyes less than a year ago. For Lucas, blogging is a way to showcase her styling talents and keep up an online presence that can be viewed by potential employers in the industry. Lucas said that the biggest names in the fashion industry started small just like her, so she is optimistic of where her blog will take her.

Lucas said it is essential to find a way to make herself marketable to set her apart until big name employers take notice. She works on her blog outside of her full time job as an account executive where she represents beauty and health care clients. When looking for a job in the fashion industry, Lucas said, there are many other areas including beauty and talent development that can help get your foot in the door. It is important that these opportunities are not overlooked. In the end, you will get where you want to be if you are passionate and willing to work your way up.

“If you’re passionate about it, then it’s worth it.”

- Avery Lucas

Fashion Blogger, class of 2013

SPOTLIGHT

ON the fashion industry

Amanda Garrity
STYLING COMMUNICATIONS

Elon graduates share their experiences outside of the bubble.

Carly Walko is a graduate of the class of 2001. After working in fashion retail, Walko founded Thirty Something Fashion, a blog and personal styling business.

After graduating from Elon in 2001, Carly Walko realized that she wanted to take her love of fashion to a professional level. Her first positions in retail at Neiman Marcus and Nicole Miller gave Walko a foundation in the fashion business. It was there that she learned about the unglamorous business of fashion: the numbers, the mounting pressure of meeting and passing increasing sales goals. Walko attributes much of her fashion expertise to her experiences in retail. She encourages students interested in fashion to work at stores or showrooms because this is where you will see what is behind the flashing lights at fashion week and recognize how the industry survives. Walko’s time in retail reaffirmed that her love of fashion was worth the hard work and thus every job experience that she had perfectly positioned her for the next one. Now, Walko is working at her own personal styling business where she helps working women and busy moms find their sense of style.



“If you’re doing it because you think it’s the easy, fun, fluffy type of industry, *it’s not*. It requires a lot of hard work and time. It’s not as glamorous as it is believed to be.”

- Carly Walko

Founder of Thirty Something Fashion

TSEF
THIRTY SOMETHING FASHION

