



Brooke Finnerty

Portfolio

Glossary

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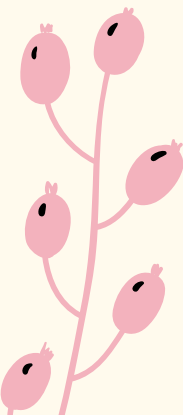
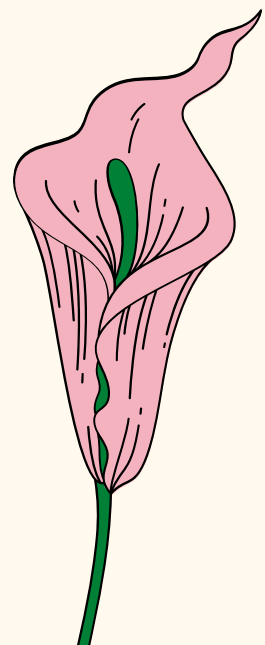
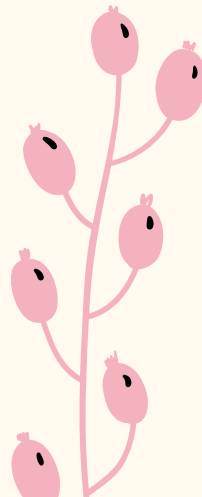
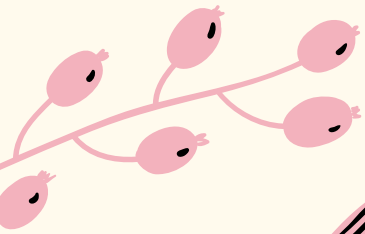
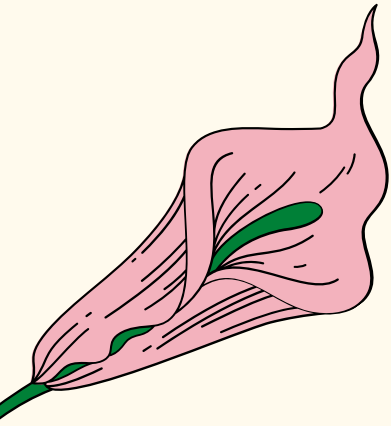
Fashion Show Program (14)

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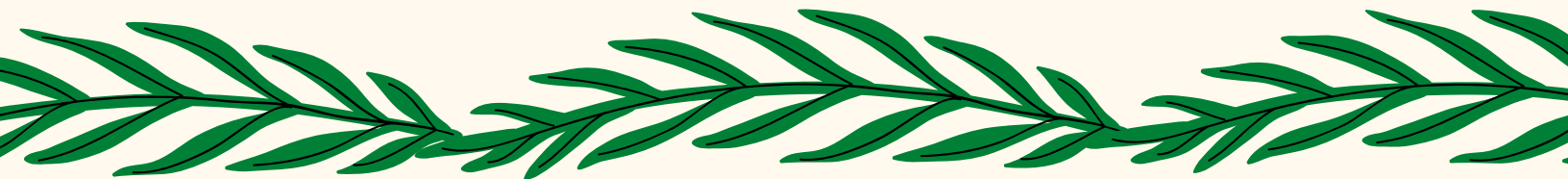
University
Fashion
Group
Instagram

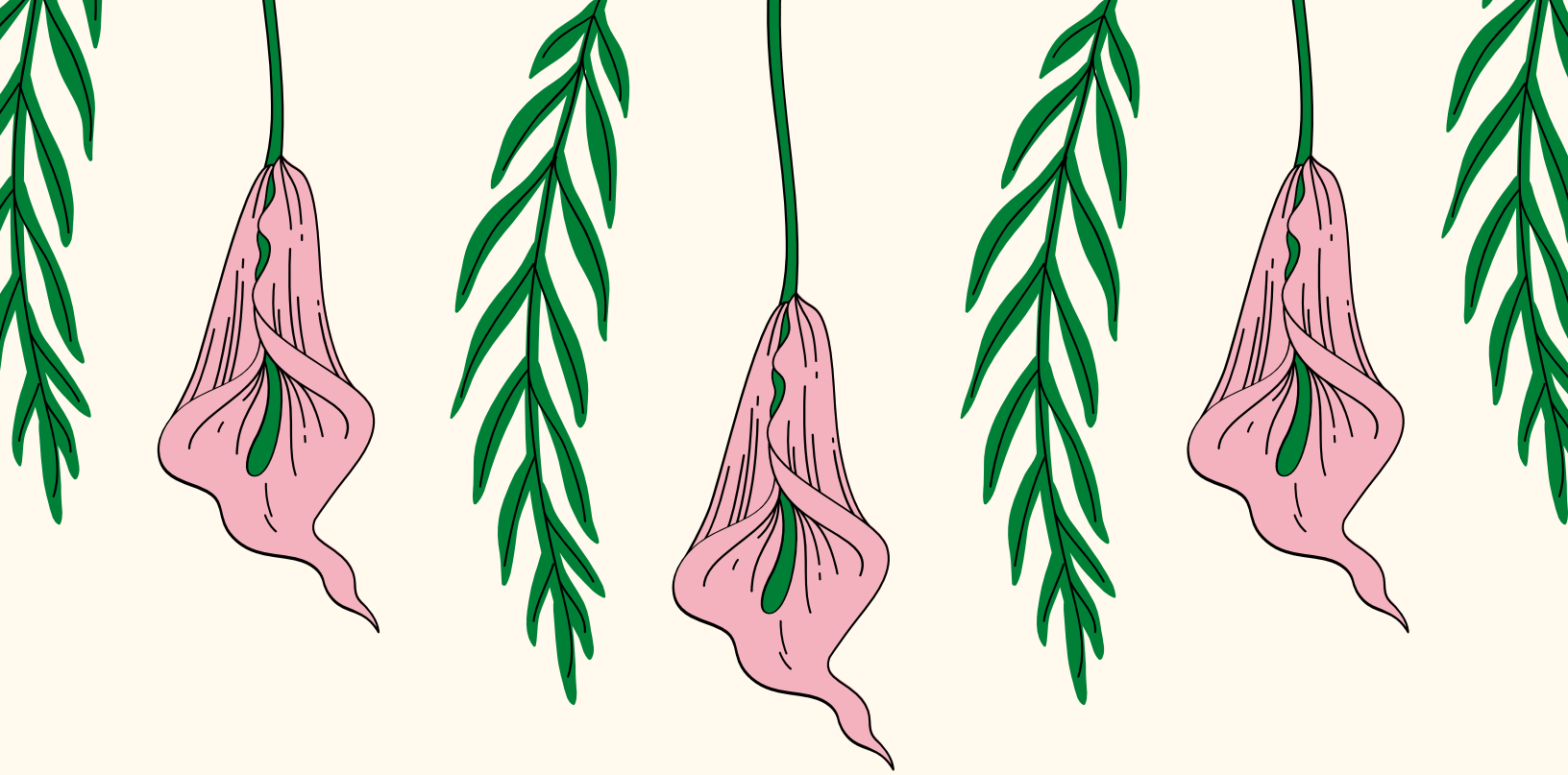


Graphic Design



Photography

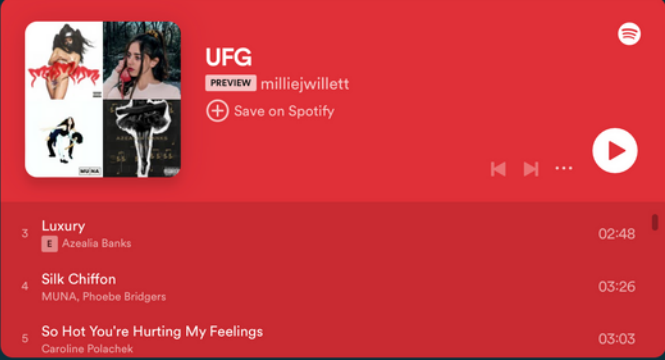




University Fashion Group

Website Content

Collaborative home page



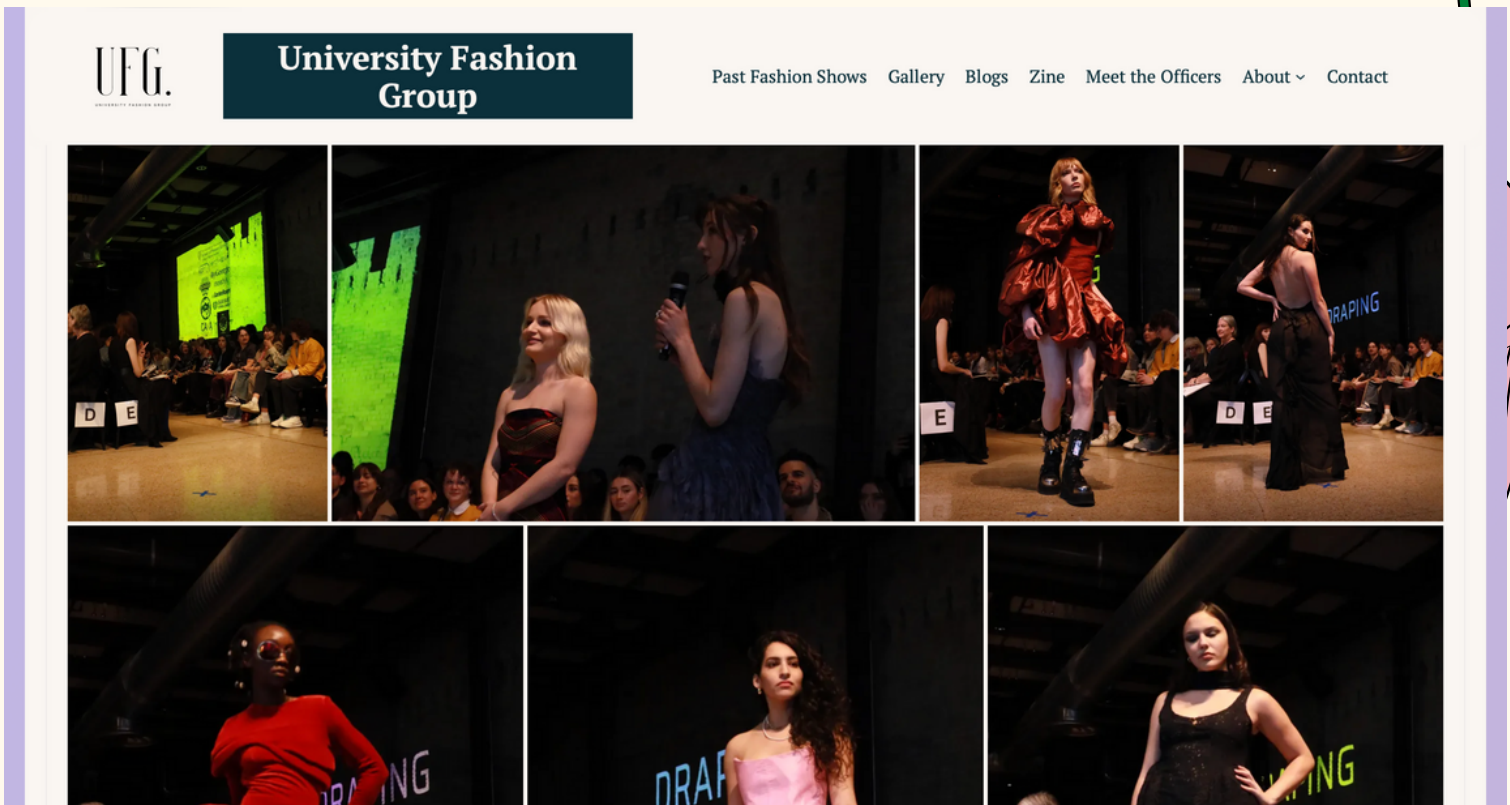
UFG
PREVIEW milliejwillett
+ Save on Spotify

3 **Luxury** Azealia Banks 02:48
4 **Silk Chiffon** MUNA, Phoebe Bridgers 03:26
5 **So Hot You're Hurting My Feelings** Caroline Polachek 03:03

Second General Meeting
March 5th
FAC 21 @ 6:30 PM



Photo Gallery



UFG. University Fashion Group

Past Fashion Shows Gallery Blogs Zine Meet the Officers About Contact

DE

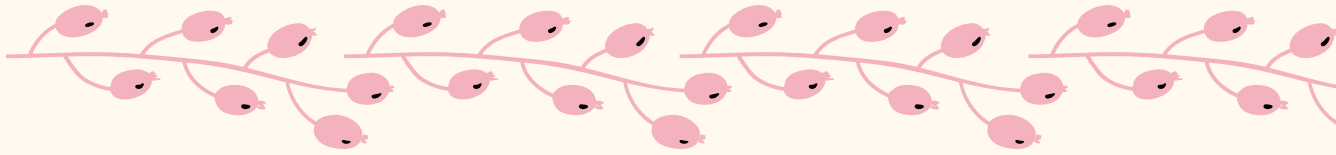
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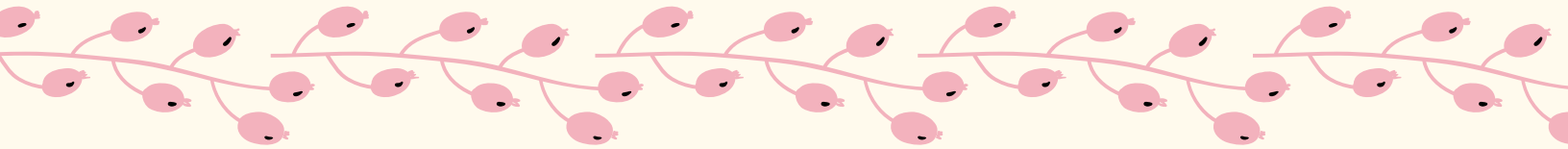
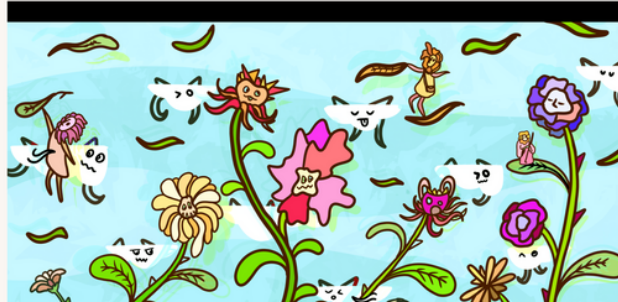
UFG Zine Issue No.2: Explore The Efflorescence

December 23, 2023 3 minutes

Written by Mehreen Umer and Brooke Finnerty

This semester, UFG launched our second ever Zine, focused on the theme of efflorescence and unveiling the beauty that blooms within. It is a metaphorical representation of growth, renewal, and the emergence of beauty from unexpected places. Often, life's most profound moments of efflorescence occur when we least expect them – a reminder that, even in the harshest conditions, something extraordinary can come to fruition.

The zine, brimming with diverse submissions, resonated with themes of hope, growth, and self-discovery. Below, we shine a spotlight on some incredible pieces, unveiling not just the creations but also the inspirations and creative journeys of their talented creators.



Fall 2023 Runway Fashion Trends

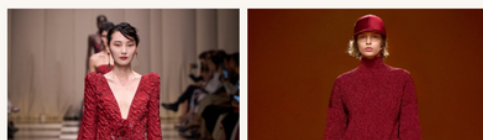
September 20, 2023 4 minutes

Written by: Brooke Finnerty

As summer comes to an end, the time has arrived to start reflecting on what you're going to add to your Fall 2023 wardrobe. Here are various overlapping runway trends from iconic designers that you should keep your eyes open for when doing seasonal shopping! This season is very diverse in the variety of styles and designs incorporated into garments. From flashy, vibrant colors and patterns to the ordinary basics of fashion, there's no doubt that this season has outstanding trends coming our way.

Bright Bold Red

Red is the perfect addition to your wardrobe this fall season. This differs from the ever-changing autumn neutrals. There's certainly a chance you'll catch eyes as you walk down the street in your red outfit. Designers are incorporating this bold shade into their collections, giving this season's fashion a vibrant change. Valentino had a handful of red monochrome looks in their fall ready-to-wear collection, and although they are unified monochrome, there's nothing bland about an all-red outfit! This trend was widespread across most iconic designers, including Jacquemus, McQueen, and Armani, as they presented various red runway looks that differed in a magnitude of styles and aesthetics.



Merchandise Campaign

Executed a merchandise campaign for University Fashion Group. Pitched design ideas and selected merchandise to be featured in our yearly apparel and accessory drop. Functioned as the creative director for a photoshoot with models and photographers, that highlighted our designs.





The background features a repeating pattern of stylized green leaves and pink flowers. The leaves are elongated with visible veins. The flowers are bell-shaped with black vertical stripes and pink stamens. The overall aesthetic is clean and modern.

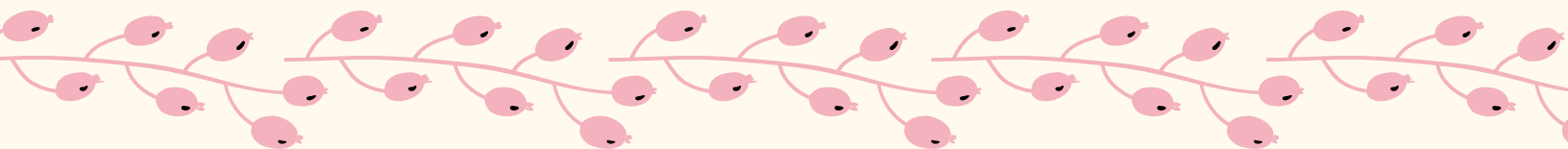
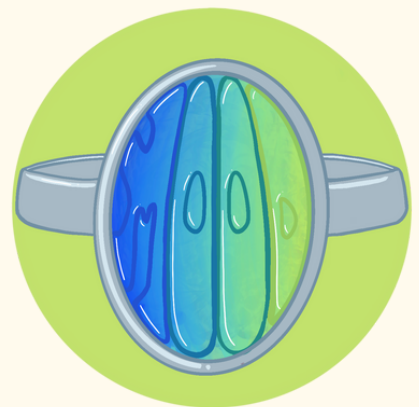
Magazine Design

Utilized Adobe Indesign to assemble a creative fashion magazine. Designed a sticker book and submitted personal work included in the issue.

Personal Submission

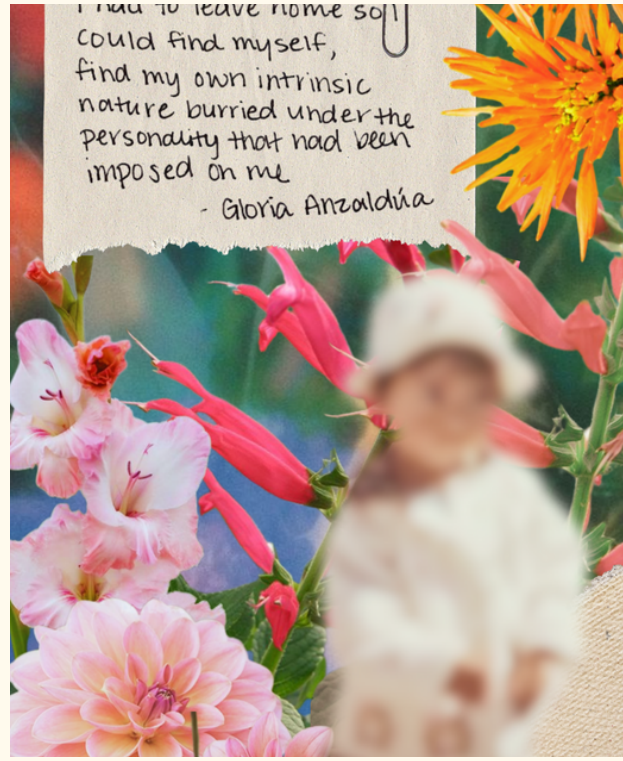


Sticker Sheet





Completed Pages



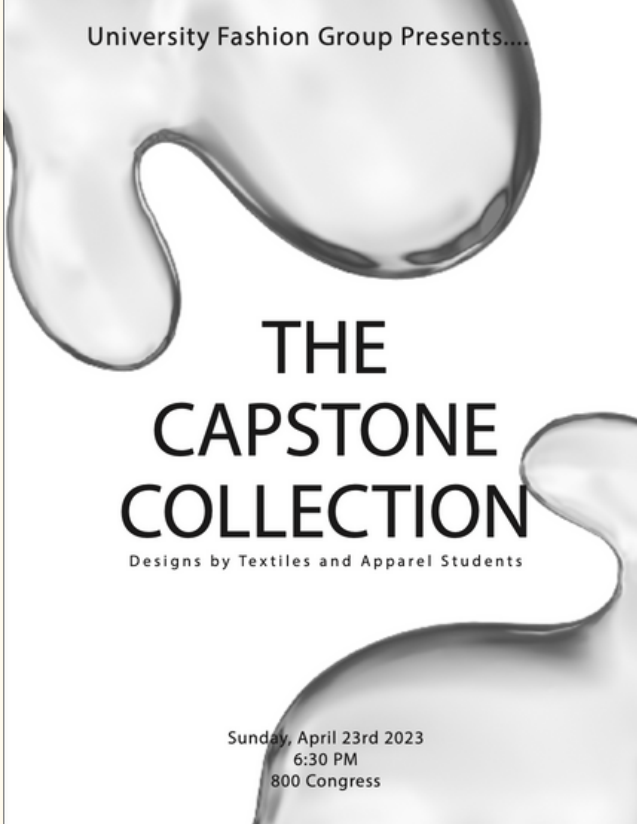
Fashion Show Program

Exercised design skills to produce a show program for the University Fashion Group Capstone Collection.



Pages

University Fashion Group Presents...






THE CAPSTONE COLLECTION

Designs by Textiles and Apparel Students

Sunday, April 23rd 2023
6:30 PM
800 Congress

MEET THE DESIGNERS

 Alyssa Garcia	 Brenna Traa		
 Danielle Nicely	 David Garcia	 Emma Faidley	 Emma Tanner
 Isabel Sitar	 Jesus Del Real	 Jordan Teliha	 Karina Tacconi
 Lauren Smith	 Louisa Nash	 Peace Aiyegoro	 Rita Nassif
 Joseane Eclair Tejada	 Taryn Lam	 Tyler Miller	 Vanessa Mendoza

THE CAPSTONE COLLECTION 2023 21



LAUREN SMITH

ABSCISSION

Hometown: Dallas, TX

Abscission: The dropping of a part that is no longer needed or useful.

During the development of my collection, I was heavily inspired by the state of dormancy that trees enter to survive the winter. When the sun recedes and the temperature lowers, a tree drops its leaves and redirects its energy inward to sustain its life amid the barren season.

Taking from textures, shapes, and coloring conveyed in decaying leaves, branches, and moss, I explored fabric manipulation and draping. The resulting four-look collection conveys the essence of loss and regrowth that accompany changing seasons.

Photographer: Dylan Haefner
Model: Angel Quinn
HMUA: Dakota Evans

14 THE CAPSTONE COLLECTION 2023



TYLER MILLER

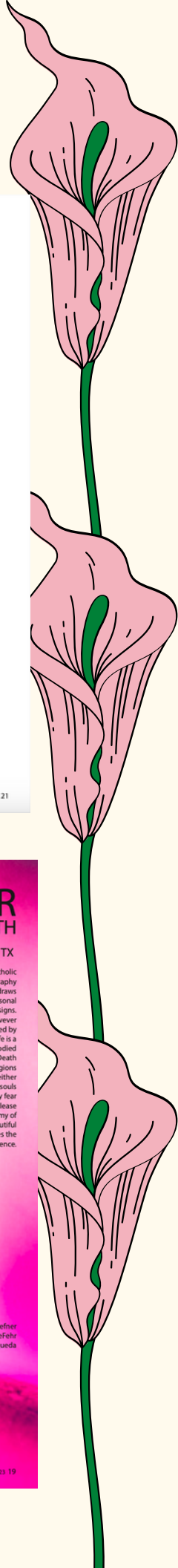
ANGEL OF DEATH

Hometown: Springs Branch, TX

My senior collection is inspired by Catholic and Christian ideas and iconography associated with life and death. It draws from art, stories, emotions, and personal experience as the basis for my designs. Life begins as pure and delicate, however as it continues, we become tainted by the world and its depravity. Life is a human experience and is embodied by the individual and its choices. Death has been personified in these religions as a supernatural being who is either benevolent or malevolent, and aids souls passing on to the after life. Many fear death and others see it as a sweet release from our earthly bodies. The dichotomy of these beliefs and ideas create a beautiful yet sorrowful reality that embodies the human experience.

Photographer: Dylan Haefner
Model: Isabella DeFehr
HMUA: Suzie Mosqueda

THE CAPSTONE COLLECTION 2023 19



Resume

BROOKE FINNERTY

Brooke.finnerty5@gmail.com • (972)- 210-1837

EDUCATION

-
- University of Texas at Austin** *Bachelor of Journalism, Moody College of Communication*
Graduating 2025
- The University of Texas at Tyler** August 2021-May 2022
- 30 hours
 - GPA: 3.4

ACTIVITIES

-
- University Fashion Group** August 2022- Present
Creative Director Assistant and Website Director
- Create PR for social media through photo and video editing, visual design, and blogs, increasing interaction
 - Design merchandise, determine website design and copy, and create the program for the Spring fashion show
 - Attend weekly officer meetings
- The Daily Texan** August 2024- Present
Social Media General Staffer
- Curate captions for social media posts to increase engagement on the website
 - Practice time management skills by meeting daily deadlines and attending weekly meetings
 - Pitch ideas for Instagram reels and new ways to interact with the audience
- Alpha Chi Omega** August 2021- Present
DEI (Diversity, Equity, and Inclusion) Committee and Philanthropy Committee
- Assist VP DEI in booking venues for events to educate members on other culture's holidays and months
 - Assist VP philanthropy in setting up volunteering fundraising events. Involved in the preparation, facilitation, and the conclusion of our 5k Race for Domestic Violence Awareness.
 - I created a black history PowerPoint and presented it at our weekly meeting

EXPERIENCE

-
- University of Texas Facility Service Center** September 2024 – Present
Control Specialist
- Gain professional practices through Microsoft teams, email communication, and Microsoft excel
 - Utilize customer service skills to assist others with their questions and concerns around the UT Campus
- HingePoint – Dallas, Texas** June 2021 - 2022
Administrative Intern
- Drafted technical writing samples for memos, reports, and email correspondence
 - Organized and filed documents into a more intuitive system for discretion and confidentiality
 - Purchased and replenished office supplies and food for events and meetings with clients
- Dick's Sporting Goods – Frisco, Texas** September 2020 - June 2021
Cashier, Apparel
- Provided exceptional point of sales system operations through signing up over 100 customers for accounts and 50 credit cards
 - Partnered with the distribution team to streamline and increase online order fulfillment
 - Gained hands on experience with visual merchandising of mannequins in our department and within the store