

## feature story

PHOTOGRAPHY BY BERT VANDERVEEN  
WRITTEN BY DAWN MARTIN

# THERE'S POWER IN PINK

**T**hat's the message behind a student-led fashion show that will hit the runway for the 10th time this fall at UNC Greensboro.

Put on by the student-led THREADS organization, the annual Pink Power fashion show highlights the work of dozens of student designers, most of whom are studying in the Bryan School's Department of Consumer, Apparel, and Retail Studies. The popular event also has a second purpose: to raise awareness about breast cancer and funding for survivor support.

"It's a great opportunity for students to show their work and have it seen by others, which is critically important for designers," says Dr. Nancy Nelson Hodges, professor and head of the department. "But it's so much more than that. The other vital piece of Pink Power is that they're doing it for the greater good."

Alycia Hill '16 was president of THREADS when the first Pink Power Fashion Show was held in October 2015. After taking one year off stage for the pandemic, the event will soon mark a decade of making a difference. During this time, the student organization has grown to between 70 and 90 members, but its fall show has stayed true to its roots.

"Students can create any design they want - it just has to be pink," says Jose Micheo, who served as president of THREADS for the past two years. "It's amazing how you can give the same theme to everyone and explain it the same way, and each individual comes up with something unique. The level of interpretation is so widespread."

Designs have included princess dresses, a take on a Spartan warrior, cat suits, business attire, men's wear, quilted vests, a clown outfit, corsets, tutus with long trains, and even a look inspired by the anatomy of a mammary gland.

With the help of club advisors Dr. Trish Kemerly and Dr. Haeun (Grace) Bang, Micheo worked on the most recent shows with Grace McTigue, who served as co-president last year, and Senia Villatoro, the vice president of design for the club. Other officers instrumental in the event included Maraya Byrd, Anna Dambakelis, D'Alessandro Flores-Hernandez, Brianna Freese, Fatima Garcia, Kamron Ray, and Kelsye Watson.

Micheo says the CARS program has taught them not only design but also the "business of clothing," and Pink Power gives students a unique opportunity to practice all these skills. As one of two fashion shows the club hosts each year, it helps students build competencies in leadership, time management, project management, and event planning. Students arrange for event photography, host model calls, and emcee the show, which typically draws more than 300 people.

"Having a level of production that matches the amount of effort put in by all the individuals is important," Micheo says. "We want everyone's work to be shown in the best way possible."



### STYLE IN EVERY STITCH

Students' work for the Pink Power fashion show can be submitted in three categories:

- **Unconventional** - which asks designers to use nontextile items, such as feathers, coffee filters, or trash bags
- **Upcycling** - which has designers alter or embellish thrifted or preexisting clothing
- **Design** - which asks designers to alter their own patterns or to drape designs on a dress form, cutting out all materials and constructing them entirely from scratch

# Excellence in Research

At the Bryan School of Business and Economics, faculty exemplify true versatility. As dedicated educators, they foster collaborative research experiences with students while simultaneously demonstrating thought leadership and producing high-impact scholarship of their own. Their deep commitment to both teaching and research serves as a powerful complement to the Bryan School's innovative, hands-on curriculum. While we take great pride in the culture of care and mentorship that defines the student-faculty relationship, it's equally important to spotlight the meaningful and influential research our faculty contribute to the broader academic and business communities.



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**DR. NANCY NELSON HODGES**  
Department Head, Burlington Industries Professor

Together, the students and participants strive to bring awareness and financial support to a good cause. Initially, Pink Power raised funds for the Mammography Scholarship Fund at Cone Health. In later years, it has supported Living Beyond Breast Cancer, which provides information and support to survivors and their caregivers. Last year, THREADS raised \$2,000 for the nonprofit.

“The fact that the students identified and got behind this cause, and that it’s continued for this long, is really remarkable,” Hodges says. “It speaks to their interest in the community at large and their

desire to connect to something bigger than themselves.” Students say their work with Pink Power has been a highlight of their time at the Bryan School.

“It’s kind of a glamorous flashy way to do something very cool for others,” Micheo says. “Either way, we want to make clothes, so having it serve a greater purpose is fantastic.” ■

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**120**

unique peer-reviewed journal articles published or accepted — with

**25**

of them appearing in top journals in the discipline

Editorial positions at

**30**

of the world’s leading journals

**124**

conference presentations and proceedings

**17**

grants and contracts valued at

**\$629,000**

Eight Bryan School faculty members— five current and three retired— were ranked among the

**TOP 2%**

most-cited researchers worldwide in the 2024 Stanford-Elsevier list