

Arts & Style

Women in Business host return of Style Your Success



SEAN WILSON | LEXICON

The annual Style Your Success Fashion Show returned to Baruch College March 13.

BY LEANNA BORNKAMP
ARTS & STYLE EDITOR

On Thursday, March 13, the Baruch College Multipurpose Room hosted the fifth annual Style Your Success Fashion Show.

The show is organized each year by student leaders at Women in Business (WIB), a club at Baruch that, according to its website, “was established with the fundamental idea of creating an avenue for women to empower themselves in the business world and promote women’s personal and professional development.”

The event, largely regarded as one of the year’s biggest, was co-sponsored by a large number of student organizations, including WBMB Baruch College Radio, Phi Eta Sigma and Lexicon. Although

the event is held in part to help students master their wardrobe in a variety of business settings, the main goal of Style Your Success has persisted as an attempt to raise awareness and funds for Relay For Life, an annual fundraising event that contributes its proceeds to the American Cancer Society.

Over the decade that Baruch has hosted Relay, the college and all of its participants have raised approximately \$600,000.

In order to contribute to this growing amount of funds offered throughout relay for life, Style Your Success donated proceeds from all sales of both entry and raffle tickets. WIB was able to contribute approximately \$2,300 to Relay with the addition of ticket sales, according to WIB president Elizabeth Ramdass.

The event’s cause only added to the power of the program. The Multipurpose Room was lit with cool-colored, ambient lighting pierced only by the runway spotlight down the center of the space. Lisa Williams—known from her work with Stylenina.com—was the emcee for the evening.

Her commentary and humor helped to transition between the program’s different segments. The event consisted of four different fashion segments, interspersed with live performances from musicians with roots in Baruch.

They started planning the event as early as August last year. They reached out to designers and other industry professionals to see if they would donate their clothing to the models as well as some products for the raffles.

Although the prizes were impressive—some were worth hundreds of dollars and included quality handbags and professional photo shoots—many of the prizes seemed limited only to female winners, whereas a great number of winners were men.

Ranging from shorts to pantsuits, the variety of outfits featured showed both quality material and quality fitting. For an event with donated outfits, it was surprising to see such attention to detail, and it did not end with the clothing. The models’ coiffures were done by salon stylists, who visited the school to prepare for the event. From business formal to workplace-to-night-out, some looks stole the show, particularly in this segment

of the evening. The shaded lines, such as the one donated by White House | Black Market, offered a variety of wide choices for display on the runway.

Some choices, however, seemed out of place for business settings, like strappy high heels and some dresses bordering on inappropriate.

Nonetheless, the event was also a way to create art out of clothing typically limited to a particular setting; by pairing outfits such as some of those from the business formal segment, the event created many options for students who are more receptive to out-of-the-box fashion choices.

The evening’s performances, although consisting of talented acts with varying influences and sounds, were largely uncoordinated and led to uncomfortable transitions throughout the program. Assured, comfortable singers like the duo Renewed, as well as acoustic soloists Sajjan Vaidya and later, Justin Shuttleworth had charisma and carried their individual segments with grace and enjoyable stage presence.

“We wanted to give Baruch students the opportunity to perform,” Afzaal said of the sheer number of student performances that punctuated the evening’s program.

Nonetheless, the event as a whole often struggled to hold the attention of the audience, which was quick to start an array of its own conversations.

Baruch alumnus DJ Sanity kept impatient audiences entertained,

as WIB members and other event coordinators worked to ensure the event was fully prepared and that it continued as smoothly as possible.

Sanity collaborated with his brother, Baruch junior Kristopher Kesoglides, and fellow Baruch student Alessandra Licul performed tracks with a powerful acoustic and live touch from Sanity’s latest release, a 2014 EP called *A Train is Coming*.

“[Style Your Success] took a lot of team work, a lot of time and a lot of effort [...] it brought our team together.”

— Anum Afzaal

“Even though it is 2014, people still don’t take [Women in Business] seriously,” Afzaal said of her organization. “But everything we did tonight, we did by ourselves from scratch. We did it ourselves, and we did it together. We can’t be sold short because we’re women.”

When asked about the most important part of this process, Afzaal smiled. “I want everyone to know that [Style Your Success] took a lot of team work, a lot of time and a lot of effort, and that it brought our team together and it brought many [Baruch] clubs together,” she said.

DJ Sanity brings house music home with latest releases



AMBROSE ENG | UNDRGRND SOUND

Baruch alumnus Demetri Kesoglides is making strides with original EDM releases.

BY DAMLA BEK
COPY EDITOR

Demetri Kesoglides, more commonly known as DJ Sanity, is a Baruch College alumnus making a name in the realm of electronic dance music (EDM).

EDM refers to both the genre and its offshoot culture. The music tends to consist of bass-heavy dance tracks whereas the culture is more concerned with unity in hedonism. In that vein, EDM is a self-indulgent group experience.

EDM also branches off into a seemingly infinite number of sub-genres, each of which is a world unto its own. This is not unusual within a culture that, by necessity, celebrates individuality and self-expression.

Sanity began his venture into DJing five years ago. Now 24, he has accumulated a sizeable following. Much to the delight of his fan base, he released his first EP, *A Train is Coming*, on Jan. 22.

The two standout tracks on the album are “Zession” and “Home-

sick.” The former is the kind of song you might find at the apex of a particularly high-powered action flick. It is an intense, twisted, out-of-body trip, and Sanity builds and breaks the tension as he pleases. The latter is collaboration with his brother and Baruch junior Kristopher Kesoglides. This track is odic, a sure-fire hit that will get the crowd pumped up and moving. Where “Zession” allows the listener become lost in the serpentine beat, “Homesick” is a feel-good homage to the intimacy that EDM evokes.

Also of note is “Wash Yo Ass [Sanitize].” Both the original and the Kapo remix are fun, energized songs that essentially emphasize the importance of personal hygiene. The video, released in December of 2013, stars the younger Kesoglides as the self-proclaimed “ratchet bread man” scrubbing filth off offensive parties. Sanity knows how to keep it light while still keeping it real.

Sanity recently announced that he would be making his official re-

cord label debut, courtesy of Snap Music, come March 25. This EP, to be titled *Homesick*, will be a fresh take on *A Train is Coming* and will feature both the original as well as the revamped versions of “Homesick” and “Zession.” The album will be available via all the major distributors, including iTunes and Spotify.

On what will be known as “Zession (Life Lessons),” Sanity enlisted president of Baruch’s New York Music Industry Association Alessandra Licul and rapper Matt Eclectic to provide vocal work. The lyrics, provided by the respective artists, push the overarching idea that “what doesn’t kill you makes you vengeful.” He showcased this track to an ecstatic crowd when he returned to Baruch on Thursday, March 12, to DJ Women in Business’ fifth annual fashion show, Style Your Success.

All throughout the night, he kept it high-energy, playing infectious, poppy mixes as the models walked down the runway. And then, in an impressive display of collaborative musicking, Sanity, Licul and Kristopher performed “Zession (Life Lessons)” and “Homesick.”

Sanity was beaming as his two partners in crime brought his track to life on the runway-turned-stage. He went on to thank them post-performance, insisting that Licul crushed the vocals and that his brother’s guitar work gave him chills the first time he heard it. If the crowd’s reaction was any indication, the new EP will kill upon release.

Sanity is a Baruch success story in the making. After he graduated with a B.A. in management of musical enterprises, he received his master’s degree in music business from New York University. His strong academic background is but a reflection of his dedication.

“Baruch is my home. I want Ba-

rch students to see that you can balance your passion and your education,” he shared. Sanity is knowledgeable about the technical aspects of his trade—that is a given—but he also puts his heart into what he does.

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— Demetri Kesoglides

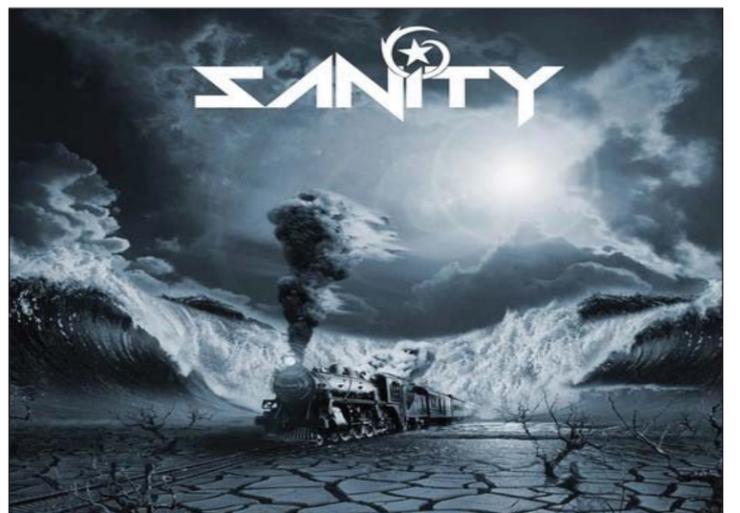
Timing is another important aspect of Sanity’s success, as he began his foray into DJing just as EDM began gaining traction. Nonetheless, he remains cautiously optimistic about the direction EDM is moving in.

“[Electronic music] still has to grow as a genre,” said Sanity thoughtfully. “People are still feeling it out. But right now, that’s a good dilemma to have. With mainstream initiation always comes a negative side.” In five years, he hopes to see EDM level off into consistency and maturity.

Sanity is a self-made man. He possesses a keen business mind, one that pushes him to promote his personal brand. He is inked up with matching star tattoos on his forearms, his emblem of choice. He wears his heart on his sleeve and his logo on his snapback.

Gesticulating passionately and using endearingly goofy-yet-accurate sound effects, Sanity offered his advice to aspiring musicians with a genuineness that is all too rare in the circuit.

“It’s okay to have an ego, but don’t ever have a superiority complex,” he said. “Don’t be afraid to talk about yourself where it inspires other people. Share your story.”



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A Train is Coming, released on Jan. 22, features the summer anthem “Homesick.”