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photos aashray mehta

# DEAR READERS

Dear readers,

Trend Magazine has come a long way since its first, skinny 13-page issue in 2006. Every semester, Trend's team makes strides, takes creative risks and thinks outside the box to develop a stellar publication. For Trend's 25th issue, we wanted to test the artistic boundaries of fashion through a cohesive yet contrasting design layout. We are proud and excited to present: "Prospective Noise."

Each page packs a punch with bold pigments and styles that are forward and futuristic. We wanted to show that there are no rules when it comes to expressing fashion. While it's impossible to physically hear a photo, we wanted our fashion directors to create photoshoots that when you look at the photo, you'll catch noisy and electric vibes. From over-the-top glitz and glamour getups to black on black ensembles completed with a bold accessory, this issue certainly stands out from the rest.

It truly takes a team of the most innovative minds to construct this magazine from start to finish. We'd like to thank Trend's executive team and committee members for their hard work and passionate drive. This issue is a creation of everyone's one-of-a-kind ideas, dedication and talents. As you flip through, we hope each page will leave an inspiring impact. Enjoy.

Creatively,

*Emma Hassemer Sarah Paul*

Emma Hassemer and Sarah Paul



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**VALOR & VIOLET**

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Letters to the editors are welcome and can be emailed to [trendmag.eic@gmail.com](mailto:trendmag.eic@gmail.com)



# FASH





# FASHION







## ACCESSORIES

||||| | | |||| | |||| | | ||

### Ladies Who Lunch

Lauren Flatt  
Lexi Persons

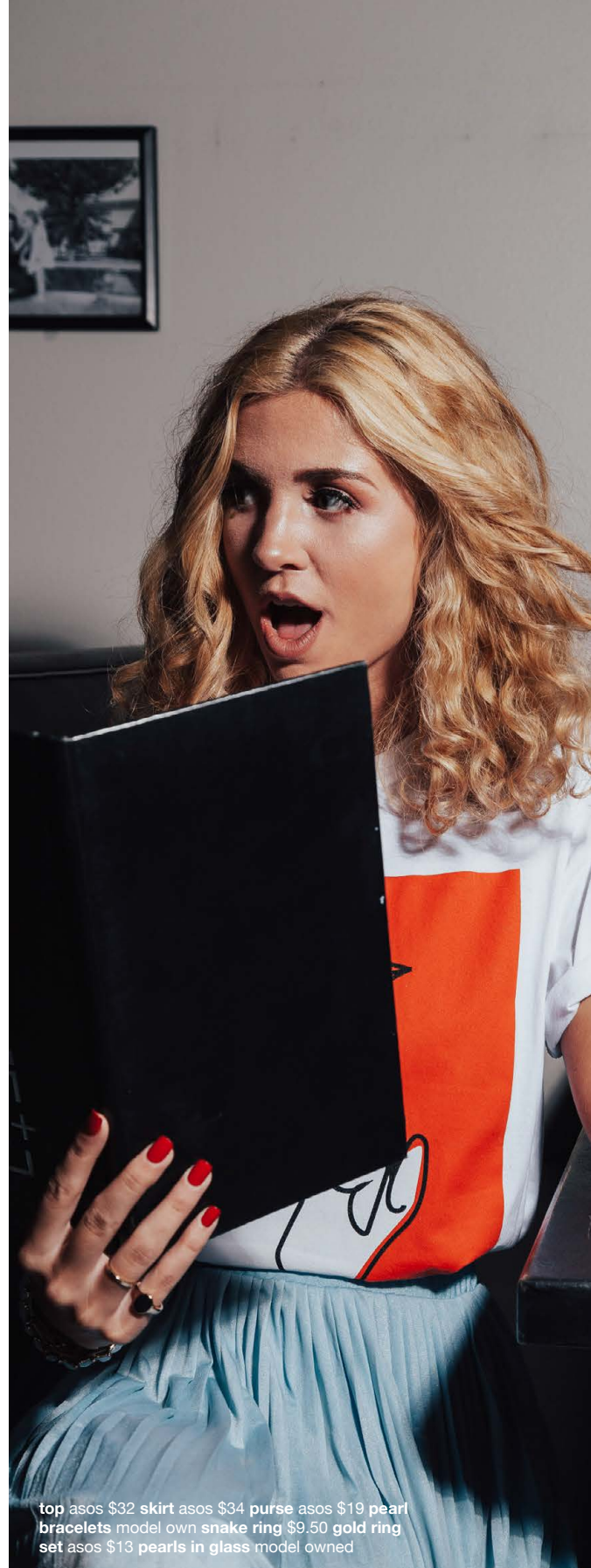
left to right model 1 bodysuit asos \$64 skirt model owned pearl necklace model owned earrings model owned ring set nasty gal \$6 model 2 blouse asos \$45 skirt asos \$40 clutch portobello road \$34 gold rings nasty gal \$4 gem rings asos \$13 champagne ring target \$9.99 choker model owned long pendant portobello road \$38 gold star earrings model owned red scarf portobello road \$14

# SOURCES

from left to right **photo 1** max dugan **photo 2** kylie kost **photo 3** aashray mehta



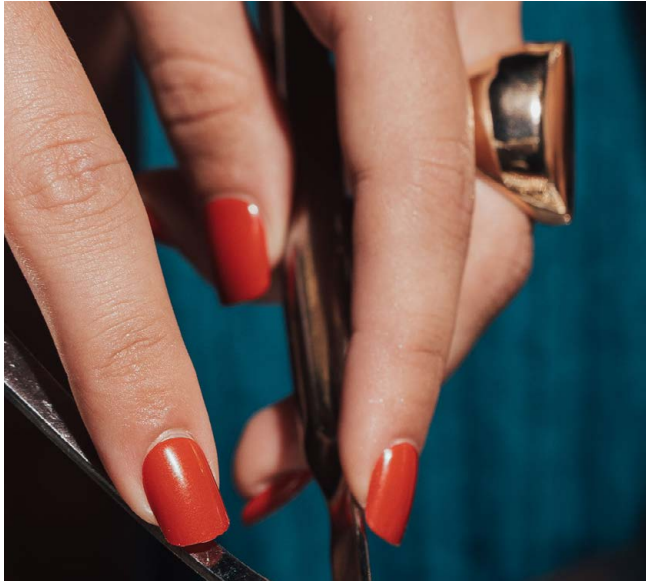
top express \$39.90 skirt asos \$19 barrettes claire's \$10 rhinestone choker nasty gal \$5 black tassel necklace model owned statement ring portobello road \$5 butterfly ring portobello road \$5 midi ring target \$12.99 tie bracelet model owned silver studs model owned pearls in glass model owned



top asos \$32 skirt asos \$34 purse asos \$19 pearl bracelets model own snake ring \$9.50 gold ring set asos \$13 pearls in glass model owned




from left to right photo 1-3 max dugan photo 4 aashray mehta photo 5 max dugan





left to right model 1 turquoise beaded bracelet model owned gold ring asos \$11.50 eye ring model owned rose gold bracelet kendra scott \$60 model 2 blouse asos \$45 skirt asos \$40 rings asos \$9.50 plated jewelry: assortment from asos, portobello road, kendra scott, nasty gal, target, and model owned



A photograph of a dining table with various items. In the foreground, a martini glass is filled with several pearl necklaces and bracelets. To its right, a hand with red nail polish and a large diamond ring is reaching towards a plate of chocolate cake. Another hand is visible near a white napkin with silverware. A black tassel necklace lies on the wooden table. In the background, another martini glass contains more pearls, and a plate of food is visible.

left to right martini glass 1 pearl necklace model owned martini glass 2 pearl bracelets model owned pearl chain bracelet asos \$23 on table black tassel necklace model owned statement necklace asos \$19 model 1 fur coat \$79 statement ring target \$9.99 model 2 blue skirt asos \$35 rainbow clutch asos \$48 statement ring asos \$13 chain link bracelet/choker portobello road \$12 claw ring portobello road \$5

photo aashray mehta





from left to right photo 1 max dugan photo 2-5 kylie kost



1 top asos \$27 fur coat asos \$79 skirt asos \$45 stackable rings target \$9.99 statement ring target \$9.99 sphere clutch asos \$40



left to right model 1 **bodysuit** asos \$64 **skirt** model owned **pearl necklace** model owned **pearl necklace** model owned **ring set** nasty gal \$6 **model 2 blouse** asos \$45 **skirt** asos \$40 **clutch** portobello road \$34 **gold rings** nasty gal \$4 **gem rings** asos \$13 **champagne ring** target \$9.99 **choker** model owned **long pendant** portobello road \$38 **gold star earrings** model owned model 3 **blazer** asos \$103 **dress** forever 21 \$15.90 **ring set** asos \$9 **statement ring** target \$9.99 **silver necklace** portobello road \$14 **hoops** target \$12.99 on table **red scarf** portobello road \$14 **clutch** portobello road \$34 **spine clutch** asos \$40 **rings on straw** selection from target and asos in wine glass **lion pendant** portobello road \$14 **pearl chain bracelet** asos \$23 **black tassel necklace** model owned

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# FASHION FORECASTING

||||| | | |||| | |||| | | ||

## Ultravibrant

Hannah Mauser  
Lexi Stumpf

Assistant: Erin Klinger



FORECAST

**mesh top** urban outfitters \$5 **bike shorts** model owned **shoes** fila \$65 **jacket** thrift store \$5.99 **sunglasses** model owned **bandana** model owned **socks** target \$1.50

photo maddie leopardo



photos kylie kost

mock neck top asos \$42 skirt asos \$40 shoes doc martens  
\$140 bag amazon \$11.99 sunglasses target \$15





left to right model 1 **mock neck top** thrift store \$3 **pants** asos \$56 **shoes** model owned **scarf** thrift store \$2 **earrings** target \$5.99 model 2 **blazer dress** boohoo \$30 **tights** target \$10 **mock neck bodysuit** forever 21 \$15 **shoes** doc martens \$140 **sunglasses** model's own **beret hat** target \$12.99 model 3 **button up** land's end/thrift store \$3 **turtleneck sweater** missguided \$19 **leopard skirt** thrift store \$5 **shoes** dsw \$58 **clear bag** asos \$29 **sunglasses** portobello road \$14



photos kylie kost



button up land's end/thrift store \$3 turtleneck sweater missguided \$19 leopard skirt  
thrift store \$5 shoes dsw \$58 clear bag asos \$29 sunglasses portobello road \$14



top to bottom model 1 windbreaker zumiez \$65 raincoat amazon \$12.99 clear glasses raygun \$20 beanie target \$3 model 2 mock neck top asos \$42 bag amazon \$11.99 sunglasses target \$15 model 3 mesh top urban outfitters \$5 jacket thrift store \$5.99 sunglasses model owned bandana model owned

photos maddie leopardo

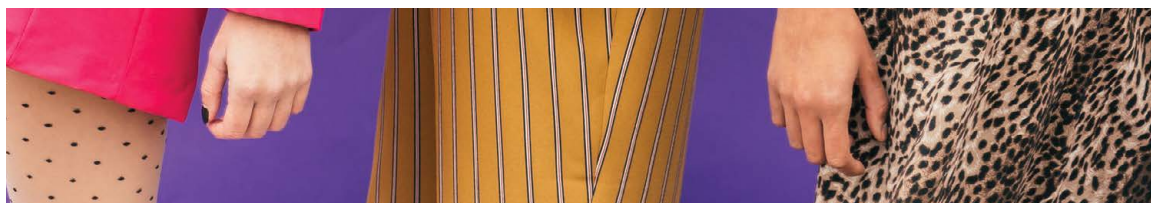
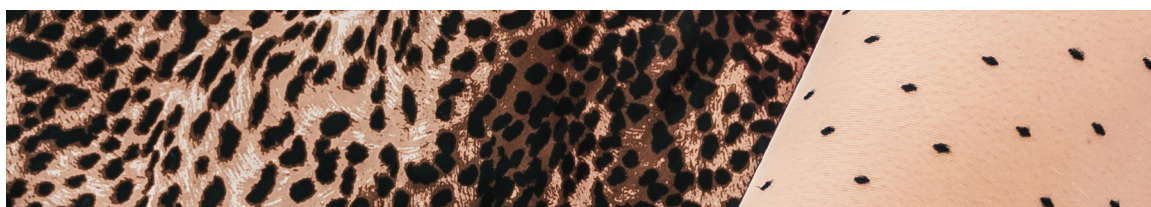




from left to right model 1 mesh top urban outfitters \$5 bike shorts model owned shoes fila \$65 jacket thrift store \$5.99 sunglasses model owned bandana model owned socks target \$1.50 model 2 windbreaker zumiez \$65 shorts model owned shoes vans \$60 raincoat amazon \$12.99 clear glasses raygun \$20 beanie target \$3 model 3 mock neck top asos \$42 skirt asos \$40 shoes doc martens \$140 bag amazon \$11.99 sunglasses target \$15



from left to right model 1 **mock neck top** thrift store \$3 **pants** asos \$56 **shoes** model owned **scarf** thrift store \$2 **earrings** target \$5.99 model 2 **blazer dress** boohoo \$30 **tights** target \$10 **mock neck bodysuit** forever 21 \$15 **shoes** doc martens \$140 **sunglasses** model's own **beret hat** target \$12.99 model 3 **button up** land's end/thrift store \$3 **turtleneck sweater** missguided \$19 **leopard skirt** thrift store \$5 **shoes** dsw \$58 **clear bag** asos \$29 **sunglasses** portobello road \$14



from left to right photo 1 maddie leopardo photo 2 kylie kost

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photo max dugan

## READY TO WEAR

||||| | | ||||| | ||||| | | |||

### All Washed Up

Meghan Shouse  
Megan Stewart

Assistant: Cassy Eaton



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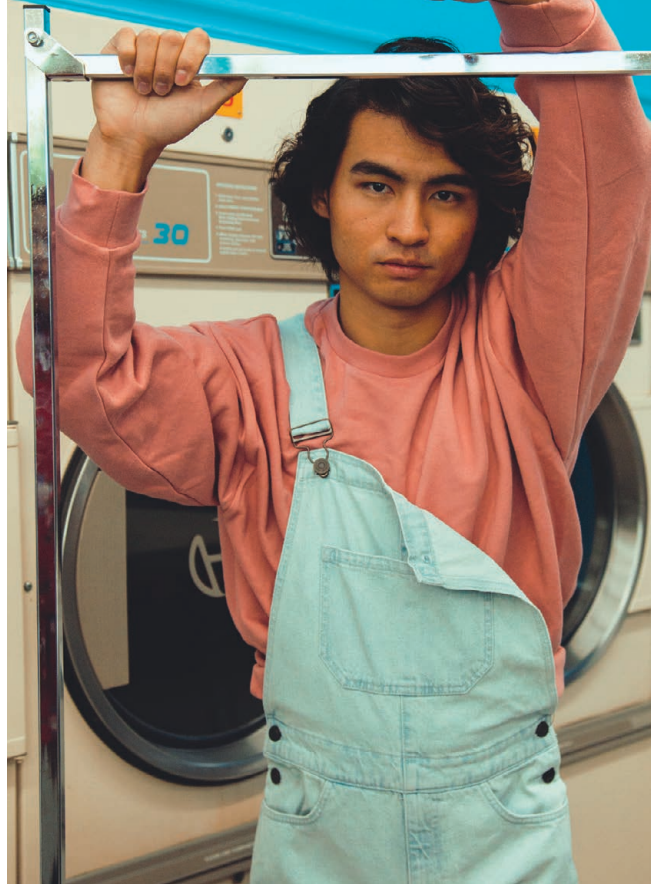
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dress forever 21 \$19.90 shoes committee member owned glasses committee member owned

|||||READY TO WEAR|||||

from left to right photo 1-2 max dugan photo 3 maddie leopardo photo 4 aashray mehta



from left to right model 1 shirt forever 21 \$22.00 neckerchief asos \$9.50 skirt asos \$40 shoes committee member owned model 2 shirt asos \$29 overalls asos \$64 shoes committee member owned model 3 jacket committee member owned shirt committee member owned pants asos \$51 shoes committee member owned



photos maddie leopardo



from left to right model 1 dress forever 21 \$19.90 shoes committee member owned model 2 dress forever 21 \$22.90 shoes forever 21 \$38.00 shirt committee member owned



|||||READY TO WEAR|||||

photos aashray mehta



shirt pacsun \$29.95 pants pacsun \$36.95 glasses committee member owned







photo 1-3 aaron shane photo 4 aashray mehta photo 5 aaron shane

dress forever 21 \$22.90 shoes forever 21 \$38.00 shirt committee member  
owned necklace committee member owned beret urban outfitters \$29



# FEMINIST FASHION - A WOMAN'S WEAPON

■■■■■■■■■■ HAILEY ALLEN

In the beginning, there was woman. Then someone ate an apple from a tree and it was decided we should clothe ourselves.

And so we did, in the finest furs, silks and dresses our husbands could buy us. This went on for awhile, but nobody wants to wear a corset for hundreds of years. Women got tired of the poufs and petticoats, and in a movement akin to the Big Bang, Coco Chanel wore pants. Fast forward a few decades and the term “feminist fashion” seems to be making headlines everywhere, especially since the release of Dior’s iconic “we should all be feminists” shirts. But what is feminist fashion? To understand, we need to go back to the beginning.

As much as women everywhere admire Chanel, she can’t be touted as the first and only champion of feminist fashion; history is filled with women making statements through their clothing. In fact, Chanel wasn’t even the first to wear pants, although she was influential in making modern women’s trousers popular. It was Elizabeth Smith Miller in 1851 who is credited for first wearing what would eventually be called “bloomers” underneath a knee-length skirt in order to make gardening and bicycling easier.

Back then, men generally believed that women’s work, aka running the household, was not taxing and therefore could be completed in those cage-like hoop skirts they liked so much. But, as Miller was well-aware, skirts just aren’t practical for things like gardening or bending or sitting. And so, at least for some activities, bloomers brought power back to women to do the things they enjoyed. The effect of this movement can still be seen today in harem and palazzo pant styles, which offer a looser, more comfortable pant option for women than jeans or structured trousers.

For generations, fashion has been an instrumental tool in taking power back from a largely patriarchal society.

“It’s hard to change the negative stereotype,” said Kelly Reddy-Best, an assistant professor in apparel, merchandising and design (AMD) at Iowa State University. This is what the term feminist fashion is really all about.

“It’s the visibility that will make the change,” Reddy-Best said. “It’s this interplay between the culture influencing people and then people changing.”

It’s no coincidence that women gained the right to vote in 1920, right as the flappers and their lifestyle gained popularity. Flappers are a strong example of feminist fashion.

“The flapper, usually young women, embodied a lot of the things that women were not supposed to do - dance, dress completely differently from previous generations [and] cut their hair short,”



said Sara Marcketti, AMD professor. “According to writer Marilyn Horn, in the 1970s, ‘drastic changes in clothing...are evidence of changes elsewhere.’ This was really brought home by the flappers.”

Women were finally taking charge of their own sexuality and self-expression, combining short skirts and shorter hair to become the ultimate femme fatale. It wasn’t about the skirts themselves, it was the statement they made to the world. Flappers weren’t going to be controlled by anyone, and they were going to wear short skirts and stay out late at parties if they wanted to. Chanel is another instance of this generation’s break from gender constraints, popularizing menswear-inspired couture for women and emphasizing ease and comfortability in this new age of women’s fashion.

Fast forward to the 1960s, and that sentiment became stronger than ever. Sexual freedom and second-wave feminism were at the forefront of American society, and miniskirts were the culmination of both. In the context of second-wave feminism, with its fight over reproductive rights and domestic violence against women, the miniskirt was symbolic of women’s fight for ownership over their own bodies.

“I think that some people do use appearance as a way of empowerment, and very purposely,” Reddy-Best said.

The miniskirt, with its short hemline and bare legs, allowed women to embrace their bodies and be proud of their sexuality for the first time. Women became sexual subjects instead of just sexual objects.

A TIME article from 1967 summed up the movement as, “ebullient and supremely self-confident, the new young style setters couldn’t care less about looking like ladies. They demand to look smashing in a theatrical, sexy and aggressively individual manner.”

The exact creator of the miniskirt is debated, but that doesn’t detract from its impact on women since. It’s known as the epitome of youthful flirtation, with a certain rebelliousness that continues to entice each new generation of girls looking to make a statement.

Also around this time came the rise of the pantsuit. Although the iconic Yves Saint-Laurent Le Smoking evening pantsuit, inspired by men's tuxedos, earned a place in popular culture, they didn't take off right away.

"In the 1960s, some women viewed clothing as a symbol of oppression," Marcketti said. "One way to seek freedom was through embracing styles previously worn by men. Liberation was through pants! It is to be noted that not all women adopted pants, and pants were banned by some schools and churches. During the 1970s, the dress-for-success styles suggested wearing masculine suits, but did desire women to wear skirts. Pantsuits were somewhat avante-garde when first introduced, but did become a visible sign of the feminist movement."

In 1993, a group of female senators protested an antiquated dress code by wearing pantsuits on the Senate floor. Until then, there had been an unspoken rule that required women to wear business skirts and dresses. The effect was immediate, and women in government embraced the new comfort of wearing slacks to work.

Of course, the pantsuit is possibly most famous for its most talked about wearer, Hillary Clinton. During the 2016 presidential election, the pantsuit was Clinton's outfit of choice and she was

almost never seen in a dress or skirt. Politics aside, the pantsuit has become a sort of power symbol; a suit of armor for women in the workforce. It says, "Here I am, and I mean business."

After decades of women using fashion as a tool for empowerment, the wave still hasn't stopped. Today we find ourselves in the middle of the No-Bra Movement, a trend that encourages women to do away with the hassle—and often times discomfort—of wearing a bra. The choice to wear unstructured bralettes, pasties or nothing at all is yet another example of women taking a stand against being uncomfortable in their own clothes, the same way women of the 19th century refused to wear corsets.

Feminist fashion has always been about seeking equality with comfort and self-expression. Feminist Dior tees, leggings and even the androgynous fashion trend can all be called feminist fashion movements, as they all aim to make women feel confident and stylish.

In an industry that's often called shallow and stereotypical, the world of women's fashion is ironically one of the biggest supporters of women's rights and equality, thanks to the women that use clothing to create change.

photos aashray mehta



**blazer** unique 21 **bodysuit** asos **polka dot tights** asos **chain belt** beltiscool amazon **socks** stylegaga amazon **blue clear heels** public desire asos **sequin bralette** lipsy - asos **shirt dress** asos **belt bag** pretty little things asos **shoes** zara



model left to right **dress** thrifted **tights** target \$5 **bracelet** leona  
ruby \$18 model 2 **suit** model owned **socks** gucci **belt** gucci

photo kylie kost



# RUNWAY

||||| || | ||||| | ||||| || |||

## Make it Luxury

Nana Kyei-Baffour  
Savanna Sylvis

Assistant: Lily Lucas



from left to right **photo 1** kylie kost **photo 2** max dugan



suit model owned socks gucci belt gucci







model left to right model 1 **top** forever 21 \$15 **blazer** zara \$32 **pants** forever 21 \$14 model 2 **jacket** velvet coat \$398 **dress** velvet coat \$153  
**necklace** leona ruby \$24 model 3 **dress** thrifted **necklace** leona ruby \$114 **bracelet** leona ruby \$18 **earrings** leona ruby \$32



**blazer** director owned **bodysuit** aimee \$172 **pants** aimee \$152  
**shoes** manolo blahnik director owned **earrings** leona ruby \$28

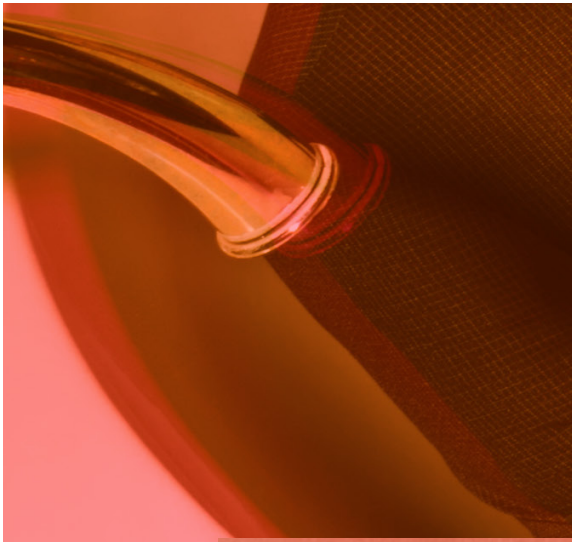


from left to right **photo 1&3** aashray mehta **photo 2** kylie kost



**dress** thrifted **tights** target \$5 **shoes** steve madden \$55 **earrings** leona ruby \$32 **necklace** leona ruby \$114 **bracelets** leona ruby \$18





**top** aimee \$110 **bralette** committee member owned  
**earrings** leona ruby \$42 **sunglasses** chanel \$325



suit model owned socks Gucci shoes  
Nike \$100 necklace Leona Ruby \$60



photo max dugan background photo aashray mehta



top forever 21 \$15 pant suit forever 21 shoes model owned necklace leona ruby \$88 bracelet leona ruby \$42 earrings model owned

from left to right **photo 1** aashray mehta **photo 2** max dugan



model left to right model 1 **dress** thrifted **tights** target \$5 **shoes** steve madden \$55 **ear-rings** leona ruby \$32 **necklace** leona ruby \$114 **bracelets** leona ruby \$18 model 2 **suit** model owned **tie** model owned **socks** gucci **belt** gucci **shoes** model owned

# SHOULD I BUY THAT?

from left to right photo 1 kylie kost photo 2 max dugan

## ■■■■■ ■■■■■ KENDRA ESAU

We've all been there – maybe you opened a new tab while trying to do homework and before you realized it, you were buying a new pair of shoes. Or maybe you “dropped in” to Target for a pack of gum and left an hour later with a cart full of things you didn't need.

Regardless, we all buy things we shouldn't and make purchases we end up regretting. Here are a few questions to ask yourself the next time you're questioning whether or not you should buy something.

### 1. Is this a quality item that will last me for a long time?

When asked what the most important thing to consider when purchasing an item is, Dana Goodin, a graduate student at Iowa State University studying apparel, merchandising and design, said, “Quality of materials is always an important thing to consider when purchasing a new item.”

Often times, the items that we purchase with little to no thought are inexpensive, and therefore not of the best quality. This is true, especially in fashion, where you can walk into Forever 21 and buy nearly any article of clothing for under \$20.

“Consider the materials that something is made out of and the value of the brand,” Goodin said. “You want something that will last you for a while and that you may be able to resell when you're done with it.”

### 2. How special and unique is this item?

Before you purchase a certain item, consider how hard it is to find others like it. If an item is common and easy to get ahold of, try doing a bit of research to see if you can find an alternative that may be more affordable or of better quality.

But if an item is unique, ask yourself: “Is this something that I would use on a day-to-day basis?” Often times if something is too out of the ordinary, it may not get as much use as it should. In an article for Stylecaster, fashion writer Perrie Samotin said to, “ask yourself, is this item a one-season wonder?”

If you're thinking of investing in an item that could end up being a fad, you might regret the purchase when the item isn't in fashion in just a few seasons.

### 3. Do you need this item?

The answer to this question is technically no, unless you're thinking of food or water. However, it is a good

idea to decide if you have a practical use for something that you're considering buying.

A helpful tip to avoid the trap of impulse buying is to keep a running list of items you need for your wardrobe, house or other areas of your life. This way, when you are shopping, you have an idea of what you're looking for and will be less tempted by random items that you know you don't need.

Another important aspect to consider when deciding if you should purchase something is how much you actually want the item.

“Don't forget to consider how much pleasure you will get from an item and if it will actually be usable,” Goodin advised.

### 4. Is this an item you need right now?

When shopping, keep in mind that if you don't need an item right in that very moment, it might be a good idea to wait and think about your purchase. This will give you time to consider how often you'll actually use the item.

Think about it: how many times have you seen something you “have to have,” didn't buy it and forgot about the item within a few hours? As an added bonus of waiting to purchase an item, you might be able to get it for cheaper if you wait until it goes on sale.



denim jacket we the dreamerz \$74 chain and ring belt asos \$24 silver sparkly t-shirt we the dreamerz \$30 silver balls necklace keytala \$8 black jeans levi's \$98 shoes dr. martens \$170

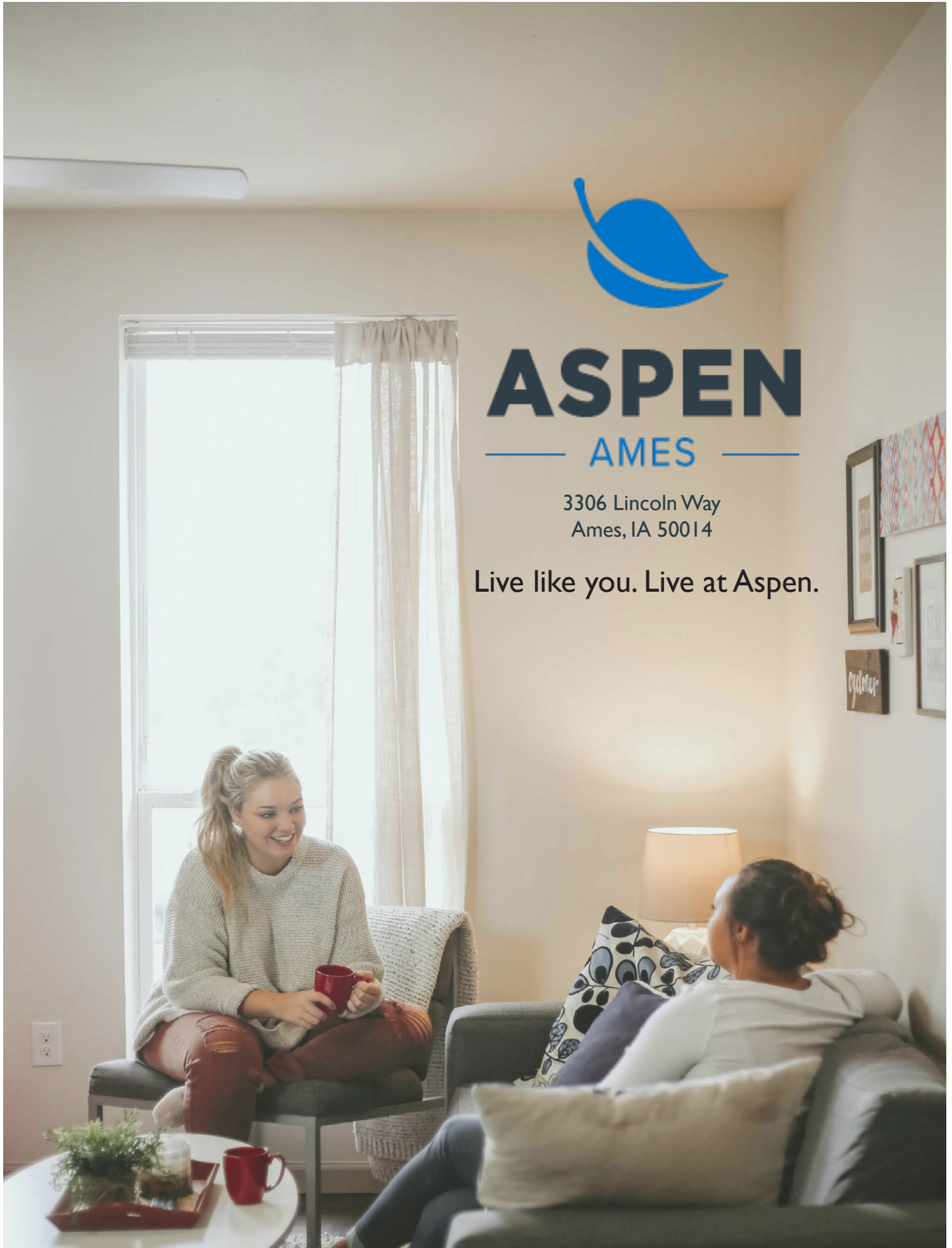


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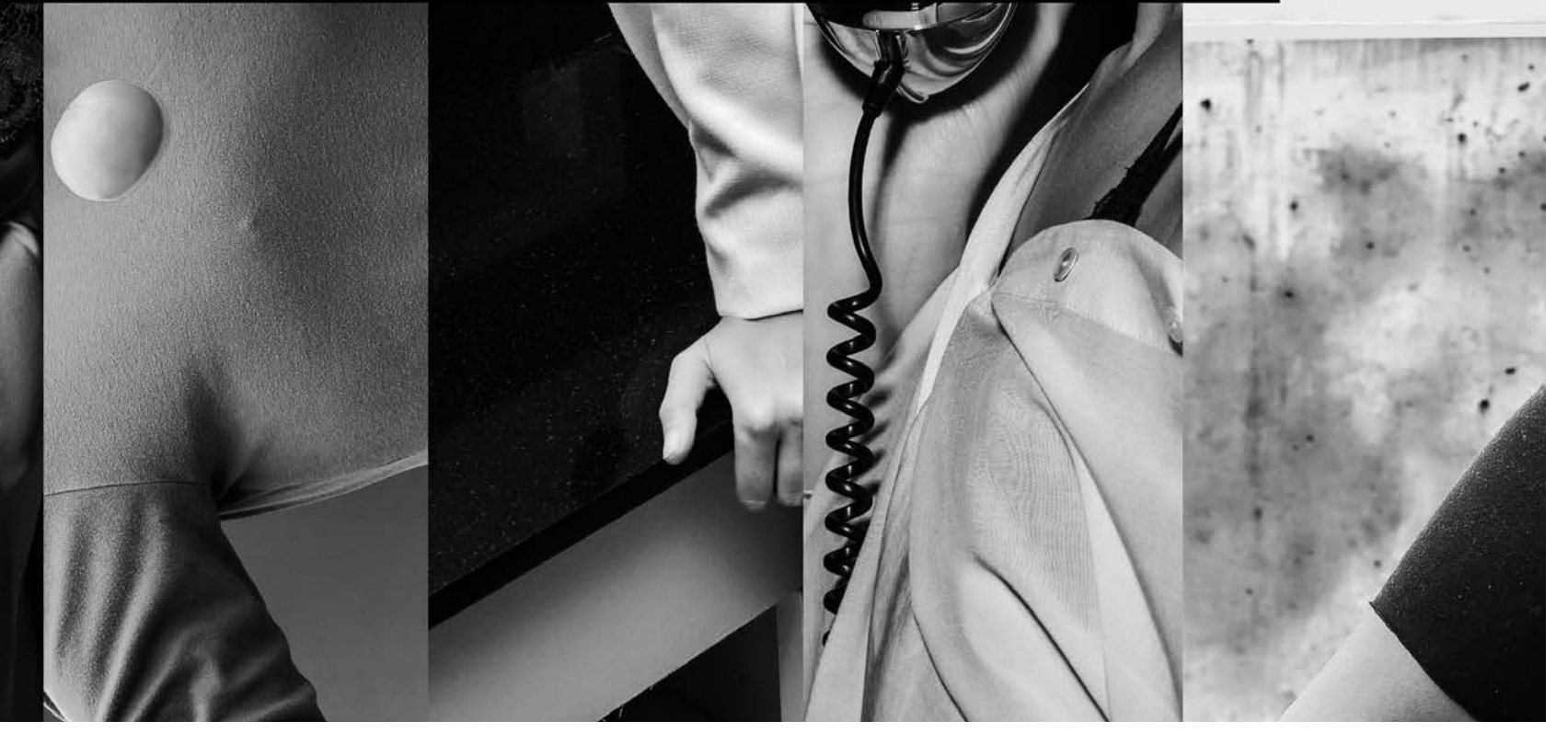


# LIFES





# STYLE



# THE INSTAGRAM SIDE - HUSTLE: COLLEGE ENTREPRENEURS

■■■■■ ■■■■■ BRYCE JONES

*Iowa State students (and girl bosses) Madeline Swegle and Kamber Causemaker discuss how they use the social media site to make money, gain real world experience and explore their passions.*

When you take a picture to post to Instagram, you may think about how it will look with the rest of your feed, how many likes it could get and how to use the photo as a way to highlight your personal life. Not many Instagrammers think of using the app as a way to market a brand or sell products.

Madeline Swegle, junior in public relations and marketing, and Kamber Causemaker, senior in apparel design, are among the few college students at Iowa State who use the platform for this purpose.

Swegle sells handmade pom-pom and crystal earrings on an account she made just for her business, madexmadeline (@madexms). She currently has 929 followers and 71 posts dedicated to showcasing the pairs that are on sale, as well as pictures of her customers wearing them.

Causemaker uses her personal profile (@kamberelyse) to sell her one-of-a-kind clothing items, ranging from handmade dresses to tailgating gear.

“I decided to start making clothes when people became interested in what I was wearing because they would ask me where [I got something], and I’d be like, ‘Oh I made it,’” Causemaker said.

With 2,126 followers, Causemaker uses the saved story feature to promote her pieces. She said one of the benefits of this is that it allows her customers to see behind the scenes of how she makes her clothes from start to finish.

“I think it’s so cool when people are able to see the process of how something is made, because clothes are something you wear every day but don’t necessarily know the process behind,” Causemaker said. “For me to be able to show that some people dye their own fabrics, put their labor into it and then sell them for a decent price – it shows that the industry can still be very ethical.”

Causemaker, who is in her senior year, is definitely staying busy. Her goal is to create something every day – whether it be drawing a new sketch or making a clothing item.

“For something like tailgating it would take me a week to make all of [the pieces] and then deliver them before Saturday,” Causemaker said. “But then as for something



**dress** by kamber elyse **shoes** vince camuto  
from left to right **photo 1&2** aashray mehta **photo 3** kylie kost

more custom like a dress, I would spend a little bit more time on that since it's a little more personalized."

Swegle also dedicates substantial amounts of time hand-crafting her jewelry, but she posts pictures to her actual feed to advertise the product rather than use the story feature. Her overall process of making, posting about and distributing a pair of earrings takes about 40 minutes. In the first month, Swegle sold about 120 pairs at around \$20.

"I'm dedicating quite a bit of my limited free time to the business, which I'm willing to do because I want it to be as successful as possible," Swegle said. "I'm passionate about it so how could I skip out on that?"

This passion began when Swegle listened to a podcast featuring Kendra Scott, the self-made CEO of a jewelry company, called "How I Built This." After buying a pair of pom-pom earrings from Etsy, she realized they were something she could make.

Causemaker has been making her own clothes since freshman year after she realized how much she loved the creativity of designing, but selling her pieces and the making of her personal brand took off this year with the start of football season.

"I would say the [clothing] people are most interested in right now is tailgating wear, just because everyone on Instagram is kind of like the in and the now," Causemaker said. "I also do love making dresses and outfits for my friends who have certain events to go to." While Causemaker's business strategy focuses more on the personal, one-of-a-kind product, Swegle said she put a lot of thought into the marketing and branding side before she launched her side-hustle.

"Just from my major in public relations and marketing I've learned quite a bit about building a brand," Swegle said. "I try to focus on the extra details and be on top of my communication and delivery with customers. Those little things like that allow for people to kind of pass your name along to their friends and family."

One detail Swegle has implemented in her distribution process is a thank you card she puts into the packaging along with the earrings. It encourages the customer to use word-of-mouth to promote her work and also ask for an Instagram shoutout.

"That third party credibility and third party marketing that I've received through the social media platform has been amazing, just because their followers then see what they had posted, and then they follow my account and place an order and then they put it on their Instagram – it's like a domino effect for success."

This kind of success was unexpected for Swegle. She launched her brand on August 5 and has been overwhelmed with the response.

"I still can't even believe it's a thing," Swegle said. "It's been such an amazing ride just having so much support from not only my friends and family, but literally there are so many women entrepreneurs out there who are supporting other women and their passions – it's been so cool."



Both Swegle and Causemaker plan to continue and expand their side-hustles. Swegle said she's considering starting an Etsy account and wants to reach out to boutiques in bigger cities about having them sell her product. She's currently already selling some of her earrings at We the Dreamerz in Ames.

Causemaker said tailgating season was a way to "get her foot in the door" regarding her business and that everyone can expect more from her when it's over. Plus, she'll be part of the working world in a just few months.

Originally, Causemaker's dream job was to work for a high-profile brand and make custom pieces for celebrities – and it still is – but after having the experience of selling clothes on Instagram, that goal has evolved. Seeing people on campus wear her clothes made her realize she loves dressing the "everyday" woman, and hopes to design clothes for them through her own brand someday.

"I used to think that I wanted to dress celebrities and that was my end goal, like I wouldn't be happy until I did that," Causemaker said. "Then I realized that I'm almost fulfilled, if not completely satisfied, doing it for everyday women and my friends because that type of fulfillment comes from seeing it right there in those people that I make happy. Instagram just showed me you can do it from wherever you are."

**blue sweater** target **black sheer turtleneck with dots** forever 21 **belt** zara **shoes** steve madden **pom pom earrings** by madeline swegle

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# MAKING MONEY MOVES: HOW TO BUDGET FOR THE MONTH IN UNDER 20 MINUTES

■■■■■ ■■■■■ RACHEL CESSNA

College may be full of fun experiences, but it also has numerous expenses that can make it nerve-racking to check your bank account or swipe your card for something as small as a coffee. However, with little effort you can prepare for all your monthly expenses in less than 20 minutes.

## Apps

Using apps on your smartphone to track your monthly expenses can be extremely quick and hassle-free. The app store has tons of options that are free to use with no sign-up requirements.

## Fudget

The simplicity of this app makes it great for anyone wanting to create a monthly budget. You can add a personal budget for each month, insert your expected income and expenses and it will tell you the balance you have left for spending. With every purchase you make, enter the cost into that month's budget and date it to see how quickly your budget depletes.

## EveryDollar

EveryDollar is useful if you have an idea of how much your income and expenses will be each month. It gives you a budget with categories for all your spending, such as rent, gas and groceries. It also allows you to plan a certain amount to save each month. Whenever you make a purchase, add the amount you spent to the appropriate category and the app will tell you how much money you have remaining for the rest of the month's budget.

## Worksheets

If budget apps aren't your thing and you prefer having a physical sheet of paper in front of you, give worksheets a try. Many budget worksheets are available online for different categories and lifestyles. You can also use them for inspiration to create your own personalized one. If you're not sure where to start, check out [girlboss.com](http://girlboss.com) for a simple template you can print at home.

## Make your own

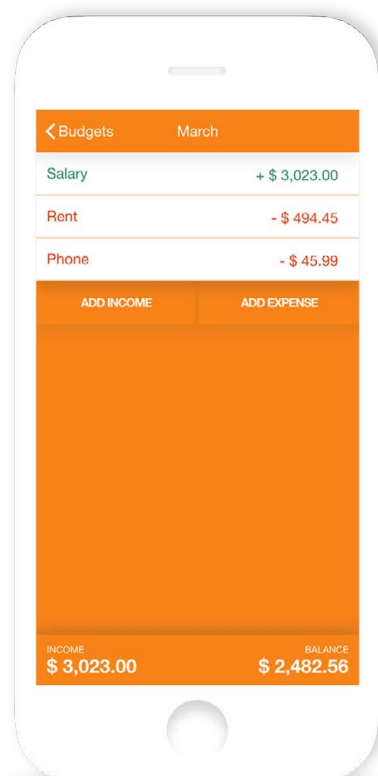
If you feel like you're financially savvy enough to budget without an app or a template, you can come up with your own personalized plan for the month.

Heidi Walthier, a senior in chemical engineering, uses two separate bank accounts to keep her spending under control. She keeps the bulk amount of her money in savings and takes out \$800 before the start of each month to use as her spending money. Four hundred dollars goes toward her rent, so she knows she has about \$400 to spend each month on food, gas and entertainment. Separating her savings from her checking makes a huge difference in how she spends.

"I'll pick and choose where I'm spending my money, so it allows me to do what I want but still be smart," Walthier said.

College is stressful enough without the added worry of expenses. Learning how to budget early on can help you stay confident in your spending for the rest of your life.

"It's been super helpful because if I don't have a budget I feel like all the money is there and I can just spend, spend, spend," Walthier said. "It obviously goes away quickly when I don't have a plan."



# THE TRUTH BEHIND FAKE NEWS

■■■■■ ■■■■■ HALEE OLSON

photo aashray mehta



sunglasses quay

*If you scroll through social media or flip on a news channel, it's likely that you'll come across the term "fake news." Tracy Lucht and Alex Conner discussed what fake news means, what journalism is and how the media can regain society's trust.*

## Fake news

"Fake news" is not a new phenomenon; in fact, journalists have been accused of publishing false news stories since the 1800s.

Lucht, associate professor of journalism at Iowa State University and media historian, explained that newspapers have a long history with fake news that dates back to penny press newspapers, which were cheap, tabloid-style papers known for publishing hoaxes.

Fake news and hoaxes still exist in modern-day journalism. People can label themselves as a journalist and publish false claims to their heart's desire, but the most recent development in the discussion is name-calling genuine news as fake news.

Conner, editor-in-chief of the Iowa State Daily, believes that calling something "fake news" is a mindless tactic.

"It bothers me when journalists use the terminology 'fake news,'" Conner said. "Words matter, and that feeds into the rhetoric that what we're doing is not real and [is] rooted in ill intent."

President Donald Trump is notorious for dropping the fake news bomb. Conner explained that "when the president says it, no one is going to look at you funny if you say it."

And so, it has become a trend.

## What journalists do

The core responsibility of a journalist has never been to lie.

When Carl Bernstein and Bob Woodward broke the infamous Watergate Scandal in 1972, Americans were fixated on the conspiracies and illegal activities coming from the White House, and the profession of journalism was forever changed.

According to Northeastern University's student newspaper, Watergate is what fueled the fire for young professionals to seek careers in journalism. People started to realize that if Bernstein and Woodward were able to take down a corrupt presidential administration, then the media can help solve other problems too.

The first thing that came to Conner's mind when describing what a journalist is was a "watchdog." To her, being a watchdog is about "speaking truth to power and looking out for people who could be impacted by corruption or things happening in the government."

Ethical journalists also serve as advocates. Conner explained that advocacy plays a large role in journalism and that it is important to tell the stories of underrepresented communities.

But journalism doesn't always have to be hard hitting. There is something to be said about the importance of soft news, which is media that primarily covers entertainment, arts and lifestyle.

Lucht explained that issues such as women's rights were talked about in lifestyle publications before hitting the stands as hard news, which is media that primarily covers fast-paced stories about topics like business, politics or international news.

That's what journalists do. Now, what can they do to be trusted again?

## Building trust

According to Lucht, transparency is a journalist's key ingredient in building trust with readers.

"It's similar to the way that professors assign grades in a class," Lucht said. "Instructors who are transparent about the way that they grade and are clear from the outset that this is how the course is set up, this is how much each assignment is worth, I feel like that builds trust with the students."

To build trust with the Iowa State Daily readership, Conner has been trying to get a grasp on who reads their paper. She explained that this will provide the staff with information on how to match the expectations of readers and ensure that they feel represented.

Additionally, Conner explained that every interaction a journalist has with a source is important in building trust because you represent an entity.

"If you say you're with the Daily, or Trend, you have to make sure that you're being someone who people can trust, that you care and that you're not just doing it for the story but because you are an actual human with feelings and beliefs," Conner said.

Conner also added that if a journalist makes a mistake, they need to own up to it instead of simply brushing it off.

"When people say they don't trust the news, I get a little bit offended and it bothers me," Lucht said. "But trust should always be earned."

## What consumers can do

Journalists and their stories help consumers make decisions and formulate opinions, as well as provide them with entertainment and a source of education regarding what's going on in the world. In short, the media plays a crucial role in society.

As a modern-day consumer, it is important to have a sense of media literacy in order to decipher between what is a reputable story and what is not.

According to commonsensemedia.org, media literacy is "the ability to identify different types of media and understand the messages they are sending."

To decide if what you're reading is the real deal, analyze what outlet the news is coming from and what the author's intention was. Rebecca Pitts, who has worked in libraries, museums and archives for over a decade, told Teen Vogue that if the source does not seem reputable, or the author's intentions appear to be ill, you might be reading a fake story.

Journalists are criticized on social media, at political rallies and in everyday conversation, but not all journalists are dirty. Moving forward as a society, it is crucial to incorporate media literacy into consumption and to keep in mind the purposes that true journalism serves: to inform and empower.





# BEA



AUTY

# UNDER THE INFLUENCE: THE BUSINESS OF BEAUTY BEHIND THE SCREENS

■■■■■ ■■■■■ BREANNA BRUENING

It's a beauty influencer's world and we're just living in it.

Influencers of all kinds have become explosively popular in conjunction with the booming beauty industry. As the world of beauty grows, people are looking to influencers more and more for information on new brands, products and trends to be aware of and possibly partake in.

Brands have taken notice of the rising power of influencers' opinions, as well as the consumer demand for receiving product information before making a purchase. They immediately throw themselves at the feet of the mighty influencer, knowing that just one post from a major influencer can make or break a company. As time went on and the beauty industry became increasingly saturated with new products, the mailboxes and inboxes of influencers all over the world began to overflow.

Makeup artist and beauty influencer Haley Wight has provided Trend with her insights and experience in the influencer realm. Wight has been an active YouTuber and Instagrammer for years and is one of the industry's leading voices for cruelty-free beauty. Wight holds a YouTube subscriber count of over 482,000 and an Instagram following of over 956,000. Her skills and artistry with makeup and open relationship with viewers have brought her many opportunities as an influencer.

Whether we like it or not, we are in the age of brand pleasing. Even the biggest names in beauty have been accused of this offense; influencers such as Nicol Concilio, Manny MUA and Jaclyn Hill have all come under fire for allegedly putting brands over their viewers. Brand pleasing usually goes hand in hand with sponsorships, public relations packages, trips and events that are meant to strengthen the relationship between a brand and an influencer. These practices are essential to the business of the influencer and aren't inherently wrong, but keep in mind that the influencer's first responsibility is to the viewer and consumer, not the multimillion dollar corporation.

An influencer can purposely omit information that conflicts with what a brand wants them to say about a product in order to continue receiving perks from that brand. This practice is referred to in the beauty community as "brand pleasing." While most influencers prefer to stick to their personal morals, it has proved



to be easy for some to get sucked into the glamour of what brands can offer them in exchange for insincere, gleaming reviews.

According to Mobile Marketer, the biggest source of income for influencers, about 71 percent percent of it, is brand-sponsored content. Sponsorships can take place on any type of social media post, and they are a beauty brand's most effective method of communicating with people who take interest in their lines. Wight receives approximately 300 sponsorship offers a month, but accepts and executes one to three monthly.

"I only say yes to sponsorships that let me be myself and say what I want to say," Wight said. "It's all about finding a brand that you can relate to and create a natural collaboration that doesn't look forced."

Once influencers have accepted a sponsorship, they are contractually obligated to go through with what the brand wants them to do or say. Terms can range from saying a few nice things to "literally read[ing] off a script they wrote," Wight said. Sponsorships are generally positive posts in nature, but that doesn't mean the influencer is only praising the product because they're getting paid.

Many influencers like Wight will only make sponsored posts for products they already love or have been testing and enjoying for a while. It's up to consumers to determine whether or not they believe the influencer is being honest about their feelings on the brand

or product, and take their opinion and money from there. If you are a lover of beauty media, it's crucial to find a few token influencers that you trust and whose opinions and values you feel confident with.

Now to discuss the source of makeup lovers' envy towards influencers: public relations packages (aka all those boxes of free makeup). Brands send out PR packages to strengthen their relationships with influencers, explained Wight. Brands place a high importance on PR because they know that a good relationship with a beauty influencer means a good relationship with their viewers and fans.

"I have a few brands that I truly love and have a great relationship with," Wight said. "Some I've collaborated with for years."

To some, these packages seem like mere gifts given to people who already have tons of makeup, but they are actually a meticulously thought-out business strategy.

Influencers almost always receive PR packages before a new skincare or cosmetics line is launched. This timing is crucial, as it gives the beauty influencers ample time to test out the received products and formulate their opinions on its quality, resulting in a more thorough review. These in-depth reviews relieves the average consumer from the chance of purchasing a product that may not work for them. In a time where Sephora reins over our cosmetic culture, people are spending more on makeup and skincare products than ever before. Statistics from Statista, a leading provider of market data, show that the U.S. alone spent \$54.7 million on prestige cosmetics and skincare this year. Luxury beauty products are becoming increasingly important to consumers, so it has become increasingly important that purchases made are worth the high price tag.

Today's beauty influencers seem to lead fabulous lives, and while some of them do, they also carry a daunting responsibility to the world's makeup, hair and skincare lovers. They are held responsible for providing viewers with comprehensive and honest information in regards to new and popular beauty brands and items. Behind-the-scenes interactions with brands like PR packages and sponsored social media posts open the door for influencers' organic views on a product or brand to be compromised. Since these practices between brands and influencers aren't going anywhere, the best option for both parties, and especially consumers, is to be transparent. For Wight, that has always been the goal.

"It has personally not been hard for me to 'stay true' to my subscribers because without them, I literally would not have this as a job," Wight said. "The least I can do for them is be honest about what I'm selling to them."

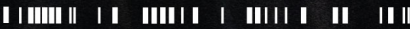
When it comes to being informed consumers, Wight advised all that take part in beauty media to "find a few influencers that they truly trust and feel confident in listening to their opinions." Alongside that, widening your search and going to multiple videos or posts will ensure that you're taking in various perspectives on a product or brand that you're considering giving your money to.

According to Wight, you should take note of whether or not the influencer seems "truly interested in the product." Do they sound like they're just reading off a script? Do they only rave about products when a brand is sponsoring them? Just like you want honest friends in your personal circle, you want to make sure you have honest influencers in your online media "circle."

Beauty influencers have changed the way the industry operates and given the beauty community a variety of voices, but they don't always have to have the last word. Though influencers are useful tools for getting information on the latest launches, remember that in the end, beauty is individual and unique to everyone. Beauty influencers are meant to be guides, not dictators. Use the information provided to you to make your own educated decision on what products and brands will suit your beauty collection respectively.



# BEAUTY



## Fire and Ice

Kasmira Woodwick

Assistants: McKenna Miller, Cassidy Streiff



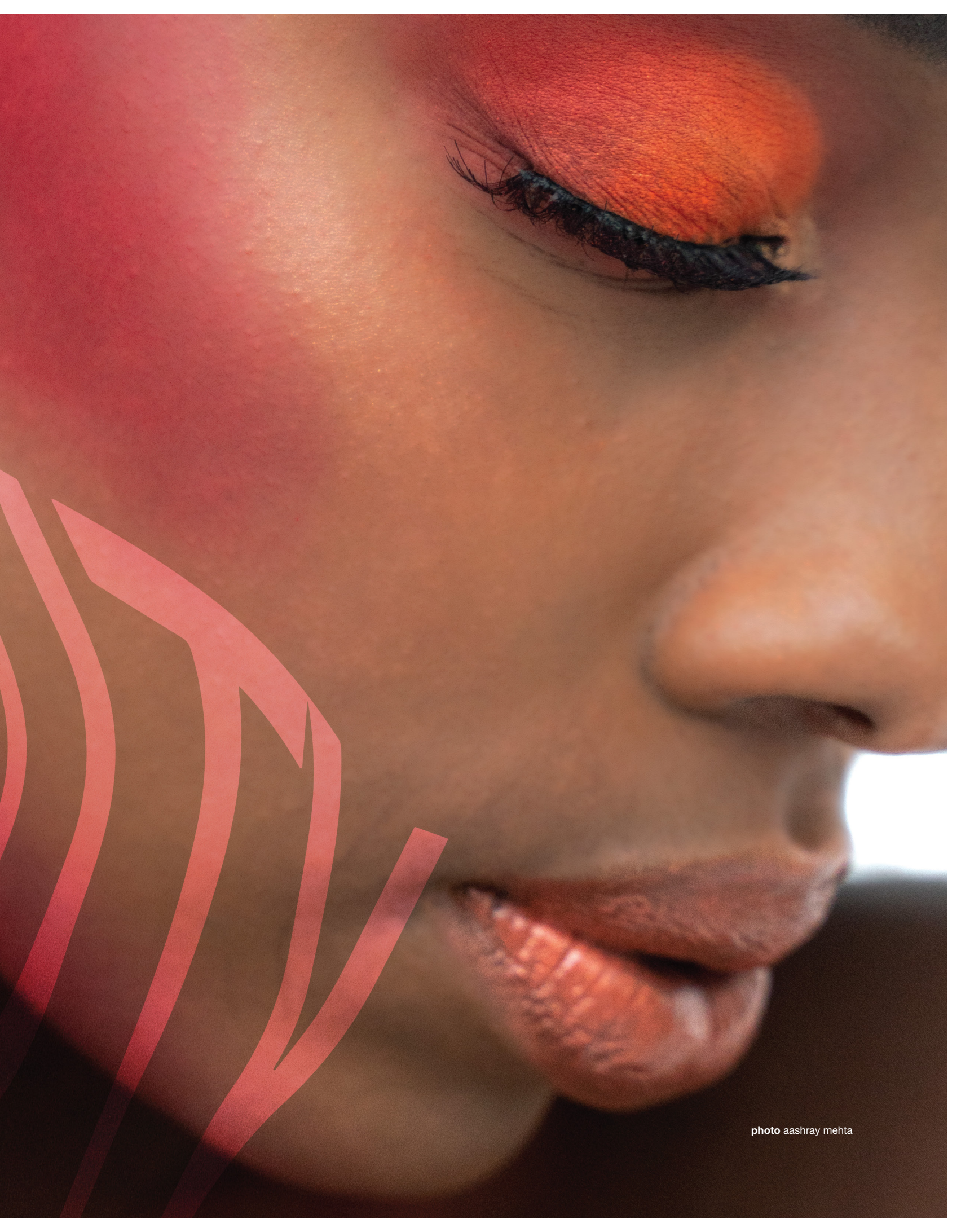


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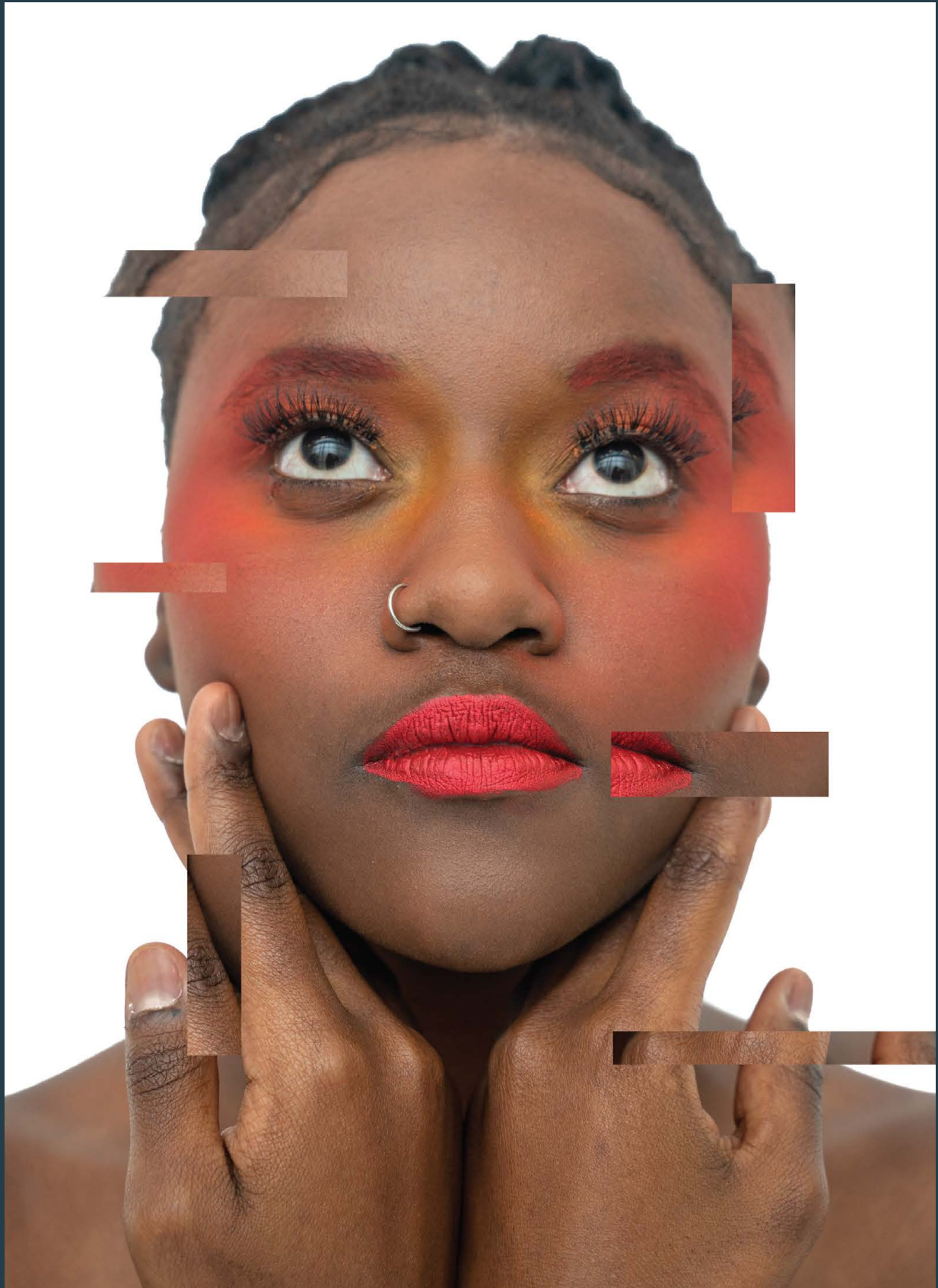


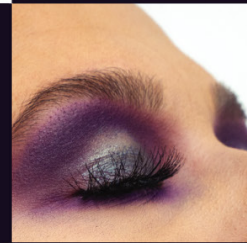
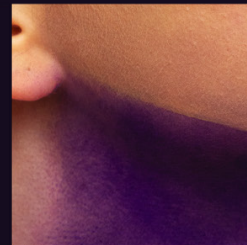




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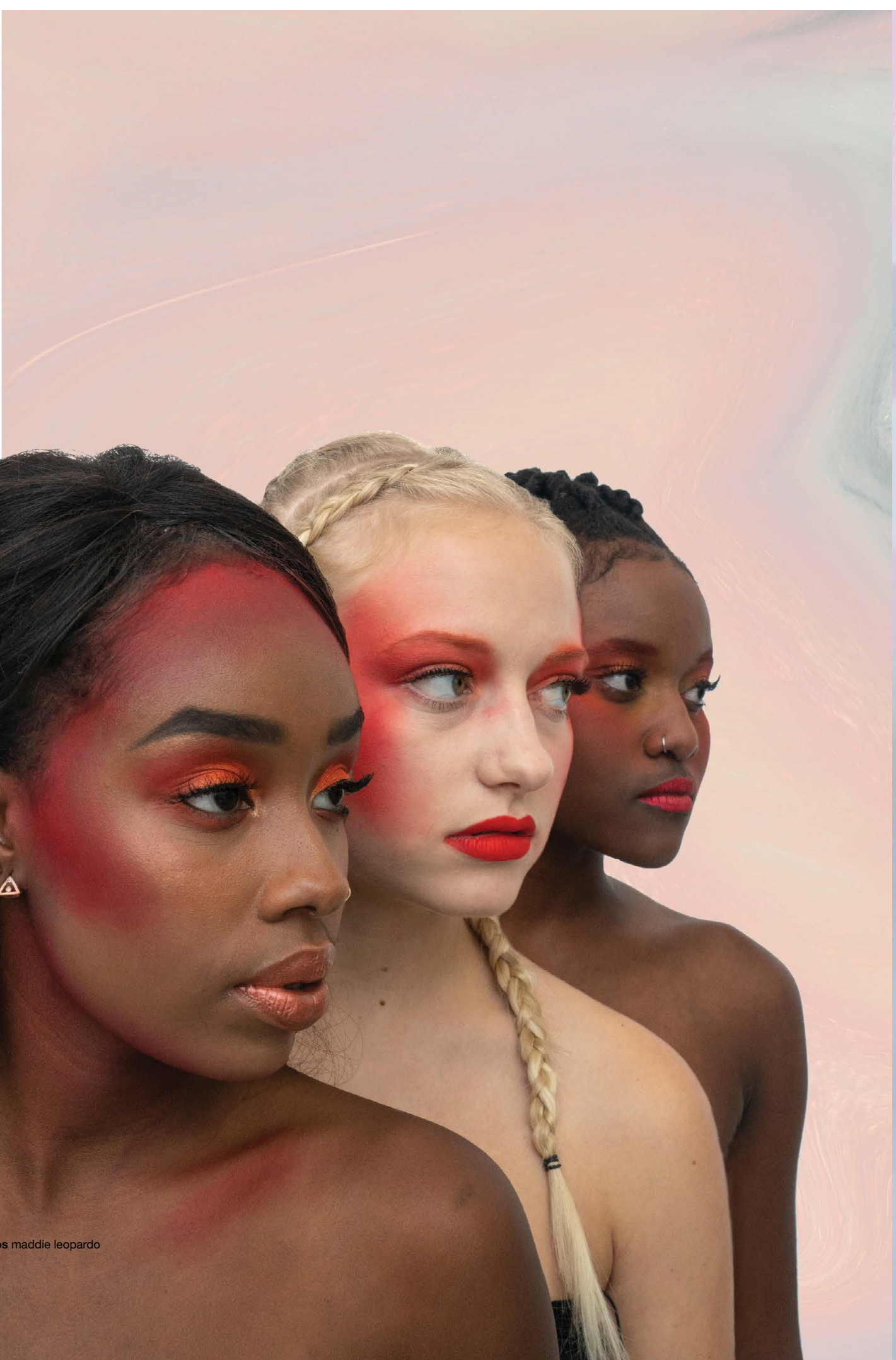




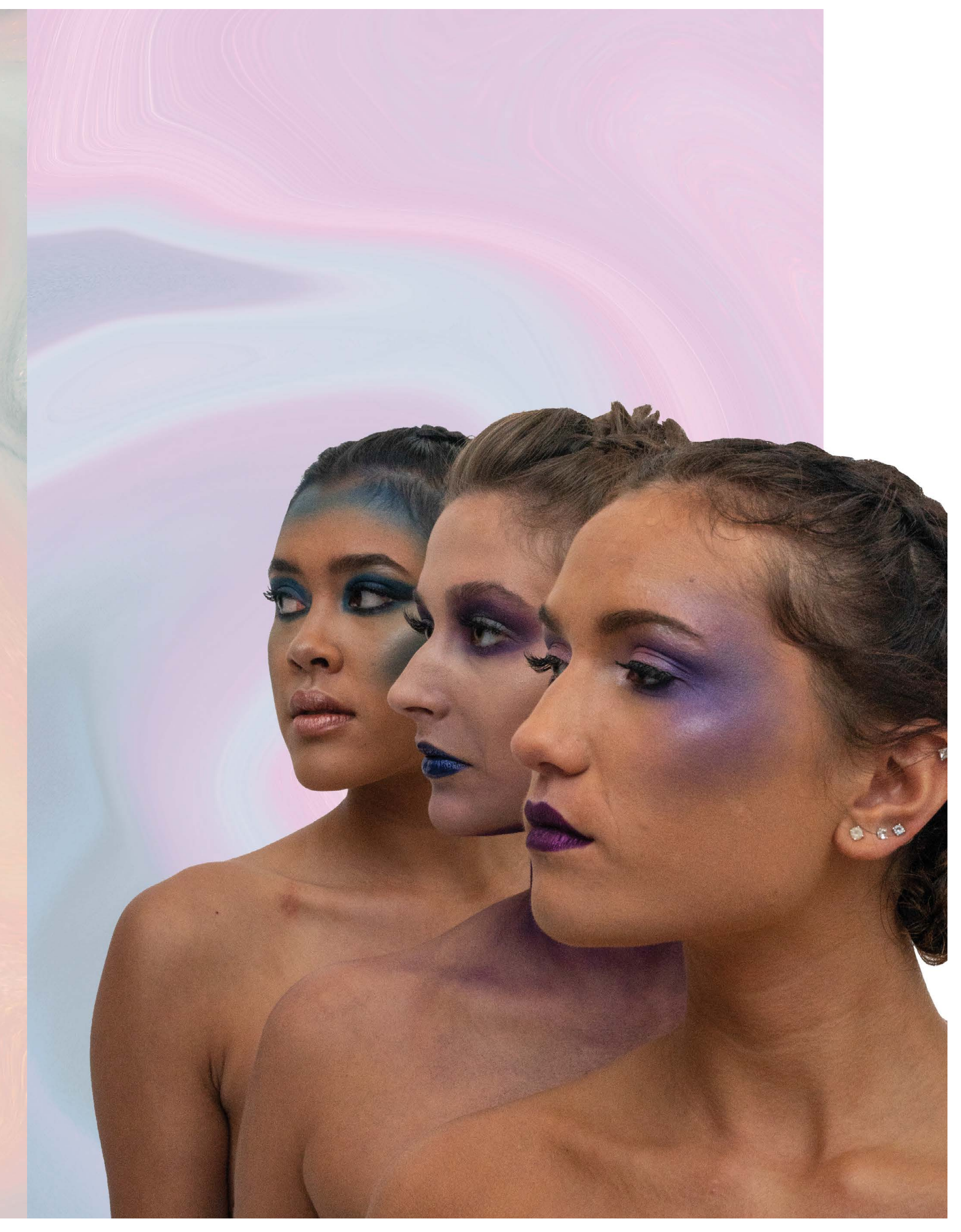


from left to right photo 1 maddie leopardo photo 2 aashray mehta





photos maddie leopardo



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# NO PAIN, NO GAIN: WHAT TO KNOW ABOUT WAXING

■■■■■ ■■■■■ KAJSA HALLBERG

Waxing has become an integral part of many people's beauty routines. However, there's still a negative stigma surrounding waxing due to its reputation for being painful, but it doesn't need to be scary.

For those who are considering giving it a try, professionals in the industry have a few tips for newcomers.

The first step is finding a place to make the appointment. Choose a place where the environment is sanitary and the employees are well-trained to prevent infection or injury.

Once the appointment has been made, Taylor Beach, a stylist and esthetician in Des Moines, said to take a look at your skin care products.

"If you use tretinoin or any harsh facial products, stop use a couple days before your appointment because they can make your skin sensitive," Beach said.

For other preparations, beauty and skin expert Nichola Joss recommended in an interview with Marie Claire to exfoliate any skin being waxed 24 hours prior to the appointment. She said not to moisturize or use oily products before waxing; the skin should be dry for best results. After waxing, Beach said that applying aloe vera or unscented lotion to the waxed area helps soothe the skin.

Something first-time waxers should keep in mind is that irritation can occur, but according to Beach, waxing becomes less painful and irritating over time.

Beach recommended making a follow-up appointment every three to five weeks depending on how quickly the hair grows back and how dense the hair is. For eyebrow waxing, she recommended going no longer than seven weeks between appointments. At that point, the shape is lost and the esthetician has to start from scratch.

You may just want to take matters into your own hands - this is where home waxing comes into play.

When it comes to wax strips, Joss said that she considers them to be an effective method for at-home waxing. She tells clients to follow the same pre-appointment routine before using the strips so the skin is clean and dry. While waxing, the strip needs to be pulled off quickly in one clean motion, pulling against the grain of hair growth. After using the strips, Joss said to apply a light oil and massage it into the skin.

Waxing can be a great addition to beauty routines for those interested in hair removal that is quick and effective. The process can be uncomfortable at first, but those that push through the first few appointments will find that the discomfort diminishes over time.

So give waxing a try - you may just find yourself with a new staple in your beauty routine.



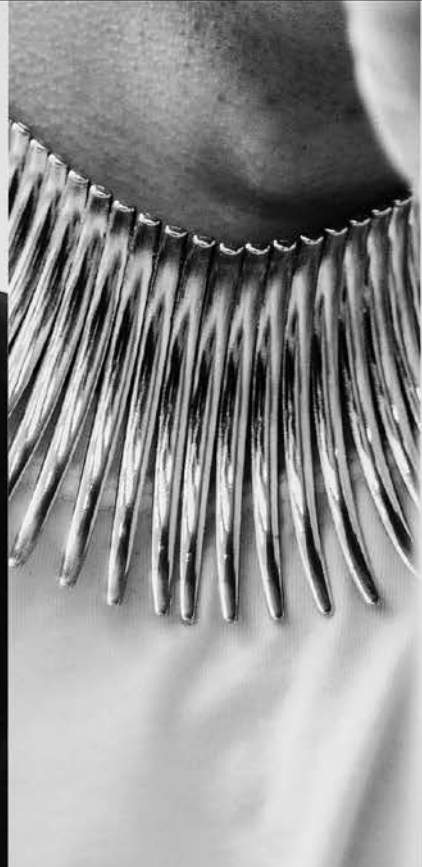
photo aashray mehta







# TREND F





**FOR MEN**

white tee t.j. maxx \$25 jeans kaalueuro \$50 belt versace \$500 watch armani  
exchange \$150 indian ring portobello road \$5 crown ring portobello road \$5

FOR THE ACCESS

# TREND FOR MEN ACCESSORIES



## Electrify My Soul

Byshawn Davis  
Mollie Henning



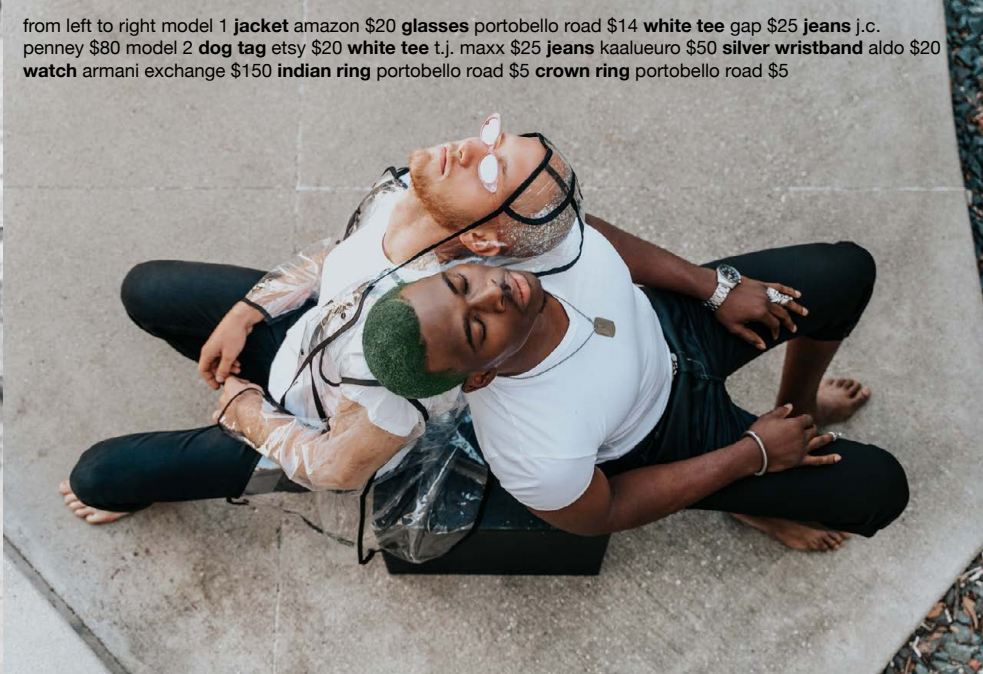
# TRIFLES

photo maddie leopardo

from left to right **photo 1** maddie leopardo **photo 2-3** kylie kost



from left to right model 1 **jacket** amazon \$20 **glasses** portobello road \$14 **white tee** gap \$25 **jeans** j.c. penney \$80 model 2 **dog tag** etsy \$20 **white tee** t.j. maxx \$25 **jeans** kaalueuro \$50 **silver wristband** aldo \$20 **watch** armani exchange \$150 **indian ring** portobello road \$5 **crown ring** portobello road \$5

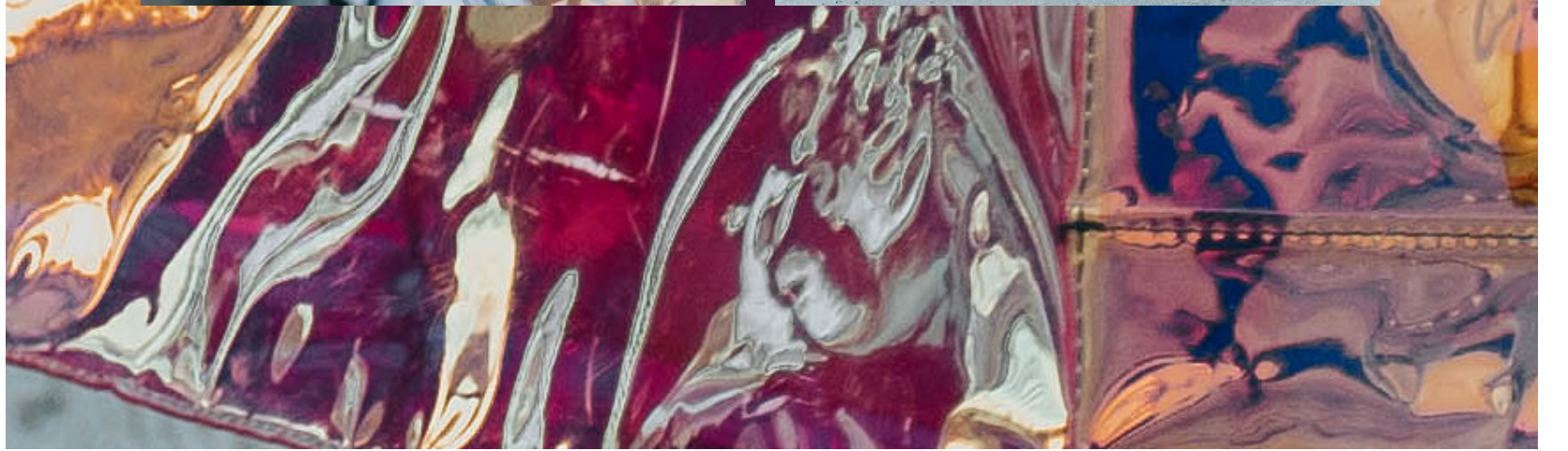


**hat** h&m \$18 **wig** amazon \$22 **harness** amazon \$15 **glasses** ragstock \$6  
**jeans** h&m \$40 **chain** boutique \$17 **white tee** zara \$18





**jacket** amazon \$20 **glasses** portobello road \$14 **bag** urban outfitters \$20 **white tee** gap \$25 **jeans** j.c. penney \$80



photos aashray mehta



wig amazon \$16 glasses amazon \$10 socks target \$15 white tee gap \$25 shorts h&m \$30





photos max dugan



nails amazon \$10 necklace amazon  
\$16 white tee apparel in bags \$6



photos max dugan



**white gloves** amazon \$10 **denim jacket** ragstock \$35 **nose ring** asylum \$10 **earring** asos \$15 **hair jewelry** amazon \$12 **white tee** t.j. maxx \$15 **fanny pack** top shop \$30 **chain** portobello road \$36 **jeans** j.c. penney \$60

photos kylie kost



from left to right model 1 rings amazon \$10 necklace amazon \$16 white tee apparel in bags \$6 jeans brand collect \$150  
model 2 hat h&m \$18 wig amazon \$22 harness amazon \$15 glasses ragstock \$6 white tee zara \$18 jeans h&m \$40



photos max dugan

# TREND FOR MEN



## Notoriety

Alexis Smit  
Alex White

Assistant: Isabella Wroblewski



**bomber** fashion nova men \$60 **tank** asos \$9.50 **pants**  
yesstyle.com \$35 **doc marten boots** journeys \$84





background photo max dugan photos aashray mehta



shirt asos \$32 shorts asos \$40 shield shades  
sunglass.la \$10 reflective shoes adidas \$180



||| TREND ||| F O R ||| M E N |||

from left to right **photo 1** aashray mehta **right page photos** max dugan & aashray mehta



Left to right model 1 **long sleeve tee** yeezysupply \$40 **pants** model owned **utility vest** urban outfitters \$90 **shield shades** sunglass.la \$10 model 2 **bomber** fashion nova men \$60 **tank** asos \$9.50 **pants** yesstyle.com \$35 **doc marten boots** journeys \$84



headband supreme \$32 bomber fashion nova men \$60 tank asos \$9.50 pants yesstyle.com \$35





shirt gosha rubchinskiy \$40 shield  
shades sunglass.la \$10

windbreaker asos \$51 tank asos \$9.50 sweatshorts  
model owned vans old skools journeys \$60



background photo max dugan photos aashray mehta





left to right model 1 **bomber** model owned **shirt** gosha rubchinskiy \$50 **pants** yesstyle.com \$35 **glasses** model owned model 2 **jacket** helmut lang \$80 **rollercoaster belt** model owned **pants** model owned model 3 **long sleeve tee** yeezysupply \$40 **utility vest** urban outfitters \$90 **pants** model owned



# MASCULINITY REDEFINED

███████ ZENOBIA AFEWORKI

from left to right model 1 borg overcoat asos pink velvet corduroy pants asos white shirt bar iii socks banana republic belt penguin shoes h by hudson model 2 green jeans river island silver chain zara wool hat zara fanny pack wild fable clear coat wild fable green crew tee goodie fellow cream long sleeve mighty fine shoes converse

*Over time, the exact definition or persona of what “masculinity” is has changed. This story will take an in-depth look at how masculinity has been defined in the past leading up to the present. History and comparisons of cultures will be provided to show a fuller scope of what masculinity is considered to be.*

How would you define masculinity?

Across the world, it is guaranteed that if you asked one person in each country, all of their definitions would differ. However, despite the differences, one aspect always seems to remain.

Joel Geske, an associate professor in the Greenlee School of Journalism and Communication at Iowa State University, said that “masculinity is usually associated with the qualities of men, but in this day and age, I don’t think you could put specific characteristics or definitions on that.” Masculinity has been always a trait that is linked with men and how macho they are.

This word has had more of an effect on men everywhere than people realize. Taking a look back to the ‘50s and ‘60s, it was a time where the gender norms were extremely black and white. Men were considered the strong, unemotional type that provided for the family, while the women acted as nurturers.

The roles that a man could embody were quite small (ex. provider). Then, looking forward to the ‘70s at the beginning of the sexual revolution, fluidity among genders was slowly becoming acceptable. It marked the start of the LGBTQ+ movement that helped completely change the course of gender norms. It showed the introduction of gender-neutral bathrooms and acceptance of people who don’t identify as heterosexual. This decade also showed men with longer hair styles.

In 2018, gender neutrality is slowly becoming prevalent within mass media, specifically within the fashion industry.

Jake Gable-Preze, a senior at Iowa State University studying apparel merchandising, commented on the changing fashion industry.



“I will look in both sides, men’s and women’s, because a lot of clothing now is gender neutral,” Gable-Preze said.

Fashion can have a big influence on the general public because designers are not only putting out clothing, but they are carefully selecting models who they think appeal to either masculine or feminine characteristics.

“What they wear down the runway is how society is going to depict them...[the] fashion industry does have a lot of power in defining gender roles,” Gable-Preze said.

Clothing can lean toward being gender neutral by not having an exact silhouette shape. The style is looser and blurs the line between what a man or women should wear. Many females will wear or purchase men’s clothing, but it is not as common for men to purchase women’s clothing.

Culture is another main factor that influences the concept of masculinity.

Every country has their own media influences that determine what is considered masculine. The level of acceptance will vary from place to place, and that reflects the openness of each culture.

“I’d say it [the culture of fashion] has a lot to do with government because they have implemented certain laws where it is OK to be something and follow those laws a certain way,” Gable-Preze said.

The U.S. tends to fall in the middle of conservative and liberal cultures because the country has slowly become more accepting, but there is still a long way to go compared to other countries.

“Alexander Putin is riding around on horses with no shirt on, trying to be cool... Justin Trudeau from Canada represents a younger generation of people who are more liberal,” Geske said. Then looking to the east, “South Korea would be a good example, how they dress there would be considered “flamboyant” here”.

Assigning a true definition to the term “masculinity” may do more harm than good. It puts an immense amount of pressure on men to act a certain way to be considered “a man.” Traits such as toughness, strength, athleticism and emotional distance are often assigned to men. Putting men in the position where they feel that they need to portray an image rather than being true to who they are beneath the surface.



**black overalls asos black velvet burnout leopard shirt asos beanie obey shoes buffalo**

“It can lose who you are in the end...you aren’t really embodying who you really are,” Gable-Preze said.

It has the effect of limiting people because everyone is their own individual with a different set of experiences. In addition, the pressure can push men to have violent responses to situations. According to Geske, the majority of violence within the U.S. is committed by men, this shows that the notion of being “stronger than your opponent” is still eminent in everyday society. Diversity and individuality should be celebrated rather than putting men in a box that limits their full potential.

When we break it down, masculinity does not need to have a specific definition or even be related to men. Men are so much more; they can be caring, smart, creative and have so many other attributes.

Rather than taking exactly what a popular media persona exudes, look to your own beliefs and find icons that reflect that. Life is too short to worry about whether or not you are considered “masculine” because who you are on the inside is what should be celebrated. It’s best said by Gable-Preze, “If you want to wear women’s clothes do it, if you want to wear men’s clothes, do it... don’t conform to societal norms.”

Forget about fitting the definition of masculinity because who you are is the best definition for you.