

THE CRYSTAL EDITION / F 2013

TREND

N° 15

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WHERE IT ALL BEGAN

UNDER THE ARMOUR

LIMITLESS LEATHER

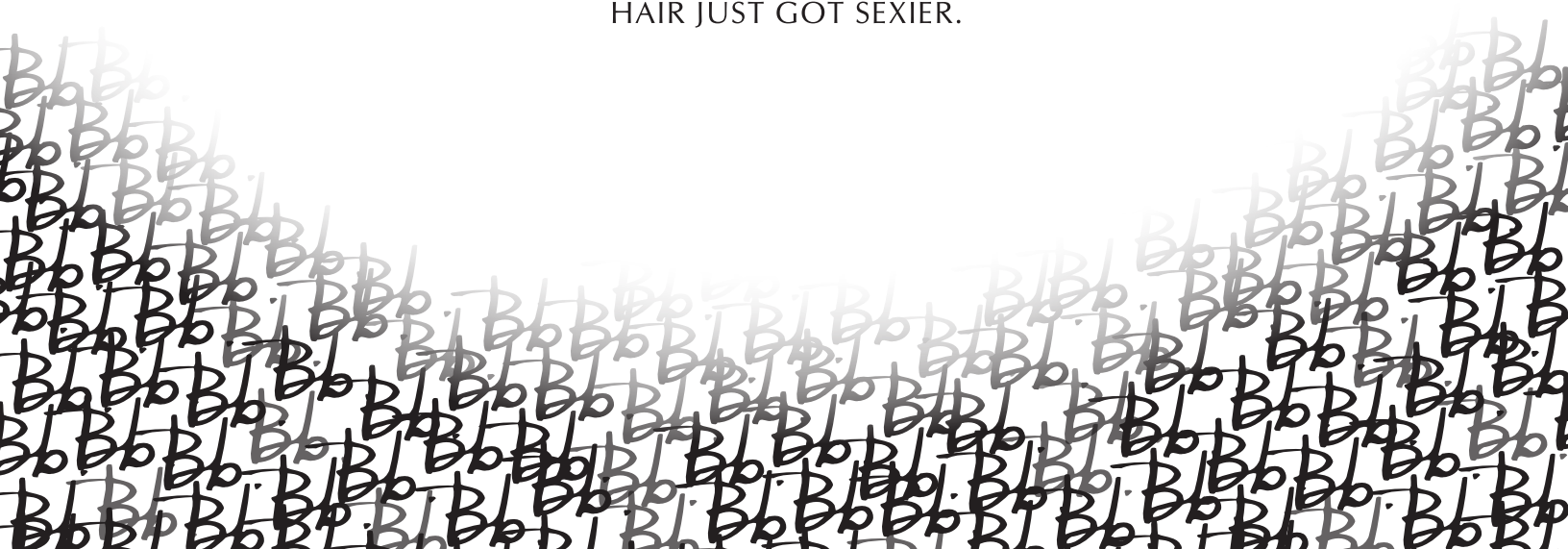
TRAPPED LOVE





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A WORD FROM THE EDITORS

IN APRIL 2006, TREND CAME TO LIFE AS A SKINNY, 13-PAGE MAGAZINE. FIFTEEN ISSUES LATER, WE ARE PROUD TO PRESENT OUR 80 PAGES OF HARD WORK AND DEDICATION BROUGHT TO YOU BY THE MOST DEVOTED AND ENTHUSIASTIC STAFF ON CAMPUS.

THE 15TH ANNIVERSARY REPRESENTS THE CRYSTAL: A SOLID SUBSTANCE GROWING OUT OF MICROSCOPIC STRUCTURES, WHICH IS EXACTLY WHAT OUR STAFF IS. OVER 180 UNIQUE INDIVIDUALS CAME TOGETHER EACH WEEK TO FORM THE MAGAZINE YOU ARE NOW HOLDING IN YOUR HANDS.

JUST AS A CRYSTAL GROWS, TREND TRANSFORMS EACH SEMESTER; WE CONSTANTLY STRIVE TO EXCITE AND ENGAGE OUR READERS.

ONE OF OUR GOALS THIS SEMESTER WAS TO EXPAND TREND FROM OUR BEAUTY AND FASHION ROOTS TO INCORPORATE ISSUES STUDENTS ON OUR OWN CAMPUS FACE. AS YOU FLIP THROUGH THE PAGES, WE HOPE YOU ENJOY READING OUR MAGAZINE AS MUCH AS WE ENJOYED CREATING IT.

WE CAN'T WAIT TO SHOW YOU WHAT WE HAVE FASHIONING FOR NEXT SEMESTER!

EMILY ELVERU & LYNNELY PARKER

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BEAUTY
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BOLD BAROQUE

Eye-catching dramatic make-up in black, wine, and emerald colors are making their way onto runways and make-up counters this season. No longer is it a trend just for the rebellious or the runway; baroque make-up is for everyone. Ombre effects and day-to-night tricks bring this trend to the masses.

Baroque make-up, a trend characterized by dark and dramatic make-up on eyes, lips, and cheeks, emerged from Chanel. According to Jacob Barrett, a cosmetic sales specialist for Chanel Beaute, Chanel was the first label to utilize the baroque look. Chanel popularized black nail polish as an everyday look and later created the “Vamp” line of cosmetics, including a world-renowned nail polish and lipstick in a deep burgundy. Today, Chanel still sets the standard for the baroque trend and countless other beauty trends.

Emerald City

RENE REYNOLDS OF ESTÉE SUGGESTS ESTÉE LAUDER PURE COLOR INSTANT INTENSE EYESHADOW TRIO IN “CAMO CHROME” TO COMPLETE AN ALTERNATE DAY-TO-NIGHT LOOK. APPLY THE TWO LIGHTEST SHADOWS TO THE EYELIDS AND BENEATH THE BROW LINE DURING THE DAY AND ADD THE DARKEST SHADOW ALONG THE UPPER LASH LINE AND BENEATH THE BROW LINE FOR NIGHT.



Bold by Day, Fierce by Night

THINK BOLD EYES AND LIPS ARE TOO MUCH FOR THE CLASSROOM OR AT YOUR INTERNSHIP? THINK AGAIN. BAROQUE MAKEUP CAN BE WORN ANYWHERE AND AT ANY TIME OF THE DAY. FOR A MORE PROFESSIONAL, DAY-TIME LOOK, REYNOLDS SUGGESTS FOCUSING ON THE EYES. A SIMPLE APPLICATION OF ESTEE LAUDER LASH PRIMER PLUS FULL TREATMENT FORMULA AND ESTEE LAUDER SUMPTUOUS BOLD VOLUME LIFTING MASCARA IN BLACK ADDS FRESHNESS TO AN EVERYDAY LOOK. THE THICK BRUSH OF THE MASCARA LENGTHENS AND ADDS VOLUME TO THE LASHES TO CREATE "DRAMA." REYNOLDS ADVISES ADDING WINE-COLORED LIP GLOSS FOR A DATE OR A NIGHT OUT WITH THE GIRLS.

REYNOLDS ALSO RECOMMENDS HIGHLIGHTING THE T-ZONE AND CHEEKBONES. YOU CAN HIGHLIGHT THE T-ZONE, THE AREA FROM THE FOREHEAD DOWN BETWEEN THE EYES TO THE BOTTOM OF THE CHIN, CONCEALER IN A SHADE LIGHTER THAN YOUR NATURAL SKIN TONE, WHICH ALLOWS BAROQUE EYES TO STEAL CENTER STAGE. TO COMPLETE THE LOOK, SHE ADVISES CONTOURING ALONG THE CHEEKBONES TO CREATE A HOLLOW EFFECT.





Rockin' on the Runway

THIS SEASON'S RUNWAY SHOWS BRING BAROQUE MAKEUP TRENDS TO LIFE WITH WINE-COLORED STAINS AND SMOKY EYES IN CLASSIC BLACK. WINE-COLORED LIP STAINS TURNED HEADS AT BOTH PRADA AND LANVIN'S SHOWS. STAINS CREATE A BOLD AND VIBRANT LOOK WITHOUT APPEARING TOO HARSH. LANVIN ALSO HIT A HIGH NOTE WITH THEIR UNCONVENTIONAL WINGTIP EYE. THEY ADDED A THIN LINE OF BLACK EYELINER JUST BELOW THE BROWS TO PUT A NEW SPIN ON THE CLASSIC WINGTIP LOOK. ROBERTO CAVALLI RELIED ON A HEAVY SMOKY EYE TO CARRY OUT THE BAROQUE TREND. ADDING SHIMMER TO THE SMOKY EYE ALLOWS BLUE EYES TO STAND OUT.

Vivacious Vamp

A CLASSIC NAIL POLISH COMPLETES THE BAROQUE LOOK. BARRETT PRAISES THE RICH TRADITION BEHIND CHANEL'S ICONIC LE VERNIS NAIL COLOUR IN "VAMP" AND THE LASTING IMPRESSION IT HAS MADE ON BEAUTY TRENDS OVER THE PAST COUPLE OF DECADES. THIS CLASSIC, DARING SHADE OF BURGUNDY IS A MUST-HAVE FOR THE NEW AND FRESH BAROQUE TREND. APPLY ONE COAT FOR A SUBTLER LOOK AND MULTIPLE COATS TO TRULY STEAL THE SPOTLIGHT AND NAIL THE BAROQUE TREND.

Embrace Ombre

BARRETT RECOMMENDS AN OMBRE EFFECT ON THE EYES TO CREATE A MORE SUBTLE BAROQUE LOOK. HE SUGGESTS USING CHANEL'S LES 4 OMBRES QUADRA EYE SHADOW IN "SMOKY EYES," APPLYING THE WHITE EYE SHADOW TO THE EYELID, AND ADDING THE BLACK SHADOW TO THE UPPER LASH LINE. ADDING A THICK WINGTIP COMPLETES THE LOOK AND IS GREAT FOR ACCENTUATING BLUE EYES AND WORKS FOR ALMOST ALL SKIN TONES.





WHERE TO SPEND YOUR BEAUTY BUCKS

LUXURY *vs.* DRUGSTORE BUYS

When planning budgets, most females would consider make-up a necessary addition. There is an endless list of products to purchase in every color, formula and brand imaginable. The most difficult part is determining how much you should spend to get the best products for your money. Some drugstore products are just as good, or maybe even better, than their luxury counterpart. Knowing the difference will do wonders for your skin and your wallet.

*THE FORMULA IN
DRUGSTORE AND
DESIGNER MASCARAS
ARE THE EXACT SAME.*

Chanel's Inimitable Intense Mascara Multi-Dimensionnel Sophistiqué draws consumers in with its exotic name, creating images of nights in the Paris lights. The mascara has the sophisticated black packaging with a gold band and specially engineered brush with the \$30 price point, but it won't make lashes any longer or fuller than a drugstore brand costing that only \$9.

Since mascara should be replaced every three months to prevent the growth of bacteria it is best to save money and stick with a drugstore brand. L'Oreal, Maybelline and Max Factor are industry leaders in mascara sales for a reason.

Finding the right shade and formula to fit your skin's needs is crucial when choosing a foundation. It is important to maintain a balanced skin pH of 4.5—5.5. Many over the counter formulas have extremely high pH levels and will dry out the skin according to Sarah Sahl, PCI Academy educator. Have a make-up consultation with a professional to ensure the perfect foundation purchase. Cheryl Milligan, co-owner of It's All About Me in Ames, recommends the Bare Minerals line. "Bare Minerals is all natural with no preservatives, which means skin will look more beautiful," she explains. Professional skin products should be talc-free, preferably mineral formulas. Customers are paying the higher price point for the additional skin enhancing vitamins and minerals. Quality foundation will have better coverage, explains Sahl, causing



Mascaras / foundations / nail polish / lipsticks / brushes

customers to use less than the drugstore counterpart. Foundation covers your entire face, so it is especially important that it is the right formula to suit you individually.

Every beauty bag needs numerous bottles of nail polish in every color and trendy texture. Continue to afford all the fun shades and funky designs by buying drugstore brands. Luxury nail polishes have higher color pigments meaning they take fewer coats to achieve the rich color. Drugstore brands need more coats but cost less per use. Sahl advises regardless of price “purchase brands that focus on strengthening and maintaining the integrity of the nail.” PCI Academy, in the past, used OPI exclusively but are making the switch to Essie, a more natural nail focused company.

In order to have the best make-up application, it is important to have the best tools. Purchasing quality make-up brushes is the best way to improve your overall make-up routine. Quality brushes absorb less makeup, therefore wasting less product, says Sahl. Invest in a high quality brand of brushes in a variety of styles.

Sahl also advises to buy the best brush for the product, use synthetic brushes for concealers and liquid liners and use natural bristle brushes for powders. Extend the life of your brushes and keep your skin clear by cleaning them regularly, weekly or bimonthly, with mild soap or baby shampoo. You will be able to use these over and over; make the investment once and have years of use.

Lipstick is one beauty buy that is up to the consumer to determine the budget and brand decisions. Luxury brands often have a smoother texture and longer lasting formulas; however, this is not always the case. Is this going to be an everyday splash of color? Consider making the investment in a quality tube. Need a bright red just for the holiday season? Swing by your local drugstore to grab a seasonal shade. Buy the lipstick, gloss or stain that is best for you no matter the cost. The confidence boost the pop of color will provide is priceless.

AVOIDING THE WINTER BLUES

As the days get shorter and temperatures drop, moods seem to steadily fall with the winter days settling upon us. Long months of winter hibernation can result in a lack of motivation and low energy, which is commonly known as Seasonal Affective Disorder (SAD), or “seasonal depression.” Gray skies and freezing temperatures are enough for anyone to start feeling down. The Mayo Clinic suggests although it is normal to have a few days to feel under the weather, it is important to know when to see a physician. Common symptoms of SAD are inconsistent sleep patterns, loss of appetite and feelings of hopelessness. Although the winter months can get us feeling down in the dumps, we can also take the winter season as an opportunity to refresh and revitalize before the weather warms back up.

TREAT YOURSELF

The winter season means entering dead week and final exams. De-stressing is a huge factor in avoiding the winter blues and overall feeling physically better. You know you’ve wanted to hit the spa and get that much-needed massage, so go do it! There is no better time to take a relaxing “you” day than in the dead of winter. Plan a day and schedule that massage, facial or nail treatment to revitalize your body. The Salon in Ames offers a luxury salon experience with a variety of services and even offers ISU students a 20% discount on all services with a student ID. Finesse Spa and Salon offers custom facials, body exfoliations and a variety of massage services, stone therapy and reflexology for the ultimate relaxation escape.

Wellspring Wellness in Ames offers massages, energy treatments and treats your overall well-being, mind and body. Deborah Kline, a licensed massage therapist and owner of Wellspring Wellness, specializes in Energy Medicine techniques and offers a variety of health and well-being tips. “Therapeutic massage increases circulation



HEY TRENDSETTERS!
MENTION THIS TREND
MAGAZINE ARTICLE,
AND RECEIVE \$15 OFF
AN HOUR SESSION,
OR \$10 OFF A HALF-
HOUR SESSION
AT WELLSPRING
WELLNESS.

and energy levels while detoxing the body.” As someone who has experienced the effects of SAD, Kline has used a variety of techniques to stay happy and healthy. One important factor is catering to sunlight deficiency during the dull winter months. “I use full spectrum light bulbs in all of my light fixtures. There are also prescription light boxes. They stimulate natural sunlight. When I was an ISU student they were available free at the student counseling center.”

SURROUND YOURSELF WITH POSITIVE PEOPLE

“With everything that has happened to you, you can either feel sorry for yourself or treat what has happened as a gift. Everything is either an opportunity to grow or an obstacle to keep you from growing; you get to choose,” says Dr. Wayne W. Dyer, an internationally renowned author and self-development speaker. Being presented with day-to-day challenges gives us the opportunity to face them head-on and with a positive attitude. There are times when it seems like professors, friends, personal relationships and family are not as supportive and positive as they should be. It all starts with encouraging those around you to be positive and, in turn, they do the same. Having a strong support system in your life makes you not only feel happier but also have a more positive outlook on everything you do. Set goals for yourself and encourage your closest friends and family to do the same.

AMP UP YOUR WINTER WARDROBE

All hail warm winter coats, boots, hats and sweater season. Winter months are the perfect opportunity to break out that expensive trench coat you only get to wear a few months a year and break out your favorite winter fashion trends. Hit up local thrift stores to get bold statement pieces like vintage hats, combat boots or a cool vintage coat. Random Goods on Lincoln Way offers an assortment of one-of-a-kind vintage pieces that add flare and warmth to any winter wardrobe. Teresa Bergen from MSN Healthy Living suggests bright colors increase energy and positive mood. A vivid scarf, bright hat or vibrant gloves can feasibly add a pop of color to a drab winter wardrobe.

EMBRACE THE SNOW

Winter sports like skiing, snowboarding, and sledding are ways to enjoy all that cold weather and snow bring. Planning a weekend trip with friends to a local resort can lift your spirits and bring positive energy to all the cold brings. Seven Oaks Recreation in Boone, Iowa is a popular destination for college students, as it offers student rates and flexible hours for a college schedule. Sleepy Hollow Sports Park and Events Center in Des Moines also offers a unique and exhilarating winter experience. A short 40-minute drive to this resort and you can find skiing, snowboarding, tubing, and even Zibob sledding for a more exhilarating ride down the hill. There is no better way to get out and enjoy the cold weather than by bundling up and hitting the slopes. Not the adventurous type? A classic outdoor snowman building session with friends and family is a classic winter activity that never goes out of style.

PLAN A TRIP

There is no shame in looking forward to warmer weather during the cold winter months. Planning your spring break trip and looking forward to summer internships or studying abroad is a way to compensate the fact that winter is only a few short months out of the year.

EXERCISE

Working out can be the best way to release energy and stress. Iowa State and various fitness locations around Ames offer a variety of fun and exciting exercise alternatives that won't disappoint. Kosama is an 8-week complete body transformation including an initial fitness assessment, complete workout program, online nutrition tools and meal planning guidance.

GO ALL NATURAL

One way to increase mind and body energy is through a healthy diet. The last thing college students want to do is give up their comfort food, no matter how unhealthy. Those processed sugars, simple carbohydrates and artificial sweeteners are detrimental to brain chemistry. Kline says, “Bach flower essences in liquid form and taken orally ease moods and enhance energy. A specific remedy is made for individual symptoms.” She even recommends substituting sugary sweets with alternatives, like a date roll or herbal tea with stevia or

agave nectar. Instead of drinking juice, eat fresh fruit or cut up an apple or pear and add it to oatmeal or yogurt for a more filling snack. Other revitalizing supplements include Vitamin B, fish oil and Siberian ginseng. Aroma therapy is also a soothing way to relax and de-stress. Lavender, tangerine and peppermint drops added to bath water or as a skin oil offer a relaxing and refreshing at home spa treatment.

HAVE COFFEE DATES

Coffee is amazing. Not only does it provide a kick of caffeine to wake you up and keep you warm, but it is also proven to have health benefits. Donal Hensrud, M.D. of the Mayo Clinic says in moderation, coffee provides antioxidants. Scheduling a coffee date with friends or that special someone is something to look forward to during cold months and provides a positive pick-me-up.

ENJOY A NIGHT IN

There is no shame in lounging in sweatpants all day Saturday and into the night hours watching re-runs of "How I met Your Mother" and "Gossip Girl" for the hundredth time. Sometimes the weather can be too harsh for you to even want to leave the house, so catching up on sleep and taking a night to yourself is always much needed after a long, stressful week.

THROW A FESTIVE PARTY

What better time of the year to break out that ugly holiday sweater and eat, drink and be merry with your closest friends? There are only a few times a year when ugly sweater season is upon us, so it must be taken advantage of.



MORE THAN MY PIERCINGS

At a compact corner table in the Hub, surrounded by noise and the smell of coffee, I sat with two fellow Iowa State University students and found myself fixed on a detail shared between them: piercings.

Knowing their names and little past that, I began drawing small conclusions about each person based on the piercings showcased on their faces. My quickness to assume represents a stigma held by many against those who choose to pierce their bodies in unique ways. Forgetting that the holes in my ears were no different from the holes their piercings filled, I was left in a judgmental haze.

"I am a rebellious person, but I am responsible about it because I know I have a lot going on in my future," laughed Dani Rae Carter, a sophomore studying biology, as she explained the reasoning behind her eight piercings, the most noticeable being her septum piercing. This piercing is often called a bull horn as it hangs from her nose.

With vibrant blue hair and a sweet personality, Carter has sensed some judgment against her body art but doesn't

let that downplay her vivacious confidence.

"In high school, every teacher I met judged me really hard. They thought I was going to be a dumb kid in the class, but I ended up being one of the smartest ones."

Carter noticed some differences in perception after coming to Iowa State. "Now that I am older and in college, people are a little bit smarter. They don't just think I am a little kid. They expect more of me."

Duncan Goff, a junior in philosophy, felt the similar sting of people's opinions toward his piercing. Goff has snakebites which in is two piercings to the left and right side of hte lip. "I had always wanted snakebites. My parents didn't want me to get them and neither did my grandparents, but I figured I was old enough now so I just got them."

As I continued to listen to Carter and Goff speak more of their piercings and the self-expression behind each decision, I realized the choices they made were more than a rebellious decision. Piercings were as much of a personal expression as the way I chose to style my hair. The first assumption

I held lacked any consideration of the personal testimonies behind piercings.

"I feel more comfortable with myself than I ever have. Because I am older I know myself better. I think because I am comfortable with my piercings, people don't judge me." Goff shared. "I think if I was acting like a d-bag or some sort of rebellious punk, people would see me a lot differently."

Contrary to the well-known stigma of those without piercings being against the self expression, many just don't know how to react to them. Kaitlyn Aldrich, a sophomore studying civil engineering, is often a fan of piercings. "When I see people with multiple ear piercings or a pierced nose, it doesn't bother me a bit. I actually like how it looks on a majority of people. However, when people get things pierced that are distracting, like a tongue piercing or a chain from their nose to their eyebrow or something like that, I just can't take them seriously."

Goff's belief that his piercings make him feel more comfortable, and, in turn,



make others more accepting of him along with Aldrich's appreciation and lack of judgment, showcase great testimonies for self expression decisions like piercings.

Keeping in mind the apparent personal reasons, Goff and Carter are aware of the medical issues associated with piercings. "I picked my piercing because I knew it was the only one that wouldn't leave a scar," Carter shared. Although the decisions were slightly out of rebellion, both Goff and Carter were thorough in finding medically safe piercing options.

Various established websites, doctors and knowledgeable medical professionals offer advice, list stories and create significant worry in the outcomes of piercings. In particular, medical issues include infections, splitting or tearing of skin, cracking of teeth and genital issues.

Horror stories often ignite the societal fear towards piercings. This fear is passed generation by generation as parents often instill the medical fear of piercings. Both knowing these potential problems firsthand, Goff and Carter understand the maturity required for any piercing.

Goff and Carter recognize the extreme danger caused with certain piercings,

alongside the career and personal issues. Being conscious of this, they chose manageable piercings and do not fully understand the reasoning behind certain piercings. With that being says, both Goff and Carter understand the importance of self expression and hold no judgment towards those with dangerous piercings.

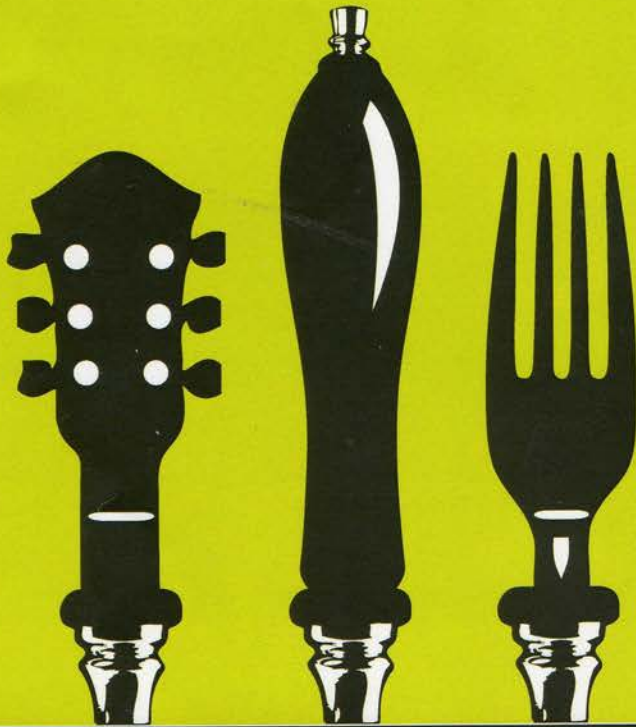
With plans herself to be a doctor in the future, Carter knows she will need to make changes to the piercings she showcases. Being a mature college student, Carter plans to take out or cover the noticeable piercings that could be an issue. She realizes her piercings don't define her but rather are a unique feature to who she is.

Following Carter's lead, Aldrich understands the importance of keeping a professional appearance after college. "I really care about keeping myself looking presentable, especially in the job market. I plan on working for an engineering consulting firm, and having my clients' respect is very important."

Goff shares a similar opinion. Knowing that with college graduation comes a transition into the "real world," he plans to take necessary steps. "I know I won't keep them in forever. I might even take

them out before college is over. It depends on a variety of circumstances."

With medical issues, societal stigmas and career related implications, choosing to get a piercing seems to hold no benefit, but Goff, Carter and Aldrich seem to disagree. All in different personal situations and one more pierced than the other, they share an appreciation for the personal expression behind piercings. This personal expression allows a person to be more comfortable and confident, but all three agree that, above all, it is important to consider getting piercings that won't bring significant medical and career issues.



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UNDER THE ARMOUR



Working with some of the biggest names in Division I college sports, such as Texas Tech University, University of South Carolina and University of Utah, is Under Armour—a brand whose behind-the-scenes work with athletic wear may be unknown to many sports fans and players.

Mark Graff, Iowa State alumnus and Under Armour director of athlete services and special event product merchandising says he believes many athletes don't think twice about the amount of work that goes into creating their attire.

"They don't know about the technical outerwear," Graff says. "The typical male athlete looks and says 'It's a T-shirt, what else do you have to do?'"

Having spent six and a half years in the on-field department managing apparel and leading a team of people in the creative design process of each garment, Graff now works on the event side of the company, working with events such as the upcoming Olympic games.

From leading the team at the beginning of contract negotiations, to watching the players wear the uniforms during competitive play, Graff's work with Under Armour has led him to be a part of many different aspects of creating uniforms for collegiate sports.

He explains the initial contact between the manufacturer and the university is the university's responsibility. "The schools will come to the manufacturer," Graff says. "Schools will wait for us to come back with 'this is what we could do for x amount of years for x amount of dollars.' Schools will look at this and review it, and there will be a little back and forth."

Graff says all original agreements made between Under Armour and a university are based on finances. "You don't sign a university until the contract is in and the two parties shake hands," Graff says. "Under Armour and the university will agree to terms and when the terms are met financially, then they can move ahead."

Using Iowa State as a fictional example, Graff explains the process of getting Under Armour uniforms to collegiate sports

teams. “We would take teams of people to Ames, Iowa,” Graff says. “We would walk the campus. We’d get inspiration.”

As a former Iowa State student, Graff lived on Welch Avenue while in school and says he would show the Under Armour teams the areas he spent his time while in Ames. “You show them the campus. You show them the campanile. You show them Jack Trice Stadium,” Graff says. “You would even watch the students walk by and get the feel of them.”

Graff and his team would look at things that typical students on campus may disregard, such as observing campus buildings to see if the lines on the buildings were straight or curved; they aim to see what makes the campus unique.

From there, Graff and his team would go back to Under Armour headquarters in Baltimore, Maryland and present what they feel is important to the rest of their team using an inspiration board. “We transfer that inspiration board into initial concepts,” Graff says. “We try to figure out what exactly Iowa State stands for.”

It is at this point when the product line manager would take over, explaining what they need to create for the university, such as football uniforms, basketball uniforms, and track and field uniforms. “They come up with a product brief,” Graff says. “They will use the inspiration board and say for the football team, ‘I need a jersey, pants, practice jersey and practice pants.’”

Under Armour looks at the price point of each garment and then hands off the initial information to their design team, who deliberates the information before coming back to collaborate with the Under Armour team. “The team will look at that with the designer,” Graff says. “They talk about it with the product line manager and tell the designer what they need, and the designer will finalize it.”

Graff explains the process as if he was working with ISU. “We explain, here’s Iowa State students, their colors are red and gold. Here is what they stand for. We would show the concept of what the university would look like for all sports.”

From there, Under Armour will find fabrics, look at trends and begin to make tech packages, which are books explaining how to make each garment, detailing specific measurement and inseam information. “After that, it goes to the factory,” Graff says. “It comes back, we fit it. We take it to the team and make sure that it fits.”

Under Armour then goes back and tweaks all of the issues from that initial sizing with the team. “We take it to the university to do a size set,” Graff says. “We outfit the players, we size them. Then we order stuff from there.”

Contracts created between a university and Under Armour usually range from five to 10 years. “Every season we outfit teams, so you can change them every season,” Graff says. “If you keep changing it though, you have to buy all new sets.”

Graff says that ordering new sets every season can get expensive, so many teams keep the same sets for two to three years before buying new. “When you’re breaking in these pieces you want to know what your life cycle of those products is,” Graff says. “Is this going to be a long-term solution or a short-term solution? You want to be sure to look at the cost of the garment, so it is different contract to contract.”

Under Armour is currently working with around 15 different universities, not including smaller colleges they make non-custom uniforms for. “We have a goal we want to be known for in the industry,” Graff says. “We don’t want to be the biggest. We want to keep our schools tight, make them feel special.”

Graff explains that Under Armour wants to keep it exclusive. “People know that if you’re with Under Armour you’re going to be serviced,” Graff says. “What makes us unique is our service and our ability to tell innovative stories.”

Not only does Under Armour want their teams to be tight-knit, but Graff says they want that same feeling around the office as well. Geoffrey Tajaran, junior in apparel merchandising and design, interned for Under Armour and worked closely with

the team, learning many things about the culture of the company. “What’s great about the intern program at Under Armour is that the company itself is very passionate about their employees,” Tajaran says. “It is part of their culture to make everyone better and to show the interns that.”

At the Under Armour campus, employees are called teammates, meetings are referred to as huddles and the conference rooms are named after sports themes. “Our founder is an ex-football player,” Graff says. “You gotta execute. It’s going to come across to the public if you didn’t connect the dots. We treat it like a sport.”

Although the team at Under Armour works many hours a week, Graff says there is little negativity and they try to keep the office upbeat. “The culture here is fast-paced,” Graff says. “You can really feel it when you come in. You’re empowered to make decisions, the people put you there for a reason and they just trust you.”

Every morning the staff looks at a calendar to see where they stand with their current projects. “Our day in the office usually started between eight and nine with a group huddle discussing each designers’ agenda for the day and deadlines that needed to be met,” Tajaran says. “Once we got our updates, the grind started and we worked on our projects.”

Graff explains that the team looks at the calendar like a scoreboard, keeping with the “game-time” feel of the office. “Like in a lot of team sports, you look at the scoreboard to see if you’re winning or losing,” Graff says. “If you’re on calendar, you’re winning. If you’re off calendar, you’re losing. If we are losing how are we going to get back on track, how are we going to win?”

The culture of Under Armour is centered around four main ideals: build a great team, tell a great story, build a great product and provide great service. “This is an opportunity,” Graff says. “It’s the chance of a lifetime to work for a company that is growing when others are shrinking. It won’t come along very often.”

WHAT WOMEN WANT

BOYS, LISTEN UP! DO YOU EVER WONDER WHAT YOU CAN DO TO GET THE GIRL OF YOUR DREAMS? OR HAVE YOU EVER HAD AN UNSTABLE RELATIONSHIP AND WISHED YOU KNEW HOW TO FIX IT? WE ASKED FOUR IOWA STATE WOMEN WHAT THEY LOOK FOR IN THE DATING WORLD—DISCOVER THE SECRETS OF WHAT WOMEN WANT.

“THE LAIDBACK GIRL” SARAH BAILEY,
SOPHOMORE IN ELEM. EDUCATION



TREND: How do you expect a guy to act in class, public, and a professional setting?

SARAH BAILEY: In class, I expect him to be paying attention and actually taking notes and being interested in what's going on. In a professional setting, the same way; be reserved and act professionally.

T: Describe your ideal date.

SB: I would say going to get dinner and then, honestly, just like hanging out and watching a movie or something in a relaxed, comfortable setting where you can joke around. I don't like really uptight, get dressed up and go to dinner. That's just not how I am; I want to just get a casual dinner and hang out and joke around and be comfortable.

T: What is the most important thing you look for in a guy?

SB: The most important thing would be their character and how driven they are. If they are really driven and motivated to do well, then they'll have that same passion for other things as well.

“THE GOOD GIRL” KRISTEN GIFFORD,
SOPHOMORE IN CHILD ADULT AND
FAMILY SERVICES



TREND: Do you have any standards that you expect guys to live up to before you can be in a relationship with them?

KRISTEN GIFFORD: They have to have the same faith as me. They have to be going somewhere with their life.

T: What will make a guy's personality absolutely repellant?

KG: I don't like swearing, I think it's a very big turnoff.

T: Describe your ideal date.

KG: My favorite hobby is rollerblading, so we could go rollerblading and have picnic or something and stargaze.

T: What is your ideal way to be asked out on a date?

KG: Not too casual; not just like, “Oh, do you want to go out?” Try to make it cute, but not cheesy.

T: What makes a guy attractive?

KG: If they make you laugh. I want them to be intelligent and hold a conversation with me.

“THE TAKEN GIRL” MARIAH HUNTER,
JUNIOR IN FINANCE AND FINANCIAL
PLANNING & COUNSELING



TREND: How do you expect a guy to act in class, public, and a professional setting?

MARIAH HUNTER: I think they should be professional and straightforward, but at the same time they have to be a little bit fun, knowing when the appropriate time is to be serious and take things seriously.

T: How important are a guy's looks and style in consideration with starting a relationship?

MH: I think it's really important because, obviously, that's what our first impression is, but I don't think it should be the only thing you base a decision off of. It's just by nature.

T: What is the most important thing all girls look for in a guy?

MH: I would think commitment. Every single girl wants to be the only girl that a guy thinks about.

T: Do you have any deal makers or breakers?

MH: I don't think there's one quality in a guy where it's like, “Ok, that's the reason I like you.” I like a wholesome, well-rounded sort of person.

"THE QUIRKY GIRL" JANIE LARSON,
JUNIOR IN EARTH SCIENCE



TREND: What is the first thing you notice when you look at a guy?

JANIE LARSON: Probably if he's smiling or if he's happy.

T: How committed do you want a guy to be in a relationship? Can he possibly be too committed?

JL: I think at the part of our lives where we are, in college, I wouldn't just date someone for fun, but at the same time, I wouldn't look at someone and want to get married. It depends how long you've been in the relationship.

T: What do you think is the most important thing all girls look for in a guy?

JL: I think a sense of humor. I feel like you'll never meet someone who doesn't want you to make them laugh.

T: Do you have any standards guys should live up to?

JL: I guess just being really respectful is a big one.

T: What is your ideal way to be asked out on a date?

JL: In person and it doesn't have to be a big deal, just casually. It's definitely better in person than through a text.

TREND'S WINTER PICKS

TREND: What's your favorite winter activity?

KAYLA BROWN, PHOTOGRAPHY DIRECTOR:
Baking cookies with my friends.

MARY KATE KNABEL ON-LOCATION FASHION
DIRECTOR:

Catching snowflakes on my tongue.

JESSI WILSON TREND-FOR-MEN EDITOR:
I love shopping for cozy sweaters.

TREND: IF you could go anywhere over winter break, where would you go?

COCO BASSI FINANCE DIRECTOR:

I'd spend some quality time with Buddy the Elf.

ANDREW LORENZEN ASSISTANT
PHOTOGRAPHY DIRECTOR:

I would go to Norway. I've always wanted to photograph the Northern Lights.

TREND: What's your go-to winter drink?

SALLY STRINGHAM STORY STYLIST:

A grande café misto with cinnamon dolce flavoring—it tastes like Christmas in a cup!

GUILLERMO THOMPSON

PHOTOGRAPHY DIRECTOR:

Irish coffee

TREND: What's your favorite holiday movie?

ANNA MCCONNELL FASHION EDITOR:

Miracle on 34th Street... I still believe!

RYSA GUSTAFSON ADVERTISING DIRECTOR:
National Lampoon's Christmas Vacation

THE DEAL WITH DEAN:

A FOLLOW-UP WITH IOWA STATE'S MOST ELIGIBLE BACHELOR

What makes someone the 'most eligible bachelor?' Is it how 'together' he seems? How well he dresses? Or how great his hair looks? While last year's winner, Dean Berhow-Goll, may have that gorgeous hair down, this is just a fraction of what landed him as Iowa State's ultimate bachelor.

Each spring, Trend scours Iowa State's campus for the most eligible bachelors or bachelorettes. After an intense and scrutinizing selection session, we narrowed down the 15,766—yes, 15,766!—undergraduate male students to five finalists and named Dean Berhow-Goll, senior in journalism and mass communication, our lucky winner.

Berhow-Goll is currently the sports special sections editor for the Iowa State Daily, senior editor at SIR Magazine and football and men's basketball beat reporter. However, there is much more to him than sports, writing and that perfect hair.

While Berhow-Goll's life may not have changed drastically after his ultimate bachelor reveal, a once-in-a-lifetime internship with ESPN Los Angeles impacted his sense of personal style.

"I have some things that I've worn in California, like white jeans rolled up with loafers, and that's casual there. I actually really enjoyed that aspect of California—people are a lot more stylish out there," Berhow-Goll says.

"Here, it's s*** kickers and plaid shirts," he says referring to Iowa Staters' dress-to-impress Friday night outfits. Guys, consider taking a page out of Dean's book—not many girls at ISU would complain about a man with a sense of style.

But, what makes this bachelor tick? Is he really as good on the inside as he appears on the outside? Yes, ladies, he really is the total package. Guys, keep that notepad out and get ready to write some more.

Berhow-Goll is in tune with himself and very comfortable in his own skin. He enjoys complimenting and finding the good in others. "You meet a lot of nice people, you meet very few kind people," he says of a man he met while in L.A.

One thing Berhow-Goll says has changed considerably in the past year is his maturity

level. He says he finds himself more open to talking to new people and being outgoing, especially with the ladies—even though he knows it can get him into trouble with their boyfriends. He's found many times that his niceness can be mistaken for flirting—that's what happens when we live in a society that considers a Facebook friend request to be the equivalent a confession of love.

If you are trying to crack this bachelor, you may have to do a bit more than send him a Facebook message; however, he has gotten a few of those since becoming the bachelor. Berhow-Goll is a little more 'old school' when it comes to finding the right girl.

"I don't want to have to tell my kids, 'Yeah, I saw your mom on campus and then I really did some digging to figure out what her name was, then added her on Facebook, followed her on Instagram and Twitter,'" Berhow-Goll explains. He believes in physical interaction, so your best bet is to play it cool and run into him in a social setting.

Don't let his singleness fool you. While he may not be dating anyone right now, that does not mean he doesn't have a good idea of what he's looking for in a girl. "Everyone has an idea of what they want," Berhow-Goll says. "It's just a matter of how much they want to stick to that." While his mother is certainly proud of her son being named our bachelor, she still expects him to be choosy in finding Mrs. Right.

The rest of his family is equally proud—his father says Berhow-Goll is lucky he got his good looks from him!—but they often mistake his patience in finding the right girl with him just being overly picky.

"I think all of us, to some extent are hopeless romantics," Berhow-Goll says when asked whether he thinks he can find love at Iowa State. "I think it's just some of us vary in that regard."

To give his mom—and let's face it, a lot of us Iowa State ladies—some hope, he also says if a girl shows up and is out of this world, it can alter his standards—here's to hoping, ladies.



The Guy's Guide to Girl's Gifts

THE HOLIDAYS ARE QUICKLY APPROACHING, AND GUYS, YOU KNOW WHAT THAT MEANS. IT'S TIME TO SEARCH FOR SOMETHING YOUR MOM WON'T HATE, FIGURE OUT WHAT GIRLS YOUR SISTER'S AGE LIKE AND TRY TO DECODE WHAT YOUR GIRLFRIEND WANTS. GOOD NEWS, GENTLEMEN—AS WOMEN, WE KNOW WE'RE HARD TO BUY

SIGNIFICANT OTHERS

Let's break this down into what I call the three part rule. First, something she likes. Second, something you like or will remind her of you. Third, something that represents the two of you together.

When getting a girl something she likes, it's best to think of the obvious—whether it is her favorite movie, a bouquet of her favorite flowers or a bag of her most craved candy. The key is to think favorites. When in doubt, flowers are your best option.

The second part of the gift is where you get to personalize. Get her a copy of your favorite book you've always wanted her to read, make her a CD of your favorite music or you can even gift her that sweatshirt of yours she always tends to steal. Think of something that will make her think of you and even help her get to know you better.

The third and final part of the gift brings the first two parts together and should be something that represents you as a couple. The easiest way to do this is to get a frame and put in your favorite picture of the two of you.

FRIENDS

Maybe you grew up together, or maybe you met while suffering through freshmen biology; this is the time when a gift with a bit of humor or one referencing inside jokes is OK. If she hates all things country music, pair a Reba CD with a bag of her favorite candy. Keep it inexpensive and simple because it's, once again, the thought that counts.

REMEMBER, WITH ALL GIFTS, THE KEY IS TO KEEP IT SIMPLE: QUALITY TRUMPS QUANTITY.

SISTERS

Sisters can be surprisingly easy to find a suitable gift for. Little sisters, for example, look up to you, no matter how much they deny it. Getting them college apparel from the University Book Store will make them feel closer to you, and this gift will make them look cool around their friends.

If you're shopping for an older sister, chances are she's living in her own place or close to that point. Help her out—see what her kitchen is missing and buy her some cooking utensils. No one likes to buy themselves DVDs. Pick out a couple of her favorites in the \$5 movie bin to help jump start her own movie collection. With older sisters, it's okay to think of something useful instead of extravagant.

MOMS

When it comes to gift shopping for moms, keep in mind that it's the thought that counts, not the price. Think thoughtful and practical, like a soft blanket in her favorite color. Mom's also hold onto sentimental value, so don't be afraid to tug at the heartstrings a little. Instead of buying a card, make her one with a picture of the two of you together on the front—a picture from your childhood may even get the tears rolling.





URBAN SHIFT

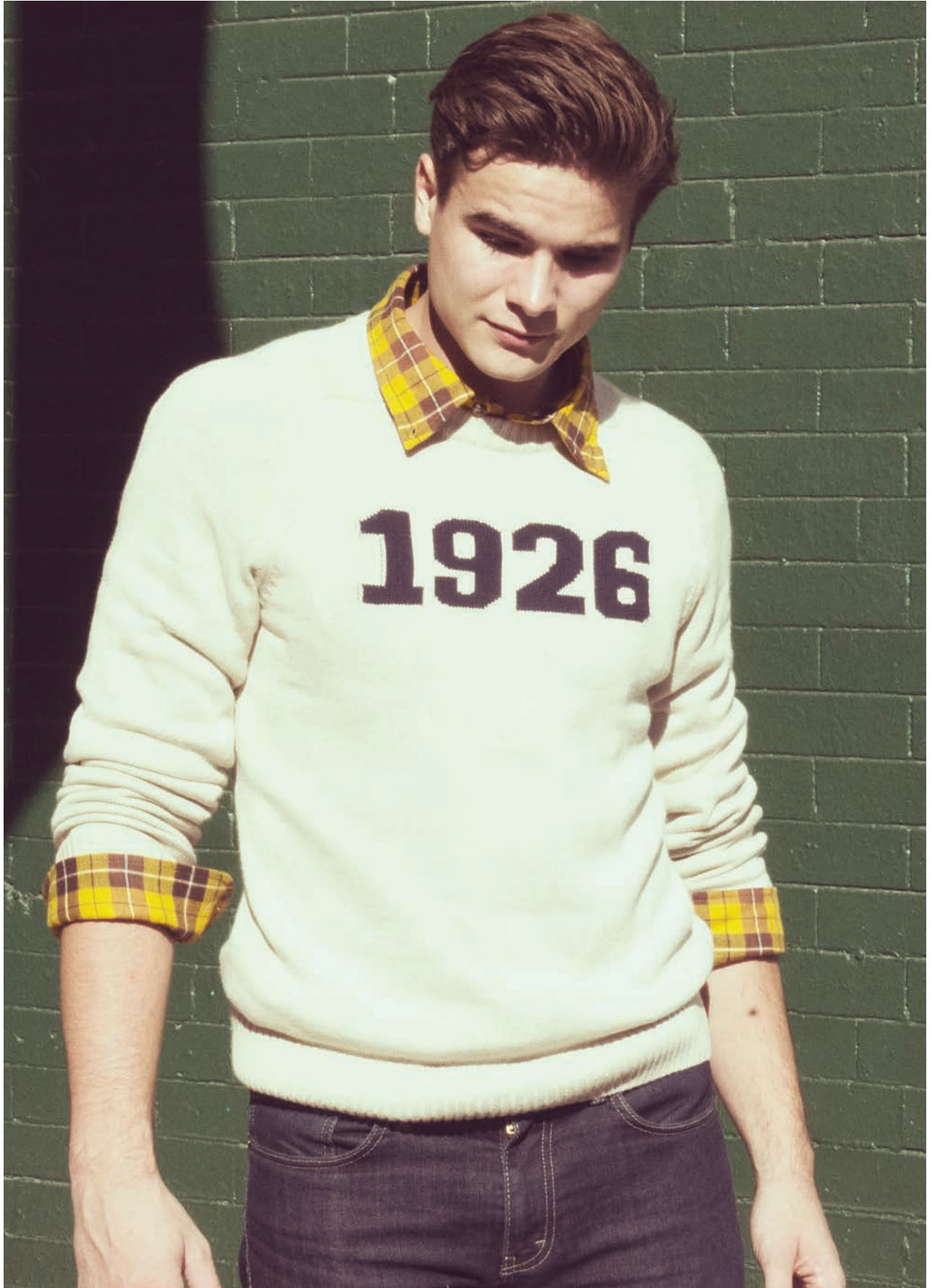
DESIGN EMILY NIZZI
PHOTO KAYLA BROWN, ANDREW LORENZEN, KRISTEN WIEDENSKI
STYLE RAINA EDEL, JAMES SANIGULAR



HAT JC PENNY \$18 **HOODIE** JC PENNY \$30 **PANTS** RUE 21

BUTTON-UP YOUNKERS \$39

SWEATER JC PENNY \$30



HIM: BUTTON-UP JC PENNY BURGANDY **JACKET** JC PENNY \$20
HER: NECKLACE VON MAUR \$90 **TOP** PORTOBELLO ROAD \$30





FRONT LEFT: SWEATSHIRT PORTOBELLO ROAD **PANTS** JC PENNEY \$37
FRONT RIGHT: TOP JC PENNEY \$25
BACK LEFT: HOODIE JC PENNEY \$20
BACK RIGHT: JACKET PORTOBELLO ROAD \$60 **TANK** PORTOBELLO ROAD \$40



LEFT: SCARF YOUNKERS \$29 TOP LEATHER SLEEVES RUE 21
RIGHT: BUTTON-UP YOUNKERS \$39 SWEATER RANDOM GOODS \$14
PEACOCK \$100 GLOVES YOUNKERS \$49



THIS PAGE

FAR LEFT: SHOES TARGET \$14

INNER LEFT: TOP RUE 21 **PANTS** RUE 21

INNER RIGHT: HAT JC PENNY \$20

FAR RIGHT: TOP YOUNKERS **JACKET** PORTOBELLO ROAD \$54

OPPOSITE

HIM: HAT JC PENNY \$15 **TOP** PORTOBELLO ROAD \$60 **JACKET** JC PENNY \$15

HER: TOP PORTOBELLO ROAD \$40 **PURSE** TJ MAXX



HIM: GRAPHIC TEE RUE 21 VEST RUE 21



SEASONAL SCENTS:

HOW TO CHOOSE A COLOGNE THIS WINTER

Calling for more than a wardrobe swap, the change of seasons is time to reevaluate your everyday cologne—while this may seem like a chore, simple guidelines make it easy to land on the right note this season.

Walk into a department store and it may be easy to get lost in the many men's fragrance options. LeAnne Harney, a freelancer for fragrance companies, says she begins each fragrance consultation with basic questions all men should ask themselves when searching for new cologne.

"At Von Maur, we just use your basic greeting. 'What are you looking for today?' 'Are you looking for something for the change of the season?'" Harney says. "A lot of times they'll come in for that, or they'll want something that is very masculine, so they'll go to something that they know is going to be a stoppable fragrance."

One important thing to keep in mind when searching for cologne is the time of year. While many men believe in having a signature scent, Harney says she feels a fragrance swap is necessary with the change of seasons.

"I always recommend a switch out for seasons," Harney says. "Summer is definitely your cool, fresh fragrances and when you move into your fall/winter, you want to have a little warmer note. Get into your bergamot and musks a little more."

Harney says colognes she feels are best for moving into winter include Mont Blanc

Legend and Bleu de Chanel, which she describes as warmer fragrances.

A change in seasons isn't the only thing one should consider when hunting for new cologne. In her experience, Harney explains most men will typically use their profession, rather than looking at a product's price, as a deciding factor when shopping for fragrances.

"Men just want something that makes them smell fantastic," Harney says. "They want something that just completes their outfit or their day-to-day style. If they're business, they want something that goes with business attire and that kind of thing."

For example, she explains those going into health care professions should aim for lighter colognes that have a crisp and clean feel, like Chrome cologne from Azzaro.

"But sometimes if you're working more in, say, an office and you're doing business meetings," Harney says, "You'll want a little more of a power or in-charge fragrance, so then they'll go that direction."

For those still unsure of what fragrance would best fit their lifestyle, Harney says there are some fragrances that contain notes considered to be transitional, like bergamot, which is found in Mont Blanc.

"It's just that nice warmth and they just put in a little bit of a crisp, fresh green so you get a little bit of that pineapple," Harney says. "So people will stop to say 'What do you have on?'"



LEFT: PLATINUM ÉGOÏSTE
CENTER: BANANA REPUBLIC'S SLATE
RIGHT: HERMÈS' TERRE D'HERMÈS

LEARN *to* LAYER

When deciding what to wear, make sure everything you put on—besides the undergarments—can be worn without the other layers. Pieces that look great on their own are way stronger and more versatile than pieces that look incomplete without added layers. This will ensure that each piece is a viable option for the perfect layered look.

Choose one bright color or print to focus on. Although each layer should stand out on its own, the outfit still needs to look cohesive. Choosing one loud piece will keep the outfit looking and feeling effortless, whereas combining too many prints may appear disheveled.

Make sure all of the pieces fit your physique. Avoid pairing a tailored blazer over a bulky sweater or sweatshirt. This can create tightness in the shoulders and lead to discomfort.

Make your outer layer as functional as possible by choosing one that is waterproof or thermal. This can be extremely helpful in an unpredictable climate, and in these instances, it is OK to make the underlying layers more practical, rather than fashionable. Find under pieces that will help reinforce whatever top layers you are wearing.

Usually not shown, as it's more for skin comfort, the inner layer needs to be breathable and absorb moisture. This category consists of long or short sleeved undershirts and underwear.

The shirt layer is a shirt of your choice. It doesn't matter the fit, cut, color or pattern because it is the base block for building a layered look. This can include t-shirts, polo shirts, button down dress shirts or a thin sweater shirt.

Mostly consisting of sports jackets, cardigans, vests or pullovers, the middle layer needs to fit completely over underlying layers. Remember this will most likely be the layer showing when indoors; therefore,



it is likely to be the statement piece of your layering efforts.

The top layer, also called the “outdoors” layer, consists of a coat or outer covering that is more formatted to protect you from the elements. This could include a wool or trench coat. Make sure this layer is the largest in size, loose enough to fit comfortably over all other layers and longer than any shirttails.



Fall
FASHION
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№ 15



A Vintage Affair

TOP MINT L.A. \$39 **JACKET** AIMÉE \$198 **PANTS**
AMERICAN EAGLE \$40

DESIGN EMILY NIZZI **PHOTO** KAYLA BROWN **STYLE** AMANDA SZOKE, KATE BRUCE



BE JEWELED

LEFT: JUMPSUIT URBAN OUTFITTERS \$69 **COAT** ASOS \$135 **NECKLACE** THE FUNKY ZEBRAS **BELT** BANANA REPUBLIC \$22 **HEELS** MICHAEL ANTONIO \$40
RIGHT: MAXI DRESS FOREVER 21 \$12 **TOP** THE FUNKY ZEBRAS \$86 **JACKET** JCPENNY \$120 **BELT** MINT L.A. **SHOES** ALDO \$130
FRONT: TOP MINT L.A. \$40 **JUMPSUIT** NORDSTROM TOP SHOP \$120 **JACKET** ASOS \$68 **SHOES** MINT L.A.



FLORAL FANATIC

LEFT: JACKET BANANA REPUBLIC \$150 **PANTS** TOP SHOP \$80 **RING** THE FUNKY ZEBRAS \$12
SHOES NORDSTROM \$130
RIGHT: \$90 TOP BANANA REPUBLIC \$50 **JACKET** BANANA REPUBLIC \$198 **SKIRT** BANANA
REPUBLIC **NECKLACE** MINT L.A. \$26



POLKA-DOT PIN-UP

DRESS URBAN OUTFITTERS \$110 **JACKET** ZARA \$159
SHOES JEFFREY CAMPBELL **EARRINGS** THE FUNKY ZEBRAS



INVEST IN FLORAL

DRESS AIMÉE \$160 **VEST** ASOS \$101 **EARRINGS** THE FUNKY ZEBRAS \$10 **HEELS** NINE WEST



LEAVING IN LAYERS

LEFT: TOP THE FUNKY ZEBRAS \$42 **JACKET** PORTOBELLO ROAD \$60 **JEANS** PORTOBELLO ROAD \$149 **NECKLACE** MINT L.A. \$20 **RING** THE FUNKY ZEBRAS \$12
RIGHT: TOP BANANA REPUBLIC \$80 **SWEATER** BANANA REPUBLIC \$40 **JACKET** PORTOBELLO ROAD \$99 **SKIRT** BANANA REPUBLIC \$90 **NECKLACE** BANANA REPUBLIC \$50 **HEELS** MODEL'S OWN (STEVE MADDEN)

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TOPSHOP

10% IN-STORE*

STEVE MADDEN

10% ANY FULL-PRICED ITEM IN-STORE*

*WITH STUDENT ID

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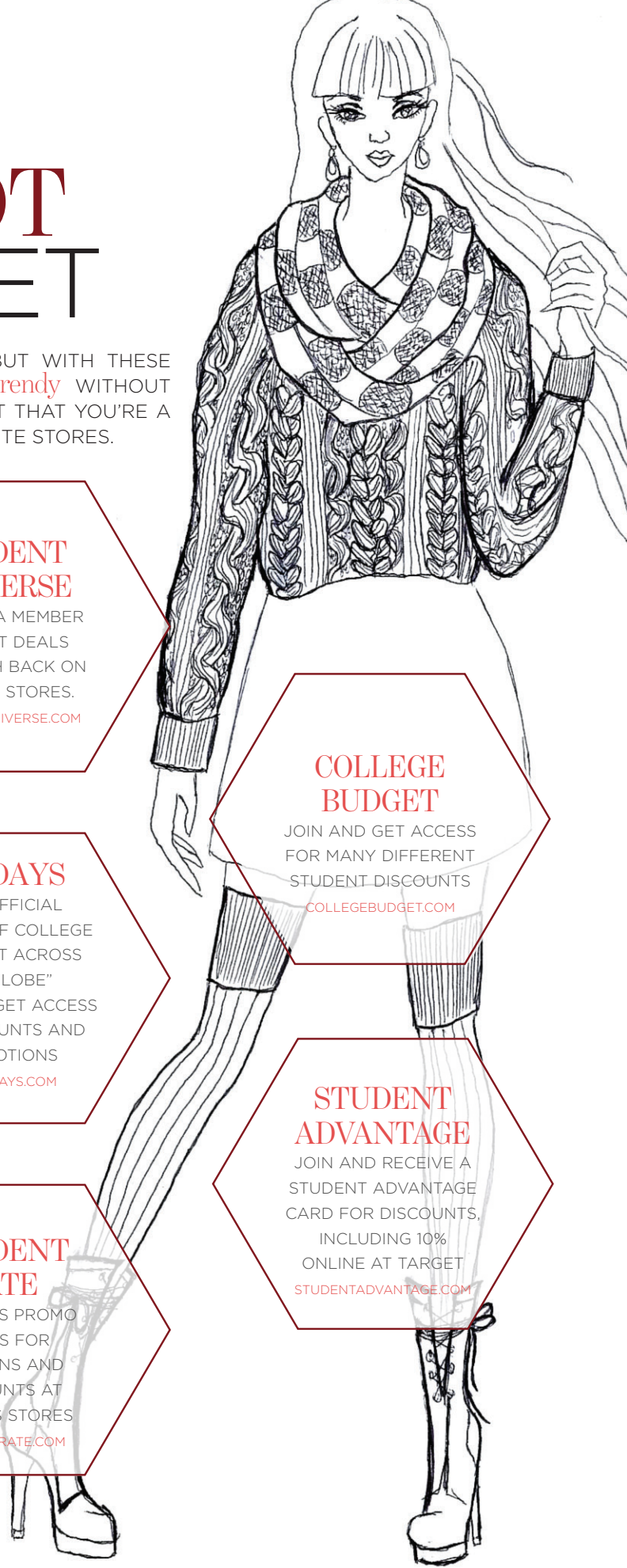
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KEEPIN' IT CLEAN

COLLEGE STUDENTS GENERALLY HAVE A HARD TIME WASHING CLOTHES THE "RIGHT" WAY, OR EVEN SIMPLY KEEPING CLOTHES CLEAN. IT IS SO EASY TO JUST THROW EVERYTHING IN ONE LOAD AND FLIP THE SWITCH TO COLD. ALTHOUGH EASY, IT IS NOT THE MOST EFFECTIVE WAY TO WASH CLOTHING. ALL PIECES ARE MADE OF DIFFERENT FABRICS THAT REQUIRE DIFFERENT CARE ROUTINES. ONCE THE CLEANING PROCESS IS MASTERED, YOU WILL END UP SAVING MONEY IN THE LONG RUN AND BE ABLE TO KEEP YOUR CLOTHES LOOKING AS SHARP AND TRENDY AS THE DAY YOU BOUGHT THEM.

ACRYLIC

MACHINE WASH WARM,
TUMBLE DRY ON LOW SETTING

NYLON

MACHINE WASH WARM, TUMBLE
DRY ON MEDIUM SETTING

RAYON

MACHINE WASH COOL,
HANG TO DRY

POLYESTER

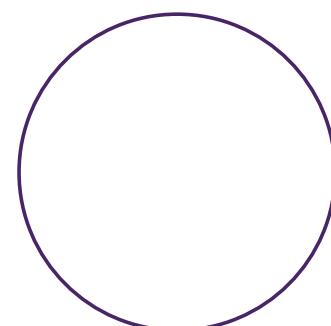
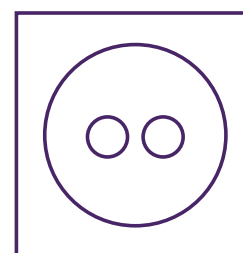
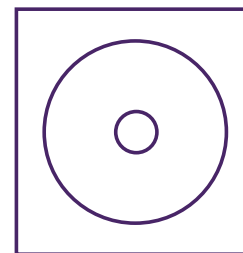
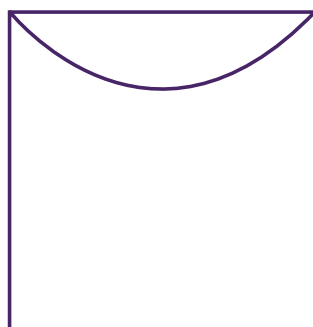
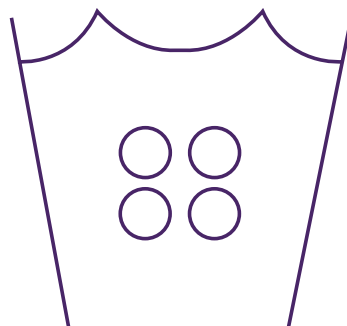
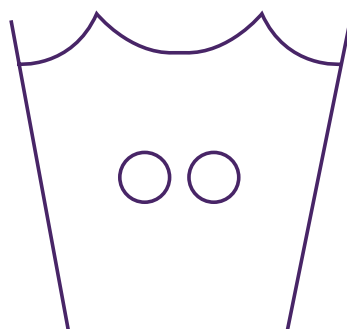
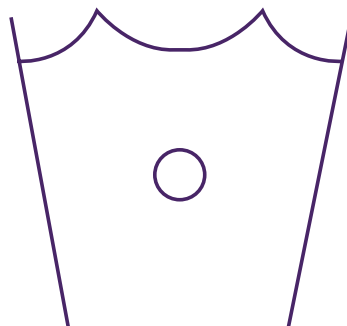
MACHINE WASH AT LOW
TEMPERATURE, TUMBLE DRY
ON MEDIUM SETTING

COTTON

MACHINE WASH HOT
SETTING, TUMBLE DRY ON
MEDIUM SETTING

SILK

DRY CLEAN ONLY, LAUNDRY
DETERGENTS WILL DAMAGE
THIS DELICATE FABRIC





LIMITLESS LEATHER

When you hear the word leather, what comes to mind? A jacket, boots or your favorite bag, maybe? Not after this season. Leather isn't stepping down quite yet, and this fall it's taking on all imaginable forms. Evolving from a statement fabric to a staple, hides dominate the fall 2013 runways. Whether or not your style evokes edginess, leather will infiltrate your closet by the time spring hits.

Invading the fall 2013 runways with a hint of rebel, leather conquered collections of major designers from Michael Kors and Rebecca Taylor to 3.1 Phillip Lim. Pulling inspiration from bikers, or rather the chicks on their arms, these skin-filled collections instill toughness in sophisticated numbers.

Out of all the trends this one bears the toughest skin. Literally. Strengthening season after season leather proves it's bigger and edgier than ever. While the full-fledged leather ensemble ruled the runway, it's a bit challenging to pull off, so we'll leave it to Kors and Lim to perfectly execute head-to-toe skin chicness. Assimilating leather into your everyday attire doesn't have to be exhausting; without a doubt, there is a leather piece for everyone and one that doesn't make you look like you belong on the back of a bike.

"You can't let the runway looks intimidate you; take a look you like from the runway, water it down, make it your own and have fun with it," advises Cassy Dittmer, celebrity stylist and ISU graduate.

Infusing small leather details into classic pieces instantly puts your wardrobe on trend this season. From pockets and sleeves to the intricate seam details, there's nowhere leather isn't seen. Playing up leather accents creates unusual texture and dimension. "An item with partial leather detailing is easier to incorporate, cheaper and less daunting for those that are nervous to take the leather plunge," Dittmer says. Nanette Lepore's fall 2013 collection emulates that partial-leather trend with

its unanticipated touches of leather. According to Kelly Keough, designer at Nanette Lepore, "This fall's collection had a very modern, outer space, 'Nanette on Mars' vibe." Typically, the women's contemporary brand runs leather dresses, jackets and skirts. This year, pants, vests and coats have incorporated leather details and patching. Lepore's fall delivery merges leather in more unconventional places, like a corner of a dress or pocket. "Leather adds a more modern, edgier look to a garment—it takes it to another level," declares Keough.

Everyone loves a classic jacket, so it's not a surprise it's getting an edgy spin. Renovate your traditional denim jacket with the addition of leather sleeves. We're also seeing a lot of fabric mixing on the standard leather jacket, from tweed to jersey. And a timeless black leather motorcycle jacket is a leather investment piece every woman should own. "This item will never go out of style and is crazy versatile," says Dittmer.

For all the sporty spices out there, there's even leather pieces for you. Leather T-shirts, sweatshirts and sweatpants are taking the fashion world by storm. From sleeve work to the entire garments fabricated with skin, athletic wear is tougher than ever.

Rough up your oh-so-classic black dress with a touch of hide. The LBLD (little black leather dress) is the perfect way to execute sophistication with a rough edge. From the classic sheath to pleated numbers, a dress has never looked so sleek. Dittmer suggests pairing a "leather shift dress with an ankle strap heel and statement necklace for a Euro-chic and super feminine look." Leather blocked dresses are the most effortless way to ease into the full-on leather trend.

Every girl's wardrobe demands a skirt, so why not make it leather? If your style is more traditional, pair a sleek leather pencil skirt with a basic button-down and pumps. If you're feeling daring, try the flared skater skirt with a crop top, denim jacket and

combat boots. Keough's leather pick is a miniskirt—"it's timeless."

Leather loves legs this fall, and though we've seen leather leggings done before, they're back with a twist. Infused with leather panels, the denim legging has never been so hot. A side panel or a leg patch provides the ideal amount of leather for everyday wear. The leather legging is sticking around, with unique seam details and modern shades this season.

There is no universal rule that says leather has to be black, so go ahead and plunge into the leather trend full force by experimenting with color. Upgrade your leather wardrobe with oxblood, camel, olive and rich navy. "My vote for colored leather is definitely go for it," Dittmer proclaims.

Everyone's probably dying to know where leather stands in future seasons. Dittmer forecasts that leather will continue to attract designers and continue to accent clothing because of its richness. As for spring 2014, Dittmer is seeing a lot of perforated leathers in tan and white hues. Combine your leather pieces with jackets and tights in the winter, then ditch the layers in spring.

"Leather is the new seasonless fabric, I don't see it going anywhere; in fact, I think we'll be seeing more," says Keough.

LEFT: JACKET \$60 PORTOBELLO ROAD
TOP \$44 PORTOBELLO ROAD PORTOBELLO ROAD
SHORTS \$54 **TIGHTS** \$8 TARGET
NECKLACE \$13 PORTOBELLO ROAD
BRACELET \$70
CENTER: DRESS \$40 PORTOBELLO ROAD
JACKET \$118 EXPRESS **NECKLACE** \$35 PORTOBELLO ROAD
RIGHT: TOP \$40 PORTOBELLO ROAD **SKIRT** \$40 TOBI **EARRINGS** \$13 PORTOBELLO ROAD **NECKLACE** \$10 PORTOBELLO ROAD

NIP TUCK

TAILORING THAT'S AFFORDABLE AND EASY TO FIND

Ever tried on an outfit and fallen in love, but it just didn't fit in the right places? When it comes to buying clothes, fit is the number one priority. Though this seems obvious, tailoring is an unfamiliar concept to most college students. Alterations to clothes can completely transform an unprofessional outfit into a specialized garment. Unknown to many young adults, tailoring is actually affordable and easy to find. Whether it's breathing new life into the old pieces you already own or taking your new purchases to the next level, there is not much a tailor can't do to make you look and feel better. Compared to the designer brands many dream of, tailoring a less expensive garment can end up looking similar, if not better.

Peggy Best from Peggy's Alterations says, "It used to be that clothes were cheaper to make rather than buy. That has obviously changed, but to this day, every day clothes are not expensive to get altered." A typical hem runs about \$12—\$14.

Just about every brand has a different take on size and shape. A size small shirt at H&M fits completely different than a size small at Banana Republic. Because of this, focusing on fit is much easier said than done. The chances of finding a piece of clothing that fits flawlessly are very slim. Fortunately for us, this is where the tailor comes in. There are hundreds of different ways for tailors to alter clothing.

Hemming—turning a seam under and sewing a new edge to change a garment's length—is one of the most popular types of alterations. It's typically done on men's and women's dress pants or jeans. With this simple concept, the struggle of finding the perfect fit in store no longer needs to cross our minds.

*THE WORKING WORLD
IS ALL ABOUT FIRST
IMPRESSIONS, AND YOU
ONLY GET ONE.*

The working world is all about first impressions, and you only get one. Dressing sharp doesn't mean you must wear a suit everyday; it simply consists of wearing clean, fitted clothes. Tailoring, as sometimes thought, is not limited to just business attire. It also benefits everyday clothing and eveningwear. According to Michelle Adams from A Stitch on Time, it's important to have clothes that actually fit your body.

"I think if you want to look professional, you should probably have clothes that fit. Getting a job is much easier when you look approachable," says Adams.

Tailoring not only looks better, it exemplifies your pride in looking fashionable. College students overlook tailoring often because it seems too

inconvenient compared to buying an outfit that already fits. Alterations are often more effortless than many assume. Some retailers even have in-store tailors to help customers achieve the perfect look.

Whether you decide to use these services or not, there are a few things you should look for when shopping. "Though price is a major factor of whether or not someone buys something, clothes that are better made are also easier to alter," says Best. "When you look at a piece of clothing, you just know. The feeling of the fabric and look of the stitch are the very first visible factors."

Clothes are not difficult to shop for and finding the right fit isn't either. Whether shortening the sleeves of a shirt, adding an extra button, or lengthening a pair of jeans, the ideal fit is not challenging to obtain. Tailoring an outfit makes it truly yours and gives the perfect boost of self-confidence.

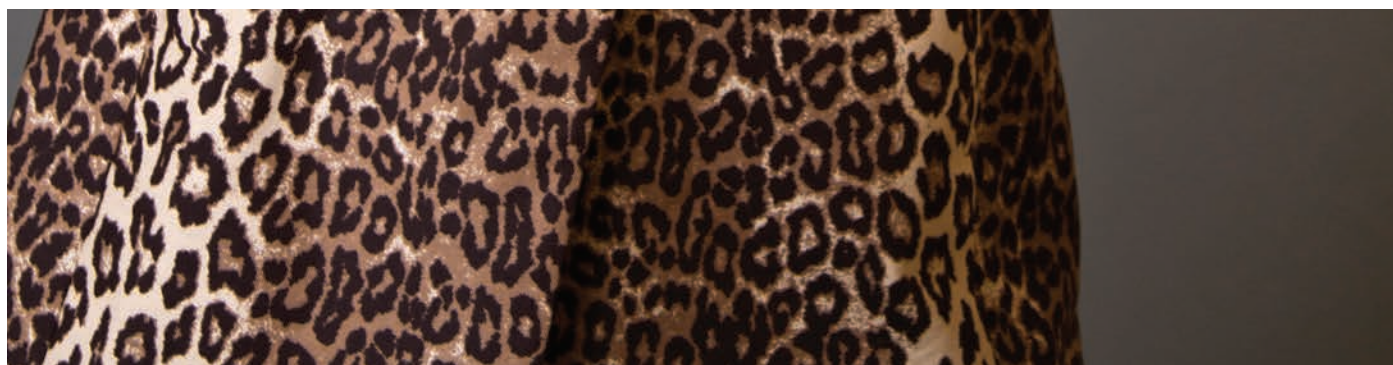


OVERSIZED COATS

COAT BANANA REPUBLIC \$175 **EARRINGS**
BANANA REPUBLIC \$40 **NECKLACE**
BANANA REPUBLIC \$98 **RING** BANANA
REPUBLIC \$12



FASHION FORECAST





FLORAL

TOP MINT L.A. \$40 **LEGGINGS** URBAN
OUTFITTER'S \$28 **TOOTH NECKLACE**
FRANCESCA'S COLLECTION \$14
CROSS NECKLACE FRANCESCA'S
COLLECTION \$12 **SPIKE BRACELET**
FRANCESCA'S COLLECTION \$14
LINK BRACELET FRANCESCA'S
COLLECTION \$18



PLAID

RIGHT: DRESS URBAN
OUTFITTERS \$70

EARRINGS BANANA
REPUBLIC \$40 **NECKLACE**
BANANA REPUBLIC \$98

LEFT: SHIRT FOREVER
21 \$16 **SKIRT** ASOS \$49

NECKLACE FRANCESCA'S
COLLECTION \$22

BRACELET FRANCESCA'S
COLLECTION \$18 **SHOES**
BANANA REPUBLIC \$110

HUNTER GREEN

LEFT: DRESS MINT L.A. \$40

JACKET MINT L.A. \$45

RIGHT: TOP MINT L.A. \$48

PANTS ASOS \$66 **BRACELET**
FRANCESCA'S COLLECTION \$22





LEATHER

OPPOSITE PAGE

RIGHT: TOP TOBI

\$34 **RING** BANANA

REPUBLIC \$12 **JACKET**

FRANCESCA'S

COLLECTION \$48

LEGGINGS MINT L.A. \$35

TURBAN FRANCESCA'S

COLLECTION \$14

EARRING FRANCESCA'S

COLLECTIONS \$12

NECKLACE MINT L.A.

\$34 **SHOES** BANANA

REPUBLIC \$198

LEFT: VEST DILLARD'S

PURSE FRANCESCA'S

COLLECTION

\$58 **HEADBAND**

FRANCESCA'S

COLLECTION \$16

NECKLACE URBAN

OUTFITTERS \$28

EARRING FRANCESCA'S

COLLECTION \$8

PURSE FRANCESCA'S

COLLECTION \$58

GOLD RUSH

DRESS FRANCESCA'S

COLLECTION \$68 **TOOTH**

EARRINGS FRANCESCA'S

COLLECTION \$12

NECKLACE FRANCESCA'S

COLLECTION \$24

NECKLACE BANANA

REPUBLIC \$50 **STACK**

RINGS BANANA

REPUBLIC \$18 **DIAMOND**

RING BANANA REPUBLIC

\$12 **PURSE** MINT L.A.

\$45 **SHOES** BANANA

REPUBLIC \$110



What my mama wore

MAMA JERDE'S FASHION ADVICE:

TAKE OFF TWO
ACCESSORIES BEFORE YOU
LEAVE THE HOUSE.

EVERY WOMAN NEEDS A
SET OF PEARLS.

EITHER HAVE A SHORT
SKIRT OR A LOW-CUT
BLOUSE, BUT NOT BOTH.

SPEND MONEY ON
CLASSICS, BUT NOT TRENDS.

YOU CAN ALWAYS JUSTIFY
BUYING SHOES.

Madison Jerde, a junior in graphic design, and Corbin Jerde, a freshman in open option, grew up watching their stylish mother put outfits together. As kids, their mom always encouraged them to pick out their own outfits, so they could develop their own sense of style from an early age. “She kind of encouraged me to do whatever I want with my fashion choices,” says Corbin. “She really instilled that in me at a young age, so I think I am better at expressing myself in all aspects of life because I could express myself in more ways when I was younger.”

Kathy Jerde, their mother, earned her apparel degree in 2007 and works as a seamstress in Minneapolis, where the family lives. Growing up in California, Kathy was constantly inspired by the fashions surrounding her. Her mother was “impeccably dressed,” Kathy says.

“I interned for a radio station, so I was really influenced by the female artists of the

time,” says Kathy. “I was really into Joan Jett and The Motels.”

Lucky for Corbin and Madison, Kathy kept many of her favorite items from back in the day. Multiple leather jackets, old Levis, fur stoles, a studded leather belt and a really cool Betsey Johnson crinoline are some of her best pieces that are up for grabs if her girls want to create new looks with those statement pieces.

“I used to repurpose her old formal dresses and other dresses she had from when she was younger,” says Madison. “And I have this jumpsuit from the ‘90s that I put with a cute red blazer.”

TOP LEFT \$40 TARGET

TOP RIGHT \$40 TARGET

OPPOSITE PAGE LEFT \$15 TARGET



"When in doubt, wear black."





DAMSEL IN A DRESS

WELCOME TO THE 1920S JOURNEY OF A MAVEN
CAUGHT IN AN ERA OF ELEGANCE, LUST AND
PASSION. TRAVEL WITH HER THROUGH A DARK,
SHADOWED JOURNEY THAT IS A DAMSEL IN A DRESS.

DESIGN EMILY NIZZI

PHOTO GUILLERMO THOMPSON, CAROLINE QUANT, JORDEN CHARRON, PEGGY WANG
STYLE MARY KATE KNABEL, BRIANNA HUDSON, CHRISTINA MEISSNER

DRESS FRANCESCA'S COLLECTIONS \$68 **SHAWL** AIMEE \$78
EARRINGS FRANCESCA'S COLLECTIONS \$18

LEFT: TUX MILROYS \$525

RIGHT: TOP AIMEE \$148 PANTS BANANA REPUBLIC \$42 HEAD PIECE
FRANCESCA'S COLLECTION \$16 EARRINGS OLD NAVY \$8 SHOES ASOS \$18

UNKNOWN LOVE





NAÏVE RIVAL

LEFT: DRESS FBF BY CHECKA \$250 **NECKLACE** FRANCESCA'S COLLECTIONS \$26 **FUR SHAWL** AIMEE \$50
RIGHT: DRESS AIMEE \$168 **EARRINGS** FRANCESCA'S COLLECTION \$18



CONFRONTATION

OPPOSITE PAGE

LEFT: TOP FRANCESCA'S COLLECTION \$38 **PANTS** BANANA REPUBLIC \$90 **EARRINGS** FRANCESCA'S COLLECTION \$16 **BRACELET** FRANCESCA'S COLLECTION \$28 **SHOES** ASOS \$28
RIGHT: DRESS ASOS \$28 **EARRINGS** FRANCESCA'S COLLECTIONS \$18 **BELT** FRANCESCA'S COLLECTIONS \$18 **SHOES** ASOS



LEFT: HAT ASOS \$21 **TOP** ASOS \$53 **PANTS** BANANA REPUBLIC \$90 **CLUTCH** FRANCESCA'S COLLECTION \$34
CENTER: DRESS AIMEE \$90 **NECKLACE** BANANA REPUBLIC \$60 **SHOES** ASOS \$18 **CLUTCH** FRANCESCA'S COLLECTION \$34

LOSING GROUND



HAPPILY EVER AFTER...

LEFT: DRESS ASOS \$51 **BRACELET** FRANCESCA'S COLLECTION \$14
SHOES ASOS \$18 **CLUTCH** FRANCESCA'S COLLECTION \$44
CENTER: TOP ASOS \$64 **SKIRT** FRANCESCA'S COLLECTION \$44
HEADBAND FRANCESCA'S COLLECTION \$12 **SHOES** ASOS \$18



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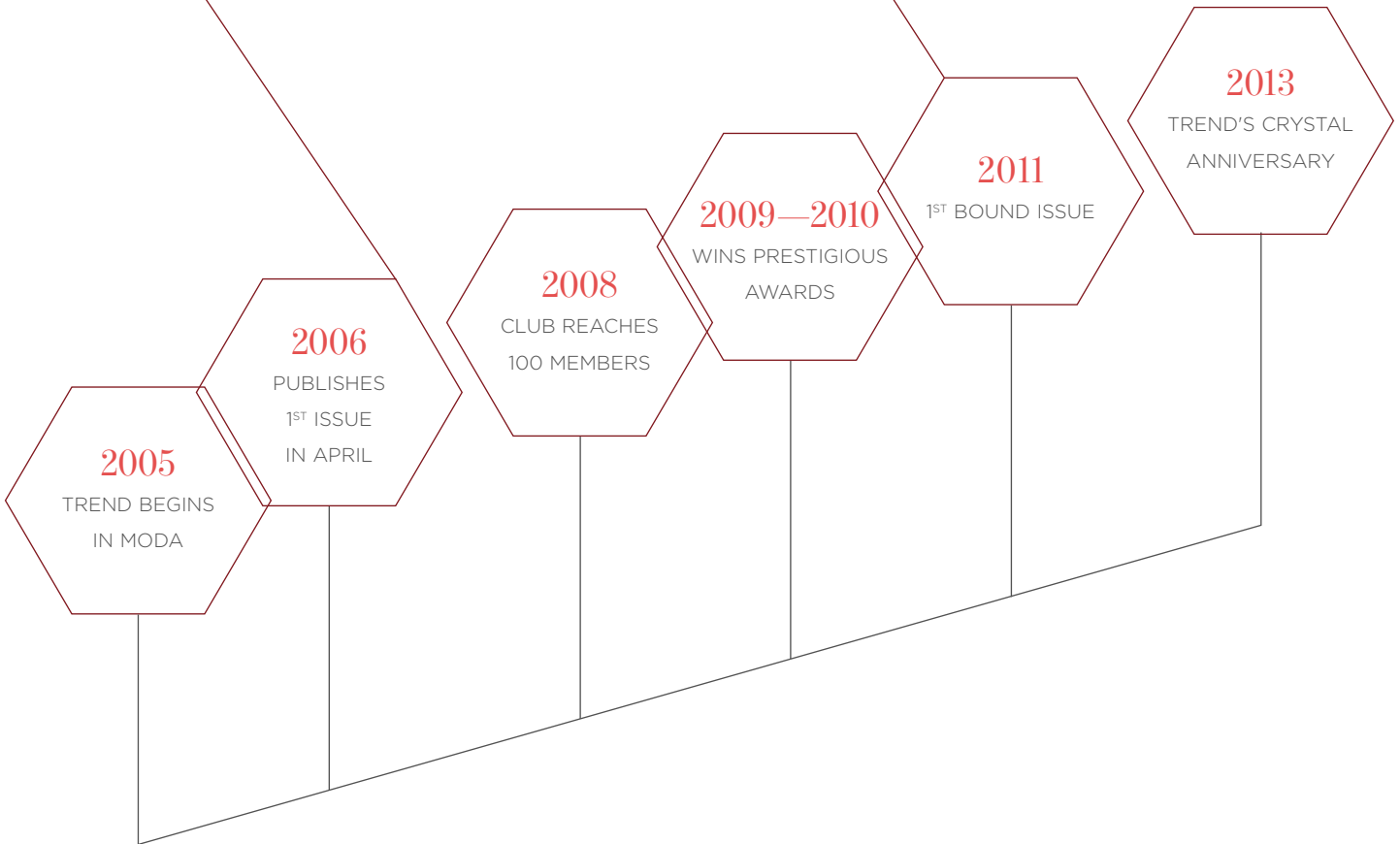
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eic.trend@iastate.edu

LISTENING
BOOTH

Fall
LIFESTYLE
T
№ 15



T No 15



This year marks the 15th issue of *Trend*, a milestone celebrating the crystal anniversary. For the past seven years, *Trend* has stood as a monument to the work Iowa State students can produce. From styling to design, advertising to editorial, everything is completed by students who exude a passion for fashion journalism. Over the years, *Trend* has grown into an award-winning publication, becoming a staple for Iowa State students wanting to read about fashion and lifestyle trends.

Originally, *Trend* was a committee within Iowa State's fashion club, MODA. The club produced a small publication that featured recent fashion trends. In the fall of 2005, a small group of students began creating what would become the first issue of *Trend*. "It was a way to get those involved [who] were interested in styling, photography, fashion forecasting and writing," says Iman El Khatib, a contributor during *Trend*'s beginning. "There wasn't anything on campus like it, and MODA was there to help fill the void," El Khatib adds.

Co-founder of the magazine, Kelli Todd, describes, "The group agreed that a magazine would be a valuable tool and resource for the college and would also

provide an opportunity for students to gain hands-on experience and develop skills pertinent to the editorial field which might not be offered through curriculum at Iowa State." The group presented a business plan to the College of Human Sciences allowing financial independence after their first issue through advertising and sponsorships. Thus, the first issue of *Trend* was born.

A mere 11 pages, the first issue of *Trend* was published in April 2006. Within the year, *Trend* became its own independent student organization. "It was a learning experience," says Chris Wise, one of *Trend*'s faculty advisors. "Our editing has improved since then, and we learned a lot about picture quality," she adds as she points to a fuzzy, pixelated photo in the first issue.

El Khatib, who is currently an associate buyer for Macy's in New York, says the magazine really began to gain traction and student interest in 2009, around the time that *Trend* was recognized for its work. In 2009, *Trend* received second place in the Society of Professional Journalists Region 7 Mark of Excellence Awards for Best Student Magazine. In 2010, it went on to win first place in the same category. This

kind of recognition speaks to the quality of work students have been produced over the years.

Another important milestone was transitioning into the publication you know and love today. In the fall of 2010, *Trend* adopted the well-recognized block text logo, which is newly transformed into a fashion-forward campus icon. Then next fall, *Trend* was finally printed in a perfect bound versed previous staple-bound issues. It seemed like *Trend* had finally blossomed into the professional looking magazine it was always meant to be.

Todd puts *Trend*'s growth and future best by saying, "Since the first issue, *Trend* has not only sustained its presence on campus but continues to grow and evolve with new talent each year. It has become more than a fashion magazine. It's an incredible opportunity that encourages professionalism and entrepreneurship, providing skills-based experiences within a creative, multidisciplinary environment."

No matter where *Trend* goes from here, there is no doubt it will continue to be a huge asset to Iowa State and its students.

Katie Tomlinson: HGTV Magazine

USING HER CAMPUS INVOLVEMENTS, KATIE TOMLINSON LANDED TOP INTERNSHIPS, WHICH EVENTUALLY LED HER TO THE POSITION SHE CURRENTLY HOLDS AT HGTV MAGAZINE.

Post Grad. For some those words are not always welcome; however, life after graduation can be an exciting time. This is apparent for recent Iowa State grad, Katie Tomlinson, who graduated in 2012 and ever since then has made name for herself. Tomlinson currently works in the Advertising Sales department of the newly launched HGTV Magazine. Tomlinson's go-getter attitude and curiosity helped her get where she is today.

While at Iowa State, Tomlinson majored in communications and double minored in advertising and event management. As a Cyclone, she gained experience in planning events that helped make her a stand-out in interviews. One of her leadership positions was working as the sisterhood and alumni chair of her sorority, Chi Omega. Tomlinson shares, "There's not a lot of times when you have the opportunities to do these things, such as planning an event for 200 plus people." While at Iowa State, Tomlinson also worked as an advertising assistant for the Iowa State Daily for four years. In this position she managed all of the businesses that advertise for The Daily, gaining real world experience in sales and design. She accredits interview topics to her campus involvements. Tomlinson says one of the keys to gaining the attention of future employers is being able to "talk about the difference you've made in your organization and, with that, letting them know just how passionate you are about what you are involved in."

Before getting her current position at HGTV Magazine, Tomlinson had an internship with O Magazine. As many people recognize, O Magazine is

the creation of Oprah Winfrey. When Tomlinson interviewed for the prestigious position, she was prepared to answer any question they had about her level of experience level. She offers the following advice, "The more involved you are, the more you put yourself out there, the more you do that applies to the job you're trying to get, the more you'll have to talk about in an interview". This position at O Magazine eventually became as she describes, her "golden ticket". The recognizable name created the perfect conversation starter for her future interviews.

At HGTV magazine, Tomlinson assists three of the magazine's account directors. Their job includes going into the marketplace and reaching out to advertising agencies to convince them to buy ad space in the pages of the magazine. Although the television version of HGTV launched in December of 1994, the magazine adaptation of the popular network is still considered relatively new to the industry, just releasing its first issue in June of 2011. Even with its newbie status, the magazine's recognizable brand and niche in the home lifestyle department has excelled. Last October, the prestigious advertising industry website Ad Age, proclaimed the magazine as the Launch of the Year for 2012.

Tomlinson is an Ankeny native but now lives and works in New York City. Each day at HGTV Magazine is different. On a day-to-day basis she could be assisting her account directors with any of the accounts they're working with. Tomlinson has been working with a fragrance company setting up events with them. When a company buys ad space in the magazine, Tomlinson

helps decide how they are going to thank them through client entertaining efforts. She shared, "Sometimes I help plan dinners or things like gelato tastings."

Her favorite part about working at HGTV Magazine is the fact that the company was new and fresh. She says, "We have an awesome 'launch atmosphere.' This means every number we get is our best number; every advertiser we get is the first one so everything is very exciting." When the company won the title, they celebrated in New York City, which helped Tomlinson get the sense she really was a part of something special.

Since coming to work for HGTV Magazine, Tomlinson has worked with so many fun projects with major brands like Kraft and Toyota. From Ames to the Upper East Side of New York, she has made her mark on the industry. Tomlinson says that she looks back at her time at Iowa State with many fond memories of celebrating her Cyclone spirit and still finds herself traveling back to Ames to tailgate with her family. Tomlinson's hard work and dedication truly paid off and, at the rate she's going, we can only guess where this Cyclone's adventure will take her next.





ZACH JOHNSON: E! ONLINE

PREVIOUS TREND EDITOR-IN-CHIEF, ZACH JOHNSON, MADE A NAME FOR HIMSELF IN NEW YORK CITY AT US WEEKLY AND NOW REIGNS AS THE E! ONLINE SENIOR EDITOR.

Before senior editor of E! Online, Zach Johnson, conquered the big apple, he called Ames his home. While at Iowa State, Johnson sunk his teeth into a variety of student organizations including Dance Marathon, Delta Upsilon fraternity, co-editor in chief of Ethos magazine, and co-editor in chief of Trend magazine.

Johnson led Trend during a very important time in the magazine's history. When he joined as a writer his freshman year, the magazine produced around 16 pages. By the time he graduated, the efforts of him and his fellow staff members were seen by the sheer growth of the publication. The magazine had more than tripled in size to around 64 pages. Johnson elaborates Trend was his favorite involvement while at Iowa State. Beyond its success, Johnson attributes his positive experience in Trend to the people he met and is still friends with today. He shares he loved working for Trend, because he met people from a variety of different colleges and majors like apparel merchandising and communications, which he probably wouldn't have met without Trend. These connections not only made him a more well rounded individual but expanded his professional network.

Johnson claims it was his experience working on Trend, in particular, that helped prepare him for his future career. It gave him the practice needed to further enhance his writing and managing talents, which are skills he uses in his professional career. Johnson's rise to the top of his industry has been extraordinarily impressive. In just three short years working for US Weekly, he graduated from intern to assistant online staff editor. Since the age

of 14 Johnson dreamed of working for US Weekly magazine. In 2009, Johnson beat out over 300 other applicants to secure his internship with the publication. He believes it was his passion for the magazine that made him stand out. "When searching for an internship or job be specific. Know what you want. For example, don't just say 'I want to be a journalist,' spend time exploring exactly what you want to do in your given field." Johnson's position as online staff editor for US, involved writing 8 to 15 stories each day and interviewing celebrities. Johnson says he enjoyed working for US Weekly, because he could "play to strengths as well as experience new things at the same time. It was the best of both worlds."

Although Johnson always dreamed of working for US Weekly he knew the importance of exploring every opportunity. This August, at 26 years old, Johnson was officially named editor of E! Online. Each morning Johnson wakes up at 4 a.m. in New York in order to be one of the first to gather the news of the day. E!, The website reports the daily news of the entertainment industry. Johnson manages the company's New York office and part of the L.A. office. "Typically, I start off my day by writing two to three stories, and then, I verify news reports and send requests for comments out." Once his staff arrives, he assigns articles and decides what will be highlighted on the website. Ultimately, Johnson decides what readers care about. Since E! is an entertainment-based company, his job also entails directly communicating with celebrities. Living in New York, Johnson says he often sees celebrities around town,

doing normal everyday things like buying groceries, so he doesn't get all that nervous talking with them in a professional setting. Although, he shares if he ever has the opportunity to interview Oprah or Britney Spears he may get a little nervous.

Only time will tell what's next for Johnson. His current plan is staying in New York and keeping on the path he's currently on. He enjoys his line of work and wishes to stay in the entertainment industry. His passion for the industry could be transformed into other ventures. Johnson says, "In the future, I could see myself as a project manager, writing or producing for TV."

Survive Winter Break

IT SEEMS EVERY YEAR IS THE SAME: COME DECEMBER, WINTER BREAK APPEARS AS A WELCOME REPRIEVE FROM 8 A.M. CLASSES, MOUNTAINS OF HOMEWORK AND STRESSFUL EXAMS. AT FIRST, BREAK IS FANTASTIC. YOU GET TO SEE YOUR PARENTS AND OLD FRIENDS, EAT YOUR FAVORITE HOME-COOKED MEALS AND SLEEP IN YOUR OWN BED. UNFORTUNATELY IT DOESN'T TAKE LONG BEFORE THE COMFORTS OF HOME BECOME DECIDEDLY UNCOMFORTABLE. AS THE WEEKS WEAR ON, YOU FIND YOURSELF ON THE BRINK OF INSANITY AFTER BEING SUBJECTED TO YOUR DAD'S EXPANSIVE CATALOG OF TRULY TERRIBLE JOKES. BOREDOM, WINTER DREARINESS AND THE OMNIPRESENCE OF YOUR PARENTS START TO KICK IN AND YOU FIND YOURSELF LONGING TO BE BACK AT SCHOOL.



- 1 Go on an adventure and make some memories. Embark on a road trip to see your favorite band in concert, travel to a topical locale and get some sunshine for some sunshine or embrace the wintry weather by hitting the slopes on a ski trip.
- 2 Have a winter DIY day. Browse Pinterest for tutorials on making cozy beanies out of old sweaters or sewing your own infinity scarf. Grab a snack by finding recipes for cold weather desserts like hot cocoa bars and cinamon apple crisp.
- 3 Play in the snow with reckless abandon. Away from the judgmental eyes of your collegiate peers, you are free to go the whole nine yards. Don your snowsuit, build an army of snowmen and do your best to coerce family members into engaging in an epic snowball fight.
- 4 Organize a Secret Santa exchange with your roommates or friends from Iowa State. For an added bonus, give the recipient something exclusively found in your hometown like cupcakes from your favorite local bakery or a scarf from the craft store by your house.
- 5 Host your own holiday party. Keep in mind this doesn't have to be an extravagant affair. All you need is some yummy food, good tunes and great people to have a fun get-together and celebrate the most wonderful time of the year.
- 6 Try a "Wal Mart Potluck." Go to the store with a group of friends, and let everyone pick one food item to buy. Make sure to cover all the essential food groups: ice cream, soda, chips, cookies, etc. Then, regroup at someone's house and pig out. This is an excellent way to eat an excessive amount of junk food for a minimal amount of money.
- 7 Make time for family. Instead of going out with friends every night, consider staying in once or twice to park yourself on the couch next to Mom and Dad and have a Castle marathon.
- 8 Check out AMC's list of the Top 20 holiday movies to get you in the spirit of the season and test your ability to quote classic films in their entirety. "Buddy the Elf, what's your favorite color?"
- 9 Build a blanket fort and keep it as your very own private, delightfully cozy hideaway to read those books that have been sitting on your shelf for ages.
- 10 If you're feeling industrious, offer to shovel neighbors' driveway. This is the perfect way to work off that "Wal Mart Potluck" while earning a few extra brownie points.

BUILD YOUR CREDIT

Nothing seems easier than pulling out your trusty plastic card and sliding it as that coveted Michael Kors purse is wrapped in tissue and placed in a shopping bag. You feel as though you didn't spend any money since you didn't see a cent pass the counter. A magical plastic card is your ticket to getting whatever you want. It all seems happily ever after until you receive a bill in the mail having maxed your card limit because you had to get those Tory Burch boots. So what are the consequences of shopping until you drop, and how easy is it to be spending more than you make?

"Fortunately, the credit card issue we see in students at Iowa State has been decreasing due to a law passed that makes it difficult for those under 21 to get enrolled with cards," says Douglas Borkowski, assistant director of the Financial Counseling Clinic at Iowa State. "It used to be that students could easily lie about their income and not get a cosigner, but that has changed."

If a student is making the decision to get started with a credit card, having a parent or other trusted guardian to serve as a financial role model would be a smart decision to keep an eye on the spending.

"If mom and dad are good with money, have them cosign and also have control over the payments and they can monitor what is happening on the card," Borkowski says.

Your credit score is a number potential employers can check on. One way to improve your score is by making credit card payments in a timely manner and keeping the balance low.

"Credit cards can be your absolute best friend, if you are able to make small purchases and pay it off every month, then you will have a good credit score," Borkowski says. "Credit card debt and high balances are very bad negatives on a credit

score. Federal student loans in comparison are not as bad."

Often times the rationale for using a card is that it is easier than carrying cash. People will simply swipe their card and not think any money is transferred. Having to actually count the bills and see the money being spent can impact a purchase.

There is also a difference between the sexes in terms of how credit and when cards are used.

"Women, for example, could make three \$100 clothing purchases in a month, whereas males will make one big purchase on their card," Borkowski says.

Another issue is having a store credit card for your favorite brand. A major credit card, such as a Visa or Mastercard, is a much better option for students than having a store card, even though they are much easier to get.

Store cards often have start up deals that can be hard to pass up, but with higher interest rates, they can be difficult to pay off.

If you can use store cards correctly they are good, but the store cards promote the purchases that you want, not that you need," Borkowski says.

Although credit card debt among students is not ideal, it is a manageable problem that can be fixed with resources and help.

"Schedule an appointment here with the Financial Counseling Clinic, and there really are a lot of possibilities. We can call the credit card departments, close accounts and set up payment plans," Borkowski says.

Next time before swiping your card for that must-have designer bag, think if it is a want or need and how much you will end up paying for it in the end.



TRAPPED LOVE

THE PSYCHOLOGICAL TWISTS OF RELATIONSHIP ABUSE

SOMETIMES A BREAK-UP IS MORE THAN JUST LEAVING, IT'S SURVIVING.

Her friends say he's manipulating her, but she knows he just needs her. She's the only person he has, and he wants her help. Doesn't he?

Entering into a new relationship is like starting college. Everything is new, exciting and sometimes confusing. The person is perfect and nothing could ever go wrong. But what if everything isn't perfect? The jokes that won you over turned into jokes about you. You no longer hang out with your best friends, because he wants your full attention. What if the qualities once seen as perfect have turned into the qualities you're now afraid of?

PHYSICAL ABUSE VS. PSYCHOLOGICAL ABUSE

Physical and psychological abuse often go hand-in-hand. Bumps, bruises and cuts show on the skin, but name-calling, bullying and harassment bury deep inside the victim. Many times, if a relationship is physically abusive, the effects it leaves will cause psychological distress.

Anything hands-on constitutes as physical abuse. It can range from shoving or hitting to causing bruises or broken bones. Even the smallest push counts. If it's intentional, it's abuse.

Psychological abuse often lasts longer than any bumps or bruises. From name-calling to determining what a woman can or cannot wear or do, anything altering a person's behavior or self-esteem is a form of psychological abuse.

Tiffany Iskander, a staff psychologist at Student Counseling Services on campus, explains that just because a person's experience isn't as "severe" doesn't mean it isn't abuse.

THE FACE OF PSYCHOLOGICAL ABUSE

Physical abuse is tangible. We can see the tiny scratches. We can see the blue welts.

We can't see the scarring of psychological abuse; it's easy to cover up hurt with a smile. "Sometimes it's easier to believe a person or lead them to go to a battered women's shelter, because they have the physical evidence they've been abused," says Tricia Nepl, Human Development and Family Studies assistant professor. "We can't ignore the psychological abuse."

Emotional manipulation is at the core of relationship abuse. If someone is physically abused, the memories will stick with them throughout their lifetime. However, a person can be psychologically abused without their partner ever putting a finger on them.

Verbally attacking—like using threats and name-calling—wears on a person's self-esteem. Soon, the victim of these attacks will feel obligated to obey the perpetrator. Often times, they won't even realize they are being manipulated.

PREDICTORS

A recent study by Nepl and her colleagues found experiencing or witnessing abuse as a child—like seeing one parent abuse another parent—increased the risk of becoming a victim or perpetrator of relationship abuse in the future. However, the most significant predictor was experiencing the abuse at the hands of a parent. A child learns from their parent, so if they grow up believing hitting and name-calling is normal, they will most likely mirror that into their own intimate relationships and friendships.

When entering into a new relationship, be cautious and look for signs of controlling behavior. Possessive qualities, like having to choose between him and friends, or being overly jealous of personal accomplishments are a few predictors of potential abuse in a relationship.

The abuse will often be gradual and cyclical. First, the abusive incident will occur. Then, the tension will build and the abuser may start to get angry. The victim may feel the pressure to calm their partner, which often becomes overwhelming, like they are walking on eggshells. Then, the making up period will occur. The abuser will apologize, claim they will never do it again, blame the victim by saying they deserved the abuse or deny that anything even happened. After this, calmness will set in. The previously made promises may be kept, but soon something will tick and the abuse will once again occur.

"IT'S EITHER YOUR FRIENDS OR ME."

"I DON'T WANT YOU WEARING THAT."

"WHY ARE YOU TALKING TO OTHER GUYS?"

"YOU'RE THE ONLY ONE FOR ME, BABY. PLEASE, DON'T LEAVE."

"NO ONE WILL BELIEVE THAT I'M ABUSING YOU."

"YOU'RE THE GUY. YOU SHOULD BE ABLE TO STOP THIS SITUATION."

"SHE'S ABUSING YOU? BUT YOU'RE A LOT STRONGER AND TOUGHER THAN SHE IS!"

GOING BACK

So, why do women go back to their abusive partners? Many times, they believe they can't escape. Their self-esteem is so low they think no one in the world is right for them except their abusive partner. Other times, they or their family and friends have been threatened. Even if the victim wants to leave, they don't want to put their life or their loved ones' lives in danger.

Often, they just don't know where to receive help. If the relationship between their family and friends has been cut off, there is nowhere else to go; they only have their abusive partner.

FINDING HELP

Knowing someone in an abusive relationship can be heart breaking. It can also be exhausting if the person doesn't want help. They may think their partner is just protective or loves them so much they would give up everything for them.

Keep the lines of communication open, listen and get the person talking about their experiences. "You absolutely have to be there to listen, provide resources and, in some cases, provide your own view on how you see the relationship," says Neppl. "Do your best to be an advocate for them."

If you know or think you are a victim of abuse, don't be afraid to reach out. Many resources on campus and in the Ames community are provided to help victims.

One in four females will experience domestic abuse at least once during their lifetime. In Neppl's Abuse and Illness in Families class, 46 out of 49 students either knew someone or were victims, themselves, of relationship abuse. In other words, 94 percent of the class was, in some way, affected by the horrible epidemic.

MEN ARE VICTIMS, TOO

We often forget, or may not realize, men can be victims of abuse. Early researchers were even shunned from looking into male relationship abuse, because no one believed women could be the perpetrators. An episode of ABC's "What Would You Do?" showed a woman and man sitting at a park bench on a highly trafficked path. The woman constantly nagged, hit and pulled the man's hair. As people passed by, they rarely stood up for the man and often commended the woman for being "tough." As a society, we have always recognized the woman as the victim, but men experience abuse too. They often don't speak out or push back for the fear of getting blamed for the abuse.

Research has found that females are more likely to be both the victim and perpetrator of abuse. While men use physical strength to hurt their partners, women use words. This isn't to say men aren't physically abused, but the consequence of physical damage isn't as severe when the roles reverse.

ACCESS, Assault Care Center Extending Shelter and Support, provides a safe environment for anyone experiencing domestic abuse of any kind. They are located in Ames and have a 24-hour hotline. Their website even has an "escape" button to redirect viewers to a neutral, non-dangerous website in case their perpetrator happens to enter the room while they are viewing the page.

The Iowa State Student Counseling Services also offers a variety of help from individual to couple counseling. They are located in the Student Services Building, which is north of Friley Hall, and are available Monday through Friday from 8 a.m. to 5 p.m. They also have a hotline for off-hour emergencies.

In order to stop relationship abuse, the best thing to do is talk about the issue. One in four females are victims, which is one too many. Talking will bring the issue to light and make resources more readily available. You are not alone.

ACCESS:

ASSAULTCARECENTER.ORG
515 / 292 / 5378
1 / 800 / 203 / 3488

IOWA STATE STUDENT
COUNSELING SERVICES
515 / 294 / 5056



For the Record...

Vinyl records are returning to their former glory as the coolest way to listen to music. The warm tone and raspy sound of records are like a hot cup of coffee for your ears. Just the process of turning the player on and setting the needle offers more of a ritual experience for the music lover than simply pressing play on an iPod. Vinyl turns listening to your favorite album into a full musical experience.

The secret to the richer sound of vinyl is due to analog recording. When digital music is recorded, it doesn't capture the entire sound wave being sent out. In other words, what the listener hears is basically snapshots of the original content. CD players have built-in analog converters to recreate the original sound, but the audio content is still a lesser quality. The grooves on vinyl records recreate the form of the original sound waves. Records also already play in analog form, so the content doesn't have to be recreated. The bottom line: vinyl records capture music in its truest form.

Senior Aaron Reyes only listened to records growing up. "When I turned 18, my dad gave me my own turntable," he says. Reyes figures he now has around 100

records, and he says his most played album is The Doors Greatest Hits.

Reyes attributed the recent popularity of vinyl records to the sound quality. "I've noticed there are a lot more record shops coming up and thriving," he says.

For a complete vinyl-owning experience, music lovers should visit their local record store to explore their options. Ames is home to the Vinyl Café, a coffee shop and record store located on Main Street. Jordan Angell of the Vinyl Café recommends buying records already out there instead of new releases. He says the trend of current artists releasing vinyl is a marketing gimmick. "To say it's not is to lie. The music is nearly impossible to steal. They see vinyl as a popular thing just trying to make a buck," he says.

Angell first became interested in vinyl because of how it gathers people together. "You never hear this music in the mainstream," he says. "There is harmony between the musicians. This music tells a certain tale that has real roots to it. You can tell the artists truly have skill."

So, how does one get started as a vinyl listener? Although new, basic turntables

are available at Target and Best Buy for reasonable prices, but some say vintage players are the only way to listen. Websites like eBay and Craigslist can help you find a vintage player with all the charm desired. The money-savvy buyer looking for a turntable can usually find a good deal when buying used, too.

Angell recommends beginners buy a basic turntable with a built-in amp. The type of player you want also depends on "if you want to rock or just listen to music in your own setting," says Angell. Vintage or new, whatever mode you choose should be best for your taste. To find vinyl for your new turntable, shop around. Hunt for records at your local record stores and thrift shops. You could even search local garage sales if you are up for the challenge.

Just sit back and listen to your favorite album on vinyl, and all the buzz around records will make sense. The songs you love could use some rasps and static.



STUDENTS ON CAMPUS ARE FINDING NEW WAYS TO RECYCLE, WHICH ARE NOT ONLY BENEFITING THE ENVIRONMENT AND BEAUTY OF CAMPUS, BUT ALSO SAVING THEM A FEW EXTRA BUCKS.

Going green has recently sparked a lot of media attention, but the concept of recycling has been popular for years. Although the “reduce, reuse, recycle” mantra is sometimes overused, sustainable efforts on campus have recently been a growing trend at Iowa State.

Alexandra Ford, junior in journalism and mass communications, is the president of the ISU club The Green Umbrella. She and other eco-friendly students are discovering environmental opportunities on campus. When Ford first got involved with green efforts on campus she was surprised to discover all the recycling that occurs in Ames. Ford explains Ames’ unique way of turning everyday trash into fuel with their Smart Trash system.

“When you use the trash for energy it can be used once and that’s great but then recycling is something that can be used over and over and over again,” Ford says.

Alyson Straube, a junior in chemical engineering, is the director of sustainability for the Government of the Student Body. Straube agrees that the Smart Trash system is limited, and additional recycling efforts are crucial to keep our environment healthy.

“It matters because everything we do affects our planet and since this is the place where we live, it’s something that we need to take care of,” Straube says.

Recycling doesn’t have to be messy or difficult. Simply bringing your accumulating cans and bottles to the redemption center located on Lincoln Way can help. Items such as wine corks, gift cards, printer cartridges, old cell phones, mp3 players and calculators can also be recycled. Ford understands that recycling and “living green” can be a tough adjustment. For college students, recycling a plastic bottle can be the last thing on their minds while they are focusing on grades and building a resume.

The Keep Iowa State Beautiful campaign has developed a program to help students get involved in the green efforts. A group of students can adopt a spot on campus to keep it litter free. Trash bags and gloves are provided to get the job done.

With all the opportunities to get involved in environmental efforts, Ford and Straube believe Iowa State is on the right track to playing a key roll in sustainable efforts. However, they both agree that there’s plenty of room for improvement.

Straube says she doesn’t feel like some students understand one effort can make a difference. Many students believe “it’s just one bottle” and if they don’t recycle, it won’t hurt anything. However, that “one bottle” turns into many bottles when many students are not recycling.

In an effort to continue making progress in a green environment, Straube is working with other students to make recycling easier.

“One of the projects I’m working on is to put recycling in all the buildings on campus,” Straube says.

The Green Umbrella is also trying to continue Iowa State’s sustainable progress by bringing awareness to the issue during their annual National Campus Sustainability Day event.

Whether it’s keeping a recycling bin in your dorm or apartment, trading your trash for some extra cash or volunteering your time to clean up a part of campus, recycling doesn’t have to be a headache, and simple green efforts can truly impact the environment we live in.

Crockpot Cooking

As the temperatures begin to change and we slowly shift into cool weather, our eating habits usually change too. It's no surprise we tend to order out and cook less when it gets cold. Instead of giving up, try some easy Crockpot recipes that are simple and satisfying. Ashley Mona, a junior studying culinary science and dietetics, says Crockpot cooking at home gives you complete control over the ingredients that go into your dish. Brian Smith, registered dietitian and ISU alum working for Unity Health in Des Moines, says Crockpot cooking is wonderful for soups, stewed foods and meats, which are great for those brisk winter nights!



One great recipe is Pot Roast. Mona says, "It makes a large batch and provides a complete meal, two bonuses for busy college students. This dish is a healthy option as well."

COMPANY POT ROAST

1 (2 lbs.) BONELESS CHUCK ROAST
1 (16 oz.) PACKAGE CARROTS
1 CHOPPED ONION
16 (2 lbs.) SMALL RED POTATOES
1 PEELED RUTABAGA (OPT.)
3 PEELED PARSNIPS (OPT.)
2 CUPS WATER
1 tbsp. PEPPER
1 tbsp. SALT

1. Put chuck roast in Crockpot.
2. Add water.
3. Sprinkle in salt and pepper.
4. Add carrots, onion, potatoes, rutabaga and parsnips .
5. Leave in Crockpot on low temperature all day (about 10 to 12 hours) or high temperature for about six hours.

POT ROAST GRAVY

POT ROAST DRIPPINGS
1 CUP WATER
2 tbsp. CORN STARCH

1. Remove cooked food from crockpot.
2. Pour Crockpot drippings into pan on stove.
3. Let drippings come to a boil.
4. In a separate bowl, combine cornstarch and water.
5. Slowly pour and stir water and cornstarch mixture into boiling drippings.
6. Add more water if gravy too thick, add more corn starch if not thick enough.

Another choice is spicy chicken stew. According to Mona, “Spicy chicken stew takes advantage of inexpensive convenience.” Smith adds this recipe is a variation on the tortilla soup you would get at a restaurant, so you’re saving a few bucks. “This recipe is good in that you could make it one day, divide it into serving portions, cool it quickly in the fridge and reheat it as needed for up to about five days after you make it,” Smith says.

SPICY CHICKEN STEW

2 BAKING POTATOES (ABOUT 1½ lbs.),
PEELED & CUT INTO CHUNKS (3 ⅓ CUPS)
1 (10 oz.) PACKAGE FROZEN WHOLE-KERNEL
CORN
2 CELERY STALKS, CHOPPED
2 (1 CUP) CARROTS, PEELED AND CUT
INTO CHUNKS
1 ONION, CUT INTO ½ in.-THICK SLICES
2 GARLIC CLOVES, MINCED
1 CUP BOTTLED SALSA
1 ½ tsp. GROUND CUMIN
1 tsp. CHILI POWDER
½ tsp. FRESHLY GROUND BLACK PEPPER
1 lb. BONELESS, SKINLESS CHICKEN BREAST
4 BONELESS, SKINLESS CHICKEN THIGHS
(ABOUT 10½ oz.)
2 ½ CUPS CHICKEN BROTH
4 (6 in.) FRESH CORN TORTILLAS, CUT
INTO STRIPS
CHOPPED FRESH PARSLEY (OPT.)

1. Place first six ingredients in a crockpot. Stir in the salsa and next three ingredients up to pepper. Place chicken on top of the vegetables, and add the broth. Cover and cook on high for four hours.
2. Remove chicken from Crockpot and shred it into pieces. Place chicken back into the Crockpot and stir tortilla strips into stew.

To satisfy your sweet tooth, try this brownie cake. “Brownie cake is a lighter option but be sure to consume it in moderation,” says Mona.

BROWNIE CAKE

4½ oz. (ABOUT 1 CUP) ALL-PURPOSE FLOUR
1 ¼ CUPS SUGAR
¼ CUP COCOA
¼ tsp. SALT
¼ CUP CANOLA OIL
1 tsp. VANILLA EXTRACT
3 LARGE EGG WHITES
2 LARGE EGGS
2 oz. CHOCOLATE, MELTED
¼ CUP WALNUTS
COOKING SPRAY
1 tsp. POWDERED SUGAR (OPT.)

1. Combine flour, sugar, cocoa and salt. Stir the ingredients together with a whisk.
2. Combine canola oil and next three ingredients with eggs, and stir them with a whisk. Add this mixture to dry ingredients, and stir them until blended. Stir in melted chocolate along with walnuts.
3. Coat a crockpot with cooking spray and pour batter into the crockpot. Cover and cook on low for two to two-and-a-half hours or until set around edges but still soft in the center. Turn off slow cooker. Let it stand, covered for 30 minutes before serving. Sprinkle with powdered sugar.



TREND DIY



GOING GREEN CAN BE A LOT EASIER THAN YOU THINK. MAKING YOUR OWN LAUNDRY SOAP, FABRIC SOFTENER OR AIR FRESHENER CAN ELIMINATE BOTTLES FROM TRASH CANS AND REDUCE WASTE IN LANDFILLS. MAKING THESE DIY PROJECTS IN BULK CAN SAVE MONEY OTHERWISE SPENT ON NAME BRAND PRODUCTS.

LAUNDRY SOAP

1 BAR OF FELS NAPHTHA
1/2 CUP BORAX
1/2 CUP ARM AND HAMMER WASHING SUDS
1/2 CUP OXY CLEAN

Shred the bar of Fels Naptha, which can be found in the laundry aisle at any supermarket, with a cheese grater or food processor. The soap grinds up better if the package is opened and left out to dry for a couple of days.

Put the ground soap into the food processor or blender and grind it into a fine powder

Add the Borax, Arm and Hammer washing suds and Oxy Clean to the shredded soap and mix it up.

One load of laundry will use one-eighth scoop of soap. Usually one batch of soap lasts for about 16 to 20 loads of laundry. If you want a stronger smell in the soap add Purex crystals. Usually fabric softener is not needed, but adding it can make clothes extra soft.

FABRIC SOFTENER

2 CUPS (15 OZ.) OF SCENTED CONDITIONER
6 CUPS OF BOILING WATER
1 CUP OF WHITE VINEGAR

Mix the conditioner with the hot water until the conditioner dissolves

Add the vinegar to the mixture and stir well

Store the mixture in a large container or bottle Leave the container or bottle open until the mixture is cool.

For one load, use two tablespoons.

ODOR ELIMINATOR ("FEBREEZE")

1/4 CUP OF LIQUID FABRIC SOFTENER
2 CUPS OF BOILED WATER
1 TSP. OF BAKING SODA

Mix all the ingredients together and put it in an empty spray bottle.

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