

TREND

N°20



THE LOFT

Quality Resale for Women & Men

Downtown Ames
TheLoftAmes.com



BEAUTY & BODY

pg. 9 A NATURAL SWITCH

pg. 11 BEAUTY BOX: WORTH THE PURCHASE?

pg. 13 LET YOUR HAIR MAKE A STATEMENT

pg. 15 PERFECT YOUR PUCKER: YOUR GUIDE TO SUMMER'S MOST POPULAR LIP TRENDS

pg. 17 SKIN CARE 101

pg. 19 HIGHLIGHTING & CONTOURING: HOW IT COMPLETES THE FACE

FASHION

pg. 23 FIND YOUR STYLE

pg. 33 MAXIMALISM ON A BUDGET

pg. 35 FRUIT INFUSED

pg. 43 LONG LIVE THE '90s

pg. 45 DRESSING THROUGH THE DECADES

pg. 47 THE GOLDEN HOUR

pg. 55 WILL ELEGANCE RETURN?

pg. 57 REDUCE, REUSE, RESTYLE

pg. 59 ALUMNI SPOTLIGHT

pg. 61 REDUX

LIFESTYLE

pg. 71 TWENTY ISSUES LATER: CONGRATULATIONS TREND

pg. 73 BECOME A MORNING PERSON

pg. 75 A MILLENNIAL'S VIEW ON VOTING

pg. 77 SUMMER MUSIC FESTIVALS: ALL YOU NEED TO KNOW

pg. 79 RECIPE: FLAVORFUL FIESTA

pg. 81 DIY: BATH BOMBS MADE EASY

TREND FOR MEN

pg. 83 MODERN MAD MEN

pg. 91 IOWA STATE'S 2016 MOST ELIGIBLE BACHELOR

pg. 93 CULTURE COUTURE

pg. 94 MEN'S FASHION MADE EASY

pg. 95 HIDING THE HEMLINE

pg. 97 SUITING: EXECUTIVE STYLE

ANDI MORALES & MIRANDA POLLITT*Editors-in-Chief***ANNA FLICKINGER***Creative & Art Director***ANN THYE & CHRIS WISE***Advisers***ANDREW LORENZEN***Senior Photography Director***ALYSSA PRIEBE***Copy Editor***RACHEL HAGG***Treasurer***EDITORIAL***Beauty & Body Editor* ZENOBI AFEWORKI *Fashion Editor* ANNA CHANDLER *Lifestyle Editor* SHIARA CRILLY*Trend for Men Editor* TOM WEIBLE *Online Editor* GRACE ROSSON

Alec Ballard, Rachel Cessna, Cristina Creel, Mikiel Curtis, Megan Dale, Samantha Dubois, Emily Dybowski, Alanna Hill, Katelyn Horner, Lauren Iverson, Kaitlyn Johnson, Emma Kachelmeyer, Kelsie Leathers, Kailey Potter, Hannah Randolph, Serena Schmidt

ART & DESIGN*Assistant Design Directors* JESSICA JOHNSON & RYAN RASMUSSEN*Illustrator* ANNA FLICKINGER

Tara Degen-Stout, Cassidy Longnecker, Jade Rich, Katie Wallner

PHOTOGRAPHY*Photography Directors* WILLIAM ASH & MARENA WALLSCHLAEGER*Assistant Photography Director* MAKENNA ARENSDORF

Katlyn Campbell, Alexandra Cantrill, Mikinna Kerns

EVENTS & PUBLIC RELATIONS*Events Directors* KAITLIN CLEVINGER *Assistant Events Directors* ASHLEY JONES & MACKENZIE JORDAN*Fundraising Event Directors* PATRICIA GRUBER & JENNA MEEHAN*Fashion Public Relations Director* EMILY SUDLOW *Assistant Fashion Public Relations Director* CALLEY HAGEN & ALISHA HUMISTON*Human Resources Directors* HANNA SABIN & CLARE SCHUBERT*Social Media Directors* BETHANY BENES & ANDREW TEMPERLY

Bridget Degnan, Jake Gable-Preze, Emma Hassemer, Vanessa Lovan, Abbey Osterloo, Savanna Sylvis, Mariah Witon, Christina Wolf

ADVERTISING*Advertising Director* BETHANY LOZIER**FASHION***Accessories Director* KELSEY MCCARVILLE *Assistant Accessories Director* HAILEY VOLLBRECHT*Editorial Styling Directors* ANNA HUBBARD & DESTINIE PHOMSOUVANH *Assistant Editorial Styling Directors* LAUREN FLATT & KATIE TOPEL*Fashion Forecasting Directors* LEA DOCHTERMAN & MAGGIE MARTENS*Ready-to-Wear Director* SARAH KNABEL *Assistant Ready-to-Wear Director* SYDNEY LAWRENCE*Runway Director* NICOLE WONG *Assistant Runway Director* BAILEY HAGEN*Trend for Men Directors* HANNAH DEWITT & EMILY OLSON *Trend for Men Assistant Director* JENNA CULLEN

Anthony Abbate, Paige Agustsson, Cristan Bertelson, Breea Bockelmann, Sydney Cline, Claire Cowan, Emily Curtiss, Emma Dempsey, Michaela Downs, Paige Disch, Madeline Ditlefsen, Morgan Groe, Megan Hamlin, Marissa Hasselbusch, Jessica Helberg, Daition Holstad, Grace Horak, Olivia Ingledue, Bre Katcher, Nicole Kluesner, Kennedy Kramer, Olivia Kutch, JoJo Osterhaus, Morgan Parsons, Saral Paul, Lexi Persons, Claire Peterson, Sadie Peterson, Jessica Reckemmer, Jackie Reinbott, Molly Schminke, Samantha Shirazi, Wyatt Smith, Lauren Sorenson, Alexis Stech, Christy Tran, Reagan Turner, Callie Walseth, Olivia Waschkat, Lily Walters, Caitlyn Wheeler, Christy Yang



LETTER FROM THE EDITORS:

DEAR READERS,

In the past decade, Trend has evolved into a threshold for young minds to grow in skill, style and awareness. Not only does the content within the pages of the magazine reflect industry standards, but also the innovative ideas of the next generation of young professionals. As Trend comes to celebrate its 10th year at Iowa State University, we are honored and humbled to lead a hard working and dedicated staff in creating the publication's 20th issue.

Fashion is constantly in a state of change. In coming together for the milestone 20th issue, our goal was to celebrate fashion of the past while reflecting back on Trend's humble beginnings. We wanted to embrace our history while giving new life to styles we once held dear.

As editors-in-chief, we challenged our staff to seek inspiration from the past and reinterpret those themes to a modern identity. Through the pages of this semester's issue you are taken through the ages of how fashion was once defined. From the bright colors of the '80s to vintage accents of the '20s our fashion stories take a glimpse of different eras.

Get a short course in fashion history with Dressing Through the Decades on page 45 or re-create styles from your childhood with Long Live the '90s on page 43. Trend embraces fashion's story through time and lets it influence our vision on what's soon to come.

To celebrate our 20th issue we wanted to recognize some of the amazing alumni from both Trend and Iowa State. Hear from previous Trend editors-in-chief with Twenty Issues Later: Congratulations Trend on page 71 and hear how Trend has grown throughout the years.

We are privileged to work with an amazing staff and to have been given the opportunity to be a part of the legacy that Trend has created. Enjoy this look back at what Trend has accomplished and the potential we hold for the future.

Sincerely,

A.M. & *Miranda Pollitt*

ANDI MORALES

MIRANDA POLLITT

STAY SUNNY!

A BIG THANKS TO OUR
CONTRIBUTORS

Aerie
ae.com

ASOS
us.asos.com

Atomic Garage
West Des Moines, IA

Back Country
theoriginalbackcountry.com

Badowers
badowers.com

Banana Republic
bananarepublic.com

Barefoot Outfitters
barefootcampusoutfitter.com

Blond Genius
blondgenius.com

Carly Welch
stelladot.com/sites/carlywelch

Des Moines Social Club
desmoinessocialclub.org

Finesse Spa Salon
finessespasalon.com

Francesca's
francescas.com

Hill Vintage & Knits
hillvintageandknits.com

Jeff's Pizza
jeffspizzashop.com

Lush
lushusa.com

Matilda Muse
matildamuse.com

Mint L.A.
shopmintla.com

Moorman Clothiers
moormanclothiers.com

Mother's Pub
Ames, IA

Mr. B's
mbrclothing.com

Portobello Road
portobelloroadblog.com

Pizza Pit
pizzapit.biz

Ragstock
ragstock.com

Random Goods
randomgoodsames.com

Rollins Mansion
rollinsmansion.com

Rowdy Gentleman
rowdygentleman.com

Spa810
spa810.com

The Resort
isucampustown.com/resort

Urban Outfitters
urbanoutfitters.com

Velvet Coat
shopvelvetcoat.com

Victorias Secret
victoriasscret.com

Trend is a student-run publication at Iowa State University. Trend is sponsored by the Government of the Student Body. Opinions expressed in Trend do not necessarily reflect the views of the university.

Letters to the editors are welcome and can be emailed to eic.trend@iastate.edu.





now
offering
spray tanning



new
talent
specials
monday & tuesday

2520 Chamberlain • 515.292.2203
2716 Stange Rd. • 515.268.4643

finessespasalon.com



A NATURAL SWITCH

With society focusing so much on maintaining a healthy lifestyle, crossing over to natural and organic products has become the new norm. June Battles, owner of Jenuinely Pure, shares why switching to natural beauty products can benefit our health in the long run.

The feeling of applying Estee Lauder's new "Revitalizing Supreme Global Anti-Aging Crème" could leave you feeling renewed. But, what are you really putting on your skin? For years, big name brands have triumphed the beauty industry. However, recently, natural beauty product brands such as Acure, Lush and Weleda snuck their way into the spotlight.

So, why exactly are natural beauty products getting a widespread, positive response now?

June Battles, owner of Jenuinely Pure, a company based out of Iowa that produces natural and organic beauty products, commented. She states people need to recognize more aspects of health, rather than only diet and exercise.

"As a society, I think we focus on what we put into our bodies, and how we move our bodies," Battles says. "But we need to focus more on what we put on our bodies."

With society increasing its attention toward maintaining a healthy lifestyle, it is no surprise that natural products are making an impression.

One of the potential reasons consumers transition from acclaimed makeup brands to rising natural brands, are the ingredients within the makeup.

"With so many health issues, questionable chemicals, and more and more information being made available about the health benefits of the ingredients I use, like essential oils, why wouldn't you switch to a healthier, natural alternative?" Battles says.

Battles advises people to look out for these ingredients: olive oil, coconut oil, jojoba oil, cocoa, mango, shea butters, aloe vera gel, vitamin E, apple cider vinegar and essential oils for fragrance.

"The benefits of these ingredients are: reduced scarring and wrinkles, easing skin irritations and anti-aging," Battles says. "They are high in fatty acids, vitamins, minerals and antioxidants, and are moisturizing so the skin feels hydrated. Additionally they, easily penetrate the skin, are beneficial to fighting skin irritations, blemishes, keep the skin PH balanced and have antibacterial and anti-fungal properties."

Just when you think these natural products cannot get any more beneficial, the list grows longer. Battles specifically points out two unfamiliar ingredients utilized in natural products.

"Tamanu Oil, which is an anti-aging and healing oil, is great" she says. "Squalane Oil, which works as a moisturizer, absorbs easily into the skin, and helps protect against environmental factors."

Loyal customers of big-name brands may wonder why their favorite products are not necessarily the healthiest for their bodies. The first step to determining if a product contains toxic ingredients is being conscious of what the labels say.

“If you can’t pronounce an ingredient listed on a product, then chances are it’s an unsafe chemical of some kind,” Battles says. “These harmful ingredients are due to the preservatives used to maintain shelf life of big-name products.”

So how do we identify these unhealthy ingredients and what makes them unsafe?

“They are usually the ingredients listed at the end of the ingredient list,” Battles says. “I do not use artificial fragrances or perfumes, parabens, phthalates or sulfates or genetically modified ingredients. The harmful ingredients can cause all kinds of skin irritations, cancers, eczema, premature aging, acne and dermatitis.”

Another ingredient, water, makes its way onto the naughty list.

“Surprisingly, I will add water to the list,” Battles says. “Not that it is unhealthy, but even though a product says it’s organic or natural, if its first ingredient is water I would question the integrity of the product. Water dries the skin.”

Despite the popularity of headliner makeup brands, consumers are starting to switch to more natural and organic products. Even Battles decided to switch.

“With so many health issues, questionable chemicals, and more information being made available about the health benefits of these organic ingredients, why wouldn’t you switch to a healthier, natural alternative?”



If you can't pronounce an ingredient listed on a product chances are it is an unsafe chemical of some kind.



Imagine this: receiving exciting, new beauty products sent right to your door without even taking a step outside.

Beauty boxes are a monthly subscription, costing between \$10 to \$25 per month. Companies create personalized boxes by attempting to understand the customer's skin tone, hair color and eye color. These boxes range from high-end to drugstore products, vary from sample to full sizes and carry hair, skin and beauty care items.

Ipsy and Birchbox are two of the most popular beauty boxes available. Both cost \$10 a month and give subscribers four to five products in each box. So how does one decide which one to get?

Sydney Lawrence, a student at Iowa State University, has purchased both of these beauty boxes.

"I was a subscriber to Birchbox for probably four to five months then switched to Ipsy which I have had for about seven months," Lawrence says.

Ipsy, started by popular YouTube makeup artist, Michelle Phan, gives subscribers the opportunity to receive a variety of brands and products each month. The products come in a new makeup bag, which Lawrence says comes in handy when she needs to take products on the go. Some of her favorite products are NYX eye shadow, Smashbox mascara and IT Cosmetics under eye concealer.

"Although I wanted more high end products, Ipsy is a great way to try out new brands of makeup," Lawrence says.

Birchbox arrives at your door in a patterned cardboard box each month, which Lawrence was not able to reuse. She noticed this box contains more skin care products, whereas Ipsy contains more makeup. However, both companies helped her find a variety of skin care products she loves.

Lawrence's mom—and some friends—also order these boxes. Her mom enjoys the products she receives, noting it is not just for teenagers.

Lawrence says she discusses what products she has received for the month with her mom and friends, but generally, all receive similar products; personalization is not always evident.

"Through both beauty boxes, I have been exposed to new products and companies," Lawrence says. "They are definitely worth the price. You really do make your money back in the products you receive."

LET YOUR HAIR MAKE A STATEMENT

Meredith Miller, from Finesse Salon, tells everything you need to know in order to get a beautiful, vibrant, hair color.

Pastel hair has been a significant trend in recent years. However, while some still desire pastel locks, individuals also like bright, bold colors. Highlighter yellow and fluorescent green appear on more and more people. Making a dramatic change might seem scary, but it stands out. Meredith Miller, a stylist at Finesse Salon in Ames, says taking on this dramatic hair is no small task.

“It depends on the level of color that you have currently,” Miller says. “We might have to lift your current color to make it more vibrant.”

Miller suggests getting a shadow of a color by putting the color over the existing hair color. This creates only a tint of color over the hair. The technique chosen will change the vibrancy of the color. To get electric blue hair, the hair needs to be almost completely white. Whereas putting blue over brown hair could add a subtle pop of color.

In order to keep the color lasting as long as possible, she recommends using a sulfate-free shampoo and washing hair every other or every third day.

“Those vivid colors, the molecules in them are very large so they don’t absorb into the hair. They sort of bleed out, or fade out, pretty quickly.”

Sulfate-free shampoos contain less soap in them and are less harsh on the hair, which makes the dye stay vibrant.

Another way to keep the color bright and looking its best is to get a touch up every two to three weeks. Depending on how the color fades influences when to get it reapplied to your hair.

“If you want that blue to stay blue I would say every two weeks I would get it filled, but if you’re doing a red or a purple you can do a little bit longer.”

Not every salon carries the exact color someone requests. It is best to call the salon ahead of time to make an appointment to ensure they can fulfill your needs.

Whether pastel or bright and bold, this hair trend gets noticed.



PERFECT YOUR PUCKER:

YOUR GUIDE TO SUMMER'S MOST POPULAR LIP TRENDS

With summer quickly approaching, we're hunting down the up-and-coming lip trends. We asked Allissa Mathias, a cosmetologist at All Dolled Up Makeup Designs, to give the details on what we can expect to see during the year's hottest months. So, dust off those summer sundresses and read on to learn how you can achieve the perfect summer pout.

SATIN KISS

Push your matte lipsticks aside; satin lips are taking over.

"Textures always play an important role in lip trends," Mathias says. "We still expect the retro matte lip, but you will see a lot more satin finishes."

Try a fuchsia like Nars' in Dressed to Kill, or go with a pop of red like London Fog from ColourPop's new satin liquid lipstick line. Both add a splash of drama to the classic satin finish.

HYDRATION FOUNDATION

"The no-makeup look is here to stay, and the increase in skincare awareness is encouraging women everywhere to take proper precautions on all areas of the face," she says, "It's all about hydrating and following a proper skincare regimen. This includes the lips."

She suggests exfoliating, moisturizing and priming the lips before application to ensure your lips stay extra silky.



'90s THROWBACK

You read correctly, the popular decade is continuing its comeback in cosmetics.

“Colors will stay bold, but we will see a transition in the rich and unique shades that are reminiscent of the '90s.”

This means a shift from winter's matte brown to summer's bright, berry colors. Really trying to channel a '90s vibe? Add a gray-toned smoky eye to embrace your inner grunge.

POUT-WORTHY BOLDS

Candy apple reds, rich raspberries and fluorescent fuchsias turn heads this season. Pair these bold colors to bring even more attention to the lips.

“Finding balance is essential in maintaining your style as we transition into summer trends. It's about reinstalling life into the face.”

Mathias recommends adding a brush of highlight for an all over natural glow. Her favorite combo? Mac Cosmetic's Russian Red lipstick and Lightscapade mineralized skin finish.

SKIN CARE 101

From cleansing to tanning,
Susan Cross from Skin Solutions
Dermatology gives the scoop on
how to keep skin looking youthful.

The largest and most donated organ after death, skin acts as a shield of protection. Like any armor, it gets its wear and tear. Susan Cross, ARNP at Skin Solutions Dermatology in Ames, Iowa, provides helpful tips on skin maintenance to ensure everlasting rejuvenation.

A skin care routine does not have to be complex. There are three steps to keeping the surface refreshed: clean, moisturize (even oily skin types) and protect.

Cross also recommends taking time to find the perfect routine and products.

“It’s a balancing act,” Cross says. “Do not believe everything that is marketed in advertising.” If you are unsure whether or not a product will cause side effects with your skin, consult an expert.

The most important part of skin care is protection. Cross recommends using sunscreen with both UVA and UVB protection everyday. Just like creating the perfect routine, this step comes with plenty of options. Neutrogena makes a variety of unscented, UVA and UVB protection products, available at any local drugstore. Make sure products are at least 30 SPF before buying. If you are prone to sunburns or spend much of your time outside, consider using sunscreen with infrared protection. Cross says to apply one teaspoon of SPF 30 broad sunscreen after moisturizing, reapplying throughout the day.

Skin care is all about being proactive and keeping your body healthy. Cross says smoking is one of the worst things you can do for your skin, along with UV exposure.

College students tend to obsess about being spring break ready, laying in beds weeks prior. In addition, tanning salons offer increased bonuses, specials and deals to reel the crowd in for a cheap, ten-minute bake.

Spray tans or self-tanners provide a safe alternative to fake-baking. L’Oreal Paris Sublime has a multitude of self-tanning products. From light to dark shades, lotions, gels and airbrush mists—anyone can find the perfect shade and product. What is done to the skin today, might not have immediate effects, but being sensitive and cautious will keep it looking healthier and youthful longer.

By keeping a clean surface, acting with extra care and being anticipatory, the skin will reward you with positive, lasting aesthetics. In order to keep a refreshed glow, work to create a routine. Apply necessary serums and lotions that not only feel good, but act with a purpose. Stop unintentionally harming the surface with the bronze obsession. Be kind to yourself, and your skin.

HIGHLIGHTING & CONTOURING:

HOW IT COMPLETES THE FACE

Learn How to highlight and contour the face properly. By following these steps one can apply the products in the correct way.

Makeup is becoming a normal habit of women's daily lives. With influences from celebrities, YouTubers and commercials, the amount of people wearing or owning cosmetics has exponentially sky rocketed.

Highlight and contour products help define an individual's face and make cheek bones more prominent. Because of this, the trend is bringing the cosmetics industry into a whole new era of facial refining.

Makeup artists in the local Des Moines and Ames area say a lot about this popular trend. Bopha, from Penelope Beauty Bar, states that highlighting and contouring completely transform a face's shape. Since ideally most women want an oval-shaped face, using these techniques can transform a rounder shape to the desired silhouette. These extra steps change the standard makeup routine because they add complexity to the once simple application of foundation.

Erika from Vanity & Glamour Cosmetics states that without it, your face is left looking flatter. But putting too much product on can look very plastic; however, with the right amount and proper technique it appears natural. Ultimately, the type of product used determines the final result. If you want a more natural look, opt for powder, but if you want to try something a little bolder, cream products work well.

Typically, contouring products come in tan or brown shades which blend together to define the face. Apply highlighting products—which come in white or

shimmering shades—above the contour shade. Remember, when highlighting an area, you want to bring out your features. When contouring an area, you apply product on areas you want receded.

The trend of highlighting and contouring allows individuals to gain further creative options in applying makeup. By using the right products and brushes, you can change up your makeup routine and enhance your beautiful features.

HOW TO HIGHLIGHTS & CONTOUR:

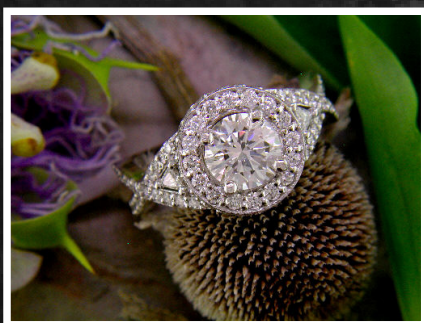
1. Apply foundation (liquid or powder).
2. Take an application brush (we recommend a precision face brush) and dab bronzer onto the brush.
3. Apply the bronzor to the high points of your cheekbones, under the jaw line, sides of nose, temples and across the beginning of your hairline.
4. Blend all of the products to create a natural contour.
5. Take a different application brush (we recommend using a fan or sculpting brush) and dab highlight product onto the brush.
6. Apply a highlight to the bridge of your nose, underneath eyes, under brow bone and low point of forehead (in between eye brows).
7. Blend to create a natural highlight.
8. Optional step: take shimmer highlight and apply it to the high points of the face.



**ADVERTISE
WITH US**

**CONTACT EIC.TREND@IASTATE.EDU
FOR MORE INFORMATION.**

From our hands...to her heart!



AMES SILVERSMITHING

DESIGNING AND CREATING FINE JEWELRY SINCE 1976

220 Main Street

www.amessilversmithing.com

232-0080



SPRING '16

FIND YOUR STYLE



SPRING '16







SPRING '16











MAXIMALISM ON A BUDGET

"More is more," that's the philosophy of a maximalist.

Spring 2016 runways tribute a new type of fashionista, the maximalist. Big brands like Marc Jacobs, Gucci and Prada showcase prints on prints, exotic colors, layering and accessorizing in their lines. "More is more," that's the philosophy of a maximalist. If you haven't heard of a maximalist, their style is anything but simplistic. If you're a maximalist in college, you may find it difficult to maximize your wardrobe on a student budget.

You may not be shopping for those "off the runway" pieces at Bloomingdales or Bergdorfs, but there are plenty of fast fashion retailers who keep their eye on the target market of college students. The key to shopping when one has chosen to be a maximalist is to find the perfect statement pieces and add to them. Focus on purchasing garments that expand your wardrobe and can be composed into multiple outfits. Combining pieces from your closet for different occasions generates far more outfit choices. If you find yourself constantly wearing the same clothing together, consider mixing them up to build new looks. Maybe those plaid pants match well with the floral blouse and leather jacket in your closet. Be bold and don't be apprehensive against to try new things. In maximalist fashion, anything goes, as long as you're confident.

Katelyn Herlein-Cheek, the owner of popular blog, Katalina Girl, has a few tips on maximizing your closet.

"Layering! Whether you're layering clothing—jackets, sweaters, etc.—or accessories like scarves, jewelry, they can completely change the vibe of an outfit," Herlein says. "When in doubt add a hat. I love the way a fedora or ball cap can add to a look."

Accessorizing is essential to maximizing any outfit. A look can be transformed by simply adding a few pieces of jewelry, a scarf, belt or hat to make the outfit appear more put together. Experiment with jewelry and find what complements the outfit. The best jewelry is versatile and can be worn with various looks. Consider proportions when picking out jewelry. If you're wearing a sleek, body fitting outfit, add a chunky necklace. However, when wearing an outfit with volume, stick to jewelry that's not as overbearing.

"Spend your life creating a collection of accessories," Herlein says. "I tend to splurge on shoes and bags and save when it comes to jewelry, belts, hats, scarves, etc. Accessories can make or break an outfit so don't be afraid to layer more on, they can always come back off."

Minimalism is fading away as maximalism is stepping in. Even on a budget you can be a maximalist and express yourself through this bold and daring style. Whether it's throwing on an old hat or accessorizing with eye-catching necklaces, the options are endless. Mix, match and be fearless with fashion!



GO BANANAS WITH US

FOLLOW US ON SOCIAL MEDIA
[@trendmag_](#)

FRUIT IN- FUSED

SPRING '16





SPRING '16

LEFT: ONE PIECE AERIE \$50, CUFF STELLA AND DOT \$79, EARRINGS FRANCESCA'S \$14, SUNGLASSES AERIE \$16, NECKLACE FRANCESCA'S \$24, RING STELLA AND DOT \$29
RIGHT: BANGLE FRANCESCA'S \$18, BRACELET FRANCESCA'S \$18, RING FRANCESCA'S \$14, RING STELLA AND DOT \$29, BRACELET STELLA AND DOT \$34, RING STELLA AND DOT \$29, RING STELLA AND DOT \$29, BRACELET STELLA AND DOT \$39, BRACELET STELLA AND DOT \$49, CUFF STELLA AND DOT \$44









SPRING '16





SPRING '16

LEFT: ROMPER ASOS \$44, NECKLACE MINT L.A. \$18, HAT FRANCESCO'S \$24, BRACELET STELLA AND DOT \$39, BRACELET STELLA AND DOT \$49, BRACELET STELLA AND DOT \$49
RIGHT: BANGLE FRANCESCO'S \$18, BRACELET FRANCESCO'S \$18, RING STELLA AND DOT \$29, SANDALS ASOS \$34, RING ASOS \$15.25

LONG LIVE THE '90s

Grunge of the 90s was an influential time in fashion, and has made its comeback. Across campuses and runways are remnants of chokers, acid wash jeans and Doc Martins.

History tends to repeat itself and fashion is no exception. Past decades sculpt most of today's trends. Millennials are seeing their childhood trends circling back around. Many of the styles people see today can be traced back to the past.

As much as we hope our style is unique and new, there's a chance someone wore it first. Popular trends on campuses and runways this year have been recycled from the 1990s. The '90s trends that are dominating college fashion are overalls, flannel, chokers, scrunchies, denim jackets and crop tops.

Linda Niehm, a professor in apparel, merchandising, and design, mentioned she noticed the '90s style inspiration.

"These styles are a fusion of '80s and '90s styles I have seen in the past," Niehm says. "There are a lot different interpretations of past styles."

So these trends may have originated in the '90s, but they are modern renditions of past styles. The generations before us lived through these styles, so they're experiencing flashbacks.

Unlike Niehm, freshmen, Liz Thompson and Sara Heushele, say they didn't know the origins of the trend.

"We didn't realize that popular styles like flannels and crop tops had come from the '90s, but we love the revival of these trends," Thompson says.

Stores like Target and American Eagle keep up with the growing throwback style trends.

"These styles are popular among different age groups at the store," says Abby Dieter, an employee at Grey Elephant.

Along with boutiques, thrift shops have become a popular money and style savers. Because of all the vintage looks, it's easy to find the perfect look at a resale store.

Haley Eckenrod, a student at Iowa State, explains one of her favorite things about the grunge style is how easy and comfortable it is.

"It makes finding an outfit for class that much easier," she says.

Comfort is key to college students, so grunge being reborn is convenient. Baggy flannels and large scrunchies are perfect for a lazy ensemble. These pieces make for an comfortable style and are great for people who want an effortless look.

If you're thinking of updating your closet, start sifting through past Vogue magazines. We will always be reliving and reinventing styles from the past. So don't be afraid to put on those overalls and put your hair in a half-up bun. This decade is not dying.



DRESSING THROUGH THE DECADES

While it may be 2016, choosing your outfit does not have to be rooted in 21st century inspired garments. The past holds many fashionable styles that can be incorporated into any modern wardrobe. Amanda Lensch, lecturer for history of twentieth century fashion at Iowa State University, gives the history of what we wear.

1920s: ART DECO & EMBELLISHMENTS

HISTORY

"In general, fashions were filled with embellishments," Lensch says. Garments were adorned with trims, beads, sequins and fringe. While "The Great Gatsby" film remake from 2013 exaggerated the styles women wore in the 1920s, Lensch notes, art deco was a huge influence on fashion of the '20s. Influences of art deco can be seen in jewelry, geometric lines in garments and prints and even architecture today. Sharp color contrasts were also popular in art and fashion during the '20s.

TODAY

Art deco inspired jewelry is a simplistic, yet a lively way to bring the 1920s into your wardrobe. Statement necklaces or earrings with deep jewel-toned stones and geometric lines are a vintage way to dress up any outfit. Wearing embellished pieces at night can help you feel like that 1920s flapper girl.

1940s: THE DECADE OF DIY

HISTORY

"World War II placed countless restrictions on fabric use and design styles (in the 1940s), and as a result we see American designers rise to the challenge," Lensch says. "It was a time when the average woman was finding her own way to remake what she had." Women were beginning to take different garments, such as men's suits, household products and old garments and turn them into something of their own.

TODAY

DIY is still booming today, much like it was in the 1940s. Taking a trip to the local Goodwill and finding a garment to repurpose is a great way to pay ode to the women of the 1940s.

1950s: FEMININE FLAIR

HISTORY

In general, styles were lady-like. Full skirts, narrow waists and square padded shoulders were the norm. Women also began to wear sleeveless, strapless and halter style dresses as the cocktail hour emerged. Shirtwaist dresses were a favorite for day to day wear.

TODAY

While you may not want to pull out your petticoats to get that classic '50s fullness, the silhouette of a 1950s skirt mimics easily. Mid-length flared A-line skirts are a classy way to transition from spring to summer. The modified version of the classic skirt can easily be dressed down with a tucked in denim shirt for daytime, or dressed up with a fancier top for a night on the town.

1970s: CASUAL MIXED WITH BOHEMIAN

HISTORY

In regards to the 1970s, Lensch says that by the '70s, casual dressing had become popular and fashion was becoming increasingly diverse. Cultural influences could be seen with inspiration from the 1930s and '40s. As women headed to workforce, stylish workwear was often influenced by menswear. While some women wore tie-dye and suede, others favored flowy, indigenous dresses. Hot pants were also all the rage.

TODAY

The 1970s were the beginning of a more casual wardrobe for women, although nowhere near what we see today. Pairing a flowy bohemian top with a structured pair of flared jeans is a simple and effortless way to channel your inner '70s fashionista. Suede is also popping up in various garments such as skirts, tops and shoes for the spring season.



SPRING '16

LEFT: DRESS URBAN OUTFITTERS \$69. HAIR PIN RANDOM GOODS \$6. NECKLACE FRANCESCA'S \$24. EARRINGS FRANCESCA'S \$20. BRACELET BANANA REPUBLIC \$39.50. CLUTCH FRANCESCA'S \$24.98
 MIDDLE: SHIRT BANANA REPUBLIC \$68. SKIRT ASOS \$60. SHOES BANANA REPUBLIC \$84.99. NECKLACE FRANCESCA'S \$16. BRACELET FRANCESCA'S \$16. CLUTCH FRANCESCA'S \$34
 RIGHT: TOP FRANCESCA'S \$38. SHAWL FRANCESCA'S \$32. JEANS O2 DENIM \$60. SHOES JEFFREY CAMPBELL \$135. NECKLACE FRANCESCA'S \$24. EARRINGS FRANCESCA'S \$12. WATCH FRANCESCA'S \$18. CLUTCH FRANCESCA'S \$44

SPRING '16

THE GOLDEN HOUR

This season is all about taking your pajamas outside of the bedroom. From silk maxis, to slips and robes, this trend is the epitome of comfy chic.





SPRING '16





SPRING '16

LEFT: DRESS ASOS \$48, NECKLACE GIRL FRIDAY \$40, BRACELET PORTOBELLO ROAD \$38, SHOES STEVE MADDEN \$89.99
ABOVE: DRESS ASOS \$54, BRACELET GIRL FRIDAY \$40, SHOES STEVE MADDEN \$89.99





SPRING '16





SPRING '16

WILL ELEGANCE RETURN?

In a society ruled by comfortability and convenience, it seems as though dressing up will never make its way back around in the fashion cycle.



SPRING '16

Oscar de la Renta once said, “Elegance is the discipline of life.” In today’s society though, it seems like elegance went out the window. Everywhere we look, lifestyles are getting more and more casual. Sweatpants, leggings and pajamas—clothing that used to only be deemed fit for lounging around the house—is now seen everywhere; in restaurants, grocery stores and even the runway. Designers such as Calvin Klein, Alexander Wang and Givenchy picked up on this casual trend and modified the runway to seem more like a bedroom as their models walked in silky pajama sets and flowy nightgowns.

College campuses, of course, are a thriving center for the casual trend. Students claim comfort is more important than being fashionable. The old saying, “dress well, test well” proves to be going out of style. Most students believe what they wear does not affect how well they do in school. A few, however, still make an effort to dress well for class everyday as they believe it impacts their productivity and motivation.

“If I dress up more, I feel like I have to leave my comfortability zone and act more professional,” says Wyatt Swartzendruber, an Iowa State student.

Another student, Lydia Loya, shows her dedication to school by dressing up for class everyday.

“Dressing well shows that I really care about what I’m doing and what to be here and it also helps me feel more prepared,” Loya says.

“The way a student dresses reflects their personal style and the way they value time,” says Archana Edmond, a PhD student and instructor at Iowa State.

Edmond explains students often become stressed and put no time or thought into their clothing.

“Dressing well can often combat stress and make a person feel more in control and motivated to complete the tasks at hand,” she says.

Students aren’t the only ones dressing casually, though. Much of America has adopted this trend. How did American society become so casual in the first place? With the glitz and glamour of the 1920s, also came the emergence of casual dress. Women broke away from traditional clothing such as long dresses and started wearing shorter hemlines and eventually pants. Men in college began wearing the sport coat instead of full suits. As the decades rolled on, new trends such as blue jeans and T-shirts became popular and added to the overall casualness of America.

“We do live in a more causal time,” says Sara Dornink, owner of Dornink boutique in Des Moines. “Almost everything we wear has some sort of Lycra or spandex in it. But we also live in a 24/7 world.”

The modern world is a busy place. People are always on the move and juggling many tasks at once. It only makes sense the desire for comfortability slowly replaces the old-fashioned thoughts of elegance and glamour.

Even though a dinner with the family or run to the grocery store may not require putting on your Sunday best, there are certain occasions that require formal dress. This is what the Dornink boutique specializes in. Their custom designs as well as formal ready-to-wear outfits, help them remain successful in a very casual society. Elegance is not totally gone, it is just reserved for times when people are excited to dress up.

“I don’t think elegance has faded,” Dornink says, “It has just evolved. And as with everything in fashion, give it about 20 years and it will be back in style, with a new twist.”

Why
sustainable
fashion is on
the rise.

Most small apparel business owners would be ecstatic if they heard a big-name retailer wanted to carry their products. But Mike Shoafstall felt differently when Free People expressed a desire for over 1,000 of his company's headbands.

Shoafstall said his biggest concern was if Free People's bohemian lifestyle philosophy also included a positive environmental focus. Ultimately, he wanted to make sure the brand believed in eco-friendly fashion like his company, Soul-Flower, did.

"I was skeptical," Shoafstall said. "They are a big company and I wasn't sure if they had the same eco-friendly business philosophy we do. Plus, they wanted a large discount since they were ordering over 1,000 pieces."

In addition to the discount, Shoafstall said Free People wanted each headband wrapped individually in plastic. Another concern because of Soul-Flower's strong eco-friendly business philosophy.

Shoafstall spoke with his wife and business partner, Peggy Rossi, about the situation. They agreed not to accept the offer.

"We turned them down," Shoafstall said. "We told them our brand is about promoting the environment and if they could not accept what that meant then we couldn't do business with them."

Instead of the offer disappearing, a buyer for Free People called Shoafstall back. They addressed his business concerns and talked about Soul-Flower's environmental-friendly policy.

"They came back two weeks later saying they would accept the original price because they really wanted the product," Shoafstall said. "We also worked out the packaging and they let us wrap them in larger groups instead of individually."

This time, Shoafstall and Rossi agreed and Soul-Flower's headbands became available at Free People stores across the nation. Shoafstall and Rossi have faced many challenges in keeping to their mission of developing fashionable, sustainable products. But they feel strongly about their cause.

"If we can show it's possible to do eco-friendly clothing without it costing an arm and leg, we can make a difference, which is what we are trying to do," Shoafstall said. "It's hard. It feels like we are swimming up-stream with an arm tied behind our back, but it's more satisfying."

In order to keep costs lower, Shoafstall and Rossi use a variety of methods, in-

cluding owning their own screen printing business in Minnesota, which creates the designs on all of their apparel.

With 20 total employees working in different fields including graphic design, product development, social media, photography and sales, Soul-Flower is the definition of a small brand. However, the fewer employees decrease labor costs, which in turn decreases the cost of the final product.

The results are an affordable, eco-friendly fashion line that consists of items for men, women and children.

"We are careful," Rossi said. "We make sure not to go overboard which wastes fabric and dyes. Instead, we try to keep our designs simple, which is what our customers want." In addition to keeping the cost affordable, Shoafstall said the government's regulations on materials poses another challenge.

"The government makes it difficult for eco-friendly fashion to be affordable," he said. "For example, Hemp cannot be sourced in the United States. Generally, it comes from China or Turkey. It still surprises me that states legalized marijuana before hemp."

Danielle Testa, a merchandiser at Forever 21 with a master's degree in sustainable apparel production from the London College of Fashion, said she disagreed with Shoafstall's take on the government. In her opinion, the government needs to regulate imports.

"Certain materials should not be allowed at customs," she said. "It's very complicated, especially when it comes to animal-made products. But if a consumer physically can't get a product, then the demand will decrease which in turn causes the companies to stop producing it."

Ann Thye, an academic advisor in the apparel, merchandising, and design program at Iowa State University said it's more complicated than the government making regulations.

"Sustainability doesn't just happen," Thye said. "The government can't just make rules like requiring companies to only use organic cotton. For starters there's not enough to go around and people should be aware of that."

Shoafstall agreed with Thye. However, he said the government can change the limited resources by financially helping farmers transition from planting conventional cotton to organic.

“There’s not enough organic cotton in the United States right now,” he said. “It takes an average of five years for a farm to convert to organic cotton, which is why not many are doing it. But if the government offered subsidies to farmers, the transition would be possible and we would see the prices drop for organic cotton.”

Although they disagree on the regulations aspect, Shoafstall, Testa and Thye agreed that sustainability isn’t only the government’s responsibility.

“There are key things that need to be done,” Testa said. “But it is not solely the government’s responsibility. A lot of it falls on the companies’ business practices.”

Many companies realize this and have started to make changes. Testa said it’s important to understand the change isn’t just happening in companies that focus on eco-friendly fashion. In her experience, many retailers, including Forever 21, are trying to make a difference.

Testa said Forever 21 recently installed solar panels to roofs of their offices and factories in the United States to decrease the amount of energy being used. She said they also donate all extra clothing samples to charity. “We (Forever 21) are a fashion company,” she said. “The bottom line is to get our products to the customer, but we also see the changes that can be made to make our company more sustainable and we do them.”

James Ryan, a retired creative director, said consumers are the key in changing a company’s culture due to their control of supply and demand.

“I think consumers have the ultimate impact on every decision of a company, including the environmental factors,” Ryan said, “Until that shift happens it will not change. Until eco-friendly fashion becomes a mass trend, companies will not react.”

Thye said if a change does happen, it’s because the consumers convinced the industry they wanted eco-friendly clothing.

“The government and companies are influenced by consumers,” she said. “A company won’t change unless that change translates into profit. And the government won’t step in unless they see a majority of people caring.”

Elena Karpova, who teaches global sourcing at Iowa State University, said the difficult part about getting consumers to react is having them prioritize the environment over price.

“At a conference this fall, a representative from Eileen Fisher made a great comment. She said one of the biggest challenges their company faces is persuading their consumers to be sustainable. I think a lot of companies feel the same.”

Thye agreed with Karpova’s perspective on sustainability.

“No one looks at a tag to see where it’s made,” Thye said. “They say they like the idea of eco-friendly fashion, but ultimately style and price becomes more important.”

Testa said the solution lies in the aesthetics of the clothing. Instead of marketing a garment based on sustainable qualities, she thinks companies should emphasize on fashionable aspects products like the clothing company Reformation in Los Angeles.

“Reformation does a good job marketing sustainability subtly,” she said. “And that’s how it should be. Customers need to see that aesthetics come first in eco-friendly fashion that way it doesn’t get looked over.”

Reformation and Soul-Flower are not the only brands focusing their business philosophy on eco-friendly practices. Ryan said the company American Giant, which is currently his favorite brand, is trying to cut back on waste by increasing the quality of garments.

“It’s good quality, made in the U.S.A, hip, fashion,” Ryan said. “And that’s the way to do it.”

Rossi said she also noticed eco-friendly fashion becoming more popular.

“It’s becoming more and more mainstream,” she said. “Not just for consumers, but companies are starting to understand how their practices impact the environment.”

Karpova said she believes some day brands focusing on sustainable fashion will outnumber other companies focusing on fast-moving trends.

“Eco-friendly fashion is inevitable,” she said. “It will happen, it’s just a matter of when. And when it does, companies who started earlier, like Soul-Flower, will have the advantage.”

ALUMNI SPOTLIGHT

Midwest natives and Iowa State alumni, Zach Johnson and Kristin Tehel have proved successful in their careers. Zach and Kristin met socially while at Iowa State and found their dream careers while in New York. Growing together as friends in their industry, both seem to have dove in head first, and opened up to Trend about what they do currently. While Johnson and Tehel do different jobs, their passion for the careers in their followed paths shines through their personality and spunk. It is obvious these two represent Iowa State in the best light possible.

ZACH JOHNSON

Currently the Senior Editor for E! Online News, Zach Johnson is an inspiration for aspiring journalists. Flashback a few years, Johnson helped create the beginning issues of Trend magazine, and then served as editor-in-chief for two and a half years before graduating and moving to New York to start his dream career. Straight out of college Johnson turned an internship into a job. He worked first as a freelancer on Us Weekly's Special Twilight issue for Eclipse, and then began a full-time career working directly for Us Weekly magazine online. His passion for celebrity gossip and keen interest in the reporting aspect of his career keeps him on his toes, but it seems as though he wouldn't have it any other way.

TREND: Did you always know that you wanted to pursue your current career?

ZACH JOHNSON: I always made a note that I wanted to go to Us Weekly; that was my dream magazine to work for. All my teachers knew it, my friends knew it and I always was telling people "if you hear anything, let me know!" I made the most of my few connections and made my intentions known. When you are from the Midwest you have a certain set of values and you don't feel like you're entitled to anything, so you work hard for it what you want.

T: You mentioned you go to a lot of events and meet a lot of celebrities for your job; is there one that stands out in particular as your favorite?

ZJ: My absolute favorite is that I've interviewed Oprah Winfrey—twice actually! It is kind of funny because they sent me into

it knowing I was a mega fan and kind of just told me to have fun with it. I will say she is so giving of her time and she made sure to answer at least one question from every person on our press line. When you meet (and get to interview) people like that, for them to be so nice makes it a good day all around.

T: Do you have a celebrity you get inspiration from?

ZJ: Oprah has always been big for me. She is just a great life teacher. Goldie Hawn would be another. Her book, "A Lotus Grows in the Mud," literally changed my life. I read it at a time in my life when I was ready for the wisdom and it all just kind of opened up.

T: If someone were to ask you what you were most passionate about, what would you say?

ZJ: Writing is definitely what I am most passionate about, so I am lucky that I was able to turn that into a career while working with people who share that kind of passion.

T: Finally, what would your advice be to someone hoping to graduate and start a life outside of Ames? What is the most important thing to remember?

ZJ: What worked for me was that I always made my intentions known. It was never a secret I wanted to move to New York and work at Us Weekly. It was what I wanted to do and I feel like putting that out there right away helped make that opportunity possible.

KRISTIN TEHEL

As for Kristin Tehel, it is quite evident that she too is thriving in New York. As a Delta Zeta and apparel merchandising and design major, Tehel worked on Trend magazine multiple semesters and was also an avid member of the Fashion Show, serving as both an assistant art director and a design director. Today, Tehel is the design studio manager at Coach. Her responsibilities include being the point person to her material charts, a liaison between both design and leather teams as well as being a helping hand with special projects and collaborations. She is also responsible for working with an executive creative director's office to schedule times for the designers to review products. Beyond her professional life, Kristin is a soon to be bride which keeps her busy as ever, but continually enjoying every moment of her dream life.

TREND: Did you always know that you wanted to pursue your current career?

KRISTIN TEHEL: Yes! I knew I wanted to be a fashion designer since I was in third grade. I was very passionate about that and never really wavered from that goal. After graduation, I moved to NYC and have been here every day since!

T: Did you ever have an internship while you were at Iowa State?

KT: Summer going into my senior year, I moved to NYC and worked for Pencey, a contemporary clothing line. I did a lot of running around the city whether it was trim sourcing or assisting the pattern maker and dropping samples to different buyers and magazines for shoots. I

remember walking onto the Vogue floor; I thought I had died and gone to heaven!

T: What has been your biggest challenge in getting to where you are now?

KT: The biggest challenge to get here has been probably the daily grind. Living in the city is tough; it's crowded, expensive and it is not fair to everyone. Once I realized all of this, I knew that I am the only one that can get me to where I want to be and working hard and at a high level is what gets you noticed and promoted.

T: What are three things someone would never see you without?

KT: You'll never see me without my eyebrows filled in, a Coach bag and my engagement ring.

T: Finally, what would your advice be to someone hoping to graduate and start a life outside of Ames, Iowa?

KT: I would say don't think too hard about it, just do it. The worst thing might be that it is not for you and you decide to move back. I never thought of myself as brave for moving halfway across the country until other people that have been in the same place their whole lives made me realize it.



RE- DUX



FAR LEFT: SWEATER MONROW \$134, SHORTS ASOS \$38, SHOES PUMA \$137, BRACELETS FRANCESCO'S \$22 LEFT: JACKET COACO, SHIRT HEFT-T, PANTS BDG, SHOES SKECHERS, SUNGLASSES JO MORCAN \$18, RIGHT: SHIRT RAGSTOCK \$15, PANTS BANANA REPUBLIC \$118, SHOES ASOS \$48 FAR RIGHT: SHIRT ADIDAS \$40, SHORTS STORY OF LOLA \$57, SHOES FRANCESCO'S \$28, WATCH FRANCESCO'S \$18, HAT RAGSTOCK \$15

SPRING '16



LEFT: JACKET ASOS \$60, DRESS HOT AND DELICIOUS \$44, SHOES RAGSTOCK \$30 MIDDLE: SHIRT URBAN OUTFITTERS \$28, PANTS BANANA REPUBLIC \$118, SUNGLASSES BANANA REPUBLIC \$96, SHOES BANANA REPUBLIC \$108
RIGHT: JACKET CASTING LA \$46, DRESS ECRU \$298, SHOES BANANA REPUBLIC \$22, BAG FRANCESCA'S \$38, NECKLACE FRANCESCA'S \$24



SPRING '16

LEFT: SHIRT BANANA REPUBLIC \$68, PANTS LEE \$52, SHOES LEI \$60, SUNGLASSES BANANA REPUBLIC \$98
RIGHT: JERSEY DIVIDED \$16, DRESS BANANA REPUBLIC \$138, SHOES CANDIES \$34, CLUTCH SKINNYDIP \$51, NECKLACE FRANCESCA'S \$24



FAR LEFT: SHOES ASOS \$66, LEFT: SHOES ASOS \$48, RIGHT: SHOES BANANA REPUBLIC \$22, FAR RIGHT: SHOES ASOS \$137



SPRING '16



SWEATER BANANA REPUBLIC \$98. SKIRT LILY WHITE \$46. SHOES BANANA REPUBLIC \$22. SUNGLASSES AJ MORGAN \$18. PINS BANANA REPUBLIC \$28 EACH



SPRING '16

FAR LEFT: SHIRT RAGSTOCK \$15, PANTS BANANA REPUBLIC \$118, SHOES ASOS \$48, HAT RAGSTOCK \$15. LEFT: SHIRT ADIDAS \$40, SHORTS STORY OF LOLA \$57, SHOES FRANCESCO'S \$28, WATCH FRANCESCO'S \$18. RIGHT: SWEATER MONROW \$134, SHORTS ASOS \$39, SHOES PUMA \$137, BRACELETS FRANCESCO'S \$22. FAR RIGHT: JACKET COACO, SHIRT HEFT-T, PANTS EDG, SHOES SKECHERS, SUNGLASSES AJ MORGAN \$18



FAR LEFT: JACKET VINTAGE \$47, SHIRT STRANDED \$14, PANTS PEPE \$43, SHOES LEI \$60 LEFT: OVERALLS FILA \$112, TOP ASOS \$38, SHOES RAGSTOCK \$30, GLASSES BANANA REPUBLIC \$96
RIGHT: JACKET PEPPERMINT USA \$44, SHIRT BANANA REPUBLIC \$68, PANTS BANANA REPUBLIC \$98, SHOES BCBG PARIS \$58, PURSE BANANA REPUBLIC \$178, NECKLACE BANANA REPUBLIC \$38
FAR RIGHT: JACKET ROCK & REPUBLIC \$35, SHIRT RAQUEL ALLEGRA \$214, SKIRT VELVET COAT \$97, SHOES FOREVER 21 \$23, NECKLACE FRANCESCA'S \$24



TWENTY ISSUES LATER:

CONGRATULATIONS TREND

In honor of our 20th issue, we sat down with advisers, former editors and other alumni to explore Trend's past, present and promising future.

Trend is more than just a magazine; it's an organization. From photography to editorial, advertising to fashion styling, design to public relations—hundreds of students dedicate their time and skill sets to produce the pages you hold in your hand.

But it wasn't always that way. Like many organizations, Trend started with a small group of students who searched for more opportunities. The experience they wanted: a tangible fashion magazine for Iowa State University.

Two young collegiates walked into the advising office. The basement of MacKay felt familiar, the tan walls and posters offering different opportunities hung like always. But for Nicolle Stumpf and Nicole Laugesen, the winding halls seemed more daunting than usual. They approached their destination, knocked upon the door that read "Ann Thye" and stepped in.

Ann Thye, an advisor in apparel, merchandising and design, welcomed the young women and they discussed the potential for Trend. Chris Wise, also an advisor in AMD, spoke with the group too. They discussed why the students felt a magazine was needed, and why they wanted to pursue it.

"They returned from their editorial internships in New York wanting to create a magazine," Thye said. "I told them about an old one, Outlook, our department used to publish, but they wanted more. They wanted an opportunity for themselves and students to gain first-hand experience writing about fashion. Chris and I were thrilled!"

Thye and Wise loved the idea, but Stumpf and Laugesen needed more than the support of advisers to get Trend started; they needed money. So Thye and Wise helped them create a proposal to submit to the department chair.

Although nervous, Stumpf and Laugesen stood confidently in front of Mary Gregori, the department chair for the apparel, events and hospitality department, and spoke about their idea. They showcased their proposal, which included the name and purpose of Trend and the names of students interested in becoming involved. As they spoke, their faces filled with excitement and their devotion was palpable. Gregori nodded, listening intently. By the end of the meeting, the group had their answer. Enthusiasm filled their eyes when she agreed to offer seed money to publish the magazine.

Thye smiled as she looked at the bright cover, the brunette model smirking back with heavy, dark eye shadow seemed to be smiling back in a way that said, "we did it!" She moved her hands across the hot pink lettering of "TREND" feeling excited. At last, they were able to hold it in their hands. It was light, the mere 10 pages weighed practically nothing, but yet, it felt like everything.

The issue featured six stories about different topics including The Fashion Show, other campus events and upcoming fashion trends including over the shirt belts and bold accessories.

"I thought the makeup was a little far out," Thye says, "But as I recall, it matched up with the Fashion Show that year. The jpeg quality of the red dress article was a disappointment. We were really excited about it, but also looked at it as a start and place to grow."

And Trend did grow. Not only in numbers, but in quality. However, it faced challenges, especially in financing.

The staff knew if they ever wanted the organization to grow they needed to publish more copies. They held a variety of fundraisers, and when Zachary Johnson, a sophomore at the time, became editor in the spring of 2007, he wanted to find a way to alleviate the financial pressures. To do

so, he planned to get Trend recognized as a student organization by the Government of Student Body.

Johnson stood with two other members of Trend in front of the Sun Room in the Memorial Union. As Johnson spoke, he watched fifty eyes staring back at him, their pens scratching as they scribbled down his words. Although this wasn't the first time he spoke in front of them, this time was different. This time meant a decision. His voice didn't waver, he didn't fidget. He answered their questions deliberately and passionately. He came here with a purpose and he wasn't going to back down. After what seemed like an eternity, the Vice President spoke.

"It's time to call this to question, all in favor of instating Trend as a student organization, raise their hands."

Johnson watched as more and more hands raised. And then it was done. He heard the gavel bang against the wooden surface and couldn't believe it. At last they were recognized.

"It was a huge relief," he says. "We were doing whatever we could to raise money from selling pens to having bake sales. This let us be selective about fundraising. We could do fun events without sacrificing the integrity of our brand."

With GSB's recognition, Trend continued to grow and develop. By the time Johnson graduated, Trend increased to over 100 members and the magazine included 64 fact-filled pages from the latest fashions to life on campus.

After he left, Trend continued changing and adapting. And Johnson wouldn't have it any other way.

"It changes year after year," Johnson says. "And I'm glad because change keeps it fresh and new. I'd be disappointed if it were the same from when I left it."

Each semester, more students wanted to get involved and although that was great news, it presented new challenges.

Jessi Wilson, a social media assistant for Better Homes and Gardens and co-editor in chief of Trend in the fall of 2015, says Trend changed quite a bit during her four-year involvement.

"Editorial styling and story styling weren't even a 'thing' when I first started," she says. "Neither were several other committees we have now."

But growing members presented a new challenge: how to get all of the members feeling involved. Wilson says this was one of her main goals because she wanted to encourage new students.

"Editors and directors want to lead shoots because the final product is their responsibility" she says. "But you want to keep your new members interested. They are the future leaders of Trend."

Wise agreed with Wilson.

"One of the best parts of Trend is the opportunity for students to grow," she says. "I see students develop into leaders who keep the quality of Trend high. They take pride in it, it's their baby."

Students do take pride in it. Through word of mouth and students bringing the magazine to potential employers, Trend has become a nationally-recognized publication, helping students secure internships and jobs in a variety of fields, including prestigious companies like Seventeen, Teen Vogue, and E! Online.

"I am confident Trend helped me get my internship at Seventeen and current job at Better Homes and Gardens," Wilson says. "Nothing prepared me in college for my career like being an editor for Trend."

Johnson is filled with pride when he thinks about how Trend has changed over the years.

"The fact it is still going and helping students is great," he says. "I've enjoyed seeing it change. The fact it's still thriving makes me proud. I was there at the beginning and watching it continue to grow is a testament to the people working on it."

Wilson is also proud of Trend, but feels there is still room for improvement.

"It's been rewarding to be part of Trend," she says. "It's a great organization, but I think now we can do more. A bigger staff means bigger opportunities and I'm excited to see where it will go. Who knows, maybe we can do more than just one issue per semester."

Ross Hall filled with chattering as students entered Room 0124, eagerly awaiting for the meeting to start. One after the other they sat. When all chairs were occupied, they stood along the wall. Two confident-looking women stood at the front of the room, ready to lead and smiling as they saw the potential in this crowd. Yup, it was going to be another inspiring semester.

IMPORTANT MILESTONES OF TREND

2006 first issue published; 10 pages, 20 members
2007 advertising committee established; GSB sponsorship, 30 pages
2009 website launches; Life @ ISU, Beauty, & Fashion sections created; 100+ members, 60 pages
2010 first Trend Bachelor; Trend for Men section added; Separate executive and committees, 70 pages
2011 first Trend Bachelorette; too big for staple, switch to bound back
2013 editorial styling and accessories committees added; Largest masthead, 80 pages
2015 10th Anniversary, glossy pages; Breaks 100 pages, 150+ committees

BECOME A MORNING PERSON

There are two types of people in the world: a morning person, and a don't-talk-to-me-until-I-drink-my-cup-of-coffee person. We anti-morning people are scared; we are doomed to endless, cranky mornings. Right? Wrong. These simple tips will help you enjoy your mornings more.



FIRST THINGS FIRST: SLEEP

Sleep may seem like a simple tip, but don't be fooled. As college students, staying up late is second nature. Getting the recommended 6 to 8 hours of sleep every night will adjust your body into a routine. An easy way to start this is by keeping electronics away when winding down for bed. This way your brain gets to relax, making it easier to fall asleep.

PREPARATION

Some college students recommend preparing yourself for the next day the night beforehand to reduce stress

"Planning what I am going to wear the night before, saves me from trying on three different outfits the next morning" says Kali Welling, a freshman majoring in biology at Iowa State.

Laying out an outfit, packing your backpack and setting out breakfast essentials decreases the amount of time needed to get ready, giving you more time to ease into your day.

QUIT HITTING SNOOZE

Hitting the snooze button is not helping you get those last minutes of sleep you desire. The body cannot fall back into a deeper sleep, making you wake up more restless. If you struggle waking up, set your alarm clock across the room. This forces you to get out of bed to shut it off; plus, you're already up to start your morning.

LISTEN TO MUSIC

Music is a simple tool that puts anyone in a good mood. Creating a morning playlist starts your day off happily with some of your favorite songs. To help you start, apps such as Spotify offer premade morning playlists. Whether you want relaxing music or upbeat tunes, it's a way to add some fun into your mornings.

BREAKFAST

Nutritionists recommend eating breakfast primarily because hunger distracts and hinders your ability to focus.

"Someone who is well-nourished can skip breakfast, and probably not have an impact on their day," says Rose Martin, nutrition professor at Iowa State. "But that doesn't mean they can skip it every day."

You don't have to make yourself eat in the morning if that is not your thing. As long as it's not distracting, don't worry. If you do look forward to breakfast, try eating something nutritional to make you feel awake and energized.

WAKE UP EARLIER

If your perfect morning consists of leisure time, then it is a must to wake up earlier. Having extra time helps you relax and saves you from stressing about running late. Everyday begins with a morning, so start making it your own and do what will help make your day great!



A MILLENNIAL'S VIEW ON VOTING

THE ONE ISSUE THAT BOTH PARTIES CAN AGREE ON

As someone recently and delicately told me, “That’s what’s wrong with your whole generation. You all think you matter.” While I laughed off this harsh statement I had a sad, deep realization it was true. But is that so wrong? To live in a nation that prizes individuality and not believe your opinion counts? Of course not, it is our nation’s very foundation. So why do us Millennials, time and time again, stay silent when it comes to more important issues like voting on our future?

According to a Boston Globe Poll, voters between the ages 19 and 29 showed up to ballot boxes at a record low of 19 percent in 2014. As someone who falls directly in that age range I had to ask why. Why do we insist on letting the world know we went out for brunch this weekend, but cannot say who should run our nation? Perhaps because we grew up watching a phenomenon that happened twice in America’s history: a man without a majority of citizens’ votes became the president of the United States.

Whether you come from a conservative or liberal home you must admit this is an extreme fault of the country's Electoral College system. Seeing this at such a young age opened our eyes to the possibility of the government seeing our opinions and disregarding them. In more recent news, Hillary Clinton won the Iowa Democratic Caucus because she won a huge majority of coin flips; not because more voters showed up to nominate her.

So why, when all of these odds seem against you, should you take the time out of your chaotic college schedule to vote? College-aged students on both sides say voting is extremely important. Hannah Harfst, a Clinton Campaign Fellow says,

“Four years from now you could have a job, have a home, have a family, so this election season impact us the most,” says Hannah Harfst, a Clinton Campaigner. “We have more life ahead of us. We also have different values from other generations like student loans, LGBTQ, marijuana legalization, etc.”

On the other side of party lines Mitchell Hora, a former Ben Carson Caucus Chair agrees about the importance of voting.

“The future of the country is falling into the hands of Millennials,” Hora says. “The United States is facing many issues domestically and internationally. It is our duty as Americans to stay involved and make educated decisions to vote effective leaders into office.”

This election season decides our future. Each individual counts as a piece in this big giant political puzzle. If the other 81 percent of the 19-29 year-olds show up to the 2016 election imagine what an impact we'd make. The margins would not be close; coin flips wouldn't have to decide candidates. Educate yourselves on the candidates, no matter the party, and help decide our future this election season.

Four years from now you could

have a job, have a home, have

a family, so this election season

impact us the most. We have

more life ahead of us.

Over the past few years music festivals have immensely increased in popularity because of hipster culture. Through popular social media accounts on Instagram and Tumblr, the bohemian aesthetic has become more appealing and easily accessible to the mainstream population. In the summertime, music festivals are where hipsters roam.

To avoid the stress that may come from not planning ahead, this is all you need to know before attending a music festival.

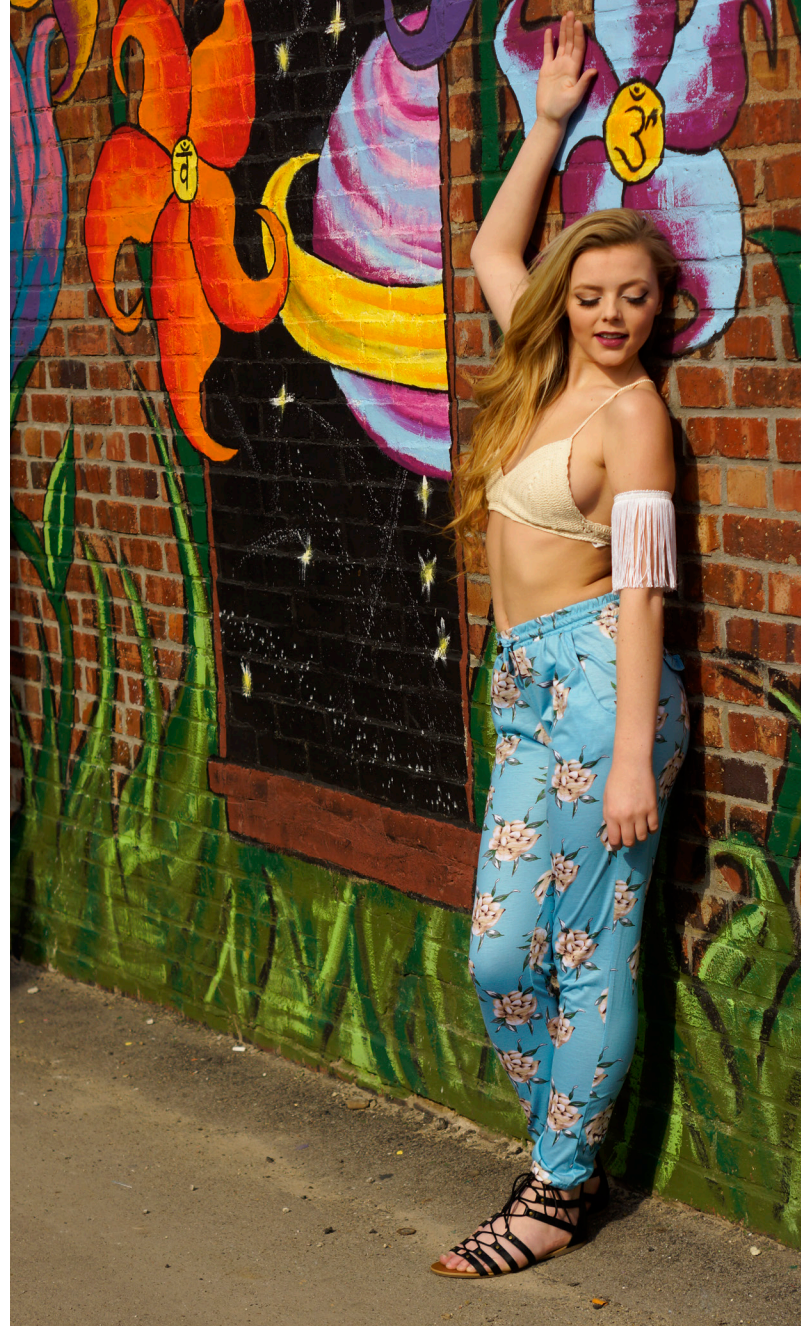
WHAT TO WEAR

When it comes to what to wear while attending a festival, it's going to be hard not to dress like a hipster icon, but focus on comfort. It is easy to underestimate the amount of time you will be on your feet, and if that isn't uncomfortable enough, wearing the wrong outfit makes things worse. Your best bet is blister proof shoes with straps around the back. In the craziness of mosh-pits and crowded clusters, having the back of your shoe stepped on or walking out of it can happen way too easily. If there is one piece of clothing you are going to splurge on, it should be shoes. It will pay off in the end.

Summer festivals promise to be hot, so wearing tanks and shorts are reasonable. This being said, you shouldn't neglect your skin. Trade in that flower crown for a cute baseball cap and make sure to pack sunglasses and items with SPF.

PLANNING YOUR TRIP

Planning ahead is such an important part of a music festival. When it comes to buying tickets the best option is to purchase them from the festival itself rather than the resale market. Lollapalooza representatives urge fans to purchase tickets through their website to ensure confidence, because often times, tickets purchased through Craigslist or StubHub are either already used or are counterfeits. When you buy tickets, check to see if they have hotels or campsites



partnering with the festival. Making reservations for lodging this way makes your experience easier for two reasons: your arrangements will already be made and no extra planning will be necessary. Hotels and lodging partnering with the festival tend to be located nearby. This means no late-night wandering or extra transportation costs.

Before you arrive at the festival, know who you're going to see and what times and stages they perform on. If you know the locations of each show and the time frame that you have, you will be ahead of everyone else aimlessly wandering and you'll make it to more events.

Hack the hectic world of festivals to make your experience the best it can be.



MUST-HAVE FESTIVAL ITEMS

1. Reusable water bottle: Save money by bringing your own bottle to refill.
2. Bag/Fanny pack: A place to hold all of your essentials is vital, so a small bag or fanny pack is necessary for your festival experience.
3. Sunscreen: Bring the cream kind, not the spray, as it's usually not allowed on festival grounds.
4. Map of festival grounds: Know where you're going at all times by having a map on hand.
5. Portable phone charger: Capture every moment from the first show to the last by having a charger on hand.

Music festivals are a fun and worthwhile expenditure, but they are no cake walk. Preparation of your mind, body and bank account are all necessities for this endeavor, so don't be afraid to begin planning months in advance because the memories and experience will be worth it.



TOP LEFT: SHIRT MATILDA MUSE \$42, PANTS \$68, BRACELETS FRANCESCA'S \$18, GLASSES MATILDA MUSE \$16
 TOP RIGHT: DRESS MATILDA MUSE \$69.50 NECKLACE 1: FRANCESCA'S \$28 NECKLACE 2: FRANCESCA'S \$22 NECKLACE 3: FRANCESCA'S \$18
 BOTTOM RIGHT: ROMPER MATILDA MUSE \$50, NECKLACE FRANCESCA'S \$16, NECKLACE FRANCESCA'S \$22

FLAVORFUL FIESTA

The recipe for a memorable summer party includes great company, lively music and of course, delicious food. Treat your guests with these three refreshing dishes.

CIVICHE

(MAKES 4 SERVINGS)
TIME: 20 MINUTES

This traditional Mexican dish combines shrimp and fresh vegetables to create a fresh new take on your summer salad.

INGREDIENTS

1lb. of shrimp
1 tomato
½ of small white onion
2 tbsp of chopped cilantro
½ tsp of salt
½ of avocado
1/ cup of ketchup
Lime juice

STEPS

1. In a small pot, boil shrimp on high for 5-10 minutes or until pink.
2. While waiting for shrimp to boil, dice your avocado, onion and tomato.
3. Once the shrimp is done, dice it and put it into a bowl with the diced onion and tomato. Drizzle ketchup over and mix together.
4. Put mixture into a cup, placing diced avocado and chopped cilantro on top.
5. Drizzle preferred amount of lime juice over top.
6. Scoop up with some chips and enjoy!



COOKIE TACOS

(SERVINGS VARY DEPENDING ON COOKIE SIZE)

TIME: 20 MINUTES

This tasty dessert not only satisfies a sweet tooth, but allows each guest customize their treat.

INGREDIENTS

Ready-to-bake sugar cookie dough
Ice cream of your choice
Any sort of toppings like fruit, caramel, chocolate, whipped cream or sprinkles

STEPS

1. Preheat oven to 350 degrees.
2. On a non-stick pan, place cookie dough and place in oven.
3. While dough bakes, grab some tin foil and roll in a long tubed-shaped rod.
4. Check on cookies in 10-12 minutes. Take out when hard on the outside but slightly squishy in the middle.
5. With a spatula, delicately place cookies individually over top of the rod. Let cool.
6. Fill the cookie taco shells with ice cream and toppings of your choice.

TREND'S EASY GUACAMOLE

Got some extra ingredients? Combine them in a bowl to create an easy—and delicious—guacamole spread that's sure to keep everyone's taste buds happy.

INGREDIENTS

2 avocados, mashed
1 plum tomato diced or 1/2 regular tomato
1/4 diced onion depending on size
1 tbsp diced cilantro
1/2 of lime (juice)
Pinch of salt



SPRING '16

CIVICHE: HELPFUL TIPS

When cutting the avocado, do not cut like you would a tomato or onion. Instead, cut around the pit and pull apart so your knife doesn't get stuck.

Before cutting the onion, make sure to take off the outer skin. To avoid the crying situation, cut the onion near the head in vertical lines. To dice: carefully cut under, horizontally, creating a cross section. Then, slice horizontally.

COOKIE TACOS: HELPFUL TIPS

Place the cookies so that the middle of the cookie is on the rod. This way the two sides will melt downward to form the sides of the cookie taco shell.

If you find your cookies are breaking, try using cups to elevate and allow more space for the shell to form.

DIY: BATH BOMBS MADE EASY

Instead of spending those costly dollars at retailers like Lush, we found a quick and easy bath bomb recipe you can make yourself.

Treat yourself to a homemade spa night with this relaxing DIY bath bomb. Easy to make and delightful to use, these custom bath bombs are great after a long study session or make perfect gifts for friends and family.



MAKES 2 BATH BOMBS

MATERIALS

2 mixing bowls

Whisk

Bath bomb mold (sold on Amazon or made using clear, plastic Christmas ornaments)

INGREDIENTS

4 oz. baking soda

2 oz. corn starch

2 oz. citric acid

2 oz. Epsom salt

1 to 1 1/2 tsp water

1 tsp essential (scented) oil

1 1/4 tsp oil

1–2 drops food coloring (optional)

STEPS

1. First combine dry ingredients in a glass bowl. Corn starch can get clumpy, so use a whisk to remove clumps. In a smaller container, stir together wet ingredients.

2. While using a whisk, steadily pour the liquid mixture into the bowl with the dry ingredients. Slow down if the mixture begins to fizz.

3. When all ingredients have been combined, take part of the mixture and use your hands to gently squeeze it.

4. Fill each half of your bath bomb molds until they start brimming. Lightly press the uncovered parts of the bath bomb together before removing one side of the mold.

5. After about 10 minutes, remove the remaining half of the mold. The bath bombs are fragile and can crack easily, so it's important to be as gentle as possible when removing the mold.

6. Allow each bath bomb to dry overnight before use. They can be easily wrapped and stored in dry conditions.

TIPS AND TRICKS

For the oil, use coconut, olive or almond oil.

Be gentle when combining all of the ingredients to prevent it from falling apart.

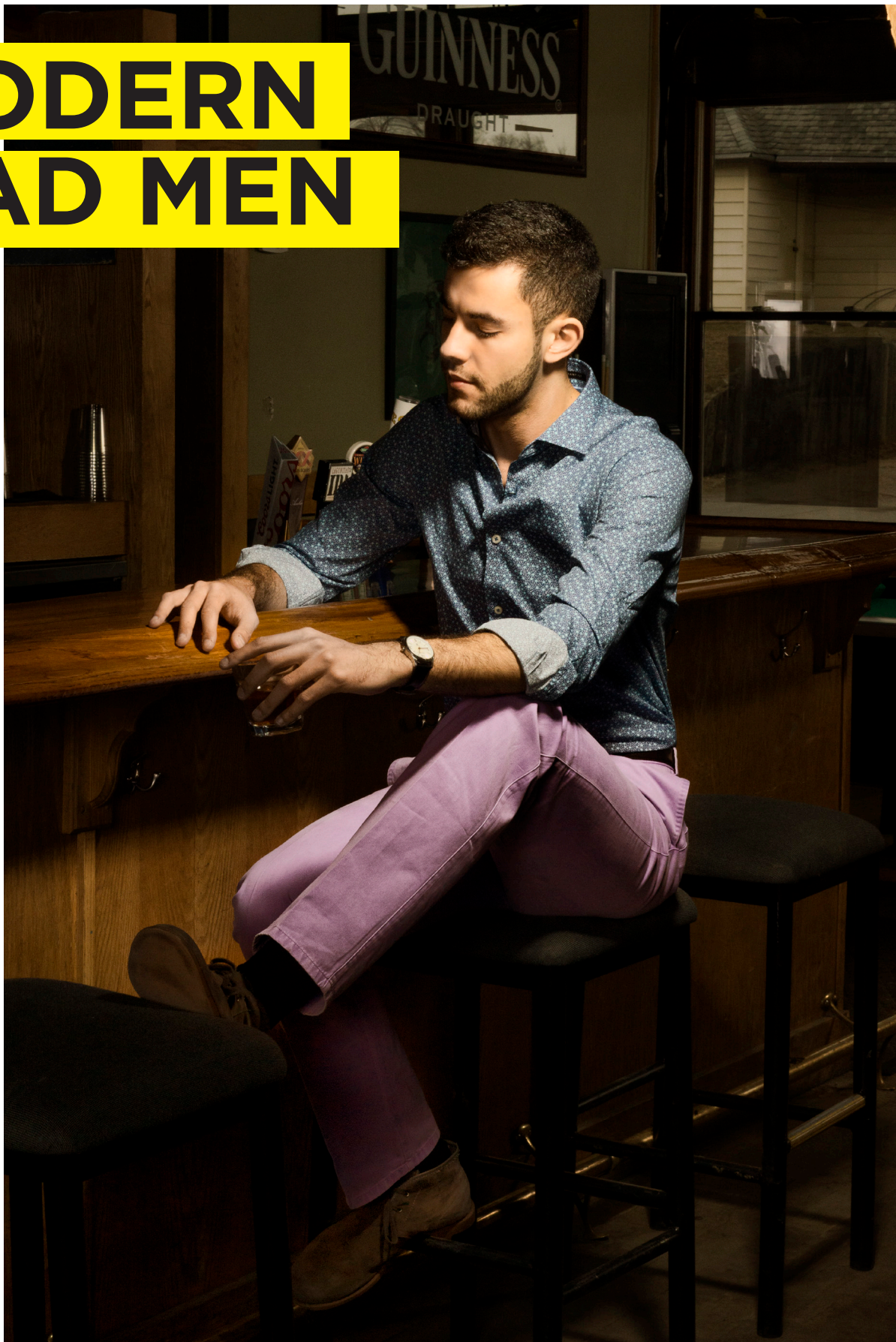
Place final product in plastic wrap to keep it safe and dry.



SPRING '16

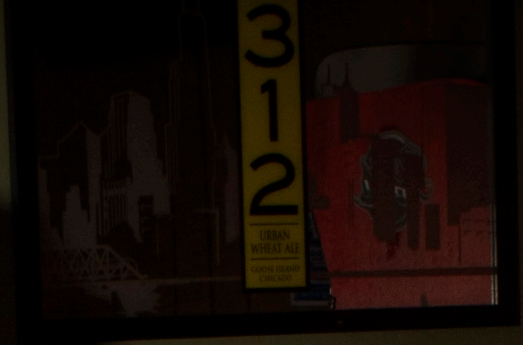
MODERN MAD MEN

SPRING '16





FOR MEN



SPRING



SPRING '16



LEFT: SHIRT BANANA REPUBLIC \$26.50, PANTS BANANA REPUBLIC \$59.50, TRENCH COAT BANANA REPUBLIC \$250 MIDDLE: SHIRT BANANA REPUBLIC \$49.50, BOMBER JACKET BANANA REPUBLIC \$150, PANTS BANANA REPUBLIC \$170
RIGHT: SHIRT BANANA REPUBLIC \$44.50, PANTS INCOTEX \$295, REVERSIBLE JACKET TODD SNYDER \$995



SPRING '16





SPRING '16

IOWA STATE'S 2016 MOST ELIGIBLE BACHELOR

Who says a good man is hard to find? Once again, Trend found a handful of single men on campus to tell us about themselves and what catches their eyes.

College is swarming with bachelors. They're smart, charming, and hard to pin down. For those reasons alone, they're also fascinating. We compiled a short list of young men who are single, and definitely ready to mingle.

These dreamboats walk Iowa State's campus, eat drunk food despite their chiseled bodies and breathe the same Ames air as everyone else. They come from a variety of different backgrounds, have cool interests and hobbies and know their way around a pickup line. Feast your eyes on Trend's most eligible bachelors.

This year, the title of Trend's "2016 Most Eligible Bachelor" goes to Alexander Grose, a sophomore majoring in finance from Fairfax, Virginia.

"I'd be lying if I said I was surprised by the win," Grose jokes. After the announcement, Grose knew exactly who he wanted to share the news with first. "My mom was the first person I told. She was just happy I won something."

Grose went on to call the bachelor competition a "cool and fun" experience. Grose was also a part of the first annual Trend Gala, where over 100 votes were cast for the most eligible bachelor. "The event was a lot of fun!" Grose said. "There were tons of cookies, but I would've loved some lil' smokies."

ALEXANDER GROSE

CLASSIFICATION: Sophomore

HEIGHT: 6'2 *Sits down and puts hand to heart*

HOBBIES & INTERESTS: "I play hockey and like watching or playing sports"

FAVORITE PICKUP LINE: "Are you a beaver because DAAAMMMM"

FAVORITE FOOD: "I love a good lasagna."

FAVORITE MOVIE: "I could watch Wolf of Wall Street all day every day."

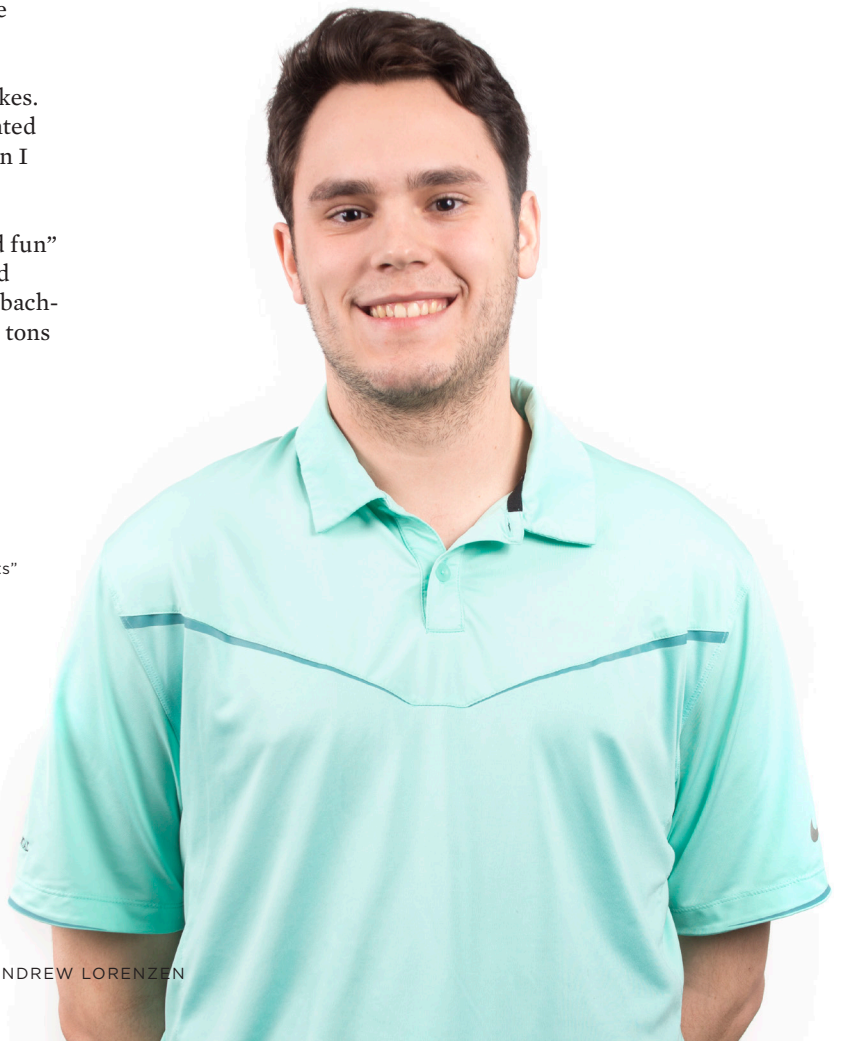
BEST PHYSICAL QUALITY: "My smirk. Smirking in general."

BEST PERSONAL QUALITY: "I see myself as a pretty social guy."

WHAT HE'S LOOKING FOR IN A POTENTIAL PARTNER: "Just someone who is cute and goofy."

WHAT HE FINDS MOST ATTRACTIVE: "I'm a sucker for brown eyes."

IDEAL FIRST DATE: "A quiet rendezvous at Stomping Grounds"





CLASSIFICATION: Sophomore

HEIGHT: 5'7

HOBBIES & INTERESTS: "I am currently really into Hockey, Golf, and going hunting."

FAVORITE PICKUP LINE: "If you were a booger; I'd pick you first."

FAVORITE FOOD: "Not even a competition. Pizza."

FAVORITE MOVIE: "Gonna go with Top Gun."

BEST PHYSICAL QUALITY: "Hands down my eyes are my best physical quality."

BEST PERSONAL QUALITY: "Definitely my awkwardness."

WHAT HE'S LOOKING FOR IN A POTENTIAL PARTNER: "I would love a girl with a great sense of humor."

WHAT HE FINDS MOST ATTRACTIVE: "Straight teeth"

IDEAL FIRST DATE: "Just a quiet dinner date at Great Plains so we could get to know one another."

BRAIDEN LORENO



CLASSIFICATION: Senior

HEIGHT: 5'11

HOBBIES & INTERESTS: "I'm really into marathon training, running, and driving."

FAVORITE PICKUP LINE: "If I could rearrange the alphabet, I'd put U and I closer together."

FAVORITE FOOD: "Crab"

FAVORITE MOVIE: "I'm down for any James Bond film"

BEST PHYSICAL QUALITY: "It's the beard for sure."

BEST PERSONAL QUALITY: "I feel that I am highly empathetic"

WHAT HE'S LOOKING FOR IN A POTENTIAL PARTNER: "Someone who is bubbly and fun."

WHAT HE FINDS MOST ATTRACTIVE: "Facial structure over everything."

IDEAL FIRST DATE: "A fun night of ice skating."

PHILLIP ANDERSON



CLASSIFICATION: Senior

HEIGHT: 5'9

HOBBIES & INTERESTS: "Any outdoor activities, socializing, and playing or watching sports."

FAVORITE PICKUP LINE: "You're hotter than the bottom of my laptop."

FAVORITE FOOD: "Smoked turkey"

FAVORITE MOVIE: "I could always watch any Harry Potter film."

BEST PHYSICAL QUALITY: "Without a doubt my red hair."

BEST PERSONAL QUALITY: "I would have to say my goofiness."

WHAT HE'S LOOKING FOR IN A POTENTIAL PARTNER: "A genuinely happy person."

WHAT HE FINDS MOST ATTRACTIVE: "A girls smile and eyes."

IDEAL FIRST DATE: "Something out of the ordinary like sleigh riding!"

JUSTIN CHAPMAN

CULTURE COUTURE

In a generation of fast fashion, Millennials will always be able to find their niche at a thrift shop.

From 1980 Air Jordans to retro Tommy Hilfiger windbreakers; these prized possessions have never gone out of style. The millennial generation falls victim to fast fashions and cheap knockoffs. While the disposable economy desires immediate gratification, flashback 30 years quality was preferred over quantity. Luckily, students can have it both ways. Thrift shops promote the revitalization of culture concepts and self-expression without breaking the bank.

Thrift stores are a great place to define personal style without having to sell a kidney. Blogger Kyle Hockey, from the Simple Child, defines his style as a good mix of a classic prep and a laid back surfer from California.

While rummaging through the hidden gems found in a store, Hockey says students should find inspiration from colors and patterns; and then put outfits together.

Thrift shopping should be thought of as a scavenger hunt, with the prize being that key, vintage item, like Hockey's Fender bomber jacket from the 1940s.

"Unless you're looking for a cool pair of cowboy boots, one accessory that students should never adopt to their closet (from a thrift store) is shoes," Hockey says.

The inconsistency of thrift store may get overwhelming; however, Aaron Wester, blogger from Modern Otter says it doesn't have to be so difficult.

"Style doesn't have to be complicated," Otter says. "Find a few colors and cuts that work best for you and build from there."

For students building themselves careers and futures, Wester suggests using your surroundings as inspiration.

"Figure out what you like about what you see, and then use it in your own life," he says. It is essential to feel confident, like Elvis Presley gyrating on stage, in whatever you are wearing. Wester recommends focusing on pieces that make you feel good instead of the fancy logo.

"If you want something because there's a giant logo on the side, what exactly are you hoping to achieve, feel or convey by owning it?" Wester says.

If students are going to purchase renowned brands from thrift and vintage store, it is pertinent they research authentic markings. Though the price may be lower, a knock-off will deteriorate within a blink of the eye. Thrift stores are notorious for fostering both authentic and unauthentic vintage duds, but finding the pristine throwback garment is worth the hunt.

With unbelievable prices, unique merchandise and a passageway to self-expression, thrift shopping is the perfect past time for college students. The anticipation, inspiration and celebration will leave them wanting more. "I always leave with more than I came for," Hockey jokes, but not really.

Thrift stores are a great place

to define personal style without

having to sell a kidney.

MEN'S FASHION MADE EASY

Four simple apps for shopping
and style.



Sometimes, shopping for clothes can be the ultimate drag. One can go through rack after rack, constantly being nagged by salespeople without finding what they're looking for. However, there is another option. If you have a smartphone, you can utilize it for fashion apps. In the App Store there are hundreds of different apps for men. They provide everything from the latest designer clothes to the best sale items—even daily styling tips. Check out the most popular fashion apps for men that won't cost you a penny.

JACKTHREADS

JackThreads describes itself as the No. 1 shopping app for guys. The app categorizes by items such as outerwear, pants and accessories. If you want a specific brand name or price range, they allow you to apply filters to narrow your search. If you find an item you like, you can purchase it through the app. It also gives you the option to receive emails so you can be informed of sales and new arrivals instantly. JackThreads makes shopping simple to allow you to find what you're looking for without having to deal with the stress.

REAL MEN REAL STYLE

This app is for men who need a little help figuring out what to wear and how to wear it. Real Men Real Style provides hundreds of articles and infographics from "How To Wear A Watch With Style" to "20 Habits Of Stylish Men." Some of the tabs include clothing, grooming, videos and travel & living. The app also has a website to answer questions and provide more resources. So the next time you have to wear a bowtie and you aren't sure how to properly tie it, open up Real Men Real Style and you'll find an infographic that will show you how.

MR PORTER

If you like designer clothes, then MR PORTER is the app for you. The main page gets you started on finding what you need with basic categories. One of the great features on this app is a "Designer A-Z" tab. This will give you an alphabetical listing of all of the designers that they have available from A.P.C. to Zimmerli. Their "What's New" tab is great for staying ahead of the trends. Not only do they sell clothes, but they also carry a wide range of other products such as cologne, grooming kits, books and more. You can buy the products in the app or save them to your wish list for later.

GRAILED

Originally a website, this app makes shopping easier and gives you a chance to earn back some of the money you spend. You can find designer brands for affordable prices and sell your own lightly worn clothes. It's basically the eBay of fashion apps. If you see something you like, you can make an offer to the seller. Due to this feature, you can choose to either save or splurge.

HIDING THE HEMLINE

Cuffing your pants will elevate your outfit and your attitude and will have you looking your most handsome for any occasion.

Looking sharp and tailored is vital at this point in our lives. As men, it is important that we look our best to be our best. Looking polished is key to making the perfect first impression on anyone that we may meet on our journey here at Iowa State University. These first impressions start by hiding the hemline.

Cuffing pants is the perfect trend to begin with on your way to looking the part as a gentleman. Not only is it time to invest in some khakis, chinos and a quality pair of jeans, it is time that one learns how to properly cuff their pants. We have given an in-depth look at different styles of cuffing so you can look your best even at your most casual.

So what kind of pants should you cuff? We spoke with Erin Dungan, marketing assistant for Men's Style Lab.

"Definitely steer clear of cuffing pants if it is a formal event," Dungan says. "Trousers are another pant that can't be cuffed and fit is crucial. Trousers and dress pants are definitely worth having tailored."

These four simple yet stylish cuffing techniques will steer you in the right direction and give your pants the look that will make her want to do a dance.



THE PIN ROLL

HOW: This cuff helps show off your sharpest kicks and works best with lighter fabrics. Grab the bottom of your pants and fold them over toward the front. Then, hold the bottom with both hands, while ensuring the fold is held in place, and roll up twice. Make sure that as you roll them you smooth out the cuffs for a clean look.



THE SINGLE ROLL

HOW: The single roll looks good with any shoe and any fabric. It is as easy as the name. Fold the bottom of your pants up once using about an inch or two of fabric. Then smooth out the fabric and tuck the hem behind the fold.

THE LONG ROLL/ IRON WORKER

HOW: The long roll works best with heavier fabrics of pants and pairs well with chunky boots. Short guys should be aware of this look because it can lead to you looking even shorter. Take the bottom hem of your pants and roll it up about 4 to 6 inches. Smooth out the fabric to create a clean appearance. If desired you can even iron the fold down. Do not repeat this process more than twice or it can lead to a shorter and stockier appearance.

THE SKINNY ROLL

HOW: The skinny roll works best with none other than the skinny pants. Pair with a thinner shoe such as converse. Grab just the bottom hem of your pants and fold it three times or until desired. This is different from the pin roll because the bottom will not be pinned into the fold. Make sure that you are smoothing out the seams as you are folding. The final look should be no more than a half an inch high.

SPRING '16

SUITING: EXECUTIVE STYLE

We talked with Ward Simmons, a marketing and public relations executive from New York City, to give you the best tips on wearing a suit and what to avoid.

SPRING '16



College is great because you can get away with throwing the same pair of sweatpants on each day before leaving your apartment. Unfortunately, most of us have to start dressing formally once these glorious years of higher education come to an end. Ward Simmons is a marketing and public relations executive from New York City. Simmons has worked for acclaimed companies HUGO BOSS, Ralph Lauren and Carolina Herrera. He enjoys keeping up with Alabama football, traveling the world and spending time with friends at the local pub.

Working with some of fashion's biggest names means Simmons has to wear a suit from time to time. Consider him the Peyton Manning of suit wearing. Thankfully, he took time out of his busy schedule to share some words of wisdom with our Trend for Men editor.

Whether you're rocking Tom Ford or sporting a thrifted classic, here are Simmons' top five tips for wearing a suit:

1. The suit's style and fit are the most important aspects with the look. A shorter length usually implies a trendier fit.
2. The suit must be tailored correctly. Look at pictures of how celebrities wear their suits, or go to an era, such as the '60s—John F. Kennedy always looked sharp!
3. Never have pants that are too long. Long elephant-looking pants can make you look like your drowning in your dad's suit. Ask for no break or half of a break when getting them tailored.
4. The standard sleeve should come three-fourths of an inch from the top of the shirtsleeve. However, showing more of a shirtsleeve allows for a trendier look.
5. Shoes and belts should always be the same color or complement each other. Mismatched shoes can ruin your look; if you don't know how to match, shop with a friend that does.

living life with PASSION

from the **EVERYDAY** to the **EVERAFTER**



Unique Ideas for Your Important Moments

SHAPE

www.shape.com

**Better
Homes
and Gardens**

www.bhg.com

MARTHA STEWART
weddings

www.marthastewartweddings.com

allrecipes!
stir things up

www.allrecipes.com

EatingWell
WHERE GOOD TASTE MEETS GOOD HEALTH

www.eatingwell.com

mywedding®

www.mywedding.com

**martha
stewart**

www.marthastewart.com

fitness

www.fitnessmagazine.com

dc divinecaroline

www.divinecaroline.com

 **meredith**

Speak fashion?
You're speaking our language.

You don't have to leave the Midwest to do big things in fashion. We're looking for the most stylish-minded grads with big-time aspirations to join us. Apply today at vonmaurcareers.com.

VON MAUR[®]