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Nº 21



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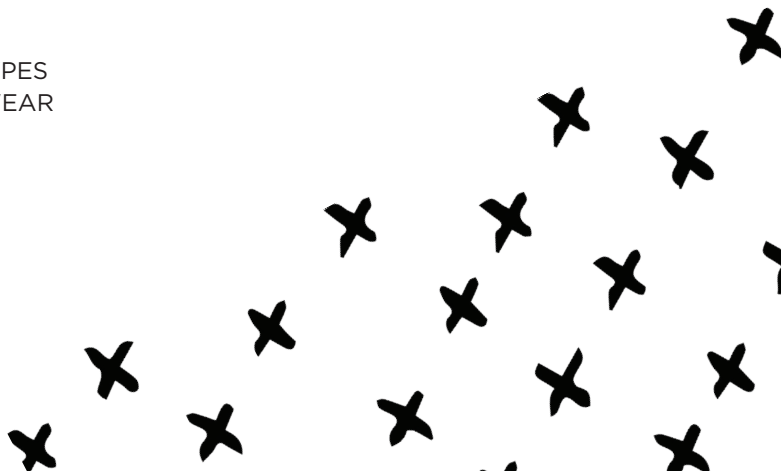
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EDITOR'S LETTER

Dear Readers,

Looking at today, there's a melting pot of trends contributing to the style that defines our times. Mixing vivid patterns and colors with soothing neutral tones served as the inspiration behind this issue. With people wearing a wide range of looks from relaxed athleisure to lively pop art, today's fashion trends are shaping up to create a striking, yet harmonious, contrast between two worlds.

This semester, we encouraged our staff to push boundaries and break barriers to show a side of Trend no one has ever seen before. The overarching theme of this issue was to be bold yet simple in our approach. Through the blend of styling, photography and special effect designs, our fashion spreads serve as a representation of the present fashion industry in hopes of inspiring our readers.

There's a wide array of stories that lie within this semester's pages. We explore topics ranging from what cultural appropriation truly means on page ____, while taking a deeper look into body image and how it affects our views on beauty today on page ____.

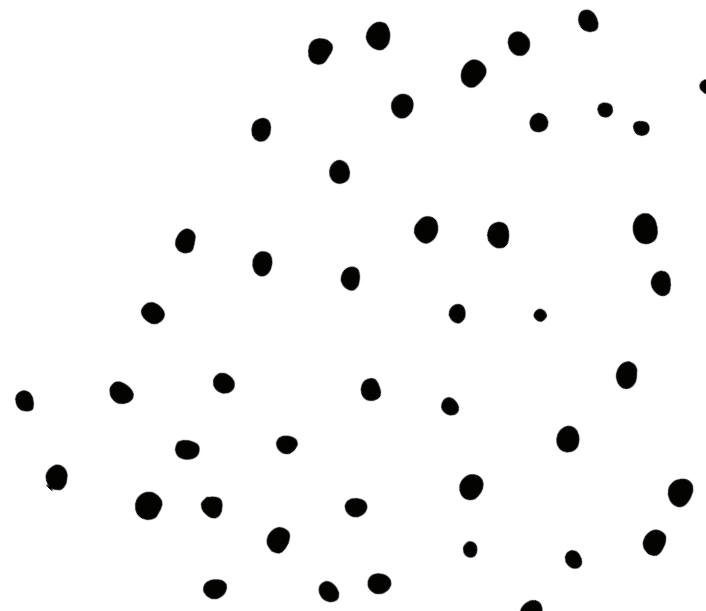
As we look to the current environment we are surrounded by, we see an evolving landscape that mixes people and lifestyles closer than ever before. This coexistence creates a beautifully vibrant melting pot we are proud to engage with through the world of fashion.

Sincerely,

Andi & *Miranda Pollitt*

ANDI MORALES

MIRANDA POLLITT



THANK YOU TO OUR CONTRIBUTORS!

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FALL '16

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ae.com

ASPEN
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BANANA REPUBLIC
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CARLY WELCH
stelladot.com/sites/carlywelch

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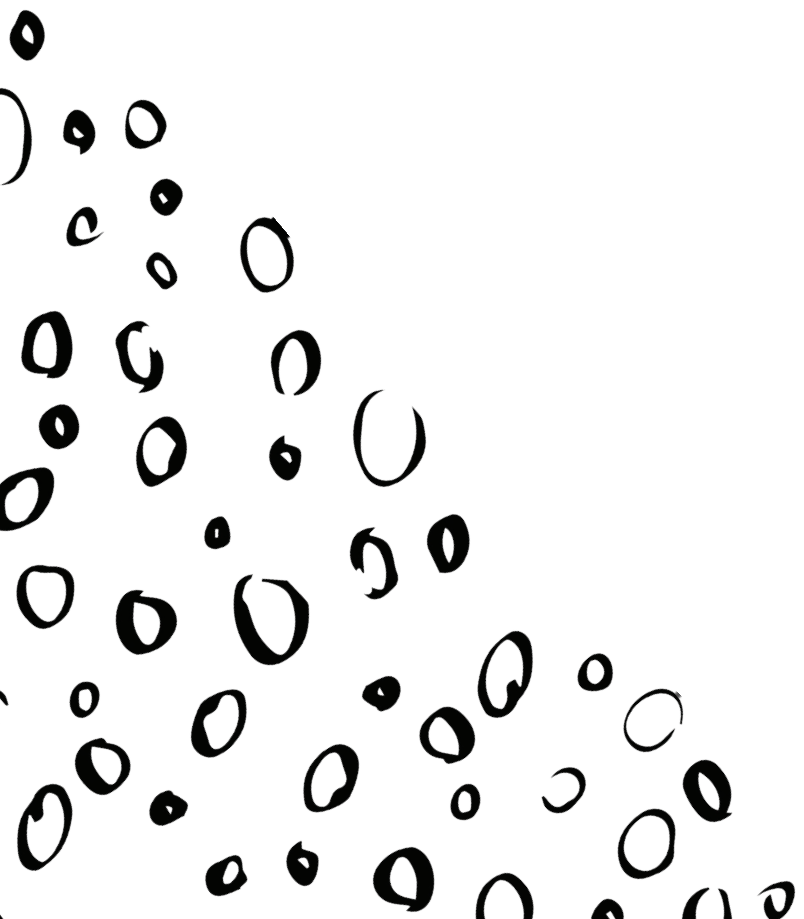
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BEAUTY

CRISIS AVERTED:

How to salvage your fave beauty products

Say goodbye to damaged products, and hello to brand new again! With these tips and tricks, anyone can save their fave products from biting the dust.

It's a heartbreaking moment when a favorite cosmetic dries out or crumbles to pieces before your eyes. What does one do in these situations? Don't go out and buy a new one, that's for sure. With these DIY tips and tricks, you'll save your precious products from hitting the trash can, which saves you a trip to your local Sephora and few dollars as well.

LIPSTICK FIX:

What's a makeup collection without a signature lipstick? Lipsticks enhance any beauty guru's collection, and if a favorite color breaks in half, what do you do? Allie Pepin, professional model and current Iowa State University student, says she learned her favorite trick from makeup artists she's worked with on the sets of her shoots.

"There were a few times on set lipstick snapped from how fast everyone was moving — and they fixed it with just a lighter," she says. "If you hold it up to the area where it snapped in half for a few seconds, you can stick it back together and it's like brand new again."

MAKE MASCARA LAST:

One big problem many face with mascaras today: they dry out way too quickly. Combat this by placing two or three drops of eye drop solution into the mascara tube. This will bring life back into the formula, restore its original creamy consistency, and make it last longer.

POWDER PROBLEMS:

Zacahry Estabrook, current Sephora beauty educator, says one of the most common product disasters — dropping powder blush — can be remedied with one special ingredient.

"One thing that happens in store a lot is customers will accidentally drop for example, a powder blush, and the product will shatter to pieces and cause a huge mess," he says. "A good way to fix this is by lightly spraying alcohol within the compact and pressing it gently with a cotton pad or makeup sponge to repress the powder back together, and once dry, it'll be good as new."

This trick can be used on almost any powder product like eyeshadow, highlighters, and eyebrow powders. This tip can be especially helpful since most eye and face products on the market consist of formulas that incorporate powder, and can save multiple products from hitting the dust too soon.

TATTOO

TAKEOVER

Whether their tattoo symbolizes their past, inspiration or hopes for the future, these four interviewees share just some of the many stories behind their meaningful inks.

FALL '16

Hunter Shever buried his hands into his hair as he sighed in frustration, staring blankly at the pile of work in front of him. He tossed around the idea of changing his major to something a bit easier. Before it could become anything more than a passing thought, the dark lines of his compass tattoo captured his attention. Smiling to himself, Shever picked up the first assignment; even if this major was a lot of work it was the direction he wanted his life to take.

College is a place to explore your interests and discover who you are. But between the large workload of intramurals, homework and friends, it's not hard to lose sight of the future. Shever's compass tattoo helps remind him of the time freshman year when he lost his way. "The compass points me where I need to go, not necessarily where I want to go," he says.

Similar to the majority of incoming freshmen, Shever dove into college life with vigor, going to many parties and making school work and grades secondary priorities. After an accident put him in the hospital, he changed his attitude.

He began to study more, cutting back on extracurricular activities and parties. These changes quickly gave way to higher grades and an overall better college life. Shever continues to make school his number one priority, and now he can look back on his freshman year and laugh.

"It happened, and I can't really change it," he says. "I guess it's changed me for the better."

Despite his rocky past experiences, Shever feels they helped him evolve into the person he is today, and now, no matter where he goes, his compass will always prevent him from getting lost again.

The cold makes Jeremy Esin shiver, and he inadvertently rubs his bicep where an image of the Milky Way spread over a mountain range rests. He smiles to himself, remembering the cold night football games.

The Milky Way tattoo, enclosed in the outline of a heart, reminds Esin to always be humble. It allows him to accept both success and loss with ease.

Esin knew he wanted a tattoo of the stars since his days playing high school football. Win or lose, Esin would always look up at the stars to ground himself, and how he's one life in the world.

“The Milky Way reminds me that I’m a very small part in a very big universe,” he says. After football ended, he continued to find inspiration in the stars.

So he got the tattoo to remind himself to always accept his successes with humility and his failures with the knowledge to always try again.

She ties her hair up and “Sprare,” the Italian word for “hope,” peeks out from behind her left ear; its black ink serving as a reminder of that special week at age 13. The time leading up to Alexandra Gonzalez’s decision to get her tattoo was stressful. Under the pressure of multiple exams and a lot of homework, Gonzalez realized she needed a hopeful reminder.

The idea for her tattoo came from a life-changing cruise at age 13. Before the cruise, Gonzalez dealt with bullies and remained quiet and shy. On the cruise, she became more extroverted and sociable, transforming her into the outgoing social butterfly her friends know today.

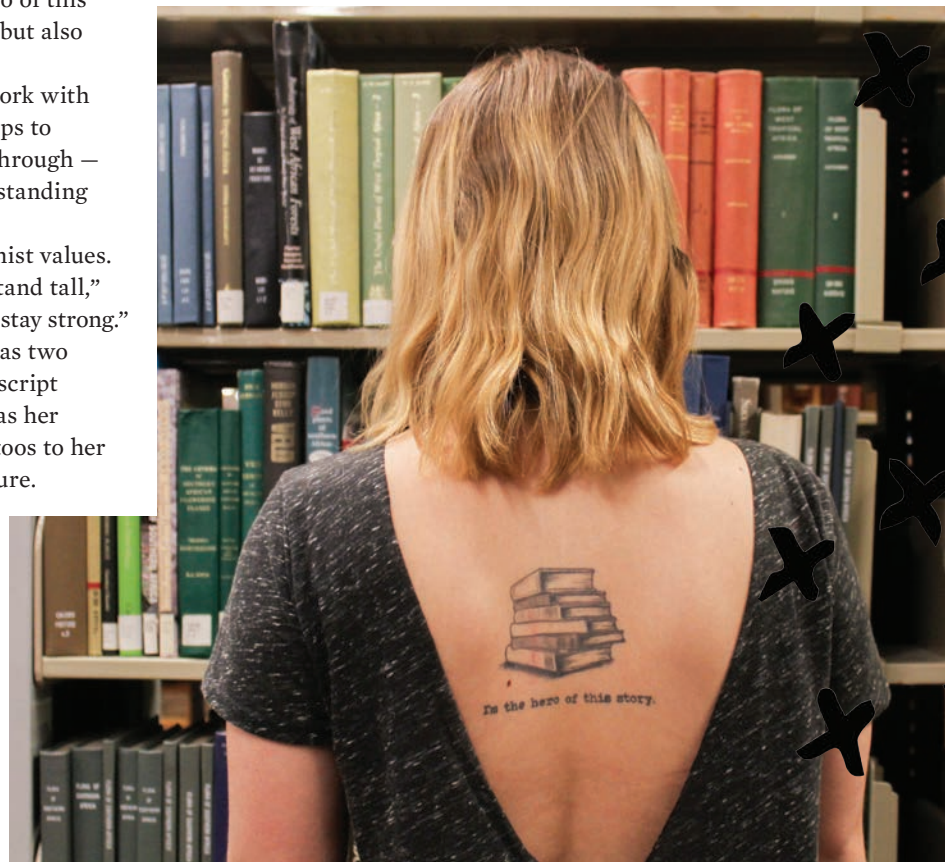
Gonzalez chose the location of her tattoo after careful consideration. “I wanted it somewhere that I could hide it if I wanted to,” she says. She wanted the option to hide it so she could avoid negative tattoo stereotypes and avoid the stereotypes any potential professional impacts.

Natasha Doiel got her tattoo for a different reason than the other students featured. Instead of reminding her of the past, it displays her hope for the future. Doiel’s antique stack of books accompanied by the phrase, “I’m the hero of this story,” not only represents her love for literature, but also symbolizes her determination.

Studying to be a psychologist, Doiel wants to work with kids who have not had an easy life. The tattoo helps to remind her she doesn’t know what they’ve been through — everyone has their own story. And with an understanding mind, she will connect better with her clients.

Doiel says the phrase also stems from her feminist values. She finds it empowering, and it reminds her to “stand tall,” and “that no matter what you go through, you can stay strong.”

Keeping with the literature theme, Doiel also has two more tattoos. A typewriter on one forearm and a script phrase on the other, both with similar meanings as her books. In the future, Doiel hopes to add more tattoos to her collection all showing her appreciation for literature.



4 *winter* BEAUTY looks

Upgrade your winter beauty game with our top looks to keep you looking hot all season long.

FALL '16



**VAMPY LIP:**

LEFT: The trick to making dark lips more wearable: keep the rest of the makeup neutral. Glowy, dewy skin keeps this look fresh, while a soft shimmery eye shadow adds a bit of color without distracting from the focal point of your lips.

HOLOGRAPHIC CHEEKBONES:

RIGHT: Swiping an iridescent cream highlighter on top of the cheekbones gives a unique, lavender-hued glow. This look is more dramatic, so keep the rest of your makeup simple with a neutral pink lip and light eye shadow.

RED LIPS AND WHITE EYELINER

LEFT: Elevate your eyes with graphic white eyeliner for a chic and modern look. It's perfect for winter and pairs well with a sleek, pulled back bun. To make more of statement, throw on red lipstick.

GOLDEN BRONZE SMOKY EYE:

RIGHT: For a holiday party look, try a warm smoky eye. Add intense golden bronze eyeshadow to make the eyes pop. A neutral blush complements this look, and prevents it from looking too stylized.





BEAUTY SCHOOL DROP IN

What's it like to be a cosmetology student? I headed to PCI Academy to find out.

As the other students around me paired up, pulling out their brushes and liquid gel kits, I sat quietly, hoping that the instructor, Sarah Sahl, would offer one of her hands to teach me the proper technique. She didn't.

Instead, she headed to the back of the room, opening the gray cupboard, digging around. She found what she wanted, giving a sound of triumph.

"Aha! Here you go, take a look at this."

She held a practice arm, with a hand attached to a black ridged spring. It reminded me of a human-size Barbie — if that Barbie had made love to a robot.

I stared, trying not to let my mouth hang open and betray me. She attached it to the front desk, and handed me the same mint polish she used to teach me the technique.

Dip into the polish, add a drop to the nail three-quarters down just above the cuticle and then pull the polish up. Repeat.

I sat down holding the Barbie robot, snapping into place brown plastic extensions where fingernails should be. With Sahl's instruction I began to paint.

Dip. Drip. Pull.

Dip. Drip. Pull.

It was hard. The ridges of the plastic prevented a smooth texture and my hand shook in protest from the precise movements. How could these women practice with this for weeks without developing carpal tunnel?

Eventually I managed a decent enough top coat and Sahl let me return to the back of the room where the other girls sat. She grabbed my right hand and starting the manicure process again, and I watched carefully, memorizing her every move for when it was my turn again.

Dip. Drip. Pull.

When I first called PCI Academy to ask about taking a course, my hopes weren't high. But thankfully, the manager said I could come to the nail technician class, Wednesday, at 5:30 p.m.

Naturally, I was excited. I figured I'd spend an hour painting nails and learning about different nail art techniques. Boy, was I wrong.

I woke up that Wednesday morning and dressed in all black. I wasn't sure if this was needed, but I knew a friend who took cosmetology classes in Iowa City had this strict dress code, so I decided it couldn't hurt. And even though the September heat made skinny jeans unbearable, I thanked my intuition when I walked into the academy.

Most things I expected — the overbearing scent of acetone, everyone dressed in all black, the white walls — but when I opened the single door and only five sets of eyes looked up at me in a room made for 20, I felt more out of place than ever — despite my conforming efforts.



Sarah Sahl, known to them as Miss Sahl, paused her PowerPoint lecture and announce me as “their new classmate for a day.” I quickly walked to the back grabbing a seat behind the cluster of girls in front of me, I was the only one sitting alone.

Each girl introduced themselves one by one. Lexi Smith, Raquel Butters, Sydney DeBoer and Kassie Koestner. I jotted their names down, hoping I’d remember them. They tried to make me feel welcome, and though I appreciated it, I still felt like an intruder.

Here I was among women who spend eight hours together two days a week studying to become nail technicians, except for Butters and Smith, who also spend Monday, Wednesday and Friday together in an esthetics class learning about massage, facials and other skincare regimens.

They’ve been together since the start of their curriculum. But they too felt like outsiders at first, which was comforting.

“The first day we were all really quiet and kept our heads down,” Butters says. “Now we can communicate and talk about school, our personal lives, really anything.”

This went without saying. I could feel their closeness. I could hear it with every one of Butters’s witty additions or DeBoer’s relatable anecdotes. Even Miss Sahl added her own humorous additions throughout the lesson.

“Funny things happen every day,” Koestner told me. “Especially with Sydney and Raquel; they’re hilarious. I think there’s a perfect balance between our four personalities, which makes coming to class fun.”

Smith went on to describe the story of waxing her roommate’s legs.

“I was laughing so hard I had to lean against the wall,” she recalls. “I got shushed a few times because it wasn’t the most professional thing, but it was uncontrollable. There we were, three of us, waxing this poor girl’s legs simultaneously. She would scream, then laugh, and wax was everywhere.”

Butters had a similar experience, except in her recount she was the guinea pig.

“We were on break but allowed to stay in the classroom, we were learning waxing,” she says. “So I asked if the girls could wax under my arms. We did it at the same time. It hurt, but we couldn’t stop laughing.”

Due to the small numbers, the girls find themselves learning from each other a lot. With the even number they pair up and practice on one another during hands-on time. Regardless if it’s waxing in esthetics or a less painful activity like filing or painting nails.

After a dinner break, hands-on time began. Everyone started to pull out their brushes and set up their manicure stations toward the back.

I stood aimlessly wondering what Miss Sahl would want me to do since I didn’t have the proper tools. She asked me to let her practice on me and demonstrate the proper nail technique — dip, drip, pull. Naturally I didn’t object — hey free manicure!

Miss Sahl took my left hand and started to paint. I kept my right hand free to scribble down notes.

First, she filed, commenting on my dehydrated nails.

Wait, my nails can be dehydrated?

Then she mixed liquid gel base to form my nail. It was a process. She’d apply it, I’d set my hand under the mini UV dryer, then she’d repeat until the desired shape formed.

Remembering I was there to learn, not to receive a spa treatment, I asked if I could try on my ring finger. She smiled and passed me the brush excitedly. I began the technique.

Dip. Drip. Pull.

After my nails were gelled, she dipped the brush into the mint green polish (a little spring, I know, but I loved it anyway) and then placed it in the center, about three-quarters down from my cuticle. She wiggled the brush, delicately pushing the polish to my cuticle and then swiped up, creating a smooth stroke. She repeated the technique to left and right of the first stroke.

When she reached the same ring finger, she handed me the brush.

Dip. Drip. Pull.

“That’s it exactly,” she said grinning. “Wow are you sure you don’t want to be a cosmetologist?”

I smiled, adding another stroke to the gel.

Dip. Drip. Pull.

Did I want to be a cosmetologist? Surprisingly, this wasn’t the first time I considered it. Back in my elementary and even middle school days I bounced between several different careers paths, including cosmetology.

I recalled the lecture from just an hour before. I recalled how one chemical can cause chaos if used improperly, how they need to memorize so many acronyms and how one wrong cut could devastate a client. And I knew my answer: no. No, I didn’t want to be responsible for cutting off a part of someone’s ear. No, I didn’t want to be responsible for chemicals. And no, I didn’t want to be responsible for a mistake that altered a client’s life.

No, I don’t want to be a cosmetologist for all of those reasons, and also for the same reason I decided against marine biology: too much science.

Dip. Drip. Pull.

The rest of the class flew by between me practicing on the robot Barbie hand and the girls sharing their different stories and future ambitions.

At 8 p.m. I closed my notebook. Even though my cosmetic ambitions ended when I walked out the door, theirs were just beginning.

WHAT I LEARNED:

Hair is one of the strongest materials on Earth

There’s not much benefit between shellac and acrylic

Cosmetologists = hair and makeup, estheticians = skin care, nail technicians = nails

Cosmetology and beauty careers are dangerous

THE TRUTH BEHIND THE IMAGE

There's more to body image than meets the eye.



Erin Gallagher stood in front of the mirror, sighing with disappointment. No matter what she tried, she never looked the way she wanted. Her stomach growled, but she ignored it. Sacrificing hunger for a flat stomach wasn't anything new. Her senior year of high school started going by and before she knew it her negative feelings transformed into actions.

"I struggled with an eating disorder my senior year of high school," Gallagher says. "I was so determined to have the perfect body. It's not a good feeling to constantly be at war with yourself and to see others having the perfect body without even trying."

She doesn't know for sure what caused her low self esteem. And though she doesn't place blame, she feels an unhealthy romantic relationship played a part.

"He didn't cause it, but I remember him telling me how what I was doing (purging, using laxatives, exercising excessively) wasn't working, I was still fat," she says. "He said everything I was saying in my head outloud."

Gallagher also struggled watching her mother growing up.

"My mom was always expressing dissatisfaction with her body even though she's very fit," she says. "She always felt guilty when she didn't work out and compared her body to other women. So I think she played a huge part in me having a bad body image."

Gallagher isn't alone with her struggles of body image. Although the media focuses on women, men also experience feelings of self-consciousness.

Alec Ballard's struggles with body image began while he was in middle school. Like Gallagher, Ballard tried a variety of methods to lose weight including working out excessively, starving himself and purging after he consumed any food. He recognized the health risks but still the feeling of dissatisfaction overpowered them.

"I was aware of what I was doing to my health but the obsession with wanting to look good and impress others blocked my sense of care," he says. "There was a weird mental satisfaction that I would get when I would purge."

Throughout his life, Ballard has battled not one, but three different eating disorders. Ultimately his decision to fight back happened due to his family.

"The thing that motivated me to stop was because I was hurting the people around me," he says. "They were worried and I didn't want to do that to them, especially my mom."

To heal, he visited therapists psychiatrists and even nutritionists. Today he finds himself mostly recovered; however he feels it's something he will always fight against.

"I still get urges sometimes, but I just remind myself how destructive it is," he says. "I've struggled with body image since middle school and it's something that I will always probably struggle with."

"A lot of people don't understand that it's not an easy thing to control," Ballard says. "It's a mental illness that leads to other illnesses such as depression."

Personal experiences aren't the only factors contributing to low self-esteem. Brands need to be aware of the impact they have. When Victoria's Secret first became popular,

they focused on a particular image. All the women in advertisements were photoshopped and expected to reach unattainable fitness levels.

High fashion models' sizes range from size 00 to 4 — a far cry from the size 16 national average.

Everyone's body and shape varies. It's important to recognize this because both men and women are expected to look a certain way, but when that status is achieved, often times the victim still feels negatively toward their body. This is because they haven't dealt with the problems behind their low self-esteem.

"A lot of people don't understand that it's not an easy thing to control," Ballard says. "It's a mental illness that leads to other illnesses such as depression."

In addition to the emotional distress, those with low body image put themselves at risk for various health problems. Alison St. Germain, a registered dietitian, mentions that this is dangerous because size isn't necessarily a determinant of health.

"What is seen in magazines isn't always true," she says. "Someone who never eats something fatty and curves their diet can be unhealthy as well. People can look healthy, but can really be unhealthy and have an eating disorder."

Due to these differences Germain feels it's hard to give general fixes; however, she does recommend looking at how one relates to food.

"Intuitive eating focuses on what your body is calling for," she says. "It is also having a healthy relationship with food, body and exercise."

From Hollywood to right here on campus, body image problems affect thousands of people. Groups such as the Body Image and Eating Disorder Awareness Club (BIEDA) try to spread positive messages about body image; however, it's a difficult mental hurdle to overcome.

"People typically notice their imperfections before they see what's perfect about them," she says. "The imperfections stick out to us and we think that they're all others see in us, when in fact, most people don't even notice. We all want to be perfect so we constantly try to change what we think is wrong with ourselves."

Ballard agrees, saying that no matter what size he obtains he's never 100 percent happy.

"I'm always comparing myself to other guys which puts more pressure on myself to want to look good," he says. "I could have the best body and still look in the mirror and not be satisfied."

It's a constant battle, but despite the fight Germain says she's noticing society moving toward a more accepting environment. "Sports Illustrated" editors made history this year by placing plus-sized model, Ashley Graham, on its cover for the first time. Aerie stood up to Photoshop and began using unedited images in advertisements.

"I truly think that this is the beginning of people learning how to love their bodies," Germain says. "And not being ashamed to hide them because they're not a size 0."

BEHIND THE ART OF BEAUTY BLOGGING

After working as a makeup artist for “Harper’s Bazaar,” multiple media outlets including BRAVO, FOX and MTV and celebrity clients like Kim Kardashian, makeup artist Chris Lanston knows a thing or two about the beauty industry. With the help of his expertise, we put together five tips to help you start a successful beauty blog.

1. TAKE ADVANTAGE OF OPPORTUNITIES

Lanston did not grow up with dreams of becoming a well renowned makeup artist. At age 17, he worked sales in the men’s fragrance section of Dillard’s. One day, a woman approached him and requested he do her makeup. Lanston declined explaining to her it was not his area of expertise. However, the woman insisted and Lanston finally agreed, hoping his background in painting and art would come in handy.

“I was not trained in applying makeup, but as an artist I understood aesthetic, lighting and color,” Lanston says.

Lanston completed the woman’s makeup and she was enthralled; it turned out she owned a talent agency. Lanston’s work impressed her so much she offered him a job as a makeup artist on the spot.

Lanston is not the first to have the course of his life changed in a single day. If he would have refused to assist the woman chances are he wouldn’t be traveling from New York to L.A., dazzling clients and earning the nickname, “The Magician.”

“It’s all about adapting to what’s going on at a particular time. You never know when opportunities will come your way. Your life can change so quickly.”

This philosophy can be applied to beauty blogging as well as many other areas in life. Starting a blog can be intimidating. You might question whether people will enjoy your posts or if anyone will view them at all. However, if you put yourself out there and show the world what you are passionate about — chances are you won’t regret it.

2. INVEST IN YOUR BLOG’S PERSONAL LOOK

“Image is the first thing anyone is going to see. First impressions are important.”

With countless apps and new technologies, thousands of options for personalizing your blog exist. Changes as simple as switching up the fonts, images or color schemes within your blog may seem minor, but they can make a world of difference.

It doesn’t matter how enticing your posts are, if viewers don’t like the home page they won’t read the articles. Styling a blog can be fun and it can add to the quality and personality of the posts.

3. BE BOLD

Lanston knows that being different is what can set you apart.

“Everyone has their own unique personality. Don’t be afraid to wear a purple lip if that’s what you wanna do. Don’t be afraid to stand out from everyone else. Give everything your own personal spin.”

If people take the time to view your blog, they want to get to know you and your content, not a replica of something or someone. Highlight specific topics that get you excited.

Blog about topics within your skill set. Doing this will reflect in your work and your charisma will naturally shine through.

4. DON’T SWEAT THE SMALL STUFF

“No one stays on top forever. Everyone is gonna fall. In life, in your career — it’s the secret formula for anything. You have to fall again to climb up higher than you were before.”

Your journey as a blogger will not be perfect. One day you might feel on top of the world with a million ideas. The next, you might acquire a nasty case of writer’s block. Other times, people might try to bring you down with negativity or hurtful comments. Lanston, along with many other successful individuals, experienced this sort of feedback.

If you enjoy blogging push through these issues. Power through the bad days and accept the ups and downs.

5. BLOGGING TAKES WORK

Glamour and fun aside, blogging requires a certain amount of sacrifice. So grab a coffee, head to your favorite writing spot and prepare for some long nights.

Top gurus like Jaclyn Hill and Bella Hadid seem to blog effortlessly, drawing viewers in with their skill and charm. Plus they get free makeup, doesn’t sound too bad; however, as easy as they make it look, they work very hard to maintain their blogs and to keep viewers interested.

Anyone can start a beauty blog, and thousands litter the internet. But success comes to those who are committed, passionate and willing to take on a few computer-induced migraines.

When you do it right your blog can turn a viewer’s innocent intentions of watching or reading one post into a full throttled all-nighter. There is something so enticing about reading posts and watching vloggers who truly care about their work as they help their followers maneuver through the latest ins and outs of the beauty world. Put in enough effort and your followers will be applying a little extra concealer before their 8 a.m. class the next morning after a long night of viewing your blog.



FASHION



POP!

Out this Season!



JACKET RAGSTOCK \$30. TANK TOP RAGSTOCK \$9. SKIRT AMERICAN APPAREL \$54. LEG WARMERS RAGSTOCK \$7. SHOES TARGET \$14. PURSE PORTOBELLO \$42
FINESSES STYLISTS: HAIR MEREDITH MILLER, MAKEUP BRITTANY HARNESS



JACKET TARGET \$34. TUBE TOP ZUFUL \$12. SKIRT AMERICAN APPAREL \$54. SHOES PEPPERMAYO \$25. PURSE PORTOBELLO \$42
FINESSES STYLISTS: HAIR KASSIE WIEBERG, MAKEUP BRITTANY HARNESS







SWEATER AMERICAN APPAREL \$48. SKIRT RAGSTOCK \$14. SHOES NORDSTROM \$65. CHOKER FOREVER 21 \$8. SUNGLASSES QUAY \$48
FINESSES STYLISTS: HAIR MEREDITH MILLER, MAKEUP BRITTANY HARNESS



JERSEY T-SHIRT AMERICAN APPAREL \$30, LAYER DRESS PORTOBELLO \$14, SHOES DOC MARTIN \$125, BACKPACK PORTOBELLO \$42, CHOKER PACSUN \$14
FINESSES STYLISTS: HAIR KASSIE WIEBERG, MAKEUP BRITTANY HARNESS



CLOSET SWITCH

PREPPY VS. EDGY

Trend's co-editors, Andi Morales and Miranda Pollitt, spent a week living in each other's clothes. From Lilly Pulitzer to Urban Outfitters, they share how it felt to transform their styles.

FALL '16

Before the closet switch began, both Andi Morales and Miranda Pollitt predicted this experience would be fun and interesting considering their different styles.

"Andi is the polar opposite of me when it comes to clothing," Pollitt says. "I think it will be fun to see me in something outside my comfort zone."

Some people express themselves through clothes and find comfort in their clothing. Morales feared that trading clothes would hide her edgy personality.

"I feel comfortable in my clothes because they let my personality shine through," Morales says.

"When you're wearing someone else's style, that can sometimes be hard to do."

Morales and Pollitt have been best friends since high school and admit to borrowing each other's clothes over their adolescent years.

"We used to flip flop clothes here and there with each other," Morales says. "But, we have grown up and our styles changed from what they used to be."

Although Morales and Pollitt love their current styles, they were excited to try bits and pieces from each other's closets. Morales said she looked forward to wearing Pollitt's shoes, while Pollitt gleamed about trying on Morales's large selection of denim.

The closet swap transformed Pollitt from preppy to edgy and meant Morales traded in her bodycon dresses for statement necklaces and everything J. Crew.

As Pollitt slipped into a fitted bodycon dress and strutted the campus streets in a pair of lace up heeled booties, she felt comfy and confident on the first day. Although this wasn't her everyday style, Pollitt predicted this outfit would be the easiest to wear. Her assumption ended up being spot on as she stepped into some boho, baggy loose pants the

following day. While she was not a fan of this outfit, others adored her boho chic look.

“I wasn’t a huge fan of the pants because I normally don’t wear something so large since it looks weird with my frame,” Pollitt says. “But, other people loved my pants. They drew a lot of attention.”

Pollitt’s favorite Morales-inspired ensemble featured a pair of short, denim embroidered shorts and a striped top. Besides finding the shorts were too short for her liking, she loved the top and considered the overall outfit “an interesting combination.” She favored this outfit so much she didn’t want to take it off at the end of the day.

When the week ended, Pollitt found herself thinking of ways to incorporate bits and pieces of Morales’s style into her own. She soon started creating outfit ideas in her head based off of a black flowy skirt from Morales’s closet.

“I would wear the skirt with a printed blouse or colorful top,” Pollitt says.

“I would definitely wear the black skirt again.”

On the first day, Morales rocked a red, scalloped knee-length dress, swapping her usual heeled leather booties with Tory Burch flip-flops. Her first day thoughts paralleled with Pollitt’s.

“I think day one was kind of an ease into the week,” Morales says. “As the week progressed, I feel like the outfits got a bit brighter with more prints.”

Morales also liked her second-day outfit: a girly and elegant baby blue lace dress and a statement necklace. She enjoyed the dress and thought the light blue color was cute. When looking in the mirror, she believed this outfit made her appear younger, a look she tries to stay away from. However, not only did Morales enjoy the baby blue hue, but she also obsessed over a circle skirt which she plans to buy.

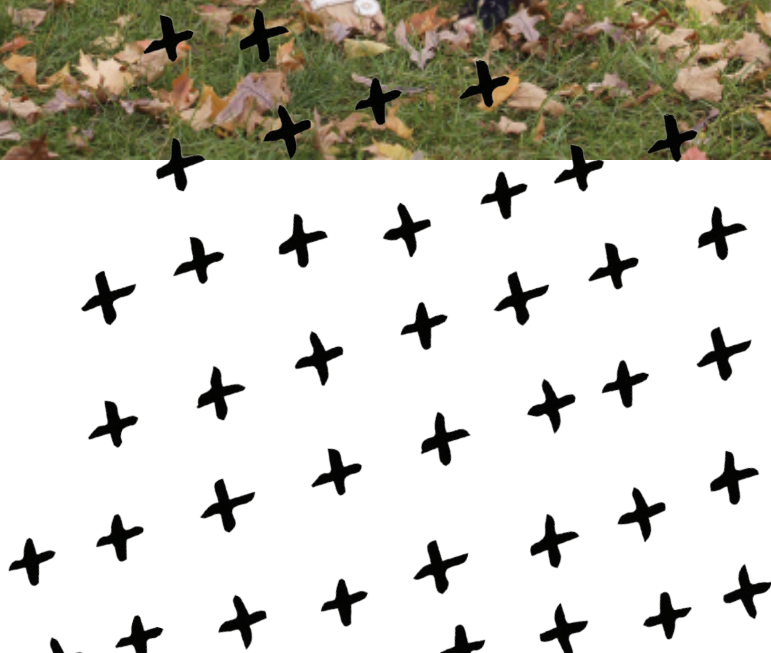
“I never wear skirts anymore so it was definitely something different from my wardrobe,” Morales says. “I’d been thinking of buying a circle skirt as a closet staple.”

While Morales and Pollitt had fun experiencing each other’s style first hand, they were happy to be back in their own clothes.

Even though there were a few times they felt uncomfortable — like Morales wearing a vibrant orange skirt or Pollitt in “too short” shorts — they felt the challenge opened their eyes.

“You never realize how your clothes are like a security blanket and they keep you within your comfort zone,” Pollitt says. Morales agreed.

“It was a great self reflection thing and interesting to do,” Morales says. “It gets you out of your comfort zone and makes you kind of reflect on who you really want to be and why that is.”



Comfy and Cozy: Fashionable Outfits for Winter

With these pointers from boutique owner Talia Jensen, you'll be channeling your inner Elsa everywhere this winter. Honestly, the cold never bothered you anyway.

Feeling unattractive in a big, winter coat is the worst, especially after spending hours picking out the perfect top and bottom combination. Fear not, Jensen of Portobello Road

understands. She says with the right layering you no longer need to sacrifice warmth for style.

"Layers are definitely needed to make your outfit versatile throughout the evening," says Jensen, "It makes it easy to cover up, but you are also able to wrap it around your waist or cuddle up in it on the way home."



COLOR POP:

A long coat in a bright color instantly upgrades your ensemble. Finish off with lace-up flats for a truly polished statement.



STAPLE RECYCLE:

Put your best foot forward in knee-high suede boots and a sweater dress or throw an oversized sweater over a flowy summer dress. Bonus: you can tie it around your waist for a whole new look if you get too hot.



FASHIONABLE COMFORT:

Look trendy and comfortable in a crew neck and leggings. Accessorize with a retro sneaker, a vest and beanie. Presto — a fashion-forward look without sacrificing comfort.



FANCY FUR:

A faux fur duster keeps you plenty warm while skinny jeans and booties elevate your look, making you ready for a fancy night out.

FALL '16

FAR LEFT: SHIRT BANANA REPUBLIC \$68 DUSTER PRESERVATION \$128, PANTS BANANA REPUBLIC \$98, SHOES MODEL OWNED
 FAR RIGHT: SWEATER DRESS PRESERVATION \$89 BOOTS PRESERVATION \$198, HAT BANANA REPUBLIC \$78
 LEFT: PANTS BANANA REPUBLIC \$98 BEANIE LOVE YOUR MELLON \$45, PULLOVER, VEST & ADIDAS MODEL OWNED
 RIGHT: COAT PRESERVATION \$128 PANTS BANANA REPUBLIC \$98, BLOUSE & BOOTIE MODEL OWNED

IT'S IN THE BAG:

How to Upgrade Your Bulky Backpack

Class might suck, but your backpack doesn't have to.



FALL '16

One of the latest fashion trends does not just apply to your clothes, it also applies to what you carry: your backpack.

Most college students carry the same backpack on a day to day basis. Due to this frequent occurrence, it needs to be able to hold all of your stuff without weighing you down. Everyone knows that if you look good, you feel good, so it's time to update that bulky backpack.

A backpack exists to make life easier. On those rough days when it's filled with multiple textbooks, a laptop, plus a million other items, you can't afford a malfunction. However, who wants to sacrifice space for personal style?

Brands like Herschel Supply Company understand their customers need both space and style. Their sturdy backpacks make inconvenient strap and zipper problems unlikely. With a custom fit laptop pouch inside, there's no need to worry about a computer bouncing around during your commute. In addition to these two functionality perks, these backpacks come in colors and patterns that won't overpower your outfit.

Kaitlyn Baxter, a freshman at Iowa State University, bought a Herschel backpack because of its design.

"I love the style, and even though North Face backpacks are very popular, I found they're too bulky for my taste," she says.

Another excellent brand: Eastpak. This company began by making backpacks for military personnel in the 1950s. In the '70s, Eastpak discovered a new niche — college students.

Now, they use high-quality materials and construction methods. Eastpak took this approach because in the military, product quality could literally mean the difference between life and death. In the rare occasion your backpack does break, they also offer a 30-year guarantee so you can feel secure about your purchase. Other brands such as Lands' End and Eddie Bauer also have exceptional, fashionable backpacks.

Tote bags provide another fully functional and aesthetically pleasing alternative if somebody don't want to carry a backpack. With a wide range of styles available, finding a tote to pair with your outfits won't be a challenge. Use a casual canvas tote for books and shopping, or purchase a fancy leather one for work and interviews. Totes are spacious and can easily fit all of your essentials. Plus, they usually contain handy pockets inside. The main con about totes, however, is their weight. Since you're likely carrying it on one shoulder, it may become heavy and painful for your back. So pack wisely!

With so many different brands and options available for every individual's taste, there is no reason your backpack should bring you down.



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THINK PINK!

DESIGN JESSICA JOHNSON PHOTO MARENA WALLSCHLAEGER, KATLYN CAMPBELL & MIKINNA KERNS
STYLING KELSEY MCCARVILLE & MOLLY KING



FALL '16

LEFT: PAJAMAS TARGET \$20. ROBE VICTORIA'S SECRET \$50, RING STELLA & DOT \$39, RING BANANA REPUBLIC \$38, STACK RINGS & EARRINGS FRANCESCA'S \$18
 JACKET STELLA & DOT \$49, NECKLACE STELLA & DOT \$138, BRACELET STELLA & DOT \$44, SHOES DSW \$20
 FINESSES STYLISTS: HAIR NATALIE FORSYTHE, MAKEUP CASSANDRA CARPENTER







FALL '16

RIGHT: ROBE ASOS \$43 PAJAMAS ASOS \$28, SUNGLASSES BANANA REPUBLIC \$98, NECKLACE STELLA & DOT \$89, BRACELET STELLA & DOT \$44, SHOES BANANA REPUBLIC \$118
BRACELET FRANCESCA'S \$16 BRACELET BANANA REPUBLIC \$38, RINGS FRANCESCA'S \$16, RINGS STELLA & DOT \$39, EARRING BANANA REPUBLIC \$48, CHOKER NORDSTROM \$19
FINESSES STYLISTS: HAIR NATALIE FORSYTHE, MAKEUP CASSANDRA CARPENTER







'90S FASHION IS WHAT WE REALLY REALLY WANT

The fashion days of our youth are coming back like they never left. We didn't think overalls would be cute again, but we stand corrected.

FALL '16

Ah, the '90s. For some, this not-so-long-ago era brings back horrendous memories of scarily mistaken beauty trends, like spider-leg thin eyebrows and chunky highlights. After all, no one can fully forget those once-fashionable frosted tips.

While most of us rocked colored overalls, stuck rainbow butterfly clips in our hair and frolicked around in glitter jelly sandals during this storied decade, our youth prevented us from fully experiencing '90s fashion in all its effortlessly-cool glory.

In its short 10 years, the '90s graced the style world with a little bit of everything for practically everyone. From distressed jeans, crop tops, Adidas Superstars, slip dresses, chokers, platform shoes and grungy flannels, pretty much anyone could claim one statement piece and build a personalized look all their own.

So the question is, why are all of these trends, slowly but surely, creeping back into the modern millennial's closet?

To put it bluntly, fashion is inherently cyclical, according to Talia Jensen, the owner of Portobello Road, a clothing boutique in Ames, Iowa.

"All decades eventually make a comeback in fashion, but the generation that grew up during the '90s is now in the workforce, and they can afford to buy nostalgic pieces with their steady income," she says.

Nearly every piece of clothing, no matter how new it may seem, can likely be traced back to some obscure trend from five years ago or even 50. As the easy bohemian styles of the '70s have already weaved themselves into nearly every store's clothing rack, it only makes sense the '90s do the same.

But even though it's no longer a shock to see someone enter a lecture hall in a trendy halter-top and high-waisted jeans, it's still surprising how quickly and feverishly the decade's defining trends have attracted the masses. It's near-to-impossible to go a full day on campus without seeing at least one choker, crop top or oversized flannel — no matter the season. Jensen says items such as plaid shirts, chokers and easy layering staples à la the '90s sell particularly well at Portobello Road due to their inexpensive, sentimental appeal.

But unlike 20 years ago, in this day and age, social media influencers are completely transforming how consumers gather style inspiration.

Even when channeling past trends, we cannot completely disregard our current media-saturated decade, as celebrity and well-known social media influencers intentionally heighten the undeniably nostalgic appeal of these niche fashion products. A quick scroll down Gigi Hadid's Instagram page proves she's a persuasive, personable force to be reckoned with. She, along with Hailey Baldwin, single-handedly revived Tommy Hilfiger, the quintessential '90s sportswear brand.

Jensen claims this social media revolution "allows retailers to gain greater insights into what consumers are liking organically" — which often directly correlates to sales increases. She incorporates social media marketing strategies to see what buyers really want to wear, and often celebrities serve as the ultimate style inspirations. Though by no means a novel marketing concept, using celebrity personalities as brand faces allow shoppers to engage with established stores, and even with the celebrities themselves.

Kendall Jenner, one of the many high-profile models participating in the new Calvin Klein advertising campaigns, can post one Instagram picture and receive hundreds of thousands of likes within minutes. The trendy '90s appeal of those classic briefs expertly paired with Kendall's faithful fan following means mega bucks for CK and another win for

'90s fashion. Take a look at Kanye West and the Kardashian Crew — without their unabashed Adidas brand worship, the world would have never been gifted with Yeezys, or relished in the fact striped track pants are finally socially acceptable again.

Perhaps it's also the versatility of the '90s that makes its former, fleeting trends now style staples for millennials. A single flannel can channel multiple style genres, from grunge to preppy to boho. Crop tops offer multitudes of outfit options, from the daring to the darling. Platform shoes and chunky heels now litter the shelves of most department stores, and silky, flimsy tops slide down the top runways just as fashionistas across the world pluck them off of hangers. Even those quirky smiley faces and tiny woven patches have resurfaced, so it's finally cool to wear a decked out, oversized denim jacket again.

Even if you weren't born in the '90s, or even remember it, this fashion revival is larger than life. There's no telling when holographic backpacks and sky-high shoes will fade from fashion's favor, so it's best to rock your plaid, floral prints and Doc Martens while you still can. Or maybe it's best to say whatever, talk to the hand, because as trends come and go, personal style is forever.



BOMBER JACKET PORTOBELLO ROAD \$42. DENIM SHORT PORTOBELLO ROAD \$40. BODY SUIT PORTOBELLO ROAD \$44. PANTS PORTOBELLO ROAD \$40. 90S RIB KNIT PORTOBELLO ROAD \$18. RINGS H&M \$5. CHOKER, BANDANA & SHOES MODEL OWNED

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ON THE RIGHT TRACK

Is the Apple Watch a fashion statement? Is the Fitbit the newest must have accessory?

By now, it's been practically established the wearable technology market is dominated by two products — smartwatches and fitness trackers. The 24/7 nature of these devices allows them to track activity and sleep throughout the day. Wearable technology products have become an all-day appendage, and now they're evolving into fashion accessories.

The appeal of wearable technology such as the Apple Watch and the Fitbit is obvious that is until it's time to break out the stilettos for a night out or time to color coordinate an outfit for formal.

"I know a lot of people say it's good-looking for a fitness tracker, but that's the thing," says Emily Ward, a senior in elementary education. "It's good-looking... for a fitness tracker. Would I wear my Fitbit if it didn't track my steps and buzz whenever I got a text? Probably not."

Fortunately for wearers, the reign of clunky subpar clasp bands has come to an end. Now, brands such as Tory Burch and Hermès not only offer a variety of brightly colored bands, but also more sophisticated metal options, too.

For instance, the collaboration between Fitbit and Tory Burch can transform your bland wristband into a stylish and chic piece of arm wear. It's easy: simply place your Fitbit into a brass pendant, bracelet or wristband and you're ready for class, the gym and the bars.

With style and sleekness in mind, some wearable tech lovers opt for the Apple Watch over the Fitbit. Although it's the pricer option, the Apple Watch offers a wider variety of features and looks than the Fitbit. For instance, Apple Watch owners can find third-party wristbands and straps made of rubber, metal, leather and wood.

"The coolest thing about having so many different types of wrist bands is that you have a certain band for every occasion," says Joe Flesner, a junior in advertising. "To be honest, I decide my entire outfit on which band I'm going to wear for the day."

Cue the athleisure trend. Kate Spade is one of the latest brands blurring the lines between locker room staples and everyday street style. The brand released a slew of new fitness trackers appealing to those looking to step away from the chunkier Fitbit. Kate Spade offers special designs for each watch and controls them through the Kate Spade app.

Concerned about style? Wearable tech products come in a wide range of wristbands including rubber, leather and steel in various colors and finishes. Those worried about a watch's shape being too clunky can now expect a sleeker, slimmer design. Whether society wants to accept it or not, wearable tech is the perfect piece of arm wear for those bouncing between gym sessions and formal dinners.



UNIFO



R M I T Y



ROW 1 LEFT TO RIGHT: SHIRT PAC SUN \$30, PANTS FOREVER 21 \$16, SHOES URBAN OUTFITTERS \$89; SHIRT MATILDA MUSE \$43, SHOES HALOGEN \$99, JACKET PRESERVATION \$128;
 SHIRT H&M \$10, PANTS PAC SUN \$56, SHOES PAC SUN \$115, JACKET PRESERVATION \$128, SWEATSHIRT FOREVER 21 \$20; SHIRT H&M \$10, PANTS JOHN ELLIOT \$185, SHOES NIKE \$75,
 JACKET ALPHA INDUSTRIES \$150, SHORTS TARGET \$15; SHOES JOURNEYS \$190, BODY SUIT CAPEZIO \$29, TIGHTS WALMART \$2; SHOES STEVE MADDEN \$97, JACKET NIKE \$80,
 BODY SUIT PORTOBELLO ROAD \$44; ROW 2 LEFT TO RIGHT: PANTS PAC SUN \$60, SHOES PAC SUN \$115, JACKET NIKE \$250; PANTS RUE 21 \$25, SHOES NIKE \$75, VEST TARGET \$50;
 SHOES J. CREW \$65, SWEATER FOREVER 21 \$23; SHOES ALDO \$89, BODY SUIT TARGET \$25, SWEATER TARGET \$40; SHOES NIKE \$130, JACKET TARGET \$60,
 LEGGINGS TARGET \$25, SHORTS TARGET \$17; SHOES STEVE MADDEN \$97, JACKET TARGET \$50, SHORTS TARGET \$24, BRALETTE TARGET \$13; ROW THREE LEFT TO RIGHT
 SHOES J.CREW \$65, JACKET PRESERVATION \$88, BODY SUIT PORTOBELLO \$44; SHIRT JOHN ELLIOT \$90, PANTS FOREVER 21 \$15, SHOES URBAN OUTFITTERS \$75,
 SWEATSHIRT PAC SUN \$45; SHIRT PAC SUN \$25, PANTS RUE 21 \$25; SHOES ROTHCO \$89, JACKET CARHARTT \$135; SHOES URBAN OUTFITTERS \$75, JACKET TARGET \$60,
 BODY SUIT PAC SUN \$37; SHIRT H&M \$10, PANTS PAC SUN \$56, SHOES PAC SUN \$115, SWEATER PAC SUN \$50
 FINESSES STYLISTS: HAIR ZOEIE GUSTOFF, MAKEUP APRIL LUCHT & ASHLEY MALY



LEFT TO RIGHT: SHOES J. CREW \$65, JACKET PRESERVATION \$88, BODY SUIT PORTOBELLO ROAD \$44; PANTS RUE 21 \$25, SHOES NIKE \$75, SWEATSHIRT TJ MAXX \$15; SHIRT PAC SUN \$30, PANTS FOREVER 21 \$16, SHOES ROTCHO \$89; SHIRT TARGET \$9, SHOES J. CREW \$65; SHOES JOURNEYS \$190, SWEATER PAC SUN \$50, SPANX TARGET \$24; SHIRT H&M \$10, SHOES NIKE \$130, SWEATSHIRT TARGET \$40, LEGGINGS TARGET \$25









SHIRT JOHN ELLIOT \$90, PANTS FOREVER 21 \$15, SWEATSHIRT PAC SUN \$45
 JACKET PRESERVATION \$128, LEGGINGS FOREVER 21 \$4, BRALETTE PORTOBELLO ROAD \$15
 BOTTOM LEFT: SHIRT JOHN ELLIOT \$90, PANTS FOREVER 21 \$15, SHOES URBAN OUTFITTERS \$75, SWEATSHIRT PACSUN \$45
 BOTTOM MIDDLE: SHIRT H&M \$10, PANTS PAC SUN \$56, SHOES PAC SUN \$115, SWEATSHIRT PACSUN \$50
 BOTTOM RIGHT: PANTS JOHN ELLIOT \$185, SHOES NIKE \$75, VEST PAC SUN \$200, SWEATSHIRT JOHN ELLIOT \$200
 TOP LEFT: SHOES ADIDAS \$89, JACKET FOREVER 21 \$23, SPORTS BRA FOREVER 21 \$13, LEGGINGS TARGET \$30
 TOP MIDDLE: SHOES ALDO \$89, JACKET PAC SUN \$40, SPANX TARGET \$24, BRALETTE PACSUN \$23
 TOP RIGHT: SHOES JCREW \$65, JACKET PORTOBELLO ROAD \$42, SPORTS BRA TARGET \$20, LEGGINGS FOREVER 21 \$4





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CULTURAL APPROPRIATION!

WHAT IT REALLY MEANS

Dress and diversity professor, Kelly Reddy-Best, tells us why fashion isn't worth appropriating a culture.

FALL '16

“Cultural appropriation is where one group of people adopt or utilize parts of another culture, usually that comes in a visual form, motifs, patterns, specific items or garments are manipulated and sometimes it could be a real direct appropriation,” says Kelly Reddy-Best, an Iowa State professor who teaches dress and diversity in society. “They will directly take something and then wear it.”

Especially in the fashion world, cultural appropriation is reaching unacceptable levels in our modern society. Cultural appropriation is the term used when cultural elements and historical artifacts are incorporated into fashion and subsequently interpreted as trivial trends. Naturally, this creates controversy, because turning these cultural symbols into fashion statements strips away the important history and worth behind these sometimes sacred symbols.

Marc Jacobs received significant backlash this past New York Fashion Week with his Spring 2017 Ready to Wear line. At the show, the models walked down the runway wearing rainbow, pastel-colored dreadlocks. These fake dreadlocks — donned by white models such as Kendall Jenner, Karlie Kloss, Gigi Hadid and Bella Hadid — provide a recent example of cultural appropriation. When questioned about this, Jacobs refused to believe the dreadlocks were offensive, or a glaringly obvious example of cultural appropriation.

This fashion fiasco angered a lot of people because of the double standard. Dreadlocks are part of African-American culture, but some people believe the style is “dirty” or “unsanitary.” Some jobs even deny employment for women who wear them.

Yet, when a white woman like Kendall Jenner wears dreads, she receives praise, turning a cultural symbol into a trend. These double standards are embarrassingly obvious examples of cultural appropriation today.

“With any group of people that experience oppression there’s always a labor that’s happening,” says Reddy-Best. “You don’t want to put more labor on that group when you’re not a part of that group.”

Cultural appropriation doesn’t only happen with hair; it applies to any element of dress taken from another culture. The well-known lingerie brand Victoria’s Secret also featured controversial cultural appropriation at their 2012 fashion show.

Model Karlie Kloss walked down the runway in a leopard-print lingerie set, turquoise jewelry, fringe heels and a Native American headdress. This headdress is also referred to as a war bonnet, which have a symbolic meaning of bravery to Native American cultures. Victoria’s Secret received outrage for this appropriation, and the network cut the footage of the annual show.

So how do you avoid cultural appropriation? Reddy-Best says it’s all about awareness and educating yourself on different cultural symbols.

“You have to look towards where that particular aesthetic or item originated and think, why might me adopting this item be offensive?” Reddy-Best says.

“Look at the deep rooted meanings in cultural signifiers and understand how this can be very important to a culture.”

If you aren’t sure if an article of clothing has a cultural background or deeper meaning behind it, research its origins to the best of your ability. Try understanding a piece’s culture, and discover what those symbols might really mean. There are plenty of websites and resources you can find online to teach you the history of a culture and its symbols.

You can also watch YouTube videos to educate yourself on this topic. Reddy-Best recommends watching Amandla Stenberg’s documentary, “Don’t Cash Crop On My Cornrows.” The video features a 17-year-old African-American girl sharing her perspective on what it means to her when someone like Kylie Jenner wears cornrows and makes them a fashion statement. Reddy-Best says watching this video will help people understand why it’s important to put yourself in the shoes of another culture, and think about why your actions could be offensive.

After analyzing a situation where cultural appropriation may be present, make an informed decision whether or not a piece is appropriate to wear or use for your personal benefit. A good question to ask yourself: would this make someone from this culture uncomfortable, offended or hurt? If it could, figure out a way to appreciate it without appropriating. If you still aren’t sure—don’t wear it.



1 Staple, 5 Styles

Style blogger Karly Anderson shows you how spice up your style by transforming a bomber jacket into five different looks.

Karly Anderson, the owner of the style blog Miss in the Midwest, says the versatility of the bomber jacket makes it one of this season's best trends.

"A bomber jacket acts as a great layering piece," Anderson says. "Not only does it provide style, but it also provides function, especially as we head into the cooler fall days. I think a bomber jacket looks effortlessly cool when it's simply paired with distressed denim and a loose tee. You can't go wrong!"

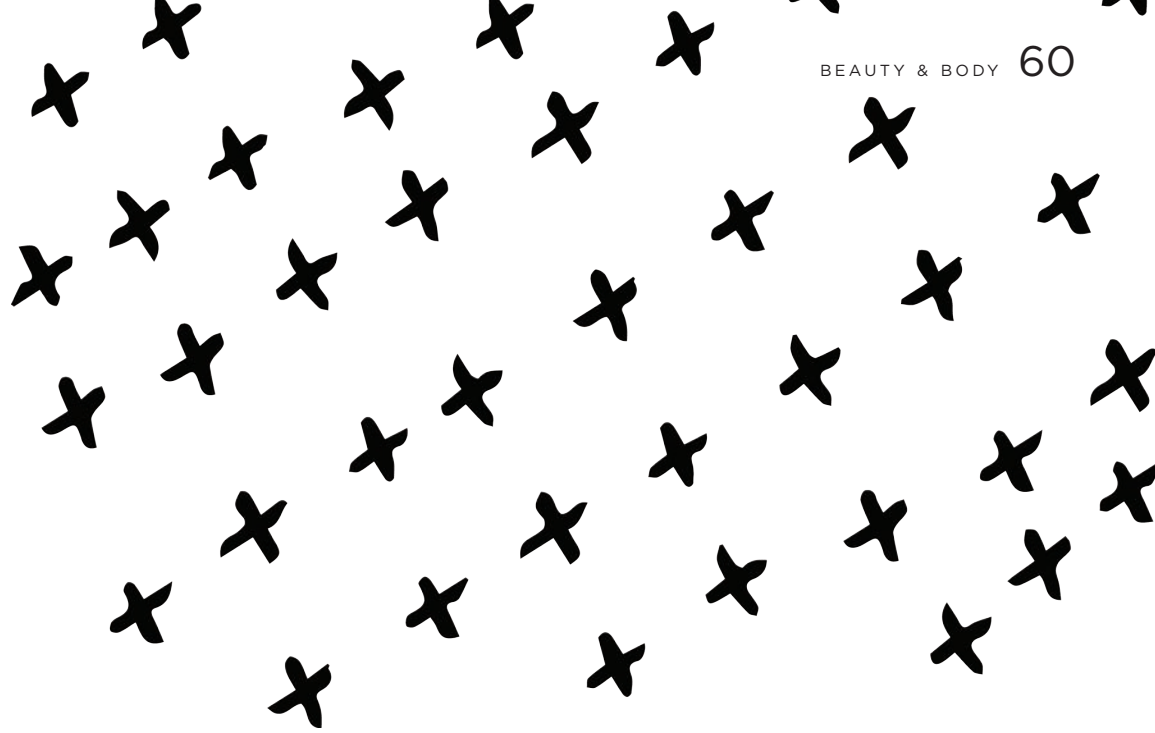
CASUAL:

For a killer model off duty look, style the jacket with distressed denim, a crop top and white sneakers.

BUSINESS CHIC:

Styling a bomber with a button up shirt, mini skirt and some neutral ankle booties takes business chic to a whole new level.





ATHLEISURE:

Channel your sporty side with a pair of black leggings, an oversized shirt, slouchy socks, Nike shoes and tons of attitude.

PREPPY:

Bring out your preppy side by styling the bomber with a pencil skirt, loose blouse and some black heels. Tie the blouse in the front to make the look less formal.

URBAN:

Pave your way to an urban street style by pairing the jacket with a white T-shirt under an overall dress, slouchy socks and classic Adidas sneakers. Top it off with a tied neck scarf.



FALL '16



THE NEW FEMININE



LEFT: SWEATER PRESERVATION \$109, PANTS *MODEL OWNED*, NECKLACE BANANA REPUBLIC \$48
RIGHT: DRESS BANANA REPUBLIC \$83, SHIRT BANANA REPUBLIC \$30, NECKLACE FOREVER 21, SHOES ASOS \$68
FINESSES STYLISTS: HAIR MEREDITH MILLER MAKEUP CASSANDRA CARPENTER





LEFT: BLOUSE BANANA REPUBLIC \$39, NECKLACE BANANA REPUBLIC \$88
RIGHT: JACKET ASOS \$20, HAT ASOS \$10, DRESS BANANA REPUBLIC \$70, SHOES CLARKS \$60





LEFT: JACKET PRESERVATION, SHIRT BANANA REPUBLIC \$58, NECKLACE BANANA REPUBLIC \$58,
RIGHT: DRESS LAZY OLAF (ASOS) \$113, BOOTS RIVER ISLAND (ASOS) \$121.





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LEFT: DRESS MISS SELFRIDGE (ASOS) \$69, BOMBER FOREVER 21 \$33, SHOES BANANA REPUBLIC \$100, ACCESSORIES BANANA REPUBLIC \$50
RIGHT: DRESS ASOS \$62, SNEAKERS NEW LOOK \$21, ACCESSORY BANANA REPUBLIC \$38

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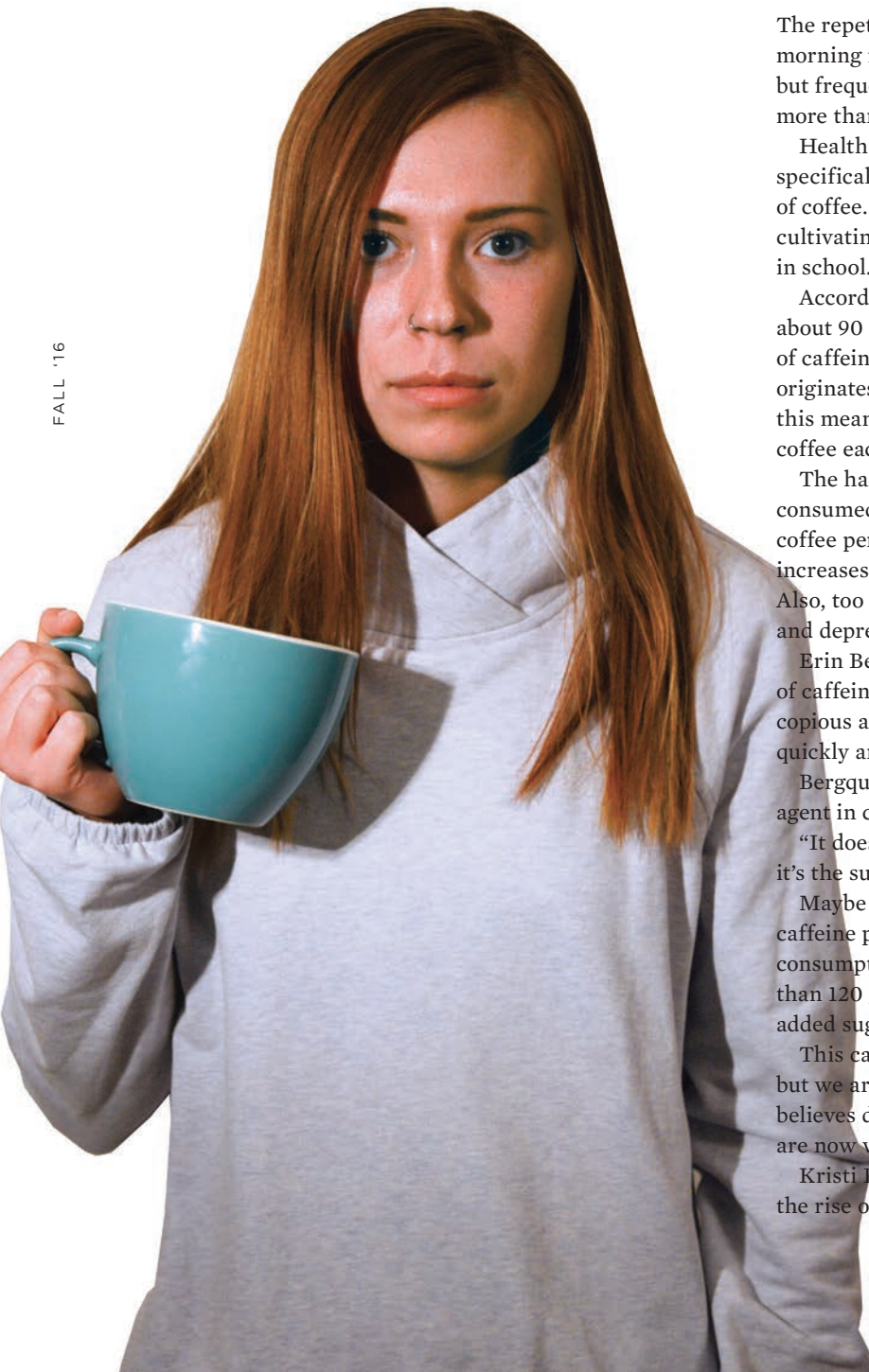
 **meredith**



LIFESTYLE

CAFFEINE CONUNDRUM

With the consumption of caffeine shifting from a want to a need, what consequences result from this unruly addiction?



FALL '16

The repetitive routine of allotting 15 extra minutes each morning for your daily coffee stop seems quite mandatory, but frequent caffeine intake impacts the daily consumer more than perceived.

Health experts call it the “Caffeine Epidemic,” most specifically branching from America’s mass consumption of coffee. This epidemic anchors itself in college students cultivating a dependence on caffeine to perform well in school.

According to the U.S. Food and Drug Administration, about 90 percent of adults in America consume some type of caffeine on a daily basis, and 75 percent of consumption originates from coffee. According to the “Huffington Post,” this means Americans consume around 400 million cups of coffee each day.

The harmful effects of caffeine become present when consumed in excess – more than two to three cups of coffee per day, according to Mayo Clinic research. Caffeine increases the risk of heart attacks four times in young adults. Also, too much caffeine causes increased anxiety and depression.

Erin Bergquist, registered dietitian, discusses the impacts of caffeine on our bodies. Bergquist says that when drinking copious amounts of caffeine, the boost of energy wears off quickly and we “develop dependence” on this drug.

Bergquist notes that hidden sugar is the weight-gaining agent in caffeine intake.

“It doesn’t matter if it’s from coffee or an artificial source, it’s the sugar that will get you,” she says.

Maybe you only drink the equivalent of one serving of caffeine per day. What vehicle facilitates your caffeine consumption? Is it a can of Mountain Dew containing more than 120 grams of sugar? Or a cup of green tea with no added sugar?

This caffeine epidemic may seem to have reached its peak, but we are just stepping foot on the start line. Bergquist believes drinks will become an even bigger trend than they are now with even larger quantities of caffeine in them.

Kristi Patel, Assistant Director of ISU Dining, confirms the rise of energy drink popularity. From January 2016

to the present, Iowa State University sold 73,436 units of energy drinks.

Lisa Nolting, dietician for ISU Dining, agrees with Bergquist that this increases the rise in demand for caffeinated beverages, especially among college students. Nolting also mentions the danger in consuming energy drinks mixed with alcohol stimulants, saying those consuming alcoholic energy drinks may not recognize their level of intoxication.

“It doesn’t matter if it’s from coffee or an artificial source, it’s the sugar that will get you.”

Not only does caffeine carry some serious baggage in the health department, but it finds a permanent home on the top of your spending list. The average coffee drink costs around \$4.54 with tax included. Let’s say you purchase coffee each morning for the span of five days. A daily coffee adds up to \$1,089.60 per year, more than most college students can afford. Energy drinks don’t sit too well with your monthly budget either, considering a four pack costs around \$8, and an individual energy drink around \$2.75.

With 90 percent of Americans turning to caffeine each day, Bergquist suggests exercising as an alternative for those looking to lessen their consumption.

Or if caffeine is a must for you, Bergquist recommends sticking to drinks with less than 200 mg of caffeine, equivalent to a 12-ounce cup of coffee.

Nolting agrees, recommending to eat a good breakfast and avoid drinking caffeine at night.

“If you’re going to drink caffeine, try not to after noon or 1:00 p.m.,” she says. “This ensures caffeine won’t affect the quality of your sleep.”

Be attentive and be mindful about how caffeine affects you. Sure, caffeine comes with some perks too, like the possibility to prevent chronic diseases. But those qualities become possible only when consumed in moderation.

It isn’t realistic to go cold turkey with your caffeine intake. Instead, keep an eye out for healthier substitutions like tea or flavored water or even just limiting the amount of sugar added to your drink. Moderation is key. Try adding a little distance to your tight-knit relationship with caffeine and observe how your bank account and body will thank you.

SLIMMING SUBSTITUTIONS:

STARBUCK’S GRANDE PUMPKIN SPICE LATTE

420 calories
50 grams of sugar
150 mg of caffeine

SWAP IT WITH:



SHORT CHAI TEA LATTE WITH SKIMMED MILK

103 calories
21 grams of sugar
50mg of caffeine

CAN OF REDBULL 12 FL OZ

168 calories
37 grams of sugar
111 mg of caffeine

SWAP IT WITH:



CAN OF BAI 5 BLUEBERRY

5 calories
1 gram of sugar
35 mg of caffeine

THIRD CUP OF COFFEE

260 mg of caffeine

SWAP IT WITH:



CUP OF GREEN TEA

25 mg of caffeine

WHY SEX ED ISN'T MEASURING UP

With politicians, educators and parents arguing about what schools should teach and the media blasting stories about consensual miscommunication, it's time to talk about the problem: poor sex education

Senior lecturer, Amy Popillion teaches a human sexuality course at Iowa State University. Through her experience, Popillion says she's come across several issues with the way sex education is approached. For starters, most kids in her class can't even identify certain aspects of female anatomy. She feels this is due to the taboo surrounding the word vagina, which starts when girls are young.

"An 11-year-old girl deserves to know where her vagina is," she says. "It's important. It's not going to taint her to know. Even in my classes today when doing anatomy, I'll ask basic questions about female anatomy and they don't correctly identify a few basic parts."

Popillion also identifies several other problems with the current way sex education is taught, but one of her biggest concerns stems around the abstinence-only approach. She feels educators should focus more on a comprehensive curriculum instead.

"Abstinence is more of a lecturing standpoint," she says. "It's more of an, 'I am going to tell you what to do' whereas a comprehensive approach is here's a bunch of different pathways and here's the pros and cons of these different pathways."

The Future of Sex Education (FoSE) group created the National Sexuality Education Standards, which if implemented will follow Popillion's stance and teach comprehensive sexuality education. These programs would "build a foundation of knowledge and skills related to human development, relationships, decision-making, abstinence, contraception and disease prevention."

This education would begin in kindergarten and teach age appropriate topics that are medically accurate and build on what was taught previously. Research by FoSE shows teens that received comprehensive sex education are 50 percent less likely to report a teen pregnancy.

Popillion feels this kind of approach is one step; however sexuality education doesn't begin in a classroom.

"Sexuality education, to me, starts at home from the moment parents talk to children about bodies," she says. "It starts in kindergarten when we talk about respecting each

other and teaching kids to ask a friend if they can give them a hug, that's consent."

Although Popillion recognizes the emotional side that parents feel as well as the potential concern about teaching young children about sex, she urges parents and school boards to look past their own personal concerns and truly listen to what kids want.

"So many times in class I'll have students say they wish they knew certain information sooner," she says. "To me that's a problem."

To fix this, she recommends making sex education mandatory like in other countries with lower teen pregnancy and STI rates.

"In Netherlands and Sweden they have compulsory sex education begin in kindergarten," she says. "You can't get out of it with a note, they have to participate. They have shown success with lower teenage pregnancy and STI rates."

Yes, it will take time, but she says there is one thing Americans can start doing now: communicating.

"We live in a society that's highly sexualized, but not a society that has been taught how to talk about sexuality in a mature and respectful way," she says.

"There is a difference in being surrounded by sex and being able to talk about it in a positive way."

She feels communication is the foundation of all things sexual, and it's important to talk about, especially since she sees the impact on students. She knows 18 to 21 year olds can't identify the vagina. She recognizes their desire to learn certain aspects, and she hopes school boards will start to change their approach.

"Comprehensive education still says until you're physically and mentally ready, abstinence is going to be your best choice. It's about an adult saying, 'I encourage you to take this path, but I also recognize you're human. So here's some things to know.' And that's going to make all the difference."

THE Handheld *Addiction*

**At what point could your cell phone usage be considered an addiction?
Jan Boyles, a technology researcher gives the answer.**

Walking across campus after my 8 a.m., I felt extremely uneasy. I reached for my phone to check the time, only to be reminded nothing was there. I remember counting the Campanile's chimes to figure it out throughout the day, and feeling so restricted.

Going the day without my phone was very challenging at first. However, by the end of it, I felt refreshed. I was more productive, found more time for myself and really appreciated my surroundings. Mainly I missed the easy communication.

With new apps and iPhones constantly coming out, it's impossible not to be caught up in it all. I've been told countless times by people born in previous generations to "Look up!" from my phone, to which I respond with a low-key annoyed laugh and return to Snapchat and BuzzFeed quizzes.

In today's world, a phone is basically needed for communication, including in work and school. Beyond this, believing your phone is necessary for reasons besides societal demands may point to addiction.

Think about how often you check your phone. According to Pew Research Center, 76 percent of users never or rarely turn off their phone. Users ages 18-29 are particularly likely to use their phone to avoid boredom and socializing. This usage, for a good amount of cellphone owners, is excessive.

"Anecdotally, I think we're all addicted to our devices," says Jan Boyles, an assistant professor in journalism and a technology researcher. "There's a sense of anxiety when we don't have them. They're almost a part of us."

This explains why many of us feel attached to our phones, almost in the way we're attached to people we love. Addictiveness occurs when you think more about what's happening on your phone than what's happening presently. And it's different for everyone.

"What I think is addictive, another person might think is acceptable," Boyles explains. "Everybody has their killer use based on their interests."

So whatever it is for you — your Snapchat story, number of followers, Instagram theme — when those "killer uses" become a majority of your thoughts, do a self-check.

We all love our phones, and that's okay. We just need to

take time to love and appreciate other things.

"There are chances we don't have today, like phones with GPS that tell us exactly where we're going," Boyles says smiling. "There's a beautiful thing about getting lost in a city. You see things you wouldn't see otherwise."

Think about what you could be seeing the next time you feel like spending hours scrolling through your timeline. Life is beautiful. Notice it. Experience it. Look up.

Check Yourself:

Without it, you feel anxious.

On it at unnecessary times.

Things haven't changed since the last time you checked it.

Doing things to be able to post about it.

Less comfort with face to face interactions.

A BEGINNER'S GUIDE TO WORKING OUT

You've made the decision to finally get in the best shape you can. You bought the gear, you got the gym membership and you even watched tutorials. Now let bikini competitor Kyra Wortman help you put it into action.

TIPS FOR BEGINNERS:

- ▼ Start with the basics and build up
 - ▼ Don't overdo it
 - ▼ Keep nutrition in mind
 - ▼ Smaller, more frequent meals = slimmer you
 - ▼ Research before you go and come with a plan
 - ▼ Take advantage of classes at your local gym
 - ▼ Lifting doesn't make women look manly
-

Entering the gym you see tall, metal devices with bars and weights on the side. You hear the huffing and puffing of large, sweaty lifters and immediately start feeling overwhelmed. Your biceps don't look like they could rip someone in two, and you definitely don't know what exercises to start with.

Don't fret. Kyra Wortman, a senior in event management at Iowa State University, started off the same way. She watched the videos, saw the experienced women and felt inspired by their curvy physiques. Now, she's an accomplished bikini competitor and wants to share her gym knowledge with you.

Wortman says her workouts consist of lifting while targeting certain body parts such as legs, arms and abs. She switches her workouts often, and finds the fitness app "BodySpace" especially helpful for creating new routines.

"BodySpace" is just a super helpful app for any level of fitness," she says. "It has every type of workout you can think of, videos on how to do the exercises, and also a community within it of users who support each other and answer questions you might have."

Overall, Wortman understands that each individual is unique. We all start from somewhere, and it's up to us to decide where we go. Take advantage of the resources around you.

"In general, I think someone needs to find what's interesting to them," Wortman says. "I don't think lifting specifically is for everyone."

If lifting isn't for you, Wortman suggests checking out your gym's classes. Who knows, they may even offer water Zumba! If you'd rather stick to the basics, she provides some of her favorite beginner-level workouts.



STRENGTHEN ARMS: *TRICEP PUSHUPS*

Start in basic push up stance. With your head over your hands and your hands only shoulder width apart. Keep your elbows in as tight to your side as possible and do a push up. You can do these in half pushups or full.



STONE THAT BOOTY: *FACE-DOWN LEG LEFT*

Lay on the floor face down. You can bend your arms so that your head rests on them. Your legs should be behind you in a V-shape and your toes should be pointed. With legs straight and toes pointed, squeeze your butt muscles and pull your legs into the air. Slowly bring them back down, but do not touch the ground, let them hover until you start your next rep.



SHAPE LEGS: *FIRE HYDRANT*

Start with hands and knees in a sort of table position. From here, move your right leg, still bent and foot flexed, out to the right and up as high as possible. Lower it back down and start over. Repeat on the other side.



SCULPT ABS: *BURPEES*

Begin in squat position with feet shoulder width apart. Reach down, placing your hands in front and kick your legs back so that you are in a push up position. Once in this position, go down, do a push up and come back up into the same position.

Then in one motion, jump your feet to your hands, lift your body into a standing position. And then jump as high in the air as possible with hands up above your head.

MOD PODGE: YOUR *SECRET* DIY WEAPON

Let Mod Podge be the glue that keeps your gifts and your sanity intact this holiday season with these three simple homemade gifts for everyone on your list.

Homemade gifts show you care so much about someone that you chose to struggle through Pinterest craft directions instead of handing out Target gift cards. Picking out a gift to make can be difficult — how can you choose just one? Well, we've made it easy for you. Here's three simple holiday DIYs that you can easily pull together with some perseverance and some Mod Podge.

FALL '16

FORGET ME NOT PHOTO COASTERS:

Everyone needs coasters, but not everyone loves shopping for them. Solve this problem with custom photo coasters. For your friends or significant other, use pictures of you together for an innovative way to share memories. For your parents or grandparents, family pictures or pictures of yourself are a great choice. You can also use inspirational quotes or pick themes depending on their style.

MATERIALS:

4-by-4-inch wooden tiles

4-by-4-inch pictures

Mod Podge

Foam brush

Felt or magnet strips

Hot glue gun

Clear spray sealant

OPTIONAL:

Wrap your coasters up in ribbon or string and they're ready to be gifted.

STEPS:

1. Cover the top of your tile with Mod Podge and place your picture on top. Make sure the photo is flat, centered and free of air bubbles.
2. Let dry for 20 minutes and then cover with another light layer of Mod Podge.
3. Repeat step two.
4. Cut four small pieces of felt (or two strips of magnet) and use your hot glue gun to attach them to the corners on the underside of the tiles.
5. Cover the tile with a coat of clear spray sealant to waterproof your coasters.

MAP TO YOU CANVAS:

Whether you're showing your family members that your hometown is still an important part of your life or you're reminding your significant other of where you first met, this gift will surely stir up some great memories.

MATERIALS:

Printed map

Canvas

Foam brush

Mod Podge

TIP:

Paint and paint brushes are a useful investment for this DIY project.

STEPS:

1. Find a map of a place that has a special meaning to the gift.
2. Print out the map and cut it out to the size of your canvas or in the desired shape.
3. Use the foam brush to cover the canvas with Mod Podge and lay your map, face up on top and let dry for 20 minutes.
4. Apply another layer of mod podge on top of the map and leave to dry for another 20 minutes.
5. Now, you are free to decorate the canvas however you wish.

52 REASONS WHY I LOVE YOU CARD BOOK:

Sometimes it's hard to communicate with someone how much you love them. But with this gift, you have 52 chances. *Warning:* also bring tissues as tears may be shed.

MATERIALS:

Playing cards

Mod Podge

Binder rings

One-hole punch

Scissors

TIP:

If your handwriting isn't the best, you can always type and print out the messages for the cards.

STEPS:

1. Either print or handwrite your 52 reasons on cardstock small enough to cover the middle of the card.
2. Apply a layer of Mod Podge and place your cardstock on the center of the card. Let dry for 20 minutes
3. Cover the card with a second layer of Mod Podge and let dry.
4. Use the one-hole punch to punch two holes in each card in the upper and lower left corners.
5. Put the cards onto the binder rings.





PICTURE PERFECT BRUNCH

Hosting your own Instagram-worthy brunch has never been easier with tips and recipes from Iowa State student Kendra Liska.

Why don't eggs tell jokes? They would crack each other up. If you like that, then you'll love Plum Intended, a blog that combines one student's love of puns and passion for cooking into a food blog unlike any other.

Kendra Liska, a senior in hospitality management, recently launched her blog and Instagram, Plum Intended. The blog consists of photos, recipes, posts and of course, jokes. With inspiration coming from her friends and family, Liska is often found hosting events or sharing baked goods.

"My mom has a picture of me when I was four years old cutting strawberries with a paring knife," Liska says.

"She said I always wanted to be in the kitchen helping. I really love honing in on those little moments and making people smile."

Liska says hosting events is one way she likes to make people smile. One event she enjoys hosting: brunch, which is the latest trend in food-sharing fun.

She says a fabulous brunch consists of three main things: food, functionality and fun. Naturally, food remains the most important. But first, you must ask yourself a few questions about the upcoming event.

Why am I hosting a brunch? Getting together with friends and hosting a bridal shower carry obvious differences in how they are accomplished. After deciding why you want to be a host/hostess, you need to pick a few other details. Who will you invite? Where and when will you host the brunch?

Once you hammer out the details, you can focus on food. What's on your menu can make or break your event.

Liska says every brunch needs three types of food: an entree, a sweet and a side or two.

She suggests an entree with an egg base like eggs benedict or a quiche. For the side(s) try a salad to bring in the lunch aspect, or play around with a sweet potato hash to ring in the colder weather. As for the sweet, pick a tried and true favorite like pancakes, pastries or even donuts.

Don't forget the drinks. You can serve mimosas and other cocktails, or go the classic route with orange juice and coffee. Pay attention to what makes sense for your guests.

You also need to consider your guests' allergies or food preferences; always find out beforehand if dairy products or nuts are a no-go.

In addition to planning for possible food mishaps, thinking ahead on little details can save your brunch. This is where functionality comes into play.

Avoid awkward moments by keeping a trashcan nearby, preparing utensils ahead of time and maintaining a clean bathroom. If you have never hosted brunch before, try a mock run with a roommate or friend. This way all food, decorations and small details can be worked out beforehand.

Lastly, have fun and decorate to your heart's desire. A tablecloth, a vase with flowers and placemats can turn any brunch from dull to delightful. The trick: use unexpected colors like light blue, silver or even mauve. Liska also says simplicity makes a big statement without breaking budget. Spend on food, and save on decorations.



RASPBERRY ALMOND SALAD WITH HONEY BALSAMIC VIGNETTE

INGREDIENTS:

6 c. Mixed greens
1 c. Raspberries
¼ c. Almonds
Red onion slivers to taste

FOR THE DRESSING:

½ c. Olive oil
½ c. Golden balsamic vinegar
1 Tbsp. Lemon juice
1 Tbsp. Honey
¼ tsp. Pepper

INSTRUCTIONS:

1. Layer salad ingredients in large salad bowl or platter.
2. Prepare dressing by combining all ingredients in a container with a lid; shake vigorously until combined.
3. Toss salad with dressing.

SWEET POTATO HASH

YIELD: 8 SERVINGS

INGREDIENTS:

4 strips of smoked bacon, diced
2 sweet potatoes, diced (4-5 cups)
1 cup diced red onion
1 red pepper, diced
1 teaspoon sea salt
6 eggs
2 avocados, sliced
Chives for garnish

INSTRUCTIONS:

1. In a large skillet cook bacon until crispy. Place on a paper towel-lined plate.
2. Add sweet potatoes to the skillet. Cook until brown. Add in red onion, red pepper, smoked paprika and salt. Stir and sauté until veggies become tender.
3. Add bacon back into skillet, stir and place in oven preheated to 400 degrees. Bake for 10 minutes.
4. Create six wells in the mixture and add an egg to each. Bake 5 to 7 minutes or until eggs are done. Remove and add avocado and chives.

WHAT'S YOUR PAIRING?

Take this quiz to discover which small plate and drink combo you need right now.

- | | | | |
|---|---|--|---|
| <p>1. You usually go out with:</p> <p>a. Coworkers</p> <p>b. For the most part — family</p> <p>c. Your BFF's (<i>Duh!</i>)</p> | <p>2. When you go out, your reason is:</p> <p>a. Happy hour, aka the best time of the day</p> <p>b. Don't usually have an occasion, it's something fun to do</p> <p>c. I'm ready to let loose, have a good time and make memories (<i>or not</i>).</p> | <p>3. What scene would you say best represents you?</p> <p>a. Classy and sophisticated</p> <p>b. Cool and casual</p> <p>c. Fun and rambunctious</p> | <p>4. When choosing an alcoholic drink, what do you look for?</p> <p>a. Anything that is strong and tart</p> <p>b. Something citrusy — I like the refreshing taste</p> <p>c. Fruity drinks all the way</p> |
|---|---|--|---|

FALL '16

THE RESULTS ARE IN:

BUSINESS BABE (MOSTLY A'S)

Professionalism is your middle name! Check out Trostel's Dish in Clive, Iowa which matches your sophisticated style. Grab your coworkers and take your tastebuds on a rollercoaster ride during happy hour with the sweet and tangy flavors of *Birthdays Cake Martinis* and *Chipotle Chicken Skewers*.

CASUALLY COOL (MOSTLY B'S)

You tend to go with the flow, but when you go out it's generally to entertain others. Your chill joint: Bar Louie in West Des Moines, Iowa. Split the *Bavarian Pretzel Sticks* with your family, including three dipping sauces while sipping on an *Angry Sailor* to loosen up.

PARTY ANIMAL (MOSTLY C'S)

No doubt about it, you're ready for a good time. We suggest zipping over to Taco Hangover in West Des Moines, Iowa. Their *9-Layer Bean Dip* will leave you in a food coma. Only strong margaritas can wake you from. Choose from flavors like Peach Nectar or Spicy Ruby Red, or go all out with their *Big Boss Margarita* — double the size, double the taste and double the booze. Think you can handle it?



MEN





FALL '16

URBAN ILLUSION

LEFT: WAXY DENIM JACKET BADOWERS \$325, WHITE BUTTON UP BADOWERS \$185, JOGGER PANTS BADOWERS \$225, NAVY SWEATER BADOWERS \$285, SHOES DOC MARTINS \$140
MIDDLE: BLACK JACKET BADOWERS \$299, INDIAN GREY SWEATSHIRT BADOWERS \$128, BLACK PANTS BADOWERS \$295, SHOES ADIDAS \$120
RIGHT: RED PANTS BANANA REPUBLIC \$70, DENIM SHIRT BANANA REPUBLIC \$80, GREY COAT MORMANS \$495





FALL '16

LEFT: PLAID PANTS BANANA REPUBLIC \$99, JACKET PACSUN \$149 GREY KNIT BANANA REPUBLIC \$40, BOOTS BANANA REPUBLIC \$180
RIGHT: BOMBER ON THE BIAS PAC SUN \$80, GREY TSHIRT PAC SUN \$30, JEANS ACME \$220, LONG TSHIRT PACSUN \$39 JOGGERS PACSUN \$59 SHOES ADIDAS \$249









STYLE TO BE “GEL”IOUS OF

Regardless if you've tried gel before or find yourself considering it, following these tips from professional stylists will give you the results you want on your first try.

THE RIGHT HAIR:

If you can get gel in your hair, then you can use it; curly, wavy or straight — it all works. The only thing that matters is having the right length and texture for the style you want.

WHAT TO BUY:

With hair gel, shop smart. Generally, the more expensive products perform better while natural ingredients give you stronger hair. Also look for hair vitamins, because they help your hair look healthier and fight off dandruff.

CREATING THE LOOK:

First, make sure you use the right amount of product. Too much means washing it out and starting over or going about your day looking like a greasy mess. Use a small dab — about the size of a coin — and spread the gel over your fingers. Be careful not to rub it into your scalp, only use it to style.

“Apply it to where you want to mold your hair,” says Liz Griffin, a cosmetology student. “Anywhere you want the hair to be softer and looser you’re not going to want to use much, or any at all.”

WET OR DRY?:

Megan Moore, a stylist at Bella Hair Salon in Ames, says to apply gel to mostly-dry hair. If you don't feel like using a blow dryer, it's perfectly fine to use gel on wet hair. However, expect the gel to maintain a looser hold throughout the day.

BEFORE YOU GO TO BED:

Make sure to wash your hair before sleeping if you've used gel. Leaving the product in for too long could damage your hair. It's OK to wash it out the following morning if you forget to wash your hair that night. However, it's not recommended that you leave the gel in any longer than 24 hours.

FREQUENCY:

Unless you're OK with having damaged hair, do not use hair gel daily. Over usage can dry out your strands and make them feel brittle. Another side effect of liberal gel usage: hair loss. So if you want to style any hair at all — and not spend hundreds a year on gel — skip a few days between uses.



BLUE BUTTON DOWN TOMMY HILFIGER MODEL OWNED. HAIR GEL MODEL OWNED.

TINDER *HORROR* STORIES

First dates can be bad enough, but throw in a social media app and you have a recipe for disaster.

Imagine a dark, stormy night. You're all alone in your room. At your desk, your phone begins to vibrate; you wonder whom it could be. You slowly step toward the phone. Just as you're about to pick it up, thunder roars. The notification flashes: "You have a match!"

Although nobody likes to admit it, almost everybody has Tinder. The app sits at the millennial comfort zone between face-to-face interactions and pre-historic dating websites. Many relationships start off on Tinder; however, not all dates are successful. Whether it is an eye-piercing pick up line, or a dreaded Netflix and chill session, these Cyclones share their unforgettable Tinder Horror Stories:

SARAH'S SERENADE:

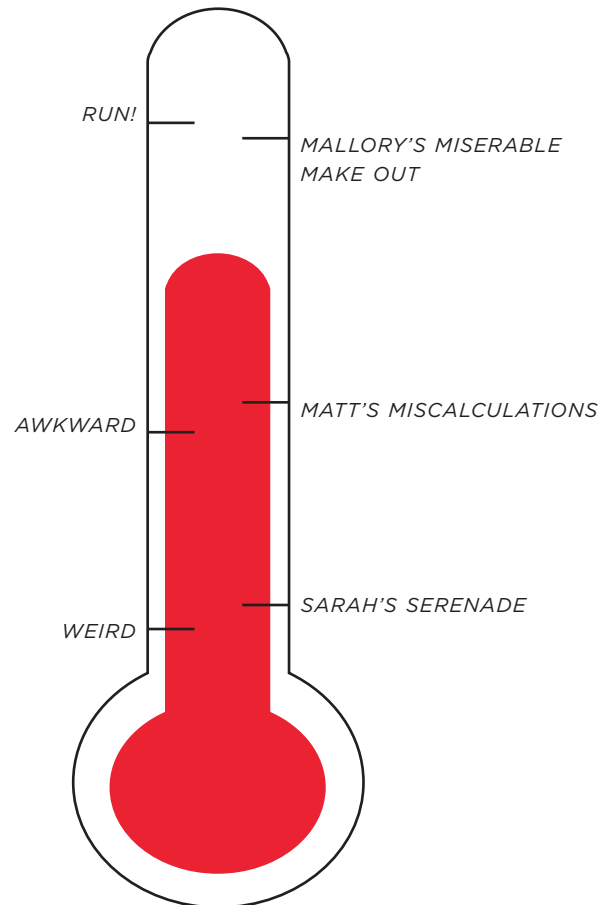
"We went to his house after dinner, and started to watch 'Game of Thrones' on the couch. Out of nowhere, he took out his guitar and started playing. I thought it was cute, until he took out his phone to look up the lyrics to the song, and then started to sing as he continued playing guitar. He then pressured me into singing as well to start a little duet. I told him I have a terrible voice, and would prefer not too. I didn't enjoy the Kumbaya session he intended. After I said no, he kept playing guitar and sang for another 10 minutes. I missed my 'Game of Thrones' episode, and I can never date a guy that plays guitar ever again."

MATT'S MISCALCULATIONS:

"I achieved what every young man whoever goes through Tinder shoots for: the girl swiped right. After exchanging a few messages in which she agreed to come to my luxurious dorm room, I did what any reasonable roommate does, immediately woke up and kicked out my roommate at 2 a.m. I also woke up two other guys so he could sleep in their room. With my roommate gone and the fresh pack of never-opened Trojans out in the open, I awaited my Tinder-ella's arrival. Thirty minutes went by. Then an hour. Then two hours. No word, no message. My chance for 5 minutes of fun were gone."

MALLORY'S MISERABLE MAKE OUT:

"I swiped right on a guy I knew from my lab. At 10:30 a.m., he was 'pregaming for his tailgate in the morning' I didn't want to see him, but he showed up at my door, interrupting the 'Walking Dead' marathon. Then he forcefully kissed me in the worst way possible, I mean my roommate was sitting right there. Looking at him before the kiss was unsettling. He closed his eyes, raised his eyebrows, and opened his jaw all the way. I gave it a chance, but it felt like he put an oxygen mask on me. His mouth went over my nostrils and down my chin. It was a strange, dry, quiet, tongue-less, beer-scented kiss. Kicking him out the second he put his hands on me was worth a semester of awkward labs."



THE SECRET'S OUT!

WOMEN CONFESS WHAT REALLY GROSSES THEM OUT IN AN ALL-MALE APARTMENT

"I woke up in my boyfriend's apartment after a night out. I needed to get ready for the day, so I walked to the bathroom, and tugged open the shower curtain to start the shower. To my horror, there was a huge pile of puke in the tub! I was so grossed out, and to say the least I needed somewhere else to shower. A week later, I checked to see if someone had cleaned it up and the puke was still there! None of the five guys who lived there wanted to clean it up. This is going to sound disgusting, but I don't think they cleaned it up until they moved out in July (it happened in January)." -Sommer Short, sophomore at Iowa State University.

Men, listen up because we need to talk about apartments. Whether it be a Netflix and chill night, a pregame before the bars or a friend's apartment party, we ladies find ourselves in sticky situations in all-male apartments. And here's the secret: we keep a mental list, which means not only do we know how gross you live, but also word spreads fast. Save yourself the embarrassment, be our knight on a shining toilet and please avoid these apartment don'ts.

DIRTY TOILETS:

I think I can speak for all girls here, hovering over a dirty, pee-crusting toilet seat while wearing heels takes a lot of talent. As does choking back the vomit that tries to escape when we see it.

"I don't want to have to do any more wall sits than I already do, especially over a toilet seat!" says Madison Deardorff, sophomore at Iowa State.

When the toilet seat visibly turns a gold color, black specks form in the bowl and pubes collect behind the seat, it is time to clean.

"Not only is it disgusting when the toilet is gross, but then you reach for toilet paper and there is none." Short says.

NO TOILET PAPER:

C'mon guys, ladies know you need it too, so isn't it common courtesy to possess toilet paper when you invite chicks over? Always keep a roll somewhere.

DIRTY BATHROOM SINK:

Girls might love scruff on your face — but not on the sink. When we set a purse, drink or phone in the bathroom, the sink is always first in mind. However, when it looks like an unknown species might be breeding on it, setting your belongings down is out of the question.

"I always hate when the sink has hair all over it," Short says.

Washing your hands becomes hard when you don't want to touch the faucet. Please scrub the crusted toothpaste off and while you're at it, take out the trash too.

OVERFLOWING SMELLY TRASH:

Whether the smell comes from the kitchen, bedroom or bathroom, the trash needs to be taken out. Hint: set up a cleaning schedule which specifies what day to take the trash out. After all, nothing kills a good going out vibe more than walking into an apartment and smelling a dumpster.

CRUMBY FLOORS:

Lastly, if your floors feel like a sandy sidewalk they need attention.

"My feet would turn black whenever I would walk around my boyfriend's apartment," Short says. "I don't think they ever swept or even vacuumed."

How do you feel about your girl climbing in your bed with black feet? Exactly how we feel about your crummy floors — no thank you.



STRIKING DOWN STEREOTYPES

Frat guys act like douches. Agriculture boys live like hicks. Male fashion students can't be straight. You've got it all figured out, right? Wrong.

FALL '16

Thanks to stereotypes societies tend to judge others automatically by one's appearance. Female stereotypes constantly get media attention, but what about men's?

"The main male stereotypes have to do with traits associated with traditional masculinity," says Kelly Winfrey, journalism and mass communications professor at Iowa State University. "So you have to be strong, you have to be aggressive, [you] know, usually competitive. And a big part of that is that you are not feminine."

Emotional men in our society become plagued with stigma. Sure, some media platforms encourage people to break gender norms, but the majorities reinforce traditional gender roles.

These stereotypical gender norms cause issues for males everyday, but due to these preconceived judgments, they may be down upon for simply caring.

"When you think in stereotypes you dehumanize people," says Alok Parel, apparel, merchandising and design professor, Arienne McCracken.

Danny Fritsche, a sophomore in the Phi Kappa Theta fraternity, says people know him from the way he dresses. Fritsche commonly wears button up shirts and dressier clothes. When it came to college, his style automatically pegged him as a fraternity guy.

Being his fraternity is on the corner of Lincoln Way, Fritsche constantly deals with drunk people walking by who comment on his appearance.

"People are just like, 'F*** Tramp frat [Phi Kappa Theta]' and [say] just not nice things," he says. "Even for other houses, [it's] like people just don't like fraternities."

He blames the media and movies like "Neighbors" and "Goat" for the majority of negative stereotypes facing fraternities. From the outside looking in, Fritsche

understands how people can draw stereotypes if their knowledge only comes from news and media outlets.

“I think that it’s a common stereotype for guys in frats to be harshly criticized, especially now at Iowa State,” he says. “In general, I think it’s [the stereotype] like that nationwide; that the frat guys try to take advantage of the drunk girls at their parties.”

Although he can see some truths to a few, he feels most stereotypes are not true; there’s always another side people do not see.

“When you think in stereotypes you dehumanize people.”

To Fritsche, the fraternity stereotype consists of heavy drinking, dressing preppy, treating girls badly and being a “douche.” Focusing on community service helps Fritsche to break assumptions of how he is supposed to act — assumptions based solely on his clothes.

“The Greeks do a lot of philanthropies and stuff to help out causes, so we’re not all superficial,” he says. “A lot of it [fraternity life] is community service based. [In] our house we do highway cleanups.”

Winfrey cautions people on campus to be careful about putting people in boxes before getting a chance to know them. Patrick White, a junior in agriculture business, proves this by saying others view him as a dumb farmer, but in reality, he is starting his own business in an investment firm focused on crops.

White first encountered being stereotyped in high school when a classmate said, “Why do you wear cowboy boots? We aren’t in Texas!”

Others have referred to White as a hick, seedy, racist, farmer, grandpa and redneck. He takes his farmer upbringing very seriously, regardless of the stereotypes it comes with.

“When I respond to someone who asks me about the way I dress, I make sure they know I respect their opinion and I do my best to explain to them why I dress the way I do,” he says.

“I try to educate them about my views on agriculture.”

White says he removes himself from the popular millennial hipster stereotype mainly by dressing in his normal T-shirt, jeans and boots attire.

“I think people stereotype because many people are put into categories that are usually true of most people like them,” he says. “People also stereotype because they can be uneducated on what people or groups of people are really like.”

Along with White, Christopher Sible, a senior in fashion, also knows what it feels like to be stereotyped. After all, being a male in the fashion industry comes with numerous stereotypical incidents.

Sible added his fashion major knowing the perceptions that came along with it; however, he was determined to disprove them.

“I once had a buddy tell me that his friends were asking about my sexuality because they knew I had a fashion major and because, ‘I wore Chacos with my pants rolled up,’” Sible says.

When someone mentions his stereotype he says he takes it in stride but wants to change it.

“I seek to share with [the people who stereotype] how their viewpoint prevents them from seeing me fully,” says Sible. “After that, I usually say something motivational along the lines of me being a “pioneer” of straight men in the collegiate fashion culture.”

He says he is not well-versed in runway shows or celebrity outfits and that he is just a “goofy, hipster outdoorsman who thinks clothes are cool.”

Sible compares people stereotyping as seeing another person as a cookie cutter product. This gives people no reason to engage with others fully since they already have their preconceived ideas.

“Stereotypes arise out of clearly perceived trends that are elevated past the trend itself and into an assumed lifestyle,” he says. “This hinders our ability to see a person as a whole if we are fixated on their Birkenstocks or North Face vests.”

The real question: how do we acknowledge and prevent stereotyping from causing harm to others?

“The first step [to avoid stereotyping] is to become critical consumers of media,” says Winfrey. “When you see an ad or a movie to actually think about what stereotypes are represented. A big reason stereotypes exist is because they are not something that is perpetuated or really questioned. They’re just internalized.”

Winfrey calls stereotypes mental shortcuts, because they operate on only a surface level.

“Any type of stereotype is a straight jacket,” says McCracken. “People are complicated. People are always complicated, and you can’t just reduce them down to a stereotype.”



MANLY MEN

IN WOMEN'S WEAR

Ever wondered why retailers carry boyfriend jeans, but not girlfriend jeans? How about why women wear pant suits, but men don't wear dresses? The answer is simple: Today's society alienates men who dress, even in part, in women's wear.

Ethan Lindley doubles as a fashion-forward apparel merchandising student and a member of Phi Si fraternity at Iowa State University. Lindley regularly incorporates women's pieces into killer outfits — acrylic nails and all. We spoke with him about the struggles he faces as a man in women's wear.

For a while, Lindley conformed to the stereotypical fraternity dress code (think pastel button ups and Sperry shoes). His aesthetic started to change after wearing spiked dress shoes to a chapter meeting.

"I felt more bothered and exposed about my shoes than anyone else did," says Lindley. "I got the occasional stare, but for the most part, people tended to look on."

Nowadays Lindley struts around in anything from ripped jeans and a flannel to colorful kimonos and black lipstick. He took time to show us a new Portland-based shoe company specializing in men's platform heels. They're brilliant.

Confidence played a huge role in Lindley's progressive transition into women's clothing. He never felt his fraternity brothers cared as his style shifted into the realm of androgyny. While his close guy friends supported his innovative aesthetic, they weren't exactly jumping on board themselves. Why? The answer requires a closer look at the current gender roles governing our society.

Consider the following: The Obama Administration added gender identity to the equal opportunity policy for all federal jobs back in 2010. Gender-bending television shows such as "RuPaul's Drag Race" and "Transparent" enjoy mainstream success. For a country reaching so far into the realm of acceptance, why do persistent gender roles still hold strong against our forward-thinking progress?

We spoke with assistant professor Kelly Reddy-Best about the gender norms facing our society. Reddy-Best received her Ph.D. in design and human environment from Oregon State University. Her extensive research in queer studies makes her insight on this topic exceptional.

According to Reddy-Best, a deeper look at gender norms throughout history provides us with several examples of men wearing skirts, dresses and even makeup. The common thread linking a history of separated gender expression lies not within physical garments, but what they represent.

"If we look at gender roles, women have typically been in the lower status," says Reddy-Best. "When the dominant group adopts something of a group that is not dominant, how do they navigate that shift in role?"

Women started to adopt the power suit in the '80s. As they entered the workforce for the first time, they found themselves in a completely male-dominated environment. According to Reddy-Best, women used their dress to manipulate how people perceived them.

Whether we realize it or not, men adopting a more feminine aesthetic take on the perception of a less-powerful individual. Society's long, unbalanced gender scale conditions us to associate femininity with weakness (which makes no sense to anyone who's spent any time in high heels).

In a world where NFL players rocked glamorous GUCCI pumps and thousand dollar distressed jeans, boyfriends everywhere would rush to the nearest Forever 21 to nab the look for less. This is because stigma around dress norms originates from conceptions about dominance and sexuality.

"Asserting masculinity, without generalizing, has a lot to do with a fear of appearing homosexual, which is why this



double standard exists.” says Reddy-Best. And it goes both ways.

“I’ve interviewed a lot of women in more urban areas who present a more masculine aesthetic,” says Reddy-Best. “They still experience push back. *Do I look too gay for this interview?*”

WHERE DO WE GO FROM HERE?

“Gender is always going to be intricately related to sexuality,” says Reddy-Best “If there is a public shift, it’s small. There is more acceptance, but research and slow micro-aggressions show there is still a lot of work to do.”

The media plays a huge role in society’s stereotypes surrounding gender and dress. The more advertisements showing men in hyper masculine roles, the stronger this stereotype becomes. If we put the heel on the other foot, though, more nontraditional gender representations in the media could work to normalize men in women’s wear.

“Gender roles are so prevalent in media, usually ads,” says Lindley. “Men are [portrayed as] hyper-masculine and women are [portrayed as] submissive.”

Recently, major fashion influencers started taking the gender conversation by the balls, so to speak, by sending men down runways in extravagantly flamboyant ensembles and traditionally feminine silhouettes. Marc Jacobs himself even wore a sheer shirt-dress to the 2012 Met Gala.

“Japanese designer Yohji Yamamoto blurs gender lines with oversized, baggy aesthetics,” says Reddy-Best. “Saint Harridan developed a clothing line in response to same sex marriage. Their website states their mission of making masculine clothing for women and trans women.”

Could influential heterosexual men in the media change the way we look at gendered dress? Jaden Smith, for example, recently adopted floral print dresses and loose skirts to his wardrobe. Smith could influence heterosexual men to push the boundaries of their aesthetics, even if it’s as simple as incorporating women’s sweatpants to an already masculine look. Two heads are always better than one, so the more gender-ambiguous imagery the media produces, the faster we will progress.

“A great social project would be to have a pop-up shop with all gender neutral clothing, and observing what kinds of people try certain clothes on,” says Lindley. “Put someone in a setting where the stigmas of masculinity and femininity is taken away, and see how they feel.”

Will we ever see manly men in women’s wear? Lindley laughs as the question is asked.

A woman with voluminous curly hair is sitting on a blue leather train seat. She is wearing a black long-sleeved top, a long fur vest with a mix of grey and brown tones, blue jeans, and black boots. Her hands are clasped in her lap. She is looking towards the camera with a slight smile. The background shows a window with a view of a city street.

All aboard for fashion.

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