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Letters to the editors are welcome and can be emailed to [eic.trend.edu](mailto:eic.trend.edu).



## Hello, Readers:

Coming into the role of editors in chief we were humbled by the opportunity and thrilled to be able to leave our mark on Trend Magazine. This position has proven to be demanding, yet rewarding and we are excited to share with you the 22nd issue of Trend Magazine, "Metallic Movement".

Metallic movement is a representation of current fashion trends and the constant evolution of society. These aspects can be seen throughout the fashion shoots and within various story concepts. Each director took their own perspective on the theme to create a multifaceted, yet cohesive magazine.

This issue would not be half of what it is without the time and dedication our executive team put forth. Each member contributed their vision to this issue and we were personally inspired by their creativity and talents. Thank you to our editorial, fashion, design, photography, public relations, events, social media, advertising, online, and our incredible human resources and finance directors. We hope as readers you see their strengths and passion shine throughout this issue.

Creatively,

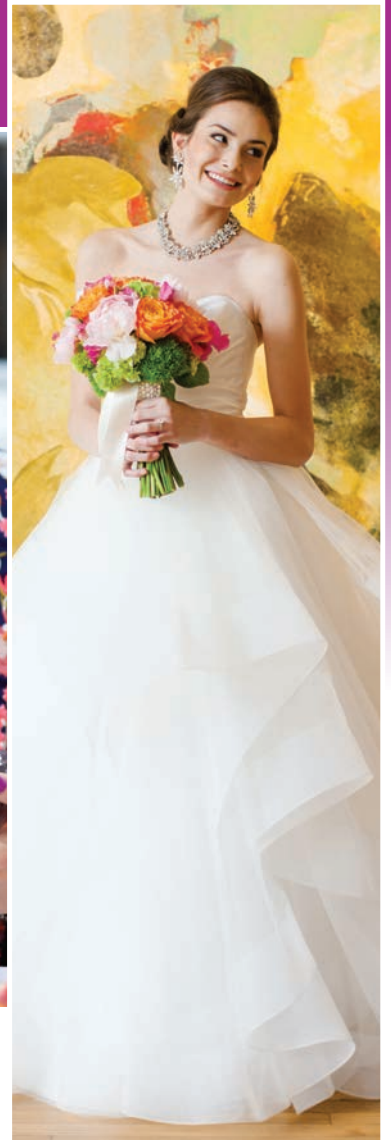
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# SHEER PE

DESIGN RUBY HOTCHKISS

PHOTO KATLYN CAMPBELL

STYLING JESSICA HELBERG & ZACH HAMILTON



# REFLECTION

LEFT TO RIGHT: DRESS FOREVER21 \$48, COAT FOREVER21 \$78, NECKLACE CHARLOTTE RUSSE \$8, EARING CHARMING CHARLIE \$12, DRESS FOREVER21 \$85, NECKLACE CHARMING CHARLIE \$14 EARRINGS FOREVER21 \$5



LEFT TO RIGHT: PHOTO ALLIE HOSKINS JUMPSUIT NASTY GAL \$88, SHOES NORDSTROM \$100, BRACELET CHARMING CHARLIE \$12, EARRINGS CHARMING CHARLIE \$12, PHOTO MIKINNA KERNS ROMPER FOREVER21 \$58, SHOES DSW \$30, NECKLACE CHARLOTTE RUSSE \$8, EARRINGS FOREVER21 \$5



# 13 FASHION



PHOTO MAX DUGAN, DRESS FOREVER21 \$48, COAT FOREVER21 \$78, SHOES DSW \$30, NECKLACE CHARMING CHARLIE \$26, EARRINGS FOREVER21 \$5, BRACELET CHARMING CHARLIE \$12,

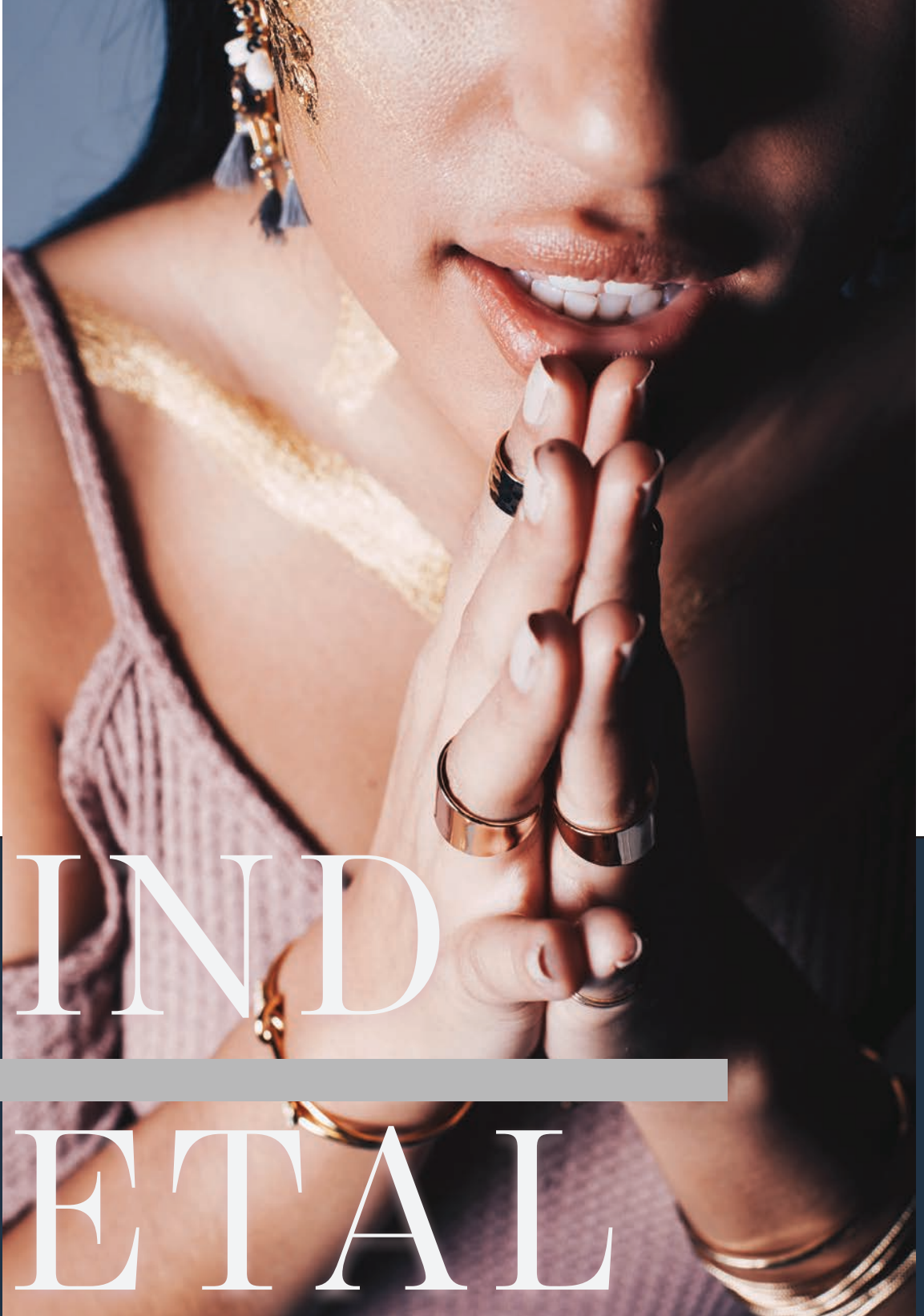




LEFT: PHOTO MAX DUGAN, ROBE FOREVER21 \$28, BODYSUIT FOREVER21 \$38, SHOES DSW \$50, BODY CHAIN NASTY GAL \$25, RIGHT: PHOTO MIKINNA KERNS DRESS FOREVER21 \$45, SHOES DSW \$50, CLUTCH BANANA REPUBLIC \$38, NECKLACE CHARLOTTE RUSSE \$8, EARRINGS CHARMING CHARLIE \$12.







# MIND METAL



LEFT PHOTO: SHIRT FOREVER21 \$19.90, BRACELET STELLA AND DOT \$34, RINGS FOREVER21 \$6.90, EARING STELLA AND DOT \$49, BRACELET ALTAR'D STATE \$17.95, BRACELET FRANCESCA'S \$16 RIGHT PHOTO: MODEL 1: SHIRT FOREVER21 \$19.90 BRACELET FRANCESCA'S \$16, BRACELET ALTAR'D STATE \$17.95 MODEL 2: BRACELET FOREVER21 \$9.90, NECKLACE FOREVER21 \$4.90, EARRINGS FRANCESCA'S \$16, RING FOREVER21 \$5.90, SHIRT FOREVER 21 \$9

# 19 FASHION

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PHOTO MAX DUGAN, RING STELLA AND DOT \$29, RINGS FOREVER21 \$9.90, NECKLACE FOREVER21 \$4.90





LEFT: PHOTO KATLYN CAMPBELL, RINGS FOREVER21 \$5.90, NECKLACE ALTAR'D STATE \$14.95, NECKLACE ASOS \$18.50, EARRINGS STELLA AND DOT \$49, SHIRT ASOS \$18.50 RIGHT: PHOTO EMMA DAU, EARRINGS STELLA AND DOT \$49 SHIRT FOREVER21 \$19.90







LEFT: PHOTO EMMA DAU, EARRINGS STELLA AND DOT \$49, SHIRT FOREVER21 \$19.90, RIGHT: PHOTO MAX DUGAN, BRACELET FOREVER21 \$9.90, NECKLACE FOREVER21 \$4.90, EARRINGS FRANCESCA'S \$16 RING FOREVER21 \$5.90





LEFT: PHOTO MAX DUGAN, BRACELET FOREVER21 \$9.90, NECKLACE FOREVER21 \$4.90, EARRINGS FRANCESCA'S \$16, RING FOREVER21 \$5.90, SHIRT FOREVER21 \$9  
RIGHT: PHOTO MAX DUGAN, BRACELET FOREVER21 \$9.90 NECKLACE FOREVER21 \$4.90 EARRINGS FRANCESCA'S \$16 RINGS FOREVER21 \$5.90 RING STELLA AND DOT \$29



# MAKING THE DREAM A REALITY: Jessica Jimenez's Story

SPRING '17



It's every fashionista's dream to end up in NYC working for a leader in luxury brands. Competition in the fashion world is nothing from new, but this Iowa State alumni shot for the moon in pursuing her ultimate dream job. For Jessica Jimenez, this dream became such an insane reality that she still feels the need to pinch herself to make sure she's actually awake.



Jessica Jimenez, a former apparel merchandising and design and advertising major, with a minor in public relations from Iowa State, fulfilled her big-city-dreams and landed herself a job at Coach, working as a Merchandising Assistant for women's footwear, ready-to-wear and runway.

Jimenez grew up in the town of Plainfield, Illinois, a suburb about an hour outside of Chicago. As a child, Jimenez expressed her style as a proud tomboy, where her closet consisted of baggy jeans and oversized sweatshirts.

"My dad loves dressing up, he's very into the men's side of fashion— the high-class brands," says Jimenez. "He started showing me more of the designers, department stores, their whole story and the glamorous side of things. It made me just super excited."

Jimenez's father thrived on fashion and rubbed off his hobby onto Jimenez. He always took her shopping and she grew from absolutely hating it to discovering her passion for style. In the blink of an eye, she began delving into brands and certain styles. By the age of 14, Jimenez knew fashion was her true calling. "I just really enjoyed the whole aspect of just making something so simple and creating it into something that's art, and how a simple t-shirt can make someone feel like a million bucks," says Jimenez.

Jimenez ventured far and wide in pursuit of going to art school, but later realized she wanted to broaden her degree horizons. With the desire of staying in the Midwest, Jimenez decided on Iowa State to pursue fashion design. As she dived into her major, she discovered she could not ignore the little Lauren Conrad voice inside of her and ultimately switched her focus to merchandising.

"At that time, Lauren Conrad [a fashion designer and TV personality] was the all-time person— that's what made me want to go into fashion merchandising," said Jimenez. "After [switching to] merchandising, I started to discover advertising. I learned what goes into [advertising], being more creative and kind of making a face for the brand."

Every summer during her collegiate career, Jimenez interned at different companies to push herself to be the best. She worked at Johnson Publishing as an intern for their Jet and Ebony Magazine, at BCBG, a women's clothing brand located in Los Angeles as a social media intern and at Alexander Wang NYC working as an e-commerce trainee. Going above and beyond the expectation, Jimenez gives credit to Iowa State for motivating her in completing as much as she did.



“I had such a good motivated group of friends that were so involved within Iowa State and the fashion program. It influenced me as well and kind of kept me on my toes and wanted to keep striving as they did too,” says Jimenez. “It was such a huge motivation being around such power-driven women that made me want to be that way as well.”

During her internships, Jimenez challenged herself to stand out from the crowd and learn from each opportunity that came her way. Growing up, Jimenez said she was known to be quiet and shy, saying she still can be at times. Going into her first internship at Johnson Publishing, intimidation haunted her, but she soon overcame her fears.

“[My bosses] wanted to make sure I was ready for the world and having those internships was a good taste of it,” says Jimenez.

The biggest advice from her employers? Network, network, network.

“They said you never know who you run into. It doesn’t matter if they are the ‘IT’ guy or [work in] the mailroom– you just never know,” says Jimenez. “[My old boss] said he found his job [at Alexander Wang] through a cousin’s best friend who is the security overnight guard and now he is head of design.”

Something surprising Jimenez learned from her bosses is to always be humble in whatever she does.

“As cliché as that is, no one likes to work with someone that is rude and mean and thinks they are better than everyone else,” says Jimenez. “They can always tell by interviews if you are putting on a face or if you are actually real.”

So the long-awaited question arises. How exactly did she land a position working for Coach? Jimenez credits pure luck.

“I did not think they would email me back,” says Jimenez. “One day, I just stumbled across [a Coach employer’s name] and I was about to not [apply], but then I was like ‘whatever, the worst thing they could do is say no’ and I’m so glad they didn’t.”

Getting the call from Coach that she received the position was pure bliss for Jimenez– she shook as the phone rang.

“I JUST REALLY ENJOYED THE WHOLE ASPECT OF JUST MAKING SOMETHING SO SIMPLE AND CREATE IT TO SOMETHING THAT’S ART AND HOW A SIMPLE T-SHIRT CAN MAKE SOMEONE FEEL LIKE A MILLION BUCKS.”

“I answered when we were driving on the busiest highway known to man and I literally had goosebumps and full-on cried– not when I was on the phone but after,” says Jimenez. “I was so excited.”

When asked what she loves about her job, Jimenez simply replied, “What don’t I love? Besides they have a cool cafeteria upstairs, it’s literally heaven.”

All jokes aside, Jimenez loves the people she works with because they include her in everything during the rebranding process.



“My first week there, [my team] held a surprise welcome breakfast,” says Jimenez. “I am in meetings with the head creative director, with merchandising– they know me by my name, my first name. Stuart [the creative director of Coach] knows me and he’ll say ‘Hi Jessica!’ and I’m just like ‘Oh my gosh.’”

New York City is everything and more for Jimenez. “There is always something to do, that’s a big one,” said Jimenez. “I love to go to brunch, that’s a big thing in New York is ‘brunching.’”

Besides eating, one of her favorite things to do is to walk along the pier with friends and get the best view of NYC at night.

As for advice for aspiring students looking to follow their dreams? She’s got you covered.

“What I’ve learned throughout all of Iowa State is to never pass up on opportunities, even if you don’t think you are worthy enough for it or you think you aren’t qualified,” says Jimenez. “Do it anyway because you just never know if you might be the perfect fit.”





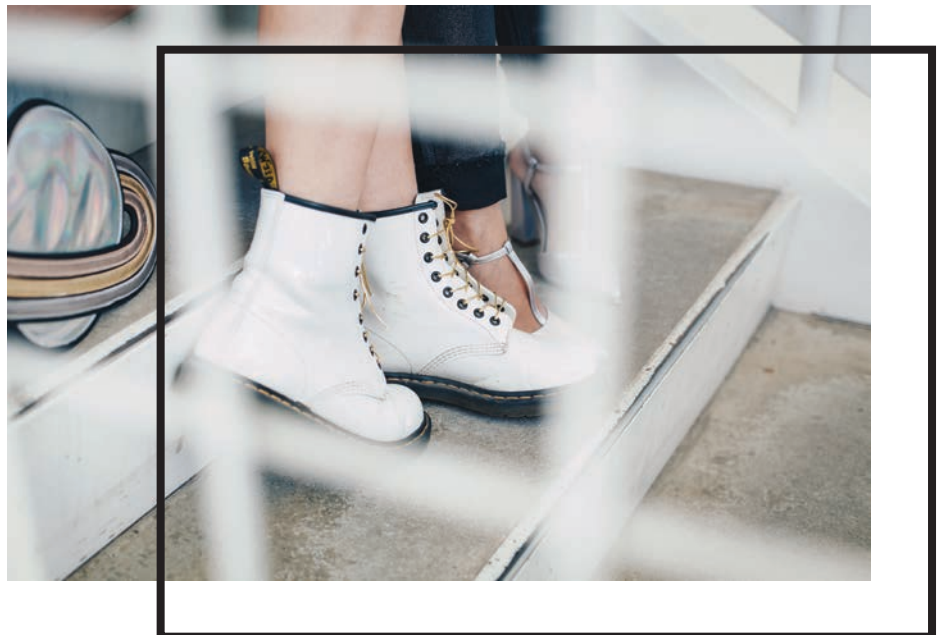
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LEFT TO RIGHT: MODEL 1: BRALETTE NASTYGAL \$25, SHIRT RAGSTOCK \$5.99, JACKET ASOS \$68, CHOKER RAGSTOCK \$2.99, BELT URBAN OUTFITTERS \$29, JEANS MISSGUIDED \$26, SHOES ASOS \$43 MODEL 2: SHIRT ASOS \$28 PANTS ASOS \$29 SHOES ASOS \$31, SUNGLASSES RAY-BAN \$350, MODEL 3: DRESS MISSGUIDED \$21, JACKET MISSGUIDED \$36, SHOES DR. MARTENS \$135, MODEL 4: SHIRT ASOS \$61 SKIRT ASOS \$27, SHOES ASOS \$58







LEFT: PHOTOS MAX DUGAN, MODEL 1: DRESS MISSGUIDED \$21, JACKET MISSGUIDED \$36, SHOES DR. MARTENS \$135, PURSE PORTOBELLO ROAD \$42, MODEL 2: SHOES ASOS \$43, JACKET ASOS \$68, CHOKER RAGSTOCK \$2.99, JEANS MISSGUIDED \$26, RIGHT: PHOTO MAX DUGAN, MODEL 1: SHIRT ASOS \$28 MODEL 2: SHIRT ASOS \$61



SPRING '17





LEFT TO RIGHT: PHOTOS MAX DUGAN, MODEL 1: BRALETTE NASTYGAL \$25 SHIRT RAGSTOCK \$5.99, JACKET ASOS \$68, CHOKER RAGSTOCK \$2.99, BELT URBAN OUTFITTERS \$29, JEANS MISSGUIDED \$26, SHOES ASOS \$43 MODEL 2: SHIRT ASOS \$28 PANTS ASOS \$29 SHOES ASOS \$31, SUNGLASSES RAY-BAN \$350, MODEL 3: DRESS MISSGUIDED \$21, JACKET MISSGUIDED \$36, SHOES DR. MARTENS \$135 PURSE PORTOBELLO ROAD \$42







LEFT TO RIGHT: PHOTO KATLYN CAMPBELL, MODEL 1: BRALETTE NASTYGAL \$25, SHIRT RAGSTOCK \$5.99, JACKET ASOS \$68, CHOKER RAGSTOCK \$2.99, BELT URBAN OUTFITTERS \$29, JEANS MISSGUIDED \$26, SHOES ASOS \$43 MODEL 2: DRESS MISSGUIDED \$21, JACKET MISSGUIDED \$36, SHOES DR. MARTENS \$135 MODEL 3: PHOTO MAX DUGAN, SHIRT ASOS \$28, PANTS ASOS \$29 SHOES ASOS \$31, SUNGLASSES RAY-BAN \$350,



LEFT TO RIGHT: PHOTO MAX DUGAN; MODEL 1: SHIRT ASOS \$61 SKIRT ASOS \$27, SHOES ASOS \$58; MODEL 2: DRESS MISSGUIDED \$21, JACKET MISSGUIDED \$36, SHOES DR. MARTENS \$135; MODEL 3: BRALETTE NASTYGAL \$25, SHIRT RAGSTOCK \$5.99, JACKET ASOS \$68, CHOKER RAGSTOCK \$2.99, BELT URBAN OUTFITTERS \$29, JEANS MISSGUIDED \$26, SHOES ASOS \$43; MODEL 4: SHIRT ASOS \$28 PANTS ASOS \$29 SHOES ASOS \$31, SUNGLASSES RAY-BAN \$350,





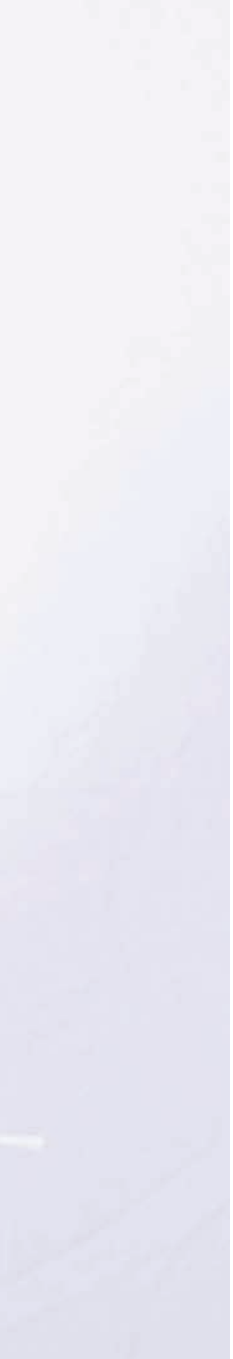
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DRESS URBAN OUTFITTERS \$69, JACKET URBAN OUTFITTERS, MODEL OWNED, BOOTIE VON MAUR \$15

# CONFETTI CONFECTION





PHOTO ALLIE HOSKINS, JACKET ANTHROPOLOGIE \$158, TEE ANTHROPOLOGIE \$68, PANTS PRESERVATION \$88, SUNGLASSES ANTHROPOLOGIE \$38, BANDANA AMERICAN EAGLE \$12.95, BOOTIE EGO SHOES \$50



LEFT TO RIGHT: PHOTO KATLYN CAMPBELL, MODEL 1: SHORT PRESERVATION \$42, SWEATSHIRT PRESERVATION \$58, HAIR TIE PORTOBELLO ROAD \$6, FISHNETS AMAZON \$4, SHOES ADIDAS \$80, MODEL 2: BOMBER ANTHROPOLOGIE \$138, TEE ANTHROPOLOGIE \$68, MIDI SKIRT ANTHROPOLOGIE \$98, HEEL LUCKY BRAND \$119, MODEL 3: SWIMSUIT URBAN OUTFITTERS \$72, TOP URBAN OUTFITTERS \$29, SHORT GUESS \$70, CHUCKS FREE PEOPLE \$80





LEFT TO RIGHT: PHOTO KATLYN CAMPBELL, MODEL 1: DRESS PORTOBELLO ROAD \$32, TOP ANTHROPOLOGIE \$78, BANDANA PORTOBELLO ROAD \$5, HEEL MADDEN GIRL \$99.95, MODEL 2: JUMPSUIT ANTHROPOLOGIE \$128, SUNGLASSES ANTHROPOLOGIE \$38, HEEL STEVE MADDEN \$89.95, MODEL 3: TANK MODEL OWNED JOGGERS ANTHROPOLOGIE \$98 BOOTIE VON MAUR \$15, CHOKER ASOS \$26







PHOTO AARON SHANE, MODEL 1: TOP URBAN OUTFITTERS \$59, PANT PRESERVATION \$128,  
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# Beauty Behind the Screen



SPRING '17

**We got a sneak peek at what inspires Iowa State YouTubers Adrianna Huff, Sarah Paul and Sarah Wright. How and what made them want to start their own channel?**

YouTube is a place filled with puppy clips, how-to food recipes and music videos, but now, everyone's guilty pleasure is splurging hours on end watching their favorite beauty and fashion gurus.

Adrianna Huff, Sarah Paul and Sarah Wright, three fashion vloggers here at ISU, love watching YouTube videos since high school and decided to start their YouTube channels to show their own passion for fashion and beauty.

"When I was little, I loved makeup," says Huff. "I went to a Catholic school, so we weren't allowed to wear makeup, but I couldn't resist putting some on. I resorted to YouTube so find ways to wear makeup without it looking like I was wearing any. That's when I realized that I want to make videos to show other people having the same problem."

While Huff films videos on how to contour and reviewing her favorite liquid lipsticks, Paul and Wright gravitate toward fashion.

"YouTube is the reason I started to make my own clothing pieces," says Paul. "I would watch DIYs on how to make ripped jeans or cut outs in shirts. So many people began to ask me how I made my clothes and rather than answering that 100 times, I decided why not make videos to show them."

With her channel, Wright's love for fashion is now a hobby and creative outlook for her.

"I never had a sport in high school, so I began a YouTube channel and found my niche," says Wright.

With there being myriad beauty and fashion gurus on YouTube, it can be difficult to stand out from the rest. Creating unique content on a schedule, keeping up with comments and gaining subscribers are just some of the challenges YouTubers must face.

“Editing takes a long time,” says Wright. “But, when I finish adding in all of the effects and content, I feel so accomplished and excited to share what I filmed with my subscribers.”

**“Sometimes I will take the comments as constructive criticism but others you have to accept that this is what you get for putting yourself out there on the Internet,” says Wright.**

Paul says it took her four years to get to 13,000 subscribers. Although she went through a lot of hard work, sweat and tears, to her it’s worth it.

“Practice is key,” says Paul. “I think I have all the subscribers that I do because I come out with content that is unique. I film videos based on what I like and not what everyone else is making.”

When it comes to the haters, Wright brushes it off and doesn’t let negative comments get to her.

“Sometimes I will take the comments as constructive criticism but others you have to accept that this is what you get for putting yourself out there on the Internet,” says Wright.

While these YouTubers show their talents, expertise and personality through their videos, they’re inspired every day by YouTube gurus just like them.

“Tess Christine is my fashion god,” says Paul. “I not only get a ton of my fashion inspiration from her, but my editing inspiration as well.”

Wright is also a fan of Tess Christine and keeps up with her videos on a daily basis. “Her style is always on point,” says Wright.

Paul is also encouraged to step out of her comfort zone from various YouTubers, like Kallie Kaiser. “She is the reason I step out of my everyday outfits and go a little more edgy,” says Paul. “When I saw Kallie wearing fishnets and jeans, I tried them out and ended up loving them.”

Huff watches beauty gurus who’ve been on YouTube for years and originated the term “guru”.

“Jaclyn Hill is my OG beauty icon,” says Huff. “She is the reason I have bought more than half of the makeup products that I own.”

So, why do their videos get hundreds and sometimes thousands of views? Well, our panel can only guess as to why their videos are constantly clicked on.

“I don’t put on a fake face,” says Huff. “I think I come off as super relatable in all of my videos. I am not some advanced makeup artist that does intense tutorials. I think people watch my videos because of that.”

**“I never had a sport in high school, so I began a YouTube channel and found my niche,” says Wright.**

Paul puts a twist on her videos. Rather than filming a normal clothing haul, she turns them into a lookbook, which allows her viewers to get a better look and feel for the clothing pieces that she is showcasing. One of her try-on haul videos received almost half a million views.

“I love doing clothing hauls and showing my subscribers what’s new in stores and what I’m interested in,” says Paul. “I know that it can be sometimes boring to just watch someone hold up a piece of clothing and say ‘here it is’. So, I try to make all of my hauls lookbooks and make them as entertaining as possible.”

Outfit of the week videos are seen on several YouTube fashionista’s channels, but to add a unique twist, Wright decided to turn an average OOTW video into a music video.

“I take basic concepts and intensify them through my editing,” says Wright. “For

example, when I film my outfit of the week videos, I edit them into a music video style with some upbeat music. I think my viewers like how simple and to the point I am.”

For some, YouTube is a full-time job. Huff, Paul and Wright love making videos and plan to continue filming for a long time with the hopes and dreams that they will be as successful as some of the most glamorous YouTubers.

**“When people come up to me and tell me they watch my videos and they love watching my content, it’s an indescribable feeling,” says Paul.**

“It’s a dream of mine to be ranked up there with Carli Bybel or Jeffree Star,” says Huff.

Although YouTube isn’t all glitz and glam, these gurus know how to put together a video the Internet wants to see.





# GET BEAUTIFIED *with* BEAUTYCOUNTER

*Beautycounter is a beauty brand to be on the lookout for. Not only do their products look amazing on your skin, but they will make your skin feel healthy and fresh. Two Beautycounter consultants give the inside scoop on why these products should be in the hands of everyone.*

Say goodbye to those heavily fragranced lotions and foundations that make you breakout like crazy and hello to clearer, healthier skin.

The beauty industry is booming with new hair care, skin care and makeup products. According to Forbes magazine, leaders in this industry like L’Oreal, Revlon and CoverGirl use harsh chemicals such as lead in their products. Although these brands are some of the front runners in the beauty world, it’s about time for a company who not only cares about selling their products and making profit, but about their customer’s health and the ingredients they use to come about.

Ladies and gents, make way for Beautycounter. Beautycounter’s main mission is to make sure the products that customers are using are safe. Your skin will look fabulous after using their skincare and beauty line, but most importantly, it will feel fresh and new.

“Ever since I started to use Beautycounter’s products, my acne has cleared up and my face just has a younger appearance,” says Ellie Larson, a Beautycounter consultant.

Larson stumbled upon Beautycounter as she was researching remedies that would help cure her acne. Not only did she receive a position as a Beautycounter consultant, but also ended up with clear skin by using their products.

“I am super passionate about this business,” says Larson. “I love being a part of a brand that incorporates better products that are super healthy and good for the earth.”

There are so many qualities that separate Beautycounter from the rest of the beauty industry. One in particular is their “Never List”. This is a list of hundreds of harsh chemicals that they swear to never use in any of their makeup or skin products.

“Our Never List is something that we are super proud of,” says Larson. “I think that is what really makes the brand stand out.”

Beautycounter takes pride in the caution they use when deciding the ingredients and formulas that they put in their products. Beautycounter physicians conduct a number of tests that each ingredient must pass in order for it to be considered safe before it’s used into a product. If the tests come back with a result that sets off a red flag, they will decline it.

“Our list consists of all of the ingredients that the European Union has banned as well as the U.S. and some of our own that we have found to be potentially linked to health issues,” says Shelby Anderson, a Beautycounter consultant and director.

The beauty products and skin care that you apply to your face and body daily could be taking a negative toll on your health. With over 80,000 chemicals on the market today, many people don’t know what they are putting on their face. Although many of the formulas that are used in your go-to eye cream may rid of those under eye circles, other health problems could be on the rise.



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*“Our Never List is something that we are super proud of. I think that is what really makes the brand stand out.”*

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“Beautycounter sheds a lot of light on the fact that there is tons of scientific evidence out there that shows major health consequences linked to several chemicals, such as phthalates and sodium sulfates in everyday products that people use,” says Larson. “Our ingredients may not be all necessarily natural, but we have a commitment to our ingredients when it comes to health issues.”

Beautycounter hopes to encourage and influence other beauty and home brands to clean up harsh chemicals used in their products that could potentially lead to problems in your health. To spread awareness, Beautycounter has collaborated with Target, J. Crew and Goop to name a few.

“I believe that there are other companies taking charge on this issue and Beautycounter has been at the forefront of that,” says Anderson. “This issue isn’t just a trend. It’s a movement and we want more companies to be a part of it.”

Not only do Beautycounter’s products include safe ingredients, but they are proven to work on many different skin types. Whether you’re oily, dry, normal, combination or sensitive, you’ll be sure to find a product that works for you. From makeup to skincare, Beautycounter has it all.

With the large assortment of skincare products that Beautycounter carries, Larson and Anderson had a difficult time pinpointing their favorites and must-haves. Anderson says she deals with oily skin and never thought to apply an oil-based product to help. But, after trying one of Beautycounter’s oils, she is never going back.

“Beautycounter’s balancing face oil is a game changer,” says Anderson. “If I could only take one product on a deserted island with me, it’d definitely be this one. It balances out my face oils perfectly.”

Larson is a huge fan of Beautycounter’s nourishing cream exfoliator. “This product changed my life,” says Larson. “This was the first product after years and years of trying to rid my cystic acne that actually did the trick.”



When it comes to makeup, how does one decide their favorite between foundations, blushes, eye shadows, concealers and lipsticks?

“I don’t think the catch-up concealer pen gets as many kudos as it should,” says Anderson. “It’s an amazing product. I swipe it under my eyes to hide any bags that I may have. One of my good friends told me that after 20 years of trying to conceal a mole that she has on her face, this concealer pen actually worked for her.”

As a busy mom, Larson doesn’t have much time to get ready and put on makeup, which is why she uses Beautycounter’s Dew Skin Tinted Moisturizer.

“It’s a moisturizer with SPF and coverage all in one,” says Larson. “This product lets my face breathe and leaves my skin smooth and moisturized. I love it.”

Beautycounter has received immense praise from magazines such as Allure, Cosmopolitan and Vogue and continues to stand out from many other beauty brands.

“These products are exciting, inspiring and amazing and have changed my idea for treating my skin forever,” says Larson. “I was and still am wowed by the performance that Beautycounter’s products do for me.”

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*“I love being a part of a brand that incorporates better products that are super healthy and good for the earth.”*

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# Fun, Fresh, Simple Face Masks

*College is busy and can get stressful. For the nights students want to practice some self-love: here are three easy and inexpensive face masks you can make in the comfort of your own home.*



The first mask is extremely simple, only requiring egg whites from one egg. This helps to tighten and tone the skin. Plus after using it on your face, you can use the leftover yolk to make some scrambled eggs.

Wash face with warm water to open pores  
Separate egg white from yolk  
Spread egg white on face  
Let dry  
Rinse with warm water

Use your hands to spread this mask on your face and make sure it spreads evenly. Recipe taken from [healthextremist.com](http://healthextremist.com).

Avocados are becoming increasingly popular for their nutritional properties, but few know the positive effects they can have on the skin. This avocado and banana mask is moisturizing and has a pleasant cooling sensation when applied.

1/2 avocado  
1/2 banana  
1 tbsp olive oil  
Mash the avocado and banana  
Stir in the olive oil  
Spread the mask over face  
Let sit 10-15 minutes  
Pat face clean with a damp towel

This mask is a little difficult to apply, so be careful for drippage. It can also be chunky, so you might want to rinse your face in the kitchen sink where a garbage disposal is close at hand. Recipe taken from [freebiefindingmom.com](http://freebiefindingmom.com).

The final mask works hard at removing dead skin and making the face smooth, while also removing blackheads.

2 tbsp. Honey  
1/4 tbsp. Cinnamon  
Leave on for 10-15 minutes  
Rinse off

There are a couple disclaimers that need to be made before you try this out. Because honey is extremely sticky, this mask can be a bit difficult to apply. It can also produce a tickling sensation and may irritate sensitive skin, so if you're someone whose skin has a reaction to a good amount of things it comes into contact with, be cautious. Try applying a little bit to a small section of your face to make sure you're good to go. Recipe taken from [theindianspot.com](http://theindianspot.com).

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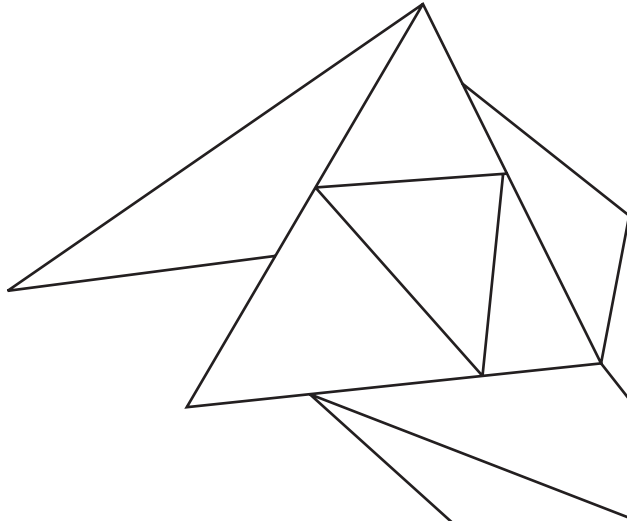
# LATE NIGHTS







LEFT TO RIGHT: MODEL 1: SHOES ASOS \$32, DRESS, RAYGUN \$49, JACKET FOREVER21 \$59, MODEL 2: SHOES ADIDAS \$120, SWEATSHIRT JOHN ELLIOT \$180, JEANS AMERICAN EAGLE \$50, WATCH APPLE \$300



BOTTOM: PHOTO EMMA DAU, MODEL 1: JACKET FOREVER21 \$59, DRESS RAYGUN \$49 MODEL 2: SWEATSHIRT FOG \$120, JACKET CALVIN KLEIN \$100, PANTS FOG \$150 TOP: PHOTO MIKINNA KERNS, SHOES VANS \$59, PANTS HELMUT LANG \$300, SHIRT ASOS \$42, JACKET JACK AND JONES VINTAGE \$300, HAT TILLYS \$22 RIGHT: PHOTO EMMA DAU, SHIRT MAISON MARGIELA \$500, TIE BADOWERS \$145, JEANS ZARA \$80



SPRING '17



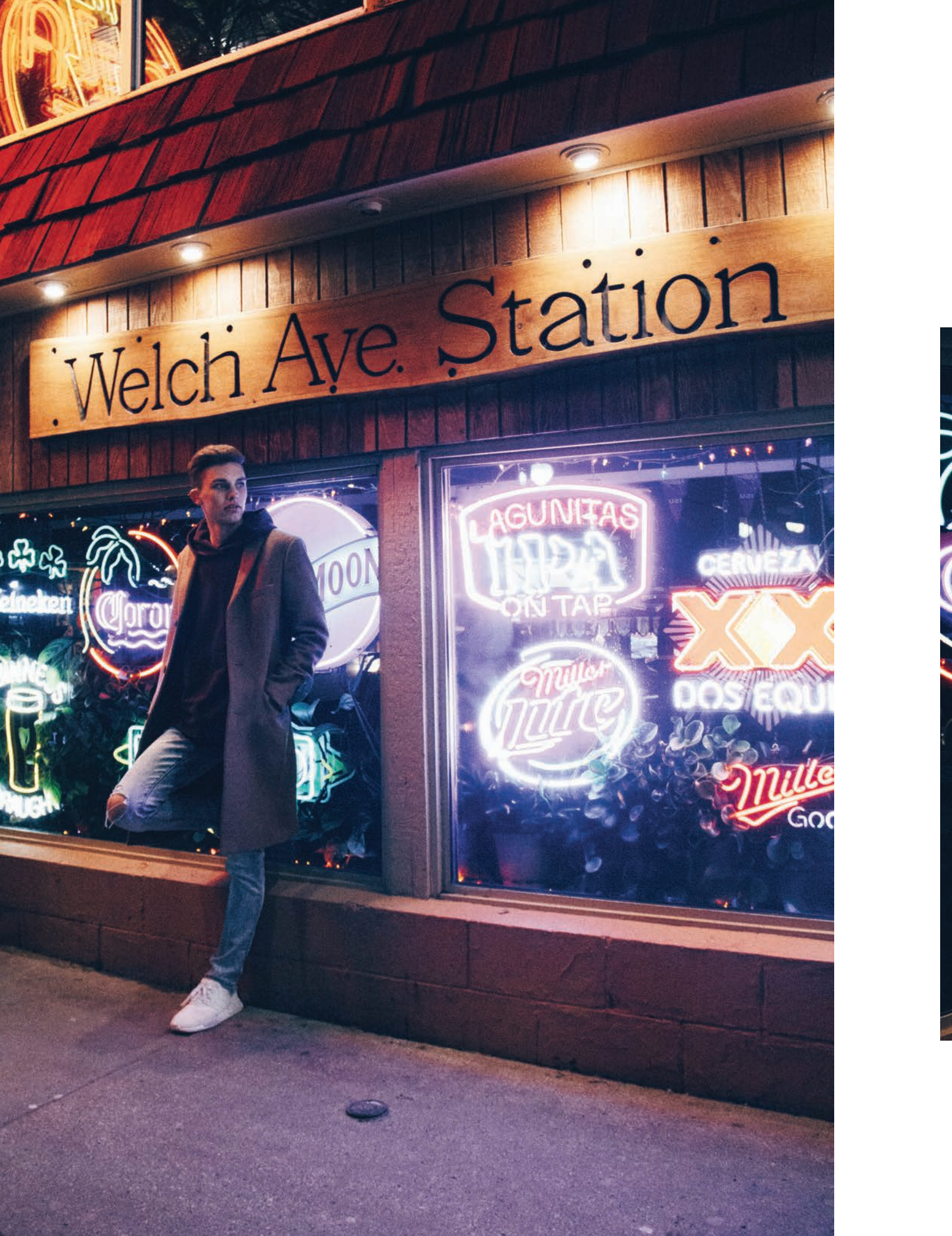


LEFT: PHOTO MIKINNA KERNS, MODEL 1: SHOE SHOE EXPRESS \$30, PANTS GAP \$60, JACKET BADOWERS \$399, SWEATER ASOS \$45, MODEL 2: SHOES ADIDAS \$120 PANTS AMERICAN EAGLE \$50, JACKET TOPMAN \$200, SWEATER JOHN ELLIOT \$180, MODEL 3: PANTS HELMUT LANG \$300, JACKET JACK AND JONES VINTAGE \$300, SHIRT ASOS \$42, HAT TILLYS \$22, MODEL 4: SHOES ASOS \$35, DRESS ASOS \$49, JACKET PORTOBELLO \$80 MODEL 5: PANTS ZARA \$80, JACKET CALVIN KLEIN \$100, SHIRT BADOWERS \$295, MODEL 5: SHOES ASOS \$32, DRESS RAYGUN \$49, JACKET FOREVER21 \$59  
 RIGHT: PHOTO EMMA DAU, MODEL 1: COAT TOPMAN \$200, SHIRT FOG \$80, PANTS GAP \$75, MODEL 2: SHIRT PALACE \$70, PANTS AMERICAN EAGLE \$50





BOTTOM LEFT: PHOTO EMMA DAU, COAT TOPMAN \$200, SWEATSHIRT JOHN ELLIOT \$180, JEANS AMERICAN EAGLE \$50, SHOES ADIDAS \$120 WATCH  
APPLE \$300 TOP LEFT: PHOTO EMMA DAU, JACKET JACK AND JONES VINTAGE CO \$300, HAT TILLYS \$22, SHIRT ASOS \$45 JEANS HELMUT LANG  
\$299, SHOES VANS \$60, RIGHT: PHOTO EMMA DAU MODEL 1: JACKET BADOWERS \$399, SWEATER ASOS \$49 PANTS GAP \$60, SHOES SHOE EXPRESS  
\$45, MODEL 2: JACKET PORTOBELLO \$80 DRESS ASOS \$65



# Welch Ave. Station

Heineken

Corona

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DOS EQUIS

Miller  
Genuine Brew





LEFT: PHOTO KATLYN CAMPBELL, SHOE ADIDAS \$120, JEANS AMERICAN EAGLE \$50, SWEATSHIRT JOHN ELLIOT \$180, COAT TOPMAN \$200 RIGHT: PHOTO KATLYN CAMPBELL MODEL 1: SHOES RAF SIMONS X ADIDAS \$300 PANTS ZARA \$80, SHIRT BADOWERS \$80, JACKET CALVIN KLEIN \$100 MODEL 2: SHOES SHOE EXPRESS \$30, PANTS GAP \$60, JACKET BADOWERS \$399, SWEATER ASOS \$45 MODEL 4: SHOES ASOS \$35, JACKET PORTOBELLO \$80, DRESS ASOS \$49

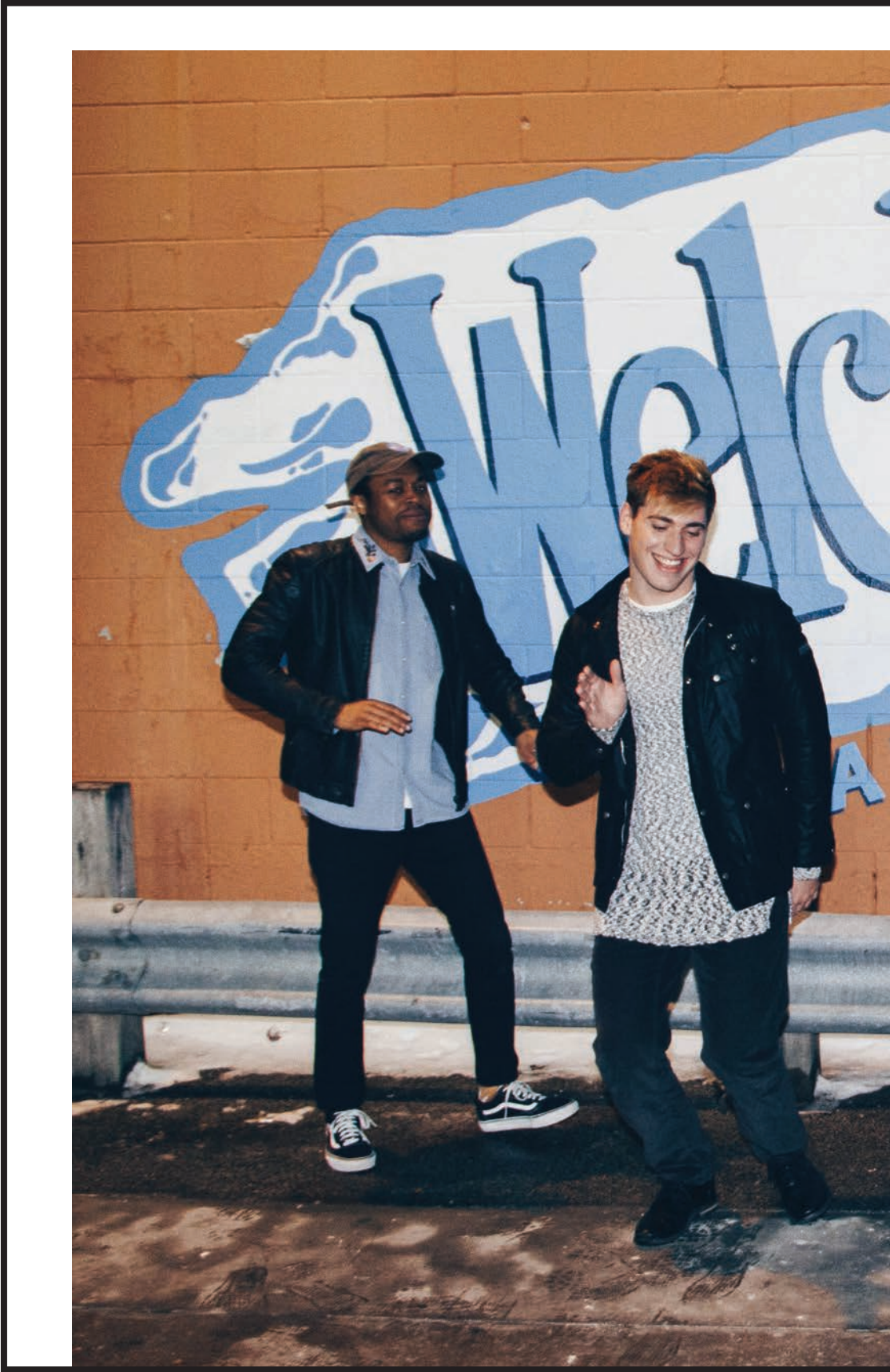




PHOTO MIKINNA KERNS, MODEL 1: SHOE VANS \$59, JACKET JACK AND JONES VINTAGE \$300, SHIRT ASOS \$42, JEANS HELMUT LANG \$300, MODEL 2: SHOES SHOE EXPRESS \$30 SWEATER ASOS \$45, JACKET BADOWERS \$399, JEANS GAP \$60 MODEL 3: SHOES ADIDAS \$120, SWEATSHIRT JOHN ELLIOT \$180, JEANS AMERICAN EAGLE \$50, MODEL 4: SHOES ASOS \$32, JACKET FOREVER21 \$59, DRESS RAYGUN \$49, MODEL 5: SHOES ASOS \$32, JACKET PORTOBELLO \$80, DRESS ASOS \$49, MODEL 6: SHOES RAF SIMONS X ADIDAS \$300 JACKET CALVIN KLEIN \$100 SHIRT BADOWERS \$295 DRESS ZARA \$80

# ASTONISHING ALL IN THE APPAREL PROGRAM

## ALEX PETERS

Imagine the exciting yet incredibly nerve-racking experience of being the first male model ever to walk in the fashion show at Iowa State University wearing womenswear. Jason Peters, or as he likes to be called, Alex, is a junior in Apparel, Merchandising and Design, did just that.

From the very beginning of his ISU career, Peters has been constantly staying involved from taking on different roles in the ISU Fashion Show and coordinating multiple drag shows to being the secretary of the LGBTQA Alliance and a current member of the Delta Lambda Phi fraternity.

Getting involved with the fashion show only ended up on Peters' busy schedule because of a his friend, Lea Dochterman, a junior in Apparel, Merchandising and Design.

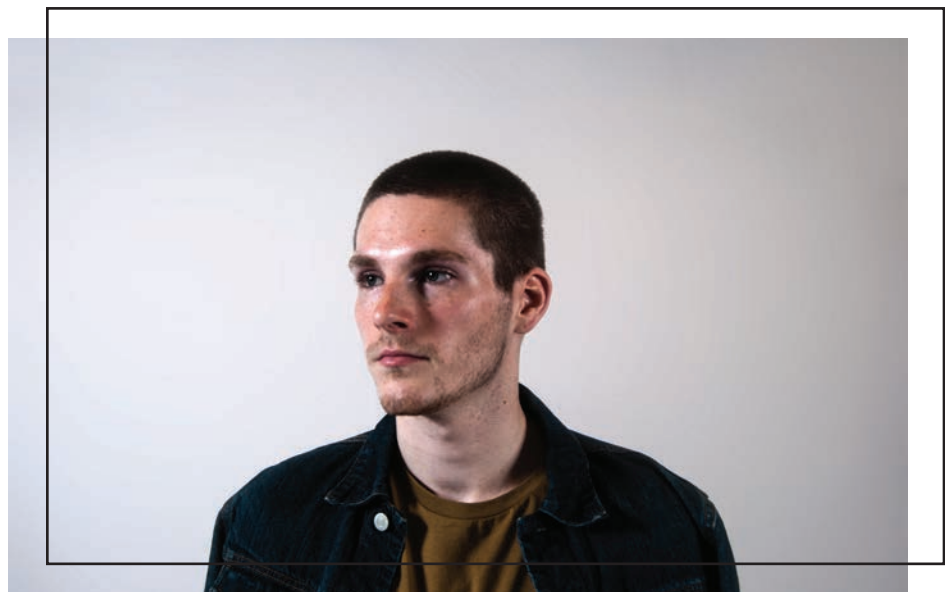
"Lea Dochterman was the person that really pushed for me to try out for the 2016 Fashion Show and said that I should do it in drag," says Peters. "She did modeling

the year before and suggested that I try out for it. Just expanding what it is and trying to turn the edge up a little bit on ISU and kind of push the envelope [was our goal.] She thought that'd be really good for me and the school."

Dochterman and Peters now know each other very well; through the fashion show as well as being on Trend magazine and having numerous classes together.

"He was the first person I met at Iowa State," says Dochterman. "We were both part of the move in crew and we didn't realize we had already met each other when we started having classes together. We've been like best friends ever since."

The suggestion of modeling in drag at the fashion show, made by Dochterman, only came about due to Peters scrolling through Youtube randomly a couple years ago and chancing upon a drag video.





“I was on Youtube and came across a Meet the Queens video of Sharon Needles from season four of RuPaul’s Drag Race,” he says. “She was a weird, gay boy from Iowa that was able to get out and make her dreams come true, and that really pushed me to do everything I could to set myself up to get out of Iowa too.”

Already being apart of the AMD program was a step in the right direction to make drag into something more than just what he watched online.

“I knew [drag] was something I wanted to do, and since I couldn’t afford to buy costumes or have them custom-made, that I would need to make them myself,” says Peters. “I knew I could paint myself fairly well and makeup is easier to teach myself than sewing, and then being a seamstress would also give me a career to fall back on.”

“EVERYDAY YOU WAKE UP AND YOU PUT ON SOME SORT OF PERSONA TO SHOW THE WORLD.”

He became involved with drag for the first time his freshman year; however, it wasn’t such an easy topic to explain to others. Referring to a quote by RuPaul, “You’re born naked. The rest is drag,” is how Peters tries to explain what drag truly means.

“Everyday you wake up and you put on some sort of persona to show the world,” Peters says. “Whether it’s you being happy when you’re really not inside and you’re doing different things [to cover those feelings up] or you use like dress and makeup it’s just different forms of expression to express yourself and [then you] go do some job. That’s basically what we’re doing is going out there to try and make people happy and make people laugh and entertain them. Then at the end of the night we take it all off and we’re a normal person.”

Peters gains a vast amount of courage through drag. His drag persona holds most of this courage.

“She, [the persona,] is not too different from who I am,” says Peters. “She’s just more confident I guess is mainly what it.” “I was on Youtube and came across a Meet the Queens video of Sharon Needles from season four of RuPaul’s Drag Race,” he says. “She was a weird, gay boy from Iowa that was able to get out and make her dreams come true, and that really pushed me to do everything I could to set myself up to get out of Iowa too.”

While many of Peters' designs are created with his drag persona in mind, not all pieces are drag focused. This passion, however, clearly shows through in the main direction of his garments.

"I am almost always shocked by Alex's designs," says Ellen McKinney, an Iowa State University assistant professor. "But, I think that is the point. His target market wants to be noticed, to draw attention to themselves, to shock their audience. I love Alex's focus and exuberance. Even if something he is making is not for drag wear specifically, he has his own unique perspectives on things and is not afraid to explore and express them as art-to-wear."

Peters says he is constantly designing new pieces. These designs range in endless types of silhouettes, likely include some sort of sparkle or fringe, the color palette mainly black and the fabric consisting mostly of vinyl and knit.

"The only disagreement we have had was that AMD 225 basic project," says McKinney. "If he had his way, everything would have been knit. However, he figured out how to make it work [by] matching his aesthetics with the assignment requirements. It came out great in the end and were some of the most un-basic basics that have ever been made for that class."

Peters finding a way to make this simple project not so simple wouldn't shock anyone who knows him. Innovative and out-of-the box are just a couple ways Maggie Martens, a junior in Apparel, Merchandising and Design and a friend of Peters, used to describe his designs.

"They're really inventive," adds Dochterman. "He definitely goes out of his way to put a lot of thought into what he makes. Every detail has a story to it or a meaning. Like if his hem is done a certain way it means 'this' like he has a story for everything. There's always a storyline. He's created some really cool stuff through that."

Peters says he has spent time designing 100 outfits and actually made roughly 30 or 40 of those since coming to ISU. A number of these pieces include patterns he created himself. Peters has the opportunity to make all of his designs unique to his creative style with these patterns by using the Optitex pattern making software and fabric printing on campus.

His garments don't just stand out for his drag looks and unique patterns, though. Going beyond what is expected from most students is a habit of Peters which Dochterman can attest to.

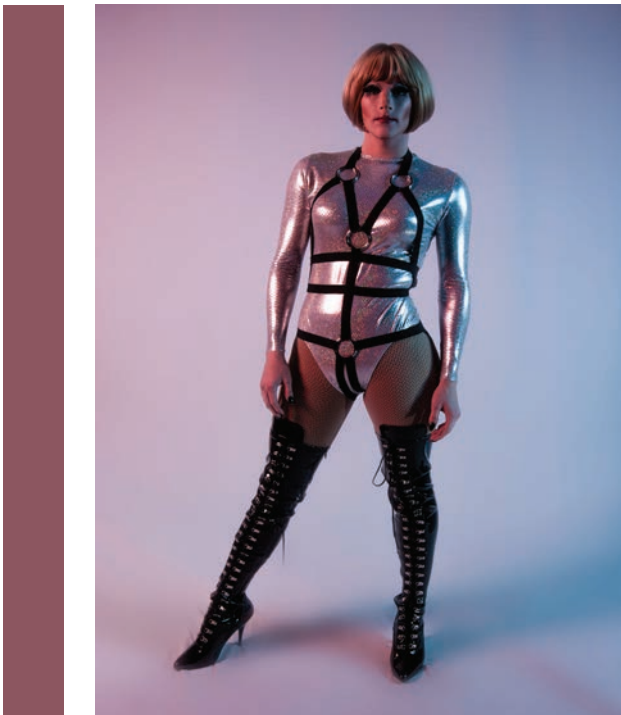
"We've had a bunch of fashion classes [together] and I know he was a little shocking to some of the teachers at first because he likes to do a lot of fetish wear in clothing," says Dochterman. "I know there's been, not like run-ins with the teachers, but the teachers will want him to do maybe different things or like change his path a little bit. I mean they've all grown to love him and become more accepting of him which is really nice."

Professors aren't the only ones Peters' outside-the-box garments are catching the attention of. Students as well are paying attention and finding inspiration.

"He's created a lot of cool corsetry pieces and we don't teach anything with corsetry here so it has to be more along the lines of self taught," says Dochterman. "That's something that I feel a lot more students have seen him start doing. Now they've also branched out and started doing corsetry things as well."

Settling is not something Peters knows how to do, whether it's settling on keeping his designs focused only on what the AMD program requires or settling for fitting into certain standards of society.

"I feel like for me [drag and design] are both like hand-in-hand, 'cause I know my drag character inspires a lot of what I make and a lot of what I make is for that persona," he says. "So I feel like as long as I keep doing drag I'll definitely keep designing."



# find the scent that makes sense

86

With so many different options out there, it can be difficult to find the perfect cologne. Some may be out of your budget or perhaps you've never even used it before and you're not sure what to get. This quiz makes finding a cologne that's right for you as easy as A B C...D.

## CHOOSE A RESTAURANT:

- A. Your favorite local bar and grill
- B. An upscale Italian place
- C. McDonald's
- D. I let my S.O. choose

## CHOOSE AN OUTFIT:

- A. Jeans, t-shirt, sneakers
- B. Chinos, Button-down shirt, oxfords
- C. Athletic shorts and a tee
- D. A casual suit

## CHOOSE AN ADJECTIVE:

- A. Fresh
- B. Saucy
- C. Lit
- D. Spicy

## WHERE WOULD YOU RATHER BE:

- A. The Ocean
- B. The Mountains
- C. The Countryside
- D. The City

## CHOOSE A FRUIT:

- A. Apple
- B. Orange
- C. Banana
- D. Tomato

## WHEN FACED WITH A PROBLEM, DO YOU:

- A. Put it off until the last minute
- B. Work on it consistently to get the best outcome
- C. Forget and turn it in late
- D. Get it done the first day so you can relax the rest of the week



## WOULD YOU RATHER:

- A. Stand out from the crowd
- B. Lay low and do your own thing
- C. Do whatever your friends are doing
- D. Go with the flow of your day

### If you chose mostly A's:

Go for Acqua Di Gio by Giorgio Armani. The natural scent will leave you feeling fresh all day.

Available at [giorgioarmanibeauty-usa.com](http://giorgioarmanibeauty-usa.com)

For a cheaper alternative try Nautica Voyage by Nautica.

Available at [nautica.com](http://nautica.com)

### If you chose mostly C's:

Abercrombie and Fitch's popular cologne Fierce has youthful and vibrant scents that can give you the confidence you need on a daily basis. If you want a cologne that's as outgoing as you, choose Fierce.

Available at [abercrombie.com](http://abercrombie.com)

For a cheaper alternative try Pour Homme by Versace

Available at [versace.com](http://versace.com)

### If you chose mostly B's:

Try Artisan by John Varvatos. The scent is described as, "a refreshing citrus explosion that develops into a spicy, floral blend, followed by a masculine woody impression." Artisan helps you leave a lasting impression without even having to say a word.

Available at [artisanparfumeur.com](http://artisanparfumeur.com)

For a cheaper alternative try Seductive Homme by Guess.

Available at [shop.guess.com](http://shop.guess.com)

### If you chose mostly D's:

La Nuit De L'homme starts off spicy and finishes sweet. Yves Saint Laurent's classy and clean scent is perfect for any occasion.

Available at [ysl.com](http://ysl.com)

For a cheaper alternative try Boss No. 6 by Hugo Boss

Available at [hugoboss.com](http://hugoboss.com)

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SUSTAINABILITY'S

TOP TREND:

## PATAGONIA

Patagonia is an American Clothing line created by Yvon Chouinard in 1973. Starting as a rock climber's equipment line they now produce a variety of high performance outerwear, from surfing bodysuits to snowboarding jackets.

SPRING '17



**P**atagonia is becoming a leading company nationwide and is definitely a popular brand here on Iowa State's Campus. The brand's environmental activism started after the founders felt personally affected by the high pollution found at the local surf break: the Ventura River. The company switched to environmentally safe materials, gave large grants to environmental groups and created new movements to push sustainability.

**T**his November, Patagonia donated 100% of their Black Friday sales to 800 environmental groups, the total donation amounting to around 10 million dollars. This however doesn't come as much of a surprise from a company whose mission statement includes: building the best products, cause no unnecessary harm, use business to inspire, and implement solutions to the environmental crisis.

**R**ick Ridgeway, Vice President of Public Engagement for Patagonia, came to Iowa State for an open lecture to discuss the company's business operations and the core of it is preserving and protecting the environment. Ridgeway spoke specifically about Patagonia's recent movement called Worn Wear- a new mission in which Patagonia is encouraging consumers to help reduce the company's and their own ecological footprints: the impact an individual or a community has on the environment. Patagonia focuses on creating the best products and making them last as long as possible. They are now increasing these efforts by giving people the ability to fix their damaged clothing through the Worn Wear movement, focusing on the four R's of sustainability: repair, resell, recycle and reduce.



1

**R** **O**nce a clothing item is ripped or torn, most people tend to throw it away. Not only are you disappointed you tore your garment, but what if it's also your favorite sweater that you wore during your camping trip last summer? Patagonia is offering to fix this issue by repairing your garments of theirs. Now, you can send in a damaged Patagonia product and a team of seamstresses will repair it to the best of their ability. Extending the life of a clothing item means the consumer doesn't have to buy a replacement item.

**E**  
**P**  
**A**  
**I**  
**R**

Not only can you send in your clothing, there is also a Patagonia truck that stops at college campuses across the country to help show students how to repair their own clothing one-on-one. The truck also features several sewing machines, materials and helpful workers to help you fix your garment right then and there. This saves the consumer money, is environmentally friendly and can even teach someone a new life skill. Repairing a garment also saves the materials, dye, labor and energy that is need to produce a new item.

R E S E L L

2

**S**pring cleaning and done wearing that t-shirt? Instead of throwing out your old or outgrown clothing, Patagonia is now accepting their pre owned gear. Starting summer 2017,

Patagonia is expanding into the consignment business. On WornWear.com or in designated stores, you will be able to sell your used Patagonia clothing and can buy used Patagonia clothing

for a fraction of the original price. Reselling garments gives an item a longer lifespan rather than simply tossing your old pieces. What's one man's trash is another's treasure.

LEFT: MODEL 1: TOP PATAGONIA \$45, PANT MODEL OWNED, MODEL 2: TOP PATAGONIA \$45, PANT MODEL OWNED, MODEL 3: TOP PATAGONIA \$45, PANT MODEL OWNED, RIGHT: MODEL 1: TOP PATAGONIA \$99, PANT MODEL OWNED, MODEL 2: TOP PATAGONIA \$99, PANT MODEL OWNED, MODEL 3: TOP PATAGONIA \$99, PANT MODEL OWNED

# 91 RECYCLE

**3** Patagonia uses a wide range of recycled materials in all of their products, such as nylon, polyester and wool. If your Patagonia fleece is non-salvageable it can be recycled. Bring it to any Patagonia store and they will

recycle or repurpose the product. "Since 2005, we've recycled over 95 tons of clothing," says Ridgeway. This gives the Patagonia product the longest life and truly

**"Since 2005, we've recycled over 95 tons of clothing,"** says Ridgeway.

makes the product life cycle into a closed loop operation. This feature gets the entire use of the product from start to finish, and the ability to create new products from the recycled one, in turn saving resources.

**4**



SPRING '17

**R** Patagonia goes above and beyond to help reduce their ecological footprint. Each garment produced takes many resources to produce. To make this process more efficient, the company focuses on using better materials to cause the least amount of harm. Ridgeway discussed how difficult reducing is in the apparel production industry. "This R is by far the most controversial. All stuff has its footprint. We ran an app to show how many

resources go into one jacket and found out it is 135 liters of water, 20 pounds of CO2 and 2/3 of weight in waste." Patagonia changed the material technologies and looked deeply into their supply chain to reduce their impact as much as they can while still producing the best quality product. They use Blue's Sign standard to help manage the chemicals safely during manufacturing, as well as using high quality fabric. This includes durable water repellent, polygiene for odor control and UPF fabric for sun protection. Using these top-tier fabrics and materials keeps from producing more products in the long run because of the attention to detail and quality that goes into every single item.

**"As a consumer, the single best thing we can do for the planet is to keep our stuff in use longer,"** says Rose Marcario, President and CEO of Patagonia.

**T**hese four R's are associated with Patagonia clothing, but can be used in other aspects of your life to make it more sustainable. "As a consumer, the single best thing we

can do for the planet is to keep our stuff in use longer," says Rose Marcario, President and CEO of Patagonia. Whether it is clothes, food, or furniture, society has to try to conserve and keep materials as long as possible, to make sure nothing goes to waste. Buying quality products

from companies like Patagonia, make your stuff last for a lifetime, and the ability to never have to throw out your memories with the clothes. Long lasting repair, and reused clothes makes you feel better that you are saving your own money, but also helping the earth get a little greener.

# no cooking skills, no problem

Cooking is a task that many attempt, but only a few are able to master. Learning the way around a kitchen generally begins as a young child, crafting a peanut butter and jelly sandwich. For many, their ability grows with them and they are able to learn to make a plethora of meals. However, during the college years, money is usually spent on pizza for all-night study sessions and time is spent studying or napping. As a result, learning how to cook isn't normally a top priority. Cooking returns to a remedial task and the microwave becomes a best friend. The best way for college students to continue to improve their skills is to begin with ingredients they already have. Here are three specific meals that require little cooking knowledge and include ingredients that you probably already have in your kitchen:




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**Cooking is a daunting task that college students often avoid, but with these easy recipes, everyone can be a chef in their own kitchen.  
Happy Cooking!**

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## *Buffalo Chicken Dip*

### **-Ingredients**

1. Two 12.5 oz cans of chunk chicken
2. 1 cup of shredded cheddar cheese
3. 1 cup of ranch dressing
4. 1 cup of buffalo sauce
5. 1 8oz block of cream cheese

### **-Directions:**

1. Soften cream cheese by microwaving in 10 second increments
2. Drain cans of chicken
3. Mix all ingredients until a smooth, yet creamy dip ensues
4. Bake for 20 minutes at 350 Fahrenheit
5. Remove from oven and enjoy with chips or crackers

## *Pizza-Pasta*

### **-Ingredients:**

1. 2 boneless chicken breasts
2. Poultry seasoning
3. 1 12 oz can of cream of chicken soup
4. 12 oz of water
5. 2 cups of egg noodles

### **-Directions:**

1. Cover chicken breasts with poultry seasoning
2. Put chicken breasts, cream of chicken soup, and water on bottom of crock pot
3. Let cook all day (6 hours on low -or- 8 hours on high)
4. Bring noodles to a boil about half an hour before crock pot ingredients are ready
5. Mix noodles in crock pot and shred chicken

## *Chicken & Noodles*

### **-Ingredients:**

1. 2 cups of egg noodles
2. 2 14 oz jars of pizza sauce
3. 1 lb. of breakfast sausage
4. Pepperoni (optional)

### **-Directions:**

1. Allow noodles to boil until tender
2. Brown sausage in a skillet and chop into small bits
3. Mix all ingredients
4. Keep warm in a crock-pot if you choose

# To everyone that's ever been told to “MAN UP” or “BE MORE LADYLIKE”:

*Society tells us we need to fill certain roles based on whether we are male or female. According to Graduate Teaching Assistant of Women's and Gender Studies, Brenna Buchanan, doing so damages our lives greatly—no matter what gender.*



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Growing up, many girls go through phases of switching up their personalities between girly-girl and tomboy. There are clothing options that work with each of these, such as those classic pink, sparkly shirts that read “Social Butterfly” and then on the contrary, overalls and tennis shoes. This also goes for attitude—a young girl can be sassy and thoroughly care about her hair one day and then act the exact opposite the next. Because kids usually feel that they have the freedom to be whatever they want to be, they often do just that.

When you look away from outfit choices and attitudes, there are activities that many young girls stay away from simply because girls don't do them—boys do. They don't play soccer or basketball during recess, or raise their hands to answer a tricky math question in the classroom. Unfortunately, these feelings of restriction continue long past elementary school.

Gender roles and norms, no matter what gender, affect everyone heavily, directly and at every point in their lives. However unless someone is educated in gender studies, they usually aren't aware of this or what the roles and norms consist of. But there is a widespread knowledge (however, taboo) that women and men are supposed to do certain things, and that they're different.

**“Masculinity and femininity I think I would define as the societal concepts of how men and women are supposed to behave,” says Buchanan.**

No one actually comes up to us tells us at a young age that we're supposed to act according to our gender; we're constantly shaped by society.

**“It’s very much engrained in us from an early age that we’re supposed to exist within this binary and perform within this binary,” says Buchanan. “We were born into this system but as we live in it we continue to perform gender, so it continues to survive.”**

Little girls are given dolls and taught to be gentle, while little boys are given monster trucks and taught to be aggressive before even starting preschool. Small conformities like this are very common, but it’s difficult to realize the deep effects they have.

Gender norms make themselves present in everyday language. Common phrases that you may hear include “Man up!”, “Whoa, are you on your period?”, “You run like a girl!” and so forth.

**“Phrases and words associated with gender generally reinforce those boundaries of masculinity being a good thing, and femininity not always being a good thing,” says Buchanan. “Generally because of patriarchy, masculinity would be very positive attributes, such as being aggressive, a go-getter and being strong, while femininity is about being passive and reserved, and generally overly emotional.”**



How and why gender roles were formed is an interesting concept, and dates very far back in time. You probably aren’t reading this magazine for a history lesson, but this is a pretty fascinating one.

**“These roles first came to be because women would stay with the children while men went out and collected food, and these rules just reinforced themselves over time,”** explains Buchanan. **“Men became more of a detachable unit and also became the breadwinners.”**

They evolved into the more modern form of a woman’s main job being taking care of the kids, while for a man it’s paying the bills. Picture a stereotypical family in the 1950s, and you’ll probably think of this scenario.

There is more equality of women and men in the workforce today compared to 50 years ago, but those traditional roles are still considered the norm. This is limiting to both genders—women may feel like they don’t belong in the workforce, while there can also be a stigma against them that they “can’t handle” it. Men in a heterosexual relationship may feel like they can’t be as family-oriented and caring as their wives.

**“It’s good for femininity to exist as long as women do not overreach,” says Buchanan. “The man is supposed to make more money, to fit within the boundaries in a heterosexual relationship.”**

This hurts both genders. If a husband doesn’t make more money than his wife or isn’t employed, society tells him he should be ashamed and that he isn’t really a man. It hurts women in that they aren’t as encouraged by society to work, especially should she take a position from a man or have more power. This has huge consequences—there could be more women in higher positions in the workforce and working in general, inspiring young girls and women and making a difference. The distress men have for feeling responsible for having a higher-paying job could be nonexistent. By holding half the population back, there are many ideas and discoveries lost as well as self-esteem and confidence being broken down.

There are countless ways that gender norms can be damaging outside of the workforce and family life.

**“For women they’re restricted on how they can direct themselves,” says Buchanan. “So we as women are taught that we’re supposed to look out for everybody else, and put ourselves on the back burner.”**

A woman is often shamed if she puts herself first. If she chooses to work more hours instead of staying home to take care of her child, she is deemed a selfish mother by society. Women are also expected to be passive and ladylike. If she takes up too much space or talks a lot, she’s seen as obnoxious and rude. If she’s taking control and being assertive, she’s “on her period”. If she expresses her sexuality, she’s “slutty”. There are endless double standards when you look at what women can’t do and what men can do according to society. If women don’t live by these standards, they’re seen as not as good at being a woman.

Men also suffer from these societal rules.

**“Men aren’t taught how to express their feelings and that they have to always be asserting power over women, to be themselves, to be a man,” Buchanan explains. “There are major self-esteem issues for men if they don’t conform to these roles.”**





From an early age, men are taught that they shouldn't show emotion unless it's an extreme circumstance and that showing a lot of affection, especially toward other men is abnormal. Being manly comes with so many expectations that have negative effects. Because of it, men are often pressured into proving their masculinity, often by getting in fights or showing dominance over others. They're seen as more manly if they are able to get with girls and then detach themselves from them. They can't be interested in "girly" activities. If a man goes against any of these standards, they are perceived as weak and not truly a man.

Overall, these roles tell us how to live our lives and how to judge others if they don't conform. They restrict us from doing things we really might like to do, keeping us in a little bubble. They teach us to care what other people think.

The enforcement of gender roles is still persistent, but they're constantly being challenged.

**"If you're comparing now to the 1950s I'd say yes [things are getting better]," says Buchanan. "I would say that what we're experiencing now is definitely something different and new, but it hasn't been a progressive line."**

This is due to a change in beliefs and the work of feminism and social activists. People of all genders are now going to college and taking more time to figure out their lives. Women aren't considered "old-maids" if they're not married by 30 (thank god) and there are many social movements that encourage acceptance and tell people it's okay to not fit society's traditional mold.

It's questionable if gender norms will ever go away completely, but there are things we can do to stop them from making such a strong impact.

**"The first thing that would need to be done is to try and get rid of the idea of what a woman is,"** expresses Buchanan. **"We're leaving out so many women, because that idea is so restrictive."**

This applies to men too. We tend to have a picture in our minds of what a perfect woman and man is and the certain qualities they obtain. However, this excludes so many people while also making them feel like something's wrong with them if they don't fit this made-up standard.

As always, having knowledge on a subject is one of the most effective tools to create change.

**"[Taking] Women's studies would be great. Reading up on articles about women, paying attention to what women are doing,"** enthuses Buchanan. **"I also feel like people need to have more recognition of intersectionality because the experience of women of color [and] LGBT people is extremely different than that of white women."**

Not only does this class open your eyes to what's going on in the world as well as right in front of you, it can be applied to everyone's lives.

**"When you learn about women you are essentially learning about yourself. Everybody has a woman in their life,"** Buchanan points out. **"It benefits you to learn about others' viewpoints 100% of the time."**

To everyone who's ever been told to "Man up" or "Be more ladylike" among other things, it's important to know who you are and what you feel is not wrong. "What you're supposed to be" based on your gender, race, sexuality, everything-is socially constructed.

When I asked Ms. Buchanan what she would say to someone who feels limited because of these roles she said:

**"I know it's very difficult because of societal pressures, they can be overwhelming because we want to please people. But it's very important that you are you. Everybody is part of the mosaic which is the human race, and we all have something to contribute. And the best way I think to make change, is to be who you are, do what feels right to you. And plus, that's probably how you'll feel the happiest."**

Your gender is a part of you, but it does not define you. Keep being you.

# DIY METALLIC CRAFT

DIY seems to be on the trend in many aspects of life: from interiors to apparel to household goods. Being college students, DIY is especially appealing because it gives us something to do! It is not extremely costly, and generally results in a cheap alternative. If you have a flat surface that you are dying to spruce up, then this metallic craft is for you!



First off, you will need to gather all your old Green Day and Nickelback CDs that you embarrassingly use to listen to 90 times a day. You will also need some sort of adhesive (hot glue, E6000, or Household Goop are recommended) and a cutting device (plastic cutters are recommended, but scissors will do the trick).

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To start off your metallic craft, you will need to cut the CDs into pieces of various shapes and sizes. After the CDs are cut, you will lay them out on the surface in an almost mosaic fashion.



Finally, you will adhere these pieces to your surface and voila! You have an updated surface that is cool and fun (come on, it is literally made from Green Day). Happy crafting!



A woman with blonde hair tied back, wearing a light-colored, short-sleeved dress with a dense floral pattern, stands in a field of green foliage. She is looking to the left. The background is a soft-focus field of green leaves and branches.

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