

# TREND

SPRING 2011

**THE  
FASHION  
SHOW**

2011 REVIEW

PERFECT FIT  
FOR YOUR

**GORGEOUS  
GAMS**

**FIVE  
SHOW-STOPPING  
SUMMER  
STYLES**

DECORATE  
**IN A CINCH**

**4 FUN  
ALTERNATIVE  
WORKOUTS**

**MEET  
KELLY HOYE**

ISU'S ULTIMATE  
BACHELOR

INSIDER TIPS FROM  
**BIG APPLE**  
JOURNALISTS

**NOBLEHAUS:**  
THE NEW  
TRIPLE  
THREAT

PAINT THEM  
PRETTY:  
COUTURE  
POLISH  
MADE EASY

**COUNTRY  
GOES CHIC**  
WITH URBAN FLAIR



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PHOTO BRITTA MENNECKE

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# LETTERS FROM THE EDITORS

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This is the second and last time you'll see my name and photo right here. It's so strange to me that I eat, sleep and breathe this magazine to help bring 72 glossy pages of fashion, etc. to campus, yet most of you guys barely even know I exist. I still feel the need to do some big, sappy, end-of-the-year speech in this space, though. So here goes.

Acting as co-editor-in-chief of *Trend* has been, undoubtedly, one of the greatest opportunities slash experiences ever. Granted, I want to rip my hair out on the daily, but it's totally been worth it. I've learned a ridiculous amount from my truly amazing staffers, though I won't lie; I'm writing this with my hair atop my head and I'm definitely wearing swishy shorts circa 1996. Not exactly trendy. It's fine.

Aside from picking up on the inner-workings of what it takes to get a magazine to print (it takes way more than you think!), I've also learned a lot about myself. And life. Cliché, I know. Anyway, taking 19 credits, working 20 hours a week at Meredith Corp., running a publication AND sleeping (read: taking three-hour naps) is no easy feat. While my workaholic-ism has opened some pretty BA doors for me, it's also made me realize I'm an idiot and I've let life's simple pleasures go by the wayside. So, here are my parting words of advice (or whatever) to all of you, a general summary of what I've taken away from the most hellacious, rewarding year of my existence to date. It's simple: don't forget what makes you happy, and be sure you create the time to get your fix of whatever it may be. Seriously.

That's all I got. Hope you enjoy the read!

HANNAH GILMAN

To grow, as defined by Merriam-Webster, is to spring up and develop to maturity. This is quite possibly one of my favorite definitions of a verb, as nerdy as that sounds. As an excited and open-major freshman I sprung from small town Iowa to big city, if you can call it that, Ames.

Seeking challenges began when I took Ruth Glock's TC 231 class determined to get an A in the science behind what makes fashion great. Then Deb Gibson's JI MC 202 class, otherwise known as my entire life for a semester, provided me a foundation for eloquent writing with attention to detail. Finally, *Trend*; taking on the role as co-editor-in-chief was never a goal, but when the opportunity arose I couldn't pass it up.

As I look back on my years spent at Iowa State and flip back through past issues of *Trend*, I can't help but apply the verb "to grow" to how far everything has evolved. As each new year started with eagerness and enthusiasm and ended with a sigh of relief, the challenges and frustrations were way worth it.

With only three weeks and four days left until I walk across the stage at CY Stephens, yes, I've been counting down since January, I want to leave you and ISU with this quote in mind; it's definitely one of my faves. "Above all, remember that the most important thing you can take anywhere is not a Gucci bag or French-cut jeans; it's an open mind" –Gail Rubin Bereny

Enjoy our spring issue!

TONI MORTENSEN

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Fab'rik, West Des Moines  
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## HOURS

Mon-Fri: 10-8 p.m.

Sat: 10-5 p.m.

Sun: 12-5 p.m.



# blogroll PLEASE...

We did our research so you don't have to. Here are a few blogs we just can't get enough of.

WORDS ERIN FOSSELMAN DESIGN MEGAN SCHNEIDER & SETH LUNSFORD ILLUSTRATIONS HANNA PARK

## the Music Slut

The name says it all. The authors truly love music and live for sensational concerts and exciting new artists. This blog is perfect for music junkies or people simply looking to spice up their music repertoire by hittin' up a show or finding a new band to follow.

## Decor8

For home design junkies, this blog features the best of the best in DIY projects and gorgeous locations. Get your fix here, and try not to drool too much.

## Designspiration

Feelin' blah? Uninspired? Fear no more! Designspiration is an awesome source of none other than design inspiration. From architecture to photography, this blog has you covered.

## Cupcakes & Cashmere

The best part about this blog is the blogger's love for all things beautiful, from fancy food to fearless fashion to to-die-for home décor. Plus, it's jam-packed with photos.

## the Cool Hunter

The Cool Hunter is, well, *cool*. There are massive amounts of pictures of beautiful things, from stream-lined cars of the future to sequined masks on refined models.

## Thrifty Décor Chick

This blog is great for anyone looking to design on a dime. It showcases products that make life a little easier and cheaper.

## College Fashionista

Posts are written by students, also deemed style gurus, from campuses across the nation. Each post features looks from specific campuses where the style gurus are reporting. Iowa State's very own style guru is Cassandra Dittmer (one of our fab fashion directors!).

## Her Campus

*Her Campus* is written by students attending colleges across the nation. Jessica Hansen (another awesome *Trend* staffer!) is the editor-in-chief for Iowa State's chapter. *Her Campus* extends beyond the realm of fashion and includes great info on diets, exercising, careers and so much more.



# NEED-TO-KNOW DESIGNERS

WORDS KATIE HENRY DESIGN GRACIE BOJORQUEZ ILLUSTRATIONS HANNA PARK

Countless designers have started fads and trends, but few have created classics worth remembering. Trend took a look at timeless artists and up-and-coming designers that are making their mark on fashion history.



## Chanel

“Coco Chanel was known as a ‘Fashion Ford,’” says Sara Marcketti, Ph.D., professor of history of 20th century fashion. “Her looks were versatile and useful, and she brought jersey and other lowly fabrics to high-fashion status. A talent of hers was using subtle trims and accents.” Since then, Karl Lagerfeld has taken Chanel’s classic looks and made them modern. Chanel’s spring 2011 couture line featured classic black and white ensembles. Lagerfeld also played with pastel colors in feminine accents such as bows, buttons and ruffles.



## Christian Dior

Christian Dior was the founder of one of the top Parisian fashion houses. His rise to fame occurred in the late 1940s with what Marcketti refers to as the “New Look of 1947” which encompassed a full skirt and padded shoulders. In the spring 2011 couture line, John Galliano paid tribute to Dior, whose illustrations originally made Dior’s looks famous. Galliano alternated between his signature full skirt and a full top and slender skirt. He also took risks in bold color palettes using magenta, orange and blue.



## Yves Saint Laurent

“YSL was a very creative designer who blended high fashion and art,” says Marcketti. “His Mondrian dress was even copied in 2006 by Forever 21.” YSL’s spring 2011 ready-to-wear line is nothing short of artistic. Chief designer Stefano Pilati played with daring, artistic silhouettes and accents and threw in unexpected colors such as bright orange.



## Christian Siriano

Ever since his Project Runway win in 2008, Siriano has been a designer to watch. He has been made famous by his fearless, can-do attitude. He was daring in his fall 2011 ready-to-wear line by using sheer and silky fabrics as well as leather and lace.

## Rachel Zoe

Rachel Zoe is not just a stylist and reality star. She’s an on-the-rise designer coming out with her first line in fall 2011. Her line will appeal to the quintessential young woman with its playful frills and furs. Her garments for the work-focused woman include classic suits and peacoats in neutral colors.







# fashion

WORDS SARA SCHLUETER  
PHOTO NATALIE SCHAEFER

*This season slip into soft, delicate fabrics that maintain a sassy edge. Hot hues and African-inspired prints have taken over undergarment lusts. Although these intimates may have major sex appeal, don't shy away. Get in touch with the feminine details of these garments while staying comfortable. So go ahead and buy that neon, I-never-thought-I-would-ever-wear pair of lace cheekies. We dare you!*

# FASHION FORECASTING

*Swimwear*



*Seventies*



*Geometric*



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# THE UPDATE ON THE **HOTTEST TRENDS** for spring & summer 2011

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**WORDS** ALEXA WILMORE   **DESIGN** ALLIE ADAMS   **PHOTOS** BRANDI PIATT, BRITTA MENNECKE,  
LEI ZHANG & NATALIE SCHAEFER   **LOOK** CASSY DITTMER & THE SALON IN AMES

## Neon



## Nude



### Swimwear

Hat: Express, \$35  
Orange Coverup: T\*Galaxy Threads, \$22  
Tote: Lyla's Boutique, \$50  
Shoes, swimsuit: model's own

### Seventies

Fedora: Banana Republic, \$40  
Shirt: Banana Republic, \$60  
Belt: Banana Republic, \$55  
Necklace: Banana Republic, \$70  
Shorts: The Loft, \$50  
Shoes: model's own

### Geometric

Dress: Fab'rik, \$78  
Belt, necklace, shoes: model's own

### Neon

Skirt: Express, \$35  
Belt, shirt, shoes: model's own

### Nude

Cardigan: Banana Republic, \$98  
Top: Express, \$50  
Shorts: Express, \$60  
Bag, shoes: model's own

# TREND: SWIMWEAR

We all know the dreaded feeling of donning a swimsuit for the first time of the season. Thanks to fab coverups and the still-fashionable big shades, we can breathe a sigh of relief. Try layering a coral oversized button-up over a must-have bandeau bikini. Top the look off with a straw sun hat.

1 Sunglasses: Banana Republic, \$78

2 Sandals: Express, \$30

3 Bandeau swimsuit: model's own

4 Neon swimsuit: model's own

5 Dress: model's own



# TREND: SEVENTIES

The skinny jean has met its match. Usher in looks straight from the pages of your parents' old photo albums. High-waisted shorts, crochet vests, maxi skirts, burnt-orange silk tops, paisley and floral details are taking over this season. Word to the wise: Leave the leisure suits tucked safely away in the photos.



1 Knit top: Lyla's Boutique, \$148

2 Shorts: Express, \$60

3 Shoes: model's own

4 Purse: Banana Republic, \$90

5 Patchwork top: Blond Genius, \$98

6 Silk top: Banana Republic, \$70

# TREND: GEOMETRIC

Remember how your high school geometry teacher would attempt to convince you that you would use those concepts in real life? Who would've thought he or she would be right? This season geometric details are everywhere. They are not only in the patterns, but they are even in the structure of the most-wanted garments. Make a bold statement by mixing and matching shapes.



1



2



3



4

- 1 Wedges: model's own
- 2 Dress: Blond Genius, \$528
- 3 Scarf: Fab'rik, \$40
- 4 Dress: Blond Genius, \$260

2

# TREND: NEON

The one, surefire way to be picked out of a crowd, raise eyebrows and grab attention is by pairing the brightest brights together. Think neon pinks, oranges, blues and greens pulled together with a neutral belt. Can't pull off a full neon look? Try little accents such as neon zippers or a pair of bright yellow heels.



1

3



4



5

- 1 Dress: Express, \$128
- 2 Dress: Blond Genius, \$286
- 3 Skirt: model's own
- 4 Shirt: model's own
- 5 Shirt: model's own



1



2



3



4



5



6



7



8

- 1 Top: Express, \$50
- 2 Vest: Banana Republic, \$80
- 3 Tank: Banana Republic, \$28
- 4 Jacket: Blond Genius, \$129
- 5 Shorts: Express, \$60
- 6 Pants: model's own
- 7 Shorts: Banana Republic, \$50
- 8 Cardigan: Banana Republic, \$98

## TREND: NUDE

We're not telling you to skip the clothes and bare it all this season, but prepare yourself for skin-tone inspired dress. Thrive on pale pinks, neutrals and endless shades of white that are anything but boring with their embellishments, ruffles and design details. Pair different hues of neutrals together with a statement necklace to truly "be in the buff" this season.



~ little ~  
**WHITE**  
 ~ dress ~

**WORDS** KATIE ISEBRANDS    **DESIGN** LISA ENGLER  
**PHOTO** YUE WU    **LOOK** TESSA READY

**The LBD is out the window. This summer, make sure you have the perfect LWD for every occasion.**

~ *Workin' Woman* ~

Women everywhere shy away from white in the workplace. Stop! With the right style of LWD, white can be fashion-forward and professional all at once. Tracey Lomrantz, *Glamour* contributing style editor says, "If you think you can't wear white at the workplace, think again."

Complete the look: Pair any professional LWD with a blazer in a neutral tone. "Black pumps make for the perfect accessory in any formal situation," says Tia Ricklef, owner of Ayden Lee in Ames.

~ *Feelin' Flirty* ~

A soft linen LWD can up the ante in the romance department. "Strapless is hot this summer," says

Lomrantz. Slaves to Fashion, a daily style blog, reminds girls to look for the right style for their body shape and avoid cheap fabrics.

Complete the look: You're guaranteed to turn heads when you wear a little white lace dress with a pair of nude pumps, gold bangles and a bold ring. "Lace is huge. It's romantic and looks good all year long," says Ricklef.

~ *Jetsetter* ~

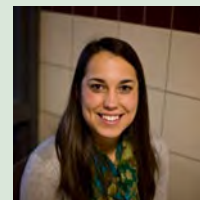
While strolling on the boardwalk by the beach, a LWD makes for an effortless yet sexy look. "Find a cotton or light linen material with a short hemline," says Ricklef. "This look is very bohemian," says Lomrantz. "You can dress it up or down."

Complete the look: Coupled with a braided belt and embellished sandals, you will look like a sun-kissed hippie. Add some lipstick and voilà! Perfection.

~ tried and ~  
**NOT-SO-TRUE**

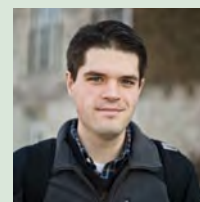
**WORDS** MARISSA HARVEY  
**PHOTOS** LAUREL SCOTT

Love the LWD look for spring? Here are four trends we're not so fond of—for men *and* women.



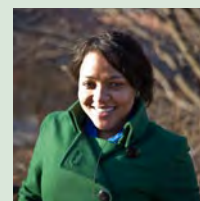
**ELIZABETH ORTIZ**  
*Senior in dietetics*

"Man capris. I just don't understand why guys wear them; they seem to look goofy."



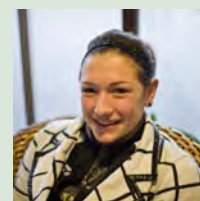
**NATHAN STOKES**  
*Graduate student in hotel and restaurant management*

"Flip flops in early spring. Spring is just too muddy and cold to wear flip flops around campus and to class. If it's cold enough to wear jeans, you shouldn't wear flip flops."



**NINA ISSA**  
*Graduate student in journalism*

"I don't understand why guys wear socks with sandals. It just doesn't look presentable or fashionable."



**TARA MOELLERS**  
*Freshman in agricultural biochemistry*

"When guys wear colored skinny jeans. I'm from a small town. To me, skinny jeans should be worn on girls, and I don't like the colored skinny jeans at all."

# PERFECT

WORDS PAIGE BERG  
 DESIGN JESS CREMERS  
 PHOTO COREY LANGE  
 LOOK TESSA READY

# FIT



Necklace: Fossil, \$42  
 Tank: Fossil, \$54  
 Short: Fossil, \$68  
 Handbag: Fossil, \$148  
 Bracelet: Fossil, \$26  
 Bracelet: Fossil, \$34  
 Flats: Target, \$22

Necklace: Vanity, \$15  
 Tank: Vanity, \$10  
 Cardigan: Vanity, \$25  
 Belt: Vanity, \$17  
 Capri pants: Vanity, \$40  
 Bracelets: Vanity, \$17  
 Wedges: Vanity, \$35  
 Earrings: JCPenney, \$8  
 Flats: Target, \$22

Jacket: JCPenney, \$42  
 Cami: JCPenney, \$26  
 Shorts: Vanity, \$30  
 Sandals: JCPenney, \$50  
 Necklace: Vanity, \$13  
 Ring: Vanity, \$10  
 Bracelets: Vanity, \$10  
 Ring: Vanity, \$9

Wedges: Lyla's Boutique, \$99  
 Skirt: Lyla's Boutique, \$39  
 Tank: Lyla's Boutique, \$24  
 Bracelet: Lyla's Boutique, \$16  
 Necklace: Vanity, \$10

## SEXY SUMMER LEGS

PREP WITH THESE SIMPLE STEPS

WORDS ALISON MILLER

### ▲ TONE UP

Jeni Perkins, fitness instructor at Ames Racquet and Fitness, suggests trying the bench step-up with a knee lift. Do 2-3 sets of 15 reps on each side to tone and beautify your legs for the summer months.

### ▲ PROTECT THOSE BEAUTIES

According to Mary-Lou Ernst-Woodhouse, board certified dermatologist, women's legs are at high risk for melanoma because they expose their legs to harmful rays on almost a daily basis during summer months. To protect, slather on a sunblock that contains zinc oxide or titanium dioxide with an SPF of 30 or more every two hours.

### ▲ CREATE A GLOW

After shaving and exfoliating, apply a self tanner. Gradual tanners work best. Keep it cheap; try L'Oreal Sublime Glow (\$8.49, target.com) for the body or Jergen's Natural Glow (\$7.89, target.com).





## ATHLETIC

This longer take on Daisy Dukes is a perfect fit for athletic builds. Cuffed shorts show off your sculpted legs in all the right ways. Don double-duty shorts at the beach and then transform them into a sultry summer night look. Pair denim shorts with a strappy gladiator sandal and grab a semi-structured cropped jacket before heading out the door.



## HOURGLASS

Capris hug your curves in all the right places. Easily transition from spring to summer by picking out a pair with a cuff at the bottom. Adding chunky heels elongates your body and a belt cinches your waist, letting your curves do all the talking. Top it off with a lightweight sweater and layered necklace for a preppy, nautical feel.



## PETITE

Embrace warm weather with this summer staple. A shorter version of a bohemian maxi skirt, this white, cotton skirt accentuates petite frames. Tucking in an embellished tank top flatters a tiny waist and doubles as a built-in accessory. Choose a skirt that hits directly above your knees—your legs appear longer, especially with a high, nude wedge.

## LONG LEGS

Take on this outfit with confidence. High-waisted shorts make your legs the star of the show. Tucking in a patterned blouse creates excitement in the upper half of your outfit while showing off the smallest part of your torso: your waist. Give those gams extra attention with colorful flats that have a subtle wedge.





# SECOND-HAND SCORES

**WORDS** DALLAS DAWS   **DESIGN** KELSEY CASHMAN   **PHOTOS** ABBY GILMAN   **LOOK** TESSA READY & THE SALON IN AMES

## *Spice up your wardrobe without breaking the bank*

---

Possibilities are endless when it comes to finding a great bargain at places such as Goodwill, Salvation Army and consignment stores. With such great deals, it can't hurt to take a look.

Finding cute clothing seems difficult when scouring the racks at Goodwill or Salvation Army, but when done successfully you'll leave with great finds. "Spend some time looking," says Katherine Kerns, owner of Miss Meyer's. "Carry around pieces that you are drawn to and try to make an outfit of it. You will be more likely to wear the items if you have a whole look."

Before you visit one of these stores, have an idea in mind of what you are hoping to find. "Sometimes I'm in the mood for things such as vintage dresses with flowy skirts, so I will check those out first," says Emily Miller, freshman in apparel merchandising and design and avid thrift store shopper. "It's easier to find something when you know what you want, but always keep an open mind."

At consignment stores such as The Loft and Miss Meyer's, stylish clothing can be easier to find. "Everything we take has to be department store quality and have been purchased in the last two years," says Kerns. "We have to be selective with what we take."

"The clothing we take needs to be able to sell," says Eric Abrams, owner of The Loft. "This means we only take current styles and brands that have value. There is no point in having an item that is only going to take up space on the rack." These stores will not take clothes with holes or stains or clothes that look worn.

After finding a garment, try it on and check for flaws. "Look and see if there are major holes or stains and make sure the zipper works," says Miller. "If the clothing needs to be altered, decide whether it is worth the extra cost in terms of how much use you will get out of it."

Next, check to see if any of the items are on sale. "My word of advice is to go on days when items are on sale," says blogger Elizabeth Perez. "Items with blue tags are on sale for 99 cents on Mondays. Goodwill does this and also offers other discounts. They give out a calendar with all of their deals." Other great sales to look for are the five for \$5 Fridays at Salvation Army.



# International INSPIRATIONS

DESIGN SHANNON BAUER & KYLI HASSEBROCK



## Italy

WORDS & PHOTO ANNA MACKIN

After wandering around the streets of Florence, Milan and the Tuscan countryside, I now know why all of the best designers are from these European wonderlands. Everything about these cities and the culture is so inspirational and eye-opening. While walking down the streets and looking at the architecture, the style and the different color combinations, your mind is always soaking in these influences and inspirations to create new designs from new perspectives.



## Italy

WORDS & PHOTO EMILY ORTIZ

A slicked back classic bun allows this outfit to shine. This young Italian woman takes the on-trend camel color to the next level with tone-on-tone skirt and leggings. She then layers a long-sleeved T-shirt with a fun three-quarter-sleeve jacket. Simple lace-up boots and a Chanel-esque quilted bag complete her classic yet fun look.



## United Kingdom

WORDS & PHOTO CALLIE FLOLID

London is an amazing city filled with to-die-for fashion and tons of culture. It is a melting pot of people from all over the world. Here, you can experience people watching at its finest. Style-wise, just about anything goes. From the vintage markets of Brick Lane to the high fashion boutiques of Bond Street, fashion is everywhere. You can sport pink hair, thigh-high stiletto boots, or a floor-length fur coat and no one will give you a second glance. This city is all about expressing yourself and developing your own individual style.



## China

WORDS & PHOTO TIAN STYAO & YOU YANGING

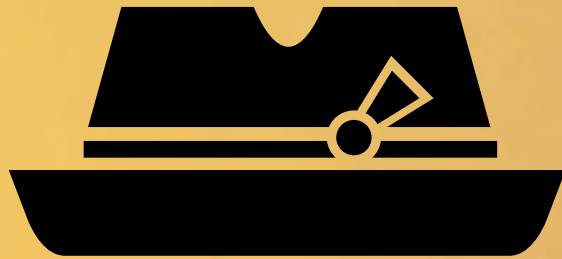
Jumpsuits are making a comeback. This simple straight silhouette looks modern yet minimalistic, while the pop of a bright orange scarf is eye-catching!



## Italy

WORDS & PHOTO CHRIS DOVE

This look is modern minimalist, a simple silhouette without much detail in the design and construction but with the primary focus on the print. I love the color blocking and horizontal stripes, and Prada executed it in a chic way. It's a bold look that I think people should give a try. After all, isn't fashion about taking risks and having fun?



# TREND *for* MEN



*Get a notch up on your competition with the Trend for Men spring manual. With our guides for style, suits and shaving, shape up your style step-by-step!*

# *mens* **FORE**



## ***SIMPLY SOPHISTICATED***

Warmer weather is here to stay, so ditch those bulky winter jackets and itchy wool sweaters and spring into today's sleekest looks. This season instead of wearing the same jeans and T-shirts, try pairing a classic white button-up with a comfortable pair of khakis and finish the outfit with boat shoes. These items dress up your look without making you seem stuffy or uncomfortable. If weather is chilly, add a black lightweight pea coat for a look that screams style.

*Sunglasses: American Eagle, \$16*

*Jacket: Banana Republic, \$198*

*Shirt: Banana Republic, \$80*

*Chinos: Banana Republic, \$50*

*Shoes: model's own*

# CASTING



## **PREPPY POLISH**

Add some pep into your clothing this season by embracing the well-known preppy look. Bring back the white button-up but change it up by layering a long sleeve v-neck sweater over top. Take a chance and add some color to your wardrobe. Why not make that sweater a classic green? Breaking out color makes this classic look even more eye-catching. Finish with a pair of dark wash jeans for a not-so-formal ensemble that will have everyone noticing you.

*Sunglasses: American Eagle, \$16*

*Plaid shirt: Banana Republic, \$60*

*Sweater: Banana Republic, \$60*

*Jeans: Banana Republic, \$80*

*Shoes: model's own*

**WORDS** STEPHANIE PIKUL

**DESIGN** SETH LUNSFORD

**PHOTOS** ANNIE MCGUIRE

**LOOK** BRANDT SCHUMACHER

**WORDS** ALLISON BUTLER  
**DESIGN** NATHAN KIRKMAN  
**ILLUSTRATION** NATHAN KIRKMAN  
**PHOTOS** MICHAEL JOLLIFFE  
**LOOK** BRANDT SCHUMACHER

## BEGINNER'S GUIDE: SUITS

*YOU SHYLY SLIP IN. AVOID EYE CONTACT WITH THE SALESPERSON. YOU JUST WANT TO BUY THE FIRST SUIT YOU SEE AND GET OUT. SOUND FAMILIAR? BUYING A SUIT WITHOUT ANY PRIOR KNOWLEDGE CAN BE AN UNNERVING TASK. FOLLOW THESE SIMPLE TIPS AND YOU'LL LOOK SLEEK IN NO TIME.*

### **Know what occasion you need a suit for.**

An appropriate suit for a wedding is extremely different than one for the workplace, but have no fear, you can find multi-purpose suits.

Dave Swanson, Moorman Clothiers store manager, says most first time suit buyers think they have to buy black, and while that isn't wrong, he advises adding in a subtle pin stripe that helps you stand out. The most common button options for a suit are two or three buttons. Either is appropriate for almost all occasions, but never button the bottom button; it's too stuffy.

### **Now that the very basics are checked off the list, sizing is next.**

Find your jacket size by adding 6 inches to your pant size. This number is a rough estimate of your jacket size. Keep trying a range of sizes on until you find one that is too small, then go up one size. That is your starting point.

It is extremely rare for a suit jacket to fit perfectly off the rack. Almost all properly fitted coats need at least a couple of alterations. Most

jackets in stock are going to be a regular, while orders can be made for short or long variations. Determining whether your jacket fits to begin with can be found in two key places. First, the armhole seam should lay just beyond the cap of your shoulder. Next, the sleeve should stop at the first knuckle of your thumb.

### **Now that you have your perfect jacket, let's move on to the pants.**

Pants have two main options. For a modern, younger look, stick with flat front pants. For a more traditional feel, try out a pleated cuffed version. Like jackets, a perfect fit in pants is rare. Getting them hemmed is a must. Stick to this rule: When barefoot, your pants should barely touch the floor. When wearing shoes they should hit the top of the rubber sole.

### **Phew, you made it through the toughest part. It's all downhill from here.**

Shirts come in two variations, barrel versus French. A barrel cuffed shirt is what most guys are familiar with. The cuff resembles a barrel and

has two-button closure. A French cuff, however, is much larger and needs to be folded over, requiring cuff links. A barrel cuff shirt is less formal than French and more traditional, but if you want to spice up your look go with a French cuff and a classy pair of cuff links.

On another accessory note, the right tie is equally important. Even though they are popular and a great weekend look, skinny ties aren't appropriate for your first suit. Instead, stick to a classic 3 1/2 inch tie in a half Windsor knot. Confused? We've got directions!

### **Last but not least, shoes can make or break your look.**

Some advise that dress shoes that accompany a suit should have laces, but that's not always the case. A great pair of loafers can be just as fitting. Always coordinate your socks with your pants and your shoes with your belt.







WORDS MORGAN MCCOY

## *Tie Your Own Tie: The Half Windsor*

- 1** Take two-thirds of the large end of the tie in your right hand, one-third of the smaller end in the left. Cross the large end over the small end.
- 2** Wrap the large end around the smaller end twice. Push the large end through the space created with the back of the large end facing out.
- 3** With the front of the large end facing out, pull the large end through the pocket created in step two. Pull so the tie is snug, and you're done!

## *THE POWER OF A CUFF LINK*



In order to establish a good first impression, small accessories are essential. Minor details are responsible for making or breaking the overall look of a garment. Therefore, men who plan on wearing a suit must also plan on wearing cuff links. A cuff link is a type of fastener used to connect a cuff on a dress shirt. When choosing which cuff links to wear, it is important to consider style, cohesion and the goal of the ensemble.

## *WATCHES: DRESSY VS. CASUAL*

Nothing can kill a sophisticated business look faster than too casual of a watch. A grown-up watch is a must-have accessory when dressing to impress, so look for a traditional style in professional colors like brown, black, silver and gold. Avoid digital styles, obnoxious finishes and watches made from cheap materials.

## *SUIT TERMINOLOGY*

- BREAK** The point where the bottom of the pant hits the shoe
- RISE** The distance between the crotch and the waistband
- LAPEL** The extension of a collar that folds over and lies flat on the bodice
- PEAK** A wide lapel that forms points at the top; common in double-breasted styles
- NOTCH** A lapel that is squared off at the top; common in single-breasted styles

# Make Room to

# GROOM

*While the wild, rugged look might fit right in with your morning routine, the times of trimming are a-changing, and it's going to take some effort to get the style right.*

**WORDS** IAN LAUGHEAD  
**DESIGN** RYAN HUBBARD  
**PHOTOS** YUE WU



It takes some work to be suave, but with a little elbow grease (and maybe some gel) in the hair and shaving departments, you too can get that debonair style.

*Trend* spoke to Carl F. Cwiok, the Art of Shaving's national master barber, for guidance.

"Young men need to start a good shaving and skincare regimen now, while it is maintenance, rather than later when it becomes repair," Cwiok says. "It is far easier and much more effective to maintain healthy skin than it is to try and repair years of damage and abuse."

Rather than a quick trim in the morning, take the extra minute for a higher-quality shave.

"A shave will take about 4 1/2 minutes. However, the benefits for the skin are immeasurable," Cwiok says.

Cwiok recommends protecting the skin with a pre-shave oil, which "puts a protective barrier on the skin." The oil softens the hair, resulting in a closer shave.

Next, try using a badger-hair brush to lather your shaving cream. It's multi-purpose because besides working the cream into a foam, it exfoliates, rubbing dead skin away and keeping your complexion looking healthy.

After shaving with hot water, Cwiok advises a splash of cold water; "it soothes the skin and starts closing the pores." Applying an after-shave balm is just one more step that will make your skin strong and moisturized.

However, shaving isn't the only step to a more clean-cut look. Chop off those long Johnny Depp locks for a polished, Jon Hamm style.

Troy and Karen Tinnean, owners of The Groom Room in Ames, are in full support of this growing trend.

"The 'Mad Men' look is getting bigger," Troy Tinnean says. "It's cleaner, very Ivy League."

Unlike the wild mops of the past, today's styles require more upkeep. Standard hair hygiene is critical, and it'll be more obvious if you skip that morning shower.

"Clean hair doesn't have to be complicated; it's simple," Troy Tinnean says. "Guys don't have to spend a lot of time, but they do have to spend *some time*."

This means daily shampooing, but in the long run the refined style will get you far. It's professional enough for an interview, but come weekends it's sure to impress.

# beauty and body



*Be ready to shield your eyes because this summer, beauty is going bold. Whether it be lip gloss (Revlon Color Blast Lip Gloss in Strawberry, \$5.84, Target) or nail polish (Revlon Top Speed Nail Enamel in Jelly, \$4.99, Target), you're sure to find products that will brighten up your makeup bag.*

# HAIR-RAISING TRENDS

**WORDS** EMILY BLOOMQUIST  
**DESIGN** KELSIE YOUNG  
**PHOTOS** BRANDI PIATT

*Whether it's color, flair or sparkle you're looking for this spring, you can't go wrong with adding a little 'tude to your 'do. Trend investigated hair extensions, the most recent beauty fad. With so many convenient ways to get your hands on this new craze, you'd be foolish not to try it.*

## Luxe Locks

These sparkly strands will guarantee glitz for any style. They come in various colors at \$4 a strand and are effortlessly applied by tying them into your tresses. The strands will withstand heat up to 400 degrees and this flashy addition remains in the hair for up to six weeks.

## Splash of Color

Pick a color, any color. Chances are you'll find a hair extension in any sassy shade you desire. Salons take the hair's keratin bond and fuse the splashes to the real hair with heat from a straightener. Cashing in at a mere \$5, the color splashes last up to six weeks depending on how you care for them.

## Bling Babe

Although rhinestones in your hair seems to be faux pas for everyday attire, at only \$1 a jewel, they can be great for weddings, proms or special occasions to create instant flair. These are bonded into the hair (similar to the color splashes) and can last up to four weeks. Since these are plastic jewels, heat can not be used due to melting.

## Feather Fringe

This new boho trend looks great with all hair types. The feathers come in bundles of five to seven and none are exactly the same. Applied using micro links (a tiny cylinder the hair is fed through and then pinched with a clasp), these extensions last for six months. The best part? They can handle up to 400 degrees of heat. These chic additions are \$21 a bundle.

# NAIL IT

**WORDS** ASHLEE CLARK  
**PHOTOS** BRITTA MENNECKE

*Nail color adds an extra oomph to your everyday look. If you feel like making a big change in a subtle way, look no further than the tips of your fingers and toes.*

## Crackle Craze

Both OPI and China Glaze have come out with their own shatter polishes. Put a fun, sparkle-based polish down first and layer with a shatter coat for a sexy effect. Keep an eye out for Sally Hansen's colorful crackle line, out in June!

## Half Moon Mani

The half moon technique includes a solid color on the nail and a fun polish on the cuticle. Use a nail art pen to outline the curved shape and a good-quality polish for filler. The shape of this should mimic a half moon, like its name intends.



## Salon Effects Nail Strips

Sally Hansen has a line of no-fuss nail enamel strips in a variety of colors and patterns. Directions tell you to peel, apply and file for a perfect and intricate manicure. A few favorites are Laced up and Blue Ice. Why not go for the difficult-to-paint colors if all you have to do is apply and file!

## Scented Summer Polish

How sweet would it be to lose that nail polish odor and instead have your lacquer smell good enough to eat? Revlon released a line of scented-when-dry nail enamel in sunny, summer-y colors. With these pretty polishes, your scent won't wash off with summer sweat.

# DUST LUST

**WORDS** HANNAH GILMAN  
**DESIGN** LISA ENGLER  
**PHOTOS** BRITTA MENNECKE

*Sweep shimmery shadows over your lids this summer to make eyes pop against sun-kissed skin. Our team brushed up on the latest trends and found the best of the best in eye color that won't melt away on even the hottest of days. Read up for your sexiest season yet!*

## GOLDEN GODDESS

Here's a Brazilian that's all gain and no pain! Smashbox spoils us with a luxe, golden-brown blendable powder that adds instant sex appeal. It totally enhances a seasonal glow, so bat those lashes, ladies!

» *Smashbox Eye Shadow in Brazillian Bronze, \$16, [smashbox.com](http://smashbox.com)*

Finally! A reason to cash in that jar of pocket change! Clinique's shiny (in a good way) shadow is affordable and rich-looking all at once. Flecks of pink make this soft bronze suitable for everyday wear.

» *Clinique Surge Eye Shadow Super Shimmer in Lucky Penny, \$14.50, [clinique.com](http://clinique.com)*

Go nearly nude in this pearlized copper shadow. Apply one or two layers for running errands during the day before building on a couple more for a dinner date. It comes in a pan perfect for slipping into a compact for a pre-entrée touch-up.

» *Stila Eye Shadow Pan in Copper, \$18, [stilacosmetics.com](http://stilacosmetics.com)*

Here's to proving you don't have to dwell in the Caribbean to rock a totally exotic, island-girl look. This mega-glittery (and we mean that in the least tacky way possible) bronzy-brown shadow will transport your look to another level.

» *Nars Single Eye Shadow in Galapagos, \$23, [narscosmetics.com](http://narscosmetics.com)*

## PRETTY IN PURPLE

Buxom's easy-to-blend, shimmery plum shadow is perfect for a summer's eve. The dark, sultry violet tones play off tanned skin for a look that's to die for. The best part? This hue enhances all eye colors! Plus, it'll last all night long.

» *Buxom Stay-There Eye Shadow in Schnauzer, \$17, [bareessentials.com](http://bareessentials.com)*

Channel your inner not-so-desperate housewife in this gorgeous pinkish-purple shadow. It's soft and lovely against all skin tones and applies lightly, making it perfect for daily wear. The luminescent highlights boost up a healthy glow.

» *Stila Eye Shadow Pan in Wisteria, \$18, [stilacosmetics.com](http://stilacosmetics.com)*

Every little girl dreams of becoming a fancy-pancy princess one day. Here's your chance to live it out! This velvety lavender shadow sweeps on like silk. Bonus? Its iridescent heir (ha, ha!) will make your eyes gleam, just like that happy, shiny personality of yours.

» *Benefit Velvet Eye Shadow in Fancy Pancy, \$18, [benefitcosmetics.com](http://benefitcosmetics.com)*

Work it, girl! Make your mark in Urban Decay's uber-pretty eye shadow. We're swooning over the vibrancy of this sweet amethyst, which comes in a handy compact. It glides on smooth and simple and adds an extra oomph with sparkle.

» *Urban Decay Eye Shadow in Last Call, \$17, [urbandecay.com](http://urbandecay.com)*



# QUICK & EASY BEAUTY PICKS

*Glamorize your summer days and nights*

WORDS MAREN GOEKE DESIGN KATIE JOYCE PHOTOS NAKESHA VAN WYK



*Obsessive Compulsive Cosmetics Loose Colour Concentrates in Wasabi, Pollencount, Glisten*

**\$12 ea.**  
occmakeup.com

These concentrated loose eye shadows can be washed over the lid for beautiful color and a sheer, wearable finish or mixed with water or Vaseline for an electric liner look.



*Origins VitaZing SPF 15 Energy-boosting Moisturizer*

**\$35**  
origins.com

Mimic the glow of post-spring break with this antioxidant-rich moisturizer.

*Korres Lip Butter*

**\$10**  
sephora.com

A rich but light balm in seven succulent colors, you'll want one of these in every purse and drawer.



*e.l.f. Studio Lip Stain in First Date*

**\$3**  
eyeslipsface.com

Enjoy a matte or shiny finish that lasts all day.



*Neutrogena Healthy Skin Liquid Makeup*

**\$12.49**  
target.com

Get glowing and healthy looking skin at a fraction of the price for pricier foundations and say goodbye to dull winter skin.



*Mary Kay Beauty Blotters Oil-Absorbing Tissues*

**\$5**  
marykay.com

Help control oil through the day sans caking on the powder with these little tissues that take away the shine without smudging your makeup.



*NYX Liquid Crystal Liner in Crystal Champagne*

**\$4.50**  
ulta.com

Add some strategic sparkle to wake up tired eyes and let the glitter catch the light as you blink.

*Sonia Kashuk Synthetic Crease Brush*

**\$9.99**  
target.com

This concealer brush will create the smoothest finish under the eyes and blend the concealer so it looks like skin, not makeup.



*Bliss Triple Oxygen Instant Energizing Mask*

**\$52**  
blissworld.com

Your quick fix for dull and tired skin, this refreshing mask delivers an antioxidant and oxygen-filled punch in less than five minutes.



*Nars Eyeshadow Duo in Nouveau Monde*

**\$33**  
sephora.com

A striking and unique combination of metallic lilac and rich olive-gold create a look that's perfectly on trend.



*Tigi BedHead Hard to Get Texturizing Paste*

**\$20.49**  
target.com

For a fusion of texture and separation, this product is perfect for short mens and womens hairstyles.



*Moroccanoil Oil Treatment*

**\$16**  
sleekhair.com

Available as an intensive treatment or infused into luxury hair products, Moroccanoil will condition, strengthen and smooth problematic hair into submission.



*Clinique Bottom Lash Mascara*

**\$10**  
sephora.com

Designed just for the tiny bottom lashes, this mascara is for those who want definition without the raccoon effect.



# Staff Soundoff

WORDS MAREN GOEKE DESIGN KATIE JOYCE PHOTO NAKESHA VAN WYK

1

**Paige Berg**

*Managing editor:*

**Bumble and bumble Creme de Coco Shampoo and Conditioner.** It smells amazing, leaves my hair really soft and moisturizes and de-tangles really well. **\$25.99 and \$26.99, target.com**

2

**Kate Gibson**

*Public relations director:*

I am obsessed with the **Photo Finish Foundation and Lid Primers** by Smashbox. When I wear them, my makeup stays on all day and night and I don't have to retouch at all. **\$32 and \$20, smashbox.com**

3

**Rebecca Pencook**

*Finance assistant:*

My favorite beauty product is **Elizabeth Arden Flawless Finish Mousse Makeup.** The mousse makeup is lightweight and provides wonderful coverage. **\$33, elizabetharden.com**

4

**Emily Bloomquist**

*Writer:*

I love **TRESemmé's Fresh Start Dry Shampoo.** If I'm in a hurry in the morning and can't do much with my hair, it's great to just spray in my bangs and around the nape of my neck to give a clean look with extra volume. **\$5.49, cvs.com**

5

**Molly Charipar**

*Fashion assistant:*

My favorite beauty product is the **Satin Lips Set** from **Mary Kay.** It's an exfoliator and lip balm that saves my lips from cracking in the winter and keeps my mouth kissable all year long. **\$18, marykay.com**

6

**Ivy Christianson**

*Beauty & Body editor:*

**St. Ives Invigorating Apricot Scrub** is the best thing that has ever happened to my face. The scrubbing beads exfoliate, leaving my dry skin free of its usual flakes and rough spots. And this version has no salicylic acid, so it's easy on sensitive skin. **\$3, walmart.com**





# SUMMER SKIN

WORDS TONI MORTENSEN

DESIGN BROOKE BATTERSON

PHOTOS LOUISA HILL

Pool parties, barbecues and hitting up the gym are all part of the never-ending to-do list of a summer girl, but these duties can leave your must-be-flawless skin at risk to environmental hazards. Be prepared and fight back with a daily cleanser that's right for you and your lifestyle. No searching needed; we did the work for you!

## 1 Organic Bubbles



Creamy in consistency, Yes to Carrots Daily Cream Facial Cleanser nourishes skin with its organic carrot, aloe vera and shea butter blend. \$7.99, target.com

Luxurious aromas fill the air when lathering Alba Botanica Pineapple Enzyme Cleanser onto exhausted skin. Tropical fruit enzymes rinse away impurities leaving skin vibrant. \$12.95, target.com

## 2 Mainstream Lathers



A pore-reducing scrublet is L'Oréal Paris Go Clean Deep Cream Cleanser's secret agent to scoring supple skin. The scrublet enhances the foam's cleaning power, making makeup removal a breeze and leaving you feeling fresh. \$6.99, walmart.com

Olay Foaming Face Wash gently purifies skin, restoring stressed pores. With its light scent this cleanser is a recommended buy for people with combination skin. \$4.97, walmart.com

## 3 Store-Brand Suds



Lustrous aromas surround you when cleansing with Target Daily Renewal Cleanser, which creates smooth, decadent skin. The rich, creamy blend lathers on nicely and softly exfoliates with tiny specks of micro-scrubbers—definitely a go-to, everyday cleanser. \$3.48, target.com

Equate Daily Face Wash rids skin of acne-causing residue, leaving only a fresh face behind. This cleanser does its job well, perfect for after a workout. \$2.67, walmart.com



## SLATHER IT ON

*...and enjoy the sun!*

WORDS MAREN GOEKE

Protecting skin from harmful UV rays during summer is a must. Today, most cosmetics companies carry foundations, powders and lipsticks containing sunscreens. But when the label says SPF 15, is it enough protection?

The SPF found in makeup is only good for incidental exposure, but to protect yourself to the fullest degree of SPF listed, the product would have to be up to a quarter-inch thick. No thanks!

Makeup with SPF does have a place, however, in conjunction with a good sunscreen. Since people tend to skimp on application with both products, layering helps provide a wider spectrum of protection.

Keep your makeup from looking oily over the sunscreen base by looking for a moisturizer with SPF built in, such as Clinique Super City Block Oil-Free Daily Face Protector SPF 40, \$17.50, clinique.com. It has a comfortable feel and a finish that will help your makeup wear longer while keeping your skin fry-free.

# Exercise

## EXTRAVAGANZA

WORDS SARAH MAHANEY DESIGN MELISSA FALLON & KYLI HASSEBROCK PHOTOS CLAIRE POWELL

Squats, crunches, high knees and push-ups... oh yikes! If these words make you want to put on your running shoes and dash in the opposite direction of the rec, we get it. That's why *Trend* set out to find an alternative to the boring boot camp or machine-based training rut we all get sucked into.



### 1. BELLY DANCE FIT

**WHAT IT IS:** Innah, instructor at Ames Racquet and Fitness and holder of many national belly dance titles, describes belly dancing as the “ultimate female muscle workout.” It’s a positive class because Innah insists everyone smiles. “No one wants to watch unhappy dancers,” says Innah.

**WHAT IT WORKS:** “It works the arms, shoulders, abdominals, thighs, gluteal muscles, hamstrings and quadriceps and aids in flexibility,” says Innah.

**BENEFITS:** “It started out as a workout and changed my life for the better,” explains Innah. “It keeps me in shape, and I learn about different cultures. There are many different types of belly dancing, so if you don’t like the style or music of one try another until you find a style that fits you best.”

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TREND *tips*

**TREND TIPS:** Wear socks because it makes it easier to dance, and go with a group of friends. They will make you feel more comfortable and loose, and you all will receive complete body work outs.

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## 2. PILOXING

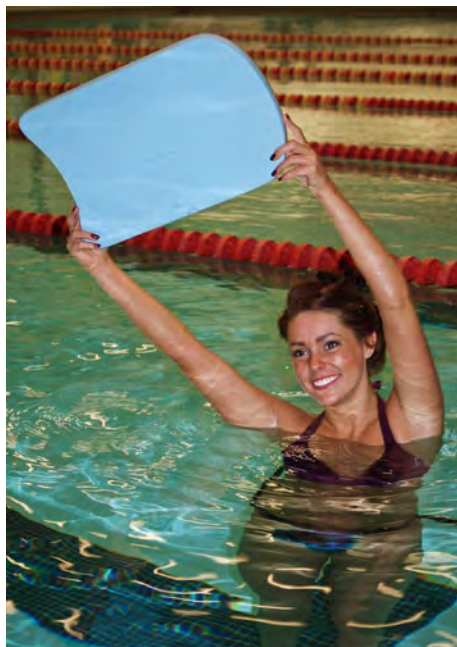
**WHAT IT IS:** “Piloxing is a fun but challenging cardio fitness class geared toward women with the motto ‘sleek, sexy and powerful,’” says Mandy Goode, instructor at Lied Rec Services and junior in dietetics. “Piloxing blends boxing and Pilates into an interval workout. An interval workout simply means going between high intensity [boxing] and a somewhat lower intensity [Pilates], which is a huge calorie burner because your heart has to work extra hard.”

**WHAT IT WORKS:** “It’s a well-rounded workout that works every muscle in your body,” says Goode. “The key muscles it tones are the legs, abs and booty.”

**BENEFITS:** “You can burn calories and tone, which helps you lose weight,” says Goode. “After you finish a piloxing workout you’ll feel extremely accomplished and have a confident and positive outlook on the rest of your day.”



**TREND TIPS:** Be ready to go barefoot because the workout is done without socks and shoes. Don’t hold back on the punches! You will be shocked at how stress-relieving they are.



## 3. AQUACISE

**WHAT IT IS:** Exercising in the water is not only for people 65 and older. Katie Hansen, sophomore in kinesiology and health and instructor at Lied Rec Services, describes aquacise as “a total body workout off land.” “You do everything that a normal fitness class offers except in the water,” says Hansen.

**WHAT IT WORKS:** “It works practically all muscles in the body, including abdominals, shoulders, arms, quads and legs,” says Hansen.

**BENEFITS:** “It really relaxes you, and it is a little easier on the muscles,” says Hansen. “It makes for a great cross training as well as serves as a break from a hectic day.”



**TREND TIPS:** Bring water shoes or gloves if you don’t like the feeling of pruned hands and feet. Come ready to have a real cardiovascular and fun workout. Most importantly, don’t be afraid to get wet!



## 4. ZUMBA

**WHAT IT IS:** “Zumba is mainly a great, fun way for people to get a cardio workout by dancing and moving around,” says Kristin Riley, instructor at Lied Rec Services and junior in kinesiology and health. “It started as a Latin-inspired dance class, but now draws inspiration from all over the world.”

**WHAT IT WORKS:** “Your heart will be worked the most,” says Riley. “Along with your arms, abdominal muscles and thighs.”

**BENEFITS:** “It is a very liberating experience,” says Riley. “Zumba allows people to let their hair down and shake their hips after a long day. It’s like one big party!”



**TREND TIPS:** Don’t stop moving. Even if you don’t understand the dance move, create your own. Just remember: don’t be afraid to let loose.

# clean that **BEAUTY ROUTINE**

WORDS EMILY BLOOMQUIST   DESIGN KATY MOORE & KYLI HASSEBROCK   PHOTOS KENDRA PLATHE

*You've heard it before, and we're saying it again! Keeping all the items in your beauty routine clean is of the utmost importance. Bacteria is not your friend, especially when it can cause sickness and acne (AH!). Follow these cleaning rules, and your makeup bag will be the envy of all your roommates.*

## LOOFAH RULES

Taking a loofah-less shower just doesn't feel the same. But come on, if you've had yours for three months, it's time to trash it or throw it in the washing machine. It's good practice to wash or toss it every four weeks. By this time, the loofah also loses its ability to slough off the dead skin on your body. If you don't, you might infect yourself through an open sore or acne.

**Bonus:** Buy mesh loofahs. You can keep them around for eight weeks! Remember, washing it in the laundry is an option, but be sure to dry it right away.

## BRUSH CLEANING

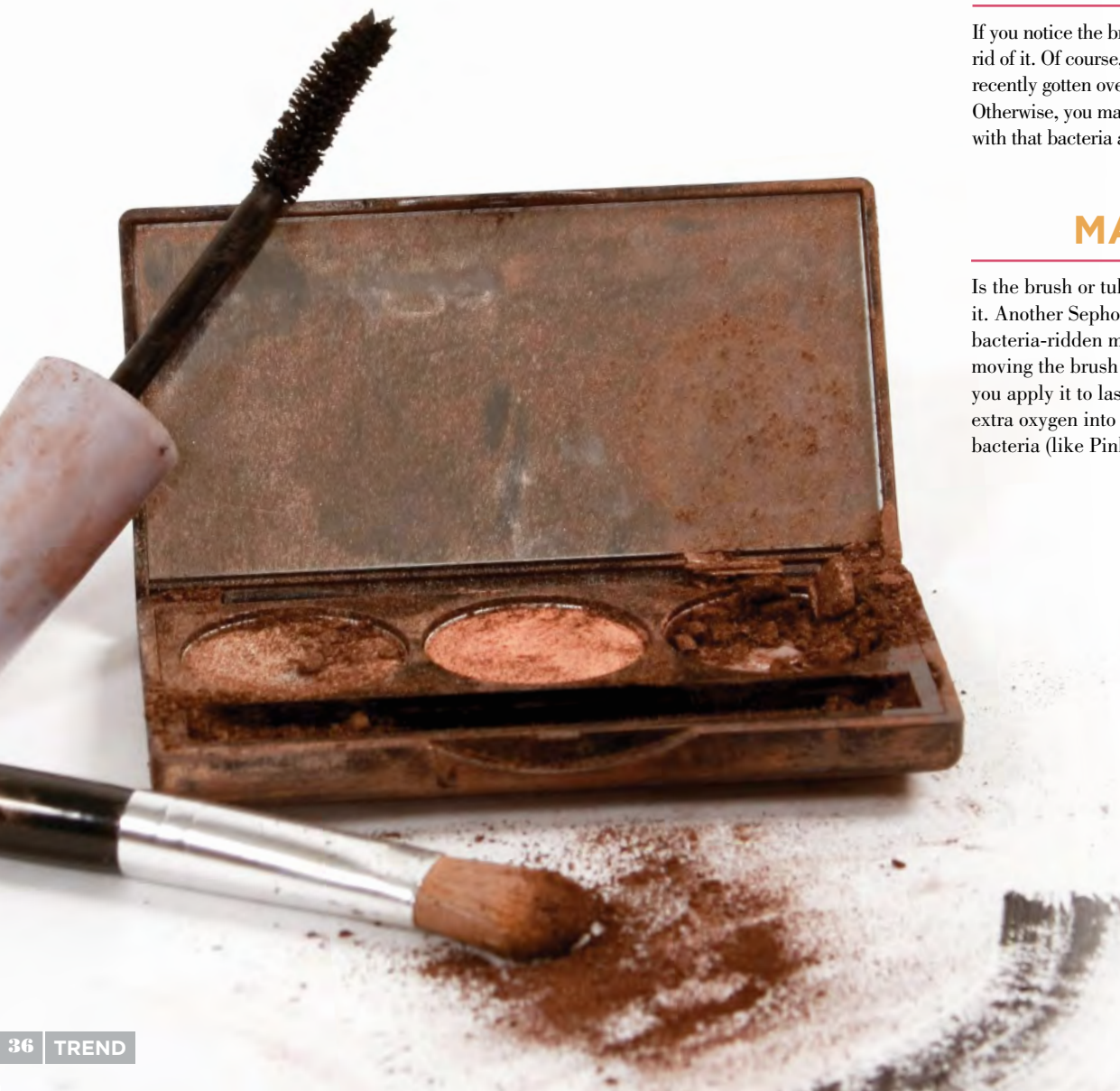
Think about how many times you've pushed that concealer brush to your face without washing it. The oil and grime sit on your brush, gaining bacteria every time you use it. Sephora beauty consultants recommend you "deep clean" the brushes every three weeks, so start sudsing! They say to use a gentle shampoo and conditioner. Now, your brush bristles can be as soft as your long tresses.

## TOOTHBRUSH

If you notice the bristles are getting frayed, get rid of it. Of course, ditch this tool if you have just recently gotten over a cold, or any other sickness. Otherwise, you may end up re-infecting yourself with that bacteria at a later time.

## MASCARA

Is the brush or tube beginning to dry out? Dump it. Another Sephora consultant tip is to avoid bacteria-ridden mascara: no pumping (quickly moving the brush in and out of the tube before you apply it to lashes)! This movement puts extra oxygen into the tube, making it easier for bacteria (like Pinkeye-causing ones) to fester.





# features

*Say hello to our favorite bachelor, Kelly Hoye, and his lovely leading lady, wearing the Best in Show piece from The Fashion Show 2011 designed by Brandi Piatt and Hanna Park.*

# BACHELOR SEARCH▶

WORDS AMBER MULLE & KATE GIBSON

DESIGN LAUREN NAEVE

PHOTOS MICHAEL JOLLIFFE

Take a look at your self-described comical and chivalrous bachelor, Kelly Hoye

## KELLY HOYE, ULTIMATE BACHELOR▶



**Trend:** So, you were just crowned *Trend's* Ultimate Bachelor. Have you prepared your speech yet?

**Kelly Hoye:** Of course not, I'm totally unprepared for this... [pull out scroll with all the people I want to thank]. I just want to thank all my friends who voted for me and showed me nothing but support in everything that I do, especially my campaign managers Mandy and Baby D and my agent Baby C. I promise to use this position in a positive manner. P.S. I hope I really get a crown, cause I've never had one that wasn't from Burger King.

**T:** What interested you in becoming a biology major?

**KH:** I've always had an interest in nature. From my childhood, I've been an outdoors guy. My high school didn't have a strong science program, but the more I learned when I came to Iowa State, the more I wanted to learn. Over time, my interests have narrowed to the cellular and molecular mechanisms that make life possible. The intricacies of life are actually really exciting and majestic.

**T:** We couldn't help but notice your goofy personality at the photo shoot. Has that helped you get girls in the past?

**KH:** Not especially. My goofy personality usually gets me in a terrible place called the "friend zone." I have a lot of friends because of it. The only thing that helps me get girls is my dynamite dance moves; sometimes I impress even myself.

**T:** What is your definition of the perfect girl?

**KH:** I think it is unrealistic to expect perfection out of someone, because no one is perfect, but if I were to design my perfect lady, I would look first for a great sense of humor. I am constantly joking around, and I need a girl who can laugh and smile with me. Also, I am looking for someone who is caring, respectful and kind; someone that my mom and sister will approve of. In addition, I need someone who is encouraging and supportive of me. If she could also have red hair, that would be great.

**T:** Your most-desired super power is the ability to understand women. What makes us so difficult to understand?

**KH:** I cannot read your signals. Unless a woman spells something out for me, I am completely in the dark.

**T:** Word on the street is you are a pretty good rapper. Can you drop a few lines about being the Ultimate Bachelor?

**KH:** Oh yeah.

*This whole thing started with Baby D,  
When she heard bachelor, she thought about me.  
I said, "Girl, your thoughtfulness is sublime,"  
Maybe this thing will help land me a dime.  
Outskies.*

P.S. Raps on paper just look like awkward poems, but if I had my boys laying down a beat behind this, it would be sick.

## ► *Brett Rosauer*

**Age:** 20

**Hometown:** Urbandale

**Major:** Kinesiology, exercise science

**Hobbies:** Running, playing soccer, being lazy and playing Nintendo 64

**Three words that describe me:** Funny, light-hearted and stunning

**It's weird, but I'm totally terrified of:**  
Elevators

**Hottest girl get-up:**

- a. Dress
- b. Sweats
- c. T-shirt and jeans
- d. **Yoga pants**



## ► *Evan Hammans*

**Age:** 21

**Hometown:** Urbandale

**Major:** Elementary Education

**Hobbies:** Hiking, camping, fishing and soccer

**Ten years from now, I see myself:** Having a family, coaching high school soccer and being an elementary ESL teacher

**I feel best when I wear:** Jeans and long-sleeved T-shirt

**If I could rescue a female celebrity from a burning building it would be:**

- a. **Megan Fox**
- b. Kim Kardashian
- c. Jessica Alba
- d. Jennifer Aniston



## ► *Brady Greer*

**Age:** 20

**Hometown:** Minnetonka, Minn.

**Major:** Mechanical Engineering

**Hobbies:** Wake surfing, playing sports and reading

**Three words that describe me:** Humorous, thoughtful and curious

**Ten years from now, I see myself:** Solving the world's energy crisis

**Three things I would bring on a deserted island are:**

1. A hatchet
2. Lots of good food
3. Friends



## ► *Kelly Schuett*

**Age:** 20

**Hometown:** Cherokee

**Major:** Accounting

**Hobbies:** Playing sports, working out, boating and fishing

**Three words that describe me:** Sarcastic, active and relaxed

**My idea of a perfect date would be:** Simple dinner and a movie

**Hottest girl get-up:**

- a. Dress
- b. Sweats
- c. **T-shirt and jeans**
- d. Yoga pants



## ► *Kurt Hammerschmidt*

**Age:** 21

**Hometown:** St. Louis

**Major:** Communications studies

**Hobbies:** Football

**Three words that describe me:** Witty, athletic and city-kid

**If I could have any super power, I would choose:** To move things with my mind

**Something I can't live without:**

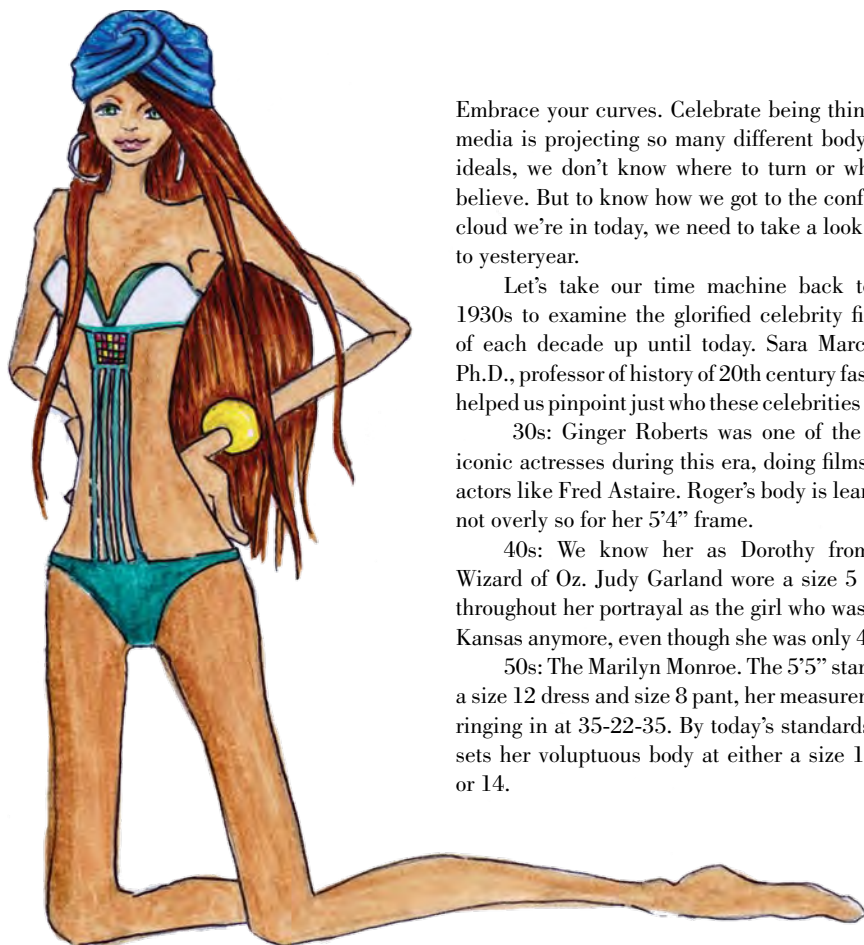
- a. Sports
- b. Video Games
- c. **Women**
- d. Beer



# BANGIN' BOD

*Beauty comes in all shapes and sizes. Here's why you should love yours.*

WORDS IVY CHRISTIANSON DESIGN JACKIE LEHMANN ILLUSTRATIONS HANNA PARK



Embrace your curves. Celebrate being thin. The media is projecting so many different body type ideals, we don't know where to turn or what to believe. But to know how we got to the confusing cloud we're in today, we need to take a look back to yesteryear.

Let's take our time machine back to the 1930s to examine the glorified celebrity figures of each decade up until today. Sara Marcetti, Ph.D., professor of history of 20th century fashion, helped us pinpoint just who these celebrities were.

30s: Ginger Roberts was one of the most iconic actresses during this era, doing films with actors like Fred Astaire. Roger's body is lean, but not overly so for her 5'4" frame.

40s: We know her as Dorothy from the Wizard of Oz. Judy Garland wore a size 5 dress throughout her portrayal as the girl who wasn't in Kansas anymore, even though she was only 4'11".

50s: The Marilyn Monroe. The 5'5" star wore a size 12 dress and size 8 pant, her measurements ringing in at 35-22-35. By today's standards that sets her voluptuous body at either a size 10, 12 or 14.

60s: Celebs went from curvy to stick-thin with the rising fame of model Twiggy. Instead of Monroe's buxom shape, Twiggy had measurements of 31-22-32, a stark difference from the women before her.

*"There's this whole ideal of thinness and beauty that goes beyond what's even humanly possible..."*

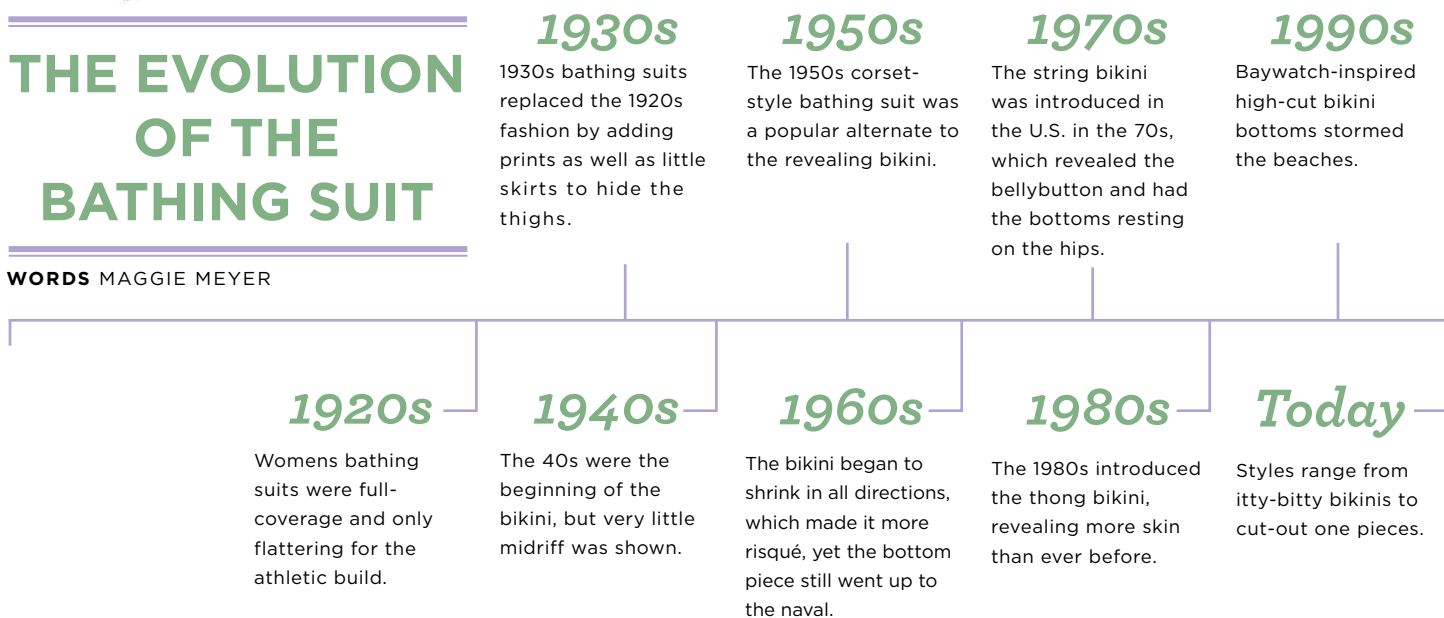
70s: Thin was still in during this psychedelic time period. Women admired stars such as Diane Keaton, who played Annie Hall. Keaton stuck to menswear, which hung off her slender frame.

80s: "Supermodels" was a term unheard of until its sudden popularity in the 1980s. Cindy Crawford coined the term with her flat stomach, but her ample bosom is what attracted men.

90s: Heidi Klum ruled the runway during the 1990s. Found mostly in Victoria's Secret ads as an Angel, she made her mark modeling for *Vogue* and *Elle*. Her figure is much like that of supermodel comrade, Cindy Crawford: thin and busty.

## THE EVOLUTION OF THE BATHING SUIT

WORDS MAGGIE MEYER





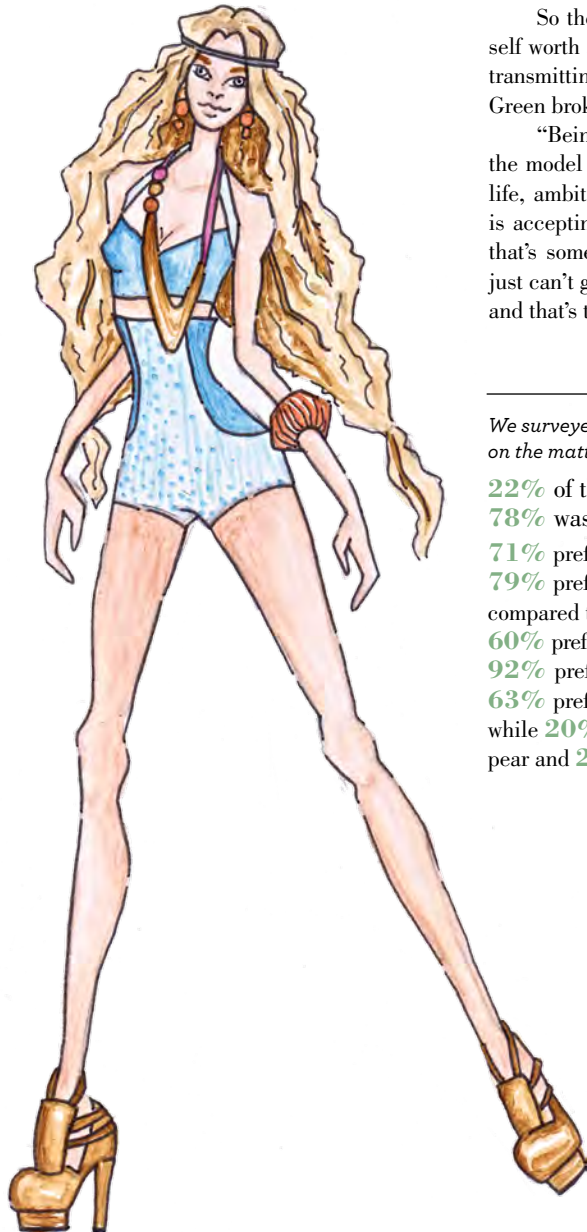
00s: “Nothing tastes as good as skinny feels.” Kate Moss, despite infamous battles with drugs and her highly publicized personal life, was still in demand as a model. Only a size 2, she was occasionally criticized for being too thin.

And now? What’s the ideal body type? It’s hard to define. Lakeysha Green, fashion stylist for BeautyBodyStyle.com, says after the rise of the supermodel in the 80s, there seemed to be no heading back.

Today’s ideal body shape encompasses a variety of factors, fashion being one of them.

“I think you see throughout fashion the use of undergarments in particular try to mold the body into the ideal silhouette,” says Marcketti. “Corsets and brassieres were made to accentuate the different shapes women were looking for.”

Marcketti says she thinks thin has been the predominant look throughout the 20th and 21st centuries. She capitalized on the idea of the lanky body seen in the 1920s with flappers and that style continuing up until today.



Of course the media plays an especially large role in how women are portrayed.

“The publicized eating-disorder-linked deaths of models has created an awareness that has most of us these days shaking our heads,” says Green. “For some, the veil has been lifted. However, for many it’s difficult to foster a healthy self image when mass media continually projects thinness as the norm.”

Marcketti agrees with Green on this topic, saying media has a huge impact on self esteem. Additionally, magazines have been known to airbrush models to project an image of perfection.

“There’s this whole ideal of thinness and beauty that goes beyond what’s even humanly possible because you have technology that can change the way that we look,” says Marcketti.

And finally there are men. Women are constantly looking to please the opposite sex in the way they dress and the way they appear. If you inspect some of the top designers, you’ll find they’re men. They’re designing a look they think would fit best on a woman.

So the question is, how do women maintain self worth and value in a society that’s constantly transmitting unrealistic standards onto them? Green broke it down pretty easily.

“Being the ideal you is not looking like the model on TV who knows nothing about your life, ambitions and dreams. Being the ideal you is accepting and loving yourself as you are, and that’s something that fad diets and air brushing just can’t give you. You have to find it in yourself, and that’s truly beautiful.”

## THE SKINNY

We surveyed 100 people to find out their opinions on the matter of thin.

**22%** of the survey was taken by males and **78%** was taken by females.

**71%** prefer large breasts over a large butt.

**79%** prefer a smaller than average woman compared to a larger than average woman.

**60%** prefer a girl in sweats over a girl all done up.

**92%** prefer a great personality over a hot body.

**63%** prefer a lady with an hourglass figure, while **20%** prefer a banana shape, **15%** prefer pear and **2%** prefer apple.

*With such opposing views in today’s society about what the ideal body shape is, we decided to check in with two body bloggers to see what they had to say about it.*

*The blog:*

PrettyThin.com

*Who runs it:*

James Watson

*What they do:*

Initially started as a journal that somewhat glorified eating disorders by posting images and tips, it has since turned into a site of support; a site for individuals who feel they have no where else to turn and that no one understands.

*How do you feel you empower women through your blog?*

“I offer a place where a voice can be spoken and a voice can be heard. PrettyThin offers them a place to be open about how they feel and who they truly are inside.”

*Advice for college-aged women:*

“Try to be the person you want to be. Try to understand yourself and find balance withing your life. Find comfort in who you are and always seek to grow.”

*The blog:*

TheCurvyFashionista.MarieDenee.com

*Who runs it:*

Marie Denee

*What they do:*

Shares fashion advice, tips, trends and newness for readers. Specifically tries to share the jewels she finds in contemporary plus size fashion and doesn’t focus on the negative. She forges past naysayers and challenges stereotypes to showcase the beautiful and newness of plus size fashion.

*How do you feel you empower women through your blog?*

“I share positive reinforcements of beauty and fashion images that these plus size readers do not get to see.”

*Advice for college-aged women:*

“Surround yourself with positive influences and whenever in doubt, you have blogs, websites and many sources of positive reinforcements.”



# noblehaus

**WORDS** AMBER MULLE   **DESIGN** SETH LUNSFORD   **PHOTOS** MATTHEW SORENSEN

*By day they're three university students. By night they're beat-infused disc jockeys. You may have seen them leaving class in the College of Design or hovering over a large engineering textbook. Word on the street is Noblehaus beats are beginning to up the party ante. Say adios to that plugged-in iPod and hello to pounding speakers and traveling lights. Walk into a Noblehaus party, and you'll feel as though you're not in Ames anymore. Meet the new triple-threat: Dan Siroky, Ryan Walkup and Taylor McCalla; the men behind the Noblehaus music mashups.*





**TREND:** Be honest, how excited are you to be in this article?

**NOBLEHAUS:** We're really excited. We're also a bit surprised to be featured in a magazine.

**T:** So, what is Noblehaus?

**N:** We're three friends who've always liked loud, electronic music. One day we just decided to take our enjoyment of music out of our rooms and share it with other people.

**T:** Why the name "Noblehaus?"

**N:** Well, two-thirds of us lived in Friley and our floor was named Noble House. The other third, well you could say he showed up in our doorway a lot. As for the "haus" spelling, we're still finding a meaning for that one.

**T:** When did you get your start in mixing?

**N:** We'd been playing music at parties since freshman year, but at that time, we usually just hung out and messed around on Torq. We always wanted to get more serious, but we never thought it would turn out like it has. We finally bought a software controller, and it took off from there.

**T:** OK, DJ newbies here. What's Torq?

**N:** (Laughing) It's a basic mixing program, which taught us how to mix songs together.

**T:** Sounds pretty neat. Where was your first "real" party?

**N:** Our first official Noblehaus event was this past Halloween at Cyclone. It was crazy packed and everyone dressed up ready to party. It was a great first gig.

**T:** How are your beats different from other DJs?

**N:** The biggest way we're different is our mixing style and music choice. Most people mix more rap or top 40s songs and scratch; it's all personal preference. We do more electro-house mixing. We like the fact that there are three of us because it incorporates different styles.

**T:** Who would you cite as a major influence on your sound?

**N:** It's really tough to pick specific ones because all electronic producers have slightly different styles. But if we had to pick, Dan: A-Trak and Diplo. Taylor: Afrojack and Fake Blood. Ryan: Deadmau5 and Steve Angello.

**T:** Pretty intense! Where else have you previously mixed?

**N:** Most weeks we'll play at a house party or the occasional apartment. Apartments are tougher because they always end up getting busted,



and who wants to stop dancing at midnight? We love doing houses because it's a better turnout. We are able to play longer and bring out our infamous "2 a.m. Special." We've also mixed at the Maintenance Shop, Cy's Roost and Project 20/20.

**T:** That sounds awesome. What has been your favorite gig so far?

**N:** Definitely this one house party on Hayward Avenue. The place had a huge dance floor and the owner had his own sound and light equipment. There even was a chandelier. The crowd was the best yet; we played whatever we wanted and had fun the entire time... until the cops busted in (laughs).

**T:** If I were a DJ, where would I look for new music?

**N:** We're always checking music blogs like

Beatport, and we occasionally browse YouTube. Listening to European and British radio like BBC's Radio 1 helps a lot because they play our kind of music.

**T:** What's your worst song request?

**N:** "Wolf Pack Party" (said in unison). It's not our style. Everyone has his or her own taste in music and that kind of music just isn't ours.

**T:** OK, noted! Can we check out your music before we attend a Noblehaus party?

**N:** Yep. We have two mixes on SoundCloud and we're just about to start making another one. The first two have a Dubstep/electronic feel to them.

**T:** What advice would you give someone looking to start mixing?

**N:** The best advice we've heard is from

Deadmau5: stand out, be different and be you. Most important, you need to have a good selection of music, good connections and good friends that support you.

**T:** Do your future plans include mixing?

**N:** As long as it lasts, we'll keep it going. It's our plan B if we drop out of college.

**T:** What a fun plan B! Any last words?

**N:** If you haven't been to a Noblehaus party, get on it! Check out our Facebook page to find the when and where. See you on the dance floor.

After hanging out with Noblehaus and getting the 411, we couldn't help but ask, "When is the next party, anyway?"

**For more information visit [facebook.com/noblehaus](https://www.facebook.com/noblehaus) or call 309-781-2790.**

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THE

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2011

PHOTOS BRITTA MENNECKE  
& LAUREL SCOTT  
DESIGN RYAN HUBBARD  
& SETH LUNSFORD



# FIT NIGHT

**WORDS** MALLORIE SHELDAHL

Serving as an open casting call, Fit Night gives designers a chance to choose which models will walk the runway in their designs. Garments are judged by a panel of accredited industry professionals prior to the actual day of the fashion show, making it important for garments to be well represented. This is an overwhelming and nerve-racking process for designers, because not all designs submitted make the cut. Model selection is a first-come, first-serve basis; many designers line up early for first preference. The design committee is responsible for coordinating the designers and maintaining an organized fitting system. Fit Night is a very orderly process. Four at a time, the designers select models based on individual measurements and garment measurements. If the garment does not fit the model how the designer had envisioned, the designer will reassess measurements and try the garment on a different model. Modeling directors are responsible for recording which models are chosen for which garments, because models can only be fitted for a maximum of five garments each. Designers are required to turn in their garments two days prior to Fit Night to receive Judging Day eligibility, which turns on the pressure.



*“Model selection is a first-come, first-serve basis; many designers line up early for first preference”*





## BEHIND THE SCENES DAY

WORDS KATIE ISEBRANDS

Calling all high school students with a passion for fashion, Iowa State is one short stop away to answering your dreams. Many students fantasize over styling for celebrities, owning a boutique, or maybe even designing gowns for those red carpet moments, but don't realize that this small-town Iowa school can help achieve those goals. Each year, Iowa State's College of Human Sciences puts on Behind the Scenes Day, an event right before The Fashion Show, for future high school designers. This year, a record high of 391 aspiring designers attended Behind the Scenes Day.

While many look forward to the runway show, high school students from all over the state have been eager for this special event too. Behind the Scenes Day has been around longer than Christine Wise, apparel, educational studies and hospitality management academic advisor, can remember. "It just recently became a committee, so now the students in our department tackle this huge event and I don't have a migraine anymore," laughs Wise, a brave soul who directed and put on the day single handedly for 10 years. "It's a lot of work that many don't realize, but now the girls sure do," says Wise.

Behind the Scenes Day was April 8 and offered a long list of hands-on activities including CAD, Visual Retailing Program, a museum tour, pattern making and more. Mathew Christopher, the guest designer for the show, provided a brilliant creative session as well. Students were able to listen to a student panel and various professors. "The thing students look forward to most is the dress rehearsal at the end of the day," said Colleen Pokorny, co-director of the Behind the Scenes committee. The whole day was filled with events that opened the eyes of young fashionistas in the Midwest. "The energy the committee puts into the day really does prove it. It shows high school kids ISU can make it possible for themselves to experience fashion and all its beauty right here in the Midwest, when thoughts of fashion are typically directed to New York and L.A; we make it possible for them to get there. We show them they don't have to go far to have a dream become reality," says Wise.

## JUDGING DAY

WORDS MALLORIE SHELDAHL

Judging Day ultimately decides the garments that will walk the runway in The Fashion Show. Two at a time, the designers' entries go before a panel of judges to be analyzed and critiqued. All garments are scored based on the following criteria: design elements present and used effectively throughout, the entry is constructed neatly and finished appropriately for design intention, materials selected are appropriate for the design and the overall creativity and originality of the entry. Judges rate each entry on a scale of poor, OK, satisfactory and excellent.

Industry professionals are recruited each year to judge the original designs created by students. This year's judges included Basia Szkutnicka, study abroad director/design lecturer for the London College of Fashion, London; Lindee Daniel, entrepreneur and sustainable bridal wear designer, Los Angeles; ISU alumnus Matthew Haffarnan, merchandising assistant for textiles at Crate and Barrel, Chicago; ISU alumnus Beth Teggatz, technical design manager at Lands' End, Madison, Wis.

Prior to Judging Day, the design committee puts all entries in order based on their category. As each garment enters the room, the entry name and design inspiration is read aloud to the judges. A photo of the garment and the score sheet appear on each judge's computer screen. Judges have only a few minutes to critique each garment and give a score based on what they observe.

"I'm a tough judge," Szkutnicka says. If a garment is poorly made and she can see this from a distance, Szkutnicka says there is "no way it should make it to the catwalk." "No amount of cosmetic enhancement can hide careless construction; only the best designs should be put on display," says Szkutnicka.

Not all entries will make it into the show, so designers must find a way to make their garments stand out among the rest. "Ingenuity really sets a garment apart from others," Haffarnan says. "Being able to surprise your audience and introduce something new and unique can really set you apart."

For Szkutnicka, determining real talent is very simple. "I can always tell when a designer really believes in their work; it's evident in every thread," says Szkutnicka. "Good design isn't about regurgitating what is in the magazines, on TV or what celebrities are wearing, it's about pushing the boundaries and being fashion forward."

Although garments are given a score based on specific criteria, each judge critiques a little differently from the next. Szkutnicka says she's looking for "balance between creativity and commerciality." She says "commercial" refers to a garment that is "desirable and sellable." Haffarnan looks for a range of different things when he's judging a garment. "I like to see a garment that was well thought out, both in design and in construction, and a garment that displays something that is unique and special," he says.

Once all garments in a category have been scored, the judges deliberate to determine which garments are in and which are out. Haffarnan says determining which garments will be in The Fashion Show ultimately comes down to how the garment will look on the runway. He says, "When the consensus is that the garment is just not right, than truly, it should not be on the runway." His advice to designers is: "Make sure everything is intentional and that no detail is left untouched."

Judging Day took place Saturday, March 26 in the Memorial Union. Winners were announced at the end of The Fashion Show.



# BEST

— *in* —

# SHOW

**WORDS** TONI MORTENSEN

Strutting down an eco-friendly runway on April 9 were models donning designs created by some of Iowa State's top aspiring designers. With each model came a new look, new concept and new design. One garment in particular won over the judge's opinion during Judging Day, though

As the last garment flaunted down the runway in The Fashion Show 2011, Brandi Piatt's and Hanna Park's bridal-themed dress, "Not-your-everyday Bride," won Best in Show, which is the highest honor a garment can get in The Fashion Show.

"It means so much to us that we won Best in Show because Brandi and I work so well together and winning the show together means so much more to us than if we would have won it just by ourselves," says Park, senior in apparel merchandising and design.

"I mean, I was rooting for her to win and she was rooting for me to win, but we were thinking that if we could win together that would be ideal and it happened," says Piatt, senior in apparel merchandising and design. "We made the winning dress as something different and cool and wanted it to be a cool show piece and pulled it together."

"It embodied everything we originally planned, and it was just so cool to see the garment walk down the runway on an actual person not on a form," says Park.



## THE CONCEPT

“We wanted it to be not-your-everyday bride, which is what the title is. We didn’t want you to spend \$20,000 on a wedding dress that you wear one time and then gets packed away in a box and then you never ever see it again,” says Piatt. “So, we went casual and used casual materials. Then we wanted to make it so you could wear it afterwards. You have the cocktail dress that you can wear out and then the skirt that turns into a coat. The coat was supposed to be something that you could wear throughout your relationship as a part of your wedding dress that will be with you through eternity. And actually, it’s been interesting as we’ve had people look at it. Hanna’s mom was looking at it and mentioned that since the coat is dark on the inside it is ironic because it looks like a funeral coat when it’s turned inside out and worn that way.”

“It’s almost like a celebration; like different celebrations going from beginning to end,” says Park.

## WHAT IT TAKES TO WIN

Natalie Sanger-Gendle, faculty advisor for The Fashion Show, gives insight on what it takes and what it means to get Best in Show.

“Best in Show is awesome. First of all the garment has to stand out. It has to have a unique aspect. It just has to have that *wow* factor,” says Sanger-Gendle

“During judging day the judges were blown away by the [Not-your-everyday Bride] piece. I got an e-mail from Basia Szkutnicka, one of our guest designers, about her saying that they [Piatt and Park] should be incredibly proud about the work put in for Best in Show because she was very impressed with their garment.”

*“First of all the garment has to stand out. It has to have a unique aspect. It just has to have that wow factor”*

# harmonious

## — CHORDS —

A revival of fashions inspired by music through the decades

### *“I’ll Be Seeing You”*

**BILLIE  
HOLIDAY**

A SYMPHONY OF SIMPLE, UNDERSTATED GARMENTS THAT EMANATE CLASSIC BEAUTY PAIRED WITH ACCENT ACCESSORIES GET THE STANDING OVATION.

*ON HIM: Shirt:* Banana Republic, \$80; *Pants:* Banana Republic, \$150; *Jacket:* Banana Republic, \$355; *Shoes:* model's own *ON HER Gown:* Cache, \$188; *Earrings:* Banana Republic, \$30; *Headband, shoes:* model's own



**WORDS** ALEXA WILMORE  
**DESIGN** KYLI HASSEBROCK  
**PHOTOS** ABBY GILMAN  
**LOOK** ALEXIS WELLS &  
THE SALON IN AMES

## *“Let It Be”*

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### *THE BEATLES*

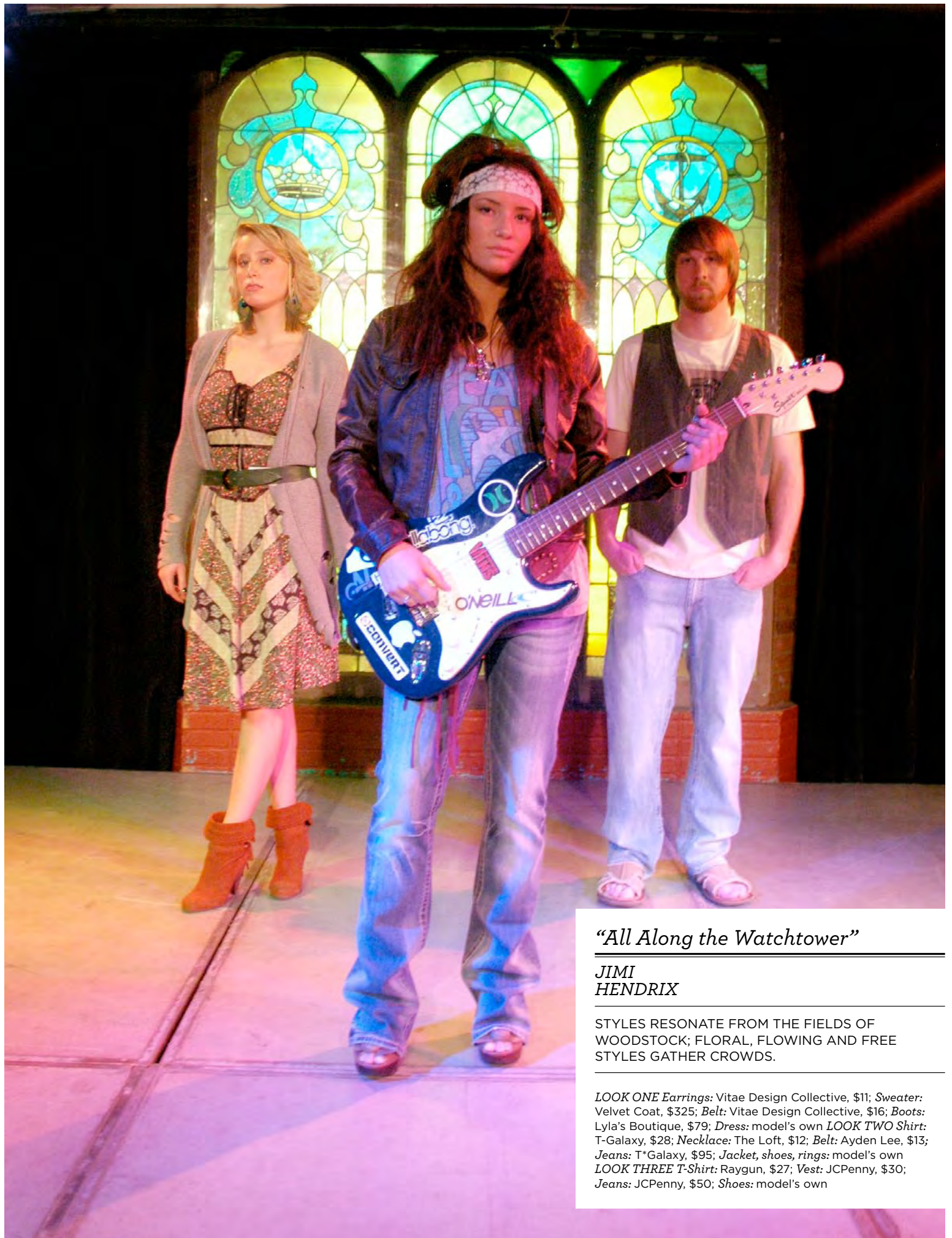
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MINI-SKIRTS, MOD SHEATH  
DRESSES, POLOS AND BELL  
BOTTOMS COLLABORATE TO  
CREATE A REVOLUTIONARY  
CONCIERTO OF STYLES.

---

*ON HIM: LOOK ONE* Jeans: Banana Republic, \$79.50; *Shirt*: Banana Republic, \$60; *Sweater*: Banana Republic, \$80; *Shoes*: model's own; *LOOK TWO* *Shirt, shoes, sweater*: model's own; *Jeans*: Banana Republic, \$80; *LOOK THREE* *Sweater*: Banana Republic, \$60; *Chinos*: Banana Republic, \$50; *Undershirt, shoes*: model's own *ON HER* *Earrings*: Banana Republic, \$40; *Top*: Banana Republic, \$70; *Capris*: Cache, \$78; *Jacket*: Banana Republic, \$50; *Shoes*: model's own





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## “All Along the Watchtower”

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### JIMI HENDRIX

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STYLES RESONATE FROM THE FIELDS OF WOODSTOCK; FLORAL, FLOWING AND FREE STYLES GATHER CROWDS.

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*LOOK ONE Earrings:* Vitae Design Collective, \$11; *Sweater:* Velvet Coat, \$325; *Belt:* Vitae Design Collective, \$16; *Boots:* Lyla's Boutique, \$79; *Dress:* model's own *LOOK TWO Shirt:* T-Galaxy, \$28; *Necklace:* The Loft, \$12; *Belt:* Ayden Lee, \$13; *Jeans:* T\*Galaxy, \$95; *Jacket, shoes, rings:* model's own *LOOK THREE T-Shirt:* Raygun, \$27; *Vest:* JCPenny, \$30; *Jeans:* JCPenny, \$50; *Shoes:* model's own



## “Material Girl”

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MADONNA

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STEP OUT IN BRIGHTS, NEONS AND GEOMETRICS. CURTAIN CALL; SHOW IS OVER.

---

*ON HIM Cuff:* Raygun, \$8; *Shoes:* Raygun, \$55; *Shirt:* Raygun, \$25; *Jeans, undershirt:* model's own *ON HER Shoes:* Raygun, \$55; *Dress:* Forever 21, \$12; *Earrings:* Hot Topic, \$8; *Jacket:* model's own *ON HIM Jeans, shirt, jacket, shoes:* model's own; *Cassette MP3 Player:* Raygun, \$45; *Headphones:* Raygun, \$60; *Watch:* Raygun, \$13 *ON HER Sweater:* Forever 21, \$20; *Shorts:* Forever 21, \$16; *Tank:* Forever 21, \$13; *Shoes, jewelry:* model's own *ON HIM Jeans:* Banana Republic, \$80; *Shirt:* Raygun, \$23. *Shoes:* model's own *ON HER Dress, shoes, headband, bracelets:* model's own; *Vest:* Forever 21, \$20





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◇

# COUNTRY *CHIC*

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◇

**WORDS** TONI MORTENSEN

**DESIGN** KYLI HASSEBROCK

**PHOTOS** ANNIE MCGUIRE

**LOOK** KATIE JENSEN & THE SALON IN AMES

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◇

*Flowing fabrics grounded by structured accents lend southern-inspired duds a sense of sophistication. Channel your inner country rockstar by pairing easygoing garments with androgynous accessories for a look that meshes good and bad in all the right ways. You'll be the talk of the town in no time with these countryside inspirations.*

---

◇





Dress: Ayden Lee, \$34; Tank: Lyla's Boutique, \$32; Cardigan: Fab'rik, \$42; Feather necklace: Fab'rik, \$34; Everything else: model's own

LEFT Maxi: Fab'rik, \$76; Everything else:  
model's own RIGHT Everything: model's own





◇  
*FROM LEFT TO RIGHT* Button-up:  
Raygun, \$34; Dress: Fab'rik, \$58; Dress:  
Fab'rik, \$58; *Everything else:* model's own







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# *lifestyle*

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## ***Let England Shake***

WORDS MADI ROSENCRANTS

For those who are unfamiliar, Polly Jean Harvey gained prominence during the early 90s alt-rock explosion, and continued to develop and build upon her sound through the 90s and into the millennium. Each album (and there are nine of them) has its own style, from the uncompromising blues-tinted punk of her debut, to the pastoral folk of *A Man and a Woman Walked By*. *Let England Shake's* musical style is, interestingly, more lyrical content.

Harvey focuses on the relationship between WWI and her native England, taking the voice of the soldiers that fought “in the fields and in the forests, under the moon and under the sun.” Though the Great War is less a part of our history as Americans, it doesn't make the album unrelatable. “Written on the Forehead,” a song explicitly about the war in Iraq, proves that the experience of war will always be a theme explored through art, because it will always be a part of human nature.

Harvey sings most of the songs using her upper register, sounding detached and almost childlike, placing emphasis on her words rather than vocal chops. The music is pretty, incorporating an xylophone, autoharp and even a saxophone along with fuzzy guitar and piano. *Let England Shake* is not only a great record because it sounds good, but it has something to teach us. It deftly balances between personal and political while still being entertaining to the listener.

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## **“Water For Elephants”**

WORDS MORGAN MCMURRAY

Jacob Jankowski's dream of joining the circus becomes reality in “Water For Elephants”, the #1 *New York Times* Bestseller by Sara Gruen. This novel has copious amounts of intrigue to keep the pages turning, including love, murder and stampeding circus animals. It has also provided the setting for the movie starring Robert Pattinson and Reese Witherspoon, which hit theaters April 22.

The book is set in two different timelines: one with Jankowski as a 90-year-old resident of a nursing home who sees a circus being set up across the street. The rest of the story unravels in flashbacks, taking us back to when Jankowski is 23 and about to graduate from Cornell. When tragedy strikes, he drops out and jumps into the open car of a train. He finds himself in the midst of the Benzini Brothers' Most Spectacular Show On Earth. The circus gives him work in their menagerie, where he befriends a stubborn elephant who only understands Polish and falls in love with a performer who is married to an abusive husband.

The author swept us up in storytelling that's so descriptive, we found ourselves experiencing everything as if we were there. By the end, we thought we had it all figured out, but were surprised with a major twist. You'll find yourself engrossed by the majestic world of circus performing and caring about the characters as if they were real by the end of this read.

# hidden TREASURES

WORDS ADDIE OLSON  
DESIGN LINDSAY TIMMONS  
PHOTOS NAKESHA VAN WYK

**Tired of the same food every time you go out? Not to worry, Trend searched high and low and finally found your new favorite restaurant. So prepare your taste buds; this unique cuisine is sure to keep them entertained!**

## Pammel Deli

113 COLORADO AVENUE

Pammel Grocery is home to one of Ames' best kept secrets. The store offers a variety of Middle Eastern, Indian and Mediterranean groceries, but the real treasure is the café found in the very back of the shop.

The Pammel kitchen serves up some of the best international cuisine that can be found in the area. Truly a treat for your taste buds. From the perfectly prepared gyros to the fresh Greek salads, its food is guaranteed to be of the highest quality possible.

Store owner Ahmad Manci buys locally-raised meat and uses the freshest ingredients available.

"When I pick out the rice that you will be eating, I find the best rice that we have, and that is what I serve to you," says Manci. This standard of quality is what really sets Pammel apart from other area businesses offering similar cuisine.

He does not use any artificial flavoring such as MSG or unnatural additives. The meat they use in their lamb kabob sandwiches and chicken skewers is seasoned perfectly and always prepared carefully.

Second best to the taste of Manci's food is the price. A gyro dinner, which includes one of the lamb and beef filled pitas aside a hearty serving of their delicious basmati rice and tzatziki sauce costs only \$5.99. You'll want to try it; they have the best gyros in town.

In addition to the meat dishes, Pammel also serves a number of vegetarian options. The basmati rice is wonderful alone or with a side of their cucumber tzatziki sauce. The hummus and falafel dinners and Greek salads are also popular choices.

## OF AMES



The baba ghanouj consists of roasted eggplant and tahini, and the fole mudammas includes crushed fava beans and tomatoes. Both are flavored with freshly squeezed lemon juice and served alongside two of their handmade pitas.

Before departing Pammel, be sure to scan the aisles of the grocery store. You'll come across foods imported from India, Greece, the Middle East and other regions of the world that cannot be found elsewhere in the Ames area.

## The Spice

402 MAIN ST.

As one of Ames' only Thai restaurants, The Spice offers a variety of flavors to please your palette. They emphasize traditional Thai dining where the food is shared among the dinner guests—great for a date or group outing. Prices range from \$10 to \$20 per plate.

## Indian Delights

127 DOTSON DRIVE

Famous for their perfectly spiced biryani dishes, Indian Delights serves up authentic Indian food at a great price. With a number of entrees and side dishes under \$8, you can order more than just one. If you're feeling adventurous, try the rosgulla (famous Indian sweet cheese dumplings served in syrup) for dessert.

***"I don't just make it because you're going to eat it, I make it because I want it to taste good."***

# DO IT YOURSELF: DECOUPAGE

**WORDS** ANGELA CHRISTIANSON  
**DESIGN** JENNIFER SCHRIMPER  
**PHOTOS** LOUISA HILL

Want to amp up your study space or dining room? Give new life to boring hand-me-downs that are putting a damper on your décor. With just a few inexpensive supplies and a weekend of crafting, you can transform that plain chair into a pop of interest. It's as easy as cut and paste.

Decoupage is an art technique in which paper is glued to a surface and covered with varnish to create a smooth surface on hardwood. It's a simple and inexpensive way to give your furniture a makeover.

## BEFORE



### Directions:

1

Trace the shape and size of the parts of the chair you will be covering with a plain piece of paper.

2

Use the plain paper as a template to cut out the part of the poster you'll use to decoupage to the chair.

3

Paint the surface of the chair with glue.

4

Submerge the cut poster in water for a few seconds, just until the entire piece is wet.

5

Place the wet poster on the chair's surface, aligning it with the edges of the chair. Use a wet sponge to smooth out the extra glue, water and air bubbles. Hint: Make sure your hands are wet for this part so you don't tear the poster.

6

Dry overnight.

7

Apply three to five coats of acrylic polyurethane with a foam brush, waiting an hour between each coat.

### What you need:

Chair with a clean, smooth surface  
Plain paper  
Pencil  
Poster  
Scissors  
Glue  
Sponge  
Polyurethane

## AFTER

## DURING



# THE *Refined Graduate*

Tyler Clarey, graduate student in interior design, invited us to take a peek at his sophisticated living quarters. [Read up!](#)

WORDS JESSICA HANSEN  
DESIGN MELISSA FALLON  
PHOTOS LEI ZHANG



▲ These floating bookshelves display an interesting vignette of personal items such as a collection of vintage and tiny cameras, an hourglass, and a photo of Clarey's nephew. The green ampersand was a \$10 steal at Pottery Barn.





## CLAREY'S TIPS & TRICKS

[1] Patience is a virtue. "Taking risks and waiting for something is worth the payout," says Clarey. Don't give in to expensive impulse buys. Wait until your object of desire goes on sale or shop around for something in a lower price range.

[2] Shop your grandparents' attic! Antique, vintage and thrift stores are great, but you'd be surprised at the furniture and treasures in your parents' or grandparents' storage.

[3] Don't be afraid of color. If you can't paint the walls, bring in color with pillows, blankets, curtains and accessories.



▲ Colorful Orla Kiely canisters and bright yellow flowers take center stage on the kitchen island. In the background, a mounted magazine rack, calendar and bulletin board keep things organized. The three clocks were a gift from one of Clarey's friends: the first shows regular time, the second gives "running late" time and the third tells what time it is in Japan, where his friend lives.

◀ Clarey's desk provides plenty of space for work and creativity. A styrofoam mannequin serves as an inspiration board where he sticks paint chips and fabric samples. Three small clipboards work as an art display that can be easily switched up and out.

A fan of typography, Clarey loves the statement these big numbers make on his living room wall. The vintage yellow toolbox comes from Found Things in Des Moines, while the green charging station was a lucky \$25 find at Pottery Barn.



Clarey features interior design he likes on his Tumblr: [tylerclarey.tumblr.com](http://tylerclarey.tumblr.com) and showcases his own work at [TylerClarey.com](http://TylerClarey.com).

# OF GLITZ & GLAMOUR

WORDS KATE GIBSON  
DESIGN KATY MOORE

*Trend's* two most recent editors-in-chief, Emily Mahaney and Zach Johnson, dish on their love of magazines, keep us updated on their advancing careers and share tips on what it takes to be a journalist in the Big Apple.

emily  
mahaney



Her passion for magazines began at a young age. Each month when her mom's *Better Homes and Gardens* would arrive in the mail, she would snag it and take a whack at the kid's project section. Now, a self-proclaimed magazine collector, Emily Mahaney has the job magazine readers across the world can be envious of. She is an editorial assistant for *Glamour*, and reports daily to its offices in New York City.

While having the chance to work for one of the top magazines in the industry is certainly enough to get you out of bed in the morning, Mahaney credits her enjoyable experience to the people she works with on a daily basis. "The staff is extremely supportive," she says. "It's really cool that they let their junior editors pitch ideas, help with interviews and write stories."

During her time at Iowa State, Mahaney had involvement in activities that have paved the way for her career today. Most notably was her role as editor-in-chief of *Trend*. "Being part of *Trend* was really important to the development of my skills because classes prepare you for certain things, but campus publications help you develop skills you haven't been subjected to in class," she says.

Along with her leadership in *Trend*, Mahaney also had the opportunity to intern at *Teen*, *InStyle* and with Meredith Corp. Her advice to students looking to land an internship? "Do your research," she says. "Know the magazine and be able to talk intelligently about it."

zach  
johnson



Johnson with AnnaLynne McCord

Imagine a career that required you to interview celebrities and attend high-profile parties while remaining a pop culture guru with reporting skills. While for most this seems a distant dream, this is just another day in the life of Zach Johnson.

As an assistant editor for *Us Weekly* online, Johnson has the opportunity to report what's going on in the celebrity world, something he has dreamed about since age 14. "I have always been interested in journalism," he says. "I used to read my mom's People magazines when I was younger. I've always liked being able to share peoples' stories." Johnson's passion and determination to follow his dream have played a definite role in how he got to where he is today. "Know what you want. If you are passionate about it, it stands

out," he says. "When I walked into my interviews they knew I kept up with pop culture and had a passion. That is what helped me get the job."

He has used this mentality to land several positions along the way including internships at *Us Weekly* and *Us Weekly* online, and freelance work for the special "Twilight" bookazine. "I know more than I ever cared to about Robert Pattinson," jokes Johnson. His biggest piece of advice for students looking to get into the journalism field? "Always be polite and professional," he says. "Journalism is about relationships, plain and simple."

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