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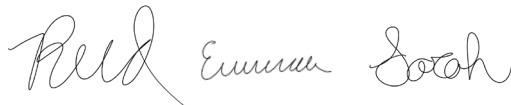
DEAR READERS

As Trend's new editors-in-chief, we were humbled by this amazing opportunity and excited to leave our footprint on this one of a kind publication. This position has been taken on by some pretty big shoes and we were so honored to fill them and produce another beautiful issue. We are so excited to share with you the 24th issue of Trend Magazine, "Subdued Neutrality."

With this issue, we hope to show you that less is more. As you flip through the pages, you'll find that minimalism and muted colors are the new black. Through the different fashion shoots, you will find a sense of movement that will leave you feeling refreshed and inspired. The directors put their own twists on the theme and infused their talents during shoots to create an all-around crisp and cohesive magazine.

This issue would not be what it is without the help of every committee. Thank you to our editorial, design, photography, fashion, events, online, public relations, social media, advertising, and finance directors for pulling off another breathtaking issue. This publication illustrates everyone's hard work, dedication, talent and passions. Each page is unique, different and full of creativity. We hope you enjoy reading.

Creatively,



Reed Barron, Emma Hassemer, Sarah Paul

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FASH





FASHION

URBAN FLORA

Accessories

photo Max Dugan glasses
Claire's \$8 ascot Target \$12
shirt Banana Republic \$68







left: **photo** Max Dugan left to right model 1 **dress** Forever 21 \$12.90 **socks** Pacsun \$2.90 **shoes** Express \$30 **purse** Target \$30 **watch** Swiss Army \$150 model 2 **dress** Forever 21 \$12.90 **socks** Forever 21 \$3.90 **shoes** Target \$28 **watch** Michaels \$15 **purse** Target \$30 right: **photo** Emily Purdy **shoes** Von Maur \$16 **socks** Pacsun \$2.90





left: **photo** Max Dugan **glasses** Charlotte Russe \$10 **ascot** Target \$12 **shirt** Banana Republic \$68
right: **photo** Maddie Leopard **dress** Forever 21 \$12.90 **socks** Forever 21 \$5.90 **shoes** Von Maur \$27 **purse** Target \$40 **watch** Swiss Army \$150



left: **photo** Kylie Kost **shoes** Target \$13 right: **photo** Aashray Mehta left to right model 1 **dress** Forever 21 \$12.90 **socks** Pacsun \$2.54 **purse** Target \$40 **shoes** Nike \$40 model 2 **dress** Forever 21 \$12.90 **socks** Pacsun \$2.90 **shoes** Express \$30 model 3 **dress** Forever 21 \$12.90 **socks** Forever 21 \$3.90 **purse** Kate Spade \$80 **shoes** Target \$28



YOUR STYLE ENCAPSULATED

By: Madison Pincombe



Have you ever looked at your closet while getting dressed and thought, “I have nothing to wear?” Now, in that moment did you actually, truly have nothing to wear? No! Rather, it’s likely that you actually had too many pieces of clothing and options to choose from. In a society where minimalism is trending, this abundant lifestyle has been called into question. Specifically, the idea of a capsule wardrobe has gained popularity.

WHAT?

Can you imagine narrowing down your wardrobe for the season into thirty of your favorite pieces? This is the idea of a capsule wardrobe. Caroline Rector, the creative force behind the blog Unfancy and the woman considered to be the founder of this lifestyle, describes a capsule wardrobe as “a mini-wardrobe made up of really versatile pieces that you totally love to wear.” Her process entails clearing her closet each season and leaving a smaller number of items. On her blog, Rector shares that her number is roughly 37. Other members of the blogging and fashion community have followed her lead and cut their closets down to anywhere between forty and twelve pieces.

WHY?

It’s possible you’re perplexed and wondering why someone would be motivated to do this. Adopting a capsule wardrobe can be beneficial in many ways. It represents a shift in focus away from clothes, thus providing more time, money and energy for more meaningful things. Sometimes to remember what matters, you have to get rid of everything that doesn’t. By committing to shopping strictly once per season instead of multiple times throughout you’ll save money on items that you probably don’t need. You’ll also gain a greater understanding of your style by having a limited number of pieces to choose from. Since no daily decisions are required with a capsule wardrobe, you’ll get to wear your favorite things each day. It’s likely that before your closet was just a reflection of your stress, not your style. This transformation will help you to not only become more decisive on your clothing choices, but also to appreciate only having items you love that fit you and any situation just right.

HOW?

The best part about the capsule wardrobe trend is you can start with what you already have. There’s no need to spend a ton of money reinventing your style. Frankly, as a college student that isn’t practical. Rather, this lifestyle will push you to evaluate your pieces until your closet becomes smaller and you have less to transport between school and home. Less truly does mean more when you’ve only got your favorite items to choose from. But how can you curate a capsule wardrobe?

Evaluate

Whether it’s laying out every single piece of clothing in your closet or taking the time to go through each item, go through what you have and assess them. Ask yourself if you actually like the item, if you’ve worn it recently, if you have a need to wear it in the future and if you can see it going with many different outfits. These questions should help you eliminate pieces from your wardrobe, slowly but surely.

Pare Down

After looking through all of your items, begin organizing them. Go with your gut reaction and sort them into piles like: love, maybe, donate, trash. Place clothes that you would buy again, wear often and feel fit well in the “love” pile. If you’re having a hard time letting go of an item and you want to keep it but don’t know why, put it in the “maybe” pile. The “donate” pile is for those items you’ve outgrown and don’t fit your lifestyle or body. And finally, place any items in poor condition in the “trash” pile.

Choose

Once you have sorted your entire wardrobe, the time has come to finalize your capsule. According to Rector, the pieces in your capsule should not include “workout clothes, jewelry, accessories, purses, swimsuits, pajamas/loungewear, underwear and the jeans you wear when you paint your living room.” Identify your core items: the pieces you use everyday and your go-to clothing items. These could include your favorite pair of jeans, a dress, a plain white tee and the jewelry you wear no matter the outfit. Narrow your wardrobe down to the items that you love and need.

Execute

Commit to using only the items from your capsule for three months or a season. During this time, don’t go shopping until the end of the season in preparation for your next capsule. The goal is to carry your capsule over from year to year, but it is expected that you have different capsules for each season. In all of this, you don’t have to part ways with any of your clothes. Instead, box up the pieces that aren’t a part of your capsule and after a season of not wearing them, you may find that you don’t actually need them.

If you find yourself overwhelmed with school, work, relationships and more, why add your closet to the list? Experiment with a capsule wardrobe and you just may find a new, and better, way of life.

For more information you can visit Caroline Rector’s blog at: <http://www.un-fancy.com/capsule-experiment/>

from left to right model 1 scarf thrifted top Anthropologie pants Nordstrom shoes Target model 2 dress Lularoe belt Forever 21 socks Anthropologie shoes Finish Line model 3 top Target pants Goodwill scarf thrifted shoes Doc Martens model 4 top Anthropologie pants Nordstrom socks Anthropologie shoes Finish Line model 5 top Urban Outfitters jacket Levi’s skirt Forever 21 socks Anthropologie shoes Finish Line model 6 top Anthropologie pants Nordstrom shoes Target model 7 top Urban Outfitters pants Nordstrom shoes Target model 8 shirt Pacsun tank top Forever 21 pants Nordstrom shoes Target

left photo Aashray Mehta right photo Max Dugan



CHAMPIONS TRAIN. FASHION REIGNS.

Fashion Forecasting

Styled By: Savanna Sylvis & Meghan Shouse



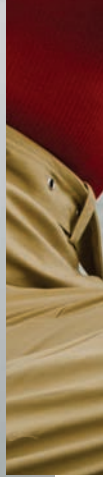
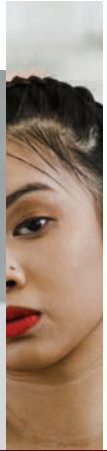


left: **photo** Max Dugan left to right model 1 **top** Asos \$30 **pants** Asos \$70 **shoes** committee member owned model 2 **sports bra** Forever 21 \$14 **pants** Forever 21 \$48 **shoes** committee member owned **tights** committee member owned **jacket** North Face model 3 **bodysuit** Forever 21 \$9.90 **pants** Forever 21 \$38 **shoes** Forever 21 \$37.90 model 4 **top** committee member owned **jacket** Asos \$70 **pants** Asos \$60 **shoes** committee member owned **sunglasses** committee member owned right: **photo** Max Dugan





left: **photo** Aashray Mehta **sweatshirt**
committee member owned **pants** Forever
21 \$48 **shoes** committee member owned
right: **photo** Aashray Mehta





left: photos Max Dugan left to right
model 1 top Asos \$30 pants Asos
\$70 shoes committee member owned
model 2 sweatshirt Shadow Hill \$71
pants Adidas shoes Forever 21 \$37.90
right: photo Aashray Mehta



COAT COUTURE

By: Hailey Allen

Winter may be on its way out, but coats are still very in. Coats are a way to express yourself and your style. Here are three trends that have been in the media lately.

The idea of spring brings to mind blooming flowers and rays of sunshine, but the reality is that it can be rainy, chilly and gray. However, you don't have to sacrifice style when dressing for the weather. These are three outerwear trends that look chic while still keeping you warm.

PUFFER COAT

Remember that winter in elementary school when your mom discovered you had outgrown your coat from last year and needed a new one? Remember when she came home with that hideous marshmallow monstrosity and expected you to wear it outside? You probably believed you looked like a giant bubble, and dreaded putting it on whenever recess came around. Turns out, 10 years later, your mom actually knew what she was doing.

Stars like Ariana Grande and Rihanna have been rocking oversized puffer coats recently – declaring them as not just outerwear, but as wardrobe statement pieces. Grande's music video for her song "Everyday" features her wearing one throughout the video.

Puffer coats are perfect for all kinds of weather, depending on the type of material used. The outer material is usually water and wind resistant, and the pockets are filled with fibers to maintain warmth. Coats made with down feathers are the warmest and heaviest. For lighter coats, different synthetic fibers are used to keep them thin. The stitching of the pockets can vary to create different shapes and patterns. The popular style at the moment is large rectangular pockets that wrap all the way around the body and sleeves of the coat.

TRENCH COAT

Everyone looks instantly classier wearing a trench coat. It is also one of the most basic and versatile coats. They can be made of cotton, gabardine or leather depending on the season and the amount of warmth needed. They come in long (below-the-knee) or short (above-the-knee) length.

Some signature qualities of the trench coat include the double-breasted front with buttons, wide lapels and a tied belt at the waist. Originally used for Army officers in the trenches of World War I, which is how they got their name, they are as practical as they are stylish. The overlapping front along with

the belted waist secures the coat against wind, and the large collar and lapel can be upturned to shield the neck and ears against cold. Besides being a windbreaker, some of them are also waterproof.

Khaki is the classic color for a trench coat, but they come in many different colors and patterns to fit everyone's personal style. Light hues of blue and pink or grey and white are popular for the spring season.

RAIN COAT

One of the biggest essentials for spring is a raincoat. When they said April showers bring May flowers, they weren't kidding. With so many styles and colors, they are a worthy addition to any closet.

In recent years there has been a rise in popularity of the clear raincoat. This particular style often includes an outline in a solid color so that it doesn't look like you just threw on a plastic bag. The outlines also accentuate the pockets, hood and collar to give it a cool-girl look. Made with clear PVC material, this style is perfect for staying warm and dry while still showing off a cute outfit underneath. For the sportier type, anoraks are the go-to raincoat. An anorak is a hooded pullover or quarter zip coat usually made with a breathable waterproof fabric. They are a stylish option for activities like hiking, running or even walking across campus in the rain.



from left to right model 1 **coat** Free People **scarf** Urban Outfitters **pants** thrifted **bodysuit** Forever 21 **sunglasses** Anthropologie model 2 **trench coat** Dress Barn **raincoat** Anthropologie **dress** Salvation Army **sunglasses** Portobello Road **belt** Hyde Park MKE

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photo Max Dugan left to right model 1 **top** Asos \$17 **skirt** Asos \$17.50 **shoes** Nasty Gal \$35 **rings** Portobello Road \$5 **thin rings** model's own **nose ring** models own each model 2 **top** Portobello Road \$28 **pants** Matilda Muse \$46 **shoes** Urban Outfitters \$89 **watch** model's own **bag** Stella & Dot \$89 **earrings** Forever 21 \$4.90 model 3 **dress** Sabo Skirt \$58 **blazer** Preservation \$48 **shoes** Lulu's \$31 **rings** model's own

photo Aashray Mehta romper Asos \$45 bag Preservation \$180 scarf Portobello Road \$18
shoes Nasty Gal \$35 bracelet Madewell \$32 ring & nose ring model's own



compos
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photo Kylie Kost left to right model 1 shirt Asos \$51 pants student designer Allison Levis shoes Lulu's \$31 model 2 top Aerie romper Verge Girl \$56.72 shoes Lulu's \$31 ring model's own flowers Hobby Lobby model 3 dress Nasty Gal \$42 shoes Lulu's \$31

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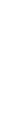




left: **photo** Kylie Kost left to right model 1 **top** Asos \$51 **skirt** Asos \$45 **rings** Portobello Road \$5 **bracelets** model's own **earrings** model's own model 2 **dress** Nasty Gal \$42 **rings** Portobello Road \$5 **earrings** model's own right: **photo** Maddie Leopard **hat** Target **shirt** Nasty Gal \$18 **jacket** Asos \$72 **skirt** Asos \$45



left: **photo** Maddie **top** Aerie
romper Verge Girl \$56.72 **nose ring**
model's own **coffee** Stomping Grounds
right: **photo** Aashray Mehta **romper**
Asos \$45 **bag** Preservation \$180 **scarf**
Portobello Road \$14 **ring and nose ring**
model's own





left: **photo** Aashray Mehta left to right model 1 **top** Asos \$40 **skirt** Preservation \$38 **scarf** Vintage **bracelet** model's own model 2 **romper** Asos \$45 **bag** Preservation \$180 **ring and nose ring** model's own model 3 **top** Nasty Gal \$18 **romper** Forever 21 \$48 right: **photo** Max Dugan

IOWA TO THE RUNWAY

By: Bryce Jones and Claire Murrell

Alanna Arrington never thought she would walk in the Victoria's Secret fashion show, but at 19, she has already done it twice. The Cedar Rapids, Iowa native is making major strides in her modeling career – she's also advocating for change and staying connected to her hometown every step of the way.

Claire Murrell: How did you get started modeling, and did you ever think you would end up where you are now?

Alanna Arrington: Basically my mother agency is based in St. Louis, Mother Model Agents – they are a couple that runs the agency, and Mary is from Cedar Rapids so she does a whole [expletive] ton of scouting and stuff there all the time... So I texted my best friend at the time and was like, 'Dude we have to go, we should just go for fun. It probably won't work out, but why not?' So we both went, and it was like the most nerve racking thing ever, but we both ended up signing actually. We moved to LA together, and that's when I first signed with Next, who is my actual agency now. So I signed with Next in LA, worked there for a couple summers, and then after my switch from public school to online school I moved to New York two years ago, and that's when I signed worldwide with my agency... But no, I had no [expletive] idea that I would ever get to where I am today. Like I remember dreaming, like going to bed and just praying to God that I would get to do some of the things I get to do now. The fact that they have become a reality is just the most mind-blowing thing to me ever.

Bryce Jones: What was it like transferring from real school to online school, and do you ever get a 'fear of missing out' from not being in college?

AA: Yeah, it was a tough transition. So, basically my junior year is when I switched from public school to online... Looking in hindsight, not that I regret it, but I kind of wish I would have waited it out and stayed in public school, just cause yeah, like you said, I did miss out on a lot of big things... Like I'm glad I got to do the things I was doing, and I got to travel the world, but you know – sitting in Milan at a coffee bar by myself, watching my friends as they go to football games was one of the toughest things I've had to do... Also though, the whole school process once I switched to online was so hard, because I was working full time – like 7 days a week... I have no idea how I managed, and I got my high school diploma... They let me do the whole ceremony like I was a normal student, and that – like I just remember sitting at the ceremony, front row and bawling my eyes out because I was so glad that I got to sit with a bunch of kids that I've known since first or second grade... I think everyone else was like, "Oh, [expletive] it, at least I'm graduating," but for me I was like, "Oh my God, I'm getting to have one of these moments with people that I've loved for a long time in my life."

BJ: Has being from the Midwest been something that's

influenced your career, and do people look at you differently because of it?

AA: If there's one thing in this world that I'm thankful for, it's being from [expletive] Iowa. It's been what's pushed me to keep going in my work. People in Iowa have a hard work ethic, they're very kind, they see the world in a very positive manner... So then, when I moved to New York and traveled the world, people have, countless times, pointed out to me how kind I am and how I work really hard, and I don't see it as a fun hobby as much as I do see my career as a job. At almost every shoot that I've had – every job, every meeting, every interview – people have been like, "Wow, people from the Midwest are really amazing!" And I'm like, "Hell yeah they are! They're so cool!" I can't be more thankful. And also, I get to remove myself from fashion when I come home... I'm so glad that I have the ability to separate the two lifestyles, because I would have probably died if I couldn't. But yeah, I am forever thankful I am from Iowa. It's the best place in the world.

CM: How do you deal with being away from home so much at only 19, and what's been your favorite travel experience so far?

AA: It's really hard when 99 percent of the people that I love and care about in this world are all in the same city doing everything together without me. So yeah, it is a little hard, just not being around the people I love all the time. But I know I'm doing it for a reason, so I take and give what I can... There's a lot of times I'll get really bad travel anxiety, like I cry a lot in the airport because I will get stressed... I think for me, one of the things that keeps me okay with being away from home is always supporting my friends in what they do and anything they do. And my best travel experience would probably be – just recently, I went to Bora Bora. I remember I stepped off the plane and started crying because it looked like a postcard that you send people. It was insane, and the people were incredible. The job I was there for was so fun. It was during a time in my life where I had just broken up with this boy, and so I was really having a rough go of it. So just being in that place and seeing the beauty of the Earth, I formed this whole new appreciation for things in life, and it was a very self reassuring moment.

BJ: So even now, are there times where you still get starstruck, and can you think of a specific situation when that's happened?

AA: I get starstruck, like, everyday. For instance, Bella Hadid follows me on Instagram, and any time – I would kill for the woman – any time she likes my photos I screenshot it, and I add it to this folder of 'Bella Hadid Liking My Instagram.' But just recently, even, I took a picture with Adriana Lima, at the VS show, and she's been an idol of mine as well. I remember, when I took the photo – thank God it came out clear because my hand was like this [shakes hand violently] ...But I have that moment, literally like every [expletive] day of my life.

BJ: What's it like meeting people that know you when you don't know them?

AA: I can't really put it into words, but I'm gonna try. It's the greatest feeling, it's what keeps me going in my career. Because in my eyes what I do is very selfish, or you know, very self-centered because it does revolve around how I look and everything, but I meet people who say I inspire them to get up in the morning and

look in the mirror and cheer for themselves... I literally wake up every day, and go to sleep every night happy just knowing I inspired one person in the world... Just as equally as it is cool for them to meet me, it's so cool to meet them, because I didn't know I did this to someone. I didn't know they liked me this much. That's so rad. So when I get the chance, I always meet people when they come up to say something to me, because it's 100% what keeps me working hard.

CM: So, what's been your favorite modeling experience so far?

AA: Oh, that's a tough one. Probably walking the Louis Vuitton show my first season, and I say that because you can go to my Facebook now, and I think it still says 'Model at Louis Vuitton' as my occupation. And I'll never forget when I got the call, I was in Paris... My agents called me on this flip phone that I had, and I remember thinking, 'Oh God, this is gonna be really bad.' And they were like, 'Hey Alanna, are you sitting down right now?' So I put the phone on speaker, and collectively, my agents... yelled, 'ALANNA! YOU BOOKED LOUIS VUITTON!' And I immediately started crying, I was like, 'Oh my God!' Me and Jeff hugged, I was doing my weird happy dance. And I [expletive] walked Louis Vuitton. I was the girl I had always dreamed of being... I was like 'Oh my God! I can do the things I dream of? This is crazy!'

CM: Was Victoria's Secret pretty close, though?

AA: [Expletive]! I will say, when I first moved to LA I posted pictures of Candice Swanepoel and Adriana Lima from Victoria's Secret in front of my treadmill, and I would run everyday and be like, 'One day I'm gonna do it. One day.' And then yeah, I remember last year, I was 17 at the time and my agents were talking about it... And then, I went to the casting, I remember sitting outside the casting in my converse... And then, again, when my agents called me they did the same thing, they were like, 'Alanna, are you sitting down?' Because I have this tendency, to like, freak out about things... I was like, 'Yeah,' my agents were surrounding the desk again, and they were like, 'YOU BOOKED VICTORIA'S SECRET!' And I was in hysterics, I couldn't breathe... I'm gonna [expletive] cry again... And yeah, it's just so insane. Yeah, those are moments that will forever be engraved in my mind until the day I die.

CM: Being a young black woman, is the platform you have something you use to influence change, especially in today's political climate?

AA: 100%. I actually butt heads with my agency about this a little bit because typically they don't want a model to be too political or too vocal about controversial things, but I got really vocal about the last election because I had to... Yeah, I 100% think that my platform – I have to speak out on things, I don't have a choice now... I speak out about race, sexism – every issue we have in this world I speak out on it because I feel that it's very important, and I have, like I said, I have a lot of people who respect my opinion and look up to me as someone that, you know, if I say something they say it too. So if I can vocalize what I feel and if I think it's right, I find it very important to do so. And I also get a good response when I do... So yeah, I do find it so [expletive] important and I get very frustrated when I don't see other people doing it. I will never stop being vocal about that stuff, and I'm just hoping that I can continue to be more vocal about whatever I feel. I hope that the world will be more accepting of my opinions.

CM: Why did you decide to give a college fashion magazine in Iowa like us an interview when you've done interviews for huge publications like Vogue?

AA: Because this is a much smaller platform that I think more people will care about. Plus, I will do anything for people in my hometown... Any chance that I get to put my face on something that really represents a big part of me, I'm like, [expletive] yeah. Sign me up, I don't care. For instance, I probably should've told my agent about this interview but I didn't for the fact that I knew they might say I shouldn't do it, and I didn't

really care. But yeah, I don't usually do small interviews, so when I get the opportunity to do something that has a little bit more meaning I'm like, 'OK. Yeah, I'm gonna do it.'

Sidebar Stuff

On her go-to item: Her fur coat. "It's been the only thing that's gotten me through this winter, I will say."

On what she's currently listening to: SZA. "I've listened to the album, Ctrl, front to back every day since it came out. I have it tattooed on my finger."

On her favorite trend: Natural hair. "I'm happy that what I'm born with is finally being considered cool."

On her favorite face mask: The Umbrian Clay Mask by Fresh. "You can also use it for spot treatment. I bring it with me everywhere."



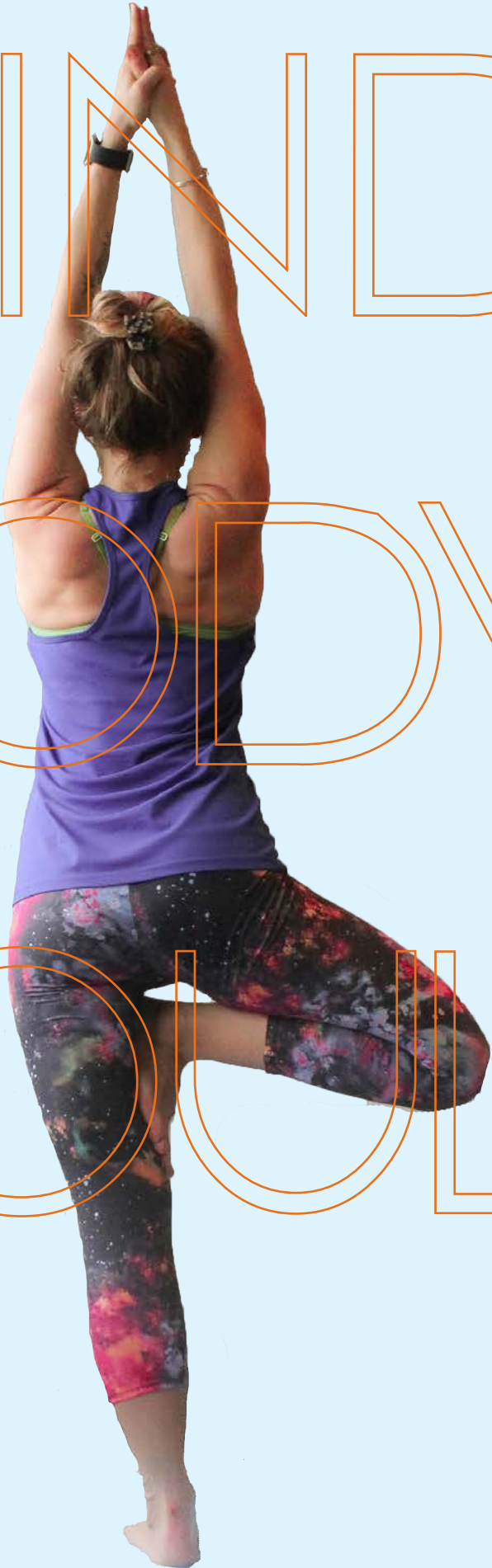
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pants Asos \$72 **shoes** TopShop
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photos Maddie Leopard jacket Nasty Gal \$80 shoes TopShop \$170 bum bag TopShop \$40 neckerchief Asos \$72





photos Aashray Mehta **top** Portobello Road \$25 **fur vest** Gap \$100 **skirt** Free People \$60 **tights** TopShop \$12 **shoes** Asos \$60 **sunglasses** Urban Outfitters \$14



photos Kylie Kost dress Asos \$190 coat Nasty Gal \$190 sports bra Fabletics socks Nasty Gal \$12 shoes Asos \$45 sunglasses Urban Outfitters \$20 earrings Asos \$9.50



BEAUTY



photo Max Dugan



HIGH GLOSS

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left photo Max Dugan right photo Aashray Mehta





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THE WORLD CHANGING ONE FACE AT A TIME

By: Zenobia Afeworki



In a world that is filled with social standards of beauty, plastic surgery has come to be known as a way to a "better life." This article takes a cultural analysis of the plastic surgery industry.

The modern world consists of people striving for perfection in all aspects of life. This can range from clothes, to living spaces, to physical appearance. Referring to the latter, some individuals will make permanent changes to their body or face to achieve the “ideal” look. But is plastic surgery a good thing, or is it potentially causing more damage to those who undergo it?

Plastic surgery has become a way for people to change any insecurities they have regarding their natural features. Around the world, countries have developed their own cultural view on plastic surgery that depends on how a society favors a certain look or feature over others.

The perspective in the U.S. favors weighing less with an emphasis on an exaggerated hourglass figure. Popular surgeries or procedures include breast implants, butt implants, lip injections and micro-blading.

Serena Schmidt, junior in apparel merchandising who grew up in the U.S., feels the pressure to live up to a specific standard of physical beauty.

"I feel like so many girls and women alike think that their bodies aren't good enough," she says. Schmidt also says she believes that these kind of societal implications of standards can also lead to potential problems such as eating disorders.

"Since we can't afford plastic surgery right away, people develop eating disorders and [have the tendency to] over-work out," she says.

Despite growing up with these pressures, over the years she has learned how to embrace her natural beauty and attempts to teach this to the people around her. Heading south from the U.S. to Peru, the perspective changes. Although it is a 3rd-world country, the cosmetic industry is slowly beginning to trickle into everyday life.

Alfredo Ruiz, junior in animal science, brings a positive viewpoint to the debate about the controversial industry. He argues that plastic surgery can help people who have experienced traumatic accidents and can utilize it to return to normalcy. **"It can be useful to people who have experienced traumatic injuries by allowing them the chance to go back to as normal of a life, as possible,"** Ruiz says. **"Without plastic surgeons people would be left physically impaired."** He brings to light that for medical purposes the surgeries can help people have an overall better quality of life.

Ruiz also says that the choice to have plastic surgery for cosmetic reasons is completely up to the person, but he does worry when he sees the surgery pattern become addictive.

"I have seen people get addicted to it and just end up looking worse," Ruiz says.

Ruiz himself has considered plastic surgery, but the expense stands in the way. As for the eastern part of the world, the rise of plastic surgery is extremely prominent. According to Scott Swan of WTHR, a Central Indiana news source, Seoul, South Korea has become one of the plastic surgery capitals of the world. The city is known for offering some of the most advanced and complex procedures, such as bimaxillary operation, double eyelid surgery and cheek and jaw shaving.

Sang-yi Kim, a study abroad student from South Korea sheds light on the intense societal pressures of beauty present within the country.

"It is a social issue...women must have makeup and seem very beautiful," she says. **"They care about beauty and appearance a lot."**

The success rate of surgeries within the country has attracted many people from other countries to participate in medical tourism within Seoul.

"Many Chinese and Japanese [people] come to South Korea for plastic surgery... There are many advertisements in other languages [like Chinese] in South Korea," Kim says. **"There are also advertisements on the subways and buses. There is even an app search engine for plastic surgery."**

Despite this environment, Kim says she still believes that surgery should only be done when necessary, and that there should be more of a focus on physical health rather than appearance.

Now, who is to say that plastic surgery is wrong? By looking at this industry from multiple angles, anyone can see its negatives and positives. On one hand, it can give people the confidence to go after their goals in life. However, there is always a degree of risk due to complications that can occur.

There should not be judgement on choices regarding changing natural physical features. As a interconnected world, it's important that those with predetermined stigmas on plastic surgery and its role within society develop more of an open mind.

AN INVESTIGATION INTO THE WONDERS OF K-BEAUTY

By: *Kajsa Hallberg*

Get to know the famous Korean skin care routine known as K-Beauty and why it has become insanely popular in the international beauty community. By learning the in-depth steps it consists of, you could even try it out for yourself!

Over the last few years, it has been nearly impossible to scroll through beauty community news updates without coming across articles about Korean beauty – also known as K-Beauty – and the wonders of the highly-reputable skin care regimen. But what exactly goes into the routine that is continuously becoming more popular all over the world?

K-beauty is internationally known as an intensive, 10-step skincare process that's done twice a day. The strictness of the routine comes from the Korean tradition of placing importance on health and beauty. Korean women often start their skin care very young with just the basic steps of cleansing and exfoliating. As they grow older, they build on the regimen with the goal of preventing skin care problems that often come with aging, such as fine lines and dark circles. The famous 10-step routine consists of using an oil-based cleanser, a water-based cleanser, exfoliator, toner, essence, a treatment or serum, sheet masks, eye cream, moisturizer and SPF or night cream.

While this may seem daunting, it's important to acknowledge that most people do not complete all 10 steps on a daily basis. In fact, many followers of the regimen recommend customizing the routine. Kathy Lee, a Korean-American who follows the skin care routine, explains how she performs K-Beauty varies based on her own needs. "My routine only involves about six products," Lee says. "I definitely use both cleansers though! And you'll see a lot of people, like a lot, recommending to do so. Your skin has to be completely clean to make sure it receives [the nutrients] it needs from the products." Lee has been a K-beauty user for about five years now, and says she understands how the products cater to different skin types. "I have oily skin, so I was worried at first that all the moisturizing would be too much for me," Lee says. "But the

[products] make my skin glow in a healthy way." So, how does this all work so well? The secret is both in the routine and the products. K-Beauty is meant to be preventative. It utilizes the idea that if you take care of your skin now, you will not have to do as much for it later. The products also hold some apparent magic of their own. Essence, a product unique to Korean skincare, can be described as a mix between a toner and a serum.

The formula contains fermented ingredients that are meant to aid in cellular rejuvenation and turnover, and is popular in many routines. Sarah Cho, who has done her own research and worked with K-Beauty products, describes two of these important ingredients that are found in many of the products. "One common

thing that is seen in K-Beauty is using the extract from a plant callus instead of a normal plant extract," she says. "Callus cells are what cover damage on a plant, and the extract from here will not contain pesticides or other contaminants found in normal extracts." Cho went on to describe that the callus extract is used as an anti-aging property since it helps preserve skin elasticity. The other ingredient that she says is often used is SH-Decapeptide-9.

"This helps improve the production of collagen and elastin in your skin" Cho says. "So, again, you get a very youthful look to your skin." These two ingredients especially, Cho explains, help contribute to the anti-aging properties that make K-Beauty popular. Overall, the regimen has been trusted by Korean men and women for years, and success stories can be found all over the internet. Luckily, you don't have to adopt the entire 10-step routine to reap the benefits of the products – Cho, Lee and other experts recommend adding just a

few steps to your current regimen. Lee suggests using the double cleanser method to ensure clean skin, and Cho highly recommends adding the essence and sheet masks into your routine. Other tips from experts and retailers include finding a quality serum and making sure to use SPF during the day. Even if the products used are not K-Beauty specifically, the idea Koreans have popularized of really taking care of your skin is the biggest takeaway to keep in mind. Healthy, glowing skin is the best natural beauty out there.



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LIFESTYLE

Q & A AN INTERVIEW WITH E! NEWS EDITOR ZACH JOHNSON

By: Olivia Hanson

Zach Johnson, Trend's second ever editor-in-chief, gives a look into his career beginning in high school where he skipped lunch to take a journalism class, to where he is now at E! News, and what it's like to work at one of the most trusted celebrity news sources.

For most of us, talking to a celebrity is a rare phenomenon. For Zach Johnson, senior editor at E! News, it is just another day at the office. Johnson, who graduated from Iowa State with a B.A. in Journalism, has worked at multiple highly-esteemed media companies before joining E!, such as Meredith Corporation and US Weekly.

Did you always know you wanted to work in journalism?

Z: "Yes, when I was in high school I actually for two years gave up my lunch period so that I could take a journalism class. Then I became the editor-in-chief of the newspaper. I enrolled in the journalism program at Iowa State to start. I knew that that was my path, and I was very fortunate in that because I think if you're lucky enough to know what you want to do -- it allowed me to create other opportunities for myself earlier on. So whether that was internships, or I started writing for Ethos magazine before we started Trend, I did all of that my freshman year. So I really got a great foundation that gave me a leg up."

So you were there when Trend first started?

Z: "Yeah. So there were two other editors that started Trend. They did it for one semester but they were both graduating seniors. Then they named me editor-in-chief. We took it from I think publishing -- we did it one semester and it was like 600 copies, and it was all through our own fundraising. Then we ended up lobbying with student government so we could get more money because obviously there's a big demand for it. I think by the time I left I was editor of the magazine for three years. We had a staff of like 125 people. We were doing a couple thousand copies. It was a very big production."

Do you know why the previous editors-in-chief chose you as EIC?

Z: "They entrusted me to carry on their legacy and execute my own vision for what Trend could be. The beauty of Trend is that it's impermanent; if it stayed the same, it would have folded years ago."

Why did you go to Iowa State?

Z: "We actually had a college student come and speak to our high school about what Iowa State had to offer, and I really liked what she had to say. I liked the way the campus looked, and I really liked their journalism program. So I applied. I was pretty sure I was going to go to Florida State and then at the last minute I decided, for whatever reason, that I wanted to go to Iowa State. It just kind of called me there."

A good handful of college students do the bare minimum, what really drove you to go the extra mile?

Z: "I'm a dreamer and a doer. Wanting something isn't enough. You have to work hard for it."

What does a typical day look like for you?

Z: "There is no such thing as a typical day when you work in news. Expect the unexpected and you'll never be surprised."

What's your favorite part of working at E!?

Z: "What I love about E! is that it is exactly what I am passionate about. I love all things celebrity and pop-culture. I always have since I was seven years old and reading my mom's tabloid magazines. I remember watching Access Hollywood all the time as a kid, and the fact that I get to do that now, and I get to tell these stories and I get to meet interesting people is great. And it's always kind of funny when a friend will text me, 'Hey I heard that something happened in the news,' and they'll Google it and the first result that pops up is a story I've written. They're like, 'Oh my God he wrote that!' Then I realize, 'Oh right, everything I do is reaching a global audience.' It's a big responsibility, so you have to make sure you do a good job. But it's also kind of cool because that's all I've ever wanted to do."

How is it being able to work with celebrities?

Z: "It probably sounds and looks more glamorous than it is, but it's great because a lot of these people are people that I'm inspired by, or people that I really admire and have a great creative spirit. So to talk to them and pull from them, and then use that in a story to help inspire others is a great honor. It's also great because even in things that seem perhaps a bit trivial, even if it's someone talking about their breakup -- it's not breaking news -- but perhaps they'll say something in there that helps someone else make sense of their own breakup. We're always trying to find something in there that's going to help someone in some way, or teach them something or entertain them because not everything is serious... sometimes it's also a fun, silly little post because we also need to be entertained. It's kind of serious out there in the world right now, so if we can give you a little bit of levity, we're going to do that."

Have you had any funny things happen at work?

Z: "Working in the 30 Rock building is always fun because you're bumping into people all of the time. In fact, a couple of weeks ago, Will Ferrell was hosting SNL and I literally ran into him as he was coming out of an elevator. At first I didn't recognize him because he was in a wig and a costume. Then I looked at Kate McKinnon who was not in a costume, and she had this look on her face like, 'Uh oh that's awkward.' He kind of laughed it off and once I put two and two together, I apologized. But I just thought, 'That's not the impression I wanted to make with Will Ferrell.'"

At E!, you have so many tasks that you keep track of, how do you do it?

Z: “I think being here almost 5 years, I’ve definitely found a rhythm to what I do. I think what really helps is that I’m very clear and direct in every aspect of my life... Whatever it is, people know exactly where they stand and what’s expected of them. Then that way it kind of helps keep everything going. So even if a breaking news situation happens, you can’t predict what’s going to happen next, but I know how to handle it because we’ve done it before. We’ve kind of fine-tuned our process, and that makes it a lot easier to get things done.”

Do you have a celebrity clientele that trusts you?

Z: “What’s great about E! is that we’ve been around for so long that celebrities know that they can trust us and that they can talk to us, and that we’re not going to take anything out of context. We have a sense of humor about ourselves, what we do, what is appropriate, and so they do as well. So I think they can put their guards down. It’s one of those things that’s really great because I think we have this access and that’s why people trust us. Because if they trust us, our audience can too because they can see that there is a relationship there. That doesn’t mean that we’re not going to ask hard questions, but there is a symbiosis between the two that works out really well.”

What is it about journalism that you’ve loved?

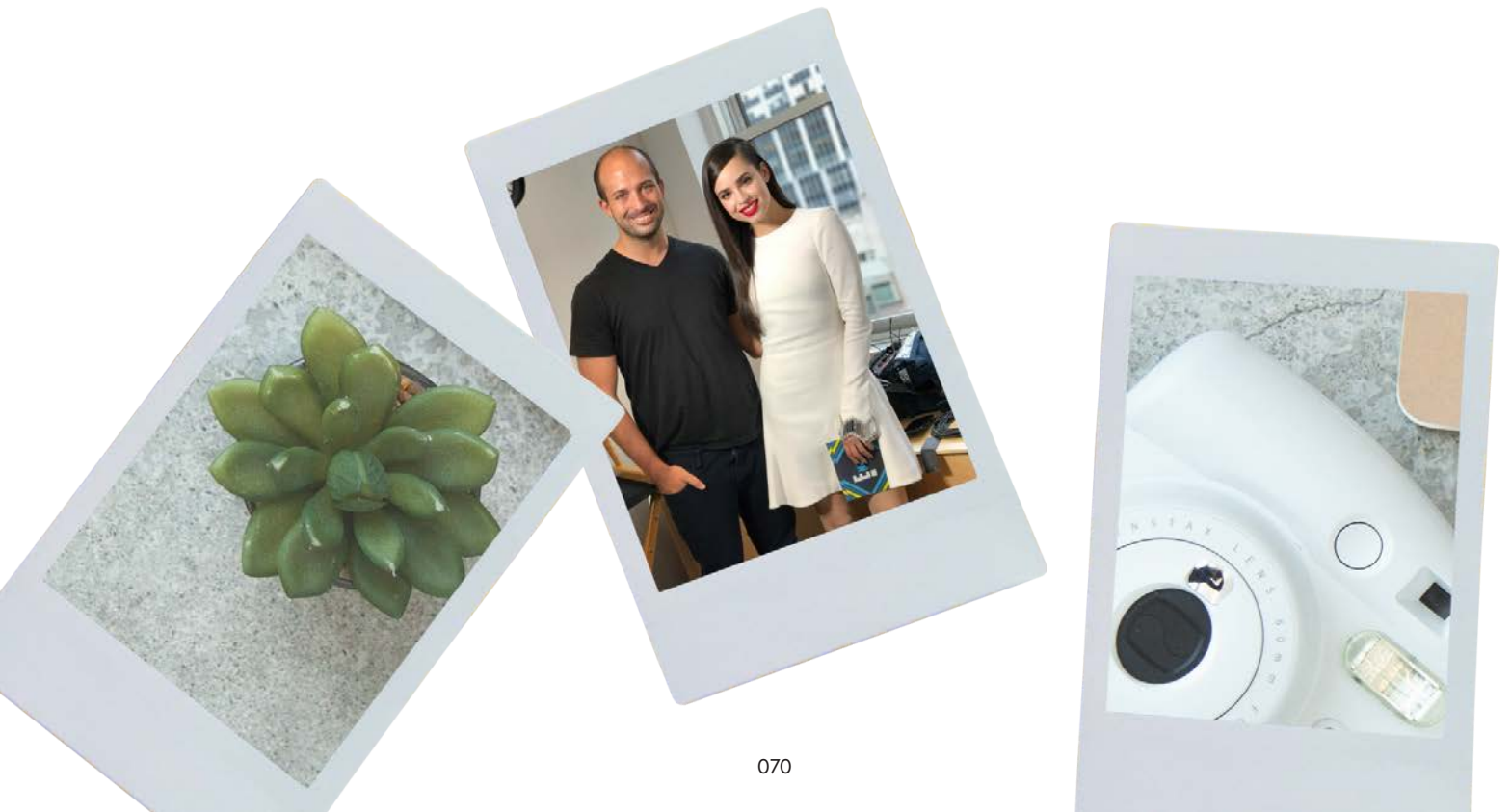
Z: “I just like people’s stories. I think that’s how we find out about ourselves, by looking at other people and kind of figuring out how we relate to them. I liked that, with Trend in particular, it was a way to get a chance to – you come to college and you don’t necessarily know – it’s a big school, there’s 36,000 people. You can’t know every single person, but you can find this one common thing that brought everyone together, and I think that was really cool.”

What’s one of the biggest lessons you’ve learned so far in your career?

Z: “I think the most important thing that I’ve learned is that you need to listen... Even if you’re just listening to your employees, to your readers or to your audience. For example, several years ago, we used to do stories like, ‘Megan Fox steps out looking slim two months after giving birth.’ We would never write that now because we looked at the culture, we looked at what people were saying, and that’s not really the kind of conversation that we needed to be part of – like commenting on women’s bodies, positively or negatively. So we really listen to what people say and we take that into account. And I think that if you take a step back and you ask the right questions, I think that’s really big. You’ll find that not knowing everything is actually a good thing, and it’s just going to make you and your organization better.”

How would you describe yourself?

Z: “I think I’m pretty fun. I’m always making people laugh. I like to laugh. I like to be entertained. I like talking about pop culture, even outside of my job because I think it’s a mirror that reflects back on us. But I’m also someone who’s all about balance... Now I know that for me to be my best self, that means on the weekends... like, I went to a yoga class this morning and I’m going to go see a movie this afternoon, and that’s probably it for today because I need that time to recharge, and I know that about myself.”



PLANNING A WEDDING & STUDYING FOR EXAMS AT THE SAME TIME

*What It's Really Like
Being Engaged In College*

By: Bryce Jones



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Iowa State students Sarah Weigand and Travis Miller discuss balancing school with their relationship, their opinion on stereotypes of couples who get engaged at a young age and answer the important question of "When's the wedding?"

"If you know they're the one, go for it. There's no use in wasting time," says Sarah Weigand, senior in apparel design. She's referring to getting married. Weigand and Travis Miller, a masters student in computer engineering, have been engaged for about a year now, and they've been dating for almost five years. Meeting through a club in high school, Weigand says she and Miller started out their relationship as just friends.

"He was more invested than I was," Weigand laughs. "I was looking for a friendship more than anything. And then after about six or seven months of that, it turned into a relationship." Like many young couples, their favorite things to do together are more on the adventurous side; they listed going laser-tagging and taking road trips to new cities as some of their favorite memories and go-to activities. It only makes sense that their proposal was also exciting. Weigand said they had talked about getting married before, but the actual proposal was a surprise to her. She and Miller went to Ledges State Park along with a friend, who Miller said was there to take pictures for a senior project. "I had my suspicions," Weigand says, describing a specific incident of when Miller answered a phone call from an Ames number, talked to them like a real person and then claimed it was a telemarketer. Otherwise, everything went smoothly.

For many college students whose main focus during this time is academics, it's probably

difficult to understand why getting engaged and married at this age would make sense. Why not just wait a couple years when life is more established? For Miller and Weigand, it was all based on a feeling. “We both kind of wanted to start off fresh right out of college and be together,” Miller said. “It just seemed like the right time, I guess... We’re both good students and stuff. We can handle whatever. That wasn’t an issue. We were both just ready to go.” Weigand also said she believed that financially it was a good decision as well. Because they would be living together right out of college, they would be able to split the cost of living and support each other. Like Miller said, he feels both he and Weigand are good students, and handling the responsibility of balancing such a serious relationship with school is manageable. The couple also points out that they had done a long-distance relationship for three continuous years in the past, so they’re used to “having to fight to stay together between school and everything.”

However, both agreed that it’s still tough to a degree, but they’ve found ways to still spend a good amount of time together. “Having those design courses a lot of the time I’m like, ‘Okay, I can’t hang out with you. I have to sew, unless you just want to just like sit there and watch T.V. while I’m doing something.’ That’s our hanging out,” Weigand says. She also says wedding planning, while being an added stressor to school life, helps them to get together more often because they set goals each week that they want to get accomplished. “We’ll like see each other once a day to go workout and stuff, which is nice,” Miller adds. “We don’t necessarily hang out for like hours or anything.”

This may come as a surprise to some – it’s easy to think that two people who are engaged as young as Miller and Weigand would invest a majority of their time into their relationship, but both make it clear that they have other priorities they focus on too. This isn’t the only stereotype that goes along with being engaged at a young age – and Weigand and Miller are aware of this. “You hear a lot like, ‘Oh my gosh, you’re stuck with one person for the rest of your life and you’re so young,’ but honestly if you know that’s the person, why waste that?” Weigand says. “Some people say it ties you down to not travel or anything, but I wouldn’t want to travel by myself anyway, I would want to travel with Sarah,” Miller says. “I would say it opens up possibilities really.”

Miller also argues that if you’ve found the person you know you want to be with for the rest of your life, there’s no reason to “waste time doing stuff with other people.” The couple says that their friends and family were very excited and had even been expected for the engagement to happen for a while. “Both sides of our families – everyone was excited for us,” Miller says. “And I would say since [we told them about the engagement] they’ve treated us more like adults since we’ve been doing all the planning and stuff.” Weigand adds that the

transition was a little awkward at first in terms of finding the difference of how to treat them being engaged versus them being in the dating stage. Miller and Weigand agree that strangers or people they weren’t as close with as their friends and family did take the news a little differently and seemed to be a slightly more judgemental.

No one who knows us at all would doubt that [we weren’t ready],” Weigand says. “People I know from jobs and school and stuff have that same reaction,” Miller adds. “But no one who knows both of us or anything has that reaction.” He also says jokingly that he gets “a lot of crap” from his friends about being engaged for one and a half years. And although that may be, both say they feel like their relationship has improved and gotten stronger throughout those one and a half years. “I feel more grown up and more decisive on things with all the wedding planning, and more comfortable with everything,” Miller explains. “Everything’s solidified with our relationship, so there aren’t any worries or anything.” Weigand describes how that feeling comes along with their relationship maturing, which she said it’s done a lot of.

“There’s not as much worry about how much time we spend together or what the other person’s doing necessarily, just because we basically know what the other one’s doing anyway,” Miller says. “But then not necessarily caring as much or worrying as much because everything’s just solid.” Along with all of the excitement and change that comes with transitioning into an engaged couple, the most exciting part is arguably the wedding planning. The date is set for this summer, and the couple has been working out the details since November 2016 – almost a year and a half out from the ceremony. Miller says they booked the venue in December 2016, and he and Weigand “haven’t stopped since.” They agree that the process is fun – “Well, some parts,” they both laugh.

“I think when we put the timeline together that’s my favorite part because we get to see the different things we already booked or planned out, and to see how the days are gonna flow from there,” Miller says. “Mine was probably dress shopping,” Weigand says. “Now it’s just like, everything I had envisioned, seeing it all come together is pretty cool.” She also says that, to her surprise, the decorations are her least favorite part. Looking past the actual event, there’s a lot that Miller and Weigand are looking forward to – and they mostly involve the simple joys of getting to live with each other and having a sense of togetherness.

“If you want to watch T.V. together it’s just right there, or if you want to go out on a run it’s right there. Everything’s more convenient... It’s a lot of changes all at once so it’s hard to pinpoint,” Miller says. “Plus we’ll be done with school, so that’s exciting.”

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MINIMALISM

College Student Edition

By: Halee Olson

Emily Powell, former member of Trend and 2012 Iowa State graduate, speaks on how to incorporate minimalism into your college space. Discover how to adopt a more minimalistic college experience with the help of practical tips that focus on your mindset and lifestyle.

Minimalism can be defined as “a lifestyle that helps people question what things add value to their lives.” It is really that simple. So simple, in fact, that even a busy college student can do it. That definition comes from *The Minimalists*, Joshua Milburn and Ryan Nicodemus, who are best friends on a mission to help others understand their minimalistic lifestyles through their website, podcast, documentary and books.

In 2009, Milburn and Nicodemus quit their six-figure jobs, let go of 90 percent of their possessions and now travel as entrepreneurs, educating people about minimalism. While this is honorable, it is important to understand that you do not have to adopt this minimal of a lifestyle to start practicing minimalism. All you have to do is revert back to the original definition of minimalism and start to question what adds value to your life.

When pondering the concept of minimizing, your mind may initially go to your environment. In this situation, your environment would be defined as the things in your surroundings that you can control, such as a bedroom or living room.

Emily Powell, event producer and stylist at K. Renee, a home styling and fashion services company in West Des Moines, Iowa, believes that minimalism in a dorm or small apartment is achievable by finding a theme and being selective with your possessions. To create the ambiance of a minimalistic environment, Powell recommends sticking with neutral tones like white, black, grey and metallics. “At K.Renee, we are geared towards neutrals because they’re timeless and can be used year after year,” Powell says. “I would say just pick a color palette and a theme, modern or bohemian or whatever you want, and go with it. It doesn’t have to be all modern to be minimalistic.”

She also believes that when you’re living in a small space, it’s important to be selective with your possessions. “Basically, just be more selective by only buying the things that you really love,” Powell says. “Whether it’s a small apartment or a dorm, you just have to pick a few things you love, or else your space will start to feel cluttered.” Powell says she used organizational containers in her dorm to make the space feel put-together and clean. But minimalism is not just constrained to the home.

Here are four tips to adopt minimalism into different areas of your college lifestyle.

One: Simplify mealtime.

Minimalism does not have to be restricted to your surroundings, it can also be what you put into your body. Some easy ideas for a college student regarding this are to eliminate processed foods from your diet, eat more fruits and veggies and just overall being more aware of what you are consuming.

Two: Unfollow and Unfriend.

You can adopt minimalism into your social media habits by making sure you are only consuming content that adds value to your life. If someone’s content makes you feel jealous, sad or frustrated, boot them out of your feed.

Three: Challenge yourself to see how long you can go without purchasing something.

This excludes essentials like food or personal hygiene items. It might be interesting to see how long you can really go without adding something new into your space, and this challenge could also make you feel more thankful for what you have.

Four: Stop overcommitting.

Think of your time as you would your possessions: is the way you spend your time adding value to your life? There are some things in life we have to do. But if you are choosing to spend your time doing something that drains you, consider reevaluating the activity. For example, if you work a part-time job that you absolutely despise, why not start interviewing for new jobs in hopes to find one you love? Your time is valuable.





**TREND
FOR
MEN**

TREND FOR MEN



photo Aashray Mehta shirt Hanes \$5
jacket DKNY \$275 pants Levi's \$40 shoes
Converse \$40 headband Supreme \$32

BLOOMING YOUTH

Trend for Men Accessories

Styled By: Carson Ellingson & James Enowmbitang



photo Kylie Kost top Goodwill \$3 bottom Ralph Lauren \$120 gloves Target \$2 belt Dolce & Gabbana \$200







right: **photo** Max Dugan **hoodie** Superradical \$32 **pants** Goodfellow \$30 **socks** Palace \$12 **shoes** Off-White Air Max 90's \$160 **hat** WESC \$30 left: **photo** Maddie Leopardo **top** Goodwill \$4 **pants** Ralph Lauren \$120 **shoes** One Star \$120 **socks** Nike \$7 **cacti** Walmart \$7



left: **photo** Aashray Mehta **top** Goodwill \$1 **hat** FTP \$30 right:
photo Kylie Kost **top** Goodwill \$4 **pants** Ralph Lauren \$120 **watch**
Goodwill \$20 **walkman** Goodwill \$20

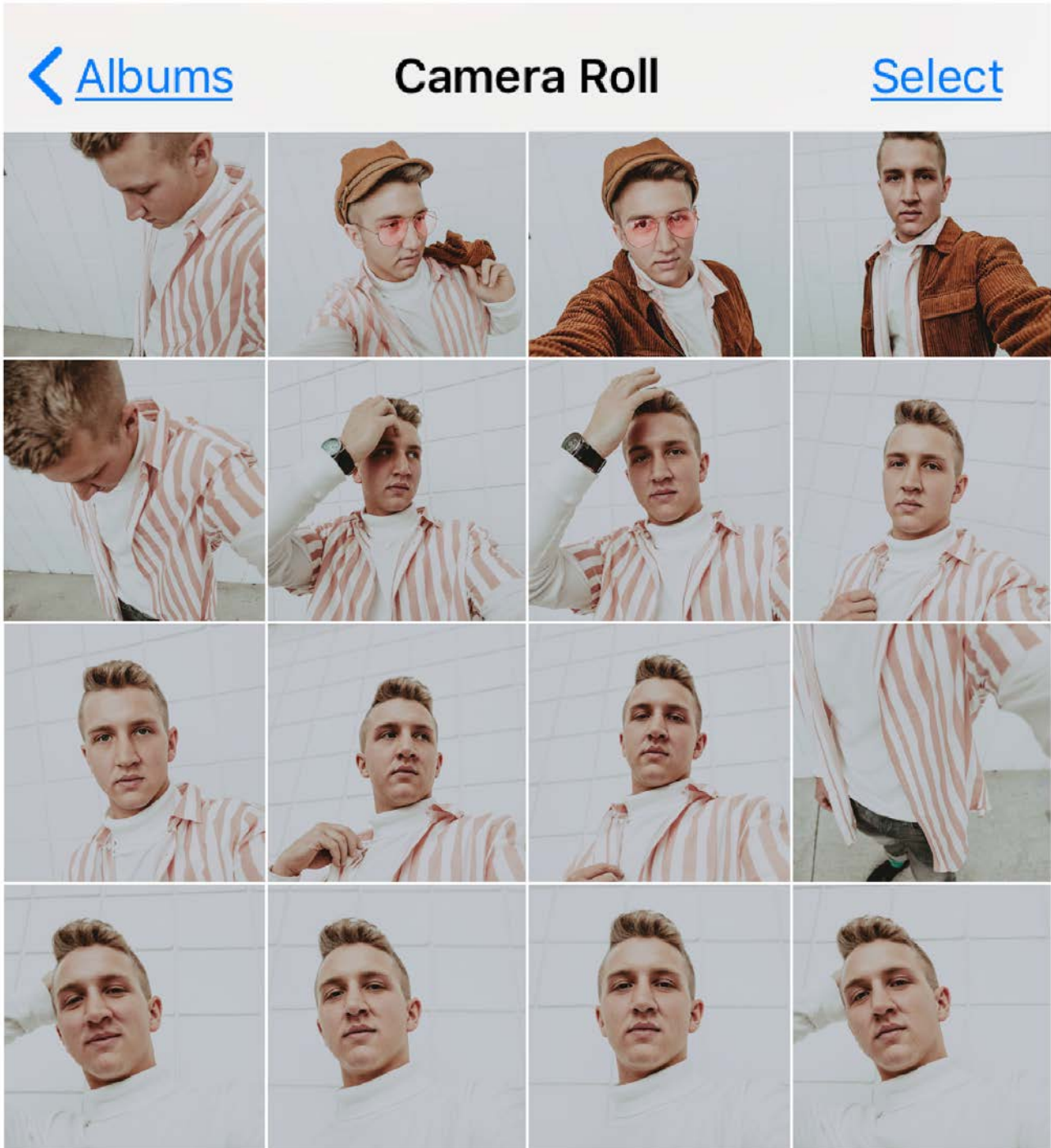




left: **photo** Kylie Kost **pants** Ralph Lauren \$120 **shoes** Converse
Chuck Taylor All Star \$55 **shirt** Goodwill \$4 **cassettes** Goodwill
\$.75 each right: **photo** Kylie Kost **top** Goodwill \$1 **headband**
Supreme \$32 **ring** Depop \$13

SIMPLE WAYS TO DRESS IT UP

By: Katie Fast



It may seem intimidating or like too much work to add dressing up to your every day routine. However, it's more achievable than you think – all you need are a few key pieces and knowledge of how to wear them.

Dressing up your wardrobe is an easy way to boost your confidence.

Getting dressed up isn't entirely about effort, but about having the pieces to make it a reality. In a world of sweatpants and comfort it may seem like too much work, but just a little thought will go a long way. A few tops, bottoms and accessories can create a closet that is appropriately mature for a college student. Looking nicer than usual can make you feel better about life and more put together. The choice is all on you, and there's simple ways to accomplish these looks.



Top

People often observe your top first. Effort is most noticeable at this level, and simple changes to it can spruce up an outfit. For maximum fanciness, button-up shirts that aren't a flannel material have a massive effect.

However, owning a few button-ups is only half the battle – you have to be knowledgeable about how to wear them. Tucking in and ironing the shirt can take your look to the next level, and doing so doesn't require a purchase.

Another simple change is swapping out graphic tees for plain t-shirts. While they look more professional, they still give you a nice sense of comfort.

The last top-oriented item that can dress you up is a non-sporty coat or jacket. It can be a leather or jean material, or even a trenchcoat.

Bottom

Joggers are all the rage right now, but real pants are making a comeback – don't worry, most still contain stretch. Khakis are always an option, but wearing dark wash jeans is your best fashion-related bet within today's denim revival. Black tie, black denim – same feel. No matter the kind of pants you opt for, cuffing the bottoms will get rid of baggy bunching, as well as show off your socks and shoes. It will also create straighter lines and add height.

Another way to spice up the bottoms is to include a belt. Even if your pants fit perfectly, use a belt. It will help to avoid awkwardly pulling up your pants and also add a stylish element. Black and brown belts are both essential.

Accessories

The easiest way to achieve a dressed-up look is through accessories. A good watch will go with every outfit and makes you seem sophisticated. Plus, it doesn't have to be expensive. It can be simple and get the same point across – that you care enough to put a watch on.

Another element that can dress up your wardrobe is funky socks. Wearing a pair of socks that doesn't have a sports logo on them, but has a pattern or colors that correspond with your outfit instantly dress it up. The socks don't have to be crazy, but a pop of color won't go unappreciated.

While socks are great, shoes arguably have the most impact. Sporty shoes are convenient for everyday, but to increase formality oxfords or any type of dress shoes are encouraged. Try leather ones in brown or black, or whatever fits your personal style.



Clean lines and matching colors are your ultimate friend in dressing up your wardrobe. The pieces listed, however, are impactful starting points. Dressing up can be straightforward and give you the confidence to conquer your day.

turtleneck Urban Outfitters **button down shirt** Urban Outfitters
jacket Urban Outfitters **socks** Urban Outfitters **hat** Urban Outfitters
belt Urban Outfitters **sunglasses** Urban Outfitters **watch** Yonkers
jeans Abercrombie **shoes** Kohls

UNRESTRICTED LIMITS

Trend for Men

photo Maddie Leopardo jacket
Forever 21 \$50 shirt Supreme \$450

trend | twenty eighteen

issue twenty four | trend for men







left: **photo** Kylie Kost left to right model 1 **top** Supreme \$128 **pants** Theory \$220 **shoes** Maison Margiela \$1800 model 2 **jacket** 424 \$950 **top** Tommy Hilfiger \$90 **pants** TJMAXX \$20 **shoes** Dr. Martens \$120 right: **photo** Kylie Kost **jacket** Calvin Klein \$80 **top** Tommy Hilfiger \$90 **pants** TJMAXX \$20 **shoes** Dr. Martens \$120



left: **photo** Aashray Mehta left
model 1 **jacket** Supreme \$128
shirt bape \$90 **pants** Nike \$70
shoes Vans \$60 model 2 **shoes**
Adidas \$120 **pants** American
Eagle \$50 **shirt** Champion \$60
jacket Vintage \$20 right: **photo**
Max Dugan **top** Supreme \$110
jacket NikeLab \$80





left: **photo** Aashray Mehta **top** NikeLab \$75 **jacket** Acne Studios \$400 **pants** American Eagle \$50 **shoes** Supreme x Vans \$120 right: **photo** Kylie Kost **top** NikeLab \$80 **jacket** Prada \$2100 **pants** Pharrell x Adidas \$60 **shoes** Maison Margiela \$1800







photo Kylie Kost left to
right model 1 shirt Nike
\$40 jacket NikeLab \$80
pants H&M \$20 shoes
Adidas \$80 model 2 top
Bape \$90 jacket Supreme
\$128 pants Nike \$70
shoes Vans \$60

SOCIAL ASPECT OF FAMILIARITY

A Branding Perception

By: Hannah Harms

In today's society, individuals believe in branding as a way to identify oneself and to stand out in a crowd. This article embodies the aspects of the importance of doing so.

When getting ready for class in the morning, putting on your joggers and t-shirt, you may not give much thought to your outfit besides that it supports a casual, lazy day, and that it can be worn during your workout later. However, a commonality every article of clothing you wear shares is that they all represent a specific brand. What initially attracts someone to a brand and what makes them stay with it? Is it a sense of wanting to belong, wanting to stand out or does it depend on the values an individual has? Senior lecturer in apparel merchandising and design Jan Fitzpatrick, who specializes in aesthetics and brand imaging, discusses how branding is used as a way to connect with other individuals. Ultimately, there are many different aspects that go into choosing and becoming dedicated to a specific brand.

Social Media

According to the article "Here's How Many Internet Users There Are" by Jacob Davidson, from 2007-2015 there was an increase of 738 million to 3.2 billion individuals worldwide who use social media daily, making it apparent that it has impacted our everyday life. While scrolling through Instagram or searching for the most recent controversy on Twitter, individuals will often find celebrity accounts or ads promoting a specific article of clothing. One primary example of this is celebrities such as A\$AP Rocky and Hailey Baldwin supporting brands such as Palace and Supreme. A few years ago these brands were under the radar – however, under celebrity influence and social media promotion the public began to recognize and now are fans of these brands, too. As a result of seeing celebrities wearing these certain brands out and about, it's common for people to mimic their style in hopes of obtaining a similar look.

Desire to stand out

Whether on campus, in a shopping mall or on a date, first impressions are based off of appearance; therefore, it is essential to dress to impress. While some people are comfortable wearing an oversized plaid shirt from Goodwill in public, others tend to gravitate toward making statements by wearing hypebeast brands such as Louis Vuitton and Supreme. Sophomore Ryan O'Hara says he's more into the latter brand. "Supreme embodies urban culture which I am really passionate about," O'Hara says. "It also is a brand that is difficult to own, which is another reason why I wear it – because it's not easy to duplicate in this area." People who share similar views with O'Hara believe that having a statement outfit will make them stand out in a crowd. Although most college students can't afford these specific brands due to their label and status, some will spend the extra money in order to own an exclusive piece.

Location

Location also plays a factor into how attainable certain brands are. Usually the quantity of different stores and brands within an area

correlates to its population and subculture. One example being, if you are located in Chicago there are more subcultures available in comparison to a town similar to Ames. Sophomore Jordan Ho describes Ames as having a smaller amount of diverse apparel because it is a small town lacking culture. He says that even in bigger cities such as Des Moines, one can tell the difference of how someone from a less-populated area dresses in comparison to a bigger fashion city due to the stores that are placed in the malls. These cities usually offer a wider variety of apparel because of the broad diversity of people that live there.

Values

Branding also attracts consumers if the company and person share similar values. One brand that relates well to individuals is Patagonia. This company promotes sustainability – all of their products incorporate minimalism and reduced packaging. Due to these efforts, students such as sophomore Cory Lamb own and support apparel from Patagonia. It is important for brands to relate to consumers in an area because many of them offer a lot more other than looks and comfort, which creates competition. Initially, someone can be pulled toward something based off looks. However, what keeps a consumer around are the qualities a company presents.

Comfortability

Many people continue to shop for the same specific brand because it gives them a sense of safety and comfort. An initial thought Fitzpatrick states is that people are not willing to take a risk on something when they are unaware of the outcome. If someone is familiar with the Adidas brand and is aware of its security and flexibility, the likelihood of them switching to Nike is not favorable. Junior Connor Smith explains why he prefers the Adidas brand as opposed to others. "I wear Adidas on a daily basis to my workouts," Smith says. "Not only does it provide style, but the material is thin, durable and flexible."

On top of being less risky, continuing to support a brand is less time consuming than searching for a product in multiple stores and on websites. People, especially college students, are constantly on the move and don't necessarily want to spend time taking risks and potentially not liking a product, therefore being consistent and reliable as a brand is a must.





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