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# trend

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**Bad Beauty Behavior**  
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Cover: Carolée Pearl rope necklace, Dillard's, \$60.00; Lydell NYC multi-strand pearl necklace, Dillard's, \$38.00; Natasha Accessories Chain & Pearl long necklace, Dillard's, \$48.00; Jessica Simpson Black Fedora Hat, Dillard's, \$40.60; BCBGMaxAzria jumper, Dillard's, \$398.00. Hair by Anani Salon

# table of contents

- trend LIFE AT ISU**  
**6 Fashion Insider trend** goes behind-the-scenes at local events.  
**7 Blow-You-Away Blogs** Fashion, beauty and health advice at the touch of a finger.  
**8 Christopher Comes Home** Couture bridal designer & ISU alumnus, Matthew Christopher, on designing, working with brides and returning to ISU.  
**9 Intern Insiders** Step aside LC. *trend* gets an unscripted look at work in the fashion industry.  
**10 Foreign Correspondents** Two jet-setting students give us a peek into their lives abroad.  
**12 Not Your Average PB&J** Three easy-to-make recipes.



- trend BEAUTY**  
**15 Get an All-Natural Glow** An easy-to-understand guide to organic beauty products.  
**16-17 Look at Me Lashes** How to fake a full-set.  
**18 Break Out of Your Bad Beauty Behavior** Find out what you're doing wrong and how to fix it, with help from a panel of experts.  
**20 Two-Faced** Day and night makeup looks.



- trend FASHION**  
**23 Forecasting '40s, '80s, bows & blazers.** What trends are stylish now?  
**30-31 Outsmart This Season's Toughest Trends**  
*WWD* editor & JCPenney designer share styling secrets.

## 32-33

**What to Wear on a First Date**  
 Wardrobe tips to ensure a second date.



## 36-40

- I Got it From My Momma**  
 8 investment styles and why they remain stylish for 10, 20 & 30+ years.  
**41 Mom's Store, No More** Why upgrades at Ann Taylor, Gap & LOFT affect your closet.  
**42 What You Need to Know to Dress Your Shape** A Stylist for Ford Models shares secrets for dressing difficult shapes.  
**44 Make Your Next Shopping Trip a Savvy One** A guide to smart shopping – because Forever 21 shouldn't be your only option.  
**48 Quick & Simple Styling Tricks** Transition your outfit from 8 a.m. to 2 a.m.  
**50 Peace Out, Wranglers** A guy's guide to shopping, buying and wearing jeans.



## 52-55



**A Girl From Ames**  
 Comfy knits & classic cuts for a naturally beautiful woman.

## 56-61

- Revenge is Best Served in Sky High High Heels**  
 Be confident in hip-hugging attire.  
**62 trend Loves: Pearls** Our favorite gem this season.



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# Champagne Taste

When did it become a woman's mission to prove her mom wrong? At some point, we stopped listening and started muting her know-it-all voice, full of good intentions. Somewhere in my teens, I fell in love with fashion. Around the same time, I started silencing mother. But, a few last words resonated. "You have champagne taste on a beer budget," she said.

Determined to prove moms wrong, the editors and I went into this issue with the purpose of finding ways to look fantastic without breaking a budget.

## #1 Say Yes to Staples

In "I Got It From My Momma," we identified eight trends with serious lasting power. Your grandma wore them, your mom wore them and with minor styling adjustments, they would look perfect in your wardrobe today and in 30+ years.

## #2 Learn to Shop

Think Forever 21 is the only place to get a deal? Think again. In "Make Your Next Shopping Trip a Savvy One," we deciphered four different methods of economical shopping. Then, we spoke with three fashion bloggers who shared 21 tips for even smarter shopping.

## #3 Dress For Your Body

Fit, not price, defines good style. In "What You Need to Know to Dress Your Shape," Angela Kelly, a stylist for Ford Models, shares the best ways to dress difficult bodies.

## #4 Styling is Key

It's time to get creative, because style doesn't cost a thing. To find out how to style some of the toughest (but cutest) trends this season, our writer called on the experts, Court Williams, fashion market editor for *Women's Wear Daily* and JoAnna Sudbeck, designer for JCPenney.

As it turns out, champagne taste spreads beyond fashion. And again, we found ways to look beautiful and eat great on a beer budget. Find the best ways to enhance your eyes in "Look at Me Lashes" and three recipes for low-cost gourmet treats in "Not Your Average PB&J."

This issue of **trend** taught me no-taste-spared ways to live on a budget. Readers, enjoy your new, smart and economically chic life. Take that, mom!

Best,  
Emily Mahaney  
Editor in Chief

PS Become a fan of "Trend Magazine" on Facebook and follow us @trendmagazine on Twitter.

A Quick Thanks: To my awesome exec staff, thanks for putting in 100% effort every week. This issue wouldn't be possible without all of your hard work. To the staffers, thanks for showing up in masses and helping your editors. Tuesdays at 7 p.m. are truly my favorite time of the week.

Grey wrap dress, Siren  
Accessories, Dillard's

## trend's News Feed:

Status Updates for Fashion, Beauty & Life

### trend Life:

Looking for a fun holiday snack or gift? Try this 4-step delectable treat.

Chocolate-Covered Pretzels

- Food Stylist: Marie Ludgate, senior in dietetics

### What You Need:

- 1 bag pretzel rods or twists
- 1 package white & milk chocolate almond bark
- Candies for dipping (sprinkles, toffee bits, M&Ms)

### What You Need To Do:

- Melt almond bark in microwave for 90 seconds.
- Continue melting at 15 second increments until bark is smooth.
- Dip pretzels in melted bark.
- Sprinkle toppings or drizzle chocolate, if desired.



### trend Fashion:

Q: What does the average ISU student think of neon? Model Britanie Feldmann, senior in pre-journalism and mass communication, tests the latest trend.

A: "I like it a lot. I like to wear it with neutrals but nothing too crazy," says Ann Stockdale, junior in hotel, restaurant and institution management.

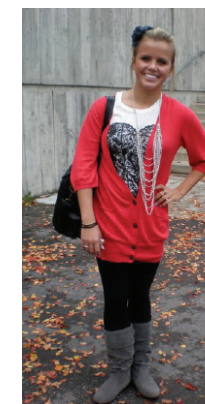
### trend Online:

Our fashion team scours campus looking for great ensembles. This semester, our Facebook fans went crazy over these three trendsetters.

1) Chelsey Twedt, sophomore in AMDP, contrasts the timeless hues of black and white with a bright colored boyfriend cardigan. Her clever use of oversize accessories creates a versatile look for work and play.

2) Holly Janecke, freshman in AMDP, achieves the perfect balance between cozy and chic with her ensemble. She layers an asymmetrical forest green cardigan over black skinny jeans and a plaid shirt. She effortlessly accessorizes with a red beret and gold necklace. In the cold weather, she adds a long peacoat with a feminine structure.

3) Zach Gilbert, junior in advertising, masters the classic rocker look by wearing a fitted tee and jeans and adding a stylish jacket.



1.



2.



3.

Writer: Ivy Christianson  
Designer: Kirsten Gorham

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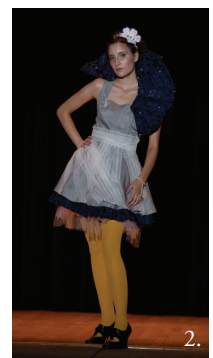
# Fashion Insider: A BEHIND THE SCENES LOOK AT LOCAL EVENTS

## FASHION OVER FUNCTION

Writer: Leonardo Guaiquirian Rivera  
Designer: Jackie Lehmann  
Photographer: Kayla Kern

### PROJECT RUNWAY

Writer: Jenessa Schutte  
Photographer: Laurel Scott



Aside from underwear, the model stood naked in front of the crowd. While many would be terrified, "Savannah" felt confident; black paint covered her body and two other models stood by her side.

Elegance and fashion permeated downtown Des Moines on November 13th at the Catalyst State: Iowa Design Weekend 2009 kick off. Anthony Marinaro, co-conductor, wanted to separate the event from others held in the city; he imagined a fashion showcase rather than a fashion show. "The fashion designer will stand near the box, and the model will stand on the box. Each of you will be able to come up, look at the model, look at what they're wearing and ask the designer questions," said Marinaro.

Artist Emily Svec presented the first design, a model trio, including "Savannah," dressed as elegant ballerina trees. The models were painted black and had pearls wrapped around their necks, arms and hands, which enhanced the concept of Mother Nature's beauty. "After Anthony told me that the colors for the show were black, white and green, this whole idea of trees came to me. I just kind of went with the whole big hair and pearls thing, which goes with the elegant ballerina trees," said Svec.

As the show progressed, Sara Peiper and Brady Himle, Iowa State student designers, displayed a creation. "This dress was actually for the ISU Project Runway. The theme was a U.S. state, and so we chose South Dakota and went with the landscape and the badland. The bottom is kind of a boulder, and the top is more like rocks. We had a picture of the badland, and the colors on the dress are actually some of the colors that were in the picture," said Peiper.

Himle said he enjoyed presenting at the show. "It was a very cool experience for me to display my designs to the public for the first time, and hopefully you'll be seeing more of me from now on."

### Choice Fashion Blog:

Natalie Zee Drieu began her blog, Coquette, in 2005. Coquette proves easy-to-navigate and features tips for fashionistas. Topics of discussion include new products and fashion lines, as well as current and upcoming trends. Drieu's blog features both high-end designer labels, like Chanel and Dolce & Gabbana, and economical brands, like Roxy and H&M. Other posts include information on stylish tech gadgets like the Feather Report, an iPhone application that uses GPS weather reports to suggest the perfect outfit for your climate.

Check out Drieu's blog at: <http://coquette.blogs.com>.

# Blow-You-Away Blogs

No search necessary. Simply click and peruse the best new trends in beauty, fashion and health.

### Choice Lifestyle Blog:

Find a collection of recipes, workout ideas and personal stories about one woman's journey toward a healthier lifestyle at The Fitnessista.

The author, who goes only by Gina, works as a personal trainer. She admits to poor eating habits in high school and confesses to many failed diets. Over the past seven years, she lost 40 pounds. "I hope my blog inspires other women by showing that fitness doesn't have to be a chore," says Gina.

Gina encourages people to start small by setting weekly goals. "Even if you just make small changes with your eating or exercise every day, these changes will add up."

The blog features a variety of recipes, including one for a breakfast cookie made with peanut butter, oats, protein powder and milk. Gina hopes to show people that "healthy eating can be delicious."

The blog also includes workouts complemented by easy-to-follow photos and videos. In the playlist section, you can find energizing music for your workout.

For more tips, delve in to Gina's blog at: [www.fitnessista.com](http://www.fitnessista.com).

Writer: Justine Taylor  
Designer: Maggie Goldsmith  
Photographer: Jaclyn Hansel

### Choice Beauty Blog:

Beauty Addict reads perfectly for women who are "a little obsessed with makeup." The blog includes posts about skin and hair care, self-tanning and fragrances, while showcasing the latest celebrity beauty trends.

You can find a post written about a beer spa in the Czech Republic where clients bathe in beer, enjoy beer body wraps and try out cosmetics made from (drum roll...) beer.

Kristin Kelly created the acclaimed blog featured in both *The New York Times* and *Allure* magazine in September 2005. We contacted Kelly for a few insider tricks.

She calls Bumble and Bumble Creme de Coco Hair Masque her favorite product. "It forever transformed the over-processed, dry straw that my hair once was," says Kelly. She says Maybelline Great Lash Mascara is one of the worst products she has tried. If you are looking for an inexpensive, drugstore mascara, Kelly recommends Cover Girl Lash Blast or Rimmel Lycra Lash Extender.

Read Kelly's blog at: [beautyaddict.blogspot.com](http://beautyaddict.blogspot.com).

# Christopher Comes Home

*Martha Stewart Weddings*, *The Knot*, *Modern Bride* and *InStyle Weddings* regularly feature his designs, and excited brides travel to meet him at nationwide trunk shows. But, merely years ago he designed three gowns a semester, visited New York City every other weekend and dreamed of becoming a designer. **trend** stole a few minutes from Matthew Christopher, couture bridal gown designer and Iowa State University alumnus, on the heels of his 2010 fashion show and photo shoot.

**trend:** We hear you were at a photo shoot recently.

**Matthew Christopher:** We were shooting the advertising campaign for my 2010 collection, which is going to go in *Martha Stewart Weddings* and *InStyle Weddings*. The whole ad campaign was called "What Women Want."

**t:** And, what do women want?

**MC:** I was trying to think of innovative ways to toss up the industry cause bridal is kind of the same. I thought, what character can I be this year? [At his father's demand, Christopher appears in all of his ads.] So, I got the inspiration of this "All American Hero." It makes sense, right? Women want that type of guy. (laughs) So, I was a fireman, fighter pilot and football player. You gotta think outside the box.

**t:** Speaking of thinking outside the box, what inspires Matthew Christopher's unique designs?

**MC:** My aesthetic is really about taking tradition and giving it a modern twist. A lot of my inspiration comes from weird things like the carpet, a tree, a really cool lamp or piece of artwork. The details of architecture really inspire me.

**t:** Any muses?

**MC:** Snidbits of your life inspire you to do things. Sometimes when I'm brainstorming, I have one of my best friends help. I went on vacation with her last year; and I was beaming out ideas to her, and she was beaming back at me. I also really enjoy working with my family; they're the best. My brides also inspire me.

**t:** Tell us about the "Matthew Christopher bride."

**MC:** As I've grown up, my bride has grown with me. My bride is 28 to 45. She's really educated. She's fashion savvy. She's smart. She works hard. She's independent.

**t:** You must meet some interesting characters.

**MC:** I had a Greek bride. Her family brought me a Bundt cake when they met me. They were hilarious. There was a girl who bought one of our most expensive dresses [\$7,000] at a trunk show last year. Her father had died of cancer. He was an electrician. He meant so much to them, and they wished he could be at the wedding.

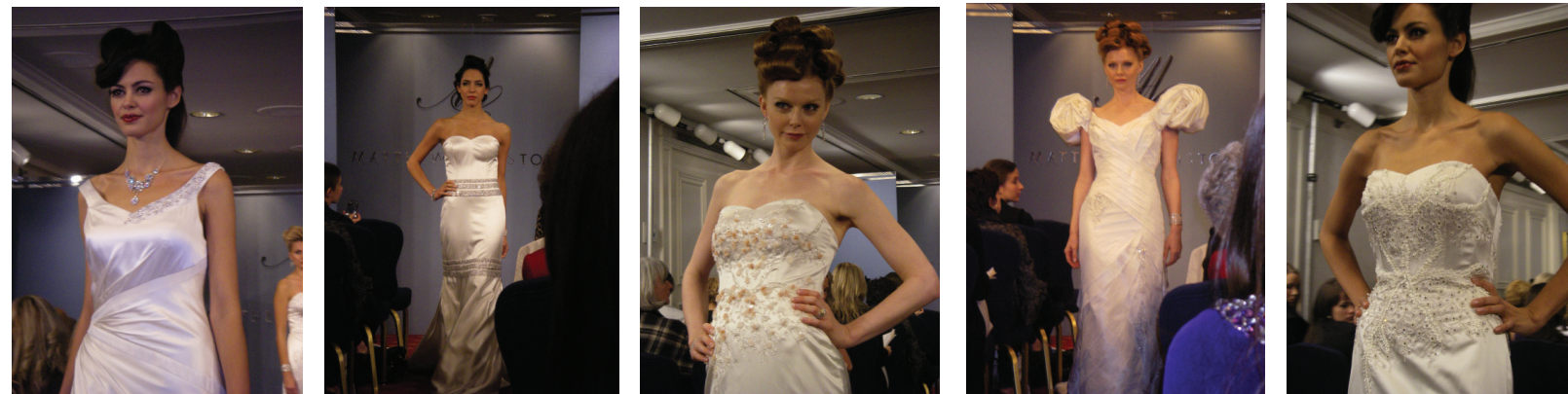


In the middle of taking her measurements in this gorgeous salon, the lights went out, dark. The moms were like, 'it's a sign.' We decided that was definitely him. [She bought the dress.] I was like, 'thanks, dad!'

**t:** You started your label at age 26. Now, you're extremely successful at 33 and returning to ISU as the guest designer for the 2010 Fashion Show on Saturday, April 3. Describe how it feels to return to Ames.

**MC:** I think coming back is going to be a great feeling of accomplishment and also hopefully of inspiration—inspiring these kids. If you wanna do something in your life, you can make it happen.

Writer: Emily Mahaney  
Designer: Brooke Baudler



## Intern Insiders

You've judged the fashion industry by Lauren Conrad, Whitney Port and Olivia Palermo's experiences for too long. Set down the remote and get a real, behind-the-scenes taste of the fashion industry through the eyes of student interns.

### LIZZIE CASPER

senior, apparel merchandising, design  
& production: creative design



Casper assisted the designer and coordinator of the **Donna Karan** Collection. Specifically, she worked with runway show production. Casper's tasks included running errands at fabric mills, aiding with fittings and cutting fabrics. Impressed by her work, supervisors allowed Casper to return for September Fashion Week. The night before the Donna Karan Show, a designer missed a fitting. Casper stepped in and pinned a formal gown on a model. When Donna Karan noticed Casper's unfamiliar face, she bombarded her with questions. Casper answered eloquently. "Being able to go back for Fashion Week and having the trust of the people I was working for," was the biggest accomplishment, said Casper.

Casper answered eloquently. "Being able to go back for Fashion Week and having the trust of the people I was working for," was the biggest accomplishment, said Casper.

### KRISTIN TEHEL

senior, apparel merchandising, design  
& production: creative design



Tehel interned at **Pencey**, a temporary women's clothing company, located in the heart of the Garment District in New York City. Tehel assisted Pencey's creative director and designer. She experimented with fabric dyes and performed graphic work. She also worked on patterns and did experimental sewing on an embroidered patch (see below). The patch, a bow with pearl and crystal adornments, will be featured on pants and dresses in the spring 2010 line. Tehel's favorite memory was the day she delivered samples to *Vogue* magazine. "It was like the holy grail!" Tehel said. "I almost started crying."



### LEEANN STEFFEN

senior, apparel merchandising, design  
& production: apparel production



Steffen witnessed the completion of **Elie Tahari's** entire fall collection from concept to finished product during her internship. Because Elie Tahari is a small-staffed fashion house, Steffen felt like a part of the team and more than a "face in the crowd." Supervisors assigned Steffen a challenging, long-term project. She authorized lab dips and bulk swatches for more than 150 styles. She liaised with the color team to confirm approved and rejected swatches and dips. As a part of another interesting project, Steffen was one member of an intern team that hand-crushed 800 velvet jackets.

### NOAH SWANSON

senior, apparel merchandising, design  
& production: product development



Swanson interned at **Bed Stu**, a footwear design house, in California. Bed Stu, known for men's footwear, recently added a women's footwear line to their repertoire. Swanson assisted the women's line team and created shoe designs, specifically high heels. Swanson's supervisor approved several of his designs, which will be featured in the spring 2010 line. Swanson's supervisor also taught him valuable lessons. "Seeing him really inspired me," said Swanson. "He helped me become more mentally-tough in the industry."



Writer: Erin Fosselman  
Designer: Colleen Pokorny

# Foreign Correspondents

Sneak a peek into foreign fashion, life and adventures courtesy of two jet-setting students.



## Kristin Geiger

### Florence

#### Dress

"[Italians] aren't so much concerned with fashion as they are style. They are very confident," observes Kristin Geiger, a junior in apparel merchandising, design & production, studying at Accademia Italiana in Florence, Italy.

Whether shopping in the market, working out or going to dinner, Italians dress the part. Geiger notices Italian women wearing leather, '80s trends and leggings in every color imaginable. Scarves are a staple. "They are sold absolutely everywhere."

#### Life

"[The] biggest perk is the relaxed atmosphere," says Geiger. During the afternoons, Italians take a few hours away from work for siestas. "It took some getting used to the store hours."

She enjoys shopping at the open-air markets. Every Tuesday, the city hosts a large market where vendors sell food, clothes, leather goods and other odds and ends. Geiger says merchants sell "authentic products" at "cheaper" prices than most stores. Like the locals, she bargains for better deals. "Whatever the price, cut it in half," says Geiger.

Geiger says she gets a glimpse into the real Italian population during her evening run, after the camera-wielding tourists move on. "At night [Florence] is more authentic."

#### Oops Moment

On a trip to meet friends in Cinque Terre, Geiger says she missed the first train. With the wrong ticket, she hopped on another train and came face-to-face with a security official checking tickets. Thankfully, the official excused her, without the typical 200-euro (roughly \$298) fine.

#### Second Time Abroad

Italy isn't the first foreign country for Geiger to conquer. Last summer, she spent two months in Taipei, Taiwan, interning with the Taiwanese Textile Federation.

"I gained a general understanding [of the industry]. It was so different seeing where things are produced," says Geiger. "[They] have a completely different way of doing business. But I enjoyed seeing how they operate on their level."

#### Life Lessons

Living abroad teaches Geiger to be adaptable to everything, including the small things such as finding eggs on a shelves instead of coolers and kissing three times in greeting.



## Katie Dosen

### London

#### Dress

Walking down the street, she encounters women wearing Lady Gaga-like outfits, including leotards with tights. She sees glittering sequins, energetic neon colors and flashy '80s wear. She notices women with eccentric hair colors and half-shaven heads. While studying at the London College of Fashion, Katie Dosen, senior in apparel merchandising, design & production, says she sees almost everything.

"Everyone wants to be different," says Dosen. "Style explains personality."

"I feel weird in a sweatshirt and jeans, out of place. It's the opposite at home. I wear things here that I would never wear in Ames."

Dosen's London style includes layered ensembles. Today, "I would wear a sweater with a jacket, with a scarf and accessories," says Dosen. "I dress differently, not so matchy, matchy and use more color. Color makes your clothes more fun, funky and lively."

She also notices men looking more polished. "In Ames, no guys wear nice scarves or coats. In London, men look really put together, even if they look like they just rolled out of bed."

#### Life

"Life is super fast paced. I live in central London. There are always people around. There is always something to do."

Her neighborhood is home to multiple hookah bars and clubs. Electricity Showroom is one of Dosen's favorites. "The upstairs is more chill, a place to hangout and talk. Downstairs [the atmosphere feels] '60s, with a dance floor that changes color," says Dosen.

On a casual day, Dosen enjoys the greenery at Hyde Park or shopping at Oxford Circus.

#### Study

"Classes are 100 percent different than Iowa State," says Dosen. "There are no tests or books. We can totally take it all in, [rather] than be consumed with homework."

Professors prefer a hands-on-approach and take students to visit fashion landmarks, including neighborhoods, sights and museums. Many of the spots are intended to teach students about popular designer's lives, while some spots are merely to provoke inspiration.

#### Life Lessons

"I am learning more about myself," says Dosen. "I have definitely learned don't be afraid to be different. I try to be more easy-going and gain more independence. Anyone who studies abroad is blessed."

Writer: Samantha Holstein  
Designer: Paige Nuebel



# NOT YOUR AVERAGE PB&J

## 3 Inventive Ideas for a Pantry Staple

Peanut butter, something found in most dorm rooms and apartments, is the versatile, unsung hero of the culinary world. This childhood favorite finally gets the credit it deserves in creative, delicious, economical dishes. Crunchy or creamy, this spread effortlessly transitions from breakfast to dessert in no time at all.



### Peanut Butter and Jelly Oats

- 1/2 cup old-fashioned rolled oats
- 1/2 cup water
- 1/4 teaspoon salt
- 1 teaspoon ground cinnamon
- 2 tablespoons peanut butter
- 1 tablespoon brown sugar
- 1/4 cup milk
- 2 tablespoons red raspberry jam, or jam of choice

#### Directions

1. In a small, microwave-safe bowl, combine oats and water.
2. Microwave on high for 1 minute, stirring halfway through. Remove from microwave; stir in salt, cinnamon, peanut butter, brown sugar, and milk.
3. Top with jam and additional brown sugar and cinnamon, if desired.

*Tips from the Chef:* Since peanut butter is packed with protein, it's a great addition to any breakfast, especially oatmeal because it makes the oats extra creamy. Playing off the classic combination of peanut butter and jelly, I added a dollop of preserves. My favorite flavor is red raspberry, but mixing it up adds variety to breakfast.



### Peanut Butter-Pear Panini

- 1/2 teaspoon butter
- 1/2 teaspoon cinnamon
- 2 slices French bread or other crusty bread
- 2 tablespoons peanut butter
- 1 tablespoon honey
- 1 medium pear, sliced

#### Directions

1. In a skillet, melt butter over medium-high heat. Add cinnamon and pears; cook 3 to 4 minutes, or until pears are softened slightly but still firm. Remove from heat.
2. Preheat oven broiler. Line baking sheet with aluminum foil and place one slice of bread on foil. Spread peanut butter on bread, followed by pears, then honey. Top with remaining slice of bread. Place baking sheet on top rack of oven. Broil 2 minutes per side or until bread is lightly browned. Remove from oven. Slice in half and serve warm. Garnish with additional pears, if desired.

*Tips from the Chef:* I enjoy a peanut butter-banana sandwich every once in a while, but I prefer pears because they have a crispier texture. A quick sauté in butter and cinnamon slightly softens the pears, and gives a rich, decadent flavor to the sandwich that complements the peanut butter and honey.



### Peanut Butter-Chocolate Truffles

- 1 package vanilla sandwich cookies
- 1 8-oz. package cream cheese, softened
- 1/2 cup peanut butter
- 1 package chocolate almond bark, chopped
- 2 tablespoons vegetable or canola oil
- White chocolate, sprinkles, or candy bars, if desired

#### Directions

1. In a food processor, blend sandwich cookies until fine crumbs form. Add in cream cheese and peanut butter and process until ingredients are well combined. Transfer mixture to bowl; refrigerate at least 30 minutes.
2. Meanwhile, in a saucepan over medium heat, melt almond bark until smooth, stirring frequently. Remove from heat; stir in oil.
3. Form dough mixture into 1-inch balls. Dip into almond bark; transfer to waxed paper and allow almond bark to harden, about 30 minutes. Top with white chocolate, sprinkles or chopped candy bars, if desired.

*Tips from the Chef:* These are my favorite for the holidays, or any time you need a quick gift for friends and family, because they look impressive and are super easy to prepare. If you don't have a food processor, all the steps can be done by hand.

Writer: Madison Mayberry  
Designer: Samantha Liemetz  
Photographer: Jaclyn Hansel



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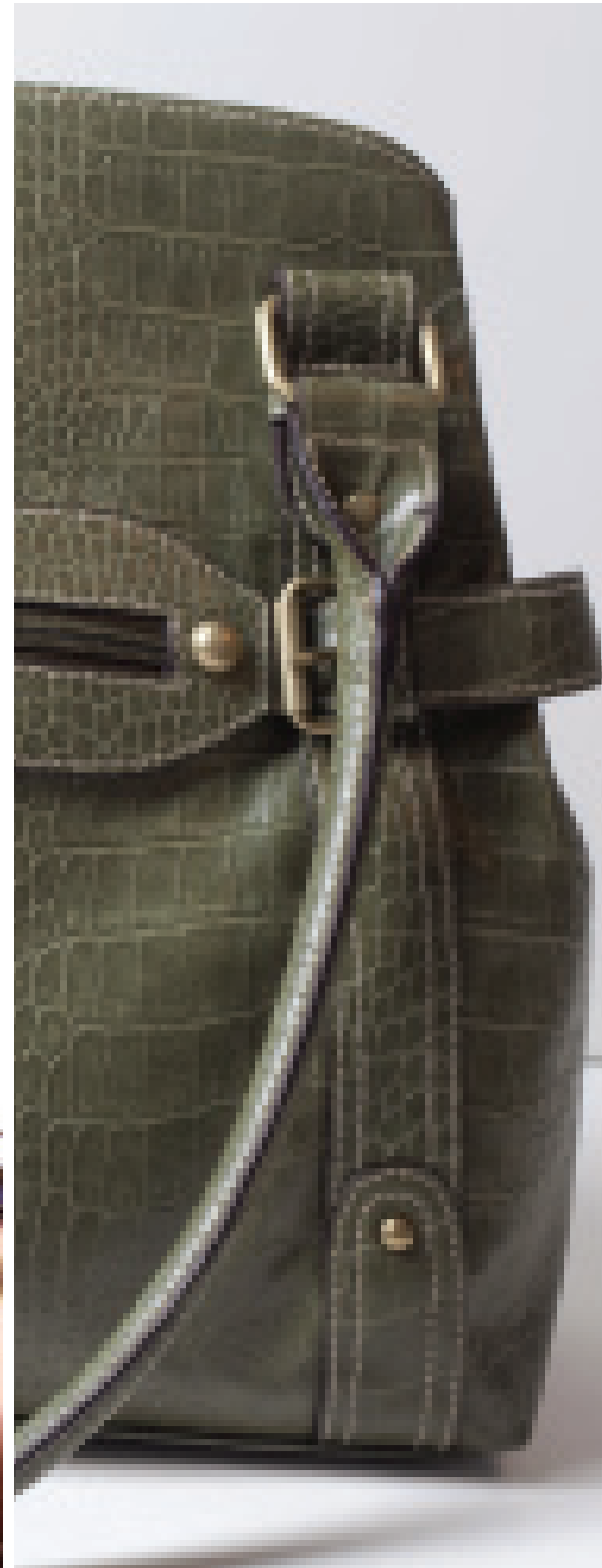
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# trend BEAUTY



## Get an All-Natural Glow



1 It's all natural and oil-free.

2 Aloe and sage calm and soothe skin. Sage also acts as an anti-bacterial.

3 Made with apple juice, the malic acid product works as an antioxidant.

4 The "healthy fragrance" is packed with 33 vitamins and minerals.

5 Mineral Foundation: It eliminates redness and won't aggravate acne. It's safe to wear while exercising or sleeping. Mineral Blush: An easy-to-apply and long lasting cheek color. Mineral Eye Shadow: Mix with water, lip-gloss or Vaseline for an intensified look.

6 Protection Wash: Ideal for hot tool enthusiasts, the wash protects hair from up to 400-degree heat. Born Again: The essential oils and proteins in this deep-treatment conditioner help revive damaged hair. Full On Protection: This spray provides heat protection while adding body and texture.

7 Natural oils account for the scent; the entire product is recyclable.

It's true; you occasionally take 20-minute showers and leave the lights on. Deciding how to "live green" may be a daily battle, but there is an easy, environmentally friendly way to look beautiful.

**Organic Beauty Products?** Producers grow ingredients for organic products without the use of pesticides, growth hormones and other such chemicals which irritate skin, says Deborah Page, owner of the all-organic salon Hair-goes4. While Dr. Charles Love, M.D. of Radiant Complexions Dermatology Clinic, explains that the terms "organic" and "natural" are slightly vague, Page reveals that the government is beginning to certify certain products, ensuring their compliance with organic standards.

**Why the Hype?** Organic beauty products not only save the earth from harsh chemicals but also improve the appearance of hair and skin. Krista Wrage, owner of Studio 7 in Ames, uses organic products on her clients. The organic hair product's amino acids, essential oils and vitamins give hair a weightless, voluminous sheen, explains Wrage. Clients can feel the changes immediately. The all-organic cosmetic line, Youngblood, available at Wrage's salon, provides all ranges of coverage while remaining breathable and irritant-free.

**Before you Buy:** Check the label; be a smart consumer and learn about the ingredients that formulate your favorite products. Need more help? Check out **trend's** selection of organic beauty products. Now, grab your brushes and start going green with your beauty regime.

Writer: Kelly Mantick  
Designer: Brooke Baudler  
Photographer: Lindsey Elliott

1. Boscia Sheer Tinted Moisturizer SPF 15 (\$35; at Sephora), 2. Jack Black Pure Clean Daily Facial Cleanser (\$18; at Sephora), 3. Juice Beauty Green Apple Moisturizer (\$45; at Sephora), 4. Lalavanilla Pure Vanilla Perfume (\$56; at Sephora), 5. Loose Mineral Foundation (\$37.49; at Studio 7), Crushed Mineral Blush (\$19.49; at Studio 7), Crushed Mineral Eye Shadow (\$17.49; at Studio 7), 6. Kevin Murphy Protection Wash (\$30.40; at Studio 7), Kevin Murphy Born Again (\$21.98; at Studio 7), Kevin Murphy Full On Protection, 7. Pacifica Brazilian Mango Grapefruit Perfume (\$27.60; at Sephora) (\$27.60; at Studio 7)



Fake lashes give the illusion of a full, fantastic set. Simply follow a few easy-application instructions from Becky Coleman, educator at The Salon Professional Academy.

How to apply:



# look at me lashes

Mascara is one cost-effective alternative to Latisse that mimics the desired effects. But, as you know, it's tough to spot the perfect formula in an aisle chock-full of duds. With the help of makeup junkie Megan Drilling, sophomore in pre-professional health programs, trend put six tubes to the test. Nicolle Moore, freelance makeup artist, moderates by inserting her expert opinions.

Moore's Tips:

- 1 Select from three general options: waterproof, water-resistant or standard.
- 2 If you have fragile lashes, allergies or watery eyes, opt for regular wash-away mascara.
- 3 Always use an oil-based, eye makeup remover to take off mascara.
- 4 Always use a primer.
- 5 Apply multiple coats. Typically, three coats work well, as any more can look clumpy.
- 6 Try a wand with a comb feature (such as the Lancôme Oscillation Vibrating Infinite Power Mascara). Start applying toward the inside of the eye and work your way out. Don't forget to coat the tops of your lashes, as well as the thin line underneath.
- 7 For easier application, bend a horizontal wand to form a right angle.
- 8 To remove leftover smudges, dab a little eye make-up remover on a Q-tip and wipe away makeup.

Lusting after luscious lashes? Your lengthy search ends here...

A mere swipe stands between you and longer, fuller, darker lashes. The popular new product Latisse draws dedicated followers including celebrities Jenny McCarthy and Brooke Shields. Latisse is the first and only science-based treatment approved by the U.S. Food and Drug Administration for eyelash hypotrichosis, inadequate or not enough lashes. "The way Latisse differs from other eyelash-enhancing products is by actually growing eyelashes and increasing the number of eyelashes grown," says Heather Katt, senior manager of corporate communications at Allergan Inc. (Latisse is Allergan's latest innovation.) Latisse appeals to a broad demographic, primarily women ages 18-60 that use mascara on a regular basis.

Application is easy; place a small drop of Latisse onto an applicator once a day and swipe it onto the base of the upper eyelashes, just like eyeliner. To maintain the Latisse effect, "one must continue to use it on a regular basis," says Katt. While it may be aggravating to apply daily, the product actually works. (Non-believers: check out [www.latisse.com](http://www.latisse.com) for before and after pictures.) Ringing in at \$120, Latisse exceeds most college budgets. However, forecasting predicts a surge in the trend. Ladies, don't lift your credit card limits yet, simply follow trend's tips for creating Latisse-look-alikes.

The Science Behind Mascara

Claudia Lemper, a molecular biology lab coordinator at Iowa State and 11-year Mary Kay sales director, shares her unique perspective on purchasing mascara.

- 1 **The 3-Factor Test** Buy mascara that's hypoallergenic, flake-resistant and water-resistant. "You want something that's water-resistant and not waterproof, because waterproof tends to clog the hair follicle," says Lemper.
- 2 **Don't Fall for Gimmicks** Mascaras promising specific results need certain ingredients. Waterproof mascaras need polyethylene glycol, and lengthening mascaras require butaline glycol. Check for an opacifier in volume-enhancing mascaras.
- 3 **Be a Little Selfish** What works for your girlfriends will not necessarily work for you. "Mascara is different for each person," says Lemper. That also means no sharing.



Megan's favorite mascara: Lancôme Oscillation Vibrating Infinite Power Mascara  
 Megan's least favorite mascara: Maybelline Lash Stiletto Mascara

**1 Rimmel Glam'eyes Lash Flirt Volume and Lift Mascara, \$5.99; at Target**  
 Megan: "I did like this product. I liked that it gave my lashes a really full look, and I feel like it helped me build the length a lot."  
 Final verdict: "I would buy this product. It's a very versatile mascara, and I would wear it either during the day or at night."  
 Nicolle: "This mascara appears to neither lengthen or voluminize. By the time you filter through 10 of these mascaras to find one good for your lashes, you've spent triple what the more expensive products would have cost you."  
 Final verdict: "Not a good purchase but would get the job done in a pinch."

**2 Estée Lauder Lash Primer Plus Full Treatment Formula, \$18.50; at Younkers**  
 Megan: "I'm not a big fan of primers. I think they're just an extra product that takes up space in your makeup bag."  
 Final verdict: "I would not buy it."  
 Nicolle: "Primer will give you a few different benefits. It fortifies your lashes with vitamins that keep them strong and protect them from mascara. It also acts like a first coat of mascara, giving you more volume and length."  
 Final verdict: "Beneficial for the health of your lashes."  
**3 Clinique Lash Doubling Mascara, \$14.00; at Younkers**  
 Megan: "In the mascaras I like, I like more volume. I liked that [this product] fanned out the lashes and gave them a feathered look, but it was more length than volume."  
 Final verdict: "I probably would not buy it."  
 Nicolle: "It looks like the lashes are a little 'spidery' like, long and thin with not a lot of fullness. It works if she wanted longer lashes."  
 Final verdict: "It's a decent purchase for someone who has naturally full lashes and is seeking length from their mascara."

**4 Mary Kay Ultimate Mascara, \$15.00; from a Mary Kay sales consultant or [marykay.com](http://marykay.com)**  
 Megan: "I really liked the applicator. I think the shape of it helped the application go really smoothly. I don't think it's quite dramatic enough to wear at night, but it gives you great height and a lot of daytime volume."  
 Final verdict: "I really liked this product, I would buy it."  
 Nicolle: "It looks like the mascara either has a gloss effect and/or a curling property. It depends on what you're looking for, but I would say this mascara is volumizing."  
 Final verdict: "Looks decent for everyday wear, but it doesn't look like she has much on."  
**5 Lancôme Oscillation Vibrating Infinite Power Mascara, \$34.00; at Younkers**  
 Megan: "When I was putting on the mascara, it felt like it might be a little goopy. But, once it dried it looked even. I didn't like how you had to hold down the button the the whole time [while applying], but I love how big my lashes look."  
 Final verdict: "I would definitely buy this mascara."  
 Nicolle: "If it's fullness you're looking for, this one definitely looks better than the Clinique mascara. The fullness can be seen from the base, and the lashes look thicker."  
 Final verdict: "This mascara did its job, if it was intended for fullness."

**6 Maybelline Lash Stiletto Mascara, \$6.94; at Walmart**  
 Megan: "I feel like I've definitely used better [mascara] products. It separated a little too much and didn't give enough volume, I wasn't a big fan of the brush either."  
 Final verdict: "I would probably not buy it."  
 Nicolle: "These lashes look long but really sparse and skinny. It does appear to give some length but not a lot, especially for a mascara claiming to be a 'Lash Stiletto.'"  
 Final verdict: "Not a great buy."

Writer: Ivy Christianson  
 Additional Reporter: Erin Fosselman  
 Designer: Oriana Hashemi-Toroghi  
 Photographer: Amanda Jilek

F A L S E E Y E L A S H E S

- 1 Decide on a few single lashes or a full eyelash strip.
- 2 Apply a bit of adhesive on the natural lash.
- 3 Apply adhesive on the fake lash.
- 4 Place the fake lash as close to the skin as possible.
- 5 After removal, clean the fake lashes with shampoo or a mild soap and return to case. You can reuse lashes, up to three weeks.

More Tips:

- 1 Don't use too much adhesive, as you could glue your eye shut.
- 2 Use tweezers to apply lashes.

# Break Out of Your Bad Beauty Behavior

A panel of skin, hair, makeup and fragrance experts reveal 10 secrets to a more beautiful you.

## 1 Quit Over-Conditioning Hair

Over-moisturizing spells disaster for all hair textures, says Michelle Uthe, teacher at The Salon Professional Academy. In coarse hair, extra moisture causes frizz. It weighs down fine hair and prevents medium hair from holding style. To find the best product for your hair, ask a stylist.



## 3 Think Twice Before Tweezing

"If it is your first time, you should have a professional do it," says Sue Byron, owner of Forester Salon. After a waxing professional shapes your brows, you can maintain the look by tweezing. She suggests straying from shaping fads, as the more you wax or pluck, the slower your hair returns. On tweezing days, avoid caffeine and Ibuprofen, as both increase skin sensitivity. A common DIY mistake is taking too much from the middle, widening the space between brows.

## 4 Lay on a Serta, Not a Bulb

"Skin cancers are seen in younger and younger people because of UV rays," says Cross. Tanning also contributes to the rise of melanoma cases. For a summer glow, try using bronzing sprays or topical applications.



## 2 Schedule a Nightly Moisturizing Session

While you're sleeping, skin regenerates. Susan Cross, a registered nurse, recommends using a specific night cream, as it is formulated differently than a day moisturizer. Typically, night creams are heavier and more potent because skin absorbs more overnight.



## 5 Prevent Hard Water Woes

Adjusting to Ames water is one issue you probably didn't expect. "A lot of the issues come from skin getting acclimated," says Cross. If the local water leaves your skin dry, itchy or cracked, consult a dermatologist. Dermatologists can evaluate the location where you'll be living most often and create a specific skin care regimen. If you notice hair – breakage or – loss, try washing your hair with distilled water.



## 6 Stop Poppin'

"Do not pop blemishes on your face," says Cross. Popping zits can cause scarring. Benzoyl Peroxide and Retinol, two common over-the-counter solutions, dry out blemishes. Typically, products need 6-8 weeks to improve your skin, but stress and hormonal levels affect duration times. If acne persists, consult a dermatologist.



## 8 Pitch Ancient Products

If anything is older than two years, throw it out, says Jenny Willcox, M.A.C. makeup artist. Typically, powder makeup lasts up to two years; liquid makeup stays fresh for one year. Outdated mascara, "a breeding ground for bacteria," can cause pink eye or sties. "Get a new mascara every three months," says Willcox. Lipstick and glosses boast a one-year shelf life. If you use products quicker than the recommended duration, you may be using too much. To save product, always use brushes to apply.



## 9 Get a Scents

Applying a scent correctly enhances the result, says Marian Bendeth, Global Fragrance Expert. Hold the atomizer head at least six inches away from a clean and unscented wrist. Press the spray nozzle to spritz fragrance and air dry. Women should use one spray on the inner wrist; men should apply across the chest and inner arms. It's best to apply fragrance before dressing.



## 10 Identify Your True Shade

Willcox recommends evaluating your face's color and undertone to determine your proper foundation shade. Warm undertones appear pink, and cool undertones look gold or yellow. If you're debating between colors, choose the lighter shade. If the color looks lighter than your neck or body, use a powder or bronzer to deepen the foundation and reduce the risk of having a foundation line.

Writer: Abby Mollenhauer  
Additional Reporter: Hannah Leavell  
Designer: Kyli Hassebrock  
Photographer: Rachel Marek

# Two-Faced

Day and night makeovers for sincerely-stylish women

## How to Get This Look:

1. Apply foundation to face.
2. Apply bronzer to cheeks.
3. Apply an illuminator or cream blush to apples of cheeks.
4. Apply a flesh-toned eye-shadow with a hint of shimmer all over eyelid.
5. Apply a gold eye-shadow to inside corner of eye.
6. Apply a chocolate brown eye-shadow to outside corner of eye.
7. Blend all eye-shadows together on eyelid.
8. Use a black eye-shadow as eyeliner and apply directly above eyelashes.
9. Apply black mascara.
10. Finish with a rose lip gloss.

Writer: Abby Mollenhauer  
Designer: Kirsten Gorham  
Photographer: Amanda Hinderks

# Vixenish Vibe

## How to Get This Look:

1. Apply foundation to face.
2. Apply bronzer to cheekbones.
3. Use an ivory eye-shadow all over eyelid.
4. Use a plum eye-shadow as an eyeliner and apply along eyelashes on top of lid.
5. Apply a purple eye-shadow to inside of the eyelid.
6. Apply a small amount of silver eye-shadow to inner part of eyelid.
7. Apply a white eye-shadow below the brow line, meeting the purple in the middle.
8. Apply a black mascara.
9. Finish with a neutral, light pink lip gloss.

Class Act

# trend FASHION



## Bow Brilliant

Jewelry, jackets, headbands or high heels, bow embellishments bring flirtatious femininity to any piece.



Designer: Emma Schroeder  
Photographer: Annie McGuire

Stripped Dress, Banana Republic, \$150.00; necklace, Express, \$69.50; bow with white stones and cut outs, Heritage 1981, \$7.80; gold earrings, Banana Republic, \$35.00; Ruffled tunk top, Banana Republic, \$69.50; Cuff Bracelet, Banana Republic, \$45.00; Headband, Forever 21, \$6.80; Button Up, Banana Republic, \$69.90; jacket, Twelve by twelve, Forever 21, \$5.80



Chiffon, pearls and soft curls, feminine touches cue the All-American Woman. Transform your look to a modern day Ava Gardner by wearing round toe pumps, feather hairpieces, scarlet gloves and kick pleat skirts.

Tweed Dress, Banana Republic, \$150.00; Wrap Dress, Banana Republic, \$130.00; Dark Grey Tweed Dress, Banana Republic, \$140.00; Dark Cotton Dress, Banana Republic, \$130.00



Accessories appear luxurious without breaking the bank. Own a look with statement jewelry and make a piece *your* signature item.

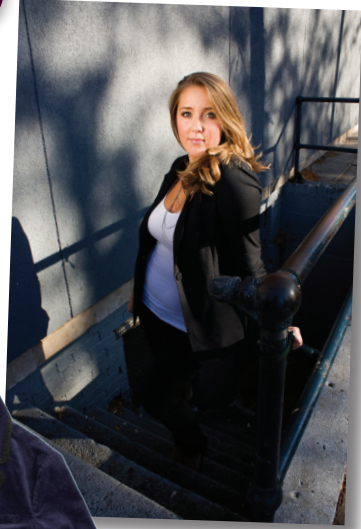


Floral Headband, Forever 21, \$4.80; Rhinestone Collar Necklace, Forever 21, \$19.80; Rhinestone Dangle Necklace, Forever 21, \$19.80; Rhinestone Rose hinge, Forever 21, \$9.80; Rhinestone Rose Ring, Forever 21, \$6.80, Textured Bib Necklace, Forever 21, \$16.80; Gold Bracelet Set, Forever 21, \$7.80; Embellished Flower Earrings, Forever 21, \$8.80

Designer: Anna Harmon  
Photographer: Lisa Tupy

# BLAZER Bliss

Timeless, trendy and too cool to be limited to office attire.



Boyfriend Jacket, Express, \$98.00; Kensie Boyfriend Jacket, Dillards, \$64.80; Graphic Tee- Just For Love, Express, \$29.50; Blazer (cuffed), Ann Taylor, \$230.00; Velvet Vest, Express, \$79.50; Jacket (rouched sleeves), Dillards, \$108.00

Designer: Kyli Hassebrock  
Photographer: Matthew Sorensen

## POP ROCKS

The '80s retro fad is back. Try incorporating neon colors, bold patterns and unexpected prints into your wardrobe.



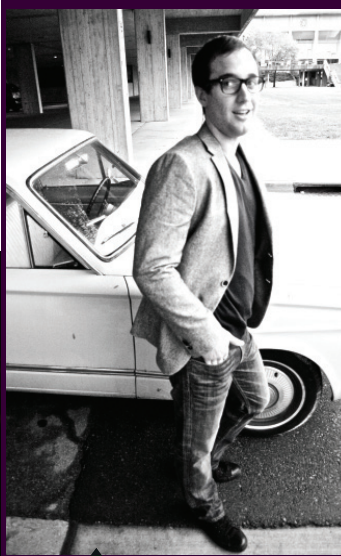
Designer: Lauren Lee  
Photographer: Matthew Sorensen

Black and White Dress, fabrik, \$49.95; Purple Leggings, Forever 21, \$9.80; Sweater dress, Express; Stretchy Belt, Forever 21, \$5.80; Black Leggings, Forever 21, \$9.80; Plaid Skirted Dress, Forever 21, \$32.00; Trisxie dot mesh skirt, Forever 21, \$19.80

## JAMES BOND

meets

*James Dean*



Black tweed blazer with pocket, Banana Republic, \$198.00  
Grey Herringbone suit vest, Banana Republic, \$98.50

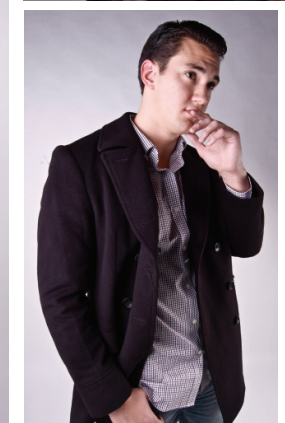
BOW TIES, blue jeans and boyish charm seduce even the strongest of women. When debonair James Bond crosses paths with the ever-fetching James Dean, women can't escape locking eyes on handsome and enticing attire.



White button-down slim fit shirt, Banana Republic, \$79.50 | Navy pinstripe jacket, Banana Republic, \$325.00 | Navy pinstripe modern fit pant, Banana Republic, \$150.00



Black tweed blazer with pocket, Banana Republic, \$198.00 | Grey Herringbone suit vest, Banana Republic, \$98.50



Above: (From left to right) Black tweed blazer with pocket, Banana Republic, \$198.00 | Grey Herringbone suit vest, Banana Republic, \$98.50 | Blue classic fit striped button down, Banana Republic, \$79.50 | Navy wool v-neck sweater, Banana Republic, \$59.50

Black peacoat, Banana Republic, \$250.00 | Classic fit mini-check button down shirt, Banana Republic, \$79.50

Grey two-buttoned cotton blend men's blazer, Banana Republic, \$198.00 | Black tweed blazer with pocket, Banana Republic, \$198.00 | Black peacoat, Banana Republic, \$250.00 | Available at [www.bananarepublic.com](http://www.bananarepublic.com)

Designer: Kris Kish  
Photographer: Matthew Sorensen

# Blood Lust

If looks could kill, vampire-inspired menswear would be lethal. Divine intervention meets Dracula drab when dark charcoal hues team with blood red accents. Heavy fabrics channel an old-world gothic look, and sharp lines add a modern edge.



Black Sweater, Express, \$59.50; Red button down shirt, Express, \$59.50; Men's scarf, Express, \$49.50; Black Fedora, Express, \$36.50; Red pocket square, Dillard's, \$14.50; Red and Black Tie, Heritage 1981, \$9.90; Black Vest, Dillard's, \$65.00; Red Tie, Dillard's, \$59.50; Grey Vest, Dillard's, \$69.50; Black dress shirt, Dillard's, \$65.00; Black Corduroy Jacket, Heritage 1981, \$39.90; Black Paisley Pocketsquare, Dillard's, \$14.50; Grey Tie Back Vest, Heritage 1981, \$19.90; Striped button down, Express, \$5.50; Black Hat, \$34.99; Grey button down, Express, \$49.50; Plaid Tie, Express, \$49.50; Black Tie back Vest, Express, \$88.00; Black Pant, Dillard's, \$69.50; Black Blazer, Heritage 1981, \$19.81; Black Skinny Tie, Express, \$39.50; Charcoal Wool Coat, Express, \$298.00



Designer: Emily Gegner  
Photographer: Kayla Kern



## Open the Investigation, Detective

**Law abiding citizens:**  
Fashion never prohibits classic khakis teamed with preppy plaids.  
**Radicals:**  
Plead guilty to mixing rebellious leather leggings and defiant animal prints.



Military Topcoat  
Birdseye  
Express  
\$298.00



Knit Sweater Vest  
Express  
\$39.50



Fitted Oxford  
Express  
\$49.50



Producer Pant  
Express  
\$54.50



Silk Tie: Gingham  
Express  
\$39.50



Sleek Spandex  
Leggings  
Express  
\$49.50



Leather Vest  
Express  
\$49.50



Supersoft  
Lux  
Layering  
Tee  
Express  
\$19.50



Designer: Julie Cronin  
Photographer: Kayla Kern

## LEATHER Lush

Ride the line between glamour girl and bonafide bada\*\*. Rev your wardrobe using strudded stilettos, leather minis, e:



Designer: Lindsay Spartz  
Photographer: Amanda Hinderks



Leather Jacket, Forever 21, \$32.80; Striped Knit Dress, H&M, \$19.95; Gold Hoop earrings, Forever 21, \$4.80; Leopard Top Dress, Forever 21, \$24.80; Leather Stretch Belt, Forever 21, \$5.80; Silver Hoop earrings, Forever 21, \$4.80; Silver Bracelets, Forever 21, \$4.80; Silver Studded Belt, Forever 21, \$5.80; Black Dress, Express, \$59.50; Grey Leather Jacket, H&M, \$49.95



# Secrets of Outsmarting

## This Season's Toughest Trends

Wear the bold and daring outfits you thought impossible to pull off – with help from fashion experts Court Williams, fashion market editor for *Women's Wear Daily*, and JoAnna Sudbeck, a JCPenney designer.

### 1. Knee High Boots

Williams says a slick, black dress complements a tight-fit boot. Go for a warm color, like chocolate brown, grey or black, for a casual, welcoming look. The boots style well with a flowy dress and tights or a belted, heavy gauge sweater. Williams warns readers to avoid cheap-looking pleathers, severe hues of black and chunky accessories.



2.

### 2. Bold Colors

Given the right placement, mustard yellow, cobalt blue or electric purple look great on anyone, says Sudbeck. Select a print entwined with or plaid accented by a bold color. Williams suggests selecting a basic color such as black, gray or khaki mixed with an electric red or deep navy. For the subtlest of touches, Sudbeck recommends a bold-color accessory like a purse or scarf.



### 3. Fur

"Fur is always around and worn all the time," says Williams. "But fur can be ostentatious." He recommends avoiding the formal fur look, as you may appear old and outdated. Wear fur casually. Try a fur ski jacket or a coat with a fur-trim hood. Sudbeck recommends a fur-trim boot, a fur-line slim fit puff vest or a fur-line blazer cuff.



4.

### 4. Shine

If you want to mimic evening clad Londoners, Sudbeck recommends wearing a shift dress with sequins and embellishments. For a subtle look, she suggests pieces with shine elements such as a sequin, rib tank top. Pair the look with a skirt or dark jeans, Williams says, and keep the outfit playful and flirty. Williams warns wearers to dry clean items with sequin or studding.



5.

### 5. Denim on Denim

Sudbeck recommends selecting different denim washes; the lighter denim needs to look distressed and worn. Wear a crop jacket that fits snug to the body. Break up the uniformity with a t-shirt to prevent the denim-suit look.



6.

### 6. Vest

Sudbeck suggests pairing a popular European trend, the men's style vest, with a flowing dress like a chiffon, heather gray jersey dress. Wear leggings for additional warmth. Beware of the overly-skinny look and balance skinny jeans with a loose fitting t-shirt and vest.



7.

### 7. Heavy Gauge Sweater

This stately sweater requires minimal accessories. "The sweater should fall above the knee," says Sudbeck. Stray from baggy, oversize looks, Williams says, and opt for a snug fit. Sudbeck says to wear a belted sweater that hugs your upper thighs with a simple t-shirt and leggings. Don't wear the sweater with wide leg jeans.



9.

### 9. Motorcycle Jacket

Style the tough jacket with feminine pieces. Sudbeck likes jackets with edgy, asymmetrical zippers. Fashion a black, distressed jacket with a button-up pink (or coral) shirt or a knit dress. On especially cold days, Williams says you can wear the jacket under a winter overcoat. Stay away from excessive studding.

8.

### 8. Boyfriend Blazer

Williams suggests wearing blazers with frilly dresses and calf-high boots. "Don't wear your boyfriend's whole outfit," explains Williams. "Keep the rest of the look feminine." Sudbeck likes blazers with a bright print on the inside, that's visible with rolled sleeves. Another trendy blazer is fit-to-the-hip with shoulder pads and sleeves rolled to the upper forearm.



5. Denim Shirt, American Eagle, \$39.50; 6. Leather Vest, Dillards, \$48.00; 7. Sweater, Siren, \$335.00; 8. Blazer, Central Park West, \$29.00; 9. Motorcycle Jacket, Dillards, \$228.00





# WHAT TO WEAR ON A FIRST DATE

## THE HORROR STORY

Brice Pollock, junior in mechanical engineering, traded his typical attire of jeans, a t-shirt and a baseball cap for an outfit he refers to as “date business casual.” Pollock and Kelsey Leighton, senior in apparel merchandising, design & production, were transitioning from friend status to something more serious. On their first date, a surprised Pollock met nightclub clad Leighton at the door. “What are you wearing? Is what I’m wearing ok?” exclaimed a bug-eyed Leighton. “I have to change!” Avoid Leighton’s mistake by following a few simple guidelines for first date dress.

## WHY CAN’T I WEAR SWEATS?

Your choice of attire can have a large impact on your lasting impression. Date research from the 1970s shows attractiveness plays a role in the willingness to date someone, says Mary Lynn Damhorst, professor in apparel merchandising, design and production, who specializes in the communication of dress in society. Clothing accounts for part of your visually perceived self. “People make assumptions about others based on what they wear,” says Damhorst. Your dress is an initial statement of your personality and contributes to the image you shape for yourself. Elizabeth Dehn, lifestyle editor for *Minnesota Monthly* magazine, who often covers fashion-related material, adds that when going on a first date it is important that the other person “get a feel for the real you.”

## BASIC GUIDELINES

Follow a few fundamentals when selecting the perfect outfit. Dehn recommends buying key pieces such as stylish jeans and great boots, as they are a suitable duo for many occasions. It is safer to overdress than underdress and opt for subtle sensuality. You can look sexy without overly exposed skin, which can send an unwanted message. Most importantly, be comfortable. “You should wear whatever you feel the most fantastic in,” says Dehn. “You will only have fun if you feel really good about how you look.” Let your outfit be a springboard for radiating your inner confidence and beauty and for helping to make a lasting positive impression.



## AN ACTIVITY DATE

An option for a fun, laid back and low-pressure date may be taking a crisp stroll through campus, ice skating or bowling. Since this is a low-profile date, casual attire is appropriate and comfort is important. Jeans are safe and versatile, and you can wear them with a trendy top and a pair of comfortable shoes. Dehn suggests pairing a long cardigan or tunic with skinny jeans or leggings and ballet flats. The trick is to look put together, without looking overdone. A boyfriend cardigan is a cozy, comfortable and chic alternative.



## A FORMAL DATE

For a quiet, romantic evening, your date asks you to dinner at a nice restaurant. The atmosphere and formality of the restaurant will help determine, to some extent, what you will want to wear, so investigate ahead of time. (You don’t want to be the girl wearing jeans and a t-shirt greeted by a date wearing a suit and tie.) Long sleeve mini dresses are a fashionable choice. Dehn says they are great for the Midwest because the arm coverage keeps you warm during winter, but the exposed leg still provides sexiness. However, “do not show too much flesh,” warns Dehn. “No showing cleavage or way top of your legs. That’s not good. It makes me want to crawl under a table.”



## A HANGOUT DATE

To get to know each other better, find a location where you can enjoy each other’s company while having a cup of coffee, grabbing a bite to eat or seeing a new movie. Wherever you hang out, your outfit should fit the situation. This date scenario allows space for dolling up but don’t go overboard. “Dress your age,” advises Dehn. “No need for things like pencil skirts and stilettos.” For a sophisticated look, opt for a pair of dark wash denim, a feminine top and a fitted blazer. Dehn suggests wearing a pair of bejeweled or metallic ballet flats. Boots also look refined. Incorporate accessories such as a scarf or large statement necklace to pull together your overall look.

- Top: Ruffle Cardigan, Banana Republic, \$79.50  
Graphic Tee, Gap, \$28.00  
Jeans, Gap, \$59.50
- Middle: Tweed Dress, Gap, \$59.50  
Boots, Banana Republic, \$198.00
- Bottom: Long sleeve, Buckle, \$28.00  
Tweed Vest, Buckle, \$28.00  
Naughty Monkey Heels, Buckle, \$139.95

Photographer: Annie McGuire  
Writer: Alissa Knutson  
Reporter: Jessie Maule  
Designer: Kyli Hassebrock

# APPAREL ADVICE

The little things you need to know.

## What's a Care Label?

What *is* that itchy, little white thing on the back of your shirt? It's a care label, and it directly affects your clothes' life expectancy.

"A care label is a company's insurance policy on their garments. If a consumer does not follow the care label and a problem results from care, the company is not obligated to replace the garment or refund money," says Carmen Keist, teaching assistant in apparel merchandising, design & production.

The tag features laundering instructions in terms of washing, bleaching, drying, ironing or dry-cleaning. For low cost, cotton garments such as t-shirts and jeans, a care label may not be as large of a concern as it is for more expensive clothing and business wear, consisting of more exotic fibers and materials.

"Different fibers need different care. For example, some finishes will wash off garments, so consumers should be aware of what finishes their garments [contain] and how to properly maintain those," says Keist.

While many problems can occur from not following care labels, shrinkage is most common. "The majority of consumers have had at least one garment that shrank because of improper care," says Keist.

Despite the hassle of reading and interpreting a care label, it is important to take note of its contents; as it is easier to line-dry a blouse for 12 hours than undo dryer damage.

## Two Ways to Tie

"College kids come in for job fairs and do not know how to tie a tie," says Dave Swanson, manager of Moorman Clothiers. Knowing how to correctly wear a tie is important. There are two primary methods for tying ties: the half Windsor and the four-in-hand (full Windsor). "With the weight of ties today, more people are tying a half Windsor because most ties are silk twills," says Swanson. "A full Windsor was usually done with satin ties." Other options include a bow, clip-on and zipper tie. However, they won't suit every man. "There's an appropriate place in certain industries [to wear a clip-on], mostly for safety reasons," says Swanson. Check out tying tutorials at [www.moormanclothiers.com](http://www.moormanclothiers.com).

## Single Purpose Denim

You need jeans for different occasions: work, school, Welch. Professional-looking jeans are one item not to skip on. "Professional jeans should be about three-fourths of an inch off the floor," says Kara Keefe, Dillard's women's department manager. "The darker the better." Whiskers, crazy washes and holes are taboo. She recommends a lean, side-pocketed trouser pant.

## Too Soon to Trash?

Some people have a sentimental attachment to a pair of shoes and will walk them until they're absolutely nothing," says Bryan Tinker, manager of Blackford Shoe Repair in Urbandale. While they can't perform miracles, they can fix everything from a broken heel to a flattened sole. Common practices include re-soling shoes, fixing heels and performing build-ups. Blackford Repair can fix a shoe in 7 - 10 days. Their services extend to leather repairs including handbags and boots.



## Busting at Your Bra Seams?

The right bra works wonders for your body. A bra specialist at Victoria's Secret says a woman's bra size can fluctuate every six months. For an at home size diagnostic, measure directly above your chest, under your arms and even with your bra line, to determine your band size. Next, measure the fullest part of your bust to determine your cup size. Subtract the band size from the cup size. A difference of four inches equates a D-cup size; three equates a C-cup size, and so on.



## Why Dry Clean Only?

If a garment label reads dry-clean only, a company is warning consumers that they can't wash the item safely, even by hand. Common dry-clean only culprits include rayon, silk and wool blends, as these fabrics may shrink, change color or lose shape in regular water washes.

Dry-cleaning removes dirt and other stains from clothes without using water. However, it is not actually a "dry" process. Dry-cleaners immerse clothes in a solvent that removes oil and grease stains.

If your budget can't handle a dry-cleaning stub, there are a few other methods to clean your dry-clean only duds.

Try an at-home dry-cleaning kit, like Custom Cleaner (from Dial), FreshCare (from Clorox) and Dryel (from Procter & Gamble). They follow a similar process to that of traditional, in-store dry-cleaning, sans the solvent. However, these at-home kits are more of a convenience than a luxury cleaning, and consumers should use discretion. Another emerging option is eco-friendly dry-cleaning. This is considered a "wet-cleaner" meaning it uses a water-based solution made of natural soaps.

Read the label thoroughly and make the best choice for your garment. When in doubt, ask a sales professional at a retail store for assistance.

Writer: Jenessa Schutte & Nicole Kuebler  
Designer: Kris Kish  
Photographer: Laurel Scott

For more tips, become a fan of trend magazine on Facebook!

## Wrap Your Head Around Scarves



Allison Todd, former accessories intern for Nordstrom, says if you're looking for warmth, fold the scarf in half and loop one end through the other. To spice up the traditional look, "tie" the scarf with a brooch or pin. You can also tie a scarf around your waist, letting the excess hang down, to create the illusion of a smaller waistline.

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# I GOT IT FROM MY MOMMA



Trends fluctuate, but style is eternal. Today, designers use decades of fashion hits as inspiration.

When budgets are limited, it's difficult to decide what fashions are worthwhile investments. "I'd say that if you plan on investing in something, make sure it's something that is going to last for twenty or thirty years," said Jean Parsons, associate professor of apparel, educational studies and hospitality management and co-author of "The History of 20th Century Dress." "You need to invest in something that is not going to fall apart, something of reasonable quality." You also need to invest in styles that have lasting power. While '80s fads are popular today, it is unlikely they will be in style next fall. We compiled eight styles that transcended decades and are popular today. Each is a potentially worthwhile investment for your wardrobe.

## Wide Shouldered Blazers

"In World War II women really wear suits that are strongly influenced by menswear. And that's when you see the big shoulders appear, in the 1940s," said Sara Hume, museum curator at Kent State. "[The 1980s] as well.

"What's interesting about both of those periods is that there is a really big surge in women's right in working, in the power suit," said Hume. "Wide shoulders in the past represented a movement, a sense of independence."

Today, wide shoulders appear more subtle and discreet. Stephanie Soong, assistant fashion editor at *Chicago Fashion*, knows fashion walking the streets today. "It's very popular to wear this trend with leggings... In the 1980s it was big, bulky and baggy; now we're making it closer to the body. Drawing attention to the shoulder, again, but in a more feminine way."

## Punk

Once a British movement, now a phenomenon that transcended the decades seamlessly, punk is "underground, influenced by music," said Hume. "It was huge [in the 1960s.]"

The definition of punk would vary depending on whom you asked. "Some of the styles would change, and some would come in and out. Like mohawks, for instance," said Hume.

Currently, punk appears more "streamlined," and is "incorporated into more classic pieces. A good example would be the exposed zipper on a little black dress," said Soong. People today incorporate punk attributes like chain jewelry, studded details on jackets and motorcycle boots into their wardrobes. Soong suggested pairing these with a ruffle skirt to balance edge with femininity.

## Mod

Mod is another trend that originated in England in the 1960s but with a much different concept. Hume said mod is more of a "polished, expensive look; very minimalist. Bold without a lot of clutter."

Angela Betraline, owner of Des Moines vintage store Dorthea's Closet, agreed. "Mod was very edgy and fashion-forward. Mod pieces are very clean."

Soong's suggestions for the season seem similar to styling ideas of the past. "Sheath styles are really popular, as are swing coats. Cropped jackets are also a great way to wear the trend," said Soong.

Left : Free People Scarf, Lyla's, \$58.00  
Stretch Tee, JCPenney, \$8.00  
Velvet Skinny Jean, JCPenney, \$14.99  
Right: Heart V-Neck, JCPenney, \$20.00  
Black Skinny Jean, JCPenney, \$42.00



Left: Silk Blouse, JCPenney, \$40.00  
Pencil Skirt, Express, \$59.50  
Stretch Tee, JCPenney, \$8.00



Right:

Blazer, JCPenney, \$42.00  
Fidelity Jeans, Lyla's



Left: Free People Dress, Lyla's  
Right: Sweater Dress, JCPenney, \$70.00



# Mom's Store No More

## Animal Print:

Before animal rights activism, animal print was a completely different concept. "In the early 20th century, they just used fur," said Hume.

Outerwear was the key piece for animal print. "You would have it on a coat, a trim. The play of a textile made to look like animal print doesn't happen until the later 20th century," said Hume.

In the 21st Century, animal prints are typically printed on textiles and used on a variety of fashion garments. "You can wear them anywhere basically," said Soong. "They are a great way to punch up an outfit. Accessorizing is a great way to go." Today, animal print isn't limited to jungle cats and zebras prints. "I've seen peacock feather [textiles]."

## Red:

Though it seems like a lowly primary color, red represents many decades and attitudes. Hume can't think of a time when red wasn't worn. "It would be hard for me to go back and look and say that it wasn't in fashion."

While Hume remembered red as fashionable in a '80s power suit, Betraline remembered another popular time. "There was a lot of red in WWII, but that was more of a patriotic thing," said Betraline.

Soong called red today's "new black." "[A red dress] would be a way to stand out in the crowd. Red is definitely a power color."

## Ruffles:

Ruffles transcended decades in a variety of ways. In the 20th century, "they made fundamental innovations in the way they cut the clothing. In the 1930s you will see that there will be extra fabric that fall and drapes, ruffles down. [In the 1970s] they start adding ruffles and having longer skirts and blouses," said Hume. Betraline carries a lot of ruffles in her vintage store. "Usually on blouses and gowns."

Soong suggested a modern way to wear ruffles. "For fall, I've seen ruffled short skirts with a structured blazer and belt," said Soong.

## High Waists:

Can you imagine a time when women only wore dresses? Even then, the high waist appeared. "In the early 20th century, women didn't wear pants. So it was a high waist skirt. The bodice would be really short. That was the 'empire' style," explained Hume. The early 19th century was where this trend originated, during the reign of Napoleon, hence the name 'Empire Waist.'

Fast-forward to today, when jeans replace dresses as the staple everyday look. "High waist jeans are the easiest way to wear this trend," said Soong. "A high waist pencil skirt is great as well. You can wear it with a cropped sweater."

## Velvet:

"Velvet was really big in the 1880s. The big revolution in the 20th century was velvet synthetics," explained Hume. "There are more fads for novelty velvets where you have patterns."

Betraline's store sells many velvet pieces, including velvet scarves. "Velvet would definitely be an investment piece. I don't think velvet is something that will ever really go out of style."

For a modern twist, Soong suggested a velvet skinny pantsuit. "It's very versatile; you can mix and match pieces. A velvet dress is also an alternative to a regular cocktail dress."



Left: Bling Pea Coat, Lyla's  
Right: Essley Ruffle Dress, Lyla's, \$59.95

Writer: Mackenzie Hawk  
Reporter: Devon O'Brien  
Designer: Oriana Hashemi-Toroghi  
Photographer: Amanda Hinderks



Skinny Destructed Jeans, Gap, \$69.50  
Gingham Shirt, Gap, \$49.50  
Two Toned Cardigan, Gap, \$54.50  
Skinny Cords, Gap, \$54.50  
Cowneck, Gap, \$49.50



Pencil Skirt, Ann Taylor, \$80.00  
Modern Denim Trousers, Ann Taylor, \$95.00  
Silk Crepe Confection Top, Ann Taylor, \$95.00  
Bistro Jacket, Ann Taylor, \$260.00

## Ann Taylor

As a 20ish girl preparing for life past Iowa State, you search for fashionable, yet professional, pieces to add to your wardrobe. Garments that transition from work to martini night with co-workers at a local watering hole. When looking for these trendy staples at Jordan Creek, you probably skip over the motherly Ann Taylor. Right? Maybe a few months ago.

Once considered merely basic, the appointment of Lisa Axelson, new senior vice president of design and development, transformed the Ann Taylor label. Axelson's designs feel reminiscent of the characteristic Ann Taylor but incorporate a hip, young twist.

"We've continued with the classics of Ann Taylor, but have updated it to make it more modern and elegant. We're stylizing our current customer and are looking to attract new customers," Kristin Rawson, Ann Taylor style director, told StyleList in September.

What can newcomers expect? Silk tops accented by ruffles, ribbons and bows pair perfectly with pencil skirts or jeans for day and night occasions. Classic sheath dresses get a trendy twist with rosette shoulder accents, ballet necklines and ruffles. Colors such as blackberry, lipstick red, garnet and shades of green excite the typically achromatic designs.

## LOFT

Not only is ex-soccer mom store Ann Taylor redefining, but her closely following, and perhaps confusing, counterpart is transforming, too. Ann Taylor LOFT is now "fun, flirty and casual."

But how LOFT differs from Ann Taylor confuses many people. "Was it the outlet for Ann Taylor? Was it the lower priced version of Ann Taylor? Was it for plus sizes? Of course, the answer to all [of these] is no, but we really had to reclaim our identity again," says Ardith Johnson, LOFT fashion designer.

Johnson says LOFT would like to be a "casual 'go to' destination," separate from big sister, Ann Taylor. To claim this identity, Ann Taylor LOFT's storefronts, in-store visuals and advertising are now marked "LOFT." Designs are also getting an upgrade.

More "wow" garments, like detailed cardigans and flare leg pants, entice a new clientele, while consistent pant fits and basic items satisfy the loyal follower, says Johnson.

LOFT designs incorporate comfort and femininity. Johnson highlights one classic item, the graphic tee, which got a modern twist using embellishments. The versatile t-shirts work in casual or business settings.

With the changes at LOFT, Johnson says she expects more women in their late 20s to frequent the store. New LOFT fans even include Johnson and her friends.

## GAP

Gap breaks its mom store stereotype with the recently reinvented 1969 Premium Jeans. The jean's design changed on every level including fit, fabric and fasteners, according to the Gap. They're available in six fits for women and start at \$59.50. The new cuts entice local students. "They fit really well and work with my curves," says Samantha Liametz, sophomore in journalism.

Writer: Katie Walker  
Designer: Brooke Baudler  
Photographer: Joni Richter

# WHAT YOU NEED TO KNOW TO DRESS YOUR BODY SHAPE

Don't hate your body; learn to dress it.

We have news. It's your choices (not your shape) that are the problem. With the help of Young-A Lee, an assistant professor in apparel, educational studies & hospitality management, we used a body scanner to determine the shapes of five unique models. From there, we turned to professional Angela Kelly, a stylist for Ford Models, to teach us the secrets for looking great without losing an inch.

**DIY:** Use the model's bodies as a basis for your own. You can also pull out the measuring tape for more specific results.



*H-Shape*

Caitlin McConnell loves to wear dark colors like brown and purple, as they accentuate her diverse style and make her appear skinny. She wears a size small.

As her shoulders, bust and hips measure somewhat similar in size, results suggest she has an H-shape body. "You need to give yourself a waist," says Kelly. "Tailored shirts with darts that nip the waist are a good option." She also recommends belting a shirt or dress at the waist.



*V-Shape*

Emily Bey, sophomore in apparel merchandising, design & production (AMDP) claims to feel comfortable with and confident about her body. "I take care of it," says Bey. Typically, she wears a size small, because she likes garments to be loose but fit well.

The results of Bey's body scan suggest she has a V-shape body, as her shoulder length is most pronounced. Typically, a person with a V-shape body has a large bust or shoulders and small hips. For V-shapes, the trick to dressing is to create a proportional look from top to bottom. To do so, Kelly suggests placing emphasis on the lower half, to fill it out. She says a-line dresses and boot-cut jeans give the illusion of a wider bottom. You can shift emphasis to your lower half by wearing a lighter color on bottom and a darker color on top. Blazers with defined shoulders work well, and you want to avert from wearing boxy-looking tops.

Writers: Emily Mujica, Leonardo Guaiquirian Rivera  
Designer: Samantha Liemetz  
Photographer: Annie McGuire



*Hourglass*

"I'm comfortable with my body; there's not much I can do to change it," says Emily Keller, a senior in AMDP. "I dress not for sizes but for what fits my body."

Results from the body scan suggest Keller has an hourglass body shape, as both the upper and lower measurements are consistent. Kelly says people with hourglass bodies "are blessed to be proportional," as "proportion can be more important than size." She suggests they show off their curves. "The best bet is to wear a wrap dress; it's a great way to show off the waist," says Kelly. "Belts around the waist are another way of accentuating curves." Hourglass shapes should abstain from wearing empire waists, as they make the body look like a rectangle.



*O-Shape*

Typically, Justine Taylor, junior in AMDP, opts for a classic look by wearing shades of black and maroon. "I like to wear a blazer or a jacket, skinny jeans and pearls," says Taylor. She usually wears a size large in juniors.

In a true O-shape, the mid-section is larger than the hips or shoulders. Taylor's body resembles an O-shape; however, her measurements indicate that her waist and hip comparison is less dramatic than a traditional O. Kelly says O-shapes should stay away from anything clingy. Because of the extra weight in the stomach, O-shapes need to mind muffin tops when dressing. If you have an O-shape body, she advises against skinny jeans, because your legs will look like "toothpicks" in comparison to your mid-section. "Opt for tailored pieces with structure in the shoulders to fill out your top, and straight leg pants to elongate your shape," says Kelly. V-neck tops and dresses also give the illusion of a longer and leaner body.



*A-Shape*

Nekia Thomas wears a size medium, and the colors green and black play a big role in her '80s rock star style.

The body scan suggests Thomas has an A-shape body, because her hips and lower body mainly define her shape. If you have Thomas' A-shape body, Kelly says your main goal is to balance your larger bottom with your smaller top. You can wear darker colors on bottom and lighter colors on top to draw attention to your upper-half. She recommends bypassing ruffled skirts and tight pants. Side trouser pockets can make your hips look wider. "Vertical stripes make your legs longer," says Kelly. Go for a pant with a vertical stripe.



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# Make Your Next Shopping Trip a Savvy One

Because Forever 21 shouldn't be your only option, we found multiple methods of shopping smart.

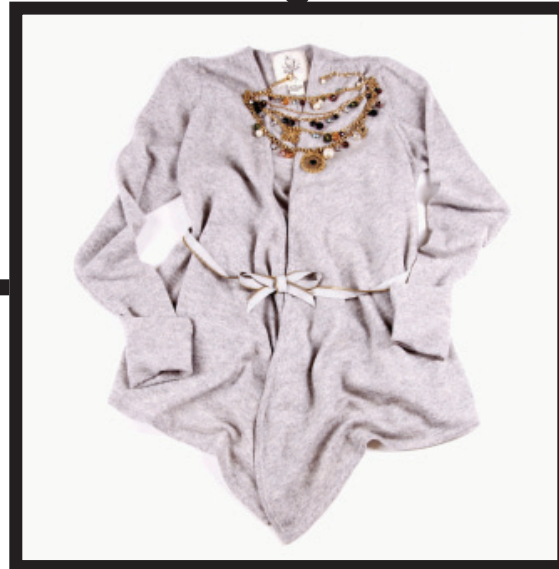
## Mixing Price Points: High & Low

**The Method:** A simple and easy way to budget your fashion allowance is by mixing price points. If you're lured by luxurious lines or materials such as cashmere, balance your outfit budget by combining with low-cost accessories. Though we spent \$240 on this cashmere sweater from Lyla's Boutique, we found a statement necklace for \$39.99 at Target to pull together the look.

**Make it More Economical:** Scour stores like Kohl's and TJMaxx for designer duds on a discount. Also, shop online, as you can separate garments by price. See sidebar: "Save at Your Favorite Store," for associate-approved ways to find deals at your favorite local splurge stores.

**Blogs to Read:** Cupcakes and Cashmere (cupcakesandcashmere.com); Le Blog de Betty (leblogdebetty.com)

**Stores to Know:** TJMaxx; Asos.com; Fredflare.com



## Mixing Price Points: Low & High

**The Method:** On the contrary, you look for low-cost main pieces, like dresses from Target or H&M, and polish the look by adding high-end accessories. We found a cocktail dress for \$39.99 at Target and added a suave \$65 statement bracelet from Lyla's.

**Make it More Economical:** While you love the cost, garment quality isn't always the best. To save yourself from constantly re-buying, immediately reinforce buttons with a needle and thread. Be prepared to fix loose seams. Finally, line dry items to prevent shrinkage and pilling.

**Blogs to Read:** My Style Pill (mystylepill.com); The Budget Babe (thebudgetbabe.com); Kansas Couture (kansascouture.com)

**Stores to Know:** Forever 21; H&M; Target; JCPenney; Topshop.com; GoJane.com; Modcloth.com; DownEastBasics.com; Tulle4us.com; Shopknowboutique.com; Alloy.com



## Vintage

**The Method:** You search for unique low-cost pieces at vintage stores and combine them with modern accessories for an economical throwback ensemble. This black vintage dress came from a Minnesota vintage store for under \$20. We combined it with a \$26 studded belt from Lyla's.

**Make it More Economical:** Just because an item is vintage, doesn't mean it's cheap. Steer clear of vintage pieces that cost more today than they did in '64. Look for hidden treasures by combing vintage and consignment stores, your grandma's basement, garage sales, church bazaar sales or flea markets.

**Blogs to Read:** Daily Work It (dailyworkit.wordpress.com); What I Wore (whatiwore.tumblr.com)

**Stores to Know:** Shopnastygal.com; Shop.marketpublique.com



## Consignment

**The Method:** You search for gently used, quality, up-to-date clothing. We found this Express cocktail dress at The Loft for \$12 and paired it with Pierre Dumas studded ankle booties, also from the Loft, for \$16.

**Make It More Economical:** Analyze the clothing and don't get caught up in the label. A William Rast jean for \$45 is enticing, but ensure that it still has life left. Check the wear. Is there pilling? Are seams coming out? Is there fading?

**Stores to Know:** Worn (Des Moines); The Loft (Ames); Repeat Boutique (Des Moines); Plato's Closet (Des Moines)



## Save at Your Favorite Stores

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### White House | Black Market

**Where:** West Des Moines

**On the Web:** whitehouseblackmarket.com

**Best Ways to Save:** Black Book members receive 5 percent off all purchases. As a part of the Black Club, you receive catalogues, coupons, invitations to special monthly events and birthday discounts.

### Siren

**Where:** West Des Moines

**On the Web:** sirenfashionboutique.blogspot.com

**Best Ways to Save:** Keep up-to-date by frequently visiting the store. Sign up to receive post card deal alerts. You can also receive \$10 off on your birthday.

### Express

**Where:** Ames and Des Moines

**On the Web:** express.com

**Best Ways to Save:** While sales change daily, oftentimes, you can get a heads up by asking associates. Sign up for e-mail blasts and snail mail coupons. Credit card holders receive special discounts and \$10 birthday gift cards.

### Banana Republic

**Where:** West Des Moines

**On the Web:** bananarepublic.com

**Best Ways to Save:** Sign up for e-mails to receive sale info and special promotions. Cardholders receive \$15 gift cards for their birthdays.

### Blond Genius

**Where:** West Des Moines

**On the Web:** blondgenius.com

**Best Ways to Save:** Look for bi-monthly sales. Become a member of the VIP List to find out about sales, receive invites to special in-store events and get a 15 percent birthday month discount. Also, find deal alerts on their Facebook or Twitter pages. Finally, mark your calendar. During tax-free weekend, many designer jeans are marked down to \$99.

### The Velvet Coat

**Where:** East Village Des Moines

**On the Web:** shopvelvetcoat.com

**Best Ways to Save:** Sign up for e-mail blasts to receive information about special events and sales. Also promoted through e-mail, sporadic customer appreciation days with savings of 20 percent.

### Student Discounts

With fervent web searching, we found student discounts that stores keep on the down low. (Don't forget your student ID.)

**J Crew** offers a 15 percent discount on regularly priced pieces.

**Club Monaco** gives students a 20 percent discount on regularly priced garments.

**TopShop.com** provides students clothes at a 10 percent discount.

# 21 Ways to Get Savvier

Who knows savvy shopping better than three fashion bloggers who make it a goal to look polished on a budget? Say hello to smart ideas from *trend's* panel of experts: Dianna Baros, from The Budget Babe, Jenni Radosevich, from Daily Work It and Gigi Hooghkirk, fashion blogger for the Fashion Institute of Design & Merchandising.



## 1. Do Your Research

Baros recommends checking blogs because the writers are regular shoppers. Many bloggers search daily for discounted garments. Not only do they offer unique styling ideas, but they also pass deals on to readers. Hooghkirk says that publicists often send her discount codes that she posts on her blog. For a list of 99 influential blogs, visit [signature9.com/style-99](http://signature9.com/style-99).

## 2.

**Make a Budget**  
“Little purchases add up quickly,” says Baros. “Come up with a ball park figure and stick to it.”

## 3. Avoid Impulse Buying

“If you’re feeling sad or lonely and you think that shopping is gonna cheer you up, sometimes you make mistakes,” says Hooghkirk. “It makes you feel better for the minute, but then you get home, and you wonder why you spent \$400 on stuff you didn’t really need.”

## 5. Sign Up for E-mail Blasts

“I think people will come to you to let you know when the deals are happening, and it’s up to you to pick and choose where you want to go,” says Hooghkirk. Most stores have valuable e-newsletters advertising deals and events. Sick of your inbox getting pummeled? Create a separate account solely for e-mail blasts. When it comes time to shop, you will have a database of deals and steals to dissect and select.

## 4. One Word, Browse

Consider garments for a week before buying. “Imagine your wardrobe at home. Is it something that you can wear with most of your stuff? Is it worth the money that you put into it?” poses Hooghkirk. Can’t constrain yourself? Find out the return policy. “Take it home, put it up next to all of your clothes.” Ensure the items mixes and matches with the wardrobe you already own.

## 6. Don’t Be Shy

Drooling over a dress from Anthropologie? Stop stalking the store sales racks and ask. “In service oriented places, the sales people will be honest with you,” says Hooghkirk. Pose a few basic questions. “Do you know when your next sale is, and do you know if this is on the list to go on sale?”

## 11. Hit Final Sales

Find your wardrobe for next year during end of the season clearance sales. Simply stick to classics and don’t buy anything that’s too trendy, whether that is color, cut or embellishments, says Hooghkirk.

## 13. Be Careful with Collaborations

Today, many designers create within-reach, designer-like lines for low-cost stores. Jean Paul Gaultier’s Target line goes on sale March 7. Mary-Kate and Ashley Olsen launch their full line for JCPenney in February. However, Radosevich advises you to be cautious of the lines. With some collaborations, such as Jimmy Choo for H&M, “you’re still paying \$100 or \$200 for a pair of shoes, and they’re not even Jimmy Choo. They’re Jimmy Choo for H&M.” Know your limits and don’t break them for a pseudo name brand.

## 12. Get a Status Update

Baros says many brands offer discount codes or giveaways to fans on Facebook or followers on Twitter. Recently, she won three bottles of nail polish by following Zoya.com on Twitter.

## 9. Add Finesse with Accessories

Though you may not be able to afford a head to toe designer look, a few pieces can refine your wardrobe. Hooghkirk recommends a designer bag or sunglasses.

## 10. Examine Before Buying

Check for tears, loose seams, makeup smears or deodorant marks. A check to any of the above may equate a small discount.

## 7. Sample Heads Before Shopping

“If you wanna try out a trend, it’s always better to go to the cheaper place,” says Radosevich. Recently, she bought a tutu skirt from Forever 21. “I wanted to see if I actually liked it and how much I would wear it.”

## 8. Make Smart Investments

“Investment pieces that you know you’re gonna wear a lot are worth the splurge,” says Radosevich. Anything that you wear on a daily basis, such as boots and winter coats, deserves a slightly larger tab. Hooghkirk recommends devoting a few extra dollars to classics that return every season, as trends, items that recently hit the market, won’t last.

## 14. Identify Problem Materials

Avoid cheap looking materials such as pleather at low-cost stores. Radosevich walks away from “slinky, elastic materials.” Hooghkirk skips cheap wools because they’re scratchy.

## 16. Search, Refresh & Add New Tabs

After you find your dream outfit, do some additional research. At Beatmyprice.com, you enter the product’s information and price and the program checks to see if any other user has found the item cheaper, says Baros. At retailmenot.com, you can find discount codes and coupons for your favorite brands.

## 18. Investigate New Designers

Young designers create well-crafted unique pieces at a fraction of popular designer price. Etsy.com, a marketplace for artisans, sells handmade jewelry. “You can find some really great designs,” says Hooghkirk. “You can get a bag for \$20. It’s something that’s unique, and no one will have it.”

## 20. Alter It Yourself

Lately, Radosevich has been buying inexpensive, outdated dresses from the ‘80s and transforming them to “short, cute cocktail dresses” by hemming, removing shoulder pads and shortening sleeves. Not only can you alter thrifted garments, you can also scour sales racks for oversized items. Avoid an expensive tailor and try to DIY. “Hemming a skirt is super simple,” says Radosevich. “I’m getting better at it each time.” Find low-cost sewing machines at Sewingmachinesonsale.com. “By the time you hem a few \$4 dresses, it pays for itself.” For \$3, you can use sewing machines in the Workspace at the Memorial Union.

## 15. Learn to Online Shop

First, check the sales tab on your favorite store’s Web site. Next, branch out to other sites. Baros recommends shopstyle.com because you can search by specific characteristics, like price. The all-inclusive site compares many brands. She also suggests 6pm.com, a discount site that offers one or two brands at “crazy low” prices, as a part of their daily deals. Additionally, the editors of smartbargains.com research sales and compile a selection of bargains from your favorite brands. Finally, don’t underestimate standards like zappos.com, amazon.com, overstock.com and eBay.

## 17. Go Sample Shopping

Online, invitation-only sample sales such as gilt.com, hautelook.com and ruelala.com boast major discounts on designers from BCBG to Steve Madden, says Baros.

## 19. Learn to Thrift

“In a lot of small town second hand stores, people will throw away really cool stuff that’s kind of gaudy,” reveals Radosevich. “If you pair it with a simple outfit, I think it ends up looking cool.” She recommends vintage jewelry. Thrifting requires an eye for style, as garments can look outdated. “You can downplay the way [a dress] was intended to look by putting a blazer or vest over it.” While vintage shopping, search for distinctive items. “Don’t feel like you need to buy every single thing.”

## 21. Add a Personal Twist

“If it looks like I could make it myself, I try,” says Radosevich. “Sometimes it turns out; sometimes it doesn’t.” She replaces the traditional brown and black buttons on vintage pieces with gold buttons that she buys in bags. In other projects, she added studs to the lapel of a blazer and combined 25 cent to \$1 chains to make a statement necklace “Little touches make your clothes look more expensive, and then you also have the personal touch.” Look for additional DIY ideas by reading blogs (like Daily Work It).

Oh No, They didn’t! Where did they get the looks? Guess the ‘ick stores we rummaged to find these cute outfits. Bet you think twice before discriminating, now.



A. English Prepster  
Total: \$19



B. On the Town Trendy  
Total: \$40.80

C. Mod Maven  
Total: \$24

Writer: Emily Mahaney  
Additional Reporter: Allie Butler  
Designer: Kirsten Gorham  
Photographer: Amanda Hinderks

A) Answer: The Miley Cyrus & Max Azria look from Walmart rang in at a total of \$19; B) Answer: A little pricier the tunic & knit pant (Miley Cyrus & Max Azria from Walmart) accented by the pearl & metal necklace from Vanity cost \$40.80; C) Answer: A \$10 dress, courtesy of Kmart, tied together by a \$14 Maurice's belt.



# Quick & Simple Styling Tricks

Transition an outfit from day to night by re-using key elements.

## Study Session at Caribou

Keep the skinny jean and add a comfortable, yet stylish, tailored blazer. The ensemble looks clean, casual and professional. As an extra perk, this outfit works perfectly for class.

## Administrative Work at Beardshear

Replace the jean with a timeless pencil skirt and add opaque black tights. On casual Friday, opt for dark denim with a medium-rise waist.

## Dinner at Aunt Maude's

He finally grasps the hint. For an unforgettable date-night outfit, throw off the blazer and expose a sassy, bold-color blouse. Don't forget to accessorize with a glam, metallic clutch.

## Out on Welch

Hold on to the tights and select a simple black dress. Elements like lace and slinky long sleeves provide sex appeal, without baring too much.

## More Than a Preppy Jumper:

How does it feel to wear the same garment daily? Tedious? Dull? The Uniform Project's Sheena Matheiken pledges to find out. She's wearing the same, mundane dress for 365 days; however, she is creating new, intriguing looks by styling with handmade, vintage and recycled accessories. The project benefits the education of underprivileged children in India. Visit [www.theuniformproject.com](http://www.theuniformproject.com) to get involved.

## Walk to Class

Wake up and slide into a chic and classic, dark wash skinny jean. Tuck into boots for added warmth and pair with a statement coat.

1) 3 Sisters Coat, Lyla's, \$209.95; Love Quore Scarf, Blond Genius, \$88.00; Lauer Gloves, Siren, \$39; True Religion Jeans, Blond Genius, \$262.00; Big Buddha Bag, Lyla's, \$79.95, 2) Rych Blazer, Blond Genius, \$200.00; BCBG Pink Blouse, Lyla's \$78.00; True Religion Jeans, Blond Genius, \$262.00; Lined Pelle, Belt, Blond Genius, \$84.00; Necklace, JCPenney, \$18.00

3) Rych Blazer, Blond Genius, \$200.00; Joie Blouse, Blond Genius; Diane von Furstenberg belt, Siren Skirt, Express, \$49.50; American Living Necklace, JCPenney, \$22.00, 4) Top, Express, \$49.50; Diane von Furstenberg belt, Siren; Skirt, Express, \$49.50; Big Buddha Clutch, Lyla's \$39.95, 5) Trina Turk dress, Siren, \$224.00

## Time for a Re-Mix

Recessionistas know the tricks. They restructure, reshape and reevaluate ensembles, creating new looks. The *trend* fashion team shares their tricks for mixing common wardrobe items.

### 1. Staples, Staples, Staples

Invest in dark-wash denim, basic t-shirts, cardigans, black ankle-length leggings and blazers.

### 2. Bold & Beautiful

Shop for statement pieces – they're economical and easy to mix.

### 3. Stand Out

Combine opposing patterns like plaid and subtle floral. The secret is to stick to compatible colors.

### 4. Boy Meets Girl

Menswear and womenswear accent one another. Try wearing a black leather jacket over a pale silky blouse.

### 5. Summer Lovin' in December

Don't store your favorite warm-weather dress. Wear it belted over a turtle neck or under a cardigan.

### 6. Better in Bulk

Pull on a knit or wool sweater, add leggings and pair with ankle boots.

### 7. Rich Texture

Mix a patterned skirt and textured tights but stick with a solid blouse.

### 8. Neck Warmers

Spice up a traditional t-shirt with a contrasting, floor length scarf.

### 9. Leggy Lady

Wear colored, textured or patterned tights with shorts.

### 10. Sassy Daywear

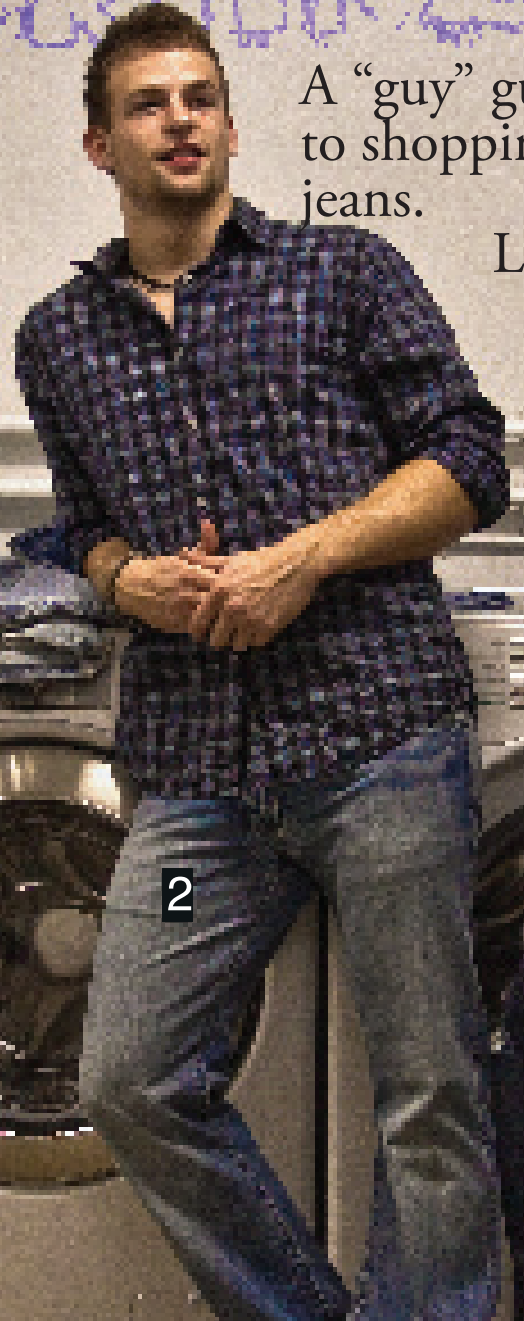
Sport sequined tanks or tunics over long sleeve t-shirts for a flashy day look.

Writer: Michelle Hunter  
Designer: Jordan Bostjancic  
Photographer: Laurel Scott

# PEANUT BUTT IN ANGELES

A “guy” guys’ all-inclusive guide to shopping, buying and wearing jeans.

Ladies, you’re welcome.



Writer: Nick Pfantz  
Additional Reporter: Diane Walsh  
Designer: Kris Kish  
Photographer: Steven Fisher

## Guy Talk: Advice from the Men's Editor



-Jack Heidrick, senior in chemical engineering

Q: What's the best outfit for an Ames bar on a Friday night?

*trend Man:* You want to look good but run the risk of staining your shirt. I like a jean with one trendy element, like a pocket, paired with a button-down shirt. Whatever you do, leave high school football sweatshirts and gym shoes at home.

### FIT:

Popular denim cuts include relaxed, boot cut, slim and straight but don't be surprised to find crossbreeds.

#### 1 Relaxed/Loose

Josh Inyang, former intern for jean design house Adriano Goldschmied and senior in apparel merchandising, design & production, describes the relaxed fit as the most traditional standard fit. “Its loose, yet form-fitting style makes for a very clean looking jean,” says Inyang. The extra room throughout the leg complements men with athletic or heavier builds. For a casual look, Inyang suggests pairing relaxed fit jeans with either a plaid or checkered button-up or a plain white t-shirt.

#### 2 Boot Cut

Inyang describes the boot cut as a “classic look,” perfect for any occasion. The form-fitting shape through the thigh in combination with the wide leg opening looks best on a man with a medium-athletic build. Amy Kamies, manager of The Buckle in Ames, says the cut offers a 20-inch leg opening, which fits nicely over a shoe or boot. For a casual look, she suggests pairing the boot cut jean with a hoodie. Inyang proposes styling the jean with a flannel or knit shirt and scarf.

#### 3 Straight

“This fit is very popular and always did well in sales,” says Inyang. A straight fit emphasizes the silhouette of the body, and he recommends the trend for tall men. Kamies says the fit is perfect for work or a first date. As it is a conservative style, Inyang suggests straying from embellished and loud shirts.

#### 4 Slim

In comparison to other fits, Kamies says the slim fit has a lower rise and is thinner throughout the leg. Slim cut jeans fit best on skinnier builds, says Inyang. “If you are too skinny, a slim (fit) can just emphasize skinniness more,” warns Jessica Barker, a professor in apparel, education studies & hospitality management. As a rule of thumb, “if you don't feel comfortable in a pair of jeans, then they might be too tight,” says Inyang. Pair a “loud” slim jean with a v-neck or a graphic t-shirt for an edgy ensemble.

Fitted New Henry Shirt, Gap, \$39.50; Boot Cut Jean, Gap, \$54.50; Flannel Plaid Shirt, Gap, \$49.50; Loose Fit Jean, Gap, \$54.50; Graphic Tee, Gap, \$28.00; Skinny Big Star Jean, The Buckle, \$148.00; Grey Sweater, Gap, \$49.50; Straight Big Star Jean, The Buckle, \$136.00

### Rules of Fit:

“The crotch needs to be long enough to provide room for movement and comfort,” says Barker. “But it should not fall significantly below the waist.” Kamies offers length suggestions. “It depends on the shoe, but the jean can drag a little, especially when you first buy them. You should not be able to see sock when you sit.”



### Wash:

Washes give jeans a unique look. Inyang says many high-end denim designers use chemical treatments to create an aged look. While the distressed style remains popular, the look is more conservative, reveals Kamies. Today's designers avoid creating actual holes. She recommends a dark wash jean for winter.

### SHOPPING GUIDE

### Quality Control:

While Inyang believes high quality designer jeans are worth their price, he thinks low-cost, quality denim may be available. He offers a few suggestions to spot shoddy jeans. First, feel the weight of the jean; heavier usually means higher quality. Check for snags. The outside seam needs to align from the top of the hip to the bottom of the leg; it shouldn't rotate during wear. Finally, the grain needs to be consistent throughout the jean.

### Care:

To sustain the life of your denim, Inyang suggests washing only when necessary, preferably every two to three months (score). Consistent washing causes colors to fade and material to wear. Kamies recommends washing denim inside out to preserve color and to dry your jeans only partially during the first five wash cycles.



## Pro-Purchasing Tips

Inyang and Kamies offer additional tips for buying denim.

- Guys need three pairs of jeans: a pair for going out, relaxing and working.
- Buy jeans that feel a little snug.
- Always try on jeans, even if you already own a similar pair.
- It's smart to wear the shirt and shoes you plan to pair with a new jean while shopping.
- A classic style withstands time more eloquently than an embellished, trendy pair.
- If you want something fashion-forward, opt for jeans with back-pocket flaps.
- Whether it's your sister or girlfriend, or the random girl in the dressing room adjacent, always get a second opinion before buying.

Q: What's good to wear on a casual first date?

-Andrew Reid, senior in civil engineering

*trend Man:* Opt for a classic look with dark jeans and a polo. Impress her with your good style and personality – not the trendiest outfit in your closet.



Q: How do you get your boyfriend to stop wearing light denim?


-Marissa Brandt, senior in logistics and supply chain management

*trend Man:* Whatever you do, don't be offensive. The trick is to be subtle. When he wears dark denim, tell him he looks good. You can take him shopping and suggest a dark pair.



Q: What's the best outfit for an Ames bar on a Friday night?

-Jack Heidrick, senior in chemical engineering

A woman with long blonde hair, wearing a blue V-neck sweater, stands in a room. She has her hands raised behind her head. In the foreground, there are two lit lamps with gold-colored shades and fringed edges. A round mirror is visible on a table in front of her. The background shows a wall with a framed picture and some decorative items.

*She's in your 8 a.m. class. She's sipping coffee next to you at Starbucks. She's your co-worker, sorority sister, club mate, group project partner or best friend. She loves knits, basics and statement pieces, and her classic beauty radiates in casual and comfortable attire. She makes even the simplest of ensembles her own. She is...*

# A GIRL FROM AMES

Designer: Kirsten Gorham  
Photographer: Jaelyn Hansel

BCBG Max Azria Cashmere V-neck, Dillard's \$198.00



BCBGeneration Cardigan, Dillard's, \$198.00; BCBG Max Azria Cashmere V-neck, Dillard's, \$198.00; BCBG Max Azria Cashmere leggings, Dillard's, \$168.00; BCBG Max Azria striped scarf, Dillard's, \$88.00; BCBG Max Azria signature cardigan wrap, Dillard's, \$128.00; BCBG Max Azria printed knit, Dillard's, \$34.00; (Male) Military knit, Banana Republic, \$110.00; BCBG Max Azria scarf-necked knit jacket, Dillard's, \$168.00; BCBGeneration sheer turtleneck, Dillard's, \$58.00; (Male) Military zip, Banana Republic, \$110.00; BCBG Max Azria striped scarf, Dillard's, \$88.00; BCBGeneration Zip front pocket knit, Dillard's, \$98.00

BCBG Max Azria Dress, Dillard's, \$198.00; V-neck tee, Banana Republic, \$19.50; Merino wool rugby-stripe v-neck, Banana Republic, \$69.50



*Revenge is Best  
Served in Sky  
High Stilettos*

Over-sized Jacket: Ann Taylor, \$250.00; BCBG Max Azria Skirt: Dillard's, \$148.00; Button-up Banana Republic, \$79.50; Knit Sweater, Banana Republic, \$49.50

"It's not you; it's me." The five-word speech intended to sugarcoat one underlying message: you've been dumped. Ladies, set the Haagen-Dazs aside. Opt for hip-hugging attire and accessorize with preppy new men.





White Knit, Heritage 1981, \$27.90; Blue Plaid, Heritage 1981, \$24.90; Glasses, Heritage 1981, \$5.90; Black Tee, Heritage 1981, \$5.90; Zip Jacket, Heritage 1981, \$28.90; BCBG Max Azria bandage dress, Dillard's, \$98



Plaid sweater, Heritage 1981, \$28.99; Blue knit, Heritage 1981, \$27.99; Plaid button-up, Heritage 1981, \$24.99; BCBG Max Azria Dress, Dillard's, \$250.00

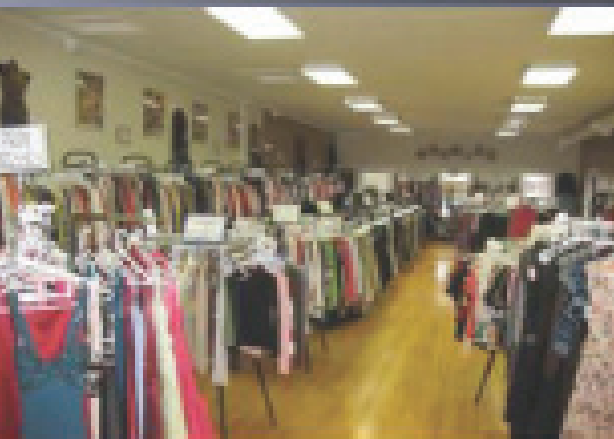


BCBG Max Azria dress, Dillard's, \$328.00; Leopard jacket, Express, \$168.00

Designer: Kirsten Gorham  
Photographer: Kayla Kern

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# trend *Loves:* *Pearls*

Coco Chanel, Audrey Hepburn, Jackie Kennedy Onassis and Sarah Jessica Parker; legendary women from different eras share the same gem in their jewelry boxes: pearls. Known as "Queen of Gems," a natural pearl is one of the most lustrous and iridescent stones to come from a living creature. While the price of a natural pearl may be grand, a synthetic pearl gives the illusion, without the debt. Even the legends knew to wear faux. On the day of her wedding to John F. Kennedy, Jackie Kennedy Onassis wore a synthetic triple-strand pearl necklace.

Make a dramatic statement by wearing multiple strands of pearls together (like in the photo). You can knot strands of pearls, twist them or even pair them with another piece of jewelry, such as a brooch or chain. Whatever your style, join the ranks of legendary women by wearing pearls.

Writer: Sarah Mahaney  
Photographer: Jaclyn Hansel

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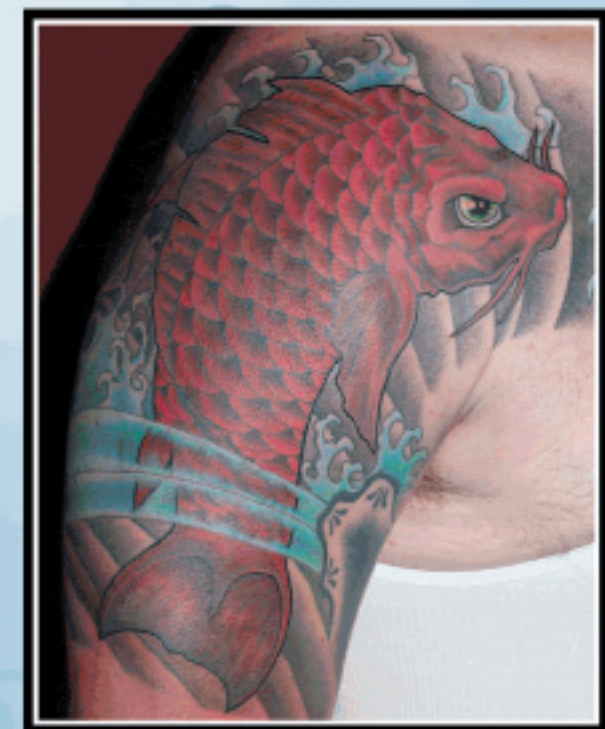
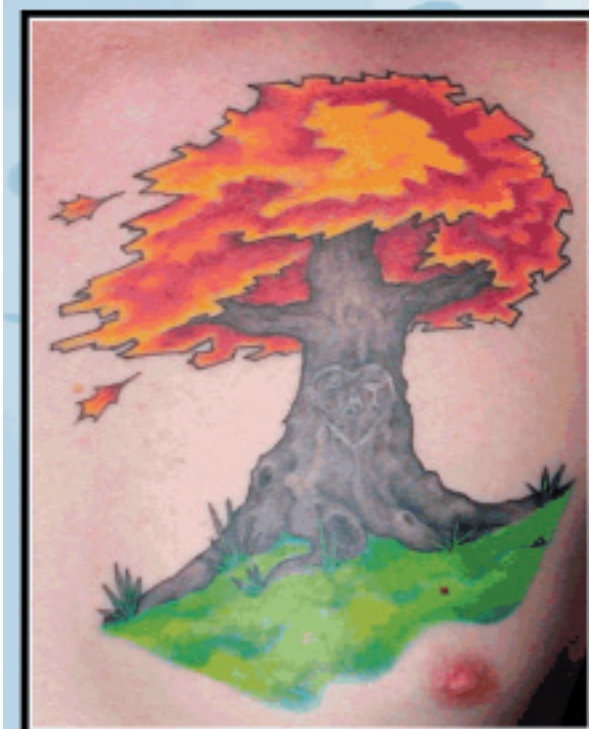
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