

TREND

FALL 2010

HIGH CONTRAST

TEAM NINJA THREAD
TAKES FIRST

A PLACE
YOU WANT TO

CALL HOME

DARES FROM

LADY GAGA'S CLOSET

De-stress YOUR BODY

IN 6 MOVES

11 BEAUTY Essentials



Diante Garrett

ON FASHION,
LOVE AND
BASKETBALL

Back to
Basics
WITH AMERICAN
CLASSICS

High Heel
Health:
KNOW YOUR LIMIT

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MAKING
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PHOTO: MATTHEW SORENSEN

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LETTERS FROM THE EDITORS



A few months back, I had the opportunity to sit down with “Project Runway” Season 7 runner-up Emilio Sosa. Basically, I kidnapped him from his Project Runway ISU duties and harassed him for a good 20 minutes, picking his brain on everything I could think of.

He was an incredibly gracious and inspiring man and while I took quite a bit away from our brief chat, there’s one thing he said that still sticks out in my mind. “Fashion is for everyone. Fashion is the one thing we all control,” he said. “The way you look in the morning, it’s completely up to you. You’re telegraphing your personality.”

While the old adage “don’t judge a book by its cover” will always hold a special place in my heart, Sosa’s got a point. Fashion is an art; it’s a form of expression. And it’s so cool. Don’t let my tendency to fall prey to the roll-out-of-bed-and-throw-on-sweats routine fool you. I’m inspired by fashion (and just about every other art form) every day. And I’m trying to break my bad sweats habit! The sweet thing about this issue (in my opinion, at least) is that it *is* inspiring. So read up, trendsetters, and telegraph those personalities. That’s what I’m doing!

HANNAH GILMAN



One of my biggest passions is cooking and baking. I’m amazed by how tiny proportions of certain ingredients create a different taste and look with each try. The basic recipe is the same, but I always alter it to my liking. Clothing to me is the same way. Each ingredient creates a different outcome.

For clothing, ingredients are those perfect portions of colors, patterns and cuts that create a flawless garment. But inspiration, knowledge and personal expression are the key ingredients to mastering the elements of style. This is what fashion is ultimately all about. Each season brings a new trend with a new formula and new rules, but adding the key ingredients lets those formulas be pushed to the edge. This is what allows fashion to evolve.

I challenge you to take that extra step with your ingredients. Find your inspiration and use your knowledge, enhancing trends you love and ultimately expressing who you are. Mix and match across the board, and don’t be afraid of trying something new. Fit trends to suit your own personal style, and keep pushing them to the next level. And don’t forget the toppings; those ever changing accessories that keep an outfit alive. Enjoy this issue!

TONI MORTENSEN

TREND

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PHOTO: KYLE KEIGAN

Hey!



WORDS: AMBER MULLE
DESIGN: DESSA HARVEY
ILLUSTRATION: CHELSEY STONER

...to order what you want instead of what you think you should have.

...if you have Jeff's Pizza's number in your speed dial.

...if you realize that your online shopping cart at Forever 21 could save quite a few starving children in Africa.

...to Facebook stalk your ex-boyfriend's girlfriend... and her friends... and her family...

...if you order off the kids' menu even though you're a little older than 12. A grilled cheese sandwich is so good!



...to consider, reconsider, and re-reconsider your life after school.

...if you secretly want to live college weekends for the rest of your life.

WHAT WE LOVE ABOUT WINTER

DESIGN: RYAN HUBBARD & PAIGE NUEBEL ILLUSTRATION: CHELSEY STONER

With winter right around the corner, we can't help but fall in love with all the holiday cheer. Here are a few things our trendsetters are looking forward to this season!

Sipping
on giant mugs of hot chocolate with all the fixings.

Bundling up
in cozy accessories before braving the icy wind.

Snuggling
by a crackling fireplace on cold, blizzardy nights.

Putting the finishing touches on that one snowman you make every year.

Curling up
with a really good book (or a copy of Trend magazine).

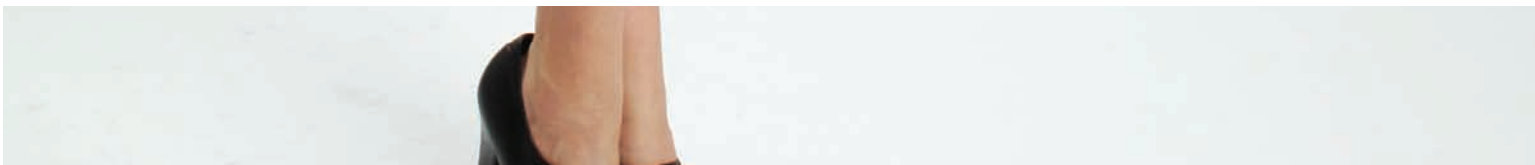
The gift of giving...
(and receiving).

Gawking
at holiday light displays... the good and the bad!



FASHION

Switch up your poker face to an entirely swanky look. *Trend* has you covered with all the latest looks from military and metallic to feminine and preppy grunge. Let the bad romance begin!





Jeggings:
Blond Genius,
\$185

Flats: Banana
Republic, \$110



T-shirt: Blond
Genius, \$108

GLISTEN & SHINE

Mad for Metallics

Glistening fabrics in gold, silver, copper and bronze are just the ticket to jazzing up any wardrobe. For day, give a little kick to the trendy, single-hued ensemble by pairing a silver metallic shirt with a completely black outfit. For evening, go all out with a striking gold dress paired with ankle boots. Turn heads by adding dramatic jewelry and handbags embedded with sequins or studs.

WORDS: MORGANN MCCOY
PHOTOS: MICHAEL JOLLIFFE
DESIGN: JESS CREMERS
LOOK: CASSY DITTMER, EMILY ORTIZ & THE SALON IN AMES

- 1 Scarf: Banana Republic, \$70
- 2 Bracelet: Caché, \$28
- 3 Ring: model's own
- 4 Top: Fab'rik, \$48
- 5 Handbag: parkerandblake.com, \$68
- 6 Sweater: Caché, \$28
- 7 Flats: parkerandblake.com, \$68



Flirty Feminine Fun

Usher in a new era of femininity. These styles are not for the Romeo-loving Juliets. Think updated classics such as the little black dress paired with an attention-grabbing faux leopard jacket. Complete the look with costume pearls, a studded accent belt and suede ankle boots. Want to kick it up to the next level? Take a flirty one-shoulder dress with ruffle accents and add an oversized floral ring, ruffled ankle boots and a Janis Joplin-esque faux fur vest that would make Juliet roll over in her grave.



Oxfords: Banana
Republic, \$190



UPDATED CLASSICS

Dress: Blond
Genius, \$138

Jacket: Blond
Genius, \$209

- 1 Gloves: Banana Republic, \$69
- 2 Watch: model's own
- 3 Vest: model's own
- 4 Camisole: Banana Republic, \$90
- 5 Wedges: Forever 21, \$27
- 6 Earrings: Forever 21, \$4
- 7 Dress: Banana Republic, \$150
- 8 Ring: parkerandblake.com, \$68
- 9 T-shirt: Banana Republic, \$45

WORDS: ALEXA WILMORE
PHOTOS: LAUREL SCOTT
DESIGN: JESS CREMERS
LOOK: CASSY DITTMER, EMILY ORTIZ & THE SALON IN AMES

SALUTE-WORTHY

Jacket: model's own

- Pants: Blond Genius, \$198 1
- Dress: Banana Republic, \$130 2
- Jacket: Vitae Design Collective, \$60 3
- Boots: model's own 4
- Jacket: Caché, \$158 5
- Boots: model's own 6
- Top: Fab'rik, \$48 7



Atteention!

Feet together, shoulders back, chest out! At ease, cadets. Bring out your inner soldier with military essentials. Give this utilitarian look a girly touch by complimenting an army green jacket, cargo pants and combat boots with a feminine blouse and gold accessories. Adding lace-up ankle boots and a studded belt to a sheath dress makes your uniform salute-worthy.

Jeggings: Blond Genius, \$185

WORDS: MOLLY CHARIPAR
PHOTOS: JARIUS DAVIS
DESIGN: JESS CREMERS
LOOK: CASSY DITTMER, EMILY ORTIZ & THE SALON IN AMES

CLASSIC REVOLT

- Sweater vest: Banana Republic, \$90 1
- Knit bow: Vitae Design Collective, \$18 2
- Sweater: Banana Republic, \$130 3
- Socks: model's own 4
- Oxfords: RAYGUN, \$69 5
- Skirt: Vitae Design Collective, \$45 6



Plaid shirt: RAYGUN, \$39

WORDS: PAIGE BERG
PHOTOS: JARIUS DAVIS
DESIGN: JESS CREMERS
LOOK: CASSY DITTMER, EMILY ORTIZ & THE SALON IN AMES

Preppy Rebellion

Give preppy a modern twist without a hint of Blair Waldorf. Add layers to rocker graphic T-shirts and preppy plaids. Pair cozy sweaters and vests with skirts and tanks for a soft look. And don't forget that sometimes bigger is better. Pair oversized glasses and classic oxfords for a unique look other girls will gossip about.

Shoes: Steve Madden, \$70



Necklace: Banana Republic, \$24

Jacket: Blond Genius, \$275

Dress: Fab'rik, \$50

Bracelet: Caché, \$28

- 1 Skirt: Banana Republic, \$90
- 2 Clutch: parkerandblake.com, \$48
- 3 Purse: Banana Republic, \$80
- 4 Dress: Caché, \$148
- 5 Heels: model's own
- 6 Skirt: RAYGUN, \$39
- 7 Jacket: model's own

Mix Master

Don't be afraid mix and match this season. Pair studded "I-mean-business" combat boots with a flirty and feminine lace dress for a show-stopping transformation. Adding subtle touches such as layered metallic jewelry will take this eclectic outfit to the top. Going the extra step to mix a romantic piece with grungy accessories produces a look guaranteed to stand out in a crowd.



INTERN SPOTLIGHT: ERIN O'CONNOR

MAKING HER MARC

Erin O'Connor, senior in apparel merchandising and design, sat down with Trend to hash over her 13-week summer internship with Marc by Marc Jacobs

WORDS: SARAH MAHANEY
PHOTOS: KYLE KEIGAN
DESIGN: ANN PROWELL

O'Connor is the kind of girl who goes out and gets what she wants. "I was really interested in going to New York and working for a company that I liked," says O'Connor. "I e-mailed Elle Thompson, the vice president of technical design for Marc by Marc Jacobs, expressing my interest in an internship." Thompson says she loved Erin's approach. "She e-mailed me and attached her impressive résumé. Her experience abroad caught my eye. I immediately called her."

"I was actually watching a scary movie at the time and when I answered the phone I was frightened by the movie and had a terrified, high pitched 'hi,'" says O'Connor, laughing. "Elle actually asked if I was all right." Thompson told O'Connor she was impressed by her initiative and her résumé. After meeting with the heads of technical design and getting the "OK," O'Connor was on her way to the fashion capital of the world.

"My favorite task I got assigned was definitely the fitting of garments," says O'Connor. In the fitting of garments, the item is put on fit models so the crew can see what designs fit well, what types of construction and style lines need to be changed and make the garment look its best. "At first I would just watch," says O'Connor. "Then I got to take the fit and eventually they let me help with actually touching and pinning things out on the garments."

O'Connor says it's all a matter of working hard and gaining your superior's trust. "Erin was a tremendous asset to our team this summer; she has an incredible demeanor. Erin always had a smile on her face and a very positive attitude; it goes a very long way," says Thompson.

Alexa Coyne, a production intern for Marc by Marc Jacobs who worked closely with O'Connor, remembers her favorite task the two shared. "I would have to say the most fun we had was during wear tests," says Coyne. "If she got to the office before me on wear test days I would always have

a text from her telling me to get there before all the good stuff was picked over."

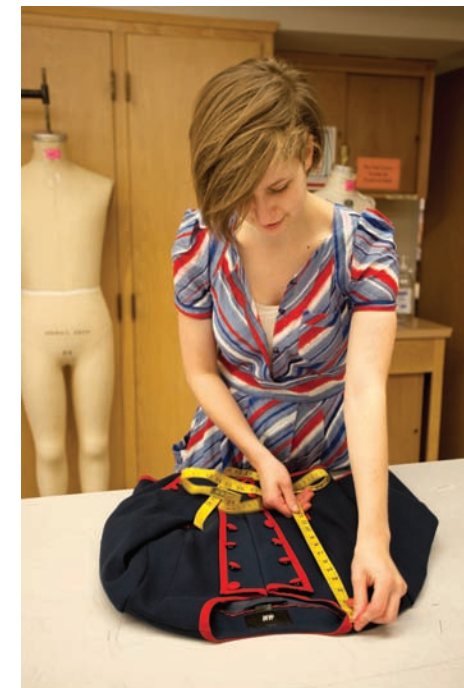
O'Connor was even given the opportunity to fly back to New York to attend and help with the Mercedes-Benz Fashion Show in early September. "Things were running smoothly, so I got to watch the models practice their walks in their normal street clothes and then watch the real show too," says O'Connor. She and her

O'Connor's advice on scoring a prestigious internship is to put yourself out there, even at places that do not have a specific internship program.

fellow intern experienced being star-struck when they encountered Marc Jacobs. "We were waiting outside the back stage exit and were looking at some models that passed by when he [Marc Jacobs] walked by. We gasped and just sort of grabbed him and said 'picture,'" jokes O'Connor.

O'Connor's advice on scoring a prestigious internship is to put yourself out there, even at places that do not have a specific internship program. "Express interest and say why you think you would be good for the company. Even if it's not something they normally do they may still take you in," says O'Connor.

After graduation in December, O'Connor plans on going back to New York with the hopes of finding a job in technical design. "I felt more at home there than I do here, which was such a good feeling," says O'Connor. As much as New York made an impression on O'Connor, she made a larger one on New York and the Marc Jacobs brand. "We miss her, and I hope I can hire her full-time if the opportunity arises," says Thompson.





FOR THE OFFICE:

It takes some innovation to transform Lady Gaga's often-outrageous fashions into something appropriate for the office, but it can be done! Take her penchant for mixing unusual prints and textures and use it to your advantage by picking one color scheme and maximizing its potential. A bold striped skirt, lace top and sequined jacket work perfectly together to achieve a modest, yet mischievous look. Remember the key to Lady Gaga's style is individuality. You wear your outfit; it doesn't wear you. "When I think of Lady Gaga's fashion sense I immediately think of power, impact. No matter what she is wearing it has a punch," says Kristin Tehel, Iowa State alumna in apparel merchandising, design and production. Even in the workplace, set yourself apart from the crowd and lend some flair to your normal work routine. Be ready to accept that promotion in style.

Dress: Express, \$50
 Tank: Dorothea's Closet Vintage, \$10
 Jacket: Dorothea's Closet Vintage, \$70
 Shoes: model's own

UNLEASH
 YOUR INNER
**LADY
 GAGA**

Take our Gaga-inspired fashion dares and do something with them. Ready, go!

WORDS: AINSLEY CHAPMAN, JOLENE HAMAN & SARA SCHLUETER
PHOTOS: ABBY GILMAN
DESIGN: KYLI HASSEBROCK
LOOK: CHRIS DOVE & THE SALON IN AMES



Shirt: Caché, \$88
 Pants: Caché, \$98
 Shoes: Journey's, \$60



Slip: Dorothea's Closet Vintage, \$10
 Belt: model's own
 Dress: Dorothea's Closet Vintage, \$70
 Shoes: model's own

FOR THE BIG DATE:

Charm your date by channeling Lady Gaga in a tasteful way, focusing more on the sophisticated chic and less on the sassy sexy. This look can be accomplished easily with this textured dress, paired with a vintage 60s vinyl coat. The sheer areas on the bodice take this look from mundane to marvelous and the bold print on the coat separates the girls from the Gagas. Contrasting the glamorous dress with the edgy coat is something Lady Gaga could pull off without blinking an eye. Tehel emphasizes the importance of starting with minimal accessories, which will allow you to "slowly incorporate headbands and amazing shoes." Don't be surprised if your date falls head-over-heels for your playfully daring style.

FOR STUDYING IN CLASS:

Believe it or not, it really is possible to look forward to going to class every day when you trade some of your safe looks for risky ensembles inspired by Lady Gaga. Spice up some of your basic pieces with unexpected texture and eye-catching embellishments. When incorporating Gaga's style into your wardrobe, "you have to think about the entire look from head to toe," says Tehel. The smallest pieces can lead to an outfit with big attitude. One basic Gaga-inspired everyday look starts with black skinny pants and a black embellished mock turtleneck. It's definitely not as risky as wearing pork chops on your head, but people will still admire your sophisticated way of pulling off a classy look without trying too hard. The zipper detail on the pants illustrates how even a small amount of hardware can make a big difference in achieving an edgy vibe. The black and white knit cardigan adds some texture and helps to break up the black on black look. Carrying all those books never looked so good.

FOR A NIGHT OUT:

Fearless is the name of the game, and what better inspiration than Lady Gaga? There are no limitations—lace undergarments peeking out from skintight leather or fishnets with a curve-hugging miniskirt are all realistic options for this situation. Add some glamour with false eyelashes, and top it off with a healthy dose of self-confidence. "I think that Lady Gaga looks can never be repeated. She is so one-of-a-kind that it can never be duplicated," says Tehel. If you'd rather leave something to the imagination, it's easy to mix and match some of Lady Gaga's fashion trademarks. Stand out with bright colors and crazy textures or anything bedazzled. An outfit with a bold pattern or unique texture requires fewer accessories to complete, so this is your opportunity to take chances with your hair and makeup. All eyes will be on you as you make your way through the crowd in this lace slip and knit cover-up top, worn as a dress.



Dress: Caché, \$188
 Shoes: Banana Republic, \$140
PAGE 9 Jacket: Dorothea's Closet Vintage, \$110



1 Sweater: Ayden Lee, \$30
 2 Dress: Ayden Lee, \$16
 3 Boots: Ayden Lee, \$40
 *Tights: model's own



8 Blazer: Ayden Lee, \$20
 9 Necklace: Ayden Lee, \$13
 10 Tank: Ayden Lee, \$20
 11 Jeans: T*Galaxy, \$150
 12 Boots: Lyla's Boutique, \$69



4 Scarf: Lyla's Boutique, \$79
 5 Sweater: T*Galaxy, \$31
 6 Skirt: T*Galaxy, \$39
 7 Shoes: The Loft, \$7
 *Top & tights: model's own



13 Dress: Ayden Lee, \$35
 14 Sweater: Lyla's Boutique, \$119
 15 Shoes: Lyla's Boutique, \$59
 *Necklace: model's own

ECONOMIC WARDROBE

Don't hide away those summer dresses and tanks just yet. *Trend* shows you how to make your clothes last all year long!

OUTFIT 1

Add a sweater, tights, and leather boots to a fun, flirty sundress to take it from a summer to winter look instantly. Now, flowery dresses can be worn year-round and still look up-to-date. "I love floral," says Tia Ricklefs, owner of Ayden Lee in Ames. "Winter is cool, but you still want to be cute, romantic, and sweet." Boots are the key in transitioning looks. Erin Eischeid, owner of Blond Genius in West Des Moines, recommends wearing boots with shorts, skirts, or skinny jeans.

OUTFIT 2

Reuse a denim skirt and wear it year-round with colored tights, classic flats, layered tops and patterned scarves. Ricklefs says her favorite summer items are denim mini skirts. "I wear at least one every week," says Ricklefs. Throw on a cardigan, skinny belt and add a statement accessory to turn this into the perfect winter look.

OUTFIT 3

Pairing a lacy tank with a bold blazer transforms your summer piece into a hot winter look. Just add some chunky jewelry and you're set. "A silk tank looks great with a cashmere wrap, cropped long sleeved sweater, or under a boyfriend blazer," says Eischeid. Super-skinny jeans are essential this season. Buying them in a darker wash will class up your look effortlessly, and take your outfit to the next level. Slip your feet into some comfy boots to complete this versatile look.

OUTFIT 4

A ruffled tunic dress can be taken from a 95-degree summer day straight into a below zero winter look by adding heels in darker, jewel-toned colors and jewelry to spice it up. "Add a chunky sweater to a tunic dress and you are good to go for winter," says Ricklefs. Trade in the swim suit for skinny jeans to complete this transition.

WORDS: DALLAS DAWS PHOTOS: ABBY GILMAN

DESIGN: JACLYN LEHMANN & SETH LUNSFORD LOOK: ALEXIS WELLS

SAVE vs. SPLURGE

Erin Landt, owner of Siren Boutique in Des Moines, helped us pick out five staple items to save and splurge on from season to season to keep your wardrobe fresh and classic.

WORDS: KATIE HENRY PHOTOS: ABBY GILMAN DESIGN: JULIE CRONIN LOOK: ALEXIS WELLS

“SAVE” PIECES

T-shirts: The most basic piece that every fashionista should have in her closet. Instead of spending \$20 on one T-shirt, spend \$10 or less for each and buy one in every color.

Jewelry: Trends in accessories are always changing, so you don’t want to splurge on something that only goes with one outfit. Landt suggests long, layered necklaces in silver or gold that will dress up any outfit.

Leggings/Tights: Tights and leggings are versatile items that have always been in fashion. “Patterns and bright colors are a great way to spice up your wardrobe,” says Landt.

Casual shoes: Flats are very in this fall. Landt suggests looking for a pair with embellishments or a fun animal print.

Scarves: Look fashion-forward this season in a printed scarf. Not only will you be warm, but you’ll look hot too!

“SPLURGE” PIECES

Jeans: Jeans never go out of style, so spend now and look amazing later. “Skinny jeans are a very classic staple item,” says Landt. “They look great with flats or tucked into boots.”

Dress shoes (heels): It’s not hard to splurge on a great pair of heels. They can amp up a casual outfit or spice up a dress. Remember to keep comfort level in mind while you have your eyes on the sparkle. Think quality over quantity.

Bag: A classic bag goes a long way. “If you’re looking for a bag that will last you awhile, you’re not going to want to go overboard because fads can die out quickly. Black leather is very classy and also very versatile,” says Landt.

Little black dress: An LBD is a classic evening item that will never fade out of fashion. “Little black dresses can be casual or dressy,” says Landt. “Dress it down with a belt and cardigan or dress it up with flashy heels.”

Jacket: Classic pea coats will never go out of style. Black and white are great colors, or you can be a little daring and buy one in a fun print like houndstooth.



GOING OUT

CASUAL



1 Dress: Express, \$98 2 Jacket: Lyla’s Boutique, \$99 3 Scarf: Lyla’s Boutique, \$69 4 Jeans: T*Galaxy, \$88 5 Purse: Ayden Lee, \$9 6 Purse: Ayden Lee, \$48 7 Purse: Ayden Lee, \$20 8 Flat: The Loft, \$7 9 Heel: The Loft, \$16 10 Oxford: The Loft, \$16 11 Bracelet: Lyla’s Boutique, \$28 12 Earrings: Ayden Lee, \$16 13 Necklace: Lyla’s Boutique, \$13 14 Earrings: Ayden Lee, \$16
*Rest of outfit: model’s own



TREND FOR MEN

Take a break from hitting the books and sneak a peek at our style cheat sheet. From classy jeans for your 9 a.m. class or a polished evening look, after studying up on these winter looks you’ll be top of the class!



BIG MAN ON CAMPUS

It doesn't take a rocket scientist to figure out that women like men to look good. Don't worry too much about breaking the bank on a shopping spree or spending your study breaks reading style blogs. With a little direction, it's not hard to be fashionable. Trend is here to help along the way.

WORDS: IAN LAUGHEAD & ALEX PRIEST **PHOTOS:** MICHAEL JOLLIFFE **DESIGN:** RYAN HUBBARD & SETH LUNSFORD
LOOK: TREND FOR MEN STAFF

1

A+ Clothes Without the Work

If you are like most guys that go from dorm to desk in 15 minutes, there's not much time to do more than throw on the first clean thing you see on the floor. The secret here is not to turn into your girlfriend and spend hours getting ready, but rather to buy the right clothes in the first place. Replace that hoodie with a tailored jacket and those moccasins with a pair of classic boots and you'll be out the door in the same amount of time. In our casual wear upgrade, the stylists made a few tweaks for a massive difference. You can too by making a couple of small investments. Just because the threads are more stylish doesn't mean the prep time has to be any longer. Our model Nasir Smith, sophomore in apparel merchandising and design, says that while he dresses casually and does not think about what he wears on a daily basis, he still believes there is reason enough to not look too sloppy. "In everyday life, you never know who you're going to run into or meet," says Smith. "You might bump into the president, and you wouldn't want him to think you're a bum!"

2

Dating the Enemy

Let's be honest, going out on a date can be nerve-racking. Looking good should be the first step in your pre-date ritual. Building your wardrobe with classics and then building off of those is Tim Hamilton's foolproof method for guys. Dressing up for your lady can be as easy as throwing on a blazer and changing your shoes. Our model Daniel Nagawiecki, senior in aerospace engineering, says he "really liked the jacket" and "has wanted a sport coat for a while." Working with your urges to look good not only for yourself but also for your date can pay off. Looking sharp can be just as comfortable as wearing your day-to-day apparel. But remember, this is a date, and girls like to feel special, so treat her by looking put together and confident.

3

Not-So-Risky Business

With interviews for internships and careers right around the corner, making the perfect first impression starts with looking the part. Investing in your wardrobe is investing in your future. Taking the extra time to get measured for a suit or getting a jacket tailored are simple steps toward looking more professional. Tim Hamilton, a native Iowan fashion designer, says a nice blazer can always shape the body and can be dressed up or down, thus transcending seasons and occasions. Feeling confident starts with looking the part. Pairing a simple blazer with a pair of flat front chinos, cords or trousers, instead of pleated and cuffed trousers will give you the extra confidence. Simple changes such as a dressier shoe, effortless layering and a sharp checkered shirt will help set you apart in the sea of other applicants.

4

Go Out In Style

It may be the weekend, but that's no reason to give style the night off! Hardly any effort is needed to transform your daily look into one that will turn heads when going out. There is no better time than this winter to invest in some classic pieces that will last for years. It's unnecessary to buy the most expensive clothes you can find, but if you see a basic, high-quality sweater or a pair of jeans that catches your eye, snatch 'em up and reap the benefits. Darcy Camden, Seattle-based professional stylist, weighed in. "Most college guys probably wear jeans most of the time, so wearing darker wash straight-leg or boot cut jeans instead of light-colored baggy, holey jeans is a big upgrade," says Camden. Swap the sweatshirt for a sweater, buy some quality jeans, and show the town just how suave you can be. And the girls? They're going to notice.

1



1 T-shirt: Banana Republic, \$25
2 Wool coat: Banana Republic, \$198
3 Jeans: Banana Republic, \$80
4 Leather shoes: Banana Republic, \$141
*Original outfit: model's own

2



5 Shirt: Banana Republic, \$80
6 Jacket: Banana Republic, \$250
7 Corduroys: Banana Republic, \$50
8 Banana Republic, \$60
*Shoes & original outfit: model's own

3



9 Button-up: Banana Republic, \$60
10 Blazer: Banana Republic, \$250
11 Sweater: Banana Republic, \$169
12 Corduroys: Banana Republic, \$70
*Shoes & original outfit: model's own

4



13 T-shirt: Banana Republic, \$25
14 Sweater: Banana Republic, \$137
*Shoes, jeans & original outfit: model's own

MEN'S FORECASTING

WORDS: IAN LAUGHEAD
PHOTOS: DOUG CHOI
DESIGN: SETH LUNSFORD
LOOK: CASSY DITTMER



- 1 Cardigan: Banana Republic, \$90
- 2 Scarf: Banana Republic, \$50
- 3 Boots: Banana Republic, \$140
- 4 Vest: Vitae Design Collective, \$24
- 5 Cardigan: Gap, \$70
- 6 Sweater: Banana Republic, \$45
- 7 Blazer: Banana Republic, \$198
- 8 Bag: Banana Republic, \$98
- 9 T-shirt: RAYGUN, \$19
- 10 Hoodie: RAYGUN, \$55
- 11 Sweater vest: Vitae Design Collective, \$22
- 12 Belt: Banana Republic, \$50

Study the Classics This Winter Break

Even if you don't want to nerd out on tried-and-true literature, look back at collegiate styles that have been around since Iowa State was founded. Classic sweaters, sophisticated watches and always-in-style blazers don't have an expiration date and will look just as good after graduation as they do now. Stock up on timeless winter gear and no matter if you are a new freshman or a graduating senior, you will be top of the class!

*Rest of outfit: model's own



TREND ASKED AROUND CAMPUS WHAT STUDENTS LOVE ABOUT THEMSELVES

BEAUTY & BODY

WHAT DO YOU LOVE ABOUT YOURSELF?

WORDS & PHOTOS: ASHLEE CLARK

Natalie Schaefer

"I am happy with who I am and I am able to have a conversation with almost anyone!"

Freshman in open option

Anne Clemency

"I am very outgoing but laid back. I am friends with my family and enjoy spending time with them."

Freshman in pre-graphic design

Marie Yanecek

"I like my eyes because I have long eyelashes, and my hair color because it is natural. I've never colored it."

Junior in kinesiology and health

Michael Beals

"My work ethic, because I would not be as successful in all the things I strive to do without it."

Senior in accounting

Nicole Soderquist

"I really like my eyes. They are really blue and look cool with my brown hair. I feel like that is something you don't see very often."

Senior in landscape architecture

PRETTY PERFUME

According to Christian Dior, "a woman's perfume tells more about her than her handwriting." Then why is finding a signature scent as daunting and elusive as the Holy Grail? To help you navigate the department store perfume counter, take this quiz to find your perfect perfume family.

WORDS: MAREN GOEKE DESIGN: DESSA HARVEY

Q1

Perfume before a big date may seem required, but when else is fragrance a necessary part of your routine?

- A. During school and work
- B. When you are hanging out with friends
- C. Whenever you want to command that extra attention
- D. Constantly... you should never not smell good!

Q2

Your dream vacation is?

- A. Chilling out at a spa in the desert
- B. Strolling through the streets of Paris with your significant other
- C. Jet-setting to exotic locations like Fiji
- D. Yachting through the Caribbean

Q3

Which of the following best describes you?

- A. Busy and focused
- B. Shy and flirty
- C. Outgoing and confident
- D. Sophisticated and worldly

Q4

How should your perfume make you feel?

- A. Energized and put-together
- B. Confident and positive
- C. Sexy and mysterious
- D. Relaxed and inspired

Q5

When you have had a rough day, a ___ can cheer you up.

- A. Shower
- B. Flowers from someone special
- C. Massage
- D. Coffee drink

MOSTLY A

If your friends were to describe you, they would call you energetic, focused and fun. Equally flirty and sporty, you need an effervescent scent to match your fast-paced personality. Fresh scents are loaded with zesty fruits and water-based aromas to leave you feeling polished.

Snow by Demeter, \$20
ck one, \$36
Bliss Eau de Toilette, \$54

MOSTLY B

Charming and sweet, you are a friendly personality who enjoys inviting fragrances. Floral scents are the hallmarks of romance and femininity. They can feature the scent of a single bloom or be mixed with other aromas to create more complex scents. White blossoms like gardenia and peony will give the lightest fragrance while fuller blossoms like rose and jasmine will give a more powerful effect.

Neroli Jasmin Eau de Toilette by
The Body Shop USA, \$17
Lovely by Sarah Jessica Parker, \$32
Viva la Juicy by Juicy Couture, \$67

MOSTLY C

Oriental fragrances start off strong and then dry down to a warm, alluring scent, much like your multi-layered and vibrant personality. These scents are not only complex, but also irresistible as a final touch before the big date. Oriental is the most diverse group of fragrance, with components like vanilla, cinnamon and orchid.

Almond Cookie by Carol's Daughter, \$27
Noir Tease by Victoria's Secret, \$45
Euphoria by Calvin Klein, \$65

MOSTLY D

Classic but completely modern, scents that are woody bring warmth and polish. Fragrances in this category are sensual, yet earthy and unconventional. Look for perfumes with notes of amber, sandalwood or even citrus.

Twilight Woods Eau de Toilette by
Bath and Body Works, \$30
212 Sexy by Carolina Herrera, \$47
Miss Dior Cherie by Dior, \$75

Wax on, WAX OFF

WORDS: DANI ONGIE
PHOTO: MATTHEW SORENSEN
DESIGN: KELSEY CASHMAN

Waxing: the word itself can be enough to make you cringe. Maybe you've wanted to try waxing but are unsure of what to expect. Don't worry; it's not as bad as you think!

Waxing helps you feel clean, smooth and beautiful. Whether on your face or body, silky skin is always desirable. Amy Derrig, stylist at The Salon in Ames, talked with *Trend* about the benefits of waxing.

Results from waxing last much longer than other non-permanent hair removal processes, such as shaving, and the hair grows back smooth instead of coarse and dark. "If you keep up with [waxing], it won't come back as soon," says Derrig. When you are short on time and cost conscious, this is certainly a reason why waxing is a great option. Almost any body part can be waxed, but the most popular are brows, bikini and lips.

Brows

Bikini

Lips

A brow wax usually takes 10 to 15 minutes. The benefits of your brow wax last about three weeks, but you may need to tweeze between appointments to maintain a flawless look. The cost for a brow wax ranges from \$8 to \$20. Proper thickness is key to balancing your facial features and achieving the best look, so it is perfectly OK to leave it to the professionals.

A bikini wax removes the hair just outside and around the underwear line, while a Brazilian takes off all the hair in the area. Both are increasing in popularity among younger clients. The cost ranges from \$17 to \$55 depending on which type you choose. The waxing usually takes about a half hour and can be uncomfortable, but is well worth the six weeks of no shaving.

Upper-lip waxing is popular among all ages to avoid the dreaded "peach fuzz" mustache. The Salon in Ames sees clients of all ages. Like brows, lip waxing takes 10 to 15 minutes and lasts up to three weeks. The cost is \$8 to \$15 depending on where you go.

WHAT YOU SHOULD KNOW BEFORE YOU WAX:

Derrig recommends talking to your cosmetologist or esthetician before your appointment as there are some minor health concerns, especially if you use certain medications. "Acne medications will strip the skin," says Derrig.

Prior to your appointment, cleanse thoroughly and do not shave. "Take two aspirin one hour before," says Derrig. This will help with any possible pain or discomfort.

Treatment after your appointment is also important to take full advantage of your wax and protect your skin. To avoid painful in-grown hairs, use an after-waxing product and exfoliate the area. These products are usually available at your local salon and are not expensive.

Results from waxing last much longer than other non-permanent hair removal processes.



NAIL Nourishment

WORDS: LESLIE MARSHALL
PHOTOS: LAUREL SCOTT
DESIGN: KYLI HASSEBROCK
& JENN SCHRIMPER

Even the most luxurious shade of nail polish won't be able to save cracked and brittle fingernails



“You don't have to go to extremes to keep your nails looking nice. Just try to do the simple things to keep them looking healthy.”

As the winter season approaches, nails and cuticles lose moisture due to the dry climate, which makes them more vulnerable to peeling and breaks. Following basic, preventative measures helps ensure healthy nails all year long.

“Taking care of your nails is important; putting on nail polish won't always strengthen your nail. Keeping them moisturized and trimmed will be simple ways to uphold your nails in between manicures,” says Abby Lycke, manicurist at Studio 7 Salon & Spa.

HYDRATION IS VITAL TO MAINTAINING HEALTHY NAILS

Massaging petroleum jelly or a soy-based oil into the cuticle and skin surrounding the nail locks in moisture. Frequent use of nail polish removers with a high dosage of acetone causes nails to become dry and brittle. Try applying creams constructed of amino acids, like Cetaphil or Aveeno. They act as a sealant, retaining moisture in and around the nail.



A COMMON MISTAKE MADE WHEN GROOMING NAILS IS CUTTING CUTICLES

Although it's dead skin, cuticles protect the nail plate against bacteria and infection. Cutting them can lead to bleeding or the ever-so-annoying hangnail.

“I would recommend rubbing a softener along the rim of your cuticle and then pushing them back at a 45 degree angle, using a cuticle pusher. If you don't avoid them and try to do this every-so-often, you won't have the urge to tear or bite them off,” says Lycke.

TRIMMING AND POLISHING NAILS ON A REGULAR BASIS WILL STRENGTHEN THE NAIL PLATE

It is recommended to clip nails after bathing. Using an emery board, file in one continuous direction, instead of a back-and-forth motion to smooth the edges. Lycke suggests using a base coat to not only fortify the nail, but to avert polish from staining the nail.

“You don't have to go to extremes to keep your nails looking nice. Just try to do the simple things to keep them looking healthy,” says Lycke.

HOT HAIR & BOMBSHELL BEAUTY TRENDS

WORDS: MARISSA HARVEY PHOTOS: LOUISA HILL DESIGN: ALLIE ADAMS
ILLUSTRATIONS: RYAN HUBBARD & CHELSEY STONER

HOW TO FISHTAIL A PONY
A STEP-BY-STEP GUIDE TO CREATING THIS FUN NEW TREND



1

Separate your ponytail into two sections. Start by holding them in the left hand.



2

Take a piece of hair from the outside of the right strand and cross it over and join with the left strand.



3

With the left hand, take a piece from the outside of the left strand and cross it over and join with the right strand.



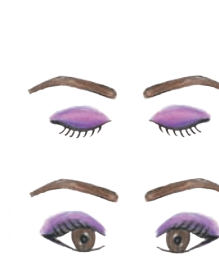
4

Repeat steps two and three until the braid is as long as you desire.



5

Finish with an elastic band or a ribbon.



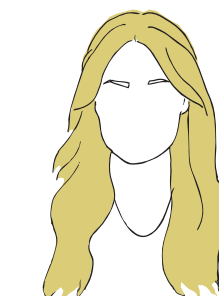
WINGED EYELINER

Winged eyeliner creates a playful look and makes your eyes pop. Liquid eyeliner is best for the job. Beginners tip: if you are new at applying eyeliner or aren't confident with your skills, try gel eyeliner. It is easy to manipulate and easier for a beginner to apply.



SHORT HAIR

Try a short pixie cut this season. Bonus: this chic cut helps slim the face, bring out cheekbones and elongate your face and neck.



CENTER PARTS

The center part is making a comeback. More celebrities and famous figures are sporting this classic center part with long, tousled waves. Plus, giving that side part a break will help your part become fuller if you choose to switch back.



HIGH PONYTAILS

Many celebrities are sporting high, sleek ponytails. Use a little pomade to get that slick shine to your pony. If you like a little more volume, gently tease the top section.



RED LIPS

Applying a little red to your lips is the simplest way to brighten up your look. Just make sure you have the best shade for your skin. If this is your first time trying red lipstick and you're a little nervous, start with a lip stain which will allow you to try out the look without too much drama.

OVERCOME

YOUR WORKOUT WOES

Trend took it to the pros to figure out what might be holding you back

WORDS: TONI MORTENSEN PHOTO & DESIGN: JULIE CRONIN

New Year's resolutions are around the corner, and the never-ending mantra, "Tomorrow I'm starting a diet and working out," consumes your thoughts and words. You've hit the gym a handful of times since Thanksgiving, tried to eat fruits, vegetables and whole-wheat grains and even bought cute exercise outfits, but you struggle to keep on track. Sure, you're too busy, too tired, hate carrots or don't like riding a stationary bike for an hour. Whatever the case, you just want to look good and feel better about yourself, gosh darn-it! Don't worry; you aren't fighting this battle alone.

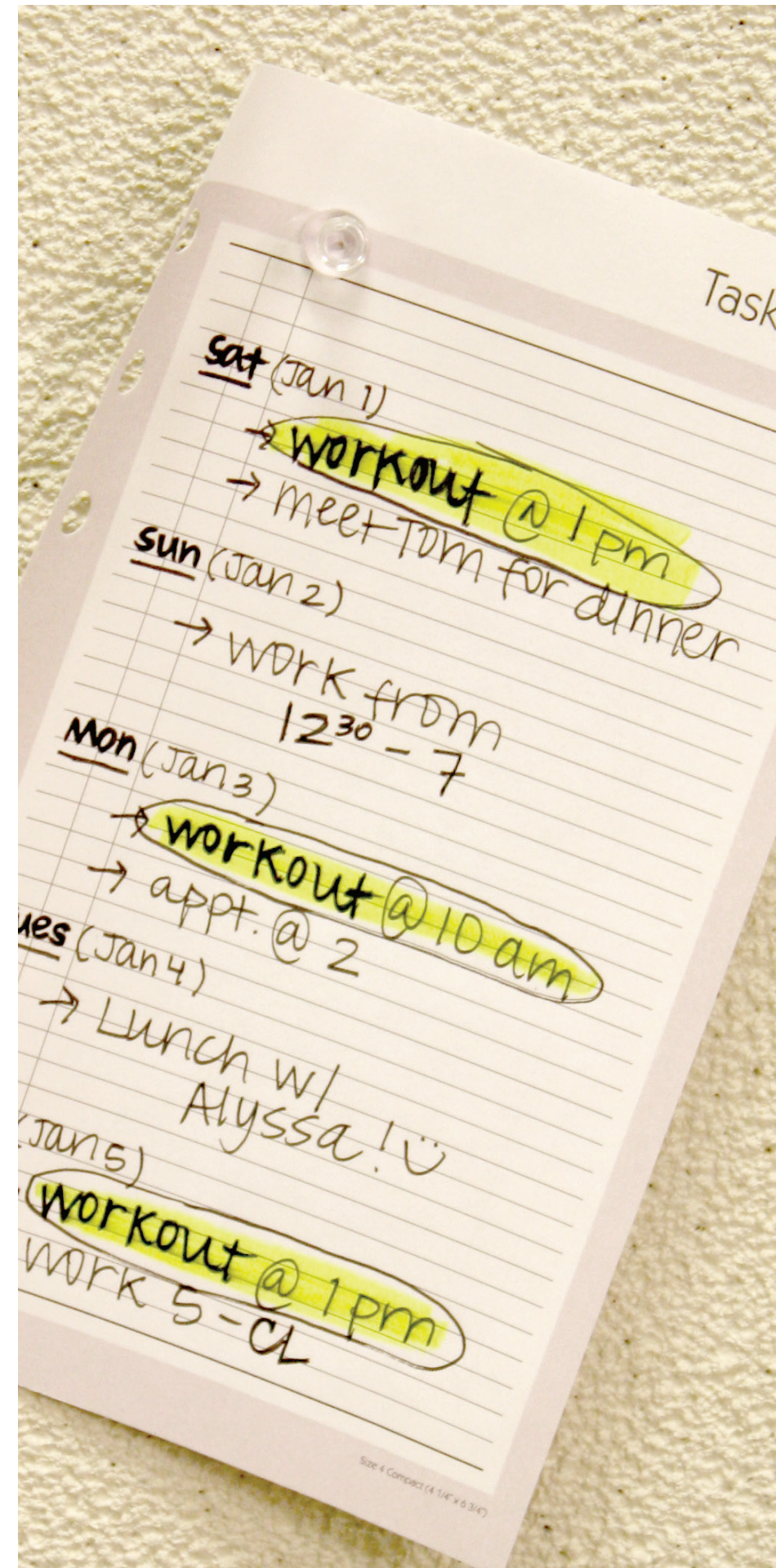
Emily Decker, research assistant in exercise psychology at Iowa State University, says people search for a magic pill, a sure-fire diet plan or the perfect workout routine and when a person doesn't notice results, they give up. "We live in a society where we want instant gratification, and it doesn't work that way with exercise," says Decker. Results happen over a period of time, and by scheduling your workout into your day, like you would a doctor's appointment or a date, exercise becomes a priority.

Commitment adds value to your exercise plan. Incorporating clarity within your exercise commitments brings the bigger picture of benefits into view, according to Marty Martinez, staff psychologist at ISU. Determine what you are really seeking from exercise and why you decided to form an exercise habit by listening to your inner desires. "Finding what is really important about what you want to do makes exercise a very meaningful endeavor. If you can feel like you are using your body more effectively, then you can clearly see the true value and importance of the activity," says Martinez.

Valuing your exercise creates enjoyment and fun. Paul Bunting, an experienced registered yoga teacher based in Florida, recommends performing an exercise that relaxes and lets your mind feel at ease, turning exercising into a pleasurable and fun mission on the path to a fit and healthy lifestyle. "Getting through that first three to four weeks, where it might not feel so good is where doing something motivational or inspirational will help you find what works for you and have you thinking, 'yeah, I can do this,'" says Bunting. Personalizing your workout plan generates new ideas, adds spice to your routine and establishes groundwork for long-term health benefits.

Having fun exercising leads to positive emotional benefits. "Just get out and do something," says Zlatan Krizan, assistant professor in psychology at ISU. "People don't realize that they can boost their moods without even knowing. If you feel crummy, it is better if you get out and just go on a walk even, and it will help your mood," says Krizan. On days where it seems impossible to squeeze one more item onto your "to-do list," think about taking your dog for a brisk walk, playing Frisbee golf with friends or challenging your kids in a soccer match. Even after just 30 minutes of moderate activity, most people will see positive outcome in emotion, according to Krizan.

Finally, don't sweat the small stuff. "You can make nutrition advice extremely complicated, but you really just need to eat in moderation and include lots of fruits and vegetables," says James Hollis, ISU assistant professor in food science and human nutrition. So if the smell of those gigantic fudge swirl brownies you made last night is calling your name, indulge yourself. In moderation, of course!



10 EASY

Calorie-burning Tips

WORDS: ASHLEE CLARK

1. Walk to class

The average student's schedule requires you to walk at least one mile each day to classes alone. Males burn on average 60 calories per mile and women burn on average 50 calories per mile.

2. Take the stairs

If you have a class on the third floor or live on the seventh floor, forget the elevator.

3. While waiting to go into class, stand

Don't sit on the empty bench next to you. You can burn on average 36 calories per hour when standing.

4. Addicted to gum?

Why not make it an efficient addiction by chewing sugarless gum? You can burn about 11 calories an hour by chewing gum.

5. Get more sleep

When your body lacks rest, your metabolism slows down. So instead of cramming all night for a test or cranking out a paper due the next day, go to sleep early and get the seven to 10 hours of recommended beauty rest.

6. Laugh!

Not only is laughing the greatest cure for a bad day at school or work, but Adelino Da Costa, owner of Punch Fitness Center in New York City, says "if you can laugh up to 15 minutes a day you can burn at least 50 calories".

7. Drink water

Your metabolism increases by 30 percent if you drink at least eight glasses throughout your day.

8. Relax

Stress causes the body to release cortisol, which causes more calories to be stored as fat, especially in your abdomen.

9. Eat lightly and often

"For most people, the body uses up more energy digesting smaller meals every few hours than by eating the same number of calories in two or three sittings," says Chrissy Wellington, nutritionist at Canyon Ranch in Lenox, Mass. Try eating a piece of fruit for your morning snack and then some veggies around 2:00 for a light afternoon snack.

10. Do things by hand!

Wash your dishes, vacuum, or cook dinner. We love those dishwashers and Big Macs, but doing everyday tasks such as cooking and cleaning on our own takes a considerable amount of energy and burns at least 50 calories every hour.

YOGA

STRESS BUSTERS

Fight finals and seasonal blues with breathing techniques

WORDS: HANNAH GILMAN **PHOTOS:** LAUREL SCOTT **DESIGN:** RYAN HUBBARD & AMY LEMPIA **LOOK:** AMANDA JORGENSEN

Andrea Marcum, owner of U Studio Yoga in Los Angeles, encourages her students to think of life like “a glass of water with stuff in it.”

“When you stop stirring the glass, the stuff settles down to the bottom and then you have a clear glass that you can see through and you don’t feel overwhelmed by things,” says Marcum. “Stress is the single largest bad effect on our body and it encourages us to do bad things to ourselves. The course of a yoga practice gives you the tools to do things in your life. It teaches you how to structure and organize and breathe and not be so overwhelmed.”

If you’re at all connected with the world (and let’s face it, the fact that you are is probably contributing to your stress), you’ve heard of yoga by now and maybe even practiced it yourself. While many are aware of the physical benefits, the mental benefits are often overlooked. We talked to some of the pros and discovered just how yoga can keep you sane.

Breathing is where the stress-busting benefits are packed. Everything that bombards your life is cluttering your mind and contributing to that knot in your stomach. Concentrating so intently on what your breath is doing while practicing yoga has a tranquil effect that allows you to disengage from your scurrying thoughts. This leads to stress reduction as you focus on the present and your daily troubles melt away.

Calley Edlund, sophomore in pre-business and yoga instructor at Iowa State University, says she starts off a yoga session by dedicating her time to something she wants to overcome or something that is weighing heavily on her mind. “You want to honor your body and listen to what it’s telling you,” says Edlund. “We are so busy and we’re always moving. We need to work harder to be in the present moment and push things aside. We need to tune into our own bodies and our own needs.”

Marcum says focusing in on the act of breathing to hone in on our needs is key. “Your mind goes a billion different places and all the sudden you’re a completely stressed out freak. Your breath goes two different directions. If you can try to focus your mind on [breathing] in and out, you can feel a surrendering feeling, a calm that comes over.”

So what’s the best way to start eliminating the stress in your life? “Master something that is challenging for 90 minutes,” says Maja Wampuszyc, yoga instructor of Bikram Yoga NYC in New York. “You stop thinking about your lunch, your boyfriend, about bad things that somebody said to you and your attention is completely focused and when you’re finished you’re like, ‘I haven’t thought about any of my problems, wow,’ and that contributes to a strong mental and spiritual self.”



POWERFUL POSES

WORDS: ERIN FOSSELMAN



Mountain Pose with moving arms

For mountain pose, stand with feet shoulder-width apart, hands at sides. Raise arms palms up, toward the sky. Stretch entire body up. Exhale as arms lower. Repeat this pose 10 times.



Seat Breathing

Sit on floor and cross legs, keeping back straight. Rest arms on legs. Relax and breathe in and out through nose. Stay in this position for as long as you like to center your mind and prepare yourself for the day ahead.



Forward Fold

Stand with feet shoulder-width apart. Inhale as arms rise up. Bend at hips and lower arms to floor. Keep back straight. Reach for toes, bending at knees. Let head and back relax. Hold pose for 10 breaths. Reverse actions and end with hands above head. Repeat five times.



Plank

Start in push-up position. Keep spine straight. Hold position for 30 breaths or more. Ease into modified lunge to combine the two moves, or just maintain the position.



Modified Lunge

Start with feet shoulder-width apart. Step back with right leg. Lower leg until right knee is on floor and slightly bent. Left leg will be bent. Raise arms at an angle above head. Hold for 15 breaths then switch legs. Repeat twice.



Chair Pose

Stand with feet shoulder-width apart, arms at the sides. Bend your knees until you are in a seated position. Raise your arms so that they are parallel with your thighs. Hold this pose for 15 breaths. Repeat five times.

HIGH HEEL HEALTH

It's tough to be beautiful

WORDS: KATIE ISEBRANDS PHOTO: ANNIE MCGUIRE DESIGN: KATY MOORE

Do your feet ever suffer from excruciating pain? Have you ever found yourself limping around in your 4-inch suede Dolce Vita pumps? You are not the only one. According to an article in the *Wall Street Journal*, it took over 4 million years of evolution to perfect the human foot. We could be ruining that evolutionary perfection with every step we take, and whipping out our favorite box of BCBG stilettos probably isn't helping.

High heels can result in stress fractures, joint pain, "pump bumps," corns and calluses.

High heels can result in stress fractures, joint pain, "pump bumps," corns and calluses. However, many fashionistas aren't letting a little foot pain stop them. "On Your Feet," an article in the *Washington Post*, states that stress on feet, ankles, knees and backs resulting from high heels contributes to the \$3.5 billion spent annually in the United States for women's foot surgeries.

Girls become enamored with heels during the dress-up days, while playing in their mother's closet and prancing around the house in their first pair of Cinderella glass slippers. "Problems in the foot are usually hereditary genes; if your grandma has bunions from wearing heels in her day, you are most likely to be blessed with them yourself," says Kelly Goldsmith, a podiatrist medical assistant at the Iowa Foot and Ankle Clinic.

Goldsmith says Morton's neuroma is one of the most common conditions treated by doctors at her clinic. Morton's neuroma, as defined by the American Orthopedic Foot & Ankle Society, occurs on the bottom of the foot between the toes.

It happens when a small nerve on the toe becomes pinched between the toe joints, toe knuckles, and shoe and forms a growth. High heels can cause this condition to become extremely painful.

However, the thought of pain is not stopping girls from wearing high heels. "I love all kinds of high heels—the higher the heel the better," says Chelsea Volpe, senior in apparel merchandising and design. "I wear high heels almost every day. I wear heels around campus, while I run errands, when I attend extracurricular events, during special occasions and when I go out on the weekends."

For many of us, it is difficult to imagine slipping into heels every day. This may not be the preference for everyone, but each girl is different, just like each foot. A Von Maur shoe specialist says that if you know the limits your foot can handle, you should be able to happily slip into the Jessica Simpson or Steve Madden pump of your choice.

THE LOWDOWN ON HIGH HEELS

1. Go with low wedges. They are the best heel type to maintain the health of your foot.
2. Shop for an average heel height of 2.5 to 3 inches.
3. The American Academy of Orthopedic Surgeons recommends spending no more than three hours in 3-inch heels
4. Regular stretching, including standing on stairs and letting your heels dip down, will help your Achilles tendons, according to the American Orthopedic Foot and Ankle Society
5. Save high heels for social occasions and going out. For everyday shoes, stick with light, flat and supportive shoes.

HAIR MYTHS: FACT OR FICTION?

Hair advice can get tricky... you never know if it's tried and true or a dirty lie. Aurilla Goldsmith, stylist at The Salon in Ames, gave *Trend* the answers to these dubious hair myths.

WORDS: MARISSA HARVEY DESIGN: LIZ WILLENBERG

1

Myth: Cutting your hair can make it grow faster and thicker.

Debunked: When cutting your hair, you're trimming from the ends, not the root. It is a complete myth that hair grows "faster" after a trim. It could perhaps become "thicker" due to the fact that your layers have simply grown out and are adding weight, causing the hair to feel fuller than usual.

2

Myth: Split ends can be repaired without trimming them.

Proven...ish: True and false. Using deep conditioners and other treatments can fix damaged ends. Once you have split ends, there is no magical way of getting rid of them (except a haircut). Using treatments infused with protein is like putting a band-aid over the distressed hair. Personally, I recommend using a deep conditioning treatment about once every two weeks if you're using a blow dryer and flat iron daily.

3

Myth: Smoking can cause gray hair.

Proven: Premature gray hair has been linked to smoking. Smoking can also alter the look of light colored hair, and can lead to hair loss due to all the toxins contained in cigarettes.

4

Myth: Sharing combs and/or brushes can spread scalp disease.

Proven: It's a fact that the spread of lice and other parasites can be transported from combs and other styling tools. It's recommended to clean your brushes after each use with a disinfectant if multiple parties are using the same tools.

5

Myth: Hair should be washed every day.

Debunked: It is completely up to each individual and his or her hair type. I recommend a dry shampoo for those days where you don't have time to shampoo and condition your hair. This not only absorbs the oil from your body secretions, but also will add texture and shine to your overall look.

Beauty Buys

WORDS: ABBEY NEKOLA
 PHOTOS: LAUREL SCOTT
 DESIGN: KELSEY CASHMAN
 LOOK: KATIE JENSEN



► ONE

Too Faced Shadow Insurance, \$18
 This silicone-based primer ensures that your eyeshadow won't fade, crease, or melt while you are out and about.

► TWO

St. Ives Apricot Scrub, \$4
 An oil-free, non-irritating scrub made with natural extracts that exfoliates and cleanses your face, leaving your skin smooth and radiant.

► THREE

Too Faced Aqua Bunny Bronzer, \$28
 Streak-resistant, sheer and lightweight, you'll love this bronzer's shine control and piña colada scent!

► FOUR

Maybelline The Falsies Volum' Express, \$8
 With a curved brush and the volume and length your lashes crave, this mascara wins five stars in our pocketbook.

► FIVE

CHI Silk Infusion, \$15
 Ceramic irons help these proteins penetrate your hair, leading to strong, soft, shiny hair.

► SIX

Gap Lip Stain, \$14
 Unlike lipstick and gloss, this lip stain isn't going anywhere.

► SEVEN

L.A. Girl Liquid Eyeliner, \$7
 Formulated to prevent smudging and smearing, this liner's liquid constitution and precise-tip applicator gives you flawless Persian eyes.

► EIGHT

Sally's Claw Pik, \$3
 This tool will change hard-to-comb hair into soft, manageable curls and waves using your natural style.

► NINE

Jergens Natural Glow Express, \$8
 This lotion hydrates winter skin with a buttery consistency while giving you a mid-winter glow.

► TEN

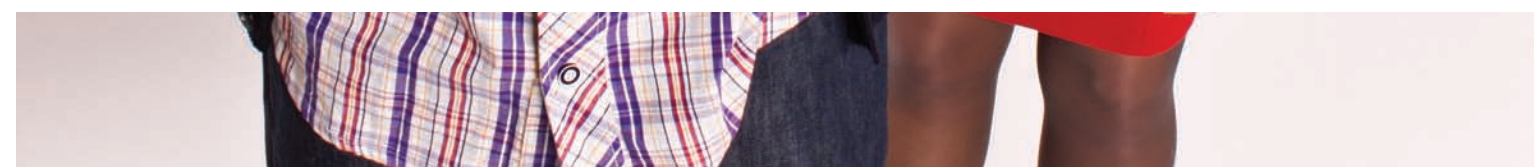
OPI Nail Lacquer in Significant Other, \$8
 This shimmery, cool lilac polish gives you the edge to take on your biggest challenges this winter with confidence and style.

► ELEVEN

Goody Spin Pins, \$6
 Spin Pins do the work of 20 bobbypins. Perfect for buns and up-dos in minutes!



FEATURES





BALLIN'

WITH DIANTE GARRETT

IOWA STATE UNIVERSITY MEN'S BASKETBALL STARTING POINT GUARD LETS HIS GUARD DOWN

WORDS: TONI MORTENSEN PHOTOS: MATTHEW SORENSEN DESIGN: HANNAH GILMAN LOOK: KATIE JENSEN

TREND: So, how's the semester going?

DIANTE GARRETT: Good, you know. I get up at like 8 a.m. almost every day, go to class. If I get a chance, grab something to eat really quick. Then go to study tables for a few hours. Leave there, try to grab something to eat and then go to practice. We practice basically every day. They usually randomly pick one day out of the week that we don't have practice.

T: Sounds busy. What's the season looking like?

DG: When the Big 12 comes a lot of those teams are ranked in the nation and it's going to be real fun. It's just been fun playing with the new guys and having a new coach.

T: Is it tough playing with such a new team?

DG: No, you know. We've been playing together since this summer so we had a whole lot of time to get it together. They come visit and we get a feel for them and how they play and when they come back it's a whole big family from there on out, you know. We gotta fight for each other.

T: Do you guys hang out like all the time? Do you ever get sick of each other?

DG: Yeah, we all hang around each other all day every day. There are 15 of us on the team, and sometimes they get irritating, but everybody gets irritated with each other. We're all brothers though, stick to each other all the time.

T: What's it like having a new coach?

DG: Oh, [Fred Hoiberg's] a great guy. When he first got here I was excited. And when we got on the court, I got more excited because of the way he and his system is, it's fun. He brings the energy, he brings the best out of us. We try to get better and he wants us to get better.

T: Nice. So, do you wear sweatpants every day?

DG: Yeah, I wear a sweat suit or a hoodie because we be on the move all the time. Just throw on some sweatpants and a hoodie and go on our merry way. I try to wear "normal" clothes when I have time to do the wash.

T: What do you like to wear on the weekends?

DG: I try to be a clean cut guy, you know. Fresh pair of jeans, a button up; just present myself well. I want to look good, feel good and not feel ugly, that sort of stuff. So I try to look nice, sometimes I hear compliments about my outfit.

T: Sweet. Where do you usually shop?

DG: Sometimes I shop online, sometimes the mall. If I'm back at home I go to a place called Playmakers. Or a place called Silver Star. Pac Sun was crucial this summer because it was warm and the V-necks were popular at the time.

T: Is it hard to buy clothes when you're so tall?

DG: It's hard to buy shoes. I have size 14 [feet]

so sometimes you gotta just get on the computer and just order shoes or wish that when you go to a store they have your size.

T: When you're out or in class, what do you notice about the way girls dress? What do you like?

DG: I want them to look nice. Wear a dress or a nice little outfit; something that shows all their curves and lets them carry themselves well.

T: On the subject of girls. Tell me what your dream girl is like.

DG: Someone who is respectful and nice. Carries herself well, pretty, pretty smile, nice figure, that's my dream girl—just cool about everything. Laid back, like if I want to go do other things at the time like play basketball or hang out with friends she doesn't trip about it. She's just nice!

T: If you saw your dream girl, what would you do? Would you approach her?

DG: I would definitely have to approach her, but I don't know what I would say. I would probably go up to her, introduce myself to her and take it from there on out. I'm pretty confident, but I don't do it too much. But if it was my dream girl I would definitely be confident about gettin' her.

T: So if you could take this dream girl on your dream date, what would it be?

DG: Private jet to Jamaica. Stay in a nice hotel;



go to a nice candlelight dinner; eat some exotic foods, maybe a nice steak. Hit up the beach. Do some skiing, snorkeling. When you're in the water though, you pray. I wouldn't want a shark to come get me so I would just go where there are some nice little fish—some Nemos, you know.

T: Fun! Bring it back to Ames now. How would you wine and dine her here?

DG: Well you know a little Applebee's, and maybe a movie or something. Just something relaxed and low key. There's not much to do in Ames, but a movie and some dinner are always good.

T: Gotcha. What about marriage? Is it in the plan?

DG: Yes. I want to have a family like my family. I have a big family and there's a lot of love in a big family.

T: Where do you fall in your family?

DG: I'm the baby. I have an older brother and two older sisters. I like being the baby because I sorta get my way when I ask for stuff they normally didn't get when they were younger. My sisters will say, 'why did D get to do all this at a younger age and we never got to?' 'Cause I'm the baby!

T: What are your parents like?

DG: Supportive. They always tell me to keep my head up, and to make sure I'm working hard at whatever I'm doing. They try to come to the

games here that are on a weekend or a Thursday so they can stay a little longer than just one day. They've always been there. They're coming this weekend and bringing my son.

***“IF YOU
HAVE AN
OPPORTUNITY,
YOU TAKE IT.
I KNOW I AM.”***

T: That will be fun! Tell us a little about your son.

DG: My son is six months. His name is Dayton. I didn't want him to have my name; I wanted him to have his own that started with a D. I didn't come up with it. I liked it when his mom told me about it. I was like 'yeah, we're going to stick with that one.'

T: How would you describe his personality?

DG: He smiles all the time they say. Back at home he wakes up smiling. He's a good baby. He doesn't cry that much anymore. He just wants to have fun and play with his little toys. He tries to watch TV like he knows what's going on. He just sits there with his pacifier in his mouth.

T: What's it like being a dad? Is it hard?

DG: I wish he was here, I know that. But my schedule is so hectic it would be impossible. It's hard being away from him, but I'm doing something that's going to help us out in the future.

T: Does the future include the NBA draft?

DG: Yes, if I have the opportunity. You have to have a good season, and you have to win. A lot of NBA scouts will contact your coaches. If you have the opportunity, you take it. I know I am. I don't know what I'm going to do when I graduate, just be happy.

T: Ok, we're going to play desert island real quick. Top five all-time favorite movies. Ready, go!

DG: "Love and Basketball," "He Got Game," "Above the Rim," "House Party" and "Aladdin."

T: Who are you listening to lately?

DG: Wiz Khalifa, Lil Wayne, Drake, Chris Brown. You know, songs that are gonna get me hyped up for the game. Kanye West, Nicki Minaj.

T: Ultimate meal?

DG: Chicken, mac n' cheese, mashed potatoes, green beans and some corn bread. That would be the best meal ever right now.





TANNING: ARE YOU ADDICTED?

WORDS: LESLIE MARSHALL
PHOTOS: ANNIE MCGUIRE
DESIGN: KATIE JOYCE
LOOK: THE SALON IN AMES

▶ Rays of sunshine beam through the storefront window, making the room's temperature feel warm and sticky; the aroma of coconut and baby oil fill the air. Posters of models showcasing their bronzed bodies cover the orange tinted walls. Outside, a woman with a mop of bleached blonde hair and rich, tan skin reaches for the door. As she struts to the front desk, she grabs her metallic blue goggles and a bottle of lotion. Within seconds she is already down the hall and into the second room across from the artificial palm tree.

"She's a regular, if you couldn't tell. I'm almost positive she comes in every afternoon and it's always around the same time; rain or shine," whispers the consultant from behind the desk at Classic Tan in Des Moines.

As societal and media pressures mount, more people are feeling the need to conform to what is deemed 'attractive' in order to gain acceptance. Embracing your natural skin tone is being drowned out with the desire to be tan. Tanning salons beckon people to the dark side, regardless of the risk it poses to their bodies. Frequently toasting or spraying their skin to a crisp shade of golden-brown could pose the risk of addiction for these tanners.

"I think a lot of why people, women in particular, feel the need to tan is because they lack confidence in their self image. If they don't tan, they feel inadequate. If people let that mindset control them, the craving to tan can turn into an addiction," says Dr. Randall Maharry, dermatologist at Greater Des Moines Dermatology. "Tanning regularly will only heighten your appearance now, but accepting the color of your skin the way it is will preserve it for years to come."

A recent study released by the *Journal of Health Psychology* indicates that tanners who are repeatedly exposed to high doses of UV light can build up a dependence. This dependence can cause damaging effects on the skin and immune system. Researchers hinted at the notion of addiction when study participants associated tanning with feelings of happiness and relaxation. In a survey of more than 1,000 14- to 17-year-olds who commonly tan, 267 reported difficulty refraining from soaking up the artificial rays.

Katy Finnegan, junior in animal ecology, kicked the habit and abandoned the tanning bed a year and a half ago when her friend was diagnosed with melanoma.

"I would tan all the time in high school for dances and events. I thought my appearance looked better when I was tan. My mom didn't stop me from doing it, until she read about how your chances of getting skin cancer increases

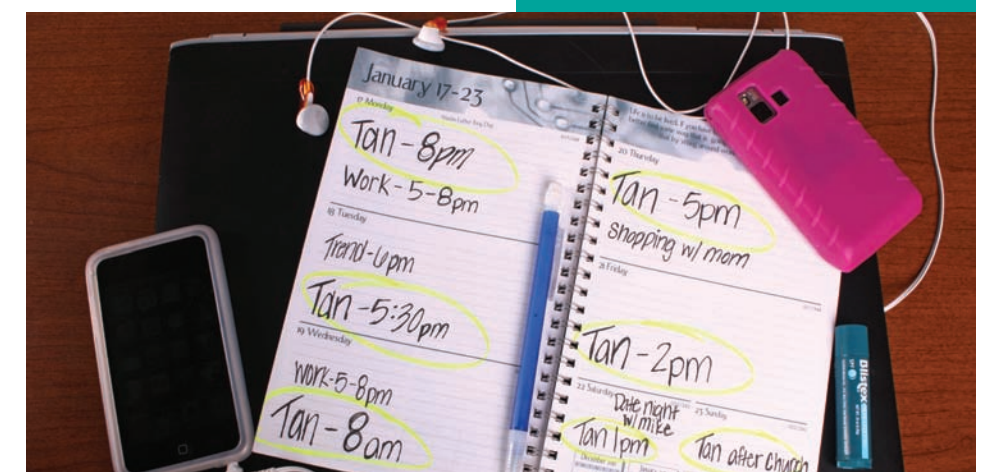
every time a tanning bed is used. Michelle found out the mole on her face was melanoma. "I gave up tanning and haven't used a bed since," says Finnegan. "I have blonde hair, so it's natural for me to be fair and that's fine by me. I think it's very noticeable in the winter time when girls with fair skin are overly tan. It's not natural and looks unhealthy."

According to the American Academy of Dermatology, more than one million people tan in a tanning salon on a daily basis. New reports reveal that 1.3 million new skin cancer cases are expected to be diagnosed in the United States this year. Skin cancer is divided into three types: basal cell carcinoma, squamous cell carcinoma, and melanoma. Melanoma is considered the most fatal, unless detected early. It is estimated that 47,700 cases will be discovered this year. Even with this knowledge available, it still doesn't discourage people from going to tanning salons.

"Even though the negative effects are broadcasted and people know it's harmful, people just choose to ignore it. A majority of young people think 'it will never happen to me,' they think they won't ever age or get a wrinkle or get skin cancer, because they only see the positive effects from being tan," says Maharry. "We pay a high premium for it. The reality is, appearances do matter in our society and people are shallow. If you look good or tan you might get a second look, whether it's a job or date."

"The media glamorizes being tan and associates it with success. It's the source that drives peoples' need to feel tan. I think if we were to take a step back, we would realize that it's not necessary to be chained to a tanning bed. It's not worth the risk. Keeping your skin healthy and natural will only benefit you in the long run."

1.3 million new skin cancer cases are expected to be diagnosed in the United States this year.



According to the Food and Drug Administration there are risks associated with tanning other than cancer.

- 1) UV-B radiation can cause suppression of the body's immune system and the skin's natural defenses. During the winter months when chances of getting sick are much higher, the exposure to these rays can leave your body much more vulnerable to catching a cold or the flu.
- 2) Eyes are a sensitive organ on our body, and overexposure to UV radiation puts you at risk for eye damage. This damage is often irreversible.
- 3) Allergic reactions to UV rays can cause an itchy, red rash to develop and other adverse effects. Be aware of your skin type and any medication you take if you choose to tan.

HIGH CONTRAST

WORDS: KELLY MANTICK PHOTO: BRITTA MENNECKE DESIGN: KYLE KEIGAN

TEAM NINJA THREAD ROCKED THE RUNWAY AT ISU'S SIXTH ANNUAL PROJECT RUNWAY

A swarm of young Project Runway Iowa State University contestants flocked to their stations, determined despite the early hour. After instructions were given, a flurry of movement swept over the room as the material-selecting and sewing-machine-whirring began.

"The first thing we did was go to Austin's house and pull out a sketch pad," says Hanna Park, senior in apparel merchandising and design. Not having a plan before the competition, the three-member team concocted the design that morning, before grabbing supplies at Joanne Fabric.

As the day flew by, the team members became more and more concerned with whether they would finish their garment on time. "As we were walking to the dress rehearsal, Hanna was still sewing herself in the dress," says Austin Leonard, senior in apparel merchandising and design. Despite these last minute touch-ups, the product was a show-stopping garment.

THE WINNING TEAM

Team Ninja Thread, made up of Leonard, Park and Brandi Piatt, senior in apparel merchandising and design, decided to enter the competition during class one day. The three have shared multiple classes during their time at ISU and said they instantly recognized the strengths each individual would bring to the sewing table. Leonard immediately identifies Park as the expert sketcher, while Park calls Leonard the "pattern master." Both Leonard and Park agree that Piatt rules over the constructing and sewing realms of dress making.

PULLING THE PIECE TOGETHER

Even with the team's collective genius on the job, the trio did not reach their success without trials. Almost simultaneously, all three contestants exclaim that time was the most challenging factor. "There was not a lot of time to make a solid plan for what we were going to do or how we were going to do it," says Park. In particular, the chiffon fabric on the dress posed a major time vacuum.

Overall, the triumphs outweighed the tribulations. The team members say they were pleased with the construction of the sleeve and pocket, both added during the final few minutes of the competition. Piatt also mentioned the unexpected matching of the plaid on the dress' shoulder.

"The judges immediately pointed out everything we were trying to do. I really liked that Emilio [Sosa] could see our vision, even though [the garment] didn't turn out exactly how we expected it to," says Piatt.

THE VISION BEHIND THE DRESS

Working with the competition's "High Contrast" theme, the winning trio delved below the surface meaning to find inspiration. Instead of merely using contrasting colors and patterns, Leonard, Park and Piatt used opposing weights of fabric to create their design.

The team members say they believed their design won due to the creativity applied to the competition's theme. Park says that while the garment adhered to the competition's challenge, the team went a step beyond its literal interpretation. "Don't be afraid to push the limit," says Piatt. "We really pushed it. We knew we were going out on a limb; it could be a failure or it could be great."

"We knew we were going out on a limb; it could be a failure or it could be great."



INKED: *MORE THAN JUST SKIN DEEP*

WORDS: MAGGIE MEYER & MALLORIE SHELDAHL

PHOTOS: LOUISA HILL

DESIGN: LAURA SMITH



Two eagles occupy his chest; one signifies strength, the other courage. Each eagle grasps a banner in its claws, which carries Kyle Solberg's motto: "Stay Strong." The friends and family who stood by his side after his girlfriend, Amy Jensen, passed away from cancer are represented by an anchor.

Solberg, sophomore in pre-graphic design, had been dating Jensen for eight months when she was diagnosed with Osteosarcoma, a cancer that starts in the bone. "It was a hard thing to go through, and I wouldn't wish it upon anyone," says Solberg. Doctors discovered the cancer in Jensen's leg, which later spread to the rest of her body.

Solberg's tattoo is an example of one of the many reasons people get tattoos, and although he says Jensen is missed, he knows she is in a better place and his tattoo helps represent that.

According to Nathan Gerger, tattoo artist at K. Ink Tattoo and Piercing in Ankeny, there are three general reasons people decide to get a tattoo. These include tattoos in memory of someone who has died, to honor family members who are still living or because he or she liked the artwork. Gerger added that people also get tattoos to signify their religion and other beliefs.

Nadia Torkzadeh, a sophomore in design, purchased two tattoos in the past three months. First tattooed in early July, Torkzadeh's two tattoos are located on her left forearm and right foot. The tattoo on her left forearm consists of three vertical lines and one horizontal line running through them, which represents the crosses where Jesus and the two sinners were crucified. Torkzadeh's second tattoo on her right foot says "I Walk By Faith" with a dove hovering above the quote. She decided to get two religious tattoos because they represent how she wants to live her life. "Religion will always be lifelong," says Torkzadeh.

TATTOOING HISTORY

Tattooing of the body dates back centuries. Whether simple or elaborate, tattoos serve many purposes, from good luck charms to signs of religious beliefs and from status symbols to declarations of love. In American culture, regardless of their meaning, tattoos are often considered taboo and sometimes frightening. Only recently have tattoos become more popular and displayed as a fashion accessory for many.

Until the 1991 discovery of the Iceman on a mountain between Austria and Italy, the earliest known examples of tattoos were found on Egyptian mummies dating back to 2000 B.C.

According to scientists, the Iceman discovery means the art of tattooing started around 3300 B.C.

Today tattoos are more popular and accepted than ever, according to Gerger. He began practicing the art of tattooing in 2007, and says he got into the tattoo business because he likes art and he likes getting tattoos. Technology and television shows such as TLC's "LA Ink" and "Miami Ink" are two reasons tattoos have become more popular within the last five years, says Gerger. Sports icons, bands and celebrities sporting a tattoo play a huge factor in the shift of tattoo trends according to *The New York Times*.



Because tattooing technology is becoming more advanced, there are more things people are able to do with a tattoo. According to Gerger, people are seeing more beautiful artwork due to advanced technology, more tattooing techniques and the use of brighter colors. "People are seeing [tattooing] as a way to enhance your body," says Gerger, adding that tattoos are no longer "just another mark."

Hugo, co-owner and tattoo artist at Heroic Ink, explains that inks are always getting better even though the concept of tattooing machines is remaining the same. "Tattoo artists don't have to worry about the internet taking over their jobs," jokes Hugo. "Tattoos will always be hands-on." And this shows. Based on numerous studies, more and more Americans are getting tattooed than ever before.

According to *The New York Times*, a Food and Drug Administration report estimated that 45 million Americans are tattooed. The report was based off of a Harris Interactive Poll taken in 2003, which estimated that 36 percent of people aged 25 to 29 and 16 percent of all adults had at least one tattoo. There are an estimated 20,000 tattoo parlors operating in the United States, and a new establishment is being added in the country every day according to a *U.S. News and World Report* article.

PEOPLE ARE SEEING TATTOOING AS A WAY TO ENHANCE YOUR BODY.

TATTOOING TRENDS

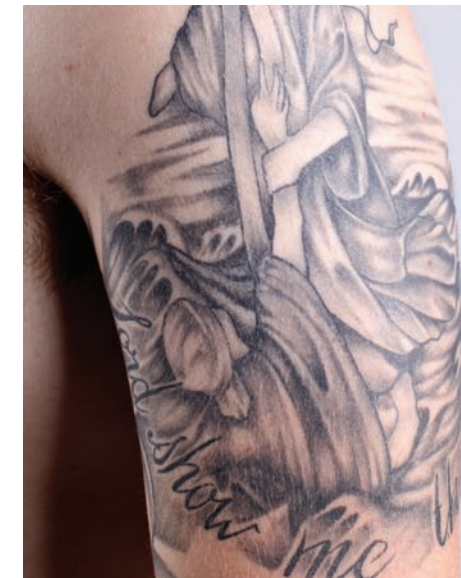
Kanji, crosses, flowers, cartoon characters and lettering are among the most desired according to Gerger. Other popular designs such as symbols, hearts, portraits, birds and wildlife are showing up on skin in brighter colors, compared to the gray tones in the past.

Not only are tattoos getting brighter, but they are getting bigger as well. Hot Rod, a tattoo artist at the Asylum and tattoo industry veteran of 17 years, explains that because tattoos are becoming more acceptable, people are beginning to get larger, more noticeable designs.

Current trends show tattoos popping up on men's chests or arms, while women choose their ribs as the go-to tattoo location. "Feet were popular a few years ago," says Hugo.

Creativity isn't on the back burner either. Using his computer, Jake Eggers, sophomore in graphic design, created his tattoo, which is located on his ribs. The ambigram, which is a design that can be read as one or more words when looking at it from different angles, reads "Eggers" one way and "family" the other way. "I've considered designing tattoos as a side job, and have already designed a few for my friends," says Eggers.

Tattooing is not only an ever-evolving work of art, but also an ever-evolving trend. New eras acknowledge them as more acceptable than unacceptable, and Hot Rod says he has tattooed everyone from a preacher to a doctor.



TATTOO 101

SEVEN THINGS TO KNOW BEFORE GETTING A TATTOO

Local tattoo artists give their advice for planning, getting and caring for a tattoo.

1

Do your research.

Visit multiple tattoo shops, look at the portfolios of tattoo artists' work and read online reviews.

2

Choose a tattoo shop that you like.

Right now, the tattoo business is a customer's market. If you walk into a tattoo parlor and it's dirty, the tattoo artists are rude, or you get a bad vibe, then leave and go somewhere else.

3

Pick a good design.

Don't choose something that you will lose interest in after a few years. A tattoo is permanent and removal is expensive, so choose carefully.

4

Be aware of the total cost.

Know the total cost before you get the tattoo. The bigger the tattoo, the more expensive it will be.

5

Know your pain tolerance.

Unless you have a high pain tolerance, do not pick anything too elaborate. Start small and build up.

6

Safety first.

Don't risk your health for a tattoo. Make sure to choose a tattoo shop that is clean. Every instrument should come out of a sealed bag and your skin should be properly prepped and cleaned.

7

Tattoo aftercare.

Purchase a medicated ointment to put on your tattoo as it heals to avoid infection. The first few days are the most important because your wound is still fresh.

Beauty Mark

WORDS: JOLENE HAMAN
DESIGN: LAURA SMITH



Photos courtesy of Beverly Moore of BV Photography, Cedar Rapids

Her stunning beauty is anchored by large, blue eyes. Her poise is a byproduct of her years modeling in Chicago. She's a cover girl for the beautiful life. After leaving the modeling world to pursue her education at Iowa State University, 23-year-old Ashley Schmuecker started a soul-searching journey that led her to discover a unique identity defined by a broadening of horizons and a disregard for societal expectations.

It started on the inside of her forearm, just the word "coexist." A Jaded Angel tattoo artist morphed the single word into a larger design, marking the beginning of a tattoo sleeve which will eventually encompass Schmuecker's left arm. "I consider myself to be pretty spontaneous," says Schmuecker, "and I don't know if it was the fact that I was 19 and it was my first tattoo and I was pretty excited about it anyway that I just was like 'yeah, let's do it!'"

The tattoos that have followed are the result of much more pondering on Schmuecker's part. Her second and third tattoos were the lotus and ohm symbols, inspired by her personal journey at ISU. "As a religious studies major, I've been exposed to a lot of different ideas and beliefs and the past five years have been a period of a lot of spiritual growth for me," says Schmuecker. "I definitely gravitate toward the Eastern religious philosophies of Buddhism and Hinduism."

The lotus symbolizes the progress of the soul. The flower's roots are steeped in mud, growing up through water and into the sunlight. "The symbolism behind that is that your spiritual

journey starts from a muddy sort of place and up through the experience of water and into the enlightenment of sunlight," says Schmuecker. "I really resonated with the spiritual journey aspect of it." The ohm sign is a quintessential symbol of Hinduism that stands for the sounds that represent earth, atmosphere and heaven, "so the ohm is basically like the essence of the entire universe."

Passion radiates from Schmuecker when she talks about her tattoos. Her latest one, a work in progress since she was 21, was inspired by a goddess spirituality course for her second major, women's studies. "The day that we were talking about Durga, I felt this immediate connection to her," Schmuecker says. "Durga embodies this powerful female energy and she was created from the gods to destroy demons. I interpret Durga's power as an embodiment of personal empowerment and battling social injustice. In so many ways Durga represents my empowerment in overcoming my inner demons, like the years that I struggled with depression and lack of compassion for myself and for others and the unhealthy ways that I used to try to escape those things."

Robert Parr owns Jaded Angel and has been the artist behind Ashley's tattoos. "I share some of her passion. Her sleeve to me is like a painting, and since I have an Iowa State degree in painting, it's been a lot of fun."

"I love getting tattooed and I love having them where people can see them as a form of resistance against the normative standard of beauty," says Schmuecker.

**"I REALLY
RESONATED WITH
THE SPIRITUAL
JOURNEY ASPECT
OF IT."**



AMERICAN CLASSICS

SIXTIES-INSPIRED LOOKS THAT KEEP YOU SOPHISTICATED AND CLASSY AND READY TO TAKE ON THE WORLD

WORDS: TONI MORTENSEN PHOTOS: MATTHEW SORENSEN
DESIGN: KYLI HASSEBROCK LOOK: CALLIE FLOLID & THE SALON IN AMES

WELL SUITED

Fit defines a suit, and a well-fitted suit defines a man. With a custom-tailored shape and a polished look, these guys are ready to rumble.

From left to right: Shirt: \$65; Suit: \$350; Tie: \$40; Belt: \$88; Shirt: \$65; Belt: \$70; Tie: \$75; Pants: \$125, Moorman Clothiers Location: Moorman Clothiers



LUNCHTIME RENDEZVOUS
It's all work during lunch in these neutral wovens and knits. They're easy to dress up or down, but everyone takes these five seriously in their 'I-mean-business' ensembles.

From front to back: Blazer: \$198; Shirt: \$80; Jeans: \$80, Banana Republic; Dress: \$150, Banana Republic; Necklace: \$15; Purse: \$15, Dorothea's Closet Vintage; Dress: \$150, Banana Republic; Necklace: \$58, Caché; Earrings: \$8, Dorothea's Closet Vintage; Turtleneck: \$68, Caché; Pants: \$32, Atomic Garage; Purse: \$22; Brooch: \$8, Dorothea's Closet Vintage; Pants: \$50; Sweater: \$60; Shirt: \$60, Banana Republic; All shoes: models' own
Location: 801 Chop House



BLACK-TIE EVENT

Fur and fitted dresses keeps this trio looking fierce. Sassy pumps and show-stopping accessories have all heads turned before entering the party.

From left to right: Dress: \$99; Necklace: \$68, Caché; Coat: \$150, Atomic Garage; Bracelet: \$10 Dorothea's Closet Vintage; Dress: \$79, Lyla's Boutique; Coat: \$225; Necklace: \$98; Purse: \$120, Banana Republic; Dress: \$148, Caché; Shrug: \$90, Atomic Garage; Sunglasses: \$15, Lyla's Boutique; Purse: \$80, Banana Republic; All shoes: models' own
Location: The Integer Group at Butler Mansion



BUSINESS AFFAIR

Unstoppable in classic cuts, tailored fits and chic fabrics, this bunch isn't letting anyone get in their way. Contract agreements are no problem in this authoritative attire.

From left to right: Coat: \$89, Lyla's Boutique; Skirt: \$90, Banana Republic; Necklace: \$30, Dorothea's Closet Vintage; Suit: \$355; Shirt: \$80; Tie: \$60; Coat: \$275, Banana Republic; Dress: \$158, Caché; Necklace/Earrings: \$38, Lyla's Boutique; Dress: \$160; Fur coat: \$350, Dorothea's Closet Vintage; Sunglasses: \$15, Lyla's Boutique; Suit: \$355; Shirt: \$80; Tie: \$60; Coat: \$275, Banana Republic; All shoes: model's own

Location: The Integer Group at Butler Mansion

ART INSPIRED

TIMELESS WORKS TRANSFORMED INTO FASHION-FORWARD ATTIRE

WORDS: TONI MORTENSEN
PHOTOS: BRITTA MENNECKE
DESIGN: RYAN HUBBARD & SETH LUNSFORD
LOOK: ANNA MACKIN & THE SALON IN AMES



ROMANTICISM

“Orphan Girl in a Cemetery” by Eugene Delacroix

Visual arts were a grounding place for people after the Industrial Revolution of the 18th century. Flowing ruffles paired with tailored pieces make this work wearable for today.

Frame: \$92, Found Things; Jacket: \$32, Vitae Design Collective; Shoes: \$289, Velvet Coat; Jumpsuit: \$95; Shirt: \$28; Belt: \$25, Dorothea’s Closet Vintage



POST IMPRESSIONISM

“Starry Night” by Vincent Van Gogh

Power and emotion transform real life subjects, giving a more abstract illusion of life at the beginning of the 20th century.

Classic cuts and glamorous fabrics turn this work into a 21st century must-have.

From left to right: Jacket: \$56, Atomic Garage; Jeans/Shirt/Shoes: model's own; Earrings: \$12; Ring \$8; Shoes: \$28; Sweater: \$18, Atomic Garage; Slip: \$28, Vitae Design Collective; Bracelet: \$46, Dornink; Dress: \$110, Dorothea's Closet Vintage



REALISM

“American Gothic”
by Grant Wood

Common and ugly describe the sociopolitical 19th century after the close of the war. Subdued colors, utilitarian clothing and clean-cut lines justify this piece of work worthy of modern times.

From left to right: Jacket: \$52, Atomic Garage; Jeans/Shirt: model's own; Jacket: \$60, Dorothea's Closet Vintage; Jeans/Shirt: model's own; Umbrella: \$30, Dorothea's Closet Vintage; Shoes: \$570; Pants: \$220, Velvet Coat; Shirt: \$20, Vitae Design Collective



“Marilyn Monroe”
by Andy Warhol

Icons and pop culture ruled the second half of the 20th century as media and technology expanded. Bright colors, fun patterns and unique cuts are an updated look for any occasion.

Jacket: \$45, Dorothea's Closet Vintage; Shorts: \$15; Belt: \$6; Top: \$11, Atomic Garage



SOUNDTRACK TO YOUR...



1 ROAD TRIP

Add these songs to your playlist before driving home for break or for your cross-country adventure with your BFF's.

“Raining Men” by Rihanna feat. Nicki Minaj
“Black & Blue” by Miike Snow
“Up Up And Away” by Kid Cudi

2 ROMANCE

Grab your partner, cuddle up with these tunes and watch the magic happen. Boom!

“Sparks” by Coldplay
“The Girl” by City and Colour
“Where We Belong” by Brighten

3 PARTY

These songs are great for keeping everyone bumping and fist pumping all night!

“We R Who We R” by Ke\$ha
“Memories” by David Guetta feat. Kid Cudi
“Whip My Hair” by Willow Smith

4 WORKOUT

Whether you are running laps or lifting weights, these songs will keep you moving and feelin' good!

“Topsy” by Big Heed and Alien
“No Hands” by Waka Flocka Flame feat. Roscoe Dash & Wale
“Black And Yellow” by Wiz Khalifa

5 HOMEWORK

Get down to business with these tunes during an all-night study fest.

“First Breath After Coma” by Explosions in the Sky
“Lump Sum” by Bon Iver
“The Cave” by Mumford & Sons

LIFESTYLE



UNDER REVIEW

A MIX OF MEDIA GO UNDER REVIEW

DESIGN: ALLIE ADAMS & RYAN HUBBARD

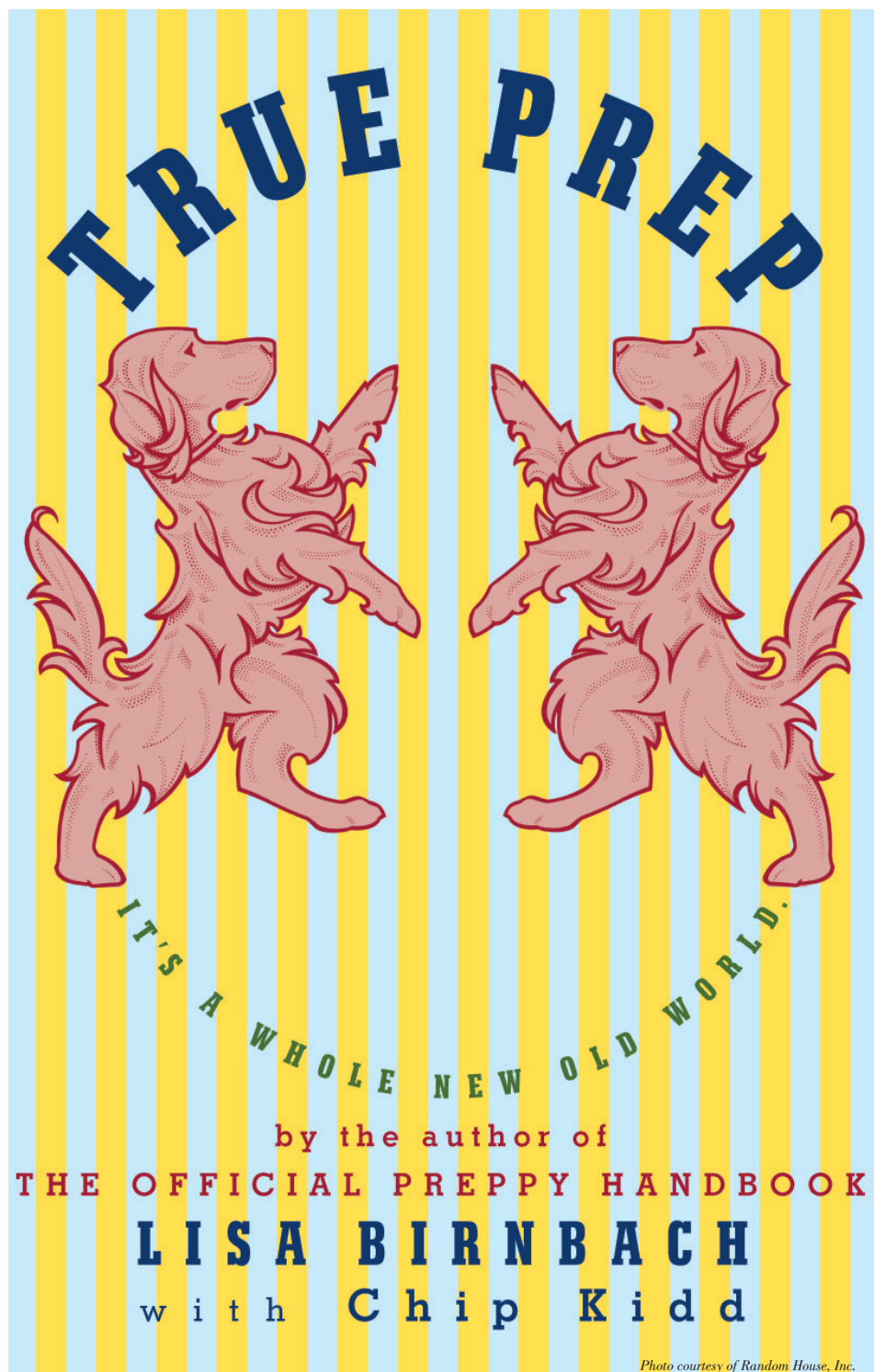


Photo courtesy of Random House, Inc.

TRUE PREP

WORDS: MADI ROSENCRANTS

The 21st century counterpart to her 1980s cult classic, “The Official Preppy Handbook,” Lisa Birnbach brings us “True Prep.” Part self-help guide, part comedy, Birnbach gives us the information we need to navigate through life gracefully, whether ‘WASP’ (white Anglo-Saxon protestant) or not. Since the release of “The Official Preppy Handbook,” the “prep” lifestyle has transformed into an international phenomenon. Her new book is addressed to a more global audience. “True Prep” provides tips on how to handle any situation that the modern-day prep may encounter, whether it be throwing the perfect dinner party or reaping maximum benefits from daddy’s divorce.

Birnbach starts the book with a chapter detailing the “True Prep Manifesto,” setting the stage for irony and humor used throughout the next chapters. The book is divided into chapters dealing with topics such as people skills, work, school, style (including two pages devoted to trench coats) and family (including a do-it-yourself eulogy).

Each chapter includes bizarre and hilarious anecdotes with titles such as: “Rehab: the New Boarding School,” cute illustrations by Chip Kidd and other insightful articles written in a style somewhere between satirical and serious.

While the organization of the articles can be confusing at times, moments such as the one in which a Manhattan private school student offers constructive criticism to “Gossip Girl” make the book’s flaws pardonable: “Chuck, the only people who take stretch limousines to school are pedophiles offering young children candy and a puppy to get inside. A regular Lincoln Town Car would be quite acceptable.” Whether you’re looking for a light, funny read or a gift for your J. Crew-obsessed friend, “True Prep” will undoubtedly appeal to the Nantucket in all of us.



Photo courtesy of Universal Studios

MOVIE: DESPICABLE ME

WORDS: CHRIS BIAGINI

“Despicable Me” incorporates a highly original and innovative twist to the classic story of a reformed villain. With engaging humor, lively characters and impressive voiceover work, the film captivates audiences of all ages. Steve Carell lends his voice to failed super-villain, Gru, who intends to improve his waning bad guy status by pilfering a shrink ray, shrinking the moon and then stealing it. Due to a few hilarious kinks in his plan, Gru is forced to adopt and care for three young girls in order to carry with his evil vision. Gru starts out treating the little girls with as little compassion as his neglected dog, Kyle. He soon realizes that children cannot be treated like pets and that they need a parent. The more he tends to them and allows them access into his solitary life, the more he loves them. Ultimately he is forced to choose between the kids and the restoration of his villainous persona. With charming animations, strong character development and a catchy story line, “Despicable Me” appeals to a broad audience. You will fall in love with Gru’s minions and the innocence of the film, and appreciate the mature jokes and quirks within the movie.



Photo courtesy of Bravo

TV: TOP CHEF ALL-STARS

WORDS: MADI ROSENCRANTS

With all of this talent, it will be interesting to see what the “chefestants” will be able to concoct, and see how heated the competition gets in the kitchen.

Fanatics tuned into food shows will be pleased to hear that the acclaimed show “Top Chef” returns for its eighth season this December. Bravo has announced the new season’s chefs will consist of not-so-average-Joe contestants, but “Top Chef” celebrities from seasons past. “Top Chef All-Stars” include finalists and fan favorites from seasons one through seven who have come back to test their skills in the kitchen one last time. Casey Thompson from Season 3 and Fabio Viviani from Season 5 are among the lucky fan favorites chosen for Season 8. With all of this talent, it will be interesting to see what the “chefestants” will be able to concoct and see how heated the competition gets in the kitchen. Make sure to watch Casey, Fabio and all the other “Top Chef All-Stars” draw their knives this December.



Photo courtesy of Atlantic Records

MUSIC: FANFARLO

WORDS: ALLISON BUTLER

Named after Charles Baudelaire’s novella “La Fanfarlo,” London-based band Fanfarlo was formed in 2006 by Swedish musician and band member Simon Balthazar. On stage, these five guys and gals trade instruments like hot potatoes, switching between the trumpet, violin and mandolin, among many more. Fanfarlo’s style is unique—think indie rock with a touch of pop punk and folk. Fanfarlo created its own trademark by blending its one-of-a-kind sounds together and singing in unison. Fanfarlo’s music has been featured on primetime shows such as “House” and “Grey’s Anatomy.” With its upbeat feel and laid back tone, the band’s light, airy feeling helped it earn a place in the chart-topping film, “The Twilight Saga: Eclipse.” The band’s hit single, “What Makes You Think You Are the One,” combines all of its countless qualities into one. Because Fanfarlo switches instruments so often, you never get bored and always wonder what’s going to happen next.

A Place You Want to Call Home

WORDS: KELSEY PEDERSEN
PHOTOS: KYLE KEIGAN
DESIGN: ANN PROWELL

Coming home to a lifeless, white-walled apartment after a long day of classes, papers, tests, meetings and work can be downright depressing. Stark white walls and mismatched furniture are staple furnishings for college students, but how do you update your living space on a college budget? Erin O'Grady, sophomore in apparel merchandising and design has the answers. "I fashioned my home the way I would dress myself: retro, eclectic and one-of-a-kind," says O'Grady. "Much like my fashion sense, I also take risks in decorating." With a combination of color and vintage finds, she has taken an ordinary home on East 6th Street and Duff Avenue in Ames to an extraordinary blast from the past.

Transforming a plain room into an exciting space just takes a splash of paint and personality. The dining room's neutral tones allow for pops of color in accessories and wall art. A hanging lamp over the wet bar adds interest at eye level, and multiple plaques can be an inexpensive way to turn those bare walls into something wild.

In the bedroom, the color scheme harmonizes a cool turquoise with a deep, spicy red, creating a welcoming mix. By taking a metallic pillow, tossing it on a white comforter and adding a crimson throw, the eclectic color palate emerges as the room's focal point. As proved by the sweeping scarlet fabric in O'Grady's bedroom, a rich curtain can add interest to any window. The vintage artwork and signs throw in a touch of character that completes the whole package. "I frequent state sales, Salvation Army, antique malls and garage sales," says O'Grady.

"I like to refer to this room as 'atomic chic,'" says O'Grady of the living room. The room was inspired by mid-twentieth century furniture and lifestyles that were married with O'Grady's own personal style. A white rug turned her hard floor into a soft dream. O'Grady proudly displays her treasures in cube-shaped side tables that provide both function and style.

While the stylishly adorned rooms may seem impossible to achieve, O'Grady offers some words of wisdom. "Don't be afraid to dig and keep an open mind," says O'Grady. "Some of my favorite pieces have come to be because I saw their potential."



Transforming a plain room into an exciting space just takes a splash of paint and personality.



HIDDEN TREASURES of AMES

WORDS: KRUPALI DESAI
PHOTOS: DOUGLAS CHOI
DESIGN: MELISSA FALLON



We scoured the streets to find Ames' best-kept gems

THE CUPCAKE EMPORIUM

300 Main St.

Whether it's the 60s and tie-dye, the 70s and disco balls or the 80s and big hair, many people have a favorite era they'd love to go back to. For Tawnya Zerr, owner of The Cupcake Emporium, that era is the 50s, and she brought it to Ames.

Inside the shop, the yellow painted walls, light blue fridge, black and white checkered floor and red-bordered seating take you on a trip back in time. Sunlight shimmers in through the floor-to-ceiling glass windows looking onto Main Street, offering a fun, relaxed place to unwind.



Zerr, an Ames native, was traveling with friends when she had a sudden craving for freshly baked cupcakes. She couldn't find a place that served them, and the lack of a shop in Ames inspired her. "I thought [a cupcake business] was something I could do and I looked it up and saw it was all over, so I decided I had a chance," says Zerr.

Thanks to Zerr's cupcake craving back in January, Ames welcomed its first cupcake shop at 300 Main St. on July 1. This inventive shop offers decadent creations that sound unconventional but contain an unparalleled taste. Before Zerr opened The Cupcake Emporium, she worked in a furniture store. "Basically I'd been saving up for eight years for a furniture store of my own," says

Zerr. "Then all of a sudden I switched to cupcakes." The cupcakes, sitting on silver salvers on two shelves in the display case, are grouped by flavor with sprinkle-filled jars holding up the names.

Along with the little delicacies stands a high-footed glass tray filled with cookies, a plate for dog biscuits and a small vintage bicycle that boasts a cupcake as décor. The desserts are topped with generous swirls of cream cheese frosting. Serving six different flavors daily, including the classic vanilla and chocolate, A perfect mid-afternoon stop, it also offers sandwiches, soups and veggies, pasta and fruit salad and Jeff's Pizza for lunch and dinner. Sticking with its retro theme, the shop offers bottled sodas as well.

The cupcakes possess a rich excitement with each bite and the smooth, moist frosting complements

"Basically I'd been saving up for eight years for a furniture store of my own," says Zerr. "Then all of a sudden I switched to cupcakes."

the fluffy cake. With peanut butter and jelly, shiraz wine, white chocolate raspberry, Samuel Adams beer, pink champagne, orange cream, cinnamon almond and s'mores being just a few of the shop's specialty cupcake flavors, creativity in flavors puts The Cupcake Emporium on the map. As a remarkable place to eat and indulge in novelty cupcakes, The Cupcake Emporium makes a great place to go to converse and have a good time. Besides, where else will you find a caramel injected chocolate banana cupcake?

VINYL CAFE

303 Kellogg Ave.

Ben and Rachelle Hull, owners of Vinyl Café at 303 Kellogg Ave., created a business from their passion of vinyl records. "My wife and I both love music" says Ben. This newly-opened shop's collection of vinyl records includes mainly 60s, 70s and 80s rock along with blues, jazz, soul, orchestra, several world music albums and new releases.

Records typically cost \$2 to \$5 with the exception of new releases, which cost around \$15 to \$20. For vinyl record enthusiasts and newbies alike, this is a place to check out. In the listening booth, which used to be a phone booth, you can rediscover old music and discover new songs. "It's awesome because people know whether they want the album or not," says Ben. "Everybody leaves happy."

Vinyl Café also creates a charming place to indulge in the shop's delicious lattes and pastries and unwind. Record players, guitars, amplifiers, CD players, vintage jewelry and T-shirts are among the other cool things they carry.

Stop by this underground café for a yummy drink and get lost in the music!



MONOGRAM WALL ART

Trend shows you how to craft an inexpensive gift this holiday season. Monogram wall art is the perfect gift for friends and family (or to keep), and the lucky recipient can display these fun hand-decorated letters on a wall, desk, or even in the kitchen. In only four simple steps, you will have a unique homemade gift that only looks pricey and time-consuming.

WORDS: ALEXA WILMORE
PHOTOS: NAKEESHA VAN WYK
DESIGN: KATIE JOYCE

SUPPLIES

- 1 Wooden Letters
- 2 Ribbon
- 3 Buttons
- 4 Sequins
- 5 Spray Paint
- 6 Project Glue



FOR YOUR MOM

Use the first letter of her name or an "M" for mom. Decorate with her favorite colors or items that fit in with her most cherished hobby or pastime.

FOR YOUR SISTER

Use the first letter of her name, an "S" for sister or use a simple shape; be creative! Decorate it with inside jokes, your favorite sisterly photos and other addictions you two share.

FOR YOUR BESTIE

Use the letters "BFF" or her initials. Decorate according to the color scheme of her room. When she sets it on her desk or hangs it on the wall it will not only remind her of what a good friend you are, but will also fit in with the rest of the room.

FOR YOUR BOSS

Keep this one classy. Use the letters of the company or the first letter of his or her name. Go with neutral colors rather than bright, vibrant ones, and add on embellishments such as bronze buttons or pearl stick-ons. Don't think you still can't be creative with this one. Who knows, it might even get you promoted!

FOR YOURSELF

This should be the easiest. Think of where you want to put the letters first, and then decide which colors and other embellishments you want to use. Use your imagination! If you have the time you can even spell out a word to hang on the wall or place on your nightstand.

A Spread out old newspaper in a well-ventilated area **B** Spray paint the wooden letter and let dry for 24 hours **C** Using project glue, decorate the letter with buttons, ribbons, sequins and other embellishments **D** Let the glue dry to make sure the embellishments stay put.

PARKER & BLAKE

WORDS: EMILY ORTIZ
PHOTO: LINDSEY ELLIOT
DESIGN: JENN SCHRIMPER

Your online vintage accessories destination



For most college students, “vintage” isn’t a common word used to describe our wardrobes. Sure, there are the occasional ventures to the local Goodwill or Salvation Army, but good vintage pieces are a rare commodity. The word holds much more meaning than just someone’s “old stuff” and vintage is a growing trend. Offering carefully selected vintage accessories including handbags, jewelry and belts, is the online site Parker & Blake.

Parker & Blake brings unique vintage accessories to the web, taking away the difficulty of scouring vintage stores for high quality pieces.

Owner Emily Griggs is a Story City, Iowa native and 2004 graduate from Iowa State University’s textiles and clothing program. After graduation, Griggs moved to New York City to pursue her career in Internet merchandising for Victoria’s Secret and marketing for The Truth, an anti-smoking campaign. After spending six years in

the Big Apple, Griggs decided to come back to Iowa to start up her business.

“I’ve always loved vintage and shopping, especially growing up in Iowa. I felt I could get more fashionable stuff at thrift stores than I could get the mall. And I’ve always wanted to open my own business,” says Griggs.

Griggs finds the goods for her site and personal collection all over the globe, and the assortment ranges with pieces from Iowa to Africa. “I’ll never be by a Salvation Army or garage sale and not stop; you never know where you’ll find amazing stuff,” says Griggs.

Griggs’ future includes growing the site to support herself, and hiring a small staff of employees as well as traveling to further her collection.

Visit www.parkerandblake.com to find out more about Griggs and Parker & Blake.

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never
know
where
you’ll
find
amazing
stuff.”**

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