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Bad Beauty Behavior
A Panel of Experts Reveals What You’re Doing Wrong

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A Stylist for Almost Everyone

Ames Silversmithing DESIGNERS AND GOLDSMITHS

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Champagne Taste

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

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

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

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

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

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

As it turns out, champagne taste spreads beyond fashion. And again, we found ways to look beautiful and eat great on a beer budget. Find the best ways to enhance your eyes in "Look at Me Lashes" and three recipes for low-cost gourmet treats in "Not Your Average PB&J."
1. In eight hours, teams constructed garments inspired by U.S. states. The winning team, Marion Baggenstoss, Lindsey Mathews, Elizabeth Jacobs, Hannah Thiessen and Ivy Van Ersvelde, all apparel merchandising, design & production majors, selected the state: Virginia.

2. Virginia, named for the Virgin Queen Elizabeth I, fueled the team’s creativity. They used lace and pearl adornments and designed an Elizabethan dress. The winning team: Virginia.

3. In eight hours, teams constructed garments inspired by U.S. states. The winning team: Virginia.

Aside from underwear, the model stood naked in front of the crowd. While many would be terrified, “Savannah” felt confident; black paint covered her body and two other models stood by her side. Elegance and fashion permeated downtown Des Moines on November 13th at the Catalyst State: Iowa Design Weekend 2009 kick off. Anthony Marinari, co-conductor, wanted to separate the event from others held in the city; he imagined a fashion showcase rather than a fashion show. “The fashion designer will stand near the box, and the model will stand on the box. Each of you will be able to come up, look at the model, look at what they’re wearing and ask the designer questions,” said Marinaro.

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

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

Choice Fashion Blog

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

Check out Driex’s blog at: http://coquette.blog.com.

Choice Beauty Blog

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

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

Kristin Kelly created the acclaimed blog featured in both The New York Times and Allure magazine in September 2005. “The blog also includes workouts complemented by easy-to-follow photos and videos. In the playlist section, you can find energizing music for your workout.”

For more tips, delve into Gina’s blog at: www.fitnessista.com.
Christopher Comes Home

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

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

TRENDS: And, do women want?

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

TRENDS: Speaking of thinking outside the box, what inspires Matthew Christopher’s unique designs?

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

TRENDS: Any muses?

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

TRENDS: Tell us about the “Matthew Christopher bride.”

Matthew Christopher: As I’ve grown up, my bride has grown with me. My bride is 28 to 45. My aesthetic is really about taking tradition and giving it a modern twist. A lot of my inspiration comes from weird things like the carpet, a tree, a really cool lamp or piece of artwork. The details of architecture really inspire me.

TRENDS: And, what do women want?

Matthew Christopher: As I’ve grown up, my bride has grown with me. My bride is 28 to 45. My aesthetic is really about taking tradition and giving it a modern twist. A lot of my inspiration comes from weird things like the carpet, a tree, a really cool lamp or piece of artwork. The details of architecture really inspire me.

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

Matthew Christopher: You started your label at age 26. Now, you’re extremely successful at 33 and returning to ISU as the guest designer for the 2010 Fashion Show on Saturday, April 3. Describe how it feels to return to Ames.

Matthew Christopher: I’m really excited to be back for Fashion Week and having the trust of the people I was working with. I also enjoyed working with my family; they’re the best. My brides also inspire me.

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

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

Matthew Christopher: You’re judging the fashion industry by Lauren Conrad, Whitney Port and Olivia Palermo’s experiences for too long. Set down the remote and get a real, behind-the-scenes taste of the fashion industry through the eyes of student interns.

Lizzie Casper
senior, apparel merchandising, design & production creative design

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

Kristin Tehel
senior, apparel merchandising, design & production creative design

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

LeAnn Steffen
senior, apparel merchandising, design & production apparel production

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

Noah Swanson
senior, apparel merchandising, design & production product development

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

Dress

“Italians aren’t so much concerned with fashion as they are style. They are very confident,” observes Kristin Geiger, a junior in apparel merchandising, design & production, studying at Accademia Italiana in Florence, Italy. Whether shopping in the market, working out or going to dinner, Italians dress the part. Geiger notices Italian women wearing leather, ’80s trends and leggings in every color imaginable. Scarves are a staple. “They are sold absolutely everywhere.”

Life

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

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

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

Oops Moment

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

Second Time Abroad

Italy isn’t the first foreign country for Geiger to conquer. Last summer, she spent two months in Taipei, Taiwan, interning with the Taiwanese Textile Federation. “[They] have a completely different way of doing business. But I enjoyed seeing how they operate on their level.”

Life Lessons

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

Katie Dosen

Dress

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

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

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

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

Life

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

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

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

Study

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

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

Life Lessons

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

Foreign Correspondents

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

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

### Peanut Butter and Jelly Oats

- 
- ½ cup old-fashioned rolled oats
- ½ cup water
- ½ teaspoon salt
- 1 teaspoon ground cinnamon
- 2 tablespoons peanut butter
- 1 tablespoon brown sugar
- ½ cup milk
- 2 tablespoons red raspberry jam, or jam of choice

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

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

### Peanut Butter-Pear Panini

- ½ teaspoon butter
- ½ teaspoon cinnamon
- 2 slices French bread or other crusty bread
- 2 tablespoons peanut butter
- 1 tablespoon honey
- 1 medium pear, sliced

**Directions:**
1. In a skillet, melt butter over medium-high heat. Add cinnamon and pears, cook 3 to 4 minutes, or until pears are softened slightly but still firm. Remove from heat.
2. Place each slice of bread on a piece of aluminum foil and place one slice of bread on top of each slice. Place baking sheet on top rack of oven. Broil 2 minutes per side or until bread is lightly browned. Remove from oven. Slice in half and serve warm.

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

### Peanut Butter-Chocolate Truffles

- 1 package vanilla sandwich cookies
- 1 block, package cream cheese, softened
- ½ cup peanut butter
- 1 package chocolate almond bark, chopped
- 2 tablespoons vegetable or canola oil
- White chocolate, sprinkles, or candy bars, if desired

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

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

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**Not Your Average PB&J**

3 Inventive Ideas for a Pantry Staple

Peanut butter, something found in most dorm rooms and apartments, is the versatile, unsung hero of the culinary world. This childhood favorite finally gets the credit it deserves in creative, delicious, economical dishes. Crunchy or creamy, this spread effortlessly transitions from breakfast to dessert in no time at all.
It's true; you occasionally take 20-minute showers and leave the lights on. Deciding how to “live green” may be a daily battle, but there is an easy, environmentally friendly way to look beautiful.

Organic Beauty Products?

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

Why the Hype?

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

Before you Buy:

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

Get an All-Natural Glow

Mineral Foundation: It eliminates redness and won’t aggravate acne. It’s safe to wear while exercising or sleeping.

Mineral Blush: An easy-to-apply and long-lasting cheek color.

Mineral Eye Shadow: Mix with water, lip-gloss or Vaseline for an intensified look.

It’s all natural and oil-free.

Protection Wash: Ideal for hot tool enthusiasts, the wash protects hair from up to 600-degree heat.

Born Again: The essential oils and proteins in this deep-treatment conditioner help revive damaged hair. Full On Protection: This spray provides heat protection while adding body and texture.

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

The “healthy fragrance” is packed with 33 vitamins and minerals.

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

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

Boscia Sheer Tinted Moisturizer SPF 15 ($35; at Sephora),
Jack Black Pure Clean Daily Facial Cleanser ($18; at Sephora),
Juice Beauty Green Apple Moisturizer ($45; at Sephora),
Lalavanila Pure Vanilla Perfume ($56; at Sephora),
Loose Mineral Foundation ($37.49; at Studio 7),
Crushed Mineral Blush ($19.49; at Studio 7),
Crushed Mineral Eye Shadow ($17.49; at Studio 7),
Kevin Murphy Protection Wash ($30.40; at Studio 7), Kevin Murphy Born Again ($21.98; at Studio 7),
Pacifica Brazilian Mango Grapefruit Perfume ($20; at Sephora),
(Pacifica Brazilain Mango Grapefruit Perfume ($27.60; at Studio 7)

Malic acid: It is an antioxidant.

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Pacifica Brazilian Mango Grapefruit Perfume ($20; at Sephora),
(Pacifica Brazilain Mango Grapefruit Perfume ($27.60; at Studio 7)
Moore’s Tips:

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

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

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

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

The Science Behind Lashes
Nicole McCarthy and Brooke Shields. Latisse is the first and only science-based treatment approved by the U.S. Food and Drug Administration for eyelash hypotrichosis, inadequate or not enough lashes. “The way Latisse differs from other eyelash-enhancing products is by actually growing eyelashes and increasing the number of eyelash growths,” says Heather Katt, senior manager of corporate communications at Allergan Inc. (Latisse is Allergan’s latest innovation.) Latisse appeals to a broad demographic, primarily women ages 18-60 that use mascara on a regular basis.

Application is easy; place a drop of Latisse onto an applicator once a day and swipe it onto the base of the upper eyelashes, just like eyeliner. To maintain the Latisse effect, “one must continue to use it on a regular basis,” says Katt. While it may be aggravating to apply daily, the product actually works (non-believers can check out www.latisse.com for before and after pictures). Ringing in at $150, Latisse exceeds most college budgets. However, forecasting predicts a surge in the trend.

Primer is essential for the health of your lashes.

Fake Out
Fake lashes give the illusion of a full, fantasy set. Simply follow a few easy application instructions from Becky Goldman, educator at The Sahlen Professional Academy.

How to apply:

1. Draw on a single lash or a full eyelash strip.
2. Apply a bit of adhesive on the natural lash.
3. Apply adhesive on the fake lash.
4. Place the fake lash close to the skin as possible.

More Tips:

1. Don’t use too much adhesive, as you could glue your eye shut.
2. Use tweezers to apply lashes.
3. Put lashes on after you’ve done all your makeup (except mascara).
4. To remove a lash strip, pinch the corne and peel it away.
5. After removal, clean the fake lashes with shampoo or a mild soap and rinse to reuse. Store your lashes, up to three weeks.
Break Out of Your Bad Beauty Behavior

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

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

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

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

4. Lay on a Serta, Not a Bulb
   “Skin cancer is seen in younger and younger people because of UV rays,” says Cross. Tanning also contributes to the rise of melanoma cases. For a summer glow, try using bronzing sprays or topical applications.

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

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

7. Soothe Winter Skin
   Winter dehydrates skin. “Here is a good rule: when the furnace turns on, moisturize,” says Cross. Opt for a cream instead of a lotion. Take a quick shower and avoid steaming hot water. While the mirror is still foggy with vapor, apply your creams. If you have excessively dry skin, moisturize twice daily.

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

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

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

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

Day and night makeovers for sincerely-stylish women

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

Class Act

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

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

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

Designer: Emma Schroeder
Photographer: Annie McGuire

Striped Dress, Banana Republic, $150.00; necklace, Express, $69.50; Bow with white stones and cut outs, Heritage 1981, $7.80; gold earrings, Banana Republic, $35.00; Ruffled tank top, Banana Republic, $69.50; Cuff Bracelet, Banana Republic, $45.00; Headband, Forever 21, $6.80; Button Up, Banana Republic, $69.50; jacket, Twelve by twelve, $39.00; earrings, Forever 21, $5.80
Chiffon, pearls and soft curls, feminine touches cue the All-American Woman. Transform your look to a modern day Ava Gardner by wearing round toe pumps, feather hairpieces, scarlet gloves and kick pleat skirts.

40’s Frenzy

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

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

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

Designer: Lindsey Moore
Photographer: Amanda Hinderks
Designer: Anna Harmon
Photographer: Lisa Tupy
BOW TIES, blue jeans and boyish charm seduce even the strongest of women. When debonair James Bond crosses paths with the ever-fetching James Dean, women can’t escape locking eyes on handsome and enticing attire.

Black tweed blazer with pocket, Banana Republic, $198.00 | Grey Herringbone suit vest, Banana Republic, $98.50 | White button-down slim fit shirt, Banana Republic, $79.50 | Navy pinstripe jacket, Banana Republic, $325.00 | Navy pin-stripe modern fit pant, Banana Republic, $150.00

Black tweed blazer with pocket, Banana Republic, $198.00 | Grey Herringbone suit vest, Banana Republic, $98.50 | Blue classic fit striped button down, Banana Republic, $79.50 | Navy wool v-neck sweater, Banana Republic, $59.50

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

Available at www.bananarepublic.com

Blazer: Bliss

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

POP ROCKS

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

Designer: Kris Haanekock
Photographer: Matthew Sorensen

Designer: Lauren Lee
Photographer: Matthew Sorensen

\[ ... \]
Blood Lust

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

LEATHER Lush

Ride the line between glamour girl and bonafide bada**. Rev your wardrobe using studded stilettos, leather minis, exposed zippers, and metal embellishments.

Open the Investigation, Detective

Law abiding citizens: Fashion never prohibits classic khakis teamed with preppy plaids.

Radicals:
Plaid guilty to mixing rebellious leather leggings and defiant animal prints.
Secrets Of Outsmarting
This Season’s Toughest Trends

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

1. Knee High Boots
Williams says a slick, black dress complements a tight-fit boot. Go for a warm color; like chocolate brown, plum or black, for a casual, welcoming look. The boots style well with a flowy dress and rights or a knitted, heavy gauge sweater. Williams warns readers to avoid cheap-looking pleathers, severe tones of black and chunky accessories.

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

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

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

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

6. Vest
Sudbeck suggests pairing a popular European trend, the men’s style vest, with a flowy dress like a chiffon, heather gray jersey dress. Wear leggings for additional warmth. Beware of the overly-skinny look and balance skinny jeans with a loose fitting t-shirt and leggings. Don’t wear the sweater with wide leg jeans.

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

8. Boyfriend Blazer
Williams suggests wearing blazers with fully dresses and call-high boots. "Don’t wear your boyfriend’s whole outfit," explains Williams. “Keep the rest of the look feminine." Sudbeck likes blazers with a bright print on the inside, that’s visible with rolled sleeves. Another trendy blazer is fit-to-the-hip with shoulder pads and sleeves rolled to the upper forearm.
THE HORROR STORY

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

WHY CAN’T I WEAR SWEATS?

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

BASIC GUIDELINES

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

WHAT TO WEAR ON A FIRST DATE

A Formal Date

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

A Hangout Date

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

AN ACTIVITY DATE

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

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

Top: Ruffle Cardigan, Banana Republic, $79.50
Graphic Tee, Gap, $28.00
Jeans, Gap, $59.50

Middle: Tweed Dress, Gap, $59.50
Boots, Banana Republic, $198.00

Bottom: Long sleeve, Buckle, $28.00
Tweed Vest, Buckle, $28.00
Naughty Monkey Heels, Buckle, $139.95

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

What’s a Care Label?

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

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

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

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

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

Two Ways to Tie

“College kids come in for job fairs and do not know how to tie a tie,” says Dave Swanson, manager of Mooresman Clothiers. Knowing how to correctly wear a tie is important. There are two primary methods for tying ties: the half Windsor and the four-in-hand (full Windsor). “With the weight of ties today, more people are tying a half Windsor because most ties are silk reels,” says Swanson. “A full Windsor was usually done with satin ties.”

Other options include a bow, clip-on and zipper tie. However, they won’t suit every man. “There’s an appropriate place in certain industries (to wear a clip-on), mostly for safety reasons,” says Swanson. Check out tying tutorials at www.mooresmancothiers.com.

Single Purpose Denim

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

Too Soon to Trash?

Some people have a sentimental attachment to a pair of shoes and will walk them until they’re absolutely nothing,” says Bryan Tinker, manager of Blackford Shoe Repair in Urbanaude. While they can’t perform miracles, they can fix everything from a broken heel to a flattened sole. Common practices include re-soling shoes, fixing heels and performing build-ups. Blackford Repair can fix a shoe in 7–10 days.

Tools extend to leather repairs including handbags and boots. Why Dry Clean Only?

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

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

If your budget can’t handle a dry-cleaning stub, there are a few other methods to clean your dry-clean only duds. Try an at-home dry-cleaning kit, like Custom Cleaners (from Dill), FreshCare (from Clorox) and Dryel (from Procter & Gambel). They follow a similar process to that of traditional, in-store dry-cleaning, sans the solvent. However, these at-home kits are more of a convenience than a luxury cleaning, and consumers should use discretion. Another emerging option is eco-dry cleaning. This is considered a “wet-cleaner” meaning it uses a water-based solution made of natural soaps.

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

The little things you need to know.

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

WRAP YOUR HEAD AROUND SCARVES

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

Wide Shouldered Blazers

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

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

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

Punk

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

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

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

Mod

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

Angela Bettaline, owner of Des Moines vintage store Dorthea’s Closet, agreed. “Mod was very edgy and fashion-forward. Mod pieces are very clean.”

Soong’s suggestions for the season seem similar to styling ideas of the past. “Sheath styles are really popular, as are swing coats. Cropped jackets are also a great way to wear the trend,” said Soong.
Left:
- Silk Blouse, JCPenney, $40.00
- Pencil Skirt, Express, $59.50
- Stretch Tee, JCPenney, $8.00

Right:
- Blazer, JCPenney, $42.00
- Fidelity Jeans, Lyla's

Left:
- Free People Dress, Lyla's

Right:
- Sweater Dress, JCPenney, $70.00

Note: All prices are in USD.
Animal Print:

Before animal rights activism, animal print was a completely different concept. “In the early 20th century, they just used fur,” said Hume. “Outerwear was the key piece for animal print. You would have it on a coat, a trim. The play of a textile made to look like animal print doesn’t happen until the later 20th century,” said Hume.

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

Red:

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

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

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

Ruffles:

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

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

High Waists:

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

Fast-forward to today, when jeans replace dresses as the staple everyday look. “High waist jeans are the easiest way to wear this trend,” said Soong. “A high waist pencil skirt is a staple everyday look. ‘High waist jeans are the easiest way to wear this trend,’” said Soong. “A high waist pencil skirt is a staple everyday look. High waist jeans are the easiest way to wear this trend,” said Soong. “A high waist pencil skirt is a staple everyday look. That was the ‘empire’ style,” explained Hume. “The early 19th century was where this trend originated, during the reign of Napoléon, hence the name ‘Empire Waist.’”

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"I'm comfortable with my body; there's not much I can do to change it," says Emily Keller, a senior in AMDP. "I dress not for sizes but for what fits my body." Results from the body scan suggest Keller has an hourglass body shape, as both the upper and lower measurements are consistent. Kelly says people with hourglass bodies “are blessed to be proportional,” as “proportion can be more important than size.” She suggests they show off their curves. “The best bet is to wear a wrap dress; it’s a great way to show off the waist,” says Kelly. “Belts around the waist are another way of accentuating curves.” Hourglass shapes should abstain from wearing empire waists, as they make the body look like a rectangle.

Nekia Thomas wears a size medium, and the colors green and black play a big role in her ‘80s rock star style. The body scan suggests Thomas has an A-shape body, because her hips and lower body mainly define her shape. If you have Thomas’ A-shape body, Kelly says your main goal is to balance your larger bottom with your smaller top. You can wear darker colors on bottom and lighter colors on top to draw attention to your upper-half. She recommends avoiding ruffled skirts and tight pants. Side trouser pockets can make your hips look wider. “Vertical stripes make your legs longer,” says Kelly. Go for a pant with a vertical stripe.

“Typically, Justine Taylor, junior in AMDP, opts for a classic look by wearing shades of black and maroon. “I like to wear a blazer or a jacket, skinny jeans and pearls,” says Taylor. She usually wears a size large in juniors. In an O-shape, the mid-section is larger than the hips or shoulders. Taylor’s body resembles an O-shape; however, her measurements indicate that her waist and hip comparison is less dramatic than a traditional O. Kelly says O-shapes should stay away from anything clingy. Because of the extra weight in the stomach, O-shapes need to mind muffin tops when dressing. If you have an O-shape body, she advises against skinny jeans, because your legs will look like “toothpicks” in comparison to your mid-section. “Opt for tailored pieces with structure in the shoulders to fill out your top, and straight leg pants to elongate your shape,” says Kelly. V-neck tops and dresses also give the illusion of a longer and leaner body.

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

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

Emily Bey, sophomore in apparel merchandising, design & production (AMDP) claims to feel comfortable with and confident about her body. “I take care of it,” says Bey. Typically, she wears a size small, because she likes garments to be loose but fit well. The results of Bey’s body scan suggest she has a V-shape body. As her shoulder length is most pronounced. Typically, a person with a V-shape body has a large bust or shoulders and small hips. For V-shapes, the trick is dressing to create a proportional look from top to bottom. To do so, Kelly suggests placing emphasis on the lower half to fill it out. She says a-line dresses and boot-cut jeans give the illusion of a wider bottom. You can shift emphasis to your lower half by wearing a lighter color on bottom and a darker color on top. Blazers with defined shoulders work well, and you want to avert from wearing boxy-looking tops.

Nekia Thomas wears a size medium, and the colors green and black play a big role in her ‘80s rock star style. The body scan suggests Thomas has an A-shape body, because her hips and lower body mainly define her shape. If you have Thomas’ A-shape body, Kelly says your main goal is to balance your larger bottom with your smaller top. You can wear darker colors on bottom and lighter colors on top to draw attention to your upper-half. She recommends bypassing ruffled skirts and tight pants. Side trouser pockets can make your hips look wider. “Vertical stripes make your legs longer,” says Kelly. Go for a pant with a vertical stripe.

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

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Make Your Next Shopping Trip a Savvy One

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

Mixing Price Points: High & Low
The Method: A simple and easy way to budget your fashion allowance is by mixing price points. If you're bored by luxurious lines or materials such as cashmere, balance your outfit budget by combining low-cost accessories. Though, we spent $240 on this cashmere sweater from Lyla's Boutique, we found a cocktail dress for $39.99 at Target and added a suave $65 statement bracelet from Lyla's.

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

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

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

Consignments
The Method: You search for gently used, quality, up-to-date clothing. We found this Express cocktail dress at The Loft for $12 and paired it with Pierre Dumas studded ankle booties, also from the Loft, for $16. Make It More Economical: Analyze the clothing and don't get caught up in the label. A William Rast jean for $45 is exciting, but ensure that it will have life left. Check the wear. Is there pilling? Are seams coming out? Is there fading?

Stores to Know: Forever 21; H&M; Target; JCPenny;
Blogs to Read: My Style Pill (mystylepill.com); The Budget Babe (thebudgetbabe.com); Kansas Couture (kansascouture.com);

Store Mashups:
- Store Mashups:
  - The Method: For the best of both worlds, combine local stores. We found a statement necklace for $39.99 at Target to pull together the look. Make it More Economical: While you love the cost, garment quality isn't always the best. To save yourself from constantly re-buying, immediately reinforce buttons with a needle and thread. Be prepared to fix loose seams. Finally, line dry items to prevent shrinkage and pilling.

Blogs to Read: Cupcakes and Cashmere (cupcakesandcashmere.com); Le Blog de Betty (liblogdebetty.com)
Stores to Know: TJMaxx; Ann.com; Fredflare.com

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The Method: You search for gently used, quality, up-to-date clothing. We found this Express cocktail dress at The Loft for $12 and paired it with Pierre Dumas studded ankle booties, also from the Loft, for $16. Make It More Economical: Analyze the clothing and don't get caught up in the label. A William Rast jean for $45 is exciting, but ensure that it will have life left. Check the wear. Is there pilling? Are seams coming out? Is there fading?

Stores to Know: Worn (Des Moines); The Loft (Ames);
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Repour Boutique (Des Moines); Plato's Closet (Des Moines)
21 Ways to Get Savvier

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

1. Do Your Research
Baos recommends checking blogs because the writers are regular shoppers. Many bloggers search daily for discounts and find great items. “It’s like they have a database of deals and steals to dissect for you,” says Baos. “You can know when the deals are happening, and it’s like having someone watching your back.”

2. Make a Budget
“Little purchases add up quickly,” says Baos. “When it comes to shopping, you will find some really great designs,” says Baros. “You can get a dress for $20. It’s something that’s unique, and no one will have it.”

3. Avoid Impulse Buying
“If you’re feeling sad or lonely and you think that shopping is gonna make you feel better for the minute, it makes you feel better for the minute, but then you get home, you think why you spent $400 on stuff you didn’t really need.”

4. One Word: Browse
Consider garments for a week before buying. “Imagine your wardrobe at home. Is it something that you can wear with most of your stuff? Is it worth the money that you put into it?” poses Hooghkirk. Can’t constrain yourself? Find out the return policy. “Take it home, put it up next to all of your clothes.” Ensure the item cheaper, says Baros. At retail

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

6. Don’t Be Shy
“Don’t be afraid to ask a salesperson if the dress is on sale?”

7. Sample Sales Before Shopping
“Fit is the most important thing,” says Radosevich. Recently, she bought a tunic skirt from Forever 21 “I wanted to see if it actually fit. I didn’t really need it.”

8. Make Smart Investments
“Investment pieces that you’re gonna wear on a daily basis, such as Jimmy Choo for H&M,” says Hooghkirk. “It makes you feel better for the minute, but then you get home, and you wonder why you spent $400 on stuff you didn’t really need.”

9. Add Finishes with Accessories
“Though you may not be able to afford a head to toe designer look, a few pieces can refine your wardrobe. Hooghkirk recommends a designer bag or sunglasses.”

10. Examine Before Buying
Check for tears, loose seams, makeup smears or odorant marks. A check to any of the above may equate a small discount.

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

12. Get a Status Update
Baos says many brands offerdiscount codes or giveaways to fans on Facebook or followers on Twitter. Recently, she won three bottles of nail polish by following Zoya on Twitter.

13. Be Careful with Collaborations
Today, many designers createwithin-threads, designer-like lines for low-cost stores. Jean Paul Gaultier’s “The Half Line” goes for $25 to $75. Mary-Kate and Ashley Olsen launch their full line for and launch their full line for .

14. Identify Problem Materials
Avoid cheap looking materials such as pleather at low-cost stores. Radosevich walks away from “dinky, elastic materials.” Hooghkirk ships cheap woods because they’re scratchy.

15. Search, Refresh & Add New Tabs
After you find your dream outfit, do some additional research. At Bear-

16. Search, Refresh & Add New Tabs
If you want to try out a trend, it’s always better to go to the cheaper alternative. “I wanted to see if I actually like it before I buy it.” says Radosevich. Recently, she bought a tunic skirt from Forever “I wanted to see if it actually fit. I didn’t really need it.”

17. Avoid Impulse Buying
“If you’re feeling sad or lonely and you think that shopping is gonna make you feel better for the minute, it makes you feel better for the minute, but then you get home, and you think why you spent $400 on stuff you didn’t really need.”

18. Investigate New Designers
Young designers create well-crafted unique pieces at a fraction of popular designer price. Easy.com, a marketplace for artisans, sells handmade jewelry. “You can find secondhand at a fraction of the price,” says Baros. “You can get a dress for $20. It’s something that’s unique, and no one will have it.”

19. Learn to Thrift
“In a lot of small town second hand stores, people will throw away really cool stuff that shopping is gonna make you feel better for the minute, it makes you feel better for the minute, but then you get home, and you think why you spent $400 on stuff you didn’t really need.”

20. Add a Personal Twist
“If it looks like I could make it myself, I try,” says Radosevich. “Sometimes it turns out; sometimes it doesn’t.” She replaces the traditional beaded and black beads and gold buttons that she buys in bags.

21. On the Town Trendy
“Little purchases add up quickly,” says Baos. “When it comes to shopping, you will find some really great designs,” says Baros. “You can get a dress for $20. It’s something that’s unique, and no one will have it.”

22. English Prepster
Total: $19

23. Mod Maven
Total: $24

24. On the Town Trendy
Total: $40.80

25. Oh No. They Didn’t! Where did they get the logo?

26. Learn to Online Shop
First, check the sales tab on your favorite store’s Web site. Next, branch out to other sites. Baros recommends shopstyle.com because you can search by specific characteristics, like price. “If it looks like I could make it myself, I try,” says Radosevich. “Sometimes it turns out; sometimes it doesn’t.” She replaces the traditional beaded and black beads and gold buttons that she buys in bags.

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28. On the Town Trendy
Total: $40.80
Quick & Simple Styling Tricks

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

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

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

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

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

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

Time for a Re-Mix
Recessionistas know the tricks. They restructure, reshape and reevaluate ensembles, creating new looks. The road fashion team shares their tricks for mixing common wardrobe items.

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

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

3. Roy Meets Girl
Men’swear and women’swear accent one another. Try wearing a black leather jacket over a pale silk blouse.

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

5. Summer lovin’ in December
Don’t store your favorite warm-weather dress. Wear is belted over a turtle neck or under a cardigan.

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

More Than a Preppy Jumper:
How does it feel to wear the same garment daily? Tedeschi Doll: The Uniform Project’s Sheena Matheiken pledges to find out. She’s wearing the same, nondescript dress for 365 days; however, she’s creating new, intriguing looks by styling with handmade, vintage and recycled accessories. The project benefits the education of underprivileged children in India. Visit www.theuniformproject.com to get involved.

Writer: Michelle Hunter
Designer: Jordan Bostjancic
Photographer: Laurel Scott
Q: What’s good to wear on a casual first date?

Guy Talk: Advice from the Men’s Editor

Ladies, you’re welcome.

Football sweatshirts and gym shoes at home. Whatever you do, leave high school gear behind. Leave the gym clothes at home; you want to look good but run the risk of staining your shirt. A “guy” guys’ all-inclusive guide to shopping, buying and wearing jeans.

Pro-Purchasing Tips

- Buy jeans that feel a little snug.
- Always try on jeans, even if you already own a similar pair.
- It’s smart to wear the shirt and shoes you plan to pair with a new jean while shopping.
- Whether it’s your sister or girlfriend, or the random girl in the dressing room adjacent, always get a second opinion before buying.

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

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

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

Marissa Brands, senior in logistics and supply chain management

trend Man: Whatever you do, don’t be offensive.

The trick is to be subtle. When he wears dark denim, tell him he looks good. You can take him shopping and suggest a dark wash jean for winter.

SHOPPING GUIDE

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

Care: To sustain the life of your denim, Inyang suggests washing denim inside out to preserve color and to dry your jeans only partially during the first five wash cycles.

Shaping your jean.

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

- Inyang and Kamies offer additional tips for buying denim.

- Guys need three pairs of jeans: a pair for going out, relaxing and working.

- Be sure that feel a little snug.

- Always try on jeans, even if you already own a similar pair.

- It’s smart to wear the shirt and shoes you plan to pair with a new jean while shopping.

- A classic style withstands time more eloquently than an embellished, trendy pair.

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

**A Girl From Ames**
BCBGGeneration Cardi Wrap, Dillards, $198.00; BCBG Max Azria Cashmere V-neck, Dillards, $198.00; BCBG Max Azria Cashmere leggings, Dillards, $168.00; BCBG Max Azria striped scarf, Dillards, $88.00; BCBG Max Azria signature cardi wrap, Dillards, $128.00; BCBG Max Azria printed knit, Dillards, $34.00; (Male) Military knit, Banana Republic, $110.00; BCBG Max Azria scarf necked knit jacket, Dillards, $168.00; BCBGeneration sheer turtleneck, Dillards, $58.00; (Male) Military zip, Banana Republic, $110.00; BCBG Max Azria striped scarf, Dillards, $88.00; BCBGeneration Zip front pocket knit, Dillards, $98.00; BCBG Max Azria Dress, Dillards, $198.00; V-neck tee, Banana Republic, $19.50; Merino wool rugby-stripe v-neck, Banana Republic, $69.50.
"It's not you; it's me." The five-word speech intended to sugarcoat one underlying message: you've been dumped. Ladies, set the Haagen-Dazs aside. Opt for hip-hugging attire and accessorize with preppy new men.

Revenge is Best
Served in Sky
High Stilettos

BCBG Max Azria bandage dress, Dillards, $98
BCBG Max Azria dress, Dillards, $328.00; Leopard Jacket, Express, $168.00
Plaid sweater, Heritage 1981, $28.90; Blue Knit, Heritage 1981, $27.90; Plaid Button-up, Heritage 1981, $24.90; BCBG Max Azria Dress, Dillards, $250.00
trend

Loves:

Pearls

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

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

Writer: Sarah Mahaney
Photographer: Jaclyn Hansel