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BEAUTY AND BODY

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Me let me be the first to admit it; I have no fashion sense. On the other hand, a big belly laugh is appropriate, I completely deserve it. I am a co-editor of a fashion magazine and not at all fashionable.

That our embarrassing information aside, I still love the idea of fashion. My lack of knowledge about the technicalities of the industry doesn’t stop me from picking up issues of Elle, Glamour and Vogue. And you certainly can’t penalize me for trying, because I do. I’ve made solid steps toward a more chic self. (Example: I bought pink pants. That takes major cajones.) However, I believe I’m not alone when I say it’s hard to develop your own sense of style. You have to pick and choose elements you like and figure out how to make them work together, which can be challenging. I’d like to think I have a unique style, but I would agree that sometimes my style is what makes my personal sensibility. They give you options upon options for clothing, accessories, and beauty ideas, but nothing is ever set in stone. In fact, I can’t think of any concrete fashion rule beyond the no socks and sandals mantra. (Although I’m not a fan of any concrete fashion rule beyond the no socks and sandals mantra.)

Now it’s up to you. Find inspiration in the things you see everyday, or simply flip through the pages of this issue. We have worked our tails off to help you expand your style. From finding a sparkly New Year’s look (page 10), to styling a white T-shirt (page 34) or choosing blocks of attention-grabbing colors that sometimes my roommate tells me to calm down. This is what makes my style my own.

Individually is something that has always been essential in fashion. But what exactly is individuality? I’d like to think I have a unique style, but I would never say it was all of my doing. My outfits are inspired by everything around me. I take pieces and parts from things I see and attempt to make it my own. Honestly, nothing in fashion is ever truly original. Inspiration can be found in everything, it just needs to be modified to your style.

For me, my biggest inspiration comes from my love for accessories. So many of my outfits are based around my rapidly growing collection of necklaces, bracelets, rings and scarves. It’s so much that sometimes my roommate tells me to calm down. This is what makes my style my own.

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Thank you!

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WINTER BEAUTY

SHOPPING LIST

SPLURGE ON MOISTURIZERS

If you’re looking for one major product to invest in, a great facial moisturizer is it, says Annika Tunberg, a New York-based beauty publicist. “Cheaper lotions oftentimes have ingredients that can, in the long run, damage your skin,” says Tunberg. “Drugstore brands are great for the skin on the rest of your body because that skin is much thicker than the skin on your face.”

Her favorite is L’Occitane’s Shea Butter Ultra Rich Face Cream ($30, loccitane.com). Tunberg isn’t the only expert to share this sentiment. “Most drugstore versions don’t have the moisturizing ingredients required to keep skin hydrated in the cold months,” says celebrity makeup artist Kimberely Bosso, who’s worked with Justin Bieber, Snooki and Nancy Reagan. She recommends an intensive moisturizing treatment, such as Rene Guinot’s Masque Essential ($40, skinonesearch.com). “I’ve been using it for years, and it’s the best!”

SAVE ON BODY LOTION

You may need to spend the big bucks on a fancy face moisturizer, but there’s no need to bathe in a pool of Crème de la Mer. Our experts say an inexpensive body lotion works. “Look for an all-over moisturizer with hyaluronic acid. It has a water-binding agent that helps skin draw in and retain moisture,” says Tunberg, who prefers Carmel’s Ultra Healing Intensive Lotion ($8, drugstore.com). “Use it before you go to bed and you can literally feel your skin transformed the next day.”

SPLURGE ON SHAMPOO & CONDITIONER

“Buying a high end shampoo and conditioner is like buying a Lexus instead of a Ford Focus,” explains hairstylist Jason Lassek, who owns Eden Salon in Omaha, Neb. “While both cars will get you where you’re going, the Lexus will get you there faster and let you go farther, the same goes for hair products.”

Lassek recommends Matrix Biolage Shampoo and Conditioner ($23, various salons). “It’s a beneficial product because it meets all hair needs plus, as a bonus, it has an enjoyable fragrance.”

SAVE ON LEAVE-IN CONDITIONER

Dry winter air can leave your hair with static (annoying!), but you don’t have to break the bank to fix that problem. “Leave-in conditioner adds extra moisture to your hair, which can stop the static,” says Lassek, who recommends Pantene Pro-V Light Conditioning ($4 drugstore.com). “The wax used in the product gives hair a great Kardashian-like shine.”

SPLURGE ON EXFOLIATORS

“If your skin is starting to have layers like Shrek’s, it’s time to slough on a hydrating exfoliator. ‘Exfoliating removes the layer of dead cells on your skin’s surface and makes your face look glowing,’” says Tunberg, “and it’s especially important to exfoliate during the winter, as that’s when your skin is most likely to look dull.”

While you could choose a traditional exfoliator, Tunberg recommends a flashier microdermabrasion treatment such as Dr. Brandt’s Microdermabrasion Exfoliating Face Cream ($55, Sephora). “It helps in your skin’s overall well-being, and you’ll look radiant after using it.”

SAVE ON LIP MOISTURIZER

Chapped lips? They’re a total bummer. But, we’ve got good news: you don’t need to splash to heal them! “Drugstore brands are great for fixing dry lips,” says Tunberg. “You’ll want something fancier, reach for C.O. Bigelow’s Original Rose Salve ($3.50, Bath and Body Works),” suggests Tunberg. It doubles as a dryness deterrent for your face.

SPLURGE ON FACIAL CLEANSER

Help keep your skin at its freshest and healthiest for the short term as well as the long run by purchasing a high end face cleanser. “Most drugstore cleansers contain alcohol for shelf life that dries skin out,” expresses Tunberg. “The higher-end products will have better ingredients that help produce collagen for better skin.” She recommends trying Lancôme’s Absolue Premium BX Foam Cleanser ($56, lancome.com).

SAVE ON NAIL SERUMS

No, not polish or remover, but serum. “During the winter, you’re more likely to have brittle nails and your cuticles can also dry out,” says Tunberg, who says not to fork over your last paycheck for a cure. Instead, she advises you try Sally Hansen’s Nail Growth Miracle Serum ($5, drugstore.com). Apply once a day and you’ll have healthier nails and cuticles within two weeks. On go with Lassek’s choice, SolarOil ($8, drugstore.com), which keeps nails and cuticles moisturized.
New Look

TREND

There's no better time than the present for a new you! Say goodbye to the past and celebrate a new year.

Glitter. Glitz. Glamour. These adjectives describe the perfect New Year's Eve, as well as the style of this season's hottest trend in make-up. “Metallic shades are going to be huge this holiday season,” says Jennifer Baughman, makeup artist at Juut Salonspa. Shimmers are softer and easy to apply. Wear your hair in “long, loose layers with fringe bangs” advises Jenny Conde, stylist at Juut Salonspa.

Looking for a little drama this New Year’s Eve? “False eyelashes make all the difference in the world,” says Baughman. Apply full fake lash strips on the lash line and pair with a favorite lipstick to make the look pop. Short bobs are the trendy hairstyle this New Year’s,” declares Conde. “Add more fun with an embellished hair clip.”

A girl can’t go wrong with a bohemian braided bun and smoky cat eyes to ring in the new year. “Simply making a few braids and playing around with the placement of the bun can adjust the look so that it’s right for you,” says Liz Howe, stylist at The Salon in Ames. Polish it off with a dramatic cat eye. “The cat eye gives nice shape to every eye.” says Greg Link, makeup artist at The Salon in Ames. The dynamic combination of these two looks will have you turning heads all night long.

Shimmery silver eyes give a classic Hollywood vixen look that still turns heads years after Marilyn. “I like to use both shimmer and base [eyeshadows] together,” says Trista Rico, makeup artist. “They blend together and break the color up well.” Apply shadows with a softer brush to shade and blend.

“I really like MAC lipstick,” says Jessica Rivera, freelance makeup artist. “It lasts long on the skin.” For bold red lips, try MAC’S Ruby Woo to make a statement. Finish with bouncing curls that will wow the crowd. Use a 1.5-inch curling iron to give a looser curl.

Follow these simple steps and you can ring in the new year in style.
COLOR ME MINE

Eyeshadow depends on eye color, which should you wear?

Whether you’re going out on the town, or simply going to class, you know the dilemma; what color of eyeshadow should I wear? The answer is different for everyone, but the determinant is your individual eye color.

“Shade selection is very individual,” says Stephanie*, a consumer affairs specialist from Maybelline New York. It is easy to pick up a set of four different colors supposedly dedicated to “blue eyes,” or “hazel eyes,” but everyone is unique. Although your iris shade typically looks good with the matching eye shadow color, it’s fun to switch it up!

“Some people are more set on bringing out their eyes than other features,” says Sephora color consultant, Courtney*. Earth tones such as brown, gold, taupe and even orange look great on women interested in bringing out their baby blues. If you want your brown eyes to pop, Courtney suggests all shades of purples and greens. There is a lot of room to play for women with hazel and green eyes. Light greens, purples and gold complement hazel eyes, while “nearly everything goes with green eyes,” says Courtney. Pink and orange are a perfect contrast for a more dramatic look.

Just like clothes, the change of seasons can also affect your eyeshadow color scheme. Deep hues are better for fall and winter, but it’s best to stick to lighter shades in the spring and summer. While this may seem like a lot of rules, it’s important to stay fresh and fun. Test out various colors through trial and error! When experimenting, try two colors.

“Always use primer,” insists Courtney. Also, keep in mind “most cosmetic specialists agree that your lashes should be the darkest eye make-up color you use,” says Stephanie.

Often times, a color wheel is used to select eye color shades. These can be really helpful along with in-store color pallets. Courtney says there are numerous eye pallets at Sephora to make your selection effortless.

“Selecting an eyeshadow to bring out your eye color can be a daunting process. But a quick change in color can make all the difference between date night and a day at the mall. Keep in mind less is more, be confident in your shade investigation and have fun!”

*Last names excluded for privacy

PERFORM EACH EXERCISE FOR 30 SECONDS. MOVE IMMEDIATELY FROM ONE TO THE NEXT, RESTING FOR THREE MINUTES ONCE COMPLETED. REPEAT TWICE MORE.

FOR BLUE EYES

FOR BROWN EYES

FOR HAZEL/GREEN EYES

Snowbank Squat Jumps

1. Stand with your feet shoulder-width apart and hands by your sides.
2. Initiate the movement by pushing your butt backward, while simultaneously swinging your arms behind you. Prepare to launch.
3. While swinging your arms upward and extending your legs completely, quickly leap straight skyward.
4. Land softly, immediately crouching into the next rep.

Ice Mountain Climbers

1. Assume a pushup position, arms locked out and body forming a perfectly straight line from your head to your heels.
2. Shift your weight onto your left foot and bring your right knee up by your right elbow.
3. Briefly shifting your weight into your gloved hands, shoot your right leg back to the start position and bring your left knee to your left elbow.
4. Continue alternating back and forth.

Snowbank Sprinting

Run as fast as you possibly can in semi deep snow.

Our Winter Wonderland Circuit formulated by Jen Sinkler, RKC, senior USAW and senior fitness editor of Experience Life, uses snow to spike heart rates and burn fat. “Working out should be fun. I want to, not a have to,” says Sinkler. So get ready to tackle the wretchedness of winter with an entertaining, yes we said entertaining, workout.

Ice Angels

1. Lie on your back, feet together and arms down by your sides.
2. Maintain contact with the ground as you swing your arms upward and your legs apart, then repeat steps.

Slick Sprints

Sprinting isn’t always about pure speed. You shouldn’t expect to be able to move efficiently during the winter weather conditions. You’ll get a better workout if you work hard to pick up your feet and keep moving forward.

1. Run as fast as you possibly can in semi deep snow

Snowbank Squat Jumps

Develop your vertical jump, build lovely legs and spike your heart rate with squat jumps.

1. Stand with your feet shoulder-width apart and hands by your sides.
2. Initiate the movement by pushing your butt backward, while simultaneously swinging your arms behind you. Prepare to launch.
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Perform each exercise for 30 seconds. Move immediately from one to the next, resting for three minutes once completed. Repeat twice more.

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Perform each exercise for 30 seconds. Move immediately from one to the next, resting for three minutes once completed. Repeat twice more.
At Home Facemasks

AU NATUREL

Looking for an inexpensive facial treatment to replenish your winter weathered skin? Trend found three simple organic facial masks that will breathe life back into your skin.

The best part?
The ingredients are right out of your kitchen!

EGG WHITE & LEMON

- 1 fresh egg
- 1 tsp. lemon juice

HOW-TO:
Separate egg white and combine with lemon juice in a bowl. Beat the mixture with a fork until it’s frothy. Then gently pat onto your face. Wait 10-15 minutes and rinse with warm water.

WHAT’S IN IT FOR YOU?
This mask will cleanse pores and help remove blackheads. Egg whites help to brighten and tighten skin.

USE FOR:
- OILY SKIN

SUGAR & OLIVE OIL FACIAL SCRUB

- ½ cup organic sugar (no Splenda!)
- 3 tbsp. extra virgin olive oil
- 1 - 2 tbsp. honey

HOW-TO:
Mix all the ingredients together until it reaches a goosy texture. Apply the mixture all over your face except the eye area, which can be too sensitive for sugar exfoliating. Gently scrub for 30 seconds. Wash off with warm water. If you have leftovers, keep in a container at room temperature and the mask will stay fresh for about a month.

WHAT’S IN IT FOR YOU?
This scrub is wonderful for exfoliating and rehydrating your skin. It can be used once or twice a week.

USE FOR:
- NORMAL TO DRY SKIN

YOGURT & HONEY

- 1 tbsp. organic honey
- 2 tbsp. plain fatty yogurt

HOW-TO:
Mix honey and yogurt together until a smooth paste is formed. Apply paste on your face. After 10-15 minutes, wash the mask off with water. For best results, use mask twice a week for normal to dry skin or once a week for oily or sensitive skin.

WHAT’S IN IT FOR YOU?
Honey and yogurt mixed together can calm and even out skin tone. Honey alone can be used to reduce facial redness.

USE FOR:
- ALL SKIN TYPES

TREND STAFF PICKS

These are a few of our favorite things

Palladio Rice Paper
“Number one pet peeve is having an oily and shiny face. This Rice Paper absorbs the oil. They totally beat ‘Clean and Clear’ oil absorbing sheets.” Available at Sally Beauty Supply Stores, $4. Alyssa Hafner, Trend Fashion Staff

Rare Essentials
“All Essentials products are all powder that feels fresh and natural on your skin. They also have great colors for moving into the holiday months.” The bronzers have more warmth to keep your skin from looking too pale! Available at Bare Escentuals Boutiques, Sephora, Ulta, QVC, Nordstrom and Macy’s, $14-$60 for kit. Elizabeth Ohs, Trend Fashion Staff

Mary Kay “Lash Love” Mascara
“I absolutely swear by this product! It coats every lash with no problems and stays on all day without flaking or smearing.” Mary Kay Beauty Consultants, $15. Andrea Castek, Trend Design Staff

MAC Paint Pot in “Painterly”
“My eyeshadow lasts hours and never creases during wear if I prime using the Paint Pot first. You can use it a primer or pick out a brighter shade to use as a shadow. Available at M.A.C. Cosmetics, $17.50. Alyssa Rupinan, Trend Fashion Staff

Organix Brazilian Keratin Therapy
“My hair gets damaged easily, and dry, cold winters don’t help. This helps restore my hair to keep it hydrated and healthy.” Drugstores and mass retailers, $14. Katie Henry, Trend Features Editor

Bare Essentials
“Bare Essentials products are all powder, so it looks fresh and natural on your skin. They also have great colors for moving into the colder months. The bronzers have more warmth to keep your skin from looking too pale!” Available at Bare Escentuals Boutiques, Sephora, Ulta, QVC, Nordstrom and Macy’s, $14-$60 for kit. Elizabeth Ohs, Trend Fashion Staff
“Look better... feel better... THINK BETTER.”

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THREE GENERATIONS OF
STYLE & SUCCESS
GUAPO ITALIANO
GET CLEAN, GET SEEN
NOT YOUR AVERAGE GUY
DON’T BE AN AXEHOLE

Baristas
Really Fun
Specialty coffee and espresso beverages, gourmet sandwiches, soups and salads, gong fu tea, outlets
And our coffee is good too
Café Milo
TREND

Words Kate Gibson
Photo Courtesy Todd Snyder Design
Donny Chen

THREE GENERATIONS OF STYLE+SUCCESS

OK, IOWA MIGHT NOT BE THE CAPITAL OF MEN’S FASHION. ON ANY GIVEN DAY, YOU’RE MORE LIKELY TO SEE CARHARRTS THAN CARDIGANS. THAT DOESN’T MEAN IOWA NATIVES AREN’T DOING COOL THINGS FOR MEN’S FASHION. THOUGH, IOWA STATE ALUM Todd Snyder and His team are currently taking on the NYC fashion world. One blazer at a time.

Todd Snyder had no idea his journey at Iowa State would lead him to fashion. “When I graduated high school, I enrolled in the business college,” Snyder says. Around his junior year at ISU, he heard about the apparel design program. “I had always loved fashion,” he says. “And I knew I did not want to be a banker the rest of my life.” So Snyder made the switch and graduated in ’93 with a degree in apparel design.

Snyder moved to New York City and began working for free to get his foot in the door. “That really showed my interest and desire to work in the fashion world,” he says. His first paying job was with J.Crew as a men’s sportswear designer. He has also designed sportswear for Gap, outerwear for Ralph Lauren and was head of J.Crew’s men’s line.

Currently, he’s designing for his own line, The Todd Snyder Collection. It is a men’s wear collection that he describes as classics with a twist. “I just go through pieces I think every man should own,” he says. “Trench coats, jeans, chinos. The challenge is taking something classic and making it modern.”

For all the aspiring designers out there, Snyder’s main piece of advice is to get as much experience as possible. “It’s all about bettering your skills and confidence in what you’re doing.”

Having lived in New York City since 2006, Brice Pattison has had the opportunity to design menswear for J.Crew and in his current position with The Todd Snyder Collection. He describes his experiences as eye-opening. “Going from school to working in the industry is completely different,” he says.

“Working in the industry is a whole different arena. They can’t teach you in school what you learn in the working world.”

Pattison, an ISU alum as well, graduated with degrees in business management and apparel design. While his business degree may not have come into play early in his career, he says it’s imperative to his job now. “My job isn’t just managing the creative process,” he explains. “I have to consider how every decision we make will effect the business.”

Pattison strongly urges all students interested in design to have at least two summer internships before they graduate.

There aren’t a lot of opportunities in Iowa,” he says. “You really need to push yourself and get your name out there.” He also stresses how important it is to know what kind of design you are interested in. “If you are interested in menswear, you need to build up your menswear portfolio. Or if you are interested in active wear, you need to build up your active wear portfolio.”

But most of all, Pattison says it is important to work hard, be humble and show a genuine interest in designing.

Cole Kersey did everything you’re told not to do when applying for an internship. He only applied for two positions, and turned down the first in hopes of landing a spot with the Todd Snyder Collection. “My advisors probably wanted to kill me,” he laughs. Fortunately for Kersey, last summer the internship with Todd Snyder came through, as did a permanent job when the summer was over.

While the situation worked in Kersey’s favor, he wants students to know they shouldn’t follow his lead. “Apply to more companies than I did. Even apply to the ones you don’t think you’ll get,” he says. Kersey encourages students to make a visit to New York and check with various businesses to see if they’re needing help. “One thing that really surprised me was the amount of companies scrounging around for help,” he says. “Give them a solid portfolio and make a personal connection. That’s the easiest thing you can do.”

Kersey credits his involvement during his time at ISU to the success he has had today. “I studied abroad in Italy and while I was there I was able to build up my portfolio,” he says. “He was also involved in the Greek system, which he says helped strengthen his management skills, skills he still uses today.

Looking ahead to the future, Kersey says he has an interest in starting his own line someday. “My dream is to work for a design company, heading the design work. Influencing the design would be great.”

Todd and his team will be returning to Ames this spring when he will be the guest designer for the school’s annual Fashion Show. All three men have expressed pride in their school, and share that they are excited to come back.
**STYLE INSPIRATION**

**Guapo Italiano**

Inspired by Italian fashion, these simple additions to your wardrobe can help update and refine your look without breaking your own sense of style.

**SPREAD COLLAR**
Spread collars are now the go-to look for button-up shirts. A rule of thumb is to keep your shirt and tie pair cohesive. Use bright hues, interesting patterns or more unconventional materials, like wool, for a cohesive ensemble.

**SWEATER**
Complete your new style with a classic sweater. Layering gives an outfit a gentlemanly feel that avoids appearing like you’re trying too hard. Don’t forget sweaters are often worn over a shirt and tie, so buy a size larger than normal.

**BLAZER**
Blazers are no longer one of the baggy “little brothers to the workplace” suit jackets. Look for worn-in but snug-fitting blazers. Vintage blazers are perfect places to start building for your new look and they’re cheap.

**POCKET SQUARE**
Add a bit of personality by including a pocket square with your blazer. Play with patterns, prints and textures to accent your outfit.

**CHINOS**
Chinos are a great way to bust the monotony of wearing jeans. Don’t be afraid to step outside the box and use colors like salmon or forest green instead of boring neutral shades.

**BELT**
Belts are an overlooked accessory, yet they add sophistication. Braided belts work with almost any outfit and don’t be afraid of embossed or animal skin printed belts.

**BROGUES**
Instead of wearing gym shoes to class, try brogues—a relaxed alternative to classic dress shoes. Brogues are versatile and add a touch of class to your wardrobe.

**GET CLEAN,**

Guys, it’s high time you get your act together. If you’re looking for lady attention, an image revamp may not be a bad idea, and it could be easier than you think. So with the assistance of Greg Link of The Salon in Ames and Jessica Jones of The Body Shop, we’re going to help you. You can thank us later.

The products you use in the shower will benefit you greatly. “One of the biggest problems for guys is that they don’t notice they aren’t properly taking care of themselves when it comes to hygiene,” Link says.

When it comes to facial hair, a little scruff is fine now and then. But rather than growing out a Grizzly Adams beard, try a clean-shaven look instead. “Skin is the most underestimated thing when it comes to hygiene,” Link says. Exfoliating isn’t a bad thing either. Clinique For Men Post-Shave Healer ($18, clinique.com) or The Body Shop’s line of men’s products will keep your skin smooth and healthy.

Once your hair and skin are nice and clean, add some style. Try using American Crew pomade ($17, americancrew.com) or hair paste. “Pomade will give you a nice shine but not a whole lot of hold; while paste, on the other hand, will give you more hold and less shine,” Link says.

**GUARDIAN WOMEN'S ASSISTANCE DEPARTMENT**

One of the biggest problems for guys is that they don’t notice they aren’t properly taking care of themselves when it comes to hygiene.

When it comes to all of these products, make sure to use them in moderation. Too much product is worse than none at all. “Be aware of products out there and don’t be afraid to ask for advice,” says Jones.

Now that you’ve fixed your ways, put on a nice outfit and a little cologne. It’s time to show off that charm!
NOT YOUR AVERAGE GUY

VARSIY

Preppy plaid cardigans add a new element to vintage varsity. Pair with dark denim and well-worn-in shoes.

CARDIGAN ASOS, $110
SHIRT ASOS, $46
JEANS ZARA, $60
SHOES MODEL’S OWN
HAT MODEL’S OWN

HORIZONTALS

Wear horizontal lines correctly by coupling them with simple shoes and plain pants.

SWEATSHIRT ASOS, $44
SHIRT ASOS, $51
CONVERSE PLIMSOLES ASOS, $57
CHINOS ZARA, $60

MODEL NEAL WEBERS & CHRIS GRIM
STYLING CHRISS DOVE, MARCUS GALVIN
& THE TREND 4 MEN FASHION COMMITTEE

MEN’S FORECASTING
AMERICANO
Update the basic American blue collar look with a denim button-up and bold pants.

BEANIE ASOS, $5.50
SHIRT ZARA, $60
TROUSERS ZARA, $60
BOOTS ASOS, $101

COLLAGE
Mix a myriad of prints and textures into one visually-stimulating outfit for an extraordinary style.

SHIRT ASOS, $35
CHINO ASOS, $30
VEST ASOS, $82
TREND: How often do women notice the scent of a man?

Tiffany Barrett: All of the time! Nobody wants to be around a person who smells like the locker room or reeks of Old Spice. Women use their senses when looking for a guy. They want to be with guys who smell good but aren’t overwhelming. I don’t think men realize how much their smell can make or break a conversation with a woman.

T: How much should men be willing to spend on a designer fragrance?

TB: Usually, it ranges from $30 to $50.

T: Do celebrity fragrances influence a man’s choice?

TB: Absolutely. Men want to be and smell like the artists and athletes they idolize. Most men aren’t knowledgeable about famous fashion designers, so those types of colognes aren’t typically the ones they search for.

T: Where should cologne be applied?

TB: Only to one of the following areas: neck, wrists, chest or behind the knees. Do not spray it on all of those areas otherwise you’ll reek from a mile away! Men and women are notorious for making the mistake of overs using their fragrance. Also keep in mind when applying your fragrance, it’s possible for it to wash or sweat off. If you apply the scent on your clothing, it is more likely to last longer throughout the day.

T: How often should a man or woman switch up scent?

TB: Approximately every 3 to 4 months. To help remember when it’s time to purchase a new fragrance, think about the four seasons in a year. You should be switching your scents at the end of spring, summer, fall and winter.

T: What is different between fragrances that were sold 10 years ago and the fragrances sold today?

TB: There is definitely much more of a variety of scents to choose from. Unisex fragrances are also becoming popular.

So to all of those die-hard Axe buyers and users, it’s time to ditch your old ways and scour the market for a new scent. Spending the extra bucks will not only leave you feeling fresh, it may land you a few dates, too.
On the last Sunday in September, fourteen teams of students sewed, stretched, pinned and yanked apart yards of fabric to prove they could “make it work” during Iowa State’s seventh annual Project Runway competition. It was four freshmen, however, that formulated unforgettable fashion for designer guest judge Anthony Williams.

“The winning design was so smart, and the great thing about it was that they had a powerful story to match the powerful look,” said Williams, season 7 contestant on Project Runway.

Ashley Axle, Student Union Board Fine Arts Director, emailed participants the night before the competition revealing details of the theme of the next day’s challenge informing teams to “Design your garment based on a time of day, any place of your choice, and a date that can be from the past, present, or future.” The example forwarded was an evening in Paris in the 1960’s. Students had overnight to brainstorm ideas about their designs for the next day.

Taylor Roberson, Mackenzie McArthur, Hayley Hays and Abby Beuse, all apparel merchandising, design and production freshmen, tossed around quirky team titles before consenting on a name that accurately characterized themselves: Young, Broke and Fabulous.

These four fabulous freshmen dreamed up a delicious dress dated in the early 1960’s, placed in a whimsical wonderland and inspired by the mercury poisoning in the hat making industry. During this time, mercury nitrate was often used to soften fibers and transform fur into felt. The milliners unknowingly over-exposed and inhaled the toxic fumes, over time developing severe nerve damage, making them appear mentally unstable.

“If the phrase ‘mad as a hatter’ came from [the poisoning], we thought of Alice in Wonderland because everything was trippy,” says Williams. “We had a lot of options with the fabric and our idea was so crazy that we could work with almost everything they had.”

Pipsqueak flowers, cut from satin and polyester, in pigments of peach, plum, scarlet and lilac bubbled up and around the structured bodice as wide red velvet ribbon wrapped the waist. The cut out creations covered stocky shoulder pads, ripped from a previous Salvation Army purchase, and framed a sheer tulle veil that masked the model’s face.

“I liked the fact that they used all of those flowers; that is something I would have done,” says Williams. “I loved the attention to detail, and I like that the silhouette was flattering to the model, which is so very important. I like that fact that they even thought of the kabuki lip, which is very reminiscent of Alice in Wonderland.”

“The concept was really interesting,” says Felicia Fiedler, member of team Bellus, another freshman foursome who pitched a Gibson girl-inspired ensemble in a soft strapless sweetheart stunner with black beaded lace applique.

“It was creative, they definitely thought outside of the box,” added Shannon Boyle, member of team Bellus.

Competing teams were given three sewing machines, needles, thread, trim, tape measures and scissors. Students were also supplied with seven blue plastic bins of fabric, sewing machines, needles, thread, trim, tape measures and scissors.  Students were also given an option to spend an additional $30 on personal material. However, rules limited competitors to using only fifty percent of the purchased fabric on the final product.

“All the time was binding, positive attitudes kept the winning team peppy under pressure.

“We kept checking in, making people take turns to get food and take breaks instead of forcing people to work under pressure,” says McArthur.

“It wasn’t a sweatshop,” continues Beuse. “We’d relax without losing sight of our goal.”

Completing a creation under a tight time frame had most competing undergrads uneasy, but the fact of showing an unfinished garment to Williams forced everyone to focus instead of fight.

“We all were stressing about our designs but everyone was in their own little worlds,” says Hays. “The tension wasn’t between other teams, it was more the anxiety of getting it done because no one wanted a half-done garment.”

After spending eight hours manually making themed threads, the garments glided down a runway in the Great Hall in front of a gushing public. Remixed hits of Lady Gaga’s “Edge of Glory” and Maroon 5’s “Moves Like Jagger” jazzed the girls up and go.

Bolts of black, blue and marigold yellow colored up strapless day dresses, ball gowns and short skirts in cotton, satin, lace blends. Scottish warrior princesses pranced next to posy printed peasants as Marie Antoinette replicas rubbed elbows with Jackie Kennedy clones.

“The seniors were the most intimidating; as far as experience goes, they’ve taken the classes already and we’ve barely done anything,” says McArthur.

“We’d relax without losing sight of our goal.”

“Give us a really good taste of design to step in and see what it’s really like,” says Robertson. “That has definitely opened my eyes. We’ll definitely enter the competition again next year.”

Williams says ISU’s apparel design program is competitive in the fashion industry.

“You know how your school has an upper hand? You compete. We didn’t ever do that,” says Williams. “The first time we had a senior fashion show, I organized it and that was in 2003.”

Although not firsthand familiar, Williams promises true talent is held in ISU’s apparel program.

“I’m sure people say, ‘Oh, Iowa State has a fashion design program?’ That’s exactly what Tim Gunn said to me,” Williams says. “I come from no man’s land and some people in this world know who I am, so I think that if you come from Iowa State and you want the world to know who you are, the world will know you.”
More months after her spring 2011 graduation from Iowa State, Jamie Torgrimson is now reading in New York City.

Torgrimson went through the Macy’s Department Store Design Program and is now the current assistant designer of their women’s I.N.C. ready-to-wear line.

“It certainly is a long way to come from once wanting to be an elementary school teacher,” Torgrimson says she was debating professions in high school, but knew she wanted to design when she had to start deciding on colleges.

These things helped to push her in the direction of design. Once she was more involved in her major, she realized she might someday end up in New York. Torgrimson felt she wouldn’t have been challenged enough in the Midwest, or, for that matter, anywhere else.

“Designers are young. Twenty-seven or twenty-eight here, and already have great jobs,” Torgrimson says she was skeptical at first, she has an amazing job and adores her new co-workers whom made the move even easier.

While she says that at the moment her style and designs are composed of “classic silhouettes and pieces.”

“I am the type of person that would not have been challenged enough in the Midwest; or, for that matter, anywhere else. With the track away from her goal. It didn’t seem like this factor was holding Torgrimson back from loving her new job. She said that although she was a little skeptical at first, she has an amazing job and adores her new co-workers whom made the move even easier.

College is the time to push yourself, you may feel stressed at times, but really, college is an audition for the real world. The style here makes you want to be somebody wearing sweatsuits unless they are actually going to exercise. However, rain gear is very popular in London.

“Since it drizzles more often than not, it makes perfect sense that the English have made [rain gear] their national costume,” says Laughred. So if you want to go to London, think trench coats, bright colors and don’t be afraid to wear that crazy dress you’ve been hiding away for the perfect moment!”

According to Hannah Gilman, compared to the United States, Rome is surprisingly off-trend. Romans have a “lack of sensitivity to sheer fabrics” and have been seen showing undergarments unintentionally.

“They have a sense of classic style,” she says. "On the other hand, men’s business ensembles consist of sleek, well-fitting suits, but it’s common to pair them with Converse sneakers. Gilman uses the word “utilitarian” to describe these styles that transition well from riding a bike to an office setting. Though wearing denim cut-offs will get you only strange looks since that trend is very American, she says.

“Everyone has a designer jacket.” says Melissa Wasserman. The style here makes you want to be more risky,” said Sandoz. “Pick a style and just go for it!”

TREND

MORE PHOTOS

INTERNATIONAL HITS

ISU Students spending their fall semester abroad share their tips and favorite looks from around the world
WHITE TEE THEIR WAY

TREND challenged readers to come up with their most creative white tee stylings and these girls rocked it!

1. AMIRA KHATIB
   Freshman in apparel merchandising and design – merchandising emphasis

   TREND: What are you wearing?
   Amira Khatib: Black combat boots from Pac Sun, greenish pants from True Religion, the jacket is from Forever 21, [the scarf] is from Urban Outfitters – it’s an infinity scarf. Just the white shirt is from Von Maur.

   T: Do you mix a lot of high-end with budget-friendly pieces?
   AK: Kind of, yeah. I guess things that are my staples, like jeans, are going to be a lot nicer. It’s nice to have cheap shoes, because they can get worn down so easily.

   T: How would you describe your style?
   AK: It does change every day, but mostly I would say it can either be really girly, or really hipster grungy. It’s kind of the full spectrum, but mostly I’d say it’s a mix between those two things.

2. ALIX MOEWS
   Freshman in apparel merchandising and design – merchandising emphasis

   TREND: How would you describe your style?
   Alix Moews: I like a lot of the bohemian stuff. That’s why I used [this] scarf. I’m not really girly, I usually add a “punk” element. It’s just really casual.

   T: What’s your favorite season to dress for?
   AM: Summer is my favorite season, but I don’t like to dress for summer because it’s so hot. I’d say I like spring, because in the cold months you have to cover up your outfit with coats. In the spring you cover your outfits, but you can still see them.

   T: So where do you find your inspiration?
   AM: I get a lot of my inspiration from Tumblr. I’m on that all the time. Some [inspiration] I get from TV shows I watch, like Gossip Girl.

3. TAYLOR FINNEY
   Junior in apparel merchandising and design - creative design focus

   T: You mentioned that you are a transfer student. What were you doing before Iowa State?
   TF: I just transferred from [University of] Iowa. I was studying studio arts, mainly jewelry and metal arts. The whole reason I started doing jewelry art was because I wanted to go into fashion, but when I went there I didn’t have a plan of what I wanted to do.

   T: Do you make your own jewelry?
   TF: Yeah, I do! We learned how to cast last year in jewelry. I made this cool 3-dimensional bracelet; it can actually be worn as a cuff on your neck, too. We had an assignment where we made a metal utensil of some kind but we had to design it. I did this brass spoon that had a curly handle and [my professor] encouraged me to wear it as an earring as a statement piece.

   T: But hey, you took a risk! Is that something you try with your style?
   TF: I try to be innovative with what I wear and try new things. I like to style outfits in my free time, it’s really fun for me.
Donald J. Pliner, famed footwear designer, has been in the fashion industry since the 1980’s. He attributes the above mantra to his success in an industry that is one of the most competitive to break into; one that many Iowa State students are struggling to enter.

To this day, Pliner designs every single shoe in his collections; a rarity in current times.

I recently had the opportunity to sit down with Pliner at the Valley West Von Maur department store to talk about his inspiration, education and his “sole” obsession; shoes.

Emily Ortiz: how did you get your foot in the door and begin designing?

Donald J. Pliner: I was born and raised in Chicago. I began in the business strictly because my family was in the shoe business. I guess you could say I was born into it. My brother owned some boutiques on the West Coast, and he got me more involved with retail and interested in designing.

Emily Ortiz: What would you say inspires you and your designs?

Donald J. Pliner: I’m not sure what inspires me. This [Fall collection] has a lot of hand beading. Some of these shoes in my current collection took 20-plus hours to bead; they are so intricate.

Emily Ortiz: I noticed you have several lines of shoes, and also have a new line called “Lisa.” Could you tell me a little about this?

Donald J. Pliner: The Lisa line is completely designed by my wife Lisa. My collections and Lisa’s have one thing in common: the comfort levels. All of Lisa’s shoes are built for comfort and have tractor soles so she can chase the kids around during the day yet still go out at night. When I met my wife, I fell in love with her beautiful green eyes, so the soles of the shoes are all painted green.

Emily Ortiz: What is it that makes all of your shoe lines and collections cohesive?

Donald J. Pliner: My shoes are pretty timeless. I feel that they can be worn by a wide variety of ages, and they all have one main thing in common, which is comfort. My shoes do not make your feet tired, but they have great memory for comfort. The microfiber I use stimulates the blood vessels, which will allow you to wear my shoes all day with no pain.

Emily Ortiz: I heard you telling a customer about the “Bologna” construction. What is that?

Donald J. Pliner: The Bologna construction is an Italian way of constructing shoes. It’s a slipper construction. The soles are hand-stitched inside and out, with an extremely thin and soft sole. This creates a flexible, comfortable and form-fitting shoe. This type of construction in shoes these days is extremely rare.

Emily Ortiz: Since the leather in your shoes is mostly Italian and Spanish, are you constantly traveling?

Donald J. Pliner: I travel probably 250 nights out of the year. I go to Europe about five times. Many of my shoes are made in Italy and Spain. I also go to China and India several times a year. I love this part of my job!

Emily Ortiz: It sounds like you are always on the go! What makes this all worthwhile for you?

Donald J. Pliner: I am so lucky in that I have a passion for what I do. I often work 18-plus hour days, and I deep very rarely. But I love what I do! My pleasure is not making sales and generating profit, but seeing a satisfied customer walk out of the door with my shoes in a bag and a smile on his or her face.

Emily Ortiz: What is the most challenging aspect of the industry in your mind?

Donald J. Pliner: Without a doubt, it is the competition. When I started this in 1967, shoe production was only in a few countries by a few designers. Now everyone designs! Celebrities all have their own collections, and it gives the consumer much more options. You have to have constant new ideas.

Emily Ortiz: What would you say to Iowa State students trying to make their mark in the fashion industry?

Donald J. Pliner: I think the best advice I could give would be to face reality. You need to understand the design basics, and realize there is stiff competition out there and it will be difficult to make a name for yourself. I think sometimes people just waste time doing things they don’t love to make money. But if you truly do something you love and enjoy, all the hard work seems less like work.

A cue from early Marc Jacobs runways and Alexander McQueen creates a collision of looks that can be best described as gothic-tribal. Mix elements like a maxi dress with a leather jacket and tough boots. Add some beaded jewelry or a printed scarf and you’re good to go.

**Forecasting**

Pick and pull various textures & patterns to rock in one outfit. Think outside the box by fusing motifs other than animal prints.

**Collisions of Styles**

Like these looks? Visit our website to see more fashion forward ideas from this story!
WE’VE GOT THE BRIGHT STUFF

Diamonds are a girl’s best friend, but this season, it’s all about amethyst, topaz and other jewel tones. These bright, deep colors will pop at any holiday festivities. Don’t be afraid to wear more than one jewel tone at the same time. You’ll be the light of the party!

60’S MOD

Fall runways from Giambattista Valli and Prada were full of 1960’s inspired shift dresses and ensembles that would make Twiggy proud. Grab a simple shift dress; add some tights or retro inspired knee high socks and some flat oxfords or chunky loafer heels. The resulting look will be groovy.

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UNLEASH THE BEAST

Animal prints will never go out of style. Amp up these prints by mixing and matching in unique ways. Peacock prints aren’t for the shy, and if you really want to stand out, try a zebra or leopard style.

MODEL: VERONICA ELLING
STYLING: AMBER HULL, MEAGHAN SCHMITT & WYLER REIMER
COLOR CODED
RICH COLORS AND CONTRASTING TEXTURES COME TOGETHER TO CREATE THIS SEASON'S BRIGHTEST TREND
DRESS FABRIC, $62
NECKLACE FABRIC, $12
BRACELET FABRIC, $26

OPPOSITE PAGE
CROP TOP COTTON DENIM
FRAYED SKIRT FABRIC, $52
NECKLACE VINTAGE
TIGHTS VARIOUS, $1
SHOES VARIOUS, $31
LEATHER JACKET BCBG, $310
BRACELETS THOM BROWNE, $56
SWEATER BANANA REPUBLIC, $69.50
BLAUS HINT L.A., $20
BANDEAU AMERICAN APPAREL, $16
JEANS FAB’RICK, $138
GLASSES VINTAGE
RED BLAZER AVON LEE, $46
CROP TOP FOREVER 21, $11
LONG-GOLD NECKLACE FAB’RICK, $28
JEANS FAB’RICK, $138
BLUE DRESS AYDEN LEE, $55
BLANKFORD SHOES OWN, $75
BAG BANANA REPUBLIC, $49.50
ALL JEWELRY VINTAGE

BLUE DRESS AYDEN LEE, $55
EMERALD SHOES DSW, $70
BAG BANANA REPUBLIC, $49.50
ALL JEWELRY VINTAGE

BLUSS FABRIK, $55 JEANS MINT L.A., $45 SHOES TARGET, $30 RING BANANA REPUBLIC, $49.50
FEROCIOUS ATTRACTION

Pay a tribute to the late Alexander McQueen by rocking bold leathers, grungy plaid's, and pops of color this winter.

STYLING
Cassy Dittmer, Anna Schowe & the On-Location Fashion Committee

PHOTOS
Ryan De Hamer, Abby Gilman & Valerie LeMaster

MODELS
Layne Arnold, Destinie Hsu, Karla Nally, Hannah Ross & Michelle Reuss

“I want to empower women. I want people to be afraid of the women I dress.”
— Alexander McQueen
People find my things sometimes aggressive. But I don’t see it as aggressive. I see it as romantic, dealing with a dark side of personality.

— Alexander McQueen
“When you see a woman wearing McQueen, there’s a certain hardness to the clothes that makes her look powerful. It kind of scares people off.”

— Alexander McQueen

BELT Banana Republic, $25
SHOES & BRACELET Model's Own; ON MICHELLE: SHORTS FOREVER 21, $17; TOP MINT L.A., $15
RING Banana Republic, $15; SHOES Model's Own; ON HANNAH: SHIRT Cache, $65; SHOES & SKIRT Model's Own

FROM LEFT, ON DESTINI: VEST Lyla's Boutique, $69; TOP Banana Republic, $50; NECKLACE FOREVER 21; RING Lyla's Boutique, $49; SKIRT Fab'rik, $52; ON KARLA: DRESS Cache, $158
“You've got to know the rules to break them. That's what I'm here for, to demolish the rules but keep the tradition.”
— Alexander McQueen
Receive a free look book and find out how you can snap your favorite pieces for free!

Contact:
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debgibsonstyle@gmail.com
515-450-8652
www.stelladot.com/debgibson

QUESTIONs OR CONCERns?
LETTERS TO THE EDITOR ARE WELCOME AND CAN BE EMAILED TO TREND.EIC@iASTATE.EDU

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Clint Hagedorn
clintnh@iastate.edu

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WANT TO READ MORE?

STAa. & dot

SURVIVOR
FASHIONABLY FIERCE
KNIgHT IN SHINING ARMOR
WHO. WHAT. WEAR.

TREND
Features
When she said that, I was green with envy. "How is it possible to get in the realm of a celebrity when you’re from Iowa? It certainly isn’t and wasn’t easy for Torkzadeh to do, it was quite the journey."

Nadia Torkzadeh met Shaun White because that was her Make-A-Wish. As I sit at a small table among café-goers at an upbeat coffee joint, I turn to Nadia Torkzadeh and she fits right in with the crowd. I assume people wouldn’t guess we’re celebrity when you’re from Iowa? It certainly wasn’t and wasn’t easy for Torkzadeh to do, it was quite the journey.

"It was the end of my spring break my sophomore year of high school." Prior to her diagnosis, Torkzadeh was the healthy, athletic one; she was never sick. But she began having knee pains. She knew she hadn’t pulled or torn a ligament, so it seemed odd that she was having such throbbing aches.

Unable to think of a positive outcome to that situation, I was baffled. How did the lively woman before me bounce back from that? To me, two weeks to live sounded like a death sentence, but there was a silver lining in her dark cloud.

"There’s ALL [acute] and AML [acute] and AML is the better type to have, that’s what I had, which was awesome. It could have been some rare thing that’s really hard to treat, but I really had the best kind that I could have had."

The first little blessing.

Right away, ongoing treatments began to flush out the invasion that had struck her body. Her parents and doctors decided on a plan that included two-and-a-half years of chemotherapy. Luckily she didn’t have to sit through radiation treatments because there wasn’t a tumor.

Her second little blessing.

The treatments began to go as well as they could—unpleasant and painful, but the leukemia was shrinking. Torkzadeh didn’t spend all of her time in a confined hospital room like so many other cancer patients. Instead, she went to her local clinic to be infused with regular doses of chemo. Her parents and doctors decided on a plan that included two-and-a-half years of chemotherapy. Luckily she didn’t have to sit through radiation treatments because there wasn’t a tumor.

"I tell people that I wouldn’t take it back for the worst that she would find herself for the worst that she would find herself."

She was in the prime of her young life, sweet 16. For Torkzadeh, this was the tender age she was diagnosed with acute lymphocytic leukemia (ALL).

"It was the middle of my spring break my sophomore year of high school." Prior to her diagnosis, Torkzadeh was the healthy, athletic one; she was never sick. But she began having knee pains. She knew she hadn’t pulled or torn a ligament, so it seemed odd that she was having such throbbing aches.

In the preceding two months, she also had fevers for which she would visit the doctor, to no avail.

"I kept going to the doctor and they just told me I had a virus and sent me away with medicine that didn’t do anything," she recalls.

"We can’t tell people that Torkzadeh refuses to talk about the years she tussled with the disease, because she’s more than willing.

"I tell people that I wouldn’t take it back for the worst that she would find herself for the worst that she would find herself."

The treatments began to go as well as they could—unpleasant and painful, but the leukemia was shrinking. Torkzadeh didn’t spend all of her time in a confined hospital room like so many other cancer patients. Instead, she went to her local clinic to be infused with regular doses of chemo. Her parents and doctors decided on a plan that included two-and-a-half years of chemotherapy. Luckily she didn’t have to sit through radiation treatments because there wasn’t a tumor.

"I tell people that I wouldn’t take it back for the worst that she would find herself for the worst that she would find herself."
but I was able to go this time.”

“When you’re on chemo,” she continues, “your skin turns super sensitive and the sun just reacts in weird ways. I got a sunburn on the last day of our trip, just a typical sunburn and I didn’t think anything of it.”

She went to the clinic the next day for her weekly round of chemo, and took the treatment poorly. She couldn’t keep in liquids and frequently threw up. Her body turned her sunburn into a third degree burn on her back, a huge open wound.

The sunburn was accompanied by strep throat, a staph infection and quarter-sized mouth sores. Eating and drinking weren’t possible for three weeks. The burn was so intense that all she could stand to wear was a sheet laid over her singed body.

“I remember getting out of the hospital. I stepped outside the hospital doors, the wind blew in my face and I started to cry because I hadn’t felt the breeze outside for so long. That breeze was the most beautiful thing I’ve experienced. After that point, I really enjoyed every moment I had.”

The third blessing.

Another spell the same year at Thanksgiving left Torzkadeh’s entire left side feeling paralyzed, like she had a stroke. The left side of her mouth was droopy and her body showed symptoms of paralysis. But after CT scans and MRIs, doctors found nothing. The following morning, there was no evidence of anything happening, she felt fine. To this day she thinks it’s a medical mystery.

From there, it wasn’t exactly smooth sailing, but the waters weren’t as turbulent either. She missed 140 days of school, and I didn’t think anything of it.”

After that point, she kept living for others, not herself.

Victory scars around her body are reminders she has of the sickness that nearly took her life. On her left forearm, she displays three almost primal-looking crosses.

“I’ve always been a religious person, but I don’t think I had understood the depth of a relationship with God or God’s grace and mercy until I got sick. I literally put my entire life in his hands and just prayed there was a bigger purpose for me and there is.”

Her next tattoo was located on the outer edge of her right foot that says, “I walk by faith.”

“I have to remember that the Lord is leading me, and his plan is the right plan.”

The number 23 in Roman numerals is her most recent body ink addition. On March 23, 2011, Torzkadeh had it tattooed below her three crosses to remember the March 23, 2007 diagnosis date. (The three crosses represent March, the third month and the Roman numerals are the exact date.)

“My friends were like, ‘Why would you want to celebrate March 23?’ That should be the worst day in your life.’ But, it was the best day of my life. I wouldn’t have taken it back for anything.”

Torzkadeh now inspires to become a child life specialist, working in hospitals to help children who are going through surgeries or explain things to them in kid-friendly terms; to provide an air of normalcy she didn’t always have.

Finally, the culmination of her experience: the Make-A-Wish. She and her family flew out to Los Angeles for a week where she was “treated like a princess.” Her trip ended with a date with Shaun White.

A limo picked her up from the hotel and took her to a beautiful restaurant on the beaches of Malibu, and there Shaun waited for her. They had lunch for three hours, just chatting about tattoos and local band shows.

“Basically he fell in love with me. It’s mutual. I’ll let you know when the wedding is.”

That breeze was the most beautiful thing I’ve experienced. After that point, I really enjoyed every moment I had.
Junior Cassy Dittmer took her dream, added some hard work and ended up with the perfect internship.

From an early age, we’re told to follow our dreams. That is easy to do when you’re five-years-old and anything seems possible. But that isn’t always the case when you are older. All dreams require a little bit of elbow grease. Cassy Dittmer, junior in apparel merchandising design and production, that’s exactly what it took.

Dittmer wasn’t always convinced that she would have a career in fashion. When she originally applied to Iowa State she wanted to be pre-med. It was after her campus visit that she began to change her mind.

“I’ve always had an interest in fashion, but I wasn’t sure I wanted it as my career,” she says. “When I visited campus, after seeing Trend and talking to Ann Thyer and Chen Wise, I changed my mind. I knew that fashion would always be a big part of my life, so why not make it my life?”

Once she got to Iowa State, Dittmer immediately started getting involved. From sorority life to Trend to MODA, she was focused on gaining fashion experience and building connections.

“Nothing else prepares you better for an internship than getting experience and knowledge in the field you want to work in,” Dittmer says.

Experience, connections, and persistence finally landed Dittmer in the Big Apple with Diane von Furstenberg.

“Starting fall of my sophomore year, I applied to more than 38 different places,” she says. “The fashion industry is highly competitive. I always touched base with [businesses] and they would always tell me that they weren’t taking interns, but I didn’t take no for an answer. You have to make the effort to get there and land that interview.”

Dittmer, whose own personal style is influenced by the likes of Rihanna, began her merchandising internship with Diane von Furstenberg’s corporate location this past May. She got to see all sides of the company and gained valuable experience working with public relations, production, and design.

“If I hadn’t gotten the chance to work for a big designer, I don’t think I would have gotten a chance to work for all the departments,” Dittmer reflects.

Every week at Diane von Furstenberg was different. Interns got the opportunity to work with every different department. Dittmer did everything from running errands and making copies to sending garments out and organizing the closets. Interns also assisted the public relations, production and marketing departments by doing things like analyzing garment fits, prepping models for look books and buyer meetings and keeping track of how the line was selling.

“We had to know the line backwards and forwards,” Dittmer says.

Another perk of working at Diane von Furstenberg’s main office in New York City was meeting Diane herself.

“Working for Diane was a very intense experience,” says Dittmer. “Whenever Diane was in the room, you knew she was there. She is very eccentric. She is a feminist and has a very eccentric and strong personality, but she’s also outspoken and fun at the same time. Being in the presence of awesome talent was extremely motivating.”

Working for Diane von Furstenberg over the summer allowed Dittmer to be able to return in September for Mercedes Benz Fashion Week.

“I happened to meet someone in the PR department who was also from rural Iowa, like me,” she says.

Dittmer worked every show for the last four days, which ended up being 20 shows altogether. She was in charge of escorting VIPs to their seats, stuffing goody bags and helping with backstage work before the shows for Diane von Furstenberg and Vera Wang. In her downtime, she got to sneak a peek at other shows like J. Mendel.

“It wasn’t glamorous by any means, but unless you’re working for someone or you’re a guest, you don’t get to see the shows,” Dittmer says.

Between the summer internship and fashion week, there were many late nights for the interns at Diane von Furstenberg. However, there were many times when their hard work produced fantastic results.

“At the end of market in June, we finished our spring collection and sent it off to runway,” she says. “There was definitely a wave of relief and pride that went over us that week. People have no idea how much work goes on behind the scenes. We had countless meetings and fittings with production, meetings with buyers from all the big department stores and we were running around with the public relations department to make sure the show went on. Styling the runway models and figuring out what looks to showcase was worth all the late nights.”

Dittmer also has several fun memories when celebrities got involved in the work at Diane von Furstenberg.

“Cameron Diaz really wanted to wear our neon orange embroidered fumi dress one weekend,” says Dittmer. “We had to drop everything that day to get it to her, which was ridiculous, but cool at the same time.”

Needless to say, Dittmer’s summer in the Big Apple took a lot of hard work, persistence, and elbow grease; getting there was no cake walk.

“You have to be persistent,” she says. “You never know what can come out of sending your resume. You have to set the bar high and eventually you’ll start gaining confidence. Soon, nothing else will be out of the question.”

In an extremely competitive industry, Dittmer had to learn how to market herself and stand out. Some of her fellow interns at Diane von Furstenberg were still in high school and had landed the internship via family connections. Dittmer wasn’t nearly as lucky.

“You have to take any opportunity given to you to grow as a student and as an intern,” she says. "You have to take any opportunity given to you to grow as a student and as an intern," schpager.
Some men do not want to be chivalrous to women and only women because that’s how they were brought up,” says Lisa Hickey, publisher and CEO of Good Men Media, Inc. “Some men do not want to be chivalrous to women since they think that it is blatantly unfair to men to expect either gender to yield to the other.”

Gender roles amongst men and women in society today have changed with the times. In a place where women are climbing up in the workforce with men, we have to wonder, do chivalrous attitudes still have a place or have they been kicked to the curb?

The times have changed dramatically throughout the years, and have impacted the prominence that chivalry has in today’s society.

“Chivalry is very important, but it’s simply not as black and white as men always doing things for women. It’s respecting the person you are with, the situation and being valiant through when looking at another culture to see the differences of gender roles in that society,” Popillion says.

Chivalry isn’t a knight in shining armor. Hunting food, while the men took care of the households. “It is important to see what lens you look through when looking at another culture to see the differences of gender roles in that society,” Popillion says.

While it’s important to take a look at the gender roles in other societies, we need to ask what chivalry does in today’s world and how it changes through the decades.

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In order for gender roles to digress into chivalry for everyone, it’s going to take some time.

“Society will need to embrace gender differences, and over time people will use these actions won’t fall into these categories,” Popillion says.

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Jessica Muntz, a junior in event management, is fighting the recession with her three secret weapons: local consignment stores, creativity and a needle and thread. With the thrum of thread and the snip of scissors, she can create a snazzy t-shirt dress or denim backpack with the simplest of materials.

Jessica Muntz, a junior in event management, fills us in on her style, inspiration and three secret weapons to fighting the recession. Jessica Muntz, a junior in event management, is fighting the recession with her three secret weapons: local consignment stores, creativity and a needle and thread. With the thrum of thread and the snip of scissors, she can create a snazzy t-shirt dress or denim backpack with the simplest of materials.

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No stranger to a jam-packed schedule, Muntz is involved in many campus activities. She is a member of Alpha Delta Pi sorority, an avid church-goer and on the Recruitment and Morale and Special Projects Dance Marathon committees.

While she’s out walking on campus in-between her activities, she’ll see someone in a style she likes and then try to replicate it. “My fashion sort of just happens; it’s something that’s fun, but it’s not something I invest too much time or money in,” Muntz says. “A lot of my accessories and scarves come from my grandma, and other items have been from my mom. I like pieces that make a statement, but have a lot of versatility.”

Her go-to store in Ames? The Salvation Army. Muntz has perfected the art of digging for clothing treasure.

“If I know what I’m looking for, I look through their selections,” she says. “Going in with a piece in mind helps you get over the clutter. So, if you’re looking for a white T-shirt, go in with that in mind. Start out small. Also, looking in other sections, like the guys clothing, can help you find unique pieces. I do that in other stores, too.”

Muntz also loves to scour the racks at Target for adorable purchases. “They have so many cute selections, and it’s all very reasonably priced. There’s also quality in their clothing,” she said.

According to Muntz, the key to being stylish is being resourceful. “Don’t be afraid to look things up to make it for yourself,” she advises budding fashionistas. “You can just YouTube how to make anything from a T-shirt dress to a scarf. You can look anything up, so you don’t have to be the first to do everything. Copying is a compliment.”

While Muntz often gets style inspiration from others, many people come to her for simple style solutions. “I made a denim backpack, and one of the women in my house saw it and asked me to help her with sewing some pockets on a bag,” she said. “The thing about style is making it your own, and with that, knowing how to sew”
Gift Giving Guide

Find an excellent gift for everyone one on your list this year.

**FRIENDS**

1. **METROPOLIS L ION 5/8 INCH MINI CORDLESS TOURMALINE FLAT IRON**
   [STYLEBEL.COM], $70
   This rechargeable straightener fits into any handbag, perfect for bad hair days.

2. **ORIGINS SKIN DIVER ACTIVE CHARCOAL BODY WASH**
   [ORIGINS.COM], $19
   Origins Skin Diver Active Charcoal body wash will clear pores and leave any guy smelling fresh and clean.

3. **SUCK UK USB MIX TAPE**
   [SUCK.UK.COM], $25
   Make a playlist and put it on a USB drive cleverly packaged in a retro cassette case.

**SIGNIFICANT OTHER**

1. **SUPER-SOFTENING HAND LOTION AND GEL GLOVES**
   [BATHANDBODYWORKS.COM], $37
   Mom will have sparkling smooth hands with the Super-Softening Hand Lotion and Gel Gloves.

2. **GADGET CHARGER FOR THE CAR**
   [REDENVELOPE.COM], $15
   If your dad is always on the go, make life a little easier for him with this Gadget Charger for his car.

3. **CHARLES PERSONALIZED GRILL MASTER APRON KIT**
   [MYBUSINESSGIFTS.COM], $22
   My Business Gifts sells an personalized apron kit that fits everything you need. Includes a detachable bottle opener, padded oven mitt and towel.

**PARENTS**

1. **PAMPER MOM WITH LOTIONS AND MAKE DAD’S LIFE A LITTLE SIMPLER**
   **SUPER-SOFTENING HAND LOTION AND GEL GLOVES**
   [BATHANDBODYWORKS.COM], $37
   Mom will have sparkling smooth hands with the Super-Softening Hand Lotion and Gel Gloves.

**SIBLINGS**

1. **SQUIRREL SHOWERS CADDY**
   [UNCOMMONGOODS.COM], $35
   The squid shower caddy is a handy bathroom accessory for any age, providing storage along with whimsical fun.

2. **PALLINA**
   [LANDOFNOOD.COM], $39
   The strategic game Pallina should be on every child's list this year. Made from eco-friendly bamboo, this gift will involve every family member and keep the little ones long entertained.

3. **THREADLESS SHIRTS**
   [THREADLESS.COM], $20 OR LESS
   For your artsy sibling, a Threadless shirt is the perfect gift. All the shirts are created by Threadless community designers.
I spent the whole summer before I moved in keeping my eyes open and seeing what stuff I could find and it all came together.

Maggy's Auction Hunting Tips

1. Look past dated treatments. Ignore worn or dated treatments on furniture, but pay attention to how it's made. “If it's a sturdy piece of furniture almost anything can be refinished,” says Smit.

2. Research beforehand. Find out when and where auctions and estate sales are by looking online or in local newspaper. Some list what's being sold online so you can check it out before you arrive.

3. Know what you're looking for. When Smit purchased her dresser, she knew she wanted something tall, which made it easier to pick the perfect piece.

4. Find what you want & keep your eye on it. Smit says, “The bidding is fast paced. It’s go, go, go, and they don’t mess around.”

5. Hardware can be replaced. If you find a piece that’s a steal, but it’s missing something small like a wheel or a handle, you can easily find a replacement at antique shops or online.

A HOME AWAY FROM HOME

Is your dorm room functional, but just a little blah? Does your bedroom need a facelift? Find out how to amp up your space!

Maggy Smit’s charming interior décor style is completely attainable, maybe that’s why it’s so admirable. We at Trend love to see everyday people utilizing their resources to create spaces we can imagine living in. She worked to unearth potential in cast-aside pieces to pull together a manageable and creative bedroom.

Smit’s dresser is an auction find from near her hometown of Wellman, Iowa. It was a diamond in the rough she and her dad stripped and refinished together.

“I knew I wanted something taller and slimmer so it could fit in the corner. I kept my eyes open for a couple of weeks and set my budget at $100 or less,” says Smit. “It was really retro, ugly retro when I saw it, but I knew it had good potential. I stripped it and went from there.” She refinished it with a chocolatey weathered stain.

From there, Smit and her dad built and finished her entire desk, which comes apart into four pieces for easy moving. The shelves above her desk were a steal at less than $15 a piece at Menards.

Her shot glass collection, photos and silver mug (that she made herself!) add a personal touch to the space. The purple and green accents, found at Gordman’s and Hobby Lobby, add a little flair and tie the wall into the rest of the room.

The headboard was another one of Smit and her dad’s projects. The purple floral bedspread, a Target find, establishes the color scheme of the room with green and silver accents. To add a personal touch, she hung some of her favorite photos above her bed from her summer abroad to Germany in 2009.

“I spend a lot of time doing homework, so I needed a place I could be comfortable. I had an idea of what I wanted to do and I spent the whole summer before I moved in just keeping my eyes open and seeing what stuff I could find and it all came together,” said Smit.
DIY: REFINISHED

Refinishing an old dresser is the perfect winter break

Smit's hand-finished dresser adds warmth and personality to her space. With a little patience and these few simple steps, you can have an eye-catching piece in your furniture collection, too!

1. Remove or cover all hardware.
2. Use a stripper to remove the current finish following package directions. Smit recommends Zip Ztrip Premium Paint and Finish Remover available at your local hardware store for $5-$10. Remember to wear heavy-duty gloves, as the remover is a harsh chemical.
3. Utilize a scraper to remove as much of the stripper as you can, scrubbing with steel wool to remove the rest.
4. Sand the dresser, and remove excess dust with a vacuum and tack cloth.
5. Apply your choice of stain to the dresser according to package directions. Smit suggests using two to three coats with plenty of drying time in between.
6. Coat the dresser with three to four layers of oil-based polyurethane. Lightly sand in between each coat.
7. Spread a paste wax with a clean cloth in a circular motion all over the surface of the dresser. Wipe off excess wax with another clean cloth.

TOOLS & SUPPLIES
- 2 clean cloths
- Wood stain
- Steel wool
- Sand paper
- Tack cloth
- Stripper
- Scraper
- Wax
- Polyurethane
- Steel wool
- Tack cloth
- Scraper
- Dresser
Other Top Books

THE NIGHT CIRCUS
ERIN MORGENSTERN

BOSSYPANTS
TINA FEY

Top Books

Title: The Tiger's Wife
Author: Tea Obreht
Genre: Fiction

Tea Obreht's debut novel has been widely regarded as one of the best pieces of fiction to be released this year. The Tiger's Wife is a complex tale that weaves together a world of ancient myths and haunting reality. Narrator Natalia, a young doctor, begins to look for answers to her grandfather's mysterious death by recalling the fables he told her as a child. In the setting of war-torn Eastern Europe, Natalia finds that these ancient tales provide her with the answers she is looking for.

Title: Moonwalking with Einstein
Author: Joshua Foer
Genre: Non-Fiction

If you've ever stayed up all night cramming for a final, this book could be a life-changing read for you. Journalist Joshua Foer chronicles his journey as a participant in the U.S. Memory Championship and provides readers with the ancient secrets that memory champions use to retain unbelievable amounts of information. With only a year of training, Foer won the championship, proving that with practice we can all greatly improve our memories.

Title: The Dovekeepers
Author: Alice Hoffman
Genre: Historical-Fiction

In this new historical epic, she combines romance and magical themes with historical facts and rich symbolism. The Dovekeepers is set during the first Jewish-Roman War in 70 CE, where the four female protagonists have fled the ruined city of Jerusalem and taken shelter in the mountain fortress of Masada. The 900 inhabitants of the shelter committed suicide before the Romans could overtake them, leaving only seven survivors.

The Novelties

After finals, holiday parties and family functions; a quiet evening at home is in store. Pull out one of these reads for a relaxing escape.
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