STYLE INSPIRATION

134+ LOOKS YOU’LL LOVE

APPS FOR THE BEAUTY GURU

NEW YEAR / NEW YOU:
10 NEW YEAR’S RESOLUTIONS WORTH KEEPING

FALL 2012

A GUIDE TO BEING GENTLEMANLY

DOES YOUR HOROSCOPE HAVE YOUR BACK?
HAIR JUST GOT SEXIER.
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If money was no object, what would be at the top of your Christmas list?
Hey Trendsetters!

We had so much fun hunting down all the tips, tricks and trends jammed in this issue. Here are six of our favorites. Enjoy!

1. Nails were the fastest growing market in the beauty industry this year. It’s no surprise with the latest seductive shades and intricately embellished manis. Check out the two nail gurus that created a dream blogging job on page 14.

2. We stopped by Olde Main Brewing Co. to get some expert mix master tips. Try our drink recipes, fit for a gentleman, on page 28.

3. Project Runway winner, Team Top Notch, created a beautifully dark garment. We sat down with the winners to discuss their victorious look, more on page 42.

4. Oxblood is increasingly taking over our closet purchases along with these other winter trends forecasted on page 48. We’re drooling over the doctor bag on page 51.

5. Want to attract some attention this weekend? Try the crazy idea on page 27 and you just might nab a few new numbers!

6. We look back on the biggest pop culture moments of 2012 on page 68 and look forward to a brand new year with resolution tips on page 57.

Angela Christianson  Sarah Mahaney
Thank you.
To all of our contributors

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WHAT DO YOU STAND FOR?

JAN 26
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TREND

BEAUTY + BODY

BEHOLD THIS WINTER’S LATEST HAIR AND MAKEUP TRENDS
Bored with your normal beauty routine? We have tips that will keep your look forward all winter long.

WORDS EMILY ELVERU PHOTOS BRITTANY MUMM & SELENA KHOUNLO

ALL NATURAL

The barely-there, less-is-more look is in this season. Apply concealer, and add a hint of mascara and lip balm. Leave your hair slept-in-sleek for a minimal trendy look.
DARK LIP

Set aside your bright red sticks and glosses for the latest runway lip. Try a deep plum color with a defined brow and use a highlighter for cheeks and eyes. Finish it off with a side-parted severe ponytail.
Jazz up the smoky eye by adding a hint of purple, blue, green or orange on the top of your lid. Spread a pale pink gloss over your lips and pin your hair into a chin-length faux bob.
JUST BLUSHED BLUSH

Go for the just came-in-from-the-cold blush look this winter. Pair with a nude lip and long black lashes. Wrap this girly look up with a playful chignon.
GET MOTIVATED & STAY MOTIVATED

IT’S EASY TO GET PUMPED ABOUT GOING TO THE GYM THE FIRST FEW TIMES, BUT WITH THESE 4 SIMPLE TIPS YOU’LL BE MAINTAINING THAT FIRST WORKOUT EUPHORIA ALL YEAR LONG.

START SMALL
Jen Krakau, a certified personal trainer at Anytime Fitness, suggested starting off slow. “If you’re too sore to work out the second day, your drive is going to dip,” she said. “Don’t set yourself up for defeat.”

MAKE THE COMMITMENT.
Having recently lost 100 pounds, Jason Brownfield made himself commit by purchasing expensive exercise equipment. “By spending my hard earned cash on a machine, I never wanted to skip a workout,” he said. You don’t have to drop the big bucks to commit. Pick up new workout clothes to give your booty an ambitious boost.

SET GOAL. REACH GOAL. REPEAT.
Brownfield said setting small goals was the key for him. Reach that mark, reward yourself, and then set a new target. “One big goal can be discouraging because it can’t be met quickly,” Krakau said. “Smaller ones will keep you feeling accomplished.”

TRACK YOUR PROGRESS
Krakau said to set a specific time to workout because having a routine creates a habit. Brownfield creates a workout calendar, and each time he finishes a workout he puts a big X through it. This pumps up your motivation because you can see your daily progress and how far you’ve come.
The 25 year old friends have been nail polish enthusiasts for years. Since high school, the two constantly discussed and compared their polish collections, ideas and designs. Their lust for lacquer never quite seemed to fade away and by summer 2011, they decided to finally do something about it.

Their nail-oriented blog, Polish you Pretty, debuted during the last days of October 2011. Today, their site holds pages upon pages of innovative nail design. They also offer tutorials that make even the most intricate designs possible, and feature nail trend reports and nail polish collection releases.

In just one year’s time, the blog has progressed far beyond either of the girl’s expectations. “It started out as a ‘just for us’ sort of thing,” Black said, “We weren’t reaching out to do it as a career or anything – more of an on the side thing.”

“The idea was to build one collective source of information,” Stencel added. “We’d been reading a lot of nail polish blogs and we noticed a lot of them offered great things but never everything in one place. We wanted our blog to be about both tutorials and nail trends – also swatch releases and reviews.”

The ‘just for us’ mentality was trumped – trampled, really - when the site gained a surprising 3,000 hits per day – and that’s not even including their status in other social media outlets.

Stencel admitted to being a bit shocked at the site’s success. “We’ve been featured on Heidi Klum’s website, www.glow.com, and an American Apparel newsletter, just to name a few,” she said.

One glance at the blog and there is no question why it has reached such high status. Designs range anywhere from delicate shades of pink to neon mosaics accented by glittery 3D nail gems even a design inspired by the classic Russian babushka doll. The original designs are innovative and riveting, making it all too easy to spend hours browsing the site.

Anything can be turned into a nail design, Black explained. Everything from the runway to a pattern on a notebook, but she admitted that many designs have been the result of fashion trends.

“We don’t always necessarily follow, but there are definitely trends to pick up on,” said Stencel. “Nail trends will emerge and develop as each new artist creates their own interpretation.”

Toronto Fashion Week may prove to be the next big inspiration as the two attend the big fall event and make an appearance at a blogger’s dinner. While there, they will get the chance to meet Suzi Weiss-Fischmann, OPI’s executive vice president and artistic director.

That’s not the only big name in nails they’ve had the opportunity to meet. At a meet and greet event, Essie Weingarten, founder and president of Essie Nail Polish introduced the pair to her upcoming summer, metallic and wedding lines. During the event, Weingarten gave
the girls a few polished words of advice – you’re never fully dressed if your nails aren’t done.

“It’s completely true,” agreed Stencel, “Your nails are as big a part of fashion as your clothes.”

Just as all clothing trends have ins and outs, so do nails.

For this upcoming fall and winter season, they unanimously agreed on one rising nail trend to follow – the color oxblood.

Whether you’d follow Stencel’s footsteps and opt for a simple shade variation or integrate it into a crazy, abstract design like Danielle, the color isn’t to be taken lightly.

“Oxblood has been on every runway and has been seen across magazines,” Black confirmed.

If oxblood nails aren’t your forte, Stencel recommends the OPI Germany line. With hues that push fall’s color boundaries and flirty hints of metallic, she insists you can’t go wrong.

As long as you don’t forget the topcoat.

“Soiche Veet,” they say in perfect unison, each without batting an eye, “That’s our all-time tip, every time.”

With their blogs ever-rising success and the anticipation of a Polish You Pretty book, speculated to release this winter, Jenny Stencel and Danielle Black are definitely taking their own advice and polishing their careers to the perfect shade of success.

YOU’RE NEVER FULLY DRESSED IF YOUR NAILS AREN’T DONE

WANT MORE NAIL-SPIRATION? VISIT POLISHYOUPRETTY.COM
A signature scent is just as imperative as that perfect LBD or your never-fail riding boots. Jennifer Hansen, owner of Eden, a bath boutique in Des Moines, shared her expert tips in finding a unique fragrance.

It doesn't have to be difficult. “A lot of women come into the store overwhelmed,” said Hansen. She encourages women to play around with the scents and see what they like.

Pick scents that complement each other. It’s not as much about mixing body washes and lotions as it is about blending perfumes. Consider these combinations when creating your own fragrance. A citrusy blood orange pairs well with floral lily, freesia, and orchids. Try refreshing lemon and mandarin layered with tea and rose petals. For a warmer scent try ginger and black currant with cedarwood and musk. This season, Hansen is seeing a lot of heavier scents like amber or musk. Make sure to keep the season in mind when choosing your fragrances.

TIPS
Take your time when picking scents. “It takes about 20 minutes for a fragrance to fully develop,” Hansen said. That means the scent you spray on is not necessarily going to have the same aroma after time passes.

Hansen recommends wearing scents on a scarf. “You can trade in one scarf for another with a different fragrance for variety,” she said.
APPlicable Beauty

Check out four apps you need to make your beauty routine complete. Did we mention they are all free?

OPI Nail Studio
What is it? A full service OPI manicurist at your fingertips. With the Try-it-on studio, you can find your perfect lacquer by testing hundreds of OPI shades. Adjust the avatar hand to match your skin tone and nail length for an accurate representation.
Why you want it? You won’t be nervous to try that “Hot & Spicy” lacquer since you can test it on your skin tone first. Also, you can save your favorite shades on the app for easy reference at your next appointment or when you are looking to purchase a new polish.

Modiface Makeup
What is it? A mini makeup artist. Snap a photo of yourself or use a default model to try on thousands of colors and shades of lipstick, blush, foundation, eyeliner, mascara and eye shadow. If you love a product purchase it right off of the app without searching the store for it.
Why you want it? Trying different types of makeup can be costly, time consuming and not to mention harmful to the skin. This app made it simple and entertaining to play with different products without needing to use a bottle of makeup remover.

My L’Oréal Colorist
What is it? Perfect personal color advice without the colorist cost. Scan a shade at the store or use the Find a Shade option to help you get started. Then have a color consultation, right on your phone, to find the spot-on color and formula that will make your strands stand out.
Why you want it? Coloring can be expensive. This makes it easy and inexpensive to change or touch up your hair without going to a salon. It also provides reviews and ratings about the colors and formulas to aid in your decision making.

Sephora To Go
What is it? Your guide to the latest in beauty. Read reviews of more than one million products including personal testimonials from Sephora workers. Also, before making the trip to the mall, you can look up products to see if it is available at your local Sephora.
Why you want it? It’s more than a retailer. Fun video tutorials cover every hot staple and trend of the season as well as different product application lessons. The best part is the rewards and deals you get just for having the app!

Want to get at-the-moment beauty recommendations? “Like” Trend On Facebook and Visit Our Blog

Words Sarah Mahaney
WE HAVE

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TREND FOR MEN

WE GUIDE YOU THROUGH THE BEST LOOKS, DRINKS AND TIPS BEFORE HITTING THE STREETS THIS WEEKEND
TREND FALL 2012

PHOTOS SELENA KHOUNLO
STYLED BY CHRISTOPHER DOVE & EILEEN MOORES
SHIRT ASOS $26 PANTS ASOS $44 SHOES ASOS $25
WATCH ASOS $35 HAT ASOS $50
QUICK GUIDE TO BEING GENTLEMANLY

DEAL BREAKERS
We spoke to Mr. Thomas Finney, men’s designer at the upscale Thom Browne label about how to handle the strict rules of the men’s style world:

TREND: What, if any, are the style rules that all men should generally follow?
THOMAS FINNEY: Number one is to always be yourself—if you’ve got a style and it works for you, go with it! There is nothing more attractive than someone who knows who they are.

T: What are the rules that men should be allowed to break?
TF: All of them! Because rules are meant to be broken...

T: What is your favorite risk to take, style-wise?
TF: I’m not a huge risk taker, myself. But when I do I usually try to reference boyish Americana literally, whether it’s dressing like a Boy Scout, or a schoolboy or what have you... It usually gets a good laugh or at least a smile.

STYLE LINGO

monk strap [muhngk-strap] n. A dress shoe without lacing, but rather closed by a buckle and strap

LAUNDRY LESSONS
1. Always hang your pants and fold your sweaters. Otherwise, pants will wrinkle and sweaters will stretch.
2. Use caution putting anything other than towels and boxers in the dryer. Not only could they shrink, it could also destroy the fibers making up your clothes.
3. Use fabric softener; It’ll leave your clothes softer and smelling better, it’s worth the five bucks every three months.

QUICK TIPS
1. Eat fruit to cure your hangover. The vitamins will give you energy to replenish your body without the caffeine.
2. Wear a red tie to a job interview. It conveys power.
3. Never buy clothing too large or too small. This seems like an obvious one if only it were so simple. The key to looking put-together is wearing clothing in the correct size.
Peacocking is showing off when you are out by dressing outrageously in order to attract attention. The phenomenon gets its name from male peacocks showing off their feathers to attract mates.

To test out this strategy, Mike Bankers, a sophomore in Management and Industrial Engineering, went all out one Friday night to see just how well this strategy worked during his night out on the town.

Bankers pulled out all the stops, taking his peacocking outfit to the extreme.

At first, he met some objections and negative feedback with his fashion don't, but as the parties progressed, people seemed to come around to the idea.

“People really noticed what I was wearing and came around to the idea because they were sure I was determined to have a good time!” Bankers said.

“Everyone remembered who I was because of my eccentric get-up, even after the party had been going hard all night,” Bankers said. The ladies especially noticed, and several approached him to talk for a while longer later on. His outfit definitely got him noticed, and he received several compliments on his suit jacket and polo combo.

Bankers said that peacocking was worth a try and it enhanced his usual strategy when going out.

“It’s more of a fun thing to just go ahead and give a try and can be done any variety of ways,” he said.

The best part is that you can peacock in a range of levels. You can get really creative and go extremely funky with your outfit, or you can incorporate aspects of whimsy or elegance to polish up your ensemble. It could literally be anything from wearing a goofy sombrero to just adding a classic suit jacket or a tie to your outfit.

If anything, it will at least be a memorable experience. By the end of the night, Mike only regretted that he didn’t go out to more places and stay out longer. How’s that for a seal of approval?
It’s Friday afternoon, you’re fresh out of Keystone and Hy-Vee’s stock of Natty Light has mysteriously disappeared: what do you do? Take some notes from that mad man Don Draper and pull out the old jigger and lowball glass for some good old-fashioned manly mixology.

**Manhattan**
- 2 oz. Rye Whiskey
- 1/2 oz. Sweet Vermouth
- 2-3 dashes bitters
- 1 Maraschino Cherry garnish
- Allie Murphy at Olde Main Brewing Co.

**Old Fashioned**
- 2 oz. Bourbon Whiskey
- 2 teaspoons simple syrup
- 2 dashes bitters
- Club Soda
- Lara Parkin at the London Underground

**Tanqueray & Tonic**
- 1 oz. Tanqueray Gin
- 3 oz. Tonic Water
- 1/4 oz. Lime Juice
- Allie Murphy at Olde Main Brewing Co.

**Dink Wheat**
- Locally brewed beer from Olde Main
- Allie Murphy at Olde Main Brewing Co.
FASHION

PACK YOUR BAGS WITH THIS YEAR’S HOTTEST TRENDS. FROM SLEEK AND STRUCTURED LINES TO COZY OVERSIZED SWEATERS SEE IT ALL HERE.
HOMEWARD BOUND

STYLED BY ANNA MACKIN & LIZ MOERER
ON HIM TSHIRT PORTOBELLO ROAD $30 JEANS ASOS $60
BOOTS URBAN OUTFITTERS $69
ON HER JACKET H&M SELFRIEGE $60 SKIRT ASOS $43 PURSE
PORTOBELLO ROAD $39.99 HEADBAND PORTOBELLO ROAD $20
BOOTS BOOTS ROOMS $60
SLEEK & STRUCTURED
BANDEAU FOREVER 21 $15 BLOUSE FABRIK $44 SKIRT MINT LA $45 EARRINGS FOREVER 21 $12
DRESS MINT LA $50 SHOES JEFFREY CAMPBELL $195 BRACELET LYL A’S $12 CLUTCH NASTY GAL $48
OPPOSITE PAGE TOP ZARA $60 SKIRT MINT LA $45 NECKLACE LYL A’S $16 CUFF URBAN OUTFITTERS $20 BRACELET LYL A’S $14
OPPOSITE PAGE FROM LEFT TOP LYLAS $39 SKIRT ASOS $63 EARRINGS FABRIK $18 RING LYLAS $12 BRACELET LYLAS $14 CUFF LYLAS $20 HANNAH: TOP PORTOBELLO ROAD $44 SHORTS FOREVER 21 $23 COAT ZARA $100 SHOES URBAN OUTFITTERS $100 NECKLACE NASTY GAL $35 TANK RANDOM GOODS $5 PANTS ASOS $80 BLAZER PORTOBELLO ROAD $60 SHOES URBAN OUTFITTERS $59 EARRINGS LYLAS $12 BRACELET LYLAS $18 RING MINT LA $12 SUNGLASSES NASTY GAL $18 TOP NASTY GAL $48 SKIRT URBAN OUTFITTERS $99 SHOES RANDOM GOODS $32 NECKLACE NASTY GAL $30 CUFF BANANA REPUBLIC $40 BRACELET NASTY GAL $20

BELOW ROMPER NASTY GAL $18 COAT NASTY GAL $120 SHOES RANDOM GOODS $14 RING FOREVER 21 $4.80 NECKLACE FOREVER 21 $8 SUNGLASSES NASTY GAL $18
“The winning garment played with the story. It was quirky with an evil, dark twist so it made it interesting,” said Brenda Ackerman, Project Runway judge. “The construction of the garment was well done. It was A-symmetrical yet had a sense of balance; very inventive.”

Stephanie Tupper, Nicole Phillips, Gracie Bojorquez, Becca Stein, and Rachel Anderson pooled together their individual insight and talents to effectively execute
what Johnston referred to as “a very innovative garment”.

Celebrity guest judge, April Johnston, had a large impact on this year’s theme, Dark Fantasy. As a top five contender of Lifetime’s Project Runway Season 8, Johnston explained that her goal when designing is “finding beauty in darkness.” Inspired by cemeteries and the ability to “destroy to create,” Johnston in turn prompted ISU’s Project Runway coordinators, Paulina Coursey and Jenny Dillon, to select the theme encouraging students to do the same.

Upon finding out the theme, the winning team came up with their inspiration by researching their favorite fairytales. They began sketching ideas and determining the materials they would use.

With the original goals of completing their garment and finishing as a top five contender in the competition, team Top Notch surpassed all expectations, outshining other teams with exceptional creativity and strategic teamwork.

In addition to a garment, each team was required to write a short background story about their ensemble and the person wearing it. Team Top Notch’s story of a troll with a purse made of billy-goats grabbed the judges’ attention, leading the team to the first place title of Project Runway 2012.
CHAMBRAY
YOUR WAY

Four girls from every corner of campus give this trend their own personal twist.

ELLYSE BONNEMA
SECONDARY EDUCATION

“Whether it is fall, winter or spring you are sure to see me wearing one of my jackets on my walk to class,” said Ellyse. She loves her enormous collection of jackets the most which is why she started by adding a navy blazer to her chambray. “I love solid colors that work together,” she said. Most of her closet is filled with neutral colors, so she loves adding a dash of color, like her red skinny jeans.
“I feel like I fit in more in college because it’s actually normal for people to wear cowboy boots,” said Courtney. She showcased her thing for bling with a rhinestone belt that she purchased while showing cows at the Iowa State Fair. Not only is Courtney an Iowa State Fair Grand Champion, she is also a Pinterest aficionado. “I love to pin clothes. I have an entire board called “My Future Closet!” she said.

“I strive to be comfy and cute,” said Clem. Allison was all about accessorizing with her chambray. She picked a chunky rhinestone necklace from her extensive collection of statement jewelry along with her favorite rose gold, Michael Kors watch. Clem completed the look with green skinny jeans and her favorite boots. “Most people in my major show up in sweats but I feel that I do my best when I’m dressed up.”

“I like layering and mixing together colors and prints,” Stromberg said. She paired the chambray with her favorite plaid shirt “I like wearing my beige H&M t-shirt dress for layering,” she said. Lauryn topped the look off with her new favorite winter accessory, burgundy boots, and a teal scarf from her vast collection. She said, “I don’t take style too seriously. I look better if I don’t over think what I’m going to wear.”
Sophomore Mollie Sims has a pretty amazing home for her clothes. Take a look into the walk-in we all wish we had.

Photos by Paige Deay
“It’s more of a time saver than anything,” said Mollie Sims. Yeah, that’s what we all say about our closet that looks like it’s straight off a Pinterest board.

A cool and collected sophomore from West Des Moines, Mollie talks about her dreamlike closet in a casual tone. Amidst scarves, shoes and other outfits, she’s been able to combine organization and aesthetics. Her organizational rule is clear and concise: colors first, everything else second. Starting with gray and working her way around the color wheel, tanks, tees and tops, sweaters and bottoms line the walk-in closet. Flip flops and sandals have their place in storage bins, allowing her boots, heels and favorite flats to be displayed on symmetrical shelves. From there, everything else just falls into place.

Currently displayed on the coveted middle shelf are her Sam Edelman fringe boots. Mollie loves pairing these with a great pair of skinnies and a cozy sweater for comfort and class.

Her blog shows inspiration for her closet and her general style. She keeps up to date on the latest trends by following other blogs, such as Cupcakes & Cashmere and Cheetah is the New Black.

“My style depends on my mood,” she said. “It can be a bit edgy, but sometimes it’s boho. And some days I’ll just piece together both styles for a collective look!”

For winter wear, Mollie suggested that everyone needs a good pair of boots, and it’s always okay to splurge on a great pair of jeans. “A good pair of jeans will last you forever,” said Simms.

It helps that Mollie is already an organized person, but her tip for creating your own heavenly closet is to organize it your way. It’s great to gain “pinspiration,” but you need to find what works best for you and your clothes!

## Mollie’s 3 Tips for a Better Closet

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<tr>
<td>2</td>
<td>Display your favorite items</td>
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<td>3</td>
<td>Find what works best for you</td>
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![Closet organization](image-url)
FASHION FORECASTING

PHOTOS RUMOR CLARK STYLED BY ALEXIS WELLS & MARY STEINER

BLACK + WHITE
BRINGS CONTRAST AND EDGE TO AN OTHERWISE FEMININE LOOK

DRESS LYLAS $63 JACKET TARGET $35
OOZING OXBLOOD

ADD THIS "IT" COLOR TO MAKE ANY OUTFIT A STATEMENT

T-SHIRT BANANA REPUBLIC $37
BLAZER FAB’RIK $96
PANTS BANANA REPUBLIC $90
SHOES BANANA REPUBLIC $128
NECKLACE FAB’RIK $42
CLUTCH VELVET COAT $195
CAMEL / BLACK
REMEMBER THAT RULE ABOUT BROWN AND BLACK? YEAH, WE DON’T EITHER. STAND OUT FROM THE CROWD WITH THIS WARM COMBINATION

TOP FAB’RIK $42 LEGGINGS TARGET $30 SHOES FAB’RIK $36
NECKLACE TARGET $17 BRACELETS FAB’RIK $36 EACH
DOCTOR, DOCTOR
THIS SEASON, IT’S ALL ABOUT THE STATEMENT BAG. ADD STRUCTURE AND A POP OF COLOR WITH A DOCTOR BAG.
Cierra Kenna Republic $120 Bag Fabrik $94
KNIT WIT
DRAPEY, FLOWY KNITS WILL KEEP YOU WARM AND GIVE YOU EFFORTLESS STYLE POINTS

SWEATER FABR’IK $86
BRACELET WET SEAL $11
EARRINGS FABR’IK $18
BAROQUE GIRL
THIS LAVISH PATTERN IS A MODERN TWIST ON A TRADITIONAL PRINT. PERFECT FOR THE NEW YEAR.

TOP VELVET COAT $295 PANTS WET SEAL $30
SHOES BANANA REPUBLIC $98 BRACELET LYLAS $18
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CHECK OUT OUR BLOG AT 
TRENDMAGAZINEBLOG. WORDPRESS.COM

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FEATURES

FIND YOUR PERSONAL STYLE AND CHOOSE A RESOLUTION JUST IN TIME FOR THE NEW YEAR
THE CLOCK STRIKES MIDNIGHT, THE CHAMPAGNE IS POPPED, AND MAYBE, IF YOU’RE LUCKY, A KISS IS PLANTED ON YOUR LIPS.

“Happy New Year!” everyone cheers. It is now 2013, what will make this year different? Will there be big changes in your future? Will you finally keep that New Year’s resolution unlike years past?
WE’LL BREAK DOWN THE MOST COMMON NEW YEAR’S RESOLUTIONS AND GIVE YOU POINTERS ON HOW TO MAKE SURE 2013 IS YOUR YEAR FOR THE ULTIMATE RESOLUTION.

LOSE WEIGHT
After a month-long holiday season, and a sugar-cookie-gingerbread-pumpkin-pie diet, it is no wonder shedding some pounds is the number one New Year’s resolution. Lucky for you, many gyms often offer discounted memberships during January, and let’s be honest, who doesn’t want to make a little pit stop at Lululemon?

LEARN SOMETHING NEW
Are you sick of living off Easy Mac and frozen pizza? Wish you could make your own throw pillow instead of having to purchase one from the store? Wouldn’t it be cool to speak another language? Now, thanks to the Internet and a plethora of books at your disposal, learning something new is easier than ever.

EAT HEALTHIER
This resolution, which often goes hand-in-hand with losing weight, is easier to tackle than you may think. While sure, the dollar menu may be bank account friendly; it is not doing anything for your figure, or health. Check out the book, *Eat This, Not That*, for healthy alternatives for your current go-to’s.

SAVE MONEY
Step away from the clothing rack and put down the Starbucks. OK, maybe that is easier said than done. Think about how much money you could save if you brewed your own cup o’ Joe everyday? And yes, the thought of not shopping is spine tingling. Instead, dedicate a certain amount of your budget to new clothes and scan the sale racks.

SPEND MORE TIME WITH FAMILY
Since we can’t see our family everyday, the resolution could be to stay in touch better. No, shooting your mom the “Hey, I need more money” text does not count. Try writing your grandparents a handwritten note, or calling your parents to see how their weekend went. Trust us, they’ll love it.

TRAVEL
Traveling is whatever you make it. This could be anything from studying abroad to a weekend road trip. So plan a spring break trip, or meet up with a friend from high school that studies elsewhere. Get out of town and have some fun!

DO WELL IN SCHOOL
“Well” is a relative term, but having a resolution to do better in school is a good one to have. This could mean earning a 4.0, or simply receiving just one A.

MEET NEW PEOPLE
It’s easy to get caught up in your group of friends. Meeting new people can always add a little spice to your life, though, and give you a new perspective. Check out clubfest, join an intramural or apply for a committee.

BE LESS STRESSED
Lift the worries of the world off your shoulders this year. Don’t save everything until the last minute, and most importantly, take the time to relax and enjoy yourself.

SO HOW DO WE MAKE THESE LAST PAST JANUARY 2?
Dr. Karen Scheel, senior lecturer and motivational psychology professor, said in order to keep a resolution, we need to be intrinsically motivated. In order to do that, we need to keep a positive attitude.

“When we are excited or encouraged, we are building ourselves up with positive energy,” she explained. “When we are worried or discouraged, that energy drains out of us.”

In order to stay positive, Scheel suggested that we think hard about our resolution and ask ourselves if the resolution is good for us. If it is, we then need to frame it in a positive way. “Instead of saying, ‘I don’t want to be fat,’ say ‘I want to be healthier,’” she said.

Once you have a goal that is beneficial to you, and is framed positively, break the goal into smaller pieces. So, if your goal is to lose weight, your small goals could be eating three fresh fruits a day, or taking a walk four times a week. “If you can meet markers on your way to accomplishing your overall resolution, you will be happier with yourself and it will be easier to stay motivated,” Scheel said.

So what are you waiting for? Make 2013 the year you stick with your New Year’s Resolution.

VOLUNTEER
There’s just something about the Holiday season that makes us want to give back. Why not keep that feeling going all year long? Try checking out a website like www.volunteermatch.org. All you have to do is type in your zip code and you’ll get a list of volunteer opportunities in your area.
WHAT DOES IT TAKE TO WORK FOR A CELEBRITY STYLIST?
TREND STAFFER, CASSY DITTMER DESCRIBES THE EXPERIENCE OF A LIFETIME
As fashion students at Iowa State, we are constantly challenged to force ourselves out of the Midwest shell we have been raised in. Many people, like myself, will choose to start interning or working in the hectic and oh-so corporate New York City. After a summer of subways and smog, I was ready to try the west coast. Next up was the laid back and sunny Los Angeles that I much prefer. It was time to trade in the pencil skirt and throw on some printed shorts. Last summer I had the opportunity to intern with one of the most fascinating people I have ever met. She was my boss and celebrity stylist Sophia Banks-Coloma. She launched one of the most fashion forward boutiques in Los Angeles, and is creative director of her own line, Whitley Kros. Banks-Coloma got her initial five minutes of fame when she did some fashion styling on the side for her first celebrity client, Mena Suvari. You might now recognize her as Harper’s Bazaar Style Leader twice in one year and Vogue Australia’s Top Fashion Expert.

Sophia started off going to business school and part time fashion school in Sydney, Australia where she grew up. Sophia moved from Sydney to Los Angeles in 2004. It doesn’t take long for you to realize that her perseverance and charisma are what got her so far. She combats every hard situation without hesitation or fear. Sophia has been in the industry for more than ten years and has been on her way up for quite some time. She has some styling features that I got to help on this summer in magazines such as Prestige, Dolly, and GQ Spain. I will admit that the highlight was getting to go on the set of Pretty Little Liars when I was at Warner Brothers to set up Shay Mitchell’s wardrobe.

Her advice to young aspiring stylists was to “start interning, work hard, be early, stay late, find things you can do, and don’t wait to be asked. Always clean up, organize, come up with bright ideas, and make presentations. You know the saying is success by the inch not the mile. I always did things well and to my best ability and everything starts to build up.” Her favorite story involving a celebrity? She indulges that she loved doing the movie Syrup with Amber Heard. “It was so much fun to work with amazing designers such as Dior, Dolce, Chole and J. Mendel. Having all the amazing jewels and then also putting together everything was very rewarding.” Some more highlights were getting to go to Vegas with Kristen Chenoweth for the American Country Music Awards. For work and down time, Sophia still loves to visit her native Australia, and she represents her roots by wearing Australian fashion brands.

I got a chance to work with Sophia personally quite a bit this summer. I tried to get as much personal insight as possible when I spent time with her. In my eyes, Sophia is completely down to earth and absolutely flawless. Throughout my summer with Banks-Coloma, I never saw her flinch. She was the only one in her entire studio that always kept her composure. She does however admit, “styling doesn’t come without the intense need to “always get it right.”

She must not be doing too much wrong if her client list includes Shay Mitchell, Kristen Chenoweth, Lucy Hale, Alexander Ludwig, Jesse Metcalfe, Jacob Artist, Kendall Jenner, Jacqueline Emerson, Michelle Rodriguez, Amber Heard, Sharon Stone, and Erika Christensen, to name a few.

Sophia talks about her next dream client to dress, Cate Blanckett. She is also excited about talk of her TV show in the near future. Sophia’s current trend report, right now is to rock cool cropped sweaters with crazy prints, clutches, black and white, hounds tooth, and printed jeans. Sophia’s picks for new designers to look to right now are Msgn and Alessandra Rich.
PERSONAL STYLING
LIKE A PRO

FASHION CAN BE BOUGHT,
STYLE ONE MUST POSSESS.

— EDNA WOOLMAN CHASE, EDITOR-IN-CHIEF OF VOGUE 1914-1952

WANNA SEE MORE CAMPUS-STYLE PICS?
“like” us on facebook!
WE START EXPRESSING OURSELVES THROUGH STYLE SOME TIME AFTER OUR MOTHERS REALIZE THEY CAN NO LONGER DRESS US IN MATCHING HEAD-TO-TOE LOOKS WITH OUR SIBLINGS. STYLE ISN’T NECESSARILY TAUGHT, BUT INSTEAD CREATED BY OUR OWN PERSONALITIES. BOTH STYLE AND FASHION ALWAYS END WITH OUR OWN INTERPRETATIONS. WE ASKED A PANEL OF EXPERTS ABOUT DEVELOPING YOUR OWN PERSONAL STYLE.

MEET OUR PROS

DR. MARY LYNN DAMHORST
Prof. in Apparel Merchandising and Design

MICHELLE JEREMAIS
Chicago stylist

KATELYN HERLEIN
Author of the blog Katalina Girl

WHERE SHOULD A BEGINNER START LOOKING TO FIND STYLE INSPIRATION?

“Look at blogs,” said Herlein. “As college students, we don’t have the time or luxury to shop around. A trick I’ve learned from blogging is to look under photos to see where you can get clothing online. This opens so many doors that we may not have known were out there, and it gives you more knowledge of what to wear. Online shopping is booming, so use it and blogs to help you develop your own style.”

WHAT ARE BIG INFLUENCERS ON PERSONAL STYLE?

“We learn about mainstream fashion through magazines and industry press,” said Damhorst. “Media offered by magazines, retailers and blogs offer easy inspiration. Watching people on the street and talking with friends and family are ways people learn to develop their own style. A more formal approach is going to a stylist who sells advice on developing personal style.”

WHAT IF I DON’T HAVE A BIG BUDGET?

“Consignment and resale shops and even sewing yourself can be involved in creating style,” said Damhorst. “Individuals can put together a unique collection of items, colors, and shapes to style themselves.”

ANY SHOPPING TIPS TO KEEP IN MIND?

“I encourage men and women to look closely at what shapes look best on their body type,” said Jeremais. “It’s not about the label or the size you wear. Fit is key, and it can change how you look and feel immediately.”

SO, HOW DO YOU START FIGURING OUT YOUR OWN PERSONAL STYLE?

“I knew what I liked and didn’t like, but I didn’t know how to put those two things together,” Herlein said. “I started looking at blogs and paying attention to street style. Then I started blogging, putting outfits together, and finding my own style.”

WHAT’S THE DIFFERENCE BETWEEN PERSONAL STYLE AND FASHION?

“Style is an expression of your personality,” said Jeremais. “Fashion is an artistic expression shaped by designers.”

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HOW IS FASHION DEVELOPED?

“Fashion is temporarily adopted as trends come and go,” said Damhorst. “It also requires conformity. It’s not fashion if only one person does it.”

HERE’S HOW TO FIND STYLE INSPIRATION?

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Our Spring cover girl reminisces on some of her favorite reactions from her friends and professors seeing her all over campus.

‘The day it [Trend] came out my photography teacher said, ‘I just wanted to let you know your magazine is on my kitchen counter.’ And I have a really nice son,”’ Moore laughs. “Teachers said the most awkward things.”

Besides professors offering up suitors, others decided to take notice and project the cover in front of an entire lecture.

Not only did her professors and a few daring classmates notice, but her sudden fame on campus showed in her Facebook requests, too!

“There were five random guys that I still haven’t accepted. Is that bad?” she joked. “There was a handful that I had no mutual friends with — all guys.”

After all that creeping, Moore is still single, but dating. Recently, a young man asked her to go out on a date with him in person. She proceeded to overanalyze whether or not he had read the previous article in which she emphasizes how important that is to her. She says little things like that make her think, now that she has shared her personal life with a campus of 31,000.

“I think girls that you can tell are having fun and are confident in themselves are more approachable than the girls who are more shy,” Moore advised the single ladies of Iowa State. “Don’t try too hard.”

She’s very unconcerned about her title of “Bachelorette” still being true. Moore seems fully confident that when the person who is right for her comes along, it won’t be because she’s looking for him.

“Whenever you think, ‘Oh, I really want to meet a guy tonight!’ you won’t,” said a wise Moore. “Whenever you’re expecting it, it’s not going to happen. You’ll meet someone in line at Hy-Vee, or at the bank, or borrowing a pencil in class.”

As for her day-to-day life, occasionally people mention the cover to her or text a picture of the cover displayed in LeBaron Hall to her. She says in the most genuine way, “I’m still humbled by it.”
Trend

Lifestyle

We’re craving tasty treats, DIY wall art and celeb stories
'TIS THE SEASON

FOR PARTIES, GATHERING AND GIFT GIVING. THESE TASTY LITTLE TREASURES MAKE A SPECIAL HOMEMADE GIFT OR DELECTABLE PARTY FAVOR.

1. BIRTHDAY "CAKE" CANDIES

WHAT YOU NEED
3 CUPS FROSTED ANIMAL CRACKER COOKIES
½ C AN CREAM CHEESE FROSTING
VANILLA OR WHITE CHOCOLATE ALMOND BARK
SPRINKLES

MAKE 'EM
CRUSH ANIMAL CRACKERS IN A BLENDER OR FOOD PROCESSOR INTO FINE CRUMBS.
STIR FROSTING INTO CRACKER CRUMBS
FORM INTO BALLS
CHILL FOR 1-2 HOURS
MELT ALMOND BARK
DIP BALLS AND TOP WITH SPRINKLES
2. CHOCOLATE CHIP COOKIE BALLS

WHAT YOU NEED
18 STORE BOUGHT CHOCOLATE CHIP COOKIES
4 OZ CREAM CHEESE
CHOCOLATE ALMOND BARK

MAKE ‘EM
CRUSH COOKIES IN FOOD PROCESSOR OR BLENDER, RESERVE A FEW TABLESPOONS FOR GARNISH
MIX COOKIE CRUMBS WITH CREAM CHEESE UNTIL WELL BLENDED
FORM INTO BALLS
CHILL FOR 1-2 HOURS
MELT ALMOND BARK
DIP AND TOP WITH LEFT OVER CRUMBS

3. PUMPKIN PIE BITES

WHAT YOU NEED
½ CUP GINGER SNAP COOKIE CRUMBS
½ CUP GRAHAM CRACKER CRUMBS
½ CUP CANNED PUMPKIN
2 TABLESPOONS POWDERED SUGAR
½ TEASPOON PUMPKIN PIE SPICE
VANILLA OR WHITE CHOCOLATE ALMOND BARK

MAKE ‘EM
CRUSH GINGER SNAPS AND GRAHAM CRACKERS IN A BLENDER OR FOOD PROCESSOR INTO FINE CRUMBS, RESERVE A FEW TABLESPOONS FOR GARNISH
STIR IN PUMPKIN, POWDERED SUGAR AND PUMPKIN PIE SPICE.
FORM INTO BALLS
CHILL 1-2 HOURS
MELT ALMOND BARK
DIP BALLS AND TOP WITH LEFT OVER CRUMBS

4. CHOCOLATE CHAMPAGNE TRUFFLES

WHAT YOU NEED
½ CUP HEAVY WHIPPING CREAM
¾ CUP SEMI SWEET CHOCOLATE CHIPS
2 TABLESPOONS BUTTER
½ CUP CHAMPAGNE
COCOA POWDER

MAKE ‘EM
PLACE CHOCOLATE CHIPS IN A HEAT PROOF BOWL, SET ASIDE
HEAT WHIPPING CREAM ON THE STOVE JUST UNTIL IT STARTS TO SIMMER
POUR HEATED CREAM OVER CHOCOLATE CHIPS
ADD BUTTER, STIR UNTIL SMOOTH
ADD CHAMPAGNE, STIR OR WHISK UNTIL SMOOTH AND WELL COMBINED.
CHILL 3-4 HOURS OR OVERNIGHT
FORM INTO BALLS
ROLL IN COCOA POWDER
TRENDS DIY

CHEVRON WALL ART

Use this season’s trendiest pattern to spark your creativity and add life to any wall.

SUPPLIES
Canvas
Pencil and ruler
1” painter’s tape
Assorted colors of acrylic paint
Paint brushes

1. Determine the placement of your lines. Sketch out each point, so the lines and spacing will be straight and even. Using a ruler to find the midpoint of the canvas helps this process.

2. Create 2-inch thick lines by layering two rows of tape side by side, placing them in the chevron pattern.

3. Skip a row and repeat the second step, continuing until you reach the top of the canvas.

4. Paint a single color over the exposed portions of the canvas.

5. After the paint is dry, pull off the tape, keeping it in the chevron shape. Place the used tape over the lines you just painted.

6. Paint over the new lines using your choice of colors. In this case, a messy look can be good.

7. After the piece is done drying, pull off the tape and admire your handiwork!

Change up the colors or design to express your own style. You could also experiment a whole different look by switching up the thickness of the lines.
TRUTH

FALLACY?

As a professional astronomer, Willson believes there is no science to support astrology, and there is actually a lot of science that shows astrology does not work. She said, “From our modern understanding of the solar system, which is a part of our general scientific understanding of how nature works, we now know that the traditional predictions of astrology do not actually predict anything.” Why do people turn to astrology, then? Willson said, “People are faced with hard, complicated problems and decisions. Anything that gives them an easy way to figure out what to do is appealing. People who believe strongly in astrology make decisions based on false information.”

Lee Anne Willson, Iowa State University Astronomy Professor Says Fallacy.

Joyce Levine, Author and Astrologer with 30 Years of Experience Says Truth.

Some astrologers believe that astrology describes what a person is really like in their heart – rather than what they might pretend to be. One of the most common services that astrologers provide are birth charts, or personality profiles and a yearly forecast, which shows the important cycles for the year and pinpoints important time slots. Since life naturally moves in cycles, Levine believes it’s not an accident that things happen when they do. She said it’s her job to help clients recognize the ups and downs in their lives and realize why they are occurring. Her belief is people tend to make changes when things are not going well in their lives, but she often tells her clients to do otherwise. “Recognize when things are going well because this is the time to take advantage of it and make changes.”

Do you check your horoscope everyday, sometimes even basing your plans around the predictions? Do you casually read it just for laughs? Or maybe you think the whole thing is bogus, either way, we’ve got an expert to back you up.

WORDS AMIRA KHATIB DESIGN ZOE LARSON
THE

POP CULTURE MOMENTS OF 2012
A SINKING CRUISE SHIP, “CALL ME MAYBE” AND CHRISTIAN GREY COME TO MIND WHEN THINKING ABOUT THE LAST 365 DAYS. HERE ARE THE OLYMPIAN-SIZED WINS AND CELEB DRAMA WE WILL REMEMBER LONG PAST THE NEW YEAR.

ONE
HELLO MR. PRESIDENT
Whether you’re republican, democrat or somewhere in-between we all won when the rush of campaign calls ended.

TWO
KATE MIDDLETON NOT AT HER BREAST
The world was shocked to see the topless picture of the Duchess on a romantic getaway, in the south of France, with Prince William. The French tabloid, Closer magazine, is being sued by the royal family as a reminder that Harry is the only royal allowed to stroll around in the buff.

THREE
RYAN LOCHTE, PERIOD
Women swooned all over social media as he undressed for his competitions, however the opposite reaction occurred when he opened his mouth. Silly Ryan, didn’t your mom teach you, if you don’t have anything smart to say, don’t wear any clothes at all.

FOUR
DIANE KRUGER: STYLE ICON OF YEAR
Everyone was talking about her style after she hit look after look at the 2012 Cannes Film Festival. She blew us away with her one-shouldered, mint green, silk, Giambattista Valli gown. Harper’s Bazaar agreed with us as they named her this year’s emerging style icon. Of course, she always ranks well with her ultimate accessory, Joshua Jackson.

FIVE
SNOW-NOT-SO-WHITE
As the Twilight series reached its close, so did the saga of K-Stew and Rob Patz-- so it seems and hopefully will stay. We’re siding with Team Rob on this one.

SIX
KAT FIGHT!
After five years of marriage, Katie Holmes filed for divorce from Hollywood’s favorite scientologist, Tom Cruise, in June. Numerous rumors followed. Whether you believe them or not, the crazy Scientology stories made for a juicy read all summer long.

SEVEN
ALY RAISMAN’S PARENTS
We laughed along while her parents squirmed in their seats screaming “catch it” and “stick it” during her bar routine. Aly may have been the one winning a gold medal, but we give her parent’s reaction an all-around 10.

EIGHT
THE RYANS ARE SPOKEN FOR
So, Ryan Reynolds secretly married Blake Lively at the plantation featured in “The Notebook,” and rumors say Noah Ryan Gosling is popping the question to Eva Mendes. Kudos to these girls for nailing down two of cinema’s sexiest bachelors. In other news, single girls around the world lose their will to live.

NINE
BRITNEY SPEARS IS BACK...AGAIN
She’s in our homes twice a week via this season’s X Factor. Although she is known for outstaging Simon Cowell as the “mean judge,” we can’t help but laugh at her hysterical faces she made while watching performances. Obviously, the 8-year old is all of us is glad to see her back.

TEN
THE JERSEY SHORE GAINED ANOTHER JUICE HEAD
Guidos around the nation fist pumped as Snooki had her baby boy, Lorenzo. In recent news, MTV announced its latest show, Babies of the Jersey Shore (kidding...we hope!).

ELEVEN
GANGNAM STYLE
We still have absolutely no idea what that song is about- it’s in Korean can you blame us! But it doesn’t matter, because every Iowa Stater appreciated this artistic expression and the political parodies that came along with it.

TWELVE
AMANDA BYNES’ MELTDOWN
No we weren’t happy when we found out she was arrested for a DUI. Didn’t she learn anything from Lindsay Lohan? Hard to believe this was the same girl who said knock-knock jokes on Nickelodeon and made out with Channing Tatum in “She’s the Man.” Come on girl, be a man!
WANT MORE TRENDS?

CHECK OUT OUR WEBSITE FOR DAILY BLOG POSTS FROM YOUR FAVORITE FASHION, BEAUTY, LIFESTYLE AND MEN’S WRITERS. HERE IS WHAT’S TRENDING THIS WEEK!

FINISH THESE FABULOUS READS AT TRENDMAGAZINEBLOG.WORDPRESS.COM!

‘TIS THE SEASON FOR CHIC STYLE

The holidays are upon us, and we will soon be scrambling around town to attend all of the seasonal festivities. Don’t let yourself fall into the “I have nothing to wear” abyss, instead deck yourself to the max with these foolproof trimmings.

LIPSTICKS FOR DIFFERENT SKIN TONES

Choosing the right lipstick can be a bit more difficult than most people think. The right lipstick has to go with your outfit, hair color and, most importantly, skin tone. There have been way too many times that I have chosen a lipstick that matches my outfit and looks good with my hair but still manages to wash me out, appear unnatural or just look weird. With such a variety of different skin tones, it makes sense that certain shades of lipstick complement each person in a different way. You can find the perfect shade of lipstick for any outfit this season simply by knowing what lip color accents your skin.

FELINE FIERCE

Whether you love cheetah print or not, this trend is everywhere on your college campus, your favorite bloggers websites and in every magazine imaginable. So go with the flow and rock this style. My favorite way to incorporate this print into my wardrobe is through accessories. It comes off as classy, not clashy.

FASHION RULES

What rules are “okay” to break and what ones aren’t. We get it, fashion can be tricky. There are so many dos and don’ts of style that it can be hard just deciding what is acceptable to wear to class. Allow us to let you in on a little secret: it’s okay to break the rules. The key is to decipher which rules are okay to drop and which ones have stood the test of time.
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