NEW: ACCESSORIES

TIPS FROM A GQ EDITOR, DESIGNER TODD SNYDER, & BADOWERS MANAGER

THE 2014 BACHELORETTE

BEAUTIFUL BRONZING

THE POLITICS OF FASHION
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Readers:

If anyone asked us last spring where we saw ourselves in a year, Editors-in-Chief of Trend Magazine would likely not have come to mind. This experience has helped us grow both on a personal and professional level. Interacting each week with such a unique and talented team has been one of the many pleasures to holding this position. This semester’s team made our 88-page issue—the largest Trend has ever published—into a reality.

With this semester comes the Trend’s 16th edition: we incorporated a new section to join our old traditions. We are excited to introduce the addition of an accessories section, which starts on page 52. A campus favorite, you can find this year’s Ultimate Bachelorette on page 74.

After so many endless hours of writing, designing styling, promoting, advertising and photographing, we couldn’t be more thrilled with this issue of Trend. Our team and ourselves have poured our hearts and souls into this magazine, and we hope you enjoy it, too. Now enough from us, there are still 83 pages to go!

With love,

Emily & Lynne
thank you to all of our contributors

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Winter is officially behind us, and we are ready to embrace all that is spring: beautiful new hair and makeup trends and primping for summer fun.
THE NAKED FACE
Less is delightfully more this spring and summer season when it comes to hair and makeup. Emphasizing the face’s best features by creating the illusion of a naked face and effortlessly wrapping simple, messy braids into a whimsical hairstyle is the secret to this natural and gorgeous trend. Alice + Olivia by Stacey Bendet’s Spring/Summer 2014 collection exhibited the quintessential “naked face.” Use key makeup products, like the perfect matching foundation, thickening mascara and a bold lip color to customize this look. Shimmery highlighting and contouring create a dewy and refreshed appearance to the skin and cheekbones. A flawless face completes the perfect day–to–night look.

Zac Posen’s Spring/Summer 2014 runway show flawlessly exuded the messy and effortless braided hair style, which includes dainty flower crowns as the key accessory. Gone are the oversized flowers seen in years past; small and subtle fabric flowers, are now in bloom.
“Cosmetics are the least regulated products under the Federal Food, Drug and Cosmetic Act,” says Tanay Hudson of the Washington Square News. The FDA does not require pre-market safety testing, reviews or approval for cosmetics. Though it may be hard to believe, even elements in the periodic table help bring the products we love into existence. Whatever works for the product, works for the producer, and that’s what gets put onto shelves in stores around the world. Everyone has heard that ‘you can’t believe everything you read on the Internet,’ unfortunately, the same rules apply for cosmetics and food labels. With this being said, it’s prime time we start reading labels to learn what ingredients really make up our beloved beauty products.

Have you ever heard the saying, beauty is only skin deep? This has never rang more true after realizing some of your favorite beauty products having harmful chemicals with long lasting effects. Through self-educating yourself on which chemicals to stay away from, your beauty from within can shine as bright as your beauty on the outside.
Marisa Ramiccio, healthcare journalist for SymptomFind.com, there are five truths about cosmetics that young woman should know. If labels read organic, natural, or even hypoallergenic, it does not necessarily mean they are safe. Harmful ingredients technically do not have to be listed. Our most important point previously made that the government does not regulate cosmetics, and that the amount of harmful chemicals in cosmetics is enough to do serious damage to your skin.

Dr. Margret I. Cuomo of Prevention Magazine mentions four toxins to avoid in beauty products. One toxin to look out for is Parabens. Parabens are preservatives that mimic estrogen, and they are usually noticed in breast cancer tumors for women. They can usually be found in makeup removers, liquid makeup, eye pencils and mascara. Another toxin to avoid is Phthalates. As something that is typically used to produce soft, flexible materials, this toxin causes reproductive abnormalities, mostly in males. Phthalates are a chemical that is included in deodorant, fragrances, hair gel and lotion. Then there is Triclosan, a pesticide found in both liquid and bar soap. Triclosan tends to alter thyroid function and reproductive hormones as well. Anti-bacterial soaps, laundry detergents, toothpaste, tooth whitening products and shaving cream contain Triclosan as well. Dr. Cuomo's last toxin to avoid is Formaldehyde, which is commonly used as a preservative and tends to contribute to allergy problems. Formaldehyde can be found in nail polish, body soap and body wash.

Ramiccio also mentions a few more chemicals you should stay away from. Oxybenzone, a common ingredient found in sunscreen, is known to be a hormone disruptor. It also causes allergies and a lot of skin irritation. Hydroquinone, a skin lightener, can develop a condition where black lesions develop on your skin. Petroleum distillates are commonly found in mascara. They can cause dermatitis upon making contact with skin and may even contain cancer-causing compounds. With all of the information given above, Ramiccio recommends looking for simpler ingredients. Ramiccio said, “A good rule of thumb is, if you can’t pronounce it, don’t buy it.”

Instead, look for products that contain natural oils. Two well-known natural oils for the skin are Argon oil and Pomegranate oil. Argon oil hydrates the skin. It is lightweight and can lighten acne scars and discoloration marks. Pomegranate oil is also good to look for because it is ideal for those with blemish prone skin because it doesn’t clog pores.

Joshua Duchene, Artistic Director of The Salon in Ames gave a few helpful pointers as well. “Off the top of my head, one brand I would stay away from in the cosmetics world is MAC. They have too many chemicals in their products and are known to clog the pores and cause acne,” He says. Duchene also mentioned that it would be a good idea to stay away from the chemical talc saying that like parabens, and formaldehyde, it is known to cause skin cancer, and when absorbed, the effects are much worse. He also advises to stay away from mineral oil because, “it clogs the pores and slows down the skin function and cell development, causing acne and premature aging.”

Duchene is proud that The Salon uses Smashbox products and firmly stand by them because they are free of all chemicals. His last suggestion for healthy skin was “a well balanced diet and a good skin care line free of chemicals with a three step wash, toner, and moisturizer.”

Studies show that several ingredients in makeup cause acne, atopic dermatitis, and psoriasis skin conditions as well. All women noted above suggest staying away from fragrances, dyes and alcohol-based products, and to look for products that do not clog pores. When you use makeup you should try to remember that the majority of makeup products have a shelf life of about one year, and that you should research ingredients before buying products as well.

Lastly, try to incorporate fruits and vegetables into your diet and to drink plenty of water. Fruits and veggies have many virus fighting and skin brightening anti-oxidants. Water is at the top of the list for one of the best things for healthy looking skin seeing as it makes up majority of our body weight. Making these small and beneficial changes in your diet can do wonders for your skin and overall health.

Growing up, we have all learned the do’s and don’ts of applying makeup for school or social outings. Teen girls and women use either a moderate amount of makeup or “cake” it on. The amount used usually depends on the look you’re aiming for or the amount of sleep you got the night before. What lies on the inside will show through your features, so remember to work from within the body so that what is underneath the makeup is just as beautiful.
By now, most of the New Years resolutions that we have made, have once again, failed us. Fortunately as summer comes around and we want to get the beach body back, there are many easy tricks to get back in shape quickly and effortlessly for college schedules. The trickiest spots to hit are the places we all want to lose from. Getting those abs and booty toned as well as losing the muffin tops is not nearly as difficult as many assume. Simply, healthy eating tactics and getting your heart rate up every day will do the job. Because for many young adults, it’s obviously not that easy, this article will give great tips and tricks to get in perfect shape for summer fun!

It is a well–known fact in the nutrition world that “abs are made in the kitchen.” This all starts with cutting out processed food and focusing on a healthy lifestyle of protein, minimal carbohydrates, and plenty of water. Unfortunately, for college students, this is much easier said than done with busy schedules, low bank accounts, and late night caffeine cravings. Urbandale Hy-Vee Nutritionist, Heather Illig mentioned a few great tips for small rooms and on–the–go food during a short interview. Heather talked about eating raw vegetables and whole fruits. If this doesn't sound appealing, dipping vegetables in hummus is also a great alternative. Another great idea Heather mentioned, was to make a homemade trail mix that may include nuts, dried fruit, and possibly sunflower seeds. Trail mix is great because it is non–perishable and long lasting! Though eating healthy gives you energy, it takes more than just sitting on the couch munching on vegetables to tone up those tough spots.

Working out is very simple and sends out endorphins throughout the body to simply enhance your mood. Though it is much easier to lay in bed a little longer, getting exercise over with in the morning gives an energized start to the day. Every bit of movement you do the better, even if it's only for 30 minutes each day. Go for a power walk, run, swim or bike ride. Some other ways to stay moving throughout the day can be to take the stairs rather than the elevator, walk up the escalator, walk to the shops as opposed to grabbing those car keys, park further from the door, or even hold a plank while there is a commercial on.

The biggest, and most important tip is often, the most forgotten. Stop making excuses and just do it. There are always going to be reasons to not get up and do something, it’s overcoming them and looking past the laziness. Finally, it is important to remember to always replenish the muscles after working out. So, grab some organic beef jerky and head to the gym!
College students are expected to balance classes with internships and relationships. It seems impossible to succeed at everything and when we don’t, we feel defeated. Fortunately, there are several ways students can turn failure into success and feel stronger than ever.

Highlighting your natural beauty through makeup can instantly boost self-confidence. Kari Camenisch, a stylist at The Salon in Ames, suggests applying white eyeliner in the water line to open eyes after a long night. Smashbox Always Sharp Waterproof Kohl Liner in Bare is the perfect pencil to achieve this look. White shimmer shadows applied in the corner of the eye and concealer beneath the eye complete the look. Camenisch also recommends fragrance to feel rejuvenated. According to Camenisch, when we look our best, “we walk a little taller.”

Practicing good posture produces positive outcomes. Christian Meissner, a professor in the Psychology Department at Iowa State University, recommends practicing the “power pose,” a pose where the person stands straight with their shoulders back, feet firmly planted on the ground, chin up, and hands on their hips, for two minutes. Engaging in this activity lowers cortisol, a stress hormone, and increases testosterone levels. Research suggests that people who practiced the power pose prior to a job interview were more likely to be considered for the position.

Emily Olson, a sophomore in Pre-Graphic Design, was a prominent member of her high school’s drama department and believed she had secured a major role in her school’s play her senior year. However, Olson didn’t receive a lead role. Rather than give up on her passion, she worked as the makeup artist for the play to stay involved and get her mind off the defeat. “Not getting a part for that one play taught me that I should never give up on something I love, and that I should try and try again even if I fail.”

Mark Crowley, a senior in Business Economics and Finance, also persevered. The summer before his junior year of high school, Crowley, a goalie for his school’s soccer team, didn’t get as much playing time during the games and considered quitting. “I felt like the team didn’t have faith in me, so why should I have faith in myself?” Crowley recalls.

Crowley’s coach had faith in him. Following the last game of junior year, the coach spoke with Crowley and reassured him that he had the ability to succeed. Crowley used his coach’s inspiring words along with his own practice of visualizing himself succeeding to push forward.

Crowley uses these same tactics in everyday situations, such as studying for exams. “Sometimes, I psych myself out, but you can’t let fear prevent you from doing the best you can,” Crowley stated.

Hua Wu, a sophomore in Apparel, Merchandising, and Design, suggests pleasing yourself as a way to build self-confidence: “Do whatever makes you happy.” Wu especially praises the benefits of having a positive attitude. According to Wu, “I think it’s good to look on the bright side. Confidence is about having a certain mindset... We all have flaws, but I’d like to think that our strengths overshadow them”.

1. Look good, feel good
2. Use a favorite fragrance
3. Practice “power poses”
4. Smile!
5. Get advice
6. Help others
7. Get involved
8. Visualize yourself succeeding
9. Do what makes you happy
10. Think positively
As the weather gets warmer, pants turn to shorts, sweaters turn to T-shirts and skin starts to show. Beautiful, glowing skin is in, so hitting the tanning salon may seem like a quick and easy way to achieve a bronzed look. However, tanning in UV beds increases risks of developing skin cancer, creates premature aging spots and wrinkles and skin instills long-term skin damage. Achieve a healthy bronze glow and look young longer by learning more about the effects of tanning beds and finding UV-free products.
“If you attend a tanning bed just once, your chances of melanoma increase by 20 percent,” says Dr. Jerry Brewer, a dermatologic surgeon at the Mayo Clinic. Teenagers and young adults who frequent a tanning bed incur a 75 percent higher chance of developing skin cancer than those who have never gone.

"IT’S JUST SKIN CANCER"

Most women do not realize the dangers of tanning beds and the cancers associated with them. According to Brewer, one person dies of melanoma every hour in the United States. A study by the Mayo Clinic found younger women, between the ages of 20 to 40 are diagnosed with melanoma eight times more often than women in 1970. These numbers are increasing, but can easily be combated by avoiding tanning beds and using at least SPF 15 every day.

TANNING BEDS DON’T EXPOSE THE SAME DAMAGING RAYS

The sun emits two major ultraviolet cancer-causing rays. UV B is the major cause of the most common form of skin cancer, basal cell carcinoma. This cancer typically appears after years of exposure to the sun, and one in four people over the age of 70 have this form of skin cancer. Tanning salons boast they block UV B, so they must be safe, right? Wrong.

Ultraviolet A is also omitted from the sun and it is not blocked in tanning beds. UV A is the cause of the most deadly form of skin cancer melanoma.

While skin cancer is extremely rare to see before the age of 15, it is not unheard of. Patients can develop melanoma as early as their late teens, and the rates go up between the ages of 20 and 40 years old.

“The most common cancer in women ages 20 to 29 is melanoma,” Brewer says.

Avoiding tanning beds, getting skin examinations once a month, wearing sunscreen when outside and visiting your dermatologist once a year can decrease the chances of contracting melanoma. “Don’t be fooled that just because you’re young skin cancer won’t happen to you,” Brewer said.

THE RIGHT KIND OF BRONZING

The dangers of skin cancer exist, but this does not mean sacrificing beautiful, bronzed skin. Many women hesitate to use self-tanners, fearing they look unnatural, but using the right lotions the right way can make all the difference.

Preparation is key, says Los Angeles dermatologist Jessica Wu. Exfoliate in the shower before application so flaky dead skin is buffed from the body. Using a moisturizer or body butter before applying a self-tanner blends the color more smoothly to create a natural look and extend the life of a tan. Pay special attention to areas with wrinkles such as knees and elbows, Wu mentioned. After showering, pat skin dry, instead of rubbing, to keep the shade longer.

Use a self-tanner with a visible tint to see how evenly it’s spreading and avoid uneven streaks or patches. If the tanner of choice is not tinted, take caution when applying to avoid an uneven tan. Use a glove or mitt to prevent staining the palms of your hands.

Finding the right self-tanner might be the biggest struggle. While skin cancer is not 100 percent preventable, greatly decrease your chances by avoiding tanning beds at all costs and wearing sunscreen when outside. Getting a glow is not only achieved through exposure to the sun but can also be achieved through harmless self-tanning lotions.
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trend for men

Boost style confidence with tips from top men’s fashion experts, plan a summer road trip and catch up on the latest craft beers of the midwest.
It is a pinnacle time of life. We are in college—indepen dent and on a mission to be who we want to be. Along the way, we develop our sense of “style” consisting of how we live, work and look.

We used to buy clothes because we grew out of them. Now, we often purchase clothes to express who we are and who we want others to see us as. Hopefully, this has you thinking about what your style is or what you would like it to be, because like it or not, books are judged by their cover. We all look at each other and draw an impression and sometimes a lasting conclusion. Make your style an extension of your personality. Your style is your conversation starter with people—a way to let them know who you are.

Creating a style can get difficult, but it does not have to be. Here are tips from three experts (and I do mean experts) in style. From business to design to editorial, these men cover all of the major fields in fashion. Gentlemen, meet your team...

**COAT** L.B.M 1911 $765
**TOP** STEVEN ALAN $168
**PANTS** MAC $225
**SHOES** GRAVATI $1895
Kevin Hansen is the master of menswear for Midwest fashion. This Des Moines haberdashery, Badowers is an outlier among Iowa with its values in maintaining tradition by displaying the art of menswear. Hansen incorporates contemporary brands, as well as maintaining the old-fashioned tradition of tailored clothes. His mission provides the personal service from fabric selections of suits to the perfect fit of denim. Hansen collaborates the two different styles to outfit the ideal man, and clearly, his goal has succeeded.

Tips on Going Business Casual

Pick clothes that fit. Comfort and style don’t have to be two different things, especially when it comes to pants. Stay away from baggy jeans and baggy chinos. If buying a pair of dress pants or suit pants, make sure the store has a good tailor, or go find one.

Embrace business casual. I see lots of men use the term “business casual” to mean anything but jeans. At our store, we use the term “creative casual.” Dressing well isn’t a class thing; there are many options at all different price points. I believe a well-dressed guy looks more intelligent, creative and is probably going to be more successful in whatever he does.

Make a list of 10 to 12 pieces you feel you will need to start your career (items that are staples of a great men’s wardrobe). A great pair of brown dress shoes, a navy Blazer, grey suit and a navy v-neck sweater, etc. Ask for those pieces as gifts, or when you can afford them, buy the best you can afford. A guy’s wardrobe can be very simple when you break it down to staple items.
Known as one of the most daunting trends to experiment with, mixing patterns make or break a stylish outfit. Incorporating more than one pattern is a scary task for those who do not have the perfect pattern perception.

No man wants to look like a walking rainbow or an exploded piñata of patterns. However, mastering this skill can step up your game and open new doors for wardrobe creativity.

Where to start? The easiest place: your own closet. First, pull out any patterned garment you own, and organize them by subtle and bold prints. Physically seeing the patterns helps you succeed in this process. Next create unlimited head-turning combinations, by following these guidelines:

**WEIGH YOUR OPTIONS**

Prints are not the only standout aspects of patterned clothes. The weight of a fabric strongly affects the appearance of a garment. If you do not vary the weights in an outfit, you may end up looking like one big bulk of material. *Incorporate diverse textures* with lighter and heavier weights. For example, pick a lightweight cotton plaid button-up and pair it with a heavier layer, such as a wool sweater.

**NEUTRAL PATTERNS ARE NICE**

Afraid by the first rule and fear you will fall into the pit of monochromatic? Neutral patterns are extremely helpful pieces to separate a trending color scheme in an outfit. Subtle colors such as tan, black, cream or grey with patterns like *gingham*, *houndstooth* or *stripes* are perfect examples of neutral patterns.

**BE SMART OF SCALE**

Scale is of the most important rules for coordinating patterns. Pairing two similar print sizes means both will compete for attention. Avoid this by incorporating large patterns with small, subtle patterns. This way, the outfit has one main focal point while the other pattern complements or enhances that focal point.

**COORDINATE BY COLOR**

Colors in similar *family of hues* help unite an outfit without looking like a crayon. This does not mean you have to dress like a crayon and wear the same color for your whole outfit. For example, navy blue and pastel blue are two colors to use when coordinating a garment. Both are located in the same color scheme but consist of different tints to avoid an overly-matched appearance.

**SEPARATE PATTERNS WITH SOLIDS**

Some patterns are not cohesive when placed side by side. Solids can act as a barrier and keep you clear of “over-mixing.” Adding solids into your outfit also enhances the mixed patterns. Therefore, showing outside viewers you are capable of collaborating clothes.
MEN, IT’S TIME TO LEARN HOW TO DRESS YOURSELVES WHEN IT COMES TO FORMAL ATTIRE. ADDING A TIE CAN BE THE MOST IMPORTANT — BUT MOST DIFFICULT — FINISHING TOUCH. HERE ARE SOME SIMPLE FAUX PAS TO KNOW AND AVOID WHEN ADDING THAT FINAL PIECE TO ANY LOOK.

**TIE FAUX PAS**

**TOO MUCH OF ONE PATTERN:** Putting on a striped shirt with your striped suit? Sure, but avoid adding a striped tie. Tina Tsakanikas, a designer and representative for Dion Neckwear, says using too much of one pattern is never a good idea. “When you have a check suit and a check shirt, you can put on a paisley tie so it breaks away from that element.”

**KEEP THE SIZES CONSISTENT:** When wearing a suit with a small lapel, it’s not the right time to wear a wide tie. “You can’t wear a wide tie if the lapel is narrow,” Tsakanikas explains. Attempt to match your tie width to the same scale as your lapel to keep your look consistent and neat.

**WATCH THE LENGTH:** A short tie can make you look like a circus clown, and a tie too long can make you look shorter. “You should always measure the tie so that when you tie it the tip of the tie should land in the middle of the belt section,” Tsakanikas says. Avoid buying ties that may not break the bank but definitely don’t fit. In this case, quality should override the price.
Gentlemen, it is time to stray away from the black and grey. This spring, break the mold and experiment with a colored suit. Suit colors such as hunter green, rust red and deep navy blue are choices you can use to spruce up your wardrobe. Many fast-fashion stores such as Zara, Topman and Asos cater to this trend by offering good deals on these suits, allowing you to test the waters.

In order to perfect this look, consider not only the color, but the structure of the suit as well. The best type of cut to wear when sporting a colored suit is a modern cut. These types of suits consist of a few differences compared to the typical business suit. Contemporary suits tend to have a lower top button stance. Speaking of
buttons, jackets should have two buttons, at most. Any more and you run the risk of looking too old-fashioned. Due to the lower button stance, the lapel, aka the folded extension of the collar, will dip lower. In this situation, a skinnier lapel is a must. The suit jacket should be slimmer, with higher armholes, meaning the opening where the arm attaches to the body of the jacket. Having two vents, or slits in the back of the jacket, is a modern look allowing for mobility and comfort. Be sure to find slim-cut pants with a higher break, or ending of your pants. Ideally, you want these pants to end without puddling onto your shoes, giving you a streamlined and clean look.

When experimenting with this style, consider matching. While it may look sharp to have a uniformed color scheme in your outfit, don’t be afraid to mix different colors. Green and blue and red and brown are safe combinations to experiment with, but don’t be afraid to pair a navy blue jacket with salmon-colored pants.

Now you know all the essentials, so move out of the ordinary and become extraordinary.

Make sure the shoulders fit. The shoulder pads should end at the shoulder. There should be a smooth transition between the shoulder and the arm.

Get your suit tailored. Most men do not fit perfectly in a store size and require a tailor.

When standing with your arms down, the jacket sleeves should extend to your thumb’s first knuckle.

The suit jacket should extend to the middle of your pant’s zipper.

Do not dry clean your suit every time you wear it. The wash wears down the suit.
A DAY IN THE LIFE
As male college students, our wardrobes should be as versatile as our activities. From strategizing around the conference table to kicking back at the bar, these base styles represent "a day in the life" of the average fashion-forward gents of Iowa State.

Opposite: Jacket: Moorman Clothiers $250
Bowtie: Badowers
Top: Thrifted

Top: Tie: Badowers
Pant: JC Penney $58
Shoe: JC Penney $40

Top: Banana Republic $80
Tie: Banana Republic $60

Bottom: Pant: JC Penney $68
Shoe: Banana Republic $158
TOP LEFT: JACKET MOORMAN CLOTHIERS $159 TOP STORE $20

TOP RIGHT: JACKET MOORMAN CLOTHIERS $250 TOP BADOWNERS

BOTTOM LEFT: JACKET MOORMAN CLOTHIERS $250 TIE BANANA REPUBLIC $89

OPPOSITE TOP LEFT: JACKET MOORMAN CLOTHIERS $199 TOP BADOWNERS $225 TIE JC PENNY

JACKET MOORMAN CLOTHIERS $139 TOP TARGET $20 TIE BANANA REPUBLIC $60

CENTER: JACKET BADOWNERS TOP BADOWNERS $265 TIE ETON PANT AMERICAN EAGLE

OPPOSITE BOTTOM FAR LEFT: PANT BANANA REPUBLIC $150

PANT BANANA REPUBLIC $150 PANT JC PENNY $58

WORK/PLAY
PREVIOUS FAR LEFT: BUTTON-UP DILLARDS $5 TOP PAC SUN $20 PANT LEVIS $30 SHOES PAC SUN $60

TOP PAC SUN $35 PANT LEVIS $40 SOCKS TARGET $5 SHOES JC PENNY $40

TOP PAC SUN $40 PANT JC PENNY $36 SHOES PAC SUN $105

CENTER: JACKET PAC SUN TOP PORTOBELLO ROAD $40 PANT LEVIS $60

TOP TJ MAXX $16, PAC SUN $20 PANT LEVIS $40 SHOES VOX $60

HAT MITCHELL AND SONS $30 TOP PAC SUN $29 PANT PAC SUN $50 SHOES PAC SUN $100

FAR RIGHT: TOP PORTOBELLO ROAD $30 PANT LEVI $30 SHOES PAC SUN $60

THIS PAGE LEFT: SHOE $ SHOES NIKE $90

RIGHT: JERSEY PAC SUN $40 TOP PAC SUN $20, PANT ARIZONA $20

OPPOSITE PAGE LEFT: TOP PORTOBELLO ROAD $40 PANT PAC SUN $50 SHOES LEVIS $60

CENTER: TOP KOHLS $22 PANT LEVI $60 SHOES PAC SUN $60

RIGHT: HAT URBAN OUTFITTERS $10 TOP PORTOBELLO ROAD $30 PANT LEVIS $40 SHOES PAC SUN $105

NEXT PAGE TOP FAR LEFT: JACKET TARGET $20 TOP PAC SUN $22 PANT PAC SUN $50 SOCKS $4 SHOES PAC SUN $100

TOP PAC SUN $35 PANT JS PENNY $36 SHOES PALLADIUM $150

JERSEY PAC SUN $40 TOP PAC SUN $20 PANT ARIZONA $20 SHOES RALPH LAUREN $50

FAR RIGHT: HAT NEW ERA $30 TOP PAC SUN $35 PANT LEVI $30 SHOES NIKE $90 SOCKS TARGET $5
What is Craft Beer?

According to the Brewers Association, an American craft brewer is small, independent and traditional. In these microbreweries, beer production is less than two million barrels. Cale Bultman, from Cyclone Liquors in Ames states, “Craft beer is made on a much smaller scale than brews such as Budweiser. It is more unique and more specialized.” Basically, with craft beer, it’s quality over quantity.

History of Craft Beer

By the end of the 1970s, traditional methods of producing beer vanished. If Americans wanted good old-fashioned beer, they had to make it themselves. The population of home brewers began to increase and eventually evolved into the craft brewing industry we know today. According to the Brewer’s Association, craft brewers grew from 8 in 1980 to over 2300 breweries in 2012. In terms of popularity, this beer has been on the rise to stardom for the past 15 years, says Evans. Today, the average American lives within 10 miles of a microbrewery.

Why Drink Craft Beer?

Craft brewers take pride in enhancing those traditional methods of production, compared to mass-produced breweries. Like food, craft beer comes in a variety of flavors, tastes and aromas. When pairing beer with food, Bultman suggests matching intensities. Bultman explains, “If you have really spicy foods do something like a double IPA. Do a wheat beer with a softer style of food.” However, some craft beers can be a meal in a glass. Both Bultman and Evans rave about the social aspect the craft beer community can provide. One important note to keep in mind is craft brew can be up to almost 10 percent higher in alcohol content than your typical beer, so be sure to pace yourself.

Best Craft Beers in Iowa

According to Bultman, some of the best craft beers are located in our own backyard. Toppling Goliath, from Decorah, Iowa can sell out the same day they get their craft beer in the store. Peace Tree is just a short one-hour car ride from Ames and home of Iowa’s Blonde Fatale brew. As for getting a great drink in Ames, head over to Dublin Bay, Olde Main or Café Baudelaire featuring some the best brews in the Midwest.

Best Brews in the Midwest

While Iowa is known for some great craft beer, our Midwest neighbors have their own varieties to brag about.

Minnesota

Shenanigans Summer Ale from Indeed Brewing Co.

Illinois

Light Raspberry Wheat Beer from Blind Pig Brewery

Nebraska

Heartland Wheat Beer from Lucky Bucket Brewing Co.

Missouri

Unfiltered Wheat Beer from Boulevard Brewing Co.

Wisconsin

Spotted Cow from New Glarus Brewing Co.
LET'S TAKE A TRIP

NEED ACTIVITIES TO BEAT THE SUMMER HEAT? GO ON AN EXPEDITION THROUGHOUT THE MIDWEST!

EVENTS

Kansas City:
Kansas City is known as the connoisseur of barbecue. Hit up the Kansas City Barbecue Society, and attend the two day event starting June 6th at McLouth BBQ Blowout located in McLouth, Kansas (the homeland of the state championship for barbecue). Learn recipes, see competitive grilling and most importantly, eat delicious barbecued food!

Chicago:
Mark your calendars for Friday, July 25th. Enjoy an outdoor baseball game featuring the St. Louis Cardinals and the Chicago Cubs at Wrigley Field. Be sure to eat a Wrigley hot dog while at the game.

Des Moines:
Are you a self-proclaimed greasemonkey? The Mustang Car Show will be held in Historic Valley Junction in Des Moines on June 1st, from 9 a.m. to 4 p.m. View beautiful examples of this classic piece of Americana, from the very beginnings of the Mustang to the newest models. If you prefer the quiet comforts of a serene game of golf, visit the Wakonda Country Club from May 27th to June 1st to see professional golfers tee off at the Principal Charity Classic. Get tips and tricks from the experts at the Expo Alley while donating to over 100 charities.

CLOTHING

Twin Cities:
Heimie’s Haberdashery is your one-stop-shop for dapper gentleman needs. From suiting and hats, to luggage and shoes, they have everything you can desire in formal wear. Employees of Heimie’s create an interactive experience for the customer playing the roles of the “ideal gentleman” of the 1940’s.

Further South, Red Wing is also home to the famous work-wear boot brand, Reg Wing Boots. The production of Red Wing shoes has had the same practices for over 80 years and takes pride in quality. These boots are trendy, masculine and as tough as nails.

Kansas City:
Baldwin Denim is a must-see for any fashion-conscious man. They offer premium, raw salvage denim. For newcomers this premium denim, raw denim simply means the denim not washed before it is sold. It is a uniform dark, inky blue that fades during wear.

Chicago:
Dive into streetwear aesthetic with the store Sucess, owned by NBA player Bobbie Simmons is the owner of this collective brand. Sucess offers their own brand lines, as well as well-known brands like Levis, Grindstone, Chi-Boy and exclusive Nike designs produced specifically for Sucess.

RESTAURANTS

Twin Cities:
Hell’s Kitchen is a devilish restaurant with delectable dishes, a reputation to match its incredible food. Be sure to try their ricotta cheese and lemon zest pancakes with a gigantic side of homemade peanut butter and delicious maple glazed bison sausage.

Kansas City:
Is barbecue still on your mind? Look no further than Houston Restaurant in Kansas City. From a traditional salad, Hawaiian rib-eye and center cut fillet, to the warm hot-fudge brownie sundae, this quaint menu is packed with fantastic meats at affordable price.
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COMING SOON

COME CHECK OUT THE LARGEST SELECTION OF DESIGNER BRANDS IN AMES AT..

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DOWNTOWN AMES. DOWNTOWN MASON CITY
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MON, TUES, WED, FRI 9:30-5:30
THURS 9:30-8  SAT 9:30-5
fashion

LIKE THE REAL WORLD, THERE ARE MANY SIDES TO THE FASHION INDUSTRY. READ ON TO SEE HOW POLITICS AND HISTORY MEET TODAY'S ACCESSORY TRENDS AND STYLISH CAREERS.
MOD IN MANHATTAN

A destination for the modern woman to celebrate the fusion of strength and femininity.
layered in strength
BLAZER BANANA REPUBLIC $150
TOP FRANZESCAS $34 SKIRT ASOS $53
SOCKS TOP SHOP $12 SHOES ASOS $85

OPPOSITE: DRESS FRANZESCAS $44
SHOES ASOS $103.50

stay strong and bold
LEFT: NECKLACES FRANCESCA’S $28
DRESS FRANCESCA’S $64

CENTER: EARRINGS FRANCESCA’S $16
DRESS FRANCESCA’S $64

RIGHT: TOP ASOS $60.22
SKIRT FRANCESCA’S $44
a step in the right direction
Look past the runways, trunk shows and retail stores and a different side to the fashion world is exposed — a world where sweatshops exist, “made in the U.S.A.” labels are limited and fast—fashion companies go global.
**SWEATSHOPS**

The issue of sweatshops used in apparel production was brought to the forefront of the public’s attention in 2012 when a Bangladesh factory—which made clothing for major retailers like Walmart—caught fire and killed more than 100 people.

Today, many companies aim to end inhumane working conditions and unfair treatment of workers.

“Walmart is, for example, one of the biggest supporters of this ethical production,” Fatma Baytar, assistant professor in apparel, events and hospitality management, explains. “After the Bangladesh accident, a lot of American companies are getting together to talk about what can be done about that.”

There are differences between sweatshops and apparel production factories. Mary Damhorst, professor in apparel, events and hospitality management, says sweatshops often have poorer working conditions, more pressure on employees, longer hours and lower pay.

Baytar says the main reason companies use these sweatshops is the low cost. The biggest obstacle when creating more humane working conditions for companies is money.

“Versus having an American citizen and employing them in textile factories,” Baytar says, “you can have immigrants working in sweatshops and you do not have to pay a lot of money to these people.”

The fire in Bangladesh was not the first time sweatshops caught the attention of consumers. In the early 90s, Nike was exposed for paying its Indonesian workers less than Indonesia’s minimum wage, as well as abusing workers in other ways.

“It started everything and people started reading more about these sweatshops and textile production,” Baytar says. “Of course companies don’t want to be put in the same position or experience that Nike had.”

Well-known companies exposed for using sweatshops typically results in bad publicity, which Baytar says might be why American companies take notice to consumers’ desire to purchase merchandise from ethical companies.

Because of their previous incident with sweatshops, Baytar says, Nike, like Walmart, is now one of the leaders in the industry when it comes to ethical production and sustainability.

“The Nike product has become synonymous with slave wages, forced overtime and arbitrary abuse,” Phil Knight, former CEO of Nike, said during a May 1998 speech. “I truly believe the American consumer doesn’t want to buy products made under abusive conditions.”

Baytar says ending sweatshops for good will take time, but “the situation is better than what it was before.”

**LOCAL PRODUCTION**

There are few companies that physically produce fashion goods in the United States today.

“Unfortunately, American products are not always ethically sourced,” says Colleen Biegger, director and entrepreneur at Trades of Hope, “but it is hard to know where to shop and what to buy when you don’t know the origins of where and how the product was made.”

Trades of Hope works with artisans around the world, helping to remove these artisans from poverty and other poor conditions.

American Apparel prides itself on being made in the United States. “Our team of sewers, shippers, cutters, dyers and creative accounts for more than 7,500 employees at our L.A.-area factories alone,” the company boasts on its website.

Baytar explains companies produced in the United States may rely on using more technology, like automated cutting, and less manual handling to produce their merchandise at a lower cost.

“If we can bring the production back to the United States, that would be great, but I don’t think it is going to happen very soon,” Baytar says. “Local production is the ideal that we want to happen.”

Baytar explains China currently produces high-quality products at cheaper prices and “we still can’t beat them.” She says she thinks a lot of people are not picky about purchasing garments with a “Made in the U.S.A.” label.

“Most people don’t read labels at all,” Baytar says. “If the garment is cheap, they just buy it.” Unfortunately, he says, the price of garments seems to be what matters when making purchasing decisions for many customers.

“People should be informed about what’s happening with their garments and the contributions they make to environmental degradation.”

**GLOBALIZING & FAST–FASHION**

ASOS, H&M, Mango, Uniqlo, and Zara are just five fast–fashion companies that made their start in countries outside the United States and brought their fashions to America.

“Zara and H&M changed the whole world,” Bryan Gildenberg, chief knowledge officer at Kantar Retail, explained to CNBC. He says these companies have found success due to their fast pace and cheap prices.

Globalization is the process of companies spreading their business throughout the world. Globalizing fashion brands is a growth strategy becoming more common in the apparel industry today.

“It’s inevitable,” Baytar says. “It doesn’t matter where their headquarters are located. They have good marketing strategies and they are fast. They really know what they are doing and how to affect the consumers.”

Baytar says these fast–fashion companies, or retailers whose designs move from the catwalk to stores quickly, often target a younger or middle-aged market. “You can always find very interesting, trendy products if you are purchasing them from a fast–fashion company,” says Baytar.

She explains in some cases, fast–fashion companies are high–quality, but in others, they can be lower quality labels made from materials that will wear easily. “But they are doing a good job in the U.S. market,” Baytar says about companies bringing their fast–fashions here.

Baytar explains fast–fashion products are popular in the United States, because they are offered at a low price, while still being on–trend.

“You can purchase these items at very reasonable prices,” she says. “Why wouldn’t you buy it when you have a very low income, as a student especially?”
accessories

layered to perfection

When it comes to layering necklaces, finding just the right amount of bling is key. According to Armed and Readi jewelry line owner, Brittany Carinci, there is no math or science to accessorizing. If you are wearing a pattern, it is better to go with a statement piece, while a simpler outfit may require some layering.

There is no “best way” to mix-and-match. Everyone has a different style based on personal preference. Start with a necklace you love and go from there. Carinci says she tends to layer thinner necklaces rather than heavier ones. She mixes shorter and longer necklaces, as well as gold and silver metals.

“It all depends on your personal style,” Carinci says. “You will always see the girl that layers her three different statement necklaces that looks so glamorous or that girl that has a more simple approach, layering her favorite simple pieces to create the epitome of chic. It’s all about the look you personally are trying to achieve.”

a little arm party never killed anybody...

How much of an arm party is too much? Carinci says mixing and matching bracelets with similar colors complementing each other is the best way to go. Bracelets lie close together, so you don’t want them to clash. The better they match, the more you can layer.

“I’ve gone through stages personally,” Carinci said. “One year, I would wear a ton of bracelets, varying in color, styles and size to really highlight some pieces. Lately I have stuck with my watch and some classic pieces for a more subtle look.”
CHAIN FOREVER 21
ARROW NECKLACE STELLA AND DOT
MIXED METAL NECKLACE STELLA AND DOT
BANGLES ASOS $45
BRACELET THRIFTED
WATCH CHARLOTTE RUSSE
DRESS ASOS
Accessories in bloom

glamour, glitter and a lot of layers—a whimsical garden party is not complete without the perfect accessories. For this occasion, there is no such thing as too many jewels.

Left: hair piece
  asos $85

Necklace
  lylas $20

Necklace
  armed and ready $25

Dress
  Banana Republic $140

Bracelet
  portobello road $10

Bracelet
  francesca’s $22

Bracelet
  the funky zebras $18

Center: hair piece
  asos $18

Dress
  asos $42

Necklace
  lylas $20, $18

Right: hair piece
  asos $85

Necklace
  armed and ready $28, $32

Dress
  asos $85

Bracelet
  lylas $34
FROM LEFT TO RIGHT:

DRESS FRANCESCA’S $104
BRACELET MANNELLI
WATCH $24
WATCH PORTOBELLO ROAD
RING THE FUNKY ZEBRAS

NECKLACE ARMED AND READI $30, $30, $28
ROMPER THE FUNKY ZEBRAS $84
WATCH LYLAS $27
BRACELET ARMED AND READI $16
RING THE FUNKY ZEBRAS $12, $12

HAIR PIECE ASOS $10
EARRINGS THE FUNKY ZEBRA $14
BOW ASOS $15
SHIRT BANANA REPUBLIC $65

DRESS FRANCESCA’S $48
BRACELET ARMED AND READI $12, $16
BRACELET FRANCESCA’S $22
RING ARMED AND READI $12, $12
PURSE THE FUNKY ZEBRAS $50

PANTS BANANA REPUBLIC $90
ANKLET ASOS $28
SOCKS ASOS $13
SHOES FRANCESCA’S
TREND: WHAT DID YOU WANT TO BE WHEN YOU WERE YOUNGER?
CD: I don’t remember wanting to be involved with anything besides the fashion industry growing up. I never knew where it would take me, but I always knew I would be apart of it in some way.

T: WHO HAS BEEN THE MOST INFLUENTIAL PERSON TO YOU WHILE YOU’VE BEEN PURSUING THIS DREAM?
CD: My mom has hands down been the most influential person in pursuing my fashion dream. If there was something I wanted that didn’t exist, then I had to create it. I remember growing up watching runway shows with her and reading W Magazine; it seemed like such a distant and fascinating world at that time.

T: WHO IS YOUR SPIRIT ANIMAL?
CD: Two that come to mind are Leandra Medine from the Man Repeller or Sophia Amoruso from Nasty Gal. They are both fiercely independent and creative. They have their own fashion empires and are known for their quirky and spunky sense of humor.

T: IS THE INDUSTRY AS COMPETITIVE AS EVERYONE MAKES IT OUT TO BE?
CD: I think the industry is very competitive, but it also is what you make it. You have to find the area of the industry that suits your lifestyle, level of competitiveness and is fulfilling. Workplace environment is something to consider carefully when you are applying for jobs. Noting how people interact and treat each other can be very eye opening.

T: WHERE DO YOU FIND INSPIRATION?
CD: While L.A. is a great place to find inspiration merely by walking down the streets, I still tend to do a lot of research online. I will sometimes go to the library and photocopy old magazines and make mood boards when I need to feel inspired.

T: HOW DID YOU SNAG YOUR AMAZING INTERNSHIPS?
CD: Each internship built off of the one before it (College Fashionista, Diane Von Furstenberg, IMG Media, and interning with Stylist Sophia Banks-Coloma). You have to be persistent, without coming on too strong. Don’t take no for an answer and when they give you a chance, don’t let them down. (Cassy applied to almost 40 different places while searching for her second internship.)

T: WHO IS THE MOST DROOL-WORTHY CELEB YOU’VE MET?
CD: We style a lot of men! Some of my favorites are Bradley Cooper, Ryan Reynolds, James Marsden, Dane Cook, Ty Burrell and Joel Kinnaman. Some of my favorite girls are Nina Dobrev and Lizzy Caplan!

T: IF YOU WEREN’T A STYLIST, WHAT WOULD YOU STRIVE TO BE?
CD: I would want to be a fashion blogger and/or start my own line, which are things I still hope to eventually accomplish. I love creating, inspiring and advancing in all areas of the industry. It is a dream of mine to work for a fashion-forecasting place such a WGSN. I would love to travel to random parts of the world to discover new fashion trends or fabrics.

T: IS THERE HOPE FOR MIDWEST NATIVES?
CD: Absolutely. The mindset should not be that being a Midwest native is a disadvantage, but that we are positive, qualified and looking to change the perception of fashion in the fly-over states.

T: WHAT KEEPS YOU SANE?
CD: Definitely my agenda. Everything is so tied up in technology now that I like having something tangible to show me I am getting my work done.
Simply put, Monroe’s style was va va voom. “She dressed to accentuate her curves,” Keogh says. “That was her putting on a performance.”

Keogh said Monroe was far more intelligent than people gave her credit for. “As an actress, if you look a certain way, you might get in the door,” Keogh says. “But to stay there, you had to be intelligent. She always traveled with a trunk full of all her books.”

On the red carpet, Monroe dressed to stun the crowd. She knew she was famous for her figure, but she showed it off with a twinkle in her eye. “There was a reason she was as compelling as she was,” Keogh says. In her personal life, Monroe’s clothing was “very California” and she dressed similarly to how many American women do today. A typical look for Marilyn was cropped jeans, a button–down shirt, and a scarf. A Monroe–esque look is a vision of glamour: dangling rhinestone earrings, bright colors and peep–toed heels. A wardrobe essential is a fabulous pair of body–hugging jeans. Monroe’s style can be captured by wearing a wrap dress and strappy heels.

Glamorous and classy, Jackie Kennedy’s fashion sense allowed her to face the world with assurance. “She disseminated upper class style to the regular world,” Keogh says. “Jackie’s style was very much American upper–class coming off the French runway.” During John F. Kennedy’s presidency, everyone wanted to dress like Jackie Kennedy. Though her designer clothing was difficult for the average American to obtain, her look was simple enough for women to replicate. “Jackie was very cognitive of the fact that she was in the spotlight,” Keogh says. “She wore clothes that would reflect well on America and her husband.” Keogh says part of Kennedy’s elegance was in her mystery. “She was smart enough not to say too much.” Kennedy’s true beauty showed through what she overcame. Just months after a miscarriage, Kennedy’s husband was assassinated while she sat beside him. Through these trials, she displayed to America how strong she was. During her greatest influence on fashion during the early 1960s, a typical look for Kennedy was a sheath dress, stockings and kitten heels. After her time at the White House, Kennedy opted for a simpler look, favoring T–shirts, white jeans and sneakers. A Kennedy–inspired look is elegant and simple, consisting of an A–line dress with fabulous shoes. Three–strand pearls are a must–have. For an everyday outfit, opt for a striped T–shirt and white jeans paired with Jack Rogers sandals or Keds sneakers. Don a pair of dark sunglasses to add a touch of mystery.

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MONROE AND KENNEDY SHARED THEIR REMARKABLE LIFE STORIES THROUGH THEIR FASHION. “UNLIKE TODAY’S CELEBRITIES, THEY DIDN’T HAVE STYLISTS. YOU REALLY GOT A SENSE OF WHAT THEIR REAL STYLE WAS,” SAYS PAMELA KEOGH, AUTHOR OF “ARE YOU A JACKIE OR A MARILYN?” A NEW YORK TIMES BEST–SELLING AUTHOR WHO BECAME AN EXPERT ON MONROE AND KENNEDY THROUGH INTERVIEWS AND RESEARCH ON THE LIVES OF THESE AMERICAN ICONS. “BOTH JACKIE AND MARILYN HAD SOME HARD DAYS,” SAYS KEOGH. “AND THEY HAD TO KEEP GOING WITH A CERTAIN AMOUNT OF GRACE AND STYLE.”
refresh your Wardrobe This spring With These up and coming Versatile Trends for the season!
AMP UP THE VOLUME

HEADBAND FRANCESCA’S $12  SUNGLASSES FRANCESCA’S $14  NECKLACE BANANA REPUBLIC $80  TOP FRANCESCA’S $34  JACKET J.C. PENNY $72  BRACELET STELLA & DOT $49  CLUTCH BANANA REPUBLIC $80  RING STELLA & DOT $29  SKIRT ASOS $66

STRIPED TOP FRANCESCA’S $38  RING BANANA REPUBLIC $35.00  SHOES CHINESE LAUNDRY $69  NECKLACE BANANA REPUBLIC $69
DROP AND GIVE ME CAMO

EARRINGS STELLA & DOT $24
CHAIN FRANCESCA’S $24
NECKLACE STELLA & DOT $59
JACKET BANANA REPUBLIC $225
TOP FRANCESCA’S $38
RING FRANCESCA’S $12 CLUTCH FRANCESCA’S $34 SHOES ZOOSHOO $32

OPPOSITE: SUNGLASSES FRANCESCA’S $14 NECKLACE FRANCESCA’S $34 TOP BANANA REPUBLIC $70 BRACELET BANANA REPUBLIC $40 RING FRANCESCA’S $18 BAG FRANCESCA’S $54 PANTS OLD NAVY $35
WHITE OUT

NECKLACE STELLA & DOT $79 TOP ZARA $80
CLUTCH FRANCESCA’S $38 SKIRT LYLA’S $79
RING FRANCESCA’S $9 BRACELET BANANA REPUBLIC $40

OPPOSITE: GLASSES FRANCESCA’S $14 TOP
LYLA’S $69 CLUTCH FRANCESCA’S $38 HEELS
BANANA REPUBLIC $128
WORKIN' THE WIDE LEG
BRACELET BANANA REPUBLIC $45
FRANCESCO’S $38 BELT BANANA REPUBLIC
$35 JACKET BANANA REPUBLIC $175 GLASSES
FRANCESCO’S $14 CLUTCH BANANA REPUBLIC $70
SHOES BANANA REPUBLIC $98

OPPOSITE: NECKLACE STELLA & DOT $69
ZARA $60 JACKET J.C. PENNY $49 WATCH
FRANCESCO’S $24 BRACELET STELLA & DOT $59
BAG FRANCESCO’S $38 PANTS ASOS $53
IT’S A JUNGLE OUT THERE

LEFT: HEADBAND FRANCESCA’S $14 NECKLACE PORTOBELLO ROAD $60 DRESS NASTY GAL $80 CLUTCH FRANCESCA’S $28

CENTER: JACKET URBAN OUTFITTERS $69 CAMI URBAN OUTFITTERS $59 SHORTS BLONDE GENIUS $132 BRACELET FRANCESCA’S $16

RIGHT: HAT TARGET $12 SWEATER FRANCESCA’S $44 BRACELET FRANCESCA’S $16 RED FLOWER PORTOBELLO ROAD $15 SHORTS FRANCESCA’S $34
LEFT: SCARF FOREVER21 $9 JACKET FOREVER 21
$24 MAXI NASTY GAL $68

ROMPER NECKLACE FRANCESCA’S $22 URBAN
OUTFITTERS $59 BRACELET H&M $8.00 CLUTCH
FRANCESCA’S $38

OPPOSITE: HEADBAND FRANCESCA’S $14
NECKLACE BLONDE GENIUS $40 MAXI BLONDE
GENIUS $165 BRACELET BLONDE GENIUS $240
OPPOSITE: DRESS FOREVER 21 $23 BRACELET FRANESCA’S $18 CLUTCH FRANESCA’S $34
LEFT: EARRINGS FRANESCA’S $14 NECKLACE BLONDE GENIUS $40 TOP EXPRESS $62 SHORTS FOREVER 21 $16 BRACELETS FRANESCA’S $16, $22
RIGHT: HEADPIECE H&M $4 EARRINGS FRANESCA’S $12 JACKET ANTHROPOLOGIE $88 TOP FOREVER 21 $12 PANTS BUCKLE $65
OPPOSITE LEFT: NECKLACE FRANCESCO’S $34 SHIRT KOHL’S $42 FLOWER
PORTOBELLO ROAD $19 JEANS NASTY GAL $34

RIGHT: NECKLACE FRANCESCO’S $32 DRESS AYDEN LEE $60.95 BRACELET
FRANCESCO’S $22 TOTE FRANCESCO’S $54

THIS PAGE LEFT: NECKLACE FRANCESCO’S $38 ROMPER NASTY GAL $58 BRACELET
H&M $18

CENTER: FEDORA FRANCESCO’S $24 TEE NORDSTROM’S $79 JEANS BLOND GENIUS
$218 BRACELET PORTOBELLO ROAD $10 CLUTCH PORTOBELLO ROAD $90

RIGHT: NECKLACE FRANCESCO’S $34 ROMPER TOP SHOP $92 WATCH CATTAILS $15
CLUTCH FRANCESCO’S $38
LIKE WHAT YOU SEE?

LIKE US ON FACEBOOK
FOLLOW US ON TWITTER @TRENDMAGAZINE
LOOK US UP ON TRENDISU.COM
lifestyle

Blend a drink, turn up some tunes and get ready for some disaster date stories you won’t believe happened to some Iowa state students.
a real catch

Look out, gentlemen of Iowa State! We've got Trend's pick for the most eligible bachelorette on campus, and she's a real catch. Delaney Eilts' big heart and open mind shapes her genuine personality that lights up the room. Pay attention boys, you'll want to take notes.

Delaney Eilts

A fun fact about you is:
I met Topanga from Boy Meets World when I was a kid.

The one thing you couldn't go a day without is...
Coffee

Your ideal date would be...
Something casual. Go to a concert or cook dinner.

Originally from San Antonio, Texas, but raised in Overland Park, Kansas, this southern sweetheart isn't just looking for her prince charming. She needs a best friend who understands her unique sense of humor and shares her relaxed outlook on life. “Someone who is just more importantly a best friend than a romantic interest, because really you need to have that initial connection first as friends,” Delaney says. “What’s a relationship without that?” Delaney wants someone who doesn’t take life too seriously, but is driven enough to know what he wants. After all, Delaney herself is both ambitious and easygoing. With a major in Apparel, Merchandising and Design and a minor in General Business, she’s motivated when it comes to her schoolwork and community service, but still knows how to loosen up and have some fun. If Delaney catches your eye, she’s not too hard to please. Take her favorite food for example. “I could eat eggs and Frank’s red hot sauce with anything…or anything pumpkin!” she says, laughing.

If you can make her smile and show her your true dedication you may be just the guy Delaney’s looking for. So keep your eye out boys, Delaney Eilts is on campus, and she’s single.
HER RUNNER-UPS

DIANE FRU
SENIOR: PSYCHOLOGY

“I definitely love a guy that can smile and just have a good time, because that shows a sense of confidence. It shows a sense of respect for others, and respect for yourself.”

ERIN MALLOY
SENIOR: ENGLISH

“I try to be friends with everybody and always try to make other people feel special.”

AMBER BACHMAN
SOPHOMORE: PRE-BUSINESS, MARKETING AND MANAGEMENT

“I want someone who practices chivalry, because that’s just so cute. I love that!”

AYLA LEOPOLD
SENIOR: CHILD, ADULT, AND FAMILY SERVICES

“My main point of every day is to laugh pretty hard at least once and make someone else feel better. I will break out in a dance move at any second!”
What started as good karma quickly turned to bad luck on Kaitlin’s date with her high school boyfriend, Tory. After dinner, they left a hefty tip for their waitress, a family friend, and later found a pleasant surprise in the parking lot. “All of a sudden we look down and we see there’s a five-dollar bill on the ground. We’re like, ‘Oh, that’s cool, it’s karma; we left a nice tip and now we have five dollars,’” Kaitlin says. Then they noticed more bills scattered everywhere. They drove around the lot and picked up the cash, eventually gathering 35 dollars.

“All of a sudden a lady drives up to us and rolls down her window saying, ‘Just letting you guys know, I’m calling the cops,’ and drives off. We both sat there like, ‘What? What just happened?’” After 10 minutes, the duo decided to take matters into their own hands, searching for a nearby police officer in hopes of avoiding any trouble. After a half hour, they headed home, still confused. “We still don’t know why she called the cops,” Kaitlin says. “Maybe she thought we were drunk, because we were just driving through the parking lot.”

Things were going pretty well between Elizabeth and Australian Adam when he asked her out on a double date with him and his roommate. She invited her sister, Emma, to join them, and the four went to dinner. However, things quickly got uncomfortable for Elizabeth. “I had been a little sick earlier that week, but right when they took our orders, my stomach started to get itchy,” she says. “I was trying to be really subtle about it, but it was unbearably itchy.” Elizabeth kept her composure until she discovered the cause of her discomfort: “I go to the bathroom and I lift up my shirt and I have hives everywhere and they’re starting to come up my chest and onto my face. I’m like, ‘What is going on?!’” Elizabeth’s sister rushed her to UrgentCare, leaving the boys stuck at the restaurant, as they had all driven together in Emma’s car. “They’re from Australia, so they don’t have their licenses or anything. They couldn’t go anywhere.” Luckily, the mysterious hives were harmless. “I’m not allergic to anything; they think it was just from stress and being sick.” Another stroke of good fortune: Adam was still interested after the disastrous date. “We went on a couple more dates, and he’s back in Australia now,” Elizabeth says. “It was fun while it lasted.

When a boy from one of her classes asked her out, Megan was expecting a pleasant, low-key evening. “I didn’t really know him that well, but he seemed pretty nice,” she says. They grabbed dinner at Taco Bell and then went to “The Conjuring.” After 30 minutes, she noticed him squirming uncomfortably. “I didn’t know if he was scared or if he was just nervous that we were on a date,” she says. Soon, the reason behind Megan’s date’s discomfort was revealed: “He just totally ripped this horrible, horrible fart. It was disgusting, but I had to make him not feel as bad. We’ve all been there, you know? But it kept happening for the rest of the movie.” Megan wasn’t the only one affected by her date’s gassiness. “The worst part is, a person right behind us had to move. I heard them get up, and I felt so bad.” After the movie, Megan and her date endured an uncomfortable car ride. “I feel bad for the guy now, but during the date I was like, ‘Are you kidding me?’” Unsurprisingly, Megan never went on a second date with the embarrassed suitor. “The date, quite literally, stunk.”
Having endless access to technology makes it more than tempting to take the easy way out of getting to know someone through sources like their Twitter feed, Instagram collection and the inevitable Facebook profile. With all the information we have access to, “creeping” even makes texting seem personal since it at least demands conversation of some form.

Newsflash—It wasn’t always like this. Back in the day, people talked, they worked up the confidence to ask someone on a date formally, doors were opened and phone calls were made to ask permission to see them again. Today, some of these old souls still exist (so we hear), but in reality, meeting people isn’t always a natural thing and the process of getting to know people has definitely changed.

Dr. Douglas Gentile, a psychologist at Iowa State, specializes in media effects and believes in unlimited technology. People who meet online often find each other on special interest sites, through particular games or in groups or forums related to a common situation.

“It’s the shared experience that they really didn’t share,” says Gentile. “It gives people something to connect on that they wouldn’t have before.”

Gentile is happily married and loves when people ask him how he met his wife. He replies by saying, “The traditional way—through an online video game.” Living in different states, Gentile believes they never would have had the opportunity to meet if not for the World Wide Web.

“The Internet has made it possible for people who normally wouldn’t run into each other be able to connect,” Gentile says. “People have been given more opportunities to court.”

With technology improving and changing, it’s no wonder the dating scene has vastly changed in the past 50 years or so. Now, people have been granted access to whole countries filled with potential soul mates they never would have gotten to meet. So, go find your great love, and don’t limit yourself to your neighborhood.

HOLLYWOOD ROMANCE THROUGHOUT THE YEARS

1957 Hugo Peabody pins his girlfriend Kim MacAfee officially declaring they are “going steady” in “Bye Bye Birdie.”

1964 Darrin Stephens and his future wife, Samantha, run into each other so many times around town they decide they may as well try going on a date in “Bewitched.”

1984 Jake Ryan intercepts a sex quiz filled out by Sam Baker mentioning her crush on him and ends up calling her house, breaking up with his girlfriend and finding her at her sister’s wedding in “Sixteen Candles.”

1995 Rachel Green shows up at the airport with flowers ready to greet Ross Gellar and tell him she loves him in “Friends.”

2006 A friend registers Brooke Davis on an online dating site and has her go on a blind date with an older man in “One Tree Hill.”

2014 mtv features couples who have developed online relationships and plan to meet in real life on the show “Catfish.”
THE CHILLER, THRILLER & GRABBER:
HELP FOR THE HAUNTED BY JOHN SEARLES
If anyone knows how to write a gripping, eerie story with crime, family and secrets, it’s John Searles. The beginning of the story is where it all happens. Sylvie’s parents make their living helping “haunted souls” find peace. The family gets a phone call in the middle of the night asking to go somewhere unknown. They bring Sylvie, a girl trying to fly under the radar, with them. She falls asleep in the car only to be awakened by a gunshot. The story then goes into the future about a year, to show Sylvie dealing with new struggles and figuring out what happened on that unforgettable night. The story moves back and forth in time allowing Sylvie to come to terms with her family’s past and uncover secrets that have haunted her and her family for years.

THE CLASSIC LOVE STORY:
THE BUCKHORN TRILOGY BY LORI FOSTER
This trilogy is the true match for a classic love story including all the sensual scenes every girl secretly loves. Four incredibly attractive bachelor brothers live together with the oldest brother’s son. Lori Foster tells the story of each man’s great love; each one is different but just as thrilling and romantic as the last. Every man is unique, but they all contain the qualities any woman would kill to have in their husband: generosity, gentility, passion; the list goes on and on. This trilogy will make you want to read them again and again.

THE MOTIVATING TEARJERKER:
BELLA CORA BY PHILLIP MARGULIES
Based on the life of a 19th century prostitute, this story is about how Arabella Godwin transformed from a good girl to a bad woman. In her hometown, her name is never spoken and her picture is turned to the wall, but the rest of the world knows her as the beautiful woman of the finest house in San Francisco. Now, after all the years of successfully hiding many secrets, Godwin decides to reveal the details of her scarlet past. Time and time again she was broken and remade. This story brings to life a turbulent era and the American country on the edge of glory. Godwin is a woman in conflict and she illustrates it with her fighting spirit and determination to chart her own fate.
THE NOT–SO–CLASSIC LOVE STORY: 
THE LOVE AFFAIRS OF NATHANIEL P. BY ADELLLE WALDMAN

This novel is a little different than the “classic” love story. Told from a man’s perspective; thus absorbing tale tells of a young man’s search for happiness, providing an inside look at what he really thinks about women, sex and love. Adelle Waldman outdoes herself by going into the psyche of a man who struggles with his own status, anxiety and who is drawn to women but has a habit of letting them down. Containing tough-minded intelligence and wry humor, this novel was named one of the Best Books of the Year by The New Yorker, Cosmopolitan, Buzzfeed, Elle, Chicago Reader and many others.

TUNES

“YOU AND I,” INGRID MICHAELSON

“SUMMER GIRLS,” KATY PERRY

“DIET MOUNTAIN DEW,” LANA DEL REY

“IGNITION,” R. KELLY

“PINK TOES,” CHILDISH GAMBINO

“SUMMER LOVIN’,” THE BEACH BOYS

“HERE COMES THE SUN,” THE BEATLES

“RED LIGHT,” JOHNNY LANG

“CAN WE KICK IT,” 3 AM TOKYO

“SWEET DISPOSITION,” THE TEMPER TRAP

FESTIVITIES

“SOAKING IN THE SUN WITH AN ICED COFFEE AND A GOOD BOOK.”
TEDI MATHIS, ONLINE EDITOR

“GOING TO MUSIC FESTIVALS.”
MAIA PALMA, ASSISTANT FASHION DIRECTOR

“DRINKING MARGARITAS ON THE BEACH WITH MY MOM!”
BRIANNA HUDSON, STORY STYLING FASHION DIRECTOR

“LATE NIGHT SWIMMING AND BONFIRES.”
ALEX JOHNSON, ASSISTANT FASHION DIRECTOR

“WAKEBOARDING AND FLEA MARKETS!!!”
SARAH VAN BERKUM, ASSISTANT DESIGN DIRECTOR

EATS

BARBECUE
ROASTED MARSHMALLOWS
PUSH POPS
ROOT BEER FLOATS
BERRY SMOOTHIES (TRY TREND’S GREEN MACHINE SMOOTHIE ON P. 84)
CORN ON THE COB
WATERMELON
GUACAMOLE WITH SUNDRIED TOMATOES
Your next date is at your fingertips with swipe to the right. Tinder, the dating app sweeping the nation, is revolutionizing, the way young singles meet in cities and on college campuses. When using Tinder, the user gets images of the gender they are attracted to and based on a supplied bio and photos, they decide whether they desire to get to know the person. A swipe to the right means “I am attracted to this person;” and a left swipe means “I am not interested.” If both parties swipe right, a match occurs and the pair can begin a conversation through the app. While some feel Tinder may be a no–pressure way to talk to someone with a mutual attraction, to others it is a nightmare and detriment to social interactions.

Dating via social media can be a dangerous game to play. On Tinder, you begin talking to a person based on whether or not you mutually found their photos attractive. Are these people ever who they say they are? According to a survey conducted by the Pew Research Center’s Internet Project, 59 percent of users believe someone they were communicating with “seriously misrepresented themselves” in their online dating profile. While using Tinder, there is no way to know what each user is looking to gain. Friendship? A hookup? A relationship? “The way Tinder works is the way people tell us they see the world,” says Tinder CEO, Sean Rad, in an interview with Bloomberg Businessweek. “They walk around, they see girls, and they say in their heads, ‘Yes, no, yes, no.’ ” The app was not created to form long–term relationships, but rather to facilitate meet–ups using the “hot or not” philosophy.

Social media is an addictive experience. According to research done at the University of North Carolina at Chapel Hill, social information is a reward for users. Whenever an individual gets a photo “liked” on Facebook or a new match on Tinder, they get a jolt of dopamine. Over time, the additional dopamine in the brain caused by the need for gratification and social media addiction, affects the brain similarly to a drug addict’s craving.

With an exponential number of users, Tinder is an ever–growing success story for relationships formed via the app. Attitudes toward online dating are becoming more positive, too. Pew’s study determined one in 10 Americans have used an online dating site or mobile app. Online dating is most common in demographics between the ages of 20 to 40 years old. Users are generally college–educated and live in both suburban and urban areas. Supporters of online dating state it is a great way to meet people and helps them find a better match because of the many options to explore. If you believe you have found a perfect match and want to remove a budding relationship from a phone or computer screen, remember to take necessary precautions to keep yourself safe. With online dating becoming the norm, embrace your newfound Tinder relationship by leaving the shadows and going public.
TREND SURVEYED IOWA STATE MEN AND WOMEN TO GET THEIR OPINION ON THE OPPOSITE GENDER’S USE OF SOCIAL MEDIA. THESE ARE THEIR TIPS ON WHAT MAKES A PROFILE MORE ATTRACTIVE AND WHAT MIGHT JUST MAKE THEM SWIPE RIGHT.

MOST ATTRACTIVE PHYSICAL QUALTIES

MALES SAID: Eyes and smile
FEMALES SAID: Smile

LEAST ATTRACTIVE SOCIAL MEDIA PRESENCE

MALES SAID: Complaining—Facebook & Twitter are not made to be therapy; save that for your best friend
FEMALES SAID: Guys, you have to stop with the workout/mirror pics—while your biceps might be flawless, it’s not working to get you a date

MOST ATTRACTIVE PERSONALITY TRAITS

MALES SAID: Humor, intelligence and confidence
FEMALES SAID: Humor, ambition and confidence

SOCIAL MEDIA STATISTICS

MALES...
50 percent of male survey participants prefer candid profile pictures
FEMALES...
Over 40% of survey participants want to hear more about a guy’s hobbies & interests

MOST ATTRACTIVE PROFILES

MALES SAID: Females who show who they truly are, don’t hide behind makeup, partying pics, or false information
FEMALES SAID: Sense of humor in the bio—girls are a sucker for a witty one liner
Whether basking on the beach or working nine to five, these simple blended drinks will satisfy anyone’s craving for a morning jolt or weekend unwind.

**Summer Sips**

**Frappe**
- 8 oz. chilled coffee
- 1 tbsp. sugar
- 3 tbsp. cream or milk
- 3 cups ice

**Directions**
Combine all ingredients and blend.

**Tip:** Substitute sugar with cocoa powder and add a drop of your favorite coffee syrups.

**Green Machine Smoothie**
- 1 kiwi
- 1 peeled banana
- 1/2 can pineapple and/or pear
- 1 cup frozen fruit mix
- 1 cup vanilla yogurt
- Handful of spinach leaves
- 3 cups ice

**Peach Daiquiri**
- 4 oz. rum
- 1 large ripe peach, unpeeled & diced
- 1/2 can frozen lemonade
- 1 cup ice

**Frozen Sangria**
- 12 oz. red wine
- 1–1/2 oz. rum
- 1/2 cup orange juice
- 1/2 can pineapple
- 1 large ripe peach, peeled & diced
- 2 tbsp. sugar
- 1/2 tsp. cinnamon
- 2 cups ice

**Directions**
Combine all ingredients and blend.

**Tip:** Freeze the drink for a couple of hours and serve as shaved ice.
DIY
TEACUP CANDLE

Finding a way to embellish an empty end table or desk can be an entertaining weekend project. Vintage teacup candles will add bright colors and entrancing smells without making your tabletop look too busy. For a rustic look, use a small mason jar and decorate the outside rim with twine or fabric of your choice.

**Directions:**

Clean the cup and dry it thoroughly.

Put the candlewick in the center of the cup and use the hot glue gun to hold it in place. Use about three dabs of glue; it takes quite a bit of glue to make the wick stick.

Heat the wax in the microwave. Then add the dye or scent according to the directions listed on the packaging. Once the wax has melted completely, pour it into the teacup.

Let the teacup sit until the wax has cooled completely.

Trim the wick to about one-fourth of an inch.

**Materials:**

<table>
<thead>
<tr>
<th>TEACUP</th>
<th>HOT GLUE GUN</th>
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<tbody>
<tr>
<td>CANDLEWICKS</td>
<td>WAX</td>
</tr>
<tr>
<td>CANDLE SCENT OR DYE</td>
<td>MICROWAVABLE CONTAINER</td>
</tr>
</tbody>
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**Tips & Tricks:**

When measuring the wax, measure about one-fourth to one-third more wax than the teacup actually holds.

To determine how much your teacup holds use a measuring cup to pour water in the cup.

Use an oven mitt when pulling out the wax from the microwave.

Put the wick in the teacup as soon as you apply the glue because the glue dries fast. Hold it in place for a few seconds afterwards.
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