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BOLD IS THE NEW BEAUTIFUL.

This concept stood as the driving force behind creating this issue, which is a record-breaking 100 pages, as we embraced Trend’s 10th year as a student publication.

To us, being beautiful means taking risks and challenging the norm. We’ve learned throughout our years in college it’s nearly impossible to be successful without stepping out of our comfort zones and trying new things.

Along with being co-editors, we have taken many risks together as friends, including studying abroad in Florence, Italy and interning in New York City.

If there’s one thing we know, it’s that bigger things always seem to be ahead. We decided to bring that logic to our fall issue.

Here, you’ll find innovative photography and design, daring fashion spreads and in-depth stories — and that’s not coincidental. We challenged Trend’s talented staff to embrace our motto by creating something unlike anything it’s done before. Let’s challenge the status quo, we said.

On page 13, you’ll be taught how to know if your beauty products contain ingredients that could be affecting your health. Step up your fashion game on page 23 with our daring runway-inspired fashion shoot featuring clean lines and modern silhouettes. Read about one plus-size woman who opened up about the struggles of shopping for her size on page 45, and learn how to cope with long-distance friendships (for when you go on adventures and take risks) on page 73.

We hope this magazine inspires you to believe in the impossible, because we promise it can be done. Be brave and take risks. It is worth it in the end.

All our best,

Mary Kate Krakel & Jessica Wilson
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Thank you to the family, friends and colleagues of Trend magazine’s staff for supporting the fall 2015 issue. Your contributions are greatly appreciated.

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WINTER BEAUTY:

THE LATEST HAIR & MAKEUP TRENDS

Achieve a fresh and flawless look for winter with the help of Lindsey Reed, assistant manager of Mac Cosmetics in Des Moines.
Flushed Cheeks

While the art of contouring and highlighting may never go away, it could be put on the back burner this season — winter-bitten, flushed cheeks are stepping into the spotlight instead. It’s time to ditch the bronzing powders and stock up on pinks and peaches. “A flushed cheek keeps the look soft on the skin and doesn’t overpower the overall look,” Reed says. Although flushed cheeks create a natural, glowing look, they can be paired with bold eyes and dark lips for added spunk.

’90s Lip Colors

While the days of heavy blue eye shadow may be behind us, grunge lip colors from the ’90s are back. Brown hues are the major player in this year’s lipstick game. “If you don’t feel comfortable wearing brown, look to red lipsticks with brown or orange undertones — not to the cool, vibrant shades we saw last season,” Reed says. It will give you an intriguing, modern twist to your day-to-day makeup routine.
NATURAL ROOTS

Natural roots are the sophisticated sister trend of ombre. While ombre hair color creates a dramatic progression of color, natural roots offer a subtle change. You can achieve this look by adding lowlights to your roots to darken the color. This technique will not only look good when first dyed, it will also help conceal your true roots as they grow, helping you save cash by lengthening time between dye jobs.
THICK EYEBROWS

The concept of “brows on fleek” might be shifting. While beauty gurus have stressed the importance of highly-structured brows, a bushier, less-maintained eyebrow might be a better option for some — think less Olivia Wilde, more Cara Delevingne. Reed says this look can be achieved by trading a brow gel for a pencil.
BEAUTY BREAKDOWN

Women often put thought into what lipstick shades pair best with their outfits, but not enough people are thinking about what ingredients are in these products and how harmful certain ingredients can be to the body.

The body can absorb up to 60 percent of what we put on it, and many women wear makeup on their faces for more than half the day. Some ingredients are linked to an increase of serious health issues, so being more knowledgeable is important to one’s health.

Cosmetics brand Lush uses natural ingredients in its products. The company has an ethical buying team that sources all the ingredients, favoring organic farms that regenerate the soil to its natural state. These ingredients mimic your body’s natural composition to effectively fight whatever issue your skin is experiencing, says Michelle Kerley, shop manager at Lush.

Because Lush favors using natural ingredients over synthetic alternatives, the company incorporates fruits and vegetables, essential oils and herb infusions into its products.

Another beauty brand, Beautycounter, is an e-commerce site with a strict screening process for its products.

Since Gregg Renfrew, founder and CEO of Beautycounter, started the company in 2013, she has created a “Never List” that contains over 1,500 ingredients she won’t allow in her products for health-related reasons. Currently, Europe has banned 1,400 ingredients, while the United States has banned 11 ingredients in beauty products.

“The major products to look out for are parabens, lead, formaldehyde and phthalates,” says Gregg Anne Lowe, independent consultant and director for Beautycounter.

These products are linked to an increased risk of developing breast cancer and hormonal disruptions, such as infertility and menstrual cycles at younger ages, Lowe says.

Heavy metals are naturally in all powders, resulting in unsafe eye shadows, blushes and bronzers. Formaldehyde, or preservatives, can be found in some shampoos and body washes and can cause asthma or neurotoxicity, which can cause damage to nervous tissue. Phthalates are synthetic chemicals found in almost all products that say “fragrance” on their packaging, like perfumes, hairsprays and nail polishes.

“Cosmetics is the main category for college students to look out for,” Lowe says.

Body lotions and sunscreens are two products that can also contain unwanted ingredients, she says.

The app “Skin Deep” tracks ingredients in products and informs consumers of the level of safety of each product. Kerley stresses that increasing a person’s level of education by finding true research and disregarding outdated information will only benefit her.

INGREDIENTS TO AVOID:
- Formaldehyde
- Mercury
- Mineral Oil
- Oxybenzone
- Parabens
- Phthalates
- Polyethylene glycol
- Retinyl / Retinol
- Sodium Lauryl Sulfate / Sodium Laureth Sulfate
- Synthetic flavor or fragrance
SECRETS FROM A HAIRSTYLIST

Getting glossy, healthy hair just got easier. Three local professionals — Doug Ziminski, owner of Leedz Salon; Michelle Doyle, owner of Tommy’s Salon; and Jamie Larson, stylist at Finess Spa Salon — spilled their secrets to a great hair day, every day.

ESCAPE THE MIDDAY DULL LOOK:
Ending your shower with a two-minute cold-water rinse will help seal the hair cuticles for all-day shine, Ziminski says.

PREVENT WHITE BUILDUP FROM DRY SHAMPOO:
Skip spray-on dry shampoo, and opt for a powder form of dry shampoo, like Bumble and bumble’s Prêt-à-Powder. To start, sprinkle the powder along the part and hairline. Then work the product into the hair with a dry washcloth, Ziminski says. This method will allow the product to blend better.

STOP CURLS FROM FALLING FLAT:
Ziminski suggests a process he calls laminating the hair. Begin with completely dry hair and then taking even sections, spray a lacquer hair spray, like the Sebastian Shaper Hairspray, along the entire length of the hair and comb through it completely. This will create an even seal that completely coats the hair, which locks the curl in place and makes it last throughout the day. Once you’re done curling your hair, complete the look by misting it with a finishing hairspray.

AVOID SPLIT ENDS WHILE GROWING HAIR OUT:
What’s the secret behind the gorgeous, long locks of models in magazines? It’s not Photoshop, it’s Cyclopentasiloxane — a silicone-based product that’s almost as thin as water, so it evaporates without weighing hair down, unlike most silicone products. Cyclopentasiloxane is an active ingredient found in most high-end eye creams, so it’s moisturizing when applied to the hair, Ziminski says. Some reasonably priced products that contain Cyclopentasiloxane as a main ingredient are It’s A 10 Miracle Styling Serum and Onesta Volumizing Conditioner.

ACHIEVE AN AT-HOME BLOWOUT:
Flip your head upside down and begin by blow drying the hair, focusing the heat near the roots, Larson says. Then, flip hair and dry it as though you’re going to switch your part to the side opposite of your normal part. This will “confuse your roots,” and when you go to style your hair back to normal, you’ll get added volume. Finally, to ensure the volume lasts all day, make sure to dry hair completely, not just most of the way. When drying hair, there is a transition stage between wet and dry called the conversion point. If you don’t get your hair past this point, the remaining moisture will weigh hair down, and hair will revert back to its natural state.

APPLY HAIR PRODUCTS PROPERLY:
“In order for any style to last, you should always be working with some sort of product in your hair,” Larson says. However, never use too much. To avoid product buildup, Larson suggests spraying around six to 10 inches away from your hair and in short bursts — never hold the propellant down for too long. Doing so will push the product out too fast, causing the hair to feel wet, ultimately creating the opposite effect you would want.

MANAGE NATURALLY CURLY HAIR:
The best way to keep naturally curly hair tame and not so frizzy is to start with a base product such as Pureology’s Curl Complete Shampoo and Conditioner, Doyle says. Then go in with a sticking agent like the Kevin Murphy Hair Resort Spray. The combination of these two products will make curls more compact and easier to work with.

TAME FLYAWAYS:
Start by using a penetrating oil-based serum, such as Surface Bassu Hydrating Oil, Doyle says. This will help make hair soft and malleable. Then blow dry hair using a concentrator attachment, focusing the heat directly on flyaways.
KEEPING YOUR BREASTS AT THEIR BEST:
THE IMPORTANCE OF SELF-AWARENESS

Ladies, it's time to get comfortable with your bodies.

Breast cancer is the second leading cancer among women with more than 200,000 new cases every year, according to the National Cancer Institute. With one in eight women being diagnosed with this disease in her lifetime, doctors suggest getting routine breast exams every one to three years starting at age 20.

To ensure you are healthy between formal exams, doctors recommend doing self-checks to look for any abnormal lumps or dimples. Denise Kamm, a nurse at UnityPoint Health, advises doing a self-exam at least once every month.

“Some people are uncomfortable touching themselves, but once you get used to it, it’s no big deal,” Kamm says.

Doing a breast exam is quick and simple. Kamm suggests performing the exam while lying down or in the shower, because it can be easier to find changes in the breasts.

“The most common signs are a change in the look or feel of the breast, a change in the look or feel of the nipple and nipple discharge,” says Susan Brown, the managing director of health and program education at Susan G. Komen.

Disregarding self-exams and abnormalities could potentially be fatal if not handled correctly. If a lump is found, one should seek immediate health attention.

“Breast cancer is a serious disease, but it is treatable,” Brown says. “There are more than 3.1 million breast cancer survivors in the U.S. today. However, more than 40,000 people in the U.S. alone are expected to die from breast cancer each year.”

According to the National Cancer Institute, the five-year survival rate of women living with breast cancer was 89.4 percent in 2011. Regular check-ups and self-exams give you the best chance of catching cancer early.

**How to Perform a Self-Examination**

1. Using the pads of your index finger and middle finger, start from the outside of the breast on the area near your armpit.
2. Moving fingers in a circular motion, go all around the breast to search for lumps or dimples.
3. End by the nipple. If you discover any abnormalities, contact your doctor as soon as possible.
BIRTH CONTROL:
WHICH METHOD IS YOUR METHOD?
With so many options, it’s easy to get overwhelmed when selecting a birth control method. Planned Parenthood health educator Beth Mensing provides insight to help students find the right contraceptive or birth control method for their lifestyles.

The three most common forms of hormonal contraceptives are the birth control pill, the birth control shot Depo-Provera and the vaginal ring NuvaRing. However, the male condom is still the most common barrier method.

“The birth control pill is the most common (hormonal method), because women are more comfortable and familiar with it,” Mensing says.

Birth control pills are a type of medication women can take daily to prevent pregnancy, regulate periods or decrease side effects from monthly periods. These pills are made of hormones, and some pills contain two hormones — estrogen and progesterin. While most women take birth control pills with a combination of hormones, few take pills with only progesterin.

Similar to the birth control pill, the shot releases progestin into the body. The shot is given every three months.

The vaginal ring is a small, flexible ring that is inserted into the body near the cervix each month. The ring is in place for three weeks and then taken out for the remaining week before being replaced. Like other forms of birth control, the vaginal ring releases a combination of estrogen and progestin hormones.

While the pill is widely used, it is not for everyone.

“I like to use a metaphor with students,” Mensing says. “Think about hormonal birth control like being a pair of jeans. It looks really great on your friend, and she loves them. They’re the most comfortable and hug every curve just right, but then when you try that particular method or that pair of jeans, they’re just not quite fitting.”

When selecting a form of hormonal birth control, whether to regulate their period or prevent pregnancy, students should consider their compatibility with a shot being given or an implant being inserted. If the pill is your preference, ensure it fits with your lifestyle.

“How easy is it to remember to take a pill every day?” Mensing asks. “Are you successful at taking vitamins every day? Does your lifestyle allow that? Are you getting up and moving around at the same time every day?”

Within the last year, the American Pediatric Society began recommending long-acting reversible contraceptives for young women, such as birth control implants Implanon and Nexplanon or an intrauterine device. Mensing says both of these methods leave less room for error.

The birth control implant is a thin, flexible device inserted under the skin in the upper arm. It releases progestin into the body and protects against pregnancy for up to three years. IUDs are small T-shaped devices made of plastic. There are two types available in the United States — copper and hormonal. While some are effective for three years, others last up to 12 years. The device blocks sperm from fertilizing the egg.

Another factor to consider when selecting the right form of birth control is family and personal health history. Some forms of hormonal birth control make users more susceptible to blood clots and tumors, and family history could heighten that risk.

Women should discuss their personal and family health history with doctors to determine which contraceptive will work best for them. This is especially important for women who are 35 or older, smoke or have a history of high blood pressure, high cholesterol, an unhealthy blood lipid profile, diabetes or migraine headaches.

The estrogen within many contraceptives can increase the risk for stroke, heart attack and blood clots. Women who have certain metabolic disorders, such as polycystic ovary syndrome, are also at higher risk for heart-related complications associated with contraceptives. Women who experience frequent migraines may possibly have an increased risk for stroke and may need to consider progestin-only pills or other contraceptive methods in place of other oral contraceptives.

The prices of the pill, the ring and the shot are relatively similar. With private insurance, most forms receive full coverage. If students do not have private insurance or would prefer to not use it for privacy purposes, Iowa offers the Iowa Family Planning Network. The network is used to assist patients with the costs of birth control, annual exams, sexually transmitted infection testing and pregnancy testing.

The shot and vaginal ring are most reversible, meaning pregnancy can occur almost immediately after the contraceptive has stopped being taken. The pill, however, can take a few period cycles before being reversed.

“The longer you’ve been on the pill, the longer it can take to be reversed,” Mensing says.

Side effects vary between all women and all forms of birth control. Many women experiment with numerous forms before finding the right one for them. A physician should be consulted to help through the process and determine what works best for your lifestyle and health.
BEAUTY PRODUCTS:
FOR COLLEGE WOMEN

Iowa State students chose these 10 products as their favorites. Find out what makes them worthy of your daily routine.

BEAUTY EDITOR PICK: “Hair always looks better with a little movement. While I have thick hair, it is fairly straight and seems to stick to my head if I don’t blow-dry it. Not Your Mother’s Double Take Dry Finish Texture Spray creates an effortless windblown look without the wind. With just a few spritz of this product, hair becomes voluminous around the crown with a softly-tousled finish.” — Erin Dungan, senior in apparel, merchandising and design

“My favorite beauty product is my hair-defining cream, Moroccan Curling Perfection, by OGX. I love it because it takes away the frizz in my hair, makes it look more uniform and it smells good.” — Addison Snyder, freshman in event management

“Right now, the Oil-Free Moisture by Neutrogena is my favorite, because it is keeping my skin hydrated and moist with the change of weather.” — Maria Cecilia Buitrago, sophomore in animal ecology

“I like bareMinerals Powder because it sets well, and it gives me a little extra color without looking unnatural. It has a nice matte finish that lasts all day.” — Madi Oster, freshman in public relations

“I always use the Conair You Curl to do my hair because, it creates a natural curl that lasts all day. It stays in overnight, making 8 a.m. classes a lot easier to get ready for.” — Sabrina Fest, senior in finance
"Bioré Deep (Pore) Charcoal Cleanser really cleans your pores and exfoliates at the same time. After, your skin feels really clean." — Mara Claey, freshman in apparel, merchandising and design

"I love Sally Hansen Miracle Gel, because it is long-lasting, fast-drying and looks like you got your nails done professionally for half the price." — Jackie Buzzard, junior in marketing

"I really like the Garnier Skin Renew 5 Sec Blur Instant Smoother. It smooths everything over and creates a perfect base for makeup, or you can just wear it alone." — Alisha Humiston, sophomore in apparel, merchandising and design

"I live for the Cashmere Matte Collection by Essie. The colors are neutral and sophisticated, as well as long-lasting. The finish is so unique — I always get compliments." Natalie McCullough, senior in interior design

"ColorProof Anti-Frizz Condition: I seriously love this product. I have been using it for a few years, and it is perfect. It's a thick product, but it gives me really manageable curls that aren't frizzy." — Claire Mollitor, sophomore in food science
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LEADING LINES

Forget femininity and focus on a clean and tailored aesthetic where strength calls the shots.
Finding the Perfect Pair

Shopping can be an overwhelming and frustrating experience, but shopping for jeans can take that frustration to the next level. With many styles, washes and brands to choose from, it can be difficult to know where to start. Though everyone has their own approach when shopping for jeans, these simple steps will guide you in the right direction to find the perfect pair.

1. Start by trying on a lot of jeans. “Try them on, every style, because you never know if a certain style will work or not until you see them on,” says Alyssa Goetz, an Express sales associate.

2. Determine your favorite style and fit. When you know your favorite fit of jeans, you won’t want to part with the incredible feeling it gives or its flattering silhouette. Different styles include high-waisted, straight, skinny, flared and boyfriend — shop around to see which style works best.

3. Find your preferred wash. Jeans can be light, dark, black, gray, white, faded, distressed and embroidered. Your wash preference adds a personal touch to your favorite style, and it adds dimension to your look.

4. Shop around. After finding the perfect fit and wash, explore different stores in your price range. Jeans are a staple that will always be in your closet, so it’s fine to spend more on them than you normally would on other clothing. After all, no one wants to buy a new pair every season that ends up fading or stretching out. Quality jeans not only look better but will also last longer. Bailey Freestone, an associate at American Eagle Outfitters, says the biggest struggle women face when picking out jeans is knowing what size to look for. Every store is different, so you could be a size 8 in one store and a size 6 in another.

5. Dress jeans up or down. For example, dress them up with a button-down shirt tucked into high-waisted jeans and pair the look with flats, booties or heels for a date-night outfit, or pair jeans with a slouchy V-neck and comfortable boots for a cozy day on campus.

*HIGH-WAISTED*
Elongates legs and helps accentuate the waist. Wear with a crop top for an easy go-to outfit.

*STRAIGHT*
Slims and balances the curves of the body. Add a fitted blazer and flats to spruce up this simple style.
**SKINNY**
Flatters and offers a slimming look for most women. Pair with an oversized sweater to slim legs even more.

**FLARED**
Creates a balance between wide hips and the wide hem of the pant. Pair with heels and have legs for days.

**BOYFRIEND**
Adds dimension to the body and takes attention away from wide hips. Tuck in a slouchy T-shirt for a flattering look.

FALL '15
THE BEST FRAMES FOR YOUR FACE

All too often, glasses are an afterthought to one's wardrobe. But frames are a fashion statement all their own — an opportunity to surge personality into a look like no other statement piece can. Embrace glasses as your top accessory with these tips for finding the best pair for your face shape.

FACE SHAPE: SQUARE
Daring fashionistas with square faces should hone in their style with a pair of round frames. The circular frames give softness to square faces but provide additional intensity to a wardrobe. Opt for circular glasses with tortoiseshell frames for a touch of personality with modern flair that will set your look apart.

FACE SHAPE: OVAL
Those with oval-shaped faces can pull off anything, says Kari Hasstedt, store manager at Pearle Vision. Use this compatibility to don a colorful pair of frames. Choose the color based on your appearance and personality — blue eyes sparkle in blue frames. Green or brown eyes look stunning with plum-colored frames.

FACE SHAPE: HEART
The '50s-style cat-eye glasses are back as more women see how flattering the style can be, says Sherry Worthington, general manager at LensCrafters. Trendsetters with heart-shaped faces can easily pull off this look, because their narrow chins balance the pointed corners of the frames. Cat-eyes range from subtle to statement, so choose a pair that leaves you feeling fierce.

FACE SHAPE: CIRCLE
Women with round faces should go for boxy frames, says Kelsey Gilliland, sales associate at LensCrafters. Tried-and-true square plastic frames give round faces more edge. Opt for black frames to embrace a nerd-chic style or invest in a pair with a pop of color on the back for an easy upgrade to the trendy look.
HAIR JUST GOT SEXIER.
SEAMLESS TRANSITION

Take a look from day to night with chic accessories and feminine jewelry that complement any outfit.
JACKET FRANCESCA'S $55, TURTLENECK BANANA REPUBLIC $49.50, NECKLACE WEST CYDE BOUTIQUE $25, RINGS FOREVER 21 $5.90
TANK BANANA REPUBLIC $49.50, JACKET FRANCESC'A'S $58, NECKLACE FOREVER 21 $27.90
bare necessities

As I stare into my perfectly organized closet at the influx of tops, dresses and heels, I wonder how I am going to narrow my everyday wardrobe to 40 pieces. As a fashion student, I love the art of finding pieces that are a direct reflection of my personality. However, with that love for style comes a wardrobe of items I never actually wear.

I am by no means attached to my clothing, but I do like to have options. I hoped limiting myself to a certain number of pieces would rid my life of clutter and leave me with pieces that reflect my style and fit into my daily life.

After watching videos and reading articles about minimal wardrobes, I was inspired to slim my wardrobe into quality pieces I could mix and match. Before starting a minimal wardrobe, I had to limit the clothing within my closet. I packed away nearly half of my clothing and limited myself to 40 pieces for one month. This included tops, sweaters, bottoms, dresses and shoes.

To my surprise, the minimal wardrobe was too easy. I got creative with how I styled my 40 pieces and was able to spread out the pieces easily during the 30 days. I’m embarrassed I had not thought of this lifestyle change prior and had let my clothes sit there and gather dust. With this minimization came the realization I was attached to a portion of my closet, and the rest did not serve a purpose. Throughout the process, I learned clothing is not missed if it’s not there.

As I transition out of college and into a career, it makes more sense to have quality pieces I can easily convert into a professional wardrobe.

I’d recommend this process to anyone interested in ridding herself of clutter. My best friend and I went through the process together. We found focusing less on quantity and more on quality produced a cleansing mentality that decreased stress.

This is not backed by research, but I believe a minimal wardrobe helped me understand how much I utilize each of my belongings. I spent 30 days funneled my clothing into a minimal wardrobe, and the results will carry on. I’ve found myself applying this method to all areas of my life — organization for school, books I never read and other items that could easily be cut down into the things I need.

Although I kept my wardrobe for fall at 40 pieces, I recommend finding your own unique number. The idea is to limit yourself to what you wear most and what you can rotate on a regular basis.

In today’s fast-fashion, want-focused society, the little things can make the largest impact on shopping and organization habits as college students. I like to think the life lesson from my dad of “needs versus wants” finally sunk in. I look forward to continuing with a minimal wardrobe and focusing on ridding myself of the extra items in my life. As simple as the concept sounds, it truly allows me to be less stressed, more organized and better focused on what’s truly important.
“ALTHOUGH I KEPT MY WARDROBE FOR FALL AT 40 PIECES, I RECOMMEND FINDING YOUR OWN UNIQUE NUMBER.”

10 TOPS
07 SWEATERS
09 PANTS
05 DRESSES
08 PAIRS OF SHOES
40 PIECES
SHOPPING FOR HER SIZE

The average American woman is a size 14 — plus-size fashion is typically categorized as sizes 14 and above. I shopped with Sarah Etheridge, sophomore in psychology, to experience looking for sizes that aren’t readily available, even though plus-size women represent more than half of the female population in the United States.

We start at Target, where Etheridge often shops. She heads straight to the sweaters like a pro, ignoring the swimwear and outerwear positioned in the front of the women’s section.

“I own four of these cardigans in different colors,” Etheridge says, sifting through the organized piles.

She likes how the stretchy, soft fabric molds to her arms when she rolls up her sleeves, which she often does. Target’s sweaters always fit her, and she doesn’t need to try them on once she’s found her size.

When looking for sweaters, it’s all about the sleeves, she says.

“Sometimes the sleeves I find in my size don’t fit my arms right, especially around this part of my arm,” she motions toward her biceps. “It’ll be too tight.”

We notice a rack of fur vests a few feet away. Etheridge zips over to feel them.

“When I shop, I’m all over the place. So if I move, that’s just what’s going to happen,” she warns me with a smile.

“I’m totally prepared,” I say. I look down, and she’s off again, this time to examine a black suede dress.

“I wouldn’t wear this dress, but it feels interesting,” she says.

“I also do that. I base a lot of things on touch. It’s all about fabric to me.”

The upbeat Capital Cities song “Safe and Sound,” blares as we wander the cluttered aisles of Ragstock.

“This is who I am,” she says looking around the eclectic store, which I agree mirrors her personal style. She’s effortlessly wearing a bright green and purple bomber jacket — probably from the ’90s — over a burgundy dress.

“This is everything I want in a dress,” she says, as she pauses to examine a tangerine-colored one that flares from the waist.

“But this is the complete wrong material for me.”

She knows this without trying it on.

Curious, I kneel in front of the rack, lift the skirt and search the care label for the fiber content.

“I’ll let you take a guess at what it is,” I challenge and nod when she says the correct answer.

Etheridge loves cotton but hates polyester.

“Polyester is like a plus-size nightmare,” she says. It clings to her body, which highlights imperfections, especially around her stomach.

The sleek fabric also doesn’t wick away sweat, and it’s not as breathable as cotton, says Jenna Bird, senior in apparel, merchandising and design. But, unfortunately, many manufacturers turn to polyester, because it’s inexpensive to use.

The mood shifts as we near the pants section.

“This section’s hard because I never shop here,” she says. “I’m not a pants person.”

Etheridge has a formula for dressing — a semi-fit-and-flare...
dress with leggings and a sweater — and she analyzes every detail of a garment before trying it on.

“Shopping is hard, and you don’t want to be disappointed,” Etheridge says. “It’s about minimizing the disappointment you feel in the dressing room and critically analyzing it outside the dressing room.”

We spy a pair of light-wash denim pants, banded at the waist and ankles.

“They look like a pair my mom owns,” Etheridge says, laughing. “At the same time, I kind of like them.”

“Do you want to try them on?”

“No,” she snaps back.

I shoot her a puzzled look.

“When I say I like them, sometimes I mean I like the idea of them,” Etheridge says. “So I like the idea of these jeans. I feel like maybe I would like them on, but there’s too much saying I wouldn’t like them on for me to try them on.”

She admits a lot goes through her mind before heading to a dressing room. I agree.

“If I try it on, I’ve decided if this does work, I will buy it,” Etheridge says.

—

Jeans are the hardest part of shopping for Etheridge, who hasn’t owned a pair since high school. She can find a pair she likes, but it takes so much effort, she has stopped trying.

“Good pairs of jeans are really important,” she says. “They’re just so hard.”

Her size varies from store to store, plus she has shorter legs. If you’re a size 16, 18 or 20, she says shopping for jeans is like a guessing game, because stores do not size their pants the same.

Sizing is an inexact science, because the female body varies — especially for the 67 percent of American women who are plus-size, says Sarah Bennett, lecturer in apparel, events and hospitality management.

Etheridge grabs a pair of jeans off the rack and tells me she wishes more women’s brands used actual waist and height measurements for denim, like many men’s brands do.

“I honestly think it would help body positivity, because it would be like, ‘OK, I’m just getting my measurements,’” Etheridge says, grasping the metal hanger to hide the plastic size label. “Instead of holding a pair of jeans like this, because you don’t want anyone to see what number you are.”

—

Etheridge and I head to American Eagle next. I direct her to the jeans.

“Would they have your size here?”

She examines the piles of denim, stacked in neat rows. The largest sizes rest on the bottom shelf, which is six inches from the ground.

“No,” she concludes.

I point to a sign advertising more information about the brand’s denim. They carry up to a size 18 online.

“Would you buy them online?” I ask.

“Maybe,” she responds. I’m not convinced.

—

It’s difficult for a woman to see a style she likes that doesn’t come in her size, Bird says, who is designing her senior collection for a plus-size market.

“Especially if they run into that problem consistently,” Bird says. “They might stop going to that store.”

Lane Bryant, a women’s plus-size clothing chain, aims to make a customer’s shopping experience the same no matter what size she is, says Joe Crimmings, senior art director in photography at Lane Bryant.

“The thing about plus-size women is they don’t want to feel like they’re plus-size,” Bird says. “They want to feel like they’re everybody else.”

Crimmings, who graduated from Iowa State in 2006, says his job is to make sure that message is conveyed throughout the brand’s marketing so customers are drawn into the store.

“We approach a photo shoot like we’re shooting a fashion spread,” Crimmings says, “And that is it.”

—

“Anything I can help you guys look for at all?” asks the Express sales associate.

We tell her we’re just looking, as we start perusing the racks.

“May I ask you a question?”

“Yes,” Etheridge says.

I hesitate. “Does it ever bother you to see the models in the clothing?” I shift my gaze to the poster of a slender model above the clothing displays.

“Don’t feel bad about asking these questions,” she assures me. “This is important.”

She takes a few steps back to analyze the model.

“I’m not offended that she’s thinner and modeling these clothes, because she looks like a healthy woman,” Etheridge concludes. “What’s really important about body positivity to me is that we can’t shame girls that are bigger, but we can’t shame girls that are smaller.”

I nod my head, as we make our way to the denim wall in the far back corner of the store.

“That’s interesting that the highest they have is a 12,” I say scanning the shelves, sure there must be a larger size.

“That’s actually really common,” Etheridge says. “Usually, the highest size I see in most stores like this is 14.”

The last pair of jeans she owned was a size 18.

—

I point out that, with the exception of pants, most stores we explored had sweaters, dresses and tops that would work for her. But she says she is one size away from having to shop exclusively at plus-size stores.

Plus-size stores, like Lane Bryant, are trying to move away from the idea that “plus-size” is a negative label, Crimmings says. The chain has started using the term “her size” instead.

“Is there anything about a store’s layout that makes you feel included or not included?” I ask.

She mentions Maurices, a women’s clothing chain that carries sizes 1 through 26. The store is set up with sizes 1 through 12 in one section and sizes 14 and above in another — a divide Etheridge says can make a plus-size woman feel uncomfortable, especially when shopping with a friend who can wear the smaller sizes.

“That’s interesting to me, because I guess I’ve never known that’s more frustrating than coming here ...” I say, looking around Express, which has no size separation.

Her voice trails off as she finishes my sentence: “And having it be sort of all-inclusive.”
Redefining Gray

Cozy up in soft layers to escape the chaotic world on a calm Sunday morning.
LEFT: SWEATER VELVET COAT $175, JEANS LOOKBOOK STORE $35
MIDDLE: SWEATER BANANA REPUBLIC $75.50, JEANS BANANA REPUBLIC $98
RIGHT: SWEATER BANANA REPUBLIC $79.50, JEANS TOPSHOP $89.50
LEFT: SWEATER VELVET COAT $325, SCARF BANANA REPUBLIC $69.50, PANTS THE STYLE BAR BOUTIQUE $30, NECKLACE STELLA & DOT $69
RIGHT: SWEATER KOLHS $19.95, SWEATER THE STYLE BAR BOUTIQUE $60, PANTS BANANA REPUBLIC $90
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SETTING SAIL:
A MIDWEST COMPANY’S NAVIGATION THROUGH E-COMMERCE

Consumers get bombarded with advertisements and promotional posts daily, making it difficult for new businesses to compete in today’s digital age. However, one Iowa State alumna managed to make her Midwest company stand out through online marketing, brand-oriented social media and blogger collaborations.

Boat House Apparel thrives with its unique sales strategy and competitive niche market. The company, owned by Iowa State graduate Laura Bjornstad, focuses on selling chic yet casual clothing to Midwest tourists.

Bjornstad runs Boat House Apparel primarily online, which she says makes her company successful.

“Online is the new of shopping,” Bjornstad says. “I’d say 60 to 70 percent of sales for businesses is done online.”

Part of Boat House Apparel’s success comes from using the Internet as a marketing tool. Steffanie Gerkin, a senior in apparel, merchandising and design and an intern at Boat House Apparel, says social media plays a huge role in this strategy.

“She wanted to connect with consumers on a personal level,” Gerkin says. “Instagram helped do that by posting fashionable pictures of the clothes but also including fun pictures of lake life, which enriches the brand image.”

Bjornstad says Instagram has been the easiest tool to trace sales back to. They use LIKEtoKNOW.it, an app which allows consumers to track images back to store websites and provides companies accessible sales statistics.

In conjunction to Instagram, Bjornstad works with Midwest bloggers to promote her brand. Recent collaborations include Katalina Girl in Des Moines, Iowa, La Petite Fashionista in Madison, Wis. and Lake Shore Lady in Chicago. These partnerships help boost the company’s social media presence. In one weekend, Gerkin says the company gained 300 followers from their collaboration with the blogger from Somewhere, Lately — an important benefit, because more followers generate more sales.

Although online promotion proves to be beneficial for reaching a larger audience, including customers in New York and California, Bjornstad utilizes another unique sales technique — pop-up shops. During the summer, she promoted her brand throughout Okoboji, Iowa by reconstructing a remodeled lemonade stand with trendy T-shirts, dresses and tank tops. The pop-up shops proved successful, doubling the previous year’s sales in one summer.

Moving forward, Bjornstad wants to expand Boat House Apparel. Collaborations with other Midwest boutiques, a brick-and-mortar shop and pop-up shop tours around Iowa — including a visit to Iowa State — are in the works. She says she will additionally continue promoting online.

“It’s key to identify and work with influencers such as fashion bloggers and to collaborate with other companies that complement your brand,” Bjornstad says. “I’m a huge supporter of working with the industry instead of seeing them as competition.”
GETTING WAISTED

History is repeating itself when it comes to achieving a smaller figure, thanks to celebrities like the Kardashians, Snooki and Dita Von Teese. Waist training, which dates back to the 18th century, is one of the latest celebrity trends to be introduced to the public.

Waist training is the process of cinching your waistline by wearing a latex or tight-laced corset. The idea is to give a woman an accentuated figure with a small core and voluptuous hips. It focuses on the process of burning fat by centralizing your core and reducing its size by wearing body-shaping products.

So what ensues when you happen to be one of Kim Kardashian’s more than 50 million Instagram followers? You decide to join her adventures and train your waist.

Let it be known I am a plus-size woman with a waist measurement of 41 inches, and I have even bigger hips. So the fact I was going to try this experiment to see what it felt like to be someone who wasn’t afraid to show off her figure was a huge boost to my ego.

After doing some research, I found a “Solid Sport Latex Waist Training Corset” online at Jollychic.com and paid the extra $10 for rush delivery from Singapore.

The day the corset arrived in the mail, I was thrilled. I had been tracking the order since I entered my credit card number and clicked the confirm button—I was ready to see what the hype was about.

When the package arrived, I ripped it open and ran to try on the corset. I immediately had inflated self-esteem and felt beyond sexy in the all-black cincher made of cotton and spandex. I loved it and never wanted to take the corset off.

Five minutes passed.

I became itchy and felt like every clap on the front of the corset was going to pop open. “That’s enough for now,” I thought, convincing myself I would wear it longer tomorrow when I wasn’t cooped up in my apartment.

The next day I decided to wear something casual, as I wasn’t sure how I would feel wearing the corset all day. I wrestled to fasten each hook on the first set of clasps. By the time I reached the bottom of the corset, it felt like my fingers were going to fall off.

I got to class and noticed my posture had improved immensely — I could not slouch — but after sitting in front of a computer for two hours, I was ready to be done.

“Power through,” I kept telling myself. I had to make it through the end of the day to get the full effect.

I ended up taking it off right before my lunch break at noon, because I was so sweaty and itchy. I felt skinnier, but I don’t think I actually looked any skinnier. I had thin, pink imprinted lines along my sides from wearing the corset — I was annoyed.

I shoved the corset in my backpack and went to get coffee and a snack before heading to work. I could not even imagine working out in that thing.

The second day, I wore the corset with a pencil skirt, a denim shirt and tights, and it seemed a lot easier for me. It may have been because I was so busy I didn’t notice I had been wearing the corset. It wasn’t until I got home at 10 p.m. that I realized how much my core actually hurt. I rested on my bed trying to stretch out, because my stomach was killing me. I definitely wore the corset too long, and that’s when I realized I needed to break up the time more effectively. However, I did lose an inch off my waist by the end of the two days.

I wore the corset when I decided to go on a run through campus so I could get the feel of how my breathing would be affected. As someone who occasionally does cardio, I knew my limits, and I knew how my body worked. I ran a total of two miles and was done. Nope, no more, I was disappointed. Usually three miles is my limit, but I was short of breath, so I turned around and went back home. The corset made it difficult to breathe, and I knew this was going to be a long struggle.

The reason it was difficult to run in the corset was because when a person is running, her lungs are reaching full capacity of how much air they can hold, says Dr. Laura Witthoeft of Dubuque Obstetrics and Gynecology PC. When I had the corset on, it limited how much my body could expand and made it difficult for my lungs to get the air they needed.

The next week I kept up the routine of wearing the corset when

"THE DAY THE CORSET ARRIVED IN THE MAIL, I WAS THRILLED."

I was in class during the morning and then when I would go to the gym in the late evening. I stuck to the normal cardio, stretch and lift schedule and found wearing the corset wasn’t as bad inside the gym as it was when I wore it outside while running.

Through my week with the corset, I noticed things changing. I felt my posture improving, I wasn’t eating as much food as I had been, I was drinking more water and my confidence had an abnormal boost. I had lost between two to three inches in that first week, and I knew it was something to keep a close eye on.

“There’s no health concerns when it comes to waist training as long as you take it slow and monitor your body,” Witthoeft says.

Waist-training was a temporary solution to help my core look smaller, but it is not a permanent solution, because corsets seem to give you a slimmer waist while you wear them and a short time after.

So, does waist training work? Yes. Would I do it again? Probably not.
This easy, comfortable fashion trend is a favorite among college students. Professionals in the fashion industry are catching on to students' fashion choices, and athletic wear is making its way out of the locker room and onto the runway.

Simple and adaptable fashion is an obvious choice to students, but it has recently trickled up to make an impact in the fashion industry. College students can rest easy knowing they’re in style without even trying.

“Clothing companies, such as Bordeaux, have taken the concept of comfortable athletic wear to expand their business sales and market reach,” says Haley Wandro, senior in apparel, merchandising and design and former product development intern at Bordeaux.

The company specifically sought to develop a niche in the yoga wear market, Wandro says.

“Bordeaux started the athletic wear line Vimmia in response to the rising popularity of athleisure wear,” Wandro says.

The founders of Kit and Ace, a clothing brand built around luxury basics, saw a need for well-designed performance wear that could be worn every day.

“When I was designing at Kit and Ace, I constantly kept functionality on my mind,” says ISU alumna Jordan Callahan.

With comfort and functionality becoming top priorities for buyers, companies are adapting their athletic clothing into something that works in day-to-day life. The designers at Kit and Ace have developed Technical Cashmere, a mixture of fibers and cashmere that can be washed and dried in the machine. Vimmia offers yoga pants with properties that reduce the appearance of cellulite.

Student athletes especially know the need for convenience in their wardrobes as they balance their sports and academics.

“Athletic wear does not just have to be shorts and a T-shirt or leggings and a T-shirt,” says Carlee Haigh, ISU dance team member. She says it’s easy to mix and match different textures and styles to create a fashion-forward, functional look. T.J. Maxx, Lululemon Athletica and Nike are retailers Haigh recommends to find a variety of styles.
clairvoyance

MAKE A DARING STATEMENT WITH STRONG ACCESSORIES AND FEMININE SILHOUETTES THAT ELUDE MYSTERY WITH MASCUINE OUTFITTING, WINTER FLORALS, BOLD OUTERWEAR AND RICH VELVETS.

DESIGN ANNA FLICKINGER PHOTO ANDREW LORENZEN STYLING ANDI MORALES & MAGGIE MARTENS LOCATION ROLLINS MANSION
LEFT: TURTLENECK BANANA REPUBLIC $179.50, JACKET ASOS $226, JEANS VELVET COAT $246, SHOES VELVET COAT $319, WATCH FRANCESCO'S $18
NICKI DRESS FRANCESCO'S $184, SHOES NICKI DRESS OWN $39. BAG BANANA REPUBLIC $69.50, BRACELET FRANCESCO'S $14
RIGHT: SWEATER VELVET COAT $158, COAT BANANA REPUBLIC $199, PANTS BANANA REPUBLIC $198, SHOES STYLIST'S OWN $99.50, BAG BANANA REPUBLIC $148
LEFT: COAT $55.00, TOP BANANA REPUBLIC $59.50, PANTS BANANA REPUBLIC $49.99, SHOES STYLIST'S OWN $79.99, NECKLACE FRANCESCA'S $24
MIDDLE: DRESS URBAN OUTFITTERS $85, COAT $55.00, NECKLACE FRANCESCA'S $23, BRACELET FRANCESCA'S $22, SHOES BANANA REPUBLIC $59.99, PURSE FRANCESCA'S $44
RIGHT: DRESS BANANA REPUBLIC $98, COAT BANANA REPUBLIC $288, NECKLACE BANANA REPUBLIC $49.50, NECKLACE BANANA REPUBLIC $45, SHOES BANANA REPUBLIC $19
LEFT: DRESS URBAN OUTFITTERS $98, SHOES ASOS $81, BRACELET FRANCESCA'S $19, HAT FRANCESCA'S $34
RIGHT: COAT ASOS $163, TOP DAKOTA REPUBLIC $58.50, PANTS DAKOTA REPUBLIC $88.50, SHOES STYLETS OWN $79.95, NECKLACE FRANCESCA'S $24
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DO YOU WALK THE TALK?

As Sydney Swift scrolled down her Twitter timeline, she saw a distasteful tweet from someone she was following. Swift, junior in linguistics, found the post offensive and thought it was politically incorrect.

Political correctness, commonly known as PC, is taking the United States by storm and has become a social norm. According to Merriam-Webster, being politically correct is agreeing with the idea that people should be careful to not use language or behave in a way that could offend a particular group of people.

Critics of PC say it is an infringement on freedom of speech, and they should be allowed to post what they want on social media. Those in favor of PC insist there are benefits of being politically correct, like less risk of hurting others' feelings. PC is a topic widely discussed, especially in relation to social media.

When checking Facebook, Twitter or Instagram, a user might see something they don't agree with, but what measurements are people taking in order to make those displeasing posts stop? “I think some people know what they’re saying is politically incorrect, but they say it anyways,” Swift says. “There are also times where people use words as slang and don’t realize the negative connotation it may carry.”

Many individuals take to social media to express their thoughts on the hot topics that are trending. Social media is heralded as a democratizing tool for as long as society can remember, says Raluca Cozma, an associate professor in the Greenlee School of Journalism and Communication.

What is sometimes unfortunate about social media is that users control what they consume. There is selective exposure and selective avoidance, creating polarization and giving someone a false sense that their beliefs are always correct.

Sometimes, individuals are unaware that what they say might produce negative outcomes.

Der Vang, multicultural liaison officer, and Cozma agree political correctness starts with education and understanding. People have to first acknowledge and understand what they’re saying might have an impact on another person.

“When I talk or post on social media, I usually don't think about being politically correct,” says Katie Kasper, junior in public relations. “But that also doesn’t mean I'm being in sensitive. I'm just not familiar with what the politically incorrect terms are.”

The problem with social media is most people don’t realize the social ramifications of this media, according to author Connie M. White's book — “Social Media, Crisis Communication, and Emergency Management: Leveraging Web 2.0 Technologies.” Once something politically incorrect is posted online, it can't be taken back.

“I see people saying things all the time on social media that they shouldn’t. Even though it doesn't pertain to me, it still bothers me,” Swift says. “I know people that it would offend, so it offends me.”

When discussing PC, it is important to be face-to-face rather than online. The biggest barrier when addressing this dispute is social media. Similarly, The Huffington Post encourages people to reach common ground, rather than fight, which can be difficult on the Internet.

“Some people say and do things on social media they wouldn’t do in person,” Cozma says. “They feel more empowered because they’re hiding behind a screen and keyboard.”
GOING THE DISTANCE

Occasional Skype calls and weekend visits replace daily trips to Target and frequent gossip sessions when best friends attend different colleges, study abroad or move away for internships. Here’s how to cope with separation and strengthen long-distance friendships.

WORDS NICKI DEVILBISS  DESIGN TARA DEGEN-STOUT  ILLUSTRATION ANNA FLICKINGER
Shannon Awes was on a high school trip to Blaine, Minn. as a fan of an Ultimate Frisbee team when she needed to make a trip to Target to purchase rain boots during a down pour. While most of the students on the trip thought the purchase was unnecessary, Nika Wallschlaeger, another fan, joined Awes for the trip to Target. They have been best friends ever since.

“When you spend that much time with someone in the muck, BFF status is kind of inevitable,” says Wallschlaeger, senior in kinesiology and health. “I think she’s been my maid of honor since then.”

Best friends Awes and Wallschlaeger have been separated since they started college — Awes attends the University of Minnesota while Wallschlaeger goes to Iowa State.

Long-distance relationships among best friends can be as difficult to cope with as those between romantic partners. Friendships and contact with others are essential to mental health, says Valerie Stubbs, a marriage and family therapist, alcohol and drug counselor and advanced hypnotherapist at Clear Brook Counseling Professionals in Ames.

“Often times, relationships are anchors and sometimes in college, those anchors are thousands of miles away,” Stubbs says.

Awes and Wallschlaeger make the most of their current situation by looking back on the memories they’ve made together. Wallschlaeger says Awes inspires her to see the good in others and to be confident in order to reach her goals.

Despite the strength of their friendship and their impact on each other’s lives, the pair sometimes struggles to cope with the distance. Awes says missing Wallschlaeger’s significant life events is the hardest part of their separation. In contrast, Wallschlaeger thinks missing out on daily life events is the most difficult part. However, she says this longing to share her daily life with her best friend doesn’t negatively impact the strength of their relationship.

“We still love and appreciate each other’s lives and passions enough to be supportive and happy,” Wallschlaeger says. “I know that when I need her, she’s there no matter what, so sometimes it doesn’t even feel like we’re that far away.”

Awes agrees. While she misses her best friend, she believes the separation hasn’t been too difficult. She says they are both used to the separation now and their friendship picks up right where it left off when they see each other.

“She’s taking care of business in Ames, and I’m doing the same in Minnesota,” Awes says. “That’s reality. I just look forward to the times we get to catch up and share what’s new.”

Wallschlaeger advises long-distance best friends to make time for each other to cope with the distance, make the friendship last and get the most out of the friendship. The pair makes their long-distance friendship work by not forcing interaction. Awes says they don’t plan Skype or phone calls, but she sends Wallschlaeger a text if she thinks of something that reminds her of Wallschlaeger or if she wants to share news.

“It makes our conversations much more full and interesting and something to really look forward to,” Awes says.

“SHE IS STILL VERY MUCH IN MY LIFE, JUST IN A DIFFERENT WAY NOW.”

For students who find technological communication isn’t enough to bridge the gap, Stubbs says students can embrace and accept their new lives by creating new traditions, so they have something to look forward to when they’re reunited with each other.

Not making an effort to cope with the separation can negatively impact mental and physical health. While Stubbs says consequences vary depending on the person, students might find they’re unmotivated to perform activities they used to enjoy.

Several resources are available for students to cope with separation. Stubbs suggests taking advantage of on-campus counseling services and speaking with a professional. She also says to talk about feelings with others.

“Missing family and friends is a very normal experience in college, and if that’s happening to you, make sure to reach out,” Stubbs says. “It’s important to let someone know you’re feeling that way.”

Wallschlaeger says Awes is still the person who knows her better than anyone. While Awes is no longer the person she contacts most often, she knows her best friend will be there for her no matter what.

“We still keep track of the general milestones in each other’s lives, and we’re still planning to live in a townhouse together post-grad,” Wallschlaeger says. “She is still very much in my life, just in a different way now.”
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THE HEALTHIER SIDE TO DRINKING AT THE BAR

Whether it is a beer or a mixed drink, your go-to beverage could contain an excessive amount of calories. For example, Ketel One Vodka contains 96 calories per 1.5 oz and Bombay Sapphire Gin contains 114 calories per 1.5 oz. Erin Bergquist, senior clinician in the department of food sciences and nutrition at Iowa State, suggests three healthier drinks.

**BLOODY MARY**
- Vodka
- Tomato juice
- Horseradish
- Worcestershire Sauce

Although vodka is hard liquor, this drink contains tomato juice, which can support the immune system and help reduce the risk for heart disease with vitamins B and C. Horseradish can also strengthen the immune system and keeps blood pressure low. Worcestershire sauce includes cloves and molasses, which contains vitamin B6.

**RED WINE**
- Sulfur dioxide
- Sulfites
- Mega Purple
- Water
- Yeast

Sulfur dioxide and sulfites protect and help preserve the wine. Mega Purple is a grape-based compound that helps boost both color and sugar levels without adding pure sugar. Water helps lower alcohol and sugar levels in the wine, while yeast impacts aroma and flavor.

**MOSCOW MULE**
- Ginger Ale
- Vodka

Ginger ale contains dried finer rhizome, which fights against digestive disorders and sickness.

It is difficult to guarantee an alcoholic beverage is 100 percent healthy, but mixing in a different drink, such as one containing fruit, can provide nutrients and keep calorie intake low. Also, make sure there is as little alcohol in the drink as possible.
REDUCE, REUSE, REORGANIZE

Organize your desk and add a sprinkle of personality to a dorm room or apartment with these easy and fun DIY projects.

DIY: DESK ORGANIZER MADE FROM RECYCLABLES

MATERIALS:
Recycled boxes
Cardboard
Scissors
Hot glue gun
Scrapbook paper
Double-sided tape
Washi tape

TIP:
Cracker boxes, toaster pastry boxes and cereal boxes are perfect for this project.

STEPS:
1. Choose boxes of various sizes to use as compartments of the organizer.
2. Cut the boxes to fit the size of the cardboard base.
3. Decorate the outside of the boxes with scrapbook paper using double-sided tape.
4. Arrange the boxes on the base and glue the boxes in place.
5. Use washi tape to finish the edges along the top of the boxes.
**DIY: MEMORY JAR**

**MATERIALS:**
- Mason jar
- Paint
- Paint brush
- Craft glue
- Glitter
- Construction paper
- Scissors

**STEPS:**
1. Paint the mason jar. Repeat with additional coats until the glass is evenly coated.
2. Roll the bottom of the jar in glue and then roll in glitter.
3. Cut up pieces of paper so you’ll be prepared to write memories after a special day.

**TIPS:**
Write down meaningful memories and add them to the jar often.

Try creating a memory jar with a friend or family member, or use it as a gift for someone special.

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**DIY: DESK CORKBOARD**

**MATERIALS:**
- Corkboard
- Scissors
- Ribbon
- Hot glue gun
- Embellishments
- Push pins / tacks

**STEPS:**
1. Cut corkboard to preferred size.
2. Choose a ribbon and cut it the length of your forearm. Make a bow with the ribbon, and use the hot glue gun to attach the bow to the corkboard.
3. Attach beads, buttons, game board pieces or other embellishments with the hot glue gun.
4. Once everything is glued down, the board is ready. Pin items that inspire you to the board, including magazine clippings, quotes and pictures of friends and family.

**TIPS:**
Inspiration boards can be any size, shape or color, so no two inspiration boards should look alike. Make it your own and have fun.

When decorating the boards with embellishments, make sure to leave enough open space to pin other items.
A HINT OF MINT

Add a peppermint twist to three classic treats thanks to these holiday-inspired family recipes.

CHOCOLATE MINT PIE
COURTESY OF BONNIE RICHTMAN

PREP: 40 MINUTES
COOL: 2 HOURS

INGREDIENTS:
CRUST
15 graham cracker squares
1/3 cup melted butter
3 tbsp sugar

FILLING
1 cup powdered sugar
2 eggs
1/4 tsp peppermint extract
1/2 cup butter
2 oz. Baker's Chocolate

DIRECTIONS:

CRUST
1. Place graham crackers in a plastic bag. Roll the bag with a rolling pin until graham are thoroughly crushed.
2. Add 3 tablespoons of sugar and 1/3 cup of melted butter and mix well.
3. Dump mixture into the pie pan and press down firmly.

FILLING
1. Beat 1/2 cup of room-temperature butter and 1 cup of powdered sugar together until smooth and creamy.
2. Add 2 eggs, one at a time, while beating the mixture.
3. While beating the mixture, add 2 oz. of melted Baker's Chocolate and 1/4 teaspoon of peppermint extract. Continue beating until a smooth consistency is achieved.
4. Fill the pie crust and refrigerator for two hours before serving.
HOMEMADE HOT COCOA
COURTESY OF ERIN HECKROTH

PREP: 10 MINUTES
COOK: 1-2 MINUTES

INGREDIENTS:
6 oz. peppermint coffee creamer
8 qt. powdered milk
1 cup powdered sugar
1 scoop of Nestlé Nesquik
Peppermint schnapps (optional)

DIRECTIONS:
1. Mix ingredients together in a large bowl. Pour the mixture into a storage jar or canister.
2. Fill mug with 1 cup of water and heat for 1 to 2 minutes in the microwave.
3. Use ¼ cup of mix for every cup of hot water.
4. For those who are 21 and above, add 1 to 2 tablespoons of peppermint schnapps and stir well.

PEPPERMINT PUPPY CHOW
COURTESY OF ALBERT CURTIS

PREP: 10 MINUTES
COOK: 10 MINUTES

INGREDIENTS:
1 ¼ cups crushed candy canes (approximately 50 mini candy canes)
6 cups Rice Chex cereal
12 oz. white almond baking bark or white melting chocolate
1 cup powdered sugar

DIRECTIONS:
1. Place candy canes in a blender for a few seconds and pulse until a fine powder is formed. Set aside.
2. Pour Rice Chex cereal in a large bowl or container with a tight-fitting lid.
3. Melt white almond bark over medium-low heat and stir until smooth.
4. Pour melted white chocolate over Rice Chex and gently stir until all cereal is coated.
5. Toss in 1 cup of crushed candy canes. Sprinkle powdered sugar and remaining candy cane powder over Rice Chex mixture.
6. Cover bowl with lid and gently shake and flip the bowl until all ingredients are coated in powdered sugar. Allow to cool and store in an airtight container.
DEALING WITH DEBT

Don’t let debt hang around — take control of your finances and your student loans with these tips from professionals.

Students are told to find ways to keep track of their debt and keep it as low as possible, but how exactly can a student accomplish that? Students cut costs wherever possible, like eating Ramen for every meal, but that does not necessarily mean they are debt-free by the time they graduate.

A study done by College InSight estimates that 62 percent of students graduate from Iowa State with debt. With federal student loans, the basic payment plan is 120 payments over 10 years, though it could increase to 25 years.

The first step every student should take is to apply for scholarships, either directly through Iowa State or through private institutions.

“You can’t get any if you don’t try,” says Frederick Dark, chair of accounting and finance at Iowa State. “Obviously, some student debt is necessary depending upon your circumstances, but a lot is generally not.”

Another way students can reduce the debt they accumulate is by working while they’re in school. The student job board on AccessPlus is a resource for a variety of jobs, with opportunities such as internships or part-time jobs in Ames.

However, once a student gets a job, he or she can’t start spending money on a whim. Buy the necessities and have a little fun occasionally. Create a budget and determine the disposable income for each month.

“Making sure you are living within your means now is important to not only having accumulated debt while in school, but also having good budgeting and money management practices post-graduation,” says Jeanna Nation, a financial counselor in the Iowa State Financial Counseling Clinic.

Another concern for students is whether to open a credit card.

“There are some students who are responsible, prepared and financially stable, so it could make sense,” Nation says.

If a student knows they can make the payments each month, a credit card could be a useful decision. Dark suggests getting a card with no or a very low annual fee and to use it to pay for everyday expenses like food, and then pay the card off every month so you never pay any interest.

If a student is planning on getting a credit card, they need to make sure they can handle the responsibility. Otherwise, it could be difficult to reverse the negative effects.
pop of color

Neutrals can make a strong statement when subtle shades are layered atop tailored silhouettes and warm fabrics.
LEFT: CARDIGAN BANANA REPUBLIC $40, BUTTON UP BANANA REPUBLIC $79 50, JACKET BANANA REPUBLIC $320, JOGGERS BANANA REPUBLIC $89 50, SHOES MODELLS OWN
MIDDLE: COAT MOORMAN CLOTHIERS $449, TURTLENECK BAGGERS $200, PANTS BANANA REPUBLIC $69 50, PEDORA BAGGERS $45, SHOES BANANA REPUBLIC $229
RIGHT: VEST BANANA REPUBLIC $140, SWEATER BANANA REPUBLIC $79, FLANNEL BANANA REPUBLIC $89 50, JEANS MOORMAN CLOTHIERS $175, SHOES MODELLS OWN
OPINION: FEMINISM FOR MEN

In the midst of a charged feminist movement, men may not know why they should care — Patrick Budding, our Trend for Men editor, sounds off on why he thinks men should.

Feminism is a hot-button issue right now, but it really shouldn’t be. Who wouldn’t want the best candidate for the job to get the position? Or who wouldn’t support everyone being free to do what they want or feel? What’s the problem with feminism?

A lot of the problems come from the confusion about what feminism is and what feminists want.

For men, a lot of us ask ourselves: “Why should we care?”

First off, when women do better, men do better. There is no reason we should subject 50 percent of our population to discrimination in professional settings.

Those who say we have already done enough to end discrimination toward women don’t understand the cultural biases that are still in place. Tessa Ditonto, assistant professor in political science, researched how gender affects the voting process in elections. Her research found that the information we seek about female candidates and males is different.

Ditonto says we look for more information that confirms women are capable of or qualified for a job, rather than looking at social or political issues, like people do for men. This implies we as a culture still hold a belief that women are less qualified than men. This can be applied to hiring, promotions and academics.

In a practical sense, there needs to be more work done to stop the explicit discrimination against women in these professional settings, as well as putting more value on what women have to offer, rather than what society says is “womanly.”

Feminism is about the freedom of opportunity and choice. Feminism is about a woman being able to choose what she values and how she lives her life plus having the opportunity to do so.

“These women, the young girls still aren’t being given the tools to become powerful,” says Ann Oberhauser, director of the Women’s and Gender Studies program. She knows the importance of giving women the opportunity to take advantage of what is offered easily to men.

The way it is now, women are being molded by our culture to lead their lives in a direction guided by gender norms. But so are men.
“Beyond man or woman, feminism is about being able to be who we want to be,” says Dan Carney, a graduate assistant in the Office of Student Conduct and a self-identified feminist. He brings up the point that when feminism succeeds, men can be more open with who they are or who they want to be.

“How we construct gender is all socially constructed, and we hold people in these boxes,” he says, “It’s problematic.”

Men and women are both confined by the socially constructed gender norms forced on them. Feminism helps break down the norms by focusing on the qualities of individuals, using the unique talents and abilities of each person and putting them to the most use in the world. Success should be about a person’s qualities, not his or her gender.

A person should be able to act or feel a certain way without being limited by those around them saying he or she needs to be manly or act more lady-like.

Freedom of choice and expression is a value that almost all of us would agree is important to have. We all need to realize that is what feminism is about.

Check your privilege: That’s the best action a man can take to start being a feminist. He can look at his own life and see where and who he is because of the way his gender has shaped his life.

We, as men, need to look at the women around us and understand the challenges they face solely for being women.

Men can act and speak up when we hear and see sexism in our lives. No one will expect you to go to every feminist rally or to give your job to a woman to promote equality. But knowing when it isn't OK to act or say something because it's hurtful to a gender is a great place to start promoting equality.
MIXED MESSAGES: A GUIDE TO WHAT SHE REALLY WANTS TO DRINK

Attention gentlemen: You could drive a woman away by buying her the wrong drink at the bar. Here's what women think about four popular drink choices.

CAPTAIN & COKE
“HE’S SENSIBLE AND HAS AN APPRECIATION FOR THE CLASSICS.”

Could cause concerns with the buyer’s intentions.
— Regarded as a decent starter drink and was voted as one of the top drinks.
— A good gender-neutral drink.
— It's a decent choice to lighten the mood.

KINKY & SIERRA MIST
“You THINK I CAN’T OUTDRINK YOU? BECAUSE I CAN.”

The responses to this drink were negative.
— Described as “too girly.”
— Sends off a vibe that makes women feel “high-maintenance.”
— Makes women feel like they cannot handle their alcohol.

LONG ISLAND ICED TEA
“HE GETS ME.”

This drink received mixed reviews among women.
— The high alcohol content causes some women to be wary toward the buyer.
— Others thought this was a solid starter drink and preferred it as a first drink.
— It is a “gender neutral” drink.

VODKA & RED BULL
“I WONDER IF HE’S TRYING TO KILL ME.”

Consecutively voted by women as one of the least favorable drinks.
— A man comes off as obnoxious and sends a negative vibe that could raise a red flag.
— It’s too “party-like.”
— This drink was even considered “too masculine.”

ALTERNATIVES:
Bacardi Limón with Sierra Mist
ALTERNATIVES:
Cherry Dr. McGillicuddy’s with Orange Crush
ALTERNATIVES:
Jolly Rancher, Amaretto Sour
ALTERNATIVES:
UV Blue with Lemonade
You miss 100% of the shots you don't take. - Wayne Gretzky
a skin care routine for men

IT'S A HARSH WORLD, BUT MEN, DON'T LET IT BE HARSH ON YOUR SKIN.
FOLLOW THESE TIPS TO DEVELOP A DAILY ROUTINE TO TAKE CARE OF YOUR FACE.

The face is the first thing people see, so it's important to take care of it. Men need to realize taking care of their skin and creating a daily skin care routine can help them in the long run. The problems men face with their skin range. Whether suffering from acne, razor burn, oily skin, dry skin or dark circles, there are plenty of simple solutions to help you enjoy clear skin.

ACNE
Acne can be a young adult's nightmare. Often caused from stress, hormones and a lack of hygiene, acne is a common detriment to one's self-confidence. However, there are ways to clear up the blemishes. The best place to start is to make sure to wash the face with water and facial soap. After washing the face, apply an over-the-counter cream, such as Proactiv, directly to the blemishes. After making this process your nightly routine, the blemishes should begin to heal.

RAZOR BURN
Some men prefer having a more rugged look with facial hair, but it is still important to shape and trim your beard. If beard care is not done properly, it can lead to painful razor burn. However, there are products that have been created to prevent it.

OILY SKIN
For men who have oily skin, there are ways to control over-active oil glands. Make sure to wash the face once a day, but avoid over-washing, which can lead to overly dry and flaky skin. Mattifiers are another easy fix to oily skin — these products give skin a more matte look. Even if your skin is oily, be sure to still moisturize the face.

DRY/FLAKY SKIN
With the cold weather, dry skin is something many men face. It definitely doesn't help if you are over washing your face and forgetting to moisturize. One way to make sure the skin doesn't flake is to not use overly hot water when washing the face. Be sure to apply a moisturizing cream or something like petroleum jelly to ensure skin endures the long winter months.

DARK CIRCLES
As a college student, sometimes it's easier said than done to get a full eight hours of sleep. To help rid the appearance of dark circles, slice two pieces of fresh cucumber and place them on the eyes for 10 minutes twice a day.
“It’s as if she disappeared into thin air,” Stephen* says about his latest breakup. “She never directly said we were through.”

“Ghosting” is a term recently created to define a dating trend that’s been happening for generations. Urban Dictionary defines ghosting as: “The act of suddenly ceasing all communication with someone the subject is dating, but no longer wishes to date.”

Why does this happen? Ghosting is easier on the person in control of the situation. Instead of dealing with messy breakups or harsh feelings and looking like a villain, the ghoster can cause the situation to cease when it’s easiest for them.

A survey by The Huffington Post shows the increase in dating websites and applications creates a depersonalization of the other person in the relationship. Alba Stoyanova, a sophomore in architecture, says dating apps almost make a person seem less real.

“I just never felt like I had any obligation to him at all,” Stoyanova says. “He was just a picture on my phone screen.”

The Huffington Post also says ghosting and relationship avoidance are actually costlier for both parties. It causes stress and anxiety due to unresolved and repressed feelings. Ghosting is a quick-fix for relationships and is the least preferable way of ending things with a significant other.

Mollie* says the guy she was talking to wouldn’t reply to her for hours, then days.

“We were both busy, but we had even talked about hanging out soon, and then he ignored me for three more days,” Mollie says.

If ghosting causes more harm than good, what are better ways to break up with someone? Surveys in the “Journal of Research in Personality” show people who experience a breakup in a firm but polite manner harbor the least amount of bitter feelings toward their former significant others.

Ghosting isn’t a new phenomenon, but technology’s changing role in our lives gives dating another dimension. While it may be easier to give a significant other radio silence when they think their relationship has run its course, it might be healthier to take technology out of the equation.

*Names have been changed at the request of the sources.
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