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hello readers:

The New Wave was brought to life by the idea of embracing individuality and self expression. This can be seen throughout the magazine with a stress on bold colors and patterns in a variety of unique perspectives. With this issue, we hope to challenge the way you see color and how you express yourself through dress.

Looking back at previous issues, it is incredible to see how far this magazine and organization has come. This semester, we were able to make huge strides: a record number of committee members, two additional photoshoots, three 25+ page issues of an online monthly edition, and introduced the first flip book style issue. This publication showcases the dedication and talent of each and every one of our directors and committee members. Thank you to our editorial, fashion, design, photography, public relations, events, social media, advertising, monthly issue, and human resources directors. Without them we would not have been able to meet these milestones!

Creatively,

Alisha Humiston & Destinie Phomsouvanh
A trend that use to be fashion suicide is now booming faster than ever. Thanks to Britney Spears and Justin Timberlake, we can see the denim on denim trend from coast to coast. People are wearing denim pants, skirts, jackets and dresses, mix matching washes and embroidery to exenuate their inner 90's child. Not sure how to pull off this bold trend into your daily attire? Learn from our co-editor in chiefs! Destinie Phomsouvanh is a senior in Apparel merchandising and interned at Nordstrom Mall of America as their retail management intern in the Men's Clothing department. Alishia Humiston is a senior in Apparel Merchandising, with minors in both Business and Journalism. Humiston had a public relations and marketing internship for at Delta Galil Premium Brands, which incorporates Splendid, Ella Moss, and 7 For All Mankind Denim. Both women have very different styles, but can easily pull off the denim on denim in their daily attire. See what ways you can exemplify the denim trend to your personal look.

Phomsouvanh likes to keep her edgy style with neutral tones during the fall and winter seasons. She paired same wash denim shorts and jacket with a muted white sweater and edgy accessories like a black choker and thigh high boots. Phomsouvanh likes to push feminine pieces into her denim attire: “When I think of denim, it is usually a male dominant piece, such as Levi’s, or the traditional look of farmers. I always wear heels with denim on denim because it makes it dressy and feminine. Shoes can make the whole outfit.” Although many would steer away from matching denim, Phomsouvanh embraces it, “It took me awhile to perfect the trend. I had to find the wash that works best for me.”

In contrast, Humiston likes to stick to staple pieces for her personal look. A dark wash skinny jean, simple tee and a light wash denim jacket, but spices it up with embroidered sleeves. “Little details are what are going to be up and coming for jeans since they are such a staple piece. Hints of different embroidery or various hems get your basic outfit a little out there, but is still simple.” Humiston’s casual look can work in any season, which is good since denim is almost her entire closet. “I absolutely love the trend. This past summer at 7 For All Mankind, I was constantly surrounded by denim. That is all I saw, and now I have too many pairs of jeans and jean jackets.”

Denim has been a timeless garment in most wardrobes. Its versatility and simplicity gives many options to make it work in your own personal look. Our editors swear by accent pieces to make you stand out in the trend. Whether mix and matching different washes, silhouettes, embroideries or hems, or even something as simple as shoes, it is a way for you to stand out amongst the blues!
RIGHT PHOTO AASHRAY MEHTA JACKET PRESERVATION $98, PANTS URBAN OUTFITTERS $69 SHOES MARSHALLS $24.99
MIDDLE: PHOTO KATLYN CAMPBELL. DRESS URBAN OUTFITTERS $49. SHOES FOREVER21 MODEL OWNED. BAG AMAZON $5
RIGHT: PHOTO MAX DUGAN. TEE FOREVER21 $15. DRESS PRESERVATION $146. BANDANA URBAN OUTFITTERS $10. SHOES FOREVER21 $34.90
LEFT: PHOTO KYLIE KOST. BOTTOM ZARA $69.90. SHOES SEX + ICE CREAM $96.71. MIDDLE PHOTO MAX DUGAN. TOP NIKE $30. BOTTOM LULULEMON $68. SHOES URBAN OUTFITTERS $80. SUNGLASSES URBAN OUTFITTERS $16. BAG URBAN OUTFITTERS $24. RIGHT: PHOTO ALLIE HOSKINS. TOP SEX + ICE CREAM $40. SHOES SEX + ICE CREAM $96.71.
STAY IN YOUR LANE

DESIGN: RUBY HOTCHKISS
STYLING: TYLIE SMITH & SARAH WRIGHT


RIGHT: PHOTO MAX DUGAN. HAT URBAN OUTFITTERS $78. TSHIRT FOREVER 21 $20. PANTS ZARA $70. EARRINGS FOREVER 21 $4
PHOTO MAX DUGAN, JACKET NASTY GAL $80
LEFT: PHOTO AARON SHANE, HEADBAND URBAN OUTFITTERS $14, SHIRT TOPSHOP $19, SHIRT ZAFUL $20, TOP RIGHT: PHOTO MAX DUGAN, EARRINGS FOREVER 21 $4, SHIRT BANANA REPUBLIC $38, FANNY PACK ZARA $30, PANTS NASTY GAL $40, HEELS NASTY GAL $50, BOTTOM RIGHT: PHOTO MAX DUGAN, MODEL 1, SAPE AS LEFT PHOTO, MODEL 2, HAT URBAN OUTFITTERS $16, T-SHIRT FOREVER 21 $20, PANTS ZARA $70, EARRINGS FOREVER 21 $4
COLORFUL COLLECTION

SHOES DSW $59.99, JACKET ASOS $48, PURSE FOREVER21 $15.90, BRACELET FOREVER21 $5.90, RINGS ASOS $9.50
Current accessory trends that were inspired by a retro and nostalgic period that any college student can pull off.
PHOTO KATLYN CAMPBELL  SHOES FOREVER21 $35, PURSE FRANCESCA’S $28, SCARF DSW $9.95, SUNGLASSES SEX + ICE CREAM $30, BRACELET FOREVER21 $5.90, RINGS ALTAR'D STATE $24.95
PHOTO AARON SHANE SHOES DSW $19.98, PURSE ASOS $19, EARRINGS ASOS $9.50, NECKLACE STELLA & DOT $129, SUNGLASSES FRANCESCA’S $14, RINGS ASOS $14, BRACELET STELLA & DOT $595.
PHOTO MIKINNA KERNS, RED SHOES FOREVER21 $34.90, YELLOW SHOES DSW $59.99, BLUE SHOES BANANA REPUBLIC $128, PURSE FOREVER21 $15.90, EARRINGS FRANCESCA’S $16, NECKLACE FRANCESCA’S $19.98
A vintage twist on high-end clothes for the fashion-oriented student.
PHOTO AARON SHANE, JUMPSUIT ASOS $55.50, SHOES PEPPERMAYO $25, NECK SCARF PORTOBELLO ROAD $14
PHOTO AARON SHANE. LEFT TO RIGHT, MODEL 1: BODYSUIT ASOS $32, PANTS NASTY GAL $39, EARRINGS ASOS $14, MODEL 2: SHIRT MISSGUIDED $57, SKIRT ASOS $45, MODEL 3: BODYSUIT FOREVER 21 $25, PANTS MISSGUIDED $67, JACKET ASOS $64.
LEFT: PHOTO AARON SHANE. LEFT TO RIGHT, MODEL 1: BODYSUIT FOREVER 21 $25, PANTS MISSGUIDED $67, JACKET ASOS $64, SHOES A’GACI $10, MODEL 2: SHIRT MISSGUIDED $57, SKIRT ASOS $45, SHOES NASTY GAL $15, RIGHT: PHOTO ALLIE HOSKINS. SHIRT ASOS $29, DRESS NASTY GAL $20, SHOES MARSHALLS $25
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Today’s Fashion at Affordable Prices
Lex Herl may be only 19 years old, but to this day she has modeled/walked in 81 shows.

Herl is originally from Madison, Wisconsin where she was simply “attending high school,” before she was discovered and signed. Herl’s parents used to work for the rock band Cheap Trick, and last summer she attended one of their concerts to visit them. While at this concert, one of the band members’ wife hadn’t seen her in years and “she told me I should try modeling, now seeing me grown up, and that her son was dating a Ford model who could connect us to the agency if I wished,” said Herl. Only a few months later, Herl signed with Ford and flew to New York after her last final of first semester.

“I am signed with Ford in Chicago, New York, and Paris as well as The Fabbrica in Milan,” Herl said. Following her signing, Herl’s first show was Calvin Klein in February 2017 at New York Fashion Week for the Fall/Winter 2017-2018 Ready-to-Wear season. “The show was quite special because it was Raf Simons’- an iconic figure in the industry-debut as the new designer for the brand, so it was an honor to be a part of. I remember being extremely tired because I had not finished my fitting until 2am on the morning of the show, and the call time was 5am. However, the energy backstage was amazing, and any bit of nervousness was suppressed with adrenaline after that first step on the runway,” she reflected.

Herl’s favorite memory from her time as a model thus far is walking for Versace only a few months ago. “Donatella Versace, the current designer, did a tribute show to her brother Gianni Versace. He was the designer for the brand until being murdered, so she recreated his most iconic runway moment from 1991 in which the era’s supermodels – think Cindy Crawford, Naomi Campbell, et cetera – walked with him in the finale of the show. After we girls finished walking, we all crowded around the TV backstage to watch the finale in which Donatella then took a walk with the same supermodels from 1991. It was amazing for us to be right there walking alongside our idols,” said Herl.
A usual day in the life of a model during show season is "crazy busy" with "not much downtime," told Herl. She said she usually wakes up "early (around 5am) depending on the call time for a show." Each day she can have as few as zero or as many as four shows. "In between shows I run from castings to fittings, and my day will usually end around 11pm but can run late into the night," Herl said.

When she does have a show, it is important for Herl to get ready and in the right mindset. "When you are getting your hair and makeup done, you become the character the designer imagines for her collection. You fall into that mindset once the music starts and the show begins," she said.

There are things that Herl loves about being a model but also things that are difficult. She said: "I love that I get to travel to so many different places, experiencing each culture, and that I work with people from all over the world. It opened my eyes to see how similar yet individual we all are, that there is so much more than the city I was born and grew up in." However, she also added that: "The most difficult thing is the inconsistent schedule. You are constantly switching time zones, typically working late and starting early. The travel really takes a toll on your health."

Nonetheless, Herl's favorite place she's traveled to so far is Paris. "It's a bit cliché, however the city is so beautiful with its architecture and landscape; and it doesn't feel like a big city because the culture is much more relaxed. There are cafes and boulangeries on every street, and you could stop in any one of them and not be disappointed," she explained.
With an incredibly busy schedule and frequent traveling, it is essential to prioritize health. “It is impossible to find time to work out during shows and very difficult to find gyms in Europe anyway, so I try to walk whenever possible as well as eat a clean diet. Catering backstage at the European shows is often pastries and fruit, so I always make sure that I stock up on snacks and stop to get real food every day. I also take supplements, such as collagen and maca, to help my body repair and re-energize,” detailed Herl.

In general, Herl describes her personal style as “feminine and effortless.” She also loves “classic pieces like denim and leather. My go to outfit is jeans, a sheer or lace blouse, my mules, a nice cross body, and a coat depending on the weather,” she said.

Herl’s time in the fashion industry has only just begun. Next time you tune into a fashion show or fashion week as a whole, look out for this Midwestern girl strutting her stuff.
DECADES OF STYLE

You heard history repeats itself, but does clothing? Have your parents told you that they use to wear the same outfits when they were your age? The world is constantly changing, but sometimes we like to go back to our roots. As new cultures and current events influence our style, we like to revolutionize the retro look by making it our own. “Trends tend not to come back as ‘pure’ as the first time, it’s just elements of it you mix with modern fashion or fashion from other decades,” said Danielle Testa, a graduate student in Design and Apparel Merchandising at Iowa State. “It’s a homage with an update.” Here are some of the best vintage trends that influence our style today.

The 1960’s experienced dramatic social, economic and political change. As the civil rights movement and the women’s rights movement continued to eradicate inequalities, fashion broke out of its social norm. The invention of the mini skirt, along with popping colors and bold, geometric patterns, pushed women’s apparel to new heights that were not shown in the 50’s. This was seen mainly in sophisticated lifestyles, such as that of cultural icon, first lady, Jacqueline Kennedy, with her upkeep dresses and pillbox hats. Although early 60’s attire isn’t seen as everyday wear, we now associate early 60’s clothing with the business casual look. Shift dresses with dramatic patterns and statement jewelry is a way to show off your personal style in a professional setting.
The creation of MTV led to viewers mirroring wildly dressed celebrities such as Madonna or Michael Jackson. The decade was full of over the top attire, including oversized pants, shirts and jewelry. Everything had bold, neon colors, making any outfit an eye-catcher. This was the way to show off the materialistic life and sport popular brands such as Coke-a-Cola and Nike. Oversized jackets or sweaters paired with leggings (seen on any college campus) can be attributed to 1980's fashion. Athleisure wear is still represented by a lot of bright colored windbreakers--Nike still being one of the top brands to this day.

The counterculture movement continued from the late 60's to the 1970s. With the younger generation protesting the Vietnam war and drawing out the infamous hippie trend, the 70's was the time of self expression through exemplifying the androgynous style. Everybody wore bell bottom jeans, platforms shoes, tight tops, bare skin, and had long hair. During the 70's, women started wearing pants in day-to-day life, including pantsuits and tracksuits. A popular trend currently is flowy, off the shoulder tops, continuing the “boho,” hippie look. Platform shoes are coming back into style now of sandals and sneakers.
The 1990’s began a rebel against idolizing the materialistic lifestyle of the 80’s and went for a minimalist approach, drawing back to simplistic wardrobes. Many of the outfits were basic colors and pieces such as matching a solid color t-shirt with jeans. Going back to basics will never go out of style. Denim is one way we bring back the 1990’s, but now more than ever people are wearing denim skirts, jeans and jackets to complete any outfit.

Testa explained how people are influenced by trends coming back because it brings back the memories of movies, TV shows and pop culture from that time period: "The 90’s for instance, they’re back in style this year and some people in the industry are able to maximize it by remembering their favorite nostalgic elements and providing it to the mass market. Like the tattoo choker, I don’t know if anyone is old enough to remember tattoo chokers the first time, but now when they go into a store and see them they recognize the fun novelty factor and are willing to buy them."

That’s what it’s all about, it doesn’t matter where it came from as much as how it suits your own personal style and how you want to look," said Testa.

While looking through all the different decades, it is noted that each one focuses on breaking away from conformity of the era before. Humans desire to stand out from the rest and represent their own individuality. Drawing influences from other decades are a way to find your own new, unique style. All different decades can be mixed together into one outfit today. “That’s what it’s all about, it doesn’t matter where it came from as much as how it suits your own personal style and how you want to look,” said Testa. No matter the time period, fashion will always remain a form of creative self expression. It leads one to wonder what the next big trends will be in the future decades.
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What happens abroad, stays abroad—until now. Five Iowa State students give an inside look into their experiences studying abroad.

Sydney Garland, a junior in community and regional planning, traveled to London over Thanksgiving break 2016 as a part of a historical preservation class at Iowa State. Her and her classmates’ project involved designing a memorial of the US Embassy; however, it was the time outside of the classroom when she made most of her memories.

“We went to pubs number one, which was really fun,” says Garland. One specific pub she went to left a lasting impression. “We went to this pub called ‘King’s Arms’ and were like ‘Oh there’s a lot of men here!’” Garland exclaims. “We all realized at once, we like looked around and were like ‘This is a gay bar!’”

She also decided to take advantage of her time abroad by trying new things. “I went to a drag show. It was these 3 drag queens and they were like, in the future,” Garland explains. “They were all chrome. They would walk around the crowd and be like, ‘I’m from the future, pick a number’ [in a robot voice], and the number would correspond to a song in the ‘past’ but it was a current song. Then they would perform the song in front of everybody and ask again.”

Garland related her experiences to the importance of being spontaneous and taking chances. “Be accepting of whatever might come your way,” she says.
“Also, try new things and talk to new people, and put yourself in uncomfortable situations.” She learned that doing so while she was in London prepared her for unexpected and unpredictable situations in life.

Paige Gantner, a junior in Apparel Design, and Blaze Best, a senior in Apparel Design and Industrial Design, went to London for two months last semester—Gantner to study design and Best to study footwear. They traveled as a small group of about 20 students from all over the world, taking classes at the London College of Fashion. The real-world experience they gained taught them the inner workings of the fashion world and what it takes to be apart of it.

Classes were, as described by Best, “Monday through Friday, very intensive.” In addition to this, both Gantner and Best had the opportunity of studying under world-renowned professors.

“In one of our styling classes our professor was like, ‘Oh yeah, I’ve styled Fergie before,’” Gantner says. “All of the teachers there know what they’re talking about, they know what they’re doing. They don’t hold back. If you’re not doing something correctly, they’ll tell you.”

The pair describes this type of learning as completely different from the typical, grade-based United States system. “The teaching is totally different,” Best says. “You just have a totally different attitude in class... you just want to learn more because you’re not forced to be there.”

Their interactive studies and freedom they had while taking on projects helped them discover their passion for their majors and future careers. “I think it really opened my eyes to what it’s really like in the industry,” Gantner says. “They basically threw the real world in your face.”

For Best, this experience was motivation to improve. “For me it gave me more confidence,” Best says, describing his reaction to the higher level of expectation. “There I didn’t care what grade I got, but I just kind of forced myself to [do well] because I wanted to be the best one in my class.”

The freedom and diversity of the classes was reflected in the culture, especially fashion-wise. “It’s like you go 10 minutes this way on the train, and you’re in Chelsea, and everyone’s dressed to the 9s, like super nice clothing, but then you go the other way and it’s like punk, grunge, retro,” Gantner explains. “Two completely opposite worlds, 20 minutes from each other.”

Taking everything they learned from their experiences, in and outside of classes, Best and Gantner shared some advice when it comes to going abroad.

“If I could, I would totally go back to London,” Gantner says. “If you’re scared, just do it. Especially with what’s going on in the world, just do it... You just really have to open your mind up.”

“Be smart, but be really adventurous,” Best advises. “Don’t be afraid to get lost on the metro.”

After describing the large amount of walking he had to do on his trip, he sums up what he learned in London in two sentences: “Get good shoes. Get good shoes and be adventurous,” Best laughs.
Matthew Heinrichs, senior in French, Spanish and international studies, and Abraham Lopez, senior in journalism and international studies, both traveled to Valencia, Spain, the past summer through the ISU Mediterranean program.

Heinrichs went on the trip as a teaching assistant, while also doing an internship at a local nongovernmental organization that helps immigrants get accustomed to the culture.

Lopez took classes at a university, which got done around noon every day. After that, he and his classmates had time to explore and live like Spaniards.

“I think I can speak for everybody when I say our favorite part was the beach,” says Lopez. “The beach was definitely the main go-to.”

Heinrichs agrees, while adding that cafés were often a popular option. “When the sun goes down you go to a café or a bar, hang out on the terrace, like this,” he says, referring to the outdoor table at Starbucks we sat at.

The pair describes that while they adjusted to the culture fairly easily due to the fact that they both can speak Spanish, one of the bigger culture shocks they faced was the laid-back atmosphere, specifically regarding time.

“It definitely made me more comfortable with who I am as a person.”

“Here there’s a lot more... I don’t wanna say there’s a lot more structure, but people are a lot more on time, and a lot more strict about things,” Heinrichs says, comparing his experiences abroad with his experiences in the U.S. “In Spain, people are a lot more laid back, they know how to take their time. I would be early for everything.”
Lopez has a more personal take on what the biggest difference between the two countries is. “I think the biggest culture shock for me was the food,” Lopez says. “For me with my background, I come from a lot of spicy food you know, and that’s the one thing I hated, I hated it so much.” Heinrichs adds onto this, saying, “In Spain I’ve heard people say garlic is spicy, I’ve heard black pepper is spicy. Black pepper!”

Aside from the beach, cafés and classes, the two disclose that playing futbol is another way they passed time. Lopez recalls a specific occasion when a group of locals arrived at the field as they were leaving after playing for hours, challenging them to a match. “In my mind I was like ‘hell no’, like ‘I’m dead’,” Lopez says. However, when the other players began talking smack, his mindset changed. “That’s one thing Spaniards can do, they can get you wound up,” Lopez says. “They were talking so much smack, so I was like ‘okay let’s do this thing’!” Lopez and his teammates ended up winning, which finally quieted the other team. “This was my neighborhood and I saw these guys every day... They were the local teenagers, local hooligans,” Heinrichs says, jokingly. “Just watching them get beat was very satisfying.”

Despite the occasional group of “local hooligans”, Lopez and Heinrichs both describe the people of Spain to be extremely welcoming. “They’re always so nice,” Heinrichs says. “I think Spain is the place where I always feel most at home when I travel. They’re always really welcoming and they want you to love their country as much as they do. And not for weird, nationalistic reasons, they know that life is really nice and relaxing there, and they want you to enjoy that.”

Heinrichs, who studied abroad multiple times before this past summer, explains that his experiences impacted him in a major way. “It’s definitely made me more comfortable with who I am as a person, being able to travel and to be in uncomfortable situations,” he says. “What at one point was scary... now it’s not even a fear, it’s just a part of life. When [situations don’t] go the way you thought, it’s just funny.” Unlike Heinrichs, going to Valencia was Lopez’s first time studying abroad, but it still affected him just as strongly. “Yeah you know, you kind of get a little piece of it and you wanna get more,” he says. “I wanna go back for sure.”
catch you on the FLIP SIDE
Glitter Roots Are The Next Best Thing

There’s a new way to cover up your outgrown roots, without damaging them in the process and while saving your checkbook. Glitter roots are taking the internet by storm. Hair trends come and go, but this one is here to stay.

This out-of-this-world trend came to rise back in 2015 and was even named “The Hair Color Trend That Wins 2015” by Teen Vogue. Fasting forward to 2017, glitter roots is found on the heads that run around Coachella, Lollapalooza, and everything in between.

You can do it all with help from a professional or all on your own! Allie Baratto, a colorist at Juut Salonspa in St. Paul, Minnesota, does glitter root applications all the time.

“I did pink glitter roots on my friend for a fashion show and she told me that she enjoyed the leftover glitter after the first shampoo for a few days,” said Baratto. “I learned how to do [glitter roots] a year ago and I taught myself.”

Getting an application in the salon would cost the same as a blowout or updo charge Baratto said. Her favorite products to use are Aveda Brilliant styling cream used as the gel, and Aveda Air Control to finalize the look and hold it in place.

If you are looking to save your pennies, you can even do your own glitter roots application! Simply buy gel and any glitter your heart desires. Following these steps, you can have your very own glitter roots for your next big event!

“Hair trends come and go but this one is here to stay.”

DIY

What You Need

- Color bowl & brush (or a paintbrush)
- Gel (Aveda Brilliant styling cream)
- Glitter
- Aveda Air Control

The Process

Time: 20-30 minutes

1. Applying on dry hair, take small, horizontal sections and paint any type of gel from root to about 3 to 4 inches down. Baratto used we used Aveda Brilliant styling cream for the gel and a color bowl and brush for hair coloring, but you could also use a paint brush.

2. Next, go through the hair and apply glitter in the same sections you applied gel.

3. Finish off the look with Aveda Air Control to finalize the look and hold the glitter into place.

After getting the application, you can keep it in until your next shampooing! The only downside to this look is it lasts longer than you think. Glitter will be found covering you pillow, trickling down the drain of the shower, and evenly sprinkled like fairy dust around the house.

The pros of this crazy, trending look? Baratto says it’s an extremely quick process that will be a fun and stylish look for any event you attend. Glitter on girl!
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PAINT IT BOLD
RIGHT: PHOTO AASHRAY MEHTA, TSHIRT JOHN ELLIOT $250, JEANS JOHN ELLIOT $370, RED BANDANA TARGET $5.50, CONVERSE JOURNEYS $55, WATCH ORIENT RAY II DIVING WATCH $335, BACKPACK TOMMY HILFIGER $100

LEFT: PHOTO MIKINNA KERNS, LEFT TO RIGHT, MODEL 1: RED BEANIE RUE 21 $8, YELLOW SUNGLASSES ASOS $13, SHOULDER BAG SUPREME $45, WATCH ORIENT RAY II DIVING WATCH $335, TSHIRT JOHN ELLIOT $250, BLACK JEANS JOHN ELLIOT $330, MODEL 2: TSHIRT TJ MAXX $10, JEANS HOLLISTER $50, FESTIVAL CAPE ASOS $45, RAY BAN SUNGLASSES NORDSTROM $180, MODEL 3: SUNGLASSES NYC STREET VENDOR $10, TSHIRT TJ MAXX $11, RED BANDANA TARGET $5.50, JANSPORT BACKPACK JOURNEYS $60, YELLOW SHORTS CHAMPION $20
LEFT: PHOTO ALLIE HOSKINS, TSHIRT TJ MAXX $11, YELLOW SHORTS CHAMPION $20, RED BANDANA TARGET $5.50, TUBE SOCKS JOURNEYS $3. CONVERSE JOURNEYS $50 RIGHT: PHOTO KATLYN CAMPBELL, TSHIRT TJ MAXX $11, PINK BANDANA AMERICAN EAGLE $12, SUNGLASSES ASOS $30, PINK BRACELET ASOS $13
TOP LEFT: PHOTO KATLYN CAMPBELL, TSHIRT ELLIOT JOHN $250, BUCKET HAT ASOS $19, SUNGLASSES ASOS $16, PINK BANDANA AMERICAN EAGLE $12,
PHONE CASE TJ MAXX $5. TOP RIGHT: PHOTO MAX DUGAN, SHOES APRIX APPROX $200. BOTTOM: PHOTO KATLYN CAMPBELL, TSHIRT TJ MAXX $11, BLACK
JEANS TARGET $25, BLACK BANDANA TARGET $5.50, BRACELETS ASOS $9.50, RUBBER BRACELET ASOS $13, SKATEBOARD ZUMIEZ $100, TUBE SOCKS
JOURNEYS $13, CONVERSE JOURNEYS $50. RIGHT: PHOTO MAX DUGAN, BEANIE SUPREME $32, FLORAL SHIRT ZARA $40, TSHIRT JOHN ELLIOT $250, JEANS
JOHN ELLIOT $370, VANS JOURNEYS $50, SUNGLASSES ASOS $16, ELECTRIC GUITAR FENDER $300.
LEFT: PHOTO MIKINNA KERNS, SHOES JOURNEYS $65
RIGHT: PHOTO MIKINNA KERNS, T-SHIRT TJ MAXX $15, JEANS HOLLISTER $50, DONUT SOCKS ZUMIEZ $15, JANSPORT BACKPACK JOURNEYS $40, SHOES JOURNEYS $65, PINK WATCH GORDMANS $15
PHOTO: MAX DUGAN JACKET MAISON MARGIELA $500, BELT HERMES $300, JEANS HELMUT LANG $299
OR

SHOWING MEN ON CAMPUS HOW TO TASTEFULLY IMPLEMENT COLOR INTO THEIR WARDROBE

COAT TOPMAN $299, SCARF J.W. ANDERSON X UNIQLO $20, PANTS A.P.C. $200
“press it as you go, to keep everything as neat as possible.”

Tailoring stands as one of the most vital components of the apparel industry. History shows that every little part in the construction of a garment reflects its overall quality. Even if tailoring is rarely discussed in everyday clothing situations, individuals are once again putting a focus on the construction quality. Michelle Adams says “people care more about the way they look...when you get something tailored for your exact specifications you will overall look better”. Clothing is a way that people express themselves, and it is become more of an emphasis in modern day society. Tailoring helps individuals maintain a wardrobe that best compliments their specifications because all of the details count.
Tailoring as a profession has a long and rich history in the apparel industry. Starting from the 1800s, when clothing was not mass produced, tailors would assist the citizens of a town or area with the type of fabric, and size measurements. Leading up to the late 1990s is when young designers would take an apprenticeship position underneath a head designer to learn the techniques involved in the craft. New methods of tailoring have inspired different fit standards and construction as well, Adams states that “styles have definitely changed, mens suit pants were 10 and a half inches in width and now they are down to 6 which is a big difference! Tailoring is leaning towards very fitted clothing options”. Tailoring techniques have managed to bend to the styles present in each season.

The significance of the tailoring business is that it serves as a backbone for the apparel industry. Adam believes that a key aspect of tailoring includes a careful observation of the job being performed, “press it as you go, to keep everything as neat as possible. Just as important as a good sewing job”. The construction of all apparel items will firstly determine how it will maintain over time with wear and tear (laundry, dirt, stains, rips, etc.). The better tailoring construction of a garment, the better overall performance qualities it will have. A real life example can be seen in an comparison from fast fashion to a luxury good, the luxury good will more likely withstand any wear and tear because the construction is very detailed. In fast fashion not only are the materials of a lesser quality, but the construction is usually not focused on the details. All the little components make a huge difference in the final product.
As a designer in the apparel industry, paying attention to every stitch and seam is crucial to the overall performance of a garment. The construction of a garment is as important as the final product. Tailored pieces are constructed with a focus on the body of the wearer, ensuring a custom fit. Even with the rise of mass production and machine-made garments, personal tailoring is a widely respected aspect of the industry. The evolution of tailoring is not just about fashion, but about functionality and comfort. Whether it's a suit jacket or a pair of jeans, the ability to adapt to the wearer's body is key.

In the end, it's all about the detail.
TREND
FOR
MEN
ALEXIS SMIT
ALTAR'D STATE
BANANA REPUBLIC
BRADLEY VOISSEM
CENTRO
THE CLEARY FAMILY
CONSTANCE JOHNSON DESIGN
EMILY BAKKE
ERIN CHAPADOS
FRANCESCA'S
JESSICA DYER
JOSH DUCHENE
JOURNEYS
KAILEY POTTER
KATIE TOPEL
KELLY DIETZENBACH
LINDA AND JEFF KLEAN AND ASHLEY AND ZACH DAY
THE LOFT
MAGGIE CARSTENSEN
MARY AND STU AXELSON
MERISA SPAHIC
MIKE AND RACHEL TRAN-THORESON
MIKE TRAN-THORESON-FARM BUREAU FINANCIAL SERVICES
NANA KYEI-BAFFOUR
PORTOBELLO ROAD
POWDER STUDIO
PRESERVATION
PRESLEY ELDIEN
ROBERT AND ELLEN HUMISTON
SARAH WRIGHT
SEX + ICE CREAM
ZOMBIE BURGER

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5 FAST FASHION