The pages within this magazine offer a unique perspective from a youthful, but mature point of view. By incorporating a mixture of textures and earthy elements, each image evokes a strong feeling or forgotten memory. Paired with a crisp and clean layout, readers’ eyes will glide across the page with ease. When planning the content of this issue, we encouraged our team to look within themselves at their past dreams, old flames, and passions. In a stage of life where our natural tendency is to avoid feeling, this issue reminds us of a time before walls were built. A time before “adulting” was a phrase and before everyone knew of something that broke them. Together, we have created a safe space for readers where beauty is pulled from beneath the surface . . .

Rediscovered Youth is a story to be told, an uncovered gem, and a breath of fresh air.

Contributors
The Team

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A note from Sarah & Rylie

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Letters to the editors are welcome and can be emailed to trendmag.eic@gmail.com

DEAR READER,

We are so humbled to have been able to lead Trend’s 26th issue as your new editors-in-chief. Stepping into this role has been our goal since we first laid eyes on Trend during a tour of Iowa State. After being inspired by such a professional publication, we founded a magazine at the high school level in preparation for our future with Trend.

Rediscovered Youth is a tribute to the same passion that sparked our love for this magazine. It is a toast to your childhood and the times spent dreaming of the lives you live now. We hope it evokes a sense of nostalgia and inspires you to uncover that same excitement for the time ahead.

We are incredibly thankful to our executive staff and committee members for their dedication to this semester’s issue. It takes a lot of innovative, creative people to allow this publication to grow into what it is today. From the entirety of our staff, we hope you find your youth in issue 26.

Sincerely your editors-in-chief,

Sarah Wright and Rylee Smith
GRIT’S PASTURE
Photos Kylie Kost

model left to right: woven earrings, Abigail Goeser; floral blouse, Abigail Goeser; white dress, Abigail Goeser; black Abigail Goeser; twisted circle earrings, Forever 21; dress, LoveShackFancy; woven basket, Abigail Goeser
Photos: Kefir Kost

blazer: Preservation $102
pants: Preservation $96
white heeled boots: Target $35
sunglasses: Cartier $300
earrings: Forever 21 $7
Photos: Katie Kost
earrings: Forever 21
denim dress: Abigail Goeser
woven basket: Abigail Goeser
white heeled boots: Target $35
Photos Kylie Kost

model left to right earrings Leona Ruby $32 turtle neck Free People $40 dress Topshop $75 brown boots Forever 21 $24 white button-down shirt H&M $25 pants Asos $48
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Photo: Jillian Itzen

model left to right red tassel earrings Target $15 white dress
Love Shack Fancy $595 yellow dress Abigail Goeser
model left to right: Tasseled Circle Drop Earrings, Francesca’s $20 White Dress, LoveShackFancy $145 Gold Pearl Earrings, Thrifted $10 Yellow Dress. Abigail Goeser.
Photos left to right: Kylie Kast, Jillian Itzen

Gold pearl earrings: Thrifted for $10 yellow floral dress: Abigail Goeser
Photo: Matthew Senger

Model left: gold pearl earrings - Thrifted $10, yellow floral dress - Thrifted $20
Model right: Tassled Circle Drop Earrings - Francesca's $20, White Dress - LoveShackFancy $545
Photos left to right Jillian Izen, Kylie Kost

model left to right red tassel earrings Target $15, white dress Love Shack Fancy $595, yellow dress Abigail Goeser

Gold Pearl earrings Thrifted $10
Jillian Itzen

- Gold pearl earrings
- Thrifted $10 yellow/floral dress

Abigail Goeser

Photo: Elissa Itzen

Striving for Sustainability in a Fast-Fashion Society

By Breanna Brunening

“Sustainability” is a buzzword in the fashion industry, but it fosters more talk than action. Living in the era of fast fashion, most Americans are accustomed to purchasing large amounts of cheaply-made clothing. Excessive retail therapy satisfies our desire for instant gratification and provides easy access to on-trend clothing; but the production of fast fashion pieces produces massive amounts of environmental waste and allows for mistreatment of producers in developing nations. Though the habit of over-consumption has proven to be difficult to break, designers and consumers are beginning to hold themselves accountable for reducing their fashion waste.

Student designers Abigail Goeser and Sophia Luu shared their journey to sustainability and provided some basic guidelines to help you take action toward ethical shopping habits and create a low-waste wardrobe.

Self-educate on sustainability

The first step to fixing a problem is acknowledging it.

A lack of definition for the word “sustainability” in the apparel industry enables brands to perform non-sustainable actions without consequence, but also provides room for the consumer to define what being sustainable means in their life.

“It is difficult, especially because it’s not possible to get to a pristine level of sustainability. But sustainability is me to consciously making choices for the well-being of people and the planet,” Goeser said.

To better understand the detrimental effects the current fashion industry is having on the world, both Goeser and Luu suggest watching the True Cost documentary (available on Netflix). The film stresses the importance of fighting against the culture of over-consumption as it stretches the world’s natural and human resources too thin.

“Watching The True Cost documentary sparked my initial interest in sustainable fashion practice. I’d never before been exposed to the environmental and social detriment occurring in fashion,” Goeser said. “My technical, creative and purpose-searching self was moved.”

While this documentary opened the eyes of Goeser and Luu, it isn’t the only resource available to learn about the industry’s harmful impact. Take time to research the issue and be more aware of the industry you’re supporting every time you shop.

“Acumen needs to be developed,” Luu said. “Everyone needs to be educated on what their consumption is doing to themselves and others.”

Form a meaningful relationship with clothing

We live in a market culture where purchasing cheap clothing from fast-fashion retailers is a “why not?” experience. Buying clothes at increasingly low prices may be appealing to your bank account, but it makes for the opposite of a sustainable wardrobe.

According to Luu, one of the biggest steps toward building a sustainable clothing collection is only treating yourself to pieces that you will be able to enjoy for a long time. This can cost more, but buying ethically-made investment items can bring you joy for much longer than a flimsy fast-fashion piece.

“You need to buy things that will last throughout your life, not fade with the season,” Luu said.

Goeser said that the key to having a relationship with your clothes is to be intentional when you shop for them. Take the time to thoroughly think through each piece you consider buying before taking anything home.

“Look for products that mean something to you,” Goeser said. “Remain your consumer mind to buy one piece of clothing you love, instead of buying lots of things you kind of like. When you’re shopping, ask yourself, ‘Do I actually want this? Is this something I’m lacking?’”

Pay attention to sustainable designer practices

Many fashion brands create environmental and social dilemmas that go unseen, researching brand ethics is crucial to maintaining a sustainable, responsible wardrobe.

Problems with fast fashion range from air and water pollution to unethical treatment of factory workers making garments. Brands taking part in unethical production methods tend to keep their processes hidden, so be on the lookout for brands that are transparent in sharing their creation process. Goeser said that many ethical and sustainable brands are “loud” about their values and are easy to spot.

“Every time you buy something, you’re voting on what you stand for in the fashion industry.” Goeser said. “[Sustainability] is personal ethics. It’s choosing what you care about and doing something about it.”

Know you can’t do it all—but you can do something

Jumping into the practice of sustainable consumption can be intimidating, but it’s worth your best effort.

Goeser said that when making the switch to sustainability, it’s key to take things one step at a time. Start by keeping sustainability in mind during your next shopping excursion by thrift shopping or buying from what you consider an ethical brand. Look for pieces that are “special and purposeful, instead of just having to buy.”

Like any other life change, it’s not realistic to expect perfection from the start. Becoming a responsible consumer starts with small but consistent change. The goal isn’t to erase waste from your life—that’s not possible as a consumer buying clothes that have already made their environmental and social impact. It is up to each person to decide on how much waste they will accept and, literally, buy into.

Though one person cannot end the issues created by fast fashion themselves, a shift in consumer ethics and practices can make a difference that fashion brands notice and take action on. Sustainable habits were microscopic on the individual level, but create a positive change that spreads. The key is doing what you can to be a responsible consumer and make conscious choices with clothes.

“No fashion design is sustainable. We are always producing and have some effect,” Luu said. “But the people who are most sustainable are people who try, [while acknowledging] that nothing in the industry is sustainable.”

Longevity—Find designers that create pieces to “emotionally cherish” for years; something that will last through wears, repairs and passing on to others.

Circularity—Find designers that recycle and reuse as much as they can to bring new life to materials that would otherwise be thrown out.

Well-being—Find designers that respect everyone in the production process and create a healthy environment for workers, including providing an income that allows them to have a livelihood outside of their work.

“Every time you buy something, you’re voting on what you stand for in the fashion industry,” Goeser said. “[Sustainability] is personal ethics. It’s choosing what you care about and doing something about it.”

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American Dream Machines

Photos Matthew Senger

white sunglasses Charlotte Russe $15
white sweatshirt Supreme $168
white heeled boots Target $25

Issue 26
Photos Matthew Sengr

gold top Ragstock $12
black jacket Forever 21 $20
black pants Target $25
Photos Matthew Senger

durag White Rabbit $12
sunglasses Ali Express $6
necklace Chanel $250
black top Forever 21 $17
belt Ali Express $13
pink camo pants Forever 21 $25
Shoes Nike $100
model left to right Forever 21 red top Forever 21 red jacket I AM GIA white sunglasses Charlotte Russe red top Supreme red top I AM GIA red
Photo Matthew Senger

model left to right white sunglasses Charlotte Russe $15 sweatshirt Supreme $188
sunglasses Forever 21 $12 denim shorts Rocky Mountain $25
She’s the Man: Exploring the Trend of Menswear in Womenswear

By Alyssa Brascia

There’s no more “wearing the pants” in a relationship anymore; the power is now seen as evenly distributed.

It has never been so fashionable for a woman to rock a suit, and not just in the workplace. Whether it be at work or on the streets, at dinner parties or red carpets, women are proving they can do anything men can — all while sporting blazers and high heels.

This trend that has been noticeable in formalwear and men’s streetwear is also becoming an increasingly popular style in the trendy women’s closet. Women are now stepping out in more than their boyfriend’s old sweatshirts — androgynous clothing is everywhere and is being hailed for its inclusivity.

Many retailers are incorporating menswear into their womenswear lines. It’s not uncommon to sift through racks of women’s clothing and be met with a dress of baggy sweatshirts, sweatpants, beanies, oversized polos and more typical “men’s” clothing.

Nearly every Instagram model you follow has probably posed in chunky dad trainers and an oversized sweatshirt with bike shorts to give off that “tomboy-chic” vibe that collects thousands of likes. It isn’t until Bloomer published an article about female use of these clothing that people began to pay attention.

“In U.S. culture, there has been a gradual shift towards this since the late 19th century and then over the 20th century,” said Kelly Reddy-Best, Ph. D. and assistant professor in apparel, merchandising and design with a specialty in dress and diversity at Iowa State University.

The first popular transition into this style in the United States was the revolutionary use of “bloomer” pants by Amelia Bloomer in 1850. The bloomer was a “baggy, knee- or ankle-length trouser,” described by the Huffington Post, that was created by Elizabeth Smith Miller to provide a comfortable alternative to the respectable ball gown dresses of the day and age. Reddy-Best reiterated the adornment of menswear by women as a prospective movement.

“Advances in women’s rights certainly has a correlation to wearing clothing that is more functional,” Reddy-Best said.

It wasn’t until Bloomer published an article about female use of these pants in her newspaper, The Lily, that people began to pay attention and wear them themselves.

Bloomers were only the beginning of “boyish” trends in womenswear. At the turn of the 20th century, women’s pants were deemed as acceptable for “occasional dressing only,” adorned only for certain uses, such as house pajamas or bicycling pants, according to associate costume curator at the Museum at the Fashion Institute of Technology, Emma McClendon.

Further popularizing the look, moguls like actors Marlene Dietrich stepped out in Chanel pantsuits to her movie premieres, Katharine Hepburn donned Brooks Brothers shirts and loved a good pair of pants and Doris Day flaunted her boyfriend’s oversized shirts. Women of the early 1900s began to explore the wardrobe options of the opposite sex and didn’t look back.

One aspect that is prominently seen in womenswear when it comes to more “masculine” clothing is the use of structure. Rhane Best, gender-neutral student fashion designer at Iowa State, said tailoring is a key aspect of this more androgynous style.

“I think structure is a huge part of menswear in womenswear and I think women should be really proud of what they wear, who they are and how they look, in terms of just bodies, it’s all clothes,” Best said. “I think tailoring, coming from the men’s side, is something that women started realizing. ‘Okay, well, we can do this and shape it the way we want to look’ and they made it their own.”

Structured, tailored garments are seen in fitted tuxes and pantsuits on the red carpet, as well as political campaigns, sportswear and the recent fluid of street style.

“The concept of tailoring with women’s bodies [is most commonly seen in menswear for women],” Best said, “but there’s definitely a line that can be found between casual and easy, but still looking good;” Best said.

Designers like Virgil Abloh for Louis Vuitton, and brands Champion and Fila have revolutionized street style with structured modernization. In many designs, both menswear and menswear (or unisex) style is approached with a more tailored look to compliment all bodies. Best says that he channels this idea through his designs.

“The way I’ve built my portfolio has been some androgynous here, some specific men’s, some specific women’s,” Best said. “But meeting in the middle is really interesting and the most realistic, because we all really can dress however we want, and it’s best to be done if we’re sharing looks.”

Menswear has been influential in the world of women’s fashion and can also be seen as a product of a more equalized world. Feminist notions can be observed within this style of dress and can be attributed to progressive females of the world today. There’s no more “wearing the pants” in a relationship anymore; the power is now seen as evenly distributed.

“I think women also really can wear anything. [Womenswear] in a way is so much more interesting than men’s, because there’s so much more willingness to try something new,” Best said.

Menswear’s integration into womenswear is beyond just a fashion statement. It’s a revolution of womankind dressing for the equality that they deserve. It’s the praise of androgyny and the fluidity of gender roles. But most of all, it is the celebration of individual expression.
A NIGHT TO REMEMBER

Directors
Erin Klinger
Lexi Stumpf
Assistant Director
Sarah Adams

Photo: Kylie Kost

Model Left to Right:
- Scarf
- Tartan Tights
- Urban Outfitters $8
- Pink Heels
- Boohoo $25
- Hot Pink Slip Dress
- Urban Outfitters $8
- J eweled Fishnet Tights
- Black Boots
- Dr. Martens $140
- Black Pants
- Thrifted $11
- Sparkle Socks
- Committee Member Owned
- Black Shoes
- Model Owned
- White Fuzzy Socks
- Urban Outfitters $4
- Rhinestone Heels
- Boohoo $22

Accessories
Photos Jillian Itzen Matthew Senger

model left to right above top model owned hot pink slip dress Boohoo $11 black purse thrifted jewel fishnet tights Urban Outfitters $8 black boots Dr. Martens $140 pink slip dress Portobello Road jewelry model owned star tights Urban Outfitters $8 pink heels Boohoo $25
Photos: Jillian Itzen
white fuzzy socks Urban Outfitters $4
rhinestone heels Boohoo $22 jewelry model owned
Photos Jillian Itzen

black pants thrifted $10 sparkle socks committee member owned
black shoes model owned shirt model owned
Photos: Kylie Kout

choker: Boohoo $7  slip dress: thrifted $1
star tights: Urban Outfitters $1  pink heels: Boohoo $25  scarf: model owned
Photos: Matthew Senger

white fuzzy socks
Urban Outfitters $4.
rhinestone heels
Boohoo $22
star tights
Urban Outfitters $8
scarf
model owned
hot pink slip dress
Boohoo $11
black purse
thrifted $4
jewled fishnet tights
Urban Outfitters $8
black boots
Dr. Martens $140
pink slip dress
Portobello Road jewelry model owned
scarf
model owned
star tights
Urban Outfitters $8
pink heels
Boohoo $25
choker
Boohoo $7
slip dress
thrifted $3
The Rise of the Haute Hijab: Everyday Fashion for the Muslim Woman

By Meghan Shouse

Millions of women wear hijabs, abayas or some type of covering, yet hijabs and head coverings are just recently being displayed on fashion capital runways. Though the fashion industry has never been so diverse, it is still seen as a “statement” when a designer includes Muslim women or Islamic dress into their collections. Some argue that Islam shames women for their bodies and forces them to wear hijabs or fully-body coverings. Though there are still two countries that enforce hijab or abaya, Iran and Saudi Arabia, for most Muslim women, wearing hijabs is a choice.

Islam’s holy book, the Quran, includes guidelines on how men and women should dress to be as close to Allah as possible. It also states that each person should respect the modesty of others by averting their gaze. However, most Muslim men and women are choosing to wear Western-style fashions as opposed to traditional, modest dress as less conservative interpretations of the Quran gain popularity.

Women in Iran riskily take off their hijabs in alleyways and take selfies to protest laws that forbid them from going outside without a head covering. Instances like this may cause some non-Muslim people to believe that wearing a hijab is degrading to women. In actuality, the women who choose to wear hijabs do so because it makes them feel closer to their god and stronger in their religion.

Khadija Ahmed, a sophomore in apparel design at Iowa State University, always chooses to wear hijab and has done so since she was 21 because of their variety of garments that she doesn’t feel nervous about wearing. Each hijab in Ames because so many other students here wear one as well. Women can follow what the Quran states without always covering their heads. Psychology student Magdah Bresh is Muslim, but doesn’t often wear hijabs, mostly because her family “never forced [her] to wear it.” But she still dresses in what she considers modest fashion. On hot days or while playing sports, she sometimes wears t-shirts and shorts, but usually chooses to don a sweater.

Both Ahmed and Bresh also expressed how their style has evolved over time. Ahmed described her style as “laid back,” often choosing to wear a pencil skirt and long-sleeved shirt. She said she always thinks about what garments would match her hijabs while shopping. If she wears a bright colored headscarf, she tones down her hijabs while shopping. If she wears a long-sleeved shirt. She said she always thinks about what garments would match her hijabs while shopping. If she wears a bright colored headscarf, she tones down her hijab, and did over winter break in December and January, but that it would weird to her and people she knew if she were weird to her and people she knew if she ever winter break in December and January, but that it would weird to her and people she knew if she suddenly began wearing one regularly. Though she shops at the Karmel Halal Market, she said she also enjoys going to Forever 21 because of their variety of garments that are different from other stores. She doesn’t “want to wear something and see five other people wearing it, too.”

Though she was raised in a strict household, Ahmed said she felt no pressure from her family to wear hijab. But doing so gives her confidence she would otherwise not feel. Her choice to wear hijab doesn’t mean that she thinks women who choose not to wear one are bad Muslims. She has friends who don’t wear one simply because their households were more laid back, and she also knows that some women choose not to “because they don’t want to be targeted or seen as different,” said Ahmed.

Ahmed expressed that she has found an accepting community at Iowa State, and she doesn’t feel nervous about wearing her hijab in Ames because so many other students here wear one as well. Women can follow what the Quran states without always covering their heads. Psychology student Magdah Bresh is Muslim, but doesn’t often wear hijabs, mostly because her family “never forced [her] to wear it.” But she still dresses in what she considers modest fashion. On hot days or while playing sports, she sometimes wears t-shirts and shorts, but usually chooses to don a sweater.

Both Ahmed and Bresh said they shop at a store near the Twin Cities, Karmel Halal Market, for modest, everyday clothing as well as special garments for holidays such as Eid and Ramadan.

Ahmed described her style as a “badaback,” often choosing to wear a pencil skirt and long-sleeved shirt. She said she always thinks about what garments would match her hijabs while shopping. If she wears a bright colored headscarf, she tones down her hijab, and did over winter break in December and January, but that it would weird to her and people she knew if she ever winter break in December and January, but that it would weird to her and people she knew if she suddenly began wearing one regularly. Though she shops at the Karmel Halal Market, she said she also enjoys going to Forever 21 because of their variety of garments that are different from other stores. She doesn’t “want to wear something and see five other people wearing it, too.”

Face shape greatly affects the way hijab is worn. It reportedly took Ahmed a long time to figure out what style worked best for her, and her personal style of headscarf is different than her sister’s.

Just like every aspect of fashion, there are different trends in hijab styles. When Ahmed was younger, a chunkier wrap was popular, but now she chooses to wear a tighter, sleeker hijab style so it’s closer on her head. There are numerous ways to wear hijab, and YouTube is a popular source for tutorials on different ways to fashion a headscarf.

More brands have started using Muslim models and have come out with garments that are modest that would be suitable for a more traditional Muslim woman to wear. In 2017, Nike made history by selling the first performance hijab for Muslim women athletes. Before 2017, hijabs and head coverings were rarely seen on the runways but have since become more visible in the fashion industry. Designers like Jean Paul Gaultier and Tommy Hilfiger have incorporated headscarves and more modest clothing into their collections, and Kanye West’s Yeezy Season 5 show included hijab-wearing models.

The Nike performance hijab is still revolutionary in the fashion community because it allows Muslim women who wear hijab to have a breathable head-covering that they can work out in. It also encourages other companies to be more inclusive to the Muslim community.

Both Ahmed and Bresh expressed their gratitude for a company as huge as Nike to come out with something exclusively marketed to Muslim women because of the representation it brings. Nike coming out with a hijab doesn’t just make exercising more convenient for a group of people, it normalizes the inclusion of Muslims in the fashion community so more designers will design hijabs and modest dress.

Wearing hijabs is common and meaningful for many, and designers including Muslim fashion into their collections should not be something out of the ordinary. As more brands include hijabs and headcoverings, there will likely be an increase in representation of Muslim women and a hijab will no longer be a “statement”—it will simply be part of the mainstream.
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Lily Lucas
Assistant Director
Jaclyn Joseph
Photo Matthew Senger
hair Valor & Violet makeup Powder Studios flowers Hyvee
Photos: Jillian Itzen

Hair: Valor & Violet
Makeup: Powder Studios
Flowers: Hyvee
Photos Matthew Seager

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https://www.valorandviolet.com
By Grace Rigdon

Facial insecurities most people have battled with are now being hailed in today’s beauty industry.

Growing up in the transitional stages of social media, many young consumers purchased teen magazines every time they went through a checkout line or took a flight. Young stars influenced readers’ decisions on what to wear and how thick to apply eyeliner. But there was always a disconnect between the celebrities and the readers—the celebrities were seemingly flawless in every way.

Thanks to society’s recent push towards inclusion, beauty standards are now defined by the consumer themselves. Insecurities like facial blemishes and skin conditions are now praised in the modeling and beauty industry. Features like crooked or gapped teeth are now seen as unique rather than unattractive. Whether it is a battle with acne, stretch marks or dealing with smaller or larger than average features, the industry is opening their arms to opening the definition of beauty to all.

Journalism student Danielle Tawfik has found her niche in the beauty industry. Tawfik interned with the Hearst Beauty Closet last summer and worked for magazines such as Harper’s Bazaar, Elle and Marie Claire. She worked closely with newly-launched beauty products to produce up-and-coming content while serving as the liaison between Hearst and public relations companies.

With her position, Tawfik became accustomed to learning and researching new brands and releases in the industry, including the launch of Flesh Beauty and Beautyblend-er’s new foundations. Tawfik said she admires celebrities and influencers who share their imperfections and struggles with the world. Tawfik battled acne for the first time last year, and she found comfort in seeing celebrities show their own struggles with acne.

“I love how [Kendall Jenner] has spoken up about having acne and how she’s worked to normalize the issue. I think that’s super important, especially when someone as famous as her does that,” said Tawfik. “Seeing celebrities on Instagram come clean about their struggle with acne definitely helped me feel not as alone with a problem that made me feel isolated at times. The recent emphasis on acne acceptance and embracing yourself and imperfections has helped me cope.”

Companies in the beauty industry know the best means of survival is pandering for the customers who will actually buy and be brand loyal. That’s why—average consumers who breakout, who never got around to getting braces and who may have bumps, curves and uneven skin. With varieties of complex digital platforms, the average consumer has the last say. The only choice for beauty brands is to adapt.

The beauty industry is beginning to normalize differences and imperfections. With new figures like James Charles, the first male cover model for CoverGirl, the world is raising authenticity and acceptance. Thanks to social media, it is now encouraged to embrace stretch marks and natural features. Male’s can now be cover models for traditionally “female” products and people dealing with skin conditions are not ashamed; they’re celebrated.

Before social media, we were tricked into believing that “perfect” not only existed, but it was attainable through cosmetics. The average consumer wanted to buy products to make themselves look prettier, feel better about themselves and hide their flaws. Now we are in an industry with companies that encourage natural beauty. Consumers now want to buy products to emphasize their personal, unique beauty.

In today’s digital world, sources of influence have shifted to normal people and anyone can have a say. Based on follower count, everyday individuals are becoming significant role models in the beauty industry through social media and are sharing their stories for the rest of the world. This shift of power from companies to consumers has started a revolution in the beauty community.

Many new cosmetic brands have been born from this consumer-centric philosophy. Rihanna changed brand standards when she launched 40 shades of Fenty Beauty foundations—the biggest shade range in an initial launch that the industry has seen. Flesh Beauty, created by Linda Wells, former Allure editor, hit the market in 2018 with 40 shades of foundation and the motto “Flesh Comes in Every Color of You.”

The influence of social media has caused brands to gear away from using stereotypical supermodels to promote their products. Wet N Wild created a “Breaking Beauty” campaign featuring the industry’s first albino model, Dandrea Hong. Georgina May Jagger, cover model for Rimmel, has made a splash in the beauty world with the distinct gap between her teeth. CoverGirl recently featured their first ever cover model with vitiligo.

There has been a switch in the industry that promotes and encourages differences, and Tawfik is loving the recent emphasis.

“The current status of the beauty industry has made major strides in terms of acceptance of all different people,” Tawfik said. “I think it’s interesting how the beauty world is mimicking works of activism that are taking place in the real world.”

Makeup lovers are celebrating their own beauty flaws and all. With more brands accommodating consumer needs and downplaying differences, the beauty community is becoming less plastic and more personal by the day. Beauty truly is undefined in 2019—you can define it for yourself.
FANTASY LAND

Director
Roger Rivera
Assistant Director
Gabrielle Beaudin

Photo Jillian Itzen

model left to right: jumpsuits ASOS $55
Photos

Kylie Kost

white shirt
Off White $350

jeans
Levi's $90

old-school high tops
Vans $65

necklace
model owned bracelet Hysteric Glamour $50
Photos: Jillian Itzen
Cream button-down shirt / green corduroy pants / gold jewelry
Photos left to right: Jillian Itzen, Kylie Kost

Model left to right: cream button-down thrifted, green corduroy pants thrifted, cherry earrings Urban Outfitters $13, blazer thrifted, two-piece Abigail Gooser
model left to right
cream button-down thrifted green corduroy pants thrifted cherry earrings Urban Outfitters $15 blazer thrifted two-piece Abigail Goeser black boots Doc Martens $140
grey pants Old Navy blue shirt thrifted
airmax 97 silver bullets Nike $200 chain Asos $15
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Photo Jillian Itzen
white button down shirt J. Ferrar $50 green sweater H&M $50

MISFIT TOYS
Trend for Men Runway
model left to right white button-down shirt J. Ferrar $50 pink vest Vesuvio Napoli $30 blue floral tie J. Ferrar $14 navy blue pants H&M $30 black overalls Asos $56 blue patterned shirt Asos $40 bow tie Asos $15
white button-down shirt J. Ferrar $50
green sweater H&M Kids
floral pants. Ace 90 brown boots Sperry $80
Photos: Jillian Itzen

model l to r: pink earrings Forever 21 $6 pearl necklace Forever 21 $5 gold dress Asos $135 white fishnets Costume Shop $10 pink heels Forever 21 $22 black overalls Asos $36 blue patterned shirt Asos $40 bow tie Asos $15 black boots Doc Marten $120 white button-down shirt J. Ferrar $50 pink vest Vesuvio Napoli $30 blue floral tie J. Ferrar $34 navy pants H&M $50 grey boots Timberland $190
Photo: Julian Itzen

striped shirt H&M $25
suspenders Costume Shop $10
blue pants Urban Outfitters $49
yellow shoes Asos $60
Photos left to right: Jillian Itzen & Robert De Pau
white crop top: Boohoo $20 sequin bralette: We the Dreamers $24 pink skirt: Asos $45 yellow heels: Asos $32
Bandaging Togethers: A “Note”-able New Band on Campus

By Hailey Allen

Late on a school night, about a week before midterms, five collegiate men gather in a basement. But this isn’t a study session or a weird sort of initiation. This is band practice.

Tom Wilson, Chris Grussing, David Bis, James Volpe and Kai Cravens together make up Midnight Flora. They’re an indie-rock band with influences that range from The Beach Boys and Pink Floyd to jazz and experimental music. As a student band, balancing school and work can be tough, but their friendship and talent keep them motivated to pursue their goals.

“I think it works because we’re all really big fans of each other, and we all think that the other is like the best musician ever,” Wilson said about the band coming together. “The first day Chris came to my house to practice with us he learned, five or six songs within the first day and recorded a base part for a song.”

“We kind of have GENRE (Gathering Every- one Nearby to Raucously Entertain) club to sound better when we do different things,” Volpe said. “I thought I was just trying out,” Grussing said with a laugh.

“We kind of have GENRE (Gathering Every- one Nearby to Raucously Entertain) club to think, because that’s where I met Tom and we started jamming,” Volpe said. “And then at the same meeting I also met Kai, who’s our singer, and he just really wanted to write music and start a band.”

“This was back in September. By February we had recruited Bis and Grussing, and we were playing their first shows. They all admit the hardest part was finding time where everyone’s schedules would line up enough to squeeze in practice. When that was figured out, everything fell into place.

“Once we actually sit down and do it, it all comes pretty naturally,” Wilson said.

“We’ll practice for like, six hours straight sometimes,” Volpe said. “The moment when we’ve been writing a song, and we’re trying to figure it out and trying to get everything to work together, and the moment when we get the good take, it’s just awesome.”

The band’s unique sound comes from the variety of influences that each member brings to the table. When asked what musician, dead or alive, they’d most like to collaborate with, everyone had a different answer.

“As a guitarist, David Gilmour from Pink Floyd,” said Bis.

“Buddy Holly. He died in Iowa so I feel like we owe it to him,” said Wilson.

“This guy named Shane Blanshard, he’s in a band called Banes World. I think his songwriting is genius,” said Volpe.

“The pianist from Sleaford, he just absolutely crushes it on all of their songs,” said Grussing.

The diversity of their individual music tastes influences their sound, but their writing process creates the cohesion between the differences. After Volpe uses GarageBand to record chords and melodies with his guitar, he shares the skeleton demo during their practicing to see what the other members think. From there, they work together to breathe life into the song; with each member contributing, the resulting blend becomes Midnight Flora.

“I think that’s the really cool thing about it. Everybody adds their own ingredients and we make this full meal,” Wilson said.

“It’s for sure a live process. During practice they just make the song living and breathing, and I think that’s a huge part,” Volpe said.

“Sometimes with songs we have already written I’ll try out new things just because like, we’ve already played this so many times before so I’m gonna try something different to see how that sounds. It’s already good, but can we do better?” Bis added.

“What’s cool is that a song will keep changing, because we’ll keep playing it live and keep practicing it and over time we’ll notice it gets better. Just by itself it starts to sound better when we do different things with it,” Volpe said.

“It’s nice that everyone is able to throw in their own style and change it so that we get this evolving thing,” said Wilson.

The band plans to release an EP later this year, featuring six to eight songs. Bis, who’s minoring in music technology, said recording is something that is all very new to them, as they are used to only playing live shows.

“[Music tech] helps with all the post-process- ing stuff. The recording is its own monster,” said Bis. “I’m just reading articles online, thinking, ‘this is how they do it, let’s see if we can do it the same.’”

With the end of the year coming up, the band will have to lose their oldest member for a time. Bis had already accepted a job for after graduation before joining Midnight Flora. The remaining members all agree they want to continue producing music in some way in the future.

“It’s definitely Kai’s dream to make it some- how, someway or another. For me I just want to play music, not even necessarily make a lot of money, just to be able to live off of it,” said Volpe.

“Ideally we all want to make it into a career because we’d all rather be making music than working a desk job or something,” Wilson said.

“I agree, and luckily with these guys, because I do a lot of the mixing and mastering of the EP stuff. I at least have that connection I can still do remotely even if I can’t physically play with them,” Bis said.

For more information about the band and to see upcoming shows, check out the band’s Instagram, @midnight.flora and listen to their demos on SoundCloud at soundcloud.com/midnight-flora.
COOL KIDS ON THE BLOCK

Director
Crystal Shen
Assistant Director
Cassidy Streiff

Photo Matthew Sengers

suspender: Zara $35 brooch model owned $15 twilly Wei-Miao $25
Photos Kevin Kaag

Sunglasses Zara $25 belt bag Zara $29 keychain
Zara $17 bandana James Valente '31
Photos: Matthew Senger

Model left to right: sunglasses, MINCL $12; scarf (v-neck) Han Wen $59; fanny bag, Mum’s Memory $12; fanny bag accessory, Zara $25; fanny bag, Mum’s Memory $12; bandana, Joann Fabric $1; sneakers, Zara $99; necklace, Zara $17; bandana, Zara $12; glasses, Maolen; sunglasses, Zara $25; suspenders, Zara $35; brooch; model owned $15; Twilly Wei-Miao $25.
Photos: Jillian Irez

gold fanny pack: Packism or black bag: Zara $20
Photos: Matthew Senger

Photos Kylie Kost

sunglasses MINCL $12 scarf (t-shirt) Han
Wen $99 fanny bag, Mama’s Memory $12
backpack accessory Zara $19

Cool Kids on the Block

Issue 26
Dieting in the Digital Age & How to Digest It
By Halee Olson

A registered dietician chimes in about how social media is affecting the way we eat, as well as two popular diet trends and whether or not you should give them a shot.

Long gone are traditional “meat and potato” days, as we are seeing a generational shift towards clean, organic and sustainably-sourced foods. Curiosity towards new ways of eating has spurred some new dieting trends, such as elimination and “quick fix” diets.

In the digital age, the word “healthy” is constantly being redefined. You’re likely to come in contact with diet success stories or health tips on a daily basis. So, how can we ensure that the nutritional information we’re being fed is actually good for us?

The trick is to do your research and consider your body’s needs.

“I think diets and dieting information has increased in recent years because it is very easy to share and post this information on social media outlets,” said registered dietitian Jolene O’Gorman. “There are a lot of blogs and Instagram accounts solely dedicated to discussing diets, as well as dieters who keep their social media followers up to date on their progress in a more casual way.

According to an article from Harvard Medical School, “The keto diet aims to force your body to tap into using a different type of fuel. Instead of relying on sugar (glucose) that comes from carbohydrates (such as grains, legumes, vegetables and fruits), the keto diet relies on ‘lipids’, a type of fuel that the liver produces from stored fat.”

O’Gorman explained that different food groups contain different combinations of essential nutrients that we need. She recommended staying away from diets that remove whole food groups.

Along with food group elimination diets, it’s also common to see part-patients. “Quick fix” diets are a popular trend that hasn’t seemed to change on social media outlets, said registered dietitian Jolene O’Gorman.

Dieting can also result in an unhealthy relationship with food. O’Gorman explained that there is a cycle that happens when we diet: first, we restrict certain foods, and the restriction of foods lead to cravings. Then, when you allow yourself to eat some of the restricted foods, overeating tends to occur. After overeating, the person on the diet may feel guilty for overeating and “ruining” their diet. This guilt usually makes people want to restrict, and the cycle starts again.

When deciding whether or not you should try a diet or quick fix, O’Gorman recommended assessing the plan with the following questions:

1. Can you live on the plan for the rest of your life?
2. Is it web-balanced? Does it include all foods and food groups?
3. Does it emphasize portion control?
4. Does it allow you to eat your favorite foods some of the time?
5. Does it offer foods available at your local supermarket?
6. Does it fit your lifestyle and budget?
7. Does it promote a weight loss of less than one to two pounds per week?
8. Does it include at least 1,500 to 1,600 calories per day?
9. Does it promote physical activity and exercise?

If you answer no to any of these questions, this diet is probably not web-balanced or something that a dietician would recommend.

At the end of the day, O’Gorman believes that healthy eating is all about moderation and balance. If you want to make healthy lifestyle changes, she recommended making small changes and setting realistic goals.

“All foods fit into a healthy lifestyle,” O’Gorman said. “Find a way to balance indulgent foods with nutrient-dense foods. Listen to your hunger and fullness, try to eat when you are physically hungry and stop when you are full.”

If you are ever concerned or confused about the effects that a diet could have on your body, speak with a dietician or health professional to assist you with your health journey.

Disclaimer: The ideas in this article may not align with your body’s unique needs. Do your research and listen to what your body tells you.