

F
I
D
M

MODE™

10

THE

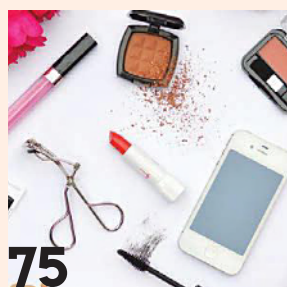
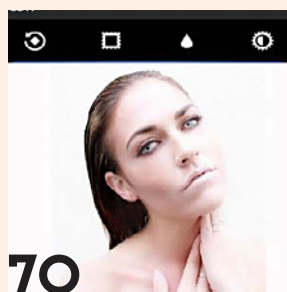
SOCIAL MEDIA

ISSUE

FIDM MODE

SOCIAL MEDIA ISSUE

TABLE OF CONTENTS



- 16 POP ART: FASHION THAT MAKES A SPLASH
- 38 MINIMALISM: FOUR FASHION DESIGN MAJORS REVEAL THEIR APPROACH TO LESS
- 44 POWER MOVEMENT: IT'S A GUY THING
- 52 REAL YOU VS. SOCIAL MEDIA YOU
- 64 TATTOOS + HENNA: THE ART OF THE BODY
- 68 FILTERS: SEE BEAUTY THROUGH A DIFFERENT LENS
- 75 APPLIED: CALLING ALL BEAUTY APPS

PHOTOGRAPHY BY: **SANDRA PEREZ** • STYLIST: **CHRISTINA WALKER** • FIDM MODEL: **LEE PIOTROWSKI**



18

EDITORS, DIRECTORS & CONTRIBUTORS

EDITOR-IN-CHIEF

Marie Kraml

ART DIRECTOR

Alejandra Palma-Galindo

FASHION EDITOR

Christina Walker

ASSISTANT FASHION EDITOR

Donia Kerrigan

BEAUTY EDITOR

Kayla Coleman

MANAGING EDITOR

Annie H. Weiner

PR/SOCIAL MEDIA

Celine Gastelum

STUDENT ACTIVITIES

LOS ANGELES

CAITLIN MADDEN

ILANA WINTER

YVETTE HERNANDEZ

ASHLEE DENNIS

SAN FRANCISCO

JESSICA ALLISON

STEPHANIE LUM

ORANGE COUNTY

ALEXSANDRA WILLIAMS

SAN DIEGO

WYNNE GONZALES

BEVERLEE CABRAL

FACULTY ADVISOR

RANDY DUNBAR

F I D M **MODE**

MODELS

Kayla Coleman

Dylan Figueroa

Kandance Florence

Ryan Gardley

Alecxis Harris-Kelly

Daniela Sanguinetti Hart

Nicholaus Hawkins

Lindsey Hughes

Tori Kiriara

Marie Kraml

Megan Lehr

Jaqueline Marlowe

Nairi Nabi

Michelle Nguyen

Haley Parker

Bethany Pederson

Kristen Prater

Nina Salazar

Samantha Skye

Taylor Thomas

Kayla Marie Vaughn

Andrea Villarroel Lua

Kirsten Kaye Vogel

Annie H. Weiner

Amanda Widegren

Jennifer Yeung

Peivand Mirzaie

Jasmine Brockett

Paulina Pietrzak

Saori Namiki

Alyssa Lowe

Emma Grandquist

Tabatha Rogers

HAIR+MAKE-UP

Nayeli Aguilar

Kayla Coleman

Jessi Florio

Mikayla Gotlieb

Najah Josie

Lily Luque

Marissa Manzanara

Michelle Nguyen

Alyssa Plough

Maby Ruth

Marla Taylor

Yamani Watts

STYLISTS

Johnathan Andru

Giovanni Caretti

Kayla Coleman

Charlotte Cooper

Alyssa Cuerigan

Marisa Deninno

Zoey Davidov

Chava Feigen

Uly Ferrer

Donia Kerrigan

Nicole Larson

Coca Michelle

Lindsey Minor

Michelle Nguyen

Alejandra Palma-Galindo

Kristen Prater

Arianna Scharfman

Andrea Villarroel Lua

Christina Walker

PHOTOGRAPHERS

Charlotte Cooper

Max Curry

Breanna Morgan

Aminah Musa

Gabriela Orrego Lopez

Paula Oliveira

Alejandra Palma-Galindo

Sandra Perez

Arianna Scharfman

Jennifer Yeung

LAYOUT+DESIGN

Raul Alvarez

Arnold Bailey

Meng-Chun Chien

Max Curry

Kameron Goldman

Joseph Guevara

Benjamin Guzman

Hyek Im

Amber Kimberling

Kelly Conway

Aldo Lopez

Jennifer Oukh

Darlene Uchima

Whitney Seulke

Jacqueline Smith

Hanna Brenner-Katz

Chloe White

Charlotte Cooper

WRITERS

Dina Azar

Kayla Coleman

Bianca Cantu

Alexandra DiMarchi

Christine Duff

Elizabeth Dunnigan

Devon Figueroa

Celine Gastelum

Lauren Hemmingsen

Donia Kerrigan

Marie Kraml

Lily Luque

Mara Macale

Johnae McDonald

Amy Moore Clapper

Paula Oliveira

Anne H. Weiner

Samina Zakir

ILLUSTRATORS

Jacklyn Dewenter

Alexander Jimenez



FIDM MODE™

**Magazine is written,
photographed,
styled, modeled, and
designed by current
FIDM students, for
FIDM students.**

**For more information
contact FIDM Student
Activities.**

This issue is dedicated to the memory of Marlene Morbitt-Dunn, a champion of the arts.



A LETTER FROM THE EDITOR



Revolutions and Revelations...

When I think of the spring and summer seasons I think of new life, transition, and possibilities. It is a time when the world blossoms, and we proceed forward into the next phase of life. It is no coincidence that this issue is about a similar place in time. Issue #10 is all about this very moment: A moment of opportunity, transformation, and growth. Today we face a world where things are much different than what they once were. At times, this can be an unsettling thought; but it can also be an exciting and advantageous period in our lives. More than ever, the future is open to whatever we can imagine or desire. We are the new dreamers, the new pioneers, and the new leaders, and I find that notion to be a constant inspiration.

I hope as you read this issue it inspires you to embrace the potential in front of you and to take chances on your own dreams. When applying for Editor-in-Chief of FIDM MODE™ Magazine, I knew I took a chance on mine. I couldn't be more excited and proud of that choice and the opportunity I have been given to show the world a little bit of what I do and what I love. Working for a fashion publication has been a dream of mine since I was 12 years old; my love of writing, art, and photography has only grown stronger throughout this process. Since the beginning I have kept a few key things in mind that I wanted for this very special issue: to make sure every piece of content has purpose, enjoyed by everyone, and is beautiful.

So with that, I hope you enjoy what we have created. It has truly been a team effort. I have to thank my FIDM MODE™ Magazine Magazine Board and everyone involved in this issue for all of their endless hard work, dedication, sacrifice, and talent. They have worked so hard to help me realize this intangible, yet momentous theme, and I am truly grateful for all of their patience and resilience despite all of the obstacles that have been thrown our way. Thank you for being the gifted and amazing warriors that you are. It might not have always been easy, but we never gave up.

As we celebrate this remarkable milestone as the 10TH issue of FIDM MODE™ Magazine, I hope you also take the time to reflect on your own accomplishments, and marvel at what your future can bring! If I've learned anything from this adventure, it is that with hard work and a vision you can create magic.

Always remember to trust yourself and be brave,

Manikraul



Being part of the making of the tenth issue of FIDM MODE™ Magazine has truly been a learning and growing experience and inspiring journey in my life. I've learned more than I expected to, both from myself and the amazing people I got to meet and work with. I also made life long friends and most importantly I met my new creative partner, fellow fashion director, and amazing mentors who guided me through this process. I am extremely proud of everything I accomplished regardless of the obstacles and difficulties life always presents our way. I also feel very fortunate that I had the chance to experience the process and hard work that the making of a magazine requires.

Everyone thinks that just because magazines are visually stimulating, everything behind them is glamorous, that's not completely true; only hard work, passion and dedication made this issue happen and that same drive made everything worth it. I believe this issue truly represents our generation and society because social media has become the biggest platform to expose and represent ourselves and our work, meet new and talented creative individuals, and expand our knowledge. I hope you appreciate and like this issue as much as I do. Get inspired and continue to follow your life goals and dreams because that's what ultimately got me here.

Love,
Alejandra Palma-Galindo
Art Director

A moment of Truth—

The world is your oyster and you are but a beautiful raw pearl.

Each task, job, and endeavor that you undertake is polishing you to a state of your most brilliant. Now more than ever we Millennials have the power to pursue, invent, and create the possibilities of our future, so stoke the fire that burns within your very core. While your dreams may vary from those of your peers, our collective mission is singular and universal: to find joy and be joyful. Ignite the inferno within that rivals a rogue summer wildfire. Spread your good vibes, love indiscriminately, and create a life of your most radical dreams, and most importantly, trust and know that the universe has your back!

FIDM MODE™ Magazine™ has truly given me an invaluable vessel to illustrate my creative vision, unearthing a lifetime bond with my fellow art director, and granting me a peek into the realm of the editorial magazine industry that I am currently pursuing as a career.

I hope that this issue inspires you to ignite your flame in the way that the process of making it has set mine ablaze.

With Love,
Christina Lanae Walker
Fashion Director



HOFIDM*

Humans of

MEMBERS OF THE STUDENT BODY



COSME *(Fashion Design)*

"Be happy with what you're doing, as long as it doesn't hurt anybody else. Being able to provide for yourself as well as your family, for people who have actually paved the road for you. Basically paying your dues to people and being able to support yourself. I'm in LA because LA is my home deep down at heart. I'm from here. I know every niche in this place, I have connections here. Why I'm at FIDM is, they really met my needs- as far as what I wanted to do. They put me in the programs that I needed. They don't constrict your creativity. They want you to actually go with what you want. They want you to experiment. They encourage failure so that you can actually learn. My teachers encourage that. So that when you do fail, you learn from your mistakes and you get better. Acknowledge the mistake, don't dwell on the mistake, and learn from the mistake and don't repeat."

LOS ANGELES



ALEXANDER

(Graphic Design)

"When we were writing on the walls of our hallway at a young age, maybe 7. I was fascinated with cartoons and drawing them, and it evolved into fashion and design."

FRANCIS

(Merchandise Product Development)

"I'm a visual person who likes to design clothes, but I also write music, write poetry... I'm a hopeless romantic."

EVAN

(Fashion Design)

"Economic hope and equality hope is inspiring now. People aren't afraid to experiment with fabrics and colors. What keeps me most optimistic is observing everybody's else's lack of optimism, if that makes any sense. Hearing everyone sad all the time makes me kind of bummed out."



Humans of New York (HONY) is a blog and bestselling book featuring street portraits and interviews collected on the streets of New York City. Started in November 2010 by photographer Brandon Stanton, Humans of New York has developed a large following through social media. The blog has over 15.6 million followers on Facebook and around 3.9 million followers on Instagram as of October 2015.



SAN FRANCISCO



SUMMER

(Beauty Industry Merchandising and Marketing)

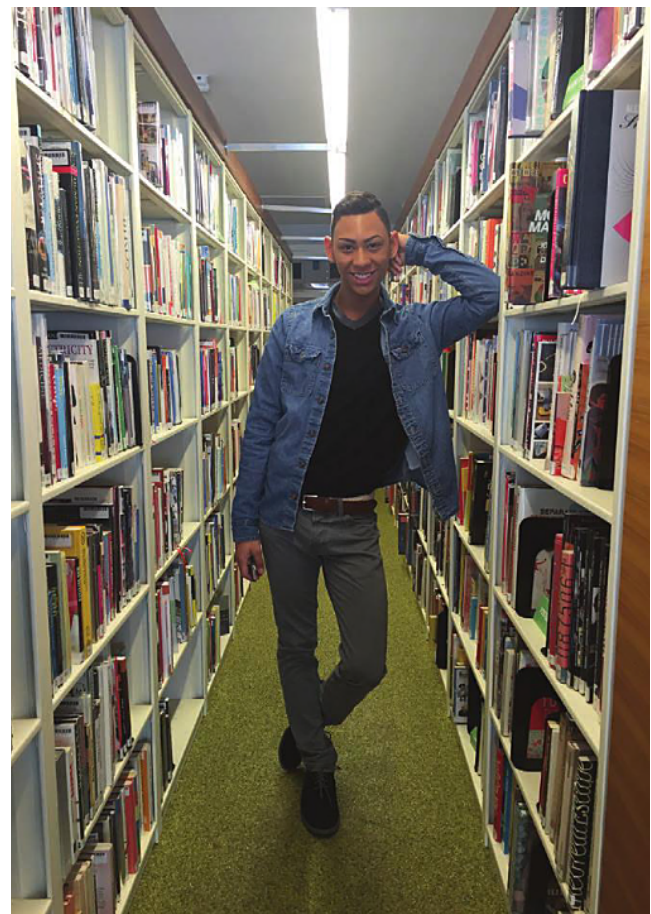
"I guess it comes down to not only wanting to learn how to do makeup and then figure it out on my own, but really the business side of it, because there's more to it than people think when it comes to cosmetology. Instead of saying I'm a cosmetologist, I'd rather say I'm a beauty major, because it has more backing for my future to it. With it, I can do stuff within cosmetology; if I just wanted to be a makeup artist, I can, but with a beauty major background, I could also run a business."

"I hope to own my own cosmetic line, ultimately — basically, run a business. I don't want to just apply mascara."

ALI

(Visual Communications)

"I honestly have no idea where my education and creativity will lead me. I'd like to work for any company that incorporates designs, patterns, textures, and fun — that's where I'm headed. I would love to work in fashion or window displays/ set displays or even some kind of décor design! Blogging, scrap-booking, photography and hands on DIY projects are my major hobbies. I can't wait to start pursuing my potential and happiness!"



ORANGE COUNTY



JIMMY

(Fashion Design)

"If i could work with some celeb designers, I would definitely work with Kanye West and Pharrell Williams. I think it's really cool to mix artists of music with the art of designing. As for my favorite shoe brands, I would say Saint Laurent, Nike and Balenciaga. "

HYSIK

(Merchandise Marketing)

"Pushing myself hard in high school, I was an honor student, and on student council. I think it helps me now being in college because I know what I can take on and what I can't take on. It taught me the leadership skills for what I need, especially for my job, and it helps me put myself out there.



FLY Girls

Throwing back current style to the '90s



PHOTOGRAPHER

Sandra Perez

STYLISTS

Lindsey Minor
Marisa Deninno
Andrea Villarroel Lua
Kristen Prater

MODELS

Kristen Prater
Megan Lehr
Andrea Villarroel Lua
Samantha Skye







Brlb, Reliving the '90s

WRITTEN BY: CHRISTINE DUFF
PHOTOGRAPHY BY: SANDRA PEREZ

Artic Zone lunch boxes, which color should I choose?

No. 2 pencils, gel pens, Elmer's Glue

Got my Lisa Frank backpack and jelly shoes

I can't wait to go to school.

At recess, running around in my light-up Velcro shoes

All the boys playing *Pokemon Blue*

Beanie Babies, Tetherball, Pokémon cards

I wanted Jigglypuff, because he was cute, so I traded my Charizard.

.....*What are hit points?*

Doug, Skeeter, Patty Mayonnaise, too

Nickelodeon or Disney, what should I possibly choose?!

Boy Meets World on the TV

My Giga Pet keeps dying, I think I need a Tamagotchi.

Gushers and Capri Sun, after school snacks

Waiting on AOL Instant Messenger for my crush to message me back

Is my screen name cool enough, my away message clever?

It looks like I'm going to be alone forever.

.....*Why is the only one that wants to talk to me Smarter Child?*

High-waisted shorts, flannel around my waist

All those trends we've so fully embraced.

Can't help feeling so fresh and so clean

But wait.... this feels awfully familiar. It's 2015

The '90s are back.

Our fashion and music scenes have been hijacked.

Us '90s kids rejoice, as there's nothing better

Than reliving childhood all while being a trendsetter.





STYLED & WRITTEN BY: **JONATHAN ACOSTA (DRU)** PHOTOGRAPHY BY: **SANDRA PEREZ**

MODELS: KIRSTEN KAYE VOGEL & KANDANCE FLORENCE

BAM! POP! WOW! Memorable phrases from the paintings of pop artist Roy Lichtenstein have invaded the minds of western culture before, via literature and art, but what's notable today are the garments worn. Infiltrating the runways of YSL, Moschino, and Jean-Charles de Castelbajac, the Pop Art Revolution has undeniably linked pop culture and fashion into one, and it's growing popularity will continue.

To everyone who made this shoot come to life, thank you: Pale Violet Boutique, FIDM Alumni, and the FIDM Scholarship Store for providing us with an amazing wardrobe. Thank you to the FIDM MODE™ Magazine, stylists, and hair and makeup artists, as well as to the artists who provided their wonderful artwork. Finally, a huge thank you to Dawn Marie Forsythe for letting us use her studio and gallery.

ORIGINAL PAINTINGS BY FIDM INSTRUCTORS GRAHAM MOORE AND DAWN MARIE FORSYTHE/DAFOMA STUDIOS







COUTURE NIGHT *at the Museum*

Classic art comes alive with fashion pulled from the canvas to the runway.

WRITTEN BY: **DINA AZAR** PHOTOGRAPHY BY: **PAULA OLIVEIRA** MODEL: **CLAUDIA SZCZERBINSKA**

When Sophia Coppola's critically acclaimed film *Marie Antoinette* made its debut, the audience was left in awe of the dreamy cinematography. With her iconic mile-high hair adorned with feathers and pearls, and tightly laced corseted ball gowns, Antoinette was the original poster child of decadence. The link between the Queen's love for fashion and the arts is best summarized by Oscar Wilde when he wrote, in *The Decay of Lying*, "The self-conscious aim of life is to find expression, and that art offers it certain beautiful forms through which it may realize that energy."

Through the Queen's rejection of the typical fashions of her day, and the art she collected, she represents even over centuries later, a revolutionary spirit in the only way she knew how. The relationship of fashion and art runs quite deep, and is a little more subversive than some might know.

There are modern references to the many movements of art, as seen during the Spring/Summer 2015 presentations. The show that garnered the most attention during Paris Fashion Week was Dries Van Noten's. The combination of the ethereal runway covered in grass, the gossamer lightness of the clothing, and the grand finale showing the models lying down on the runway with their arms crossed, all pointed very poignantly to John Everett Millais' famous painting, *Ophelia*—the Pre-Raphaelite image that inspired the Belgian designer's effervescent clothing. Van Noten, never shy about being a contrarian, abandoned the clean, minimalistic look that many other designers have been utilizing for the past few seasons, and returned to art's beautiful, yet menacing, way of representing reality.

Viktor & Rolf kept the theme going with poignant references to Vincent Van Gogh and his paintings. We all know Van Gogh for his famous *Starry Night*; however, Viktor & Rolf referenced his more simplistic and pastoral paintings. Each model was sent down the runway with 3D straw headpieces, while the dresses were emblazoned with floral appliqués. Each

outfit was its own autonomous piece of art, and at the end of the show, art collector Han Nefkens snatched up three pieces for the *Museum Boijmans Van Beuningen* in the Netherlands.

Season after season, Sarah Burton continues to awe the fashion world by respecting Alexander McQueen's aesthetic, while simultaneously improving upon it. Burton commissioned Marc Quinn, the infamous British artist, to create giant orchid sculptures for the runway. They flowed beautifully with the orchid print that was emblazoned all over McQueen's quintessential restrictive clothing. Burton referenced Quinn as well as traditional Japanese paintings of samurai and geisha to create a beautiful juxtaposition between violence and fierce, unapologetic beauty.

The collection Karl Lagerfeld presented was heavily influenced by the art world. The watercolor print that Lagerfeld used on most of the pieces took on the same color scheme as Mark Rothko's painting, *White Center*. He continued with his references to another famous abstract expressionist, Jackson Pollock, through the paint-splattered print featured on a few suits. Lagerfeld has said "*mode de vie, than mode*," or "fashion of life [rather] than fashion," Being inspired by Rothko and Pollock gave an overarching theme to the show: individuality and disorder. Lagerfeld truly wanted to emphasize a modern free-thinking woman, who does as she pleases, quite like the abstract expressionists did during their time.

Fashion and art are clearly inseparable, and their relationship never tires. Art Basel, an event started in 1970, provides a location annually for artists to have an international audience. However, it wasn't until recently that it started receiving attention from the Fashion World. Now all of the major fashion players make it a point to attend the annual event. The question of, "what came first, fashion or art?" has become irrelevant. Influences from the worlds of art and fashion get together and celebrate their symbiotic relationship. They know that the more we celebrate the similarities, the more meaningful and resounding their impact becomes.



DRESSED TO THRILL!

Technology in fashion is not only leading to unique and exciting new garments, it's changing the future of the industry itself.

WRITTEN BY: **ANNE H. WEINER** PHOTOGRAPHY BY: **ARIANNA SCHARFMAN**

Some of you may recall a childhood memory of owning a pair of sneakers that lit up inside the sole with every pounding step you took. You might even recall other shoes that were equipped with wheels that could pop out and steer you around like skates. How about vinyl pockets on your pants that begged a fingernail be dragged across them? Whether you were impressed or downright revolted by such functionality, there was some serious technology in those fashion goods. Though you might still spot some LED lights in shoe platforms today (cue the warm fuzzies), technology has made some huge strides and leaps towards garments lately that will blow your mind.

Lace, in all of its luxuriousness, might soon be available as an organic fabric. Fast forward from the 1500s to today, and we have the beginnings of BioLace, the invention of Carole Collet, deputy director of the Textile Futures Research Centre at Central Saint Martins College. BioLace is grown through the roots of fruit-bearing plants, such as strawberries. What if your strawberry plant was growing unique, designer-quality lace, as well as your favorite source of Vitamin C?

LED lights are also working their way into high fashion. This was evident, as some might remember, during Katy Perry's performance where she resembled a lit-up alien on *American Idol*. This is not a gimmicky

fad; Jeremy Scott's bold designs relentlessly feature LED lights, and designer Leon Klaassen Bos is unafraid to incorporate these gadgets into his couture designs.

When it comes to 3D printers, industries of all kinds are never going to be the same. In the fashion industry specifically, designers are going to have to play a completely new game in a soon-to-be customizable world of design. Burgeoning designers such as Zoi Dai and Iris van Herpen are not afraid of these challenges. They are instead readily incorporating this technology into their lines and utilizing printing to meet their ideas' needs.

These are just a few examples to note out of tens of thousands of innovative ways the industry, from family apparel markets to houses of haute couture,

is using technology in fashion today. As a designer, I have always been deeply attracted to intricate, painstaking handiwork, and the traditions of the artisan. However, this upgrade is unavoidable, and it's cutting down

manufacturing costs, time restraints, and the overall labor that goes into apparel production. I believe it is essential to train one's hands to work in your particular craft, while simultaneously learning about and keeping up with the advancements of the fashion designer's field. Versatility is, after all, what makes for a skilled designer and artist.

When it comes to 3D printers, industries of all kinds are never going to be the same. In the fashion industry specifically, fashion designers are going to have to play a completely new game in a soon-to-be customizable world of design.



GARMENT DESIGNED BY:
**ALEJANDRA PALMA, TEIA
MEIGNEUX, HALEY NALL,
FRANKIE ESPINOZA, VIBIANA
MELCHOL**



VIRTUAL AGE REVOLUTION

An Introduction to “The Social Issue”

The world as we know it is changing... nearly every aspect of how we live our lives is completely different than the way it was as little as 10 years ago. From how we communicate, obtain information, shop, flirt, get a job, or get a meal, everything we do can be done in two very different ways: off and online.

As much as we'd love to pretend that this thing called social media is just a fun fad that we can choose to embrace or ignore on our own terms, we have to face the fact that it is now so expansive and embedded in our society that it's a permanent fixture. Whether we like it or not, this is our new reality: a split between the physical world and the virtual. But fear not... even though the trend of “trending” and the addiction to social media itself are going viral, we are not powerless. This generation is the first of its kind: The first to grow up with social media, hovering between the divide of old and new.

As a result, this is the time when we, as the emerging leaders of society, will decide the future of how we use this immersive and prevailing medium. We are the pioneers who will continue to navigate through all of its immense uncharted territory and decide its possibilities, as well as its limits. We all know the Internet and social media have caused the world to become much smaller and that its effect on society and its users can be both enriching and devastating. So given this knowledge, as we unremittably proceed into this new era, how will we use our position? What will our role be in shaping the future during this virtual age revolution?

WRITTEN BY: **MARIE KRAML** PHOTOGRAPHY BY: **SANDRA PEREZ**
STYLIST: **CHRISTINA WALKER** MODELS: **LEE PIOTROWSKI & SEIDI HAKKANEN**











Beauty + Brains

These innovative textiles are so smart they will change not only how we see our clothes, but how our clothes will affect the world.

BY DINA AZAR

Soon, our textiles will do it all. Textile science is the study of the properties and processes of creating, coloring, and treating fibers, yarns, and fabric. The phrase “smart textiles” was coined for textiles that have truly improved the life of the wearer. Smart textiles can be broken down into two different categories: aesthetically-based textiles, and performance-based textiles.

Aesthetic textiles can either change the look of the fabric itself, or of the wearer. Two smaller companies have done both of those things in their own right. CuteCircuit is a fashion company founded in London by Ryan Genz and Francesca Rosella, and their aim is to create wearable technology. CuteCircuit’s strength is their fabrics that light up and fluctuate according to noises from the outside world, through the use of photoluminescent thread. Another London-based brand that creates intuitive fashion is Natsai Audrey. Audrey’s aim is to create eco-friendly fabrics that will neutralize the pollutive process that the fashion world has been known for. Audrey’s scarves contain bacteria grown on the silk fabric they’re made of. What makes them quite exceptional is the bacteria: it reacts to each wearer’s unique chemical makeup differently, resulting in a different color and pattern on every single scarf.

Then there are textiles that enhance and change the life of its wearer. Ministry of Supply is an excellent example of this notion, a fairly new company started by MIT students. Their mission is to create beautifully designed clothes from revolutionary textiles, such as Phase Change Materials (created by NASA for spacesuits). Not only are PCMs extremely durable, but they also manage the wearer’s internal body temperature, meaning that PCMs absorb heat away from your skin when the wearer is overheated, and then release the heat when the wearer is cold again. Ministry of Supply also has shirts that have thermolaminated cuffs and collars which stay crisp and unwrinkled, without any ironing!

Sustainability, is a very hot topic now in the fashion world. How do we innovate and keep ourselves looking fashionable, without destroying our beautiful planet?

Next are the performance textiles, which were created to increase the safety of the wearer. Athletes and military personnel alike usually utilize these textiles. In fact, a group of engineers at the University of Arkansas recently created a new fabric that has nanosensors woven into it, which can detect early signs of brain trauma and then immediately alert medical personnel off the field. CuteCircuit also created a pilot suit designed for racecar drivers. At first glance, the suit utilizes CuteCircuit’s classic photoluminescent thread, but the result is different. These threads light up according to the driver’s heartbeat. They also distinguish the wearer’s different moods and anxieties while they’re driving, and then transmit them back to the base. This helps the driver and team decide where exactly in the track his or her weaknesses lie, and helps to improve the next drive.

Sustainability is a very hot topic now in the fashion world. Just how do we innovate and keep ourselves looking fashionable, without destroying our beautiful planet? Pharrell, G Star Raw, and Bionic Yarn have teamed up to create the line Raw for the Ocean. Their aim is quite simple: extract plastic waste from oceans all over the world, and recycle them into yarns that can be used for beautiful, comfortable, and well-fitting jeans. These yarns have a three-layer system. The base is usually made from a durable or stretchy yarn that moves with the wearer. Then the middle layer is made of the plastic from the ocean, which are then recycled into multiple thin yarns, and woven all together. Finally, the top layer is made of cotton, the traditional fiber for the look and feel of jeans. According to Bionic Yarn, the top layer can be made of any natural or manufactured fiber to imitate any fabric in the world.

Textiles may seem like a very broad, and uninteresting world to partake in. However, with the explosion of issues around safety and sustainability, it has never been a more exciting time to get into the field.

THE Future of Menswear

**The progression
of menswear from
today to where it's
going tomorrow.**

BY DEVON FIGUEROA

If you can remember what menswear was like 20 to 30 years ago, you might agree the men of that time were focused primarily on functionality and the representation of their lifestyle in regards to their clothing choices. This, of course, remains an important aspect for most. However, today's world of menswear has another crucial aspect: men that dress for fashion and understand style.

Let's start with the trend that has not only survived every day since its birth, but has gone on to spawn trends of similar design: Jordans. When the "Jump Man" bestowed upon the world his signature shoe he set in motion an icon of style that is still shaping menswear down to this very moment. MJ famously fashioned his gems all six of the seasons he dominated the hardwood, leaving pop icons, as well as the common public, anxiously jumping at the chance to be just like Mike. Today, there isn't one dedicated sneaker-head that wouldn't be caught dead lacing up a pair of Air Jordan's latest release on a basketball court.

If you're like me, you might appreciate the history behind this iconic shoe. However, if that's the extent of your fandom then you might be wondering, "How could these glorified rubber soles hold any responsibility for an evolution in menswear?" For years, ambassadors of the hip-hop culture religiously rocked the newest Jordans, and kept them scuff-free. Not that this has changed in any way, but something magical has begun to transpire: If we could wear basketball shoes casually, what else could we get away with wearing? I'm not here to inform you that a casual activewear movement exists, but rather open your eyes to the excitement of where it is headed.

Staple garments with athletic origins such as joggers, basketball jerseys, and mesh fabrications have flooded every fast-fashion giant, high-end boutique, and e-commerce powerhouse. Each year, the new Jordan releases expand closer to the high-fashion side of the apparel spectrum. In addition, this has brought other casual wear into style, like leather joggers and worsted wool baseball caps.

More and more runways are witnessing interpretations of activewear influence including the likes of Givenchy, Alexander McQueen, and Marc Jacobs. I don't know about the rest of you, but true reality hit me when Bloomingdale's added an "Athleisure" section to their e-commerce strategy. Thanks to this activewear movement, we now live in a time where the world's top athletic brands vie for a spot amongst the world's top designers, and the designers wouldn't have it any other way.

With the addition of FIDM's new Advanced Study in Menswear Program, the advancement of menswear is only at the starting point of its evolution. As the first graduating class from FIDM Menswear program finished their final quarter, they became pioneers, and I believe the program will pave the way for future students to carry the torch into very promising territory. My vision for the future of menswear involves the lines of couture and activewear becoming so blurred that beauty and bravado become one. Imagine the clean-cut perfection of tailored suiting and the bulletproof comfort of performance athletic wear becoming synonymous and harmonious. I look forward to seeing where the inaugural program's successors take this vision.

Harmony

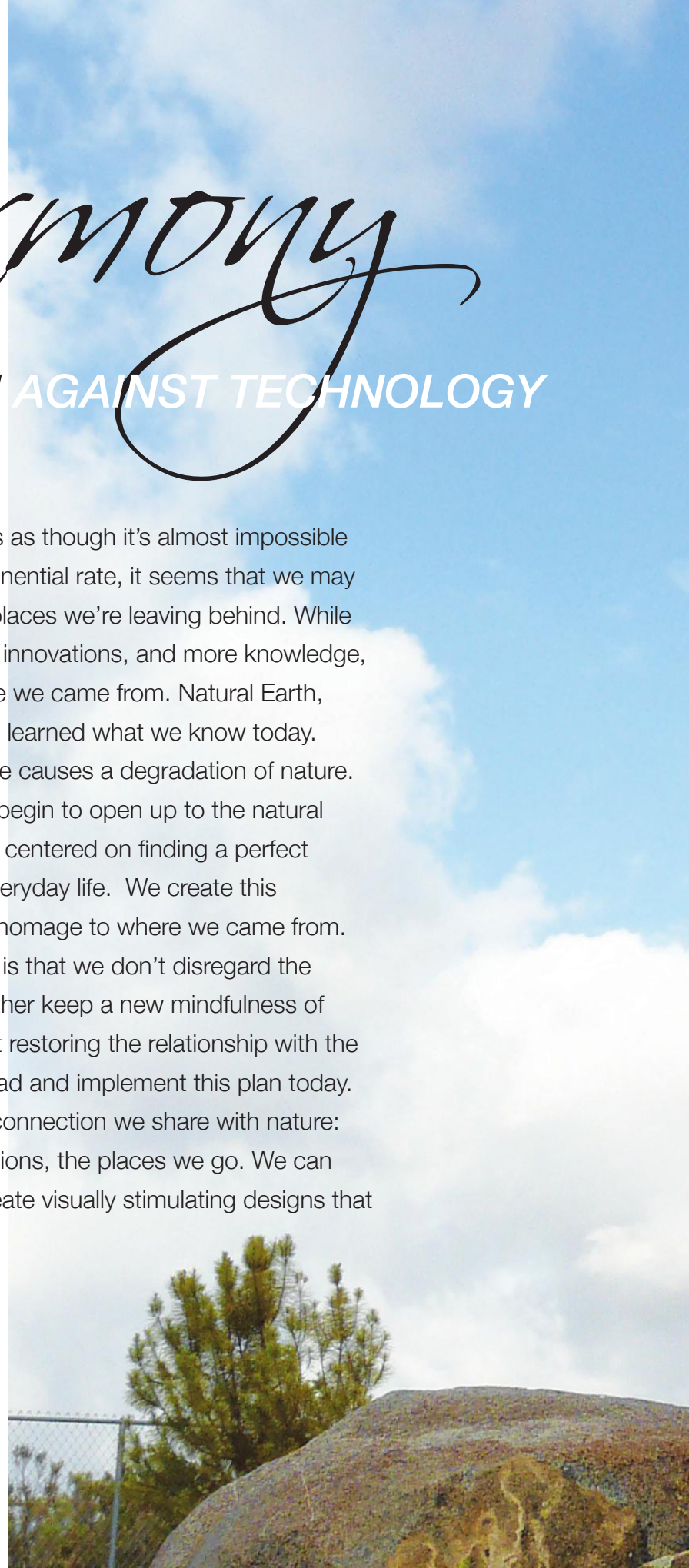
A REACTION AGAINST TECHNOLOGY

BY LAUREN HEMMINGSEN

The world moves at a pace that feels as though it's almost impossible to keep up with. Moving at an exponential rate, it seems that we may progress too fast, overlooking the places we're leaving behind. While this progress means new technology, new innovations, and more knowledge, it's important to remember the place where we came from. Natural Earth, in all its entities, is where we've grown and learned what we know today. Perhaps this rapid expansion into the future causes a degradation of nature.

As we step away from technology, we begin to open up to the natural world. We embrace a simpler lifestyle, one centered on finding a perfect balance between Earth's resources and everyday life. We create this harmonious relationship with Earth to pay homage to where we came from. However, what's important about this idea is that we don't disregard the current, fast-paced life we live now, but rather keep a new mindfulness of the natural environment. Harmony is about restoring the relationship with the Earth by taking the simple care we once had and implement this plan today.

Design-wise, harmony represents the connection we share with nature: the materials we choose, our color inspirations, the places we go. We can pull inspiration from the environment to create visually stimulating designs that reflect this relationship with Earth.





Photograph by **Breanna Morgan**

MODELS

Alyssa Lowe
Emma Granquist



FASHION FEST!

THE **12** FAB MUST-HAVES FOR THIS YEAR'S FESTIVAL SEASON!

WRITTEN BY: **ELIZABETH DUNNIGAN** ILLUSTRATION BY: **JACKLYN DEWENTER**

Think festival fashion only resides in the summer? Think again. The boho-chic, gypsy, and hippie-inspired trend has taken California by storm, as it has weathered all seasons. While the trend's origins point to California, it is quickly gaining momentum around the country and world as the popularity of music festivals explodes into a rainbow of flower headbands. Perhaps it is because of the unifying possibilities, and their ability to transgress the boundaries of time and place, that these festivals have captured the attention of fashionistas everywhere.

The trend seemingly has no limits as it encapsulates everything from neutral tones to eccentric, colorful prints. This unique trend has become infused into California's notorious laid-back culture, and it looks like other states are taking a page from the Golden State's fashion notepad. Lucky for us, I think it's safe to say we'll be seeing a lot more of this trend. Whether you have your tickets ready for Coachella, Tomorrowland, Bonnaroo, or SXSW, here are our 12 favorite festival fashion must-haves!

Flash Tattoos These metallic, jewelry-inspired tattoos have continued to gain momentum into the spring, and it's not too early to begin stocking up now.

Body Jewels Did you think the bold accessories stop there? Add

the finishing touches to your festival ensemble by applying some face jewels. Underneath or bordering your eyes establishes a playful gypsy look.

Selfie Stick While this may seem like a joke, these will be all the rage during festival season. Being able to capture the perfect selfie at Coachella, Bonnaroo, TomorrowWorld; achieving the perfect shot at any music festival you attend is no longer a dilemma with the convenience of the selfie stick.

Booties Not having to choose between comfort and style is always a win, especially at festivals where a lot of walking and standing is involved. Not to mention they are excellent protection from dust!

Flower Headbands A huge hit at Coachella last spring, these will undoubtedly be arranged on top of feathery braids throughout the season. These headbands immediately make any outfit nature-chic appropriate.

Sheer Blouses/Dresses As seen on the runways of Paris Fashion Week, sheer is here to stay this summer. Dresses, tops, etc. with sheer details or panels will be showcased throughout festival season.

Chokers and Layered Jewelry Brings many of us back to our middle school days; nostalgia, anyone?

Leather, velvet, plastic - pair this iconic statement piece with some layered jewelry, looking to silver and turquoise undertones.

Native American Influence Fringe will be everywhere this season. Fringe bags to store your essentials, fringe booties and fringe vests and more. You name the product and chances are it will be available with fringe detail.

Nature-Inspired Neutrals Many will be turning to Mother Nature for inspiration this upcoming summer. Along with neutrals, expect to see a lot of white worn in the crowds.

Cut-Outs in Dresses/Tops This peek-a-boo trend will serve a dual purpose in providing edgy style as well as relief from high temperatures during the day.

Bold Lips This season, it's time to let our lips do the talking. Add some fun to your festival style by throwing on a bold color, dark blue, metallic gold, hot pink- it's out there!

Fanny Packs Yes, I said it. Go old-school and sport the classic version or be a trendsetter and don an updated version of the hip-hugging styled pack to a well-made, lowrise leather slinger (essentially, a purse on a belt). These bad boys will be your life-saver; you can (and will) thank me later.



MINIMALISM

Four Fashion Design Majors Reveal Their Approach to Less

PHOTOGRAPHY: ARIANNA SHARFMAN STYLISTS: CHRISTINA WALKER, ALEJANDRA PALMA-GALINDO & DONIA KERRIGAN

FIDM MODE™ MAGAZINES: SAORI NAMIKI, JENNIFER YEUNG, JASMIN BROCKETT, PAULINA



DRESS BY DIONARD CAMPMAN



GARMENTS BY MARLY KLUGE



DRESS BY NICOLE LARSON
DRESS BY MARLY KLUGE



“My life is colorful and full of rhinestones, so when it came to the concept of minimalism, I had a hard time wrapping my head around it. During my research, I stumbled upon an anonymous quote, ‘Why grey? Because my ideas are colorful.’”

—Dionard Campman



DRESS BY ASHLEY PODREBARAC



DRESS BY ASHLEY PODERBAC

POWER MOVE- MENT

STYLED BY: **MICHELLE NGUYEN** PHOTOGRAPHY BY: **JENNIFER YEUNG**
MODELS: **ALECXIS HARRIS-KELLY, NICHOLAUS HAWKINS & RYAN GARDLEY**













THE NEW GIRL BOSS

WRITTEN BY: **MARA MACALE** PHOTOGRAPHY BY: **AMINAH MUSA**
MODELS: **BETHANY PEDERSON & DYLAN LUKES**
STYLISTS: **GIOVANNI CARETTI & CHAVA FEIGEN**

As an increasing number of female business owners are taking control of the fashion industry, we step back to take a look at just how these ladies climbed, or in some cases, liked, pinned, reblogged and tweeted their way to the top. The main platform for female entrepreneurs' successes have materialized straight from social media pages to your closet. How, might you ask? Let's take a Versace-sized step into just what is driving #GIRLBOSES today.

Today, as an aspiring young designer, I'll kick off my dirty combat boots for a moment and put myself in the platforms of one superlative female entrepreneur, Sophia Amoruso, founder of Nasty Gal.

Amoruso began her company by recognizing something she enjoyed: vintage clothing shopping. Selling her valuable vintage finds on ebay (all the while establishing Facebook, Instagram, Tumblr, and Pinterest pages to further promote her brand) was the avenue in which her company spread its wings. She was an art

school dropout, a punk rock princess who didn't have the time or the money to launch her own line the "old school" way. So she began Nasty Gal, a name inspired by a Betty Davis album from the '70s.

By finding her core aesthetic and recruiting her friends to photograph and model her work, Amoruso's brand was swiftly expanded. She utilized social media as her platform to create her brand image and establish a following. Selling anything from Yves Saint Laurent

attire to beat up band tees, Amoruso eventually grew out of her small Los Angeles home, upgraded to an eventual 7,500 square foot warehouse to support her rapidly growing business.

Nasty Gal began as a creative vision.

Amoruso knew her aesthetic and worked around it in every way she could. She didn't need investors. She didn't need a high end studio in order to execute her ideas. She utilized a free tool available to everyone- social media- and branded herself. So all you #GIRLBOSES, go get 'em. Promote yourself, your brand and find your aesthetic. CEO isn't far out of reach.

Amoruso began
her company
by recognizing
something she
enjoyed: **vintage
clothing shopping.**



SOCIAL NETWORK

Tips for getting the most out of social media in order to improve your career and job search.

WRITTEN BY: **JOHNAE MCDONALD** PHOTOGRAPHY BY: **@GAILTOPSY**

Having a hard time with your job search? We've all been there. At this point, it's only a matter of time before you consider throwing in the towel. But I'm here to tell you that there's more to the game of job hunting than Indeed, Monster, and SimplyHired. I'm not knocking these job boards, but there are other options that you may not be fully taking advantage of. One of these options is LinkedIn. Since being on LinkedIn, I have received recommendations, endorsements, and job offers. I've provided you with 10 ways to get the most out of LinkedIn, Facebook, Twitter, and Instagram so that you can get the same outcome.

1 Link "FIDM/Fashion Institute of Design & Merchandising" to your education section. You can do this on LinkedIn and Facebook, but mentioning FIDM on your Twitter bio, and @fidm on Instagram should also do the trick. You'd be surprised on how many job offers you can get by adding this tiny little detail on your social media profiles.

2 Connect with everyone from your major at FIDM. That includes people who have graduated before, after, and at the same time as you. You never know where your colleagues will end up, so it doesn't hurt to reach to them. You'll have a lot of access to these contacts on LinkedIn, but they're also on Facebook, Twitter, and Instagram. So get to searching!

3 Request recommendations. Even if you don't have any prior work experience, your FIDM instructors would be more than happy to give you

a recommendation once you've earned it. If you've completed an internship, even better! The point is that you can NEVER have too many recommendations.

4 Update your status. Although LinkedIn endorsements are nice to have, it has been said that human resource managers pay more attention to your status updates. Updating it at least once every two weeks should do the trick. Oh, and don't forget to share what you post on LinkedIn to Facebook and Twitter. You might as well impress your family and friends while you're at it.

5 Include a summary. Having a summary on LinkedIn is just as important as writing a cover letter for a job submission. It gives potential employers a chance to get a snapshot of who you are.

6 Share your portfolio. HELLO, have you noticed the amount of recruiters and executives on LinkedIn? It's called free publicity! You never know who's watching your personal profiles, so go the extra mile by creating a photo album for your portfolio pieces on Facebook, and sharing images on Twitter and Instagram.

7 Follow your favorite companies. It's a great way to stay current on a company's overall updates, new hires, and job openings.

8 Need more followers? There's a class for that. I'm serious, there are classes that you can take to learn how to get more followers on your social media profiles. The more followers you have, the more you'll get noticed.



REAL YOU *VS.* SOCIAL MEDIA YOU

WRITTEN BY: **AMY MOORE CLAPPER** PHOTOGRAPHY BY: **CHARLOTTE COOPER**
MODEL: **ULLY FERRER**

But first, let me take a selfie...

Social media is possibly the greatest thing our generation will be known for. Our time will go down in history as the generation that created such masterpieces as MySpace, Facebook, Twitter, and Instagram. At any time, a person is able to connect with almost anyone else on the planet. Stop and think about that for a second. That's pretty amazing. Social media has bridged gaps between communities, been a vital part of social movements and increased awareness and charitable giving. It has also made it possible for deployed soldiers to see their children, enabling them to participate in milestones that they might have otherwise missed. The advancement of social media has been tremendous during our lifetime and, for the most part, it has had a positive effect on our society as a whole.

The flip-side to this phenomenon is that some people use social media as a weapon, or a mirror; as a gauge to a standard of living they are required to meet. Who a person is on Instagram or in 140 characters on Twitter is, more times than not, a false representation of who that person is. Don't get me wrong... I truly believe that you feel so "#blessed" and are "such a lucky girl <3 <3 [insert picture of flowers from latest boyfriend]". However, unless you are one of those few passive/aggressive people who air their dirty laundry on Facebook (who I immediately hide from my newsfeed but never unfriend, so that I can still see all your problems on my terms), what you are posting is only half the truth. No one knows that those flowers he got you today are because he bailed on you yesterday, or that the "delicious donut" in the photo you just took, cropped, applied a filter to, and captioned and posted, is now leaving you in self-loathing for the rest of the day. The thing about social media is that you control the "you" that everyone sees. The bad, the ugly, the undesirable aspects about your life, the things that define you more than your #ootd; these things are never seen, never revealed, and never known by the person on the other side of that post.

You might think that by simply posting the good parts

of life you aren't hurting anyone; that it's your prerogative to post what you want. You're right... but the kind of culture that social media is creating is a competitive and depressing one. According to *Glamour* magazine, 64% of women have lower self esteem after browsing social media. I would have been having a great day, eating healthier, and feeling good about my body, but then I opened Instagram and saw a picture of a girl I met one time looking fit at the gym. This alone could completely turn my day around. I become hard on myself, jealous that she has the time and motivation that I don't, and the body that I want or that society tells me I should have. This seemingly insignificant act may even alter what I am going to eat that night, or make me think

twice before grabbing drinks with friends. Every time I go out, the thought crosses my mind that whatever I wear will end up online tonight. How I do my hair, my makeup, where I go, who I'm with; it's all going to affect someone's perception of me as they check their Instagram.

I am guilty of 100% of everything that I have written

above. I only post photos that I want someone to see: pictures of my husband and me when we are happy, of my outfit when it's on point, of my face when it's got makeup on it. I fill my feed with my fun adventures in California and not the pictures of me sitting on the couch watching *Law & Order* reruns in my sweats. I am one of the 64% of women who let snapshots of a life that is carefully contrived for my consumption dictate my happiness and how I feel about myself. I'm not sure how to fix it, how to separate the virtual from reality, how to go about my daily life without putting out something that is only half truth while taking everything that I see in as complete truth.

I know, however, that there is a healthy balance to be found where I can enjoy the benefits and connectivity of social media while embracing my real self with total confidence. Perhaps it begins with accepting the beauty in all things, including the flaws, including and especially in me and my own world—online and off.

*The thing about
social media is that
you control the "you"
that everyone sees.*





unplug

One FIDM student's experience taking a tech-cleanse and why detoxing from social media is good for your health

WRITTEN BY: **BIANCA CANTU**
MODEL: **TABATHA ROGERS**
STYLIST: **CHRISTINA WALKER**
PHOTOGRAPHY BY: **GABRIELA ORREGO LOPEZ**

Through the ages, human-kind has survived epidemics that have left civilizations in devastation or wiped them out completely. The year is 2015, and a new epidemic is on the rise: Technology Zombie.

It is said they are often found in dark corners with close proximity to electrical outlets, their faces illuminated by the blue glow of their devices. It's common knowledge that they are harmless and strike no real danger; in fact, many have tried to ease the affected away from their addiction. Some solutions have helped, and others have completely failed. Therefore, I bravely rise to the challenge and call upon them, "Psst, psssst! There, there, Technology Zombie, come out from your

dark corner, step away from the outlet. I don't mean to startle you. In fact, I come in peace, with only knowledge to share."

Now that I have gotten your attention with my dramatics, I must share with you how and what I learned when I unplugged, because, yes, I am a recovering Tech Zombie myself.

As with all scientific and social experiments, I began with some research to get prepared for what I was getting myself into. First, I found out how to unplug, because I wasn't so sure if going cold turkey would be the healthiest solution. Thanks to an article written by Danielle Zeigler at MindBodyGreen.com titled "Four Steps To Unplug From Technology and Tune Into Your Feelings," I got started on my technology detox that, after done, proved

to be a success. If you wish to try them they are as follows:

Step 1: Set Your Intentions

What is your purpose for the technology cleanse?

Step 2: Plan Your Technology Cleanse

For how long do you wish to cleanse, and what exactly do you wish to cleanse from? Four days away from Facebook? A week off of Instagram?

What will you do with your time away from technology?

Step 3: Tune Into Your Feelings

Write down how you felt while you were away from technology. Did you feel bored, anxious, relaxed, or free?

Step 4: Reflect On Your Experience

What did you gain? What did you get

done? Would you do it again?

After I wrote these steps out, my plan looked like this:

I will cleanse myself from the use of my cell phone for exactly two days.

My purpose for this technology cleanse is to show myself, and others, how to “unplug.”

During the time away from my cell phone, I will focus on being academically productive and finish homework, etc.

At the end of both days, I will write down how the day went and how I felt.

On the morning of the third day, I will then reflect on my experience.

Having done that, I prepared for day one.

On the night before the start of my technology cleanse, I didn't charge my phone in the hope that by the next morning it would be completely dead. As I awoke from my slumber on Day 1, I found that I had to fight an urgency to check my phone, a feeling that I had no idea I would suffer. Throughout the day, I found that I was bored, even though my homework had my undivided attention. I did find that I didn't take as many breaks (which would be used to check my phone). I also felt I wanted to do some kind of physical activity; I suspect it was to distract myself from the loss of my phone, but I also felt like a child with only the desire to go outside and play. By late afternoon I decided to take a walk around Pasadena's Old Town area, and by nightfall I found that I felt less stressed out from the day and had a sense of accomplishment. I wrote all of this down in my journal.

On Day 2 I felt a lot less connected to my cell phone and really relaxed. I did

some homework and then went out for the day with my sister—my cell phone completely forgotten. On the morning of Day 3 I reflected on how my technology cleanse went and I concluded that I was missing my sense of adventure. You see, while on my cell phone, I'm often scrolling through pictures on Instagram and observing all the awesome things others are doing. While away from my cell phone, I realized that I wanted to be out doing activities, too. With this newfound realization, I wondered just how I helped myself by taking a step away from technology. And just like that, the hunt for more information began.

After a quick sweep on the Internet, here are some health, beauty, and mood

of technology, as reported in “Is FOMO Depriving Us ...” on Independent.co.uk. An example of FOMO: while you scroll through your feed, you often immediately feel like you missed out on something better than whatever you were doing prior to checking social media, which in turn results in you missing out on whatever you were doing because you're checking social media.

- Too much screen time is associated with a bigger waistline (especially for teens).

In an article on ScientificAmerican.com, researchers have found that all that tapping and swiping away on screens is replacing actual physical activity and could also lead to subconscious eating.

- Too much screen time at night can make you age faster.

In an article titled, “Ways to Look Younger; Seven Everyday Anti-Aging Habits For Healthy Skin,” on MedicalDaily.com, researchers have found that all that late night scrolling through your Twitter timeline is taking time away from your beauty sleep. Lack

of sleep can cause premature aging, unevenness of the skin, and fine lines. It can also weaken the skin's ability to repair itself at night.

With that said, my fellow Tech Zombies, it's safe to say that we need some healthy time away from the blue glow of our devices. Did you read that last health benefit about premature aging? No, thank you! To quote Beyoncé, I plan to look flawless for many years to come. So, let's make some time for ourselves to go out and explore some awesomeness, and then we can go home and post all about it. After all, we can't expect to avoid technology completely.

Time away from technology helps fight the fear of missing out.

benefits that I discovered while taking some time away from technology:

- Time off of technology helps remove unhealthy feelings of jealousy and loneliness.

In an article by *TIME* magazine titled “Why Facebook Makes You Feel Bad About Yourself,” researchers from two German universities found that one in one people actually felt worse about themselves after spending some time on Facebook, especially if they viewed someone else's vacation photos.

- Time away from technology helps fight the fear of missing out.

The fear of missing out, or FOMO, has been recognized as a genuine psychological disorder brought on by the advance

TIMBERRR!

We're all falling for lumbersexual- the new uber-manly trend eliminating what was left of the metrosexual style and dominating the social media scene.

By Marie Kraml

Gone are the days ruled by meticulous grooming, manscaping, expensive fashion choices chained by only the most current trends, and countless hours in the mirror. I'm sure you've noticed by now when it comes to trends in men's style: metrosexual is out, and lumbersexual is in.

Welcome to the world propelled by Instagram - the counter to all that is metrosexual by embracing (often unkempt) beards, long hair, the (glorious) man-bun, flannel, boots, and all that is rugged and conventionally "manly." Derived from the term "lumberjack", the lumbersexual is the evolution, or a mainstream extension of the FIDM MODE™ Magazinern hipster. He has a beard, not just a handlebar mustache. He enjoys flannel, but for its warmth and practicality, not (necessarily) as a fashion nod to our alternative angsty predecessors. And he actually enjoys being outside, and not just when riding his bike on his way to have the new microbrew. The lumbersexual exudes cool without even trying... because he's probably not.

It's hard not to notice the mark of the lumber trend. On every red carpet today there are beards and man-buns galore. Leonardo DiCaprio, Jason Momoa, Charlie Hunnam, and even Ryan Reynolds lately, have all been rocking the rugged look. The trend is so popular that designers aren't missing out either. During the On Aura Tout Vu Spring 2015 show at Paris Couture Week, female FIDM MODE™ Magazines strutted down the runway wearing beard-like crystal masks. You know a trend is undeniable once it goes couture.

But why is this trend getting so much traction and attention? There are multiple possible reasons, but part of it is a romanticization of simpler times. Let's think about the

economy lately. I know you've heard it a million times, but this generation is facing some unusual obstacles. Student loans are out of control and unemployment is still a very serious issue. Young people are moving back in with their parents and putting off traditional milestones, such as marriage, in an attempt to become financially stable. The traditional role of the man was once as the paramount bread-winning provider for his family. He was once literally the hunter, so it's not surprising that some men of this generation are looking for a way to once again identify with this old-fashioned power archetype. Even if that axe is just for show, it's still a symbol of strength, purpose, and control... things very desirable during times of change and uncertainty. In a world consumed with technology, and the line between gender roles fading more and more, what better way is there to demonstrate classical masculinity and natural survivor skills? Appear to be commanding and experienced with the outdoors.

No matter what the reason for the trend, it's one that obviously resonates with its adopters and observers alike. We've seen many variants of the trend, from the traditional plaid-and-denim lumberjack style, to the leather jacket and tattooed guy on his motorcycle, to the more tailored lumbersexual with his classic gentleman-inspired suits and organic beard oils. We've seen it all. If Instagram pages like @manbunmonday (currently with 198K followers) and 6' 7" male model @BrockOHurn's (currently with 1.1 million followers) are any indication, the people are loving it. Whatever your take is on the trend, I say if you like it, embrace it. Fashion and style are all about self-expression. So cut down a tree or grow a beard, but whatever you do- don't forget to tag it on social media.



Illustration by Alex Jimenez



HEADPIECE BY:
ALEJANDRA PALMA-GALINDO

ETERNAL OPTIMIST

A letter to my fellow FIDM peers about hope and encouragement in a time of doubt and instability.

WRITTEN BY: **CELINE GASTELUM** PHOTOGRAPHY BY: **SANDRA PEREZ**
STYLIST: **CHRISTINA WALKER** MODEL: **JASMINE BON**

As older business practices are being abandoned, new methods are being developed. It took Google a little over a decade to become the worldwide-known search engine it is today. Twitter and YouTube are now globally-used social networks, developed in less than 5 years, and Instagram in less than 3 years. Now it's only taking months to mere weeks for new apps and social media networks to hit the market. Entrepreneurs are even starting businesses by the age of twelve, and they are flourishing.

On Ted Talks, a global series of conferences with the mission statement, "Ideas Worth Spreading", a number of

the spokesmen spreading various ideas are the youth, and they are seen as the most optimistic with inspiring others.

Examples include

Thomas Suarez, a 12-year-old app developer; Maya Penn, a 15-year-old philanthropist, fashion designer and cartoonist; and Neil Jane, who, along with a group of his high school peers, created a device that diagnoses diseases. Just last November, Saira Blair, a freshman at the University of West Virginia, became the youngest State lawmaker in the nation at 18 years of age. This past January, Shubham Banerjee became the youngest Silicon Valley entrepreneur after creating a printer for Braille at the age of 13. This was after Brian Wong, who became Silicon's second-youngest entrepreneur

at the age of 19, after creating Kiip, a rewards-based platform app. This list only continues to extend daily.

In the midst of all the faults of this world, I am beginning to see a beauty that I just can't take my eyes off of. The future leaders of this world are rising right before our eyes. Young entrepreneurs and fast-growing businesses have become more than just a trend. These are a part of the answer and reason to a positive future. We are seeing promise in the industry for creatives with all of the opportunities that are being handed down to us. We no longer have to wait for a stamp-and-howdy to be given to us; instead, we are realizing that we can start now, in the comfort of our dorms and classrooms.

We have been given the power to transform our ideas on to a digital platform. As a result, humankind has once again changed the way we live and interact. The Internet is sometimes perceived as the most banal platform on the planet for progress. However, it is we, the optimistic, that have the power to see the possibility and opportunity to improve rather than degrade. As a blogger and an interviewer, I have come across many young vanguards in the Los Angeles area who are already embedding their mark on this world. Many of us that walk the halls of FIDM have been very successful at marketing ourselves as well, due to social media. Some of us are self-made models, fashion stylists, designers, or pioneering bloggers, Instagrammers, and/or YouTubers. Some might call us eternal optimists; I'd like to call us the eternally blessed. The Internet namely social networking has provided a chance for thinkers to create something of themselves, and that all starts with an idea and the dream.

"The future leaders of this world are rising right before our eyes."

letter from the *beauty editor*

In a generation of things being on point, on fleek and on trend, hash-tagged, uploaded and Instasized, is it possible that we are losing sight of what beauty is outside of these social constructs?

Growing up, I was always told that beauty is in the eye of the beholder. This was always such a meaningful statement to me, reminding me to feel confident in my own kind of beauty. It assured me that beauty was an individual construct and not a social one. I always held tight to this ideal. Recently, however, I've been trying to figure out how that ideal still fits into today's society, in a generation in which we have a far larger audience of beholders to appeal to, thanks to the phenomenon that is social media.

With the emergence of platforms like Instagram, Snapchat and Twitter, there has been a heightened feeling of responsibility to uphold popular blog-style head-to-toe fashion ensembles, YouTube-tutorial hair and makeup, and statuesque Tumblr bodies. Increasingly so, we don't even want to post photos of our food anymore unless it looks worthy of being in a magazine spread, much less photos of ourselves. All this suggests to say that somewhere along the way, our generation started believing that beauty is determined and established one clever quote and a "4 x 4" cropped photo at a time. Additionally if our photo isn't face tuned and filtered, we've stopped giving it so much as a second glance. The question that I have found myself wondering throughout the process of creating this amazing and intricate issue is, when exactly did we become a culture so afraid to share the unedited version of our beauty? Diversity is a beautiful thing and my



Beauty editor Kayla Coleman shows off the tools of the trade in this unretouched portrait.

musings have led me to really speak out about how much we should each embrace the individuality of being our true selves. I'm not here to tell you to stop finding inspiration in others or forego being influenced by trends, but what I do want to encourage everyone out there to do is to take beauty back. I want to challenge our generation to fight to once again to make beauty an individuality concept, and most importantly, to feel confident in our skin without it having been smoothed, toned and brightened in an app. More importantly, I want for us to know our worth outside of how we

appear on an 8-megapixel news feed, regardless of the number of red heart regrams or retweets that accompany it. With so much technology at our fingertips, social sharing is the door to an endless amount of creativity and artistry. It is a unique and exciting way to reinvent ourselves, one artfully edited selfie at a time. And though we probably will not give up our beloved editing any time soon, let us always remember that the most picture-perfect version of ourselves is the one reflecting back at us in the mirror.

YOUTUBE *University*



A look at how social influencers are becoming the new teachers, and an interview with YouTube sensation, **Lindsey Hughes**, better known online as BeautyBaby44.

In these, the days of all things social, we find ourselves in a pivotal point in society, in which our businesses, relationships, and general consumerism have been transformed through social media. In the midst of this dynamic time, could it be, also, that social media is now starting to shape our modern methods of education, paving the way for a wholly new generation of educators?

Perhaps, the industry that has seen the most growth on the frontier of social education, is the beauty industry. The beauty industry is a 60 billion dollar and growing, vast and colorful arena that has recently started to rely heavily on social educators as acting ambassadors and largely primary product educators. In recent times, we are even seeing these beauty influencers receiving exclusive opportunities to collaborate with major cosmetic brands to develop and

release their own limited edition products. In some light, it can be said that social influencers are the new era of celebrity. In tandem with this rapidly expanding, online sharing culture, the phrase “YouTube University” was coined, to describe the phenomenon of the growing masses increasingly turning to the video sharing platform YouTube for specialized education. Though many have predicted the growing popularity of YouTube and social sharing, what couldn’t have been predicted is just how substantially they would come to revolutionize a huge industry’s way of operating. In this very new and exciting age in beauty, here is a first-hand look into what 20-year-old social media starlet, beauty blogger, and FIDM Alumna, Lindsey Hughes, has to say about the new social frontier in beauty.

How did you get your start on YouTube and break into the industry?

My decision to make my first YouTube video was very spur of the moment when I was 15 years old. I had been watching beauty vloggers for several months and one day I was just bored and decided to record a haul video on my mom’s laptop camera - no lighting, terrible quality! And I uploaded it right then and there. I fell in love with the process and feeling of making videos and didn’t stop from that point on. Over time and with consistent content, I suppose I broke into the industry through making my videos as relatable, but as helpful, as possible.

What are your thoughts on the new generation of social media gurus and educators?

I think the coolest thing about social media today is that literally ANYONE has the chance and ability to be successful at it. I am proof of that! You can start from absolutely nothing and create something that you’re proud of with time and dedication. I learned almost everything I know about makeup and beauty from watching other creators on YouTube - not

necessarily professional makeup artists, but definitely educators just sharing their tips and tricks, which is exactly what I wanted to do. You don’t have to be a professional to share knowledge and become an educator. We’re all always learning from each other and that’s the beauty of this generation.

What are the five things someone would need to become a successful beauty blogger?

- 1. Time** - If you don’t have the time right now or don’t see yourself making the time to dedicate to your blog or channel, you shouldn’t start until you do have that time. It truly is a full time job.
- 2. Knowledge** - Do your research always. Know about what you’re talking or writing about and be passionate about it. People have to have something they can trust to rely on you for beauty advice, or else they’re just going to find someone else who does!
- 3. Persistence** - It takes not only a lot of time, but also a lot of hard work to have a successful beauty channel or

LINDSEY HUGHES TOP 5 TIPS

What are the five main things you would suggest someone do to build and maintain a social media following?

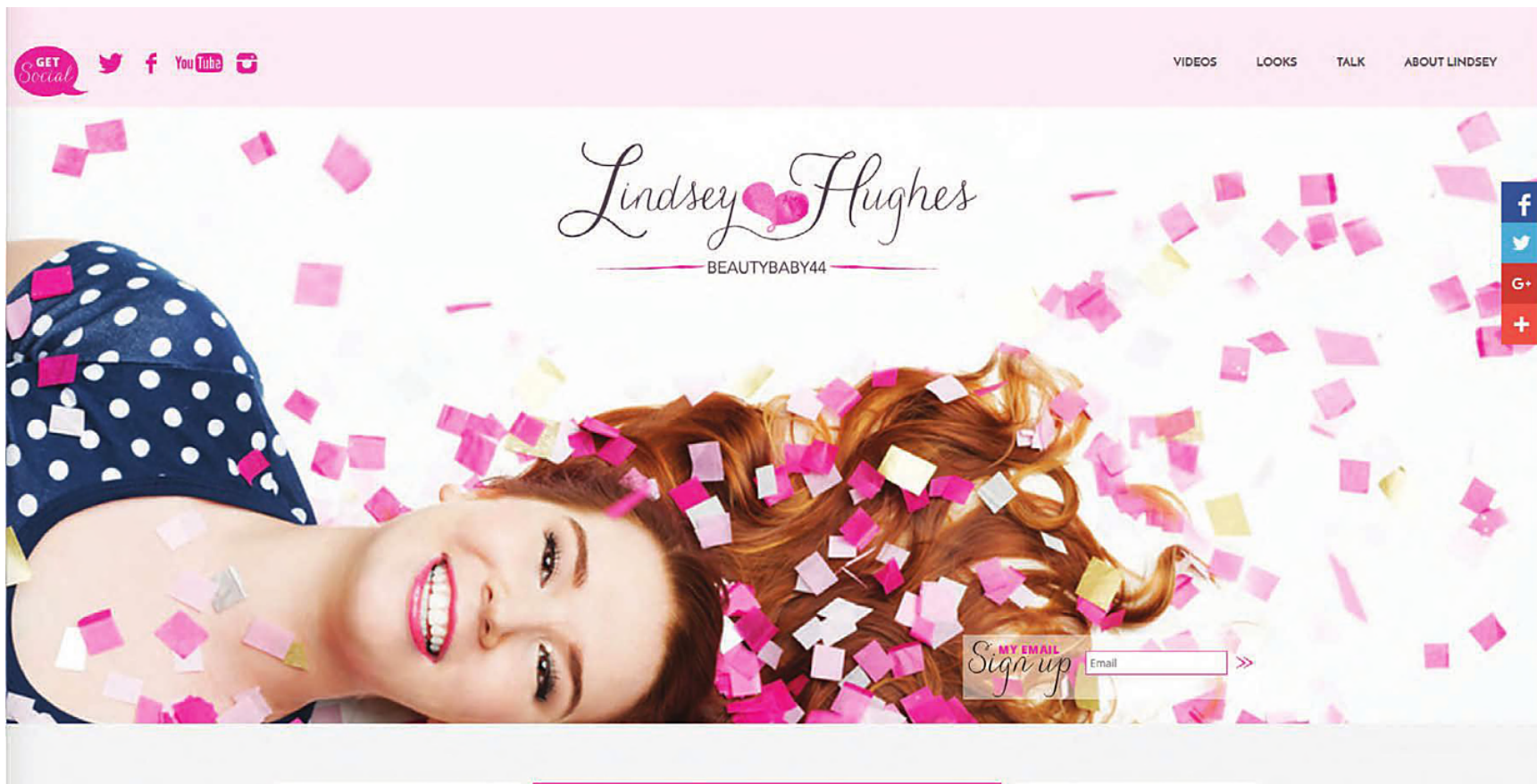
- 1.** Start for the right reasons. Start because you are truly passionate about your content and people will see that. Do not start on YouTube or any other social media in the hopes of making money or gaining a large following - people can see that too. Instead, focus on creating content you’re proud of, that stands out from others, and that people can relate to and connect with. You’ll be golden :)
- 2.** Be on multiple platforms - Twitter, Instagram, Facebook, Tumblr,

YouTube, Snapchat - pick at least 2-3 and post often, your audience will appreciate it!

- 3.** Cross-promote on those multiple platforms - promote your Snapchat on YouTube, or your Twitter on Instagram. Let your audience know where they can find you and where you post the most often, so they can be updated with you, no matter what social media platform they’re scrolling through.
- 4.** Be a good example. Be yourself - but (in my opinion) posting questionable or inappropriate content doesn’t go over well with everyone.

When you develop an audience, you may have to censor yourself a little bit on social media unless you don’t mind getting some hate from people who don’t share your opinions.

- 5.** Acknowledge and appreciate your audience and their feedback - always. :) What are some tips for filming YouTube videos that draw viewers in? Use a clear quality camera, film with natural lighting from a window (or use a video lighting kit), and have decent sound quality. Of course be bubbly, don’t be afraid to show your personality, and be different from other creators so that people want to watch you and subscribe to you!



“I THINK THE COOLEST THING ABOUT SOCIAL MEDIA TODAY IS THAT LITERALLY ANYONE HAS THE CHANCE AND ABILITY TO BE SUCCESSFUL AT IT. I AM PROOF OF THAT!”

blog. Nothing is going to happen instantly and it may take you months or even years to reach certain goals. Don't let that stop you. If you are passionate about this industry and truly want to help others, that will lead you so incredibly far and people will see that. The world of bloggers and vloggers is expanding every single day, so you truly have to have the drive for it.

4. Personality - Especially on

YouTube, be your true self, as crazy and outgoing as that may be! At the end of the day people click 'subscribe' because they want to see more of YOU - so show them that person from the start! I was pretty shy and held back my first year or so on YouTube and I definitely grew much quicker once I showed my personality more.

5. A Backbone - People on the internet love to hate. With the title

'beauty' blogger or vlogger, you're bound to get occasional hate - sometimes about things you never even considered would offend someone or make someone go off on you. Be prepared for both positive and negative feedback and know that it happens to everyone. Never take to heart what one hater comment says when you have 20 positive comments praising you. Always focus on the positive and be thankful for any and all of the love you get.

beauty

Body Art: THE WAY WE THINK OF INK

How tattoos and henna are becoming an ever popular and more socially accepted form of beauty today.



WRITTEN BY: **DONIA KERRIGAN** PHOTOGRAPHY BY: **ARIANNA SCHARFMAN** MODEL: **MICHELLE NGUYEN**

When I was 16, I was in an accident that left me with horrible scarring all over my thighs. So by the time I was 18, I thought, “Why is the universe allowed to mark up my body as it sees fit, but I am not?” I decided to get my first tattoo. Just 50 years ago tattoos were not only taboo, but considered more or less a brand of delinquency. Today, tattoos are not only becoming more professionally and socially acceptable, there is also an entire ink culture growing stronger by the day.

The definition of beauty has been altered and turned around endlessly across cultures and centuries. Beauty trends can change dramatically from one decade to the next, whether it’s eyebrow thickness or ombré hair coloring.

However, in the past 10 to 20 years, body modification trends have risen to new heights, and tattoos have broken new boundaries.

People with tattoos are not waiting for society to accept them. They are moving forward and demanding that society accepts them now. Whether it’s in mainstream media, plastic surgery, or on runway models, tattoos are quickly becoming a respectable statement. They have and always will be one of the truest forms of self-expression.

One of the main avenues showcasing tattoos is the runway. High fashion runway looks have debuted tattooed models for decades, such as Kate Moss, Erin Wasson, and Cara Delevingne. Kate Moss has several small tattoos; her most notable one is of two swallows on her lower back. Erin Wasson has over twenty tattoos and has never made any apologies for any of them. Cara Delevingne has recently gotten three tattoos and is adding more by the day.

In addition to the runway highlighting tattooed

models, some brands have gone as far as debuting temporary tattoos in their collections. Two major brands that embody this trend are Chanel and Rodarte. Chanel showcased temporary garter tattoos in a 2009 runway collection. Rodarte gave tattoos a nod in their Fall 2013 collection with tattoo-inspired socks.

In many cases, tattoos hold a deeper meaning of a moment, an ideology, or even a person. I now have seven tattoos and every single one has a profound meaning to who I am as a person — The angel wing behind my ear, the lips and Marilyn Monroe quote on the right side of my

ribs, the blue upside down triangle on the left side of my ribs, my parents initials over my heart, the Egyptian ankh on my hip, and the crystal ball on my heel. They all have meaning and grow with me as I grow as a person. My tattoos are a constant reminder of my past, present, and future. They showcase lessons learned and the person I strive to become every day.

The tattoo culture spreads long and deep across many different genres and media outlets. It has been acknowledged in TV shows like *LA Ink* and *Ink Master* with stars like renowned tattoo artist Kat Von D and Jane’s Addiction guitarist Dave Navarro. Some other media-related outlets include tattoo-centric magazines including *Inked Magazine* and *Inked Girls*. *Inked Magazine* focuses on all things tattoo, such as spotlighting artists and interviews with stars who have tattoos. *Inked Girls* is a pinup-style magazine that only contains models with extensive and elaborate tattoos. These are just a few examples of how tattoos are slowly being brought into mainstream fashion.

The more that tattoo culture integrates into the mainstream, the more it slowly, but surely, diminishes the negative connotations behind tattoos, which is a good thing.

**In many cases,
tattoos hold a deeper
meaning of a moment,
an ideology,
or person.**



Body Art: **THE HENNA TREATMENT**

WRITTEN BY: SAMINA ZAKIR
PHOTOGRAPHY BY: ARIANNA SHARFMAN

For generations, humans have used body art as a method of communication and adornment. One such body art trend includes the beautiful style of henna. Henna, also known as Mehndi, is a temporary reddish-orange dye, which can be applied to the skin, hair, fingernails, as well as many fabrics. Henna is derived from the leaves of a tropical shrub, known as the henna plant.

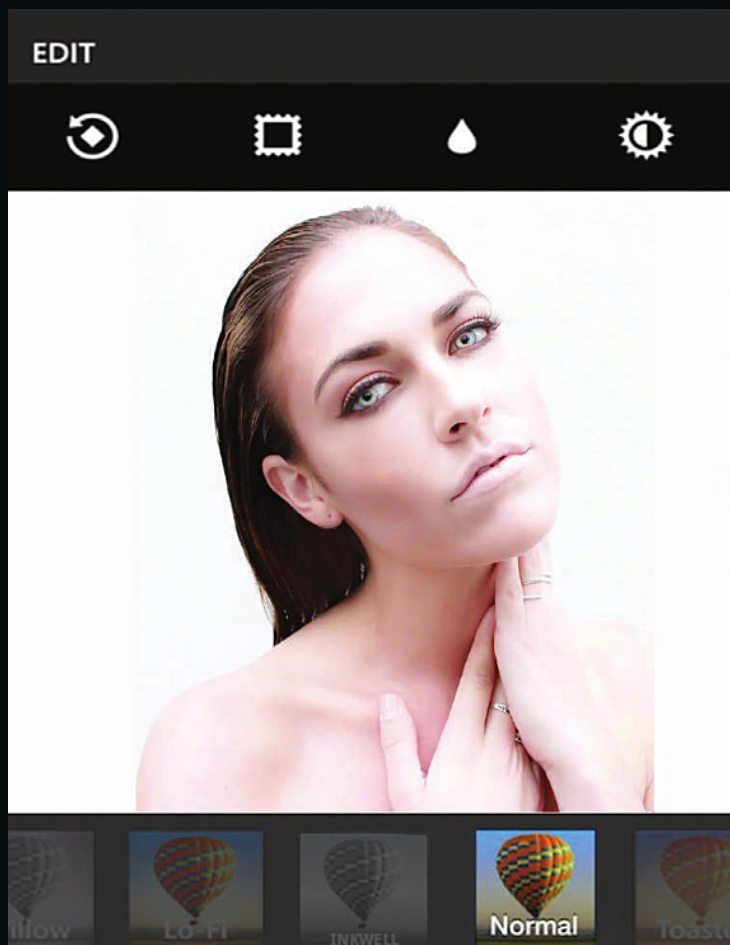
When the dried leaves are crushed and mixed with water and other essential oils, it takes on a paste-like consistency that can be applied to the skin. Depending on the intricacy and nature of the design, applying henna can take anywhere from five minutes to four hours, plus a proportionate amount of time for the stain to dry. There is only one rule of thumb for henna: the longer you leave the henna on without washing it, the darker the color, and the longer the stain will stay. Most artists recommend keeping the freshly applied henna on for at least 30 minutes, or to wash off the design only after the paste dries. The color of the stain also varies depending on how long the henna is kept. In many cultures, henna is used to decorate the hands and feet of brides. Many Indian brides will apply henna to their hands and draw past their elbows; they also decorate their feet up to their knees. Today, however the art of henna application has broken past all traditions and cultures, and is used throughout the world. As a henna artist myself, I love the look of admiration, excitement, and joy on a person's face after I've applied henna for them.



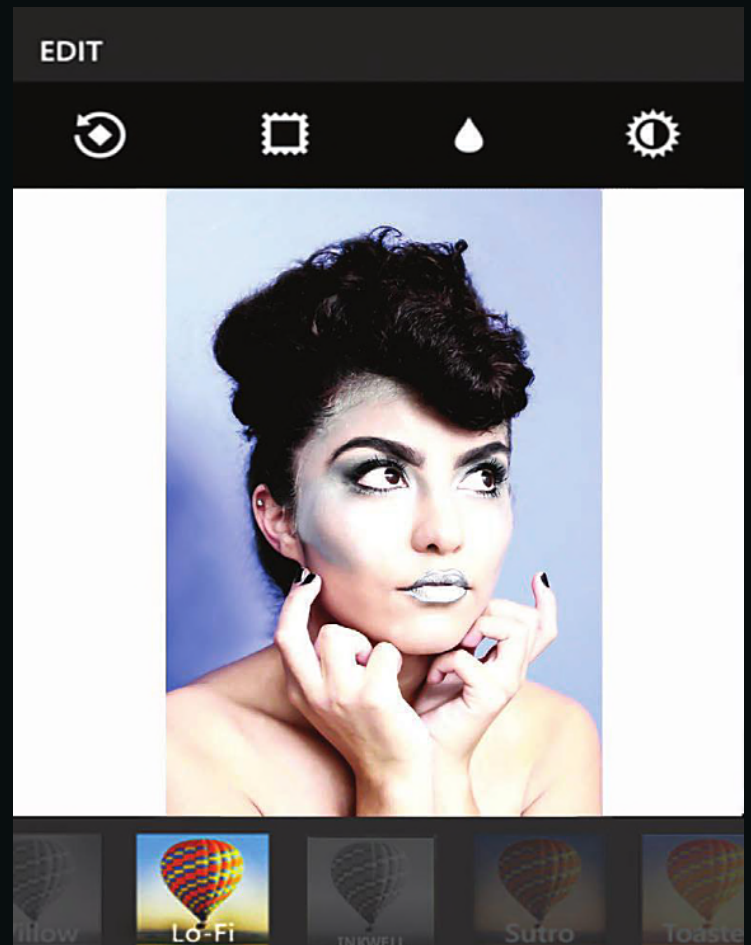
beauty

Filters

Instagram filters as interpreted through hair and make-up artistry



With emphasis on raw photography, the normal filter is the perfect showcase for natural unedited beauty

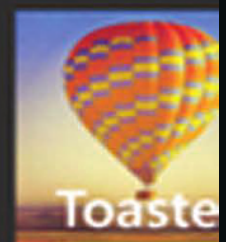
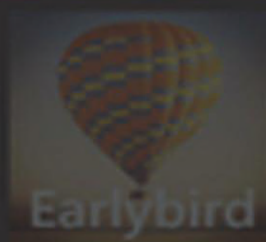
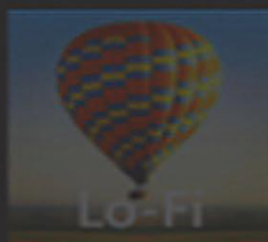
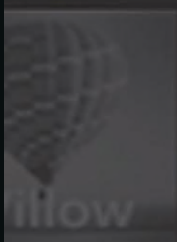


Heightened shadows, gray tones and intensified shades of black create depth and dimension equipped to sharpen and shape your shot

EDIT



Warm hues and orange tones bring a nostalgic, cozy light to portraiture and scenery





Photographed by Arianna Sharfman

HARMFUL

When Applied

“It is easy to forget that the largest organ of the body is the skin, and that it absorbs a large percentage of everything placed on it.”

By Alexandra DiMarchi

If you've recently found yourself in a grocery store, you've probably noticed an influx of organic and non-GMO labels on some of your favorite foods. A lesser known issue is, harmful ingredients finding a way into our cosmetics, largely due to a relative lack of regulation within the beauty industry. It is easy to forget that the largest organ of the body is the skin, and that it absorbs a large percentage of everything placed on it. Parabens, a preservative commonly used in cosmetics to extend shelf life, are just one of several ingredients under fire for their harmful effects. Since exposure to parabens has tentatively been linked to breast cancer, awareness has been raised regarding the questionable chemicals used in cosmetics.

The Food and Drug Administration has banned various ingredients such as mercury compounds, chloroform and zirconium complexes, which used to be found in aerosol products. However, other countries in Europe, etc., will not sell selected American brands of cosmetics due to their country's stricter ingredient restrictions. In the June 2015 issue of *Newsmax Health*, Nneka Leigh, a senior analyst at the Environmental Working Group, stated that many chemicals are considered safe in low doses by themselves. However, the concern regarding potential damage from these chemicals could be caused over time by repetitive use. This is a valid concern for women and men who apply cosmetics daily, such as moisturizers, foundation, and even deodorant.

Organic and all-natural brands such as Tarte, Josie Maran, and Bare Minerals have educated the public about the importance of paying attention to ingredients, via their social media accounts such as Instagram. One of the most well-known organic brands is Tarte, a company that is known for using maracuja oil in some of its products. It is easy once you know, to take the right steps to begin to avoiding harmful ingredients, it is merely a choice of which items to purchase.



TOP BEAUTY TRENDS

WRITTEN BY: KAYLA COLEMAN ILLUSTRATION BY: ALEX JIMENEZ

Brow Gels:

"Who needs eyebrows like Cara Delevigne?" said no one ever. It can definitely be said that we are living in the age of the power brow. If you are on the hunt to maximize your brows, these popular gel pomades paired with a sharp angled brush present the perfect combination to shape and define sparse hairs into works of art. For best results, pair product with a clear eyebrow gel to emphasize and hold brow hair in place for a more natural look.

Luminescent Highlighters:

This season is all about the goddess glow. Finish off your makeup look with a pop of daring highlight along the upper cheekbones for a red carpet finish sure to stun this summer.

Marsala Eyeshadows:

Take on the color of the year and make a bold statement with even bolder shades of maroon, burgundy and wine. Pair these rich shades with earthy compliments of brown and clay for flawless eyeshadow every time.

Contour and Highlighting Kits:

If you've got it flaunt it, and if you don't, contour it! Master the skill of cosmetic illusion this season and gift yourself the cheekbones you've always wanted. These powder and crème formulas are sure to have jaws dropping and sharpening, everywhere.

Liquid to Matte Lipstick Formulas

Have all of the ice cream cones you want this summer, these lip products have got your back! Kiss patchy lips goodbye as the new liquid to matte formula lipstick trend on the horizon has the capacity to keep your lip color looking freshly applied and matte to perfect all day long.

3D Mink Lashes

As summer comes to a head, ditch the mink coats and bring on the mink lashes. Channel your inner celebrity with a pair of effortlessly natural 3D lashes, the hottest trend in falsies this season. These 3D fibers make for a lighter wearing lash that mimics the natural eye while still maintaining an added level of glamour. They've got more style than you can bat a fake eyelash at.

Graphic Eyeliner

The runways all but shouted that graphic liner would be a major player in this summer's beauty books. Intense metallics and bold hues are sure to help you create the perfect statement wingtip liner this season that will have you flying on cloud nine.

Bold Polishes for Nail Design

This season, we are seeing the return of the negative space nail design. But these aren't your mother's French tips. Geometric shapes and intricate designs featuring bright colors and pops of bare nail are the fastest way to making a statement this season.

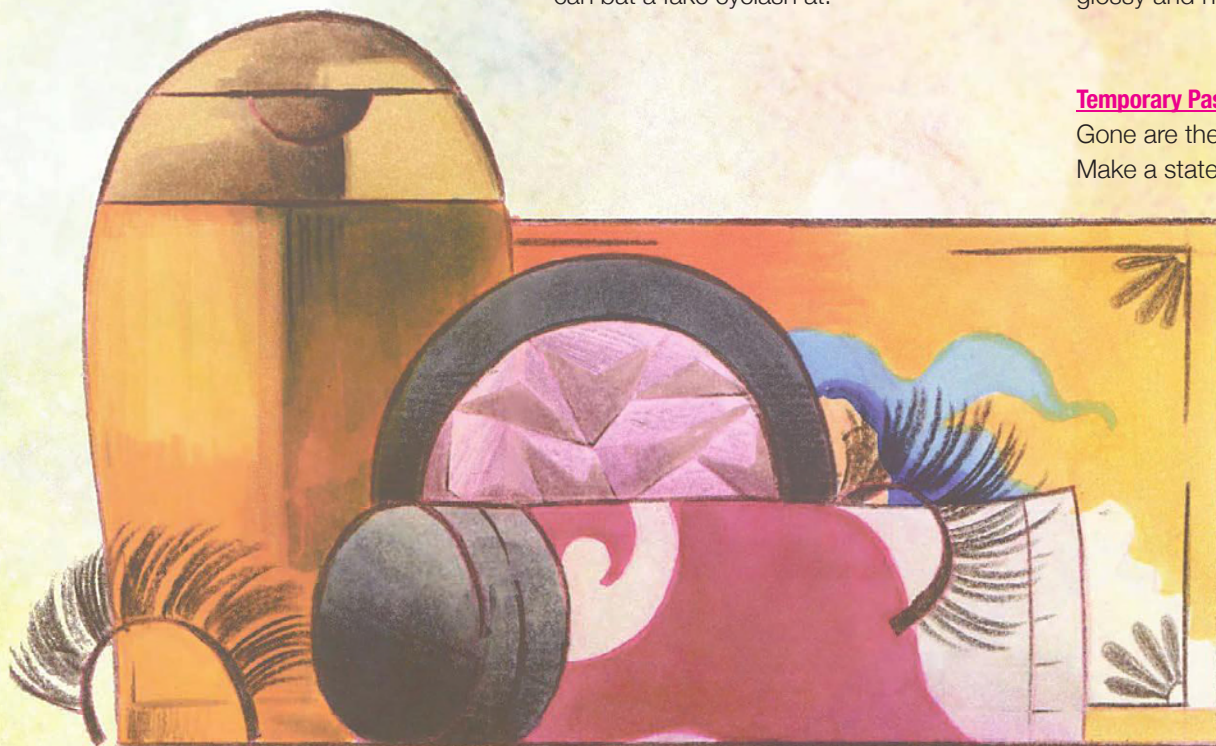
Hair Polishers:

The runways also reminded us to keep it simple and sleek this summer. The minimalistic slicked back wet look took runways by storm as models debuted fresh faces and wet pulled back hair. To achieve this just out of the shower look, invest in an argon oil hair polisher in conjunction with a paddle brush to keep your locks slick, glossy and hydrated all day.

Temporary Pastel Hair Color

Gone are the days of traditional hair color. Make a statement this season

with temporary hair colors in fun pastel shades of lavender aqua and pink for a splash of color to all of your festival going, poolside lounging activities. Easy on your hair, and easy on the eyes, these temporary colors are sure to give you just the right amount of edge with the least amount of commitment. **Who needs commitment right? It's summer.**



FACE TIME

Revitalize your beauty routine
with all-natural DIYs.

WRITTEN BY: PAULA OLIVEIRA PHOTOGRAPHY BY: ARIANNA SHARFMAN

Being in college can be tough. From inevitable expenses to the time dedication our studies demand, we don't always have the budget and energy to spend on regular beauty care. However, some powerful ingredients might be lying in your kitchen cabinet ready to give your skin all the love it needs. For example, from hydration to cleansing and exfoliation, there's little you can't do with all-natural ingredients. They can give back to your skin all the amino acids, vitamin B, calcium and antioxidants it needs. It won't just make it easy on your wallet, but on your health and the environment too.

REFRESHING BEAUTY WATER

Water + cucumber cubes + mint leaves. Store in a spray bottle and refresh your face and neck with it. Enjoy the yummy scent for one week.

LIP BALM

2 tbsp. coconut oil + 1 tbsp. honey + 1 tbsp. brown sugar + 1 tsp. pumpkin pie spice. Mix it all up and apply to your lips with your finger.

BODY SCRUB

1/3 cup of fine sea salt + 1 tbsp. coconut oil + 2 tbsp. olive oil + 1/2 lime + 1/2 lemon + 1/4 orange. Mix the fruit juices in a bowl along with the other ingredients and exfoliate your skin in the shower. Make sure to wash away; citric fruits can burn your skin when exposed to the sun!

HAIR TREATMENT

1 tbsp. raw honey + 1 tbsp. coconut oil. Apply to wet hair and leave it on for 30-40 min. Slightly warm it up for better results.

DARK CIRCLES CREAM

1 cucumber + 2 tbsp. coconut oil + 1/4 cup of aloe vera gel (the gel is optional, and can be replaced by water). Blend all the ingredients together, transfer the mixture to an ice tray, and freeze it. Apply the fresh beauty ice cubes under your eyes for 15 minutes.

APPLY YOURSELF

I am sure most of us can agree that technology is growing in order to make our daily lives easier. Beauty is no exception to this matter. There are apps to make our beauty shopping and sampling experiences both easier and more convenient, all on our smartphones. Here are some beauty apps that are available in the App Store for free.

WRITTEN BY: **LILY LUQUE** PHOTOGRAPHY BY: **ARIANNA SHARFMAN**

Plum Perfect

Plum Perfect works as a personal beauty advisor accessible on your phone. It has the technology to recommend makeup products for your skin tone just by using a picture of you. Not only does Plum Perfect recommend products for you, but it also explains why each product matches you scientifically. This app is very convenient because most people don't know what their undertones are, or what colors best suit them specifically. The best part about Plum Perfect is that it recommends products in stores such as Sephora, Macy's, Nordstrom, MAC, and even Target.

ColorModules INC

SuperDuper


SuperDuper is an app that shows you nail polishes from luxe brands, then a "dupe" of the same color. This is beneficial for anyone who is a bargain shopper because you can find the same look for a cheaper price. SuperDuper shows dupes for brands such as Chanel, Christian Louboutin, MAC, and Nars. Their mission is to match the entire makeup universe. They use the hashtag #beautyB4brand to promote some dupes and also have an Instagram, @get_superduper, where you can see additional dupes.

LK (ad) Ventures LLC

Makeup Genius

Makeup Genius makes the makeup shopping experience easier and cleaner. With this app, you can get the experience of trying on specific types of makeup by looking in the mirror or phone camera without actually trying it on. It's essentially the first virtual makeup tester. With the front camera on your phone, you can apply makeup onto your own reflection. The makeup follows as you move and make facial expressions. You can choose from many different looks and brands.

L'Oreal USA



The place to find unique jewelry, books
& ephemora

FIDM ::
MUSEUM SHOP