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Fashion Trends

Scarf It Up!

It’s Spring again, which means it’s time to consider adding fresh pieces to your wardrobe.

The usual change in fashion includes a change in jean styles, shoes or perhaps top colors, but why not try adding a scarf as well?

According to writer Tiffany Neal of the StyleList Web site, scarves are great spring accessories.

“A colorful scarf can liven up any otherwise plain outfit and it’s also the perfect alternative to a cardigan in the warmer months,” Neal said.

Scarves are not only popular among the celebrities and runway models but among local women as well.

Baljit Kaur, 26, a salesperson at the Eye Brow bar at Fashion Fair, said she likes the way the scarves make her look professional. She said she thinks flowered, squared and lined scarves look professional.

Falcon picked up the idea of accessorizing with scarves while watching other girls around her. “To catch my attention and I like the way it looks,” Falcon said. “You could wear something and add a scarf and accessories and there you go.”

Although Falcon is fond of bold colors, she also likes the mixed-pattern and colorful scarves. Falcon likes small, ruffled and rugged scarves that can be tied and draped down the front the most.

For those new to the scarf concept, there are a few creative ways to wear the hot accessory.

According to writer Kyle Hepp of the StyleList Web site, the easiest way to wear a scarf is by loosely knotting the scarf at the neck and letting one side hang off the right shoulder while the other end hangs over the left shoulder.

The Skinny on Men’s jeans

Skinny jeans are making a major cross-over into the male fashion world. With skinny jeans more dominant in women’s fashion, the style for men is questionable.

Senior business major Brandon Robinson is not a fan of skinny jeans for men. “They just look wonky. I would never consider putting them on,” Robinson said.

Skinny jeans have a snug fit through the legs and end in a small leg opening. They first became popular for men in the 1950s with country music and the birth of rock & roll. Rock bands, such as The Beatles and The Rolling Stones, wore their pants very slim to the ankle. In this era the skinny jean was known as the drainpipe jean.

Worn with white high-top sneakers or basketball shoes, skinny jeans for men reappeared in the 90s. Heavy metal bands like Metallica wore skinny jeans as an alternative to spandex. The skinny jean faded continued on till the early 90s but quickly went out of style with the arrival of hip-hop.

Then there was a resurgence of this style in the mid 2000s associated with the indie rock trend. Stars like the Jonas Brothers continue to make the skinny jean popular.

Lynique Charles, a manager at Urban Outfitters, has seen the style of jeans change. “The same guys I use to see in skinny jeans now wear something and add a scarf and accessories and there you go.”

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Skinny jeans are also associated with the skateboard style. Ryan Scott prefers to wear the jeans because it is easier to move while skateboarding not necessarily for a fashion trend. “I just wear them because they make skateboarding much easier, not to look cool or anything,” Scott said.

While skinny jeans may be hot in today’s fashion, many guys refuse to jump on the bandwagon. William Schumake, 20, is no different. “They just don’t look comfortable and it’s just isn’t my style,” Schumake said.

When skinny jeans may be hot in today’s fashion, many guys refuse to jump on the bandwagon. William Schumake, 20, is no different. “They just don’t look comfortable and it’s just isn’t my style,” Schumake said.

An article in Men’s Health Magazine said that there is a simple way to determine if jeans are too tight, do the “anatomy test.” “If we can see any of your frontal anatomy through your pants they’re too tight.”
You’ve invested in those funky light bulbs and you’ve started using the blue recycle bins, so why not try on an eco outfit?

By Christy Collet
The Collegian

In the state of our current economy, Fresno State students are turning away from purchasing animal-friendly, vegan clothing.

“I think if the economy was better people would buy more, because it’s kind of expensive,” Cara Alimenti, a 20-year-old sales associate at the Brass Unicorn, said.

Vegan clothing includes items that occur naturally in the world, without harming or using animal products in any way. Items like hemp, organic cotton and bamboo, mostly, Alimenti said.

Aside from clothing, The Brass Unicorn also carries a line of earth-friendly shoes. Around 30 percent of the Earth Footwear brand includes the Vegan Society’s logo; it certifies that the shoe has not used any animal or animal by-products in the development or design of the shoe.

“This element is crucial to actively participating vegans,” Cara Alimenti, a 28-year-old sales associate at the Brass Unicorn, said. “I never really pay attention to the design that draws her attention. I never really pay attention to the shoes or clothing,” Madrid said. “It’s just really plain; there doesn’t really fit that,” Madrid said.

Although the students who visit The Brass Unicorn may not be purchasing the vegan clothing, they are still interested in other aspects of the Fresno Tower District’s store.

“The first time I was there it was a really nice atmosphere,” Madrid said. “I liked all the books and jewelry they carry.”

While Madrid may visit The Brass Unicorn, she said that she goes into the store for its other aspects. “I already have my own brand and style, and the clothing here doesn’t really fit that,” Madrid said.

Carrying vegan clothing is not, however, the staple of The Brass Unicorn, but participating in the Fair Trade Federation is.

“The first time I was there it was a really nice atmosphere,” Madrid said. “I liked all the books and jewelry they carry.”

While Madrid may visit The Brass Unicorn, she said that she goes into the store for its other aspects.

Laura Madrid, 22, a psychology major, has been to The Brass Unicorn several times, but it is not the vegan clothing that draws her attention. “I never really pay attention to the shoes or clothing,” Madrid said. “It’s just really plain; it wouldn’t be my choice in style.”

Laura Madrid, 22, a psychology major, has been to The Brass Unicorn several times, but it is not the vegan clothing that draws her attention. “I never really pay attention to the shoes or clothing,” Madrid said. “It’s just really plain; it wouldn’t be my choice in style.”

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Warm weather...

Keep the sun out of your eyes and keep fashion on your side with this must-have accessory, sunglasses

By Nicole Gomez

Sunglasses have long been an “it” accessory with a purpose. From the priciest picks to the dollar-store frames, they are a must-have item year-round. However, nothing says summer vacation like a new pair of shades.

To keep up with trends, Sunglass Hut store manager Lindsey Reese said the biggest color for summer is golden yellow. Reese said the current hot sellers, in general, include the updated versions of the Ray Ban Wayfarers and Clubmasters, as well as cat-eye sunglasses and plastic frame aviators.

“Retro is in. Ray Bans in general are popular,” Reese, 23, said. “Especially bright colors. Our most popular colors are yellow and the purple. Yellow is the color right now.”

Nineteen-year-old Courtney Masangkay owns a pair of black Ray Ban Wayfarers. She chose black for its versatility, explaining that she prefers black and brown sunglasses, “not those funky looking ones,” referring to the neon-colored hues popping up everywhere. Masangkay’s Wayfarers cost $60 at a surf shop in San Diego, and she picked them “because they looked cool.”

To look cool, Reese says most college-age students go for Prada or Versace, the brand names. For the past five years, according to Reese, people have bought sunglasses primarily for the name brand. “As long as they don’t look fake, they want them,” Reese said. Choosing between a pair of sunglasses, both Versace, one without a logo and one with, more people will choose the one with the huge Versace written on the side.

While many prefer to shop name brand, others are looking at price, high and low. “Students, 18 and under usually don’t want to pay more than $100 for sunglasses,” Reese said. On the other hand, students in their mid-20s, usually college-age or recent grads, are willing to spend, on average, up to $300 on a new pair of sunglasses.

Dylan DeLaTorre, 20, switches between a pair of $6 knockoff Wayfarers from Forever 21 and $10 plastic aviator frames from Pismo Beach. Though his sunglasses did not come with a hefty price tag, he finds that they meet his criteria of affordability, fashionability, and quality. “I want my sunglasses to make a statement,” DeLaTorre said, “but I’m not going to buy a pair for $1 if they don’t even look good on me.”

For spring and summer, Reese is buying a $300 pair of gold aviator Prada sunglasses, Masangkay wants $100 Von Zipper aviators, and DeLaTorre has his eyes on a $500 pair of Louis Vuitton shield sunglasses. From designer to knock-off, sunglasses are on everyone’s list. And amid the Wayfarers, aviators and shutter shades, one thing is definite: old is new again.

KenyeWest’s shutter shades from his 2007 music video for the single, “Stronger,” is the most obvious example of fashion over function. A collaboration between West and designer Alain Mikli, the idea stemmed from a 1960s faux pas and quickly became a worldwide trend.

While the sunglasses did not serve any discernible purpose with the lines across the lens area, making it hard to see, many bought the item because it looked cool.

By Nicole Gomez

The Collegian

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Ladies, gentlemen, are you ready to step up your shoe game?

**Men's styles**

By Donnie Johnson

The Collegian

Fresh White Tee, Sean John Jeans, white New York Yankee fitted cap. OK you're getting there, but what's missing? Go ahead think about it, still don't know the answer? The answer is (drum roll please) shoes or, as they are referred to by many shoe admirers, kicks.

Spring is on the horizon and it's time for people to move their winter clothes to the back of their closets and either buy new spring clothing or wear outfits they had last year.

Accessories are key and so are shorts, shirts and more, but quite possibly one of the most important things to complete an outfit are shoes.

Guys like shoes too, ladies, and they think about their outfits as well. The reason for it varies based on the person.

For Johnathan Vaughn, 20, an ITT student, shoes are the deciding factor in the clothes he wears.

"My shoe game has to be right. You'll never see me without shoes that either color coordinates with the shirt or pants I'm wearing. They have to be fresh," Vaughn said.

Don't know what having your shoe game right is?

"Having your shoe game right basically means making sure your shoes compliment what you are wearing," Vaughn said.

"Most times the first thing people notice is your shoes and it won't matter if everything else you are wearing is nice if your shoes aren't."

Picking the right shoes especially in the spring and summer when the shoe is fully exposed can be a science for some people.

The Collegian asked Vaughn a few questions on how he chooses his shoes and how many he has.

The Collegian: What's the main reason you choose the shoe you buy or wear?

Vaughn: The main reason I choose the shoe I do is to impress. I want to make sure that I'm not the only one looking at the shoes I'm wearing.

C: So basically you are trying to impress females with your selection of shoes.

V: Yes indeed, I feel like girls inspect a guy from head to toe and make their assessments on the last thing they see and that's my shoes.

C: How many pairs of shoes do you have?

V: I have over 40 pairs of shoes. That may seem like a lot, but they are all necessary for what I wear.

Anthony Logan, 22, a Fresno State student, doesn't have 40 pairs of shoes and isn't worried about impressing the ladies with his shoes. Comfort is his main concern.

"I'm a Van's kind of guy, I like Vans, because they go with mostly anything I wear and are extremely comfortable," Logan said.

Logan has a girlfriend and agrees that girls will critique the shoes you wear, but he's not about to stop wearing Vans if his girlfriend doesn't approve of them.

"Luckily for me she really doesn't care about the shoes I wear, but I'm pretty sure if I wore bustled up Vans like I see some people wearing she'd have a problem with it," Logan said.

Although Vaughn and Logan have contrasted opinions on shoes, Christian Shapazian, 21, a Fresno City College student, is even more different than both of them.

When I asked him about shoes, Shapazian laughed.

"Shoes, I don't have a lot. I'm not trying to be cute and I could care less if my shoes matched what I'm wearing," Shapazian said.

For Shapazian it's more about how long the shoes last and because of that he buys skate shoes.

My favorite shoes are DC shoes they last forever and I can spend 80 bucks on them and we have to buy another pair of shoes for a year, I'm cheap like that," Shapazian said.

Whether or not you're like Vaughn or Shapazian or Logan, it's a personal choice.

According to Cosmopolitan magazine, this season's hottest shoes include embellished, bright colored, tropical print, peep-toed styles and shoes with an ethnic feel. But, it's not just Cosmopolitan that's rating about the shoes of the season.

Don Carlson, Payless Shoe Source store manager agrees. "Summer shoes, bright colors and shoes with lots of straps are in right now," Carlson said.

"Embellished gladiator sandals rule this resort season. Elie magazine proclaimed. But the gladiator style isn't for everyone."

"So far I am not into this gladiator sandal—a lot of sandals—with jewelry to match."

Spencer prefers beads and rhinestones designs on her sandals.

"I like the sandals with beading or stones on them, or nice pair of adorable peep-toe heels to show off a pedicure," Spencer said.

"I love some of the crazy colors and prints that some designers have come up with, but there is also a lot of neutral colors, which makes it easier to match with outfits," Spencer said.

Some of the styles aren't for everyone, but what's most important is how the shoes make the woman feel.

"A specific pair may go really well with an outfit," Spencer said. "Some shoes make me feel sexier, like a nice pair of slick four-inch stilettos, and some shoes reflect my lazy mood, like flip-flops or my beloved mocassin slippers."

Comfortable or stylish, great shoes could also be the perfect boost for your self-esteem.

Regardless of whether you're wearing the shoes that are in this season or not, it's all about the confidence a pair gives you.

"When I do go out I love to wear heels, I am short and they give me a little boost of confidence," Spencer said.

"A specific pair may go really well with an outfit," Spencer said.

Ladies and gentlemen, are you ready to step up your shoe game?

**Women's styles**

By Christy Collet

The Collegian

You check the mirror: perfect hair, cute outfit and just the right amount of make-up, but are you shoes doing the rest of you justice?

Ladies, it's spring and it's time to step up your shoe game.

So, what's hot this season? What shoes will make you feel at the top of your game? Think bright colors, bold prints and the reliable summertime favorite, flip-flops.

"Spring and summer shoes are by far my favorite," Amanda Spencer, a 20-year-old pre-nursing major said.

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"When I do go out I love to wear heels, I am short and they give me a little boost of confidence," Spencer said.

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So, it's time to strap up those gladiator sandals, or throw on those bright-colored wedges and show the world what your spring shoe game is all about—confidence.
Tattoos are a fashion statement, according to Costa, who has three tattoos of her own. Her first tattoo, which she got after her father passed away, is her Chinese zodiac, and her second was her mom's name, which she got after she died. But for those going the permanent route, memorial tattoos are making a comeback. Just ask Yee Xiong, who was at Nightwitch recently getting her dad's name tattooed on her arm. "I like the tattoos I get to have meaning," she said. "My first one was a cobra, which is my Chinese zodiac, and my second was my mom's name, which I got done after she died." Tribute tattoos are definitely on the rise, according to Costa. "People come in and they want something to remember somebody by," she said. And sometimes they come in groups. "Several family members came in right after Dan Brown's funeral," Costa said of the late Fresno State football coach's family. "Three of them got memorial tattoos that day.

But for some people, like Duarte, tattoos are also about self-expression. "It's about making a statement," Costa would have to agree. "People look too much to clothes to decorate their bodies," she said, "but tattoos do the same thing. In fact, that's part of our tag line: 'It's your body. Decorate it in style.'"

And it's not just young people who are rolling up their sleeves to get inked. "We had this 84-year-old retired school coach come in recently for her first tattoo," Costa said. "She and her daughter would always drive by our place, so they came in and both got tattoos. They left Nightwitch that day with ankle tats: a heart and a little red cardinal, respectively. Tattoos can also be symbols of history and remembrance. One of Costa's own tattoos was to commemorate her first long ride to Milwaukee for the 100th anniversary of Harley-Davidson. Even the name of her tattoo shop, Nightwish Body Art, finds its roots in history. "The Nightwishes were all female Russian supply squadrons during World War II," said Costa, who used to fly with the Air Force. "The Germans called them that because they were night bombers. They had a very high price on their heads, because they were nearly impossible to shoot down."

Tanning salons are a popular destination among college students as the weather starts to warm up. Beds offer different features from high-pressure beds that accelerate tans in a fraction of the time, comfortable padding and bulbs that won't burn your skin. There is a tanning salon that will provide the shade you want to achieve while sticking within your budget. There are two tanning bed options: single session and monthly membership. For those just want to tan occasionally, single sessions are the best choice. Starting as low as $6.00 for a single session, this option will maintain your tan without burning holes in your pocket. For the more serious, possibly addicted, tanner, monthly memberships offer the option of tanning every day. Depending on the shade you are looking to achieve or maintain, salons may offer different beds to accommodate your needs. Most salons offer this membership starting around $30. This option will meet your desire for a dark tan that will leave you looking like you just came back from the Bahamas.

**Sunsational Tans**

**Location:** 7781 N. First Street

**Features:** Four different beds have features including high-pressure, comfort, and low heat

**Price:** Single session $8.50 - $29.00. One month unlimited $35.25 - $79.95

[www.sunsationaltans.com](http://www.sunsationaltans.com)

**A Touch Of Gold**

**Location:** 7088 N Cedar Ave

**Features:** Two different beds feature high performance, leaving you with a darker tan in a fraction of the time, and have no UV rays, resulting in no burning.

**Price:** Single session $15.00 - $29.00. Monthly membership $34.00 - $44.00

[www.tanneryfresno.com](http://www.tanneryfresno.com)

**University Village**

**Location:** 9463 N. Ft Washington, Suite 103

**Features:** Three different beds feature standard performance to high-pressure

**Price:** Single session $8.00 - $30.00. One month unlimited $48.00 - $83.00

[www.atouchofgoldtans.com](http://www.atouchofgoldtans.com)

**Forever Tans**

**Location:** 1776 E Barstow

**Features:** Standard beds offered.

**Price:** Single session $6.00. One month unlimited $37.95

[http://collegian.csufresno.edu](http://collegian.csufresno.edu)
Show me your cell phone:  

**Fashion versus utility**  

"I like the way it [my phone] looks. I picked it because it appealed visually to me."

— Barry Gordon,  
Fresno State graduate student

"It's not really about fashion, but I think we dress up our phones. We use them as an accessory."

— Christen Apodaca,  
Fresno State Alumna

This spring make sure you are not without the most important fashion statement you can make during the year, your cell phone.

Cell phones are a hot commodity and there are so many types of cell phones it’s hard to keep track of the ever changing trends.

There are flip phones, tilts, sliders, MP3 phones, internet ready, windows systems, Qwerty keypad phones, PDA’s, net ready, windows systems,曲线.

There are flip phones, tilts, sliders, MP3 phones, internet ready, windows systems, Qwerty keypad phones, PDA’s, net ready, windows systems, Curve.

Features on her Blackberry without the text messaging.

Fresno State and can’t live in the evaluations office at Fresno State.

"I get everything through my phone," Sahagún said.

Sahagún loves her phone for my phone," Sahagún said.

She chose a hot pink cover sleeve to cover her Blackberry.

"That’s my favorite color," Sahagún said. "It protects my phone.

Sahagún’s previous phone was a Motorola Razor. "I got tired of the flip phone," Sahagún said. Sahagún’s phone was a gift from her parents on her birthday. She decided between two models and chose her current phone.

Sahagún feels that when new phones come out, people want the newest models out.

"I decided to get something different," Sahagún said.

Barry Gordon, 24, a physical therapy graduate now in the masters of physical therapy.

The Voyager is silver trimmed with the display screen on the top of the black phone with chrome accent.

"It shows how up to date you are."

Pittman likes her flip phone because it is easier to use for text features. "I think the flip phone is easier for text messaging," Pittman said.

Pittman has different ring tones for different friends and family. "I have some Keyshia Cole, Jamie Foxx, and Chris Brown," Pittman said. If you care about fashion you’re going to want the newest cell phone stated Pittman.

"It’s not really about fashion, but I think we dress up our phones," Apodaca said. "We use them as an accessory."

"It’s become more common for phones to be a fashion statement for people in today’s society," Apodaca stated.

"I think it’s more of a utility for me," Apodaca said.

The Slider slides open vertically revealing the keypad with the display screen on the top of the black phone with chrome accent.

"I would originally say no," Apodaca said, when referring to the phone as a fashion statement.

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By J.W. Faria  
The Collegian

State graduate in Kinesiology has had a Samsung Slider for over two years.

Apodaca said that her friend influenced her in purchasing her cell phone. "It was stylish," Apodaca said.

The Slider slides open vertically revealing the keypad with the display screen on the top of the black phone with chrome accent.

"I would originally say no," Apodaca said, when referring to the phone as a fashion statement.

"It’s not really about fashion, but I think we dress up our phones," Apodaca said. "We use them as an accessory."

"It’s become more common for phones to be a fashion statement for people in today’s society," Apodaca stated.

"I think it’s more of a utility for me," Apodaca said.

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