

Spring

2019

• icon



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can we have both?



RASPBERRY FUDGE CHUNK GREEK FROZEN YOGURT

Once upon a time, Zeus had a craving for a bowl of Greek yogurt, but Aphrodite had accidentally put it in the freezer. At first he was angry, but after adding raspberries and fudge chunks, Zeus found the frozen concoction to be fairly divine. So, he conjured up a pint, called it Raspberry Fudge Chunk Greek Frozen Yogurt and had it on the freezer shelves in three minutes. Because that's how it works when you're a god.

It's really Greekin' good.



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a letter from the editor



Before I created this magazine, I knew next to nothing about fashion. Sure, I developed some sense of style for myself, but my daily uniform doesn't stray far from blue jeans, white sneakers and a t-shirt or sweater of sorts. For so long I had been under the impression that high fashion and signature styles was only for the wealthy. I thought that having an "interest in fashion" was only viable if one had the bank account to support it. This couldn't be farther from the truth.

Through the process of creating "icon", I've gotten the chance to speak to some incredibly smart, global-thinking and passionate young people. My fellow classmates have shown me that truly having an eye for fashion doesn't necessarily have to do with the price tag. One can pick out pieces that fit together, make a political or social statement or simply express their feelings and personality.

What we wear speaks volumes about who we are. It is a public advertisement, whether subtle or not, for our values, emotions and dreams.

For so long I had been misinterpreting these self-proclaimed messages we all put out into the world. I believed high-end brand names and pieces I had only seen previously on celebrities meant that the wearer had to possess wealth and status. The students I highlight on the following pages choose what they wear based on so many other reasons. They demonstrate their love for the planet, their feminism and their political opinions through the brands they buy from and the methods through which they do so. They thrift shop to help the environment and avoid fast fashion companies with the clothing's laborers in mind.

What's more is that these students look at fashion as a means of self-expression. Assembling outfits is an act of looking into ourselves and putting what we find out into the world. Writing, photographing and designing this magazine has been a humbling experience that's taught me countless lessons about the fashion industry, politics and human nature. I'm so grateful to have had the chance to meet so many of these beautiful minds and document their beautiful senses of style.

denim princess



she went from a fashionable high school girl to an instagram businesswoman. how sydney nebens took her love for jeans to the next level.

Sydne Nebens has had an eye for style ever since she can remember. But it wasn't until her senior year of high school that she finally decided to make this passion a reality when she created her own denim brand, Beans x Jeans.

"Bean", her childhood nickname, combined with her all-time favorite wardrobe staple made for a unique and fitting name for her artistic vision. Nebens began her entre into entrepreneurship by revamping pairs of vintage jeans. Because it was senior year, and all of her friends were deep in the college craze, she started off printing college names onto pants for her friends. From there, she moved towards shapes and designs, safety pins, cuts and fabrics to enhance plain pieces of denim.

"I loved the trend of vin-



tage denim that was becoming popular," Nebens said. "But I realized that one can only own so many pairs of Levi's before they get bored." The solution to closet fatigue? Reworking those basic, tried and true pants to add some flare. She's experimented with different patterns and materials, using both her sister and her as models and muses.

After transferring to USC at the beginning of her sophomore year in college, it's been difficult for her to maintain her brand while juggling schoolwork and extracurriculars. But with a quiet summer fast approaching, Nebens has a new collection on the horizon.

"I've always loved toile: furniture, clothes, anything. It's just so classically beau-

tiful." Nebens loves the feeling of Parisian elegance it evokes and is aiming to produce a new line of denimwear starring the pattern this May.

Nebens runs her business primarily through her Instagram, @beansxjeans, where she posts her latest creations for her customers to stay up to date.

always doing things

students are constantly on the move. it makes sense that they need activewear that supports their versatile lifestyles.



Ty Haney is the 27-year-old founder of the fitness apparel company Outdoor Voices that has been sweeping the nation. The pastel-striped leggings and crop-top-sports-bra fusions are the physical embodiments of Ty Haney's athleisure brand, Outdoor Voices. OV, as those who don the brightly colored athletic wear call it, is the brain child of 27-year-old Tyler Haney. Haney, who grew up in Boulder, CO and received her degree at New York's Parsons School of Design, grew unsatisfied of the competitive, athlete-centric nature of companies like Nike and Under Armour. This prompted her approach to "technical apparel for recreation", and thus, her brand was born.





OV is represented by mellow, joyful tones of comfortable “TechSweat” fabrics, instead of chafe-inducing neon mesh. For many active women, it feels like one of their own is designing accessible athletic wear with their goals in mind. Not all women want to feel like they need to run a marathon or go for a 20-mile bike ride with leggings and bras that boast feats like “performance-enhancing” or “faster than ever”. Haney, like many women in the US, just want a pair of stylish but effective pants that they can wear while walking their dog, to their yoga class and out to brunch afterwards. What started as a figment of Haney’s imagination can now be found on college campuses across the country, especially USC’s.



Back in late fall, Haney and some of her OV team members paid visits to a number of college campuses, USC being one of the first stops on her nationwide tour. Over the course of a few days, students had the opportunity to take an OV-sponsored yoga class, HIIT workout or leisurely jog with none other than Haney herself. During this week of athleisure activities, Outdoor Voices opened a pop-up shop at sorority Pi Beta Phi with huge discounts to attract their young adult clientele.

Ever since, USC has been marked by the brand’s iconic, tri-toned “Springs Leggings” and high-necked crops.

The OV mission fits in perfectly with USC students’ hectic lives; their clothes can be worn from a quick barre class to school and then out to dinner with a friend. It’s no wonder why these pastel tones and easy-to-wash fabrics have blown up all across campus.



street

“

it's all about
accessorizing.

”

sofia



anthony

“

no matter what i
wear, it's always
comfortable.

”

maddie



“

i choose timeless
pieces that speak
to urban creativity.

”

style

eden



“

what i wear is a
reflection of myself:
quirky and weird.

”

anushka



“

it's a big puzzle;
i put the pieces
together every time
i make an outfit.

”



hannah

“

my style is
an experiment
to me.

”

fashion and ethics:

can we
have both?

often times
we don't think
about the **stories**
behind our
clothes. **who** made
it? how
long did it take? sami
rosenblatt wants to
shift
the conversation to
look
deeper than the
outfits
on our bodies.



It's clear from one look at her that Sami Rosenblatt is a fashion guru. Even on her worst days, you can always find her wearing a perfectly assembled outfit that probably includes at least one vintage item. She knows just how to accessorize (see: adorable patterned scarf) and will share her tips and tricks like a fashion fairy godmother. But Rosenblatt is more than a talented dresser, she's also an ethical shopper.

On a recent episode of her feminist-themed podcast, "Sexquity", Rosenblatt discussed her disappointment with the fashion industry's misleading marketing. Brands that pride themselves on their inclusivity among women of all sizes and prioritize comfort as well as aesthetic are failing to address the production issues behind the scenes.

Rosenblatt shared with her listeners how those cotton undies that are meant for people of all shapes and sizes actually exclude the workers who stitched them with their bare hands. Starting from the workers who harvest the cotton seeds to the women sewing together the fabrics in the textile factories, the vast majority of garment laborers are treated poorly and are forced to rely on a job where they are victims of abuse

and subject to health dangers for their source of income. This creates an "us versus them divide" between the producers and the consumers, she notes. Instead of creating products that are meant to empower women, these companies are treating their laborers, who are majority female, atrociously.

Now, Rosenblatt has made it her mission to understand exactly where and how each item of her clothing was created. She still wears the

clothing she purchased before her pledge to conscious shopping, but--with what she knows now--she has pledged to herself that she will no longer purchase clothing that mistreats the people who work hard to produce it.

"I'm going to wear it because I still like it," she says of her fast-fashion scarf. "It would be worse to not wear [an item] it, but I'm very serious about sticking to my word now.

Once you learn everything

that's bad, you can't unknow that."

Being that she already gets a large number of her clothes from thrift stores or other secondhand shops, Rosenblatt doesn't think it will be too difficult for her to avoid stores like H&M and Zara. Her enthusiasm for ethically-created clothing is inspiring and should be an example to the countless other shoppers who have the luxury of being selective with their style.

**“slow fashion...
enroll[s] the
consumer in both
the production
process and the
knowledge systems
that underpin it”**

katie stone
2019