Spring 2018

Mave magazine

Lauren Adams
James Madison University

Recommended Citation

MAVE Magazine

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An Honors College Project Presented to

the Faculty of the Undergraduate

College of Arts and Letters

James Madison University

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by Lauren Taylor Adams

May 2018

Accepted by the faculty of the School of Media Arts & Design, James Madison University, in partial fulfillment of the requirements for the Honors College.

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_____   _____
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Letters

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PUBLIC PRESENTATION

This work is accepted for presentation, in part or in full, at Madison Union on April 18, 2018.

MAVE

MAGAZINE

BEST NEW **BEAUTY** BUYS

Bloggers at home.

9 trends
to try this month

What it takes to become an Insta Influencer

The FASHION Issue

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Crystal Holly Necklace,
$38 at BaubleBar.com

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Lauren Adams

BEAUTY EDITOR
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HOME EDITOR
Lauren Adams

EDITOR'S LETTER

When I started thinking about what I wanted to do for my Honors College project, I knew I wanted it to be a creative culmination of everything I've learned throughout school and a showcase of the wide range of my skills. Ultimately, I realized that a fashion magazine would be the perfect end product.

My journey with magazines began in high school where I served as editor-in-chief of our student newspaper the year we turned it into a magazine. After high school, I went off to University of South Carolina to pursue a bachelors in journalism. I also joined the Fashion Board and contributed in meetings for the Garnet & Black, South Carolina's student magazine. As much as I loved South Carolina, I had a change of heart, realizing journalism and the school weren't exactly for me. That's how I ended up at JMU . When I came across the School of Media Arts and Design, it seemed like the program was custom made for me, and I knew it was the right move.

I declared my concentration in Integrated Advertising and Corporate Communication, with the intent that it could give me a diverse portfolio and a range of career options, especially one in the fashion industry. After my sophomore year of college, I worked as a marketing and events intern at Richmond Magazine, which gave me the experience of working on a different side in the publication industry. I then got brand management experience working for a Branding & PR Agency in Richmond, Va, and even more experience in the fashion/retail industry working for two fashion companies.

Fashion has always been my passion and creative outlet, and combined with my branding, advertising, marketing, and publishing experience, this magazine truly expresses all of my abilities and talents. The name Mave is derived from the word maven to represent the savvy and expertise put into this project.

I'd like to thank my advisor Dietrich Maune, for all of his support and time in making this dream a reality. I'd also like to thank my readers, Tale Mitchell and Ryan Alessi, for all of their wonderful contributions and efforts. I couldn't have made this happen without you all, and I'm extremely appreciative for your assistance and guidance. I hope you all enjoy this magazine as much as I enjoyed making it!
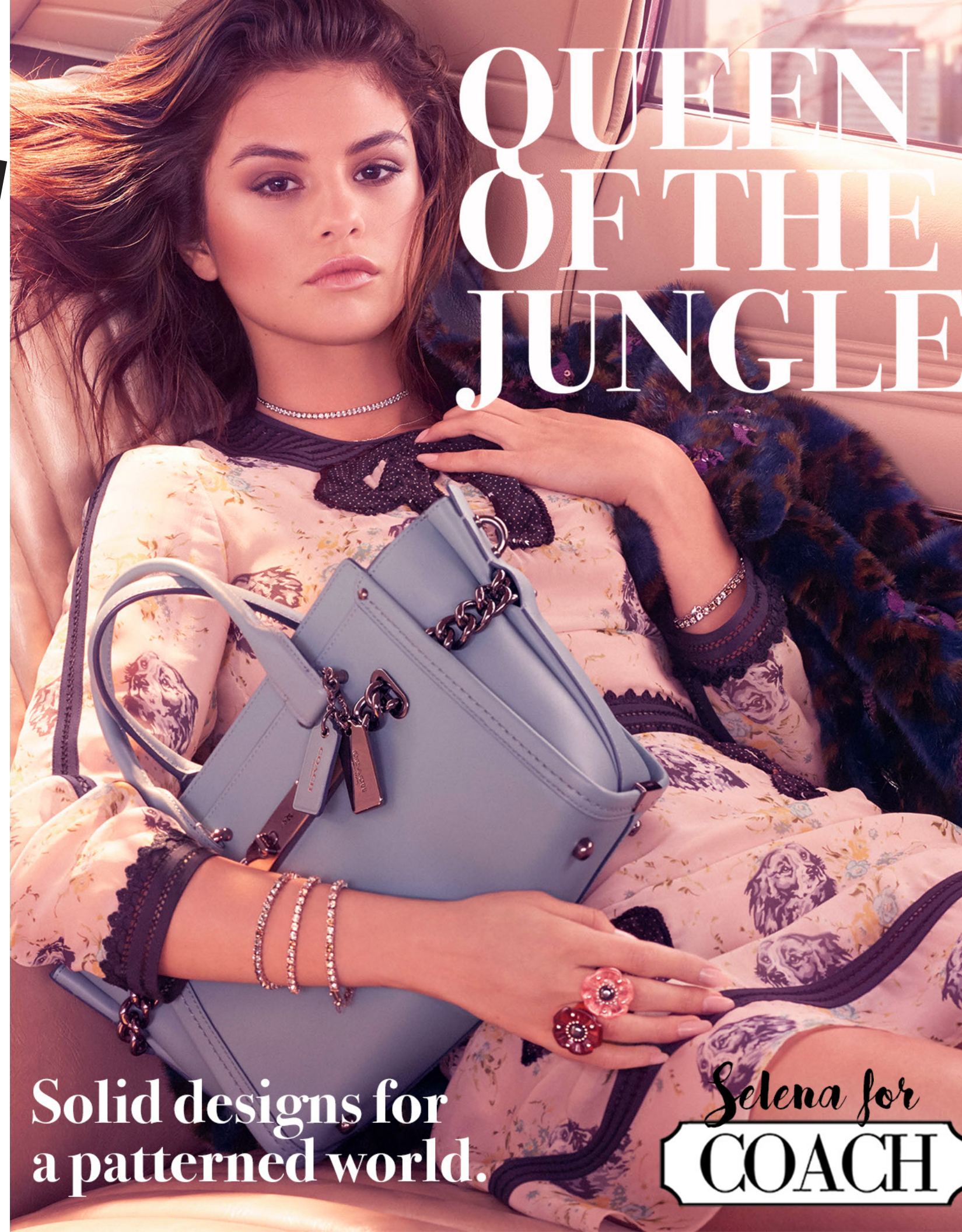
Lauren Adams
Editor-In-Chief

Mercer Extra Large Snakeskin Tote, $598
at MichaelKors.com

Carry this issue in style!

QUEEN OF THE JUNGLE

Solid designs for a patterned world.

Selena for
COACH

your april agenda

APRIL SHOWERS BRING HOT HUNTERS

Don't let a little rain bring you down. Stay stylish in a pair of fab rain boots when Target and Hunter collab for a fashionista's dream come true. You'll be able to pick up a pair for only $20-$40 instead of the brand's typical $150-$160. This sale goes live on April 14th, and you don't want to miss it.

BEY IS BACK.

Yes, you heard right. This year's Coachella lineup may be the best yet, with Queen B leading the pack with other artists including The Weeknd, Eminem, Cardi B, Migos, Odesza, and French Montana. Don't miss out on all the desert fun from April 13th-22nd in California.

REDUCE, REUSE, AND RECYCLE

Don't forget to take care of the Earth this April, especially when celebrating this year's Earth Day on April 22nd. And hey, while you're at it, maybe buy a pink globe? ($38, at Anthropologie.com)

THE PRETTIEST MESS WE'VE EVER SEEN

You know when Erika Jayne, Worldwide popstar and Real Housewive of Beverly Hills, is releasing a book, it's going to be good. Don't forget to get your copy when it drops on March 20th.

GET IN LOSER, WE'RE GOING TO BROADWAY

You can't sit with them, but you can sit in the audience. Starting April 8th, if you're lucky enough to get a ticket, Mean Girls is on Broadway.

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RED WITH ENVY

The Hottest Looks from this Season's Red Carpets

*Selena Gomez
in Givenchy*

*Guiliana Rancic
in Marchesa*

*Priyanka Chopra
in Ralph & Russo*

*Chrissy Teigen in
Zuhair Murad*

*Jennifer Lopez
in Ralph & Russo*

*Elsa Hosk in
Alberta Ferretti*

Instagram Influencer

-Q&A WITH SYLVIA MCCLURE- @sylvmcclure

With over 6,600 followers on Instagram, and an increasing number of brand partnerships, Sylvia McClure is an Instagram Influencer on the rise. The James Madison University junior is an avid photographer and has a knack for editing photos. That led her to Instagram, where she quickly accrued a big following by creating a consistent, cohesive, and stylish feed. McClure sat down with *Mave* so we could get to know a little bit more about her and about what tricks and tips she has up her sleeve.

Q: How many photos are on your camera roll right now?
A: 12,017

Q: Favorite online shopping site?
A: I love Boohoo because everything is extremely trendy yet affordable, which is definitely necessary while being in college.

Q: If you're not snapping the pictures, who's the person most likely taking pictures of you?
A: My little, Jasmine Bunker.

Q: What do you think is the main reason you've gained a strong following on Instagram?
A: Promoting products and working with other companies has definitely lead me to gain a strong Instagram following!

Q: What's you favorite fashion trend of the past year that you hope stays around in 2018?
A: Bell-bottom jeans, they're my favorite!

Q: Who is your number one fashion inspiration?
A: I don't really have one, I like to get inspiration from what I see overall on social media.

Q: What type of camera do you use?
A: I use my iPhone when I'm on the go, and a Nikon D300 when my photos are more planned out in advance.

Q: Could you see yourself pursuing a career in the world of Instagram influencing/ blogging?
A: Yes, definitely! That would be an amazing job to have.

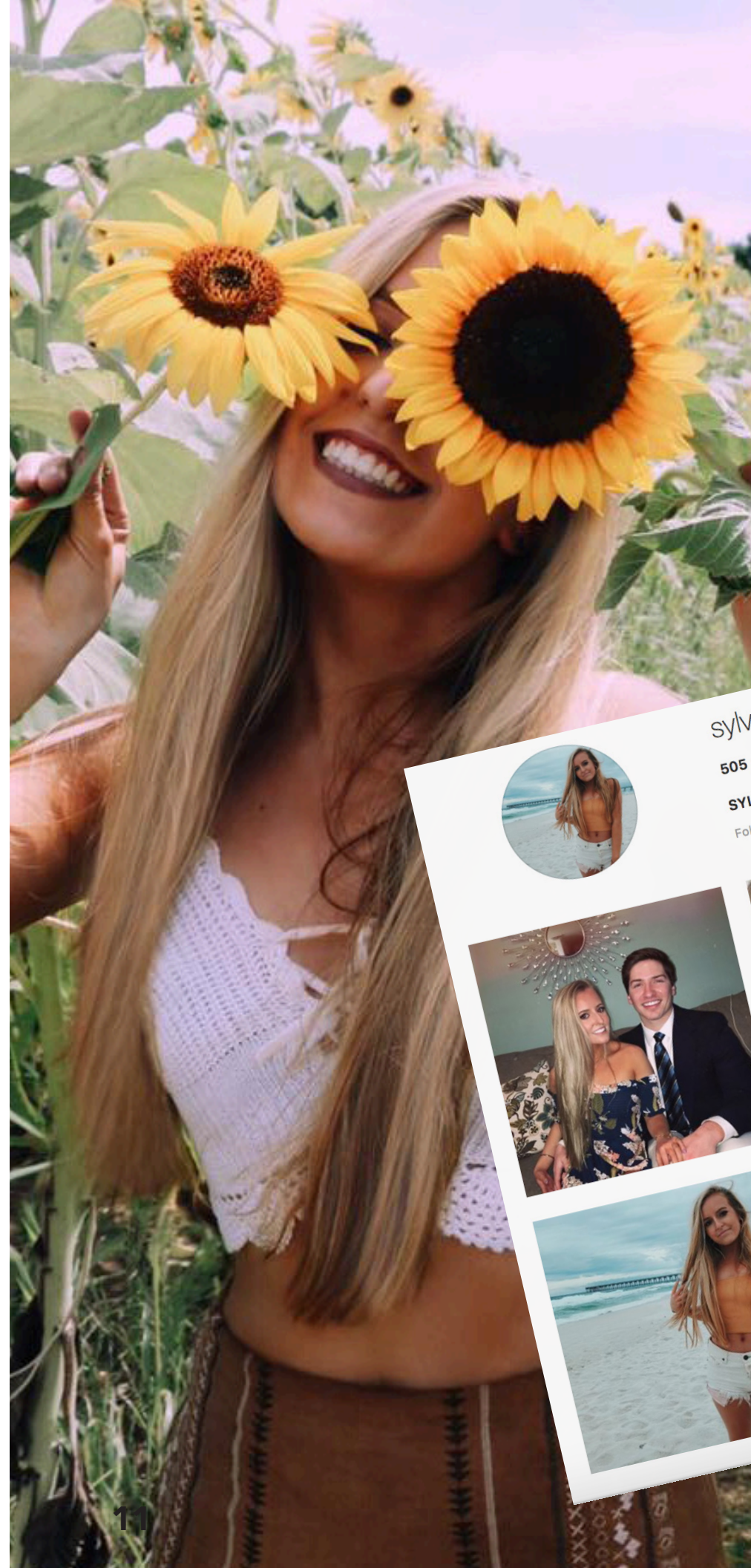**Q: Do you have any personal favorite Instagram influencers that inspire you?**
A: I love @jilissaann. She is so stunning and has a beautiful feed.

Q: How did you go about gaining sponsorships with certain brands?
A: Usually brands will just message me on Instagram.

Q: Name your top 5 favorite brands.
A: My top 5 brands are Rockii Jewelry (@rockiistore), Selfieglow (@selfieflow), Hazel Boutique (@hazel_boutique), Stone Luna Vintage (@stonelunavintage), and tonguetiedco
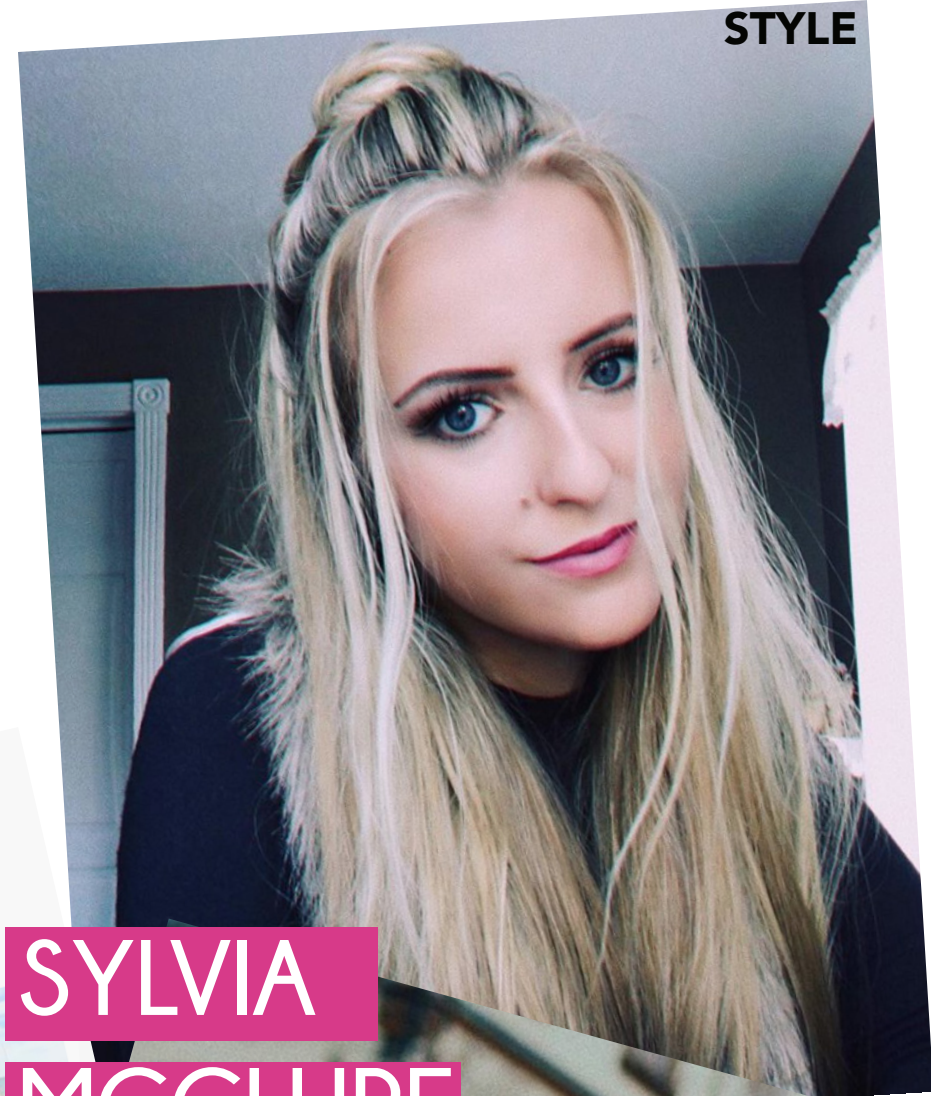
(tonguetiedapparel).

(Disclaimer- McClure has a business relationship with the brands noted.)

Q: For someone looking to gain a following on social media, what are your three biggest tips?
A: 1. Post what you want
2. Have a theme for you feed
3. Always be nice to your followers!

SYLVIA
MCCLURE

trends
-april edition-
to try

1. gloss is boss

Bobbi Brown High Shimmer Lip Gloss, $28 at Sephora.com. Matte is so 2017! Trade out one of your lip kits for some shimmery gloss to pucker your pout.

2. hey smarty pants

Sofie Pave Gold Tone Smartwatch, $395 at MichaelKors.com. Tech as fashionable as it is smart. Add the hottest accessory on the market to your wrist-list by treating yourself to a designer smart-watch.

7. cover it up

Fishnet One Shoulder Cover Up Maxi, $34 at Missguided.com. Who said the beach couldn't be a major fashion moment? See-through maxi cover-ups are going to be major this summer and are a great way to spice up your old swim wear.

8. fit is totally it.

Freesia Yellow Set, $100 at Fabletics.com. It's no secret thatactivewear is totally taking the fashion world by storm. Motivate your fitness routine by adding a bright workout set to the mix. A sports bra and high-waisted legging is perfect to wear to the gym and after. Just throw on a jacket and go, go, go!

3. rock that body

Square Neck Bodysuit, $39.50 at VictoriasSecret.com. The votes are in and it's unanimous; the bodysuit is here to stay. Haven't tried it yet, or looking to get a new one? Go for it. Don't be afraid to rock that bodysuit, because this trend will NOT die, at least if we have any say in it.

5. ice ice baby

4. peace out palazzo ✌

Fitted Trouser Pants, $34.99 at HM.com. Flowy and loose has had its moment, but fitted dress pants are making a big comeback. Edge this look up by pairing it with a fitted bodysuit and strappy pair of heels.

Original Swift Sneakers, $85 at Adidas.com. Move over Nike. Kickin' it at the gym, or kickin' it with the girls...a pair of Adidas is the ultimate trend you should be wearing this year. These sneakers have taken the shoe world by storm and you don't want to miss out.

Light Blue Floral Romper, $40 at HazelandOlive.com. Look cooler than ever this summer by adding icy blue to your wardrobe. You heard it here first, this color is going to take over and is perfect in so many styles.

9. 90's forever

Fur Ankle Peep Toe Heels, $60 at ShopElettra.com. Hey girl. The '90s just called, and she wants her shoes back, like now. Chokers, tiny sunnies, scrunchies, mom jeans... we've seen just about every '90s trend make a comeback this year. But heels with a little faux fur, is our prediction for hottest '90s revival, next to JT of course.

6. just kickin' it

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the future of fashion: could this be you? right now, it's HER

THE FUTURE OF FASHION: Benefitting the consumer or corporations?

Imagine this.

You forgot you had an event coming up next weekend that you desperately need a new outfit for, but you just don't have the time to run down to the mall and spend hours trying on different options. You need something that you know is going to look amazing on you, and you need it fast.

Instead of shopping around town last minute, with a quick click of a few buttons on your phone, you open your personal shopping app. On the app, is a virtual you. She looks like you, has your same body type, sizing, skin tone, facial features, hair color, and so on. She represents you digitally better than a picture of you.

This app allows you to try on different accessories and garments from head to toe virtually and shop those items and outfits afterwards. It allows you to determine what clothes would look good on you and what clothes would not, without even having to step foot in a store.

This is one potential future of fashion, and it's likely to continue to evolve over the next few years. One of the first companies to develop this technology started nearly a decade ago by working with retailers and fashion giants rather than consumers. Looklet, a Swedish company founded in 2009 by Robert Ahlborg and Adam Berg, started by creating a virtual game in which consumers could place clothing on human models and style their looks.

"Although this was primarily targeted at the end consumer, we knew from the start that this product would interest fashion retailers online," co-founders Berg and Ahlborg told Business Insider in a September 2012 interview.

And that, it did. The company, now with a different vision, has high-end retail clients on their roster including Saks 5th Avenue, Neiman Marcus, Lord and Taylor, and Bergdorf Goodman.

Normally, online retailers spend a massive part of their budget to hold hundreds of photo shoots for their products, which have to be updated constantly. These shoots require time, teams of people, and a whole lot of planning. Instead, Looklet hands them perfect models in a digital form. The company shoots a small pool of models that are added into their database and then shoots the articles of clothing separately on a mannequin, as shown on the visual re-creations on their site.

The images of the clothing are digitally placed on the mannequin models, and then sent back to the retailers within 24 hours. This means that the online retailers can have digital pictures of their products on models to upload onto their sites just a day after receiving the products in their warehouses.

But this technology hasn't come without concerns. H&M was one of the first retailers in America to try out Looklet's virtual models on their site in 2011. Once that news got out, many customers of the company complained through comments and emails, and H&M was criticized in the press by eating disorder organizations and bloggers. The company did not tell consumers that they had switched to using these models.

Without disclosure, consumers may not be able to tell that these models are "completely virtual," as Håcan Andersson, H&M's Press officer noted, which could lead to a feeling of distrust between the consumer and company. One of the Looklet founders, Robert Ahlborg, even said in a 2013 interview with *The Wall Street Journal,* "We were pretty satisfied that it took more than 1½ years before anyone noted that H&M used our virtual models."

As for the models themselves, the company created one-size fits all children models, male and female, ages 3-4 (all US size 4T) and ages 6-7 (all US size 6x-7). For the adult models, there are multiple female models and male models, but both appear without size descriptions. Still, there is no variation in the bodies within the gender options.

Besides the standard female model, which looks like a US size 00, or US XXS, Looklet just added its first plus-size model in March 2018. The company calls her "Frida." Frida is a US size 14-16, size 14 is considered the beginning of the American plus size range. Besides Frida, there are no models that would represent the range from a women's size 0 to a women's size 12.

Besides a few press articles and social media tags coming from Looklet, there is little else out there from companies and retailers about how this technology is being used. And while retailers might replace the faces with real models, the body type remains cookie cutter thin- something savvy consumers are becoming increasingly aware of.
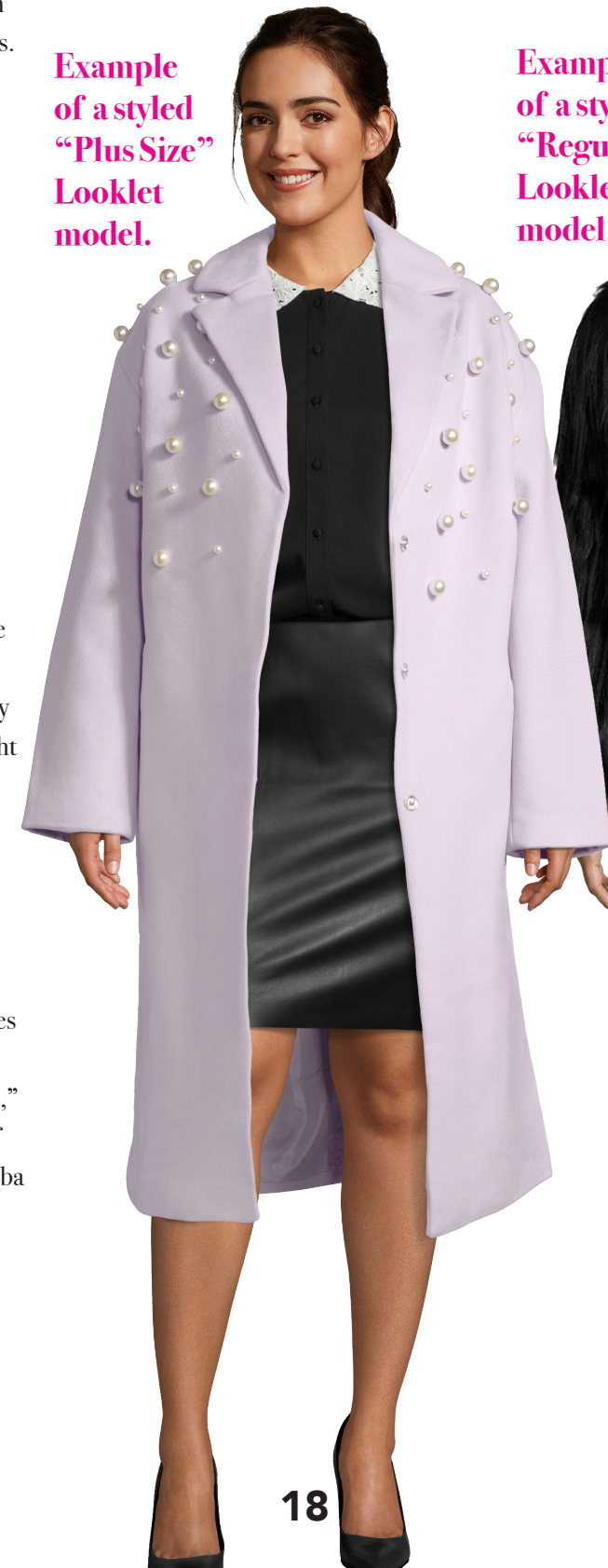
"Female consumers today are perhaps more sensitive to the use of such images in marketing communications, pay attention to them, and react negatively," one 2012 study from the University of Michigan and the University of Manitoba noted. According to this study, the "effect of idealized female images and models on women differs based on how blatantly or subtly the images are presented to them."

However, Looklet CEO Jannis Koehn isn't worried. "I'm not concerned with this having a negative impact on consumers or retailers, as we are indeed using real people and models, and then process the images through our unique algorithms and digital technologies."

Example of a styled "Plus Size" Looklet model.

Example of a styled "Regular" Looklet model.

And thanks to those 1s and 0s, we get a perfectly curated view of that new outfit- even if it's displayed on models as small as size 1 or 0.

DESTINATION: PALM BEACH ✈

Custom Sequin Letter Straw Hat, $60 at Quinnluu.com

Eyelet Scoop Bikini Top, $29.95 at Aerie.com

QUAY My Girl Sunglasses, $50 at Zappos.com

Velvet Cutout One Piece, $54.95 at VSPink.com

Super Plunge One Piece, $44.95 at Aerie.com

High Waisted Cheeky, $29.95 at Aerie.com

Hard Case Palm Wheelie, $149.95 at VSPink.com

BEBE Lydia 2-piece Hardside Spinner Luggage Set, $164 at Overstock.com

Black Strappy Front One Piece, $49.95 at VSPink.com

Keyhole Front-Tie One Piece, $49.95 at VSPink.com

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TRENDING NOW: PINK PALM

Cozy Sleep Set, $65 at VSPink.com

Every Cloud Palm Print Bardot Midi Dress, $47 at Asos.com

Palm Print Tote, $56 at HouseofCB.com

Lace up Crop Top, $22.95 at VSPink.com

Active Palm Bra, $14.90 at Forever21.com

Palm Beach Water Bottle, $35 at Swell.com

Schutz Patrycia Palm Wedge, $89.99 at 6PM.com

Palm Cross-Strap High Neck Bikini Top, $34.95 at Aerie.com

Varsity Short, $32.95 at VSPink.com

Active Palm Leggings, $19.90 at Forever21.com

Palm Bikini Bottom, $24.95 at Aerie.com

Tie Shoulder Seamed Satin Printed Maxi Dress, $20 at ASOS.com

BEAUTY BUYS

the hottest new products you should try this month

BEST NEW BEAUTY PRODUCTS

Tarte Foil Finger Paints Shadow Palette, $39 exclusively at Sephora.com

HUDA BEAUTY Contour & Strobe Lip Set, $25 at Sephora.com

Fenty Beauty Stunna Lip Paint, $24 at FentyBeauty.com

BECCA Champagne Dream Lip & Highlighter Duo, $34 exclusively at Sephora.com

The Sex Kitten Limited-Edition Set, $19 at MarcJacobsBeauty.com

GLAMGLOW Waterburst™ Hydrated Glow Moisturizer, $49 at Sephora.com

Tarte Goal Getters Contour Brush Set, $44 at Tarte.com

Fenty by Rihanna Starlit Hyper-Glitz Lipstick, $19 at FentyBeauty.com

TooFaced Chocolate Gold Eyeshadow Palette, $49 at TooFaced.com

BARGAIN BEAUTY

all $20 or less

all $10 or less

Maybelline New York Total Temptation Mascara, $9.50 at drugstores

Maybelline New York Master Chrome Metallic Highlighter, $7.89 at drugstores

NYX Prismatic Eyeshadow, $5.99 at drugstores

NYX Butter Lipstick, $3.29 at drugstores

Essie Let it Glow Nail Polish Desert Mirage Collection, $9 at drugstores

Maybelline New York Total Temptation Eyeshadow & Highlight Palette, $9.99 at drugstores

Urban Decay, Eyeshadow Singles. $20 at drugstores

Benefit Boi-ing Industrial Strength Concealer, $20 at drugstores

Too Faced, Glitter POP! Eyeliner, $20 exclusively at Sephora

MAC Matte Lipstick, $17.50 at drugstores

Too Faced Shadow Insurance, $20 at drugstores

Julep Nail Polish, $14 at drugstores

Fenty Beauty Gloss Bomb Universal Lip Luminizer, $18 at drugstores

Urban Decay Eyeshadow Primer Potion 5ml, $13 at drugstores

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BEAUTIFUL SPACES

personalize your place with blogger inspo

BLOGGERS AT HOME

HOME

Old Hickory Tannery Dunlap King Bed, $3,299 at Horchow.com

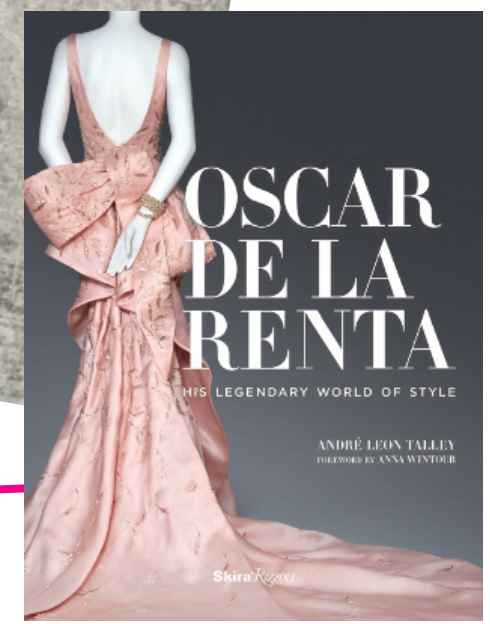**Cotton Luster Velvet Pillow Cover - Dusty Blush,** $29 at WestElm.com

Fur Pompom Knit Rib Throw, $99 at Nordstrom.com

Safavieh Evoke Vintage Oriental Silver/Ivory Distressed Rug, $185 at Overstock.com

Inside style blogger Olivia Rink's Chicago bedroom and living room.

Massoud Alala 40"L Sheepskin Bench, $1,999 at NeimanMarcus.com

Oscar De La Renta by Andre Leon Talley, $32.49 at Amazon.com

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**Auerbach
9-Light Crystal
Chandelier,** $490
at JossandMain.com

Apricot Vase, $58 at Anthropologie.com

**Set of 2 Metal Decorative
Copper Balls,** $46
at Houzz.com

**Noirmont Hand-Woven Nickel
Area Rug,** $545 at Wayfair.com

Marble Knox Coffee Table,
$250 at WorldMarket.com

Halsey L-Shaped Sectional, $3,297 at WestElm.com

Poly and Bark Burton Arm Chair In Clear, $83 at Amazon.com

Gold And Marble Leilani Tulip Dining Table, $499 at WorldMarket.com

Fashion blogger Karli Willis' kitchen nook.

Faux Pink Roses in Glass Vase, $86.99 at JossandMain.com

Heidi Stool, $219.99 at JossandMain.com

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Pink Owen Rug 8x10, $175.99 at JossandMain.com

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Personalize your place

Orange Lacquer Side Table With Campaign Hardware, $1,122.50, at Houzz.com

Lillian Farag Painterly Pillows, $68 each at Anthropologie.com

Hot Pink Velvet Tufted Sofa, $1,299 at RachelGeorge.com

ModShop Jet Setter End Table, $909.99 at Wayfair.com

Large Gold Mirror, $24.99 at HM.com

Danielle Velvet Armchair, $230.99 at Houzz.com

Pillowfort Unicorn Table Lamp, $29.99 at Target.com

Safavieh Bellagio Rug, $142.99 at Overstock.com

with POPS of COLOR

life is too short to wear boring shoes

STEVE MADDEN

MEET KATY

KATY IS BOLD.
Katy is 20 years old. She's paying her way through college. A style guru at heart, she started her own fashion blog and empire. She's an influencer, someone who paved her own path.
Katy is a trendsetter.