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Candid

Photographed by Grace Kelly | Styled by Jordan Norris | Model: Shaelyn Branson

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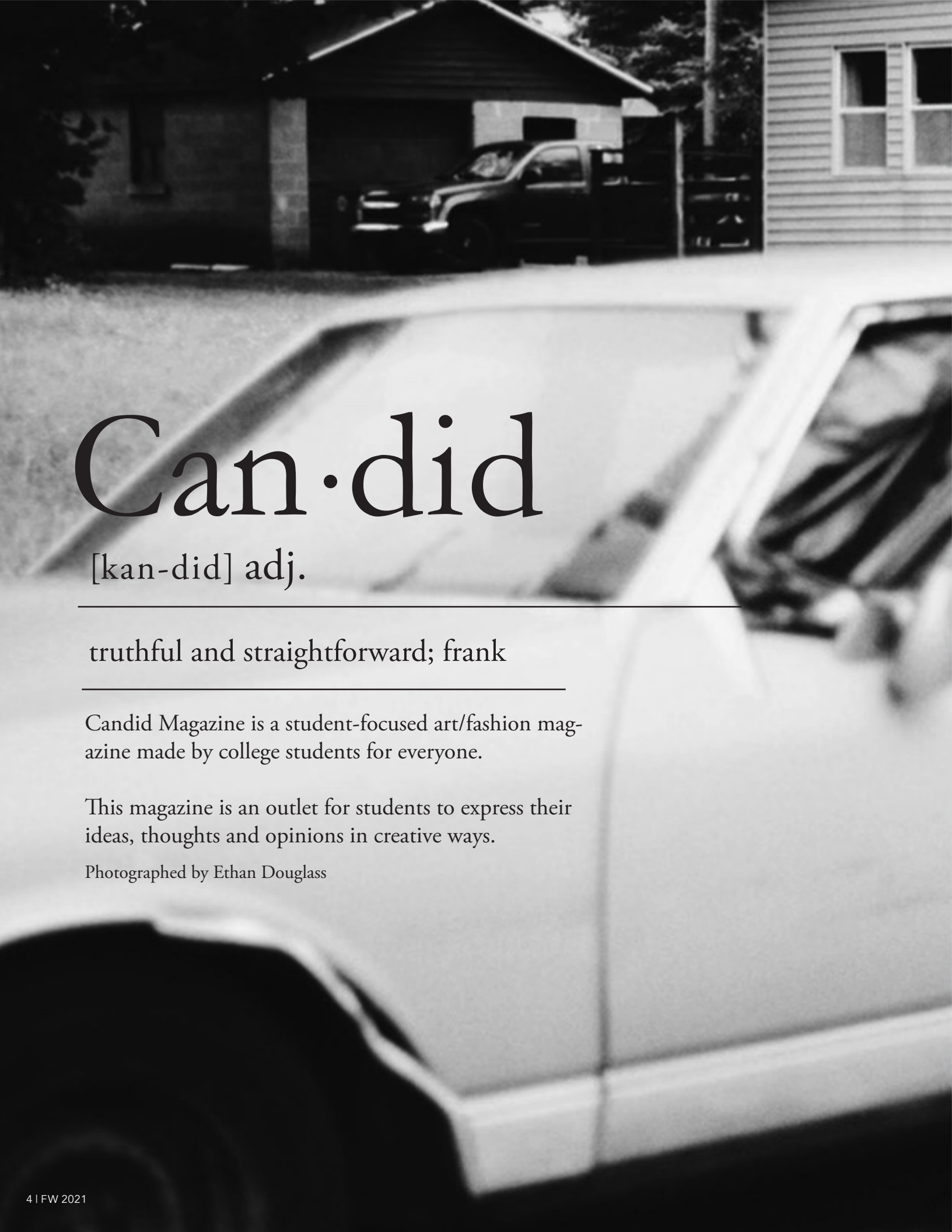

Can·did

[kan-did] adj.

truthful and straightforward; frank

Candid Magazine is a student-focused art/fashion magazine made by college students for everyone.

This magazine is an outlet for students to express their ideas, thoughts and opinions in creative ways.

Photographed by Ethan Douglass

Model: Christian Schmitz. Photographer: Ethan Douglass. Stylist: Zoey Scates

Is The Future of Fashion Fully Gender-Neutral?

Written by Zoey Scates

From the minute we are born, we are told what colors we are supposed to like, what toys we are supposed to play with, and of course, what clothes we should wear. Society imposes these "gender norms" on us at such a young age that we often have no room

to make our own choices. We are classified as pink or blue, baby dolls or race cars, dresses, or suits. However, in recent years we have seen that moving towards a gender-neutral society may be our future.

When we think of the future of fashion becoming gender-neutral, we start to wonder why society has chosen to have these rules and norms in the first place. Who said that men shouldn't wear dresses? Who said women should only wear pink frilly outfits? Who let these rules become the norm? Though that is a history lesson in and of itself, the younger generations of our world are ready to fight for a gender-neutral society. One that allows us to be free and dress how we want to dress, not how we are supposed to dress. Stars like Harry Styles, Pink, Billy Porter, Dan Levy, and Jonathan Van Ness have shown us how to be who we are and not be ashamed of it. They are the faces of some of the most important cultural organizations and industries of our time like Netflix and Vogue. They can represent a part of society that does not have the option to show their true colors for fear of what may happen to them. Fashion may seem like such a simple part of our lives. For many, however, it can be daunting and even traumatizing.

Luxury fashion brands like Gucci and Thom Browne are trying to create a world where gendered fashion does not have to exist. Gucci recently designed a line specifically for Harry Styles' world tour, Love on Tour, which has broken the gendered fashion barrier. From his monochromatic pink pantsuits to his feather boas and bedazzled suspenders, Styles has done just about everything to go against gendered fashion. He eloquently displays both the feminine and masculine sides of him all through the power of fashion. He doesn't have to explain himself to his fans and too much of the younger generations because there is no need. We as a society have shown that we can see past gender and be who we are. We can make fashion an art and art has no limits.

Model: Lauren Pilkington
Photographer: Ethan Douglas
Stylist: Zoey Scates

Model: Christian Schmitz & Lauren Pilkington. Photographer: Ethan Douglas. Stylist: Zoey Scates

For over a decade, Thom Browne has designed countless gender-neutral clothing lines. His modern take on preppy clothing has turned into a sub-genre of fashion that could be called punk, femme, preppy, and subtle all at the same time. When we step back and examine fashion for what it is, we can do what Thom Brown has done. We can take something that everyone knows and turn it into art. From the tutus of his menswear collections to the almost masculine war-time attire in his womenswear collections, Thom Browne has been able to do what we all want to do. Be who we want to be. There are no barriers he isn't ready to break. There is no gender to his clothes. The fashion community is accustomed to Thom Browne's collections, and they expect him to go against society's fashion rules. He is accepted in the fashion community. So why can we not all be accepted by society?

Since society is not a part of the same fashion community that Thom Brown and Gucci are a part of, it's not always as easy to dress how we want to dress or change up our style. Though some communities are more accepting than others, going against the status quo is never simple. It can be intimidating. Fashion norms are so ingrained in us that even if you are changing your style in the most subtle of ways, it can be intimidating. To go against any gender norm, especially fashion, can be extremely daunting because you are essentially saying "I will not be who the world wants me to be." Though, how will we ever change if we don't take these leaps towards a better future? We must be willing to show the world who we are and who we want to be.

Fashion is supposed to be fun and playful. We are supposed to explore our personality and artistry through fashion because it is the easiest way to express ourselves. However, society has placed limits on how far we can explore. If a male wants to wear a dress or even carry a purse, they have passed the limit of exploration. If a female wants to dress in baggy clothes that hide their curves or chest, they have passed the limit of exploration. These limits limit us. They limit our individuality and they limit our minds. The only way to break these societal norms is to push back and remind ourselves of who we are and what fashion is. No matter one's sexuality or gender, there should never be a limit on fashion. It is one of the only things we can count on to represent who we are. For the younger generations, these limits are being pushed, and the barriers are being broken.

Fashion is supposed to be fun.

AN EDITORIAL

THE COMMUTERS

Photographed by Jordan Norris
Styled by Jordan Norris
Models: Trent Nosko & Kyle Birchler

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CAUTION
WARNING

Cancel Culture

Ereena Moore

Over the past few years, a new phrase has picked up quite a lot of steam. This term is "cancel culture." Some social media users rally behind the term, actively "canceling" people as they see fit, while news networks liken the phenomenon to a new and horrific conflict. So— what exactly is cancel culture and how could you be contributing to it?

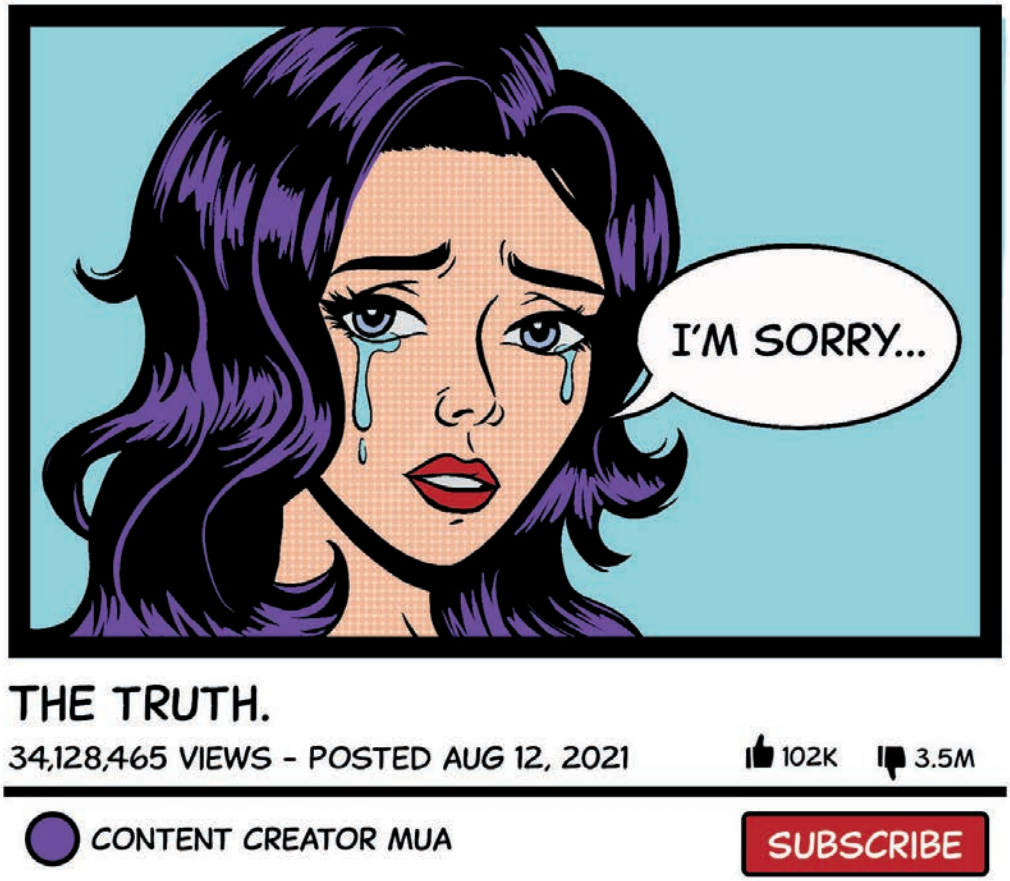
Let us define what canceling is, as it is necessary to have an understanding of cancel culture. To be put plainly, to be canceled is to have public support of you pulled, usually with a goal to rectify the behavior. The saying "Be careful of what you post on the Internet because it's there forever" is very much true. Many times when someone is canceled, it is for a post on social media that they made years ago that just recently resurfaced. "Canceling" itself is the public outcry and the withdrawal of support, and the example of an old post resurfacing is just the stereotypical case of canceling. The situations that you can be in that can get you canceled are innumerable; however, in most of my examples, it is the years-old post that is the reason. Many times when canceling, there is a goal in mind to absolve the perpetrator. This can vary between an apology and a pledge to do better to the destruction of the person's livelihood by having them fired or having their sponsors pulled. While canceling is done online, the consequences are very much tangible in the real world. Jobs, sponsorships, scholarships, and more can be lost due to canceling.

Cancel culture is the broader scope of canceling. It is the effects that one cancellation and canceling as a whole have on the social ecosystem. It is the awareness that undesirable online interactions can come back to bite you.

Celebrities becoming social pariahs is nothing new. Countless magazines and shows have been founded on trashing their reputations. Is cancel culture anything new? Many times canceling someone comes with the intent of social justice. For instance, the person is being canceled because they have said or posted something insensitive, racist, homophobic, sexist, etc. In this case, the purpose of the cancellation is for social justice, to show that this behavior is not tolerated in society today. Another way that cancel culture is different is that it is primarily done on social media. This means that someone can theoretically be canceled by an ordinary person. Usually, with celebrity gossip, the media companies distribute the content and fans keep that going. Canceling can be started from this as well, but oftentimes it starts at a grassroots level. Another difference is that there is specific terminology used when canceling someone. An example of this is on Twitter #___iscanceled or #___isoverparty, with the blanks being filled in by the person's name, can be seen on the trending tab.

The biggest difference between the two is that ordinary people can be canceled. Internet personalities have been on the rise. This leads to ordinary people growing a large following that they could not have predicted. In turn, many of them have been on the Internet for quite a while and have a backlog of content that might not have been the smartest things to post. However, you do not need to be an Internet personality to be canceled as going viral is an option. Justine Sacco was canceled in 2013 for her tweet, "Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!" Sacco did not have a large online following, however, her tweet was at the top of trending. While going viral is not a likely event, there is still a nonzero chance of it happening.

A question that I have when thinking of cancel culture is, "Is it that bad?" Does cancel culture have any positive effects? I personally do not want to support someone who has done things that oppose my beliefs. Canceling is a way to bring attention to this and make people aware. The #MeToo Movement, a movement that started on Twitter as actresses and actors in Hollywood shared their experiences of sexual harassment and assault within the industry, was one such way to bring mass attention to a horrible occurrence. By the definition that I gave above, this movement could be considered canceling. The goal of this movement was to give victims a voice and it has had lasting changes. The most famous being Harvey Weinstein's ousting and following charges. Not just limited to that though, some states banned nondisclosure agreements covering sexual harassment and the federal government reworked their



reporting procedures to make a safer working environment. This movement pioneered modern-day cancel culture and most definitely was a positive thing.

It is true that canceling has had and can have a positive effect. Its purpose is to make people aware and withhold support until the issue is addressed. However, canceling is not without its faults. In recent times, small transgressions, such as saying you don't really care for a band, can get someone canceled. Events like this or having things being taken way out of context and/or blown out of proportion are also things that can get someone canceled. Not all cancellations have a justifiable reason. These things are not something that can just be brushed off though as one can lose their job over it.

An argument that people have against canceling is that people say dumb things when they are young and that people grow and learn and that it is impossible for people to not have made mistakes. This argument does have merit. Is it really fair to wholeheartedly condemn someone you don't know based on 144 characters from years ago? I think it is unfair to completely dismiss their actions based on those factors and absolve them from any repercussions. I think it is important to look at all of the context surrounding the event. Every situation is case by case and being informed is key to having a solid stance about a subject. Take for instance a celebrity tweet from five years ago making a mildly racist joke. What was the perpetrator's response? Were they proactive with their response, actively condemning their past actions and taking steps or showing how they are better now? Or did they only take down the post and not respond to the situation at all? Does it matter that the tweet was five years old? Would it be different if it was from six months ago? Did they apologize but have allegations of similar behavior recently from their peers? These situations can be infinitely complex and it is important to see all of the information and not make snap decisions. It is unbelievably difficult to pick a side one way or the next when writing this as all of these situations ought to be decided on a case-by-case basis. There is no one right way to handle this, which makes broad claims very difficult to articulate.

Cancel culture has become so prevalent in today's world and unless you are not online or do not pay any attention to what is going on, you are a part of it. There is no escaping it as it shapes our perceptions of those that we do not know. Not making snap decisions is unbelievably

important as canceling has real-world consequences. Some of those canceled lose their jobs, and these are real people. People living paycheck to paycheck, people with children to take care of, people who are barely making it, and condemning and reveling in their termination is not productive. Reveling in the undeserved collapse of someone's livelihood is disgusting behavior. There is no justice in that. And in the same breath, believe victims. There is a massive difference between wanting to amplify a victim's voice and wanting justice for them and doing this solely with the intention to harm.

An example of this is with Sacco. She admits that her tweet was a poorly written joke and while it may have deserved to be condemned I believe that people went somewhat too far. Cancel culture does not stray too far from celebrity gossip as a means of entertainment. I believe that those canceling who genuinely want a positive outcome would not get such a thrill out of seeing that she had lost her job. While you may initially have good intentions, mob mentality is a very messy thing as it is so easy to get swept up in a righteous fervor and be stuck in an echo chamber of similar thoughts. Sacco posted the tweet before boarding a plane and was not able to see the effect of it until she had landed. During this time, #HasJustineLandedYet was trending as Twitter users were excitedly waiting to see her reaction and others took photos of her at the airport. These actions have no positive intentions and are not a way to achieve any kind of justice.

The big question is what should you do? To me at least, cancel culture is something neither absolutely good nor absolutely bad. Mob mentality is something that will continue in one way or the next and it is important to be well informed and to stick with your beliefs. Think about what actually matters to you and think about people's actions and intentions. Having an open mind, being informed, and making informed decisions are mostly all one can do as cancel culture does not seem to be leaving anytime soon.

Illustrations by Ashley Staib

Generational Difference on Social Media & Its Impacts

Ereena Moore

Social media is a massive and almost inescapable presence in your everyday life. To some, social media is thought to only be online and to stay online. More and more in this day, this is not the case as social media becomes an extension of our public selves. Beyond the personal aspect, social media has become quite a large and impressive way to use with and for business.

Think for a second about what you use social media for. What platforms do you use? Why do you use them? How do you interact with the content on it? Now extend these questions for the other people in your life. How your mom uses social media is different than how you do, and to that extent how your grandmother uses social media is vastly different. Is it for entertainment, for news, to see what people are up to, to shop, to see what is popular in the world, for a laugh, etc.? Additionally, how are these different people impacted by what they see on social media? How do they react to the content and how does it affect them, how does it influence them?

Social media is in essence a business. Very, very few platforms are nonprofit and can afford to operate that way. So much money is spent to try to entice users to platforms and to keep them there. Along with that, there are so many ways for platforms to generate revenue, such as selling ad space or selling user data.

Younger generations have a good grasp that many things are done on social media in an attempt to make money. There is an awareness that someone somewhere is trying to make money off of users in some way. This is obvious from trying to have us purchase something to selling our information to attempting to clickbait. The knowledge in the back of our minds that there are ulterior motives at play. Some of these things are widely known and are commonplace, but the Internet has evolved and grown so rapidly that many methods are not fully noticed.

These tactics that are common knowledge for younger generations may not be fully grasped by older generations and social media companies and companies on social media are always trying to find new ways to generate revenue. I believe that in some aspects, younger generations are more equipped to navigate social media. This of course does not mean in all aspects, but there are certain things that younger generations fall for less. I personally remember in middle school talking about how

Photo by: Bailey Roby
Model: Debbie Kirtman

to find reliable online sources for research papers. I remember being told not to trust everything that is on the Internet. Those who have grown up with the Internet have been taught to be skeptical of what is on there. Younger generations have had so much exposure to social media and the Internet that some things are commonplace.

The young persons' social media now is TikTok. Brands are now trying to find ways to be able to capitalize on trends from TikTok. Many branded advertisements on social media are unable to escape from feeling branded and posts are often not groundbreaking. Social media is a personal place and it feels intrusive to have such corporate posts. A phenomenon of the "relatable" brand has proven successful on Twitter and I feel has been perfected on TikTok. Some corporate brands have not put as many resources behind their branded TikTok accounts, leaving the people who run the page with a lot more control. The account managers are immersed in the app's culture and post content that feels natural for the platform. They interact with trends and those participating in trends in what feels like an authentic manner, such as commenting on posts that happen to feature the brand's product. This is a very new type of marketing that makes it feel as if it is not marketing. However, these are still companies meant to sell you things and it will be interesting to see when they are met with the same

Photo by Bailey Roby
Model: Skye Fuller

cynicism that other branded posts are.

Instagram started off as a photo-sharing social media but has evolved immensely. Now for many, Instagram can be more than something to promote your business, but a business in itself. The rise of the influencer, of sponsorships and ad deals, has been pervasive in the platform. Beauty influencers promote makeup, supplements, and just about any other product imaginable. An influencer is able to promote any type of product, as many niche micro-celebrities exist, it is the beauty influencers that have paved the way for immensely profitable brand deals. As an example, Kylie Jenner has been wildly profitable with Instagram, making a name for herself. In times past, Instagram users were not required to disclose if they were paid to promote a product. This of course has changed, popularizing #ad in the bottom of post descriptions, and creators can face consequences if they fail to disclose it.

Instagram has shown a new way to make money and that is how the platform has changed. Many accounts with large enough followings have ways to monetize their posts and it is not at all uncommon to see sponsored posts. Additionally, there was a user interface, UI, change that happened to the platform in November 2020. This change moved the button to make posts and the button to view likes and engagement and replaced them with a button to view reels and

Photo by: Breanna Bailey
Model: Tristan Bailey

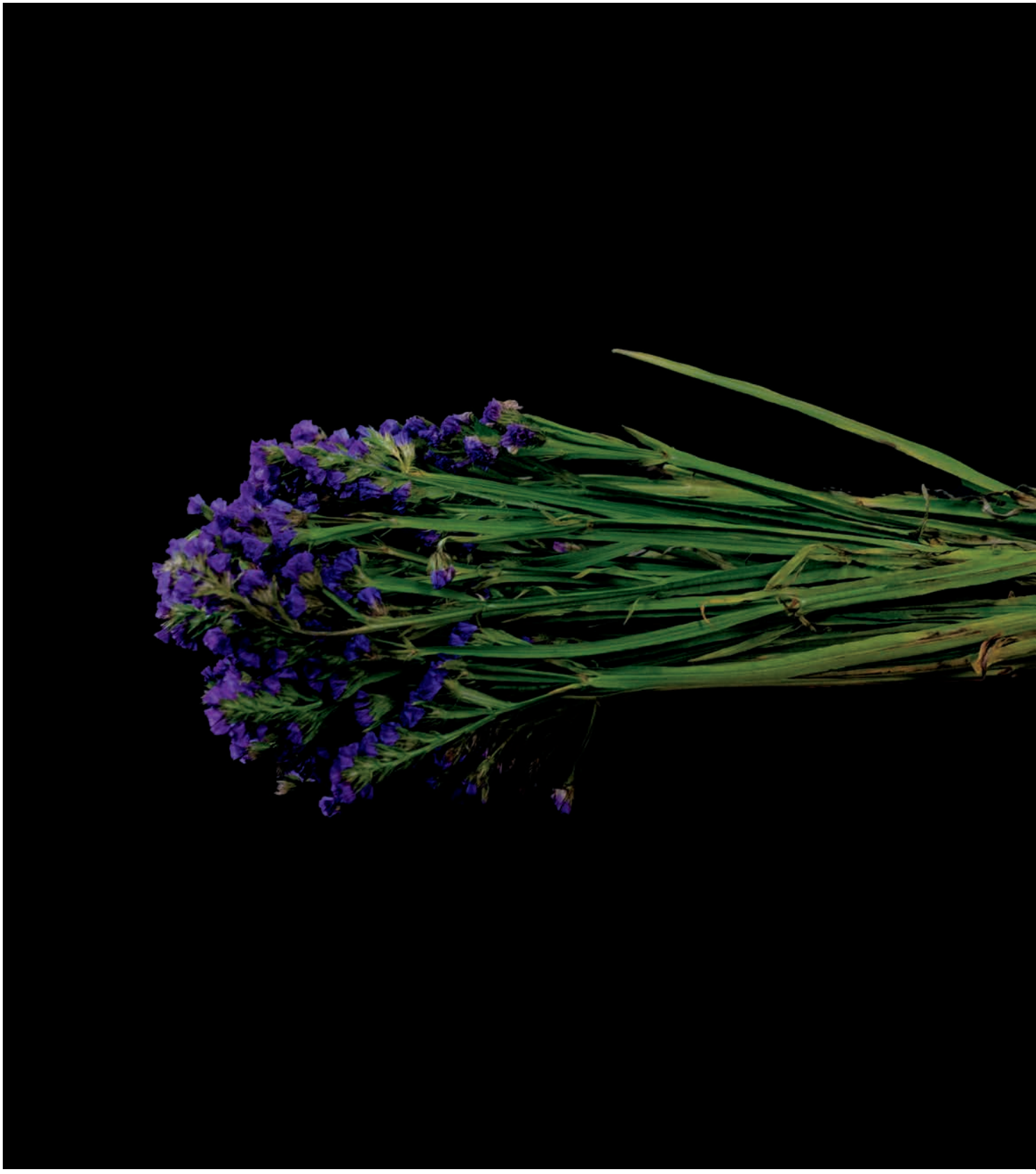
a button for shopping. The placement of these buttons is very important as they are in an easy place to reach how we naturally hold our devices. This change particularly showed what Instagram's priorities are-- not for users to post, but for users to consume both content and products.

Facebook has also had a significant usage shift from its inception. What was once used for family news is now used as a news source. Facebook for many people, especially older generations, has become their primary news source. The way that Facebook operates, however, does not make it a good source for news. Facebook's main content feed is generated by posts from people the user has designated as their friends. Oftentimes, the people you are friends with share similar opinions to you and since the feed does not pull content from outside sources, you may become stuck in an echo chamber of the same opinion. You may think that everyone has the same opinion as you on a topic since you have seen multiple posts from friends. Along with this, the platform may recognize that you are interested in a specific topic and may give you content suggestions that align with this view. Facebook, and other platforms, do not particularly care what the topic is, just as long as they are able to keep you on the platform and engaged.

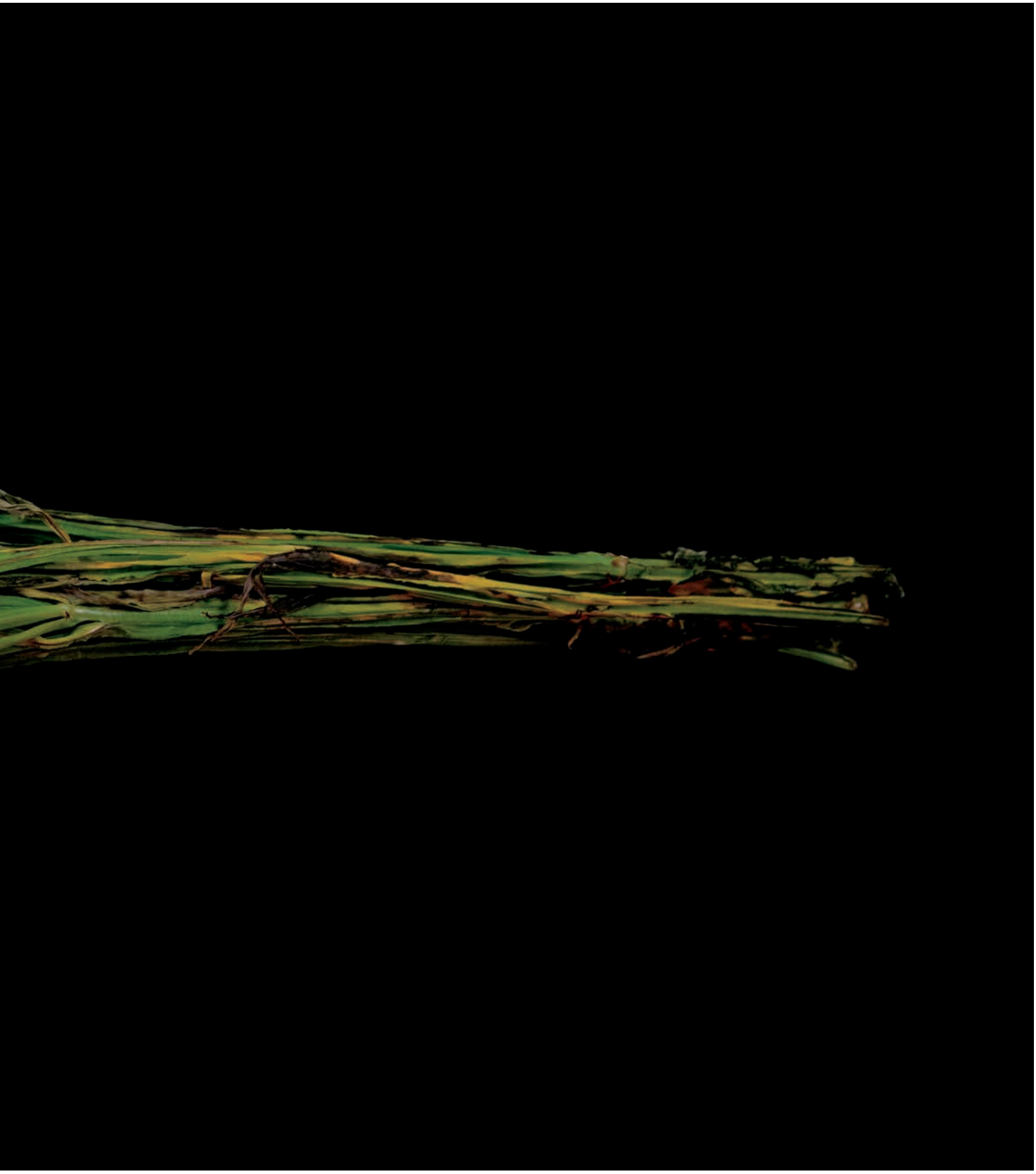
Things that are done on social media affect the real world. The obvious of this is money made. Those who produce content online and are able to keep retention are able to monetize in some way and are able to see results for the work that they have done. Social media users also affect the real world too. The most prominent one in recent times has to be from COVID-19. This has been pervasive from massive amounts of misinformation being spread, the effectiveness and necessity of wearing masks, and the efficacy of the COVID-19 vaccine. What started as a smaller group believing that all vaccines can cause irreversible side effects has expanded into a "normal" line of thinking. These activities on social media have had massive impacts on case numbers, especially in the United States.

Social media will continue to grow and evolve, along with how platforms will operate and make money. It is imperative now for users to be proactive in learning how they may be influenced. Along with this, not believing everything you see online is more important than ever. Your actions, online or not, have real-world consequences, more than ever before.

Inner
Beauty
An Editorial



Photographed by Nathaniel Tang
Styled by Jordan Norris



Models: Zach Winger, Madalyn Cottrell,
Amelia Schmitz & Allison Jacobs

Chris Fichtner
@chrxstopher.png

Jordan Norris
@jordie.0_0

USI Entrepreneurs

Written by Kaos Sylla and Josh Meredith
Photographed by Josh Meredith
Chris Fichtner and Jordan Norris

In the fashion industry, many factors go into a successful line. They must have designers that are aware of current fashion trends and have a strong idea of their target demographic. They must also form a sense of community with their customers and create advertisements that uplift the public's opinion of the products. Most companies hire teams to handle these jobs, but the rise of small businesses means a decrease in staff. That means the business owner is often in charge of designing, marketing, and keeping the finances in order. Due to the time commitment, entrepreneurs must reevaluate parts of their lives to carve out time for their trades. For some, this task is much too daunting to pursue, but for others, it is just one of many sacrifices they are willing to make to pursue their goals.

More often than not, the college experience can heavily influence a person's growth and perceptions of the world around them. Whether they discover a new hobby, make new friends, or change their course of study, most college students start their journey with one expectation of their college career and leave with something very different. Sometimes, like in Chris Fichtner's case, these realizations hit after graduation. This particular alum completed a Bachelor of Science in Marketing with a minor in Entrepreneurship, but he's currently a self-taught graphic designer with the brand Kitowares. Fichtner, USI class of 2018, has used his knowledge to flourish as a self-managing entrepreneur.

When Fichtner began his academic career at USI, he recalls he was interested in the arts but felt discouraged by his community and social situation. He decided to pursue studies that he knew he could survive on, and business seemed the most interesting of his options. Luckily, he enjoyed it enough to complete his college education. His interest in art continued to grow, however, and in his senior year of college, Fichtner took up photography as a hobby. After his graduation, his interests grew to include videography, animation, and 3D design work. He believes that was in no way the start of his creativity, citing his interest in movies and books as a child. In his own words, "I think the creative spark has been there for a long time. It just was suppressed."

He had a vivid imagination and found different ways to express it, for example playing with legos for hours. He imagined different sets and scenes, and he would create them exactly as he imagined. He considers his current artistic process to be the same:

«I was really good at, like, imagining something and then making it happen. And that's just what I do now is just an extension of that. So I see a vision in my head. And then, 'Okay, what medium and like, what format do I need to use to make this a reality?'»

Fichtner brings his imagination to life in different mediums, but his favorites are photography, his «first love», and 3D design and animation. He describes his 3D process as "like legos, but more complex." In other words, he creates digital models using his software to pose and capture each frame. Chris also designs the backgrounds,

adds special effects, and edits them all together for each video. This process takes a lot of time and effort, but he enjoys the satisfaction of the finished product.

Chris was ready to transition from traditional work to being self-employed, but it was still a drastic shift. After he graduated, he started applying to marketing jobs to start his career. He began to grow tired of the constant cycle of reaching out to companies only to be ignored, so he decided he wasn't going to deal with it anymore. He didn't like the idea of his life depending on someone else's schedule, and the idea of freedom was exciting. He felt that if he could eventually reach a place where he had full control of his career, it would be better than «working a nine to five [...] for somebody who doesn't care about art».

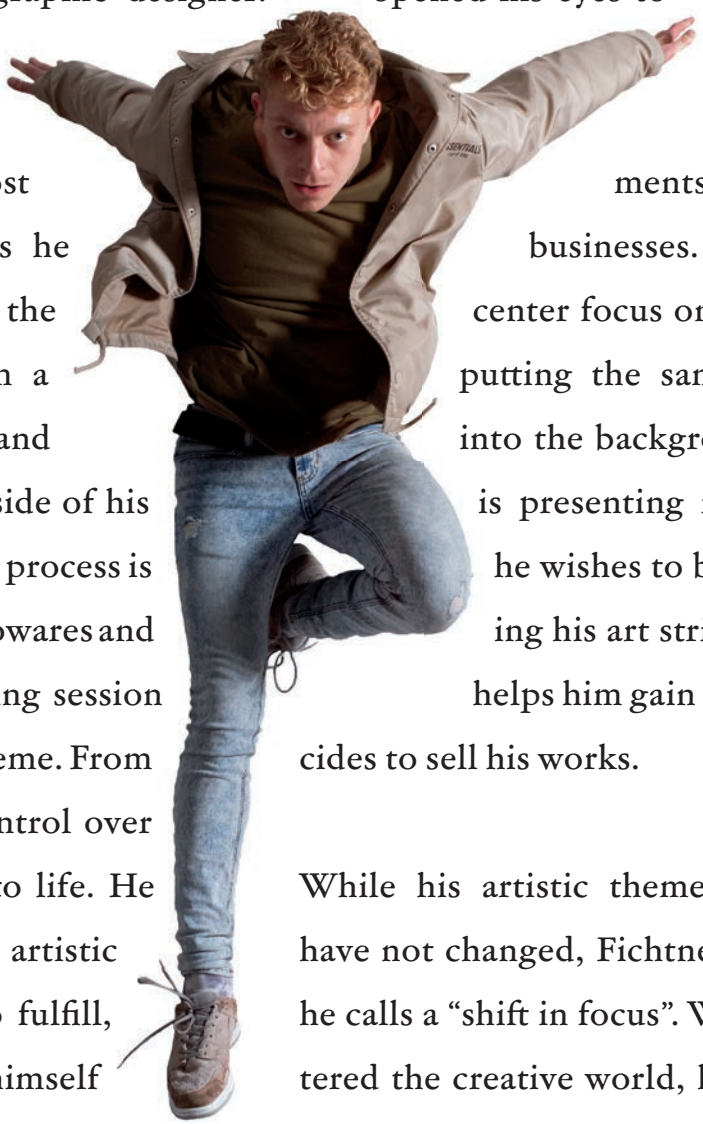
This was his main motivation to leap from a business-focused to an art-focused career. He started immediately, saving money and planning, but the COVID-19 pandemic halted this process almost as quickly as it began.

Fichtner recalls preparing to move west to California, eager to embrace the creative atmosphere and hoping to take advantage of the opportunities it might bring. These hopes were shattered the day before his flight as cities began to shut down and, according to his friend who lives in California, it would be safer if he stayed home. Fichtner does not regret his decision to remain in Bloomington due to the unique opportunities he has had, but he does wonder what would have happened if he had gone anyway. He believes working in

“like Legos, but more complex”

Bloomington has helped him grow, largely because of the lack of competition compared to the overwhelming amount of creators and artists many larger cities have.

One of these creative opportunities occurred when Fichtner began working with the fashion brand Kitowares as their graphic designer. He creates pictures, designs, and animates advertisements that they post to social media. He claims he is very lucky to work for the business, as they offer him a lot of creative freedom and encourage him to work outside of his comfort zone. Their creative process is as follows: the owners of Kitowares and Fichtner have a brainstorming session to decide on an item and a theme. From there, Fichtner has total control over how he brings these ideas to life. He has learned to adapt to the artistic visions the brand wishes to fulfill, even if it means teaching himself entirely new styles. This push to grow is one of the things Fichtner loves most about working with this brand, especially because of the nature of his art. He does not believe working with the business has affected his art or themes, but he enjoys creating projects for people. This way, the main focus is not just his expression. He has a goal to fulfill and he gets to determine the quality of his work, as well as if it will come across to his audience the way he intends. His business education comes in handy in this aspect, as Fichter claims it opened his eyes to the motives behind not only his work but the advertisements and work of other businesses. He knows how to center focus on the product while putting the same care and effort into the background and media he is presenting it in. Even though he wishes to branch out from using his art strictly for business, it helps him gain experience if he decides to sell his works.

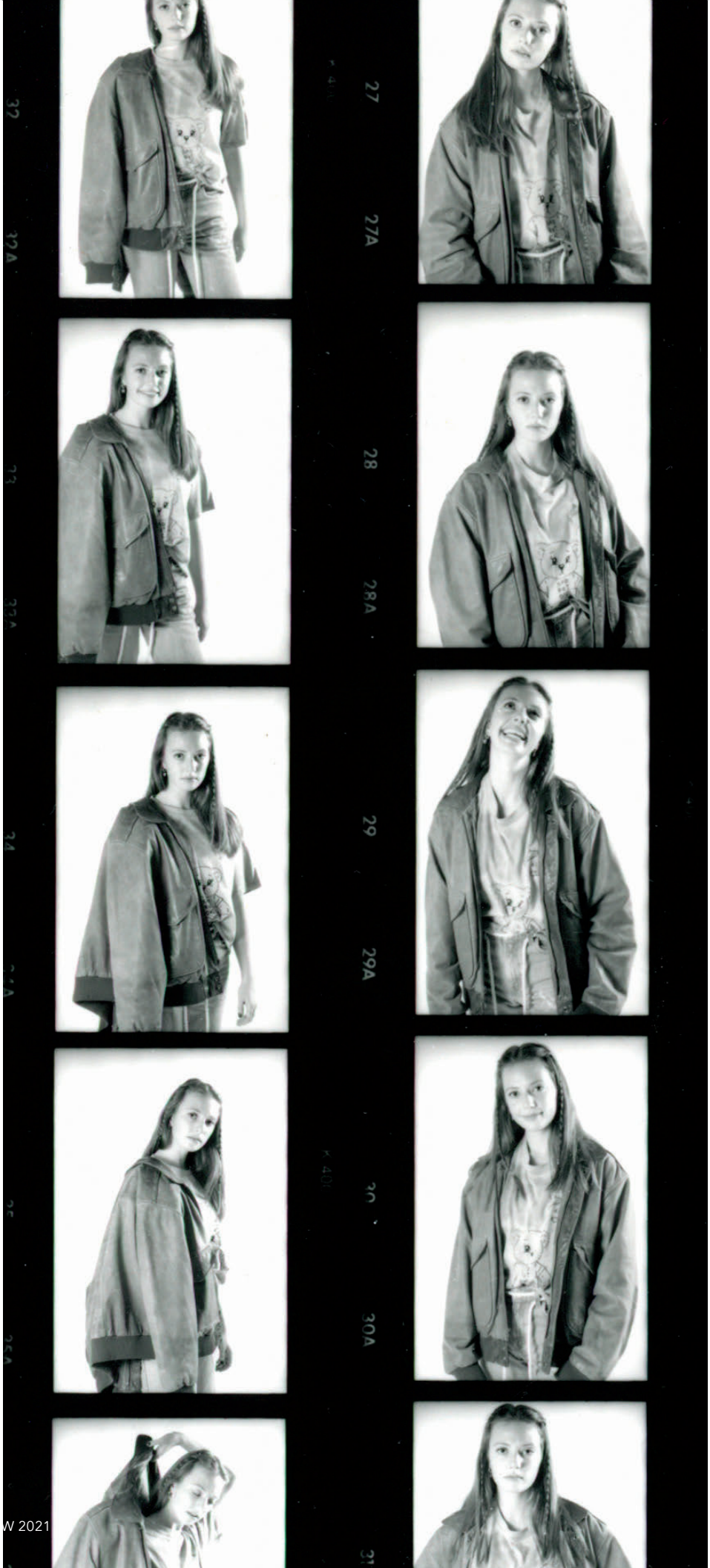


While his artistic themes and motivations have not changed, Fichtner has noticed what he calls a "shift in focus". When he first re-entered the creative world, he focused on photography, but he's currently doing more 3D work than anything else. This variety of work keeps him from getting burned out. Photography gave him a hobby outside of his work that he can use to escape. He considers it a

Clothing brand: @kitowares

"sacred space" where he doesn't have to be serious and professional. He carries a camera with him wherever he goes to capture the moments he lives. Even if some of the photos come out awful, he doesn't stress because he had fun taking them, and that is what matters.

In hindsight, Fichtner wishes he had gotten a Graphic Design degree with a minor in Business or Marketing. He believes it beneficial for artists to understand basic ideas of business, especially those who plan to pursue entrepreneurship. Overall, he would advise other beginning creatives to follow their own path and make their own decisions. He clarifies that other people, no matter how close, may not understand your dreams or goals. You must find what works for you, even if it means paving a new path. Fichtner cites Kitowares as one of many modern trailblazers, and he feels proud to be a part of that. He also says it is okay to change your life's direction, especially in school. He felt pressured to stay with the major he chose at the beginning of college instead of following his dreams when he had the chance. As he stated, "There's a cost, yes, but is it worth your sanity and your mental stability? No. So make the decision that's gonna benefit you the most."



When I walked up the stairs of the duplex to his messy mid-century apartment, I knew that Jordan Norris was more than an eccentric. He was an artist in the making.

The setting eloquently spoke to his character. The walls were tattered with notes from floor to ceiling and everywhere you looked you'd find clothes of every shape and size.

With these items he tries to patch together a business from scratch with a series of clothes that he dares to be different with.

Crafting clothes is a bit more than a side project for Norris. Of all things, he's an exercise science major interested in business.

"I got kinda burnt out," he said. "I liked the idea of being an entrepreneur."

Working on his brand and going to school is difficult for Norris. He says that he has to make a sacrifice either way trying to balance the different parts of work and life but is still able to create.

His first series, "Jaded Romance," is experimental. Each piece is designed to be unique and altered from its original form in a way that is different but familiar.

Norris creates the clothes that he wants to wear with an emphasis on being the odd man out. He makes clothes for someone who doesn't care what society thinks.

"We're scared to step out and put something on because of how people are going to view it," he said. "That's the biggest thing I think I see in Indiana."

The clothes are classic, or at least feel that way.

They remind me of some of the things that I used to wear in high school that have long since become faded and worn.

Thankfully this is the style that Norris is looking for. The pieces are plain enough to wear without alteration, possibly lingering in the racks of the local thrift shop. Norris's changes turn an otherwise boring piece of clothing into something that immediately grabs your attention.

"I'm trying to describe myself into fashion," He said. "Being mixed you have two different lifestyles, the black side and the white side."

He said that his clothes have the same duality that he has. They're meant to be street clothes but at the same time they can be something different that the wearer can make their own.

SAD
BUT
OK

Patchwork and screen-printing are included in "Jaded Romance." Norris's favorite technique is distressing clothes to give them a signature look.

"When something's distressed it shows different qualities in the material, it says that its been through stuff, it shows its character," he said.

When I first saw "Jaded Romance" I honestly didn't know what to think about it. I was sensing inspiration from a vast history of fashion trends. There were accents of grunge from the early 1990s and a few elements from the 1960s as well.

Army boots, nuances of camouflage, plaid and rope might sound tacky to someone who hasn't seen it up close, but it's incredibly effective in achieving the individual look that Norris wants.

Norris strongly encourages people to do their own thing with his clothes, emphasizing the individual look.

"There's only so much that I can do to make a piece specific to a person," he said. "They have the chance to make it more personal."

"Jaded Romance" screams duality. The clothes are old, but they're made into something new again. The pieces are unique enough to be their own thing and are designed that way.

Norris says that starting out in the Midwest is an advantage for him. While the creative scene is lacking compared to other areas, he feels it is slowly progressing.

"You have to make people uncomfortable to push boundaries," he said. "The market's not over-saturated here so when you make something cool what you're doing can stand out".

Models: Zach Winger, Kyle Birchler,
Lauren Pilkington &Via Wagner

Photographer: Ethan Douglass

What Is Fast Fashion?

Written by Zoey Scates

You may have heard of the phrase, fast fashion, but do you know what it means? According to the Oxford Dictionary, fast fashion is inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends. In other words, it is the clothing we buy from retailers like Forever 21, H&M, Zara, Shein, and more. While some of these stores are trying harder to become more sustainable, they aren't there yet.

Retailers like these have come under fire for having gone against standard human rights practices, including paying their garment workers low wages and forcing them to work in dangerous work-

places. Human rights violations are just one of the many things that fast fashion affects. It also affects the planet. Since the description of fast fashion is cheap and trendy clothing, much of the clothing produced ends up in a landfill not long after being purchased. These harmful methods continue to be the standard practice for many clothing manufacturers.

Since many of us do not have access or the budget to shop at more sustainable clothing companies, it can be hard to avoid retailers like these. There are, however, ways we can try and shop more sustainably without breaking our bank accounts. Though it may be a bit harder to find the trendy styles you're looking for, it's always worth being patient and helping the planet while you're at it.

Places that resell clothes are a great way to shop sustainably. Today, you can find many of these types of retailers both online and in brick-and-mortar locations! These stores are also excellent places to resell or donate clothes, shoes, and accessories you don't wear anymore. If you have a bit of a higher budget, consignment sites like The Real Real and Tradesy offer a variety of luxury and designer clothing for a fraction of the original retail price.

If your style is more timeless or classic, vintage thrift shopping is a unique and fun way to shop sustainably. Again, the internet is the perfect way to find sites that sell vintage clothing. Whether you love the 60s or even the 90s, vintage stores are bound to have a piece or two you'll love! Patience is key when it comes to vintage thrift shopping. It may take a while before the perfect piece falls into your hands, but it will be absolutely worth it!

Sometimes the best pieces are already in your closet.

Sometimes the best pieces are already in your closet. Repurposing clothes you don't wear anymore is another way to stay sustainable. Instead of throwing out your old clothes, think about how you can make them match your current style. It may take some work, some research, and a little practice, but you loved it once, so why can't you love it again?

None of us are perfect, and neither are our shopping practices. It takes time to learn and be better. It's okay that we don't always shop from resale stores or vintage shops, but we have to start somewhere if we want to maintain our Earth and create a better environment for the people who produce the clothing we love and wear every day. By shopping more sustainably, we can change a little part of the world one pair of jeans and shoes at a time.

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