

DAM *chic*

REVELRY

SPRING 2022



DAMchic

REVELRY

LETTER FROM THE EDITOR

I remember my first ever DAMchic meeting. I was there alongside my friend and current assistant editor Kai. I remember wearing my favorite teddy bear beret, overalls and a brown fuzzy coat. Everyone was so stylish compared to my “art-kid-meets-grandpa-chic” style and I felt like they knew what they were doing. As I looked around the room of these professional individuals, creating content for a gorgeous magazine, I felt that DAMchic intimidation so many people that enter feel.

Despite this, I mustered up the courage and started to talk. Over the years in DAMchic, I’ve received so many insights, perspectives and views on what fashion means. Personal style has never been an outlier in this medium, as it’s what sets us apart. With all this in mind and any outside perception of who DAMchic is, we all unite over a simple principle: we love fashion.

The objective of our team was clear: make the simple big. Exaggerate. Tell a story. Create. Play. Revel in the youthful joy we all have at our core for fashion.

As explored in previous issues, we are seeing more and more people play with how style is present in everyday life. People are feeling more comfortable embracing bold colors or pushing a motif to a prominent part of an ensemble. Fashion at its core is about expression and ways in which we can push the mundane into fantasy. With this issue, I hope you can see the sincerity of each member of our team’s joy. That you see the pleasure in creating content that inspires others to play with their style. That fashion does not need to be tied to the capitalist systems, but the personal connection we have with expression.

As you journey through this incredible issue, we want to you think about how you can incorporate what brings you happiness into your wardrobe. Whether it simply be a t-shirt that makes you smile to a dramatic statement piece that wows the passerby, we hope this issue unlocks the same passion we all hold here at DAMchic for bringing fashion, culture, and beauty to all our lives.



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DRAKEN REEVES
EDITOR-IN-CHIEF

THE TEAM



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LOCATIONS

EVERY PARK
DOWNTOWN CORVALLIS
EL RANCHO
MCNARY FIELD



EL TOQUE CELESTIAL



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Stylist: **Momoko Baker**
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Soto, Luz Elena Guitron, Galan the Horse



✦ El Toque Celestial ✦

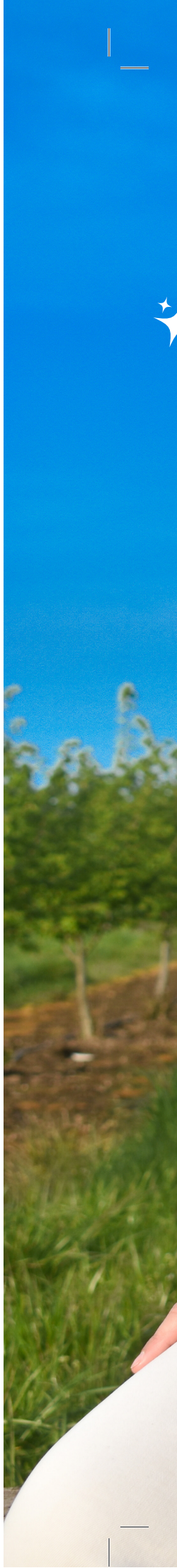


El Toque Celestial means "The heavenly touch." This spread was intended to illustrate how one's life can be romanticized to be a fairytale even when it doesn't feel like it. No matter where you are, how life is going, or who you are, if you can't physically be in your own fairytale you can at least imagine it. Imagine yourself with the outfit of your dreams, a beautiful sunset, riding a horse, in the prettiest place. While the world isn't always the fairytale that we imagine it to be, at least it can be a thought or feeling that you can always carry with you.

Romanticize your life story. Make it the fairytale that you envision for yourself. El Toque Celestial shows us the beauty in the power of clothing and fabrics. Soft flowy dresses, floral corsets, bright colors, and jewelry, is something that is so simple but can make you feel like a goddess. Clothing can take you to a different world and make you feel like royalty. The power an outfit has is incredible. The world could be going absolutely crazy but if you have an outfit that makes you feel amazing it can make the world around you feel marvelous. The women represented in this photoshoot not only represent the fairytale but they represent the beauty of Latinx women being depicted in these fairytale-like roles. Often times fairytales don't represent people of color as much as they should. So, while this is a reminder to fantasize your own life into a fairytale, it's also a representation of Latinx women in their own fairy tale worlds.







★ FANTASIZE
your own life into a
FAIRYTALE ★



CINCHED.





A HISTORY OF THE CORSET

Despite the misconceptions of the corset being restrictive, there has been a significant historical progression of these clothing articles being a tool for liberation and freedom, and because it is a garment that has been repeatedly imbedded in beauty standards, the corset has become a trend that always seems to circle back into the closets of many.

It has made a large historical impact, with many sources researching and learning about the timeless garment. Mina Le, an American model and fashion historian, has made a name for herself on YouTube from her analysis videos on fashion history, costumes, cultures, and film. Her May 2021 video titled "Everything You Need To Know About The Corset Trend," breaks down a brief version of the corset from the 20th century onward and why the corset is circling back to today's times.

According to the video, the corset has come and gone in waves within these past 100-plus years. In the early 1900s, corsets had a boned structure to accentuate the stiffness and achieve the braced-waist purpose. But during the postwar era, these corsets were starting to be viewed negatively because it restricted women to move freely, especially since it was starting to become popular for women to actively work and exercise.

It was not until the 1970s when corsets resurfaced, especially within punk groups, when they were first worn over clothes or by itself. This fresh take on a historical garment was used as a symbol of rebellion and sexual perversity, and this reclaiming is a common theme that has been carried all the way to present day. Northeastern University journalism student and fashion enthusiast Cathy Ching has made a name for herself on campus with her work in The Huntington News and The Avenue, and she states in March 2021 in The Avenue how women are "turning the stigma of the oppressive corset into a powerful statement of femininity and body positivity," in her article titled "How Women Are Reclaiming Their Power with the Corset Trend."

Between 2015 and 2018, there was a huge spike in corset revival, especially in runway shows like Goutier and Alexander McQueen, who pioneered flexible corsets without the boning. Starting in 2019, these large fashion industries dusted off the classic boned corsets and reintroduced them to the public with their runway shows.

With thanks from social media, who's prone to spread news and trends to the mass public like wildfire, corsets became a recent large trend in the fashion industry, with well-known celebrities like the Kardashian-Jenner family showing them off as daywear and popularizing waist trainers during workouts. This wildfire spread made it easier to access the corset, with rising popular shopping sites like Cider dedicating a whole page online just for corsets to buy. Smaller businesses have even caught up with the corset trend, with online thrifting shops like Heaven's Thrifts, a rising Oregon-based sustainable Instagram shop, selling corsets like the purple velvet one that was used for this piece.

Today, liberation through fashion and expression through clothes that individuals find comfort for themselves is being prioritized. For example, the corset can be seen as an element for club wear and fetish wear, which is an accepted trend that aims to boost sexual liberation amongst people.

This evolution of the corset teaches us that there was never just one type of corset throughout history; it was always adapting to the culture that surrounds the corset. History influences us to become not only more aware of the past, but how we can learn from it and use it to achieve more in the future. With the vast diversity of corsets that were adopted from the past and adapted today, this cinched clothing article is expected to be a powerful trend that will forever grow from its roots.

Director and Writer: **Juliette Saccente**
Photographer: **Madison Stines**
Models: **Ruby Edwards**
and **Alana O'Hanlon**









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Director & Writer: **Chaya Barratt**
Photographer: **Ashton Bisner**
Make Up Artist: **Paige McGuire**
Volunteers: **Alan Nguyen & Andres De Los Santos**
Models: **Monét Jackson, Sydney Schorr & Raena Vander Hoek-McDonald**



MICROTRENDS IN THE LIMELIGHT

CITRUS FRUIT



What is "fashionable?"

As a concept, it is difficult to define. Is a fashionable person one who follows every trend down to a T? Is it the high fashion models walking the runway for Chanel or Dior? Or is it the person in your 8 am class whose outfit impresses you every time they walk in the door?

In general discussions, fashion trends are usually used to define "fashionable." But why is that?

Since apps like TikTok have taken over the social media scene, the turnaround for trends is getting exponentially faster. A trend cycle that used to take months or even years is now taking weeks. How are we supposed to keep up with them?

The answer to this question is: we don't. As pediaa.com defines it, a trend is "what is popular at a certain point in time." A trend is a snapshot of fashion that will fade in the near future, so why should we try to keep up with them? Not only do trends encourage us to dress in a specific way, but they also encourage it at the expense of our self-expression. Fashion is often seen as a measurable thing: if you follow trends, you're "fashionable."

But why is this the case? Trends are constantly being shoved down our throats for the sole purpose of selling us something. The more trends change, the more clothing you will feel the need to buy. These trends are not moving so fast on their own - they are constantly sped up by the companies that sell you the clothing. If they tell you your clothes are "out," you will have to buy the clothes that are "in."



Not only are we fed these trends in ads, but they also come from the tv shows that we watch. Take Euphoria, for example. The show's unique stylization sparked hundreds of trends in makeup and fashion, and people buy them in order to emulate what they see on the show. Brands capitalize on the success of popular media by presenting themselves as a means to recreate it.

The solution to this? Wear whatever the hell you want. We live in a world with endless resources for you to find a style that truly brings you joy instead of something you feel you have to wear.

TikTok may be a primary culprit in the accelerated microtrend cycle, but it has also allowed smaller creators to showcase their unique sense of fashion. This is especially helpful for those whose fashion tastes are more niche than trendy. Spaces like this enable people to express themselves through their style in a way we haven't seen before. No longer are we reliant on the ads we see in our everyday lives to give us inspiration for our expression; we can find it all around us.



MICROTRENDS IN THE LIMELIGHT

CITRUS



FRUIT



MICROTRENDS IN THE LIMELIGHT







MAD TEA PARTY



CURIOUSER AND CURIOUSER
CURIOUSER AND CURIOUSER
CURIOUSER AND CURIOUSER
CURIOUSER AND CURIOUSER







Director: **Savannah Outram**
 Photographer: **Matthew Mckenna**
 Model: **Hannah Bloom**

Butterflies Are Back

Director & Writer: **Naomi Kleinschmidt**
Photographer: **Kate Zinke**
Model: **Bella Johnson**


Spring and Summer 2022 fashion trends are going to feature the butterfly. The butterfly has been embraced by some in fashion and lifestyle for years now, but this Spring and Summer, people will see it all around them. Corvallis residents also have the opportunity to find some unique butterfly pieces from local vendors, as well as from other outside retailers.

Some celebrities have chosen to embrace and adopt the butterfly into their brand and merchandise. Dolly Parton is one of these celebrities, with her 1970s song, "Love is like a Butterfly," and her theme park Dollywood. Butterflies are carved into every corner of Dollywood, the theme park logo has a butterfly in it, guests at the park can visit "Dolly's Butterfly Garden," eat butterfly-shaped soft pretzels and buy all kinds of merchandise from keychains to shirts with butterflies on them. Recent three-time Grammy Award-winning artist, Oliva Rodrigo, also has embraced butterflies into her brand with her merchandise. In April 2022, Rodrigo kicked off her Sour tour, a majority of the merchandise that are available for purchase at her concerts include butterfly designs. Night one of Rodrigos' tour ended with confetti, and some of the confetti pieces were butterfly-shaped. Fans of Rodrigo have come to associate her with butterflies and have even shown up to the Sour tour wearing butterfly-themed clothing, from hair clips to even wings.

Corvallis residents can find butterfly clips and clothing at local vintage and resale stores. As of late April, Runway Fashion Exchange of Corvallis was selling butterfly hair clips and promoting them on their Instagram story. They also have sold throughout the 2021-2022 year various butterfly-themed clothing from skirts to tops, and accessories like rings and other jewelry. Runway Fashion Exchange looks to sell trendy pieces, with a focus on what those in the community want, implying that butterfly-themed clothes, at least for the past year, by them are deemed to be trendy. Lint is a vintage clothing store that joined the Corvallis community in 2022. As of April, Lint has had various tops with butterflies for sale. Those in the Corvallis community wishing to check out what Lint has to offer can go in person to the shop, and those who are a bit farther out can check out what Lint has to offer on their Depop.

Other big-name retailers outside of the Corvallis community have noted this trend and are producing butterfly-themed and printed pieces. Retailer Target, as of late March 2022, has rolled out butterfly-themed pieces with skirts, dresses, sherpa jackets, pants, and more. Retailers like Pacsun have adopted the butterfly theme in partnership with other trends by selling butterfly corset tops. Other retailers, like Anthropology, Urban Outfitters, H&M, The Parks Project, Life is Good, Macy's and Nordstrom – who even have a way to filter and look at just pieces with butterflies on them – are just a few of the retailers, who are currently selling butterfly inspired pieces.



A woman with butterfly-themed face paint and a floral dress against a green background with butterflies.

Luxury department stores and fashion houses, like Dolce & Gabbana, Dior, Blumarine, and Nemin Marcus, all currently, are selling clothing and or accessories with butterflies on them. Badgley Mishka debuted a variety of butterfly prints on dresses in their Spring 2022 runway show during New York Fashion Week. Butterflies also play a different unique role in the world of luxury fashion, with a symbol called The Butterfly Mark. Essentially, The Butterfly Mark is awarded to luxury fashion brands and retailers that meet the standards of verified ESG+ performance. This mark was created in consultation with the Positive Luxury Sustainability Council.

Whether someone in Corvallis is looking to purchase butterfly-themed, inspired, or printed clothing and accessories from a luxury fashion retailer, other retailers like Target and Urban Outfitters, or from a local vintage or consignment store this Spring and Summer, they won't have to look long. This Summer, Corvallis residents, if they can make the trip, have the opportunity to interact with some live butterflies at the ECEC Butterfly Pavilion in Elkton, Oregon. Butterflies fluttered their way back into Spring fashion, and it looks like they won't be going anywhere any time soon.







When we think about color, or how to wear it, traditionally we focus on the occasion, and how other people will dress. "How will other people perceive what I am wearing?" One of the first things people consider when choosing their outfit is the color palette. Unfortunately, it's somehow not always about what would make us happiest, but what societal expectations confine us to. Yet there is a growing amount of young and older people looking to change what color can mean in your style and your life.

Hailey Flick, a freshman here at Oregon State says that she prefers to choose colors based on what "sparks joy" to her, enjoying her favorites, those being pinks, blues and greens. When asked about what she would say to someone

unsure of experimenting with their appearance, Flick emphatically stated that "If you feel happy with something, don't worry about what others will say because YOU'RE the one wearing it! Life is about experimenting and it's your life to play with." Despite our obsession with our "For You" pages, what clothing is popular that week doesn't have to be "for you." What makes people happy and most comfortable in themselves varies greatly, especially with the exploration of gender identity expansion into society. We are discovering that hues have no gender, and anyone can wear a dress or a suit, or any combination of both. People now publicly have the opportunity to form their own style and emphasize their identity in their own way.

Director & Writer: **Abigael Craig**
Photographer: **Kayla Jones**
Make Up Artist: **Kennedy Grindle**
Models: **Brooklynn Rawski,**
Mithril Sojourner Ajootian
and **Zane Yinger**

color me
CONFIDENTIAL









Despite this shift in how we think about clothing, the men's section of most general department stores remain stuck in the past. In Target, for example, there are few colors for a masculine presenting person to choose from. Typically, this section of clothing sticks to grey, blue, and green, and rarely leaves the form of sweatshirts and t-shirts. The cheaper, more affordable choices lack variety in colors and completely reinforce the "blue is for boys," stereotype, allowing manufacturers to profit directly off the gender binary. Men aren't allowed to experiment with colors, or try new things. Caring about presentation is strictly for the woman's/girls section only.

Not to mention, color forecasting forces certain shades on you as well. Prior to a new season of clothing being produced, color forecasters are able to predict what people will be more willing to buy, according to a study on color forecasting from the "Journal of Fiber Bioengineering and Informatics." While this process isn't necessarily always perfectly reliable, the fact remains that after consultation, manufacturers will then choose to make all of their new season of clothing a set array of colors, therefore giving you limited options on your choice in color. No matter the section, your choices are limited to what these companies decide you can wear, or what they think you'll want. While of course it's okay to purchase what till make you happy, it's important to take these things into account when you choose to buy from a larger department store, so you can form your own appearance how you want choosing your own colors, and not have them always chosen for you.

How we see color is changing, with even some workplace standards beginning to relax, even wedding dresses more frequently changing to the bride's favorite color, rather than what is pre-decided by tradition or gender. When asked about clothing in relation to identity, Zane Yinger, a

junior exploring fashion for the first time recently, said that "Presentation is so important to identity. Masculine clothing has never worked for me. I've realized there is so much more out there. Feminine clothing fits my body so much better. I've always been insecure about my thin body because I was told it wasn't masculine enough. It wasn't something to be proud of. I used to hide myself. But I'm done hiding. I want to show every part of myself and be proud of it. I want to shock people with my realness." When asked about color specifically, Yinger says that "Wearing colors makes me feel vibrant and powerful. Especially black with a popping accent color, makes me feel sexy and exciting. Pastels make me feel peaceful, happy and cute. Anyone can wear any color or article of clothing. Gender is entirely social. How you choose to be social is up to you. Choose your clothes, choose your gender. Make your gender yours."

Even darker toned clothing can help confidence in another way. First year OSU student Cecily Evonuk said that they "like to dress in a way that's most affirming. Wearing things and colors that are contradictory to one another is fun, like a brightly colored tight femme top with a binder and some loose pants. Sometimes on days I'm dysphoric, certain colors can help hide my figure for a more androgynous look, such as darker colors like brown, black, dark blue or gray. I wear colors that best depict the way that I feel that day and how I want to present myself."

Mithril Sojourner Ajootian, a local Corvallis resident, gave some advice on these topics as well, saying to "Take other people's judgements with a grain of salt. If they're not contributing to you in any sort of way, their opinion doesn't matter. I get stared at all the time, and I can laugh about it now instead of being self-conscious. I'm not the weird one." As far as your own self-

consciousness, Ajootian said "Why not try this bright color? You only have so many years on Earth. You'll never know if you liked it or not if you haven't at least tried that yellow shirt on."

College especially, is about getting to know who you are, and trying to find your place in the world. A huge piece of that is how you choose to express yourself, and nobody else's trends or rules apply

to that. It's not that what is popular is necessarily bad, but it's confining towards self expression, in addition to encouraging wasteful purchasing of clothes that will be "out of style" soon enough. So that maybe the next time you pick out an outfit, you choose your colors based on what hues make you feel the best, and not about what makes you fit in with everybody else.



A FAREWELL & WELCOME



Photographer: **Ashton Bisner**

I want to thank Kai and the entire team for this incredible journey. Entering this job I had so little confidence in my leadership skills, but knew my heart was in the right place. We pushed the magazine in a new design direction, rebuilt our presence here on campus, and put out three incredible issues. This magazine has been a core part of my life for the last three years and it's wild to think my time as editor is coming to a close. I love DAMchic with all my heart and I feel so grateful to be able to guide this magazine to new heights. Thank you for such a transformative year and an amazing ride.

Love y'all!!

DRAKEN REEVES
2021-2022 EDITOR-IN-CHIEF

Working as the assistant editor at DAMchic has been an experience I will never forget. I am eternally grateful for the overwhelming support from our team and advisors. I'm especially lucky to have worked alongside my good friend, Draken. We joined DAMchic together almost four years ago as volunteers, and it's been amazing to have gotten the chance to work with him in a leading position at the very place that brought us closer.

Our team managed to create some of the best issues to date, Revelry being no exception. Thank you so much for your support throughout the year. DAMchic will always hold a special place in my heart, and I'm so excited to see where it goes from here.

Godspeed,

KAILEA WAROUW
2021-2022 ASSISTANT EDITOR



Photographer: **Ashton Bisner**

"Hello, I'm Naomi, I'm a third-year, I use she/her pronouns and I'm majoring in New Media Communications and minoring in Graphic Design!

I'm looking forward to working with everybody across the different mediums, I think that will be really fun just to be up [on the SEC 4th floor]. I'm excited to come up with some really cool themes and bring my vision to life, help other people bring their visions to life and make other people excited about it. I'm really just excited to create content and help other people feel inspired to create content because that's what I really found here.

I want to make [the medium] more interactive. I really want to focus too on honing in on the Corvallis audience and making that like this is the people that are reading our magazine, this is our audience, that we find those connections locally and bringing those big ideas home."

NAOMI KLEINSCHMIT
INCOMING 2022-2023
EDITOR-IN-CHIEF

Thank you for your support & interest in
DAMchic!

-Mia♥

Dye bitch!♥
(with love) -Zeva

THANK YOU
SO MUCH
FOR SUPPORTING
 KAI

this issue of DAMchic is meant to
emphasize what it means to love how
you look. i hope our work this year
has brought you happiness and
inspiration. it's a privilege to share
my art and passion with you.

thank you for reading,
abigail pearl craig
♥ ♥ ♥

Thank you to everyone
at DAMchic that has
allowed me to live out my
dreams & helping create
Design such an amazing
Fashion Magazine. I've
grown so much throughout
this year, and owe so much
to this publication.

Thank you,
Alan Nguyen

I AM SO PROUD OF EVERYONE
WHO COLLABORATED & WORKED
TOGETHER TO CREATE SUCH
A BEAUTIFUL FASHION MAG!

~~Isabelle B. Rued~~

I'm so glad I got to be a part of DAMCHIC this year!
It was easily one of the highlights of my year
abroad in America getting to direct and create
two shoots. Thanks so much for reading!♥

Savannah

Thank You for the opportunity to print
my work and grow my portfolio.

DamChic will always be in my Heart.♥

- Aaron Sanchez

Thank you to everyone that worked so hard
to make this issue happen! And thank you
for reading it ☆

-Chaya Banatta

Getting to see the magazine
3 team work together was
amazing! So many creative
3 hardworking individuals
made this issue one of the
best!

-Nof Bats♥

Damchic is a community of open-minded people with
an eye for fashion aesthetics. If you have an
interest in design or writing, I would encourage
you to get involved. We would love to see you!

Shahar♥

From the first moment I saw
DAMchic on the racks in
Fairbanks when I was a
freshman, I knew I wanted
to be apart of it.. thank you
so much for the amazing ride,
three years was too short,
I will miss DAMchic & DMN
so much! peace & love,
Chloe

thank you so much
for reading!

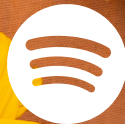
xoxo Kennedy

Thank you all for this amazing
opportunity to show you all my work!
DAMchic holds a special place in my
heart and I'm glad I get to share that
love with you all.♥



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