



BADICAL INDUSTRIES



Americans are heroes. They're stepping up to show their support for causes like cancer, AIDS, the tsunami relief, and autism ... by wearing rubber bracelets. Donating a dollar or so to one of these respectable causes gets you a rubber bracelet so that you can show off your charity. These wristbands have turned charity into a cool fashion statement. The coolest display of generosity comes in stacking your wrists with a veritable rainbow of color. With such big-heartedness, we should look at the root and pay tribute to the importance of being trendy. Without trendiness and social pressure, these causes would be dirt poor (and more people would be dying horrible deaths ... alone). So, strap on a "Be Trendy" bracelet to your wrist and let us show you how to *live trendy*.



The best way to sneak water in class is to get yourself a Nalgene bottle. You'll want to make sure to avoid the embarrassment of having your water bottle shatter when it's sitting on the desk in front of you during class. Get a nalgene, that shit's unbreakable! With nalgene, you'll get to attach it to your North Face backpack with a caribiner. For added effect, throw a 'rock climbing' or W '04 sticker on the side. Greek letters are also pretty dope.

When college students want to go "old school" with their footwear, the most popular route to take is the grey bus up New Balance Avenue. Once 'mustached-70s-track-runner' shoes, these sneaks are back in a big way. Frat boys feel more like brothers when they're wearing the same grey shoes. Like a fine wine, these babies get better with age, so don't get bent out of shape over a scuff or dirt marks. When you get these shoes, you'll get this feeling that makes you want to buy a North Face jacket. Go with it; you'll feel complete.



First of all, mesh trucker hats are awesome. Build on the awesome by dirtying it up a little and throw in a few purposefully inflicted frayed edges. Now, make it a John Deere to show you've got "roots," slightly cock that mofo to the side and now you're pretty much ashton kutcher. Punk'd is awesome! Copy what ashton does.



It's pretty much agreed that Abercrombie is 'off the chain.' I mean, the t-shirts you can buy in there are so reasonably priced and they do a pretty good job telling others how cool you are. For instance, wearing the 'Abercrombie varsity lacrosse team' shirt doesn't show that you're good at lacrosse or even that you're part of a sports squad; but it affirms that you bought a shirt at a mall once. And that's pretty cool.



Don't you hate talking to untrendy people on your way to class? Those ugly loud braggarts will leave you be when you're sporting those signature white headphones. Hey, when you're not fully devoted to those sweet rhythms and beats, drape those buds over the shoulder. This way, you'll successfully show others you dropped 400 "bones" on that piece.

If you're gonna go all-in on one band, Dave Matthews Band is a sure-fire way to gain the respect you deserve from all the bigwigs on Techwood Dr. It might even win the heart of your best girl. The unique sound of having a sax and violin get white people up and nodding; their arms and hips gyrating in a controlled, slow frenzy. And dang, scoring some tickets to one of their shows is raw!

