
ADVERTISING IN OUR CULTURE



Sporting events are a great example of Jhaley's point about how advertising is constantly colonizing more and more spaces. Jhaley mentions baseball games and the placement of ads behind home plate taking advantage of the most watched area during a game. Every inch of every stadium is almost covered by ads these days. If you watch games on television every second is now being utilized to promote products. The time during quick changes or timeouts have turned from game recaps to new ways to showcase sponsors. Super bowls are now consumed by a larger audience than ever because of the growing attraction of seeing the premiere

"If it doesn't sell, it isn't creative."

- David Ogilvy

of new commercials. We are now so accepting of advertising that we barely notice how sporting events are absorbing any and all available space to sell items and services. As a society we barely set limits to product placement. It is so engrained in us that we have to accept the constant selling of products and continue to buy the idea of becoming autonomous individual.

Society seems to be so accepting of advertisements most likely because it allows for free consumption of entertainment. It does come at a cost though. Commercials whether we like to admit it or not settles into our subconscious which is why *Killing Us Softly* is an important film.



“Creative without strategy is called art, creative with strategy is called advertising”
- Prof. Jef I. Richards



Magazines are fun to read but every other page is an ad. It is as though the how to articles

are reinforced by unachievable body images through the fashion ads. The constant and continual plot line of advertisements is you're not good enough and as technology makes these images more and more realistic and believable it becomes harder to discern real from fake.

This misguided connection of self worth told through ads is one reason why advertisements are harmful to our society but the incredibly important point to also note is the amount of advertisement a person consumes a day. There seems to be a debate

Up Close

1
Bribe yourself
 What's the biggest get-fit obstacle? Hands down, for most people it's getting (and staying) motivated, says Molly. So she's created an admittedly mercenary—but foolproof—plan to stay on track. She sets a weekly goal like, "I'm going to get up every morning at 6:30 to work out," says Molly. "Then, when I've kept with it all week, I give myself something I really want, like a new handbag or a piece of jewelry I'm coveting."

2
Banish the bread
 It's inevitable: You sit down in a restaurant and you're faced with a basket full of yummy carbs. Molly's solution? Ordering a salad ASAP! "I don't care if I'm being rude to the rest of the table," she says. "I just do it. Then I'm not tempted to reach for that bread."

3 **Make healthy swaps**
SIX THAT MOLLY SWEARS BY

INSTEAD OF...	TRY...
Pasta	Spaghetti squash
Popcorn	Heirloom tomatoes
Diet soda	S. Pellegrino w/ a splash of grapefruit or cranberry juice
Brownie	Low-calorie hot chocolate
Ice cream sundae	Frozen yogurt w/ chopped-up calcium chews
Bread	GG Crispbread

4
Drop 5 fast—no fad diet required
 Two weeks before her wedding to film producer Scott Stuber last September, Molly realized she needed to drop about 5 pounds—but she wanted to do it the right way. First, she nixed all salt and almost all oils, even from foods with "good" fats like avocados, and lowered her carb intake. "Then, a week before the event, I also cut out alcohol and soy sauce, and I increased my water intake," says Molly. "On the big day, my dress fit perfectly and I felt fantastic."

5
Brush up
 Molly's secret recipe for glowing skin: dry skin brushing. "Don't hate me for suggesting this, because it can hurt a bit at first," she says, "but before I get in the shower, I use a loofah or brush to exfoliate. There's nothing better for getting your circulation going and helping with cellulite."

6
Pump up with your partner
 "My mom was on my daddy to exercise all the time," says Molly. "She was like, 'Listen buddy, if I'm doing this, you're doing it too.' And I agree!" Molly says she and Scott had one of their biggest arguments when he felt too busy to exercise. "I was so upset, but he needs to stay active!" These days, the couple coordinates sessions together, which helps them both stay motivated.

7
Go back to basics
 Molly has always loved to cook, but she wanted to sharpen her culinary skills after she got married. So she and a few girlfriends hired a professional chef to give them some lessons. "Now I can make a proper tomato sauce and turkey meatballs served over spaghetti squash, butternut squash soup, and roasted broccoli and brussels sprouts," says Molly. "It was such a fun experience—and we learned how to make a lot of simple, healthy recipes that are great for any occasion."

8
Be classically chic
 Always have a few pieces in your wardrobe that never go out of style, Molly advises, then add flair to any outfit with—surprise!—some well-chosen accessories. "My staples are a beautiful pair of black pants, a lightweight coat, a great black heel, and a black cardigan. Everything else is just a topping on my fashion sundae." For a timeless look, she'll add a string of pearls. "I could also go boho with tons of different beads and crystals," says Molly, "or opt for a rock 'n' roll vibe with mixed metals."

9
Stay in tune
 Never stop listening to your body, says Molly, because your response to certain foods can change over time. "Ask yourself, how do you feel after you eat that? If you're going to the bathroom every time you have pasta, you might have an intolerance for wheat—which could explain, for instance, why you're gaining weight."

10
Sweat it out
 No time for a full-on workout session? Even just 15 minutes of activity will do you good. "Whether it's time on the treadmill or an upper-body routine," says Molly, "you just have to get that heart rate up and keep it there." For some extra sweat equity, Molly turns up the heat in her exercise room.

The SHAPE Sheet
Molly, in her own words:

THE ONE FOOD I'LL NEVER GIVE UP IS my mama's red velvet cake (especially the cream cheese frosting).

THE SMARTEST HEALTH CHANGE I'VE MADE WAS adding more fiber to my diet.

MY PET PEEVE IS clutter.

IF I COULD HAVE ANY CAREER, I'd be an interior designer.

MY BEST BEAUTY TRICK IS sleep. Friends call me "Molly the Log" because I can nap anywhere.

MY MAMA ALWAYS SAID, "Be grateful and graceful!"

MY CELEBRITY CRUSH IS George Clooney. Isn't he everyone's?



about the estimate on approximately how many marketing messages we receive a day. The estimates from different sources report a person's daily intake of marketing messages to be from 3,000 to 20,000. No matter the exact number of daily marketing messages the number is in the thousands. We are constantly being hit with the idea that we are what a brand says we are and if we don't have something we need it.

If you don't get noticed, you don't have ANYTHING. You just have to be noticed, but the art is in getting noticed naturally without SCREAMING or without TRICKS.

— LEO BURNETT —

STYLE FOREVER

THE AGE OF BEAUTY

To get a snapshot of makeup preferences at different life stages, we asked stylish women to share their faves



TERESA MOORE
Model

From a very early age Teresa Moore knew how to take care of her exotic locks. Now based in New York, this Tongan beauty has graced the pages of the world's most prestigious magazines.

HAIR SECRET?

"I use a leave-in conditioner to protect my hair before styling with hot tools. It makes my hair soft, without feeling product-heavy."



BEAUTY BASICS

"My favorite day-to-day products are long-lasting eyeliner, SPF-based foundation and a lash-separating mascara. And Tom Ford Black Orchid fragrance - I get so many compliments when I wear it."



BEST BEAUTY ADVICE

"Remove eye makeup by pressing a makeup remover-soaked cloth over the eye for five seconds to let it soak in, then gently wipe away."



SKINCARE ROUTINE

"I cleanse twice a day and sometimes use a face brush for a good scrub after wearing makeup in shoots. I also use eye cream and a high-SPF sunscreen."



SKINCARE SECRET

"I believe a good night's sleep restores skin better than any cream or treatment, and eating fresh and natural foods."

1. Mita Deluxe Brush, \$99.99
2. Q'S Air Brush, \$15
3. MAC Eye Kohl Eyeliner, \$36
4. Tom Ford Black Orchid, \$299, from World Beauty
5. Clarins Sun Care Milk-Lotion Spray SPF50, \$52
6. L'Oréal Paris Volume Million Lashes mascara, \$30
7. Cetaphil Gentle Skin Cleanser, \$10.50
8. Burberry case, \$860, from DFS Galleria
9. Chanel Vitalumiere Aqua Foundation, \$98
10. Clarins Sun Wrinkle Control Cream SPF50, \$52
11. Napoleon Perdis RyeLash Curler, \$23
12. Redken Extreme Anti-snap Leave-in Conditioner, \$35
13. Clarisonic Face Brush, \$99



125

Fashion at work

EDITOR: ESTHER ADAMS ACHARA



GIRL BOSS

How do you make it as a fashion blogger? **La Petite Anglaise's Ella Catliff** explains all.

After Ella Catliff's mother read a magazine article about early adopters of the fashion-blog trend—like Style Bubble's Susie Lau—she suggested her daughter get in on the act. That was five years ago. Today, at 23, Ella has long been counted among that online-fashion tribe, as the founder of **La Petite Anglaise**. "It means 'little English girl,'" she explains. "I was about to start interning in Paris at the time, so it made sense."

MOOD INDIGO
"At this stage, my ultimate goal is to expand blogging and online media work originally what I wanted to do." Ella says. "I need to concept that it could be a career."
PHOTOGRAPHED BY EMILIA TEMPEST

Haar: Nabeela Dhillon; Makeup: Sarah; Cruise: Wang; MAC; Opposite page: photographer from top left: STEPHANIE DANIEL; courtesy of Ella Catliff; STEPHANIE DANIEL; (2) WANNIS; (3) MANDY; (4) MICHAEL; (5) GARY; (6) FRANK; (7) FRANK; (8) FRANK; (9) FRANK; (10) FRANK; (11) FRANK; (12) FRANK; (13) FRANK



These days her accolades speak for themselves. Since its 2010 debut, the site has earned Ella major props, which include working with **Louis Vuitton**, **Mulberry**, and **Kate Spade New York**, in addition to nabbing a much-coveted finalist's spot as **Fashion Blogger of the Year** at the Fashion Monitor Journalism Awards 2013. Looking back at her younger self, she would've never guessed that style blogging would be a career option. As a preteen in boarding school, the **London native** was a self-proclaimed **tombboy** with no fashion sense at all. "I had a boyish haircut, and I liked planting trees and riding ponies," Ella recalls. But in 2003, when she was 12 and took a trip to Rome with her family—her **TV-producer father** was working on a program there called *Fashion*

ELLA'S TIPS

1. Define your unique standpoint. There are loads of fashion blogs out there. Why should people read yours?
2. Write about topics that you genuinely feel passionate about.
3. Don't expect overnight success. Be prepared to work hard and sacrifice your personal time.



House—she found her ultimate passion. "I was running around with my mom, trying on clothes in **Dolce & Gabbana**," Ella remembers. "Now my wardrobe is every minimalist's worst nightmare—I am a sucker for anything sparkly, printed, and colorful."

Following that internship in Paris (for a small, now defunct label), the part-time model returned to London to intern for **Alexander McQueen** and fashion stylist **Iman Pasha**. Shortly after, she enrolled at the British capital's iconic **Central Saint Martins**. Ella graduated last July with not only a degree in fashion history and theory but also a popular website already under her belt. "It is a hard job to describe because there are no set rules," she says of her role as a blogger. "Most of my time is spent producing new content and cultivating the brand." Ella also finds it difficult to believe that what started as a place for her to document her style has led to traveling the world to meet with designers and that more than **27,000 on Instagram** and **11,000-plus on Twitter** follow her every move. "I feel incredibly lucky that I've managed to create a job I am passionate about," she says. Sometimes listening to Mom pays off! —**JESSICA MINKOFF**

VALENTINO

CHANEL

GIULIETTA

RUNWAY FAVORITES

ADORN ME
Kate Spade New York bag, \$228; Valentino shoes, \$1,200; Valentino shoes, \$1,200. Details, see teenvogue.com

