

THE MILLENNIALIST

Your cheat sheet for teen trends

ISSUE 5 • AUGUST 2008

STYLE

FASHION

Comme des Garçons' line for H&M
 Richard Chai collection for Target
 Sheryl Crow's line [Bootheel Trading Co.](#)
[Aquascutum](#) -- British brand coming to the US
[Hayden-Harnett](#) handbags



[PONY](#) sneakers
[Ban.do](#) headbands
 Ralph Lauren's look for the Olympics
[Opening Ceremonies](#)
 Open source [sewing](#)
[Alexander Wang](#)
[Bebaroque](#) hosiery
 Dark fall purples
 Extra high stilettos
 Tailored looks with curves, built-in hips
[Ikat](#) fabric (silk/cotton dyed)



Ikat believe it's not tie dye

Peep-toe heels
 Reusable shopping bags
 Top-handle handbags
 Plaids and tweeds
 Long, slim layered looks
 Jeans back pockets with flaps
 Preppy Gossip Girls-inspired looks
 High-waisted skirts
 Mismatched denim

STYLE, CONT'D...

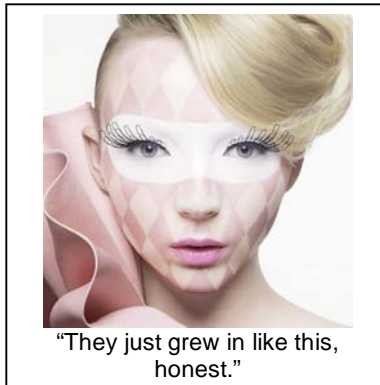
BEAUTY

Lancome [Oscillator Mascara](#)
 MAC's [Pro Longwear Lipcolour](#) -- totally smudgeproof
 Prescriptives customizable [lip gloss](#)
 Jessica Simpson's perfume [Fancy](#) -- sample it before it comes out in the September issue of Glamour
 MAC cosmetics and DJs Andrew
 Andrew [videos](#)
 Clean Perfume: Shower Fresh and Warm Cotton



Clean: Perfume for people who don't want to smell like perfume

Serge Noire perfume
 Secret Clinical Strength Hypoallergenic Anti-Perspirant/Deodorant
 Viktor & Rolf for Shu Uemura [false eyelashes](#)



"They just grew in like this, honest."

Dark red lips
 Long, tousled wavy hair
 Mineral makeup: [Web MD](#), [Neutrogena](#)
 Smoky eyes with gold lids

TEEN LIFE

- + [Sociologists note](#) an increasing anti-intellectual bent in young people, blame warehouselike schools.
- + Girls have a tendency to become [identity cannibals](#): to idolize another girl/woman and copy her look, beliefs, and behaviors.
- + Back to School marketing is happening [online](#) -- and it's targeting kids rather than their parents
- + A Gen Yer writes about how [Y is different from X](#) -- sincerity and earnestness, for starters.
- + Government survey reports on teens' [underage drinking](#) habits.
- + Drug dealers' new fashion statement: [double pantsing](#) it.



Uncrappable, even in drug shootouts

- + Women's Wear Daily reports on the [top 10 clothing brands](#) for tweens and teens. (subscription required, d'oh!)
- + New [modesty trend](#) in teen clothing?



Teens take note: modesty is the new sluttiness.

MEDIA

TELEVISION

Nielsen Ratings July 21 - July 27:

1. 'America's Got Talent' (NBC) 13.3 Million
2. 'Wipeout' (ABC) 10.0 Million
3. 'Two and a Half Men' (CBS) 9.8 Million
4. '60 Minutes' (CBS) 9.5 Million
5. 'So You Think You Can Dance' - Wednesday (Fox) 8.6 Million

Source: television.aol.com

TV News:

- + Fox's Teen Choice Awards were on August 3rd. The Jonas Brothers, Miley Cyrus, and Gossip Girl all scored big. See [all the winners](#).
- + While "Gossip Girl" is one of the most buzzed about shows on TV, "Secret Life of the American Teen" has significantly more viewers. [Wonder why?](#)
- + "The American Mall" is MTV's answer to the monster success Disney has had with its tween TV musicals "High School Musical" and "Camp Rock."



VIDEO GAMES

Top 5 video games:

1. Super Mario Galaxy (wii)
2. Grand Theft Auto IV (xb360)
3. WWE SmackDown vs. Raw 2009 (ps2)
4. Pokemon Diamond (ds)
5. Guitar Hero III: Legends of Rock (xb360)

Source: gamedaily.com

Game News:

- + JC Penney's advertainment Dorm Life RPG: [link](#)

THEATRE

- + Plans are [afoot](#) for a Broadway musical based on The American Mall
- + A new Broadway musical about [what's it's like to be 13](#) opens in October

MEDIA, CONT'D

MOVIES

Box Office Estimates, Aug. 1-3:

1. The Dark Knight (PG-13) - \$43.8 Million
2. The Mummy: Tomb of The Dragon Emperor (PG-13) - \$42.5 Million
3. Step Brothers (R) - \$16.3 Million
4. Mamma Mia! (PG-13) - \$13.1 Million
5. Journey to the Center of the Earth (2008) (PG) - \$6.9 Million

Coming Soon:

- Pineapple Express - 08/06/08
- The Sisterhood of the Traveling Pants 2 - 08/06/08
- Tropic Thunder - 08/13/08
- Star Wars: The Clone Wars - 08/15/08
- Vicky Cristina Barcelona - 08/15/08

Source: movies.aol.com



The sezzzy cast of Twilight

News:

- + Twilight movie debuts 12/12/08... about a girl who falls in love with a vampire.
- + The new Harry Potter trailer, Harry Potter and the Half-Blood Prince, is [now online](#).



Half-blood and pals

WEB & MOBILE

- [Makeout Club](#) is a new online hangout for teens
- For the first time, a majority of Americans see online TV viewing as a [replacement for broadcast](#)
- How teens use their [cell phones](#), audio interview
- Teen girls are more likely than boys to own [cell phones](#)... and to talk on them forever

MEDIA, CONT'D

MUSIC

Top Singles 8/16/2008:

1. Katy Perry: I Kissed A Girl
 2. Chris Brown: Forever
 3. Rihanna: Disturbia
 4. Rihanna: Take a Bow
 5. Coldplay: Viva La Vida
 6. Lil Wayne: A Milli
 7. Kardinal Offishall Featuring Akon: Dangerous
 8. Jonas Brothers: Tonight
 9. The Pussycat Dolls: When I Grow Up
 10. Ne-Yo: Closer
- Source: Billboard.com

Music News:

- + Russia [bans emo and goth](#) music.
- + Malaysian Islamists ban [Avril Lavigne](#)
- + Madge [turns 50](#)
- + Virgin Records sues [Jared Leto's band](#) for \$30 million

BOOKS

Top 10 Children's Paperbacks:

- + KRISTEN, by Lisi Harrison. In summer school, a scholarship student babysits for a popular boy's younger sister; a Clique novel.
- + THE TALE OF DESPEREAUX, by Kate DiCamillo.. A mouse, a rat and a girl on a magic trip.
- + THE BOOK THIEF, by Markus Zusak. A girl saves books from Nazi burning and shares them with a Jewish man in hiding.
- + ALICIA, by Lisi Harrison. In Spain for the summer, a girl auditions for a role in a rock video; a Clique novel.
- + CHOSEN, by P. C. Cast and Kristin Cast. A young vampire learns who her real school friends are.
- + CAMP ROCK, by Lucy Ruggles. How to be a pop star; a tie-in to the TV movie.
- + MASSIE, by Lisi Harrison. (Poppy/Little, Brown, \$6.99.) A Westchester girl takes a summer job selling cosmetics; a Clique novel.
- + NIGHT WORLD NO. 1, by L. J. Smith. Three previously published fantasy novels, packaged together: "Secret Vampire," "Daughters of Darkness" and "Spellbinder."
- + TEMPTED, by Cecily von Ziegesar. Who at Waverly stopped Jenny from being expelled? An It Girl novel.
- + THE MYSTERIOUS BENEDICT SOCIETY, by Trenton Lee Stewart. Gifted kids on a mission.

Source: NY Times Book Review

THE-N.COM

POLLS

Is the word "dude" a big part of your vocabulary?

I say it once in a while.	2491
Yeah, but only when I'm talking to dudes.	314
I call everyone "dude," even girls.	1431
Dude! It totally is!	1280
Nah.	1235

You'd love to watch a movie featuring:

Jackie Chan playing a babysitter	37
Gobstoppers dancing with Ham	31
The Jonas Brothers in 3D	59
Christian Bale's "bat voice" (non-stop)	52
Talking dogs and dumb people	19

How do you feel about wearing pants?

Gotta have pants!	423
Pants are pretty sweet.	240
They're very... pantsy.	123
Pants aren't necessary.	106

How many movies (in the theater or otherwise) do you watch in the average week?

1	614
2	258
3	194
4	80
5+	66
WAY more than 5	134

Have you ever gotten stitches?

Yep.	989
Nope.	1821

Who's cuter?

Me.	956
My avatar.	372
The Jonas Brothers.	1465
We're all equally cute.	811

What are your wheels?

My car.	721
Someone else's car.	1088
Bike.	344
Skateboard.	248
Skates.	61
Heelies.	79
Public transit, whatzup!	344

When's the last time you LOLed?

Within the hour.	1011
Earlier today.	718
It's been days.	312
Reading this question.	232
I can't remember the last time I laughed out loud. Sigh.	185

CONT'D...

MESSAGE BOARDS

What do you think about the man who had a baby?

- That baby is going to be really confused when its older. -- sweettam04
- The baby looks ok, I hope she is ok. -- Realtra
- Technically; it's not a man. -- xBiGxBeaTx
- I saw them, the baby is cute, I think a family is a family no matter what and I wish them luck -- STRANGEscv
- I won't be impressed until a man *without* a vagina has a baby. -- flowrevlis

From the mouths of babes:

"I won't be impressed until a man *without* a vagina has a baby."
-- flowrevlis

Who wears the pants in your relationship?

- She does. Absolutely. I. Am. Whipped. -- AceSpade13
- him---and im just fine with that -- hookup215
- I do.....but sumtimes i let her try them on....lol --jayjay258
- We both have a leg in. -- mikarox1
- Haha my man all ways say he do, but I tell him I control the zipper and the button. -- PacosBabi

How old were you when you went "all the way"?

- i was 16 and yes i regret it for the simple fact that i feel i was too young... -- meloswife1
- 15. I regret it because I feel I was really too young to feel comfortable doing it. It's all a big hype, anyway. - - craigx
- I am 20 and I have yet to do it. And I have no regrets at all. :) -- YouPixedMe
- 14. he was my first love and he was 15. I didnt regret it at the time because i loved him, but im almost 17 now and i look back and i see that i was too young to fully comprehend what i was giving away. -- StrKaffein
- I was 14. No, I don't regret it. We're still together and I'm pretty sure we will be for a long time. -- dudeNOway

CONT'D...

MESSAGE BOARDS

Do you have any embarrassing nicknames?

- my nana thinks i'm sexy =) cuz thas what she calls me -- dArkhuNNey
- my brother and sister call me caca girl. they call me that cause i have two birthmarks on my butt, one on each butt cheek. and my mom thought it was crap when i was born. -- LEObby
- Cities (all my cousins around my age call me this because erm my insane bra size lol) -- h20tong93
- omg! People call me tatertot cuz my name is tatiana(: and TT... and somethingg else, but i dont think i can put it up! -- lxLUVxALEX
- my mom calls my shwnaups i wouldn't know how to spell it. -- bustitfran

WTH, Russia?

- You... You do know that it isn't the Georgia in the U.S. right? It's the Georgia over by Russia... -- katducky
- Hahaha, can't you imagine a huge armada of Russian soldiers trekking over South Carolina to get to Georgia. "We only want THIS state!" -- IAteMyShoe
- This is news to me, and I don't really know why the U.S. needs to get involved in this thing at all. -- dbg88
- There're several oil and gas pipelines running through that area. -- flowrevlis

What happens after we die?

- I don't believe in an afterlife. IMO, we are either buried six feet under and rot, or cremated and put into an urn on someone's mantel. -- apple773
- I just think our bodies stop working. And then we die. Our spirits go nowhere. -- QueenZulu
- I believe we'll go to Heaven. I mean our souls will. -- sweettam04
- We go to a big cloudy place up in the sky, and St. Peter meets us at the gates and is all "HEY LOL YOU DIED, COME ON IN". And we go in and see all of our dead relatives. -- daisyham
- the worst thing to hear for me is "we just die." its like what am I living for, there has to be more... I hope there is. I reallly do. -- Smosever3
- When I think about it, it gets me sad & scared =/ -- x0emiii