

THE LAUNCH ISSUE

TRENDLIFE

MAGAZINE

T.O.W.I.E TO MK

WE LET MARK WRIGHT
AND JAMES ARGENT
LOOSE IN MILTON KEYNES

BAG THAT JOB

THE ESSENTIAL GUIDE TO
WALKING AWAY WITH
THE JOB OFFER

LOOKING HOT

GET THE STUNNING LOOKS
OF CARA DEVEINGNE
IN FIVE SIMPLE STEPS

ONLY THE BEST

WE TRAVEL TO CHELSEA
AND TALK BUSINESS
WITH REFORMED PLAYBOY
CALUM BEST

HOT HATCH

WE GET HOT AND EXCITED
OVER THE LATEST HATCHES
RELEASED THIS SUMMER

ONE TOO MANY

DO YOU KNOW WHEN
ENOUGH IS ENOUGH?

THE BEST WAY

FIFA 14 | GOOGLE GLASS | PS4 | DEAD MOUSE + MORE





DIESEL
FOR THE MODERN WOMAN

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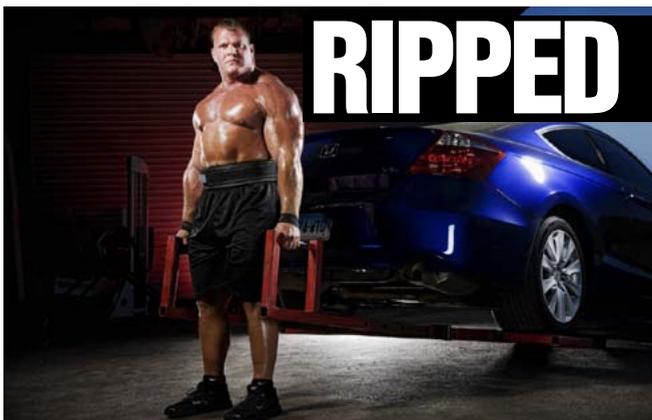
There is nothing worse than a person who does not know their limit. Unless that person is you.

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ONLY THE BEST

CALUM BEST TELLS US WHATS NEXT

We sit down for a spot of lunch at the Fabulous Broadway in Fulham with Calum Best to discuss how the playboy became the business man...

Let's be honest. Your playboy reputation was legendary stuff to read. Are you really a changed man?

I lived the rock n roll lifestyle to its bloody peak! I had some absolutely amazing times, and the way I look at it is that I was fortunate enough to experience things many people will never be able to.

That being said, it doesn't get you anywhere in the long run, and it can be an incredibly destructive path. Now I am older, I feel as though I have the ability to look back and accept that I have moved on from that stage in my life. Don't get me wrong, I still like to have a good time, but it's less selfish now, and more inclusive. I've got great people around me – perhaps I didn't back then.

I have consciously spent the last few years eating properly, exercising, sleeping and training so that I can be clear headed and focus on what I want to achieve.

Some people know you as a TV personality but you have also done film work. Are there anymore in the pipeline?

I'm very lucky and blessed in many ways, as many opportunities have come my way but at the same time, I've gone out and hustled hard to create my recent projects which are really important to me.

I filmed my first movie last year which was a comedy called 'Psyche' and on the back of that, I've been asked to do a new horror called 'Talking to God'.

Acting was a passion of mine before I moved to the UK but when I moved to London I lost my path with all the clubbing and partying.



"I have spent some of the best years of my life in Ibiza... I think it's a mutual love"

This year I've decided to get back on television. I've had the benefit of working with some great broadcasters and channels such as BBC, MTV and ITV on a number of projects that will be out soon.

I have written a few scripts - one about my Father's personal life story and another about mine that has just been commissioned. For me, it's very heartfelt and raw. It will be a hard but good relatable story. I think that people are genuinely interested and I want to tell it as it is.

Your father was one of the best players to ever play football, what was it like to being the son of a United legend?

The truth is, I could go on for weeks talking about the highs and the lows, but I will say that I'm very proud and very happy everyone loved my dad and still hold him in such high regard.

He was a witty charming man, and he had amazing qualities, but I had to deal with a different situation to everyone else. I had a Dad with a drinking problem and I was exposed to this dark side which wasn't easy.

But as I've lost my dad, I try to celebrate the good times and I'm so proud to be his son and enjoy keeping the legacy alive. He was an incredible man and the impact he had on so many people continues to make me so proud that I am his son.

How do you compare living in Chelsea, London to living in San Jose, California?

I've lived in Chelsea for twelve years, but I was born in California. I lived in Malibu and Hollywood until I was 21. I love London and California for different reasons. London has a hustle and business vibe whereas California is much more laid back.

I love the sun so California works for me on that front, but the sun in London always feels more special as it's so bloody rare!

We've noticed you have turned up ready for summer in Ibiza Boys Club gear. What's the brand all about?

Ibiza Boys Club is my new baby and is my main focus at the moment. It's a creative and fresh new clothing and lifestyle brand. I have spent some of the best years of my life in Ibiza and I think it's a mutual love, which I want to share with everyone.

The vibe in Ibiza is about sharing, meeting new people and having a good time. I wanted to weave those values into the fabric of the new line, and I think that's what I have successfully done. I would never put my name to something that I wouldn't wear so I have spent a lot of time developing the designs and testing the samples.

How did you go about bringing out your own fragrance?

The fragrance ideas came about six years ago when I wanted to develop myself as a brand. I am the type of person who likes to take care of myself and who doesn't like to smell good? I wear Tom ford, Creed etc and thought how cool if I could make my own smell... I had the pop so jumped on the opportunity designing all aspects and choosing scents too.

I have a new mens fragrance out now to add to my other five and my first women's perfume, which I am really excited about,

is launching soon. The women's perfume will be light and fresh - very floral and clean. I spent a lot of time working on it and making sure it was absolutely right. I think men are a good focus group for women's fragrances, because smell is so evocative.

The summer is coming up.. What are your plans and what popular places in the world will be seeing Calum best this summer?

I cannot wait for this summer. I will be launching Ibiza Boys Club in Ibiza, which is really exciting. I'll be going to Miami and South of France, which will be great. I'm looking forward to festivals, in particular V and Wireless and looking forward to developing all the exciting plans I have lined up!



ON GEORGE BEST ... "He was an incredible man and the impact he had on so many people continues to make me so proud that I am his son."



YOUR TWITTER QUESTIONS

We asked you to send your questions for Calum Best via Twitter @TrendLife_UK and here are the answers. Enjoy.

“ONE WISH...”

I'd like to meet my dad again.

“WHAT'S UNDER THE TROUSERS?”

Ha! Commando. I'm a boxer brief dude – that's why I started my underwear range. I always have fresher boxers!

“YOUR INSPIRATION...”

My inspiration is found in holding good moral values. Being kind and trying to help others where I can its something I integrate into my everyday life.

“IDEAL WOMAN?”

Evidence suggests it seems to be an exotic brunette.

“ARE YOU HAPPY WITH YOUR LIFE AS IT IS?”

I am 32 now and feel more so than ever before in my life I would love to have someone special to share everything with. But I do believe everything happens for a reason. I'm currently single, focusing on the business and getting to where I want to be.

We joined Calum at Broadway House. A three storey private members' club in the heart of Fulham boasting a beautiful restaurant, members' bar and two stunning roof terraces. It is a quiet oasis in the hustle and bustle of London where our members can relax during the day and party in the evening. For more information, www.broadway-house.com





West London's newest private members' club is now open for business.

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SUMMER ESSENTIALS FOR HIM

SELECTION BY LEE HALL



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The Groovez £46.00



Office
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Models Own
Pukka Purple Ice Neon
£5.00

SUMMER ESSENTIALS FOR HER

SELECTION BY CHLOE GRIFFITHS



BRINGING A BIT OF ESSEX

Summing up your own party is never an easy thing as what you think was the greatest party of all time with the world's best clubbers in the world's most luxurious venue can easily be a the nightmare from hell for someone else who lost their purse in a cab or got thrown out of the venue for not being able to handle their drink. With that said, we brought our readers launch party to WonderWorld in Milton Keynes.

The concept behind the concept was relatively simple. We asked our Twitter followers who they wanted to see at the launch party and the responses we got back were varied to say the least. The shortlist included Robbie Williams, Beyonce, Hanna Montana, Joey Barton and a few other random names. Six of you actually voted for Tony Blair. WTF?

Two names that stood out were Mark Wright and James 'Arg' Argent. A few phone calls later and as they say, the rest is history.

Mark and James were perfect hosts for us on a successful night that saw happy clubbers roll into WonderWorld for a good night of fun, laughter and all things Essex. Read more on our website

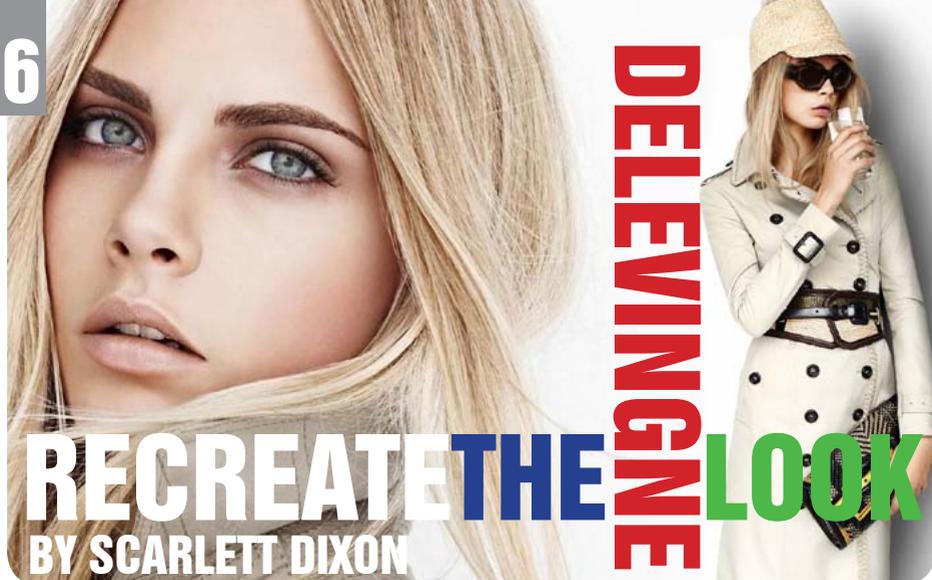
All photos from the night are available to view on our website. #TrendLifePhotos





TO MILTON KEYNES





With her Bambi eyes, bushy brows and perfect bleach blonde waves, it is no wonder the world is falling at Cara Delevingne's feet.

So, since Cara's look is the most coveted of the season and is bound to be popular during the summer months too, I thought I would scour the beauty market for affordable items we can use to re-create her look. We might not all be supermodels (yet!) but with these products, we'll soon be well on our way.

BROWS

Cara is single handily responsible for the 'bushy brows' trend which seems to be popping up on the red carpet regularly. Although Cara naturally has thick, dark brows – there's no reason why we can't achieve the same with a little helping hand from the following.

HD Brow's Eye & Brow Palette is the best product for re-defining, shaping and elongating your brows, and although it is a little pricier than a drugstore palette, it is worth the investment.

With four colours to use (or mix and match) you can create your perfect shade, apply it to your brows using the angled brush and have natural looking brows without the hassle of using a pencil or tinting.

SKIN

Dewy, flawless and natural skin is the look that Cara pulls off effortlessly, often experimenting with a red or a plum lip and smoky eyes. Witch's Naturally Clear BB Cream is perfect for recreating a natural looking base that gives you a dewy glow, without looking too 'made up'. Cover any remaining imperfections with Lacura's Hydrating Concealer Pen and finish with a light translucent powder to prolong the base.

CHEEKS

Cara is famous for her high cheekbones and naturally beautiful bone structure, however this defined look can be re-created with make-up – in particular, by contouring our face with dark and light colours to give the impression of higher cheekbones.

All you need is a dark hydrating bronzer/concealer (my favourite is Benefit's Fake Up in Deep) which should be applied underneath your cheekbones and around your jawline to give the impression of a slimmer face, and then on the two opposite sides of your forehead.

Then, using a lighter concealer, highlight the bridge of your nose, your chin and under your eyes. It takes a little practise, but once you have the hang of it Cara-esque cheekbones can be re-created in a matter of minutes. To finish, use a pearly coloured blusher on the apple of your cheeks (when smiling, they are the highest point).

LIPS

Cara alternates between a nude, a plum and a red lip – so it's up to you which of the three you would prefer to try out. For a red lip, my favourite is Yves Rocher's Grand Rouge Lipstick as it's not only hydrating and beautifully pigmented, but it's durable and creamy too.

For a plum lip, I love Kate Moss For Rimmel in 107, as it's velvety, matte, long-lasting and the colour is daring, but very wearable. For a nude lip, I prefer not to use a lipstick but a lipgloss or a balm, one of my personal favourites being the Caudalie Lip Conditioner, which is soft, smooth and gorgeously moisturising.

EYES

Cara tends to opt for either a dark smoky eye or just a simple slick of mascara, dependent on the occasion. For long, luscious, thick lashes try Mac's False Lashes Mascara in False Black, as it creates thick, volumized lashes in just one stroke, without any clumps.

For additional smoky hues, try Max Factor's Smoky Eyeshadow duo, which contains two colours you are able to blend to create a natural look. Apply the lighter colour all over the lid, and the darker colour into the crease of your eye. Build up the colour as dark or as light as you like.





The truth there is; the man you are talking about is not that small just not as big as you

- a) have had before
- b) would like
- c) both of the above

A small penis has never been celebrated when its arrived at the party. Fact. It may have been tolerated but I bet seven times out of ten it did not get invited again. A friend of mine, yes really, got so fed up of small willies showing up to her parties. She devised a system of 'stroke and see'; which is pretty self explanatory.

So as to be sure there were no surprises before even entertaining the idea of issuing a VIP pass. I thought it was a little tactless, verging on rude but it managed to cut short a few disappointments and she claims she should have started doing it earlier.

NEVERMIND THE

Every once in a while the age old question pops up and men every where listen intently as women try to work their way around the non debate that is importance of size.

Phrases like 'to an extent' or 'its what he does with it that counts' are passed out like flyers at the end of a rave. There is only one answer that satisfies this question and even without saying it, we all know what it is. There is no politeness or diplomacy when its going down so why when we are talking about it should we beat around the bush? While size is not the only factor in a good lover it definitely matters and anyone who says it doesn't either owns a small penis or is dating a guy with one.

Am I lying? Ask any one of your friends and they will tell you the same thing. Size matters like a pair of Christian Louboutin shoes going at £100. Just like you wont find a real pair of those you wont find an enjoyable roll with a man with a small penis. I applaud those women who say that you can and really believe that it is what he does with his willy that counts.

A small dick is hard to spot. Her words not mine but I understand what she means. Men are very good at pretending they have something worthy of your time when they do not. Now don't get me wrong I think if you are lacking in size then confidence is definitely your friend. However don't talk it up if you cant back it up!

The problem when having this debate is most people instantly presume that when you say size matters that a man has to be huge. Which is not true. The average size of a penis is between 5.5 and 6.2 inches. Now I had to go and get my shoe heel to see what size that actually was so I would guess that most girls lying down with a man wont know what size they are accepting down to the inch. They will however know, if it's too small or too big. Yes, as size matters there is also a too big.

Where do I start on the too big ? No really, I think that would be the thought as you discover King Kong wants to invade you. A blessing if you work in the porn industry, a nightmare if the female actually wants to be able to walk again.

While I do not think the after thoughts would be the same as having experienced the small Willy, I can only imagine that too big would not be the greatest lay either. Any pain in sex that cant be classified as pleasurable cant be good, can it? I propose that size matters more to men than it does to women. To be honest; as long as you are at least heel length then we will let all the other factors combine and make it the 'best we have ever had'.

That's probably why it's always a man that brings up the question.

So to answer all men out there yes size matters, probably more to you than to us and probably a lot less if you are closer to 6.2 than 5.5 but yes it matters. However sex is not like a blackberry charger that fits any model. What feels big to one may not feel big to another... but that's another subject and one that's probably handled better by a male. Just remember condoms cater for all.



SMALLCOCK

Three Simple (and small) Rules...

1. Don't show your disappointment!

You know the saying 'fake it until you make it', well this is the saying that will get you through. Watch your facial expressions, words that come out of your mouth and whose name you will be using in vain. No to "Oh Jesus" but a little "OMG" in the right tone wont hurt. A bruised ego and small dick do not go hand in hand. So if after the discovery you still plan on doing the do you need to stroke that mans ego and make him feel like Kanye West.

2. If You don't succeed at first...

Don't try again. Well... maybe no more attempts at hide the 'cocktail' sausage. There are other things that can be done in the bedroom so you can still have fun however if you discover his middle finger is bigger than his penis, run!

3. If you have a strict size restriction that he doesn't measure up to...

Leave. Or ask him to leave. Make up a lie of your choice, tell him you're both moving too fast, tell him your period just started. Just don't tell him his dick is too small. Honesty is great but there is nothing he can do to change his willy size, its just cruel.



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“PRIMARK MR.BOND?”

GETTING SHIRTY

You probably love the feel of your summer tees, but sometimes the situation calls for a shirt right. Trip to the in-laws, showdown with bank manager or a court appearance - no need to explain mate!

Well, thanks to your friends at Trendlife, you too can impress your way out of a hole with the right shirt.

Charles Tyrwhitt

Having launched 'The British Look' Summer range, Charles Tyrwhitt have smart but relaxed shirts in three fits.

TM Lewin

Lewin's shirts offer amazing fabric thickness and various fits - a great selection of regular, slim and non irons.

Hawes & Curtis

Hawes & Curtis offers one of the most extensive range of shirts. The Chelsea offers an amazing fit and excellent value for money at £60 for two.

Our recommendations:

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EVEN YOUR BEST FRIEND WON'T TELL YOU

Your eyes meet across a crowded bar and with your legendary flirting skills he's soon hooked. It's time to reel him in, so you flash your best come-hither smile and in no time at all he's moving in for a closer look.

As he gets closer you notice his eager expression suddenly change. Something's wrong, he's backed off, and yet another beautiful relationship is history before it even got started. So long loser you think, but you realise this has been happening more and more lately.

And guys ...have you ever wondered why your success with the "laydees" remains a subject for ridicule by your mates? How come your best cheesy lines never see the light of day?

Maybe you have Halitosis?

If the latest research is to be believed, many of us are so busy in our day to day lives we are only paying lip service to our oral hygiene, with the result that bad breath is a growing problem. Not me surely... I always brush my teeth so I'll be alright?? Right??... Wrong !!! Nationwide sales of mouthwash are rocketing while the sales of toothbrushes, toothpaste and dental floss remain stubbornly static. Using a mouthwash may be a quick way

to freshen your breath, but it's no substitute for the good old toothbrush. It appears that because of our busy lifestyles, a surprising number of us are now just going through the motions when it comes to cleaning our teeth.

Our mouths are home to over 350 species of bacteria, yet it seems a staggering number of us are still neglecting our toothbrushes. Tempting as it is, a quick rinse and spit with a mouthwash will just not do; it's the equivalent to using deodorant rather than having a proper wash and shower. Even your best friend won't tell you, but you may be suffering from bad breath. You owe it to yourself (and your best friend) to clean your teeth properly and freshen your breath.

Apart from cigarettes, and the various spicy foods we all enjoy, bad breath is mainly caused by dental problems. Bad teeth have a very distinctive smell, but gum disease, known as "gingivitis", is also a major cause of mouth odour. Gingivitis is far and away the most common of human diseases, and shockingly you are probably already infected, but because it does not cause pain fewer than half of sufferers are actually diagnosed.

FOUR STEPS TO A HEALTHY MOUTH

1. **Thorough tooth brushing with a fluoride tooth paste twice a day.**
2. **Careful use of dental floss to clean those hard to reach areas.**
3. **Don't forget to brush your tongue!!!**
4. **Regular dental checks including a thorough scale and polish.**



Apart from the obvious bad breath, a tell-tale sign of gingivitis is bleeding gums. If you have spat out blood into the basin when cleaning your teeth you are almost certainly infected with gum disease, so... can it be cured?

Well, it cannot be cured with tooth brushing alone, but the good news is your dentist along with a well-trained dental hygienist can help.

Few of us have actually been shown how to brush our teeth correctly, which is why gum problems are so widespread, and yet by following a few simple oral hygiene rules you could be well on the way to fresh breath and a healthy smile.

Tooth brushing should be a systematic process to clean all the tooth surfaces twice a day, but more often than not it's a last minute rush job just before we dash out to work. It's no wonder our gums get into such a state if we don't spend the time to clean our mouths properly.

The first port of call is to visit your dentist, and to book an appointment with the dental hygienist.

However, the internet can also be a source of information, but be careful to ensure you are using a reliable and trusted source.

None other than the British Dental Association has posted information about detailed tooth cleaning techniques on YouTube. - the link is on our website.

As well as smelling bad, untreated gum disease is also the biggest cause of lost teeth, so if you want to avoid false teeth like your granny had, its time you got sorted out.

Furthermore, gingivitis and poor oral hygiene has also been linked to heart disease and many other systemic diseases, so it could even be a matter of life and death.

There really is no longer any excuse for "dog breath" so what are you waiting for?



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CALLING ALL MODELS GET NOTICED WITH COLGATE MAXWHITE

Colgate MaxWhite ONE is the official sponsor of the Elite Model Look 2013 competition, which is now searching the nation for tomorrow's top supermodel talent.

Colgate MaxWhite ONE and Elite Model Look have launched the UK arm of the most prestigious modelling contest in the world, which offers thousands of girls the opportunity to achieve their dream and to follow in the footsteps of top Elite models such as Cindy Crawford, Stephanie Seymour and Gisele Bundchen.

The Colgate MaxWhite ONE and Elite Model Look teams are touring the UK and Republic of Ireland (Dublin, Manchester, Nottingham, Thurrock, Gateshead and Glasgow) with six castings that will take place from April to June.

Girls, aged between 18-24 and guys, aged between 18-28, are invited to attend the castings, meet the Colgate and Elite Model Look scouts, have their make-up done and have their photo taken to be entered into the competition.

At the end of the day, the Colgate MaxWhite ONE and Elite Model Look jury will choose 24 finalists to participate in the UK Final Model Bootcamp and Catwalk Show.

The male and female winner will receive a modelling contract with Elite Model Management UK, as well as a spot in the prestigious World Final for the female winner, which brings together 61 winners from 61 countries, all competing to secure a highly coveted three year contract with the Elite Model Management global network.

One lucky finalist will also win the chance to be the new face of Colgate MaxWhite ONE for its next advertising campaign.

A once in a lifetime opportunity... For those who aren't quite ready for a modelling contract, but still love taking a great photo, visit colgatemaxwhite.co.uk for the opportunity to win a trip for you and three friends to one of the fashion industry's meccas – New York City.

» GO ONLINE FOR COMPETITION LINKS «



ONE TOO MANY??? **WHEN IS ENOUGH** **REALLY ENOUGH?**

BY AMY GENTLES-MCKIE

Most people like a few drinks on a night out. It usually starts while you're still at home getting ready. A bottle of wine, a couple of beers, maybe a strong Vodka Red Bull or two, not necessarily all of it as I don't really care for beer much; but you get my point. It kicks off the night, gets the party started.

The funny thing is when I was a teenager I never drank alcohol. It was as I got older that I learnt to appreciate the way it could make me feel.

With every sip I grew more confident, I'd feel a release from the pressures and expectations of day-to-day life. I'd become more friendly and, even if I do say so myself, bloody funny! Everyone wanted to be my friend.

Unfortunately I also noticed that I became more generous with my money; losing awareness of how much I was spending in a night and buying rounds of drinks I couldn't actually afford. But hey, at the time I didn't care. As far as I was concerned, good times were to be had

whilst three sheets to the wind!

As a girl I felt 100 times more confident to walk over to a guy I found immensely attractive, and if he wasn't interested, hey ho, I wasn't bothered.

The alcohol in my system numbed me to the rejection, something which had I experienced sober probably would have had me cowering in my bedroom for a week, too afraid that if I left my flat I might bump into him. I live in London; the chances of that happening are slim to none.

But as the morning comes, bringing with it a new day, dull grey clouds loom at your window – we are talking about the UK after all - so does the raging hangover and nausea. "I'm never drinking again" trips from my mouth ever so easily in those moments but when the weekend arrives, I'm out again downing flaming Sambucas and twirling, on dangerously high heeled shoes, around a pole.

I like alcohol, and I'm a responsible person but I know that I am not a responsible drinker. I don't need to drink to have a good time, I don't drink every time I go out but when I do go out for a drink, I go out with the sole purpose to get drunk. Lots of people do, and across the UK it's becoming a problem.

I got talking to a mate of mine the other night about binge drinking, and I asked her why she got drunk. She took a second or two but her answer was pretty much the same as mine: to be able to forget yourself for an evening and enjoy the high of losing all inhibitions.

So I asked if she thought anything could be done in regards to curb the growing culture and I liked her response so much that I told her I was going to use it, practically verbatim, in this article. She said: "I think that the attitudes to alcohol in this country have evolved over decades.

It is socialisation that gives us our view point on how and when we should drink. Education on the effects of binge drinking from an early age is the only way to change attitudes; it is

not easy to break excesses that have crept into a culture."

Because the scary truth is that the UK has one of the highest binge drinking rates in Europe! We're third... in EUROPE.

I asked a few guys and girls I work with, have known from school and a couple friends of friends. Most of them revealed when asked, what comes to mind when you hear the term binge drinking, that they thought of loud, rowdy, falling on the floor and being sick, sometimes violent BRITISH men and women. I was appalled.

Ladies, we all know that alcohol affects women differently to men. It's not because, as they say, we're the weaker sex, no; it's because we metabolise it at a different rate. We're physically less able to dilute alcohol within the body.

So in short, women generally get drunk quicker, and stay drunk for longer. Pay attention because the risks of heavy drinking are scary but very, very real. The ones I can personally relate to are the psychological problems of depression and anxiety, not

to mention compromising my own personal safety by stumbling home alone some nights.

And lads, don't think you can get away with it either. Alcohol related illnesses are not just an old man's problem; and it's not just your health that you need to worry about. After a few heavy sessions you're more likely to end up victims, and perpetrators, of crime. Alcohol fuelled sprawls in the streets after a club's chuck out time is not 'big and brave' behaviour, its 'dumb and stupid'. Get it together, you're not kids.

Liver; heart; cancer; crime; violence; infertility; the list could go on but I don't want to depress you just merely bring it to your attention. It's not a question of cutting out the alcohol, just cutting down.

For the majority of people who enjoy a drink, it doesn't have a negative effect on their day-to-day life, or impact on their health. So by all means, go out, let your hair down, enjoy a good night out drinking – just do it responsibly.

SMOKING 2.0

SMOKING GETS AN UPDATE



Smoking traditional shisha has become an increasingly popular activity in the UK. The use of waterpipes had often been restricted to bars in London however, a small number of shisha bars are opening up in Luton and the surrounding areas.

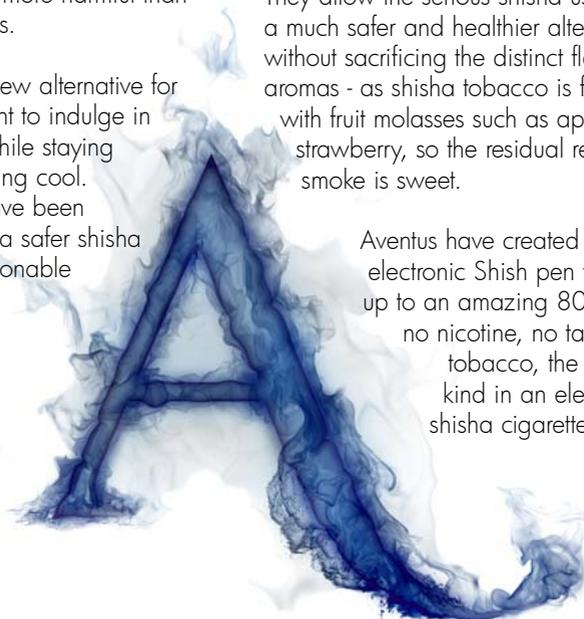
But smoking the flavoured tobacco for just an hour through a waterpipe, a tradition that originated in the Middle East, has been revealed to be more harmful than having 100 cigarettes.

Now there is a hot new alternative for smokers who still want to indulge in the trendy pastime while staying healthy and still looking cool. Electronic Shishas have been developed to create a safer shisha experience in a fashionable yet discreet personal device - and is now the top choice for everyone from celebrities to club goers and even the hardened smoker.

The experience of using an electronic Shish pen is similar to smoking the traditional waterpipe but comes without the same health issues. So much so that clubbers are replacing trips to the smoking areas, and are now huddling inside the venue with electronic shishas.

All the flavours - Cherry, Apple, Grape, Strawberry and Mint - are so spot-on. They allow the serious shisha user to enjoy a much safer and healthier alternative but without sacrificing the distinct flavours and aromas - as shisha tobacco is flavoured with fruit molasses such as apple and strawberry, so the residual redolent smoke is sweet.

Aventus have created the electronic Shish pen that offers up to an amazing 800 puffs with no nicotine, no tar, no tobacco, the first of its kind in an electronic shisha cigarette.



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HOW TO GET HIRED...



AND AVOID ANOTHER SOUL DESTROYING REJECTION

Are you one of those people who submits your CV to hundreds of agencies and hears nothing back? Well the problem is not the agency, it's your CV.

so what makes the perfect **CV?**

The average recruiter spends about **20 to 30 seconds** glancing at a CV. An attention grabbing summary and a list of achievements at the start of the CV should help stir a recruiter's interest in you and make them want to continue reading.

The summary should be short and sweet, no more than four or five lines of text highlighting your key skills and attributes.

Listing Achievements

List three to six achievements that are directly related to the job you are applying for. This shows that you have understood what the recruiter is looking for.

Work Experience

Your work experience should come next and should describe your responsibilities, skills and achievements in each position that you have had.

Start with your most recent job and work backwards focusing on your last two jobs.

Qualifications

List all your key qualifications and highlight what you are currently studying if applicable.

Do not try and lie in this section. The last thing you want is to lie about something and then get quizzed about it in a interview.

Other Skills

List your up-to-date IT skills, training and other skills. Not how good you are at C.O.D 4.

Personal Details

Simple really. Include your date of birth rather than age, driving licence if relevant. Marital status and nationality are optional.

Hobbies/Interests

Unless they highlight some form of skill, i.e. team leadership, you should avoid listing these.

References

Include this section but insert "Available upon request" unless instructed otherwise.

Arrive early

Try and arrive in the area about half an hour early and wait about if you have to. Report to reception ten minutes early.

Be polite to everyone from the moment you walk in as you don't know who is who.

Be fully prepared

Research and get a good understanding of the role, the organisation and if possible, the interviewer too.

When you first meet the interviewer, give a strong handshake and maintain eye contact with a positive stance.

JOB SEARCH

Show a keen interest

Do not sit there like you are waiting for a train to take you somewhere else. Answer ALL questions and do not be negative in any way.

Communicate clearly

If it means pausing for a second or two to think before answering, do it. Avoid becoming a blubbering mess because you didn't take time to think.

Any questions?

Yes. Regardless how good you have been up till this point, leaving without asking any questions is not the way to end the interview.

If you struggle to come up with questions at this point, it shows you have not taken in the information you have been given. Try to plan your questions in advance if you think you may struggle.

BUILDING YOUR

A CAREER PATH INTO ARCHITECTURE

Getting started

Deciding on a career as early as possible means you can focus your GCSEs and 'A' Level choices. I decided to follow an architectural path at the age of 16 as I was interested in interior and spatial design. I chose a combination of 'A' levels and a HND in Architectural Technology with Building Studies.

Next steps

The typical route to qualifying as an architect is a combination of a minimum five years academic study at a university together with a minimum two years practical experience working in the industry prior to taking your final qualification.

Part One – academic study

You can choose to study as an undergraduate at a Universities offering a course in Architecture. Each University will have a slightly different approach to teaching the subject with a bias towards either, Art, Technology, or Theory. It's important that you choose what suits your interests best.

Part One – Year in industry

The next focus is to arrange a placement so you get practical experience – this is organised in the final year of your study. Don't leave it until the last minute if you want to get the most out of this experience.

I started my placement with Woods Hardwick straight after my University term ended. I worked within our Commercial department which at that time was designing a series of supermarket extensions around the country to cope with the expansion of internet shopping. These projects were perfect for gaining practical experience covering all stages of design and construction.

During your year out you will record your experience by completing a series of three-monthly Professional Education and Development Record (PEDR) documents. It's an advantage to record as many months experience as possible during your year out and this will also help you save for your next academic term – Part Two.



FUTURE TODAY

BY DIANE COX - WOODS HARDWICK

Part Two

This element takes a minimum two years and builds on your previous degree together with the practical experience gained from your year out. I went back to Manchester University for my Part Two, and graduated with a BArch. I also returned to Woods Hardwick each summer which allowed me to expand my work experience.

Over this part of your academic training you are required to record a minimum 24 months of PEDR documentation, before you are able to sit your Part Three examinations. Of that, 12 months must be recorded after you have completed your Part Two qualification.

Masters (MA)

After the Part Two course many institutions offer a supplementary Masters course. I opted for this route at Manchester University and graduated with a Masters in Landscape and Urbanism which really took my knowledge a step further.

Part Three

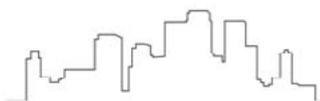
The final hurdle is becoming a fully qualified member of the Architects Registration Board (ARB) and the Royal Institute of British Architects (RIBA).

This course runs parallel with working in the industry and it is only when you have passed your Part Three qualification that you can use the title "Architect".

You need to choose a course run by a University or an RIBA-run course approved by the ARB to attain your Part Three.

With the practical experience you have gained, you will need to demonstrate mastery of all the RIBA Work Stages. I came back to Woods Hardwick after my MA and worked on a project that followed a traditional procurement route so these were all covered.

I took my Part Three Advanced Diploma in Professional Practice in Architecture with the RIBA North West. This comprised monthly study packs and two courses, which culminated in a three-day exam and interview. I graduated in 2010, and finally became a "Chartered Architect".



Woods Hardwick
Architects and Development Consultants



Diane Cox is a chartered architect working for Woods Hardwick in Bedford. Woods Hardwick is one of the UK's leading multi-disciplinary Architects and Development Consultancies, offering services in Commercial and Residential architecture, Civil Engineering, Master planning, Town planning, BREEAM, and surveying.



#TRENDLIFE

#TRENDLIFENEWS

#TRENDLIFE FASHION



NEW YEAR. NEW TRICKS. GAME ON

If you missed it earlier this week, EA announced the arrival of the latest edition of the FIFA franchise highlighting some of the new advancements.

The main changes include a new ball physics engine and a feature called Pure Shot. Pure Shot allows players to adjust their stride and approach angles, with the game now incorporating off-balance and rushed shots.

EA also says it has added the ability to maintain momentum while turning in any direction while sprinting, that there is more variety on touches when sprinting, and says that the intelligence of the AI has been improved.

The addition that stands out to me is Protect The Ball, which gives attacking players more ways to block defenders while dribbling.

The game's career mode will also receive an update, allowing players to manage a global network of talent scouts and featuring a redesigned hub. FIFA Ultimate Team will also be updated and social tracker Football Club will make a return.

All in all, some good updates and additions. No release date was provided by EA but as we all know from spending nights in Tesco waiting for midnight, FIFA is normally launched in September.



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BE AN ATHLETE

PREMIUM SPORTSWEAR



40 - 41. GYM CLASS HEROS!

You started with the aim of losing the belly, toning up the legs and getting that killer ass. Two months later you were back on Diet Coke and three scoops of denial. Discover how to stay the course. Seriously.



#TRENDLIFE SPORTS



42. FOOTBALL & FASHION

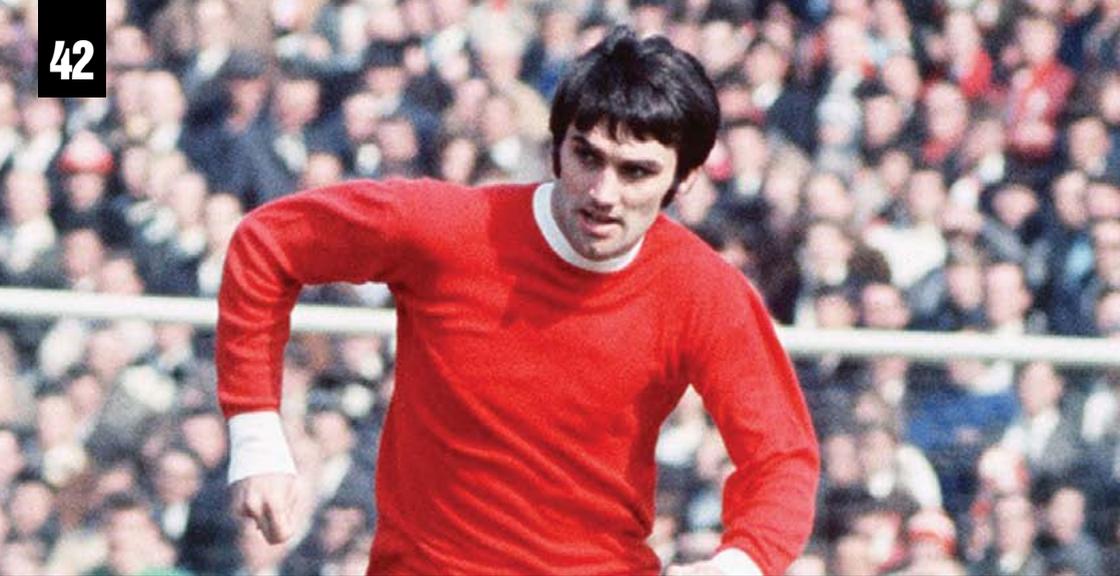
Football and fashion have always had an awkward relationship. We take a look at ten inexcusable moments when fashion met football and scored an amazing own goal.



44 - 45. GO HARD OR GO HOME

Lets face it. There are those who come to the gym to socialise and make friends. And there are those who go with one mission. The mission to go hard and obliterate everything.





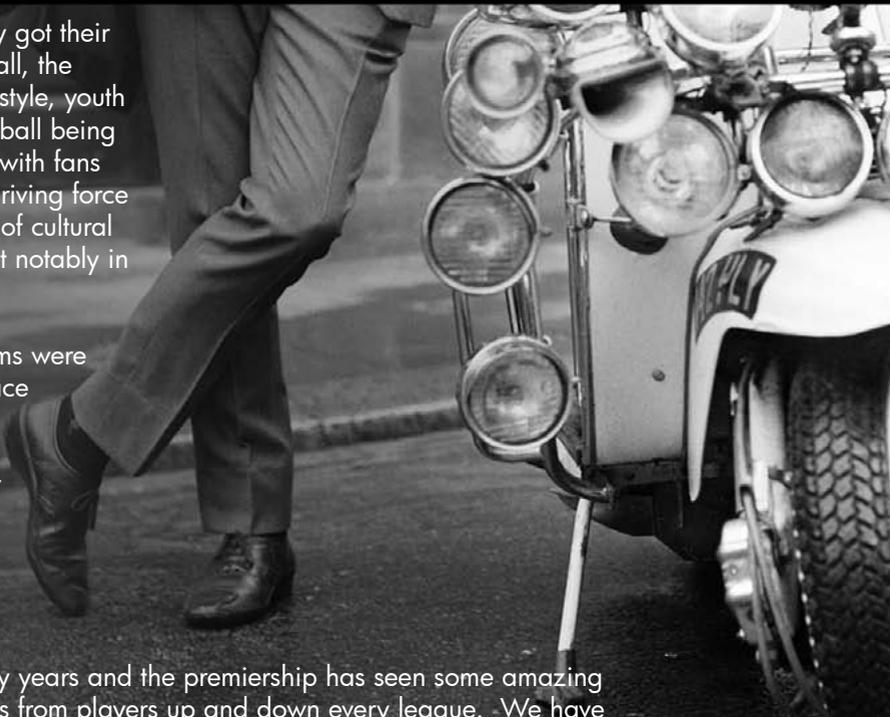
FOOTBALL AND FASHION

THE HIGHS AND THE LOWS. AND BALLOTELLI

Way before Sky got their hands on football, the 60's witnessed style, youth culture and football being fused together; with fans becoming the driving force behind a wave of cultural movements most notably in fashion.

Teenage uniforms were shaped by terrace culture and a multi-billion pound designer industry has dominated the high street ever since.

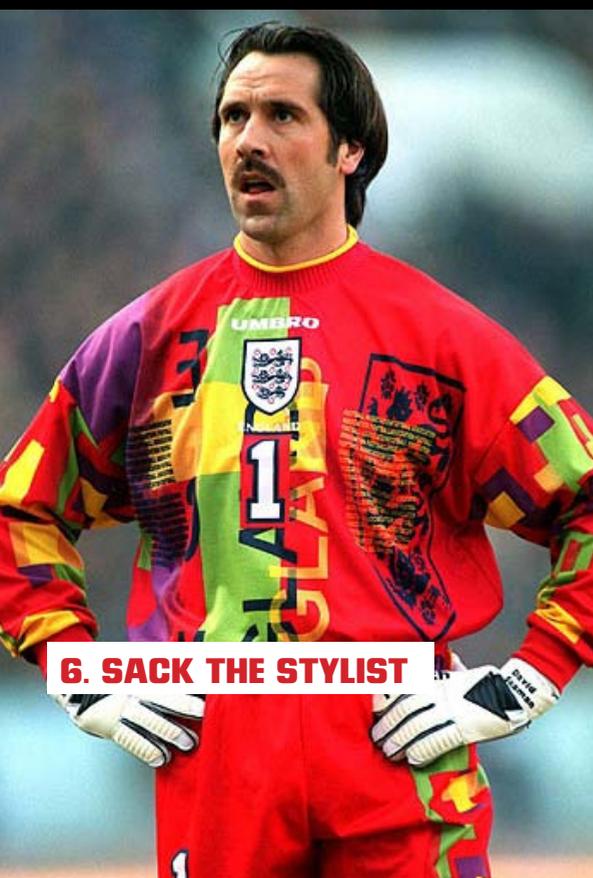
Fast-forward fifty years and the premiership has seen some amazing fashion faux pas from players up and down every league. We have decided to look at the most iconic 'Football Meets Fashion' faux pas in the last twenty years. Here are our **magnificence seven**. Ouch.





7. WHAT'S THAT FOE?

"... THE INFAMOUS FA CUP WHITE SUIT HAS LEFT A BIG STAIN ON LIVERPOOL'S REPUTATION. BIGGER THAN SUAREZ'S PICNIC OUTING ON IVANOVIC'S ARM..."



6. SACK THE STYLIST



5. IT'S ALL GONE RON

4. A MESSY SUIT



“... AT THE TIME, HE KNEW IT WAS A BAD IDEA AND IT WOULD COME BACK TO HAUNT HIM BUT THE SIZE OF CHEQUE FORCED COMMON SENSE TO TAKE A BACK SEAT...”

3. CASHLEY COLE



2. BRAID IT LIKE BECKHAM



1. YOU'LL NEVER SHOP ALONE





JERNADE RONNEL MEADE

Luton born Jernade Meade started his career with Bramingham FC and moved on to join Arsenal at the age of 11. We caught up with Jenade to discuss idols, money & of course, Arsene Wenger.

The most important question in football, who do you support?

My childhood team I always supported was Chelsea, I loved watching Gianfranco Zola..he proved smaller players were just as good.

When all said and done football is still a job, what inspires you to play football?

The love for it!.. I've grown up loving football. Everyday I wake up and look forward to training, I enjoy it so it doesn't feel like a job.

Do you have an idol outside of football?

My mum plays a big part in my motivation, not just for football but for life as well...I really want to make it for her.

If you didn't play football what would you be doing?

A. I don't know (he chuckles)...back at school I was pretty good at maths so maybe an accountant or something along them lines, I'm not too good at concentrating though I get distracted easily when it comes to that type of work (he chuckles again)

Do you think player wages are out of control?

A. That's a big conversation even between players, football is a huge sport and generates a lot of money. I just feel the likes of Nurses, Doctors deserve more for what they do but yes some footballers wages are too high.

It's still pretty early in your career, but what's been your best football moment so far?

Definitely the Champions League debut against Olympiakos

How nervous were you playing in the Champions League?

I was so nervous, I've never ever been so nervous about something (chuckles). When they let me know it was totally unexpected, I was supposed to be travelling to play with the reserve team. I was told I'm not playing for the reserves and I have to train with the first team, I was frustrated because I thought it was to make up the numbers and I would've preferred the reserve game.

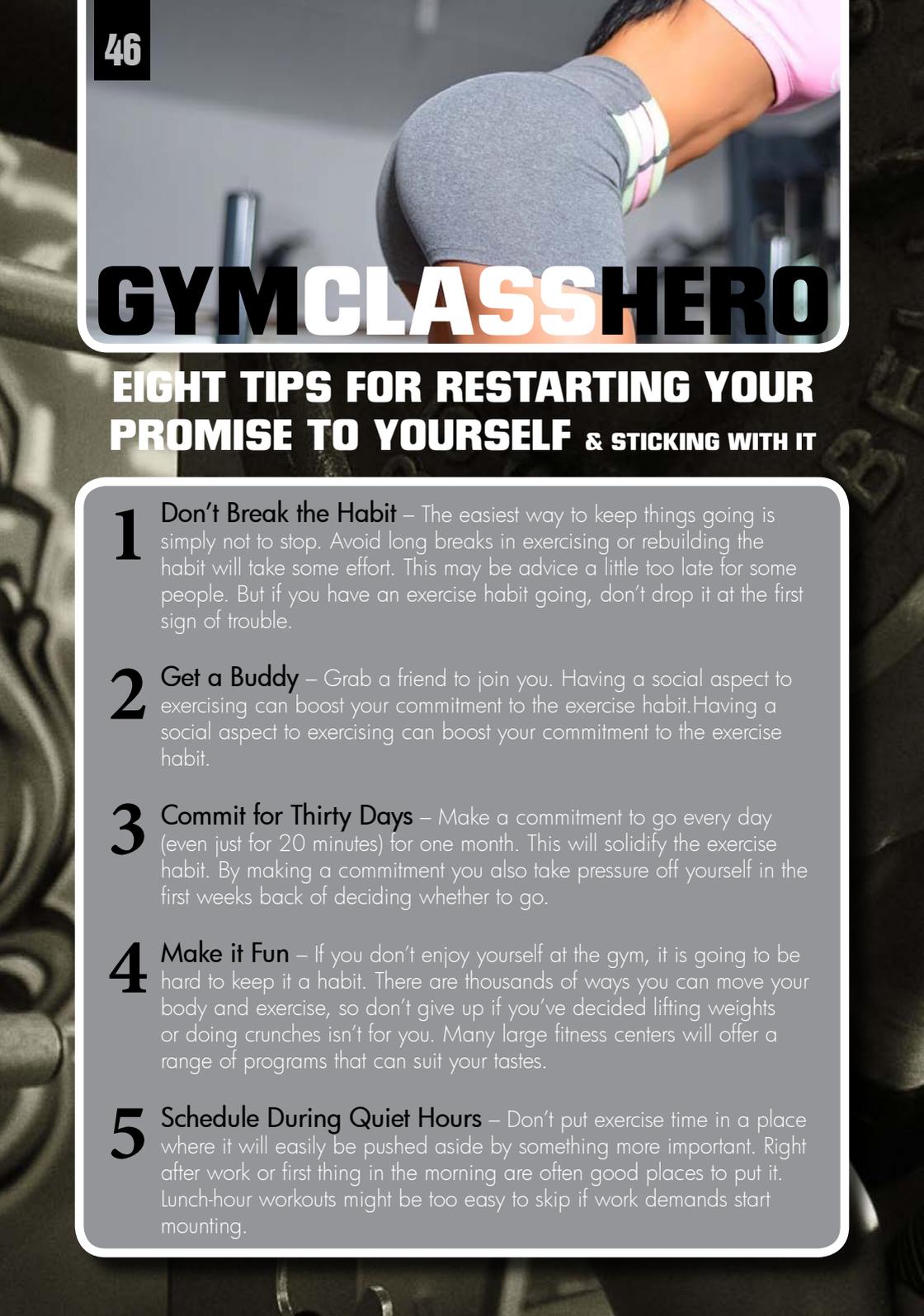
The coach Neil Banfield then pulled me aside and said we're short on left backs so this is a good chance I could play in the Champions League!, I was nervous & excited but I did well and got my chance.

Arsenal are a quick team, who's the fastest player at the club?

Definitely Theo, Theo Walcott. Noone really gets close to him, Gervinho is quick and Alex Oxlade-Chamberlain but Theo is the fastest for sure.

Who's your favourite player at the club?

Jack Wilshire. He's a bit of an inspiration as well, to know hes young & hes in the first team...shows its possible. I like Santi as well, they are both small players I can relate to them.



GYMCLASSHERO

EIGHT TIPS FOR RESTARTING YOUR PROMISE TO YOURSELF & STICKING WITH IT

- 1 Don't Break the Habit** – The easiest way to keep things going is simply not to stop. Avoid long breaks in exercising or rebuilding the habit will take some effort. This may be advice a little too late for some people. But if you have an exercise habit going, don't drop it at the first sign of trouble.
- 2 Get a Buddy** – Grab a friend to join you. Having a social aspect to exercising can boost your commitment to the exercise habit. Having a social aspect to exercising can boost your commitment to the exercise habit.
- 3 Commit for Thirty Days** – Make a commitment to go every day (even just for 20 minutes) for one month. This will solidify the exercise habit. By making a commitment you also take pressure off yourself in the first weeks back of deciding whether to go.
- 4 Make it Fun** – If you don't enjoy yourself at the gym, it is going to be hard to keep it a habit. There are thousands of ways you can move your body and exercise, so don't give up if you've decided lifting weights or doing crunches isn't for you. Many large fitness centers will offer a range of programs that can suit your tastes.
- 5 Schedule During Quiet Hours** – Don't put exercise time in a place where it will easily be pushed aside by something more important. Right after work or first thing in the morning are often good places to put it. Lunch-hour workouts might be too easy to skip if work demands start mounting.



6 X Your Calendar – One person I know has the habit of drawing a red “X” through any day on the calendar he goes to the gym. The benefit of this is it quickly shows how long it has been since you’ve gone to the gym. Keeping a steady amount of X’s on your calendar is an easy way to motivate yourself.

7 Enjoyment Before Effort - After you finish any work out, ask yourself what parts you enjoyed and what parts you did not. As a rule, the enjoyable aspects of your workout will get done and the rest will be avoided. By focusing on how you can make workouts more enjoyable, you can make sure you want to keep going to the gym.

8 Measure Fitness - Weight isn’t always the best number to track. Increase in muscle can offset decreases in fat so the scale doesn’t change even if your body is. But fitness improvements are a great way to stay motivated. Recording simple numbers such as the number of push-ups, sit-ups or speed you can run can help you see that the exercise is making you stronger and faster.



GYM ADVICE

FOR LADIES WHO LIKE TO SWEAT

The term go hard or go home has been used for a long time and with most gym enthusiast looking to make serious gains whether it is adding muscle bulk or losing excess fat there is no easy way out unless you want to remain soft and go home dissatisfied.

The gym culture is growing and with great emphasis placed on physical appearance there is a lot more pressure on Men and Women to have model like physiques.

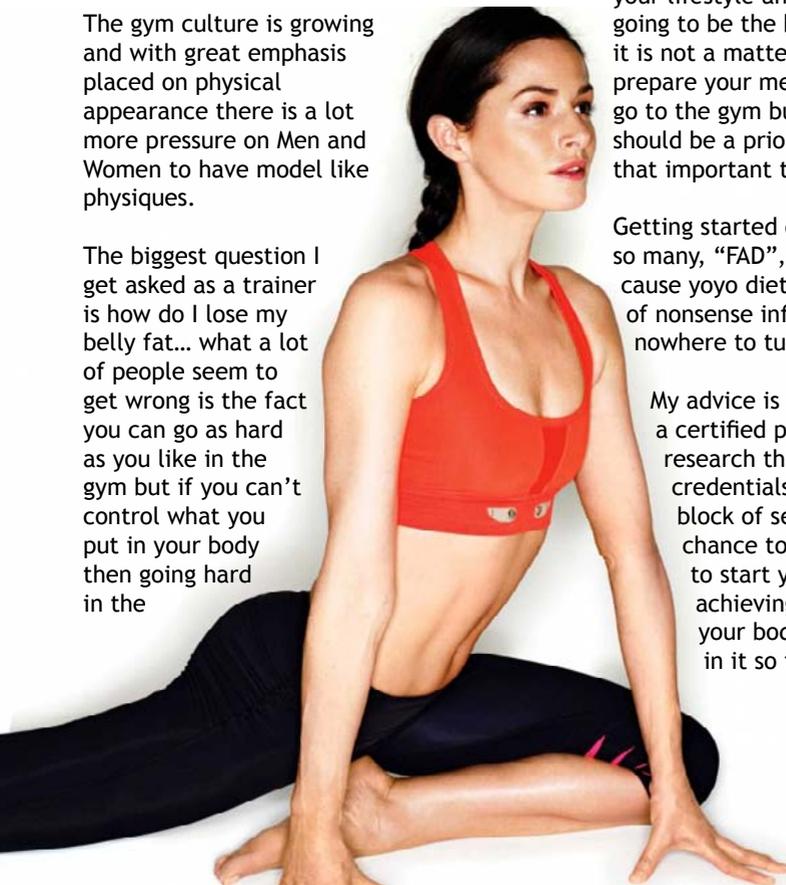
The biggest question I get asked as a trainer is how do I lose my belly fat... what a lot of people seem to get wrong is the fact you can go as hard as you like in the gym but if you can't control what you put in your body then going hard in the

gym is worthless, you can't out train a bad diet so know that junk food you ate yesterday will not be burned today!

If you are serious about making a physical change you need to look at your lifestyle and figure out what is going to be the best approach for you, it is not a matter of finding time to prepare your meals or finding time to go to the gym but making time as this should be a priority if the change is that important to you.

Getting started can be hard and with so many, "FAD", diets which seem to cause yoyo dieting and an over flux of nonsense information you have nowhere to turn.

My advice is to find yourself a certified personal trainer, research their qualifications and credentials and book yourself a block of sessions, giving you a chance to learn & get motivated to start your journey to achieving results, after all it's your body and you have to live in it so it is worth investing.



I have heard people say I want a personal trainer but it's too expensive while they sit there FAT & OVERWEIGHT in a designer bag and shoes that cost thousands of pounds, that to me makes no sense at all but priorities for some people are different and it is down to personal choice.

Another aspect that is underestimated is mental strength! As we know what the mind can conceive the body can achieve, so remember 80% of your time is going to be spent outside the gym and this is where going hard needs to be applied, you will be tempted by sugars, fats and alcoholic drinks so saying no will be difficult but this is where you will find your true strength.

Talking from experience as a competitive athlete I found my hardest challenges

outside of the gym and there will always be that voice in your head saying just have it, it's only one or you can start fresh tomorrow but you must take control and be in charge of our destiny as you are the driver on this journey so stay focused and reach your destination.

Winning starts with beginning so get on it today with one step that can take you closer to that body you desire so, 'yes you can have that flat stomach or six pack you want, and yes you can run that marathon you have dreamed of, you can achieve anything you put your mind too it will just take some discipline, dedication & commitment'

For Exercise, Nutrition & Lifestyle tips follow Darrell: TWITTER @simplyrabess Facebook: Darrell Simply Rabess



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BE AN ATHLETE

PREMIUM SPORTSWEAR

Formed by Andrew Xenii and Phil Learney, Be An Athlete's concept developed from a desire to create apparel that epitomised the commitment and drive of a professional athlete.

The pair met when Xenii, inspired to lose weight for his wedding, contacted renowned physique and strength coach Learney to start an intense physical training regime.

Acknowledging a gap in the market for premium sportswear, Xenii with his family background in fashion manufacturing and own industry experience, wanted to combine his knowledge with Learney's to build a brand that reflected athletic ambition.

The combined result is a brand that strives to be the very best at all it does.

Quality in look and feel is paramount with the use of soft materials and subtle branding.



Available in classic and premium designs, all super-soft hoodies have pocket compartments for MP3 players whilst leggings, bottoms, tops and on trend snapbacks have outstanding fit in varying styles.

Using a palette of classic black and greys with pops of bold and block colour panelling, each piece is branded with variants of the BAA logo which either blend in or stand out to allow the wearer personal style choice for the ultimate in comfort and pride wearing the brand.

Whether commuting, training, travelling or for everyday life, Be An Athlete aims to provide smart, comfortable and great looking clothing in discreet luxury. It is this conscious commitment, drive and focus inspired by athletic stamina that gives the brand its staying power.

Be An Athlete is available to buy online now at BAAClothing.com @BAAApparel



ENTERTAINMENT

MUSIC // TELEVISION // RADIO // GADGETS



MBE & NEW ALBUM Neo-soul legend Omar proves he is clearly 'The Man' by bagging an MBE and dropping a new album 21 years after his debut release. Available to buy now on iTunes - The Man. #TrendLlfeMusic.

The Great Gatsby

Release date 16th May 2013

In *The Great Gatsby*, F.Scott Fitzgerald's classic tale of glamour and greed in the age of jazz is brought back to the big screen in glittering style by Baz Luhrman.

When an aspiring author becomes captivated by the lavish lifestyle of his new neighbour, playboy Jay Gatsby (Leonardo DiCaprio) and his circle of privileged friends, his experiences inspire him to write his own story of decadence, love, tragedy and deceit.



Boardwalk Empire

Season 4 | Sky Atlantic

After the bloodbath that was Season Three's finale, viewers can be sure that Season Four will pack more punch than a Jack Dempsey brawl.

Season Four is set to take place exactly one year after the death of Rossetti and will see key characters such as Al Capone, Chalky White and Luciano step forward in the spotlight. If you have not been watching *Boardwalk*, start now before Season 4 starts to air here (UK) in September. You will not be disappointed.



OldBoy

DVD & Blu-ray | Tartan Asia Extreme

Beautiful, terrifying, funny, intense and strange. Those are some of the words that describe this amazing but disturbing film.

Be sure to catch the original in all its blood, guts and glory before the US remake by Spike Lee lands later this year. As you know, remakes, are usually a waste of time.





"I'M IN THE EMPIRE BUSINESS"

Breaking Bad | Season 5 | AMC

Try as we might to avoid such a thing, the end of *Breaking Bad* will eventually come, and with its approach comes all manner of speculation as to what, exactly, series creator Vince Gilligan and his writers have up their sleeves for everyone's favorite sickly-school-teacher-turned-meth-kingpin, Walter White (Bryan Cranston) and his on-again, off-again partner-in-crime, Jesse Pinkman (Aaron Paul).

If you are NOT caught up on the events of *Breaking Bad* - READ NO FURTHER.

The first half of season 5 left fans to deal with not only the flash-forward of a bearded and bespectacled Walt at the early stages of what appeared to be an endgame, but also the fact that his tenacious brother-in-law Hank (Dean Norris) had stumbled upon some

convincing evidence that Heisenberg was far closer than he'd ever imagined.

Those two scenes certainly left the audience with plenty to ponder, as the long wait for the second half of season 5 began.

Knowing that there will certainly be a lot riding on the final moments of one of the most talked-about and celebrated series in the last decade, Gilligan goes on to say that he and his writers have taken considerable inspiration from films like *Casablanca* – a film with an ending, Gilligan calls “pretty perfect.”

While *Breaking Bad* isn't necessarily heading toward a similar resolution, it will be striving to achieve “that kind of satisfaction.” You can rest assured that the ending will be spectacular. No dreams or dead fathers walking Walter into the light.

ROBIN THICKE

BLURRED LINES

R&B Commercial



GIRAFFAGE

MUSIC SOUNDS BETTER WITH YOU

Disco Funk Remix



55

KINGS OF TOMORROW

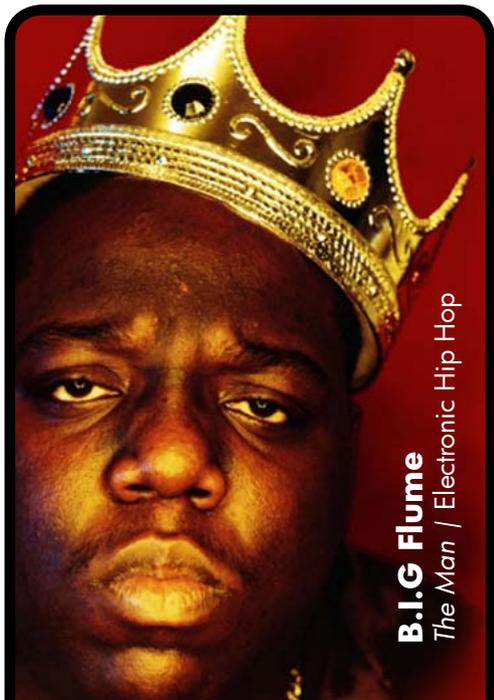
Fall For You EP featuring April

Soulful House



#TRENDLIFEMUSIC

A quick overview of what is getting heavy rotation in our office at the moment.



B.I.G Flume
The Man / Electronic Hip Hop

BENGA

I Will Never Change

Dubstep UK Garage



Rudimental

Feel The Love

Dubstep





GADGETS

NEW TOYS FOR SPRING

Google are preparing to take modern technology to new heights with the release of the Google Glass, the first product of its type to ever have been released.

Most of us geeks have kept a close eye on Project Glass since its announcement in June 2012 and now, with videos that reveal how they will work and what exactly you can do with them, fans have already signed up to a competition that Google is running prior to launch this year.

The concept of the Google Glass is to allow the user to connect through speech and engage in a few of the basic features that are available on the traditional Android. This includes instant messaging, browsing, taking pictures and recording videos to name a few.

This official Google Glass advert shows how Google would 'like you to use it'. The attraction of Google Glass lies within its potential capabilities in the future.

What we know from video previews released in February is that by using the Google Glass we can capture what we see through our own eyes as well as access the Internet and connect to other owners through social networking.

Yes, your phone and tablet can do it better but not too long ago, people laughed at HP when they threw millions at silly idea of a laptop with no keys and a touch screen. Rumored prices in the UK are around the £1000 mark but that may vary depending on if you will need some type of contract for mobile data.

While some think the concept is truly breathtaking and would happily queue for three days in Luton's Arndale shopping mall, others have questioned why people would wear glasses when (a) they don't need to and (b) they look slightly odd.

There is no doubt these will be popular amongst Android fans but convincing all those Apple fans to turn to the dark side will prove a challenge.

Sony unveiled its PlayStation 4 video game system this week — sort of. It didn't display the console itself or reveal its physical dimensions and form factor. It also left unanswered a raft of questions about its capabilities. How compatible — or incompatible — will the PS4 be with Sony's current-generation PlayStation 3 system, for example, which was launched in November of 2006?

Given that the PS3 has an install base of about 77 million, it is unlikely Sony will stop supporting its aging console anytime soon. However, what isn't clear is which PS3 software — whether discs or PlayStation Network purchases — will actually work on the PS4.

Compatibility Confusion

The PS4 will take advantage of cloud-based services, and Sony has said that games purchased through PSN could carry over to the PS4. It is possible that Sony could either provide a direct transfer of PSN titles or allow owners of both systems to access their downloads via the Gaikai-powered cloud server.

The big question is why would Sony make it impossible for PS3 packaged software to play on the new system? When it launched, the PS3 could play PS2 titles, just as the PS2 could play original PlayStation games. This type of backward compatibility shouldn't be that hard to provide.



Hardware Improvements

While many questions remain, what is known is that the PS4 promises to be a far more robust machine — and this could mean more titles out of the gate. "The system is built on a PC chipset, so it will be far easier to develop for," Pachter told TechNewsWorld. "Easier means lower cost, and lower cost presumably means more content." The system could be friendlier to smaller developers as well, and that could help ease concerns over the lack of compatibility with the existing software library.

"The nice thing about using the x86 platform is they can get a lot of code from the Open Source Linux world and don't need to do all of the heavy lifting themselves to do major parts of this," said Enderle. "They could also do drivers for some of the hardware, but it sounds like they may have decided not to in order to increase accessory revenue and avoid reliability problems."

However, with the good comes some bad. While the PS4 will feature a new version of the original DualShock controller — with the addition of an LED touchpad — older versions of the gamepad won't be compatible. Nor does it seem that most hardware accessories, from steering wheels to Move controllers, will work with the PS4.

HOT HATCH



By Adam Tudor-Lane | @car_witter
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Hot hatches have always been a big favourite for me, lots of power, in small, affordable cars, what's not to like? This summer will see some new hot hatches go on sale, some are brand new entries into the segment, whilst others have a lot to prove based on their brands history.

First off is an old favourite, the VW Golf GTI. This is the seventh generation of Volkswagens original, iconic hot hatch. It will come in two trim levels, Standard GTI and GTI Performance. Both will have the same 1.9 turbo charged engine but will have a 10BHP power difference. The performance model has 227BHP with 350Nm of torque.

You'll hit 62 from a standing start in just 6.4 seconds, and go on to a top speed of 155MPH. Pricing is TBC, but expect to pay around £26k for the base model.

Next up is another firm favourite amongst hot hatch fanatics, the RenaultSport Clio. This time Renault have ditched the old 2.0 litre engine used in the outgoing model, instead they have opted for a 1.6 turbo unit. The whole car is 36KG lighter than its predecessor, even with the addition of 2 extra doors (which won't be to everyone's liking!). It also has a dual clutch automatic gearbox with paddle shift as standard, gear changes take less than 150 milliseconds when in Race mode.

Renault also give you the option of a Cup Chassis setup; this gives you a 3mm lower ride height, 15% stiffer chassis, and a quicker steering rack. With 200BHP and 240Nm of torque, coupled with a weight of just 1,204KG the Clio will launch from 0-62 in 6.7 seconds.

FOR SUMMER?



Again the Renault Sport Clio will come in two specs, standard trim starts at £18,995, while Lux trim level adds extras such as an uprated sound system and seven inch touch screen, for an extra £1,000.

Another classic player in the hot hatch segment is Peugeot. They have been trying to recapture the success of the 205 GTI for decades now, hopefully they have cracked it with the 208 GTI. Peugeot have also opted for a 1.6 turbo engine, producing 200BHP and a massive 275Nm of torque it will get to 62 in 6.8 seconds.



It has a manual six speed gearbox, half leather black sports seats and DAB radio as standard. 29 Limited Edition models will be available to the UK, they will be in an exclusive pearlescent white bodywork, with 17" gloss black alloys. All 29 will be individually numbered, but will sell at a premium of £20,495. Peugeot have shed a lot of weight over the previous 207 GTI, the latest model weighs just 1,160KG.

Ford meanwhile have finally released an ST spec of its sixth generation Fiesta, we have only been waiting since its launch in 2008 for a fire breathing version, better late than never eh? Again this model will come in two trim levels, ST and ST2. The ST2 adds optional extras including LED daytime running lights, tinted windows, part leather heated Recaros, and push button start.

Ford have downsized from the older ST's 2.0 litre engine and gone with a 1.6 turbo "EcoBoost" model. It has only 180BHP but 290Nm of torque, meaning 0-62 in 6.9 seconds. The basic ST trim costs £16,995 while the ST2 spec costs £17,995.



>> CONCLUSION? <<

Buying a hot hatch shouldn't be about how fast it is on paper, if you go down that route alone you would be a fool. 0.2 seconds difference in a 0-62 time is negligible in the real world.

If you were to go for the quickest, that being the bigger beefier Golf GTI you'll be paying £26k, a whopping £9k more than the Fiesta ST which is only .5 of a second slower. I know I'd much rather save £9K than have paper based bragging rights down the pub.

I'm not sure Renault have got the whole five door thing right with the Clio, especially for a hot hatch model. It has some nifty F1 derived features, such as downloadable data logging so you can save read outs of your cars performance. But those rear doors just don't look right in my opinion!

Peugeot had the recipe for the perfect hot hatch in the 80's but seem to have lost the magic combination long ago. The 208 GTI is rather pricey at a smidge under 19k, pricing more in line with Ford's Fiesta would have been more welcoming.

So with all that taken into account, our vote has to go with the Fiesta ST. The current generation Fiesta has always been praised for its agile handling, and from first reports this looks to have been transferred into the ST.

If you're thinking of buying one don't skimp on the basic spec, dig a little deeper and go for the ST2 so you won't feel like you have short changed yourself in the long run. It will also help resale value, nobody is going to want a poverty spec hot hatch a few years down the line. At £17,995 it's also the cheapest out of this summer's new releases, win win all round!





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SUMMER'S FESTIVAL HANDPICKED

WE TAKE A PEAK AT THE BIG 3

V FESTIVAL (Staffordshire)

Held over a large site, and offering a bill of predominantly commercial acts, crowd favourites, and radio friendly indie upstarts in a corporate festival atmosphere. V Festival returns on Saturday 17th & Sunday 18th August 2013.

With a capacity of 90,000 the site will open (for weekend campers) from 10am Friday until midday Monday. The arena will be open from 12 noon on Saturday and Sunday to 11 pm. Weekend Ticket holders (camping and non camping) should exchange their tickets for wristbands at the wristband exchange tent. Day ticket holders do not need to exchange their tickets for a wristband.

Line-up

Kings of Leon will headline Saturday, and Beyonce Sunday as a European festival exclusive. Also confirmed are Stereophonics, The Script, Emeli Sande, Tom Odell, Calvin Harris, Beady Eye, Jessie J, Two Door Cinema Club, The Vaccines, Basement Jaxx, Olly Murs, Paloma Faith,



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Tickets

Early bird tickets are no longer on sale. Weekend tickets with camping are priced at £185 and weekend tickets with no camping are priced at £160.

Day tickets are priced at £89, and a car park pass is priced at £20, and a campervan pass is priced at £99, with luxury VIP camping, and combined coach packages still available.

Travel

The Big Green Coach will be expected to run coaches into the two sites from destinations across the UK.

ISLE OF WIGHT

The festival moves back to its usual weekend and offers top rock and indie names, legendary acts, and rising stars, on a large main stage, smaller tented stage, garden stage, and smaller stages in a relaxed festival atmosphere.

The dates for the 12th Isle of Wight festival are confirmed as from Thursday 13th until Sunday 16th June 2013.

Line-up

The Stone Roses headline Friday, The Killers headline Saturday, and Bon Jovi close Sunday.

Other acts announced include Boomtown Rats with Bob Geldof, Paul Weller, I Am Kloot, Ke\$ha, Steve Harley, Devlin, Little Angels, Lawson, Jake Bugg, Emeli Sande, Palma Violets, Ben Howard, Laura Mvula, Newton Faulkner, Lianne La Havas, Willy Moon, Young Guns, Kids in Glass Houses, Tracer, Stackridge, The Blockheads, Hugh Cornwell, Levellers, Steve Forbert, The Script, Bloc Party, Paloma Faith, The Maccabees, Ellie Goulding, Happy Mondays, Blondie, Example & DJ Wire, Rizzle Kicks, Damian Lazarus, Everything Everything, Bastille, Delilah, Zane Lowe, Tim Burgess, T'Pau, Little Mix, Madeon, Sub Focus, Jaguar Skills, A-Trak, Lee Foss, Miguel Campbell, Derrick Carter, Benga, Andy C, Grandmaster Flash, Mosca, Huxley, Ms Dynamite, Mistajam, Modestep, and more.

Tickets

An adult ticket with camping is priced at £185, and a child (7 to 12 years) weekend ticket with camping is priced at £92.50. A day ticket is priced at £75.

All children 6 years old and under on 13th June 2013 can go free of charge but must still be included in the booking in order to receive a wristband. A Campervan ticket is priced at £100, and car parking is priced from £10.

Opening times

The arena is open from 2pm until midnight on the Friday, 11am until midnight on the Saturday, and 11am until 11pm on the Sunday. No bottles, or cans may be taken into the arena. The Campsites are open from noon on Thursday until noon on Monday.

Site attractions

Making a return in 2013 is the 5,000 capacity circus style Big Top which plays host to a campers only special night on the Thursday, and acts as a second stage once the festival begins

This year festival can also enjoy a new venue the Cabaret Club showcasing Comedy, Dance, The Cream Tease Burlesque Cabaret Show, Tim Burgess and now renowned Tim Peaks Diner experience, plus spoken word, quizzes, Drag Acts, The Globe Girls, late night live alt music acts, and more.

The Kids Zone will feature a variety of events, performances and arts & crafts throughout the three days. This year sees the return of the Rainbow Stage, which will feature performances from a variety of storytellers, magicians, musicians, circus acts, and more.

WIRELESS FESTIVAL

This London festival features big name international headliners, rising stars alongside carnival rides, artist signing booths, music workshops, chill-out areas, and more.

Wireless Festival will happen from Friday 12th until Sunday 14th July, at it's new home Queen Elizabeth Olympic Park, in London.

Line-up

Latest additions Will.i.am, Sub Focus (Live), Zane Lowe (DJ Set), Bluey Robinson, Drop City Yacht Club, Devlin, Taboo, and Misha B.

Jay-Z, and Justin Timberlake will headline as UK festival exclusives. On Sunday both appear as Legends of The Summer Stadium Tour. Also confirmed are A Tribe Called Quest, NAS, A\$AP Rocky, Rizzle Kicks, Snoop Dogg, Trey Songz, Jessie Ware, Katy B, Magnetic Man, 2 Chainz, Porter Robinson, Angel, Daley, John Legend, Miguel, Frank Ocean, Emeli Sande, Rita Ora, Kendrick Lamar, Miguel, DJ Fresh, and Calvin Harris.

Also announced are the acts for the Yahoo! Stage, they are Fazer, Mikky Ekko, Watsky, Mikill Pane, Koan Sound, Giggs, A*M*E, Mat Zo, Flight Facilities, Clean Bandit, Jakwob, Logic, Jacog Plant, P Money, Waka Flocka Flame, Phlo Finister, Drop City Yacht Club, Joel Compass, and Charlie Brown.

Tickets

Tickets were priced at £57.50 for Friday or Saturday or £110 for both days, and have sold out. Tickets for Sunday are priced at £75.



NEXT MONTH IN TRENDLIFE ...

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We catch up with Lacey Banghard and discuss what's been happening since leaving the Big Brother house.

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We all make some mistakes but here are ten thou shall never make in public.

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