

Super Bowl ads tackle Trump's controversial policies

Major companies like Budweiser and Airbnb take a stand

by Nora Crumley

Super Bowl LI was historic not only for its overtime victory by the winningest quarterback in football history, but for its political controversy. Companies such as 84 Lumber, Airbnb, Audi, Coca-cola, and Budweiser used their prime time commercial spot to send a message to consumers across the country.

Controversy began when Budweiser released their super bowl ad early. The ad features the story of Budweiser founder, Adolphus Busch, and depicts his journey from Germany to the United States.

The commercial begins with a passerby saying "you don't look like you are from around here," a sentiment directed at the newly immigrated Busch. The ad then flashes to Busch's journey to the United States: from the shaky boat ride across the Atlantic, to the stamp of the passport, to the journey deeper into the continental United States.

The commercial even includes a scene when Busch first gets off the boat in America, and is taunted by angry bystanders yelling "you don't belong here."

This moment and the ad itself made many believe that the company was making a dig at President Trump given his recent anti-immigration executive order.

But vice president of marketing

at Anheuser-Busch, Marcel Marcondes, reassured the public in a statement to the Washington Post, she said the ad had nothing to do with the current political climate and instead highlights, "the ambition of our founder, Adolphus Busch, and his unrelenting pursuit of the American dream."

In a statement obtained by the New York Times, Marcondes continued "We believe beer should be bipartisan, and did not set out to create a piece of political commentary. However, we recognize that you can't reference the American dream today without being part of the conversation."

Despite the company's claim, many said the ad is a poke at President Trump and his recent immigration bans.

On Jan. 27, President Trump signed an executive order, temporarily banning immigrants from seven predominantly Muslim countries. The executive order caused immediate backlash, with many American's protesting in the streets and at airports. This executive order has temporarily blocked by a Washington Federal judge on Feb. 3, and will go in front of a judiciary review on Feb. 7.

Budweiser was not the only company that seemed to target Trump's controversial policies. Coca-cola reran an ad from 2014 featuring people of different ethnicities. The background song "America the beautiful" was sung in a variety of languages, matching the physical diversity of the people in the commercial.



Budweiser's ad powerfully depicts the struggles that many immigrants face when coming to America | Budweiser

According to a statement released by the beverage company after the commercial originally aired, the purpose of the ad was to show, "America is beautiful and Coca-cola is for everyone. We believe it's a powerful ad that promotes optimism, inclusion, and celebrates humanity."

Airbnb shared a similar message. In their prime time spot, Airbnb showed the head-shots of a diverse group of people along with the message, "We believe no matter who you are, where you're from, who you love or who you worship, we all belong. The world is more beautiful the more you accept."

The ad was concluded with the hashtag #weaccept, which was later trending on twitter. The company used their Super Bowl time to highlight their commitment to provide short-term housing for

100,000 immigrants, victims of natural disasters, and aid workers over the next five years.

Airbnb walked a fine line in order to adhere to Fox and the NFL's guidelines disproving of companies making political statements, and was less controversial than 84 Lumber's ad that was vetoed by Fox in an effort to remain neutral.

84 Lumber spent \$15 million on a 90 second ad that was inconclusive because Fox deemed the scene of a Spanish speaking mother and daughter approaching a concrete wall dividing Mexico from the United States too controversial for prime time TV. This was a direct reference to Trump's pledge to build a wall between the boarder of Mexico and the United States in an effort to reduce illegal immigration from Mexico.

84 Lumber's ad was cut before the wall and the mother and child's

distress is seen. Instead the 90 second slot concluded with a message to continue the journey. The 84 Lumber website, that allowed viewers to see the conclusion of the commercial, crashed after the ad aired.

84 Lumber's president and owner, Maggie Hardy Magerko, told to the New York Times regarding the ad, "I still can't even understand why it was censored. In fact, I'm flabbergasted by that in today's day and age. It's not pornographic, it's not immoral, it's not racist."

Though the Superbowl is often a four hour hiatus from the politics of our day to day life, political and social conversations have impregnated American athletic events. So to the dismay of Tom Brady and the Patriots, his historic win was not the only thing in the national spotlight, now that politics has infiltrated America's biggest game.

Supreme and Louis Vuitton plan collaboration for new line

The two major brands have mixed their styles to create unique new pieces

by Olivia Stensberg

The famous streetwear brand Supreme announced a collaboration with the timeless Louis Vuitton at a fashion show in January.

Supreme has collaborated with brands such as Nike, Vans, North Face, Comme des Garçons and more.

The biggest of Supreme's collaborations so far was announced on Jan. 18. Louis Vuitton made it official at the fashion show that the two brands are merging for a vibrant and edgy collaboration by showing off some of the pieces in the collection.

The collaboration will be more exclusive than those in the past because of the rocky past relationship of the two brands. Louis Vuitton sued Supreme in 2000 for unauthorized use of their logo.

Despite the rocky past, starting July 17th the line will be sold at certain Louis Vuitton stores (exact locations have not yet been released). It will roll out not all at once but rather with a few items at a time. Also, the line will only be able to be purchased through Louis Vuitton and not Supreme. Because Louis Vuitton typically costs more than Supreme at retail price, this will make the prices of pieces from the collaboration higher.

The line includes a trunk with a monogram skateboard and tool kit inside which is rumored to cost

around \$68,500. Also in the line is a leather fanny pack, scarves, denim baseball jerseys, a messenger bag, jackets, and more. No prices are official yet but most items will cost about \$600-6,000.

Kim Jones, the head menswear designer for Louis Vuitton, told fashionista.com that Supreme is a "massive global phenomenon" and said that "the strength of [the Supreme] graphic versus the strength of the Louis Vuitton graphic, [had] that kind of Pop Art feeling. It works together perfectly."

Louis Vuitton mixed their use of leather with Supreme's classic shade of red to make this line pop. The two brands vivid logos can be spotted nearly everywhere and the brands merged in attempt to gain a broader audience.

It's the newest trend for a director of a major fashion house to try to connect to street culture.

Supreme is the most popular of the streetwear brands and Louis Vuitton has been influencing the fashion world for decades, so it only makes sense the two would combine forces.

Supreme started as a small skateboard shop founded by James Jebbia with a few clothes on the side in New York in 1994.

Jebbia was inspired to expand his clothing line due to simplistic and bold designers such as Karl Lagerfeld or Chanel.

Due to the booming culture of street wear worldwide, the brand's demand naturally increased, causing an increase in exclusivity as well.

The exclusivity is part of what caused this brand to become so expensive. New Trier security guard Johnyell Owens said, "I see

kid's wearing it and I think it has a nice urban touch. This is a wealthy community so if you can afford it, go for it." A sweatshirt that may originally sell for \$160 can become highly sought after and is resold for much more. Some people pay upwards of \$1,000 for exclusive resold pieces.

The resale business of Supreme is so large due to the fact the brand doesn't have a traditional release when a new line comes out. Instead, Supreme releases 5-15 items every Thursday at 11am. The website sells out within minutes. There are only 10 stores in the world, one in Los Angeles, New York, and a few in Japan.

Junior Freddy McClanahan, who's been wearing and loving Supreme since his Freshman year, said, "Supreme started off as a small skateboard shop in the 90s that sold clothing on the side which has now turned into one of the worlds most sought after street wear brands."

Senior Henry Raith, who is a reseller of the brand, said, "the hype around Supreme is also focused around the celebrities wearing the items."

Kylie Jenner, Gucci Mane, ASAP Rocky, Travis Scott, and Kanye West are all notable celebrities spotted wearing this brand.

Between the mix of celebrities gravitating towards this brand, the popular resale culture, and now this new ground breaking collaboration, Supreme is expanding it's horizons to bigger and better things.

McClanahan continued, "The announcement of Supreme and Louis Vuitton collaborating is very exciting because of the implications that Supreme is becoming a much more popular brand."

Math team aces their recent competition

Many students benefit from math team participation

by Mia Sherin

On Wednesday, Feb. 1, the New Trier math team recieved first at their site for a competition involving 55 schools overall.

New Trier hosted Ida Crown, Loyola, Evanston, and Niles North on their site, though other schools were dispersed among many different locations. All 55 teams in the league competed on the same night. The teams were ranked and given awards based on how they did at their specific site, as well as how they did compared to all of the schools competing.

Within their site, the New Trier Math team received first place. Junior Yamenah Ambreen said "I was definitely proud of how we did and we're only going to get better for our next competitions."

Ambreen was the representative from New Trier who competed in Orals, one of the three portions of the competition. In this competition, one participant receives questions and then must present their solutions to two judges.

There are two other parts of the competition. The first is the written competition. It is given in a quiet test taking environment. The other portion is called the Candy Bar Contest, where the entire team receives 20 questions and 20 minutes to solve all of the problems.

New Trier also came in first in the Candy Bar Contest. Senior Carlyn Chrabaszcz said, "we got first place and won the side competition

called the Candy Bar Challenge, so I was very proud."

Chrabaszcz, a member of the math team since freshman year, said it was positive part of her high school career. "What makes it so fun for me is the people on the team. A lot of bonding happens on the long bus rides and overnight trips for competitions."

Ambreen was also positively impacted. "It's a great experience because I get to practice something I love on a weekly basis with kids who have similar interests as me."

Katherine Linsenmeir and Jon Lepeska have both been coaching since they became teachers at New Trier. They became head coaches in 2010. The team has had a lot of success and placed 8th out of 55 schools last year. This year, the team took 9th place overall.

Evanston was New Trier's biggest competitor at the competition. The coaches were aware of this going into the meet, and their prediction was spot on. Evanston came in second, only three points behind New Trier.

Although Linsenmeir was behind the scenes in the grading room for the majority of the competition, she was present for the excitement during the awards ceremony. "Students definitely cheered for each other," she said.

Looking back at the experiences of the students on the math team, Chrabaszcz may not have expected such a supportive group, but that is what she got. She stated, "My freshman year math teacher, Mr. Hsieh, offered us extra credit to go to the first meeting, but I liked it so much that I kept coming back."