

## Fashion Trends

### Go, Go Gadget Belt!

French company Emoita has designed the latest in wearable tech trends—Belly. Sure it lacks a creative name, but it makes up for it in efficiency. Belly adjusts to your waistline when you sit, stand or hit up the all-you-can-eat buffet. It even monitors your steps and helps you stay on top of your fitness goals.



## Web Series Trends



### Less Vagina and More Shlong

The web series with a diverse cast trend continues...and we like it.

Remember the Vagina Monologues? Well it's not that. Shlongologues is a 10-part web series brought to you by Comedy High Productions. These less-than-2-minute videos feature stories, poems and songs delivered by actors in an intimate setting, centered around how the SHLONG affects their lives. Catch weekly episodes all through September.

# Trendspotting

## Hair Style Trends

### Abuela Melena

So lilac hair color is out and gray hair is in. Nicole Richie, Lourdes Leon (Madonna's daughter), Rita Ora and even Dascha Polanco are all sporting granny hair. LatinTRENDS dares you to dye your hair and take a pic with your abuela. Send it to us at [editorial@latintrends.com](mailto:editorial@latintrends.com).



## Tech Trends

### Ad Blocker Blockers

You hate it when you scroll down your favorite website and you accidentally click on an ad, right? So you download an adblocker, right? But then you try to click on a website that has an adblocker.... um... blocker! The thing is that the adblocker you downloaded is making it difficult for the publisher to provide content at no cost to you. You're worried about security and they're losing money. Companies like PageFair and Sourcepoint, founded by Ben Barokas, a former senior executive at Google, are finding creative solutions to punch through adblockers. A few solutions have been including ad banners within content, giving the reader a choice to disable adblocking in order to view videos or continue reading an article, or even displaying a message to readers like, "our ads pay for your content, how about you choose to allow them?"



### Facebook: Dime con quién andas, y te diré quién eres

Remember when your parents used to say that? So here's the deal. Have trouble accessing credit? Low credit score? Emerging lending companies, like Lenddo and Kreditech, use other factors to determine your creditworthiness like whether your Facebook friends pay back their loans or not, how much time you spent reading the fine print on your loan application, and even what you bought on Amazon.com or on Ebay! Cuidado!

