

# fashion of beauty<sup>®</sup>

Fall '10/Winter '11

## PUTTING ON THE RITZ

### Luxury Is Back In Style

Stella McCartney



The fur is flying and there are sparkles plenty as the fall/winter collections in America and Europe reflect a more relaxed attitude to luxury looks. While luxe fabrics and embellishments dominated the fashion scene, minimalism was also in high style with superb tailoring and clean lines.

CHANEL never fails to surprise as it casts its spin on fur. **Karl Lagerfeld** offers "fantasy furs," which are really fake, yet make their own unique and clever statement. Relaxed glamour from **Michael Kors** featured fur in combination with oversize cashmere sweaters partnering with pants and coats.

**Stella McCartney** communicated the message of minimalism with super-clean looks such as V-neck tunics and skinny wool pants, sleeveless wool coats and mini-shifts. Fendi showed modern and relaxed styles by Mr. Lagerfeld that offered a well-defined sense of composition. Balenciaga showed a silhouette of square-cut jackets over skinny pants.

**Ralph Lauren** makes a case for romanticism with floral prints, leg-of-mutton sleeves, velvets and trousers that evoke late 19<sup>th</sup> century looks.

**Margaret Hayes**, President of The Fashion Group International (FGI) commented on the fall/winter collections, "If clothes are truly socio-economic indicators, the recession is really over, and it's okay to look rich again. That's the fall fashion mantra on both sides of the Atlantic."

Balenciaga



Michael Kors



### FGI's "Best Bets" for Fall/Winter:

- Pantsuits
- Camel is the color that defines the season.
- Leather
- Capes and commodious coats
- Fuller skirts, some longer
- Fur scarf
- Inlays
- Chunky knits
- Plaid
- Lace
- Velvet sparkle
- Short evening dress with mini train
- Suede shoes and bags
- Gloves, boots and booties

Fendi



Photo Credit: All photos by The Fashion Group International

# BACKSTAGE AT NEW YORK'S FALL/ WINTER FASHION COLLECTIONS

WITH MAYBELLINE NEW YORK'S GLOBAL  
MAKEUP ARTIST **CHARLOTTE WILLER**



Charlotte Willer (r.) with Max Azria at his runway collection



Model getting the Maybelline New York look by Charlotte Willer at the Michael Angel show



Charlotte Willer and Erin Wasson backstage at the RVCA runway show



Charlotte Willer (r.) with Tracy Reese at her runway show



Charlotte Willer (c.)  
being interviewed  
backstage at Vivienne  
Tam's runway show.

*(Continued on page 45)*

fashion of beauty® Fall '10/Winter '11

# face in focus

## Blue Print For Fall

Estée Lauder stars the iconic colors for fall—blue and purple—in the new Blue Dahlia Pure Color Collection by **Tom Pecheux**. “I like to give women choices in the way they look. From a neutral to a smoky to a fashionable, strong look, these shades can be used with them all,” explained Mr. Pecheux, Creative Makeup Director at Estée Lauder.

The look features smoldering eyes, shimmering lips and bold nails. He debuted his inspiration for this collection backstage at the Derek Lam Autumn/Winter 2010 Fashion show themed the “Myth of the West.” It tied together the strong, intensely energetic makeup with the design and fantasy of the clothing. There are two distinct looks with complementary lip products in shades of pale pink and raspberry shine as well as nail shades in deep navy and iridescent lilac.

Rich, striking eyes, achieved with Pure Color Five Color EyeShadow Palettes in Blue Dahlia and Surreal Violet, mix cool shades that mimic the theatrical world at the edge of night. They are presented in a golden-mirrored compact with an oversized Estée Lauder cartouche. The eyes can be highlighted with four new shades of Pure Color EyeShadow and lips are drenched in four shades of Pure Color Gloss Stick layered with four shades of Pure Color Gloss. Nails are slicked with two shades of Pure Color Nail Lacquer.

The Blue Dahlia Fall 2010 Collection ranges in price from \$18.00 to \$40.00 and is available now for a limited time at all Estée Lauder counters nationwide and at [esteelauder.com](http://esteelauder.com).



Hilary Rhoda fronts the new Estée Lauder Blue Dahlia Pure Color Collection by Tom Pecheux



The Blue Dahlia palette from the fall color collection

Complementary Pure Color Gloss Stick and Pure Color Gloss for the Blue Dahlia Pure Color Collection



EyeShadow shades and finishes are sensual and powerful, and I love them,” said Mr. Pecheux. “These are definitely my babies.”

Shades from the Estée Lauder New Pure Color EyeShadows by Tom Pecheux

The eyes have it with 48 shades and four dynamic finishes of New Pure Color EyeShadows by Tom Pecheux inspired by his visionary style. “I think eyeshadow brings to a woman a lot of self-confidence and power. The new Pure Color



Tom Pecheux applies New Pure Color EyeShadows to Ms. Rhoda for a dramatic look.



# fashion of beauty® Fall '10/Winter '11 face in focus

True Vision™ Technology incorporates intense pigmented shades for a saturated, color rich application of the eyeshadows, and a crystalline laminate polymer intensifies color clarity and vibrancy. The Estée Lauder New Pure Color EyeShadows in 48 shades are divided into four dynamic finishes: Matte, Satin, Luminous and Metallic. They are presented in a golden mirrored compact with the oversized Estée Lauder cartouche and equipped with a sponge-mitt applicator created to work with all four finishes. They are each priced at \$20.00 and are available now at all Estée Lauder counters nationwide and at [esteelauder.com](http://esteelauder.com).

## An Eye On Color



Shiseido's Artistic Director Dick Page applies Shiseido Makeup Luminizing Satin Eye Color Trio.

A model showcases Shiseido Makeup Luminizing Satin Eye Color Trios



Shiseido Makeup Luminizing Satin Eye Color Trios

**Dick Page**, Artistic Director for Shiseido Makeup, believes that color is an accessory for fun, decoration, an expression of self or to play with. "Makeup has no purpose other than its application on a face. The face animates my work and gives meaning to color and texture," Mr. Page expressed. "I'm more interested in what feels fresh and new." He has developed new makeup that communicates in the language of color.

Inspired by his travels around the globe, Mr. Page has created seven tri-color palettes as the newest additions to the Shiseido Makeup Luminizing Satin Eye Color Trio collection. The formulation's smooth texture is achieved with satin smooth pearl, micromatic color pigment, super hydro-wrap vitalizing DE and dual optimizing powder. The seven palettes reflect moments taken from landscapes around the world and sights through his eyes. They are priced at \$33.00 each.

Damaged lashes are resuscitated with Shiseido Makeup Nourishing Mascara Base. Also intensifying the volume of mascara, the base, available in one universal shade, provides a glossy finish and long-lasting curl. One coat of new Shiseido Makeup Perfect Mascara Defining Volume is designed to give lashes a dramatic, voluminous look. The mascara's wand helps mascara, formulated with volume-enhancing ingredients, to adhere to the lashes all day long. It comes in two shades. Both the base and new mascara are priced at \$23.00.

Drawing a fine line is foolproof with the new Shiseido Makeup Automatic Fine Eyeliner. Its click-pen brush releases the ideal amount of the glossy, fade-free and smudge-proof formula for precise and easy application. Available in two shades, it is priced at \$29.00.

The Perfect Rouge collection, Mr. Page's first creation for Shiseido which launched in 2009, has added five new shades. The lipcolor, formulated with translucent red pigment, dual-optimizing powder, satin smooth pearl and super hydro-wrap vitalizing DE, is priced at \$25.00.

Imperfections are erased to produce a natural finish with new Shiseido Makeup Refining Makeup Primer SPF 20. Its oil-absorbing powder, dual-optimizing powder, satin smooth pearl and super hydro-wrap vitalizing DE fill in fine lines as well as counteract dullness, redness and uneven skin tone. It is priced at \$30.00.



New Shiseido Makeup Perfect Mascara Defining Volume



One of the five new shades added to Shiseido Makeup Perfect Rouge



Shiseido Makeup Natural Finish Cream Concealer can be used over smaller or larger areas of the face.

(Continued on page 49)

# MAYBELLINE NEW YORK'S BEAUTY REPORT FROM THE FASHION RUNWAYS AT NEW YORK'S FALL/WINTER COLLECTIONS

## Max Azria

The beauty look at Max Azria was "Purely Provocative"—a perfect balance between a natural complexion and a bold orange lip-color created specially for the show by Maybelline New York Global Makeup Artist Charlotte Willer.



Radiant skin was the perfect backdrop to the centerpiece of the look which was a bold coral-orange lip. Side-swept "catty" lashes adorned bare eyes, accented only by natural-looking brows.

### HOW TO GET THE LOOK:



Mineral Power Natural Perfecting Liquid Foundation: Charlotte applied this "as a cream" onto skin for a dewy and natural finish. Use all over, including eyelids and even the neck, for the perfect base.

Lash Stiletto Voluptuous Mascara: Charlotte added length and volume with this rich mascara, paying extra attention to the corners for a

cat-like lash effect.

Define-A-Brow Eyebrow Pencil: Charlotte used the micro precise applicator to create a natural looking brow, making this intense look more approachable.



Color Sensational Lipcolor (shade created exclusively for Max Azria): Charlotte created this special hue just for Max Azria, but if you can't wait for it

to make its debut, Coral Crush is the closest current shade. This chic, modern take on a bold lip was created by mixing bright orange lipcolor with lip balm, applied by dabbing onto the lips with fingertips. Charlotte finished by adding a little more color just onto the center of the lip straight from the tube for a "blossoming flower" effect.

## Michael Angel

The look was right out of a modern painting at Michael Angel as Maybelline New York Global Makeup Artist Charlotte Willer channeled her inner Picasso with two bold green and blue eye looks for the Designer's Fall 2010 fashion show. Charlotte's gorgeous work began with an all over hint of illumination producing a bright, super-fresh face. She then layered two show-stopping strong eye looks. The first, an earthy brown on the upper lid gave depth, while bold lime green on the lower lid added beautiful whimsy; strong lashes finished the eye off. The second look intensified the eye with a rich, deep blue shadow rimmed with gold on the lower lashline and eyelashes. The perfect counterpoint to both?



Nude lips dressed with richly neutral color complemented these bold eyes without competing.

### HOW TO GET THE LOOK:



Eye Studio Color Plush Silk Eyeshadow Quad in Green with Envy: use the neutral shade as a base on the lids, line bottom lashes with the lime green hue and apply the brown shade to the crease.

Color Sensational Lipcolor in Totally Toffee: pucker lips and smooth this lush Lipcolor all over—straight out of the tube.



Mineral Power Illuminator: Dip the kabuki brush into the cap and tap to remove excess product. Dust lightly over the entire face in a circular motion.



## RVCA X ERIN WASSON

The beauty look at Erin Wasson for RVCA was a unique mix of cool-girl natural and “a little bit of wackiness.”

Maybelline New York Global Makeup Artist, Charlotte Willer, went sultry and pretty with a smoky taupe grey shadow and strong, clean liner on upper and lower lids. Long, separated lashes complemented the look along with sun-kissed contoured cheeks and clear glossy lips. And for a little dash of “playful craziness” Charlotte created just one dark feathered brow and lined part of the bottom lip with a black liner, incorporating a bit of a “tribal” feel.

### HOW TO GET THE LOOK:

Eye Studio Color Plush Silk Eye Shadow Quad in Sapphire Siren: Apply the grayish taupe shade to the upper lid to just above the crease, blending carefully so that there are no harsh lines.

Eye Studio Lasting Drama Gel Liner in Black: Apply to the brow with a flat liner brush in a quick upward motion.



Shine Sensational Lip Gloss in Minty Sheer: Apply this clear gloss to

lips primed with concealer for high shine with minty flavor (fresh breath bonus)!

## Tracy Reese

The beauty look at Tracy Reese was an intriguing “Feminine/Masculine” blend.

Maybelline New York Global Makeup Artist Charlotte Willer created a smoky yet shiny eye, adding illumination around the face for the perfect mix of textures to complement Tracy’s sumptuous multi-textured collection.

### HOW TO GET THE LOOK:



Eye Studio Color Plush Silk Eyeshadow in Copper Chic: Charlotte used the dark brown shade from the lash line to the crease and blended up toward the brow with the lighter beige tone.

Eye Studio Lasting Drama Gel Liner in Black: Apply to the lower inner rim to give the smoky eye a super-sultry edge.

Lash Stiletto Voluptuous

Mascara: apply generously with the Plump & Stretch Brush to lengthen while volumizing.

Mineral Power Illuminator in Pink: sweep around eye area for the perfect amount of highlighting to soften the dramatic eye look.

Color Sensational Lipcolor in Totally Toffee: Mix with a bit of lip balm for a natural, subtle look that balances out the bold eye.



## Vivienne Tam

“Classic China Doll” was the beauty look at Vivienne Tam with a deep, luscious red lip complemented by a flawless porcelain complexion.



Maybelline New York Global Makeup Artist, Charlotte Willer, went classic femme fatale by pairing deep cherry-bitten lips with bare cheeks. Eyes were accented in the corners with a shimmering light beige shadow to evoke sexy screen siren. Natural brows created a pretty, “not-too-perfect” look.

### HOW TO GET THE LOOK:

**Color Sensational Lipliner in Red:** Charlotte first lined the lips precisely and then filled in the entire lip area in feathered strokes for a long-lasting, perfectly rich red result.

**Eye Studio Color Plush Silk Eyeshadow in Copper Chic:** Charlotte used the lightest shade in the corner of the eye as a shimmery, feminine accent and focal point.

**Mineral Power Natural Perfecting Foundation:** A luminous finish and natural coverage result that paired perfectly with intense lips.

**Define-A-Brow Eyebrow Pencil:** Charlotte used the micro precise applicator and smear free formula to create a natural looking brow, making this intense look more approachable.



## William Rast

For William Rast’s Fall 2010 show, Maybelline New York Makeup Artist Charlotte Willer created a look that melded **Brigitte Bardot** with a little biker girl edge. “We



wanted the girls to look sexy, but in a fresh, modern way,” said Charlotte. That freshness came with flawless skin, defined brows and loads of mascara, the only adornment Charlotte added to eyes, but it was enough. Nude lips, in a shade specially created by Charlotte for the show, were the final touch.

### HOW TO GET THE LOOK:

**Dream Liquid Mousse Foundation:** apply with fingers over entire face.

**The Colossal Volum’ Express Mascara in Glam Black:** Charlotte added layer after layer on top and bottom lashes to build up this mega lash look.

**Define-A-Brow Eyebrow Pencil:** Top off dramatic lashes with beautifully defined brows. The key is to create a brow that’s shaped but not overdone.

**Color Sensational Lip-color in Nearly There:** Charlotte’s special creation for this show was the perfect Bardot nude. Try Color Sensational in Nearly There to achieve a similar look. Apply with finger for a soft, sultry look.



## Bumble and bumble Fall 2010 Hair Looks

### Prabal Gurung Hair By Jimmy Paul



At Prabal Gurung, Jimmy Paul gave models a futuristic, aggressive look to complement the strong lines of the clothing. Side sections were pinned back tightly for a sleek, aerodynamic appearance while the top was teased slightly to create volume and accentuate the crown. Bumble and bumble Does It All Styling Spray was used to finish the look and smooth flyaways.

### Altuzarra Hair By Laurent Philippon



Laurent Philippon's simple ponytail at Altuzarra was designed to look as though the model had styled it herself. Bumble and bumble Prep was misted on the hair for light conditioning and shine. Philippon then allowed the hair to fall at its natural part and secured low at the back of the head. Flyaways were encouraged to add to the ease of the look.

### Ruffian Hair By Neil Moodie



For the hair at Ruffian, Neil Moodie created a "cosmic" bun high on the head. He applied Bumble and bumble Prep and Styling Creme before blow-drying and then created a ponytail at the back of the crown. This was then sectioned and wrapped into a twisted chignon that called to mind a planet in orbit.

### Cushnie et Ochs Hair By Jordan M



As a counterpoint to the strong, graphic clothes of the collection, Jordan M created a messy, rough hairstyle for Cushnie et Ochs. Hair was coated with Bumble and bumble Styling Creme for hold, then diffused by rolling with the fingers to encourage texture. The hair was pinned loosely in the back with a few front pieces swept across the face.

### Karen Walker Hair By Rolando Beauchamp



At Karen Walker, Rolando Beauchamp gave the girls a rough, sexy ponytail that looked as though it had simply been pulled back after a night out on the town. He prepped the hair with Bumble and bumble Thickening Hair-spray for volume, then blow-dried without using a brush to encourage texture and height at the crown. The

hair was then secured with an elastic and finished with a spritz of Does It All Styling Spray.

### Geren Ford Hair By Travis Speck



In an homage to **Lauren Bacall**, Travis Speck created a not-so-prim, dry-textured faux bob at Geren Ford. The hair was set with a curling iron and a bit of Bumble and bumble Spray de Mode, then brushed out and pinned under to create a 1940s style.

### Vera Wang Hair By Jimmy Paul



Jimmy Paul created a **Brigitte Bardot**-inspired hairstyle for Vera Wang's Fall runway show. The hair was prepared with Bumble and bumble Thickening Hairspray and Surf Spray and then teased to create a voluminous crown. Finally, side sections of the hair were twisted back and pinned at the nape of the neck.

### VPL Hair By Neil Moodie



At VPL, Neil Moodie designed a clever take on the ponytail by creating a simple but stunning loop at the back of the head secured with elastic string. To achieve the sleek texture, hair was blow-dried with Bumble and bumble Prep and Styling Lotion, then flat-ironed and misted with Spray de Mode.

# fashion of beauty® Fall '10/Winter '11 face in focus

(continued from page 26)

New Shiseido Makeup Pore Smoothing Corrector is a long-lasting, pore-correcting foundation that visibly erases prominent pores and oily shine. The gel formula, applied in a circular motion, combines dual optimizing and oil-absorbing powder to help even the skin's texture and brighten a dull complexion caused by excess oil. It is on sale now for \$30.00.

Super hydro-wrap vitalizing DE is the key ingredient in new Shiseido Makeup Natural Finish Cream Concealer. It covers dark circles and uneven areas such as reddened cheeks, discoloration and freckles as well as reduces the appearance of dull skin. It comes in 5 shades for \$25.00.

All of the new Shiseido Makeup products are available nationwide beginning this month at fine department and specialty stores where Shiseido products are sold as well as online at Macy's, Bloomingdale's, Nordstrom, Lord & Taylor, Saks Fifth Avenue, Barneys New York, Dillard's and Sephora.

## Jazz Age

La Prairie conjures up visions of Parisian nightlife, cabarets and all that jazz in its new "Midnight Blues" Fall 2010 Colour Collection. There are sensual shades for the eyes, cheeks and lips that are all about understated sexiness. They are expressed in the form of berry and plum lips, warm cheeks and a sultry, smoky eye in unexpected color combinations of blues and violets.

**Raychel Wade**, New York Makeup Artist and Consultant to La Prairie, expressed, "Fall is a time when women reach for rich makeup colors, and 'Midnight Blues' delivers just that! Using deep blues and cool pinks is a great way to accentuate and enhance your natural look, and this color palette provides endless possibilities to create just the right amount of drama, so people notice you and not just your makeup!"

"Our customers crave a bit of sensuality in color, along with science in skincare, so we work tirelessly to deliver both," explained **Lynne Florio**, President of La Prairie. "Our 'Midnight Blues' collection weaves together a beautiful story of sultry nights that is sure to strike a chord with women."

Eyes get a sexy, smoky look with a Cellular Treatment Eye Colour Ensemble in Midnight Blues (Limited Edition). This palette of four colors, applied alone or in multiple combinations, is priced at \$70.00. New (Limited Edition) Luxe Eye Definer can be used both inside the lid and outside. The wood pencil with a hybrid kohl formula is dual-ended with a waterproof color on one end and a smudge tip on the other and is equipped with a pencil sharpener. It comes in three shades and is priced at \$50.00.

The collection includes Cellular Luxe Lip Colour, formulated with a combination of caviar extracts, vitamins A and E. The lipcolor, conditioning and protecting against dryness, comes in five shades for \$55.00. Lips are lined with new (Limited Edition) Luxe Lip Definer, a dual-ended pencil with color on one end and a natural hair lip brush on the other along with its own sharpener. The wood pencil lipliner comes in three shades for \$50.00.

The "Midnight Blues" Fall 2010 Colour Collection is available now at Bergdorf Goodman, Bloomingdale's, Neiman Marcus, Nordstrom, Saks Fifth Avenue and at laprairie.com.



La Prairie's new "Midnight Blues" Fall 2010 Colour Collection



Sue Devitt Beauty's Lash Intensifier Treatment & Lengthening Mascara

## Serenity/Spirit/Self

According to **Sue Devitt**, Founder of Sue Devitt Beauty, her travels to northern Thailand inspired her to create "a rich, sultry color collection based on the Golden Triangle's captivating natural beauty and its ever-present feeling of well-being." The Golden Triangle is made up of a convergence of Thailand, Laos and Myanmar. This exotic, serene and sensual area is the focus of Ms. Devitt's new Fall 2010 The Golden Triangle Collection.

The collection's colors convey the subtle diffusion of a golden light on green bamboo and the bronze and charcoal hues of Buddhist temples. Ms. Devitt also captured the serene spirit of the region in a nature-based fragrance.

Eyes are wide open with new Lash Intensifier Treatment & Lengthening Mascara. Its beauty wand has the conditioning SymPeptide at one end and an algae-derived Bio-Energizer® Complex in the formulation at the other end. It comes in three shades for \$49.00.



Sue Devitt Beauty's Eye Intensifier Pencil creates an intense, smoky eye.

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Lines are defined beautifully with Eye Intensifier Pencil in a new green/black shade, Golden Triangle as well as two other hues. The eyeliner's new formulation glides on smoothly for easy application and won't crease with facial motions. It is priced at \$22.00.

The pigment-rich, crease-resistant, anti-oxidant formulation for Silky Eye Shadow gives maximum performance with a delicate, luminous finish. The formulation containing water lily extract to hydrate the skin helps to prevent creasing and provides long-lasting coverage. It comes in 31 shades for \$18.00.

These three products in the Fall 2010 The Golden Triangle Collection are available now at [suedevittbeauty.com](http://suedevittbeauty.com), Barneys New York and [barneys.com](http://barneys.com), Bloomingdale's and [Bloomingdales.com](http://Bloomingdales.com), Macy's Impulse Beauty, [beauty.com](http://beauty.com) and other fine prestige retailers domestically and internationally.

New, limited-edition Golden Triangle Eye, Lip & Cheek Highlighter is an all-purpose gel formulation to accent the eyes, lips and cheeks with a golden-neutral shade. It contains rice lipids plus vitamins A and E to build a defense against environmental pollutants. It can be purchased for \$22.00 at [suedevittbeauty.com](http://suedevittbeauty.com), Barneys New York and [barneys.com](http://barneys.com), Bloomingdale's and [Bloomingdales.com](http://Bloomingdales.com), [beauty.com](http://beauty.com) and other fine, prestige retailers domestically and internationally.

Ingredients including hyaluronic filling spheres to smooth lips and peptides to promote collagen are contained in the formulation for limited-edition Lip Enhancing Gloss in Golden Triangle. The lipcolor also has menthol crystals to impart a light, tingling sensation to create fuller lips. Priced at \$22.00, it is now at [suedevittbeauty.com](http://suedevittbeauty.com), Barneys New York and [barneys.com](http://barneys.com), Bloomingdale's and [Bloomingdales.com](http://Bloomingdales.com). Macy's Impulse Beauty, [beauty.com](http://beauty.com) and other fine prestige retailers domestically and internationally.

Accompanying the Fall 2010 The Golden Triangle Collection is new, limited-edition Golden Temple Effusion Eau de Toilette. It was inspired by the early-morning mist rising from Thailand's bamboo forests. The fragrance contains Thai botanicals including deep rainforest woods, lily and red berries. Priced at \$65.00, it is now at Barneys New York and [barneys.com](http://barneys.com). A percentage of the proceeds from the Golden Temple Effusion Eau de Toilette will be donated to help bring safe drinking water to Southeast Asia's Golden Triangle region.



Sue Devitt Beauty's limited-edition Lip Enhancing Gloss in Golden Triangle

Sue Devitt Beauty's Silky Eye Shadow imparts a delicate, luminous finish.

Sue Devitt Beauty's limited-edition Golden Temple Effusion Eau de Toilette is a delicate, oxygenating essence.

## Outrageous Beauty

M·A·C's Dare To Wear Lipglass in Bold & Brash



M·A·C's Eye Shadow in Sassy Grass

M·A·C's Dazzle Lipstick in Glaringly Hip



M·A·C captures the **Lady Gaga** look with its new Dare To Wear collection. It expresses the wave of energy, excitement and outrageousness all around the world by those who dare to declare their own originality. High-powered pigment and pearl create an intense, shine-saturated gloss that is combined with pop eyeshadow shades. There are six Dare To Wear Lipglass shades for \$18.00 each and twelve shades of Eye Shadow for \$14.50 each.

Sizzling hot drama is digitized with M·A·C's new Digi-Dazzle limited-edition lipcolor collection. There are



M·A·C's Haute & Naughty Lash produces defined lashes for day and instantly combed volume for evening.



A two-in-one dual wiper system gives M·A·C's Haute & Naughty Lash double life.

13 colors of Dazzle Lipstick priced at \$14.00 each for new heights in tonality.

Eyes lead a double life with Haute & Naughty Lash, M·A·C's two-in-one mascara. It features a dual wiper system with two different sizes—one big and one small—that control the amount delivered. The smaller orifice keeps lashes separated, natural and defined. The larger orifice produces volume and drama. M·A·C's Haute & Naughty Lash is now available at [maccosmetics.com](http://maccosmetics.com), [nordstrom.com](http://nordstrom.com) and next month at all M·A·C locations.

## The London Look

The essentials for looking London chic begin with Rimmel London's Lasting Finish 25-Hour Foundation. The lightweight foundation containing energizing mineral complex and aqua primer provides extended wear, hydration and a natural finish. It is available now in 11 shades for \$7.48.

The lash-building, volume-boosting Max Volume Flash Mascara is now followed by Rimmel London's Max Volume Flash Waterproof Mascara. Both formulations are enriched with collagen and keratin to plump and strengthen the lashes. The new waterproof mascara is equipped with a large, plush brush, and its perfect-fit technology produces fast, no-mess lashes. It is available now for \$7.19.

Rimmel London has developed a formulation with GROW-LASH Complex that promotes the appearance of long, remarkably strong lashes. Lash Accelerator Mascara combines biotin to stimulate lash growth, biotin tripeptide to enhance lashes, caffeine to enhance lash circulation as well as lecithin, sodium hyaluronate and arginine to strengthen, hydrate and condition lashes. It comes in three shades for \$9.99 and will be available in October.

All of these Rimmel London makeup products are sold at chain drug stores and mass retailers nationwide.



Rimmel London's Lasting Finish 25-Hour Foundation minimizes break-down from sweat, heat and humidity.



Rimmel London's Max Volume Flash Waterproof Mascara takes lashes from skinny to fat in 10 seconds.

## Emancipated Beauty À La Française



The face of Guerlain's 68, Champs-Élysées Collection Couleurs Automne/Fall 2010 is the essence of French chic—saucy, sensual, slightly mischievous and seductive.



Guerlain's Écrin 6 Couleurs offers four contouring shades, one color and one liner.



Guerlain's Kiss Kiss Essence de Gloss is a lip care product that unites beneficial ingredients with pure color in a shiny and ultra-soft texture.

The Paris address of Guerlain is 68, Champs-Élysées, and it is also the title of the beauty-maker's new makeup collection. Developed by Guerlain's Creative Director, **Olivier Échaudemaison**, the Collection Couleurs Automne/Fall 2010 pays tribute to French glamour.

The star product in the collection is Écrin 6 Couleurs-6 shade eyeshadow. Each of its five palettes bear the names of Guerlain

boutiques in Paris. All of the shades contain moonstone which gives silvery or blue reflections supported by its lamellar structure. The Écrin 6 Couleurs offer a range of three different textures in each of its harmonies—iridescent formula, matte formula and a satiny formula. The palettes are presented in a case designed by **India Mahdavi**.

# fashion of beauty® Fall '10/Winter '11 face in focus

Its silvery reflections and mashrabiya latticework design has an easel opening at a 205° angle to display a mirror and is equipped with a professional, double-tipped brush. It is priced at \$84.00.

Kiss Kiss Essence de Gloss is Guerlain's new extreme shine formula combined with anti-aging active ingredients. It smoothes wrinkles and fine lines and leaves lips plumped. Mother-of-pearl particles give an immediate flash of radiance, vitamin A and oligoelements stimulate cellular renewal, and vitamin C protects the lips from signs of aging and external irritants. Available in eight shades, Kiss Kiss Essence de Gloss is priced at \$31.00.

The 68, Champs-Élysées Collection Couleurs Automne/Fall 2010 also has four new shades of Rouge G de Guerlain for \$46.00, three new shades of Kiss Kiss Gloss for \$30.00 and two new shades of Blush 4 Éclat for \$49.00.

All of Guerlain's color collection is available now at select locations of Saks Fifth Avenue, Nordstrom, Neiman Marcus, Bloomingdale's, Bergdorf Goodman and also at Sephora.com.



tarte's iconic natural cheek stain celebrates its tenth anniversary with a new, limited-edition presentation.

## A Decade Of Color

tarte celebrates its 10<sup>th</sup> anniversary with new products and a continuing commitment to include natural ingredients in many of them such as Amazonian white clay. The iconic product that started it all a decade ago was tarte's natural cheek stain, which is all new with a limited-edition gold-studded tube in the brand's signature dark purple and a bright pink blush shade to suit all complexions.

The Fall 2010 tarte Ten Year collection features a limited-edition collector's palette exclusive to Sephora containing 10 shadows, eyeliner and full eyeshadow brush. Also exclusive to Sephora are eight shades of **emphasEYES™** aqua-gel eyeliner and the radiant & rested luminous complexion collection with bestsellers and exclusive pre-launches.

tarte's entire fall 2010 makeup collection ranges in price from \$18.00 to \$44.00 and is available now at tarte.com, Sephora, sephora.com, beauty.com, dermstore.com, Henri Bendel and boutiques nationwide.



A limited-edition collector's palette from tarte contains 10 shadows, eyeliner and brush.



emphasEYES™ in eight shades is part of the tarte Ten Year collection.



Daphne Guinness is the muse for the NARS Fall 2010 Collection.

## Beauty Muse

Whether A-list or avant-garde, **François Nars**, NARS Founder and Creative Director, has been inspired by iconic beauties who he says are "larger than life, unforgettable and possess an elegance that's timeless." Mr. Nars' newest face for his Fall 2010 Collection is **Daphne Guinness**. "Daphne is the ideal icon to capture Fall 2010's old-Hollywood meets futuristic look," he added.

The collection contains three shades of Eyeshadow, one named Daphne; one shade of Douceur Blush; one limited-edition Lipstick and one limited-edition Lip Gloss, two Eye-shadow Duos and one limited-edition Soft Touch Shadow Pencil. They range in price from \$25.00 to \$32.00 and are available now at narscosmetics.com.

NARS creates a base of operation with new Pro-Prime™ makeup. Mr. Nars created two products in Pro-Prime™ to help makeup look fresh and professionally applied for hours. *BF*



The NARS Fall 2010 Collection