

248.901.2560

on the web: <http://observer.eccentric.com>

Makeup — a question of color

When I started in the industry in 1964, there were no special makeup lines available for dark/yellow/olive complexions. Flori Roberts and Barbara Walden came on the TV scene in the late 60s. Interestingly, many caucasians are in point of fact darker than my black/latino/asian clients. So what is a woman to do? I thought I'd jot a few guidelines down that apply to women of all ethnic groups.

The darker the skin is, the more it reflects light. What does that mean? The skin has a tendency to appear "oilier" than the average. Common sense should answer this one for you. Use less moisture lotion and be sure to powder down. I know what a lot of you are saying. "When I powder, I look like a corpse"

... a grey corpse? Like any product you consider purchasing, be sure to try it first.

Matching foundation to skin color has always been a problem for dark-complected women. Foundations tend to pull "red" or the aforementioned "grey." Makeup base should always be slightly lighter than the skin on the face. If you have multi-pigment skin and you match it precisely, it tends to "bleed" the irregularities, and the skin looks blotchy. One advantage darker women have is less of a line of demarcation at the chin-line, in relation to the neck.

Eye makeup causes interesting challenges to all brown/dark-eyed women. It's not written in stone, but the majority of dark eyes tend to have "yellowish" whites. The best antidote for this is to use a blue crayon on the conjunctiva (or the mushy membrane) of the lower eye. We make aloe-based products that do not smear, but there are many products out there that work well.

Asian women, or any woman with almond-shaped eyes knows what it's like to create a lid. The first rule of art is "lightness brings out and darkness hides." Here's the rule-of-eye: Use a light shade under the eye brow. Use the lightest shade on the lid. Use the darkest shade in the outer corner of the eye, the next to darkest toward the nose. Be sure to use a very light eyeliner on the upper lid (we always use white), and lots of mascara.

The broader the bridge of the nose, the more you usually want to narrow it. How? There is a product called Contour which women automatically think is for the cheeks. Correct, but it can also narrow your bridge and tone down the Ally McBeal "waddle" on the neck. Remember what I said: lightness brings out, darkness hides. Use a thin and light brush along the line at the sides of the bridge carefully. Then blend it so you barely see it. A dot on the tip (well blended) reduces the length of the nose as well.

You must remember that the fuller the mouth, the more dramatic lip color can be. One thing I find interesting is that black lipline thing going on. Almost as ugly as the dark, rotted-looking lip colors kids are wearing (and women who want to look like kids...very attractive on older women, don't you think?). A lipliner is used to clearly define the mouth and prevent lipcolor from bleeding. If your mouth is very full, you might want to eliminate lipline completely and just use a bit of gloss mixed with a neutral lipstick. If your mouth is very thin, be sure to use a lipline, but avoid the "McDonald's arches" please. You can always play up your eyes, but those L.H.O.D. (Lip Humps of Death) have got to go!

You must be very careful of proper skin care. Remember when I mentioned that darkness reflects light at the start of this column? That means any imperfections you have will be more visible. Scrupulous maintenance is imperative. Remember: makeup is only as good as what it is applied to.

I hope these tips give you a bit of an education. Women have been catered for for decades. Ethnic women have been ignored for decades. Revel in your own beauty: you are all individuals. My definition of beauty has been the same for all of my 31 years: Beauty to me is every woman doing the most with what she has. In other words, it's self-respect, plain and simple.

My new web site is <http://www.jeffreybrucecosmetics.com>. You may email me at jbruce@worldnet.att.net. Out about every other week, I'll be out about my products you may have questions about. I promise to respond personally to all inquiries.

BEAUTY AND THE BEST



Jeffrey Bruce



Sportswear conversions: A sage leaf print linen/organza twin set (left) with bias linen pant, or a jacket of the same material with a print dress (right) is part of the Dana Buchman collection displayed at Hudson's spring fashion show.

New swimwear trends

Women's swimwear features an athletic look this year, with new styles from Nike and Speedo. Designer swimwear is also hot, including Calvin Klein and Nautica, which introduced a new line this year, an exclusive at Hudson's stores.

Say goodbye to basic black swimsuits — try one of the hot, new spring colors such as bright green or yellow with floral accents. Add details like lingerie straps and sarongs to update your swimsuit look.

Hudson's offers one-piece and two-piece swimwear styles — ranging from \$49 to \$120.

Hudson's previews Buchman collections

Hudson's Somerset drew a crowd with its Dana Buchman spring fashion show. Yes, it was a benefit — all proceeds from its \$30 ticket benefit the Child Abuse and Neglect Council of Oakland County.

But the hit of the show was fashion designer Dana Buchman and creations from three of her lines, including the newest, Dana Buchman Lane.

The Lane collection, launched this year, is true evening wear with "black-tie glamour." The modern, timeless and sophisticated designs pay much attention to ornamentation, embroideries and beading. It features organza cuffs peeking out of jacket sleeves and iridescent shirts under business suits. The redefined power suit highlights long jackets over short skirts and short jackets over wide pants. The fabrics are special, with yarns distilled of offerings from the best mills in Europe.

Buchman noted it is a natural evolution that takes traditional Dana Buchman customers to the next level.

Buchman's base is the Dana Buchman Collection launched in 1987, which established the firm as a leading Women's Bridge/Designer Sportswear company with exceptionally designed and crafted key items and excellent fit that is comfortable, universal and consistent.

A casual line, Dana B & Karen, was launched in 1996 featuring soft dressing for day or evening with soft silhouettes. It was meant to allow women to be well dressed on casual days at the office or at relaxed social occasions. Their casual pieces come in new colors and prints that enhance and diversify the look of the essentials, and feature style and comfort. Dana B & Karen is designed by the Vice Presidents of Design, Buchman and Karen Harman.

More than 150 attended the Hudson's showing at Somerset, including Judith Hoefler, executive director of the Child Abuse and Neglect Council of Oakland.

The organization, an independent non-profit group, provides resources for the prevention of child abuse and the protection of children.

Following lunch and short presentations, and the fashion show Buchman worked with guests individually on their wardrobe questions.

Dana Buchman is a division of Liz Claiborne Inc., but the signature lines are noted for exceptional

crafting, excellent fit and attention to the details of linings, buttons, trims and braids. The Company has its own Dana Buchman Boutique on 57th Street in New York City.

Dana Buchman's signature lines sell nationally at Dayton/Hudson/Marshall Fields, of course, and Saks Fifth Avenue, Neiman Marcus, Bloomingdale's, Nordstrom, Lord & Taylor, Dillard's and Macy's.



Casual: Black lacquer layered tunic and black silk pant by Dana B & Karen make a distinctive, yet casual, combination.



Relaxed elegance: The new Dana Buchman Lane line features an indigo print chiffon tank and indigo matte jersey pant.

Roses, always the perfect gift for any occasion

Roses purchased through a reputable floral organization last up to two weeks. Here are FD's Ten Tips to make your roses last:

1. Roses in a box need to be opened immediately. Or, put the entire box in a cool, dark place until they can be prepared.
2. To arrange roses,

choose a deep vase, fill with luke-warm water and mix in the floral preservative provided by the florist.

3. Remove any leaves from the roses that fall below the waterline as leaves in the water promote bacterial growth. Be careful not to scrape or cut the bark.

4. Use a sharp knife or shears to cut an inch off the base of the stem while holding it under water. Cutting stems under water prevents air from blocking the flow of water to the head of the bud which causes roses to droop.

5. Want to make your roses appear profession-

ally arranged? Create a large grid across the top of the vase and place a single rose in each grid box, thus keeping the roses evenly spaced.

6. Keep roses looking fresh by adding fresh warm water to the vase every day. Completely change the water every three-to-four days.

7. For maximum longevity re-cut stems under water when you change the water and remove any leaves that will fall below the water line.

8. Give roses a facelift! Gently remove discolored or drooping petals from roses to give them a fresh, just-received appearance even after several days.

9. Place vases in a cool spot, away from direct sunlight, heating and cooling vents and appliances like televisions which give off heat.

10. Always take time to smell the roses, not just for gift-giving — but every day!

News of special events for shoppers is included. Send information to: Malls & Mainstreets, c/o Observer & Eccentric Newspapers, 505 East Maple, Birmingham, MI 48009; or fax (248) 644-1314. Deadline: Wednesday 5 p.m. for publication Sunday.

SUNDAY, MAY 17

Book signing
Royal Oak author and playwright Terese Szymanski signs the second book in her mystery trilogy *When the Dead Speak* at 1 p.m. Cleveland Musician Brian Henke plays from his calming CD, *Music Waters*. 4:00-6:30 a.m.
Borders Book Shop, 31150 Southfield Road, Birmingham. (248) 644-1515.

MONDAY, MAY 18

Fantasia trunk show
Fantasia faux jewelry has unparalleled stone-setting technique. See the "one-you-sure-it's-not-real?" options during the trunk show in Accessories on 1. Monday and Tuesday, May 18-19, 10 a.m.-4 p.m.
Neiman Marcus, Somerset Collection. Big Beaver/Coolidge. Troy. (248) 643-3300.

Informal modeling
Andre Laug's Spring '98 Special Order Collection, informal modeling. Designer Salon, second floor. 10 a.m. to 6 p.m.
Saks Fifth Avenue, Somerset Collection. Big Beaver/Coolidge. Troy. (248) 643-9000.

TUESDAY, MAY 19

Monthly health
For National Mental Health Month, neurologist Dr. Roger Morroll presents Part II in his *Borders Brain Lecture Series: "Meet Your Brain."* 7 p.m.
Borders Book Shop, 31150 Southfield Road, Birmingham. (248) 644-1515.

ADDED ATTRACTIONS

ingham. (248) 644-1515.

Channel showing

Channel Spring '98 Special Order Collection, informal modeling with special representative. Designer Salon, second floor. Tuesday and Wednesday, May 19-20, 10 a.m. to 5 p.m.
Saks Fifth Avenue, Somerset Collection. Big Beaver/Coolidge. Troy. (248) 643-9000.

THURSDAY, MAY 21

Saks shows Lilhl
Lilhl's Spring '98 Special Order Collection, informal modeling with special representative. Designer Salon, second floor. Thursday and Friday, May 21-22, 10 a.m. to 5 p.m.
Saks Fifth Avenue, Somerset Collection. Big Beaver/Coolidge. Troy. (248) 643-9000.

FRIDAY, MAY 22

Signature visit
National Mystery Author Ann Ripley will read from and sign her most recent garden mystery *Death of a Political Plant*. 7 p.m.
Borders Book Shop, 31150 Southfield Road, Birmingham. (248) 644-1515.

SUNDAY, MAY 25

Jewelry show
Jones New York 14-carat gold jewelry, a new line at Hudson's, will be introduced with informal modeling. Fashion Jewelry Department. 1:00-3:00 p.m.
Hudson's, Somerset Collection. Big Beaver/Coolidge. Troy. (248) 816-4000.

ge. Troy. (248) 816-4000.

Memorial Day hours

The Tel-Twelve Mall has holiday hours today, 10 a.m. - 5 p.m.
Tel-Twelve Mall, Telegraph 1/2 Mile Rd. Southfield. (248) 353-4111.

WEDNESDAY, MAY 27

McFadden showing
Mary McFadden's Spring '98 special order collection, informal modeling. Designer Salon, second floor. Wednesday, Thursday, May 27-28, 10 a.m. to 6 p.m.
Saks Fifth Avenue, Somerset Collection. Big Beaver/Coolidge. Troy. (248) 643-9000.

SATURDAY, MAY 30

Talk about walking
Oakland Mall's morning walking group, Club Friends invites their more than 1000 members and families to the 2nd annual Heart Matters Seminar, sponsored by the American Heart Association and SelectCare. Guest speakers, cooking demonstrations and blood pressure screenings, all in the Center Court, Saturday, May 30, 8:30-10:30 a.m. **Oakland Mall**, 1-75/1/4 Mile Road. Troy. (248) 685-6009, ext. 2.

Author visits

Lyle Crocodile from Bernard Waber's children's series *Lyle*, will visit for children of all ages. Borders staff will take Polaroids of Lyle with children for \$1 per photo, with all proceeds benefiting FOCUS: Hope's Children's Center, May 30-31, Saturday, 11:00 a.m. and Sunday 1 p.m.
Borders Book Shop, 31150 Southfield Road, Birmingham. (248) 644-1515.