

Malls & Mainstreets

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Don't get caught in a time warp



JEFFREY BRUCE

BEAUTY AND THE BEST Let's talk about getting old, shall we? No matter how many vitamins you take, how many facials you have, how many facelifts you've had, you can't escape it. Gravity is gravity. How many of you actually have the time to hang upside down with me in caves to let your blood rush to your head (not that I'm obsessed with aging)? Very few, I'd imagine.

Let's talk about LOOKING your age. I am in my 35th year as a makeup artist, and I have seen, and made up, thousands of women in my travels. Some look great. Some don't. First, the ones who don't...

Styles are called styles because they denote a specific time. False eyelashes were a thing of the '60s. Do you hear that, Joan Collins? Flips also were worn in the days of Mario. Let's not forget the lovely, natural look of the navy blue lipiner with the frosted Erase inside (a la Connie Stevens). You know what I'm getting at.

The easiest way to look older than you are is to hold on to looks that were fashionable during the Spanish Revolution. Who are some of these "time warp" women of note? Jayne Meadows, Elizabeth Taylor, and in the same breath, Debbie Reynolds. At 16 years of age, someone told them they looked great, and TIME STOPPED STILL.

I have always said that the toughest thing in the world is to be objective about a subjective situation. Keep in mind that women age faster than men do. It's that hormone thing. We die before you do, but being as shallow as I am, I prefer it that way. Shoot me when things get really bad! So, to summarize, what was attractive even last year is not necessarily attractive on you now. That's why I see my clients every year or so. It is your makeup artist/misdresser's job to keep you slightly ahead of the game.

Media Babes

Who looks great? I think of Mary Hart on "ET." She's probably the best made-up woman on the telly, because you don't NOTICE the makeup. That's the key. Heather Locklear is adorable but I think it's time for a new coif.

In Detroit, Marilyn Turner is probably one of the most beautiful women I have ever seen. When we did "Kelly" together, I couldn't keep my eyes off of her. She even looks great with no makeup. I think she personifies how a more sophisticated woman should look. I always thought that Doris Bisce and Carmen Harlan were lovely to look at. At the other extreme, let's talk about Dayna Eubanks, or maybe not.

So how do you know if you are looking the best that you possibly can? Don't be afraid to seek an outside opinion.

One of my favorite people "in the biz" is Cheryl Hall from Saks. She is brilliant. As is her staff. They'll give you great advice.

Speaking of advice, I have some good news. Although my dates for personal makeovers at the Townsend Hotel in Birmingham are sold out through the end of the year, I have just added one week in November. The session is three hours long and consists of my making you up in colors you can wear every day, and teaching you how to apply the makeup - style, cut, color, length, etc. The minimum purchase (which goes toward any Jeffrey Bruce alcohol-based products) is \$125.

For more information, call 1-800-944-6588. My e-mail address is jbruce@worldnet.att.net. Visit my Web site at <http://www.jeffreybrucecosmetics.com>.

In September, I will be going to Vegas and Amsterdam on vacation. I'll report back to you on Sept. 27 about everything that is happening, style-wise. Until next month, my friends.



Gray matters: Left - From Linda Allard for Ellen Tracy, a sheer mohair cowl (\$135), steel Harlow pant (\$255) and pewter oxford (\$170), from Saks Fifth Avenue. Center - The perfect fur-trimmed gray suit by Rena Lange at Saks Fifth Avenue and Jacobson's. Right - Ellen Tracy's walking suit features a steel double-breasted jacket (\$425), heathered skirt (\$245), cashmere blend sweater (\$155) and pewter metallic leather boot (\$355), from Saks Fifth Avenue.

Autumn's filled with amazing grays

By LINDA BACHIRACK
EDITOR

As if we don't have enough "gray" areas in our everyday lives, fall fashion is suddenly awash in shades of the sunny-less hue.

However, there's no need to anticipate a rainy-day pall on the streets this autumn. The season's grays are neither dull nor lifeless. Rather, the grays are luxurious and soft, made fresh in rich textures and subtle sheens.

Think Katharine Hepburn in chic charcoal pin-stripe trousers with a pearl gray cashmere sweater. In fact, the spectrum of grays is reminiscent of the varied tones of the great black-and-white film classics. From slate and pewter to platinum and silver, the palette of hues is endless.

"Gray also happens to be one of the best backdrops for touches of color; try sky blue, sea green and lavender, or a bold dash of scarlet or yellow,"

says Gina Tovar, fashion director, Nordstrom Central States Region.

Layering grays intensifies their punch. Add elegance to gray flannels with a shimmering pearlized gray lambskin jacket, a smoky mohair shell, rhinestone ballet flats, pewter pearls and a gun-metal handbag.

"Gray looks best when worked in tonal combinations, contrasting textures, with touches of embellishment and shots of color," says Nicole Fischelis, vice president and women's fashion director, Saks Fifth Avenue. She suggests a bright pink to perk up your grayest garb.

Facing the Gray Season

Can everyone wear the new fall palette of grays? Yes, say the experts. Even the palest blondes are flattered by grays if they intensify their makeup just a bit.

Lisa Kellam, cosmetic buyer for Nordstrom Central States Region, offers her cosmetics suggestions for the season ahead.

■ Think subtle highlights, rather than bold, all over color.

■ The finished look should be almost moist, not matte.

■ Use foundation and concealer only where the skin is discolored or uneven.

■ Pink blush gives a fresh, healthy look.

■ Shadow choices include fleshy mauves and russets, pale plums, muted greens and sheer metallic silver.

■ Let mascara define the eyes, rather than eyeliner.

■ Fall's emphasis is on lips. Choose pale, blush-like colors such as silvery beige, transparent rose, raspberry and a range of reds. Add shine with silver gloss.



Close knit: Silvery knit Strenesse Gabriele Strehle sweater (\$530). Photographed exclusively for Saks Fifth Ave. by Patrick Demarchelier.



Flowery flannel: Dolce & Gabbana gray tank dress (\$1,225) and shawl (\$520). Photographed exclusively for Saks Fifth Ave. by Patrick Demarchelier.

News of special events for shoppers is included in this calendar. Send information to Malls & Mainstreets, c/o Observer & Eccentric Newspapers, 805 East Maple, Birmingham, MI 48009; or fax (248) 644-1314. Deadline: Wednesday 5 p.m. for publication on Sunday.

SUNDAY, AUG. 23

GO WILD

Laurel Park Place in Livonia hosts an after-hours Wild Trax party to benefit the Detroit Zoo and Wild Thing Society. Live entertainment by Stuart Franke and food from the restaurants of Laurel Park Place. 6-9 p.m. Contact the Detroit Zoological Society for tickets. (248) 541-5717.

BEAMIE DONAZZA

The Plymouth "Beanie Baby Show & Sale" returns to the Plymouth Cultural Center, 525 Farmer Street. The show features dealers and collectors selling current and retired Beanie Babies and accessories.

ADDED ATTRACTIONS

series. Beanie Baby door prizes every hour. Admission: \$4. Children ages 4-12, \$2. 11 a.m.-3 p.m.

TUESDAY, AUG. 25

LOONEY LORE

Borders Farmington Hills hosts a book signing for Kevin Sandler, editor of Reading the Rabbit: Explorations in Warner Bros. Animation (Rutgers University Press, \$19). The book is devoted to a critique of Warner Bros. animation from the Looney Tunes characters to the present. 7:30 p.m. Borders Books & Music, 30555 Orchard Lake Rd., Farmington Hills.

FRIDAY, AUG. 28

ROCK KING

Livonia Mall hosts "Elvis ... Memories of a Legend" tonight at 7 p.m., Saturday at 2 p.m. and 6 p.m., Sunday at 2 p.m. The tribute is a musical journey brought to the stage by Elvis illusionist Ray Mann.

SUNDAY, AUG. 30

SWING SHIFT

Pro golf instructor Rick Smith will discuss and sign copies of his new book, *How to Find YOUR Perfect Golf Swing*. The book gives insight into what Smith's students receive in his popular golf clinics. 4 p.m. Borders Books & Music, 3430 Woodward, Birmingham.

ICE QUEEN

Meet Olympic gold medalist Tara Lipinski during a special appearance for DKNY at Hudson's in the Somerset Collection. Register to win a private skating party with Tara. 2-4 p.m.