

Malls & Mainstreets

The Observer

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Apply common sense when buying lipstick

Are you aware that lipstick is the number one impulse buying item in salons and stores? You just can't pass up that display, can you? You see a great color (or so you think), buy it, get it home, and it looks like Morticia Addams. Poiled again!



JEFFREY BRUCE

Lipstick is interesting. I always tell clients if they are feeling a bit under the weather, roll on some mascara and a quick swipe of a (flattering) lipstick, and you will feel 100 percent better ... because you look better. It's a quick fix for under \$10!

In the early 1900s, red lips were de rigueur. While it still works on many women, the lip palette has become very extensive, and thus more confusing. Let's discuss some of the most common problems.

Women who have a strong acid mantle in their lips have a tendency to turn the lips a darker shade of blue. Common sense prevails here. Buy an "earth" tone (yellow based), that way when your lips darken you won't look ghouliah. Also, be sure to always put a bit of makeup base on your lips prior to applying your lip color. This will set up a protective layer between your epidermis and the lipstick, and your chances for "lip longevity" greatly improve.

Flavors (yes, flavors) are now coming in with some makeup lines. I have only one question — why? Cinnamon, and lord knows what else. True, a lipstick should not have a heavy fragrance base, but flavors? Talk about lipstick on your teeth — now one can have a pastrami sandwich on one's lips. I don't think so.

Be careful of "permanent" lip colors. They are usually drying and have a tendency to peel. Try applying your lipstick and gloss at the same time (and simultaneously). Then lick your lips. Do not blot with a tissue. You remove what you have so carefully applied?

There is nothing déclassé about touching up your lips in a public area. Also, if you keep licking your lips when you think about it, the saliva will assist in "setting" your color and it will have the staying power you want.

Always apply your lip color with a lip brush. Not only will it give you leverage, but you can really get down to the depths of the lipstick tube and it will save you money.

Remember the first rule of art: lightness brings out, darkness hides. If you have an average-to-large mouth, feel free to use the brightest colors you want. If you have an average-to-thin mouth, be sure the lip color is not the central point of your face. We have all seen women "of a certain age" who wear dark brown lipstick. Their mouths look like slashes. Dreadful look. The fuller the brighter. The thinner the quieter. Period.

Lipliners are used to define the mouth. Beware the "camel hump" look. If you were born without an upper lip, blame your parents, but spare the world the McDonald's arches, please. Make sure that for everyday use the liner is a soft earth tone which can go with all colors ... except red. Then you would use a red lip liner.

When you are of "a certain age," one's lips start to shrink a bit and one's teeth tend to gain a yellowish cast. Again, use common sense. Use a blue-based lipstick (a pinky tone, a reddish one) to contrast against the sallowness and add a bit more vivacity to the lower quadrant of your face.

I hope you found these lip tips handy. Women always race through their lip makeup, and it looks it. Take the time and I guarantee you will see results.

I wanted to just take a moment, with your indulgence, to remember my father in print. My dad, Edgely Hirsch, passed away May 10. I wish you had known him and for those of you who did, you will understand my love filled appreciation of him. Thanks, Dad, for all the laughs.

Jeffrey Bruce is a beauty expert and a regular columnist for Malls & Mainstreets. Look up his website at jeffreybrucecosmetics.com; e-mail him at jubbb@worldnet.att.net; or call (1-800) 944-6588.



STAFF PHOTO BY JIM JACOBSON

Making the rounds: Dress for Success client Kelly Clines rifles through the racks at Sears at Oakland Mall in Troy in search of two outfits suitable for the workplace.

Dressing for success

Women re-entering the workforce learn to suit up

BY NICOLE STAFFORD
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Making a difference in somebody's life — it's not a concept typically associated with rifling through clothing racks in search of an outfit. But sometimes, shopping can be a life-altering experience.

"It's just maybe a sense of power and control over yourself and your destiny," said Kelly Clines, a client of Dress for Success. Clines experienced that phenomenon Monday after participating in a program sponsored by the New York-based Fashion Takes Action organization and Sears at Oakland Mall in Troy.

Clines, like other Dress for Success clients, fell on hard times and is re-entering the workforce.

To jump-start her success and the careers of four other Dress for Success clients, Fashion Takes Action paired each woman with a local fashion expert for a shopping expedition at Sears.

In addition to donating two outfits to each participating client, Sears is giving \$100,000 to Dress for Success, \$10,000 of which will go to the organization's Detroit chapter.

Sears is also sponsoring a Dress for Success clothing drive, May 17-21, and an informal seminar about selecting workplace attire at 7:30 p.m. May 20.

In addition, a photography exhibit documenting the transitions of

Dress for Success clients from other parts of the country and an installation of attire recently selected by Detroit-area fashion experts will be on display through May 23 at the west entrance of Oakland Mall.

Clines, who obtained her real estate license in February and is embarking on a professional career for the first time, was paired with yours truly.

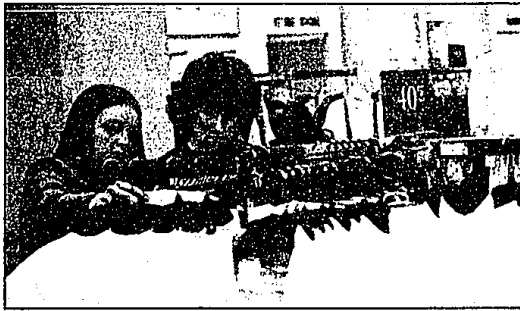
"I was told many times that I did not have the right clothes," said Clines of her first workplace. "And that does not help your self esteem.

They were absolutely right, but there wasn't a dime to get anything."

Since Sears agreed to donate two work-appropriate outfits, money mattered little. Nonetheless, Clines still seemed skeptical about her ability to start building a professional wardrobe.

"I have black pants and a black jacket," she said. "My problem is getting stuff that coordinates with what I have."

Armed with that information, we searched for suits and apparel pieces



Making selections: Kelly Clines, who recently obtained her real estate license, and yours truly search for an off-white blazer.



Transformation: Clines models her selection, an apricot-colored suit.

See related events box on next page

to pair with black. Red was quickly nixed as a less favorite color. Purple and periwinkle were identified as complements to black that drew out Clines' eyes, but nothing was available in that color in her size.

Progress halted, Clines quickly lost whatever little steam she mustered.

A pink shirt briefly piqued her interest, as did a checked purple jacket that most certainly would not pair well with black, so Clines opted to try on a khaki jacket and pants and headed to the dressing rooms.

On a whim, I yanked an apricot-colored jacket and pants and hung them on her dressing room door.

Minutes later, Clines emerged from the dressing room in the apricot suit, beaming. "I love it," she said. "Everyone loves it."

Although the notion of building from black had been abandoned, Clines was able to find an off-white, short-sleeved jacket and long flowing skirt she could wear not only with black but apricot, too.

"It makes you feel that you're ready to tackle the world," said Clines of her selections.

A day later, Clines was donning her apricot suit and optimistic about closing a deal later that evening.

"Everybody thinks I look real nice in it," she said. "I even went to a couple of places to show it off."

ADDED ATTRACTIONS

Retail, style and special store events are listed in this category. Please send information to: Malls & Mainstreets, c/o Observer & Eccentric Newspapers, 805 East Maple, Birmingham, MI 48009. Fax: (248) 644-1314. Information must be received by 6 p.m. Monday for publication the following Sunday.

SUNDAY, MAY 16

SAFETY DAY
Westland Shopping Center in Westland presents "Safety Day" with displays, activities and demonstrations, 11 a.m.-6 p.m.

MONDAY, MAY 17

ANDRE LAUG'S COLLECTION
View the Fall 1999 collection of Andre Laug at Saks Fifth Avenue, The Somerset Collection in Troy, with the help of a designer representative through May 18, 10 a.m.-5 p.m., Designer Salon, second floor.

WEDNESDAY, MAY 19

VERA WANG FOR FALL

THURSDAY, MAY 20

LAFAYETTE 148 SHOW
Rox & Sherm, 6536 Telegraph Road in Bloomfield Hills, presents a trunk show of Lafayette 148's Fall collection through May 22 during regular store hours. For information, call (248) 855-8874.

SATURDAY, MAY 22

FLOWER MARKET DAY
Nursery vendors fill the streets of downtown Plymouth for the 1st Annual Plymouth Flower Market Day, 9 a.m.-5 p.m. For information, call (734) 463-1640.

PUPPET SHOW

Wonderland Mall in Livonia hosts the Heiken Puppets and "The Great Traveling Dinosaur Show," through May 23. Saturday shows start at noon, 2 p.m. and 4 p.m., and Sunday shows run 1-4 p.m., Food Court stage.

BIKE SAFETY EVENT

Art Van Furniture partners with the League of Michigan Bicyclists to provide information about bicycle safety, bike selection and area biking trails, 12-3 p.m., all Art Van stores.

CORDUROY CHARACTER APPAREANCE

Meet and shake the paw of popular story character Corduroy and hear stories about the bear at Borders Books and Music in Farmington Hills, 11 a.m. Sunday, May 23

MEN'S FASHION SEMINAR

Experts offer the latest tips on casual dressing for men at Hudson's at 2 p.m. at The Somerset Collection in Troy and at 4 p.m. at Oakland Mall in Troy, Men's Department.