

Double duty: Protect skin and achieve a summer glow

BEAUTY AND
THE BEST



JEFFREY
BRUCE

Recently, I was thinking about a much-loved Broadway play, in which the playwright shows the audience, among other things, that nobody is ever happy about his or her appearance. Hair texture, skin color, even eye color are candidates for change when it comes to achieving our beauty ideals. As a makeup artist, this notion came to mind when I began seeing lots of new bronzing products come onto the market in the last year or so.

I remember when ManTan was first produced. You would see guys who looked... well, like they had some terrible disease! Then Indian Earth was the newest revelation. Millions of women walking around as though they had just emerged from the LaBrea Tar Pit!

What was a "bronze god/goddess wannabe" to do?

There is a plethora of new "self-tanning" products that seem to be doing rather well. Of course, one must be VERY careful in the application, since I have seen more than enough individuals, thank you very much, with finger streaks on their faces (and less obvious areas).

With the ravages of U-V damage legitimately documented, this product is definitely something one should investigate.

Many industry insiders feel that bronzers are the answer to the hideous self-tanners that have been promoted over the years. In fact, while viewing the latest fashion shows, I noticed that the "bronze age" is the perfect alternative to the minimalist look in makeup so popular these past few seasons.

There are many bronzing products that not only offer a healthy glow, but are actually good for the skin as well. Many contain minerals such as mica (for a glow), antioxidant vitamins C and E, and such emollients as jojoba, avocado, and almond oils that leave a lustrous finish (and if you stick a carrot in your ear, you will have a lovely side salad).

Actually applying the bronzer takes a bit of care and practice. The main rule is to make sure you have used enough moisturizer before applying bronzer. Concentrate on correcting the T-zone PRIOR to adding the bronzer. In other words, use a touch of foundation to even out irregular pigment since the sun-kissed look will amplify imperfections. With this look the skin is truly "naked" and you want it to look its best.

Try applying the gel to the forehead, cheeks and chin. Blend. Then add a touch to the T-zone (after your foundation has had a chance to dry).

While most professional bronzers are pressed powders, I find them cakey and dirty looking. I definitely prefer a gel. It's easier to apply and has less of a streaky look. Let your skin type be your guide. If you are a teenager with oily skin, the powder might work best for you.

Conversely, if you are a bit more "sophisticated," shall we say, the gel will give you a more luminous, moist appearance.

To complete the look, when it comes to makeup, be sure to use the minimalist approach. Just a bit of brown/cream/taupe eye color and a lipstick combined with a bronzy colored gloss should do the trick.

Remember: You want to look like you just came home from a 10-day vacation in the tropics. Why bother wearing makeup? That can be our little secret!

Jeffrey's update: While I was hoping to take the summer off, it looks like I will be coming to the Baronette Hotel in Novi to perform makeovers. I've opened two weekends for appointments. A \$125 minimum for the makeovers all goes toward the cost of beauty products. For more information, please call (800) 944-6588. Also, you may e-mail me at jwb@worldnet.att.net and I promise to get back to you the same day.

Have a glorious summer. See you next month!

Dressing tresses Local designer pins her mark on hair accessory trend

BY ALICE RHEN
STAFF WRITER

If you watch MTV this summer, look closely at the vegey's hair. If you see a bright floral barrette or a sparkling bobby pin, it's probably from Bloomfield Hills designer Ivana Kalafatic.

The music-video station saw her designs at a New York fashion show and wanted to use them for a photo shoot in the Bahamas. And throughout the summer, several video personalities will sport her hair accessories.

A native Croatian whose hair jewelry has been spotted on actresses Gwyneth Paltrow and Charlize Theron, Kalafatic is working to capture her piece of what Accessories Magazine, a trade publication in New York, estimates is a \$450 million business.

While she has custom designed exotic headaddresses for weddings and other special events, Kalafatic's focus lately is on smaller accessories. Her Copri, Maui and Bali clips are adorned with vivid fabric flowers. And using standard bobby pins, Kalafatic creates other designs by adding Swarovski crystals to diminutive metal figures, including frogs, turtles, and dragonflies.

"The thing used to be butterflies, but insects and bugs are the next big thing," said Kalafatic.

Nature is a common theme, an inspiration she says comes from her family home in Croatia which has a dramatic view of the Adriatic Sea. "When I open the doors to the coast, there is art all around," she said.

In less than a year, her trademark company I-Spy has landed a plumb account with an upscale hotel chain, and has three major stores interested in her products, which retail from \$8-30, much less costly than those of Turina Tarrantino, the current leader in hair accessories.

In the Detroit area, more than 50 salons and finer boutiques carry Kalafatic's accessories, including Imelda's Closet, Lori Karbal and 90th Floor Salon in Birmingham, Kenrice Salon in Farmington Hills and Lotus Imports in Royal Oak.

"We like to promote local artists and Ivana's very clever and unique," said Pat Spadafore, a co-owner of the Birmingham boutique. "Hair accessories have been a big fashion statement this year. They're fun and they fit young and old, any size."

Just this month, the 24-year-old left her public relations job with General Motors to devote her time to marketing, manufacturing and designing accessories. And though her profits have yet to exceed start-up costs, Kalafatic sees this venture as a mere stepping stone to other areas of fashion.

"I am constantly researching. I see this as a trend lasting maybe six months to a year," she said.

After that, the graduate of the James Madison College at Michigan State University would like to find a niche, possibly designing clothes or home accessories.

"I have big goals beyond hair," she said. "I want to be smart about it and get I-Spy known as a brand. It's a 24-7 venture, but it reflects me."



DETAIL PHOTO BY EDEN
Gothic: Kalafatic's custom designs, such as this gold and black piece, add drama to any event, \$90.



Fashioning clips: Working in her basement studio in Bloomfield Hills, Ivana Kalafatic hand assembles her hair accessories. The emerging designer recently snagged a deal to have her pieces shown on MTV.

Rockette clip: Iridescent crystals framed in black on swing or clasp barrette, \$20 per pair

Makeup artist Trish McEvoy visits Jacobson's

If there's a type of how-to knowledge women never tire of, information about applying makeup is probably it.

Hoping to impart a few insider's tips of the trade to local women, Jacobson's plans to bring renowned makeup artist Trish McEvoy to their downtown Birmingham location.

McEvoy, along with a team of 10 makeup artists, is slated to appear 11 a.m.-6 p.m. June 23 at the store to help customers shop for cosmetics and put together a soft, sheer look for summer.

Known for her line of mistake-proof makeup products, particularly her application brushes, McEvoy

and her associates will also conduct one-on-one makeup lessons with customers. Each half-hour makeup session includes both a facial and a makeover and is priced at \$50, an appointment fee redeemable for Trish McEvoy products.

McEvoy discovered an interest in makeup as a young girl spending time in her grandmother's perfume. She began her career as a makeup artist behind a cosmetics counter and became an independent makeup artist in the 70s.



No fuss: Ease is McEvoy's motto.

While working with modeling agencies and private clients, McEvoy developed her trademark hands-on, one-on-one teaching system for makeup application. She later developed a line of makeup brushes and cosmetics and opened a skin care/makeup center in New York City with her husband, a noted dermatologist. In 1993, retailer Henri Bendel launched Trish McEvoy products in their stores. Today, the products are sold in department and specialty stores across the nation.

To make an appointment with McEvoy and her team of makeup artists, call the Trish McEvoy Cosmetic Counter at Jacobson's in Birmingham at (248) 644-6900. Appointments are limited.

Retail, style and special store events are listed in this calendar. Please send information to: Malls & Mainstreets, c/o Observer & Eccentric Newspapers, 305 East Maple, Birmingham, MI 48009. Fax: (248) 644-1314. Information must be received by 5 p.m. Monday for publication the following Sunday.

SUNDAY, JUNE 20

CELEBRATE BEAUTY

Parisian at Laurel Park Place in Livonia presents Beauty Works, a summer skin care consultation with a cosmetics purchase benefiting the Breast Cancer Research Foundation through June 27. Cosmetic Counter. For an appointment, call (734) 953-7623.

MEN'S CLOTHING SALE

Men's apparel, accessories and shoes are discounted by 20-40 percent during the Men's Half Yearly Sale at Nordstrom, the Somerset Collection in Troy. For more information, call (248) 816-5100.

MONDAY, JUNE 21

SPA SPECIAL

Enjoy a sampling of services at Spa Nordstrom at the Somerset Collection in Troy including a chair massage, express facial, nail polishing and reflexology hand massage, a \$90 value for \$30 appointment fee, noon-6 p.m. For an appointment, call (248) 816-5100 ext. 7602.

ADDED ATTRACTIONS

TUESDAY, JUNE 22

CHRISTOPHER RADKO EVENT

Marley's, at 105 Townsend in downtown Birmingham, introduces and offers for sale a new ornament created by European glass designer Christopher Radko with a company representative, 3-7 p.m. For more information, call (248) 642-6055.

MOSCHINO FALL COLLECTION

View Narciso Rodriguez and Alberta Ferretti's Fall 1999 special order collection at Saks Fifth Avenue, the Somerset Collection in Troy, with informal modeling 11 a.m.-4 p.m., Designer Sportswear, second floor.

WEDNESDAY, JUNE 23

OSCAR DE LA RENTA FOR FALL

Saks Fifth Avenue, the Somerset Collection in Troy, presents Oscar De La Renta's Fall 1999 special order collection with informal modeling through June 24, 11 a.m.-4 p.m., Designer Salon, second floor.

THURSDAY, JUNE 24

ROJA DOVE APPEARANCE

House of Guerlain perfumery expert Raja Dove visits Neiman Marcus at the Somerset Collection in Troy, Cosmetics, first floor. For appearance times and information, call (248) 643-3300 ext. 2103.

SYNCHRONICITY AT WORK

Hudson's at the Somerset Collection in Troy explores a new millennium approach to using color and aromatherapy to give career women energy and boost their inner and outer beauty, 2-4 p.m., Cosmetics Counter, first floor. For a reservation, call (248) 443-4790.

SATURDAY, JUNE 26

WATCH TRUNK SHOW

Mastercraft Jewelers at Laurel Park Place in Livonia presents a trunk show of Breitling watches with a company representative through June 27, Saturday, 10 a.m.-9 p.m., Sunday, noon-6 p.m.

CHILDREN'S STORY TIME

Wonderland Mall in Livonia hosts Arthur's "Wonderful Kind of Storytime," noon, 2 p.m. and 4 p.m., Food Court Stage.

SUNDAY, JUNE 27

SENIOR MICHIGAN PAGEANT

Laurel Park Place in Livonia hosts the 12th Annual Ms. Senior Michigan Regional Pageant, featuring finalists from a preliminary competition of women age 60 and older, 2 p.m., Center Court.