

## Master the 'jewels' of the beauty trade

When I speak to women, a universal question rears its ugly head within five minutes - "How can I get beautiful makeup in the least amount of time possible?"

Shortcuts. Everyone wants shortcuts. Interestingly, I tried some shortcuts on a friend. I did a "basic" makeup using several products. Then I did my normal, professionally complete makeup using everything necessary.

Total difference in time? Exactly two minutes!



JEFFREY BRUCE

**BEAUTY AND THE BEST**  
This month I'll explain the necessities for your daily makeup routine. Keep in mind, it takes more to look like less. Why? Blending. Blending. Blending.

**Foundation.** I only use and manufacture liquid base. I find that it will not get where you don't want it to get. Also, throw away those filthy makeup sponges and use a Q-tip.

**Under eye concealer.** Not that anyone needs it! This liquid is applied just in the orbit of the eye. Always use a liquid, not a cake. Remember, this goes on after your makeup base.

**Cream rouge or blusher?** Both! You want your color to stay on, don't you? Cream rouge is used first, dotted on the cheekbone. Set with powdered blusher to maintain your color intensity all day.

**Tweezers.** A proper brow begins parallel with the tear duct. In other words, go straight up in a vertical line from the tear duct and tweeze out any hairs that approach your bridge.

**Brush-on brow color.** Not eyebrow pencil. Just feather the powder on to fill in the gaps.

**Neutral powdered eye shadows.** After applying what I call shadow seal, use several earth tones on the lid and surrounding areas to give depth and clarity to your eyes.

**Eye pencils.** Don't be afraid of them. They can delineate your eyes like nothing else. Use your lashes as your guideline: That's where the color goes. No wings!

**Mascara.** Try applying black mascara from the inside out. Horizontally. That way you will "fan" them without sticking them together.

**Powder.** Set your makeup with loose powder. When you apply it, use a major sable brush and "dust" it on, don't "wipe" it on. Carry a pressed compact with you throughout the day to touch up.

**Lipliner pencils.** Clearly outline your existent lip line. Use a basic earth tone. You are not supposed to see the lipliner. It's supposed to keep your lipstick from bleeding.

**Lipstick and gloss.** Use an indefinite color. No primaries for our daily chores. Combine the lipstick and gloss on the same sable lip brush and fill in where you have drawn your lip line. Do not blot. Lick your lips to set color.

**Brushes.** The number-one most important aspect of makeup. If you learn how to blend with your brushes and your fingers, you will be home free.

Makeup application should not take longer than ten minutes. Practice makes presentable. Lots of practice makes perfect. Good luck, and if you need help, call me.

### JEFFREY BRUCE'S PERSONAL APPEARANCE UPDATE

In November, I will be in Ann Arbor, Clinton Township, Livonia, Marysville, Windsor and Tawas. I am sold out at the Townsend Hotel until the first week in December. For more information, call me at 1-800-944-6588, or e-mail me at jwb@worldnet.att.net. Also, visit our Web site: <http://www.jeffreybrucecosmetics.com>. See you there.

## street seen



## Sweater weather

Hand-knits, cashmeres, nubby wools, soft cottons, warm Merinos, V-necks, turtle-necks, cardigans, vests, cropped and oversized. No matter which sweater you pull from the closet on that first blustery day that marks the real beginning of fall weather, there's a snug feeling that comes with ensnaring into its cozy warmth. A coat is functional and a sweatshirt is great for a walk around the block, but a sweater knit from delicate yarns is more than an necessary or a layer - it's a stylish investment in comfort. - Linda Bachrack

STAFF PHOTO BY JERRY ZOLINSKY



**Silhouette:** The Long Slim Skirt, Footnote: The Oxford. **Silhouette:** The Wide-Leg Trouser, Footnote: The Ankle Boot. **Silhouette:** Below: The Knee Pleated Shirt, Footnote: The Ballet Flat. **Silhouette:** Below: The Knee Slim Skirt, Footnote: The Mary Jane. **Silhouette:** The Loafer. Photographed exclusively for Saks Fifth Avenue by Patrick Demarchelier.

## Fall '98: The Ground Rules

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, OCT. 18

**TOY TIME**  
The Winross Collectors Club of America - Michigan Chapter, presents the Fall '98 Collectible Toy Show, Monaghan K of C Hall, 19801 Farmington Road, Livonia. 10 a.m.-3 p.m. \$2. Children under 12 free.

### MONDAY, OCT. 19

**CASHMERE LUXE**  
View the TSE Fall 1998 Collection at Saks Fifth Avenue, Somerset Collection. 10 a.m.-4 p.m., Designer Sportswear.

### TUESDAY, OCT. 20

**FIT FOR LIFE**  
Jacobson's honors Breast Cancer Awareness Month with an Amorena Fit Event in Rochester Hills. 11 a.m.-6 p.m., Intimate Apparel. Continues Wednesday in the Birmingham store and Thursday in Livonia.

## ADDED ATTRACTIONS

### THURSDAY, OCT. 22

**FALL FASHIONS**  
The Longacre House Volunteers sponsor their annual Fall Fantasia Fashion Show at the Novi Hilton. Fashions by Liz Claiborne of Novi and Suzanne's Bridal Gallery of Farmington. Fashion show and luncheon, \$30. Doors open at 10 a.m. with a juried boutique. Call (248) 477-8404.

**BESPOKE**  
Meet Paul Cuss, master shirt maker, at the Fall 1998 Turnbull & Asner Trunk Show at Neiman Marcus, Somerset Collection. 10 a.m.-6 p.m.

**EXTREME PROSE**  
Local author Kathe Koja signs copies of her new short story collection, *Extremities*, at Borders Books & Music, 34300 Woodward, Birmingham. Join her for an evening of stories that dance on the dark edge of the possible. 7 p.m.

### FRIDAY, OCT. 23

**STEEPED IN ANTIQUITY**  
More than 30 dealers display their wares at the Franklin Community Antiques Show today, 10 a.m.-

8 p.m. and tomorrow, 10 a.m.-5 p.m., at the Franklin Community church, 32473 Normandy Road. Includes a Country Luncheon and Bake Sale. \$5.

### SATURDAY, OCT. 24

**HOWLING SUCCESS**  
Kids can practice their most ghoulish howl and win prizes in the Werewolf's "Howl Off" contest at Fairlane Town Center. This spectacular musical monster revue includes Dracula, Frankenstein and the Werewolf who also teach kids the "Monster Mash." 4 p.m. and 6 p.m., Fountain Court stage.

**KING FOR A DAY**  
Celebrate the release of the new film *Simba's Pride*, sequel to *The Lion King*, with a costume party that includes interactive stories, face painting, masks and more. 11 a.m. Borders Books & Music, 3430 Woodward, Birmingham.

### SUNDAY, OCT. 25

**BEAR NECESSITIES**  
Meet P.J. Huggabee, Hudson's corporate "spokesbear," at the Metro Parent Education Expo, an educational kid's fest at the Southfield Civic Center, 11 a.m.-4 p.m. Special events include Hudson's Teddy-bear Tea, a P.J. Creation Station and a P.J. Huggabee Bear Look-Alike Contest.