

Sheer makeup complements season's fashion

DISCOVERING BEAUTY



MARY ANNE TOCCALINO

The look for spring is heavenly and colorful.

Styles for the season not only look airy and angelic, but also feel uplifting. Ruffles and floral prints are everywhere and popping up in unexpected places, like the edges of a tailored skirt and jacket or on the hem of a pair of pants. And, the fabric of choice for all you angels is chiffon. Most important, color is back in style in a strong way.

All that's true of course with makeup, too.

And, the face is at the heavenly heart of the matter. Skin should be clear and clean with a lighter-than-air freshness, so keep an eye out for dreamy, angelic, sheer makeup shades to accent the face.

Indeed, sheer and shimmer are choice word for describing current makeup trends.

Eye color should produce a clear and bright look with a small dose of flash, some appearing sun-lit, others more matte yet still sheer.

The shimmer saga is epitomized by shades like champagne, bisque, and clear blue. Gold tints, too, are popular. Anything fused with gold is a huge hit in makeup this spring, said makeup artist Todd of Todd's Room in downtown Birmingham.

Along the same lines, sheer cream shadows in silver and lilac tones are another excellent choice. And, as far as matte eye shadows go — look for sheer khaki, denim blue and butter-yellow.

Perhaps surprisingly, when it comes to an angelic face what's more important than blush is a sheer shimmer powder. It will light up the entire face in warm gold and peach tones.

Even a pink-toned look can be everywhere on the face. Just avoid a dark tan or bronze tone, which would defeat the clear, clean aesthetic I mentioned earlier.

When blush is a must, try one of the new sheer glossy blushes. Furthermore, traditional spring makeup colors, sunny coral, rosy fuchsia, and poppy red, come to us this season in softer, clearer, almost pastel, tones.

In fact, I believe chiffon pink and glazed, clear orange should be on everyone's lips this spring.

And, your grandmother's coral lipsticks lavished with a gooey lip gloss are a must-have.

I recommend trying M.A.C.'s new orange gloss or Mia Pelle's "Mocha Mist" lip lacquer, which will lend a just-drenched-wet look to your lips.

Hair returns to long, loose and romantic styles. Axi, curls and waves are abundant, creating an airy, angelic look.

Color in the hair needs to be strong, well-kept and glossy.

To achieve that look, I suggest using L'Oréal's Sexy Blush. It gives the hair a brilliant shine without weighing it down. It also has tremendous revitalizing properties. Not to mention, L'Oréal's styling products, which can be purchased at Red The Salon in downtown Birmingham, are wonderfully fragrant, as well as soothing and therapeutic.

On another note, I would like to congratulate Todd and his team of stylists on the opening of their new location, Todd's Room on Pierce Street in downtown Birmingham. With his talented staff and wonderful products, Todd's continued success is certain.

I'd also like to thank my readers again for their continued support and contributions.

Please send your beauty questions to Mary Anne Toccalino: c/o The Eccentric Cosmetics Studio, 470 N. Old Woodway, Suite 200, Birmingham, Mich. 48009. Or, call her at (248) 203-9477.

Toccalino is a professional makeup artist and skin care consultant at RED The Salon in downtown Birmingham. The owner and founder of Eccentric Cosmetics, she studied at Joe Blasco's School of Cosmetics in Hollywood where her training included work in special effects and make-up for film and print.

new directions



Celine for sport: Logos are back, and here's Celine's on a dark denim jacket with white leather glove racing pants and white strapless top at Jacobson's launch of the clothing line on Tuesday at the Townsend Hotel in Birmingham.

PHOTOS BY JERRY ZOLYNSKY



Black to white: Black at the waist fades to charcoal then white on Celine's easy-going, full-length skirt and fitted, white tank with scoop-front and racer-back, shown at left. An aqua and white tie-dye fabric doubles the vibrancy of Celine's off-the-shoulder mini dress, shown at right. Aqua, turquoise and other ocean hues were a dominant theme in Celine's spring collection of sportswear, which Jacobson's adds to its line-up for fashion-forward customers in Birmingham. Other trends of the show included leather, stretch denim, lime green and tie-dye prints. Celine will be available at Jacobson's in Rochester Hills in the fall.

Celine clothing launch signals changes at Jacobson's

BY NICOLE STAFFORD
SPECIAL EDITOR

nsafford@oe.homecomm.net

A new millennium means new directions for Jacobson's. Not only does that describe the mood but also the message Tuesday at Birmingham's Townsend Hotel where the Jackson-based department store hosted a fashion show to introduce customers to Celine, an upscale women's clothing label they now carry.

Jacobson's, which operates stores in downtown Birmingham, Rochester Hills and at Laurel Park Place mall in Livonia, as well as more than a dozen locations in the Midwest and Florida, has long been treasured as a home-town department store by residents here.

However, image alone isn't enough to thrive in the business of retail, said Beverly Rice, Jacobson's senior vice president, fashion and merchandising. "It all starts with the merchandise. Shoppers have to be lured in by something that makes them happy, something that is fashion-forward, and that's what we're up to," Rice said, adding that plans to "update" and "upgrade" Jacobson's merchandise have been on-going for two years.

The goal — create a first-class specialty store where personal customer service and the hometown image are still present, said Rice.

And, the Celine label, which is currently on the floor at Jacobson's Birmingham store and slated for introduction at the company's Rochester Hills store in the fall, is only one of several additions.

Last year, the Kors label by Michael Kors, who also oversees Celine, was added to Jacobson's list of designer offerings.

Two years ago, Jacobson's began carrying M.A.C. cosmetics, which targets a younger and more trend-conscious market.

Once more, additional changes aimed at drawing younger and more sophisticated shoppers are planned for their men's, shoes, handbags and cosmetics departments.

At least one other exclusive women's wear designer will come on board next fall, Rice said.

"We definitely see the future of this century and know we have to be building new resources. We have to be in step with the times. Even older customers aren't thinking old hat. We can't be followers. We have to be leaders," she said, adding competition is particularly keen for Jacobson's in downtown Birmingham.

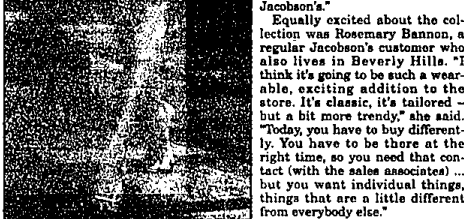
"Well, there's no doubt that Somerset mall is tremendous competition, and Jacobson's doesn't have a lot of company in the downtown Birmingham area, but my feeling is, if we have the right sales associates and merchandise, we will get our fair share of business."

Thus, one of the reasons Jacobson's chose its Birmingham store to launch Celine, a label that originates from a Paris boutique and started offering women's ready-to-wear pieces in the early 60s.

As shown by Jacobson's on Tuesday, Celine's spring collection is classic, yet sexy, sportswear: stretch denim and leather jeans and jackets; tie-dye prints, body-hugging tanks; a micro mini; and an abundance of turquoise hues.

"I think it's good for Jacobson's to go with Celine," said Annie Margulis, a Beverly Hills resident who attended the show. "It appeals to my age group, and it's little more fashion-forward. I think it's a fresh new look for Jacobson's."

Equally excited about the collection was Rosemary Bannon, a regular Jacobson's customer who also lives in Beverly Hills. "I think it's going to be such a wearable, exciting addition to the store. It's classic, it's tailored — but a bit more trendy," she said. "Today, you have to buy differently. You have to be there at the right time, so you need that contact (with the sales associates) ... but you want individual things, things that are a little different from everybody else."



ADDED ATTRACTIONS

Fibres women's clothing store hosts a wardrobe seminar and professional women's breakfast, 7:30 a.m. The Community House, 380 S. Bates in Birmingham. Cost is \$3. For reservations, call (248) 644-5832.

FRIDAY, MARCH 24

TEACHER APPRECIATION EVENT Borders Books & Music at Oakland Mall in Troy holds a teacher appreciation weekend with entertainment, discounts and freebies through March 26. For details, please call (248) 685-6029.

BOOKMONT MADNESS SALE The Chelsea Merchants Association holds their spring Moonlight Madness sale, 9 a.m.-9 p.m., downtown Chelsea. For additional information, call (800) 265-9045.

SATURDAY, MARCH 25

TYRONE CONCERT Recording artist and spokesman for Guess clothing performs and signs autographs at Hudson's, Northland Center in Southfield, 5-8 p.m. Men's Denim department. For details, call (248) 655-6272.

JEWELRY TREASURY SHOW View jewelry designer Michael Dawkins' collection

at Neiman Marcus, the Somerset Collection in Troy, 10 a.m.-4 p.m., Designer Jewelry, first floor. For details, call (248) 643-3300.

DANCING AT THE MALL Wonderland Mall in Livonia offers free country line dancing lessons as part of their Dino & Dance series, 5-9 p.m., Food Court. For information, call (734) 522-4100.

MOTORCYCLE SHOW The Gold Wings motorcycle organization displays their motorcycles and addresses negative stereotypes about their enthusiasts through March 26 at Livonia Mall, 7 Mile and Middlebelt roads. For details, call (248) 476-1160.

SUNDAY, MARCH 26

FIRST STEP STYLE EVENT Enjoy a runway fashion show, taste festival of food from over 20 area restaurants, music and more at Parisian, Laurel Park Place in Livonia, during FIRST Step is Stepping Out in Style, an event promoting First Step/Project on Domestic Violence and Sexual Assault. For tickets, call (313) 638-8043.

CHILDREN'S ENTERTAINMENT Oakland Mall in Troy hosts two live shows for children featuring Flumpha and Friends, a group of character amphibious creatures that teach kids about the wonders of science, 1 p.m. and 3 p.m. For more additional information, call (248) 685-6000.

Retail, style and special store events are listed in this calendar. Please send information to: Malls & Mainstreets, c/o Observer & Eccentric Newspapers, 806 East Maple, Birmingham, MI 48009. Fax: (248) 644-1314. Information must be received by 5 p.m. Monday for publication the following Sunday.

SUNDAY, MARCH 19

PETITE WEEK Neiman Marcus, the Somerset Collection in Troy, presents the Judith Leiber Spring 2000 Collection through March 27, 10 a.m.-6 p.m., Accessory Collections, first floor. For more information, call (248) 643-3300.

MONDAY, MARCH 20

JUDITH LEIBER SHOW Saks Fifth Avenue, the Somerset Collection in Troy, presents the Judith Leiber Spring 2000 Collection through March 27, 10 a.m.-6 p.m., Accessory Collections, first floor. For more information, call (248) 643-3300.

TUESDAY, MARCH 21

DOUGLAS HANNANT SHOW Jacobson's in downtown Birmingham presents a showing of Douglas Hannant's collection for spring, 10 a.m.-4 p.m., International Designer department. For details, call (248) 644-8900.

WEDNESDAY, MARCH 22

WEDNESDAY, MARCH 22