

Beauty defies the ages

When I first started in the business, some 35 years ago, things were different. Recently, looking through several of the "beauty" magazines, I sat back and thought about my history as a makeup artist. What was the industry like 35 years ago, compared to 1998? I was quite shocked by what I uncovered.

BEAUTY AND THE BEST



JEFFREY BRUCE

My first job was with Mr. Kenneth in New York City. I was the first makeup artist he had ever hired. I started on my 17th birthday, and was lucky enough to inherit his stellar clientele. Certainly his most famous face, and was subsequently mine, was Jacqueline Kennedy. While her makeup typified the kind of work I became noted for (less is more), that was not the rule of the day. Twiggy was about to happen. Grace Slick and the Jefferson Airplane. Lots of eyeliner! I always said that if I owned the black eyeliner concession at Natalie Wood's house, I would be worth a fortune. Makeup looked like makeup back then. Heavy, overstated and artificial. I decided to make women look more "real." My next job gave me the opportunity.

1968 THE TRAINING BEGINS

When I joined Estee Lauder as National Training Director, I made it my mission to scrub as much of that, ahem, garbage off of women's faces as I possibly could. I was responsible for training all of those beauties behind the counters of your local department stores who "want you to look just as beautiful as they are." Hah! If some of these women, even today, went into the sunlight, they'd start an avalanche on their faces! I taught them that makeup should enhance their looks, not obliterate them. Are you listening, dear teen-agers? Too much of anything is not good, especially makeup. The industry was on its way.

1968 THE SKIN TRADE

As Director of Cosmetics at Revlon, I was in a great position to get America's women's attention and develop what has been called my rather direct approach to the female beauty population. Wash that face. Close your pores. Moisturize. Moisturize. Skin care was paramount at this time (I still believe it is). This was the year that I concentrated more on the skin of a client rather than her makeup. After all, your makeup is only as good as the surface to which it's applied, right?

1970 JEFFREY GOES TO HOLLYWOOD

When I was 23, I was lucky enough to be hired by a major actress in California, to work privately for her. What was great about this experience were my days on the set. I was able to glean all the negatives about makeup. The layers women would put on to "cover blemishes." The "raccoon-eye" syndrome, or as I call it, the Donna Mills Look. Too much lip liner, too little lipstick. You know what I'm getting at. These were the civilians I was seeing who took their cue from the actresses of their day. Oyy ve!

1998 SO WHAT'S UP NOW?

See how I skipped a few years? Nothing major occurred that I found particularly pertinent. Currently, I am very pleased that a look that I have advocated has finally come back into style. The "you look wonderful" rather than "I love your makeup" look. The earth tones are here for the majority of women. For those of a certain sophistication, a touch of color certainly can be added to the eye area. Actually, it looks as though companies are emphasizing what I have always felt was the most important facet of beauty: the education of the consumer.

On that note, I want to thank you for selling out my October date. If you recall, I added a week and I am adding yet another. These are the private \$125-minimum makeovers I do at the Townsend Hotel in Birmingham. Call for details.

In October and November I will be appearing in the following cities for "Conversations with Jeffrey Bruce." They are: Highland, Canton, Waterford, Flint, Livonia, Royal Oak, Troy and Brighton.

For information, call (800) 944-6588 or e-mail me at jubbb@worldnet.att.net or visit our Web site at jeffreylbrucecosmetics.com.

Simply The Best

Your Choices for The Best of Malls & Mainstreets

We asked and you delivered. We wanted to know your favorite merchants, munchies, goods and services — the stuff that makes your shopping trip successful and fun. Today we present your picks for the top destinations in the malls and along the main streets.

Best Staff of Life Selection

Great Harvest Bread Co. in Birmingham offers, count 'em, over 25 different varieties of bread, not to mention focaccia, cinnamon rolls, muffins, scones and cookies. This fall, they introduce a new "grainy and crunchy" loaf called Mueslix. The whole wheat bread is packed with dried apricots and dates, cracked grains, oatmeal and pecans. Incredible! 1137 South Adams, Birmingham; (248) 433-1833.

Best of Shabby and Chic

If your taste runs to rustic French architectural mixed with pristine white linens, **Mondial** is your little slice of Parisian heaven. Here, iron scrollwork and burnished metal tableware share tabletops with scented candles and wooden bowls of lavender. 329 Main Street, Rochester; (248) 651-9900.



Best Spine-Tingler

Those who swear by the Point Blank Sculpting class at The Health of It! know it to be agonizingly good for them. Instructor Wendy Johnson uses ballet postures to lengthen muscles, loosen joints, improve stamina, flexibility, muscle tone and alignment. The focused workout results in strengthened abs and a healthy back. 31815 Southfield Road, Suite 25, Beverly Hills; (248) 594-6700.

Best Potions and Lotions

When Lori Karbal first opened her cosmetics, skin-care and fragrance boutique, it was the area's primary source for exclusive product lines that were often seen in fashion magazines. Today, just when metro Detroiters find themselves accustomed to transcending West Coast beauty products, Karbal keeps searching out the hottest new face and body potions. Her shop brings fun surprises with every visit. 554 North Old Woodward, Birmingham; (248)



258-1959.

Best Place for Soul Food

No, we're not talking about collard greens and cornbread. We're talking gifts and cards and books, all with a religious or spiritual theme. The purveyor of choice is **The Olive Branch**, a quaint shop divided into little rooms that impart different themes. Visit at Christmastime for an old-fashioned holiday feel. 202 Walnut, Rochester; (248) 652-0012.

Best Warm Fuzzies

For delicate cashmere sweaters, soft and cozy silk/cashmere blends, mohair skirts and shawls or luxe wool wraps, your one-stop shop is **BCBG**. Find a myriad of styles in all your favorite fall colors. Play with textures, combining a silk skirt or camisole with the warm woollens.



Somerset Collection, Troy; (248) 819-1488.

Best Presents With Presence

When you need that special gift for someone and want it to be distinctive and original, peruse the treasure trove at **Presence II**. Antiques share the space with contemporary jewelry, decorative accessories, hardware, leather goods, velvet pillows and some amazing glass-shaded lamps. Allow time to circle the shop more



than once. 156 South Bates, Birmingham; (248) 723-9770.

Best Shop for Tiny Sports Fans

Does your toddler need a Red Wings jacket or the miniature hockey gear at **The Purple Bear**. 244 E. Maple, Birmingham; (248) 645-0400.

Best Italian-Style Bed and

Bath

Bolissima is filled with home furnishings, kitchen ware and accessories for every room in your home, but be sure to admire the large selec-



tion of bed linens and beautiful vanity table adornments. 301 Main Street, Rochester; (248) 650-9557.

Best Way to Smooth Things Out

She won't guarantee pain-free, but **Paula Elverman** does promise baby-smooth skin after her expert hands wax away your unwanted fuzz. **Secrets Salon**, 630 Pine, Rochester; (248) 656-8118.

Best Taste of the Tropics

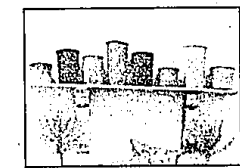
Need a key lime pie fix? Readers rave about the creamy, sweet and tart delight at **Streetside Seafood**. It's the real thing. Whole pies are available for carry-out (\$18). 273 Pierce, Birmingham; (248) 645-9123.

Best Place to Dress Your Tresses

Todd's Place is an intimate little hidden-away beauty boutique in Birmingham, just waiting to be discovered for its exclusive cosmetics and fabulous hair accessories. Ogle the jeweled insect barrettes and the elegant silver combs. 271 West Maple 2b, Birmingham; (248) 694-0003.

Best Containers with a French Accent

Those colorful buckets you see lining the walls and cabinets at **Home in Royal Oak** actually are French metal sap buckets painted in the col-



ors of the Provencal countryside. They make charming garden benches and armoire accents. 414 S. Washington, Royal Oak; (248) 591-4663.

Best Place to Snag Your Sixties

Calling all Miss Sixties jeans fans. Get your favorite denim at **Rear Ends** where, for five bucks, they will hem them to perfect boot length. Also

check out the cashmere-blend sweaters — a great buy. 6889 Orchard Lake Road, On the Boardwalk, West Bloomfield; (248) 628-4333.

Best Place to Boot Up

If it's boots you're looking for — to the knee, mid-calf, ankle, clunky, sleek, fabric or leather — **Sundance Shoes** has the market cornered on sole. Pamper your toes in supple black leather or sexy brown suede. 6911 Orchard Lake Road, On the Boardwalk, West Bloomfield; (248) 737-9059.

Best Place to Get Attached to a Label

Tired of the same old Donna Karans and Calvin Kleins? At **Ten-**



der, you'll find the hottest new American and European designer labels, including John Bartlett and Joseph. Don't miss the luxe scarves and bags. 271 West Maple, Birmingham; (248) 258-0212.

Best Reason for Resale

Wait until you see the quality and selection at **Just Plum Smart!** and **Kindergarten** children's boutique, both upscale resale shops in Keego Harbor. "Neatest, cleanest resale shop in Michigan," said one fan. Find everything from preemie clothing to bridal gowns, and from size 2 to 3X. Like a visit to a friend's home, refreshments are always at the ready and a play area keeps the kiddies happy. A portion of the proceeds is routinely donated to children's and women's charities. 2141 Cass Lake Road, Keego Harbor; (248) 692-1866.

Best, Most Exotic Floral Arrangements

If it's bunches of dahlias, delphinium, orchids and hydrangeas you're looking for or unusual Asian-inspired centerpieces, stop and smell the flowers at **Kay Masuda Florist**. Masuda's creativity with blossoms is legendary. 32502 Northwestern Hwy., Farmington Hills; (248) 851-0660.

—Compiled by Linda Bachrach with photos by Donna McLaughlin, Jeff Kisset and Jerry Zolynsky.

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, SEPT. 20

BRIDAL BASH
Bride-to-Be Inc. presents a bridal show at the Hyatt Regency-Dearborn. Special guest Michelle Anne Cox-Lomas will give astrological readings to all brides and their guests. Other special guests include Chris Zito, of 96.3 FM The Planet, and Jyl Forsythe of Young Country. Over 100 bridal experts will exhibit their wedding wares. Tickets are \$7 in advance, \$8 at the door. Call (810) 228-2700.

TUESDAY, SEPT. 22

MORAL POLITICS
Marlene Williamson, internationally acclaimed author and lecturer, argues for a new paradigm of political understanding, a moral commitment to express it and a new kind of activism to bring it

ADDED ATTRACTIONS

forth, in her most recent book, *The Healing of America*. Join her in a book discussion, 7 p.m., Borders Books & Music, 34300 Woodward in Birmingham.

THURSDAY, SEPT. 24

JUSTICE FOR ALL
Civil rights author Juan Williams will sign his new biography of the late Supreme Court Justice Thurgood Marshall, 6:30 p.m., Borders Book Shop, 31150 Southfield Road in Birmingham. Williams is a national correspondent for *The Washington Post* and author of the book *Eyes on the Prize: America's Civil Rights Years 1954-1965*.

FRIDAY, SEPT. 25

SEW SHOW
Huberman Fabrics presents its Fall Fashion Party, 7-9 p.m., at the Royal Oak store. The fashion and fabric showcase is a delightful evening of informal

modeling, fabric fondling, relaxed conversation and light refreshments. See all of the newest silhouettes, textures and fabrics of the season. Non-sewers can get dressmaker referrals. Reservations requested. Call (248) 641-0010. 117 West Fourth Street.

SATURDAY, SEPT. 26

GILDA GADGET
Dr. Jacqueline Grokin, one of the founding members of Gilda's Club, presents an informal talk about Gilda's Club Metro Detroit, 1 p.m. at Borders Books and Music, 30995 Orchard Lake Rd., Farmington Hills.

HEALTH LINK
Northland Center hosts "Project Walking Feet: Making Health a Habit," a walk-a-thon that benefits children in the community and provides African-Americans with a better understanding of health care and disease prevention. The walk is organized by five chapters of LINKS Inc. and is co-sponsored by Northland Shopping Center, Hudson's and Target. 8:30-10:30 a.m. at Center Court. To register, call (248) 975-8191.