

Finding a distinctive fragrance



DISCOVERING BEAUTY
Perfume, like glamour, is sensual and magnetic.

It is one of the most important aspects of a woman's cosmetic wardrobe. It is very much a personal touch and preference. Just as a common symphonic piece sounds differently when performed by different musicians, a fragrance differs when worn by different individuals.

Our personal pheromones dictate the fragrance effect. Acid balance, diet, medication, skin oil, pigmentation, mood and environmental factors influence how a fragrance develops on the skin as well as its staying power.

Changing scents

A noticeable change in your favorite scent may occur if you've made changes in your diet, moved to a new climate, started taking a new medication, or if you're under more stress than normal.

Women with a higher proportion of body fat retain scent longer and may find fragrance to be stronger or sharper on their skin compared to those with lower body fat measures.

Oily or darker skin also retains scents longer than dryer or paler skin. You may find that if you are on a low fat diet (and who isn't these days) and working on a strenuous exercise regimen, your fragrance will not last. To resolve this problem, try using a full strength perfume along with bath oils, lotions and creams in the same scent to layer or extend your fragrance.

On the other hand, if your skin is light and drier or if you are visiting a warmer climate, you must consider using less fragrance or switch to a softer, lighter composition, such as an eau de toilette, eau de cologne, or splash.

Because women play various roles throughout the day (professional, mother, lover) it is not uncommon to utilize various scents throughout the day.

It is considered courteous to use a light scent in the daytime if you work or travel in a crowded environment and save your heady, sensual perfumes for the evening when the temperature drops — or for maximum impact with your special person. The general rule is the earlier the hour of day the lighter the fragrance.

Consider the season

The time of year and season is also a consideration in the selection of your fragrance choice. Many women like a heady floral, heavy spice, or sensual Oriental fragrance in winter. I suggest you select a lighter floral, citrus scent in the form of a soft perfume, light cologne, or eau de toilette for the heat of the summer. Body perspiration accentuates the effect of the fragrance, thus the reason for a lighter fragrance in warmer climates and in the warm months of the year.

There are numerous light scents including ones produced by Calvin Klein (available at Hudson's) and Modern Organic Products (available at Toccalino Cosmetic studio).

If you want to develop your own personal fragrance I suggest stopping at Lori Karbal's studio in Birmingham. Not only does she carry a wide variety of scent, she also formulates some of her own fragrances.

Another way to determine if a fragrance works for you, is to take various scent samples home and test them in your own environment.

To make your mark by finding a special scent that will make you more memorable.

Until next time, happy spritzing!

Please send your questions to: Mary Anne, c/o Toccalino Cosmetic Studio, 470 N. Old Woodward, Suite 200, Birmingham, Mich. 48009 or call at (248) 203-9477. Mary Anne Toccalino is a professional makeup artist and skin care consultant at RED The Salon in Birmingham. The founder and owner of Toccalino Cosmetics, she studied at Jo Blasco's School of Cosmetics in Hollywood where her training included work in special effects and makeup for film and print.



Browsing: Customers check out designs at Vervoux Couture's open house in Troy.



Mingling: Clothing designer Diana Jellinek (right) chats with Troy Mayor Jeanne Stine (second from left) and Gayla Houser, Troy Chamber of Commerce president.

Like SoHo

Showing couture designs in Troy

BY SHARON DARGAY
STAFF WRITER

Diana Jellinek describes her company's new home as the "SoHo area of Troy."

There's a film producer near me and a leather designer. There's even an Old English cabinet remodeler. It's kind of like an artisanic area," says the Birmingham resident, who designs one-of-a-kind garments in southeast Troy.

"It's well-located near Somerset and Birmingham. I didn't want to be on Woodward where my son might run into the street. I tend to steer away from walk-in traffic. What I do is more one-on-one with customers. I wouldn't open a boutique or free-standing store."

"This is it. I like the location."

Jellinek's Vervoux Couture is nestled in an industrial complex of look-alike office facades and warehouse units on Maple between Livernois and Rochester Road, an unlikely spot for an upscale apparel firm.

Small business signs and alphabet letters distinguish each space in the long rows of doors and windows that extend south from Maple.

Jellinek settled into unit "N" with sewing equipment, fine fabrics and her unique clothing designs a few months ago and recently invited Troy community leaders, customers and the couture press to look around the two-room office.

Visitors sipped punch and nibbled hors d'oeuvres while mingling

with models who wore Jellinek's designs.

The open house gave them a chance to check out Troy's Maple Road corridor, too.

"I think the Maple Road corridor is very diverse," said Gayla Houser, Troy Chamber of Commerce president. "There's everything from the Troy Motor Mall to the Michigan design center."

"There are a lot of creative services you find in industrial spaces, such as where Diana is. One of our premier sign companies is located in that very center," Houser noted.

"I don't know every business that lurks behind every door on Maple Road, but there's a lot of that showroom, design expertise and those kinds of businesses that are either blossoming under our noses or that have been operating here for years."

"There's a lot of stuff here that you don't necessarily see, but it's happening. It's an artistic, bohemian kind of place. There's definitely room for that kind of business."

Jellinek, who credits Houser for nicknaming the area, SoHo, grew up in West Bloomfield and attended boarding school in Europe. She studied clothing design in Italy and graduated from the Parsons School of Design in Paris.

Her designs range from the staff "uniforms" at Pure, a downtown Detroit nightclub, to streamlined gowns with asymmetrical necklines and her signature fishtail hem.

Jellinek works with clients one-on-one. For an appointment call her at (248) 585-6633.

Sidewalk sales go from night to day in downtown Birmingham

BY SHARON DARGAY
STAFF WRITER
sdargay@oe.homecomm.net

Don't be surprised if Richard Astrin trades his jeweler's loop for sunglasses on July 15.

He and other downtown Birmingham merchants hope the sun will shine on the business district's first daytime sidewalk sale.

Birmingham's 25-year-old Night on the Town, an annual mix of bargain shopping, entertainment and family activities, will lose its "moonlight madness" time slot and become a day-long Saturday event.

"We feel that this way, people won't have to rush home from work. In the past we didn't start until 6 p.m. and by the time we got going, it was 7:30 p.m. By 9 p.m., it was dark and hard to see," explained Astrin, a Night on the Town founder.

The lighting really hampered a lot of people. By the time you'd get outside it was time to come in."

Day on the Town will give shoppers an additional eight hours to shop at the annual mid-summer sale.

"It doesn't just benefit merchants," noted John Heiney, director of downtown Birmingham, the principal shopping district's association.

"It benefits customers because they'll

have 12 hours to shop. Merchandise will be on sale for the whole day. Many of the stores will tell you it was a challenge to get all around town in one night."

Heiney figures more than 100 shops will sell merchandise outdoors on July 15. Several restaurants will cook up early bird breakfast specials and many will serve lunch, dinner and snack items on the street.

Entertainers will perform on four stages scattered throughout the business district. Demonstrations and other merchant activities, including a hair salon-sponsored "clip-n-show" for charity, will fill the main stage at Old Wood and Maple.

"You can make a day of it. Drop the kids off at the theater while you do some serious shopping," Astrin suggested. "It will be fun. And people like to get a bargain from exclusive stores."

What can shoppers expect from a fine jewelry store, like Astrin's Creative Jewelers?

"It gets harder every year as jewelry gets more expensive," Astrin said. "Twenty-five years ago we sold turquoise and silver (outdoors). We've put gold chains outside." Astrin noted. "We'll have some interesting things this year."

Astrin said some shoppers feel less intimidated about stepping inside a fine jewelry store during a sidewalk sale because it gives them a chance to browse in an informal environment.

"People feel more comfortable when there are a lot of people in the store," he said. "We've had people come in and buy expensive things during the sale. We had someone come in and buy an engagement ring. We had it set and ready to go that night."

Restaurants will begin serving breakfast specials at 7:30 a.m.

Shops will open at 9 a.m.

Last year's nighttime sidewalk sale brought 25,000 people into downtown Birmingham.

Sidewalk sales

Check out these other summer sales in downtowns and shopping malls:

Downtown Farmington, June 21-24.

Downtown Oxford, July 28-29.

Downtown Rochester, July 20-22.

Livonia Mall, 29514 Seven Mile, Livonia, July 27-30.

Meadow Brook Village Mall, at Adams and Walton in Rochester Hills, July 20-23.

Northland Mall, Eight Mile and Greenfield roads in Southfield, July 27-30.

Summit Place Mall, Telegraph at Elizabeth Lake Road, Waterford, July 14-16.

Tel Two Mall, Telegraph at 12 Mile, Southfield, July 13-16.

Westland Mall, 35000 West Warren, at Wayne, Westland, July 12-16.

Wonderland Mall, 19859 Plymouth Road in Livonia, August date undetermined.

ADDED ATTRACTIONS

THURSDAY, JUNE 22

FALL FASHION
View the Pamela Dennis Fall 2000 collection from 10 a.m. to 4 p.m. at Saks Fifth Avenue at the Somerst Collection in Troy. The event includes informal modeling. A special representative will be on hand. (248) 614-3393.

GARAGE SALE
Check out the weekend garage sale starting today at Livonia Mall. Families have rented tables inside the mall to sell toys, housewares and other cast-offs. The sale continues through June 24.

SWAP, SHOP, SELL
Farmington's Downtown Development Authority sponsors a garage sale for youngsters from 10 a.m. to 2 p.m., in Orchard Street Park. Children sell their

old toys and games from DDA-provided tables in the park. No preregistration is necessary to sell or shop.

FRIDAY, JUNE 23

COSMETICS CLINIC

Guerlain holds a cosmetics clinic through Saturday, June 24, at Neiman Marcus, in the Somerset Collection, Troy. Call (248) 643-3300; ext. 2102 to schedule an appointment.

SATURDAY, JUNE 24

LEARNING POKEMON

Forget about those golf and tennis lessons. Learn to become a Pokemon pro instead.

Adults can jump on the Pokemon bandwagon at 1 p.m. at Border's Oakland Mall store in Troy. Here's your chance to learn the game so you can play without embarrassing your offspring.