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# allure

THE BEAUTY EXPERT

MARCH 2011

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# THE NEXT BIG THINGS

It's been said that behind every successful man, there's a woman. When it comes to successful cult beauty products, it's actually several women. These influential tastemakers share their must-haves for 2011. **By Elizabeth Siegel**



**P**sychics, astrologers, and palm readers all offer a tantalizing glimpse into the future, but then there's that whole credibility thing. Another elite group of visionaries really does have a clear view of what's ahead—at least in the less fraught area of beauty. These experts have built their careers on predicting which anti-aging wonders, nail colors, and limited-edition fragrances will spark a trend. "When you find a product that fills a niche or does the job better than anything else out there, there's a eureka moment," says Nicky Kinnaird, founder of the Space NK boutiques in the U.S. and U.K. We asked Kinnaird and six of her fellow beauty seers about their

proudest discoveries and the products you'll have to have this year.

## Marla Beck, cofounder, Bluemercury



**RéVive Moisturizing Renewal Eye Cream, Laura Mercier Baked Eye Colour in Black Karat, and Nars Nail Polish in Desperado**

**DISCOVERY METHOD:** "I'm always listening. Our flagship is in Washington, D.C., where I hear about cool lines from the international community. I was one of the first to bring Ren from London."

**PERSONAL FAVORITES:** "I have dark spots, and Laura Mercier Silk Crème

Foundation gives the best coverage while still feeling light on my skin."

**GREATEST HITS:** "Sara Happ sent me her exfoliating Lip Scrub in a beautiful box with a bow. I get tons of new products every day, but hers was so moisturizing that it really stood out. It quickly became one of our best-sellers. It's rare that a product takes off immediately."

**BIGGEST FLOPS:** "I always mess up in the home-fragrance category. I brought beautiful fake flowers from France that you mist with room spray. No one got it. I still have a set sitting in my office."

**NEXT BIG THINGS:** "For years, I've heard complaints that eye products don't meet expectations, but next month, RéVive Moisturizing Renewal Eye Cream is going to raise the bar. It contains a protein that speeds up cell turnover without

irritation, which has traditionally been the role of glycolic acids and other ingredients that are too harsh to use around the eyes. In June, Darphin is launching Mela Perfect Lotion, which they say reduces the size and intensity of dark spots by 50 percent after two months. In makeup, earth tones such as golden browns and olive greens are big for spring. Nars Nail Polish in Desperado is a stunning bronzy shade. Laura Mercier's Baked Eye Colour in Black Karat, a deep golden brown, is another favorite."

## Melissa Green, beauty buyer, Anthropologie



Alexa Lixfeld Fragrance 004

**DISCOVERY METHOD:** "I love finding small, local brands on etsy.com and blogs. Just by clicking around, I spotted Fiat Luxe's colorful, felt-wrapped soaps, and I worked with the founder to help perfect them. They exfoliate the skin and look like little pieces of art."

**PERSONAL FAVORITES:** "Couto toothpaste from Portugal comes in graphic orange-and-black packaging. It looks impressive in a guest bathroom."

**GREATEST HITS:** "I got this great old wooden box of crayons and thought how wonderful it would be to have a solid fragrance that looks like a wax pencil. So I worked with two companies to create the six tea scents, including Japanese green and South African red teas. I thought it would be a cute item, and it's been a runaway success."

**BIGGEST FLOPS:** "Eye shadow and mascara. People come to us for a quick pick-me-up, not a full face. And home-fragrance diffusers—they sell really well everywhere else, but for some reason, they've never caught on at our stores."

**NEXT BIG THINGS:** "StrangeBeautiful has a new way to wear scent: a nail polish that has a gorgeous violet fragrance with leather undertones that lasts for about a day. It gives off a gentle aroma, especially if you talk with your hands. And German artist Alexa Lixfeld's intoxicating floral perfumes

"Everyone waits for that next Chanel nail color. This summer, it's Mimosa."

come in minimal-looking, concrete-topped glass bottles. You'd think the scents would be very clean, but they're amazing and full-bodied. We're bringing them to the U.S. this spring."

## Cheri Botiz, beauty and fragrance director, Nordstrom



Dr. Dennis Gross Skincare Alpha Beta Glow Pad and Chanel Nail Colour in Mimosa

**DISCOVERY METHOD:** "Beauty companies ask for our input while they're in the development stages. I test products—some months, more than 100. We also pay close attention to customer feedback. We've had a lot of requests for M.A.C. brushes packaged together, so M.A.C. creates a new set for us every year."

**PERSONAL FAVORITES:** "I'm 40 and I still break out, but Guerlain Abeille Royale Youth Serum with honey made my complexion clearer in just a few days."

**GREATEST HITS:** "We asked Laura Mercier and Kooba to partner on a cute wallet with a palette inside. It has mascara, lipstick, blush: everything you'd need to touch up while you're out for the night. And it's a cute clutch."

**BIGGEST FLOPS:** "Serums have been around for more than 25 years, but for a long time people didn't really understand them or feel they were a worthwhile investment. It's only lately that they've started selling well."

**NEXT BIG THINGS:** "Everyone waits for that next Chanel nail color. This summer, it's going to be a bright yellow called Mimosa. We all grabbed for it when Chanel showed us the collection. And people swear by Dr. Dennis Gross Skincare's Alpha Beta Peel because it immediately makes skin look more even. In April, he's coming out with a new Alpha Beta Glow Pad, which leaves skin even more radiant—it contains an odorless self-tanner and vitamin D to improve skin texture."

## Nicky Kinnaird, founder, Space NK boutiques



Margaret Dabbs London Hydrating Foot Soak, Intensive Hydrating Foot Lotion, Intensive Treatment Foot Oil, and Exfoliating Foot Mousse

**DISCOVERY METHOD:** "I spend a lot of time talking with makeup artists, chemists, even graphic artists about packaging. Italian formulators lead the pack in terms of powder development, and some of the most exquisite fragrances still come out of France."

**PERSONAL FAVORITES:** "I'm all about multitasking products. By Terry Hyaluronic Eye Primer is a tinted primer that reduces the look of lines with hyaluronic acid and keeps makeup in place all day long so I don't have to worry about touch-ups."

**GREATEST HITS:** "I was a sounding board for facialist Sarah Chapman as she developed her Skinesis line, and the Overnight Facial serum-oil has been one of her biggest successes. It smells amazing, and with omega-rich oils, it delivers on its promise of glowy skin."

**BIGGEST FLOPS:** "Skin-whitening products didn't gain traction in the Western world the way they did in the Far East. Whitening isn't a cultural concern here the way it is there, but call it 'brightening' and it's a different story."

**NEXT BIG THINGS:** "I love the new line from Margaret Dabbs, London's go-to medical pedicurist. It includes an exfoliating foot mousse that really treats