

WWD FRIDAY

SNIPPETS

ADDING TO THE COLLECTION: Southern California-based specialty beauty retailer Beauty Collection officially opened its third location on Santa Monica Boulevard in West Hollywood this month. The top two categories at the 3,000-square-foot store figure to be hair care and skin care, which have reigned supreme at Beauty Collection's locations in Calabasas and Malibu. Moroccanoil and Natura Bissé are the top brands in those respective categories at Beauty Collection. Other categories found at the store are men's, bath and body care, hair tools, fragrance and makeup. Recent and upcoming Beauty Collection brand launches include Oscar Blandi, Decleor Paris, Blow, Liquid Keratin, Brazilian Blowout, Clarisonic, BareEase & Cream and Kate Somerville, which will be carried at the Calabasas and Malibu stores. Beauty Collection chief executive officer Shawn Tavakoli said he expects to grow Beauty Collection's store base to four within the next year or so, with another location in the Los Angeles region.



LeSportsac makeup bags, designed in part by Cover Girl's Pat McGrath.

SUKI GETS A FACE: Natural makeup brand Suki has tapped model and environmental activist Kate Dillon as the new face of the brand. Suki Kramer, founder, formulator and president of Suki, said Dillon will appear in all Suki literature and campaigns, also making in-store appearances as the face of the brand.

ZAP IT: Sanitas Skincare has launched a roll-on acne fighter, called The Zapper, which contains glycolic and salicylic acids, meant to kill the bacteria that causes acne. The Zapper sells for \$19 at doctor's offices and in spas, as well as on getsanitas.com.

SOUTHAMPTON ADDITION: A new salon, 27 Hampton, opened last month at 27 Hampton Road in Southampton next to Saks Fifth Avenue. The full-service, high-end space measures 1,600 square feet and features eight styling stations. Cuts start at \$65 and single-process coloring starts at \$70. Owner and hairstylist Bianka Lefferts will man the salon year-round, six days a week, closing on Sundays. Irena Sandker, an aesthetician formerly of Garren New York, is joining 27 Hampton to provide eyebrow services. The salon carries hair care products from Oribe and Kérastase. Lefferts started her career as a hairstylist in 2001.

THE PAT'S IN THE BAG: Pat McGrath, global creative design director for P&G Beauty, has helped create a limited edition Cover Girl makeup bag collection with accessory company LeSportsac. Inspired by Cover Girl's LashBlast Length Mascara, which contains elasta-nylon formula, the limited edition nylon cosmetic bag follows McGrath's "all black" uniform at fashion week, and features a black-on-black patent design accented by a bright yellow zipper. It is available in two styles — The Pat and The Page — and retails for \$28 and \$62, respectively. The cosmetic bags will be sold at LeSportsac boutiques and on lesportsac.com beginning in June.

CASWELL GOES NATURAL: Caswell-Massey, beauty's oldest retailer in the U.S., has launched a line of products that are free of parabens, phthalates, lauryl and laureth sulfates under its Luxury collection. Included are hand lotions, hand wash gels and bath soaps made with shea butter and vitamin E. The Naturals are also gluten-free and made with recyclable packaging, and are available in five scents: Lemon Verbena, Lavender & Violet, Oatmeal, Fresh Cut Flowers and Ocean. Natural Hand Lotions will sell for \$35; Natural Hand Wash Gels for \$30. Caswell-Massey is also celebrating its new location at Lighthouse Marketplace located at 47 West 20th Street in Manhattan. Its former spot on Third Avenue at 47th Street was vacated earlier this year after 84 years in the space. The firm is looking for a new New York City flagship. Caswell-Massey also has boutiques in Charlotte, N.C., and West Palm Beach, Fla., and is sold at stores including Bergdorf Goodman, Gracious Home, Studio Beauty Mix at Fred Segal and Ampersand.

CORNELIA RESURFACES AT PIERRE MICHEL: The venerable luxury salon brand, Cornelia Fifth Avenue, will be offered at the 135 East 57th Street salon Pierre Michel beginning Saturday. Spa services will include Signature Cornelia Facials, such as the Cornelia Lumina Facial, which uses precious gem stones that have been formulated into a powder and blended with powerful antiaging ingredients. The salon will also carry the high-end product line and Cornelia Nature Tea Collection. Cornelia Fifth Avenue co-owner, Ellen Sackoff, retained the rights to the brand, along with her husband, Rick Aidekman, after selling the eponymous spa to Mike Canizales, chief executive officer of Spa Chakra, in May 2009.

AVON ON TOUR: Avon, the maker of Fergie's upcoming scent *Outspoken*, has signed on as the official fragrance and cosmetics sponsor of BlackBerry presents The Black Eyed Peas "The E.N.D. World Tour 2010." Bacardi also is a sponsor. At select stops along the tour, Avon will set up an *Outspoken* booth, where concertgoers can sample the fragrance. The Black Eyed Peas leader will.i.am collaborated with Fergie on the exclusive musical track for the *Outspoken* TV commercial, which will premiere in the U.K. on May 17th. The scent is slated to launch in the U.S. in October.

Friday, May 14