THE NEXT BIG THINGS

Blue nail polish, mineral makeup, lip plumpers...behind every great trend is a person who championed it. The women who know the best of the best before anyone else reveal their predictions for this year’s biggest hits. By Jolene Edgar

Nostradamus relied on astrology when making his 6,000-plus predictions. We look to a different set of stars: visionary beauty experts who make a living forecasting future hits—the next coveted nail color or exclusive fragrance headed for the bidding wars of eBay, exorbitant price tag attached. Each one, whether for a boutique or drugstore, has her own methods of prognosticating. Some scour the globe for rare and remarkable finds, others befriend omniscient insiders—and all know immediately when they’ve glimpsed the divine. “It’s a very visceral thing,” says Robin Coe-Hutshing, founder and creative director of Studio at Fred Segal in Santa Monica. “When all the forces align, the tiny hairs on the back of my neck stand up—that’s a magic moment.” So what’s in the cards for 2008? The answers lie ahead.

Robin Coe-Hutshing, Studio at Fred Segal

DISCOVERY METHOD: “I try to explore every little hamlet or burg when traveling—notion shops, under-the-radar apothecaries, even hardware stores. About five years ago, I spotted a lone tube of L’Ammine Avocado Hand & Body Cream on the bottom shelf of a hardware store in New Mexico. It was winter, and my hands were beat, so I tried it—it’s extraordinary stuff and works so fast! I bought it right then and there, so I could track down the makers. Whatever it takes—I’ll smuggle stuff through customs if I have to!”

PERSONAL FAVORITES: “I love Ole Henriksen Express the Truth Facial Creme with antioxidants Ester-C and African Red Tea. It calms my dry, sensitive skin and doesn’t make me look shiny even among the hundreds of new nail polish colors this year, Chanel Nail Colour in Blue Satin will probably be the next blockbuster.”
though it’s super-rich. And John Barrett Be Healed Styling Masque is amazing! Even when I’m long overdue for a cut, it makes my hair smooth and silky.”

**GREATEST HIT:** “One of my best scores was also one of my first: Comptoir Sud Pacifique. I loved the fragrances, so I brought the line in from St. Bart’s myself, which, let me tell you, is a real pain in the ass—and not very profitable. I stored hundreds of bottles in the tiny apartment I shared with my sister and business partner, Jennifer Coe-Bakewell. But now the brand is a huge success!”

**BIGGEST FLOP:** “The tween category—that was a mistake. The fact is, in our world, girls go straight into Marc by Marc Jacobs. They don’t stop midway for some brand for little girls.”

**NEXT BIG THINGS:** “The Tria—a handheld laser you can use at home—is going to revolutionize hair removal. It’s now pending FDA approval. You can use it on your legs, underarms, bikini area. Even if women still want to go to a pro for occasional treatments, they can cut down on those visits by using this between appointments. And Kaplan MD Lip 20 is a tinted lip plumper and anti-aging treatment in one. Most plumpers are a crock, I think, but this one truly delivers fuller lips. When my team tried it, they were seriously going insane—we’re all addicted!”

**DISCOVERY METHOD:**

**Nicky Kinnaird, Space.Nk stores**

“I travel regularly to Japan, Italy, Morocco, and France looking for true innovations. And I try everything first. Our boutiques are small, so we have to be ruthless when selecting products. We don’t just bring in everything that’s new and see what sticks. We pass judgment long before that.”

**PERSONAL FAVORITES:** “By Terry Light Expert Foundation has a genius mix of light reflectors that help with undereye shadows. Zelens Skin Science Triple Action Eye Cream has the perfect non-greasy texture and honestly does make a difference in puffiness and dark circles. I’ve never been a big fan of eye cream, but Zelens converted me.”

**GREATEST HIT:** “Eve Lom Cleanser has become our top-selling skin product in every store. It’s made with essential oils that emulsify makeup, oil, and grime. Women of all skin types rave about it.”

**BIGGEST FLOP:** “About five years ago, we sold skin-care supplements, but people weren’t ready for them. You can spot trends too early as well as too late.”

**NEXT BIG THINGS:** “SheerinO’Kho, a skin-care line that uses natural, sustainable ingredients, was created by a Brazilian ecologist and a French biotech chemist. Their First Class Flight Cream protects skin from dehydration, atmospheric change, and other travel-related issues. And Zelens Skin Science Radical Defence Serum is an intensive treatment that helps prevent environmental damage and keep skin moisturized.”

**Michele Tacconelli, Elise Gombos, and Kristin Ralston, QVC**

**DISCOVERY METHOD:** “We rely on beauty editors, makeup artists, and hairstylists to tip us off to great new lines,” Ralston says. Gombos adds: “For us, the person behind a brand is also very important. Someone with great energy, passion, and knowledge forms the strongest connections with our viewers.”

**PERSONAL FAVORITES:** “ExfoliKate is an amazing fruit-enzyme exfoliator by aesthetician Kate Somerville. It’s gentle and gives my skin a glow,” Gombos says.

**GREATEST HIT:** “Bare Escentuals’ Bare Mineral makeup—without a doubt,” Tacconelli says. “Nine years ago, it offered a completely unique take on foundation. The foundation is still the most popular item in the collection.”

**BIGGEST FLOP:** “Glittery makeup wasn’t the hit we hoped it would be when it first launched,” Tacconelli says. “Now our customers are embracing toned-down versions, like shimmering liners.”

**NEXT BIG THINGS:** “We think N.V. Perricone M.D. Cosmeceuticals Firming Neck Therapy is going to sell out in minutes,” Gombos says. “It plumps the neck and décolletage with peptides.”

**Based on our research, women are starting to expand their anti-aging regimens to include the neck.”**

**Debbie Armstrong, CVS/Pharmacy**

**DISCOVERY METHOD:** “We monitor websites and magazines looking for breakthrough technologies. And we pay attention to packaging. Does it explain the benefits, ingredients, and purpose?”

**PERSONAL FAVORITES:** “I use Ellin LaVar Scalp Rx a lot in winter, when my scalp feels dry and tight. I also love Boots No. 7 Restore & Renew Beauty Serum, which brightens my skin.”

**GREATEST HIT:** “We were the first to carry Maybelline New York Define-A-Lash Mascara. It has one of those rubber wands that minimizes clumping, and its bright green tube is really eye-catching. It was our top makeup seller in 2007.”

**BIGGEST FLOP:** “Gradual self-tanners didn’t do well for us last year. Jergens’ first one, Natural Glow, was a huge success. Now there are so many knockoffs, I think customers are just confused.”

**NEXT BIG THINGS:** “The John Frieda WeatherWorks By Frizz-Ease line prevents frizz and gives women more control over their hair. Olay Regenerist 14 Day Skin Intervention is an intensive brightening, moisturizing, and firming treatment with two kinds of night cream. And Sally Hansen Color Quick Fast-Dry Nail Color Pens come in exciting shades, and the lacquer literally dries in seconds.”

1. Sally Hansen Color Quick Fast-Dry Nail Color Pen in Orange
2. John Frieda Collection WeatherWorks by Frizz-Ease Sealant Creme
3. Olay Regenerist 14 Day Skin Intervention
Claudia Lucas, Henri Bendel

**DISCOVERY METHOD:** “I get upward of 40 inquiries a week from potential new companies, and I research each one. I find inspiration in high-end shops and drugstores; I could happily spend an hour in CVS. These days, the majority of the products I see are high-quality, but my customers want to know why they’re special.”

**PERSONAL FAVORITES:** “Makeup artist Mally Roncal turned me on to her Shimmer, Shape & Glow palettes and taught me how to make cheekbones. I’m also obsessed with Perfekt Skin Perfection Gel, a tinted primer. I rarely wear foundation, but this smooths out my skin and gives me a hint of color.”

**GREATEST HIT:** “Freeze 24/7 brought me their original Anti-Wrinkle Cream in an unmarked pot and applied it to half my face. When I looked in the mirror, I said, ‘My God, I can actually see a difference!’ What started as one clever idea grew into our biggest skin-care brand.”

**BIGGEST FLOP:** “Just the other day, someone tried to sell me a line of fancy shaving creams. Now, why would I spend $35 on shave cream when my shower gel does a fine job for me?”

**NEXT BIG THINGS:** “Chanel Nail Colour in Blue Satin is bound to be a hit. It’s a deep navy with a bit of shimmer. I was working in London back when Vamp launched—it was sold out everywhere. Women would come to my makeup counter begging to paint their nails with the tester. Also, Laura Mercier has created three styles of fake lashes: Center Lash, Corner Lash, or Full Lash, depending on where you need them. And Fekkai Salon Glaze is a clear treatment that seals your color and gives hair super shine.”

Betsy Olum, Sephora

**DISCOVERY METHOD:** “Our research team searches blogs, websites, and boutiques for up-and-coming brands. Because clients can bring back anything, we have to feel confident that the products can live up to their promises.”

**PERSONAL FAVORITES:** “Bare Escentuals is one of my favorite brands. I have sensitive skin, so the fact that it’s pure minerals and free of preservatives is very important to me. And DiorShow is my do-it-all mascara.”

**GREATEST HIT:** “Initially, Make Up For Ever wasn’t well-known outside of makeup artists, so we were excited to give women the incredible pigments.”

**BIGGEST FLOP:** “As strange as this sounds, lip gloss was a problem for us around three years ago. Glosses took a major hit from lip plumpers. Now both are thriving.”

**NEXT BIG THINGS:** “Guerlain Le 2 Mascara is a double-ended wand. One side’s brush is made of a flexible rubber material that separates lashes; the other is a mini spoolie for getting at tiny corner hairs. The Cargo Blu-Ray collection was invented for high-definition TV—it’s makeup that can cover flaws but look almost invisible. So the powders contain pigments that stay true regardless of lighting.”

Bettina O’Neill, Barneys New York

**DISCOVERY METHOD:** “We look for items that have a good story and fit our image—clean, simple, quality. And we always go after brands—we don’t wait for them to come to us—which means traveling abroad at least once a year. Europe is not necessarily ahead of us when it comes to trends, but it is a hot spot for interesting brands that aren’t yet well-known in the United States, such as Dr. Sebagh’s line.”

**PERSONAL FAVORITES:** “I love Armani Luminous Silk Foundation mixed with Fluid Sheer #10 for light coverage and a golden glow. Natura Bissé Glycoline Glyco-Peeling makes my skin look fresh. And it stops activating after a certain time, so it won’t take your face off.”

**GREATEST HIT:** “Frédéric Malle is our biggest fragrance success. His ingredients are exceptional, the packaging is sharp, and he has a unique concept—inviting top perfumers to make their ideal creations. Also, we were the first to carry Serge Lutens Cosmetics; it’s still exclusive to us and incredibly popular. The line is intentionally pared down to the basics every woman needs, and each product has a gorgeous design.”

**BIGGEST FLOP:** “Makeup companies that don’t have a name behind them generally aren’t successful—even if they create nice stuff. It really helps to have someone of authority with a strong point of view.”

**NEXT BIG THINGS:** “Chantecaille has two compacts called Protected Paradise—one for eyes, the other for cheeks, both gorgeous and shimmery (5 percent of the sales goes toward marine conservation). Also, Nude is introducing four antioxidant supplement blends that treat and support skin from the inside out. In the fall, we launched the Maia Satinjet by Methven, a nozzle you attach to your showerhead that removes chlorine from the water and gives an amazing facial massage. Now they are coming out with calming, soothing, and energizing infusions you put inside the nozzle. Dermatologist Patricia Wexler helped create them. And 3 Lab has Perfect Repair Serum, which contains 12 percent vitamin C, one of the strongest concentrations I’ve seen, but in a stable form—I think it’s dynamite.”

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1. Laura Mercier Faux Lashes 2. Chanel Nail Colour in Blue Satin 3. 3 Lab Perfect Repair Serum 4. Chantecaille Protected Paradise Face Compact 5. Bare Escentuals Perfection Gel

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DAN DRURY

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