

# 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**

**N**ostradamus 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'Annine 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!"



Kaplan MD Lip 20 tinted lip plumper

### Nicky Kinnaird, Space.Nk stores

**DISCOVERY METHOD:** "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."



Zelens Skin Science Radical Defence Serum

### 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."



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