



SMART RETAILER:

APOTHIA

Karen Meena, vice president of buying and merchandising, Apothia at Fred Segal Melrose, Los Angeles, CA



Lorac Double Feature Concealer and Highlighter \$24.



Carolina Herrera, fall '09

Orbe Hair Care Shampoo for Magnificent Volume \$36.



Frais Pocket Hand Sanitizer \$3.50.

N.4 High Performance Hair Care Jour d'automne Thermal Styling Protection \$34.



Le Métier de Beauté Anamorphic Lash Mascara in Midnight Blue \$34.

“Hair this season has a really stylized look that’s very ladylike, almost coiffed. You aren’t going to see as much bed head or beachy waves.”

