



"Sex scenes are great. We just kind of got it on, and then were like, 'That was good!'"
—Amanda Seyfried, on *In Time*, her new thriller with Justin Timberlake.

ALL-AMERICAN STYLE

BEST LOOKS FROM THE NEW YORK RUNWAYS

TOM FORD DOES BEAUTY

CHIC IN THE USA: BAGS, SHOES & BAUBLES

MOVE OVER, MARY-KATE AND ASHLEY—IS ELIZABETH THE BIGGEST OLSEN OF ALL?

JUSTIN TIMBERLAKE & AMANDA SEYFRIED

IN FASHION WE TRUST

\$4.99US / FDR 10 >

06433
OCTOBER 2011



0 484956 8

+25 TRENDSETTERS YOU NEED TO KNOW NOW



OUTTA SIGHT!

Fashion legend Iris Apfel debuts an eye-catching new jewelry line.

RARE BIRD OF FASHION IRIS APFEL, who turned 90 this past summer, recalls the first piece of jewelry she ever purchased. She was 11 and shopping alone in Manhattan's Greenwich Village when she stumbled upon a rhinestone-studded brass brooch in a tiny basement shop. The owner, Monsieur Duras (who wore a monocle and spats) sold it to her for 65 cents—a "king's ransom," as Apfel puts it. Since then, she has amassed an astounding collection of jewelry, culled from hole-in-the-wall shops, haute couture ateliers, trade shows, and Turkish souks. Labels are of little importance; as long as it's big, clunky, exceedingly decorative, and unique, she'll buy it—and pile it on. "How would I describe my style?" she says, seated in her Park Avenue apartment, dressed in a chambray Mickey Mouse shirt and wearing armloads of bangles. "I don't know. *Moi?*"

Celebrated in an exhibition at the Metropolitan Museum of Art in 2005, Apfel's more-is-more aesthetic has earned her legions of fans—and now, customers. In collaboration with online retailer yoox.com, she has designed two collections that go on sale this month: ready-to-wear, which includes densely layered tea-stained bone necklaces and hefty amber bracelets (right, top), and a more expensive limited edition that features glass stone-encrusted frog pins and rhinestone cuffs the size of car headlights. Additionally, she is selling a selection of pieces pulled from her own collection—among them, bejeweled blackamoor pins and a stunning turquoise snake cuff (right). Not that Apfel doesn't adore them anymore. "There comes a point when you need space," she reasons. "Plus, I could use a few shekels" (yoox.com; \$45 to \$3,500).

KARIN NELSON

Wmag.com

SEE EVEN MORE OF APFEL'S COLLECTIONS AT WMAGAZINE.COM.



Beauty Insider WENDY LEWIS

When the VIPs of the world decide it's time to fill, nip, or tuck, cosmetic-surgery consultant Wendy Lewis and her company, Global Aesthetics Consultancy, is their first call. We asked the pro about the most promising news in treatments—some FDA-green-lighted, others anxiously awaited. CHRISTINA HAN

FILLERS

THE NEWS: Edging out the competition among the new pack of hyaluronic acid fillers is Belotero, from Merz Aesthetics (creators of Radiesse). The general consensus is that this gel leaves a smoother-looking appearance than its predecessors (Juvéderm, Restylane, and Perlane).

LEWIS'S TAKE: "The differences are subtle, but the doctors I've spoken to in Europe really like it. One main advantage is Belotero's softer formulation, which doctors think will be useful in the tear trough area, which is tough to treat. The main disadvantage now is that it isn't available with lidocaine, a local anesthetic."

SPOT TREATMENTS

THE NEWS: Hydroquinone creams or standing laser and chemical peels have been the most effective way to fight hyperpigmentation—until now. Syneron's new nonirritating topical cream, elure, uses melanozyme, a proprietary enzyme that directly targets dark spots and breaks up already-formed melanin clusters.

LEWIS'S TAKE: "Elure is safe for all skin tones, has no side effects, and can be paired with laser treatments and even hydroquinone. You have to consistently use the product, though—once you stop, it's back to baseline."

ADVANCED LIFTING

THE NEWS: Derms are raving about the radio frequency tissue-tightening device Exilis, thanks in large part to its temperature sensor. It lets them know exactly how deeply heat is penetrating the skin, allowing for more precise fat contouring. And unlike its rival treatment, Thermage, patients won't need topical anesthesia or painkillers for what doctors are calling a painless procedure. Though it's FDA approved only for lifting and tightening, studies focusing on its body-contouring capabilities are being conducted.

LEWIS'S TAKE: "All the 'before' and 'after' photographs from devices like Exilis start to look the same, but at the end of the day there are people who absolutely do not want to have surgery, and these procedures are really popular with them."

FAT ELIMINATION

THE NEWS: Kythera's ATX-101 (its company code name) is a chemical injectable undergoing clinical trials in Europe and the U.S. Because of its ability to target fat cells, it seems poised to become the holy grail of fat melting.

LEWIS'S TAKE: "There's minimal downtime, and the idea of being able to noninvasively shrink the presence of fat deposits in a certain area—like under the neck—is very exciting. Who doesn't want that?"

KINDER, GENTLER INJECTIONS

THE NEWS: Needlephobes who'd rather keep their wrinkles than face daunting syringes should look out for the release of Restylane Vital and Juvéderm Hydrate. Both hyaluronic acid fillers are injected via tiny needles, which doctors overseas are using on the backs of hands and around the eyes. These are great for someone who needs less than a full-hill job but more than a potent moisturizer.

LEWIS'S TAKE: "When it becomes available here, it will be great for people with fine, sun-damaged skin, but it's not for deep wrinkles. It's temporary, but it really hydrates the skin—another option for someone who doesn't need or want a long-term filler and just wants to try something on for size."

