

WWDFRIDAY

Beauty

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, Declor 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.

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.

