



KATIE HOLMES

THE LINE Created with Bobbi Brown, it includes a palette of eight eye shadows, two pot rouges and a mini eye pencil, plus a brush set, \$65 to \$68; at Bobbi Brown counters and bobbibrowncosmetics.com.

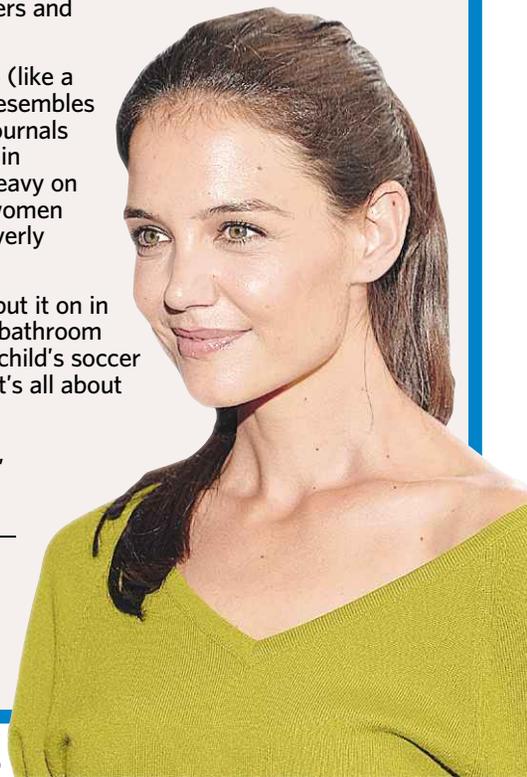
THE SCOOP The palette case (like a small brown and pink book) resembles one of Holmes' old, beloved journals (hmm, what might be written in there?), and the shades are heavy on neutrals for busy, on-the-go women who want to look fresh, not overly done up.

WHAT SHE SAYS "You can put it on in the back of a cab . . . in your bathroom . . . in the parking lot at your child's soccer game," Holmes told WWD. "It's all about the effortless chic."

PERROTTA'S TAKE "Natural, pretty, perfect basics"

ON THE COVER

Katie Holmes and Bobbi Brown have collaborated on a new beauty line.



GETTY IMAGES PHOTO

plus stylefile

SKINNIER JEANS

Who better than Spanx to really put the skinny in skinny jeans? This fall, the famous shapewear brand introduces denim leggings in a variety of finishes and washes, along with a wide, slimming waistband and faux pockets to eliminate bulk (classic, \$98, wax denim, \$108). There's also a line of incredibly soft corduroy leggings in yummy fall shades, \$98; in department stores and at spanx.com.

GET GROUNDED

You often hear how important it is to be grounded. The people at Pluggz have that in mind with their line of ballet flats and loafers, each containing a carbon-rubber plug to help improve the contact between wearer and the earth. Wearers, according to the company, report feeling everything from fewer aches and pains to more energized, \$129-\$139 (flip-flops, \$39); at pluggz.com.

— BARBARA SCHULER



More products from these lines at exploreLI.com/shopping



JASON WU

THE LINE A 15-piece line for Lancôme featuring eye shadow, eyeliner, mascara (in a surprise navy hue), nail polish and more, \$18 to \$51; at Nordstrom, Bergdorf Goodman and Nordstrom.com.

THE SCOOP It's a smaller line but with stunner shades from Wu's recent shows (like the dazzling indigo in the Violet Streak palette, used to create the popular violet cat eye on models from his fall runway).

WHAT HE SAYS "I'm a beauty junkie, and I love makeup," Wu told Style.com. "It's always been such an important part of my shows, and I felt like this was a really natural progression for me."

PERROTTA'S TAKE "Elegant, feminine, bright"



PHOTO BY ANDREW FITZSIMONS