

**GET
THE
LOOK
NOW**



**HOT FALL COLORS • FREE MAKEOVERS • EXPERT ADVICE
THE RUNWAY OUR WAY • AUGUST 19-29**

bloomingdale's

SO MUCH GOING ON

THIS LITTLE BOOK IS JUST THE BEGINNING.

Stop by your favorite counters for expert consultations, makeovers and samples. Check out these events going on in-store:

YVES SAINT LAURENT Discover Gloss Volupte and experience the Fall Look Collection with a personalized consultation.

CHANEL Learn how to create Fall's best looks including a step-by-step lesson on making the new Eye Gloss work for you.

SHISEIDO Learn step-by-step how to illuminate, accentuate and maximize your eyes, plus get a complimentary foundation sample.

LANCÔME Get into the innovative new color collection by Aaron de Mey. A team of experts will help you find your new look.

DIOR Let Dior's makeup artists show you how to create expert eye looks like the ultimate smoky eye at the Pro-Eyes Event.

BOBBI BROWN In just five minutes, discover your ideal foundation shade and formulation for a flawless complexion year-round.

CLINIQUE Learn the secret to even, flawless skin every day. Keep your skin perfect with the Even Better treatment line.

SISLEY PARIS Work with a Sisley Paris advisor to learn the tricks to get the gleaming, golden look featured inside.

PRESCRIPTIVES Receive a five-piece bonus with any foundation or moisturizer purchase of 32.50 or more.

LAURA MERCIER Learn pro-artist techniques for using the new Fresco Collection during the fun, interactive Art Class Event.

All gifts are one per customer, while supplies last.



IT'S RED—REDEFINED Different than the blue-reds of past seasons—warm carmine lips with tomato and canteloupe undertones are just the pop of color that fall calls for. Learn how to wear it on pages 7 & 13.



LIVING COLOR

seen at **MARC JACOBS** (shown left), **SONIA RYKIEL**, **NICOLE MILLER & REBECCA TAYLOR**



SMOKY EYE 2009 This fall's version is completely different than last year's. While you may be tempted to "wing it" let us show you the right way to rock this catlike trend. Master the art of shimmer and shading on page 8.



PRETTY PLUM

seen at **CYNTHIA STEFFE** (shown left), **BETSEY JOHNSON & BOTTEGA VENETA**



THE NEW NUDE Play up perfect skin in a completely new way: ready-to-wear eyegloss (that doubles as a cheek shimmer), nude lips, gold highlights, and daring, defined brows. Flip to pages 5, 9, 10, 11 & 12 for the scoop.

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CORAL RED

seen at ZAC POSEN (shown right), MOSCHINO, D&G, SONIA RYKIEL & GIORGIO ARMANI



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GO BOLD American blue, chartreuse and iridescent purple make makeup fun again. Get into the artistry of expertly applied shadow in eye-opening colors. Peek at pages 4 & 7 to see how.



LIVING COLOR

seen at MARC JACOBS (shown left), SONIA RYKIEL, NICOLE MILLER & REBECCA TAYLOR

NEW SMOKE

seen at MICHAEL KORS (shown right), L.A.M.B., CATHERINE MALANDRINO & TORY BURCH



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PLUM PERFECT This isn't the girly lilac you wore in high school—think deep merlot lips. Psychedelic purple shadow. Nails that leave last season's black shades in the dust. Check out pages 5, 6 & 13.



PRETTY PLUM

seen at CYNTHIA STEFFE (shown left), BETSEY JOHNSON & BOTTEGA VENETA

SUPERNATURAL

seen at DONNA KARAN (shown right), DIANE VON FURSTENBERG & HELMUT LANG



THE NEW NUDE Play up perfect skin in a completely new way: ready-to-wear eyegloss (that doubles as a cheek shimmer), nude lips, gold highlights, and daring, defined brows. Flip to pages 5, 9, 10, 11 & 12 for the scoop.

**ON THE COVER:
LIVING
COLOR**

BOLD GOLD-GREEN SHADOW IS WEARABLE DAY OR NIGHT WHEN SMUDGED WITH SMOKY BRONZE. PAIR WITH A BLOOM OF BRONZER AND PLUM GLOSS FOR A BRIGHT TAKE ON THE TRENDS.



1 With the **YVES SAINT LAURENT New at Bloomingdale's Ombres 5 Lumieres Five Color Harmony for Eyes** in Bronze Gold, #401, 56.00, apply the chartreuse shade to the inner 3/4 of the lid. Smudge one or both of the dark metallic shades into the outer edge of the lid. Using a firm liner brush, line the upper and lower lashlines with the center liner shade. Blend upwards at the outer corners.



Swirl a blush brush all around the **New YSL Y Palette**, #402, 62.00. Dust onto the apples of the cheeks, along the forehead and down the bridge of the nose. Concentrate your brush on the darker color to use as contouring bronzer along the cheekbones.

2



A sweep of **New YSL Gloss Volupte** shown in Frosted Plum, #403 30.00, feature pomegranate extract and a sweet mango scent. Lips are vividly hued and glossy with minimal effort. For a deeper effect, layer with Rouge Volupte Radiant Lipstick 22, #404, 34.00. d275

3

Inspired by Gabrielle Chanel's love of Venice, the **CHANEL** Makeup Studio presents a compelling collection reflective of the city's drama and romance. Using **EXCLUSIVE CREATION: EYE GLOSS Luminous Cream Quadra Eye Shadow, Limited Edition**, #501, 65.00, apply one or more of these sheer, shiny shades to the lid with the included applicator.

LE VERNIS Nail Color in new Gondola, #502, 23.00, puts a bold emphasis on nails for an unexpectedly chic look.

Complete the look with **CHANEL LÈVRES SCINTILLANTES** Glossimer in Limited Edition new Arlequin, #503 27.00, an understated glossy nude lipcolor. d362



**THE
LOOK:
SUPER
NATURAL**

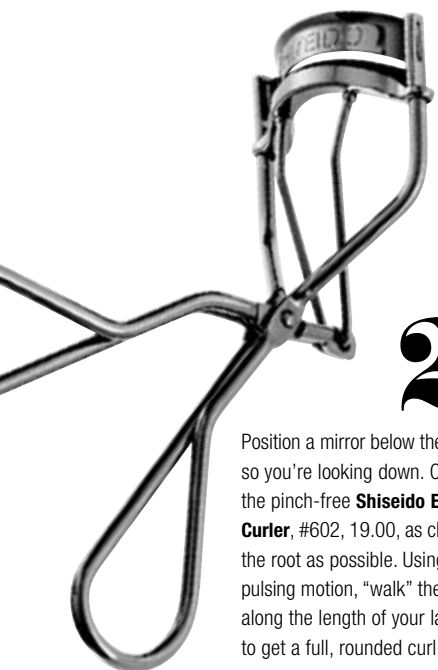
EYE GLOSS IS SOMETHING MAKEUP ARTISTS HAVE BEEN USING FOR YEARS TO CREATE THAT DEWY, DOE-EYED GLEAM. NOW YOU CAN DO IT YOURSELF—IT'S EASIER (AND SUBTLER) THAN YOU THINK.

CHANEL, LÈVRES SCINTILLANTES GLOSSIMER and CHANEL are registered trademarks of CHANEL Inc.



1

Start with a neutral shadow applied lash to brow as a base. Apply **SHISEIDO Exclusively at Bloomingdale's Limited Edition Luminizing Satin Eye Color in V1399 Amethyst**, #601, 25.00, with the tip of an eyeshadow applicator, starting from the inner corner toward the outer and blend up and out slightly past the crease. Rim top and bottom lash lines with black eyeliner.



2

Position a mirror below the chin so you're looking down. Clamp the pinch-free **Shiseido Eyelash Curler**, #602, 19.00, as close to the root as possible. Using a pulsing motion, "walk" the curler along the length of your lashes to get a full, rounded curl.



3

Using **Shiseido Perfect Mascara**, #603, 22.00, hold the wand horizontally and wiggle side to side close to the lash line to define the base, then sweep upward and outward for definition and length. d365

THE LOOK: PRETTY PLUM

THIS FALL, SHISEIDO COLOR CREATOR DICK PAGE INVENTED A NEW VIVID, METALLIC, **MUST-HAVE PURPLE JUST FOR US**. STOCK UP WHILE YOU CAN—THIS IS A SHADE YOU'LL TOTALLY FALL IN LOVE WITH.

THE LOOK: LIVING COLOR

AARON DE MEY'S STRIKING NEW DECLARING INDIGO COLLECTION MIXES DEEP BLUES, ROYAL GOLDS AND BOLD REDS FOR A **POWERFUL FALL STATEMENT**.



Make blue work for you using the **LANCÔME New at Bloomingdale's Liberty Color Design Palette**, #701, 42.00, by blending the two indigo shades in a sideways-v from the outer corners and along the crease with a small shadow brush. Dab the gold shimmer shades into the inner corners. Define the look with **New Lancôme Ink Gel Artliner** in Indigo Charm, #702, 23.50.

Brighten up with the cheery coral-red **Lancôme Color Design Lip** in Rouge Liberty, #703, 22.00. For a bolder color effect, powder lips first for better color adhesion.

Lancôme Le Vernis in Indigo Paris, #704, 18.00, is your ultimate final touch. d358

Using the **DIOR** New at Bloomingdale's **Limited Edition Jazz Club Couture Eye Palette** in Smoky Jazz, #801, 65.00, apply the pale silver-gray shade from lash to brow, then layer on the warm pewter shade from lash to crease. Create a clean, dramatic line by using the edge of a folded tissue as your stencil to apply the matte dark gray beyond the outer corner, in an upward direction. Blend the color inward along the crease. Use the creamy black eyeliner to add definition at the lashline.

1



**THE LOOK:
THE NEW SMOKE**

HOUSED INSIDE THE SLEEKEST COMPACT OF THE SEASON, THE NEW JAZZ CLUB COLOR COLLECTION FROM **DIOR REDEFINES SMOKY-EYED GLAMOUR.**

2



No strong eye is complete without perfectly polished brows. **Diorshow Brow Styler**, #802, 28.00, is an ultra-fine pencil that defines, fills and shapes with a universally flattering shade. Using short, feathery strokes, fill in any gaps along the arch. Use the included brush to gently sweep brows into place.



**THE LOOK:
SUPER NATURAL**

BOBBI BROWN PIONEERED THE CONCEPT OF YELLOW-TONED FOUNDATION AND CONTINUES TO LEAD THE WAY WITH HER **NEW FULL-RANGE FOUNDATION COLLECTION.**



BOBBI BROWN New at Bloomingdale's **Full Range Foundation Collection**, features a range of skin-matching shades in all different formulas and finishes. Test the color on the side of your face as well as on the forehead, and step outside to see if it looks seamless in natural light.

Oil Free Even Finish Compact Foundation, #901, 40.00; **Skin Foundation SPF 15**, 45.00; **Luminous Moisturizing Foundation**, #902, 45.00; **Moisture Rich Foundation SPF 15**, #903, 42.00; **Foundation Stick**, #904, 40.00. d279

GOT FIVE MINUTES?

Stop by the counter and get matched up with the perfect shade for your skin tone and your lifestyle. Learn tips and techniques on how to prep, apply and adjust your foundation for a flawless canvas year round.

Virtually undo the visible evidence of sun damage, dark patches, age spots and acne scarring with **First at Bloomingdale's CLINIQUE Even Better Skin Tone Correcting Moisturizer SPF 20**, 1.7 oz, #1001, 42.50. See results in just 4–6 weeks. To speed results, add **Even Better Skin Tone Corrector**, 1.0 oz, #1002, 39.50, as your first step or under makeup. See improved clarity and a more even skin tone when you wear **Even Better Makeup SPF 15**, in 20 shades, 1.0 oz, #1003, 24.50. d357. Allergy Tested. 100% Fragrance Free.



**THE
LOOK:
SUPER
NATURAL**

NO MATTER WHICH LOOK YOU'RE GOING FOR, **FLAWLESS SKIN SHOULD ALWAYS BE THE STARTING POINT.** VISIBLY ERASE PAST DAMAGE AND CREATE A MORE EVEN SKIN TONE WITH THIS COLLECTION FROM CLINIQUE.

**THE
LOOK:
SUPER
NATURAL**

GLOWING SKIN IS KEY TO MAKING THE SEASON'S BOLD COLOR TRENDS LOOK THEIR BEST. START WITH A HEALING TREATMENT AND LAYER ON BOLD GOLD SHADOW FOR A LOOK THAT RADIATES.



1

Get otherworldly radiance courtesy of **SISLEY PARIS Sisleÿa Elixir**, #1101, 535.00, a healing, anti-aging super treatment that makes skin glow from within. Gently pat into face for skin looks rested and ready.



2

Sisley Paris Golden Touch Eyeshadow, #1102, 42.00, makes brown eyes warmer, blues bolder and greens brighter. It's richly pigmented, so a little goes a long way. Using a rounded, fluffy brush, apply a little at a time and layer up until you get the intensity you want.



3

For a fuller effect, fill in outer corners of top and bottom lips with **Sisley Paris Natural Beige Lip Liner**, #1103, 55.00. Fill in with the glossy neutral **Golden Lip Eclat**, #1104, 55.00. d369. Select stores.

THE LOOK: SUPER NATURAL

GET LONG-WEARING
FLAWLESS COVERAGE
THAT'S GOOD FOR
YOUR SKIN WITH
PRESCRIPTIVES
MINERAL MAKEUP—
IN THE FORMULA
YOU PREFER.

PRESCRIPTIVES All Skins Mineral Makeup, liquid or powder formulas, 18 shades. #1201, 32.50.

Using the **Prescriptives Foundation Brush**, #1202, 30.00, apply a small amount of liquid foundation in a line across the forehead, down the bridge of the nose across the cheekbones and onto the chin. Blend into skin with a damp sponge.

If you prefer powder, tap a small amount of powder onto a tissue or into the jar's cap. Sweep up the powder with **Prescriptives Round Buff Brush**, #1203, 30.00, and tap off excess. Working from the outside of the face in, sweep on in a circular motion. d361. Select stores.

5 FOR FREE GIFT (A 54.50 VALUE)

Yours with any Prescriptives foundation or moisturizer purchase of 32.50. Includes travel sizes of Super Line Preventor Xtreme, Instant Gratification Skin Renewal Peel, False Eyelashes Mascara in Plush Black, and a full-size Colorscope Lip Gloss, your choice of warm or cool—all in a chic travel bag. One per customer, while supplies last.



Inspired by Italian fresco paintings, the **LAURA MERCIER New at Bloomingdale's Lip Watercolours Palette**, in fair or medium, #1301, 48.00, lets you experiment with color blending, just like the pros do.

First, apply Lip Prep (the rectangle at the left side of the palette). Use your ring finger to apply the pigment-saturated lip stains for a low-maintenance, natural look, or use the included brush for expert precision.

These long-wearing shades will last comfortably for hours, but feel free to layer on more color to change your look throughout the day. d246

Visit the counter and learn the Art of Lips. Get the scoop on all the techniques and tricks that the pros know and love.



THE LOOKS: CORAL RED

THE PROS RARELY USE JUST ONE SHADE OF LIPSTICK WHEN CREATING A LOOK. THEY CUSTOMIZE—AND SO SHOULD YOU! USE THIS PALETTE TO TAILOR YOUR LIP COLOR TO SUIT YOUR SKIN TONE AND YOUR MOOD.

GIORGIO ARMANI

Face Fabric Second Skin Nude Makeup, #1401, 45.00. Unprecedented fabric-like texture and translucent color, SPF 12.



BOBBI BROWN

New Long-Wear Gel Eyeliner in Caviar Ink, #1402, 21.00. This richly colored, user-friendly gel formula creates a precise line effortlessly. Apply with Ultra Fine Eyeliner Brush, #1403, 25.00.



CLARINS

Beauty Flash Balm, 1.7 oz, #1501, 45.00. An indispensable beauty booster that instantly makes fatigued skin look radiant and luminous. Great under makeup or on its own.

YVES SAINT LAURENT

Touche Éclat, #1502, 40.00. Instant beautification. Brightens undereyes and dark shadows, giving a spectacularly luminous glow.



BENEFIT

Instant Brow Pencil, #1503, 20.00. Turns sparse, skimpy brows into polished natural-looking arches. Glides on easily and comes with step-by-step instructions.

MAKEUP ARTIST PICKS

PEEK INSIDE ENOUGH PROFESSIONAL MAKEUP KITS AND YOU'LL START SEEING SOME OF THE SAME PRODUCTS AGAIN AND AGAIN. IT'S NO COINCIDENCE—THESE ARE SOME OF THE HIGH-PERFORMANCE, MUST-HAVE PIECES THAT THE PROS (AND YOU!) CAN'T LIVE WITHOUT.

Laura Mercier

Secret Camouflage, #1507, 28.00. Custom-blend your own shade to completely cover dark circles, imperfections and discoloration. Highly pigmented—a little goes a long way.



CHANEL

LÈVRES SCINTILLANTES Glossimer, #1504, 27.00. The go-to gloss for intensely shiny, shimmery lips. Comes in trendy new shades every season.



DIOR

Diorshow Mascara, #1405, 24.00. A backstage must-have at every fashion show, this cult favorite creates the plushiest, most dramatic lashes possible.



LA MER

Crème de la Mer, 1.0 oz, #1404, 130.00. Perfect hydrating base for makeup softens and smoothes skin. Warm up between fingers to activate and pat onto skin before starting your beauty routine.



NARS

Orgasm Blush, #1506, 25.00. Universally flattering—this shimmery, peachy pink powder blush gives everyone a radiant, healthy flush.



SUE DEVITT

Eye Intensifier Pencil, #1505, 22.00. The ultimate "quick eye" tool glides on smoothly and makes lining easier than ever before.



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EXCLUSIVELY AT BLOOMINGDALE'S

BE THE FIRST TO EXPERIENCE

COUTURE COUTURE

THE NEW FRAGRANCE FROM JUICY COUTURE
FOR GIRLS WHO DON'T HAVE TO DO WHAT
THEY'RE TOLD. BREAK THE RULES WITH STYLE!



Luscious mandarin and orange flower blend with a succulent pink grape accord. Middle notes sparkle with star jasmine, honeysuckle and blushed plum, drying down to a decadent blend of amber, vanilla and sandalwood, #1601, Eau de Parfum, 1.7 oz, 65.00; 3.4 oz, 85.00. Dusting Powder, #1602, 3.4 oz, 55.00. d341