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THEBOOK LA.com

by Elyse Glickman

stila



Garden of Winter Delights...

In fashion, rules are meant to be broken... and this week, the pick of the week is no exception. While we normally devote our scouting and writing efforts to bringing you the best in all things cutting edge, up-and-coming, and not yet a household name, we are turning our attention this time to **Stila**, which has been the quintessential Hollywood success story since **Jeanine Loebell** brought these products, inventive packaging and those adorable an girly hand-drawn spokesmodels to **Nordstroms**, **Saks**, **Sephora**, **Barney's** and, as of late, their own flagship stores at **Beverly Center** and **South Coast Plaza**.

What keeps Stila still exciting and fresh in the public eye? According to make-up artist **Geoffrey Rodriguez** who transformed modern L.A. gals into luscious visions of Audrey Hepburn and Doris Day for the **Boutique Ooo La La** Spring '06 fashion show benefiting the historical restoration of The Beverly Hill's Women's, everything that's inside all that great packaging. "I have access to a lot of things," he says matter-of-factly, "But I come back to Stila all the time because it does the job and lets a woman's natural beauty show through. I love the look that is created by the sheer foundations, the **Convertible Color** blushes on the cheeks and the sheer lip glosses that complete the look and make the girls look as if they just stepped in from a day in the sun."

Alhtough Rodriguez was focusing on getting **Boutique Ooo La La**'s perfect Spring look in line for next year, Stila has some gorgeous things hitting the shelves that will liven things up for winter—a seductive collection with four clear colors, two eye liners and three all over shadows in a choice of two glorious palettes. This **Chill Factor Collection** offers the **Fire Bloom** palette for warm complexions and the **Iced Plums** for cool skin tones.

Visit: www.stilacosmetics.com

This week, **2 lucky winners** will get an entire collection in a spectrum fitting their skin tone that will warm their spirits while allowing them to look fresh and cool all at once!

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