



NOVAK DJOKOVIC: Julien makes the men's hair look good, too. JOHN PEREZ

JULIEN FAREL: World-renowned stylist BELATHEE PHOTOGRAPHY

JULIEN & JELENA: Styling Jelena Jankovic's hair at the U.S. Open. JOHN PEREZ

Julien Farel

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Players and coaches concentrated on their performances at tennis's 2009 U.S. Open this year, feeling confident of their image as the Julien Farel Group from Madison Avenue in New York wove its magic.

From Aug. 28 to Sept. 13, for the third year in a row, Farel was selected to set up a temporary salon at the USTA Billie Jean King National Tennis Center in Flushing, N.Y., so that athletes could come in for a relaxing manicure and pedicure or to have their hair cut and styled or makeup applied.

In talking by phone with The Epoch Times, Farel said, "Every year things are improving. The more we move forward, we see that the players are different each year, starting to brand themselves [and] pay attention to how they dress. They use tennis to approach their own brand. Young players become celebrities and models, even if they're not in [the] top five. And the event is becoming more elegant, more like in Europe, more like a fashion show; spectators dress well. We're starting to see it in the U.S., which is great—it should look like a party!"

It was raining the day we talked, so no one was playing. But Farel watches as many matches as possible, partly because he is a great tennis fan and partly because he wants to support his clients. Most of the work he does styling and preparing the players and their staff is done during the day, so most of his spectator time is at night. He says he sleeps very little during the event, wanting to participate as much as possible.

This season he has styled the hair of players Rafael Nadal, Novak Djokovic, Gilles Simon, Jelena Jankovic, Nadia Petrova, and Na Li. Other clients who have come to him at the event are Ilie Nastase, Billie

Jean King, Hana Mandlikova, Mary Jo Fernandez, and Hannah Storm.

For Jankovic, he cut her hair and gave her a new look—a 2009 style. He said the players do care about how they look. Imagine the challenge he faces, with the hours of time the players spend in the hot, humid weather jumping and turning and running!

MULTIPLE BEAUTY SERVICES

Asked how he is able to make them look good, he said: "Most of the time we cut their hair and style it, but nails are important, too. They use their hands a lot, and a pedicure is important because they are on their feet so much." He said he knows how important feet are since he runs every morning.

"We also do eyebrow shaping for the women. It's important to have the right cut and to protect the color; they spend hours in the sun. And we must use good products. Plage Phyto is good. For so many hours in the sun, products are important."

A NEW TECHNIQUE FOR STYLING

One of the ways he keeps active hair in place is with a new technique called hair threading, by which the hair is secured without any clips. He feels it is really good for people who want that specific look, and it is also good for layered hair. It stays for hours. With their hair held in place, the players can really focus on their match, Farel said.

When asked what he liked best about working in this location, he responded immediately. "The energy!" Only the participants have access to the salon, so it is celebrities and top-ranked athletes who come to him. He explains "Coming from a small town in France and now being with people from your dreams, I don't take it for granted. It's like a fairy tale."

The clients from this event continue to have him take care of them

when they are in the city after the season. In fact, Jankovic's agent asked him to come to the French Open. He couldn't do it, but it was nice to have the chance. And he could recommend a good hairdresser in that area for her.

Asked how it works to have the players shift from a focus on their physical playing and performance to a focus on their physical appearance, Farel says simply, "Our job to make them look as good as possible, their job is to follow what their coach and all say and play well."

HIS MADISON AVENUE SETTING

His salon on Madison Avenue is set up as a place to restore and rejuvenate his clients: "I've made this a sanctuary," he says. He used feng shui in designing it because he believes in energy and destiny. "Create energy with your team. Maybe a person is not the best soccer player, but they can be part of a winning team. A team needs synergy and energy. It can only happen if there's a nice friendship. When I come to work, I come to see my friends—the team is like a family. A client feels it. The client wants to come for more services and stay longer; they feel generous in that environment—you always want to help people who make you feel better."

Another welcoming feature of his salon is that there are receptionists who speak many languages. He said he has always believed that the world is small and that in a few years you'll be able to fly from New York to Paris in one hour. The more languages you can speak, the better. He can speak three already—Italian, French, and English—and will need to speak Spanish soon, since he is opening a salon in Mexico.

He mentioned that Italian has been a lot more important than he expected. He is working with a lab in Italy to develop products, and he

needs to be able to speak Italian with them.

At the salon, there is someone who speaks Romanian, someone who speaks Korean, Spanish, French, Arabic—almost all the languages of the world. Farel expresses the importance in this way: "If you are a client and you come to a place where they speak your language, it opens you up. You feel more comfortable, even if you speak English well. I developed an Italian clientele, and now I can speak with some Brazilians and Argentinians, too, who also speak Italian. Then they go home and tell their friends, and [through] word of mouth, the salon is known around the world. Yes I do believe in it!"

In closing, he talked about his response to his clients. "We touch everyone, from models to jet setters to sports or movie people—anyone can come to us; they are just like you and [me]. Everyone comes in the same way. When a client saves up their money to come see us, or if it is given as gift, they are treated the same as everyone else. I have that mentality from working as a kid. A person who comes in at 7:30 a.m. or at 9 p.m. gets the same treatment. If a client comes from Florida, changing airplanes three times to get here to have their hair cut, that person is just as important as people who fly here in their private jets. Both are just as important.

"We're doing anything we can to support our clients to look great. Hair is the most important tool we have. We all have to work with what we are born with, whether we have money or not. We help you look good. Our motto: The client is most important. We have to give consistency and service, with this goal: If a client comes to us 10 times, 10 times they are happy. We sell the experience. We help with makeup, their total look, everything to make them look good."

'BEAUTY BOX'

A last look at prescriptives

Estee Lauder Inc. to terminate brand in January

By CHRISTINE LIN
Epoch Times Staff

In September Estée Lauder Companies Inc. announced that it plans to end the Prescriptive brand worldwide by Jan. 31. Prescriptives will sell its wares until they run out, and the brand will be no more.

The decision "will allow us to redirect our resources to key strategic imperatives where we see the highest growth potential," said Fabrizio Freda, the cosmetic giant's president and CEO. "Ultimately this action allows us to focus on those areas which we expect to benefit the Company, our shareholders, and business partners."

Prescriptives, sold in department stores, is known (but to Estée Lauder, not known enough) for its custom color matching, skincare, and its fragrance Calyx. On the floors of both Nordstrom and Macy's, it is the only makeup brand that creates foundations, powders, bronzers, and lip color on the spot at a customer's request. A color specialist will often spend over half an hour with a single customer to match, blend, and rematch foundation colors.

According to the Prescriptives color-matching philosophy, colors should match harmoniously with a wearer's natural skin tone. All its face, eye, and lip colors are categorized by undertone. Wearing shades in your color group will make you look natural, and the further away the colors get from your natural colors, the more intense or dramatic the look will be. The system is meant to be user-friendly and foolproof, not restrictive.

A CLOSE FOLLOWING

Loyal customers get frustrated when a favorite product is discontinued, much less a brand, said Andrea, a sales associate for Prescriptives. She said she found out about the close at the same time the general public heard. "I like my team and I like the brand," she said wistfully, adding that she

intends to continue working with the company.

The brand has a loyal following. "We have customers from Europe, Asia, and Australia. The Europeans come for the perfume and Asians come for the skincare. We have customers for life," she said. Prescriptives is currently sold in the United States, Canada, the U.K., Ireland, and Australia.

WEAKNESSES IN MARKETING

The way Andrea sees it, part of the reason why Prescriptives' sales are sub-par is that unlike other brands, Prescriptives offers few complimentary samples and gifts—a strategy popularized by none other than Estée Lauder.

On any given week, Estée Lauder ads can be seen in the newspaper inserts advertising "free gift with purchase" deals. "Lots of people go for that," Andrea said.

Confounding the brand's sales problem is its lack of strong branding. The packaging artwork (when there is artwork) is not consistent throughout the line. Rarely does Prescriptives put out a strong marketing campaign. The brand does do events, said Andrea, but that's not too often.

With the imminent close of Prescriptives, customers requiring custom-blend makeup can order items in their recipes for as long as supplies last. After that, there are other companies on the market that provide similar color-matching services: Three Custom Color Specialists is a major one; MIX Makeup Studio and www.makeupmania.com also make custom blends.

Founded in 1947, Estée Lauder owned 45 percent of the cosmetics market in department stores by the 1990s. Currently it owns 27 beauty, fragrance, and haircare brands including Estée Lauder, Clinique, Origins, M-A-C, Bobbi Brown, Tommy Hilfiger, La Mer, Donna Karan, and Aveda.

Prescriptives online: www.prescriptives.com.

Style and the city

Fashion school 101: The bra - Part 1

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We've all seen them: those fashion faux pas that are très terrible. Many times, however, these mistakes may not be due to the choice of clothes but rather what's underneath them.

Let's think about underwear as being the foundation of your outfit—if the foundation is sloppy, what's on top is going to be a disaster, plain and simple. So how do we build a strong foundation? Let's start with the bra.

We've all heard it before: The vast majority of women are wearing the wrong size bra. If you happen to be one of the rare few who actually do have the right size on, chances are you're still having issues with fit or style. Here are some common problems you may have encountered:

Problem: The double-bubble. This refers to when the top of a bra cuts into the breast, creating a bulge on top; it can also happen on the sides.

Solution: Get a bigger cup and/or loosen the bra straps.

Problem: Headlights. Also known as "show-through" of the nipples. As fabrics have gotten thinner and more clingy in recent years, this has become an issue. Failure to fix this problem will result in a sloppy, careless appearance and a lot of stares. Believe me, it's not a good look.

Solution: A lightly padded or "cup bra" (the kind without padding but with a firm, thicker material) will solve this. Thick, textured sweaters also work well for days when you don't feel like putting the armor on.

Problem: Straps keep falling.

Solution: Here's the obvious one: Try tightening them first. If they're still falling, it's because the bra is either a) old and stretched out, in which case it's time to replace it; b) the straps may be positioned badly for you, in which case you should try a different brand; or c) you have very sloping shoulders, which may require you to try several different makers and styles to find the

best one for you.

Look for styles with the straps closer to the neck. Racer-back styles are great, or you can also purchase one of those little bra clasps that clip the straps together at the back for a T-shape.

Problem: Back rides up.

Solution: Either the band is the wrong size (too large) or stretched-out, or the straps are too tight. In some cases, it may also mean that the style does not offer enough support if you're on the larger side, which would require looking for a stronger bra with solid support.

Problem: Uncomfortable underwire. The underwire pokes you under the arm.

Solution: Either the cup size is too small or it's a bad cut for you. Most likely it's the latter and is often a sign of inferior quality. If the size is right, try a different style or a different brand.

Problem: Gaping bridge. This refers to the bridge across the middle in the front not lying flat against your body.

Solution: Usually this indicates the cups are too small. But before you try a bigger size, check to make sure you're "all in" (see below).

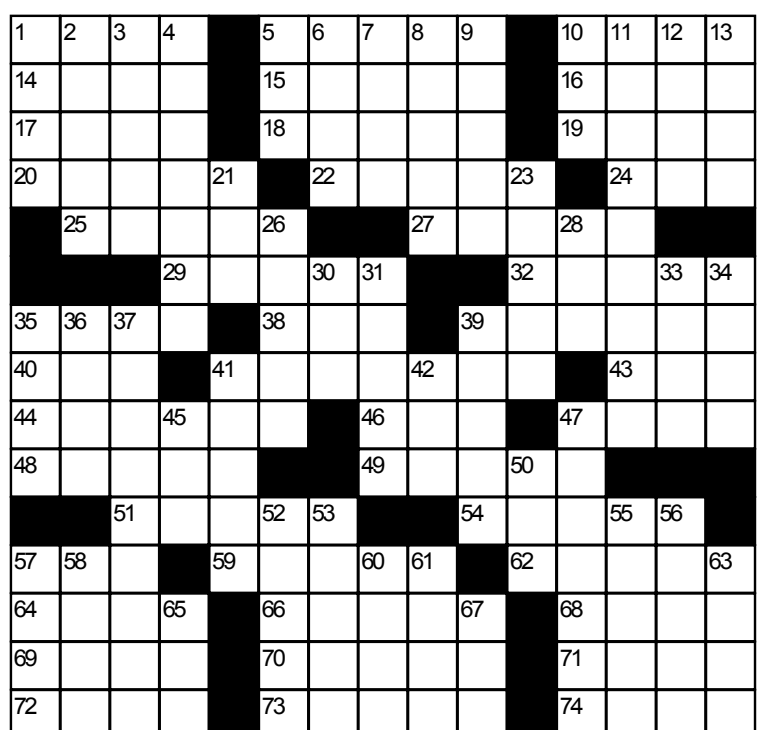
HOW TO PUT ON A BRA

This may seem elementary, but after years of working in high-end lingerie, I'm always amazed at how few women actually know how to properly put on a bra. The correct procedure is as follows. With the straps already over your shoulders, bend over so that your breasts fall into the cups naturally. Secure the clasp, and (still bending over) adjust your breasts with your hands, using a scooping motion, so that they're completely inside the cups and not squeezing out underneath or at the sides.

Now that we've done a bit of problem-solving, next week we'll focus on how to determine your true size, and then find out which styles to look for.

Jasmine Antoinette is a writer and former fashion designer living in Vancouver.

Crossword



www.CrosswordWeaver.com

Across

- 1 Thunder
- 5 Foamy
- 10 Type of dressing
- 14 Draw
- 15 Green-skinned pear
- 16 What horses eat
- 17 Gumbo
- 18 Severe
- 19 African antelope
- 20 Not war

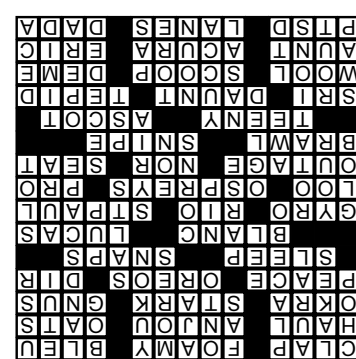
- 22 Sandwich cookies brand
- 24 Director (abbr.)
- 25 Catch some Z's
- 27 Metal fasteners
- 29 Mont
- 32 "Star Wars" creator
- 35 Rotating mechanism
- 38 River (Spanish)
- 39 City in Minnesota (2 wds.)
- 40 Water closet
- 41 Fish hawks
- 43 Professional

- 44 Interruption of power
- 46 Neither's partner
- 47 Lounge
- 48 Fracas
- 49 Sharpshoot
- 51 Small
- 54 Scarf
- 57 Lanka
- 59 Scare
- 62 Warm
- 64 Fleece
- 66 Ladle out
- 68 Interbreeding population within a species
- 69 Father's sister
- 70 Sporty car brand
- 71 Little Mermaid's love
- 72 Posttraumatic stress disorder
- 73 Small roadways
- 74 Daddy

Down

- 1 Lop
- 2 Large ponds
- 3 Relating to the ear
- 4 Fake pill
- 5 Foreign Agricultural Service
- 6 Upon
- 7 Open
- 8 Customs
- 9 Alaskan territory
- 10 Marsh
- 11 Decorate property
- 12 Decorative needle case
- 13 Union of Soviet Socialist Republics
- 21 Snake-like fish
- 23 Sprinkles white stuff on

- 26 Analyze syntactically
- 28 Puppy
- 30 Clip
- 31 Grains
- 33 Manner
- 34 Hole
- 35 Chunk
- 36 Not mine
- 37 Shifts
- 39 Asian country
- 41 Eyed
- 42 Long time
- 45 Respect
- 47 Separated
- 50 Pacific Time
- 52 Whining speech
- 53 Desert plant
- 55 Musical production
- 56 Coy
- 57 Exchange
- 58 Beat
- 60 Person, place or thing
- 61 Ripped up
- 63 Factor of ten
- 65 Type of partnership
- 67 Old-fashioned Dads



Today's Solution