

ARE YOU WEARING THE RIGHT MAKEUP?

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THE PERFECT BRA

(Your Clothes Will Thank You)

Scarlett Johansson

On Personal Style, Body Image & Her Hot Married Life

It's Here!

150 Best Beauty Buys!

What to Wear Now!

- PRETTY DRESSES
- WEEKEND CLASSICS
- SEXY DATE LOOKS

10 WAYS TO LIVE LONGER—HAPPIER!

MAY 2010: INSTYLE.COM

what's NOW!

Instant Analysis
Your brain in one word?

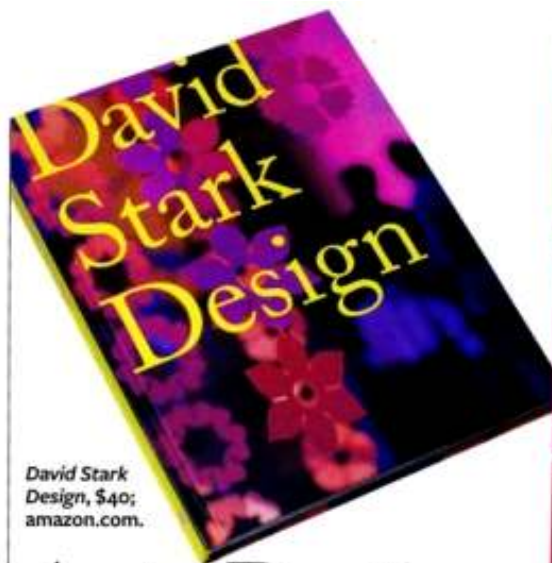
"Twisty."
—TAYLOR SWIFT

"Mush."
—HARRY CONNICK JR.

"Fast."
—CIARA

"Scattered—
with
showers!"
—SIMON BAKER

"Kooky."
—HEIDI KLUM



David Stark Design, \$40; amazon.com.

Arty Parties

Meet **DAVID STARK**, the Brooklyn-based event designer who once built a near-life-size castle out of Greek-deli coffee cups. His particular genius: elevating everyday materials into bold designs that excite partygoers (trees of lotto tickets and cardboard cacti are just two). His new book is filled with clever concepts and visual inspiration for those ready to make the ordinary extraordinary.



FREE IDEA! PAINT-STRIP PLACE CARDS

Pick up color strips from a hardware store in hues that work with your décor, says Stark. Use white stickers to personalize with guests' names. Place on a plate or tuck into an artfully folded napkin. Admire your table!

\$8/pack of 3; lewhif.com.



TASTE TEST

WHAT IS IT? "Breathable chocolate." Yes, you read that right. Each lipstick-like Le Whif tube delivers eight to 10 puffs of an organic flavor: chocolate, raspberry chocolate, or mint chocolate.

THE VERDICT The tiny particles, which are too large to enter the lungs (don't worry!), deliver a rich cocoa punch to the tongue and sides of the mouth—and at less than one calorie per puff. Weird? Sure. But it's the perfect fake-out fix when going cold turkey just isn't an option.

WHAT'S IN STORE

LAUNCHES YOU'LL LOVE

MAY



With **Anna Sui Fit Flops**, you can tone your legs while strolling in style (sandals, \$85; nordstrom.com).

Alice + Olivia debuts a "base collection" that's basically fantastic (metallic tank, \$165; aliceandolivia.com).



For **W Hotel's Global Glam** line, designers do exclusives for three new locales (Rebecca Minkoff clutch, \$295; whotelsthestore.com).



Worth running for: **Jimmy Choo** introduces a line of posh trainers (sneakers, \$495; at Jimmy Choo).

JUNE



The **Limited's** romantic bridal looks have prices you'll fall in love with (wedding dress, \$298; thelimited.com).



Happy 20th, **Steve Madden!** Their gift to us: the iconic pump in a new hue and higher platform (Caryssa heels, \$100; stevemadden.com).