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FOR
2010

Trends are a tricky thing. In the style realm, they tend to connote fleeting dalliances or flash-in-the-pan bravado. (Harem pants, anyone?) But if you delve some, they can also mean something with more heft — they can signify a shift in not just what we wear, drive, eat, listen to, or buy, but also our personal habits, what we gab about incessantly with friends, and most meaningfully, how we filter our entire roster of everyday experiences.

Looking ahead to the next year, we chose to focus on 2010's Next Big Things not so much as momentary trends, but as larger movements that are poised to take a seriously firm hold in Boston — as potent aesthetic ideas that help define periods of our lives, all with enough staying power to preoccupy our fine city for at least the next twelve months, if not significantly longer.



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FASHION
Legs Take a Turn

► Embattled by recession, fashion showed fortitude last year in its strong-shoulder jackets and tough, spiked jewelry. This year, legs propel us forward. Miniskirts, for sure, but anything celebrating stems looks exactly right — tall boots, patterned tights, long-strap purses that bounce on the thigh, side-slit pencil skirts, crisp little short-shorts and stowpipe (straight or skinny) pants. Calvin Klein designer Francisco Costa celebrates the lacecap, setting hemlines grazing just above them in a fall 2010 teaser. For spring, Jil Sandee, Chanel, and Miu Miu extended small skirts with sheer panels that showed leg action, literally, as the models walked.

And, oh, the stockings. Once the realm of beige control tops, styles now come in plaids, pin-dots, or pierced with rings and charms. Legs can be riqué a la Lady Gaga (one part leopard, zero parts pants), nonchalant as a Berkeley student (Madewell jean leggings, L.L. Bean plaid), or as coolly controlled as a Chestnut Hill exec-mom (slit pencil skirt, Anne Fontaine shirt). Best of all, anything leg-celebrating provides a sleek counterpart to those strong shoulders, which (trust us) have only begun their move back into bulky territory. Legs move us, inspire us, and, as the saying holds, are the last to go.

GROOMING
Better Natural
Beauty Products

2

► Here's our 2010 manifesto: beauty products should neither be a) highly colored and fragranced chemical minefields, nor b) olive oil glopped eco-naively into a jar. We want natural brands to be luxe and effective, and traditional favorites to bring us kinder, gentler versions of themselves.

Skin is, after all, our largest organ — it eliminates toxins as we sweat and absorbs what we apply. (So we are what we eat, and what we apply.) In this spirit, we've discovered and can heartily recommend three items launching this month and next: Thymes Essentials' new SPF 20 face lotion from its first natural collection (Bloomingdale's), Ahava's reformulated paraben-free hand creams (Lord & Taylor), and Tarte's terrific new lipstick pencils, which deliver smooth, sheer color (Sephora, available in February).

But there's plenty more debuting in this best-of-both-worlds ilk this year, so listen up: We've got some quick pointers on judging for yourself. First, choose products with relatively short and straightforward ingredient lists, and look for ingredients that skin uses in its cellular processes, such as amino acids, minerals, peptides, antioxidants (vitamins C, A, or E). Says Cambridge dermatologist Ranella Hirsh, "It turns out the things on our plate that benefit us most to eat also have amazing benefits for appearance."

HAIR
A New Profile

3

► Farrah Fawcett feathers her bangs and the nation flips. Meg Ryan meets Sally Albright and the shag makes a comeback. Jennifer Aniston's layers spawned a generation of look-alikes. Clearly, celebrity styles fuel the plebs' transformations. So when Victoria Beckham and Rihanna both chopped their extensions for decidedly Duran Duran crops, the trend couldn't be denied. Short hair is back.

But this isn't a polished coif. Remember when Gwyneth Paltrow and Brad Pitt had matching wedge cuts with glossy bangs circa 1995? Well, the new look is the opposite of that. It's punkish, chunky, and perfectly tousled. "While 2009 brought in sleek, straight hair, the new year rings in heavily-layered hair, loose and texturized," says Nicholas Penna of SalonCapri in Boston. Penna suggests asking for a style that incorporates distinct angles for maximum impact. Stick-straight

strands can be reworked into a voluminous 'do with a loose perm — also called a body wave — that adds soft curls. New chemical technologies make for a gentler perm that won't strip the follicle (the cause of frizzies).

And for those not quite ready to part with their Rapunzel-long locks for a curly mohawk mop — a blunt chin- or shoulder-length bob intercut with loads of layers will do the trick. Using a bit of product, scrunch wet hair, then let it air-dry to achieve unkempt romantic tendrils; a messy bun full of bobby-pinned knots lends an unstudied sense of glamour.

Both offer a rocker edge, without sacrificing length. "Try texture-enhancing products from brands like Shu Uemura," says Penna. "The Tasai Cream, which is great for long hair, or Kengo Feather, which is wonderful for short hair, can make this style stand out and add dimension."