

Uptown Girl

Marla Malcolm Beck, founder of Bluemercury, talks about her beauty boutique's Upper East Side arrival and lets us in on her favorite products for fall.

By Rachel Bowie

How did you choose the Upper East Side as the location for your next Bluemercury boutique?

It's not just the Upper East Side, it's Third Avenue specifically. That corner has everything you need. Citarella, fabulous clothing stores, a drugstore — the only thing missing was a neighborhood cosmetics boutique so for me it was the perfect fit. In New York City, we love being near gourmet grocery stores because we know our clients are going to go there on their way home from work. The Upper East Side is also the perfect neighborhood — lots of mommies and lots of professional women. I decided three years ago that I wanted to be there and I've been looking for the perfect location ever since.

How would you describe Bluemercury?

Bluemercury is a friendly, neighborhood store where you can get expert beauty advice. We carry the best beauty and grooming brands from around the world and we know our clients and we know what they love. The whole reason I started the company was because it's what I wanted — this is my dream store and it didn't exist.

Where did your interest in beauty first begin?

I was always a product junkie. I grew up in California, and knew products backwards and forwards. I had facials when I was in high school before anyone even knew what facials were. I actually used a brand called Dermalogica. They're really heavily based in California and they've been around forever! When I came east to grad school, I couldn't find Dermalogica anywhere. I had to drive 45 minutes to get MAC lipstick because it was only sold in Chestnut Hill, Massachusetts. I'd go all the way there and they would be out of the color that I loved. I knew that there had to be a better way to shop for beauty.



What are some of your favorite new products for fall?

I am in love with Laura Mercier's new whipped Crème Smooth Foundation. It just hit the stores this week. NARS has a brand-new blush called Douceur that's the perfect transition into fall. Darphin has a new firming serum called Predermine that I've been experimenting with that I love. NARS also has a new lip gloss color called Strawberry Fields. It is gorgeous — everyone's buying it! There's so much new stuff for fall, I can't even try it all.

What are the beauty products you can't live without?

SkinCeuticals Vitamin C Serum is amazing. Vitamin C actually helps absorb the sun rays if you put it on in the morning and, at night, it helps build collagen. I think it's one of the best ingredients out there for anti-aging. I love the MD Skincare Alpha Beta Face Peels. They just created an extra-strength version that I can't live without. I love Darphin's HydraSkin Serum — I use it under makeup every single day. I'm a total skincare junkie. Trish McEvoy's high volume mascara is something I've been using since it first came out. Those are some of my absolute must-haves.

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Consider it your own version of the seasonal switch. Every year, when the weather turns a bit more blustery, you have no choice but to upgrade your moisturizer to a product that can hold its own. Our advice? Try **SteamCream** (\$18), an all-in-one moisturizer for the face, body and hands. Made from high quality, all-natural ingredients, it also comes in limited edition recyclable tins, designed by different artists from around the world. A skincare treatment that's good for you and the planet? That's definitely a look we love.

Available at Henri Bendel, 712 Fifth Ave., 212-247-1100



This fall, kick your fitness routine up a notch with **Zenergy** at the Sports Club/LA. Perfect for Yogi types looking to change up their normal routine, this new class blends the benefits of traditional yoga with powerful athletic movements for a workout that will leave you feeling energized and refreshed. Think yoga meets cardio meets strength training — it's a class you won't want to miss!

Sports Club/LA, 330 E. 61st St., 212-355-5100

