

WWD FRIDAY

Beauty

Get Dressed

NEW YORK — There's nothing quite like a terrific dress. And Zac Posen knows just how to deliver one, which he proved in spades in the flirty, ultra-charming spring collection he showed on Thursday. The frocks ranged from the simplest slips to a soft jade fairy dress with sheer chevrons perfect for a young starlet. And Posen did great-looking day pieces, too — including some smashing blouson jackets and ruched skirts. Here, one of his sinky little numbers with a fluid skirt. For more on the season, see pages 6 to 11.

Models As Guinea Pigs: Beauty Uses Backstage To Test New Products

By Julie Naughton and Matthew W. Evans

NEW YORK — Beauty companies have long realized the sizzle factor of being involved with runway shows. These days, they're also using them for an

Margin Squeeze at Mass Beauty/15
A Three-Way Race in Color/16

even more pragmatic reason — to give a real-life road test to products in development. Fashion has become beauty's backstage laboratory.

"The backstage environment offers a critical audience — the models and artists there have seen just about

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TOP NOTES

BRIGHT BEAUTY: In support of Ovarian Cancer Awareness month this month, Delux Beauty is launching an educational and fundraising program with beauty.com. Ten percent of retail sales of its new line, Junior Duos, a velvety liquid cheek color and a coordinating ultrabright lip gloss in one dual-ended tube, will go toward ovarian cancer research. Junior Duos, which accent Delux Beauty's fall and holiday looks, come in four shades, Twinkly Pink, Nibbly Nude, Juicy Rose and Flirty Berry and are available through September at beauty.com.