

Go Ahead! BREAK THESE RULES!

STAND OUT FROM THE CROWD
THIS SEASON WITH OUR 20 NEW
WAYS TO SHAKE UP YOUR FASHION,
BEAUTY AND HOME-DECOR STYLE

Lancôme eye shadow in Backstage Pass, \$17; lancome-usa.com. Nars lipstick in Fast Ride, \$24; narscosmetics.com.

Rule 1

EMPHASIZE EYES OR LIPS, BUT NOT BOTH

How to break it Pair dark eyes with dark lips—just stay in the same color family. Try deep plums and eggplants on eyes (plus black liner) and a sheer dark red or plum on lips. Yes, it's all about the '80s. "Channel Xaniadu and have fun," says makeup artist Natalie Miller.



Pyrite, glass and metal necklace with grosgrain ribbon, Oscar de la Renta, \$590, net-a-porter.com.

Rule 2 | GLITTERY JEWELRY IS MEANT FOR THE EVENING

How to break it Don't treat your fancy stuff like a vampire: Let it shine in the daylight! To make it work, keep the rest of your outfits subdued and sophisticated—understated, clean lines will let your attention-grabbing jewelry rightly hog the focus. "I love a big statement necklace over a plain, basic T-shirt," says stylist Elizabeth Stewart. "Worn with jeans and a cardigan or a boyfriend jacket, it looks fabulous."



Rule 3 | MIXING PATTERNS OR CLASHING COLORS IS A NO-NO

How to break it Somewhere between good-girl boring and worrisome wacky is the fun zone. Why not combine two or three unusual choices like a lilac-and-taupe checked sweater with a chartreuse skirt, says designer Rachel Comey. In general, keep colors within the same tonal family and don't mix patterns that have more than two colors.

Rule 4 | CHIPPED POLISH MUST BE REMOVED IMMEDIATELY

How to break it You can tough it out a few days after your manicure starts to fray, says nail expert Ji Baek. Just use a matching color to stroke a light line sideways across the worn area, then paint the entire nail with a top coat to blend.



Ottoman, Williams-Sonoma Home, \$795-\$1,025; wshome.com. Leather trays (6", 8", 10"), Olivia Song, \$110 each; at Calypso, 212-925-6200.

Rule 5 A COFFEE TABLE MUST BE A TABLE

How to break it Use an ottoman instead for double duty, says N.Y.C. interior designer John Loecke. Perfect for serving drinks and bites, it can also be used for extra seating (wheels are a bonus—it rolls wherever you need it).

Rule Breakers



Preen

Phillipe and David Blond

Dolce & Gabbana

Gucci

Zac Posen

A Rule Breaker We Love RIHANNA

WILD PRINTS, CHAIN MAIL, EPIC SHOULDERS (WHEN OTHERS ARE BARING THEIRS), OFF-KILTIER STRAPS, MAXIMAL MINIS, SCULPTURAL DOS, A FLAIR FOR SHOWMANSHIP TO MAKE A POLE DANCER BLUSH—AND SHE'S JUST REVVING UP. RIHANNA NEVER FAILS TO GRAB THE SPOTLIGHT BEFORE SHE EVEN SINGS A NOTE.



Rule 6 | BATHROOMS SHOULD BE STRICTLY FUNCTIONAL

How to break it Cozy up the space with real furniture. "We look at bathrooms as if they were any other room," says N.Y.C. interior designer Jason Oliver Nixon, a partner at John Loecke. "In my house in Brooklyn, the bathroom is furnished with an armchair and lamps. It actually looks more like a library."

Rule 7 | NO BANGS ON ROUND FACES

How to break it We're not pushing the Little Dutch Boy look. But the right cut will soften the bluntness. Have your bangs trimmed in a subtle arc so the sides are longer and more fringed, recommends hairstylist Léa Journo. "It'll help bring out your bone structure," she says.

Rule 8 | A FIREPLACE IS ONLY FOR FIRES

How to break it If it's good enough for Picasso... "I found a photo of Picasso at home in 1962," says Stylecourt.blogspot.com's Courtney Barnes. "He put a painting in the fireplace, not on the mantle." A witty touch: Set the canvas on andirons. (Hot!) It's an easy, no-commitment thing to try with books, records or vintage collectibles.

Rule 9 | LIGHT SCENTS FOR DAY, HEADIER SCENTS AT NIGHT

How to break it Robert Gerstner of Aedes de Venustas says to forget complex vs. simple, night vs. day, even men's vs. women's: "Spray on a scent with traditionally masculine elements like the leather and incense found in Aedes de Venustas; wear something heady and dramatic like Fracas in the daytime; pair an unexpectedly simple floral with an over-the-top outfit."



Aedes de Venustas eau de parfum, \$189/3.4 oz.; aedes.com.

Estée Lauder Jasmine White Moss perfume, \$325/1 oz.; estee-lauder.com.

Robert Piguet Fracas eau de parfum, \$79/1.7 oz.; robertpiguetparfums.com.



Max Factor Erace Cover-Up concealer, \$5; at Walmart.

Vaseline Lip Therapy Advanced Formula, \$2; drugstore.com.



PETER SOM

Rule 10 | ALWAYS ENHANCE YOUR NATURAL LIP COLOR

How to break it Bring on the beige, says makeup artist Pat McGrath. This season, models hit the runways with superpale nude lips. Layer concealer and lip balm to achieve a hue that's the same color or slightly lighter than your skin tone. And pair with glowy skin or dark eye makeup to avoid looking washed out.



Snap jacket, Current/Elliott, \$274; at Barneys New York.

910 Skinny, J Brand, \$178; shogbop.com.

Rule 11 | YOU CAN'T WEAR DENIM ON DENIM
How to break it Sidestep a Texas tuxedo look with a chic tweak: Pair contrasting denims, like dark indigo jeans with a pale chambray shirt. Keep it sophisticated, not country or kitschy. Finish the look with a strappy shoe and studded bag.

Rule 12 | ART ON THE WALLS SHOULD ALWAYS BE FRAMED

How to break it Save those framing costs and turn to tape. "I put pictures directly on the walls in my apartment with black electrical tape, masking tape, even fluorescent gaffer's tape," says N.Y.C. interior designer Rafael de Cardenas. "If you get bored with the images, just take them down and switch them up."

Rule 13 | ONLY NEUTRAL INTERIORS STAND THE TEST OF TIME

How to break it You may fear getting sick of bold-looking décor, but dramatic rooms have the most longevity, says designer Alexandra Loew of From the Desk of Lola. Embrace classic (not trendy) printed wallpapers and statement paint colors. "Browse design magazines from five years ago," says Loew, "and it's the neutral projects that look the most dated."



Peekaboo wallpaper, Twentys, \$77/roll; twentys.net for stores.

Rule Breakers



Larvin

Larvin

Giambattista Valli

Dior

A Rule Breaker We Love TILDA SWINTON

SHE MELTS AN EERILY COMPELLING ANDROGYNY WITH AN OTHERWORLDLY BEAUTY. HOW COULD SWINTON POSSIBLY FOLLOW THE MODES OF MERE MORTALS? HER ALLURE IS MORE SINGULAR THAN TRENDSETTING, BUT IF SOMEONE ELSE HAS THE CONFIDENCE TO PULL THIS OFF, WE'D LOVE TO MEET HER.

Rule 14 | TAKE OFF ONE ACCESSORY BEFORE LEAVING THE HOUSE

How to break it These days, more is more. "Put on all your favorite things at once," insists jewelry designer Philip Crangi. "Accessories are the way people tell their stories. I love the mix of new and old, high and low, glam and personal. Pile it all together: a Cartier Love bracelet, a piece of string, a Swatch, beads, cuffs and bangles—you should always feel more like you in your outfits."

From top: Elsie bracelet, Dinz by Adina Reyter, \$44; shopbop.com. Sterling silver and rhinestone bracelet, Alyssa Norton, \$289; 212-533-9088. Multichain bracelet, Giles & Brother by Philip Crangi, \$125; gilesandbrother.com. Ladybug brass bracelet with vintage African glass beads, Giles & Brother by Philip Crangi, \$350; gilesandbrother.com.



Make Up For Ever eye shadow in No. 64, \$19; sephora.com.

Rule 15 | RED IS ONLY FOR LIPS AND NAILS

How to break it At the Prada and Gucci shows, vibrant red shadow gave eyes a bold look. Build up the color gradually, says Pat McGrath. Make it most saturated at the base of the lashes. Wear with smoky black pencil and black mascara on the top and bottom lashes. On lips, opt for a deep, cool red or a nude shade to give the edgy eyes the focus.



Rule 16 | SHORT HAIRCUTS AREN'T SUITED TO CURLY HAIR

How to break it Just don't go crazy with layering. Too many short layers make hair spring up, creating an unflattering pouf, says Frédéric Fekkal hairstylist Adir Abergel. "The key is to cut longer layers, which keeps the weight at the bottom of hair," he says.

Rule 17 | A CLOSET IS A CLOSET

How to break it Transform it into a bookcase or bar. "Take the doors off and open it up," says Robert Novogratz of N.Y.C.'s Six Design. "Of course, if something is in view it has to look good, so paint it or wallpaper the shelves to give it an aesthetic."

Rule 18 | IF WEARING COLOR, NAILS SHOULD BE SHORT

How to break it "An almond-oval shape is more current and lengthens the hand," says manicurist Roxanne Vallinoti. Angle your file at 45 degrees just under the tip so you keep the length on top and sides.



Black/Ninegar tights, Modern Color Block, \$20; at Nordstrom's. Sandals, Nine West, \$89; ninewest.com. Tights, Hue, \$15; hue.com. Studded suede sandals, Rebecca Taylor, \$235; 212-966-0406. Tights, Falke, \$59; 212-755-3312. Python sandals, Marni, \$1,050; 212-343-3912. Twilight tights, Wolford, \$47; wolford.com for stores. Leather sandals, Diane von Furstenberg, \$375; 702-818-2294.

Rule 19 | WEAR OPEN-TOE SHOES ONLY IN THE SUMMER

How to break it Tights are going to be huge for fall, and they look great with sandals. "Stick with thicker-strapped pairs that don't expose too much of the foot—they'll also keep feet from sliding around," says our accessories director Meggan Crum. "And wear with opaque tights in autumn colors like burgundy or dark mustard, or classic black."



La Mer the Treatment powder foundation in SPF 15, \$95; 866-850-9400.

Rule 20

APPLY SUNSCREEN EVERY 4 HOURS

How to break it On those days the beach isn't part of the plan (sniff), a frequent dusting of high-SPF mineral powder should do it, says Brentwood, Calif., dermatologist Jessica Wu. It won't replace your initial app of sunscreen in the morning, but the powder's titanium and zinc particles will help screen out rays all day long.

Rule Breakers



April, May

D&G

Yves Saint Laurent

Camilla and Marc

Matthew Williamson for HBM

A Rule Breaker We Love GINNIFFER GOODWIN

UNLIKE MANY YOUNG ACTRESSES WHO CLING TO CLASSIC GLAMOUR AS THEIR PHOTO-OP SECURITY BLANKET, GOODWIN REGARDS EACH RED CARPET AS AN UNCHARTED PATH ON WHICH TO TAKE CHANCES, PLAY WITH NEW SILHOUETTES AND GLEAN FRESH ELEGANCE FROM UNEXPECTED SOURCES.

—REPORTED BY MEREDITH BRYAN, ELIZABETH JENKINS, WENDY SCHMID