

Calendar

Girl

Need a reason to satisfy the fashionista in you? Blame it on the season!

OCT 16

National Boss Day

Even if you're not the boss, treat yourself like one.

Pick out a classically styled suit in houndstooth: the new power patte,

OCT 28

Daylight Savings Time Ends

Make the most of your extra hour of sleep with some cozy flannel pajamas.

NOV 9

Sadie Hawkin's Day

Now's your chance to ask out that guy you've had your eye on. He won't be able to take his eye off you when you wear a glittery swirl-print top.

NOV 22

Thanksgiving

After a big turkey dinner you'll be thankful you thought of your stylish, stretchy drawstring pants that give you some breathing room.

DEC 21

Winter Solstice

Winter's here: Bundle up with a warm, fur-trimmed duster snuggled around your neck.

DEC 31

New Year's Eve

Take shimmer and shine to 220 volts with a glittering sweater over a pair of dip-dyed sparkling denim jeans.



10% Off

every time you shop!

FB10



EXTRA 10% OFF

Join the FB10 savings club and SAVE!

There are two ways to be a part of the club:

1. Join **FB10** for \$20 a year and you'll get **10% off** everything — regular, markdown and layaway prices — **every time you shop Fashion Bug.**

2. Join **Premium FB10** for \$30 per year and, in addition to **10% off everything, you'll enjoy:**

- Three free issues of *Premium Style*, Fashion Bug's own members-only fashion magazine. Each issue includes a special **\$10 savings certificate.**
- A **\$5 coupon** to help you celebrate your birthday.

That's \$35 in coupons and additional savings — and it only costs you \$30 to join!

When you join the **FB10 savings club**, you'll receive a special Fashion Bug charge card that shows your **FB10** membership status and has your **FB10** 10% discount built right in. Visit your local Fashion Bug to sign up today.



Exclusive Online Offers

Visit www.fashionbugcard.com to find special offers available only to Fashion Bug cardholders. You can also use your Fashion Bug card online to shop the *Fashion Bug At Home* catalog or send flowers to that special someone.

Quick+Change = Artist

By choosing a few flexible separates in your wardrobe, you can double your options and create a new personality. We've started with three bottoms that are as flexible as they are fashionable, then added six tops. You decide which face you want to show the world ...

belted denim + **chunky rib-knit top** = **game day**
 + **sparkling lurex cowl-neck sweater** = **disco night**

pop diva = **sleeveless fuzzy shell**
class act = **textured, belted cowl-neck top** + **patterned skirt**

moleskin pants + **belted sweater tunic** = **office appropriate**
 + **textured wrap top** = **weekend chic**



BootCamp!

Basic training on the season's new recruits.



Retro

From calf-skimming to ankle-grazing, these boots are new-century with a dash of old-school thrown in. Fall's staple colors — red, black, camel — are glammed up with '80s-inspired studs, zippers or laces. Pair belted boots with a similarly studded tee or pull on calf-high boots with your duster for a polished look.

Casual

If retro isn't your thing, check out some of the more casual boot styles. Chunky heels, lace-ups, stitched detailing and boxy toes are still in vogue in heights from ankle to knee. These updated boot looks will dress up jeans, add sass to textured or tweed pants, and give bad-girl attitude to a good-girl plaid skirt.

Stretch

Still haven't found the right fit for your foot? Try the new stretch boot available in black, red and blue. The stretch boot — with boxy toes, chunky heels and a comfortable fit — is the perfect combination of form and function. Choose a stretch boot in your favorite height — knee, ankle or bootie.

Make a SCENE

Face it: Dinner parties are a tad "been there, done that." To make your next social event memorable, pick a new time of day. Then set the scene with a theme that flows from the food to the décor.

Hollywood Brunch

Show stoppers. Give your friends the full celebrity treatment with a gala late-morning gathering. Gold-star place cards, silver- and gold-star confetti and shiny mylar balloons glam up the table. Add a small Hollywood sign or movie clapboard for your centerpiece. Play movie soundtracks, and let your camcorder roll. As favors, give one-time-use cameras so party-goers can play paparazzi, too.

All-star menu. Get punny with star names for your food. How about an Arnold Schwarzen-egg-er scramble, Kevin Bacon-lettuce-tomato sandwiches, Halle Berry-and-cream parfaits and stacks of flap-Jack Nicholsons?

A-list accessories. Any color scheme works for table settings, so pick your favorite. You'll also want stylish trivet for hot plates, elegant wineglasses for juice and chic egg holders.



Cosmopolitan Cocktail Party

Uptown swank. Let your social circle show off its uptown chic with this early-evening soiree. Set the mood with formal black tablecloths and elegant floral arrangements in crystal vases. For urbane background sounds, smooth jazz is the key.

At the bar. Offer classic cocktails, such as Manhattans, Rob Roys and mai tais.

Try new recipes, and offer creative non-alcoholic drinks, as well. Hors d'oeuvres share the spotlight at any cocktail party, so present a variety — from fruits and cheeses to shrimp and chocolate-dipped fruits.

Dress the part. Brighten up the black tables with boldly colored cocktail napkins and coasters. Hors d'oeuvres plates in black or white, rimmed in gold, maintain the upscale edge while swizzle sticks of every shape, size and color add whimsy. Of course, you'll need a variety of stemware, including glasses for martinis, wine and highballs.



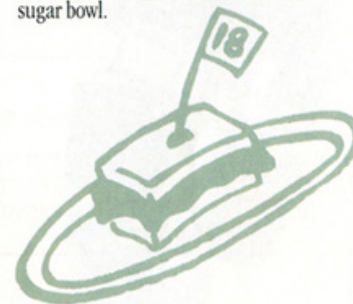
Fore for Tea

Course rules. Who says tea time must be formal? Make your own clubhouse regulations with a fun, casual golf theme. Decorate with mini golf-hole flags. On the stereo, a nature-sounds CD adds to the outdoorsy feel.

Tea cart. Serve club sandwiches, of course, cut into bite-size triangles. Toss up salad greens for an easy side dish.

While you're twisting tradition, pour not only hot tea (green tea seems apropos), but also that classic blend of iced tea and lemonade — the Arnold Palmer. And send guests home with chocolate golf ball favors.

The game plan. Mimic those manicured golf courses with a green-as-grass tablecloth and matching napkins. For a striking accent, use pure white settings: tea cups, saucers and small plates, plus teapot, creamer and sugar bowl.



Hit the Bottle!

SPF isn't the only thing to look for — scan for labels that include the following:

Double-duty formulas. Sunscreen is now piggybacked with many other products, including moisturizers, foundations, blushers and lipsticks — so it's easy to get the daily sun protection experts now recommend.

Full spectrum, broad spectrum or UVA and UVB coverage. Unless the label explicitly states it blocks both kinds of rays, it doesn't.

Zinc oxide or titanium dioxide. Both sit on top of the skin (rather than sinking in), forming an invisible barrier against wrinkle-breeding UVA rays and burn-causing UVB rays.

Avobenzone-free. Studies show that avobenzone (a.k.a. Parsol 1789) breaks down after half an hour in the sun and may degrade the chemicals that block UVB rays.

*Not sure what level of SPF is best for you? Read **SPF 101** inside ...*



Two to try:

Lancôme Self Tan
for Face • SPF 30

Clinique City Block
for Body • SPF 15

The BEST

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Get a sneak preview of Madison & Max on page 2.

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MAX



The Inside Scoop

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Pillow Talk

You toss and turn all night, then wake in the morning with an aching back and neck. The problem could be your pillow.

Know Your Position

Your favorite snooze pose affects your pillow choice and your overall health. If you sleep on your:

Back, aim for medium firmness and avoid thick pillows, which force your head upward, stressing your upper back and neck.

Side, pick a firm pillow that keeps your head and neck level and aligned with your spine.

Stomach, opt for a softer pillow that eases the strain caused by twisting your neck to breathe.

Have Your Fill

There are numerous types of pillow fill, each with its own perks and problems. Which you choose is more a matter of preference and practicality, rather than necessity.

Down and feathers. For a decadently plush pillow, you simply can't beat these natural choices. Still, Pillowtex, a major manufacturer, notes that down and feather pillows are available in densities from soft to firm. These dry-clean-only pillows will push you up the price scale

(on average, they run about \$45 to \$75), and they aren't recommended for allergy sufferers.

Polyester. This is the most popular pillow fill in the country, according to Pillowtex. A wide selection of firmness options helps most people find a comfortable fit. The synthetic material is machine washable and relatively low cost (\$15 to \$40). Plus polyester maintains its shape well and won't bunch up while you're sleeping.

Fills with frills. Water pillows feature an inner "bladder" that you fill to reach your desired level of firmness. Buckwheat pillows are filled with cleaned, hulled buckwheat that keeps your head cool. Both types reposition as your head moves, providing continuous, conforming support.

Give It a Try

Can't make up your mind? That's okay. It's best to try a pillow before you buy. And you'll rest easy knowing that we offer money-back guarantees on all pillows we sell just in case a full night's sleep gives you a different feel than a few minutes' trial.




Pick the right headrest
to snatch a
reviving 40 winks.

Should you pitch your pillow?

A simple way to test your pillow from sleep expert Dr. James Maas:

Just fold it in half and let go.
If the pillow unfolds itself, sleep on it.
If not, pitch it and buy a replacement.



Tasty Gadgetry

It's OK, you can admit it. You ogle the gadgets in kitchen megastores and covet the clever tools used on the food channel. But do special gadgets really make your culinary creations taste better? Here are three that do.

Simple tools that make flavors stand up and shout.



For the spice extremist: Don't peel another lemon, lime or orange without a tool made for the job. The OXO Lemon Zester (about \$6) won't dig up the bitter white pith. **Why you need it:** Zesting releases the aromatic oils in citrus fruits, which enhance the spices and flavors in your dish without overpowering them. But if you use a fork or knife to get at the zest, your food may end up with bitter overtones. Use zest to add zing to salads, stews, soups, marinades, cakes and cookies.



For the salad specialist: Leave no leaf undressed, no dressing diluted. The OXO Salad Spinner (about \$25) cleans and spins your greens dry with a gentle touch. **Why you need it:** You already know the importance of rinsing away dirt, bacteria and pesticide residue clinging to your produce. But wet greens can spell disaster for your salad: leaves get limp, dressings get watered down and salad ends up tasting washed-out. A salad spinner leaves your greens clean and dry, and keeps them crisper longer (one week vs. two to three days).



For the garlic lover: Add the potency of garlic to your food, not your fingers. The OXO Garlic Press (about \$12), extracts the pungent juice and pulp of garlic with a simple squeeze of the comfort-grip handle (no advance peeling required). **Why you need it:** Culinary experts agree that crushing, chopping, pressing or pureeing garlic cloves releases more of the essential oils than leaving cloves whole. And it's the oils that give food the sharper, bolder flavor you love. But pressing is the only method that keeps your hands odor-free, since you don't have to peel the cloves first.

A day at the spa isn't the only way to give your senses some much-needed rejuvenation.

There's No Spa Like Home

Find your favorite spa treatment in the chart below, and we'll show you the just-as-good home version you can indulge in over and over — at a fraction of the cost of a single visit to the spa.

Spa Indulgence	At-Home Luxury	Pampered Perfection
Balneotherapy Hydrotherapy with Aromatherapy (about \$120)	Homedics Bubble Spa Massaging Bubble Mat with remote control (\$99.99) — Turn your tub into an instant whirlpool. Add a few drops of Origins Sleep Time ylang ylang essential oil (about \$16) to revitalize your weary mind through aromatherapy.	Take advantage of the downtime by applying a facial mask such as Estée Lauder's Stress Relief Eye Mask (about \$28) to diminish puffiness and rehydrate skin.
Paraffin Manicure (about \$55)	Homedics Paraffin Bath (\$54.99) — Warm oil-infused wax softens your skin.	Use your paraffin bath before painting your nails to avoid chipping.
Massaging Pedicure (about \$85)	Homedics FootSalon Massaging Foot Spa (\$59.99) — Hundreds of pressure points gently massage away stress and aches, while warm water relaxes tight muscles.	After your soak, dip refreshed feet into the Homedics Paraffin Bath (above) laced with mint essential oil. Your feet will feel tingly and refreshed.
One-Hour Swedish Massage (about \$105)	Homedics Percussion Massager (\$59.99) — The high-intensity power feels remarkably like the deep pressure of a Swedish massage.	Mix a few drops of an essential oil such as eucalyptus or lavender into regular body lotion, and use with the massager for a refreshing aromatherapy boost.
Seaweed Facial (about \$150)	Homedics Facial Sauna (\$19.99) — Steams your pores open to prepare skin for Clarins Aromatic Plant Purifying Mask (about \$26) formulated with essential oils and plant extracts that naturally promote a fresher looking complexion.	Protect your skin's new glow with a light moisturizer such as Clinique Skin Texture Lotion Oil-Free Formula (about \$20), and avoid makeup for a day to give skin a break.

SPF 101

There's more to SPF than the number on the bottle.

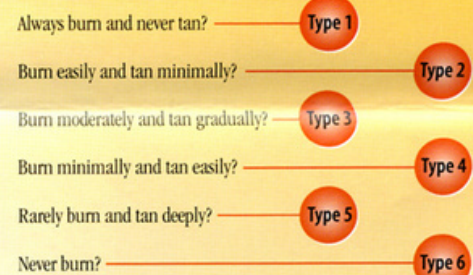
The complexities of choosing the right sunscreen are enough to wrinkle your brow. But while there's no magic equation for finding the right SPF for you, there is a more accurate way than just closing your eyes and pointing.

Typecast yourself. Gauge your susceptibility to the sun's harmful rays with the skin-type table at right, developed by the American Academy of Dermatology.

Tweak it from there. The lower your skin-type number, the higher your risk of sun damage, and the higher SPF you need. And since the experts recommend that you never use less than SPF 15, step up your SPF from there. For a Type 6, SPF 15 should be sufficient — but a Type 1 should choose SPF 30.

Go with your gut. Choosing a sunscreen isn't an exact science. So when in doubt, use SPF 30+ (the maximum rating now allowed by the FDA). And follow the golden rule: Reapply often.

Do you ... **Then you're a ...**



The lower your skin-type number, the higher your risk of sun damage, and the higher SPF you need.



Read **Hit the Bottle!** on the back page for tips on picking the perfect sun protector.

Visit www.bonton.com/bestof for more sun protection tips.

RETRO *fit*

These suits may *look* the same. But in 2001, there's more to swimwear than meets the eye.

Thirty years ago, a bra-burning, come-as-you-are attitude inspired "soft-constructed" swimwear that did little to enhance a woman's curves. But as our sensibilities changed, swimwear design evolved, making figure-friendly features the norm in 2001.



Support from the top

- Stronger, more flexible underwires perk you up right where you want it. And they won't poke or protrude in all the wrong places like those old metal underwires.
- Soft-cup linings offer gentler shaping than the sharp angles common in older suits.

2001 Model

1971 Model



- Seamless bodice construction makes for a smoother silhouette. Seams in older suits caused embarrassing bulges when they refused to lie flat.

Shape from within

- New nylon-spandex blends combine slimming stretch with shape retention to produce suits that move with you — without sagging in all the wrong places (like that old cotton suit did back in the day).
- Sleek polyester-spandex control panels invisibly support, flatten and shape trouble areas without the bulk that reminds you of Grandma's girdle.

Double-duty durability

- Manufactured fibers have revolutionized swimwear with suits that won't fade or lose their original shape. Some 2001 superfibers even resist damage caused by chlorine, UV radiation, perspiration, body oil, laundering and sunscreen.

The Inside Scoop

So Long, Salon

SPF Explained

Gastronomic Gadgets

Sharp Dressed Man

15% Off the Top

We've Got Your Number

The Bon-Ton makes swimsuit shopping a lot less trying with our Suitable Solutions™ swimsuit tags. The punched number on the tag corresponds with each suit's best feature, making it easier for you to try on more OH, WOWs and less NO WAYs.

Suitable Solutions suits are available in misses' sizes 6 - 16 and womens' sizes 16 - 26.



