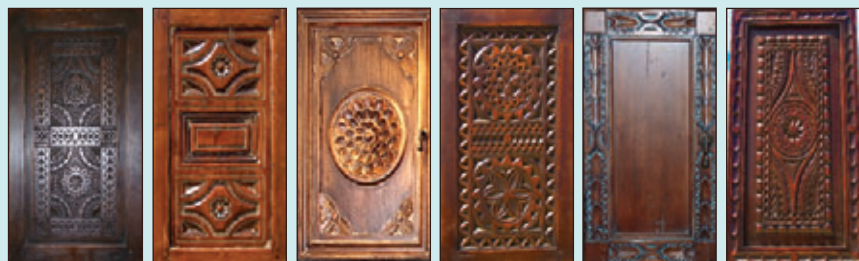


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LIFE • STYLE

by Judy Foreman

Ms Foreman, a Santa Barbara freelance writer, has been covering fitness, beauty, health, fashion, new businesses and lifestyle trends for the Journal since 1998.

Raising the Bar on Beauty



Oliver and Lily Garfield, a son and mom team who continue to add to the Cos Bar empire

On Thursday, April 22, throngs of women and men descended upon the grand opening festivities of the newest retail entry on Coast Village Road: Cos Bar. Since 1976 Aspen-based owner **Lily Garfield** set out to create a cosmetic boutique, and personally selected skincare and cosmetics from the world's finest most prestigious collections.

Lily prides herself on developing a team of consultants who have a wealth of knowledge, experience and training with each brand carried by Cos Bar. "I believe that a Cos Bar sales consultant represents the customer first and can customize a multi-branded skin care treatment and makeup regimen with the best of what the industry has to offer," she says. High-end cosmetics – once the private domain of Saks Fifth Ave, Barney's, Neiman Marcus, Bergdorf Goodman and Nordstrom – are now available without the hassle of driving downtown.

Lily's son, **Oliver**, who also lives in Aspen, helps his mother get each



MJ columnist Judy Foreman at the Cos Bar grand opening

store up and running. Montecito is the 12th location along with other locales including Palm Desert, Carmel, Scottsdale, Wailea, Vail, Atlantic City, Santa Fe and others. Lily specifically chooses neighborhoods where a major cosmetics department store or chain is off the radar or not convenient to reach.

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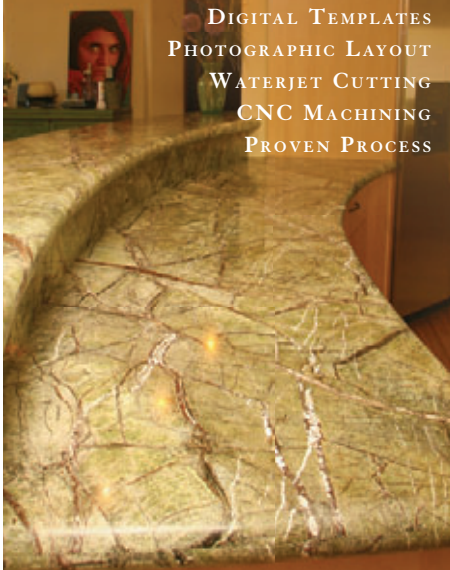
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Over 200 people turned out for the grand opening of Cos Bar, Coast Village Road's cosmetic emporium



Friends Jill Levinson, Carrie Riley and Katherine Stewart at Cos Bar

Store manager **Kate Quintana** arranged personal makeup consultations for those interested. Two hours before the start of the event, those who did not want to wait to check out the latest beauty products filled the makeup chairs for consultations by makeup artists brought in especially for this event. Representatives from Bobbi Brown, Guerlain, Giorgio Armani, Dior, Laura Mercier, Sisley of Paris, Yves Saint Laurent, La Prairie, Cle de Peau, and Nars showed off their products. In addition Cos Bar carries a wide variety of well-known fragrances by Chanel, Creed, Hermes, Aqua de Parma, Francis Kurkdjian and more, as well as a huge collection of makeup brushes, candles and other beauty items.

Cos Bar technicians are available for weddings and on-site work. Eco-conscious **Merryl Brown Events** created a beautiful background with white floral arrangements by **Adrienne Carrere**, and savory platters of nibbles

by C'est Cheese of Santa Barbara. Exterior pink lights and trees with sparkly white lights illuminated the store front; cocktail-height tables for those needing a break from the music and buzz inside or to cool off were available; guests munched on appetizers and sipped wine or a Cos Bar signature white cosmopolitan. Neighbor **Susan Pitcher** of dressed and ready boutiques provided informal modeling of her spring collections throughout the event.

At the evening's end with her black pumps in hand (and not on her tired feet) Lily said she was pleased with the outpouring of community support for the event. What surprised her even more, she said, was seeing men show up with the women, and that guests stayed all evening. "It looked like no one wanted to leave," she laughed.

Cos Bar is located at 1253 Coast Village Road, Suite 203. For more information call 805-565-7734. *My*

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