



*Beauty Insider*  
**JODIE PATTERSON**

Jodie Patterson was tired of having her makeup done poorly. “The colors would always be way off,” says the 43-year-old PR executive-turned-beauty entrepreneur. “It’s hard to find experts who know how to apply makeup on brown skin.” So she took matters into her own hands. In November she launched Doobop.com, a beauty site for the full spectrum of what she calls “brown girls”—a term she borrowed from her daughter. “She told me, ‘I’m not black like you’re black. I’m a brown girl,’” says Patterson, whose ex-husband, the New York restaurateur Serge Becker, is Swiss and Vietnamese.

Patterson—who ran Georgia, a beauty boutique in New York’s NoLiTa from 2008 until 2011, drawing fans like Sarah Jessica Parker and Jodie Foster—assembled a focus group of 100 women to help her develop Doobop, quizzing them on their beauty needs and woes. “Brown girls are always searching for that perfect

combination of products,” Patterson says. “For every hair product a Caucasian woman buys, a brown girl buys eight. What I use on the roots is different from what I use on the middle and on the ends.”

Once she had narrowed down the list of concerns, Patterson and a team of experts—including a dermatologist, two hairstylists, a nutritionist, and two makeup artists—tested hundreds of products, often discovering off-label uses. “Sometimes the best way for us to use a product won’t be included in the directions,” says Patterson, explaining that some African-American women wash with a conditioner in place of shampoo to preserve the hair’s much needed oils. “And the best conditioners for that aren’t necessarily ethnic products,” she notes. So while Doobop carries black beauty mainstays like Iman Cosmetics and lesser-known brands like HapsatouSy, from Paris, the site also features high-end lines like Leonor Greyl, Comfort Zone, and RMS Beauty. Patterson’s mission: to prove to her customers that they have more options than they might have thought. “I want them to say, ‘Thanks for taking me out of the ethnic aisle.’” **JANE LARKWORTHY**

From far left: Patterson, at home in Brooklyn; HapsatouSy Conditioning Balm and Georgia by Jodie Patterson Face Oil.

**Eau Dot Com**  
Two new online fragrance brands take the try-at-home Warby Parker model to the world of scent.



From left: Sample towelette and full-size bottle of Pinrose Campfire Rebel; full-, sample-, and travel-size spritzes of Commodity’s Whiskey, for men, and Tea, for women.

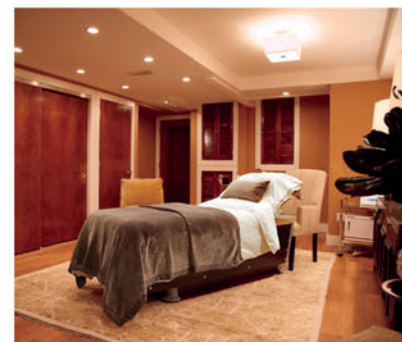
“THE FRAGRANCE CULTURE MAKES IT SEEM like perfume is this mysterious liquid,” says Owen Gee, the CEO of Commodity, a new Los Angeles perfume label. “We want to be a lot more open, with a really simple shopping experience.” To that end, Gee, along with four cofounders, created 10 scents for men and 10 for women, with straightforward names (Moss, Paper, Wool), and is using a Warby Parker-esque shop-online-and-try-at-home model to sell them. A \$9 deposit gets you 10 tiny samples—which you may test-drive for 10 days—and then can be used toward the purchase of a full-size bottle for \$108 or a trio of travel spritzes for \$48 ([commoditygoods.com](http://commoditygoods.com)).

It’s an approach that’s definitely catching on. Operating on similar principles, last month Erika Shumate and Christine Luby launched Pinrose, a collection of 10 women’s scents. After filling out an online questionnaire that asks you to choose from one of three soundtracks that best matches your typical mood and to reveal your current perfume of choice, you’re sent three free samples. If you like one enough to buy it, a bottle will run you \$50; it comes with its own online playlist and a Pinterest inspiration board ([pinrose.com](http://pinrose.com)). Social media is also a key ingredient at Commodity: The initial funds for the company were raised via Kickstarter, and there are plans to use feedback from Instagram and online voting to help develop new fragrances.

Still, fragrance snobs shouldn’t be put off by the prospect of mass appeal. Pinrose’s collection includes such sophisticated and complex blends as the vanilla-and-cedarwood Sugar Bandit and the whiskey-tinged-oud Campfire Rebel. Commodity’s brews are both expensive-smelling and easy to wear—in short, very L.A. Rain, for example, is a lemon, jasmine, and musk blend, and Oak mixes nutmeg, patchouli, and amber. The best part: When it comes to choosing between them, there’s no big rush. **KATIE BECKER**

**DON’T MISS** | *Georgia Louise*

What do Linda Evangelista, Emma Stone, and Mario Testino have in common (besides magazine covers, of course)? They all get their glow on at facialist Georgia Louise’s glam new digs on Manhattan’s Upper West Side. “I wanted the space to be quiet, comfortable, and discreet, but I also wanted it to express my personality,” says Louise, who also needed enough room for a heated table and eight cutting-edge machines (including a new pore purifier called the Georgia Louise Jet). To that end, she enlisted the help of her friend and client Caroline Legrand, an interior designer, who tinted the walls nutmeg, added texture with cork wallpaper, and installed vintage furniture and art. “The decor had to match Georgia’s nurturing spirit and healing hands,” Legrand says. And what hands they are. Seventy-five minutes with Louise (including her transformative Lift & Sculpt Butterfly Stone Massage) and you’ll be ready for your own magazine cover. (From \$250, 347.703.2726)



**SANDRA BALLENTINE**