

ELLE

CANADA

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SPECIAL

HIT Δ RV

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Snobs can be terribly tedious, but you'd never be like that. In fact, chances are, you don't qualify to be a hipster parvenu at the moment. The only way to demonstrate your humble outlook would be to start doing the very hippest things in the very newest ways, eating the very latest gourmet bites

and drinking the wines that everyone else will be drinking two years from now—all while

kicking back in that little vacation spot that has yet to be discovered by the tourist mobs. Once you do all that, you'll be perfectly positioned to prove to everyone that you're still the same old you—or not. The thing is, once you get super-hip, your old friends will be as exciting to you as rejects from last year's sample sale. Play it by ear. First things first: Here are 12 things that posh poseurs cares about. Good luck, and remember: Don't smile at anyone who drives a minivan.

SNOB ALERT

Our guide to hipness—one status symbol at a time. TEXT: STEVE BURGESS

12 BEAUTY GURU

Hotel

If you have some serious coin and an A-list reputation, you can land a coveted appointment at the ultra-luxe Dangene spa the next time you're jet-setting to NYC. Using non-surgical procedures, Dangene (yes, she has achieved single-name status) performs chemical peels, oxygen therapy and microdermabrasion. Consultations with the former Beverly Hills-based aesthetician start at \$1,280 a pop, but the Park Avenue spa maven prefers that clients commit to total-body overhauls rather than entry-level, one-time splurges. Total cost: About \$27,740 for 52 appointments. You're so worth it! Can't book with Dangene? Pamper yourself with Prairie Cellular Cream Platinum Rare, at \$1,200 for 50 mL.

- MAKEUP TRENDS
- CULT PRODUCTS
- IS BEAUTY REALLY COLOUR-BLIND?



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