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How To Look Expensive: A Beauty Editor's Secrets To Getting Gorgeous Without Breaking The Bank

ANDREA POMERANTZ LUSTIG

Foreword by *Glamour's* CINDI LEIVE



Synopsis

Glamour's "Beauty Sleuth" reveals tricks of the trade to help you look fabulously high-end in any economy. Andrea Pomerantz Lustig has spent twenty years as a beauty editor, and her contact list is packed with the names of the most exclusive stylists in the business. In *How to Look Expensive*, she combines her own experience with highly coveted secrets she's learned from the experts to help readers achieve buttery highlights, luminous skin, flawless makeup, and more, all on a budget. Delivering red-carpet looks without putting readers in the red, tips include:

- How to get expensive-looking hair color at an inexpensive salon
- Superluxe DIY skincare cocktails for less than \$20
- The cheap cosmetic secrets of expensive makeup artists
- Tips for princess-perfect skin on a pauper's budget

• sections that help you make the most of every dollar

With *How to Look Expensive*, every woman can afford to get gold-card gorgeous, and reap the self-confidence that comes with it.

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Customer Reviews

I was hesitant to spend the money on this book, assuming it was the same old drivel I've read over and over. I'm not even FINISHED with this book and yet I'm imploring you to buy this. I'm only on like chapter 3 and I'm already saving money. Example: my 20 year old Mason Pearson hairbrush seriously needs to be replaced but they're so expensive. Guess what? I don't NEED a new Mason Pearson hairbrush! She makes plenty of much more affordable suggestions. She DIAGRAMS HAIRCUTS to take to your stylist. This is not the same old schlock we've all read a million times before, this is shopping guide, an in-depth tutorial, it's everything a woman needs to know to look her best. I NEVER review books. EVER. But the complete lack of reviews on this invaluable book amaze me. If you care at all how you look you really need to buy this book. This is the best tool in my beauty arsenal.

I love this book! For the most part, I know the basics of how to look presentable each day. But did I know how to look expensive, classy, or remotely sophisticated? No - I didn't! If I ever did, it was a beautiful accident. Then I found this book! It's a walk-through covering all the details: skin, makeup, hair, nails, fashion. Everything! I love how the author also breaks certain parts down by style choice (like Classic vs Bohemian vs Hollywood looks. There are a lot of different ways you can go when you upgrade your look!) I absolutely recommend this book to the clueless, confounded, and simply curious. It has tips you can immediately use, product suggestions based on any budget, and will increase your confidence in your ability to enhance your look! I bought this book in 2013, and I still reference it! Great investment!

What a fantastic book for anyone looking to class up. This isn't about how to be snobby by spending hundreds of dollars, it's more about looking timeless WITHOUT having to spend a lot. She gives you products she recommends (she gives the high-end name and then drugstore alternatives). At 20 years old, I'm ecstatic I bought this book. It defiantly isn't for any specific age group (I feel like women from 16-90 years old could really learn from this and tremendously benefit from what this book has to offer). There are plenty of celebrity examples, make-up tips and a few of the author's advice (who was beauty editor for a while). Any gal looking to have a timeless, clean, expensive-looking (without spending a fortune) and chic appearance this is the book for you. *I felt like the clothing tips were just mediocre..but that was a small section of this book. I felt like this was more of an appearance/beauty book (sections ranging from make-up to hair to waxing/shaving/hair removal creams to nailpolish, etc). But her tips/her book in general is WAY better than Lauren Conrads' beauty books that everyone has been obsessed about.

This is a good book if you live in a large metropolitan area - which I do not - and have access to the salons, etc. the author recommends. Still, some of the advice is good, but was more an affirmation of what I already know rather than a great revelation. Also, the advice Ms. Lustig shares still requires a considerable income to take full advantage, and therefore, I think this book is for a rather narrow, affluent "fashionista" audience. Still, it's a fun read, just not practical for most of us.

I loved this book. I saw the title on a "bookcase" wallpaper in the elevator of the Vintro Hotel in South Beach, Miami, went back to my room and researched it and bought the next day. Let me start me start off by saying that I read A LOT of fashion/beauty magazines, blogs and books and keep up with trends on youtube and online. I have also lived in Manhattan for 15 years and spent a lot of time staring a beautiful, rich and fashionable people (those categories do not always align!!) This is NOT the same-old, standard advice you can read in every women's magazine. Yes, it contains some of the basics, but Andrea is a fashion insider and a keen observer of society and her book contains subtle observations that really ring true to me, but that I have rarely or never seen articulated before. This book isn't for everyone-- I think it's primarily for post-college women who have the interest and ability to devote significant time to a beauty routine and who value looking consistently, conventionally chic over following the latest fashion trends. If you fall into that category, though, you will love this book!! This book contains MUCH more content than the average beauty/fashion book - I was pleasantly surprised there was so much to dig into. She provides nuanced advice that takes into account differences in ability to pay, lifestyle and body but also gives very specific recommendations, dos & don'ts. Overall, I would say that her philosophy is that looking "expensive" is about investing in grooming: take care of your skin, fix your teeth, get and maintain a good haircut, groom your brows and keep your nails well-manicured. There is relatively little in the book about fashion, but I agree with her clothing philosophy - buy mostly inexpensive but well-fitting clothing and invest in a high quality coat, purse and shoes. I find that most women's magazines are effusively inclusive and tolerant of shortcomings -- anyone can pull off any look, no matter the budget-- "Anyone can wear an romper!!!!" "Recreate Rihanna's \$18,000 outfit for \$90!!!" "3 minute makeup looks!!" This author rejects that philosophy. "Looking expensive" is a different goal than looking stylish - it is all about the details and requires time and investment. Ms Lustig's chapter on nails is refreshingly Tiger Mom- "these are the colors that make you looks expensive, these are the ones that make you look like a cheap hussy" - "chips, hangnails, and dry cuticles always look terrible. No excuses!!" At the same time, she has a sense of humor about the absurdity of it all. I do

wish the book devoted less space to makeup product recommendations. While I find Ms. Lustig's recommendations very credible, makeup is very personal and the industry changes incredibly rapidly with new and better products coming out all the time. If your makeup knowledge and skills are "intermediate" or higher, you probably won't find this section very helpful.

Practical information about looking well-groomed and put-together. I was afraid it was going to be about trendy stuff but it's not, it's about building good beauty habits that can fit within your budget, whatever that may be. She gives you lots of different options and styles and shares some really creative problem-solving solutions. Lots of info about maintaining a "classic" look which is what I love. I wish I'd had this book in college!

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