

Beauty, the Natural Way: Visit the LUSH Boutiques at Macy's Chicago

This'll Make You Miss Marshall Field's a Bit Less

Hope you're not one of the incensed Chicagoans who refuses to enter the old Marshall Field's stores in The Loop and Water Tower Place. Because if you'd walk just a few feet inside those doors, the place that's now called Macy's has something absolutely delightful in store for you. It's the LUSH boutiques, truly exciting spaces dedicated to the U.K.-based line of hand-made, all-natural bath and beauty products.

Once you're through Macy's revolving Cosmetics department doors, you'll practically bump into the LUSH outpost. Well, you won't literally *bump* into it. But you'll be drawn in by what you see and smell from the moment you enter. You may even fall a little in "like" with Macy's, for bringing you this out-of-the-box shopping experience (that Marshall Field's didn't).

The LUSH Shopping Experience



If you're not familiar with LUSH, it's a line of fresh skincare and pampering products unlike anything you've probably seen or used before. At Macy's State St. flagship, it's located across from the huge MAC Cosmetics outpost off Madison. And LUSH is so visually appealing and touchable and sniff-worthy, you might forget to stop by that beloved MAC oasis across the aisle with its dance music thumping away.

That's because walking through the space occupied by LUSH is like falling through the rabbit-hole in Alice In Wonderland. But you land in a steroid-injected bakery. Of course, the plethora of out-sized items surrounding you aren't edible. You bathe and beautify with these plump dessert and candy-looking goodies. Everything looks so delicious, you could call this a fakery.

And the aroma? You can smell the floral-fresh scents wafting from a distance -- long before you see the merchandise. The products are displayed a la fruit in a produce market, practically spilling from their baskets in a rainbow of colors.

As much as you'll enjoy interacting with LUSH's jiggly soaps that look like Jell-O and bath tablets resembling mega-scoops of ice cream, the best of your experience is yet to come: The products actually work and far exceeded my expectations.

For example, the ice cream scoop-like bath tablets I mentioned. I buy the purple ones called Bath Bombs. Drop one in your tub and it power-fizzes like Alka-Seltzer. At the same time, the Bath Bomb releases a scent of lavender so true and relaxing, you'll think you're about to submerge in a sensuous, lilac-colored flower pond.

Another example of what I can vouch for: the Fresh Farmacy Facial Cleanser Soap. Containing chamomile and calamine powder, the soap looks like hardened Pepto-Bismol with herb stalks inside. But my, it works well as a pore minimizer! Since I started using Fresh Farmacy (and drinking lots of pomegranate juice), I've gotten quite a few compliments on my smoother-looking complexion.

So if you work downtown near Marshall Field's -- I mean Macy's -- and have refused to give the new store a chance, just take a few steps inside the Cosmetics area. I promise that once you experience LUSH -- which, by the way, is mighty generous with its product samples -- you'll start to embrace Chicago's sassy, new kid on the block.

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