



sneaker pimp

WANT FASHION THAT'S FLY? GET CUSTOM KICKS FROM PINK EYE

ERICA PURNELL WAS a Brooklyn sixth-grader when she realized she had a serious love for shoes. Riding the train to school, her eyes were constantly drawn to people's feet, reveling in the smorgasbord of sneakers worn by early-'90s New Yorkers. But these days, it's the sneakers customized with Purnell's hand-painted and airbrushed designs that are getting all the stares.

Known by kick connoisseurs as the 26-year-old founder of Pink Eye Fashions, Purnell personalizes shoes (like Nikes, Adidas, and Reeboks) and clothes—you name it, she'll airbrush something sweet on it—for individual customers, shoe collectors' conventions, and even art shows. She sees her work as a natural blend of her artistic leanings and footwear obsession, filling in a funkier, more expressive niche in the streetwear market. Her designs are influenced by New York and hip-hop ("Music brings about patterns and colors in my head that I translate into my work," she says), both of which are elements that have nurtured the culture of kicks since day one. And while her style is often urban abstract (think neons and textured patterns), her work is anything but limited. "Nothing is too crazy for me," she says. "I embrace all the weird requests."

Undaunted by the kicks-culture sausage party, Purnell has no problem holding it down for the ladies. "Being a female, of course there is a little more of a chase to be seen and heard and taken seriously, especially in the sneaker world," she admits. But she doesn't let the boys'-club mentality faze her. "I went out and showed people what I do, demanded the attention, and got it," she says. Check out Pink Eye Fashions at www.igotpinkeye.com and turn your life-long dream of owning Dolly Parton-themed Dunks into a reality. [JACKIE ZENONE]

PHOTO BY ANDREW WARMAN

test kitchen

[THEIR PRODUCTS, OUR INTERNS]

Product Body Sugarfoot foot scrub in ruby red grapefruit, \$22, www.productbody.com



CAROLINE

I'm pretty skeptical of foot scrubs, since I have supertough feet. But this one smells yummy, is organic, and is made of sugar, which means I wanted to eat it. Instead, I used it every day and noticed my feet were softer.



JESSI

It smells heavenly, but my New York-size calluses need nothing short of sandblasting (gross but true). The foot-scrub granules dissolve fast in water, so use outside of the shower to give yourself time to exfoliate the really tough spots.



MARIE

This invigorating yet gentle sugar-based exfoliant will leave you smelling like the purest essence of grapefruit, but the all-natural ingredients may not last as long as you'd like so get scrubbin'.

Benefit Posietint lip-and-cheek stain, \$28, www.benefitcosmetics.com



If someone tried to steal my Posie-tint from me, I think I would knife the Benefit bandit, and I am only half-kidding. This lip-and-cheek stain is actually that good. And the color is so flattering. I heart it.

Since it entered my life, this pinky cousin of Benetint has been single-handedly responsible for my happiness. Though the brush applicator can be tricky, the hue flatters a variety of skin tones and instantly gives me a glowing, Gisele-like goddess flush.

This lip-and-cheek stain had a color payoff that was too subtle for my personal taste, and I'd rather not carry liquid in my book-and-tech-filled bag. Change it to a semisolid and I'd definitely add it to my kit.

Shelissa My Sexy Lips Vanilla Bean lip balm, \$5.99, www.shelissa.com



This smells OK and is hydrating. But honestly, lip balm is lip balm, so the thing that really sets this one apart from others is the fact that it's eco-friendly.

This organic balm coated my smacker in a non-waxy sheen that lasted way longer than I thought it would. Hydration without having to reapply constantly? Awesome. Plus, it smells like cupcakes! It will definitely replace my plain lip balm.

Long-lasting moisture, SPF 15 protection, and eco-friendly ingredients? Fantastic! While the vanilla scent is much stronger than the taste, this is a great basic lip balm.