

Wanted

Start to finish

An ambitious South African team has built a racing car worthy of Le Mans

HOLDING COURT

A rare encounter with artist Athi-Patra Ruga

I love London

From Ozwald Boateng to Paul Smith, we get the insider take on this Olympic city

CHINA DOLLS

Richly detailed fabrics inspired by the Orient and Tretchikoff's image of The Chinese Girl paint a picture of a secret world



HYDE PARK SHOPPING BY WANTED



THE COSMETICIAN WILFRID MOULIN, Metropolitan Cosmetics

Metropolitan Cosmetics functions as a platform for high-end alternative beauty brands. Among the brands exclusively available in the store are Serge Lutens fragrances, Cinq Mondes skincare and Swiss Haircare products. Established by Wilfrid Moulin in 2004, Metropolitan Cosmetics sources lesser-known quality products, and educates its clients on the virtues of these lines. *Cosmetic News* has recognised the store's unique services internationally, and they have stood out in the South African market since their founding. The brand's two stores in Hyde Park Centre represent their lack of compromise when it comes to quality cosmetics, no matter what the cost.

What is your most recommended product for men and women?

We have a wide range of products, from make-up to toothpaste. Makeup Forever is the best makeup brand for women, with products for all skin tones, including 36 foundation colours for dark skins. For anti-aging treatments Dr Sebagh and Strivectin are leading products. For men, American brand Jack Black has a wide range of products targeting everything from anti-aging to shaving bumps, with packaging to suit male tastes.

What keeps people coming back?

Metropolitan Cosmetics strives to provide a service based on delivering solutions. We heavily research our products and only source the most effective, technologically advanced lines. We prescribe products across the board, offering our clients brands that suit their specific concerns. Our staff are trained to an international level in order to be able to carry out this service efficiently.

Where are the majority of your cosmetics imported from? Do you stock any local brands?

Most of our products are imported from the US or France as these markets are so advanced. Some of our brands like Leonor Greyl and T LeClerc have been on the market for decades, but there has been nothing to match them in this country. We stock Velds, a South African brand which is successful because it is manufactured in and imported from France. There is a market for local products, but until the manufacturing of products increases here, it remains very small.

What are your thoughts on aging and cosmetic surgery?

Aging is the most common concern among our clients. We stress the importance of a good skincare regimen from as young as 20 because, with a good regimen, anyone can age well. Any invasive procedure such as surgery should be the last resort.

What music do you play in-store?

Our stores have a vintage French apothecary feel to them so, in keeping with this theme, we play light music with a French touch.

Metropolitan Cosmetics, (011) 325 5035