

B SPOT JACKPOT

The hunt begins today: To celebrate its new fragrance, b spot, Benefit has hidden 1,000 magnifying glasses in five Bloomingdale's stores (including 900 N. Michigan). One winner will receive \$200 worth of Benefit cosmetics and a \$200 Bloomie's gift card; 15 winners get a bottle of b spot (a sultry blend of sandalwood, freesia and peonies).



SHOPPING

WITH JESSICA | jshedgwick@suntimes.com



PUMP UP VOLUME

Fine or thinning hair? Don't give up, get going with one (or all!) of these products.



BUMBLE AND BUMBLE HAIR POWDER:

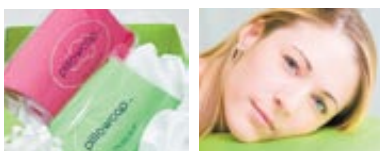
This amazing dry shampoo gives your hair enough volume to style a bouffant! Just spray it on and poof! your pouf is full and natural-looking. It comes in five colors (\$19), and they're great for covering pesky grays. Visit Bumbleandbumble.com.



HAIRDO FRINGE: This ultra-natural-looking hairpiece can be used for thinning hair or to wear as bangs for a different look. It's made of beautiful human hair, so it can be cut, styled and colored. Go to specialtybeauty.com to order (\$225).



OOKISA: Ooh, you will marvel at this hair-thickening line of products from Japan. Promise. Oookisa products tackle DHT, a hormone responsible for hair loss, and leave hair strong and shiny. I'm a special fan of the Volumizing Souffle, but go online to see all the products at ookisa.com.



PILLOWCAP: I came across this pillow cover last spring and loved it so much I ordered five more. Made of crepe satin, it eliminates hair snags, so you won't lose hair or get bed head (really). And your face won't get scrunched, so no worries about wrinkles. They're on sale for \$14.95. Hurry to pillowcap.com to order.

Amanda Barrett



Loop Apparel's Josh Galecki (from left), Adam Richardson and Brian Crow sport their own T-shirts and track jacket in Chicago Monday. | JEAN LACHAT~SUN-TIMES

THE ICEBREAKER

ATTENTION-GRABBING APPAREL LINE IS WORTH PICKING UP

THE SHIRTS

Three Tees to get you in the "Loop":



Prettiest Girls in the World Live in Chicago, \$18

Adapted from a Jack Kerouac quote, "The prettiest girls in the world live in Des Moines." "It's the greatest pickup line of all time," Josh Galecki says. "Either she lives in Chicago and she agrees with you, or if she doesn't live in Chicago she's gonna come up to you and let you have it. So either way she's gonna come up and talk to you."



The Chase, \$18

Graphic of girl and boy on the L platform. "The concept was a twentysomething yearning for something — you just moved to the city and you want to talk to her and you can't." T-shirt available for both men and women.



The Poet, \$18

For your \$18, you also get little explanations with your T-shirts. The Web site has this to say about The Poet: "Relax, you'll be home soon. Now, do you get up and let the older woman sit in your seat on the L, or do you sort of pretend to sleep? ... I guess it depends on how hung over you are."

It all started with a girl on the L. Or, more important, *the* L girl. The impossibly beautiful girl who could be yours if you could just, ya know, talk to her.

"I take the L to work every day, and I started standing on the L, seeing a really attractive girl and thinking, 'I'd really like to talk to her but there's no way I can,'" says Josh Galecki, president of Chicago-based Loop Apparel. "There's this joke, the best place to pick up girls would be on the L. But no one's allowed to talk on the L."

Countless Chicagoans can identify. But missed connections drove Galecki to create his clothing line three years ago — a line inspired by love, art, music and Chicago itself. (The T-shirt "The Chase," an illustration of a man and woman on an L platform, became one of Loop Apparel's first T-shirts.)

Galecki partnered with two friends, artist Adam Richardson and marketing director Brian

Crow. His goal is to build up enough business to quit his day job in sales. And he's pretty close. Loop Apparel is finally turning a profit, despite what might seem like a huge obstacle: The clothing is actually affordable.

Most of the Loop Apparel offerings, printed on 100 percent soft cotton American Apparel shirts, are \$18, and shipping is \$2. So a \$20 T-shirt to your door is a pretty darn good deal. "Sometimes we might take a little bit of a hit," says Galecki, but he believes it's worth it. "Eight dollars for shipping, are you kidding me? We don't want to pull the wool over our buyers' eyes."

The clothing is offered only on their Web site, loopapparel.com. But Galecki hopes to be in small Chicago boutiques soon.

Galecki thinks that Loop Apparel is not just a clothing company but a lifestyle. To that end, he and his gang throw and promote parties, with invites on their Web site.

But then again, maybe it's just a way to talk to women.