

Chic and Simple

Fashion Beauty Dining Travel

Don't miss: Nail Guru Jin Soon's must-have nail polish line



The JINsoon Quintessential Collection

I meant to post this much earlier when I received the preview nail color samples, but work, a new condo and new puppy got the better of me. Sorry! That said, if you haven't already tried the gorgeous Jin Soon nail polishes yet (called JINsoon) you need to. This marks the first nail polish line from the fashion- and celebrity-coveted nail superstar Jin Soon Choi, a fixture at Fashion Week and constant in glitzy fashion magazines. Her eponymous line of nail colors arrives at a time when the obsession with nails has never been hotter. The debut collection features 12 shades divided up into the Quintessential Collection (think timeless pink, beige, red and more) and A La Mode (fun fact: top models like Coco Rocha and Karlie Kloss named the fashionable shades). In addition, Choi has debuted a strengthening base coat called Power Coat and quick dry Top Gloss. Like the perfect, last-forever manicures and pedicures one can expect at Choi's impeccable nail salons, all three are located in New York City, her toxic-free polish is designed to last thanks to a patented formula. After moving away from the Big Apple last year one of the many things I have been suffering withdrawal from (aside from Mark Garrison Salon, hair removal at Shobha Salon and monthly facials at Mario Badescu) is my mani-pedi trips to Jin Soon. Not only do you leave feeling fully relaxed, the experience defines perfection. Like all best-kept secrets in NYC—whether it's a fabulous hair colorist or amazing eyebrow guru, I learned about Choi's gem of a nail salon through a friend nearly 10 years ago. And while Jin Soon is hardly a best-kept secret, my nails have never looked better and I'm forever grateful for this friend's savvy tip. JINsoon polishes retail for \$18 and are available at select Space NK and Sephora stores. Or, visit one of Jin Soon's three nail spas to experience the new colors—and get your nails done.

Tags: Jin Soon Choi, JINsoon, Mario Badescu, Mark Garrison, Shobha