

Editors' Top Shopping Recs for October 2024

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What Shopping Editors *Actually* Buy: 20 Finds We Couldn't Resist This October

Fashion, beauty and more



By [Jael Rucker](#)

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Mob Beauty, Dr. Martens, Sephora

Ah, October: It's a month marked by changing leaves and cooler weather, loaded with cool family activities like visits to pumpkin patches and corn field mazes. It's also when it hits you: The holiday season is coming up fast. So, whether you're updating your

wardrobe (and home) as sweater weather turns into puffer jacket weather—or you're getting a head start on finding that perfect gift for mom—I checked in with several members of the PureWow team to see what they're adding to their carts this month.

Scroll down to see a curated list of our October favorites, spanning from fashion and beauty to home and tech.

*Want to save ***big*** this shopping season? [Sign up for our Deal of the Day email](#) to get all the best sales delivered straight to your inbox.*



Ulta

1. Grande Cosmetics GrandeDrama Mascara

Assistant Commerce Editor Natalie LaBarbera is stocking up on her favorite mascara this season. "I need to stock up on a new bottle of GrandeDrama mascara this month! I tried ***so many*** different mascaras after my last go-to was discontinued, and I finally found a new fave with this one that makes my lashes look so much longer and more defined."

\$25 at ulta



Revolve

2. Jenny Bird Vera Chain

Fashion editor Abby Hepworth has her eyes set on this stunning, affordable chain for the season. "I've been eyeing this necklace for months and finally just caved and bought it," she says, adding, "I love that it has the same vibes as the iconic Tiffany & Co. heart tag necklaces, but is far more affordable. Silver jewelry is making a big comeback, so I'm excited to add to my collection." Priced at just \$135, this is a definite must-have.

\$135 at revolve



Olapex

3. Olaplex No. 5 Leave-In Conditioner

The colder months requires a lot of extra care for my hair, and this month I'm giving this leave-in conditioner from Olaplex a try. PureWow editors have long sworn by the brand—Editor-in-Chief Jillian Quint says its No. 3 Hair Repair Perfector is as close as she can get to a keratin treatment without going to the salon. No. 5 is renowned for its ability to strengthen the individual bonds within your hair while hydrating it. Plus, you can leave it in all day, which is always a bonus for me on busy days.

\$32 at [olapex](#)



Bombas

4. Bombas Lightweight Bow Quarter Sock 3-Pack

Wellness Director Sarah Stiefvater is all in on these chic socks for fall. "Bombas are some of the highest quality socks I've ever tried, and I looove these bow-adorned pairs (that come in a three-pack set). I plan on wearing them with everything from loafers to Adidas Sambas."

~~\$52~~; \$49 at bombas



Wrangler

5. Wrangler ATG Men's Cliff Side Utility Pants

I'm finally starting my holiday shopping, and—don't tell my sister—but I plan on getting her these pants, as she's a fan of incorporating men's clothes within her wardrobe. Not only are they comfortable, but they will give her the loose, baggy look she likes, so I think she will be happy with them (reviewers say the quality and construction are bar none). I picked up the Caviar color, but there are five others to choose from.

\$40 at wrangler



Solo Stove

6. Solo Stove Bonfire Smokeless Fire Pit 2.0

"Some might argue we're past fire pit season but, as a new homeowner, I've been daydreaming about weekend hangs around a backyard bonfire (or 'fire club,' as my husband likes to call it)," says Executive Managing Editor Catrina Yohay. "I've been eyeing the Bonfire 2.0 from Solo Stove based on friend recommendations and the over-23,000 five-star reviews it has online. I might even splurge on the fire pit plus surround for convenience and safety (since I have a pup and multiple little nieces and nephews running around)."

\$250 at solo stove



Midea

7. Midea 11-Quart, Two-Zone Air Fryer

My air fryer recently gave out, so I picked up this one from Midea, which lets you cook two dishes at once—and it has Sync Finish Technology, adjusting the cook settings so the two dishes finish at the same time. I love making homemade wings and fries (especially during the holiday season), and it was super annoying how I would have to cook them separately with my old fryer. Not anymore! Gotta love the under \$125 price tag as well.

\$123 at walmart



Wolverine

8. Wolverine x Old Rip Van Winkle Batch IV Boots

Another early holiday gift, I scooped these up for my cousin because they've been on the hunt for a nice leather boot. These are a little on the pricier side, but totally worth it when it comes to their durability, quality and appearance. Per the brand, they get better with time as they develop a patina and unique character over time. They're also quite comfy, making them easy to wear all day long.



Quay.

9. Quay After Hours Sunglasses

VP of Editorial Content, Candace Davison, recently picked up these stylish sunglasses to add to her collection. "I've never found sunglasses I love as much as Quay (the heft, the styles the durability). And after my last pair was stolen from my car, I've been on the prowl for a new pair—and what better timing than a BOGO sale with free shipping?"

\$65 at [quay](#).



Le Pickle Club

10. Le Pickleball Sweatshirt

My sister is on the pickleball team at her high school, so I figured I would surprise her with this cute, cropped pickleball sweatshirt. It comes in two different colors and has an interesting design on the back. I went with the cherry red color, but there is also a solid black color if that is more your fancy. The perfect pickup as the weather gets cooler.

\$64 at [le pickle club](#)



Madewell

11. Madewell Studded Leather Belt

Senior Editor Dana Dickey says belts are the key to accessorizing this season. "I'm liking the idea of refreshing my favorite sweaters and jeans with a belt," she says, adding, "I like this one from Madewell since it's affordable, quality and flashy enough to act as an accent but classic enough that I can wear it for years to come."

\$78 at madewell



Ana Luisa

12. Ana Luisa Paris Pave Twisted Hoop Earrings

LaBarbera is also refreshing her accessories for fall: "I spotted these earrings from Ana Luisa the other day and haven't been able to get my mind off of them—I think they'll be so perfect for dressing up casual looks for the holiday season, so I think it's time I scoop them up!"

\$77 at [ana luisa](#)



New Balance

13. New Balance Fresh Foam Lounge Running Shoes

I'm getting back on my running game while the weather is bit on the cooler side, so I picked up these Fresh Foam runners from New Balance. They have a cushioned midfoot that makes it comfortable as you hit the pavement, and the ankle support is top notch. Best of all, they are currently on sale, which is a bonus for such a high-quality shoe.

\$70 at [sun & Ski Sports](#)



DSW

14. Hunter Gloss Rain Boots

These glossy boots are on the radar of Associate Fashion Commerce Editor Stephanie Meraz. "I've been on a Hunter boots kick as of late and spotted these glossy boots in none other than the It color of the season, aka burgundy, so naturally I now need them," she notes. "Aside from the gorgeous colorway, they're practical, durable and waterproof to boot."

\$150 at dsw



Dr. Martens

15. Dr. Martens Ramsey Suede Kiltie Buckle Creepers

Assistant Editor Delia Curtis says they're picking up these creepers for #spookyseason. "I've been eyeing these Dr. Marten's suede loafers for months. I think they'll really help me take Brat Summer into fall. Especially because I love lime green and gross green as wearable shades. I love the unique detailing on them. The buckle. The fringe. The woven texture. What's not to be obsessed with?!"

~~\$170~~; \$99 at dr. martens



Sephora

16. Laneige Manifest Glow Set

"It may be early, but I just brought this Laneige Advent Calendar for myself and I'm so excited to discover all my favorite products. I'm a huge fan of their lip mask, lip balm *and* water sleeping mask, which spoiler alert, the calendar has inside," says Beauty Editor Chelsea Candelario. "It actually has six full-size and six mini best-sellers, so I can always have it on hand at home and on the go."

\$149 at [sephora](#)



Anthropologie

17. Maeve Sleeveless Back-Cutout A-Line Mini Dress

Looking for the perfect dress for the holidays? This is *the* one, according to Associate Sales and Deals Editor Destinee Scott. "It's the perfect shade of red, and I love the high neckline and flared skirt. I can see myself styling it with a belt and some heels or boots and calling it a day. It's very demure, and on sale now, so there's no time to wait."

~~\$158~~; \$50 at anthropologie



18. Uniqlo Mini Round Shoulder Bag

Curtis also recommends grabbing this \$20 shoulder bag as an affordable-but-chic option to wear during the fall and winter. "I'm in the market to replace my UNIQLO Round Mini Shoulder Bag. I've had mine for at least a year and a half, and it's held all of my essentials, no matter how many I stuff in there. But because of the lighter color (I went with Natural), it's stained on the bottom, so I might get a new one in that shade or something more colorful for a little pop to my outfits."

\$20 at uniqlo



Mob Beauty

19. Mob Beauty Hydrating Cream Lipstick

Associate SEO Editor Marissa Wu just picked this up in time for the holidays. "I don't wear a lot of makeup, but I love lipstick. I feel like this wears more like Olivia Rodrigo's red lip than Taylor Swift's, which is more of red/firetruck color. I like it because it's bold without screaming 'LOOK AT ME.' The cream formula is super hydrating, the payoff is rich and it LASTS, even if you're motoring through a sandwich. I feel like it also fits well with the red/garnet/burgundy trend going on right now."

\$24 at mob beauty



[Amazon](#)

20. TCL Nxtpaper 5G Tablet

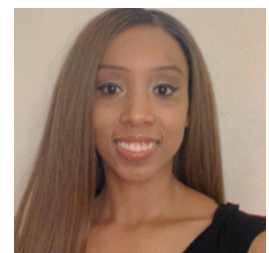
My 2-year-old niece has become obsessed with stealing her 3-year-old brother's tablet. Since they now fight over it every day, it's time to get her an educational tablet of her own. This one from TCL is small and lightweight enough for her to easily hold on her own, and has a bright display that will catch her attention. I was planning on giving it to her for as a holiday gift, but with the daily arguments happening, she just might get this present early!

[\\$100 at amazon](#)

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[Jael Rucker](#)



Associate Commerce Strategist

- Covers all things commerce and entertainment

- Has over a decade of editorial experience in both fashion and entertainment, and was previously with ONE37pm before joining the PureWow team in March 2024
- Studied journalism and marketing at Columbus State University in Georgia

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