



# News<sup>2</sup>



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## Launch of MAC Cosmetics in Spain

**Madrid** Canadian firm MAC (Make-up Art Cosmetics) has recently launched its cosmetics line in Spain. The presentation, an exclusive party, took place last October in the flagship unit of Spain's only department store, El Corte Inglés, who will be the exclusive retailer in this country.

The extravaganza featured the world's mega star drag queen, RuPaul, MAC's main image and spokesperson.

MAC, founded in 1985 by partners Frank Toskan and the late Frank Angelo, is a long-time favorite among professional make-up artists. With this launch the company now adds Spain to its roster of more than 175 points of sale worldwide.

RuPaul, after a spectacular show in which she sang live, introduced the audience to MAC's philosophy: they do not test their products on animals; support recycling (by giving away a free lipstick for every six used MAC containers), and they dedicate all of their proceeds from the sale of the Viva Glam lipsticks to each country's local fight against AIDS.

And, speaking of RuPaul, - who, by the way, was impeccably made-up - she told us about her plans of traveling to Australia for the launch of MAC in that country, and , afterwards, flying to Hollywood to film her next movie, "Oh, But I Am a Cheerleader." ▲



RuPaul during her show in Madrid.



## Renowned Photographer Sante D Orazio Opens an Exhibition at the Serge Sorokko Gallery in New York

**New York** - On November 3rd Sante D Orazio, known for his photography for Cover Girl, Versace and the best fashion magazines worldwide, opened an exhibit of his photographs, collages and paintings in New York's Soho, coinciding with the launch of his book "A Private View".

Models, artists, journalists, television hosts, actors and friends of the photographer were on hand for the occasion. Among the known faces that we greeted there were Venezuelan model Patricia Velásquez, who has a several feature films about to open, and well-known host of the Canadian program "Fashion Television", Jeanne Beker.

According to a spokesperson, Serge Sorokko Gallery has pioneered the elevating of fashion photography to the category of art by presenting it alongside paintings. Most of the images in Sante's exhibition were in black and white, and prices (not including frames) ranged from US \$1,200 to US\$3,500. A curious fact was that only model Stephanie Seymour's images were accompanied by the phrase "please inquire" in the price slot.

The exhibit was open @ 430 West Broadway until the 3rd of December. ▲

And, speaking of photography,

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### "New Fashion Photography" to be Presented in New York

On the 1st of December an exhibition called "New Fashion Photography" will open at Manhattan's 172 Norfolk Street. Presented by The International Festival of Fashion Photography and supported by the CFDA (Council of Fashion Designers of America), it will feature photographs by professionals such as Carter Smith, Nick Night, Inez Van Lamsweerde, Vinoodh Matadin, Steven Klein, Craig McDean, Steven Meisel, Ellen Von Unwerth, Jeurgun Teller and Mario Sorrenti. The exhibit will remain open until the 12th of December of this year. ▲

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Helena Christensen posing for Sante D'Orazio's lens.



An image by renowned lensman Steven Meisel, which will be displayed at the exhibit.

## Sephora, the Perfume and Beauty Megastore, Opens in Spain

Sephora, a new type of upscale beauty shop based on the self-service concept, has recently opened in Spain launching four stores in the cities of Vitoria, Valencia, Zaragoza and Barcelona. The French company's philosophy, based on the idea of letting their customers sample the products at will without the harassment of store personnel, has received positive reviews from the US press coinciding with the -also recent - opening of a store in NY's Soho, with more to come Stateside.

At these stores you can find a roster of the best-known beauty and make-up brands (such as Clinique, Lancôme, Chanel or Dior) alongside Sephora's own line of products.

In the short time since its inauguration, Barcelona's store has already been visited by more than 20,000 people who have been able to enjoy, within its 2,000-sq. yards, the latest beauty products.

The store in Spain's second largest city also includes a specialty bookstore dedicated to books on perfumery and beauty, alongside magazines, photographs, CD Roms; as well as the IPM (International Perfume Museum) and an area with an exhibit of exceptional bottles and unknown fragrances.

Among the great variety of make-up products sold by Sephora, worth noting are those of well-known Somalia-born model Iman - wife of singer David Bowie - which have been conceived with the black woman in mind. Sephora's own label includes 100 nail polish hues, with evoking colors such as English Green or Verona Green, or the 365 lipsticks, a complete rainbow for a different look each day and every day of the year.▲

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## Rumors Regarding Model Eugenia Silva Denied

**Madrid** - An article that appeared recently in the Spanish press mentioned that model Eugenia Silva had left Oscar de la Renta to become the image of the house of Loewe. Such rumors were fed in part by the non-appearance of Eugenia in De la Renta's New York spring 1999 show on the 3rd of November.

In a short and friendly encounter with Eugenia backstage, she mentioned she would not be at Oscar de la Renta's show because it coincided with a job. We did not give much thought to this fact until we heard the rumors from Spain.

With the intention of following the story we contacted Loewe's headquarters in Madrid where a spokeswoman told us that Eugenia Silva had indeed been signed to shoot their spring/summer 1999 catalog. And, as is normally the case, she would also be appearing in their advertising, because the images for it always come from the same shoot. Yet, she left clear that the Spanish model had only been signed for the catalog and there had been no talks about her becoming Loewe's image.



Bath gel bottles at Sephora.



Eugenia Silva.

Finally, Fashionclick called Silva's booker in Madrid who strongly denied the rumor and made it totally clear that Eugenia continues to be Oscar de la Renta's image. The misunderstanding has, thus, been cleared.▲



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