



FOR IMMEDIATE RELEASE

Contact: Susan Small of
Bella Public Relations. 212-868-8183

**Extreme Beauty Makeup Takes Over Bryant Park
Mehron Makeup and Designer Vassilios Kostetsos
Work Together Again At NYC Fashion Week**

With stars such as Lady Gaga, Kat Von D, and Adam Lambert taking over pop culture, it is hard not to notice that intense color is back in makeup and fashion! To prove that, on Sunday, February 14th at the Salon in Bryant Park Greek designer Vassilios Kostetsos debuted his Fall 2010 collection inspired by the Tragedy of Sophocles Antigone. His work is entitled "Eros Anikate Machan"- a famous quote from Sophocles which means "Love, Invincible in Battle." The collection is dramatic, bold, and sexy with vibrant colors and designs. Therefore, it only made sense for Vassilios to ask Mehron Makeup to do what it does best...extreme beauty.

Led by head makeup artist Raedawn Johnson, the Mehron team set out to create ultra dramatic looks for the 25 models. Intense black smoky eyes were created on the female models using Black Detailz Eye Liner, Black Eye Shadow from Mehron's Eye Shadow Palette and Mehron's E.Y.E. Lashes. Silver Metallic Powder combined with Mixing Liquid was placed over the eye lids to create shimmer and depth. For lips, the models wore Rubis Lip Liner along with Poppy L.I.P. Cream, a vivid red color that radiated on the runway. Raedawn's secret to achieving an amazing glow on the skin was mixing some Topaz Precious Gem with Mehron's new foundation, Celebre Pro HD.

For the men, Vassilios wanted to stay consistent with the title of his line and truly create the "battle" look. The Mehron team used Copper and Silver Metallic Powder along with Mixing Liquid to face paint Greek "casques" or helmets onto the models. Raedawn created a special stencil to outline the casque which stretched down the nose, across the forehead, and down the sides of the face. This made it easier to fill in later with Metallic Powder and also created a consistent look among the men. Once sprayed and finished with Barrier Spray, the Metallic Powder gave the realistic "steel-like" appearance of a helmet.

"We were really excited to work with Vassilios again this year," said Mehron Marketing Director Stephanie Ferreira. "Last fashion week we created a natural look for his collection but this time we were really able to showcase our specialty of extreme makeup and face painting." This is the second consecutive New York Mercedes-Benz Fashion Week in which Vassilios has teamed up with Mehron.

**For more information on Mehron,
visit www.mehron.com**

