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A breathtaking MAC attack

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WHEN MAC (Make-up Art Cosmetics) throws a party, you can bet it'll be as star studded as it is startling.

This was true of the official opening of the label's first counter in Malaysia at Isetan in Lot 10, Kuala Lumpur. The foyer of the mall was converted into a discotheque with colourful gleaming lights, smoke and bubble-blowing machines, and thumping music, of course.

Shoppers were greeted by sexy podium dancers comprising male, female and she-male hip-swingers who strutted their stuff to blasting music.

Among the more popular ones was Pasha, the former drag queen performer of the Boom Boom Room in Penang who bears an uncanny resemblance to one-time beauty queen and actress Kavita Kaur.

Clad in a pink feathered mini-skirt and midriff-baring baby tee and MAC make-up, lanky Pasha wowed the crowd as she gyrated non-stop to pop music on an elevated platform.

Another attention-grabber was Pasha's equally gorgeous friend from Singapore, the ballgown-clad Freida, who hosted the event.

They mingled and danced with VIP guests who included singers Camelia, Erra Fazira, designer Bill Keith and model agent Cilla Foong.

The day's highlight had to be the catwalk presentation featuring Foong's models in outlandish garb by Betsey Johnson, Katharine Hamnett, Rifat Ozbek and Marc Jacobs, among others.

While Foong's beauties stood tall and regal in their creations, designer Michael Ong stole the limelight in a tight fire-engine red catsuit by Johnson that was covered in sparkling crystals and sequins! To match the skintight stunner, he wore a long, scarlet hairpiece which cascaded from one side of his short crop!

Well, the blurring of gender lines is MAC for you. There's no discrimination at MAC whose motto is "MAC is for All Races, All Ages, All Sexes - All MAC".

The label was founded in 1985 by Canadian make-up experts Frank Toskan and Frank Angelo. In 1997, the brand was bought over by the Estee Lauder group.

The heart of MAC has to be its MAC AIDS Fund which is dedicated to supporting men, women and children living with HIV and AIDS. One hundred per cent of the retail price of its Viva Glam lipstick, a deep, neutral red, goes to the fund.

Viva Glam II, a muted mauve-pink lipcolour was later created to suit more people as well as to strengthen the fund-raising effort.

Guest-of-honour at the event, Malaysian AIDS Council president Datin Paduka Marina Mahathir, accepted a mock cheque for RM10,000 on behalf of the Malaysian AIDS Foundation from the MAC Aids Fund.

The brand's spokespersons are drag diva RuPaul and self-confessed gay singer K.D. Lang.

If you want to enter the wacky world of MAC, visit its counter. You're sure to bump into some interesting characters as the label is famous among "one-of-a-kind" people like Lang and RuPaul.

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