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Celebrities make it a big MAC

Loretta Ann Soosayraj

IN conjunction with the opening of MAC Cosmetics' first stand-alone boutique in Malaysia, a garden party was thrown at the concourse of Suria KLCC in Kuala Lumpur, the site of the new make-up hot spot.

Aside from the glitz and the glam, the highlight of the evening was the presentation of a cheque for RM20,000 to Malaysian AIDS Council president Datin Paduka Marina Mahathir.

The money will be used for the Paediatric AIDS Fund, which has sponsored 154 children since 1997.

These children include those infected with HIV and those who have parents with HIV or who have died of AIDS.

Thanking MAC for its generous support, Marina expressed fears that the RM100,000 which the Malaysian AIDS Council allocates annually may be insufficient this year as it has already spent 70 per cent of the budget.

"We seriously need to reassess our budget for the year as our monthly expenditure has risen sharply from RM5,500 to RM11,000," she said.

"We are therefore in dire need of funding not just to continue to support those children already registered with us, but also to deal with the ever-increasing number of applications for support which we are receiving."

The International MAC AIDS Fund, a landmark project by MAC Cosmetics, supports people living with HIV/AIDS worldwide.

To date, this fund has raised over US\$19 million (RM72.2 million) through the sales of the Viva Glam lipsticks and the Kids Helping Kids greeting cards programme.

Worldwide, wherever MAC products are sold, the funds raised go directly to the region in which those funds were raised.

In line with the company's international guidelines, MAC Malaysia has been supporting the Malaysian AIDS Foundation Paediatric AIDS Fund since 1999.

The launch of the boutique was kicked off by cabaret dancers a la Moulin Rouge the movie complete with feather boas and elaborate headgear.

The garden theme was further accentuated by guests who adhered to the dress code of green and black. Guest-of-honour Marina, also garbed in the garden colours, officiated at the boutique's opening.

Adding more glam to the party were celebrities such as Camelia, Soong Ai Ling, Ella, Joanne Kam Poh Poh, Ning Baizura, Paula Malai Ali and Lina Teoh.

Guests were treated to a cocktail reception which saw people from all walks of life - the media, social personalities, actors, singers, models and shoppers who could not resist the allure of what was happening on stage.

The night ended with a fashion show extravaganza that featured the works of many international designers such as Canada's Sandra Rabasca, Paulo Ferro and Susy Yu.

Exquisite designs by Lolita Lempicka mesmerised the crowd, as did pieces by Emanuel Ungaro. Homegrown Michael Ong also did Malaysia proud with his highly imaginative creations.

Whilst all the models looked resplendent on the runway in attention-grabbing outfits, the one that took everyone's breath away was the beauty who sashayed with an albino python draped over her shoulders! It was a sight to behold.

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