

# TALKING UP A GOLD STREAK

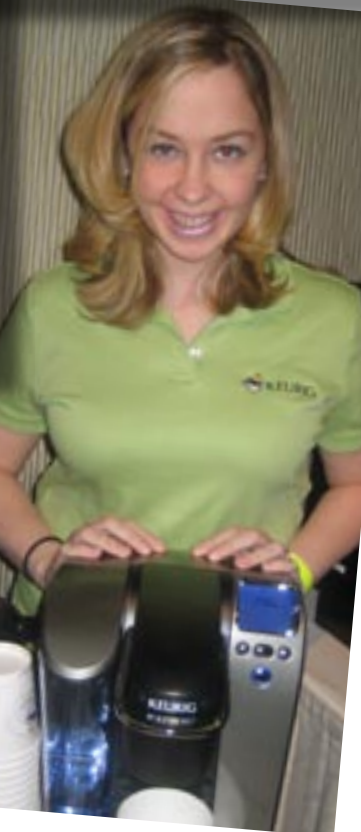
The 2007 award show season got off to a strong start, with Golden Globes' festivities and just kept on going, from video games to the victors of television and cinema immortality. The *Lucire* LA crew—Elyse Glickman, Sandi Margolis, Karen Loftus and Leyla Messian—offer the low-down on what's up in the land of celebrity pre-award pampering

**W**hile every major nomination announcement inevitably stirred up conversation—2006 was an especially good year for movies, television and music—the buzz among those behind the scenes (i.e. the people on the carpet and backstage covering it all for a living) was that the season seemed to start earlier and earlier every year.

In early December, Distinctive Assets and the folks at Spike TV gave us a look backstage and front-door at the American Music Awards and the Spike Video Game Awards. Spike TV—the US network made by and for guys—presented a cavalcade of guy's guys and the women who love them, at least enough to appear in or support the multi-million-dollar digital gaming industry. Celebrities on hand included 50 Cent, Yellowcard, Brandon 'Superman' Routh, Chris Jericho, Rachel Leigh Cook, Masi Oka of *Heroes*, Seth Green, Tony Hawk, Method Man, Tila Tequila and MC-video game fanatic Samuel L. Jackson (who this year was more engaging, charming and funny on the carpet than he was on camera). The award for the coolest game (and the most couple-friendly), went to *Guitar Heroes II* while the most ambitious was *Virtual GT* ([www.virtual-gt.com](http://www.virtual-gt.com)), featured inside the Distinctive Assets lounge, which inspired our inner Jeff Gordon, even though it more realistically brought out the Ricky Bobby in us: yes, it's intense!

But not half as intense as what came after: the annual, mostly girly and very colourful two-month carnival of capitalism and glamour that proceeds the Golden Globes and a swag bag full of other splinter award shows and film festivals that award famous people for being famous and occasionally give props to eagle-eyed journalists like ourselves seeking the next brilliant trend or trinket. This year, with the reality of taxed gifts sinking in, we weren't quite sure what to expect, so we looked forward to a uniquely LA "holiday season" with a mix of anticipation and some trepidation. Fortunately, our fears of a dreary pre-award show scene did not come to pass (or at least, not entirely).





Room—just ask Kevin Sorbo and Carrie Wilson who carted off her take in a wagon).

Attendees at the Silver Spoon were required to donate some cash at the door to the cause. However, a little good karma paid off handsomely, with our friends from Brown Shoe greeting us at the entrance, this time with their newest family addition—a revitalized and hipper collection by Etienne Aigner including jewellery, bags, shoes and boots that hinted at preppy roots, reinvented for the 21st century.

Also showcasing themselves in imperial splendour were full-concept jewellery looks from Slipada, seductive stuff

from Kama Sutra, Fashion Forms (the best “un-bra” to go down the red carpet), Aphrodisiac eau du parfum, comfy slippers from Dearfoams, stylish casual shoes from the new boutique Tradition and millions of ways to feel like an empress—from Princessa’s updated body care line, to Dermalogica and Nioxin essentials, to Mary Kay touch ups to hands on pampering (manis and pedis) from Hands On Spa and eyebrow waxing from Billion Dollar Brows.

After refuelling with delectables from Sweet Sugar and Blowfish Sushi, and washing it down with Hite beer, Fuse or the new Ty-Ku spirit, it was off to **Kari Feinstein’s Style Lounge, which was dazzling from top to bottom.** What

really made it sparkle was a selection of everyday bling from **Jessica Hicks** (first-rate, ultra-femme metalsmithing), **Flying Lizard Design** (the something-for-everyone collection) and **Lori Leavitt** (lovely, wearable everyday basics with an Asian twist).

For those of us who wanted a little bit of clothing to go with the jewellery, there were outfits from **Jaime Pressly’s Jaime collection**, **Cris cashmere sweaters**, **luxurious leather goods by Charlie Lapson and Moni Moni** and **Jack & Jill cosmetics** palates inspired by Hollywood stars of the past, **Elizabeth Grant Skin treatment**, and **candles by Dirt and Paddywax**. Present-day Hollywood representing included **Ali Larter, Michelle Trachtenberg, Brooke Shields, Jaime Pressly, Larenz Tate,**

**Jean Smart, the Pussycat Dolls and Jessica Alba.**

Even with Silver Spoon and Kari Feinstein’s events being the hands-down best in terms of providing a great spring accessories’ fashion preview, the fun—much more so for the confirmed celebrities—was by no means over. At GBK Production’s Golden Globes Gift Suite, the idea of celebrities giving back was literally front and centre, with Padres

Many of our favourite event planners completely outdid themselves, not only with creative themes (the Silver Spoon gals went Asian on us, and Janice Dickenson, Brenda Strong, Roger Cross, Simon Rex, Tatyana Ali, Ken Davitian and Hayden Panettiere were along for the ride). The production values were stunning, but also a selection of fashion must-haves at all price ranges that not only took the chill out of an uncommonly cold LA winter but had us looking forward to accessorizing ourselves (and our kids, in the case of the Boom Boom

Contra El Cancer, Hollywood Habitat for Humanity, Educating Young Minds, Global Green and See Jane's charitable efforts the moment celebrities such as Leonardo di Caprio, Forrest Whitaker, Charlie Sheen and Masi Oka, were escorted into the Friar's Club.

However, if you were a celebrity, the getting was still pretty darn good. Kiwi Studios were back with their fabulous art glass belts and home accessories, while the World's First Bluetooth Watch was also on display. Astonishingly enough, with the abuse we put our feet through pounding the pavement in the name of entertainment and fashion journalism, we were quite excited about being the recipients of Yoga Toes (sorry, Isaac Mizrahi shoe folk), Black Box Wine, 3Lab Skin Care, the new book *Sugar Shock* by Connue Bennett and trying out some nifty home massage devices from Medi-Rub.

The Access Hollywood Suite and Backstage Creations outposts, meanwhile, were definitely hallowed A-lister domain, with heavy hitters such as Jennifer Hudson, Greg Grunberg, Emily Deschanel, Dominique Swain, Giada de Laurentiis, Kevin Dillon, Patricia Arquette, Blair Underwood, Mary J. Blige and Katharine McPhee getting royal treatment. Other attendees, meanwhile, had to be content with the privilege of watching stars be treated to the truly fabulous new denim line Bread (which do have a fit sure to make anybody feel like a star), Invicta's playful plastic band watches, Lavanilla Laboratories Fragrances (all natural and loaded with antioxidants), Nine West shoes, Carlos Falchi leather luxuries and undergear from Bali and Hanes.

Backstage Creations' stellar offerings included the latest Blackberry Pearl device for Cingular, Keurig's updated coffee brewer, a healthy feast from the Sonoma Diet, elegant handbags from Bolzano, Diamond Living Matrix Spa treatments, and ritzy getaways (Cunard *Queen Mary 2* six-day crossing to England and Starwood Bora Bora). *Project Runway* vet Mychael Night was on hand to do his part for the popular Clothes off our Back charity (founded by Bradley Whitford and Jane Kaczmarek) by partnering with the up-and-coming designer to create a limited run of customizable one-of-a-kind T-shirts. The attendees were just as impressive—Courtney Cox, David Arquette, Patricia Arquette, Terence Howard, Jessica Biel, Adrian Grenier and Djimon Hounsou among them. Janice Rosas who was officiating over the proceedings was celebrating her birthday while hosting the official gifting lounge for the Globes.

We popped by Clifford PR's Platinum suite en route to

Backstage Creations, where Felicity Huffman as low-key as her *Desperate* character. At the equally exclusive *In Style* Luxury Suite celebs and selected press were treated to services from Anastasia, (Oprah's brow diva) Sisley manis and plenty of jewels, watches and clutches for red

carpet pulls. (Karen loved Catherine Rapetti clutches!) *Heroes'* Ali Larter had a mani while Hayden and Greg Grunberg pulled Baume & Mercier watches as did *Ugly Betty's* editor Eric Mabiuis with his six-month-old son in tow. The room was swooning!

Though Natalie DuBois' stable of globally diverse vendors were, like Access and GBK, decreed to focus on the A-listers, it was nice to see Stephanie Ellis, founder of Millie's Cheesecakes, wowing the likes of Sharon Stone and Jennifer Love Hewitt with A-list calibre sweets (sweet potato and banana cheesecake—*wow*). We also liked the presentation from the über-cool home design and jewellery-lifestyle boutique Scandihoovians ([www.scandihoovians.com](http://www.scandihoovians.com)) and exotic scarves from Annah Roxxah. However, we were also anxious to see more friendly faces at Primary Action's Liberace Golden Globes Suite, including the faces putting Christian Audigier, Nicolita Swimwear, ABS and some truly amazing gel make-up base from Dermacia out there. Angela Bassett, Lorraine Nicholson (Miss Golden Globe 2007) and Derek Luke (Antwone Fisher)

certainly had a ball trying out the high-end offerings.

Last but not least, it was Showtime, not only for attendees such as former *Lucire* feature interviewee Eva La Rue, Eric Mabiuis, Catherine O'Hara, Lance Bass and Navi Rawat, but some of our favourite publicists to present their clients' wares from purveyors like Red Engine Jeans (better than ever!), Leonor Greyl, Shadang, Talika nail care, Single Dress, Judith Murat Fine Jewelry, Leana Couture tank tops, and Bisidora Handbags. However, truth be told, the real stars at the sprawling Hancock Park event were a handful of select "Wish children" to enjoy a day of fantasy shopping and meeting their favourite celebrities, significant as the entire event benefited the Make-a-Wish Foundation of Greater Los Angeles.

Finally, before the cue music drowns us out before the "break", we want to give kudos to the event planners and publicists who recognize journalists are "talent" in their own right—when you do, it does a lot for our confidence. Though "round one" of award show madness was quite a trip in every sense of the word, we'll do our best to fill you in on the good stuff from the Grammy and Oscar camps.

Sorry, Uncle Sam, you can't keep a good (or at least popular, or well-connected) celebrity down for long. •

