

FASHION



A US FASHION SHOW WITH A BANG: CARRYING GUNS IN STYLE



In a distinctly American form of haute couture, a runway fashion show Friday showcased a range of accoutrements designed to carry concealed firearms-in style. From purses to holsters, attendees of the gun ownership and self-defense convention hosted by the National Rifle Association (NRA) will be treated to what the group says is the first-ever fashion show of its kind. "We couldn't find an event that's been done like this before," NRA spokesman Jason Brown told AFP ahead of the show in Milwaukee, in the Midwestern state of Wisconsin. "It's going to be really, really interesting to see all of these different products up on stage and modeled by people."

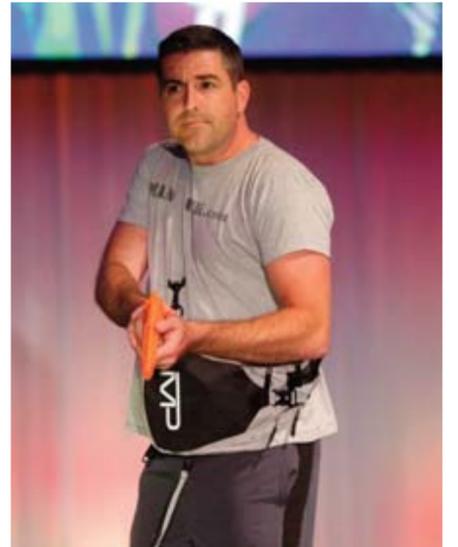
Models will display offerings from some 30 companies, including Femme Fatale, whose products include corset holsters, and Man-Pack, which makes shoulder bags designed for quick gun access. Gun-toting attendees at the Milwaukee convention hall-yes, guns are allowed inside-will vote for their three favorites at the end of the show.

The NRA, the politically powerful gun rights group that regularly tussles with lawmakers over gun control, says some 16 million Americans are licensed to carry concealed firearms. It insists that the country is safer-not less so-when more people carry guns. Unlike the organization's annual meetings, which are reserved for members, the three-day convention is described as more of an educational opportunity for the general public.

"It's kind of this full, comprehensive look of what it means to be able to defend yourself," Brown said. In addition to the fashion show, there are plans for a concert and dozens of workshops, such as one on how to stop life-threatening bleeding. "We're going to pull out all the stops," Brown said, to help people make informed decisions about guns and self-defense. — AP



Models walk the runway during the NRA Concealed Carry Fashion Show on Friday in Milwaukee, Wisconsin. — AFP photos



Discover Beauty: Covetable treats at Bloomingdale's signature beauty concept

Located on the ground floor of Bloomingdale's, 360 Mall, Discover Beauty is a beauty platform for both new and emerging beauty brands and products with strong representation in color, skincare and haircare. An incubator for potential beauty stars in the making.

With the choice and service associated with a boutique, and the convenience and dynamic ambience of a department store, it is a haven of cutting edge trends in cosmetics and global brands, as well as everyday products and innovative treatments to benefit any beauty regime.

Discover Beauty Highlights

Alpha H

Specializing in gently resurfacing and regulating overactive and sensitive skins, Alpha-H is renowned for its ability to perfect even the most troublesome of complexions. Michelle Doherty founded the brand after years of battling with her own seemingly incurable adult acne and pioneered the use of Glycolic Acid in skincare. Now, the brand has a global following and is used the world over to banish blemishes, unify uneven skin-tones and restore a radiant, youthful glow.

111 Skin

When Dr Alexandrides started his practice, it was difficult for him to find skincare that would help heal the skin more efficiently after cosmetic procedures. Dedicated to continuous research he discovered that skin ages faster in Outer Space because of environmental extremes. For that reason he sought the collaboration of space scientists responsible for the wellbeing of astronauts. Together they created the patented NAC Ys formula.

The demand for the 'Dramatic Healing Serum' became so high that Dr Alexandrides created a range based on the unique NAC Y formula. This became 111SKIN, a skincare range named after Dr Alexandrides' Harley Street practice where it all began.



deCURE

As founders of deCURE, Ola Oquist and Niclas Engstrom have a history of creating ground-breaking products. After trying out various expensive skin care products with no real effect, Niclas and Ola decided to develop skin care products 'that really work'. deCURE aims at fulfilling the promises of the beauty industry.

Hampton Sun

Salvatore Piazzolla and Grant Wilfley founded Hampton Sun to create healthy, protective sunscreens that also feel glamorous and luxurious - their mantra is "Smart Serious Sunbathing". These weightless, antioxidant and moisture-rich formulas not only shield from aging rays but also strengthen and soothe your skin, sustaining a bronzed glow for longer.



DrApa

Unable to find the right products to recommend to his clientele, renowned cosmetic dentist Dr Apa set out to create them. His Apa Beauty line offers both a total-care and total-beauty effect-from a whitening toothpaste that helps rebuild your enamel, to a rejuvenating lip gloss that makes your teeth look whiter. His groundbreaking formulations make use of powerful ingredients that help strengthen your teeth over time as well as glamorous tricks of the trade that provide an instant pop of radiance.

The BrowGal

The BrowGal offers premier eyebrow shaping and make-up tools that provide a VIP experience for every gal's brows. Established and based in Los Angeles and designed with innovation in every step by celebrity eyebrow and makeup

artist Tonya Crooks, The BrowGal products are a celebrity favorite and the ideal choice for fuller, thicker eyebrows everyone can work with - no stencils necessary.

bkr

Since 2011, bkr has been proving that beauty will change the world, with water bottles so beautiful that drinking from them becomes a joy. Founded by Tal Winter and Kate Cutler, bkr is the antidote to cheap, disposable plastic bottles, and the key to skin that glows from the inside. These notoriously addictive glass water bottles feature signature small mouths, and silicone sleeves inspired by everything from fashion and photography to contemporary culture and fine art.

Anastasia Beverly Hills

Global cosmetics brand Anastasia Beverly Hills was founded in 1997 by Romanian-born beauty entrepreneur Anastasia Soare. Long before professional eyebrow shaping became an essential beauty ritual, she was the go-to beauty specialist for top celebrities, and has singlehandedly turned perfect brows and youthful eyes into essential accessories.

Sarah Chapman Beauty

Sarah Chapman's skincare line delivers salon-strength results in the comfort of your home. Formulated from a blend of key active ingredients including powerful botanical stem cells and pure flower extracts, this targeted line of products fuses science and nature to visibly protect and rejuvenate.

New brands at Discover Beauty include Magic Washcloth, Malin & Goetz-Beauty, GHD-Beauty, HIF HAIR, Hand Chemistry, Sarah Chapman, Real Techniques, Niod, Tweezerman, Philip Kingsley, Philip B, Youngblood, Lipstick Queen and more.