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# Elgort becomes face of Ralph Lauren Polo Red Rush

Ansel Elgort is the new face of Ralph Lauren fragrance Polo Red Rush. The 'Baby Driver' actor has teamed up with the label to promote the men's scent, the fourth addition to the Polo Red franchise, and is thrilled to have been chosen to be the global brand ambassador for the brand. He said: "Being the face of Polo Red is really unbelievable to me. I feel like things have come full circle because I've been a fan of the brand for a

long time. Ralph Lauren is really iconic. And [with the fragrance], there's two different bottles which is also cool. [Polo Red] is more for daytime, and Rush is more for nighttime. And it's such an iconic logo, so it's really cool to be a part of it now. Ginny Wright, global deputy general manager of Ralph Lauren Fragrances, says that Ansel, 24, was chosen to be the face of the fragrance because he can reach the millennial men male market. Ginny said:

"Millennial men are the hardest to reach. They have different values and interests. We're looking at those music lovers, people who are car enthusiasts, as well as female gift givers 'cause that's a huge part of the men's fragrance business, too." — Bang Showbiz



Ansel Elgort

## Rihanna's makeup artist reveals her top products

Rihanna's makeup artist Priscilla Ono has revealed her top beauty products. Priscilla is the makeup artist of the stars, and she has shared the versatile products that she uses every day, to create a full makeup look.



Rihanna

The Fenty Beauty match stick is a favorite of Priscilla's as it's so adaptable. She said: "I feel I can do a full face using just these because they are so versatile. "You can use the matte shades as contour or concealer and the shimmer shades for blusher, eyeshadow, lip, whatever you want." Mario Badescu Facial Spray with Aloe Herbs and Rosewater is another essential part of the artist's makeup bag, as she believes that spraying your face with a hydrating product before you apply your makeup is the key to glowing skin.

She said: "I love the Mario Badescu Rosewater spray because of the scent but you can use any kind of hydrating spray." Another Fenty product that she loves is the Fenty Gloss Bomb Universal Luminiser. She said: "I love this because I don't have to worry about carrying 20 shades of lip gloss in my kit because this has been designed to suit every skin tone and it adapts to everyone." Priscilla has revealed that the key to killer brows, is to use both the Anastasia Beverly Hills Brow Wiz to color your eyebrows, and a bar of Pearls transparent soap, to hold them in place.

She said: "I always do brows first and I find the Anastasia Beverly Hills Brow Wiz in Soft Brown works for almost everybody." "Using soap instead of brow gel keeps your eyebrows really nice and stiff so they don't move. You can use any soap it just needs to be a clear/non-coloured one and make sure you avoid anything scented." — Bang Showbiz

## Christian Louboutin: My shoes are erotic

Christian Louboutin admits his famous shoes can be viewed as an erotic accessory. The legendary footwear designer accepts that his iconic red soled shoes can make women feel super sexy and spark a "porn thing" for men but he says the secret of the shoes allure is how it makes ladies feel when they wear them.



Christian Louboutin

In an interview with The Times newspaper, he said: "Some of my shoes could absolutely be seen as a porn thing, or a bed thing, but there are lots of others in my collection. And it also depends on your perception. I was in one of my shops and this woman arrived who was very classical, and she tried on this high pump and she said, 'Oh my God, I look super sexy.' Then later on the same day another woman comes in who is opulent, sexy with a lot of breast. And tried the same ones, and said, 'Oh, I look so chic!'"

The 54-year-old French

fashion expert has been obsessed since he was a six-year-old child and can vividly remember pushing his 18-year-old sister up the stairs to the sixth-floor apartment that lived at. He revealed: "She had these cork wedges and I loved looking at her going up in them as I was pushing her on the ass." Despite his immense success as a footwear creator, Louboutin has no desire to design clothes, and once turned down the opportunity to head a huge brand, which he will not name. He said: "I was infuriated. I really insulted the guy. I was like what?! I felt so bad afterwards but I have no passion for clothes ... I would be bored in five minutes. You are carried by your shoes ... whereas you simply carry your clothes. Louboutin believes that shoes are the most important part of a person's outfit and hold far more importance than a person's clothes.

He mused: "It's because fashion has become so basic that it's the details that make the difference. No one has a problem with a T shirt from Zara, jeans from wherever. In the end it's going to be about whether you look like physically, and the finishing parts. The jewelry; but first the shoes." —BangShowbiz

## Victoria Beckham unveils Reebok collection

Victoria Beckham has revealed her new Reebok collection. The 44-year-old's designer showed off her first unisex range for the first time on last Saturday and the campaign was shot by her 19-year-old son, Brooklyn. The former Spice Girl's partnership with the sportswear giant was announced last year and she has said that the clothing line is inspired by retired NBA basketball player Shaquille O'Neal and the 1990s, the decade which launched her career.

Victoria explained in a statement that she got her inspiration for the collection last year when she visited the Reebok archives in Boston. She said: "When I think of Reebok, I think of the '90s and basketball - and therefore, of course, I think of Shaq. "For me, this capsule really represents a celebration of that era, Reebok and Shaq's shared history in basketball, and the great heritage pieces I discovered in those archives." The fashion icon - who has three other children, Romeo, 15, Cruz, 13 and seven-year-old Harper, with her soccer legend husband David Beckham - was thrilled to be able to work with her photographer son Brooklyn on the campaign.

Victoria took to Instagram to unveil the first item of her collection, with a picture of herself sat on a white sofa wearing a white T-shirt with a bright red logo of Shaquille dunking a basketball paired with navy blue trousers and a nude makeup look. She wrote: "EXCLUSIVE!! Inspired by the 90s basketball and @shaq My Merch Collection drops next week ? on 26th July?! "Here I am in the limited edition tee from the collection that features an exclusive print in our signature sunset orange just for #VBDoverSt and my web-



Victoria Beckham

site! [sic]" She later posted a series of photographs featuring a blonde model in a series of locations, wearing a range of branded items such as cropped tees crop tops and hoodies. She wrote: "Love seeing my Merch Collection through @BrooklynBeckhameyes x victoriabeckham.com #ReebokxVictoriaBeckham. [sic]" — Bang Showbiz

## Oimo festival of culture and crafts



Participants wearing Kyrgyz headdresses known as Elechek, traditional headgear of married women, take part in the Oimo festival of culture and crafts in downtown Bishkek on July 26, 2018. — AFP photos



A model presents a creation by Kyrgyz designer Aygerim Kayipova.



Models present creations by Kyrgyz designer Perizat Toychubekova.



A model presents a creation by Kyrgyz designer Nargiza Toktosunova.



Models present creations by Kyrgyz designer Aysuldu Usupbayeva.



Models present creations by Kyrgyz designer Nargiza Toktosunova.



Models present creations by Kyrgyz designer Alina Baktybekova.