

MAC cosmetics fetes screen siren and legendary beauty Raquel Welch as the newest MAC beauty icon

by Bend Weekly News Sources

New MAC Cosmetic's Collection Celebrates Raquel's Eternal Sex Symbol Status

MAC Cosmetics, the leading brand of professional cosmetics and makeup artist brand of choice, has named Raquel Welch, award-winning actress and screen siren, its fourth MAC Beauty Icon. Ms. Welch, well-known for her own artistry skills, and MAC Cosmetics closely collaborated on a colour collection available at MAC locations worldwide, February 2007.

To celebrate the launch of the Raquel Welch Beauty Icon Collection -- On January 17th, 2007, MAC Cosmetics will host an intimate dinner honoring Raquel Welch as their newest Beauty Icon. The exclusive evening event, attended by many New York notables, at Gilt in The New York Palace Hotel celebrates the legendary, international sex symbol.

M-A-C (Make-up Art Cosmetics), the leading professional cosmetics brand, was created in Toronto, Canada in 1984 and is now sold in over 60 countries worldwide. M-A-C Cosmetics supports the special needs of professional makeup artists that meet the demanding lighting and studio conditions under which the pros work. The company's popularity has grown through a tradition of word-of-mouth endorsement from makeup artists, models, photographers and journalists around the world. M-A-C is for All Races, All Sexes, All Ages, attitudinally hip, artfully irreverent, and dedicated fully to the art of self-decoration and the realization of the individual. The M-A-C attitude is best expressed by our artists, seen and felt in our stores. For more information on M-A-C visit www.maccosmetics.com. In October 2003, the innovative company launched the beauty Icon Series to pay tribute to the world's most celebrated cultural icons. Ms. Welch -- a natural choice for MAC, given her exquisite beauty and unique spirit -- follows in the steps of Liza Minnelli, Diana Ross and Catherine Deneuve. Each icon has been shot by photographer, Michael Thompson, in his New York Studios under the direction of James Gager, Senior Vice President/Creative Director, M-C Cosmetics.

"Raquel Welch, MAC's fourth Beauty Icon, is the original, ultimate pin-up bombshell," says Mr. Gager. "Raquel represents the va-va-voom that MAC has always been famous for. She's a real tigress at heart, an international film star as well as a beauty who represents the diversity of ethnicity in terms of her heritage. She truly embodies the essence of MAC."

"When MAC approached me to their Beauty Icon face for 2007, I was delighted!," says Ms. Welch. "I've been a devotee of MAC products for over 20 years. Because of my profession, the art of makeup is a real passion of mine, both on and off screen, so it's exciting to be designing a signature collection for MAC. When I started making movies, I was exposed to an entire arsenal of makeup techniques and discovered that in a world of beauty, cosmetics are an important fashion statement as well as a key element of personal style. What is 'real' style? I believe in the theory that a real style is being yourself, on purpose."

Bright colours represent this iconic sex symbol and legendary screen siren. Specially created for women of all races and ages, the Raquel Welch Beauty Icon Collection conveys classic sex appeal and arresting beauty. The collection is packaged in a tiger-print pattern and "was created and designed around Raquel's love for shading and her ability as a makeup artist," says Jennifer Balbier, Senior Vice President, Product Development, MAC Cosmetics.

"MAC admires and respects everything about Raquel Welch," says Peter Lichtenthal, Global General Manager, MAC Cosmetics. "Raquel is an iconic Hollywood sex symbol and cult siren and was a joy to collaborate with. As we worked with her on this collection, we were constantly impressed by her extensive beauty knowledge.

"MAC's Beauty Icon for 2007, Raquel Welch, debuts her collection that celebrates her iconic image: strong and wild, yet sultry and exotic. Available February 2007 at all MAC locations, 1.800.387.6707 and www.maccosmetics.com.

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