

Hollywood beauties Carmen Electra, Denise Richards, Kristen Bell, Olivia Wilde and friends strut the runway

by Bend_Weekly_News_Sources

Celebrity-Driven Auction Allows Access to Fashion and Beauty Looks Designed by Runway and Red-Carpet Visionaries Pat McGrath, Ken Paves, Nicole Chavez and Top Designers to Benefit Clothes Off Our Back, a children's charity

This week, MAX Factor Cosmetics, a leader in creating dramatic, glamorous makeup for women since 1909, celebrated Hollywood fashion and beauty in its first annual, star-studded MAX Factor Salutes Hollywood Fashion Show hosted by Carmen Electra to benefit Clothes Off Our Back, founded by actors and philanthropists Jane Kaczmarek and Bradley Whitford, whose efforts, along with their celebrity and designer friends, have helped improve the lives of children across the globe.

Denise Richards Hollywood beauties, including Carmen Electra of Epic Movie, Denise Richards of Blonde and Blonder, Olivia Wilde of The Black Donnelley's, Kristen Bell of Veronica Mars, Nadine Velazquez of My Name is Earl, Kristin Cavallari of Laguna Beach, Ali Sweeney of Days of Our Lives, Noreen DeWulf of The West Bank Story, Giuliana DePandi of E! News, Beau Garrett of Entourage, Autumn Reeser and Melinda Clarke of The O.C., wore stunning creations down the runway to benefit Clothes Off Our Back.

"Hollywood glamour and star power embody MAX Factor's legacy of fashion-forward, glamorous makeup artistry and talent," said Gina Drosos, President of Global Cosmetics, Procter & Gamble Beauty. "MAX Factor is proud to partner with Clothes Off Our Back to raise money for children's charities by auctioning the designer fashions and MAX Factor beauty products used to create the beautiful looks seen at today's show."

"Bringing together fashion, beauty and charity is what our organization is all about," said Jane Kaczmarek, actor, philanthropist and co-founder of Clothes Off Our Back. "We thank MAX Factor, the stylists, the designers and the celebrities for their generous support and for sharing their good fortune with our organization."

World-renowned makeup artist and P&G Global Creative Design Director, Pat McGrath, employs her creative genius, vision and seasoned-eye at the MAX Factor Salutes Hollywood Fashion Show. By creating

high-glam, cutting-edge makeup looks with MAXalicious Glitz and Glaze Lip Glosses, MAXEye Shadow Exotics Collection, Volume Couture Mascara, Pan-Stik makeup and Erace concealer, Pat's collaboration with the designers involved in the show results in unique, one-of-a-kind designs that bring the makeup to life.

Celebrity hairstylist Ken Paves creates some of the hottest manes in Hollywood, including Jessica Simpson, Carmen Electra and Jennifer Lopez. His signature style for creating innovative, sexy hair designs accentuates the fashion and makeup with the sleek, beautiful tresses seen on the runway.

The glamorous ensembles coming down the catwalk are assembled by accredited wardrobe stylist Nicole Chavez, whose clients include Rachel Bilson, Scarlet Johansson, Kristen Bell and Ashlee Simpson. Nicole's keen eye for chic, avant-garde style is instrumental in creating a common thread amongst the multi-faceted designer creations of Arden B., Cosa Nostra, David Meister, Dina Bar-el, Elsie Katz Couture, Kevan Hall, Lloyd Klein, Louis Verdad, Mon Atelier, Rachel Pally, Richard Tyler, Sue Wong and Trina Turk. Additionally, the Hollywood beauties will strut in stilettos donated by Stuart Weitzman and were adorned in \$6.5 million dollars worth of Martin Katz jewels.

Bidding on the fashion and beauty looks from the runway starts on March 16th at <http://www.clothesoffourback.org/>. All proceeds benefit Clothes Off Our Back.

The Clothes Off Our Back Foundation is a 501c3 organization that hosts charity auctions showcasing today's hottest celebrity attire. Items are put up for bid to the public with proceeds going to benefit children's charities. Clothes Off Our Back was founded by actors and philanthropists Jane Kaczmarek ("Malcolm In The Middle") and Bradley Whitford ("The West Wing" and "Studio 60 on the Sunset Strip") whose efforts, along with their celebrity and designer friends, have helped improve the lives of children across the globe. For more information, please log onto <http://www.clothesoffourback.org/>.

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