



Far left: girls gather for a Tarte party. Left: make-up artist Sam Correy giving a makeover. Below: the Tarte range. Below, left: make-up artist Natasha Severino gives the Tarte treatment to Stephanie Corley.



Clockwise from far left: Double-ended Lipgloss in Paul & Holly, \$47; Cheekstain in Ticked Peach, \$72; Blush in Hottie, \$52; Eyeshadow in Mrs Robinson and Raspberry Beret, \$43 each; and French Ticker Brush, \$65.

PARTY LINE

A new range puts the fun back into make-up with luxurious and unexpected touches

Words Victoria Meppem

It was a hot tip from a fellow stylist in London that first alerted Sydney-based George Giavis to cult US cosmetic brand Tarte. And when the name started circulating among his well-heeled and well-travelled clientele, Giavis knew he had to attempt to bring Tarte to Australia. "I kept calling Maureen Kelly, Tarte's creator in New York, until I finally got through and told her I wanted to meet up to talk about selling Tarte through my salon." Over dinner the two just "clicked", and Giavis found himself as the exclusive stockist for Tarte in Australia.

"I love the brand," says Giavis, "because it's for the woman who isn't a make-up artist." Kelly designed the range to be simple, foolproof and versatile, explaining, "All the products are ideal for women on the go who want to streamline their make-up routine without sacrificing quality or luxury." Kelly believes the market has been saturated with make-up artist lines. "With so many different tools and an overwhelming amount of product, all the fun was being drained out of it, and above all, make-up should be fun – it isn't brain surgery!"

Her version of make-up fun comes in the form of the chunky push-up, gel-based Cheekstains, which give you enough time to blend before they dry; Double-ended Lipglosses, with shimmer and sheer offerings that come in colours named after legendary paramours; and satiny eyeshadows that come in Tarte's signature metallic-lilac leather compacts guaranteed to elicit looks in the powder room.

"Maureen loved the idea when I told her I was going to hold Tarte parties to market the range," says Giavis. "They're like an up-market Tupperware party. A hostess just has to get 5 to 10 girlfriends together. There's no admission cost and it's a great chance to relax with a glass of champagne, have a girlsie play, pick up some make-up tips and experience Tarte."

For details, contact George Giavis, tel (02) 9328 6700.