



## The Tarte party

**WHAT IS IT?** Tarte cosmetics party.

**WHAT CAN I BUY?** Cult US make-up brand Tarte.

**WHO IS BEHIND THE CONCEPT?** George Giavis, owner of the George Giavis Hair & Beauty Salon in Woollahra, Sydney. Giavis says of his Tarte parties: "Give your make-up bag a spring clean. Don't paint the town red, paint it pink!"

**WHAT'S IT ALL ABOUT?** Tarte cosmetics are available exclusively in Australia at the George Giavis salon. So, you can only buy this brand at the salon or if you're not in Sydney, online at [theblonderoom.com.au](http://theblonderoom.com.au). Try out the range at a Tarte party and experiment with makeovers in one of the salon's luxurious private rooms. Staff will give your nails a buff and polish while you nibble on luscious tarts and sip Champagne.

**WHERE DOES THE PARTY TAKE PLACE?** 110a Queen St, Woollahra, Sydney.

**WHO TO INVITE?** Your best girlfriends. It's also popular for hens' days and birthday parties.

**HOW MUCH DOES IT COST?** There is a minimum collective spend of \$150. Products range in price - lipsticks are \$43, and powder blushes, \$52.

**HIGHLIGHTS:** Loving the witty names of the products - double-ended lip glosses come in Tarzan & Jane and Danny & Sandy.

**HOW MANY PEOPLE AND FOR HOW LONG?** Between five and ten people for up to two-and-a-half hours.

**BONUS FOR HOST?** If you or your friends spend over \$85 in the salon, you will receive a free gloss treatment and blow-dry when you next visit.

**WE LOVE THAT...** After great success here, the concept is now being used internationally.

**ON MY SHOPPING LIST:** Tarte Cheek Stain, \$72, as used by Nicole Kidman and Renée Zellweger.

**CONTACT DETAILS:** Phone (02) 9328 6700 or visit [theblonderoom.com.au](http://theblonderoom.com.au).