

The wool effect

The Merino skincare range has lanolin to keep skin supple and moisturised

LEE HUI SHAN
huishanl@newstoday.com.sg

FEEL a sheep shearer's hands — you'll go green with envy at how soft and supple they were. The secret lies in the wool that they handle so often, which is full of nourishing lanolin.

Lanolin is the natural oil in sheep's wool. It serves as a waterproof raincoat for the animal and works in a similar manner to the oil in our skin.

This natural emollient is also the secret behind the Merino skincare range.

With moisturising lanolin as its key ingredient, the range from New Zealand

promises to make skin "simply nice to touch".

Those with very dry skin would benefit from the Merino Crème. This is formulated with ingredients to soothe such skin, such as lanolin and glycerine blended with fine oils and waxes.

The rich formula quenches thirsty skin but is non-greasy and non-sticky.

The Merino Crème is also ideal for diabetics, for whom special foot care is very important.

If rough and clogged skin with visible blackheads is your problem, then you need a good exfoliation treatment.

An effective scrub contains fine particles for thorough and even exfoliation.

For effective removal of dead skin cells that will reveal healthy new skin, try the Merino Microdermabrasion Exfoliating Crème. It contains many moisturising ingredients, including wheat germ oil, carrot oil and lanolin.

Apart from increasing cell renewal rate and removing dead cells, the cream also claims to improve circulation and firm muscle tone, resulting in younger looking skin.

For a luxurious pampering treat, try the Merino Gold Placenta Serum, which contains genuine 23-carat gold flakes.

The pure gold flakes from Italy are said to reverse oxidation damage to collagen fibres.

Combined with the placenta serum, they provide moisture for the skin.

Think it is impossible for skin to absorb gold?

The flakes in the Merino gold range actually separate into ultra-fine, invisible particles when applied and so, are absorbed easily into skin.

The result?

Skin that is as good and bright as gold.

A tube of Merino Crème (50g) retails at \$10 while the Exfoliating Crème (150g) retails at \$48.

The Gold Placenta Serum (30ml) is \$89.

Call 9066 0438 or email sg.merino@gmail.com for more information on the Merino range.

AS SOFT AND SILKY AS MERINO WOOL: The Merino skincare range includes (clockwise from far left) the Merino Gold Placenta Serum, the Merino Skin Exfoliation Treatment and the Merino Skin Crème to make skin 'simply nice to touch'.



www.geocities.com/sg_merino

Regenerate your crowning glory in time

BALDING can be a man's worst nightmare — no cool suit or flashy car can make up for that bald patch.

Getting a wig, however, would definitely be the last option. As the saying goes, prevention is better than cure, so it is better to do something when the thinning starts.

Research has shown that hair loss is related to hardened collagen and accelerated ageing of the roots.

When the roots become rigid and the connective nourishing blood vessels constrict and shut down their development, the result is weakened hair, shedding and inhibited growth.

To help men protect their crowning glory, Redken For Men has launched Regenerate, which helps prevent premature hair loss in men.

This utilises the Aminexil technology, a patented anti-hair loss solution, which claims to prevent the accumulation and thickening of col-

lagen and so stop hair follicles from stiffening.

Aminexil is also said to help soften the collagen network to fight against follicle strangulation, so that it may resume its healthy life cycle.

There are six ampoules in a box of Regenerate.

For maximum results, use one ampoule daily or at least three ampoules per week.

DON'T LOSE IT NOW: There are six ampoules in a box of Regenerate, that will help prevent the thickening of collagen and hair follicles from stiffening.



Continue this for two consecutive months, twice per year. As a complement, use Redken's Densify thickening shampoo to further strengthen hair with reinforcing ceramide and texturising polymers.

Regenerate retails at \$95 per box. Email redken@sg.loreal.com for more information on salon listings.

— LEE HUI SHAN

AT A GLANCE

MEAN GREENS STYLE MACHINE

You know that the days of dowdy women's golf apparel are over when Celine is inspired by the greens.

For Summer 2006, the Celine Open Golf collection includes basic essentials such as polo shirts in preppy white or in chirpy orange.

But the more fashionable golfers will want to tee off in the label's signature chain-link print cardigan and slip on the perforated, two-tone leather gloves with engraved and detachable buttons.

Now, this is what you'd call getting into the swing of style.



FOR DENIM DIVAS

Denim culture becomes denim couture with Fendi's Denim collection for Spring-Summer 2006.

A wide selection of Fendi's cult bag designs — from the classic Baguette to the recently popular Spy Bag — has been reworked in denim fabric for refreshingly chic street cred.

And it's not just any old denim that has been used.

Fendi's version is made using advanced technology and special washing techniques so that each bag is one-of-a-kind.

This may just be the collection to convince the upper crust that denim has a place in high society.



POUNCE ON THESE FLOUNCES

Flamenco frills, flirty pleats and flouncy skirts dominate Loewe runways this Spring-Summer 2006. And aptly so, considering that the label has Spanish roots.

This season, the brand's creative director José Enrique Oña Selfa takes his cue from sensual Spanish *senoritas* — he's spun a collection of girly dresses, figure-skimming jackets, cropped tops and tiered skirts.

For wearability's sake, colours are mainly neutral, highlighted with feistia colours such as fuchsia. Footwear is drenched in bright candy colours or in bold metallic hues. Sounds like Loewe is celebrating? Why, the label just celebrated the 30th anniversary of its iconic Amazona bag last year.





WINNER: Syaiful Baharim and his models, who stripped on stage to show his reversible designs.

PHOTOS BY JASON HO

FASHION IN ACTION

Mercedes-Benz Awards wasn't just a show, it was a performance

PEARLYN THAM
pearlyn@newstoday.com.sg

There was much activity on the makeshift stage at Zouk on Tuesday night during the Mercedes-Benz Asia Fashion Award (MBAFA) regional finals. And it wasn't just from the electrifying performances by dance group Ecnad.

One almost pitied the models doing the runway sets for Indonesian finalist Tex Saverio and for Malaysia's Syaiful Baharim who eventually netted the top prize, which includes US\$10,000 (\$16,300), an all-expenses paid four-week study tour and the chance to design for Mercedes Benz at the DaimlerChrysler Advanced Design Centre in Japan. After all, these models did more than the usual sashaying for the two budding designers.

Tex sent his female models out in bustiers, boleros and trenchcoats reminiscent of piano keys while his male models appeared topless. Ah, but wait ... it wasn't just a case of brawn exhibitionism. The male models were "dressed" on stage with pieces of clothing from their female counterparts. For example, a ladylike belted trenchcoat became a masculine men's coat, showing off the designer's theme of "Dualism" and cross-gender outfits. Thankfully, the models knew their routines well enough not to cause wardrobe malfunctions on stage.

Just as hardworking were a couple of models parading in Syaiful's



DUALISM: Tex Saverio's designs suit both sexes.

designs. To gasps of surprise, then amazement, from the audience, a handful of lovelies stripped off their shapely skirts and put them on again – inside out – to reveal the creations' clever reversible details. You almost overlooked a not-so-nimble model who couldn't zip up her skirt in time but left the stage, holding it up.

Installation fashion or theatrical shock effect? Let's just say that this winning collection was attention-grabbing enough to jolt the usually-placid colleague seated beside me. He even gave a round of rousing applause in the middle of the show so you know how good Syaiful was.

Dressing and undressing aside, it was a strong showing this year, with an array of colours, fabrics and themes that departed from the norm (see box). Interestingly, all 10 finalists were men, with Aloysius Liew and Keisuke Sekino representing Singapore. But you would never have known as the audience seemed to be whistling and catcalling every finalist.

And to those aspiring to make it onto the MBAFA platform next year, bear in mind that having some form of activity on the stage may make your collection stand out more in the eyes of the judges and audience members. Syaiful did it this year. Last year's MBAFA regional finals winner Jeenenun Kongtanataweenun similarly wowed the crowds by transforming canvas bags into utilitarian clothes on the stage itself.

There you have it.

BOLD BEAUTIFUL BORING



ABOVE: Indonesian Yudhi Mulyawan Adhimiharja's collection was safe and probably commercially viable but not as eye-catching as those of his competitors. Striped tunics were belted with jewel-toned sashes and there was a lone floral-print shirt that came out of nowhere.



ABOVE: Taiwanese Lin Chin Hung was inspired by the straitjacket, hence the super long sleeves, belt details on the cuffs and bodice and the use of plain beiges, whites and blacks.



LEFT: Taiwan-born Frank Hu opened the night's show with puff-sleeved blouses and cropped jackets worn with flowy skirts and pedal pushers. His penchant for "semi-couture" was evident in his use of appliqués, ric-rac trims and the juxtaposition of dreamy butterfly motifs with Missoni-inspired knits and even preppy checks.

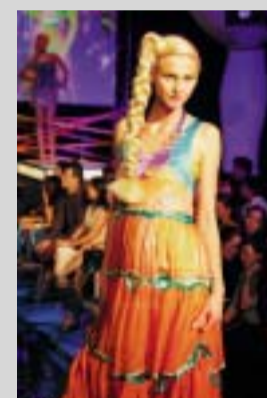
BELOW: Thailand's Smissorn Sutthisung admires John Galiano but alas, his designs were nothing like the latter's flamboyant ones. Pensive models strolled out with their heads down, looking ethereally morbid with their all-black ensembles and flower-encrusted hats.



ABOVE: Thailand's Songwut Thongthou jived up the audience with his playful futuristic geek collection of oversized goggle spectacles, oversized cubic pendants and bangles and a dramatic bubble skirt made up of toiletry pouches.



ABOVE: A crowd pleaser was Singapore's Keisuke Sekino, whose pussy-bow blouses and tailored shorts could have walked off the Parisian runways.



ABOVE: Malaysian finalist Scott Chu won over fashionistas with his wearable yet glamorous babydoll dresses and tunics done patchwork style. He crafted a chic bolero that looked like it was about to fall apart but never did, thanks to ingenious tailoring.



Aloysius Liew, one of Singapore's finalists, whitewashed his creations as he paid homage to the humble white school sneaker of yore.

Get a gold infusion for a glowing complexion

LEE HUI SHAN
huihsan@newstoday.com.sg

WEAR gold to dazzle, apply it to dazzle naturally.

The Merino Gold Collagen Gel with Aloe Vera (\$79) contains 23-carat gold flakes that separate into particles that can be absorbed by the skin. Gold is said to have rejuvenating properties, so apply the gel to get a brighter complexion. Marine collagen and aloe vera in the formula also work to firm up and soothe the skin.

If you are stuck for a gift, consider the Merino gift set (\$55). This includes a bottle of Merino Lanolin Skin Creme, Merino Body Treatment, Merino Moisturising Lotion SPF 15+ and Merino Aloe Vera Fresh Mist. These come in handy 55ml containers.

The Merino Body Treatment includes nourishing ingredients such as almond oil and pure vegetable oil to moisturise the skin. It also helps to even out stretch marks.

The Merino Moisturising Lotion SPF 15+ can be used as a moisturiser or a

base for make-up. Apply it every morning to protect the skin from pollutants, grime and dust.

For a fuss-free way to hydrate skin, spray the Merino Aloe Vera Fresh Mist on the face to freshen and soothe the skin. For an extra cooling boost, store the bottle in the fridge.

For enquiries on the products, email sg.merino@gmail.com or call 9066 0438/9452 1115. Alternatively, log on to www.geocities.com/sg_merino for more information.

SHINE FROM THE INSIDE:
The Merino Gold Collagen Gel with Aloe Vera (right) and the Merino gift set (below).

