





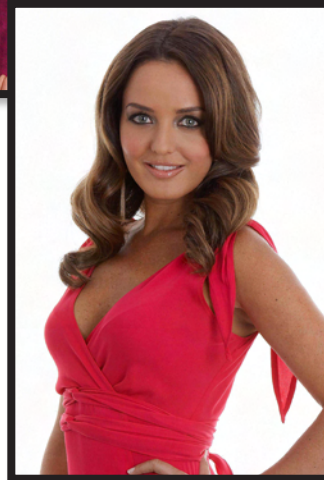
RUNWAY TO REALITY MEET THE STARS OF PROJECT RUNWAY AUSTRALIA

International **Max Factor** makeup artist Chechel Joson, currently starring on *Project Runway Australia*, is about to embark on an Australian wide Myer tour showcasing the makeup looks created on the popular series.

Joining her on the tour are stars of *Project Runway* including New York based designer and mentor Henry Roth, fashion buyer and judge Sarah Gale, and designers William Lazootin, Yopi Starfurik, Amber Renae and Anthony Capon. Various outfits created for *Project Runway* will also be on display and customers will be able to interact with the stars of the show.

Chechel has been the creative liaison between the designers and makeup team, using the latest **Max Factor** products to enhance the artistic imagery of the designers. Makeup is the finishing touch in fashion and **Max Factor**, the makeup of makeup artists, has had a long association with fashion.

Appearing at Myer stores in Melbourne, Sydney, Brisbane, Adelaide and Perth, as part of the **Max Factor Backstage Secrets Tour**, Chechel will be doing in-store demonstrations and sharing her expert knowledge with consumers. Chechel will be using her favourite **Max Factor** Backstage Products that she used on *Project Runway*.



For further information on Max Factor or The Heat Group, please contact
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Fresh from a stint in LA doing makeup for the likes of Samaire Armstrong (*Dirty Sexy Money*, *Entourage* and *The O.C.*) and Alex Meraz (*The Twilight Saga: New Moon*), Chechel has an impressive resume. Chechel's works have graced the covers and pages of top international fashion and lifestyle magazines such as *Marie Claire*, *Cosmopolitan*, *Good Housekeeping* and *FHM*, plus international runway shows including Gucci, Bvlgari and Cartier.

"I'm looking forward to sharing my favourite **Max Factor** products and makeup techniques that I've used on *Project Runway* to Australian women. I want to show women how they can get the most out of their makeup bag, while also achieving an on-trend look," says Chechel.

Chechel is available for interviews, radio, television and photo opportunities, and as a makeup artist for fashion shoots.



Appearance Dates

Friday August 21st – 11am-2pm

Myer City – Perth

A *Project Runway* design will be on display.

Saturday August 22nd – 11am-2pm

Myer City – Adelaide

A *Project Runway* design will be on display.

Tuesday August 25th – 11am-2pm

Myer Chadstone – Melbourne

Special appearances by:

- Sarah Gale – Judge
- Amber Renae – Contestant
- One of Amber's *Project Runway* designs will be on display.

Wednesday August 26th – 11am-2pm

Myer Parramatta – Sydney

Special appearances by:

- Henry Roth – Mentor
- William Lazootin – Contestant
- One of William's *Project Runway* designs will be on display.

Thursday August 27th – 11am-2pm

Myer Pacific Fair – Gold Coast

Special appearances by:

- Yopi Starfurik
- One of Yopi's *Project Runway* designs will be on display.

Saturday August 28th – 11am-2pm

Myer Chadstone – Melbourne

Special appearances by:

- Sarah Gale – Judge
- Anthony Capon – Contestant
- One of Anthony's *Project Runway* designs will be on display.

Throughout August the **Max Factor X-Team** will be doing makeup and giving expert advice at these Myer stores.

- Myer City (Perth) – 19th-22nd August
- Myer City (Adelaide) – 20th-22nd August
- Myer Chadstone (Melbourne) – 24th-29th August
- Myer Parramatta (Sydney) – 24th-29th August
- Myer Pacific Fair (Gold Coast) – 26th-29th August

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The Heat Group distributes leading cosmetic and accessory brands, Max Factor, Covergirl, Bourjois, Red Earth, Ulta3 and Elite and is recognised as one of Australia's most successful emerging companies. Founded in 2000, Heat prides itself on its unique company culture and sums this up in four words given to it by the Heat team: creative, dynamic, passionate, smart. To learn more about Heat go to www.heatgroup.com.au