

WEDNESDAY, SEPTEMBER 29, 2010



stargazing

"I remember the first time I heard ("because you're worth it"). I was young, and I said to myself, 'When I have money, I will buy beautiful products and feel I'm worth it.'"

"THE GOOD WIFE" JULIANNA MARGULIES, ONE OF THE NEW FACES OF L'OREAL PARIS. HER TV AND PRINT ADS WILL DEBUT NEXT YEAR.

'Beyonce Ink'

Beyonce is getting a lot of ink for her latest business move.

After posing for her fashion house's fall ad campaign with beautiful temporary tattoos all over her body, Beyonce has gone into the "ink" business with her mom.

Tina Knowles asked Temptu to create a line of faux full-body tattoos like the ones the Japanese beauty company made for Beyonce's House of Dereon fashion shoot.

The limited-edition tats, water-proof and designed to last two to five days, will go on sale Nov. 1. Designs include Dereon's signature fleur icon, rocker chains, jewel baubles and spiders.

A \$16 kit will be available at Sephora. A \$34 deluxe kit will be available only at www.dereon.temptu.com, where there is a waiting list.

Rock it like Rinna

This might be the closest most of us will ever get to walking in a celebrity's shoes.

HauteLook, the Los Angeles-based private sale site, will launch its first Celebrity Closet sale on Oct. 7. Members of the website will have 48 hours to shop for items straight out of Lisa Rinna's closet.

LA boutique Decades Two will also offer consignment pieces inspired by Lisa's style. Membership to the website is free at www.hautelook.com.

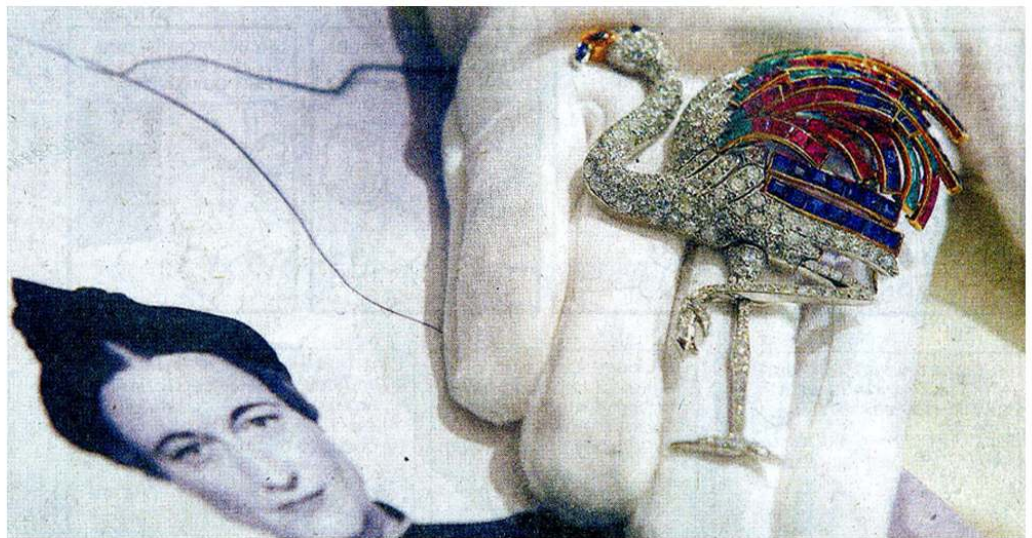
R is for Rachel

The initial pendant that Sarah Jessica Parker made famous on "Sex and the City" — C is for Carrie — is back.

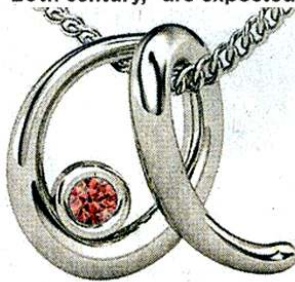
Lea Michele's character on "Glee" wore an "R" (for Rachel) pendant in the season opener.

For a new generation of trend-seekers, www.gemvara.com, a customizable jewelry website, lets you design an initial pendant with the gemstone and precious metal of your choice.

SCANDALOUSLY BEAUTIFUL JEWELRY



A 1940 Cartier clip of rubies, sapphires, emeralds and diamonds, shaped like a flamingo, is among the pieces formerly in the collection of the duchess of Windsor that will be auctioned by Sotheby's in London on Nov. 30. Many of the 20 brooches, bracelets and other gems once owned by the duchess — American socialite Wallis Simpson — were specially commissioned. The pieces, which Sotheby's jewelry experts say are part of "the most important jewelry collection put together in the 20th century," are expected to fetch about \$4.7 million.



Gemvara's initial necklaces start around \$100.

Stargazing says Carrie Bradshaw would drool over these pretty pieces, which start around \$100.

Who's pregnant?

"The View" co-host Elisabeth Hasselbeck wanted to clear up one thing last week when she helped launch Reebok's new NFL Maternity Collection of team logo T-shirts.

She is *not* pregnant! "We're maxed right now," Elisabeth told People magazine about her family, which includes her husband, former NFLer Tim, and three young children.

Power dressing

Movie critics aren't showing "Wall Street: Money Never Sleeps" much love. But the Oliver Stone flick offers lots of eye candy for fashionistas, thanks to costume designer Ellen Mirojnick.

Shia LaBeouf's character, for instance, wears nothing but the best around his neck. "A lot of Shia's ties came from Hermes," she tells People.

And all those dress shirts with really tall collars? "Anto of Beverly Hills is the shirtmaker I used," she says. "Bespoke (custom-made) is the way to go when you have so much money."

Gucci Gucci coos

Speaking of so much money ... Giorgio Gucci, a grandson of Guccio Gucci, went to Washington, D.C., last week to support two bills that would crack down on the sale of counterfeit goods.

"The people who are exploiting the work of others have no conscience," he said at an economic forum. "All women want nice things ... so I understand how tempting it is ... but any woman who carries a copy is hurting other women."

He also told the men in the audience that if they really loved their ladies, they would buy them the real thing.

Slackers! When Lisa Gutierrez isn't going to confession for buying knock-off Prada in New York, she's Stargazing about stylish Hollywood with her head hanging low today.