

INDULGE

pretty in pink

It's all about pink this month and raising awareness for breast cancer. Be tickled pink with these lovely pieces, which are all around town.



Vase: Pink and frosted swirl vase from The Crystal Centre, \$136.



It's in the bag: Jendi handbag from H&J Smith, \$79.99.



Suited: Top, Choclat. Disco crossover wrap top, \$360, from Dcoy. Floral skirt, David Carmody, \$252.



Heartfelt: Love Heart Bath Confetti from Accent 4 Flowers, \$17.50.



European design: Amaro Italian necklace from Dcoy, \$279.



Mariah Carey: Luscious Pink fragrance from Farmers, \$120.



Covered: Jendi hat from Dcoy, \$98.



Dressed up: Annah Stretton pink dress from Annah.S, \$550.



Pretty: Lucy necklace from H&J Smith, \$39.99.



Floral: Rose art piece, Accent 4 Flowers, \$146.



Electric pink: Designs by, from left, Verrier, Doo Ri, Costello Tagliapietra.



delivering a message

A WOMAN in a skimpy white bikini sashays next to a swimming pool. Onlookers gawk, men's tongues roll and music blares in the background. The camera zooms in slow motion to her jiggling chest as a message spreads across the screen: "You know you like them/Now it's time to save the boobs." It may resemble a beer commercial, but it's really a public service announcement for Toronto's annual Boobyball party to benefit the charity Rethink Breast Cancer. It's just one of the edgier ways awareness is being promoted among younger women during National Breast Cancer Awareness Month.

"Generally, with people my age, who watch MTV, there's no association between the breast and breast cancer. They think the boobs in beer commercials are different," says MTV News Canada host Aliya-Jasmine Sovani, 27, who stars as the bikini-clad gal and wrote and co-directed the clip.

"But everyone uses sexy imagery for commercials," Sovani says. "I thought guys would watch it because they would watch it naturally, and girls would like the humour and irony... We all like boobs, we all celebrate boobs, so let's save the boobs."

Similar messages are showing up on feisty T-shirt lines and at events aimed at younger women. According to leading breast cancer organisation Susan G Komen for the Cure, about 465,000 women worldwide die from breast cancer each year.

Julia Fikse, a bubbly 37-year-old, started her cheekily named T-shirt business Save the Ta-tas in 2004 after years of working as a fashion designer at Levi's, Gymboree and Adidas.

Her southern California company now has 12 fulltime employees. About US\$340,000 (NZ\$469,938) have been donated so far, Fikse said.

The idea came after seeing people close to her battle breast cancer. Fikse's grandmother had a double mastectomy in the 70s. In 2004, her husband's aunt was diagnosed. "For the first time in my life, I thought about what it must be like to lose your breasts and how horrible that must be. My husband and I were in this dark place, thinking of her. Then we started to joke about boobs. The levity of the boob jokes turned that dark spirit around."

The public service announcement starring Sovani has obvious appeal for men, but it was created to promote Boobyball, the bash started by Amanda Blakley and Ashleigh Dempster in 2002 to lift the spirits of their friend Sarah, diagnosed at age 23 with advanced breast cancer.

The event, geared towards people 30 and under, has raised thousands of dollars annually. Thanks to the video's media attention, this year's event sold out within 48 hours, Sovani says.

The tongue-in-cheek message makes a serious point, says Rethink Breast Cancer founder and executive director MJ DeCoteau: information on breast cancer has been mostly directed toward older women. DeCoteau was 22 when her mother died from the disease.

Not everyone is comfortable with such boundary-pushing campaigns. Susan G Komen for the Cure founder Nancy Brinker voiced reservations about using sexy imagery, though said she wouldn't discredit what anyone else does. Sovani brushes off comments that her video may be inappropriate.

Two days before the video shoot, Sovani learned that her cousin, a mother of two in her early 30s, had been diagnosed with breast cancer. She notes how proud her cousin is now of her, and the video.

"Whether you love it or hate it, it gets people talking," she said. "Breast cancer is scary. We're not trying to take away from that. But preventing breast cancer doesn't have to be scary. If it's made to be scary, people don't want to check as much."

snuggie fashion

ALL the big names came out for New York Fashion Week last month: Marc. Vera. Snuggie. Yes, Snuggie – the blanket with sleeves – staged a runway show complete with high-fashion models and a new "urban jungle" line of zebra and leopard prints. The silhouette, if you can call it that, remained the same – a cross between monk robes and Alvin and the Chipmunks sweaters. Accessories included remote controls. "You're here at – let's just say it – the future of fashion," said host Ross Matthews.

BUY THE QUEEN TORQUEZONE BED FOR ONLY \$799.00 BEST DEAL EVER!!!

OPEN 7 DAYS BEDSRUS

Southland Owned and operated
IN THE WALKWAY BESIDE THE

- Up to \$1000 trade-in on your old bed
- Suppliers of Sleepyhead Commercial Beds
- 7 Day prompt payment saving plan
- Free delivery • Conditions apply

www.bedsrus.co.nz
98 Leven St, Invercargill.
Ph 03 214-4454
(In the walkway beside the Warehouse)

Effective joint care formula

Thompson's Hi-Strength Glucosamine & Chondroitin

- 60 Tablets

Special Price **\$23.95**

Saving \$10.00 Normal price \$33.95

Sylvan Bank Pharmacy
Your local community health specialist

228 Yarrow St, Invercargill. Ph 217 7100, Fax 217 7248
Open: Monday - Friday 9am till 5.30pm

HYPER HYPER
BY MAC JAYS CLOTHING

Margo's WINDSOR BOUTIQUE

4A Windsor Street, Invercargill Ph 217 8190.

www.jameswren.co.nz

30% off

Resene Premium Paint & Wallpaper

*some conditions apply, see instore for details.

We're more than paint

WRENS

65 Yarrow Street, Invercargill.
Phone 214-4079

www.jameswren.co.nz