

Media Release
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Stars Hold it Together in Hollywood Style at Golden Globes



Dress – \$20,000, shoes – \$1,500, handbag - \$2,000, jewels \$2 million. Holding it together on the night with *Hollywood Fashion Tape* – priceless (well, actually around \$30).

Hollywood Fashion Tape products were the invisible helpers at the Golden Globes yesterday, when Hollywood's A-list hit the red carpet wearing daring designs.

Stars like J-Lo, who wore a stunning gold Marchesa number, taped and concealed in plunging numbers with not a nipple, bra-strap, or unsightly wardrobe malfunction in sight, with the help of *Hollywood Fashion Tape*.

Hollywood Fashion Tape was the must-have holding outfits together, while the *Cover-ups Nipple Concealers* ensured there was not a 'high-beam' to be seen.

Celebrities (well, celebrity stylists) spend months trawling through couture from the top fashion houses to source the perfect dress, and a team of makeup artists, hairdressers and stylists come together to create a red-carpet-ready look on the night.

With the months of work that go into creating that look of polished, screen-goddess perfection, no stylist leaves anything to chance for the big event – employing their helpers *Hollywood Fashion Tape*, and *Cover-ups Nipple Concealers*.

Dress like a Hollywood celeb with the help of *Hollywood Fashion Tape*, a must-have in every celebrity stylists' kit, and be your very own stylist-to-the-stars.

Hollywood Fashion Tape products are stocked at Myer and Sportsgirl stores nationally.

To speak with Brand Manager Pina Pirello, or call in stock or images, please contact:

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