

## Dame Edna Everage to launch MAC Cosmetics collection

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- Dame Edna teams up with MAC Cosmetics
- First Australian celebrity to join brand
- Has gladioli-inspired colour collection

AUSTRALIA'S most famous housewife, Dame Edna Everage, will share her beauty secrets with the world by launching her own cosmetics collection.

It is made in collaboration with MAC, and Dame Edna is the first Australian celebrity to have an international collection with the brand.

Previous MAC ambassadors have been glamorous and internationally recognisable performers such as Dita Von Teese and Mary J Blige.

Research Associate at UniSA's Ehrenberg-Bass Institute, Kate Newstead, said compared with the other starlets, Dame Edna's partnership was quite unusual.

"But that might be the key driver in getting people to take notice of the new MAC range," Ms Newstead said.

"Her outrageous quirkiness seems to endear the public the world over."

The gladioli-inspired colour collection includes blush, eye shadow and lipstick.

Adelaide stylist Filip Odzak said he thought it would be successful.

"When we think of Dame Edna we don't see a man in drag - she is an Australian icon."

Dame Edna said: "What you see is what you get, possums, and with this new Dame Edna collection you too can be gorgeous, gorgeous, gorgeous!"



Gladioli-inspired ... Dame Edna Everage will share her beauty secrets with the world by launching her own cosmetics collection, made in collaboration with MAC