

Amway

Eddie Funkhouser: the funkiest makeup in the house?



It's rare to see a new makeup range infused with such vibrant personality as Eddie Funkhouser's eponymous line. Great formulations come in super-chic, heavy mirrored packaging that were designed to reflect the renowned international makeup artist's own likes and beliefs. Seriously - take a silver compact out of your handbag and watch jaws around you drop!

NY-native Eddie was on centre-stage at the Clothes Show London recently (where the floor stalls were arguably more 'Beauty Emporium' than 'Clothes Show!'), giving demos with his brand new palettes (see pic, left), before heading back to his stand to perform makeovers on a lucky few. I caught up with Eddie after the show - to see what his favourite

product is, and for pics of the gorgeous new range, click on to read more...

Based on his love for silver accessories (Eddie flashes fingers laden with silver rings), the full range of snazzy products on display shine brighter than the Birmingham Bull Ring on a sunny day. Created for Amway in 2005, it's sold in over 36 countries but only recently being promoted on UK shores! The new 2009 collection, 'Paramount', made its debut at the Clothes Show London.



Eddie gasps when asked to choose between 'his babies', but at a push picks his concealer + eye base wheel (£16.79) - a true multi-tasker set of neutraliser, brightener and concealer (and mirror!) settled in a glamorous, undulating circular compact. He also loves the Travel Brush Ensemble, which contains all the tools needed for base, face, lips and eyes. Meanwhile, I've heard nothing but rave reviews for his mascara...



Eddie Funkhouser's line is exclusive to Amway, but if direct selling ain't your bag then here's a tip - the brand new Amway Experience Centre is opening to the public this month in Victoria House, Holborn, bringing not only Eddie Funkhouser cosmetics, but also ARTISTRY™, NUTRILITE™, eSpring™, iCook™, SATINIQUE™... the list goes on! Watch this space...