

# How the celebs do summer

Going to the beach is free. Or is it? By  
SHELLY HORTON.

**IBLAME Paris Hilton.** If she hadn't traipsed along Bondi Beach in her itty-bitty Louis Vuitton bikini posing for paparazzi, the rest of us could still be grabbing the sunscreen and our boards and hitting the sand. Now a trip to the beach requires a week's planning and possibly a stylist.

Going to the beach used to be free. Well, not any more. By the time you buy a designer bikini, glamorous cover-up, blinged-up sunnies, cute flats, spray tan, bottled water, hydrating spritzer, etc. etc you can kiss a couple of pay packets goodbye.

"I'd like to say we're not influenced by the likes of Paris but I think we are," kaftan queen **Camilla Franks** says. "It's about bringing a touch of luxury. You may not be able to afford a super yacht but with a \$400 kaftan you can buy into that lifestyle."

So this summer, expect sparkly girls in sparkly beach ensembles blinding boys when their tops catch the light.

Bling at the beach looks gorgeous, says swimsuit designer **Tali Jatali**. "Most girls don't even go for a swim these days, they just sit by the water and pose," Jatali says. Oh, and then there's the social suicide of being spotted in the same outfit two weeks in a row.

"Bikinis are expensive and you need quite a

few because you can't be seen in the same one twice."

But as vacuous as that may seem, the one thing everyone's getting right is sun safety.

**Victoria Farrelly** from Tan in Style says: "We all know to be safe in the sun. Women get a fake tan for the healthy, slimming look but then cover themselves in sunscreen." Meanwhile, product designers are recognising the step up in the glamour stakes but are still keeping things kitsch and cute with accoutrements including inflatable ducks that will look great in Facebook photos and specially designed holders for cupcakes and water bottles.

"Life is too short without bling... even for a cupcake," says KiddyCakes owner **Symantha Manauzzi**.

"Each one I make is a perfect little creation, sometimes too pretty to eat but every cupcake knows their fate... and it's not pretty."

So, you've chosen the right outfit, laid out the right towel and are invitingly licking the icing off a cupcake while striking a camera-ready pose but when it comes down to it, it's all about attracting the opposite sex.

You heard it here first: the beach is the new bar when it comes to picking up. In Jatali's view: "The beach is so much better than a bar because you can see everything. Lots of skin. Nothing's hidden."

"And you can easily judge a boy's style and personality type by seeing what hat or sunnies he wears." So, after choosing the man of your dreams from the plethora of hotties patrolling, it's important to be date-ready for that all-important impromptu drink.

Franks has a couple of hot tips. "If you do go in the water, a headscarf and big Jackie O glasses will cover a multitude of sins," she says.

"Oh, and I always have a pair of high heels in my beach bag so that I can whip them out and go from beach to restaurant in 1.4 seconds."



That's hot... Paris Hilton in Sydney.

## Beach bare "Essentials"

- 1 Tiffany & Co. sunglasses at Sunglass Hut, \$1420
- 2 Voss Sparkling 375ml, \$6
- 3 Tupperware cupcake holder, \$49.95 with KiddyCakes, \$50 a dozen
- 4 Louis Vuitton Cruise Collection tote, \$3530
- 5 Invisible Zinc Tinted Daywear, \$32
- 6 SunnyLIFE inflatable duck, \$59.95
- 7 Giorgio Armani towel, \$390
- 8 Chanel thongs, \$380
- 9 Camilla Capri kaftan, \$451
- 10 Louis Vuitton Cruise Collection bikini, \$865

Total cost  
**\$7233.90**

## Stockists

**Camilla** (02) 9130 1430  
**Chanel** (02) 9233 4800  
**Giorgio Armani** (02) 8233 5888  
**Invisible Zinc** 1300 738 850  
**KiddyCakes** 0404 810 953  
**Louis Vuitton** 1300 883 880  
**Sunglass Hut** 1800 556 926  
**SunnyLIFE** (03) 9421 6325  
**Tupperware** (02) 9886 4900  
**Voss** (02) 9363 4409

## Best beaches to be papped at

### NORTH BONDI

Nothing better than a grassy knoll for those who don't want to deal with the inconvenient mess of sand. Stretch back on the gentle hill, strike a pose and wait for the paparazzi to circle you like vultures.

### TAMARAMA

They don't call Tamarama Glamorama for nothing. It's small and exclusive, just like an A-list party. Just make sure you wander around as if it's your own private beach and only your good grace is allowing others to visit.

### PALM BEACH

The northern beaches are the playgrounds for the rich and famous. Palm Beach is a favourite thanks to the multimillion-dollar beach "shacks" and uber-expensive restaurants. So much more fun if you motor up there in Daddy's yacht.