

# MEGA

THE PHILIPPINES' BEST  
FASHION MAGAZINE

THE  
AGE &  
BEAUTY  
ISSUE

50+

PRODUCTS & SERVICES  
TO RETAIN & RESTORE  
YOUR YOUTH!

**REVITALIZE YOUR SOUL  
THROUGH HYPNOSIS**  
(NO SWINGING  
WATCHES INVOLVED)

**THE 20S, 30S, 40S CRISIS**  
WOMEN OPEN UP ABOUT  
AGE-RELATED PROBLEMS &  
HOW THEY'RE TURNING IT  
ALL AROUND

**OUT WITH  
THE YOUNG,  
IN WITH THE OLD**  
SEPTUAGENARIANS  
CONQUER  
THE FASHION  
BLOGOSPHERE

**PARIS HILTON**  
RETURNS TO HER  
REAL ESTATE ROOTS  
AS BEACH CLUB  
DESIGNER OF  
CENTURY PROPERTIES'  
AZURE URBAN  
RESORT RESIDENCES

**FLASH A  
YOUTHFUL SMILE**  
LEARN ABOUT VENEERS  
FROM MANILA'S GO-TO  
TOOTH DOCTOR

**THE FUTURE  
OF BEAUTY**  
BOTOX IN A GEL PAD,  
INGESTIBLE HAIR DYE,  
ACNE-ZAPPING  
HANDHELD LASER,  
SHEEP CELLS FOR  
HEALING, & MORE!





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**TROPICAL BEAUTY**

The sun-loving beachcomber doesn't show any signs of the ray's effects on her skin

# BLOND & BEAUTIFUL

BY CARLA CASANOVA-PERLAS

IT CAME AS A SURPRISE TO THE MEGA TEAM WHEN WE WERE APPROACHED BY CENTURY PROPERTIES TO DO AN EXCLUSIVE COVER STORY WITH PARIS HILTON. We all thought that the interview would be done via email and that, for the photos, we would simply be given outtakes of a shoot that had already been done in the US or somewhere abroad. We didn't expect to actually meet the hotel heiress and designer of the Azure Beach Clubhouse, interview her one-on-one and literally swathe her in Filipino couture.

Security was tight, we won't sugar coat it. The team had to wait a couple of hours in the lobby of the Peninsula Manila Hotel before we were allowed to enter the shoot proper. And once inside, we had to wait for the cue from Paris' publicist, Dawn Miller, on when we could do the interview—and only I was allowed to enter Paris' dressing area, armed only with a recorder and a set of questions that the publicist had already pre-approved. The dressing room was, in Paris fashion, decorated with pink curtains, Moroccan foot stools, a French table and a daybed in the corner. During the interview, Paris was sprawled on the daybed, wearing a cute white robe with red hearts. Paris was all smiles, despite her exhausting schedule (the day before, just hours after her arrival in Manila, she spent the entire time taping her commercial for Azure). I loved that Paris sweetly said, "I love it!" when I told her that the heart tattoo on my arm was a gift for my husband—she even shared that she couldn't wait to have one (a husband, that is) of her own soon.

Fortunately, the MEGA team didn't have to do too many preparations for the cover shoot itself. All we needed to do was to coordinate with the Century Properties team—Century Properties PR Manager Terrie Fucanan, art director Olive Repotente, celebrity stylist Bea Constantino and photographer extraordinaire Raymund Isaac—aside from bringing a few dresses handpicked by our own MEGA fashion editor Angela Alarcon. From the pieces that Ange brought, the disarming black and white leather and chiffon mullet dress by Gio Dimalanta and embellished neckpiece by Chris Diaz were personally chosen by Paris herself to wear for the cover.

MEGA editor-in-chief Sari Yap was also present at the shoot to oversee the cover shots with executive creative director Suki Salvador and then for a quick photo op with the blonde beauty. Century Properties managing director Robbie R. Antonio and chief operating officer and Azure project head John Victor R. Antonio, who were also at the shoot, both chided with Sari, telling her that she was the only person to have a photo taken with Paris alone; everybody else was part of a group shot.

It was certainly an extraordinary Hollywood experience for the team—and to have a celebrity like Paris Hilton on the cover of a local magazine, wearing a design by one of our own local talents and shot by a Filipino photographer make for another milestone in Philippine fashion history. ■



**REAL ESTATE DYNASTY**

Paris poses with the family behind Century Properties: (L-R) Hilda Reyes-Antonio, managing director Robbie Antonio, CEO and Azure project head John Victor Antonio and chairman Jose Antonio

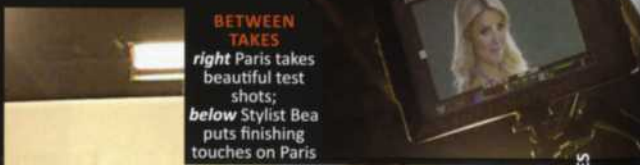


**CELEBRITY WALK**  
Paris en route to makeup and hair, already looking flawless



**TEAM WORK**

Century Properties project creative director GP Reyes, Robbie, Paris, TVC director Manny Angeles, May Antonio, John Victor, stylist Bea Constantino and makeup artist Cathy Cantada



**BETWEEN TAKES**

right Paris takes beautiful test shots; below Stylist Bea puts finishing touches on Paris



Photos courtesy of CENTURY PROPERTIES

# PARIS IN PARADISE

*The world-renowned celebrity returns to her family's real estate roots by embarking on a pioneering project with Century Properties that promises to redefine our urban landscape*

PHOTOGRAPHY RAYMUND ISAAC  
TEXT CARLA CASANOVA-PERLAS

Art direction Olive Repotente; Styling Bea Constantino and Angela Alarcon; Makeup Cathy Cantada; Hair Jerry Javier; Special thanks Century Properties and Azure Urban Resort Residences

"WHEN THEY MEET ME, I THINK PEOPLE ARE SURPRISED THAT I'M DIFFERENT FROM THE PERSON THEY READ ABOUT IN THE PRESS. I GET SHY EASILY AND I AM QUIETER THAN PEOPLE THINK. I ALSO WORK REALLY HARD FOR MY BUSINESS."

Black and white leather and chiffon mullet dress (P9000) by GIO DIMALANTA, embellished neckpiece (P16,000) by CHRIS DIAZ at MYTH



## BEAUTY BY PARIS

**FACE:** I'm actually coming out with my own skincare line. So they've been sending me different samples and I've been using those. I also love Kate Summerville. It's another great brand.  
**HAIR:** I love Kérastase. I think they have amazing deep conditioners and hair treatments for damaged hair. Also, the scent is really beautiful.  
**BODY:** I love Scott Barnes Body Bling. It's like a shimmer you put all over your body. In photo shoots, it looks beautiful. I also like cocoa butter, just like from the drug store that comes in a little tube. It smells really good.  
**FITNESS:** I travel a lot so it's hard to work out. But when I'm at home, I love to do pilates. I think it's a really great workout. I also do surfing, ice skating, horseback riding and playing basketball with my little brothers.

**INTERNATIONAL CELEBRITY, REALITY STAR, ACTOR, SINGER, MODEL, AUTHOR, FASHION DESIGNER, BUSINESSWOMAN—IT SEEMS THERE ISN'T A ROLE, JOB OR INDUSTRY IN THE WORLD THAT YOU COULDN'T ASSOCIATE WITH PARIS HILTON.** Not many women her age can claim to have accomplished what this entrepreneurial empress has. At 30 years old, Paris' name can be seen almost anywhere, literally—from television (she has aired at least nine seasons' worth of reality shows), to radio, newspapers, books, magazines and the Internet (her personal website, <parishilton.com>, boasts a community of over 10,000 members, while her Twitter account, @ParisHilton, astoundingly has close to 4.8 million followers). She also has 18 different product lines under her belt that include t-shirts, bags, shoes, watches, fragrances, nails and lashes. She even runs a MotoGP racing team, the SuperMartxe VIP by Paris Hilton, which she launched in December 2010. She has opened her third Paris Hilton retail store in the Philippines, which makes it a total of 33 outlets all over the world so far. So, yes, one could say that Paris Hilton is not just a personality; she is a brand—correction, an empire. And it's as if these accomplishments weren't enough, because Paris has

recently added "beach club designer" to her ever-growing dossier. In collaboration with one of Asia's top real estate firms, Century Properties, Paris is the designer of the Paris Beach Club of the Azure Urban Resort Residences, a tropical resort-themed development in Parañaque City. "I am so proud to be involved in designing the Paris Beach Club in Azure. It is such an honor to be asked. Having traveled all over the world, I know I can bring some unique design ideas to the project. I'm very passionate about it and excited to see what it's going to look like once it's built," she says.

"Paris will not only be the official ambassador of the project, but is likewise an integral part in the concept and design of the beach club. Paris has traveled the world and experienced many of the most luxurious places, so she knows how to create an environment that is of the highest standard," says Robbie R. Antonio, managing director of Century Properties.

The collaboration with Paris came about during a brainstorming session with Century Properties' Executive Committee on whom to work with on the project. "We chose Paris because of her exposure to travel and her predisposition to many aspects of design—from fashion, beauty, lifestyle to even world-class service. Deciding to work with Paris

was the logical choice as we found no other personality more suited to embody the upscale fashionable beachgoer," says John Victor Antonio, chief operating officer of Century Properties and project head of Azure.

"When I first heard about the proposition from Century Properties, it wasn't difficult to say yes," adds Paris. "Robbie, who is a friend of our family, contacted my father and said that he was interested in me designing the beach club. We met and instantly started talking about ideas for the Paris Beach Club for Azure. I'm really proud of what I've accomplished over the years, but I'm always looking to grow further and expand my business. Coming from the Hilton family, real estate is in my blood and I've always had a passion for getting into real estate one day. This is now my first project in the real estate world and I couldn't be more excited."

Azure alone is a milestone in itself. The 15-billion peso project promises to provide an outdoor-oriented lifestyle in a six-hectare, nine-building property that will have a man-made beach as its centerpiece—a first for any residential zone in the country. Catering to the young and active outdoorsy type, Azure's beach inspired development is 80 percent open space, offering resort-style amenities like a beach volleyball area,

"WHAT I LOVE MOST ABOUT THE PHILIPPINES IS THE PEOPLE. FILIPINOS ARE SO SWEET, WELCOMING AND GENUINELY GOOD. I LOOK FORWARD TO COMING BACK AGAIN AND AGAIN."



Above A view of Azure's lap pool and beach clubhouse; Below A closer look at the Azure man-made beach



basketball court, lap pool, multiple playgrounds, open park, fountains, Zen garden, outdoor picnic grove, barbecue pit and central bar. "The planning and building of the beach club will be nothing like any of the urban resort residences in the country," says John Victor. "Investors and end-users should expect the best simply because we don't settle for anything less. We consider ourselves as innovators in the real estate industry, and we strive to live up to that stature in each of the projects we build."

As designer of the beach clubhouse, Paris says that she is involved every step of the way. "I am in constant communication with Century Properties' designers. I travel all around the world so I've been to some of the most incredible beach clubs and hotels in every single country. Whenever I need to relax and unwind, I go to the great beaches in California or fly to the islands of Greece and Italy. I love St. Tropez. Even though I grew up in New York, I consider myself a California girl. I love the beach and spent time in Malibu last summer at a beach house. So I really knew what I wanted. And I wanted to do something that was timeless and modern, yet when people go there, they will know that it was something that I designed," she shares. And what will give the beach clubhouse in Azure that Paris touch? "There will be elements of pink, there are a lot of crystals, there might even be disco balls. But above all, it's going to be a lot of fun," she muses.

Robbie adds, "Paris serves as the designer to further the overall conceptualization of the Azure Beach Club project. She likewise plays a fundamental role designing a space that people can essentially aspire to experience for themselves. As she oversees the design of the aesthetic components of the beach club, Century Properties is in charge of the amenity's execution from planning, construction and project management upon turnover."

The company is scheduled to turnover the first Azure building to buyers in 2013, including the beach clubhouse itself. While anticipating its opening, Paris continues to build her empire and isn't at all slowing down. Apart from doing the usual appearances on TV, event attendances and countless photo shoots, she is currently working on her twelfth

fragrance (her line has grossed more than US\$1.3 billion), coming out with a new sunglass collection, developing skincare products, launching two more retail stores in India and Turkey, recording her second album, writing her third book and designing a whole clothing line for her motoGP racing team ("There's a lot of pink in there, of course," she quips).

"I WOULD JUST TELL MYSELF TO NOT BE SO TRUSTING IN PEOPLE AND NOT BE SO GULLIBLE. AND JUST TO BE SMARTER ABOUT THE PEOPLE I CHOOSE TO SURROUND MYSELF WITH AND NOT LET THEM USE ME. TO KNOW THERE ARE BAD PEOPLE OUT THERE WHO WANT TO DO THINGS AND NOT BE SO TRUSTING IN THEM."—on what Paris will tell her 20-year-old self

With countless business endeavors, it's hard to imagine finding the time to personally handle them—but she claims it's a cinch. "I'm Aquarius so aside from being a creative person, I'm also very hardworking and focused. I think it's also because it runs in my blood. My whole family is very creative, very ambitious. So, yeah, I was just born that way.

Doing what I do is just something that comes naturally to me," she says. However, she does reveal that the businesswoman hat isn't all that she wants to wear. "Ten years from now, I would love to be married and have a family, but also still continue my business. Just getting into real estate now, I want to continue doing that and open more beach clubs, restaurants and stores all around the world. So I will be a mother, but be a businesswoman as well!"

Paris has accumulated over 10 years' worth of wisdom and success, which she doesn't take for granted. "I feel so blessed and I want to give back," she says—and she has not only put her name on fashion, beauty and other lifestyle brands, but has lent it to countless charities like Starlight Children's Foundation, Make-a-Wish Foundation, the Nancy Davis Foundation's Race to Erase MS, Children's Hospital of Los Angeles and the United Services Organizations. Whether it's to champion children's rights, care for people with incurable diseases, support the homeless, fight poverty or end animal cruelty, Paris is an advocate. "A big passion of mine is charity. I've been doing charity work since I was a little girl. I will actually research and see what kind of charities there are out here that I can get involved in because I love using my voice to help those in need," she imparts. Just recently, she participated in the eighth Union Rescue Mission "Christmas in July," giving away gifts to homeless children, even decorating gingerbread houses and playing games with them. "It was such a remarkable experience," she says. "I take the saying that, 'To whom much is given, much is expected,' to heart, which is why I try to do what I can to contribute to society and to support many causes."

Paris, with her irresistible charm and admirable work ethic, is certainly a woman to emulate. And what's more, she has given us a big reason to all be proud of. Having such a major international brand like Paris to be associated with a major local enterprise such as the Azure Urban Resort Residences is something that can make all the Filipinos proud. It marks not just an accomplishment for Paris or for Century Properties, but more importantly, it marks a major milestone for a style forward Philippines. ■

