

The 90th Anniversary of the Oscars: fun, fabulous, and indulgent

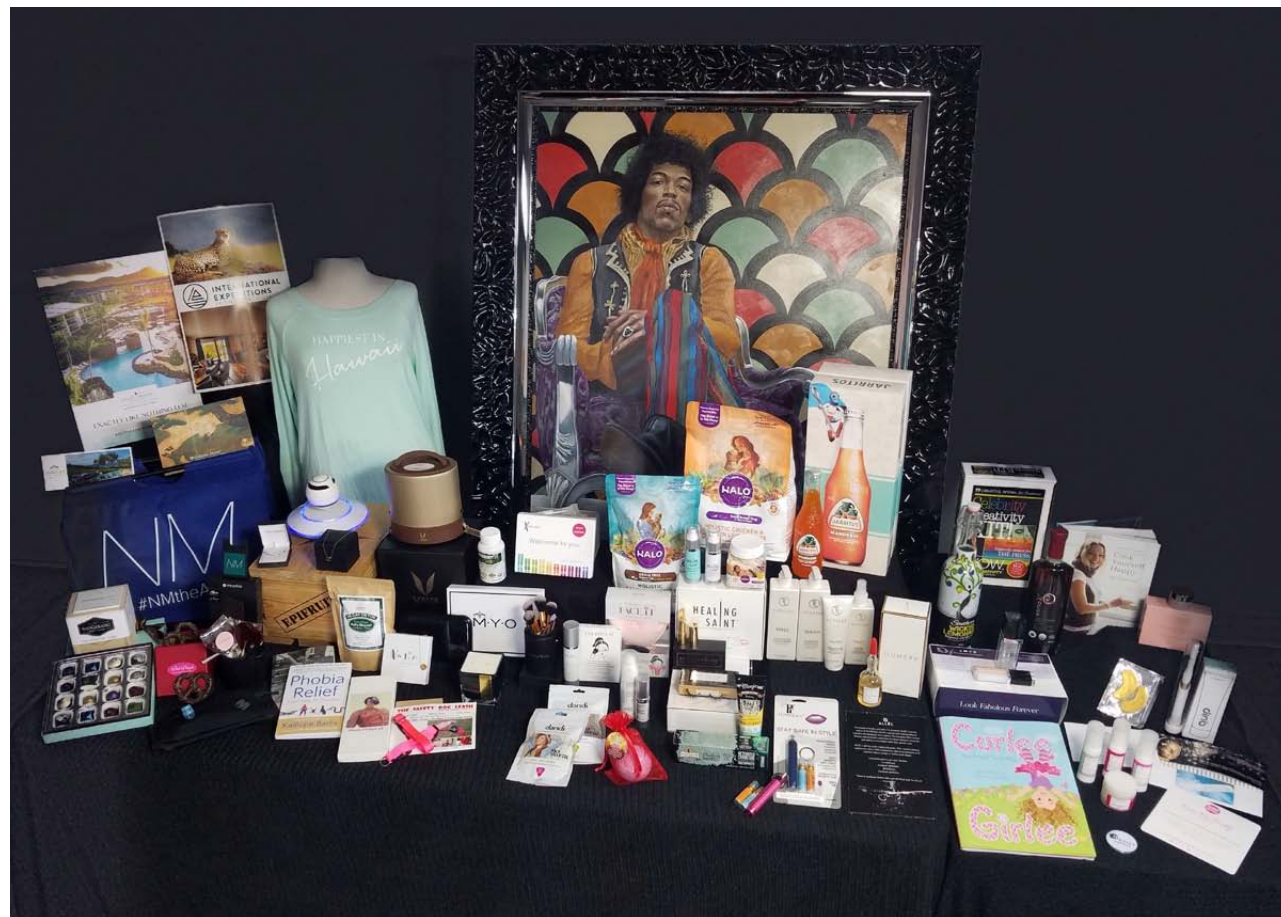
Hollywood is buzzing more than usual before the Oscars. What leads to the event on March 4 is almost as good as the big night itself, especially for the nominated actors and actresses. Metro investigates extravagant treats Academy Awards week has prepared for them.



The Academy of Motion Picture Arts and Sciences (AMPAS) started the festivities early February at the Oscar luncheon that gathered this year's nominees, such as Meryl Streep (*The Post*), Saoirse Ronan (*Lady Bird*), Willem Dafoe (*The Florida Project*), and director Guillermo del Toro (*The Shape of Water*).

That was just the beginning. Stars are pampered in at least 15 pre-Oscars celebrity gift suites and lounges that pop around the city. They get extravagant gifts, enjoy massages, facials, and other treatments for free. The celebrities could easily pay for all this, but when they are photographed holding a bottle of Earth Water or sipping 4 Copas Tequila it can be priceless promotion for the companies involved.

For the 16th year in a row, gifting company Distinctive Assets, which has no affiliation with the Academy, has put together the "Everyone Wins" gift bag. It is given to the nominees in acting categories and the nominated directors. An estimated value of the fabulous bag's



The Everyone Wins gift basket. CONTRIBUTED

contents is more than one million dollars. The bag is filled with skin care products, diamonds, gourmet foods, and gift certificates.

Distinctive Assets founder and gift expert Lash Fary is excited about this year's goody bags.

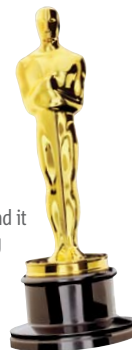
"It's about personalized, DNA-based skin care. But my favorite gift this year is from 23andMe which gives you 72 reports on your ancestry, health, and genetics based on a saliva sample," Fary tells Metro.

Elaborate vacation packages are a continuing trend. "This year's gift bonanza is

The Oscars 1927 - 2018

The Academy Awards turn 90 years young this year. As Hollywood has grown, so has the awards ceremony.

- It took only 15 minutes to celebrate the best films of the two previous years in 1929 in the Blossom Room of the Roosevelt Hotel in Hollywood.
- This year's Oscars with the pre-show is over four hours long, and it is televised all over the world with about 33m people watching the telecast in 225 countries.
- The show costs \$44m to produce.



\$14k Tanzania Adventure Package for Two from International Expeditions. They get hot air balloon safaris, champagne brunches, and

incredible accommodations."

Other vacation certificates include a 7-day Hawaiian escape in a luxury ocean-

view villa and a week in Greece. Fary mentions Hugh Jackman, Meryl Streep, Helen Mirren, Mark Ruffalo, and Jeremy Renner as nominees who have redeemed travel certificates in the past.

But stars also like to give back.

"The most redeemed gift certificate we have ever given is by Halo Purely for Pets holistic pet food line. Each year they allow the nominees to choose an animal shelter to receive a 10k-bowl donation of their pet food. It was the only certificate Julia Roberts redeemed the year she was a nominee," Fary reveals.

Other fun facts

- Timothée Chalamet, 22, (*Call Me by Your Name*) is the youngest Best Actor nominee in 78 years.
- Christopher Plummer, 88, (*All the Money in the World*) is the oldest acting nominee to date.
- Meryl Streep (*The Post*) is the most nominated performer (21 nominations).
- Jordan Peele (*Get Out*) is the first black person nominated for directing, writing and producing in the same year.
- This year's most nominated film, *The Shape of Water*,



Nominee Saoirse Ronan (*Lady Bird*) and fellow nominees during the Oscar Nominee Luncheon held at the Beverly Hilton, Beverly Hills on February 5, 2018. MATT PETIT / ©A.M.P.A.S.

earned 13 nominations.

- The current record of 14 nominations is held by three films, *All about Eve* (1950), *Titanic* (1997) and *La La Land* (2016).

Looking good inside out

The Oscars is one of the biggest fashion shows of the year, so the stars want to look and feel their best on the red carpet. It takes a lot of time and money to get there. The total cost of the look of an A-list actress, such as an Oscar-nominee, is around \$10 million. An average invitee spends \$1.5 million on wardrobe, accessories, and looks.

Celebrities dressed in black at the Golden Globe awards and at BAFTAs or "British Oscars" to show support for Time's Up campaign that fight against sexual harassment and demand equality in the workplace.

"Expect to see a lot of black dresses on the red carpet as well," says fashion designer and stylist Kirsten Prosser.

Prosser adds: "It is a little bit sad because black doesn't look that good on TV. Besides black, I expect to see a lot of dresses with tulle, lace, nude colors, gold, powder pink, and sequins."

Prosser, who is also the owner of On Que Style boutique in Orange County, California, says that the preparation for the Oscars starts a month before the ceremony.

"Cameras get very close on the red carpet. The stars

must make sure, that their skin and shape is perfect. For the last week or two they go on juice cleansing and don't drink alcohol. They also work out more, toning especially the arms," Prosser tells.

Some of the designers she anticipates making a splash at the Oscars are Oscar de la Renta, Elie Saab, Alexander McQueen, Chanel, and Gucci.

"As far as accessories go, pearls are really in right now, and they can be worn in fun ways," Prosser concludes.

JOHANNA JUNTUNEN, MWN

The Distinctive Assets "Everyone Wins" Oscar Nominee gift bag includes:



1 D.Thomas Signature DNA Head to Toe laser and light rejuvenating treatment

2 Eco-friendly magnetic M·Y·O Cosmetic Clutch.

3 Tanzanite Bolo bracelet from Safi Kilima.

4 Ultimate 12-night Tanzania Adventure for Two from International Expeditions includes also a stay at the Kilindi Lodge in Zanzibar.