

JESSICA STAM READY TO GO ON STAGE AT THE 2010 VICTORIA'S SECRET FASHION SHOW



THE GREATEST SHOW ON EARTH

JUST BEYOND THE GATES OF New York's Lexington Armory lies a hot-pink carpet, a 90-foot runway doused with 125 pounds of glitter, and 34 gorgeous winged goddesses. Welcome to the world's most expensively staged, laciest and most crystal-encrusted peep show: The 2010 Victoria's Secret Fashion Show.

Held on November 10th, and televised a few weeks later to millions of people in 185 countries, the underwear extravaganza wasn't just a catwalk presentation; it was an epic, bombastic production. After all, it's said there exists only a one in 40 million chance of making it as a Victoria's Secret model. And, with the help of some 17 makeup artists, 19 hairstylists, 40 cans of hairspray and over 50 dressers, the flawless specimens were transformed into mythic lingerie seraphims. "It's never just about a bra," said Karolina Kurkova. "The *crème de la crème* of design people create these amazing looks."

Fashion insiders and a slew of celebrities ranging

from Paris *Vogue's* Carine Roitfeld to Adrian Grenier and *The Situation* took their seats in a custom-built space that rivaled a couture show in scale. Adding to the spectacle were performances by rapper Akon and pop powerhouse Katy Perry. "There's definitely no show like Victoria's Secret," said veteran angel and *Transformers: Dark of the Moon* star Rosie Huntington-Whiteley. "It is truly a performance; it's like going to see the circus!"

The clothes (or lack thereof) were, of course, besides the point. Neither the \$2-million diamond Bombshell Fantasy Bra displayed by Adriana Lima or the lavishly feathered pair of wings worn by Canada's Jessica Stam will be stocked in your local mall. Victoria's Secret knows that when it comes to its shows, viewers are seeking not just beauty, but also a peek into a different, dream-like world. The evening's theme was A Night of a Thousand Fantasies. Victoria's Secret aimed to satisfy each and every one. —Aya McMillan

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