



**< ROYAL PUCKER** Right up there with shoes and handbags, lipstick is obsessed over by women who can never get enough. Aussie Poppy King has been a self-confessed lipstick addict since she was a teen and, in fact, has made a successful career out of the tubes, tins and pots that dispense dreams along with every shot of color. Now living in New York, King lords over her newest label: Lipstick Queen. Currently, the chic and cheeky brand consists of 10 lipstick shades that come in Saints (sheer finish) and Sinners (opaque finish), and the newest entry called OxyMoron. Packaged in large compacts, it comes in a quartet of sweet and subtle hues inspired by the color of cheeks and feels smooth and sheer on the pout – but with a matte finish. It also pulls double duty as blush. (Royal flush, indeed.) Long live the Queen.

*Products are sold at Barneys New York as well as boutiques, including Castor and Pollux, Elizabeth Charles and Lyell.*

**> PINKBERRY HITS THE BIG APPLE** Finally, Gothamites can take part in the frozen yogurt addiction that grabbed Angelenos by the seat of their Earnest Sewns two years ago. Yep, there are currently three newly arrived Pinkberry locales on the isle of Manhattan, where urban warriors, Park Avenue moms and downtown hipster types can get their fix of the two lone flavors of tart not sweet frozen treat (plain and green tea). So, you may be wondering, what's so special about this low-cal, all-natural fro-yo that inspires such devotion? A lot of it has to do with what goes on top, namely a large selection of happy toppings like Captain Crunch and Fruity Pebbles, chocolate chips and coconut, and fresh fruits from kiwis to bananas and mangos. The simple sleek décor of the shops, with sherbet-colored walls, adds to the yummy allure.

*For locations, go to [www.pinkberry.com](http://www.pinkberry.com).*



**< HIGH STYLE** Aviator Amelia Earhart had fly style. And the International Center of Photography (ICP) exhibit "Amelia Earhart: Image and Icon" (running through mid September) explores the role of photography and the media in fostering Earhart's public persona during the late '20s through her disappearance in 1937. The amazing adventures and life of the first woman to fly across the Atlantic come alive via an amazing collection of photos, magazines, newspapers and vintage advertisements (in which she starred). From her flying accomplishments to her forays into clothing design and her own inimitable fashion style – unconventional khakis, leather bombers and trenches and, of course, aviator sunglasses – Earhart was an icon, a groundbreaker and an inspiration to women everywhere. She's still worthy of awe.

*ICP is located at 1133 Sixth avenue at 43rd street, tel. 1.212.8570000.*