

PREENEED PUDDENDA

Whether it's a Honey Pot, a Mary or a Promise Patch is really neither here

nor there. What's vital in this

day and age is that your

Lady Garden is manicured

Everyone has their own pet name for the 'area between the legs', if we're going to be coy. The cock-slot, if we're not. It's not just a case of trimming La Fouff so that she doesn't reveal herself from beneath John Galiano's new bikini, it's about a sense of pride in one's personal grooming and more importantly, a sense of fashion.

Yes, pubic topiary is quite the thing in today's beauty world. What once looked to be the quirky reserve of L.A.'s body conscious, has now become the law according to all self-respecting fashionistas. Whether you fancy a Playboy, a Playkini, a Brazilian or a Hollywood, it's all about the preened pudenda.

London waxer, Arezoo Kaviani is the Queen of Quim, her talents are demanded the world over by some of our most favourite and famed stars. Arezoo, pet name, pussy – no beating around the bush – waxes and dresses flesh with Swarovski crystal motifs designed by jeweller, JMaskrey, and has collaborated on her own crystal idioms to really set the tone. From the charming, 'Just Married' and 'Happy Birthday' to a whole range of sparkling expletives, Arezoo is the Karl Lagerfeld of pubic design. 'I just get bored so easily and want to remain creative. I want to make things exciting for people in the bedroom, and introduce real glamour with our crystals.'

So what is the top trend for this season? 'Definitely the triangle. It's along the lines of the natural shape of pubic hair, but is trimmed and shaped, with labial lips and ass waxed clean.' A trip to her exclusive and chic

Knightsbridge clinic is well worth it, if you can fight past the A-list clients beating down her door. Another pubic trend is dyeing. 50% of the US adult female population already dye and the worldwide market is worth \$38 billion. Most women won't stand for grey hair on their head, so it's only natural not to want any grey down there. Nancy Jarecki, a well-known figure on the New York social circuit – who calls that area Betty – first saw potential in this industry when in a hair salon in Rome... "I was getting my hair cut and would see hair colourists give their clients a little bag to take home. When I finally plucked up the courage to ask what their bags were for, it gave me one of those 'Ah Ha' moments." Nancy collaborated with toxicologists and gynaecologists to develop a formula safe enough to use on this delicate area, and so, Betty Inc. was born. Since the trend for going bare back – or front – still allows for a little hair to direct visitors to the pleasure treasure below, it's time to ask yourself, "Do the curtains match the drapes?"

Whether it's the classic triangle, the landing strip, the Hollywood or playboy, waxed and trimmed is where it's at. A manicured lawn is always more glamorous than an over-grown garden. If you're not already on this band-wagon, get on it girls. The only thing you've got to lose is unwanted and UN-necessary hair. The gains are endless; it's more hygienic, a much cleaner look and, certainly the best benefit of all, is you're sure to get lots and lots of attention from your lover. Purrrrrfect...

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