

SOUTH BEACH

COLLECTION BY OPI

Undeniably Hot!

When you think heat, think South Beach. The über-trendy playground of celebutantes, movie stars, and those who always get past the velvet rope, South Beach is a sizzling blend of beautiful beach and boutique life during the day, for-the-fabulous-only clubs at night – and the hottest looks 24/7. And the South Beach Collection by OPI rocks this lifestyle, and this season's must-have fashions, with 12 shades for nails that are pure A-list.

Sexy, relaxed sophistication combined with glam-over-easy style is the buzz for 2009. Watch for celebrity nails (we can't tell you who!) in South Beach Collection faves, including sultry, sun-kissed shimmers – **Bronzed to Perfection, Conga-Line Coral, Clubbing til Sunrise**; deco pales – **Sand in My Suit, Done Out in Deco, Suzi & the Lifeguard**; exotic roses and oranges – **Party in My Cabana, Feelin' Hot-Hot-Hot!, OPI on Collins Ave., Paint My Mojitoes Red**; and fierce purples – **Overexposed in South Beach, Miami Beet**.

As for what beach beauties will be wearing on their trainer-toned bods, designer runways featured short, feminine dresses made to show off great legs, lots of flirty floral prints, and full skirts with cinched belts (if you've got a small waist, flaunt it!). Pretty-for-the-paparazzi rompers and short shorts burn up the sand, while easy, slouchy jackets and trousers tease. In a colour palette of hot pink and cool coral, teal and ocean blue, lilac and grey, sandy nudes and silvery white, the look is unabashedly, undeniably "it."

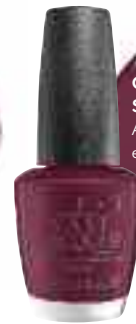
Shades that capture the colour, the fashion, and the trend-setting excitement of the world's most stylish celeb playground!



Done Out in Deco
A "deco"-dent shade of arty lilac



Suzi & the Lifeguard
A not-so-innocent light pink.



Overexposed in South Beach
A vivid purple that can't get enough attention.



Party in My Cabana
Wear your cutest bikini and this rich, "cab"-ivating pink!



Paint My Mojitoes Red
A warm rosy red for cocktails on the beach.



OPI on Collins Ave.
A sizzling red-orange that knows where the action is.



Feelin' Hot-Hot-Hot!
A flamingo pink blazing with style.



Miami Beet
This racy red-violet could be your vice.



Sand in My Suit
Can you "bare" this nude shade?



Bronzed to Perfection
A toasty brown that's perfectly sexy.



Conga-Line Coral
A hip-shaking, fiery, orange-rose.



Clubbing til Sunrise
A golden tangerine that goes from dusk to dawn.