



**Contact Information:**

Jameka S. Whitten  
PR Manager, **VOID by Angel Cherry**  
Direct/Mobile: 704.261.5290  
jameka@jswmediagroup.com

**FOR IMMEDIATE RELEASE**

**VOID by Angel Cherry Preview + Launch Party: Successful Evening of Beauty, Fun, Food and Music**  
*Celebrity/Professional Makeup Artist Angel Cherry launched VOID, her signature lipstick line on July 25 at Natsumi Bar & Lounge in New York City*

**New York, New York—July 30, 2013—** Beauty enthusiasts, style connoisseurs and tastemakers from all over New York City came to celebrate the VOID by Angel Cherry launch on Thursday, July 25, 2013 from 7:00 p.m. until 10:00 p.m. in the heart of Manhattan at the super chic Natsumi Bar and Lounge. VOID is a special signature lipstick line that is highly pigmented, moisturizing, long-lasting and cruelty-free, made to order by creator and owner Angel Cherry.

The event was hosted by New York entertainment insider and socialite **Legendary Damon**; the gorgeous crowd rocked to the energetic sounds of **DJ Stiletto**, while mixing, mingling and sampling delicious passed hors d'oeuvres provided by Natsumi as well as decadent chocolate covered strawberries and mini-cheesecakes courtesy of **She Imagined Sweets**.

The **VOID** models, dressed in all white outfits designed by **House of Shavi**, showcased three of the hottest colors for the new VOID line—**Vamp Plum**, **Cash** and **Trendsetter**. **Actress/Model Rita Lynn**, who is the first official “Face” of VOID, rocked a custom shade in “**King**.” Every VIP gift bag included a sample of VOID and lipsticks were also available for sale that night. One of the most important highlights of the evening was when the guest of honor VOID Creator **Angel Cherry** addressed the standing room only crowd, thanking everybody for their support. As a special surprise, attendees were treated to a first listen to “VOID” featuring **Ida Divine** produced by **Herb Middleton**, a song written and produced specifically for the launch. Photography and videography for the evening was provided by **Chuck Holliday** ([www.chelca.com](http://www.chelca.com)).

Notable guests in attendance included fashion maven and television personality **Angela Simmons**, Hip Hop Icon **Ed “Special Ed” Archer**, **Chef Roble** (celebrity chef and star of Bravo’s “Chef Roble and Co”), high fashion model **Ray’uana Aleyce** (currently on Project Runway Season 12), Model **Victoria Virgo** (Miss New Jersey USA 2013 Contestant) and **Audra The Rapper**. The VOID by Angel Cherry Preview + Launch Party was sponsored by **SLS Events**, **Chelca**, **CIROC**, **Fusicology**, **NuVybe Records**, **JSW Media Group** and **She Imagined Sweets**. Giftbag and giveaway sponsors included **Frava Drinks**, **The Elke Von Freudenberg Salon**, **GitaDini Home Accessories**, **RAINE Magazine** and **Verified Rebel**.

VOID will be available for purchase via [www.voidbyangelcherry.com](http://www.voidbyangelcherry.com) by mid-August. The first collection of available shades will be **Alter Ego**, **Barbie**, **Cash**, **Lust**, **Nude**, **Trendsetter** and **Vamp Plum**. To request review samples, to book Angel Cherry or for interview requests, please call 646.820.6708 or email [jameka@jswmediagroup.com](mailto:jameka@jswmediagroup.com).

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### **About Angel Cherry**

Angel Cherry is a Professional Makeup Artist based out of New York City with an intense and true passion for her craft. Angel currently works as fashion maven and socialite Angela Simmons' personal makeup artist; however she is also known for her work with designers **COCO & BREEZY, FRANK New York, VASHTIE**, recording artist **Theophilus London, Brooke and Christiana Shields, Jade Alston, Q of Day26, The NFL Network, VH1 Talent Malaysia Pargo** and actress/model **Vanessa Simmons**--just to name a few. Angel's work has been featured in numerous local, regional, national and international media including **Vogue Japan, Ebony Magazine, Sister 2 Sister, ConcreteLoop.com, People Magazine, PYNK Magazine, BET's Rip the Runway** (2012 and 2013) and popular urban weekly music/entertainment show 106 & Park. She has worked with mega makeup brands like **MAC, Maybelline, Stila** and **Iman Cosmetics**; Angel consistently works **Mercedes Benz New York Fashion Week** on an annual basis. [www.voidbyangelcherry.com](http://www.voidbyangelcherry.com).