

Client: Hello Pasta

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Talk of the Tents

No munchies for models

11:11 AM By Joseph V. Amodio



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Sneak backstage at any runway show and you'll find a nutritionist's nightmare: champagne, Gummi Bears...well, that's two courses right there.

But down at the MAC & MILK venue in Chelsea, where MAC Cosmetics has teamed with Milk Studios, they're feeding models...like, for real. Hello Pasta, a new fast-food-but-supposedly-better-than-fast-food firm that recently hit Manhattan, is serving up organic penne and fusilli to backstagers. But wait — what if they spill the Sauce of the Day on an outfit? Will it blend with the designer's style?

Let's see: Billy Reid's peeps were served arrabiatta (tomato, onion, extra-virgin olive oil, garlic) — classic, just like him. The Blonds got tuna provencal (tuna, kalamata olives, capers) — spicier, like the line. And Jeremy Scott? Al funghi (mushrooms, light cream). A fungus and half-hearted dairy for the wacky dude who often seems more hype than haute. Sounds about right.