



Love That!

the Beauty of Giving

As leaders of demanding charities, the four women on these pages are known for their "do unto others" spirit. We thought it was high time they got a little pampering themselves. So we asked hairstylist Ken Paves, makeup artist Sandy Linter, and fashion expert (and founder of Glam4Good) Mary Alice Stephenson to treat them to the experience of a lifetime.

BY Clarissa Cruz AND Megan Deem



STROKES OF GENIUS 1. A student-athlete transports the all-important oars. 2. Jennie Trayes (center) and some of the more than 2,200 participants Row New York serves each year at the Peter Jay Sharp Boathouse in Manhattan. 3. Jennie, who is also pursuing a master's degree in public administration, motivates rowers on the Harlem River.

PORTRAITS BY Carmelo Donato
PHOTO REPORTAGE BY Sioux Nesi

Jennie Trayes

AGE 30

Deputy director,
Row New York



Her rescue mission

A former collegiate rower, Jennie became a part-time coach with Row New York six years ago. The program combines the sport with academic support to help disadvantaged young people build confidence and encourage them to attend college. Now she works for the organization full-time. "It's especially rewarding to have kids getting into college who never thought they'd go," Jennie says. "That happens every year, but it never gets old."

Her new look

THE CLOTHES: Because she spends a lot of time in athletic gear—"When I'm working around the boathouse, everything ends up getting dirty or wet," she says—Jennie favors bohemian dresses with pretty details when she's off duty. The frothy skirt of this Vera Wang gown pumped up the fairytale princess feel, while the dramatic neckline set off her sculpted shoulders and arms. Bold layered necklaces and a chunky bangle contrasted beautifully with the dress's dreamy vibe.

THE HAIR AND MAKEUP: To showcase the deep V neckline of Jennie's gown, Ken, creator of the Ken Paves You Are Beautiful haircare line, decided on an updo. He curled sections of Jennie's hair with a curling iron, then gathered the hair, twisted it into a bun, and pinned it loosely. Eyebrow designer Eliza Petrescu observed that Jennie had tweezed a bit too much between her brows, so she showed her how to fill them in with a taupe pencil. Sandy didn't want to detract from Jennie's brilliant blue eyes, so she just gave them a little definition with brown liner, golden shadow, and black mascara.

Jennie's reaction

"The people I work with wouldn't recognize me! Being the center of attention is really cool. I feel strong and feminine and fierce."

To learn more about Jennie's work turning kids into student-athletes, go to rownewyork.org.

GOWN, Vera Wang. **EARRINGS**, Fallon.

NECKLACES (layered), Lulu Frost. **BRACELETS**, Freida Rothman. **THIN BRACELET**, Gold Philosophy.

**“I feel beautiful—
and for me to
say that is big!”**



Nancy Carbone

AGE 57

*Founder and
executive director,
Friends of Firefighters*



Her rescue mission

In the aftermath of 9/11, Nancy, a Brooklyn resident who had firefighter friends who survived the disaster, wanted to do something to help. She began by carting supplies but soon realized that what the firefighters returning from Ground Zero needed was counseling and support groups. She founded her organization in 2001 to offer that assistance, along with health and financial programs, to New York City's firefighters and their families. In her spare time, she rebuilds classic cars. As for keeping up appearances, she says, "I'm in a firehouse or a garage all day, so what do I need makeup for?"

Her new look

THE CLOTHES: "I'm more rough-and-tumble," says Nancy, who sticks to jeans or yoga pants and long shirts. "I didn't wear dresses for decades, and I thought high heels were stupid." It's safe to say this red-hot La Femme gown was a departure from her usual look: The off-the-shoulder neckline emphasized her décolletage, while the mermaid style flattered her curvy shape. Gold jewelry and statement rings upped the glam quotient.

THE HAIR AND MAKEUP: Nancy's dark brown strands lacked vibrancy, said Ken, who painted golden highlights around her face to instantly brighten her complexion. Then he clipped in extensions to add about five inches of length. Nancy had never worn red lipstick, but Sandy showed her how an orange-red flattered her tawny skin tone.

Nancy's reaction

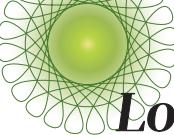
"Being fussed over is a little awkward, but sure, I can endure it! It will bring attention to my cause. I feel beautiful—and for me to say that is big. I told my husband he has to take me out to dinner tonight, and not for burgers!"

To learn more about Nancy's work with firefighters, go to friendsoffirefighters.org.

GOWN, La Femme, \$378. **NECKLACE**, Louise et Cie. **BRACELETS** (from top), Jill Golden, OCIE New York, and Meredith Marks. **RINGS** (from left), Stephanie Kantis and Vince Camuto.



BRAVE HEARTS
1. Nancy with some of New York's bravest at the Friends of Firefighters headquarters in Red Hook, Brooklyn. "Any day could be their last, so to be of help to them is an honor," she says. 2. An employee's dog, Daisy. 3. Nancy and a firefighter share a moment.



Love That!



PLAY BY PLAY 1. Jenine Choueka and one of her budding artists. 2. "Our goal every day is for kids to do art, music, and gym and eat dinner," says Jenine, here with volunteers and children. "Then we bathe them and they go home in their pjs, ready for bed." 3. "I've learned that if you have passion, you can do anything," says Jenine. 4. A child enjoys the play area. 5. Jenine frolics in the ball pit with the kids. 6. Jenine and one of her charges have an impromptu dance session.

Her rescue mission

When she was just 16, Jenine began helping a young mother with a special-needs son, and she saw how much effort it took to care for him. Though she was still in high school, Jenine, now a mother of five and a 2008 L'Oréal Paris Women of Worth honoree, wanted to help, so she and a friend started an after-school program that would later become the Special Children's Center, now in Lakewood, New Jersey, to provide respite services for families with special-needs kids. The initiative began with seven children; today the center's many volunteers have helped more than 400 families, offering after-school, weekend, and summer activities.

Her new look

THE CLOTHES: "I normally dress comfortably so it's easy to get down on the floor and be with the kids," says Jenine of her go-to uniform: long jean skirt, button-down top, and ballet flats. This gorgeous beaded Badgley Mischka gown offered the coverage she prefers, while the soft rosy tint and curve-skimming silhouette kept the look from being matronly.

THE HAIR AND MAKEUP: As part of her Orthodox Jewish faith, Jenine wears a wig. Her usual choice is brunette and falls right below her shoulders, but for the shoot Ken persuaded her to try a highlighted wig. "It felt fresher to go blonder," says Ken. To show off Jenine's gorgeous skin, Sandy used only tinted moisturizer and a touch of bronzer.

Jenine's reaction

"Today was a lot of fun! The pampering is something I never do. Enjoying the moment, being transformed, that dress—it all makes me feel great."

To learn more about Jenine's work with special-needs children, go to thecenternj.org.

GOWN, Badgley Mischka. **EARRINGS**, Marcia Moran. **NECKLACE**, Juliet & Co. **BELT**, Stelios. **BRACELETS** (from top), Melinda Maria, Swarovski, and Melinda Maria. **RING**, Rachel Zoe.

You can vote for the L'Oréal Paris 2016 Women of Worth from November 2 to 20 at womenofworth.com.



Jenine Choueka

AGE 36

Cofounder,
The Special
Children's Center

FASHION RELIEF

For three years now, **Mary Alice Stephenson** has helped O give makeovers to deserving women. The style expert founded the organization and movement Glam4Good in 2011 to provide fantasy fashion and beauty experiences for everyday heroes and women in need.

Her biggest project? Throwing a baby shower with Michelle Obama for moms-to-be at a U.S. military base in June. "Women have so much on their plates that they put themselves last," says Stephenson. "But Glam4Good is about letting us take care of them." (glam4good.com)

**“I never knew
I could pull off a
look like this! ”**



Mercedes Smith
AGE 24

*Founder,
Care More*

Her rescue mission

In her day job as a publicist, Mercedes often encountered homeless people near her Manhattan office, and she began buying toiletries to hand out. Then her friends encouraged her to think bigger, and she formed Care More, which distributes care packages—including items like shampoo, Band-Aids, deodorant, and fruit—to New York City's homeless on Sundays. "This population is often invisible," says Mercedes, who has recently expanded her efforts to other cities like Chicago and Philadelphia.

Her new look

THE CLOTHES: Mercedes traded her usual workday uniform of flats or sneakers, skinny jeans, and a printed top ("I'm a big H&M and Forever 21 girl") for a diva-licious Gustavo Cadile gown that created an hourglass shape. Sky-high heels elongated her petite frame, and a two-tone belt made her waist look tiny.

THE HAIR AND MAKEUP: When Ken saw Mercedes, he immediately thought of Diana Ross, which inspired a voluminous wavy style. He curled her hair with a quarter-inch iron, then brushed it out. Sandy decided dramatic eye makeup would be the perfect complement for Mercedes's full hair, so she mixed a teal shade that matched Mercedes's gown. To contrast with the bold eye makeup, Sandy chose a neutral bronze shimmer lipstick.

Mercedes's reaction

"I told myself I wouldn't cry, but these are happy tears. I feel amazing. I never knew I could pull off a look like this!"

To learn more about Mercedes's work helping the homeless, go to letsicaremore.com.

GOWN, Gustavo Cadile. **NECKLACES** (from top), Sarah Magid and Louise et Cie. **BRACELETS** (from top), Bronzo Italia and Melinda Maria. **RINGS** (from left), Melinda Maria and Maiyet.

FASHION EDITOR: Mary Alice Stephenson. **HAIR:** Ken Paves for Ken Paves Salons. **MAKEUP:** Sandy Linter for Lancôme at the Rita Hazan Salon. **EYEBROW SPECIALIST:** Eliza Petrescu, eyebrow designer and owner of Eliza's Eyes; 800-EYEBROW; elizaseyes.com. **MANICURE:** Roseann Singleton at Art Department using Dior Vernis. **SET DESIGN:** Kate Landucci for Mary Howard Studio.



MORE TO LOVE 1. Mercedes and volunteers assemble bags of essentials. 2. "When you care about what you do, you make the time to do it," says Mercedes, who is also studying for her MBA and MA in public relations management. 3 and 4. Each package is filled with an encouraging note and supplies. 5. Mercedes greets a homeless man in New York City's Union Square.

