

A New You: Tracy Mejdrich

Sunday, July 5, 2009

Today we offer our readers a taste of Downtown by featuring Tracy Mejdrich, winner of the first makeover contest sponsored by the Center City Commission and created by Downtown retailers (and one East Memphis tanning salon with traveling services.)



Tracy Mejdrich's natural good looks (above) were just waiting for a little cosmetic enhancement. As the winner of a Center City Commission makeover contest, Mejdrich, 39, was given outfits by Downtown stores Muse and Lansky 126 in The Peabody, teeth whitening by Main Street Dental and many other services and gifts.

Mejdrich, 39, of Oakland, Tenn., a fifth-grade teacher at Dexter Middle School and mother of a 2-year-old son, was chosen from about 20 applicants, said Leslie Gower of the CCC. Her makeover, which can be viewed at downtownmemphis.com, drew shoppers Downtown who had never heard of the participating stores, said Gower, and Mejdrich received not only two days of pampering and beauty treatments but was allowed to keep the clothes chosen for her by the stores.

Hair fix: At Rachel's Salon and Day Spa on Court Square, Beckii Richardson covered the touch of gray in Mejdrich's hair with a dark red-brown and added dark red highlights. Gail Guest cropped nearly eight inches of tresses and created a layered bob for easy-care styling.

Beauty fix: Main Street Dental provided in-office deep cosmetic whitening, take-home whitening trays, cosmetic contouring of lower teeth and composite resin fillings on two front teeth. Esthetiques Skin Spa in East Memphis treated her to a custom air-brush tan.



Carolyn Bendall, color analyst and owner of Fashion Academy, classified Mejdrich as a "warm tawny," with a fair to soft brown skin tone that calls for foundation and blush colors often difficult to find. But Kendrick Simpson, makeup artist with Delphinium Boutique, found the perfect shades in powder to cream foundation and Laughter blush, both by Bare Escentials. Her smokey eyes were created with Smashbox's Twilight Trio and Caviar eyeliner and her lashes were filled in with xtreme lashes from Esthetiques Skin Spa. Lips were enhanced with Smashbox Chocolate Lip Liner and Parfait lipstick by Bare Escentials.

Mejdrich received a Bare Escentials starter kit with brushes and makeup and Fashion Academy provided Arbonne skin care products.

Fitness fix: Energy Fitness on South Main gave Mejdrich a fitness assessment, two fitness programs, two customized meal plans, post fitness assessment/consult in 12 weeks, e-mail support, a Cardio Express DVD, and Body Blueprint book.

For a "coming out" party with family and friends after her makeover, Muse boutique on South Main gave Mejdrich a burnt orange tunic dress, brown leggings, and suede boots and bolero and Delphinium added an embroidered clutch. Lansky 126 in the Peabody gave Mejdrich a ruched white blouse, David Kahn five-pocket stretch denim jeans and Yellow Box pewter-colored wedges.

Score card: "Grrrrrrrrr!" was all Mejdrich could say when she saw her new look, as she scratched in the air.

To be considered for our regular makeover with Carolyn Bendall, send an e-mail with a photo of yourself to Bendall at cbendall@fashionacademy.biz or write to Barbara Bradley, The Commercial Appeal, 495 Union, Memphis TN 38103. Include name, age, clothing size, the area of town where you live and phone numbers. Tell us about your lifestyle and why you need a makeover. Candidates must live in this area and have available time on weekdays.

Our makeover subject will receive a new hairdo and professional makeup application and sometimes other gifts and/or services at the discretion of participating businesses.