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THE RADAR NOW!



TOTALLY YOUTUBE-ULAR: Elessa Vavon does an about-face at Beauty Bar in City Heights.

BEAUTY HEAT CAMERA READY!

YouTube celebrity these days usually takes the form of Britney Spears fanatics and British divorcees with a bone to pick. Well, meet the S.D. beauty star who's giving it a dose of glamour. Elessa Vavon's YouTube channel of product reviews and beauty demonstrations boasts over 20,000 subscribers and over 4.6 million video views, and it wasn't long before *The New York Times*, *Glamour*, and M.A.C. came a-knocking. The latter tapped Vavon to do an on-camera interview with reigning burlesque empress Dita Von Teese. "I learned that she takes off all her makeup and then reapplies it," says Vavon. "She doesn't just touch it up. That's the secret to a flawless look." Most popular viewer request? "[DIY] porn star/Playboy makeup... I used to get this request at least once a day. It entails a good, sexy attitude and dark eyeliner. False outer corner lashes. And a sexy, nude lip pout." www.jurshbuzz.com. >> Also making website waves is S.D.-based Taaz.com, started by two UCSD computer scientists and that lets you test out actual shades from the likes of Nars and Bobbi Brown. Try them on celeb shots, or upload your own self-portrait to see if Chanel's Fire lipstick is really right for you.

LET'S GET LIT

Forget Borders. When Downtown literary types want to hang after dark, it's all about the artsy, funky Grove in South Park. And thanks to L.A. Times bestselling writer (and South Park local) Amy Wallen, it's got a new NPR series to prove it. Move over, *This American Life*! Wallen—whose novel



WRITE OF WAY: Amy Wallen at the Grove in South Park.

MoonPies and Movie Stars comes out in paperback this month—hosts the DimeStories open mic series taped at the Grove and premiering on NPR next month. And she's taking the show on the road. Next up: Wallen will be leading a DimeStories sesh at N.Y.'s infamous KGB Bar, where members of the literati (Luc Sante! A.M. Homest Editors from the *Paris Review*!) are known to knock back Tennessee whiskey while talking Tennessee Williams. www.amywallen.com, *The Grove*, 3010 Juniper St., South Park, 619.284.7684.

JACKETS REQUIRED

Gaspard Auge and Xavier de Rosnay are the Parisian hipsters behind the electronica duo Justice, and are quickly gaining cred within the fashion pack. So it was only a matter of time before a clothing deal got inked. But this is hardly just another celebrity-licensed label; the idea began when the just-as-hip fashion design collective Surface to Air (also based in Paris) directed a video for Justice. On set, the guys bonded over a mutual love of the quintessential rocker uniform: leather jackets and skinny jeans. Making a leap from the recording studio to the design studio, the DJs and designers mixed their infatuation with Americana and spun up the collection of their dreams—various Ramones-ish shrunken bombers and matchstick jeans. \$235 to \$1,095. Available at Barneys, Beverly Hills. —Cory Ohlendorf



FULL-SEEKER! Showcase: The new Nelita & Moho boutique adds lace to La Jolla. Jess Stone and Max Azria show off Hervé Léger's fines of the season.

WORD ON THE STREET

Del Mar socials will be swooning—literally—this summer, because Plaza favorite Gerhard has just snapped up Hervé Léger's bandage dress. In the midst of a comeback thanks to Max Azria, the iconic frock already has the red carpet set (including Victoria Beckham, Joy Bryant and Joss Stone) experimenting in some hardcore bondage. *Gerhard, Del Mar Plaza*. >> What to wear underneath? S.D.'s in the midst of a lingerie revolution, with the Lingerie Lounge opening Downtown, the Rebelle Brand of bespoke bras, and the new Nelita & Moho in La Jolla, which carries a well-appointed rack of frilly unmentionables alongside kicky summer dresses and mineral cosmetics. 1298 Prospect St., La Jolla.