

Q&A With Make-Up Artist and Stylist Mary Beth York

Written by Ilana Tasillo

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Celebrity make-up artist, spa owner, and esthetician, Mary Beth York is known for her beauty products being recognized in publications and shows such as, *Dancing with the Stars*, *One Tree Hill*, *The Daily 10*, *E! News*, the Oscars and more. But this multi-talented professional is now taking a different approach – fashion. AZFoothills.com got the scoop on this very versatile item, the Rock Your Tube dress designed by Mary Beth herself.



Q: Tell us about your Rock Your Tube dress.

A: Well, in a couple of words - versatility and comfort!

Q: What material is it made out of?

A: It is a simple, cotton lycra mix that comes from one of the last European weavers who does all work on site in Holland. A real Dutch treat, crafted by old world artisans and our price point is fantastic.

Q: It seems so simple?

A: Exactly. I use it almost as a styling foundation. The colors, the simplicity and the different ways you can wear it are hard to count, but the ways to accessorize it are endless. You can literally wear this to the pool with flip-flops in the afternoon and then with heels and jewels for elegant cocktails in the evening. A black tube might be best and again, so easy to wear and accessorize.



Q: Women love anything that is simple, multi-functional and affordable. Would this work well for travel?

A: Yes! Small and easy to pack. They roll up beautifully and can function as a skirt, shirt, dress, or cover up in endless configurations. Women are uploading all of their photos on my ROCK YOUR TUBE by MB YORK Facebook page and showing the variety of ways they've worn it. We've created a fun, interactive Tubing language with posts of women rocking their tubes "Cabo Style, New York Style, Malibu Style, Vegas Style, Aspen Style" - even pregnancy style - which has led to my newest brand, the MaterniTUBE. The travel versatility has also inspired me to launch a cruise collection of tubes called "Cruisin with AttiTUBE".

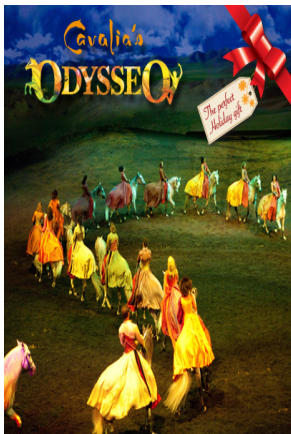
Q: Where do you see your brand headed?

A: Definitely up, with TV and web as perfect forums for popularizing it. The entertainment appeal of demonstrating how the tube can enhance your wardrobe and bring out your inner styling fashionista, all at a great price, is a winning combination. Women are buying several tubes at a time, realizing how much it simplifies their decision making, especially when packing for a trip!

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Q: Give me an example of the perfect suitcase; say for a short trip to New York.

A: I'm in New York now! Here's my suitcase; Tubes in navy, black, charcoal. One pair of jeans. Tights in different textures. One fun Marc Jacobs faux-fur coat, leather jacket, Louis Vuitton jean jacket, Free People sweater wrap, leopard boots.

Q: How did you make the leap from creator of MB YORK line of cosmetics and skin care to clothing?

A: I have a huge passion for style and love not only creating, naming, and branding products, but bringing them to women in a simple, easy-to-love form and at a great price.



Q: Where is ROCK YOUR TUBE available?

A: My website, www.mbyork.com has all the colors available and one size fits all for just \$45. Don't forget to upload your photos and share the ways you are ROCKING YOUR TUBES!