

NY CULTURE | February 21, 2013, 8:59 p.m. ET

Hair, Wardrobe, Cupcakes



Sharon Lo

A child 'flies' in front of a green screen.

If you think that celebrities like Amy Adams, Jennifer Lawrence and Daniel Day-Lewis are the only ones who get to dress up this weekend for the Oscars, then you'd be very wrong.

On Saturday, Lyss Stern of the party company Divalysscious Moms, will host the first pre-Oscar blowout for children to launch a new birthday party venue called Red Carpet Kids on the Upper East Side. Though Wolfgang Puck won't be creating a special menu, pizza and cupcakes will be served to the 25 lucky attendees, between the ages of 5 and 10.

Red Carpet Kids was founded by Eva Shure, an actress and sometime real-estate broker and her fiancé Craig Saslow, who has a background in hospitality.



A young 'star' on the red carpet

Sharon Lo

"We wanted to do something together and we thought, What are our talents?" recalled Ms. Shure. "People want to celebrate their kids' birthdays as big landmarks, and everything should be a red-carpet moment."

There are 15 staff members at every event. The children who attend are put through hair, makeup and wardrobe, after which they shoot a short film against a green screen. Then they are brought to a red carpet where they are photographed by paparazzi who ask them questions about what they're wearing and their various projects.

Afterward, they go to a top floor of the townhouse where they watch the footage they've filmed, with concessions. There is an afterparty with cake, candles and all the rest of the birthday trappings.



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A child sits in the makeup chair.

"We wanted to make it wholesome, like when Annie goes to the movies," said Ms. Shure, of the musical "Annie." "We don't want to have anything that's jaded. It's a feel-good experience."

A variation on the program will serve as the Oscar party on Saturday where "each child will be called up to receive their own award," said Ms. Stern, whose husband, coincidentally, works in the entertainment business. "Mom and Dad are always throwing award-season parties or going to award season parties. This is a fun time for the kids."

Ms. Stern has two sons: a 5-year-old and a 9-year-old. Neither of them have seen any of the Best Picture nominees, but for Best Animated Feature Film, she said, they are both rooting for "Wreck-It Ralph."

—Marshall Heyman

A version of this article appeared February 22, 2013, on page A17 in the U.S. edition of The Wall Street Journal, with the headline: Hair, Wardrobe, Cupcakes.

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