

Madonna directs Lourdes' shoot

MADONNA oversaw every detail of the shoot for her daughter Lourdes' new fashion line, Material Girl. The 13-year-old and her mom have teamed up with Iconix and Macy's to create the collection, which hits stores on Aug. 3.

WHAT THE stars ARE...

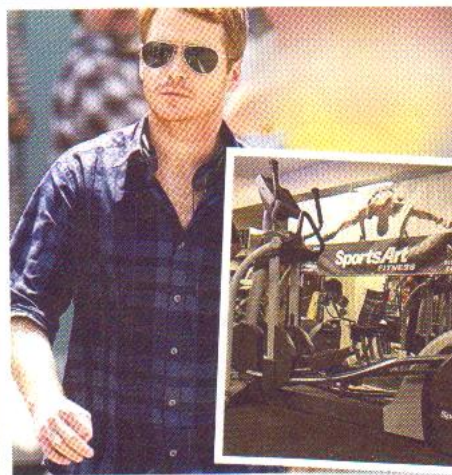
Blinging

EVA LONGORIA PARKER sported an enviable pair of \$6,770 Loren Jewels by Loren Ridinger diamond-and-pearl earrings at a recent party in Madrid.



Doing to stay in good shape

To stay fit, the cast of HBO's *Entourage* — including KEVIN CONNOLLY — works out with celebrity trainer Danny Musico. For a peak cardio session, Musico uses two machines: the SportsArt Fitness E870 elliptical (available at sportsartamerica.com) and the RealRyder Indoor cycle (available at realryder.com).

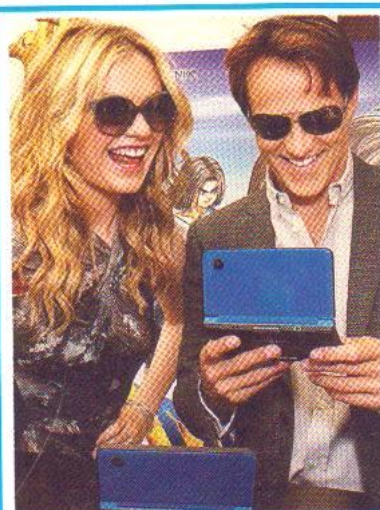


Vienna does hair?

If her career as a reality star doesn't pan out, VIENNA GIRARDI has a fallback. The former *Bachelor* star gave good blowout at a Reality Cares charity event in LA on July 21.



CLOCKWISE FROM BOTTOM LEFT: LIN AND JIRSA PHOTOGRAPHY (4); ICONIX; WIREIMAGE (5)



Playing

True Blood's real-life lovebirds ANNA PAQUIN and STEPHEN MOYER, who are engaged, had a blast playing Nintendo Dragon Quest IX on their new DSi XLs during Comic-Con 2010 in San Diego on July 23.



Surfing

Where does scandalous socialite PARIS HILTON get her gossip? Besides *Life & Style*, she religiously reads HollywoodLife.com, the hot, female-friendly celebrity website.

