



# POSITIVELY UNIQUE

## MISS USA RIMA FAKIH GIVES BACK IN ROYAL STYLE

For Dearborn's own Rima Fakih, every public appearance is an opportunity to celebrate being Miss USA, a role she fills with her own personal style. Whether she's looking good or doing good, her unique look and positive attitude means no one else can wear the sash quite like she does.

As Miss USA, Fakih spends countless hours supporting charitable organizations, a mission she approaches with pleasure and enthusiasm. In addition to working with the Miss Universe organization to provide support to breast and ovarian cancer survivors through Susan G. Komen for the Cure and Gilda's Club, Fakih also reaches out to organizations she feels need her support.

Since being crowned Miss USA on May 16, 2010, Fakih has worked to raise money and awareness for the Pink Fund, a Michigan-grown non-profit that provides financial aid to those afflicted with breast cancer. And while smiling for the camera is certainly part of that experience, Fakih adds her own unique touch to the work she does, knowing that her sash and tiara help turn heads – and wallets – for the cause.

"I wanted to take my title of Miss USA and use it to help chari-

table organizations achieve more," says Fakih, 24. "I know that if I wasn't Rima Fakih, Miss USA, it wouldn't be as easy to get people to listen to me and support these worthy organizations."

Even in New York City, her temporary home during her reign, Fakih supports Project Renewal's Scan Van, a program that provides free mammograms through a mobile clinic operating in low-income neighborhoods. "I literally look for women who haven't had mammograms or who don't have insurance, and get them on to the van to do one for free," she says.

And the payback is tremendously satisfying, she says.

"It feels great to be personally attached to these organizations. It reminds me of before I won Miss Michigan USA, I volunteered a lot at home in Dearborn," she says.

And it doesn't hurt to look good along the way, she says. Official travel to Rwanda and Shanghai opened Fakih's eyes to new fashion trends. "I was always used to wearing basic black and colors that matched, but I saw such vibrant blues and yellows and reds, and now I see how it's OK to use colors. A yellow dress paired with blue heels really looks good!" she says.

Fakih's personal fashion advice is all about celebrating individuality. "There is no such thing as 'someone is prettier than me.' Each of us has a unique look, so don't downgrade it – instead, learn how to play it well. Use what you have that no one else has. Stand out; never blend in," she says.

Paying attention to compliments about what looks good and knowing what just feels good to wear are the best ways to develop a unique look, advises Fakih, who says she works daily with wardrobe spe-



photo: Kevan Bowers

cialists to create her own special style.

But no matter where she travels, Fakih says she can't wait to come back to Dearborn and visit Cool Blue Salon. "No one else really understands my look more than they do here at this salon," she says.

Home is also a welcome return to the sexy-chic look Fakih says is distinctly Detroit. "Here in Detroit, it's important to always look hot. Heels, hot purses, and sunglasses are a must. Day-time means a cute summer skirt, tank top, and high wedges, but nighttime is a tight dress, smoky eyes, and a little clutch. You can hit the city or even visit a Coney in that outfit. But you always look hot."  - Claire Charlton

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