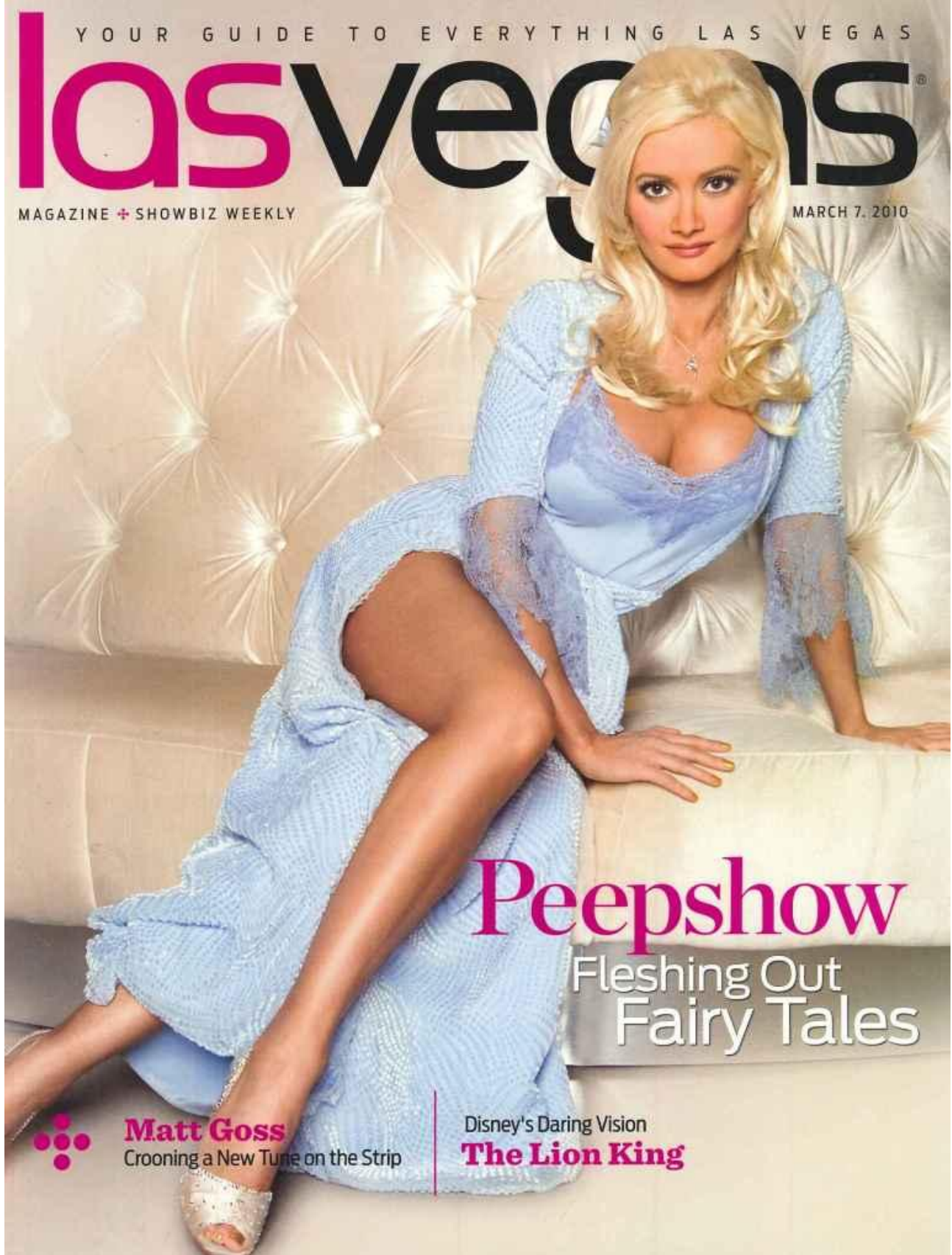


Las Vegas Magazine
March 7, 2010



YOUR GUIDE TO EVERYTHING LAS VEGAS

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MAGAZINE + SHOWBIZ WEEKLY

MARCH 7, 2010

Peepshow

Fleshing Out
Fairy Tales

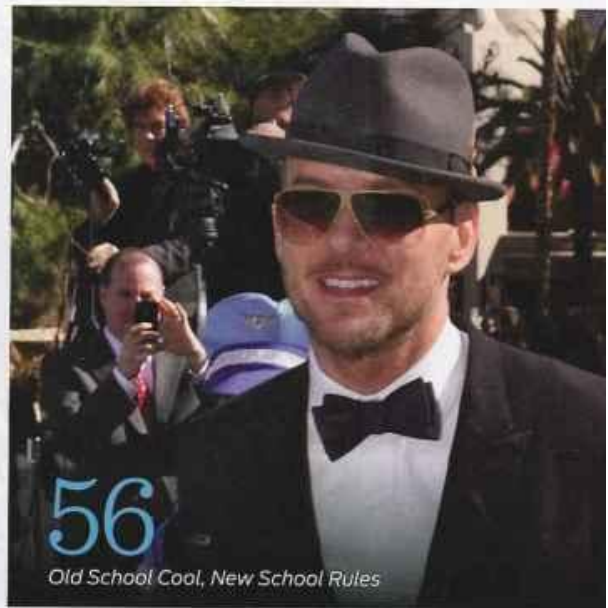


Matt Goss
Crooning a New Tune on the Strip

Disney's Daring Vision
The Lion King

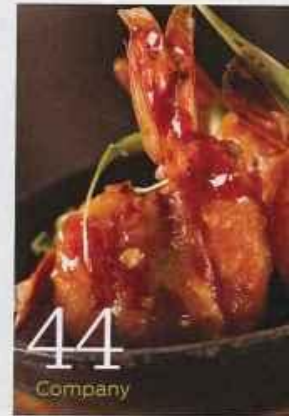
KIRVIN DOAK
COMMUNICATIONS

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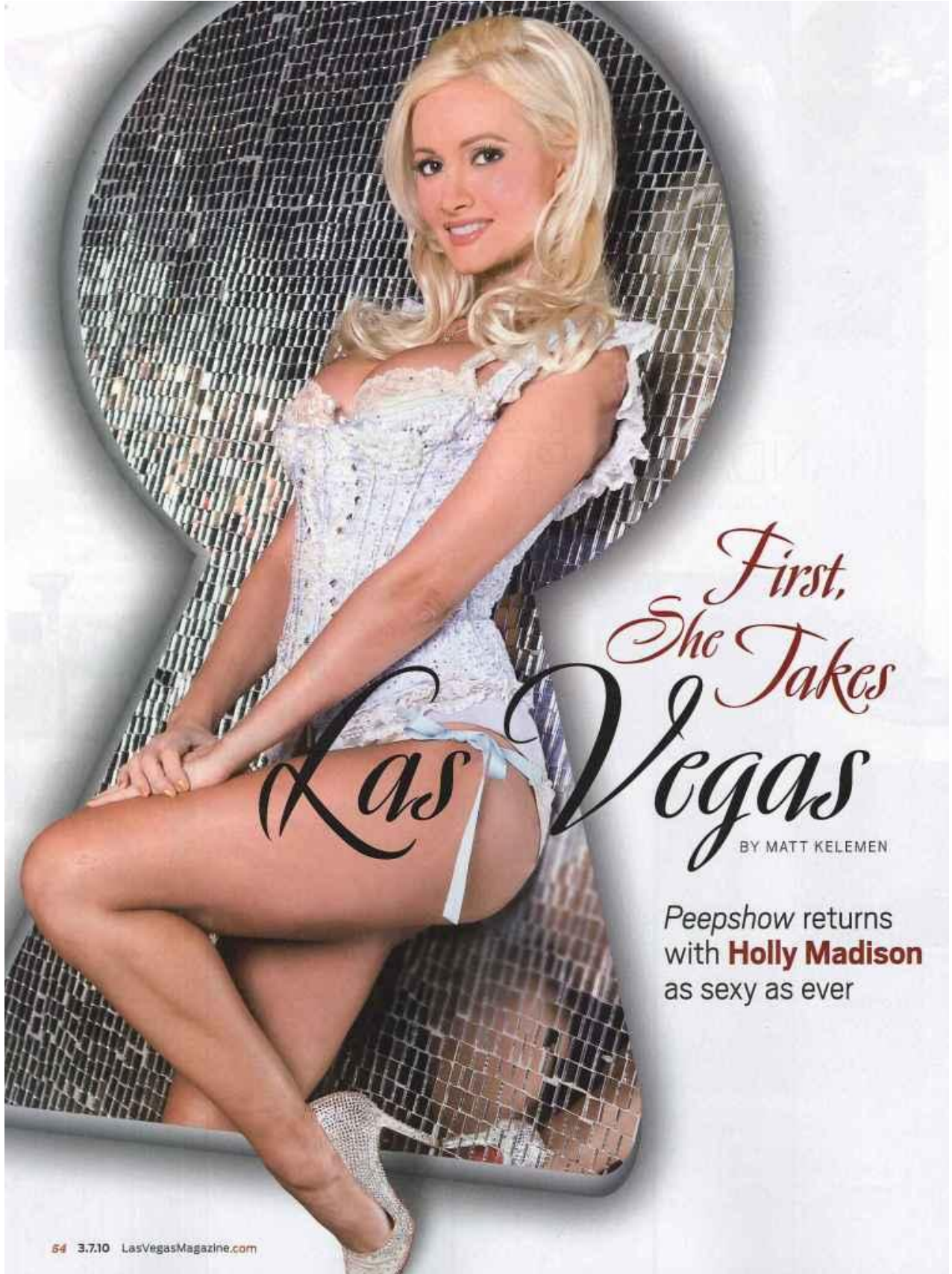


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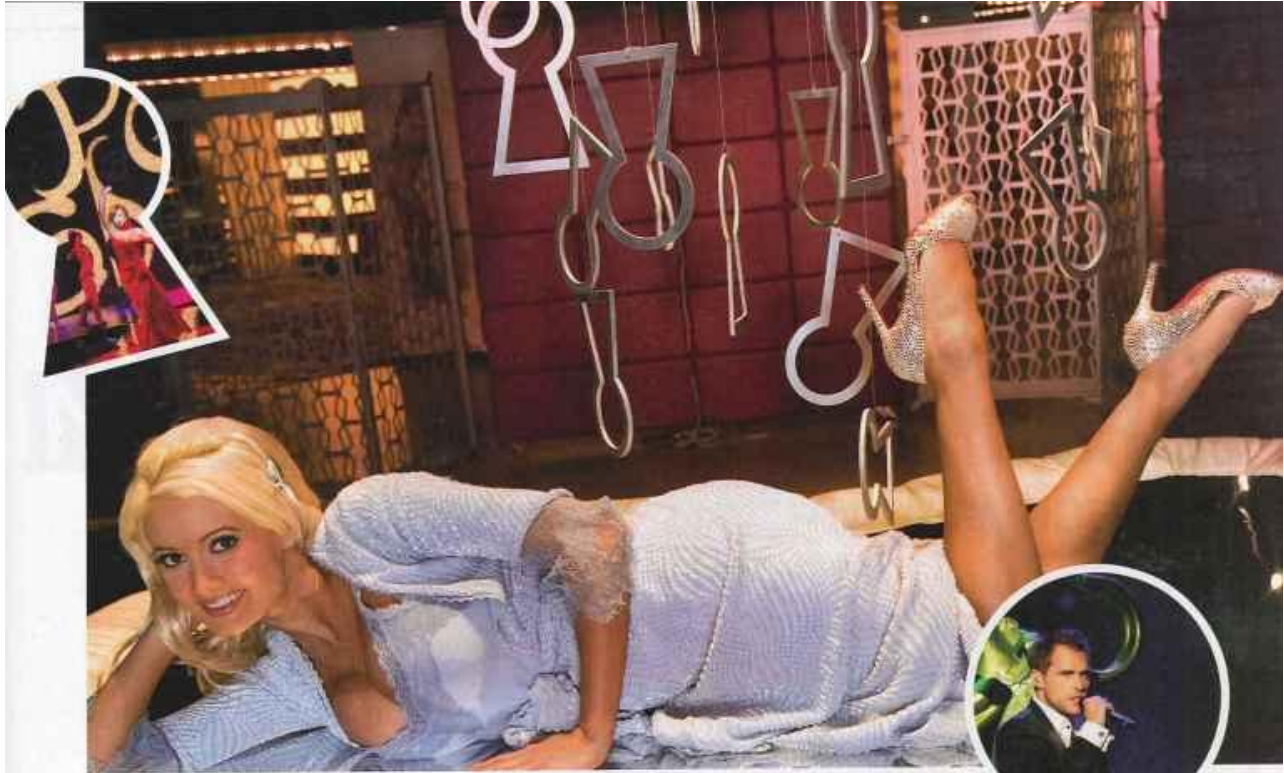
*First,
She Takes*
Las Vegas

BY MATT KELEMEN

Peepshow returns
with **Holly Madison**
as sexy as ever

64 3.7.10 LasVegasMagazine.com

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COMMUNICATIONS



Planet Hollywood Resort
9 p.m. Thurs.-Tues., \$65-\$100,
\$125 VIP package, plus tax, 18+.
800.745.3000 Ticketmaster

The dressing room looks like it belongs to her. A scattered herd of cartoon sheep—individually rendered and signed by visitors, such as Carrot Top, Benji Madden and Hugh Hefner—graze on the sky blue walls. She's been back since rehearsals for the stage show resumed Feb. 15, several weeks before taping begins for the regular season of her own reality show about her life in Las Vegas. Holly Madison is on the verge of having the most major moment of her career, and she's taking it all in stride.

Madison has settled into her role as Bo Peep in Planet Hollywood's modern burlesque revue, *Peepshow*, as well as her status at the top of the Strip's social whirl. "We changed all the numbers," Madison said. "We changed the set around a little bit. This week coming up is our first week rehearsing on set, so I haven't even seen the changes yet. The stage is different, a new Peep Diva, we've got new cast members—it's going to be even stronger than it was before."

The highlights of her Sin City social calendar will be evident to her ginormous fan base as her E! series, *Holly's World*, picks up where *The Girls Next Door* left off. In October, less than two months before the broadcasting of the pilot episode of *Holly's World*, TGND viewers watched as Hef brought the stars of the sixth season to Planet Hollywood's CHI Showroom to catch Madison in her new environment. It was a symbolic and celebrated event, with Madison's past and present coming together before a capacity crowd at a time when she was becoming increasingly confident onstage.

Bo Peep and the Peep Diva, originated by Kelly Monaco and the Spice Girls' Mel B, were meant to be rotating roles. Madison, who

took over from Monaco, pretty much owns Bo Peep now after signing her third contract (this time for a year) and outlasting the tenure of the third Peep Diva, Aubrey O'Day. Madison now shares the stage with powerhouse vocalist Cheeza, who had already substituted as Peep Diva when O'Day was unavailable. "She's not new," said Madison. "She's been our backup singer for a while. I worked with her the last few weeks we were around in December, and she's just great. She's hilarious, a super strong singer. It's not a hard adjustment at all."

Since *Peepshow* went dark on Dec. 30, Madison's activities included a sojourn to Mexico for a calendar shoot, checking out other Vegas productions such as *Viva Elvis* ("super fun!"), making the nightlife and dining scene with her clique, the Vegas Vixans, and cultivating nearly 330,000 followers on Twitter. As a testimony to her increasing Bo Peep power on the Strip, Madison posted a tweet wishing Tao nightclub would play Heidi Montag's "Body Language" in honor of the birthday of her roommate and *Holly's World* co-star Laura Croft. One of her Twitter followers alerted the DJ. "I had already left and they played it three times," she laughed.

The DJ understood—reality show or *Peepshow*, party or performance, Las Vegas is increasingly becoming Holly's world. ✦

*Holly Madison photos by Denise Truscello
Production photos by Ethan Miller*