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Backbeat: One Direction's Harry Styles Gets a Faceful of Ice-Cream Cake at Z-100

March 26, 2012 | By Maggie Doherty (@maggiedoherty), New York



Sweet Smile: (from left:) Z-100's Skeery Jones, Billboard's Maggie Doherty, Z-100's Danielle Monaro, One Direction's Louis Tomlinson and Liam Payne of One Direction, Z-100's Elvis Duran, One Direction's Harry Styles and Zayn Malik, Z-100's Carolina Bermudez, One Direction's Niall Horan and Z-100's TJ Taormina (Photo: Getty Images)

When Elvis Duran and the Morning Show team hosted **One Direction** at the Z-100 studios last Friday, things got a little messy.

After the interview segment, which focused on the group's **No. 1 album *Up All Night*** and U.S. tour (and, of course, the usual Elvis-style banter) 1D was treated to a sweet snack provided by Cold Stone Creamery: An ice cream cake decorated with a British flag. Just as they were about to dig in, 1D members **Zayn Malik** and **Louis Tomlinson** had a characteristically silly moment and pushed fellow member **Harry Styles'** face right into the cake!

Without missing a beat, Styles continued to pose for photos with bandmates and Elvis team members. He even planted an unexpected smooch on Elvis radio team member Carolina Bermudez, cake-faced and all.

One Direction Has Highest Hot 100 Debut For New UK Act Since The Verve In 1998

The incident reflected the group's attitude toward fame: Work hard, but find fun in every situation you can. "These guys went from zero to sixty overnight," Duran said after the segment. "This was not a four to five-year investment. It was like, [*X Factor*], the album, touring, bam." When asked if history was repeating itself with the boy band mania of the late '90s and early 2000s, Duran noted that the Internet and social media are largely responsible for 1D's rapid rise to stardom.

One Direction Tops Billboard 200, Adele Holds At No. 2

"Ten years ago, those bands didn't have the tools that are available now," Duran said. "When One Direction opened for Big Time Rush, no one expected how huge they'd be. People were singing every word to hidden tracks."

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According to Duran, "the music is solid and the boys blend well together. People are in line to work with them."

A dream collaborator for the group is **Bruno Mars**, whom they all agreed upon unanimously.

"He's got everything - he's got the stage presence, he's got a great voice, he looks great," said group member Louis Tomlinson during the interview.

As they gear up for a performance on "Saturday Night Live" airing April 7, the boys are mostly looking forward to meeting that night's host, **Sofia Vergara**.

"And that lady from *Bridesmaids*, Kristen Wiig is it?" Styles quipped.

[Listen: One Direction's Full Interview With Elvis Duran On Z-100](#)

Duran, whose radio voice was suffering due to allergies, has been busy with charity work, including Rosie O'Donnell's Theater Kids program; he serves on its board of directors. The organization works with at-risk students in Manhattan, teaching them the basics of stage performance, funding scholarships, and trips to Broadway shows.



Getting a 'facial': Harry Styles of One Direction gets a faceful of ice cream cake as the Elvis Duran team and fellow bandmates look on in laughter. (Photo: Getty)