

THE Kit

BEAUTY & FASHION

TORONTO FASHION WEEK ISSUE

PERFECT PRINTS

Jeanne Beker on how to master the season's poppiest pattern

PAGE 3

ORANGE CRUSH

The tangerine lip trend takes your look to the next level

PAGE 2



STYLE HUNTERS

The bloggers, editors, photographers and makeup artists: Meet Toronto's front line of fashion

PAGE 4

spotted LOUD MOUTHS

Juicy-bright tangerine lips that shout spring amp up the season's mascara-free makeup look — NATASHA BRUNO



SUN-KISSED SATSUMA
Boost your look and mood by dressing lips in this creamy, vitamin-enriched long-lasting formula in a colour so hot it sizzles. **Nars Satin Lip Pencil** in Timanfaya, \$30 at Holt Renfrew and sephora.ca



ORANGE POP
Bright colour in a satiny smooth finish makes this vibrant shade super wearable. **Dior Rouge Dior** in Rendez-Vous, \$36, at Dior counters and thebay.com



CITRUS CRAYON
An on-trend matte finish and healing formula (moisture-sealing orange peel, fruit butters, jojoba and castor oil are to thank) make this a killer two-in-one. **Bite Beauty Matte Crème Lip Crayon** in Clementine, \$28, at sephora.ca



ZESTY FIX
Enhanced with nourishing cherry seed and marula oil, this lipstick glides on smoothly and has major colour payback. **The Body Shop Colour Crush** lipstick in Coral Cutie, \$13, thebodyshop.com

MORE JUICE
Go bold with a pigment-packed lip. Soft and supple shine exudes mega attitude. **M.A.C Cosmetics Lipstick** in Morange, \$18, maccosmetics.com



A TOUCH OF TANGERINE
Dabble in orange with a shimmering colour that feels great on. Scented with lemon, orange, bergamot, iris and vanilla, it smells as good as it looks. **Guerlain Gloss d'Enfer Intense Colour and Shine** in Tangerine Vlam, \$32, at Guerlain counters



outfit envy

Blake Lively

The *Gossip Girl* alum takes the (neckline) plunge in a tailored ensemble at New York fashion week in February — NATASHA BRUNO

FINE DETAILS

Small-scale jewellery completes the ensemble with elegance, for a look that's classy, mature and undeniably chic.

REVEAL & CONCEAL

A fitted, short-sleeved blazer over a revealing bandeau top creates a charming mix of sultriness and sophistication.

NEAT BELT

This waist-cinching belt is a focal point and enhances Lively's curves, giving her an hourglass silhouette.

FEMININE & FRESH

The floral embroidery on this smart pencil skirt is a romantic touch that elevates it beyond office-wear.

LEG LENGTHENER

Snakeskin adds subtle texture to these pumps, while the pointed toe and nude hue work together to help elongate Lively's legs.

TIP

If below-the-knee pencil skirts feel too stuffy for you, try one with a front slit; it adds a youthful touch.



one-minute miracle INCOGNITO MANI

A decorative mani on the go and in seconds flat? No problem. These pens are easy to use and don't stink, so you can apply them no matter where you are. And although they were designed for nail art, they can also boost a tired mani when you realize you're going somewhere important (a fashion show, par exemple) or touch up the tiny chips that will inevitably appear when you wear the season's trendy light nail polish shades.

—ALEX LAWS

Sally Hansen | Love Nail Art Pens, \$7 each, Shoppers Drug Mart.

radar

The people, places and things in the world of style that got us talking



COVET: COOL COSMETICS

Sephora will release a line of makeup inspired by the forthcoming action-adventure movie *Divergent*. Later this month the eyeshadows and lip glosses will be available at sephora.ca, while the film, starring the chic Zoë Kravitz and Kate Winslet, opens in theatres March 21.



READ: SUZY MENKES

After 25 years as fashion editor of the *International Herald Tribune*, British journalist Suzy Menkes, 70, joins Condé Nast as international editor. Menkes said it was the "perfect time to embrace a new challenge in the digital age." We can't wait to see what she adds to the magazine house!



KNOW: MATURE MODELS

Beauty companies are tapping a new generation of women to represent their brands: Nars has named English actress Charlotte Rampling, 68, as its spokesperson while Marc Jacobs Beauty has teamed up with stage and screen star Jessica Lange, 64.



BUY: VAWK ORIGINALS

Call it Project Fundraise. Sunny Fong is crowd-funding via indiegogo.com to cover the cost of his upcoming Fall 2014 runway show, open an e-shop and expand his label, Vawk, outside Canada. A \$20 donation gets donors a Vawk key fob; \$250 nets a ticket to the show; \$3,000 scores a Vawk dress.



PUNCH IT UP

Fashion this spring is full of cut-out details. Take your cues from Salvatore Ferragamo, Miuccia Prada and Co. and add some perforation to your closet

1. PUNCHING IN The circular cut-outs and pebbled leather are all you need in this versatile tote-to-cross-body bag, perfect for women on the go. *Kate Spade Mercer Isle Sloan bag*, \$458, at Holt Renfrew **2. HOLE IN ONE** Perforated leather gives peep-toe booties the ultimate femme-fatale finish. *Prada pump*, \$850, at Holt Renfrew **3. HOLIER THAN THOU** Delicate cut-outs make bow-topped butter-soft ballet flats more decorative than ever. *Salvatore Ferragamo Varina flats*, \$495, at Holt Renfrew

EDITOR: NATASHA BRUNO. PHOTOGRAPHY: ADRIAN ARMSTRONG

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ask jeanne

I hear florals are a big trend for spring. As a mother of two, how can I wear them without feeling, well, momsy? —Anna

DEAR ANNA: There's no question that prints are everywhere and aren't going away any time soon.

Florals are a big part of the mix for spring, and we're seeing lots coming down the runways for next fall and winter too. I always thought the look was a little too feminine and girly for me. But as florals started creeping back into fashion so strongly these past few seasons, I realized there is such a variety that it is impossible to rule them out completely.

The first real floral item I embraced was a coral and aqua Erdem cocktail dress that I wore to cover Kate and William's wedding. The savvy Nicholas

Mellamphy of *The Room* at Hudson's Bay suggested it, and voila! It looked pretty fabulous. It was the first time I'd worn anything floral since the 1970s. (Talk about stepping out of your comfort zone.)

Naturally, I was proud to wear it because the divinely talented Erdem Moralioglu is Canadian. But I also liked that this pattern wasn't hokey. It was painterly, almost like a Monet, and spoke to my love of art. I was amazed by the lift it gave me and the compliments I received. I began to realize that small splatters via accessories can also do wonders in warming your palate to looks, colours or patterns you would normally shun.

There are so many takes on florals, from large, graphic designs to subtle, romantic patterns to artsy, exotic-feeling prints. I'd never suggest wearing one floral from head to toe—though there is a trend of mixing up various patterns, often with interesting results. Try playing a bit, perhaps with only a floral scarf, or maybe a bag or pair of shoes. It's about pushing your personal style envelope a bit, something I've always advocated. Be fearless, and don't fret about looking "momsy."

Style is largely about one's attitude, and if you don't feel "momsy", chances are good you won't look it either! The great Anna Wintour wears florals quite often, and while she's indeed a mom, I'd never call her momsy.

"It's about pushing your personal style envelope a bit, something I've always advocated."

Send questions to askjeanne@thekit.ca. Jeanne Beker is a contributing editor to the *Toronto Star* and host of *Fashion Television Channel*. Follow on Twitter @Jeanne_Beker

TORONTO FASHION WEEK

THE FRONT LINE OF FASHION

We can't all be at the shows in person, but these insiders make us feel like we are **BY** KIM CURLEY, JESSICA DILWORTH & BROOKE HALNAN

Just as winter crawls to a close, and our wardrobes are desperate for an injection of colour and inspiration, along comes World MasterCard Fashion Week in Toronto. With 33 runway shows over five fashion-fuelled days—plus endless street style for ogling along the way—it's just what the doctor ordered. Starting March 17, it's the perfect excuse to celebrate Canadian style and get the first look at what design-

ers have in store for fall. But it's not just runways that provide this vital energy infusion: A whole industry of stylists, bloggers and editors showcase key looks on social media—and in their own outfits. We've nicknamed them the Fashion Week Army and asked them to share their trend predictions with you. Follow along; these are the people that will take you with them to the front row.

SARAH MAGWOOD, 27

Owner, Magwood Vintage & Bridal
magwood.ca

@magwoodboutique

What she loves about her job

"Being in vintage and bridal, I meet a lot of women in transition: glamorous, wise old dames who are downsizing and ladies who are about to embark on lifelong journeys. I occupy a unique position in the retail world where I get to hear the most amazing, intimate stories, and I help people feel great about themselves."

The collections she's excited to see

"Sid Neigum is always a favourite. I'm also looking forward to Laura Siegel's hippy chic prints."

What she'll wear at fashion week

"On day one I'll wear Magwood Made gold-brocade cigarette pants with a 1960s embroidered top à la Valentino spring/summer 2014, a 1970s emerald-velvet trench, a fox-fur collar and a 1940s silk dragon clutch."

Her fashion week strategy "Bring a snack, because there's nothing worse than being hungry when you're schmoozing. I have three rules: choose shows wisely, stay energized and be comfortable."

Trend predictions "Victorian silhouettes and embellishment will be popular—high necklines, long skirts and embroidery—but with an injection of ease."

Trend predictions "A nod toward luxury, a little dazzle, bold colours, interesting textures, and relaxed, man-style tailoring."

ODESSA PALOMA PARKER, 32

Stylist and writer/editor
odessapalomaparker.com

@odessapaloma

What she loves about her job "The variety and the satisfaction of helping people feel confident with their sense of style."

The collections she's excited to see

"I'm excited for Mikhael Kale, Sid Neigum, Laura Siegel, Brit Wachter and Klaxon Howl. I'm also styling the Anu Raina show, so of course I'm excited to see everyone's reaction to the collection."

What she'll wear at fashion week

"I'll be wearing my usual mix of patterns and prints. I'm hoping it doesn't snow again so I can wear my pink Croon Mary Janes. I got them when I was in London last summer—they're so amazing and unique!"

Her fashion week strategy "Have layering options ready in case the weather isn't playing nice. I also eat whenever I have the chance."

Trend predictions "I think we're going to see some great outerwear, and hopefully a strong use of colour."



JEANNE BEKER

"I'll be wearing my usual mix of patterns and prints."

—PARKER

ODESSA PALOMA PARKER

Trend predictions "For makeup, you can bet there will be a lot of darker, richer tones on the eyes and lips."

JENNIFER MCCONVILLE, 38

Personal stylist, TV fashion expert
@jennimac_rocks

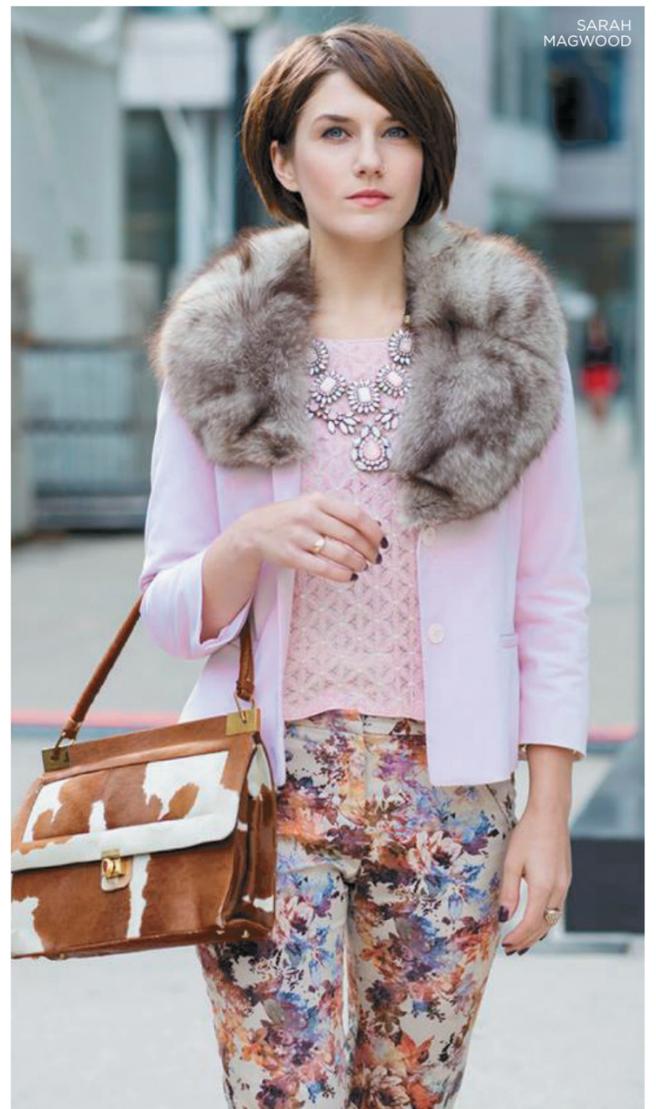
What she loves about her job

"As a stylist I love the thrill of the hunt, being creative and resourceful, and finding all the right pieces to pull a look together."

The collections she's excited to see "I always love Canadian street style—we know how to work it."

What she'll wear at fashion week

"Canadian designers, of course! I'll be debuting gorgeous Aritzia mid-night blue satin joggers, my trusty go-to grey sweatshirt from Joe Fresh, my Jenny Bird silver bib



SARAH MAGWOOD

STYLE HIT LIST

Goodbye, New York, so long, Paris! It's Toronto's turn to host a frenzy of fashion. We highlight the hottest runway shows happening on home turf, from March 17 to 21. For the latest showtimes, visit worldmastercardfashionweek.com

—Brooke Halnan

MON., MARCH 17
8 P.M.

AS SEEN ON TV
We're excited to see what Line Knitwear, a hit with celebrities (Kourtney Kardashian has been known to wear its knits on Keeping Up with the Kardashians), has in store for our fall wardrobes.

TUES., MARCH 18
7 P.M.

TWO'S COMPANY
Since tying for first place in the Mercedes-Benz Start Up competition, Malorie Urbanovitch and Cécile Raizonville of Matière Noire will debut the fall collections they created with the Canadian fashion industry elite.

WED., MARCH 19
3 P.M.

LIGHTS, CAMERA, FASHION
Pack some popcorn! Christopher Bates takes to the runway with more than just his FW 2014 collection of dapper menswear: He's also set to debut his fourth short film.

WED., MARCH 19
8 P.M.

TRENDY TRIP
Amid plans to open more than 140 stores around the world in the next four years, Joe Fresh sets up to take us on an adventure with a fall collection on the theme Fresh Expedition.

FRI., MARCH 21
2 P.M. & 5 P.M.

TWO NEWBIES
At fashion week for the first time, Brit Wachter's collection features timeless fashion in muted colourways, while lifestyle label Madame Moje's body-conscious pieces are about femininity and success.

FRIDAY MARCH 21,
8 P.M.

COVER MATERIAL
The cover of our March interactive magazine featured a blue gown from Maison Matthew Gallagher's Spring 2014 collection. We can't wait to see what he sends down the runway when he closes the week with a collection inspired by ancestry.

JEANNE BEKER, 61

Fashion journalist, TV host and creative director of Edit by Jeanne Beker

@Jeanne_Beker

What she loves about her job "The people, no question. And then there's the art of communicating and resonating."

The collections she's excited to see

"I'm eager to see if the enthusiasm for Canadian fashion is escalating... And just how sophisticated both the designs and the presentations are becoming. I'm also eager to see what Mikhael Kale has up his fashion-forward sleeve."

What she'll wear at fashion week

"I'll wear what my mood dictates. And I'll try to ensure it's pretty much all Canadian! If the weather allows, I'll wear a pair of shoes from my new collection at The Shoe Company, which launches the last day of fashion week (March 21)."

Her fashion week strategy "Eat, tweet, and be wary of taking it all too seriously!"

GRACE LEE, 38

Lead makeup artist for Maybelline NY in Canada, heads a team of 16 artists backstage who will be working on 33 shows throughout Toronto fashion week

@graceleebeauty

What she loves about her job "I get to create beauty looks for the runway that woman can take inspiration from and recreate at home. It's amazing to see the power of makeup and how it's so closely tied with fashion to finish off the vision of the designer."

The collections she's excited to see

"I'm super stoked to see Mikhael Kale; his clothes never disappoint."

What she'll wear at fashion week

"I'll be wearing a leather biker jacket from Mackage, a button-down from Pink Tartan and Joe Fresh jeans. I like mixing high and low."

Her fashion week strategy "No matter what time I get back to the hotel, I take an Epsom salt bath to relax my muscles and wind down. Bright lipstick and lots of concealer helps in the illusion of looking fabulous even if I feel tired."

GRACE LEE



JENNIFER MCCONVILLE



CHRISTINA WALTERS-ARSENEAU



Her fashion week strategy "I try to be realistic about how much I can take in. There's nothing worse than over-committing yourself, it robs you of enjoying the moment. Put on your biggest smile and enjoy the ride."
Trend predictions "Soft colours: pinks, nudes and greys. I love the fresh departures from the traditional shades we've come to expect for fall."

CHRISTINA WALTERS-ARSENEAU, 29

Senior publicist, Rock-It Promotions, the public-relations agency of record for World MasterCard Fashion Week

@christinallison

What she loves about her job

"Working on amazing clients and events with a team of the coolest co-workers ever."

The collections she's excited to see

"I'm most excited to see the Mercedes-Benz Start-Up winners, Malorie Urbanovitch and Matière Noire. The pieces in both collections sound like items I need in my closet. Classic and wearable."

What she'll wear at fashion week

"I'll be rocking Young and Tae shoes because they're cute and comfortable, and my Marc Jacobs pony-hair cross-body bag, which fits everything from seating charts to guest lists and makeup."

Her fashion week strategy "Keep perspective. It's fashion, so it should be fun! My survival tip: Always bring an iPhone charger."

Trend predictions "I just got back from Mercedes-Benz Fashion Week (in New York City), where trends for fall were technicolor, mixed patterns and lots of shearling fur."

continued on page 6

ONLINE Discover three more fashion-week wardrobe strategies from Lisa Tant, Gail McInnes and Kimberley Lyn at thekit.ca/insiders/

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JENNA MARIE WAKANI

continued from page 4

JENNA MARIE WAKANI, 30

Fashion blogger, freelance photographer and photo editor
jennawakani.com
@jmwakani

What she loves about her job

"I love the variety of the work I do, but the real prize is in the people I work with. I collaborate with creative, interesting and passionate people, some who have become my closest friends."

"After the shows end the real work of editing and filing begins"

—WAKANI

The collections she's excited to see

"Beauville is a favourite of mine. They made my wedding dress—you can't get a stronger endorsement than that! Sid Neigum is also always exciting for me, and I was really impressed by Matthew Gallagher the last two seasons. I can't wait to see what he does next."

What she'll wear "I work in the photo pit, and it's a tight space! I try to look presentable but it really comes down to clothing I can be comfortable in—chunky knit sweat-

ers, jeans and a good pair of black leather boots. I treated myself to a beautiful oversized winter coat from Rag & Bone this season, which will come in handy while shooting street style outside."

Her fashion week strategy "For photographers, after the shows end the real work of editing and filing begins, so my days are low on sleep. I make a point of keeping well hydrated—it is the very least I can do! Also, the freer the alcohol, the less you should drink of it."

Trend predictions "I live in plaids and knits, so I am still enjoying this neo-grunge revival."

people would never see."

The collections she's excited to see "Matthew Gallagher, Anu Raina, Christopher Bates, Pink Tartan, Krane, Triarchy, Farley Chatto."

What she'll wear "I'm not a big fashion week planner. I always try to rep Canadian so I'll definitely be wearing Philip Sparks and Jeremy Laing. I recently got a dress from Judith & Charles that will be on the fashion week roster. I've just replaced the laces on some of my shoes with some from Stolen Riches so I'm hoping the weather will be dry."

Her fashion week strategy "I don't really have one. I used to see a lot of shows when I started going to fashion week. Now, I'm more strategic and I don't try as it just leads to burnout, especially when you have a full-time job. I also dress in a minimal fashion in regards to what I'm carrying around and outerwear. Often there isn't anywhere to check a coat or the lines are way too long. There are usually some gift bags that you end up lugging around."

Trend predictions "I think the oversized coat, prints, fur and the cropped wide-leg trouser."

—These interviews have been edited and condensed.

TYLER FRANCH, 27

Fashion editor, *Chatelaine*
@tylerfranch

What he loves about his job "The opportunity to collaborate with industry leading artists and models who have been inspiring me for years."

The collections she's excited to see "The international models Joe (Mimran) brings in to walk in his Joe Fresh show."

What he'll wear "Lots of black most likely, and a parka, unfortunately, to battle the polar vortex."

His fashion week strategy? "I make sure I have alone time during the week. It lets me absorb everything. Plus, I have one glass of water for every glass of champagne."

Trend predictions "I think we will be seeing lots of textures in knitwear, relaxed and oversized silhouettes and tons of plaids and tartan."

ANITA CLARKE, 39

Blogger, *Iwantgot.com*
@geekigirl

What she loves about her job "I fell in love with fashion blogging because it's a personal way of interacting with the industry. It's an absolute pleasure to have this access to designers and clothing that most

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For-of-the-minute trend reports, runway looks from Canada's favourite designers, and galleries of street-style stars, see our full Toronto fashion week daily coverage at thekit.ca

It's (nearly) as good as going backstage: we pick the 10 beauty and fashion insiders you need to follow on Instagram thekit.ca/instagram/

Get in on all the front-row and backstage action (and pick up outfit inspiration) by following us on Twitter @thekit and Instagram @thekitca

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"I always try to rep Canadian so I'll definitely be wearing Philip Sparks and Jeremy Laing"

—CLARKE



ANITA CLARKE



TYLER FRANCH



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interview

Brad Goreski

He has made celebrities from Demi Moore to Jessica Alba look picture perfect, and is now the stylist for Kate Spade. Not bad for a boy from Port Perry, Ont., population 8,900

I'VE ALWAYS BEEN INTERESTED IN FASHION. Even from the age of two or three I was dressing myself. One outfit, famous in my family, was these black sweatpants with neon on the inside. I would wear them with my Michael Jackson concert T-shirt and fold this comic-book style scarf in half and tie it around my waist. I styled those sweatpants up to make them high fashion in Port Perry, Ont.

I GOT MY TRAINING WORKING AND INTERNING AT VOGUE AND W MAGAZINE IN NEW YORK. From there I was hired to become the assistant to the West Coast editor of *Vogue* in Los Angeles, and after the three months there, I was offered a job as an assistant to stylist Rachel Zoe. I appeared on the reality TV show *The Rachel Zoe Project* and the rest is history.

PEOPLE LIKE TO ASK ME TO COMMENT ON THEIR OUTFITS or ask what I would change. Even though I'm a professional stylist, I'm not constantly critiquing people's outfits. I find it funny that people get insecure, because my whole belief is that personal style is really about personal expression, and if you're wearing something that's floating your boat and it makes you feel happy, that's what counts.

I'VE HAD MY FASHION FAUX-PAS MOMENTS. In the early 2000s, I went on a cruise trip with my boyfriend, Gary. It was when Tom Ford did the Western Collection for Gucci. I wore a white button-down with raw Gucci denim bell-bottoms with brown suede Dolce and Gabbana pointy-toe boots, a Gucci logo belt and, the pièce de résistance, a Gucci bandana scarf that I tied around my neck. My hair was really, really blond and looked like something from the Sears catalogue from 1970. It was so bad. I looked like the reject backup dancer from Madonna's "Don't Tell Me" video.

I'VE BEEN THE BRAND STYLIST FOR KATE SPADE for almost three years. It's the perfect match for me

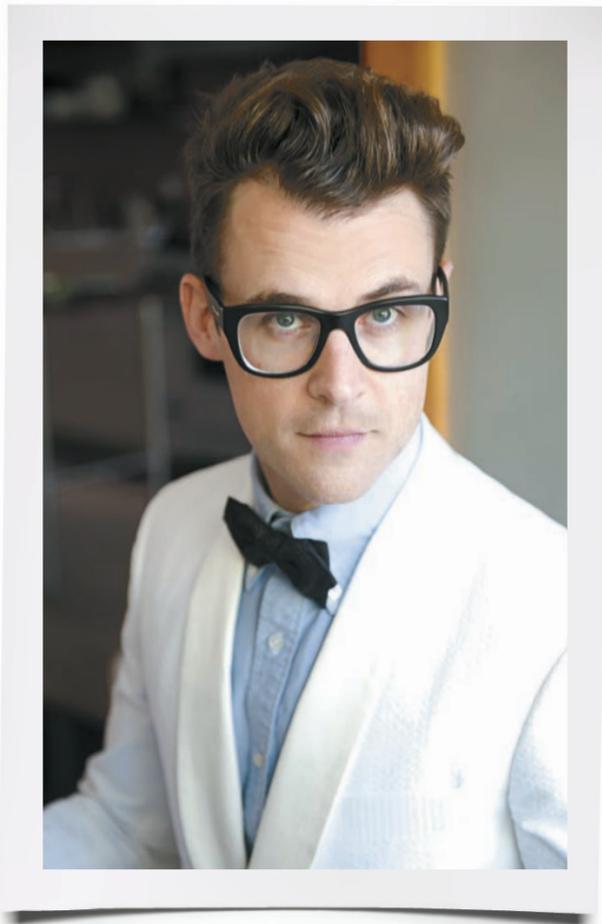
and who I am and my style aesthetic. I get the Kate Spade girl. Chief creative officer Deborah Lloyd has such a passion for the brand and a real love of colour, curiosity, fun and play and a belief that life is a party.

WHEN YOU ARE STYLING FOR THE RED CARPET you really want to make sure that moment in time, that one photo, is perfect and timeless and something that people will refer to and will inspire others. When I work on Kate Spade I'm to trying create a big story. And people can see the story when they are looking at the clothes and that's really fun and amazing for me.

"I find it funny that people get insecure, because my belief is that personal style is really about personal expression."

THE BEST PART ABOUT STYLING is seeing the finished product in a photograph. There is so much work leading up to the red carpet, lots of details and a lot of things can go wrong, so when you see that photo running in a magazine and it's as beautiful as you've imagined in your mind, it's exciting. I still never get tired of that.

I'M A BIG ONLINE SHOPPER. I mostly buy my clothes at Mr. Porter (mrporter.com). It's a joke in my studio: My assistants laugh when boxes come in. It's easier for me than going into a store because I'm always in showrooms and I'm always in stores for other people. I prefer to poke around at breakfast in the comfort of my own home and see what I like.



MY FAMILY KEEPS ME GOING. They really inspire me to keep trying to be better at my job and keep pushing and get as much from this life as I can. My grandmother used to take me to auction sales all the time, so I always knew how to act around nice things. And those are all things that have carried over into what I do now. I take care of the beautiful gowns that people lend to me.

I STILL FEEL LIKE THE CHUBBY 10-YEAR-OLD KID, who didn't know what he wanted to do with his life. Sometimes when I'm standing in a fitting with one of my clients I'm like, holy cow, how did I get here from Port Perry, Ont.? It's incredible, it's really great and I try not to take anything for granted. I try to be nice as much as possible. I try to be a nice Canadian boy. You can take the boy out of Canada and smack him in L.A., but you can't take the Canada out of the boy!

—As told to Kim Curley. This interview has been edited and condensed.



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A CLICK AWAY FROM YOUR CLOSET

OUR FAVOURITE ITEMS FROM E-TAILERS WE LOVE

Espadrilles for Everyone. Once the footwear of peasants, the espadrille has long been a fashion staple. They're casual and comfortable, and we love them because they take on different looks depending on the shape and fabric. Go demure with a soft pink wedge; spice things up with a Peruvian print; or think whimsical and slip into satin.



- Wicker wedge**
Valentino St. Tropez patent peep-toe espadrille, \$575
- Easy espadrille**
Tabitha Simmons silk Peruvian printed lace-up espadrille, \$395
- Laid-back loafer**
Marc by Marc Jacobs satin espadrille with embroidered owl, \$268

thekit.ca/theseptember

In collaboration with *The* **SEPTEMBER**

Claire Madill creates modern porcelain with a vintage beat. Available in black or white, these porcelain Feather Earrings are showstoppers. Their extra lustre will catch the light and they have just the right amount of bohemian flair.

Feather Earrings by Heyday Design, \$60

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