



















Instagram is a hotbed for nail art, where breakout manicurists have many followers as their celebrity clients. Now, major beauty companies are mining their feeds for talent

BY RANI SHEEN

What did we do before Instagram? It lets us vacation vicariously through friends' realtime beach snaps, check out what Beyoncé is wearing on her yacht before the gossip mags get it and devour cutting-edge beauty looks the second the pros put down their brushes.

Creative manicurists and DIYers are taking advantage of the photo-sharing social media platform's visual interface and easyto-"like" format: A recent search showed 10,694,708 photos with the hashtag #nailart. "People on Instagram are looking for photos they find interesting and inspiring," says manicurist Stephanie Stone (@stephstonenails, 244,377 followers in early August). "It's a great place for artists of any kind to promote their work and get appreciated."

Aside from artistic inspiration, top nail techs' Instagram accounts offer the chance to go behind the velvet rope-or manicure table, as it were-with the stars. L.A. manicurist and charming surfer dude Tom Bachik (@tombachik, 51,901 followers) posts pix of himself bent over famous hands; he's Zooey Deschanel's and Jennifer Lopez's go-to nail man and has been L'Oréal Paris's global nail designer since 2012. "It gives their audiences the opportunity to experience life on set, on red carpets, and behind the scenes with their celebrity clients," says Marissa Alfe of Cloutier Remix, the agency that represents Bachik. Continued on page 4

PHOTOGRAPHY: INSTAGRAM.COM/MPNAILS, WITH THE EXCEPTION OF RED AND BLACK MANI, ALIEN AND PIZZA MANIS, PEACE SIGN, DEEP RED WITH GOLD SPIKE STUD (INSTAGRAM.COM/ STEPHSTONENAILS, STEPHANIE STONE AT NAILING HOLLYWOOD); HOLDING L'OREAL BOTTLE, BLACK NAIL WITH WHITE TIP, TWO-TONE DENIM BLUE WITH GOLD STUD (INSTAGRAM.COM/ TOMBACHIK), GETTY IMAGES (BECKHAM), HBO CANADA (CATTRALL).









INTERVIEW **MEET THE KING OF CURVES**

The designer whose dress turned Posh Spice into Lady Beckham debuts a high-street line. Here, his secrets to looking as sharp as the stars who love him

BY VANESSA TAYLOR

You may not know the name Roland Mouret, but make no mistake: If you've seen a photo of a celebrity in the past 10 years, you're familiar with his work. Few designers have such a loyal Hollywood following; some even argue his expertly tailored Galaxy dress single-handedly transformed Posh Spice into Lady

Victoria Beckham. The 2005 design ushered in an unapologetically feminine look that became a staple for celebrities whose styles and bodies varied from pin-up (Dita Von Teese) to beach babe (Cameron Diaz). Now, Mouret has partnered with Banana Republic to create a line for less, available this month in stores across North America. Continued on page 9



STAY CONNECTED





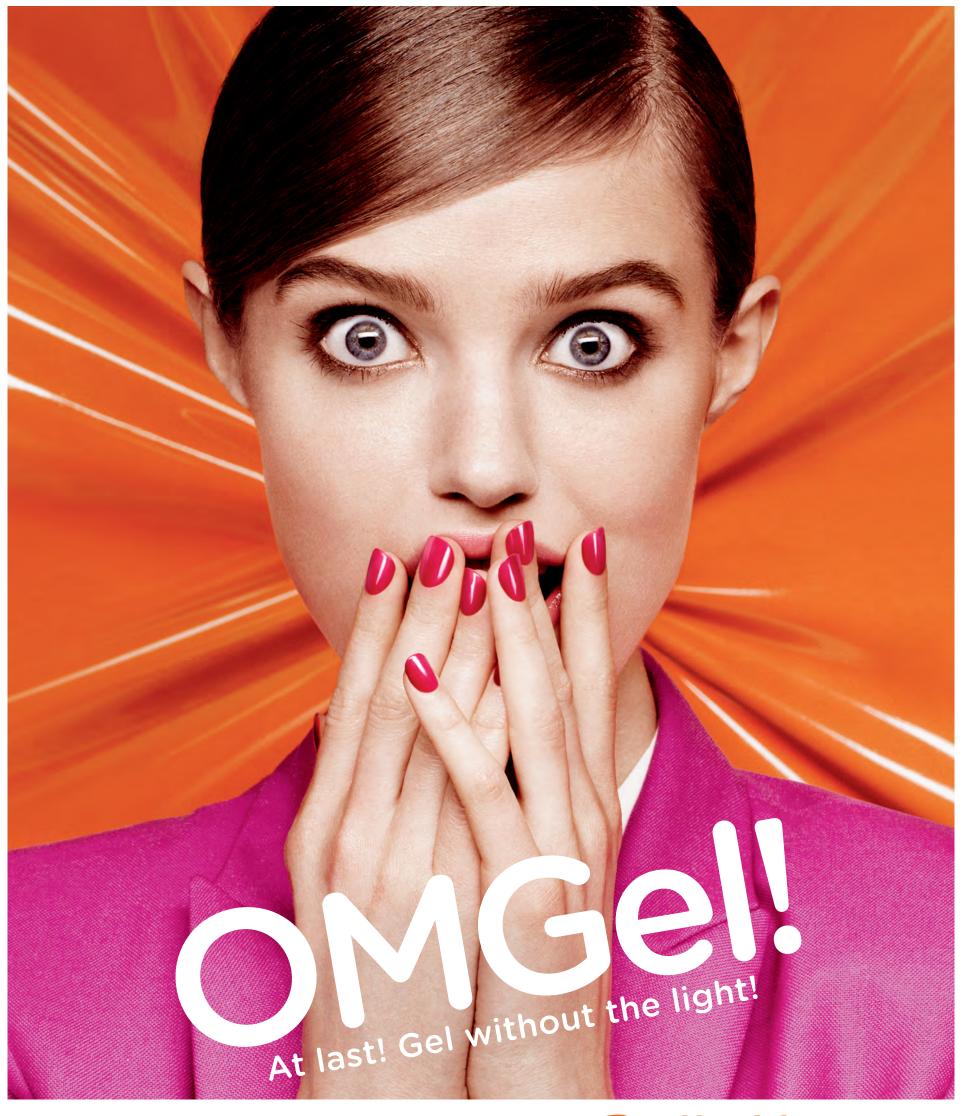
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@st_vincent singer Annie Clark is on Vanity Fair's International Best-Dressed List 2014

BEAUTY MATH

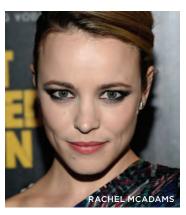
Winged-out shadow and just-been-kissed lips add up to a look we love



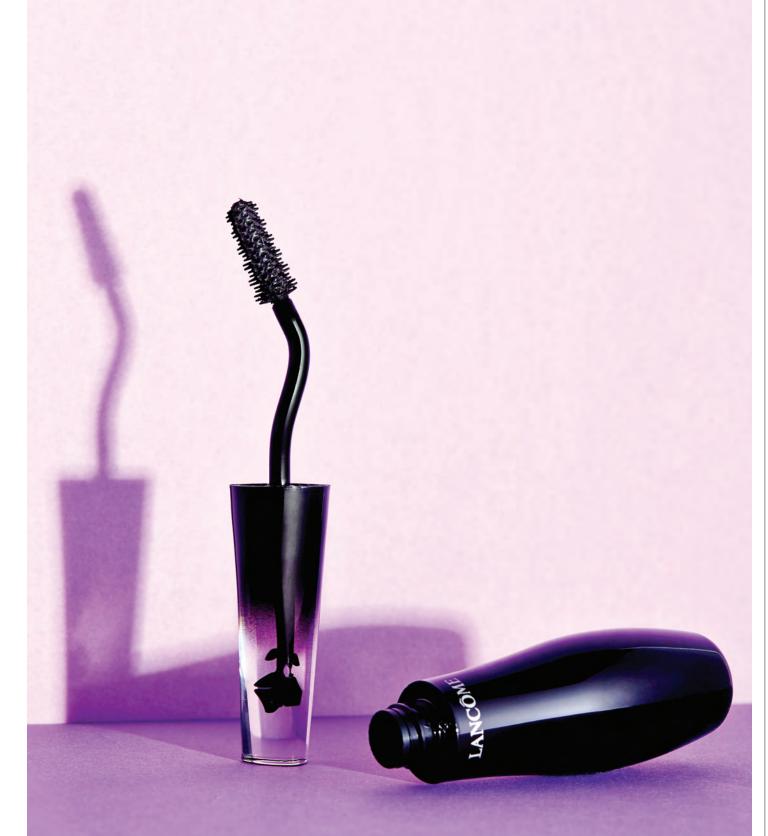
A SMOKED-OUT GREY EYESHADOW PALETTE LIKE L'ORÉAL PARIS COLOUR RICHE LUMINOUS OMBRÉ QUAD IN INCREDIBLE GREY, \$12, DRUGSTORES



A BUILDABLE CONDITIONING LIP TINT WITH A SHIMMERY ROSE FINISH LIKE **FRESH** SUGAR RUBY TINTED LIP TREATMENT, \$26, SEPHORA.CA IN SEPTEMBER



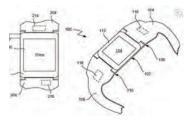
Channel Rachel McAdams, who wore a smoky-eye-meets-cat-eye look at the New York City screening of her new flick, A Most Wanted Man. Apply a deep charcoal shadow to the lower lash line and wing it out past the outer corner in an upward motion. Blend a lighter grey from the centre of the eye to the inner corner. the bold eve with sneer, not-too-glossy raspberry lip. –Natasha Bruno



THE MONTH'S BEST ASCARA

We've seen mascara gimmicks come and go—spiky balls, vibrating wands and miniature bristles—but none quite as theatrical as Lâncome Grandiose (\$35, lancome.ca), with its swan-neck applicator and black rose suspended in its cap. While we have also witnessed the angling of heads—by YouTube beauty aficionados and makeup companies alike (Avon's Mega Effects and Benefit's Get Bent both bring the brush closer to the eye)—but this time the performance supersedes the design. Perhaps rightly so, since it was three years in the making. The angled and trademarked "swan-neck wand" makes it easier to reach over the nose and get to the inner-eye lashes—perhaps not a problem we knew needed addressing that it seems convenient

TALKING POINT

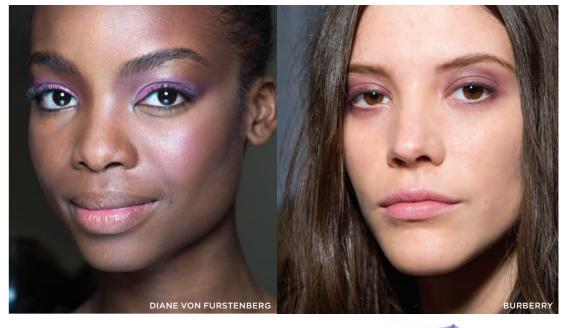


APPLE-WATCH

Apple has something up its sleeve, or rather, something to be worn near it and if the iPhone maker's latest hiring spree is any indication, it will be beautiful. The California firm has hired hired Catherine Monier, European president of Saint Laurent Paris. She follows Musa Tariq, formerly of Nike, and Angela Ahrendts, ex CEO of Burberry. Paul Deneve of YSL and Patrick Pruniaux of Tag Heuer have also joined Apple.

This announcement comes as reports of a smart wristwatch, perhaps called iTime or iWatch, continue to swirl. The wearable device is expected to be released in October, and U.S. patents show it will feature a touchscreen display that can manage phone calls, text messages and social media. If the fashion executives are involved, this new Apple technology acould knock the Fitbit off the wrists of trend-setters and tech addicts. —Veronica Saroli

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ONE TREND, TWO WAYS DEEP PURPLES

Change up your neutral eyeshadow and black liner with a solo hit of mauve shadow. Make like Burberry with a sophisticated all-over plum or take your cues from Diane Von Furstenberg with a bright dreamy lilac.

1. Preppy Pastel Inspired by the looks of the great and historic Ballets Russes, makeup artist James Kaliardos put models' eyes centre stage. He apsplied a glossy bright violet on the upper eyelids to just above the crease, for a feminine spotlight-worthy look.

2. Smoky Haze Using a rich aubergine powder, Burberry Beauty's Wendy Rowe smoked out the eyes using broad brushstrokes of shadow across the lids, stopping short of the brow bone. She then swept the shade down to the lower lash line and lid for a slept-in, morning-after effect. -Natasha Bruno



ANNA SUI CREAM EYESHADOW IN NO. 250, \$9, HUDSON'S BAY, SHOPPERS DRUG MART AND MURALE CHANEL OMBRE ESSENTIELLE SOFT TOUCH EYESHADOW IN HESITATION, \$34, CHANEL BEAUTY COUNTERS

A GOOD WEEK FOR/A BAD WEEK

Jennifer Lawrence

A break up could mean birthday blues (Aug. 16) for our style crush, but she did make Forbes' list of highest-paid actresses.

Adidas

Despite a lift in soccer-apparel sales (thanks, World Cup), the company is struggling. Maybe its Rita Ora collection will help.

Zoe Saldana

Not only is the star expecting her first child, she's rocking the red carpet for Guardians of the Galaxy, which is atop the box office.

Kendall Jenner

The Kardashian spawn fronts big fashion campaigns and magazine covers, including September's Teen Vogue.

Lena Dunham

She was snubbed for an Emmy nom, but the tour for her book, Not that Kind of Girl (in which she discusses style) begins Sept. 30.

MAGES (MCADAMS)

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PHOTOGRAPHY

4 / THEKIT.CA

THE MANI SHOT You mastered the manicure. Now Madeline Poole shows you how to photograph it

"When I started, I admit my pictures were pretty bad," says Madeline Poole, ambassador for Sally Hansen. "You don't realize the little complexities of what people see. But I have definitely learned how to do it.

1. Use direct sunlight and flash. "It blows out the wrinkles."

2. Clean up your cuticles. "I

usually put oil on and then I wipe it off so it's not shiny but it's still moisturized.

3. Hold your hand flat, not vertical. "This angle is really foreshortening, so I like to get a flat-on view of the nail.'

4. Hold something round. "It's beautiful to put your hands around something curved. But you don't want to be gripping too hard. Just soft movements and elongated fingers

FOR 10 INSTAGRAM NAIL ARTISTS TO FOLLOW GO TO THEKIT.CA/INSTA-NAILS/





"ELEGANTLY CHRONICLES THE LIFE OF ONE OF THE BIGGEST STYLE ICONS OF THE 20TH CENTURY." HOLLYWOOD REPORTER THE MUST-SEE

Nailing It

MADELINE POOLE'S "SPLIT RUFFIAN MANI-CURE" SCORED 2,396 LIKES

manicure style, showcasing the results online. "I use regular polish, I use strengthening polish, I use pens, I use acrylic paint, I use gouache. It's the

same thing as long as you put a topcoat on," said Poole in Montreal recently, where she was promoting Sally Hansen's new Miracle Gel nail polish and topcoat, which are applied and removed like regular polish but promise up to 14 days without chips (necessary when you're creating masterpieces on each fingernail).

Her colourful designs are hard to miss, like the "Superhero" nails inspired by Stella McCartney's Resort 2015 collection. For the presentation itself, McCartney asked Poole to do a sleek nude nail so as not to compete with the clothes. Poole complied, but Instagrammed the vibrant alternate design, which was reblogged and shared from style.com to Tumblr.

If YouTube was the place to break out as a makeup artist (case in point: Michelle Phan), Instagram is the place to launch a nail-art career. Big beauty brands are taking notice, snapping up these nail stars to use their lacquers in fresh, creative ways, and bring them to a new audience. Global nail giant Sally Hansen brought Poole on board as global colour ambassador in February.

"The decision to sign Madeline was based on many factors, including her technical expertise, sheer talent and reputation for creating artistic, modern and aspirational nail looks. Of course, we were also attracted to Madeline's social media savvy," says Johanna Businelli, senior vice-president of marketing for colour cosmetics at Coty Beauty, which owns Sally Hansen and OPI, a salon brand. Sally Hansen Canada's cumulative social media presence reaches about 100,000 people; Poole has more than 78,000 followers on Instagram alone.



Polished metal

Red alert

A red manicure took a

tip of deep burgundy.

textural turn with a velvety

matte topcoat and a French

ESSIE NAIL POLISH IN SCARLETT O'HARA, \$10, SALONS

Gunmetal shimmer—

as opposed to disco-esque

glitter-sparkled discreetly

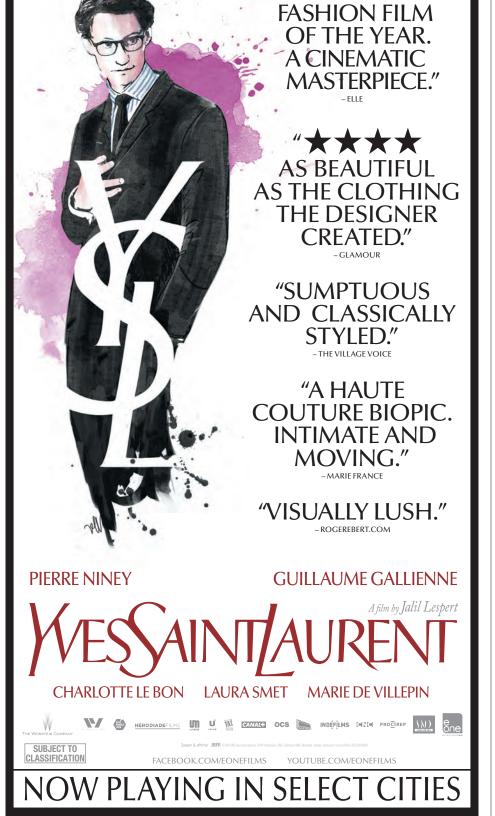
JOE FRESH FUTURE EFFECTS NAIL POLISH IN GRANITE GLOW, \$6, LOBLAWS IN SEPTEMBER

Continued from cover

All this excitement is good news for the nail biz, which enjoyed a meteoric rise a few years ago but recently dropped like an open bottle of polish onto a hardwood floor. Women's Wear Daily reported that while nail product sales grew 20 per cent in the U.S. in 2013, they fell 14.2 per cent in the first quarter of 2014 compared with the same period the previous year. "Nail art is dead," crowed blog headlines, especially after the Oscars mani-cam in 2013 revealed many actresses were wearing nude to no nail polish.

The consensus now seems to be that nail art isn't dead, it has just entered a new life stage. Its massive growth spurt couldn't last, and speculation is that if sales have stalled, it's because aficionados have already stocked their cabinets with all the colours of the rainbow and are happily playing with them.

Make no mistake, these are true artists. Madeline Poole (@mpnails, 78,778 followers), another Nailing Hollywood score, started out as an art-school grad painting murals and meticulously restoring vintage posters. Then she decided to use her nails as a canvas (her first design was a cat, using acrylic paint), and soon she started to develop her signature graphic modern



to "like" about that.

Rani Sheen is The Kit's beauty editor. Follow her on Twitter @ranisheen

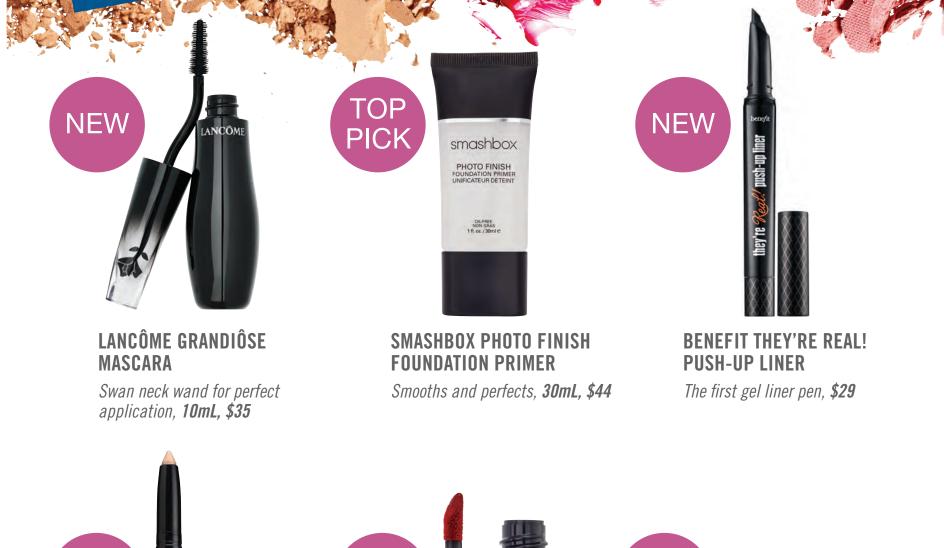


Deep purple Dark nails have become a staple; this blackened purple polish was the fruit of a new collaboration.

3.1 PHILLIP LIM FOR NARS NAIL POLISH IN CROSSROADS, \$23, SEPHORA, HOLT RENFREW, HUDSON'S BAY AND MURALE

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6 / THEKIT.CA

Military Style

Camo has joined the ranks of print mainstays stripes and leopard. Tone-on-tone versions to large graphics, it's on everything from accessories to jogging pants

BY VANESSA TAYLOR











1. Tough Tote She's not known for her gentle approach to fashion, but Miley Cyrus demonstrates the perfect way to try a new print with this oversized carryall.

2. Uniform Appeal Upgrade the classic camo-print jacket for a tailored SJP-approved blazer.

3. Break a Sweat A camo jogging pant makes a statement. Follow Caillianne Beckerman (left) by sticking with a monochromatic palette, with chunky sandals and a print blouse.

4. Bead It Rita Ora gives this print a major glam overhaul with a stunning beaded jacket and skirt combo. The large scale of the print injects a modern graphic feel.

5 .Denim's Day Off Jenna Lyons (left) proves slouchy camo-print chino is an easy alternative to boyfriend-style denim. Cuff the hem and pair with a pretty clutch and punchy lip.

6. Military Mix Keeping the silhouette clean and the palette consistent, *Vogue* fashion writer Chioma Nnad (earthy tones of green, grey and gold) makes this street style mash-up outfit look pulled together.



The It Piece British It girl Cara Delevingne's edgy attitude and luxury English leather brand Mulberry come together in this swoon-worthy camo-print backpack, which turns into a tote at the switch of a strap.

MULBERRY CARA DELEVINGNE BAG. \$3.800. MULBERRY.COM

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Lip Love Just another fun day at the office with @ranisheen



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Head Over Heels Shoes on shoes on shoes at the @dswcanada opening in Mississauga! Stores opened August 7



All White White pant Wednesday! #wallofsame with @jesshotson and @cloureiroto

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Q&A WORKING WARDROBE Kim Cattrall on literally

taking her style to work



From Emmy in the 1980s cult classic film Mannequin to the legendary Samantha Jones in Sex and the City, Kim Cattrall's iconic roles have had wardrobes to match. In the decade since SATC wrapped, Cattrall has returned to Broadway with Private *Lives* and is now executive producer and star of the HBO Canada series Sensitive Skin. Featuring Canadian designers on the show (and wearing them in real life), she is an ambassador for homegrown talent.

Why use Canadian designers?

In Sensitive Skin, I play a character, Davina, who is into clothes-she is an ex-model. It was an opportunity for us to utilize that. I found this stylist, Marie-Eve Tremblay, who is based in Toronto, who pulled all my looks, and we used Jeremy Laing, Arthur Mendonça, Lucian Matis, Dennis Merotto, Ron White and Dsquared2. I tried to wear Canadian in every outfit.

How does wardrobe set the tone?

What I saw from Davina is that she was eclectic, like I am in my life. Especially for her age. She wasn't trying to find herself through the clothes. Even with Samantha in SATC, who was larger than life, the clothes never wore her.

Can we spot any items from your own closet in this series?

That first coat in the opening credits is an Hermès. We couldn't afford to buy one; we couldn't even rent one! I supplemented a lot of my own stuff and a lot of my style.

Fave red-carpet moment?

I wore a peachy Hervé Léger dress to the 2002 Emmys and I cut my hair short. I thought it was really simple and the hair was fresh. I know I'm looking really good when I feel really good in what I'm wearing. That's when I think anybody gets into trouble, when they start to depart so far from who they are.

As told to Vanessa Taylor. This interview has been edited and condensed. Sensitive Skin episodes are available on demand at HBO Canada.





Rachel Weisz (2005), Dita Von Teese (2006) and Halle Berry (2012), have all worn Roland Mouret's Galaxy dress. A similar version is available in his Banana Republic line.

This Dress for Less

Continued from cover

Fixate on Fit

How did the Galaxy dress become known as the "dress of the decade"? The short answer: Mouret is obsessed with the female figure-and not just a model's. "It's a matter of working with what you have, and finding the right silhouette to accentuate the good and hide the bad," says Mouret.

After repeated requests from clients and friends (which reportedly include Scarlett Johansson) for a dress that could be worn without showing bra straps, he set out to create a garment that instantly made women look leaner, taller and polished.

"The thing about the Galaxy was that there were so many women wearing the dress and the beauty of it was that you couldn't tell what size they were. It's never about a type of body; it's about the confidence to know anyone can look amazing."

Value Added

Since a \$3,000 frocks is not in everyone's budget but abundant on our Pinterest boards, the designer teamed up with Banana Republic for a limited-edition collection. "The goal for this line is to offer incredible fit through an assortment of hourglass silhouettes and extending my love of structure into accessible prices," says Mouret.

In the Details

Renowned for his draping skills, Mouret hand-draped, cut and pinned on the body to form this capsule collection for Banana Republic. And fabric is as important as fit. "When I met with Banana Republic,

we started draping the Sloan fabric and I really connected to its stretchy but firm texture. The material gives a smoothing appearance and creates a form-fitting silhouette," says Mouret.

The bi-stretch fabric is made of twisted cotton and rayon yarns that help maintain the shape of the garment, which, in Mouret signature, draw focus to the waist. "It's the center point of the female form, which emphasizes the bust and smooth's out the stomach. It is always my starting point."

For Work (and Play)

With streamline separates and dresses, sheer details and a subtle animal print, the Banana Republic collection is designed to work for a busy woman's lifestyle. "The collection is versatile, with some pieces perfect for a day at the office worn with a blazer, and easily updated with different

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August is a time when we're faced with a troubling fashion dilemma—sandal or flat? The last stitch of summer has us feeling nostalgic, while fresh fall styles have us excited about the season to come. This D'Orsay flat combines the best of both styles. Coverage at the toe and heel means you can forego a fresh pedicure, while the cutout body breezily reveals the arch of your foot. Wear this chic, casual style now with shorts and a white linen button-up.



Vince Nina Flat, \$295

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Salty Fox Jewelry Martinique necklace, \$134

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shoes or accessories for a night out," says Mouret. REPUBLIC.CA

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CELILNE'S FURKENSTOCK, LEFT, STARTED THE TREND. BELOW,

ARIZONA BIRKENSTOCK STYLES, \$100,

OUR WISH LIST.

HAPPY FEET

Who imagined that an orthopedic shoe synonymous with hippies would become a runaway trend? We're in Birken-shock

BY VERONICA SAROLI

This isn't the first time fashion has flirted with the sandal synonymous with hippies.

In the Nineties, when designers began mining the Seventies for inspiration: Marc Jacobs' infamous 1993 grunge show for Perry Ellis included satin Birkenstocks with gold buckles, while Kate Moss was photographed by Corrine Day wearing a pair of white Arizona Birkenstocks for The Face magazine. (This style is still the brand's best-seller.)

But it's the shoe's appearance on runways for the Spring 2013 collections- Celiné's mink Furkenstocks and Giambattista Valli's studded Birkenstocks-that made the fashion front row take notice.

Soon, Birkenstocks, plus similar styles from Zara and H&M to Givenchy were hot on the feet of style setters such as blogger Leandra Medine, the Olsen twins, Gia Coppola and editor Taylor Tomasi Hill. The orthopedic slip-on isn't so, well, utilitarian any more.

For what it's worth, Birkenstocks pre-date hippy associations-Johann Adam Birkenstock registered as a shoemaker in 1774 in present-day Germany—and if fashion is cyclical, it's due for style reincarnation.

Birkenstocks arrived in Toronto 20 years before the U.S., when a friend of the Birkenstock family opened the first store in North America, C.B Orthopedics, in the 1940s. Even when they appeared in the U.S. in the 1960s, they were sold in health-food stores alongside granola.

Now called The First Step, the Toronto store remains open on Yonge St. south of St. Clair Ave. Owner Peter Wonss says Birkenstocks have always had fans, but has noticed a 30 per cent increase in traffic in his store over the past year. "Whenever fashion designers prove something, there tends to be a mass following," he says.

We've noticed in the last couple of years more interest in comfort and fashion." Which is precisely why they're not going anywhere in a hurry, although they will allow you to.



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