

INSIDE: FULL COVERAGE OF THE 2014 TORONTO INTERNATIONAL FILM FESTIVAL —————>

THE  
**Kit**  
BEAUTY &  
FASHION



STYLE  
**RED-CARPET  
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*The celebrities  
who sparkled*  
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<sup>2</sup>Bahman, G. et al (2009), Factors Contributing to the Facial Aging of Identical Twins. <sup>3</sup>Based on in vitro testing.  
<sup>4</sup>Based on a US Clinical Study of 54 women. ©2014 Elizabeth Arden, Inc.



# THE KIT

BEAUTY & FASHION

TORONTO INTERNATIONAL FILM FESTIVAL

## STAR QUALITY

With cinema centre stage in Toronto, we salute the week's celebrity style highlights. Plus, an appreciation of memorable silver-screen wardrobes that have influenced the contents of our closets. (When has anyone ever paired a vest with a button down and tie and not thought of *Annie Hall*?)

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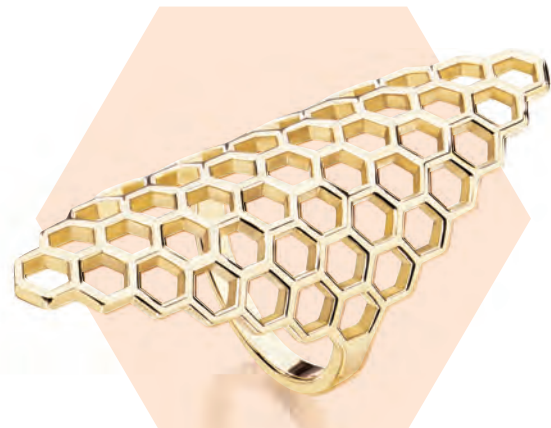
CHLOE GRACE MORETZ, 17, WEARS DIOR COUTURE TO THE PREMIERE OF HER FILM THE EQUALIZER ON SEPT. 7, 2014. PHOTOGRAPHY: ANGELA WEISS/WIREIMAGE.

ONE TREND,  
TWO WAYS

### METAL WORKS

A precious runway-inspired manicure

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JEWELLERY

### THE BIRKS AND THE BEES

Maison Birks' sweet new collection takes inspiration from nature

page 6



EXCLUSIVE INTERVIEW

### THE REINVENTION OF GWYNETH

Six months after "conscious uncoupling" the actress returns with a new outlook

BY CHRISTINE LOUREIRO

NEW YORK—For Gwyneth Paltrow, little compares to having her daughter, Apple Martin, 10, join her at work. Not wearing a custom-tailored Hugo Boss tuxedo made by the brand's new womenswear designer, Jason Wu, to tape a television commercial for the brand's new fragrance, Ma Vie. Not walking through the eerily magical set: closed-to-traffic streets of downtown Los Angeles.

"She missed the day of school and came," said Paltrow, 41. "That was really fun. And she was sitting in the car with me while I was shooting."

Since winning an Academy Award for Best Actress at age 26, Paltrow has played many roles: actor, mother (son Moses is eight), cookbook author (*It's All Good and My Father's Daughter*), singer (*Duets*, *Country Strong* and *Glee*); and entrepreneur (her empire includes the website Goop and Tracy Anderson fitness studios).

Turning 40 brought her to a turning point: Paltrow moved her family from London, England, to California, then made the much-discussed declaration that she and husband Chris Martin would "consciously uncouple."

In an interview at the Trump Soho Hotel weeks before this announcement, Paltrow discussed her new-found insight, her daughter's style and why she cherishes an empty vintage perfume bottle.

Continued on page 8

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\*Based on a 12 week US clinical test where Ceramide Capsules were used with a regimen of other Ceramide products.  
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**BEST OF A TREND**

# Oil Thrill

*The newest nut, seed and floral oils prolong colour, prevent thinning and soften hair—and transport you to a far-off place while they’re at it*

A few years ago, Moroccan argan oil muscled its way across the world and into the hair routines of previously grease-averse women everywhere, spawning leagues of copycat smoothing elixirs. Because beauty loves the next big thing, the search for the miracle oil successor began, with haircare R&D departments pulling out their rucksacks and heading off to scour the globe for nuts, seeds and kernels that could be extracted for the benefit of our roughed-up strands. Matrix Oil Wonders (\$20 each, at salons) contain the latest fruits of these foraging efforts. Each of the three great-smelling

treatment sprays has a specific hair-improving goal and features a different, new-to-us oil harvested in a far-flung locale. From India comes amla oil (from a green gooseberry-like fruit), used to strengthen hair and prevent thinning; from Egypt comes hibiscus (a floral oil), which preserves colour; and from the Amazon comes murumuru (a seed kernel from a prickly tree), which softens coarse hair and controls frizz. Get packing; your hair’s about to go on an adventure.

—Rani Sheen. Photography by Geoffrey Ross



**TWEET OF THE WEEK**

“Be happy, be sexy, be the woman you want to be. Smile!” #NYFW #Inspiration —@DVF

Diane von Furstenburg’s direction to models at her New York fashion week runway show

**BEAUTY MATH**

Side-swept tousled waves and a fresh coral lip add up to a look we love



A WAVE-DEFINING FINE MIST LIKE SHU UEMURA ART OF HAIR TEXTURE WAVE DRY FINISHING SPRAY, \$42, AT SALONS AND SHUUEMURA.CA

+



A MOISTURE-RICH CORAL-PINK LIPSTICK LIKE YVES ROCHER SHEER BOTANICAL LIPSTICK IN LITCHI, \$17, YVESROCHER.CA

=



Looking rocker-chic at the TIFF premiere of her new flick *Men, Women & Children* on Sept. 6, Jennifer Garner proves that laid-back loose waves and a swipe of juicy lip colour equal a flirty party-ready look. Spritz hair with a wave-enhancing texture spray and work it in with fingertips for an edgy surf-swept style. Finish off by pairing a neutral smoky eye with a sheer pink lip for a hit of natural-looking colour.

—Natasha Bruno

TALKING POINT



NO LOGOS

Well-antlered moose are no longer the teen identity of choice. Last week preppy retailer Abercrombie & Fitch announced that it’s removing its logo from the entire North American line for 2015.

The brand’s early 2000s domination has been destroyed by stores like H&M and Forever 21, which push cheaper clothes that eschew blaring labels in favour of knocking off higher-end looks. There are other signs that it’s time to hold logos at arm’s length. In June, Coach declared a move away from “accessible luxury” to “modern luxury,” which apparently means toning down the screaming stacks of Cs on its ubiquitous bags.

For those who are undecided, we advise that subtlety is never the wrong choice. Bet you still regret that “Juicy” bum you broadcast circa 2007. —Denise Balkissoon



**ONLINE** FOR OUR FAVOURITE TIFF STYLE MOMENT WITH IT GIRL CARA DELEVINGNE, VISIT [THEKIT.CA/TIFF-CARA-DELEVINGNE/](http://THEKIT.CA/TIFF-CARA-DELEVINGNE/)



ONE TREND, TWO WAYS

MIDAS TOUCH

Go for a winning manicure look with striking gold accents. From sophisticated glimmer to megawatt sparkle, a splash of 24-karat-hued polish makes a luxe fall nail statement.

**Tipped in Gold**  
Adding a metallic highlight to nude nails at Suno, lead manicurist Honey Nailz created a haphazard version of the French manicure by free-handing a swipe of iridescent gold polish across the very tips, for a not-too-perfect and raw look.

**Layered Confetti**  
Over at Badgley Mischka, nail guru Deborah Lippmann went for edgy textured glamour. She first coated models’ nails with a chrome-finish pewter lacquer, followed by painting half-moon designs near the cuticles with a holographic yellow-gold glitter polish.

—Natasha Bruno



**TOP TO BOTTOM:** DEBORAH LIPPMANN LUXURIOUS NAIL COLOR IN GLITTER AND BE GAY AND TAKE THE A TRAIN, \$20 EACH, DEBORAHLIPPMANN.COM; MAYBELLINE NEW YORK COLOR SHOW NAIL LACQUER IN BOLD GOLD, \$5, AT DRUGSTORES



**Cara Delevingne**  
The 22-year-old supermodel wins rave reviews for her acting debut in *The Face Of An Angel*, which premiered at TIFF.

**Calgarian Shopaholics**  
Nordstrom is opening Sept. 19 in Calgary’s Chinook Centre, offering luxury labels in a light, bright retail space.

**Prince George**  
Britain’s cutest Royal will soon have competition as William and Kate announced they’re expecting their second child in spring.

**Miley Cyrus**  
Another week, another questionable style choice: Cyrus wears ice-cream nipple tassels to Alexander Wang’s New York fashion week party.

**Lindsay Lohan**  
LiLo is being sued again. This time it’s for launching fashion app Vigme, allegedly similar product to another app she once backed.





# Fashion in film

*Vest, tie and hat, oversized grey sweater—there are some outfits that are wedged in our consciousness just as firmly as the characters who wore them. As the 2014 Toronto International Film Festival is in full swing, we salute five iconic movie looks and six covetable red-carpet styles from this year's premieres*

BY DAVID GRAHAM

Jean Harlow languishes in a beaded floor-length negligee with dramatic ostrich feather cuffs that billow from bicep to fingertip. For the 1933 MGM film *Dinner at Eight* designer Adrian Adolph Greenberg wanted something that would “knock them in the eye,” commented the film’s director, George Cukor. The Depression was taking its toll on the global psyche and many movies of the day were intended to lift spirits. It was “one of the most publicized negligees created in the thirties,” wrote Margaret Bailey in her book *Those Glorious Glamour Years*.

Over the decades there have been similar moments in film when fashion knocked us in the eye—images that launched trends, represented whole eras in a flash and cemented enduring relationships between actors and fashion designers.

Whether it was the Empress Eugénie hat worn by Greta Garbo in *Romance* in 1930 or Tom Cruise’s Ray-Ban aviator frames in *Top Gun* in 1986, these are the images that had consumers reaching for their

wallets. The sales of Ray-Ban Aviator 3025 sunglasses rose by 40 per cent in the seven months following the release of the film. The three-piece white suit worn by John Travolta in *Saturday Night Fever* (1977) defines the disco era. Thirty-six years later—so does the Diane Von Furstenberg wrap dress worn by Amy Adams in *American Hustle* (2013).

This Toronto Film Festival *The Kit* looks back on some of fashion’s greatest moments in cinema.

## Belle de Jour

**Year:** 1967  
**Actor:** Catherine Deneuve  
**Character:** Séverine Serizy  
**Signature:** Eisenhower jacket

The 1967 French film *Belle De Jour*, directed by Luis Buñuel, explores the sexual tension that exists between respectability and depravity. Séverine, the chic housewife who works during the day as a prostitute, embodies this virgin/whore contradiction and encourages women to explore the subversive nature of classic fashion.

Christopher Lavery, the creator and editor of the blog *Clothes on Film* was struck by one of Séverine’s violent fantasies in which an elegant Séverine is tied to a tree and whipped. We hear her “petrified screams mingle with moans of pleasure.”

The contrast between the sadomasochistic imagery and Séverine’s cool, modern wardrobe is stark. Lavery notes a short double-breasted Eisenhower-style jacket with brass buttons, a modern mid-length princess-line dress and, of course, pilgrim shoes by Roger Vivier.



TOPSHOP DRESS, \$84, AT HUDSON’S BAY; TOPSHOP.COM; PEDRO DEL HIERRO CROPPED JACKET, \$960, NET-A-PORTER.COM; FENDI PUMPS, \$707, NET-A-PORTER.COM



## Flashdance

**Year:** 1983  
**Actor:** Jennifer Beals  
**Character:** Alexandra “Alex” Owens  
**Signature:** Grey sweatshirt

Even before *Flashdance* was officially released Jennifer Beals had ignited a shift in consciousness that would turn couch potatoes into fitness freaks. Her oversized sweatshirts, leg warmers and body-hugging dancewear would eventually kick-start the emerging aerobics craze and fitness phenomenon.

In the poster for the film Beals appears in a grey fleece sweatshirt sliced open at the neckline and dropping over one shoulder. According to lore, it was the actor’s own sweatshirt, which she had altered for ease of movement.

The rough DIY look suited her double life as a daytime welder and nighttime exotic dancer. It also fit into her man-style wardrobe of worn-out jeans and formal tux.

GUSSÉ FAUX-LEATHER BODYSUIT, \$50, GUSSÉ.CA; H&M SWEATER, \$30, HM.COM



## Annie Hall

**Year:** 1977  
**Actor:** Diane Keaton  
**Character:** Annie Hall  
**Signature:** Hat, vest and tie

When Diane Keaton first emerged as Annie, dressed in loose-fitting khaki trousers, oxford shoes, a wide tie, vest and hat, a trend was born. The romantic comedy, filled with smart one-liners and cool cultural references, established Keaton as a style icon. In fact, many of the elements of her androgynous wardrobe were plucked from her own closet.

Following the success of the movie, women were trading in their high heels for comfortable brogues, their skirts and dresses for men’s pants and their blouses for broadcloth shirts. Vintage shops and boyfriends’ closets everywhere were pillaged for the Annie look.



CURRENT/ELLIOT + CHARLOTTE GAINSBURG VEST, \$250, NET-A-PORTER.COM; PINK TARTAN SHIRT, \$295, PINKTARTAN.COM; RAG & BONE FEDORA, \$195, NET-A-PORTER.COM; ALEXANDER WANG OXFORDS, \$895, AT HOLT RENFREW



## Sabrina

**Year:** 1954  
**Actor:** Audrey Hepburn  
**Character:** Sabrina Fairchild  
**Signature:** Anything with a bateau neckline

Audrey Hepburn embodied elegance in the image of Holly Golightly dressed in an LBD, tiara, elbow-length black silk gloves and oversized sunglasses in the 1961 film *Breakfast at Tiffany’s*. But it was earlier in her career—in 1954—that she first forged her relationship with up-and-coming French designer Hubert de Givenchy. Sabrina represented their first official film collaboration. In 1956 Hepburn told reporters, “His are the only clothes in which I am myself.”

For the movie Hepburn chose pieces from Givenchy’s collection: a bustier gown in white organdy and a black cocktail dress with a ballerina skirt and trendsetting bateau neckline (to cover the actor’s pronounced collarbones).



ROLAND MOURÉT MINIDRESS, \$2,745, NET-A-PORTER.COM; JOE FRESH SMOKING SLIPPERS, \$39, JOEFRESH.COM

## Rosemary’s Baby

**Year:** 1968  
**Actor:** Mia Farrow  
**Character:** Rosemary Woodhouse  
**Signature:** Super-short hair

Mia Farrow’s decision to cut her long blond hair into a pixie cut for her role in *Rosemary’s Baby* has been considered the most famous moment in haircut history. Her husband Frank Sinatra hated it. Director Roman Polanski loved it. Creator Vidal Sassoon considered the style a stroke of genius. As women around the world ran for the scissors, they were also awakening to the enormous cultural significance associated with hair.

It happened again on film in 1988 in *Working Girl*, in which Tess, a secretary played by Melanie Griffith, has an idea of hers stolen by her boss, played by Sigourney Weaver. Tess opens the film with industrial-sized 1980s hair, but as she begins to fight back, she accepts that the big hair is working against her. Her new shorter hairstyle prompted the character’s now famous quote: “You wanna be taken seriously, you need serious hair.”



ORBISKIN ROUGH LUXURY SOFT MOLDING PASTE, \$39, AT HOLT RENFREW AND SELECT SALONS; PHYTOFIX SCULPTING GEL, \$24, AT DRUGSTORES



## STAR STYLE THE BEST-DRESSED AT TIFF

*When the who’s-who’s of the film industry land in Toronto once a year, they bring their fashion A-game. Here, two of our favourite fashion themes of the week*

BY VANESSA TAYLOR

### THE PRINTED PACK

From romantic painterly florals on flowy silk gowns to tailor-made dresses with strong architectural shapes, prints were a surefire way to get noticed during TIFF. These bold patterns are so individual that they easily express each actor’s personal style—especially when paired with colourful extras like flame-red accessories and colour-blocked heels.



JENA MALONE IN THOM BROWNE



GUGU MBATHA-RAW IN DELPOZO



AMANDA SEYFRIED IN VALENTINO

ROSEMARY: GELBY, TESS: RENFREW, ALEX: USA, ANNIE: H&M, BELLE DE JOUR: KEVSTONE PRESS, FLASHDANCE: REN USA, ANNIE HALL: BELLE DE JOUR

### THE NOT-SO-BASIC BLACK AND WHITE

The classic fit and flare silhouette is the gold standard for flattering frocks, but this tea-length hemline instantly modernizes the look. With a longer dress, the natural inclination might be to choose a pretty, floral print, but we love the graphic asymmetric detailing and textured black and white fabrics that create a clean, crisp look.



TINA FEY IN CHRISTIAN SIRIANO



CONNIE BRITTON IN WHITE DRESS



JESSICA CHASTAIN IN DIOR



WEEKEND UPDATE

Hollywood glamour

With all eyes on what our favourite celebs are wearing, we highlight the season's most swoon-worthy red-carpet looks—from off-duty casual to spotlight-seeking sparkle—that are easy to work into your repertoire

BY VANESSA TAYLOR



1 Off-duty



3 Girls' night out



5 The big event



2



4



6

1. **Mastering the mix** Not one to disappoint (or miss a photo op), fashion darling Olivia Palermo aces this relaxed look. Sticking to a monochromatic palette is a no-fail way to mix your prints.

2. **Tailored details** While Reese Witherspoon's skirt and shirt make a classic combo, they also show why a little structure works wonders. The collared shirt frames the face, while the universally flattering pleated skirt skims the midsection.

3. **Silver streak** When it comes to effortless style, Jennifer Aniston is at the top of our list. We especially love how the flared sequined minidress is balanced out by the sharp structure of the blazer.

4. **Out of the box** For a less revealing modern take on cocktail attire, follow the lead of the flawless Cate Blanchett. The boxy top hints at a cropped silhouette, especially when coupled with a high-waisted trouser. Finish off the look with a punchy pair of heels.

5. **Red hot** If you're choosing a striking shade for a gown, stick to a pared-down silhouette, to avoid overwhelming. This strapless dress on Alessandra Ambrosio boasts a feminine shape and playful asymmetric hemline.

6. **Blue steal** For a formal affair, a midi-length hemline like Jessica Alba's offers a downtown spin on the classic gown—especially when the frock is cut to emphasize every curve.



A glam box-style clutch is the ultimate chic accessory. These neutral colours (yes, we consider gold sequins neutrals) will go with anything.

EDIE PARKER BAG, \$1,396, HOLTRENFREW.COM



**ONE-MINUTE MIRACLE**  
**Dear Perricone MD No Lipstick Lipstick:** You know me so well. You have pinpointed the shade of my “lip vermilion”—the inside of my lower lip, which is apparently extremely similar for most people, regardless of skin tone—and replicated it in a semi-gloss tint that makes me look and feel more alive. And you know that while sometimes no makeup is literally my MO, often it's merely the suggestion of it that I want. I feel so understood.  
*Love, Rani Sheen*

PERRICONE MD NO LIPSTICK LIPSTICK, \$39, SEPHORA.CA

PRESS PLAY

BOBBY-PIN BOOT CAMP

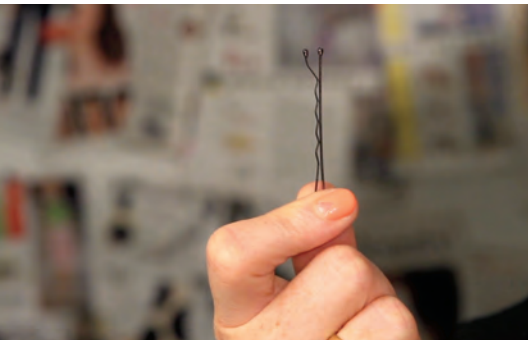
Three tips to get your bobby pins to stay put



**THE TECHNIQUE**  
Insert the bobby pin, then flip it upside down. Gently push it against your hair until it's flush with your scalp.



**X MARKS THE (SECURE) SPOT**  
Secure a bobby pin by crossing it with another, creating an X.



**GET A GRIP**  
Before you start, spray bobby pins with a tacky formula, such as hairspray or dry shampoo, to give them extra grip.

**ONLINE** STYLIST CODY ALAIN SHOWS YOU HOW TO CREATE A RUNWAY-INSPIRED PONYTAIL. [THEKIT.CA/VIDEOS/THE-NEW-PONYTAIL/](http://THEKIT.CA/VIDEOS/THE-NEW-PONYTAIL/)

SWEET CHARITY

BEE IS FOR BIRKS

The latest collection from one established Canadian jewellery company is raising funds to prevent bee extinction. Here's the buzz

BY VERONICA SAROLI



Maison Birks is turning 135 this year and to celebrate, the proudly Canadian company that is inspired by nature (and committed to sourcing traceable Canadian diamonds for its engagement rings) is giving back even more. We sat down with Maison Birks CEO and bee ambassador Jean-Christophe Bédos to get the scoop.

**Sweet Stuff**  
Maison Birks launched three bee-themed collections this summer and will add men's cufflinks, rings and money clips to the line at the end of September. The Bee Chic collection includes bold, hexagonal latticework earrings, necklaces, bracelets and trendy stacking rings that come in 18-karat gold or covered in pavé diamonds. Ten per cent of sales of the Bee Chic charity necklace (left), a silver hexagonal pendant with a citrine stone accent, will

be donated to the Honey Bee Research Centre at the University of Guelph. The other two collections, Bee Sweet and Busy Bee, carry precious items for little ones like miniature bumblebee necklaces and freshwater pearls, for junior jewellery with heart.

**Show Me the Honey**  
Mainson Birks also partnered with Montreal artist Laurent Lamarche on an apiary-inspired sculpture that holds three bee colonies, currently displayed in the flagship Phillips Square Montreal store. This fall it will be auctioned to raise further funds for the Honey Bee Research Centre. An urban beekeeping installation and nectar-rich garden was also set up on the store's roof, housing 150,000 bees. As a proactive step toward maintaining healthy bee populations, Bédos says, “Urban beekeeping is a very positive answer. When the solution is close to us, it becomes relevant. When we each can have a beehive in the garden or on the balcony, the bees have a chance of survival.”

CLOCKWISE FROM LEFT: SILVER PENDANT NECKLACE, \$150; HONEYCOMB RING, \$1,695; DROP EARRINGS, \$3,295; BAND RING, \$695, MAISONBIRKS.COM

**ONLINE** FOR MORE PRODUCTS THAT BENEFIT BEES VISIT [THEKIT.CA/BEE-CHARITY-BEAUTY-FASHION/](http://THEKIT.CA/BEE-CHARITY-BEAUTY-FASHION/)



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\*Based on a 12 week US clinical test where Ceramide Capsules were used  
with a regimen of other Ceramide products. ©2014 Elizabeth Arden, Inc.

**SHOPPERS**  
DRUG MART 



Continued from page 1

EXCLUSIVE INTERVIEW

# Gwyneth on loving her life

**Forty was a turning point**  
“I really listen to myself now. And I think when you turn 40 as a woman, it’s such a gift and you get incredible insight into yourself, into who you could be and the ways you’ve been living that are not good or helpful. I woke up around that birthday and got interested in ‘Who am I really and what am I doing here and why am I trying to please this person and that person?’ It’s an uncomfortable process for people around you sometimes.”

**Her daughter Apple mimics her style**  
“She loves perfume, she loves fashion, she



loves makeup. Right after the shoot, we were in the bath and she was imitating me spraying on the perfume. It was so funny. She’s so phenomenal, unique and cool. And I don’t want to interfere, I don’t steer her anywhere. I’m like, ‘I love you 100 per cent, no matter what,’ and just watch what happens. It’s really fun.”

**She treasures an empty bottle of vintage perfume**  
“My mother always wore a Balenciaga perfume that’s discontinued; it’s called Quadrille. To me that is the smell of femininity. If I smell that or anything similar to it, it’s like my entire childhood. I keep one empty bottle of it; there’s a dry residue at the bottom so I can smell my mom when she was little. That is a very powerful memory.”

**The best part of being famous is getting restaurant reservations**  
“The best thing about being a well-known person is the connections you are able to make. I was able to start my website and have access to amazing people and information. It’s being able to call a restaurant and say, ‘I know you’re full, but is there any way you could squeeze me in?’ and nine times out of 10 they do. That’s worth a lot of harassment.”

**She loves sharing...**  
“I think there are a couple of different types of women. There’s the type of woman who you say, ‘I love your shirt, where did you get it?’ and she’s like, ‘Oh, I don’t remember.’ And there’s the other type who says, ‘Oh here, look [grabs at the label]!’ I’m that type of person. Some people love it some people don’t love it, but it’s just me.”

**...and doesn’t sweat the haters**  
“My books are number one *New York Times* bestsellers; my website is growing every day and is very successful. If people who know me and love me have a criticism, then I really want to hear it. But if not, it’s just a projection, like I’m a screen, and it’s not about me, so I don’t absorb it.”

**She finds running Goop more gratifying than winning an Oscar**  
“To have that much success when you’re young, you realize it’s like the Golden Calf—sorry, Old Testament reference. You realize it’s great to have an Oscar sitting there, but it doesn’t mean anything, actually. I think I’ll always have a passion for acting, but it takes me out of my family life so much, so I do one part a year and not a huge part in a movie because otherwise someone else is raising my kids and I’m not into that. So I love the fact that my business affords me an opportunity to be creative all day. And I really love working with other women and finding women’s brands and collaborating. It’s exciting and encompasses all aspects of my life—food, health, fashion, beauty. It’s girl-dream stuff; it’s a great job.”

**She’s addicted to Scandal**  
“I’m not into reality shows, but I love a good TV show, like *Homeland* and *Scandal*—I’m addicted to that show. I exercise five days a week, and then I don’t have to think about it. I want to eat whatever I want. I drink probably six nights a week, I smoke a cigarette once in a while.

**Her friend, designer Stella McCartney, gives her boots**  
“They were a sample she gave me ages ago. I don’t even know if they sold them but I love them. She’s a clever girl.”



Christine Loureiro is editor-in-chief at *The Kit*. Follow her on Twitter at @cloureiroTO



## LIKE A BOSS

The fragrance, a green floral with a cedarwood base, is designed for the busy woman. Using new technology it releases a burst of freshness on contact with moisture (think a dash up a flight of stairs, or washing hands after lunch). The result: a fragrance that appears to revive itself throughout the day. “There’s kind of an emerging new archetype for a woman,” says Paltrow. “We can be multiple things, we are multiple things. We’re professionals and we’re mothers.”

**BOSS MA VIE POUR FEMME EAU DE PARFUM**, \$98 (75 ML), AT HUGO BOSS BOUTIQUES



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### PALTROW PERFUME TIMELINE

**2005: First spritz**  
Paltrow becomes the face of Estée Lauder and promotes its perfume Pleasures in photographs by Mario Testino.

**2009: Going for Goop**  
Paltrow’s contract ends, reportedly so she could launch her lifestyle website, Goop.

**2013: Still sweet on scents**  
Paltrow tells the U.K.’s *Daily Telegraph* she owns 50 bottles of perfume. “I believe in a wardrobe of perfumes...some I just like for the bottle, some I wear all the time.”

**2014: Fragrance face**  
Paltrow becomes the face of Hugo Boss fragrance trio Nuit, Jour and now Ma Vie.



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