



LINE WE LOVE
**WEEKEND
WONDER**

*File under sunny-day essentials.
Virginia Johnson's latest line is
full-on fun*

page 3



DRESSING UP
**TOP
CROPS**

*You don't need
to be a model to
show your midriff*

page 5

THE
Kit
BEAUTY &
FASHION



BARE BEAUTY

*Don't let the thought of swimsuit shopping kill
your excitement for summer. Demi Lovato spills
on learning to love the skin you're in, and we
salute the women denouncing the #thighgap
ideal and celebrating every inch of themselves*

*Plus, the ultimate complement to the season's
natural brows and makeup: the statement earring*

pages 4 to 6

Tory Burch Spring 2015.
Photography: Peter Stigter.

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**SHOPPERS
DRUG MART**



LINE WE LOVE

Le weekend is here

Summer is on the horizon, and just in time to get us excited for it comes Virginia Johnson's Le Weekend collection. "It's meant to be practical, pretty and easy to wear," says the Toronto designer. In essence, it's your uniform for every cottage break, beach sojourn or park day ahead.

It's Johnson's biggest collection so far, and her joyful aesthetic is brighter than ever. "My stuff was always resort—caftans, sundresses, bathing suits and shawls. And then I had two kids and I didn't feel like I had the brainpower to do more creatively until now," she says. The collection's signature prints are created from Johnson's

illustrations of everything from shells to flowers to flamingos.

"I wanted to go back to the roots of how I started with swimwear and make it a really accessible price point," says Johnson, who was inspired by summers spent on Lake Ontario with her grandmother. "She always had a great big basket of bathing suits for everybody to borrow—one-pieces that were probably see-through!" she adds, laughing. "That's why these all have a vintage feel." Rounding out the collection are romper-style cover-ups, beach towels, flip-flops, bags and scarves—all under \$50.

—Alex Laws. Photography by Adrian Armstrong.



VIRGINIA JOHNSON LE WEEKEND COLLECTION ZIP POUCH, \$15, TOWEL, \$20, FLIP-FLOPS, \$13, ALL VIRGINIAJOHNSON.COM

TWEET OF THE WEEK

“When I get a manicure, I feel like I can accomplish anything.”

@ingridmusic, Ingrid Michaelson, April 17, 2015

BEAUTY MATH

Mussed-up hair and dewy skin add up to an effortless look we love

A LIGHTWEIGHT LIQUID FOUNDATION LIKE **PHYSICIANS FORMULA NUDE WEAR TOUCH OF GLOW FOUNDATION** IN LIGHT, \$19, DRUGSTORES



A WAVE-DEFINING SPRAY LIKE **L'ORÉAL PARIS PROFESSIONNEL WILD STYLERS BEACH WAVES TEXTURISING SALT SPRAY**, \$25, SALONS



Model Suki Waterhouse opted for a natural look at the Burberry London in Los Angeles event on April 16. Mix a few drops of foundation with moisturizer on the back of your hand and blend outward with fingertips from the centre of your face in a circular motion. Skip powder for an all-over glow. Mist mid-lengths and ends of day-old hair with salt spray and scrunch it up in your hands for rolled-out-of-bed waves.

—Natasha Bruno

TALKING POINT



OLIVIA WILDE IN H&M'S CONSCIOUS COLLECTION CAMPAIGN

GREEN GARB

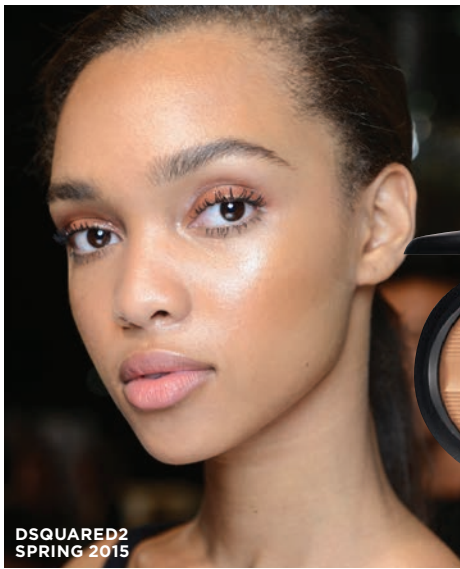
Though it's been promoting sustainable fashion since 2008, H&M says it's really just getting started. By 2016 it hopes to increase the use of recycled fibres by 300 per cent and switch to renewable energy wherever possible. Released April 16, this year's Conscious Exclusive collection includes pieces made from hemp and organic materials. And other labels are following suit. Adidas hopes to use materials made of recycled plastic waste from the ocean in its footwear and clothing by 2016. And American Eagle Outfitters has launched a project using shredded unwanted denim to insulate affordable housing. Clothing that's good for your closet and the planet? We'll buy that. —Deborah Oomen



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PRABAL GURUNG SPRING 2015



DSQUARED2 SPRING 2015

ONE TREND, TWO WAYS

TANNED LIDS

Swap a neutral eyeshadow for something sunnier. Tan and bronze on the lids warm up the face with a subtle summer glow.

1. Natural tones at Prabal Gurung Diane Kendal used a sculpting powder to create a natural look inspired by the flush from hiking the Himalayas. With a flat foundation brush, she applied powder that was

darker than models' skin tones across lids, blending upward to the temples and on the forehead, nose and chin.

2. Glossy goodness at Dsquared2 To get the gleaming bronze look, Gordon Espinet, M.A.C senior vice-president of makeup artistry, rubbed a brick-coloured stain over upper lids, then amped up the shine with a slick of taupe eye gloss on top. The look was finished with multiple coats of mascara.

—Veronica Saroli



M.A.C STUDIO SCULPT DEFINING POWDER IN MEDIUM PLUS, \$37, MACCOSMETICS.CA **ZORAH BIOCOSMETIQUES** ARGAN EYESHADOW IN DUNE, \$20, [ZORAH BIOCOSMETIQUES](http://ZORAHBIOCOSMETIQUES.COM)



A NEW FRAGRANCE FOR HER

EXTRAORDINARY

Oscar de la Renta



BODY-CONFIDENCE SPECIAL

Naked ambition

With buzzy ad campaigns promoting “real” beauty, the rise of the plus-sized blogger and celebrities taking to Instagram to address the idea of being #flawless, we’ve never been so vocal about feeling comfortable in our own skin. Here, we celebrate the women who are encouraging us on the path to self-acceptance, starting with Demi Lovato

BY NATASHA BRUNO

ON DEMI POINTE

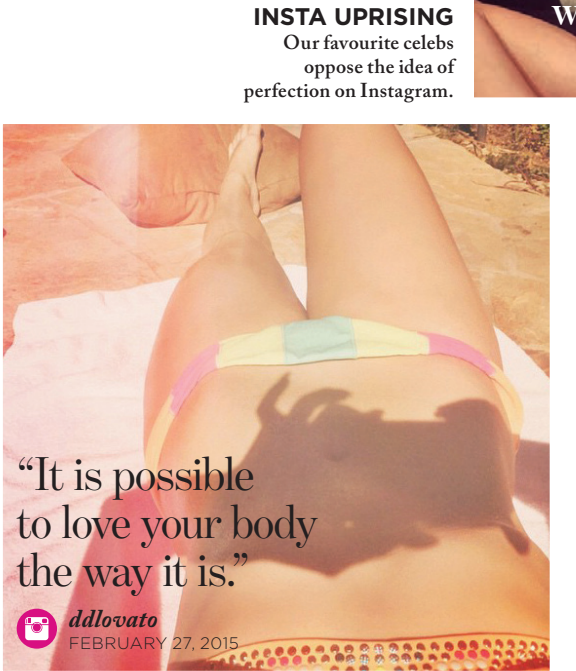
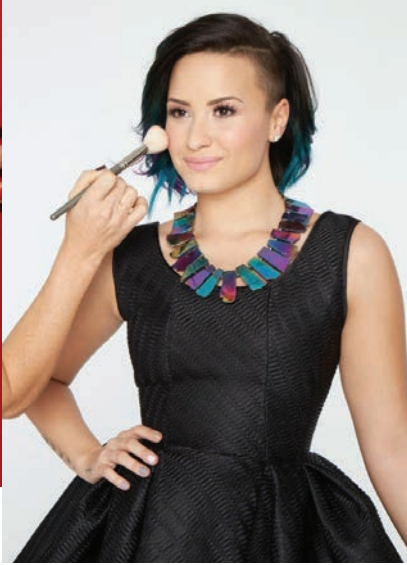
She’s only 22, but Demi Lovato has lived more than most will in a lifetime. The Disney actor turned popstar has been open about her struggles with plummeting self-esteem, her decade-long battle with eating disorders and her journey to find a place of self-acceptance. Her post-rehab single “Skyscraper” touched on her difficulties, while “Really Don’t Care” sums up her current attitude about trying to be perfect. It’s this frankness that has captivated millions of fans and made her a strong role model.

Lovato really impressed us when she posted a poolside picture on Instagram in February, which she captioned “Regardless of what society tells you these days... You don’t have to have a thigh gap to be beautiful. It is possible to love your body the way it is. #fitness #health #acceptance #selflove.”

By denouncing the thigh-gap obsession, Lovato drew attention to the epidemic of women (in particular celebrities) trying to make themselves appear unrealistically skinny on social media. It was all the more arresting coming from Lovato, who has spoken about suffering from body-image issues and is confronting the harmful messages these photos reflect and project.



Above: Lovato at Unite4:humanity at the Beverly Hilton Hotel on February 19, 2015, in Los Angeles. Right: On set at a photo shoot for the Radiant Collection campaign.



In the middle of her world tour, she’s also working on her fifth studio album, is the face of the Radiant Collection from Tampax and Always and has her own skincare line. She took a break to talk to us over the phone from L.A.

Did something in particular happen that day to make you post your anti-thigh-gap selfie?

“I was hanging out by the pool and I was like, ‘You know what? I look good.’ I thought what’s funny is that I don’t have a thigh gap, which is what everyone talks about, what everyone always wants. It’s a praised and glorified kind of body. I just wanted to show people that you can look beautiful without having one.”

What are your thoughts on celebrities who use photo manipulation apps to make themselves look slimmer on social media?

“It’s not something I wish people would do, but for the celebrities that do it, I don’t blame them. And I don’t blame people for getting plastic surgery either if they are in the public eye. It’s difficult to be a celebrity and to have that many more people hating on your pictures—it’s really hard. It takes courage for people to stay true to themselves and not make themselves look thinner. I would like to see a future where people are able to accept themselves for who they are and what they have. But listen, I do photo shoots and they get Photoshopped, so I can’t hate on it.”

You’ve spoken about your struggle with eating disorders—what was your turning point and is it something you ever move past?

“Every day I am dealing with it. I’ve suffered from eating issues for the past 10 years of my life. When you fall into something that severe for so long, it’s hard not to fall back into it. But I take it one day at a time and I feel really great. I’m on a meal plan, I have a trainer, I get fully guided in a way where it’s almost something I don’t have to think about anymore. And I exercise to feel good.”

“I just wanted to show people that you can look beautiful without having a thigh gap.”

What makes you feel great in a bikini?

“To be honest, I don’t love being in a bikini. There isn’t a time where I look in the mirror and say, ‘Oh, I love walking around in what feels like my bottom.’ And it doesn’t matter if I have an awesome body or not. I just feel kind of naked. But the longer I’m out there wearing it, like in my backyard, swimming, or lying out by a pool, the better I feel.”

Why did you start your No Makeup Monday selfie campaign?

“Instagram has a way of making people’s lives feel super glamorous. But it gets to a point where all you’re seeing is posts that have so much makeup. I wanted to put it back out there that you don’t have to put on all that makeup to be beautiful. As women, we’ve grown up thinking that we have to wear makeup, and that’s not true. If girls can go one day out of the week without wearing makeup, I think that’s really empowering.”

THE RIGHT TO BARE SKIN

We gained the confidence to show our bodies just as they are, only to have our photos censored for being “inappropriate.” Writer Anne T. Donahue pens an open letter to those who would restrict our self-expression

Dear social media (especially Instagram’s Terms of Use):

It’s your make or break moment. If you want us to keep thinking of you as a powerful platform for all forms of self-expression (including photos of kale and selfies), it’s time to ease up on the censorship. After all, we know what our bodies look like. But I don’t think you know we do. While breastfeeding photos have now gotten a pass from Instagram, Grace Coddington, Rihanna and most recently Madonna have all had posts removed for daring to show a nipple. Pictures of stretch-mark-covered pregnant bellies and visible pubic hair have met a similar fate. Facebook has just banned bare bums (even though Kim Kardashian has trumped everyone with her belfies, so why even bother, rest of us).

While you protest that these no-nudity clauses are part of a family-friendly mandate, they actually over-sexualize women by implying that our bodies, in particular our breasts, have only two purposes: sex or keeping babies alive.

This is why I’m grateful for campaigns like #freethenipple and women who are poking at your outdated policies, like Chelsea Handler with her topless parody photo series. By forcing women to abide by a dress code or by punishing them for expressing themselves, you’re sending a damaging message: If a woman takes ownership of her body and chooses to “share” it, she’s doing something wrong.

You’ve become an undeniably useful tool (even if you’ve ushered in the use of unironic hashtags like #blessed) and allowed us a direct line to Drake. The fact that we actually read your terms of use each time they’re updated proves just how much our worlds revolve around you. So this is your moment: Champion self-expression and the women who fight for it.

And please never get rid of the Valencia filter.

GOOD AS NUDE

Three editors spill on the new treatments that made them feel more confident about going bare



TWINKLE TOES
The treatment: Margaret Dabbs medical pedicure
\$60, etiket.ca, glowmedispa.ca

What it is: Created by London podiatrist Margaret Dabbs for her clients who wanted healthy—as well as pretty—feet, this pedicure takes foot care to the next level: There’s no need for polish.

The experience: Exfoliation with a crystal file happens on dry feet, so the pedicurist can see what needs to be sloughed off, and when to stop. After careful nail cleaning with a metal probe, shaping with a glass file and burnishing with a superfine buffer (the shine lasts up to two weeks), feet are massaged with thick cream that leaves nails gleaming and ready to be bared in strappy gladiators.

Good for: Regular gel-polish wearers who can give their nails a break without sacrificing aesthetics. And the medical aspect (with the highest hygiene standards) means techs can deal with concerns like fungal infections, whereas most spas won’t allow these problems in the door.

The naked verdict: For those of us who can’t remember the last time we saw our natural toenails, it’s a stretch to bare them. But when they look this good, it’s not unthinkable. It fits with the current natural nail trend and has a carefree feel that’s so right for sandal season. —Rani Sheen



BEAUTY BIKINI
The treatment: The vajacial
\$50, Fuzz Wax Bar, fuzzwaxbar.com

What it is: For some women, unsightly and uncomfortable bumps and ingrown hairs are just a part of waxing. But this 20-minute treatment, recommended for 10 to 20 days post-wax, when the hair is just appearing under the skin, helps remove and prevent ingrowns and breakouts, for smooth skin around your lady parts.

The experience: Once you’re lying down, undressed below the waist, with your legs propped open, an aesthetician cleanses the skin and buffs away dead skin cells with a sugar-and-salt scrub. Then ingrown hairs are extracted using sanitized tweezers and a lancet that reaches deeply trapped hairs without traumatizing skin. A hydrating mask is massaged in with a high-frequency wand; it also has a germicidal effect to prevent bumps. A soothing moisturizer finishes off the treatment.

Good for: Women who wax and are prone to ingrown hairs. The treatment is *intimate*, so if you’re not comfortable with a woman really getting in there, this is not for you.

The naked verdict: At-home extractions and picking can leave scars, so the vajacial is a safe way to achieve a smooth bikini line you won’t be embarrassed to bare in a swimsuit. —Natasha Bruno



POWER BROWS
The treatment: Eyebrow extensions
\$65, winksboutique.com

What it is: Nothing frames your face like a good brow. Instead of just tinting to make them more prominent, this treatment relies on synthetic mink hairs and glue to provide Lily-Collins-worthy arches.

The experience: While you’re reclined as if in a dentist’s chair, the technician wields her tweezers so fast it’s almost a blur, carefully selecting each hair and dipping it into the glue before bonding it to existing hairs. It’s not about making the hairs longer—the real hairs and synthetic hairs overlap, creating fullness and uniformity. The treatment, which is popular in Asia and Europe, lasts for up to three weeks, but you have to avoid getting your brows wet for 24 hours until the glue has fully hardened. Take care when cleansing your face and sleep on your back if you can.

Good for: Anyone who lived through the vastly over-plucked 1990s. Not so good for people who touch their face a lot, as the extensions can migrate.

The naked verdict: Brows go from Spice Girl to supermodel status and have more definition, which makes you feel less in need of extra makeup. It’s especially handy for special occasions or weekend getaways, when you want to minimize preening time. —Alex Laws



FIRST PERSON

DANCING IN THE STREETS

Toronto writer Anupa Mistry packs her fishnets and sunscreen and plucks up her courage to skin out at Trinidad Carnival

I wore a two-piece in public for the first time last year. Confidence develops incrementally when you grow up overweight, and in my late 20s I was still mulling over the concept of crop tops. But I was also tired of trying to find cute one-pieces and skipping pool parties, and so, on holiday in Tobago last year, I finally stepped onto the beach with my “worst” bits exposed.

A few months later, emboldened, and fuelled by a love of soca music and Trinidadian cuisine, I wired a deposit for a skimpy, feathery, female-warrior costume to my friend in Port of Spain. I’d been invited to “play mas” during Trinidad Carnival before but had balked at being, as the locals might say, “skin out” in public. Friends insisted all body types would be unapologetically revelling on the road: thin, fat, curvy, strong, young and old. I wanted to stave off winter weight and feel strong, so in early December I embarked on an elaborate Carnival-prep process for my February debut.

Three months out: Fitness & skin
I started racking up five early-morning sessions a week at Hourglass Workout in Toronto. All that sweating and eating clean dramatically improved my complexion, and I wanted to protect it while dancing in the sun all day. Sunblock often leaves a chalky residue on my deep-brown skin, but I found a Kate Somerville sunscreen that proved particularly absorptive.

Two months out: Accessories
Parading all day with thousands of people alongside massive mobile sound systems meant open-toed shoes weren’t an option unless I wanted my toes to get crushed. My friends, seasoned masqueraders, suggested Minnetonka Moccasin ankle boots (paired with a good insole). Popular among Carnival-goers who order them from the States, they complement the feathered headdresses worn in recognition of the region’s original inhabitants, the Carib and Arawak peoples. Despite the heat, tights are another “protective” layer and keep legs looking smooth—think Beyoncé—so I got a pair of extra-strength bronze fishnets from Carnivalista.

A week out: Lashes
I spent two hours wide awake with my eyes closed as Veronica from Pretty in the City glued a set of 3-D Volume falsies onto my lashes. A newer technique that involves bonding two or three superfine lashes to every natural lash, it lasted for five weeks, amped up the theatricality of my look and reduced mascara-related anxiety.

Three days out: Nails
Dylan from McManus and Campbell decided a bright-solid

manicure would be boring and painstakingly applied a hot pink and ocean blue tie-dye motif to my nails instead.

Five hours out: Hair removal
The last step—hours before my flight!—was hair removal. I wanted to be smooth for as long as possible without irritating my skin during travel, so I decided to try sugaring instead of waxing. To my surprise, Cailey at Sugarmoon needed only a single glob of sugar solution for the virtually pain-free defuzzing—even though I took off more than usual on account of my costume.

All the prep paid off. While dancing in the sun with thousands of others in their swimsuits, I decided to never hold myself back from a good time because of body anxiety. I didn’t look perfect, but I felt comfortable in my skin and happy for having indulged in all that primping. Now I’m eager to hit the beach again—this time in my hometown.



From top left: Carnival selfie; on the parade route; touching up with friends.



CLOCKWISE FROM TOP LEFT: KATE SOMERVILLE DAILY DEFLECTOR MOISTURIZER BROAD SPECTRUM SPF 20, \$58, SEPHORA.CA. QUO BY ORLY NAIL POLISH IN HYPE, \$10, SHOPPERS DRUG MART. MINNETONKA MOCCASIN DOUBLE SIDE ZIP FRINGE ANKLE BOOT, \$95, SHOEME.CA. SUGARMOON TAKE-HOME SUGARING KIT, \$30, SUGARMOON SALON.COM. THEFACESHOP FACE IT GEL TOUCH NAILS IN BL601, \$7, THEFACESHOP STORES. MAKE UP FOR EVER INDIVIDUAL EYELASHES, \$19, SEPHORA.CA

DRESSING UP

Cream of the crops

Having not exposed her midriff in public since she was a teen, body-confidence advocate Lora Grady finds out you don’t need a Victoria’s-Secret-model bod to pull off the crop-top trend

WEAR IT WELL
READ ABOUT THE TRICKY TRENDS WE’RE TEST-DRIVING AT THEKIT.CA



LORA’S LOOKS:
ABOVE: REBDOLLS BLACK AND WHITE STRIPED CROP TOP, REBDOLLS.COM; JOE FRESH BLACK MAXI SKIRT, JOEFRESH.COM. RIGHT: REBDOLLS RED TURTLENECK CROP TOP, REBDOLLS.COM; OLD NAVY BLACK AND WHITE PATTERNED PANTS, OLDNAVY.CA



The first time I bared my midriff, I was a 13-year-old with blond highlights and pink lip gloss, taking fashion cues from Britney Spears. I remember my mom waxing nostalgic about the cut-off halter tops she used to sew in the ’70s. Today, the crop top is back, only this time around it’s sleek and structured and shows off the subtlest flash of skin.

Before last month, I hadn’t shown my belly anywhere other than the beach for over a decade. But, inspired by Lorde (who wore Narciso Rodriguez to the Golden Globes), Rihanna (in Stella Mc Cartney in L.A.) and recent collections from Michael Kors, Erdem and Diane von Furstenberg, I decided to test-drive the crop top again as a grown woman.

I checked out Instagram for inspiration and felt empowered by all the plus-sized babes baring their bellies, but I wasn’t convinced I could pull it off. I picked out a few different styles to try anyway. First tip: Don’t do what I did and buy from an online boutique you’ve never purchased from before (rookie mistake). When the five tops arrived at my office, I tried a few on over my long-sleeved T-shirt and jeans. My co-workers cringed. “They’re so short!” I said, looking down at a pink tank top that might as well have been a sports bra. My friend Dominique reassured me. “Maybe it will look better with high-waisted pants?” She was right. The sexiest look of all ended up being a long-sleeved red turtleneck number paired with patterned pants. I wore the outfit to a hip-hop show, nervous as hell to take off my coat in a sea of sweatpants and Timberland boots. But as soon as I shed my outerwear, the girl in front of me spun around to tell me how much she loved my outfit. “I wish I had the confidence to wear that!” she shouted over the bass. I hugged her.

I tried out a second look, a maxi skirt and striped top, for brunch with friends. Again, the top wasn’t great with regular-rise jeans, but it was perfect with high-waisted bottoms. So my second rule: The higher the shirt hem, the higher the waistline. I did have a few moments when I felt like Steve Urkel with my waistband hiked up, but then I looked in the mirror and remembered how badass it was. (My reflection also reminded me how important posture is when you’re wearing an outfit like this—slouching is not your friend.) The look was surprisingly flattering; the body-hugging top accentuated my curves,



a refreshing change after a winter of layers.

I found boxier styles pair well with jeans that sit closer to the hips and slimmer fits—it’s a great casual weekend look. Which brings me to my next rule: This look is NSFW (if you must, take a cue from Michelle Obama and keep it conservative).

But the most important rule of all: Be confident. If, like me, you’re not used to showing your tummy but have always wanted to try the look, stand tall and rock it.



Clockwise from top right: Kim Kardashian at the Roc Nation Pre-Grammy brunch on February 7, 2015, in Beverly Hills, California. Model Ashley Graham at Lane Bryant’s launch of #ImNoAngel on April 6, 2015, in New York City. Yasmin Soul at the 2015 Juno Awards on March 15, 2015, in Hamilton, Ont.



FROM TOP: 424 FIFTH KNIT CROPPED TOP, \$69, THEBAY.COM. BANANA REPUBLIC SCALLOPED WHITE LACE CROPPED TANK, \$95, BANANAREPUBLIC.CA. FOREVER 21 FROND PRINT CROP TOP, \$18, FOREVER21.CA. TOPSHOP ELASTIC CUT OUT CROP TOP, \$68, THEBAY.COM

ACCESSORIES

All ears

Fresh from the runways, statement earrings are the season’s hottest accessory. Ditch the layers of necklaces and noisy bangles for these dramatic dangles

BY NATASHA BRUNO

Gone are the days of humble studs: Bold earrings made a big comeback on the spring runways. But why now? “1960s and 1970s style is such a strong trend. Those two eras were synonymous with statement earrings,” says Suzanne Timmins, senior vice-president and fashion director of Hudson’s Bay. “With 1980s style influences on the horizon for fall—a decade renowned for jewellery overkill—it’s a safe bet that the statement earring is here to stay.” The trick to not looking overdone is keeping the neckline uncluttered to let the earring shine, adds Timmins. Here are the styles that made us sit up and take note.



Antique charm

Seen at: Dolce & Gabbana, Ralph Lauren, Altuzarra

Why we love it: Designers looked to the Victorian era for lavish charm, with models’ ears decorated with an array of dangly precious crystals and golden pendants. Accenting evening dresses and crisp jackets, face-framing chandeliers are a night-out staple.

The Kit pick: Not only do the rich mint, cream and smoky stones give these shoulder dusters an antique vibe, but the earrings can be converted into dazzling studs or shorter drop earrings for a mix of standout looks.

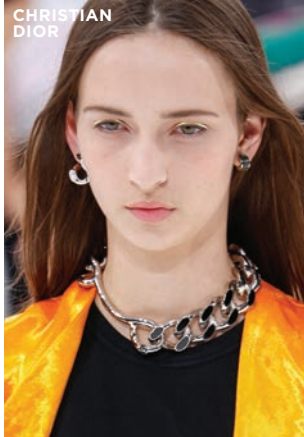
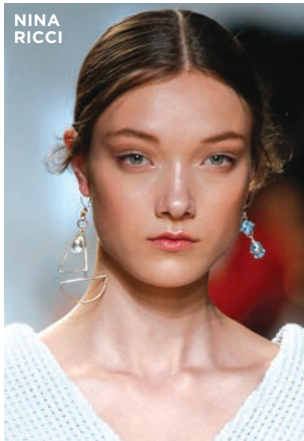
STELLA & DOT MELANIE EARRINGS, \$64, STELLADOT.COM



Odd couple

Seen at: Hermès, Nina Ricci, Christian Dior

Why we love it: From mono dangles to a chunky stunner paired with a mismatched sister, asymmetrical earrings proved that there’s beauty in the irregular.



Taking shape

Seen at: Proenza Schouler, Tory Burch, Marni, Loewe, Cushnie et Ochs, Jean Paul Gaultier

Why we love it: Strict cubes, hypnotizing discs and sculptural bars—designers experimented with dramatic geometric forms in sleek metallic finishes that gave earrings a modern and industrial feel.

The Kit pick: Swap your classic circa-1980s hoops for the dropped style. The bar-through-the-middle detailing makes these exaggerated circles a fresh and polished update for spring.

ALDO EARRINGS, \$8, ALDOSHOOES.COM



WEEKEND UPDATE

THE EVENING CAPE

Whether you’re looking for a layering piece, want a little arm coverage or you’re simply bored with last year’s boyfriend blazer, the dressy cape will liven up any outfit and get you to your next event in style

BY VANESSA TAYLOR



The It item With tuxedo detailing on the lapel, this cape is ideal for evening cocktails, summer weddings and even office parties.

BCBGMAXAZRIA FRANCES TUXEDO CAPE, \$373, BCBG.COM



Well suited

If a basic suit makes you think of dull workwear, allow us to introduce you to this look on Olivia Wilde. While the slim trousers and vintage band T-shirt are fantastic, it’s the cape-cut blazer that makes this outfit.



Colour caper

This dress works double duty on Rebel Wilson; she gets the figure-flattering benefits of a tailored shift dress, but some super-hero drama too with her contrasting cape detail.



Pattern play

We love this update of the trapeze silhouette on Alexa Chung—the off-the-shoulder neckline teamed with the fullness of this dress makes for a grown-up version of the ‘90s baby-doll.



Evening elegance

Though Jennifer Lopez’s bra top isn’t for everyone, the idea of pairing a crop top (albeit a more conservative version) with high-waisted trousers is a win. Her cape-blazer hybrid offers some coverage without looking too heavy.



ONE-MINUTE MIRACLE

Dear Body Shop Vitamin C Glow Boosting Moisturiser: Orange, who? I'm all about camu camu now (the Amazonian berry you're made with, which has up to 60 times more antioxidant vitamin C than the citrus fruit). My skin soaks up your light, springy moisturizer, which promises to get me glowing and prevent free-radical damage as the sun starts showing its face. After slathering you on in the morning, I've been heading out the door barefaced, my skin all plump and dewy-looking. I may have relied on OJ during the winter to stave off colds, but you're my juicy fruit for summer.

Cheers,
Veronica Saroli

THE BODY SHOP VITAMIN C GLOW BOOSTING MOISTURISER, \$22, THEBODYSHOP.CA, AVAILABLE IN MAY

BEAUTY INNOVATIONS
FOLLOW THE CROWD

Ingenious beauty products you never knew you needed now have another route to market: crowdfunding campaigns. But it's tough out there

BY MARYAM SIDDIQI

Crowdfunding, once the money-gathering domain of tech gadgets or really weird gimmicks (remember that potato salad campaign on Kickstarter that raised US\$55,000?), is now a viable way to bring a new product to the public. But not all companies find success. Here, some beauty innovations that are looking for votes of confidence—and dollars too.



Better brush

Seattle-based cosmetics company Julep hosted a crowdfunding campaign in January 2014, when it was preparing to launch its ergonomic Plié polish wand. "It wasn't about needing the money," says Julep's communications director Kate Murphy, "but about finding out how many people would actually want this." Founder Jane Park and her team underestimated demand—the campaign hit its goal of 5,000 customers within the first 24 hours of its kickoff.

Fast freshener

Especially useful for travellers (and those who've partaken in a particularly garlicky meal), the TrueBrush is a toothbrush that requires neither toothpaste nor water. It's made from the roots of peelu trees, traditionally used for oral hygiene purposes in the Middle East, and full of natural antimicrobial oils that fight bacteria, remove plaque and freshen breath. "You feel your best when you have a clean mouth," says San Francisco-based entrepreneur Hussna El-Yacoubi (who adds her business is "as raw as a start-up gets"). As of April 10, El-Yacoubi had secured support from 144 backers on Kickstarter, raising US\$8,824.

Clever compact

Designed for double duty, the Pearl is a mirrored compact—and a compact USB battery pack. The sleek mirror, which comes in red, gold and silver, can be used to recharge a phone or tablet while you're on the move and in need of makeup touch-ups. It was created by Hyper, a division of California-based Sanho Corp., which has been making high-end portable battery packs since 2009. Funding started at US\$39 for one Pearl, and the IndieGogo campaign met its goal in January. It has raised more than US\$87,600, which is 778 per cent of its goal.

\$20,000+ short of target

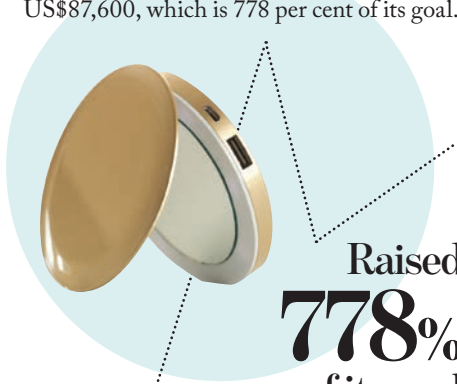


Custom curler

A personalized eyelash curler made using a 3-D scanning app, Voir is a solution to a problem felt by anyone who's bought an ill-fitting mass-produced curler. The brainchild of Adele Bakhtiarova, the ambitious idea was born out of frustration. "We want to take the pain out of the experience of curling lashes by designing a custom curler to fit individual eye shape," she says. Her Kickstarter campaign closed in March more than \$20,000 short of its goal, but Bakhtiarova's team in Palo Alto, California, intends to continue searching for investment to bring the curler to customers.



Raised 110% of its goal



Raised 778% of its goal



Raised 12% of its goal

Camouflaged caddy

This SkyPod cabinet was born because co-creator Boban José didn't have enough counter space in the tiny bathroom of his San Francisco apartment. The wall unit lowers two trays from the case at the touch of a button and raises them when you're done, with no door getting in the way. But with only 33 backers, José and partner Kiran Bhogadi cancelled their Kickstarter campaign in March. "To get a product like this to market, you've got to have a few thousand orders," says José. On a brighter note, the pair's new project, a collapsible suitcase, has raised 850 per cent of its goal.

PRESS PLAY

FRESH-AIR FLUSH

When it comes to faking a natural glow, a windswept, outdoorsy rouge is the way to go

BY ALEX LAWS

Taking inspiration from the Scottish moors as much as the runways of Karen Walker, Emilio Pucci and Carven, this look suggests you've just come home from a walk on a windy afternoon. (Border Collie not included.) Apply a diffused wash of dusty-rose blush to a large area of the cheeks to mimic that natural flush of exertion.

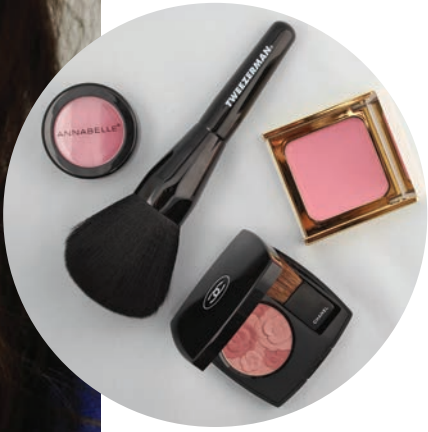


KAREN WALKER



ROSY CHEEKS
SEE ALEX LAWS DEMONSTRATE THIS LOOK AND MORE AT THEKIT.CA/FRESH-BLUSH-BASICS/

CLOCKWISE FROM TOP LEFT: ANNABELLE BLUSHON IN ROSEBUD, \$8, ANNABELLE.CA. TWEEZERMAN POWDER BRUSH, \$85, TWEEZERMAN.CA. SAINT COSMETICS BLUSH IN PRECARIOUS PEACH, \$29, SAINTCOSMETICS.CA. CHANEL BLUSH IN CAMÉLIA ROSE, \$50, DEPARTMENT STORES



BRUSH WELL

Cover a large powder brush with a mauvey-pink blush, which is the best shade to emulate a natural glow.



SWEEP AROUND AND UP

A big brush allows you to cover a large area. Sweep in circles on the apples of the cheeks, and up to the temples.



BLEND IT IN

Take a clean powder brush and swish it over the cheeks to remove any excess product and really blend the blush.



Creative Director
Jessica Hotson
@jesshotson

Senior Editor
Alex Laws
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Sonya van Heyningen
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Designer
Amber Hickson
@amblynncreative

Publisher, The Kit
Gloria Bigioni

Associate Publisher
Tami Coughlan

Project Director, Digital Media
Kelly Matthews

Direct advertising inquiries to:
Marketing Manager
Evie Begy
eb@thekit.ca

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