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TWEET OF THE WEEK

"When U lie in the bed while taking off UR makeup w/ remover wipes because the idea of standing over a sink is so damn tiring."

@Tyrabanks, May 14, 2015

BEAUTY MATH

An airy braided updo and subtle brown winged liner add up to a romantic look we love





Style setter Olivia Palermo looked ethereal at the New York City Ballet Spring Gala on May 7. To follow her lead, evenly spritz hair with a texturizer for thickness and separation before backcombing the crown and pulling hair into a French braid. Draw a fine stroke close to the lash line with an angled applicator or brush and -Natasha Bruno

featuring panels of coral, fuchsia and cerulean lace arranged in a patchwork of body parts. Kane, a 32-year-old Scot, is a long-time lover of vivid bursts of colour—his memorable Spring 2011 collection featured lace dyed in all the colours of a pack of highlighters. That love of neon has informed his makeup collaboration with Nars—a cosmetics brand that specializes in colour. The limited-edition Neoneutral collection features fluorescent pink blush, punchy fuchsia and orange lip glosses, and iridescent peach eyeshadow, all of which scream summer cocktail party. But you don't have to be as bold as FKA Twigs to wear these on models' cheekbones at Kane's Spring 2015 show. Rather than give them purple faces, it imparted a "fresh-faced, iridescent and luminous" sheen, said Pieroni—that's sure to bring colour to the cheeks of even the most neutral-loving makeup wearer

-Rani Sheen. Photography by Amber Hickson. CHRISTOPHER KANE FOR NARS COLLECTION, FROM \$29, MURALE.CA

TALKING POINT



TARNISHED VARNISH

A New York Times series probing the underbelly of the nail-salon trade in N.Y.C. has revealed an unsettling truth behind cheapand-cheerful manis and pedis. Paltry wages (in one case, women made \$1.50 an hour), maltreatment (employees sometimes have to pay salon owners for training until they're "ready" for a paycheque, after months without one) and hazardous working conditions, leading to miscarriages and lung diseases, persist in the industry. Following the articles, New York governor Andrew Cuomo enacted emergency measures to protect nail technicians. This doesn't mean abandoning your weekly mani, but be wary of very low prices and look for salons that use non-toxic products and ventilation systems. And easiest of all—the best way you can help your manicurist is by talking to them. -Veronica Saroli



DAILY DOSE

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ONE TREND, TWO WAYS

COLOURED MASCARA

Whether coordinating with your eyeshadow or making lashes the main attraction, coloured mascara amps up your summer makeup game. The trick to ultimate payoff is a base coat of black.

1. Soft purple at Derek Lam

To finish off a shimmering mauve eye, makeup artist Tom Pecheux applied a light coat of black M.A.C mascara before a single coat of subtle purple.

2. Chunky aqua at Martin Grant

Makeup artist Christelle Cocquet applied black mascara on top and bottom lashes before sweeping on neon blue using a fan brush and small strokes, concentrating on the tips for max impact. -Natasha Bruno



SEPHORA COLLECTION FULL ACTION EXTREME EFFECT MASCARA IN PURPLE, \$19, SEPHORA.CA CHANEL CILS



Kate and Laura Mulleavy The Rodarte designers

wrote and are directing a film featuring pal Kirsten Dunst called Woodshock.

Retail employment

Lowe's and Walmart are taking over 13 Target Canada locations each following the company's exit, creating thousands of new jobs.

STYLE THERMOSTAT

Proenza Schouler LVMH looks less likely to acquire the brand, but Castanea Partners is reportedly considering buying a 50 per cent stake.

Joe Fresh

The brand is recalling 60,000 flawed staff and volunteer T-shirts it made for the Pan Am Games.



First quarter sales this year fell 10 per cent compared to 2014, marking the fifth straight quarterly decline for the brand.



It goes with the territory that dermatologists have amazing skin-most would score a decade or more younger than their age on how-old.net. Aside from easy access to lasers and peels, that's in large part due to their sun-safety habits. No matter their age or skin type, there's one rule they all follow: Find a sunscreen texture that you like enough to actually use. Scan labels for the words "broad-spectrum protection" (you'll be covered against UVA and UVB rays) and reapply every two hours. Plus, it's a good idea to visit a derm once a year for a full-body mole check. Here's how they keep their skin safe all summer long.

families were covered head-to-toe and in the shade," she says. "It was good-we didn't compete for chairs by the pool!"

Her daily dose: "In the summertime I always put on broad-spectrum SPF 60-plus in the morning—at least 20 minutes before I head outside. I reapply every couple of hours."

What she wishes we knew: Clouds don't count as SPF.

Pro protection tip: When taking advantage of Vancouver's outdoorsy vibe, Beleznay wears wide-brim hats for max coverage.

"A 'healthy glow' doesn't exist, no matter your skin tone...Even the darkest of skin tones really only has an SPF of 4."

-Dr. Andrea Lam

20sDr. Andrea Lam, Toronto

A dermatology resident at the University of Toronto, Dr. Andrea Lam is the go-to for skin advice for her twentysomething pals. "In general, they respond positively when I remind them about putting on sunscreen," she says, adding that her peers are more aware than ever that UV rays can cause premature aging and skin cancers.

Her daily dose: "I have a daily habit of broad-spectrum sunscreen of at least SPF 30," says Lam. Her regimen is in place yearround, and she uses a shot glass full per whole-body application. "The only thing that changes come summer is that I reapply more frequently: every two hours, and more often if I'm doing something active."

What she wishes we knew: A "healthy glow" doesn't exist, no matter your skin tone. "People with darker skin tones tend to be less diligent with sunscreen. But even the darkest of skin tones really only has an SPF of 4." Any time your skin darkens, it's your body's defence system kicking in to ward off DNA damage to skin cells; skin cancers start when this damage affects the genes that control skin-cell growth.

Pro protection tip: It's never too early or too late. "There's evidence now that even if you've had damage to your skin in the past, if you start to protect it from here on in, some of the harm can be reversed."



Dr. Katie Beleznay, Vancouver

"I try to enjoy the sun, but I won't lie out in it," says Dr. Katie Beleznay, who observed a divide between her colleagues and the other vacationers during a recent dermatology conference in Hawaii. "There were people at the pool moving the chairs for prime suntanning, but all of the dermatologists and their



40s Dr. Victoria Taraska,

Winnipeg

Dr. Victoria Taraska knows from experience that Winnipeg's freezing winters lead to careless summer behaviour. "Back in the day I used to do baby oil and I also went to tanning beds. I definitely regret that—I got smarter after the teenage years," she says. Now she limits her sun exposure. "On a hot vacation, I definitely want a cabana. I enjoy the warmth, but not lying out in peak times."

Her daily dose: Taraska starts every day with SPF 50 mineral makeup. "I like to keep a mineral-powder sunscreen in my purse for those days when you get stuck on a patio," she says.

What she wishes we knew: If you hold a hat up to the light and you can see through it, the sun is also getting through. "Hats also need to have a wide brim, at least four inches all around. A baseball hat only protects the forehead."

Pro protection tip: Taraska applies antioxidant vitamin-C serum under her sunscreen to add free-radical defence.



50sDr. Beatrice Wang, Montreal

Medical director of the Melanoma Clinic at McGill University Health Centre, Dr. Beatrice Wang says she wishes she had listened to her mother. "She was always telling us not to get brown, because in her generation in Asian culture you were sort of looked upon as a labourer," she says. "But I was a lifeguard and I played tennis competitively; it was hard not to get tanned. I've had to pull out my trusty laser to get rid of some sun spots on my nose."

Her daily dose: "I'm sure I'm like everyone else in that I probably don't put on enough," admits Wang, who likes starting off applying a lotion because "you know if you've missed

a spot." Sprays are great, she says, but they evaporate quickly and you can't always tell if you're fully covered.

What she wishes we knew: It takes only one sunburn to increase your chances of melanoma. Wang is seeing younger and younger melanoma patients. "I was on holiday recently in Brazil and everyone on the beach was slathered in sunscreen and under umbrellas, with the exception of two young women from Sweden who were getting fried in the sun."

Pro protection tip: Topical sunscreen is a more proven source of protection than buzzy supplements said to increase your body's defences. "We haven't seen anything proven with clinical research. There's nothing shown to be anti-cancer or anti-skin-cancer," says Wang. "Sunscreens are totally safe, and I personally use a whole assortment of brands that have been on the market for years."



Dr. Denise Wexler, London, Ont.

After spending summers in the Bahamas as a teenager, Dr. Denise Wexler says she's pleasantly surprised she doesn't have more sun "souvenirs." "Just as I was entering dermatology school, we started to get a lot more information about the harmful UV rays, so I've covered up ever since."

Her daily dose: "You know when you get in a car, you're used to wearing a seat belt, and if you don't have it on, you feel naked? That's how I feel about sunscreen," says Wexler, who wears it daily. She swears by SPF 30 or more, with broad-spectrum protection—look for the Canadian Dermatology Association logo. "If you see that, it means the formulation meets the requirement for adequate protection."

What she wishes we knew: In her four decades practising dermatology, she has seen an increase in patients with sun damage and skin cancers, including men. "Men need to be just as cautious as women in protecting their skin, especially if they're golfing or outdoors a lot between 10 a.m. and 2 p.m." Her male patients respond well to sprays or gels.

Pro protection tip: If you're lucky enough to spend a day sailing, be extra cautious. "If there's any shade at all on the boat, seek it, as the sun is more intense on the water."

SUNCARE WORSHIP

The newest SPF formulas are more luxe

1. ACTIVE APPROACH

This fresh-feeling fluid strengthens the skin's barrier function.

CHANEL UV ESSENTIEL SPF 30 COMPLETE SUNSCREEN, \$60, CHANEL COUNTERS

2. ARGAN TOUCH

MOROCCANOIL LOTION SPF 30, AVAILABLE JULY, \$32, MOROCCANOIL.COM

3. HOLIDAY HYDRATION A moisturizing option for

your face that smells like a tropical vacation. HAWAIIAN TROPIC SILK

SPF 30, \$11, DRUGSTORES

4. GOOD SPORT This lotion allows sweat to evaporate, so no more stickiness.

NEUTROGENA COOLDRY LOTION, \$15, DRUGSTORES

5. SENSITIVE TYPES

An oil- and fragrancefree cream that won't lead to breakouts

COPPERTONE FOR SENSI-SPF 50, \$9, DRUGSTORES

6. MOISTURE MIST

A high-SPF spray that's non-drying, as it's alcoholfree with vitamin E.

AVÈNE EAU THERMALE HIGH PROTECTION SPRAY SPF 50+, \$33, DRUGSTORES

7. MINERAL MATTERS A zinc and titanium

dioxide formula that won't melt off.

TARTE TARTEGUARD 30 MOISTURIZING SUNSCREEN LOTION BROAD SPECTRUM UVA/UVB PROTECTION SPF 30, \$38, SEPHORA.CA

8. OIL CHANGE

With its fruity scent, this dry oil is a protective treat for hair and body.

CLARINS SUNSCREEN CARE OIL SPRAY SPF 30, \$35, SHOPPERS DRUG MART

9. LIQUID GOLD This lightweight fluid

will never feel greasy.

GARNIER OMBRELLE SPF 50+ ULTRA LIGHT ADVANCED WEIGHTLESS BODY LOTION, \$20, DRUGSTORES

10. POWDER RANGER Keep this mineral-

sunscreen brush on hand for convenient touch-ups.

COLORESCIENCE SUNFORGETTABLE MINERAL SUNSCREEN BRUSH SPF 30, \$75, AMAZON.CA

Weightless moisture that lasts all day



Weightless Beauty

Aveeno. | Neutrogena





SUMMER SKIN

Best-laid tans

We wouldn't be caught dead frying our skin in pursuit of a summery glow, nor do we need to. The latest self-tanners not only fake it well but are fading the line between bronzing and skincare

Backstage at Julien MacDonald Spring 2015, models weren't just treated to a pre-show glow when they were bronzed head to toe with self-tanner—they received a collagen-boosting oil treatment rich in vitamins E and A in the process. The application of St. Tropez's new Self Tan Luxe Facial Oil, which contains Brazil nut oil, left skin uber-hydrated under its faux glow.

Far from the drying, smelly formulas of old, the latest tanners are made to be skincare hybrids, essentially replacing your daily moisturizer and serum on application day. Heavy skincare products often block the efficacy of self-tanners, says Alyson Hogg, founder of tanning brand Vita Liberata. That's why ingredients typically found in your anti-aging cream, like hyaluronic acid, peptides and vitamins, are now making their way into your self-tanner.

Breakthroughs in the lab mean tanning serums, oils and overnight masks are taking the place of utilitarian lotions and sprays of days gone by. Oil, in particular, has gone from self-tanner foe to friend with the newfound ability to bind it with water-based DHA—the tanning agent that changes the skin's colour. So what was a messy, unpleasant application is becoming an almost spa-like experience.

You wouldn't tolerate a nasty odour from your moisturizer, so why would you in your self-tanner? Companies are incorporating natural ingredients like almond oil and lemon grass to freshen the scent, and reducing levels of stink-culprit DHA without sacrificing colour.

Even your night cream is getting a beach-babe makeover. Offering higher levels of hydration in a thicker texture, tanning sleep masks help fight fine lines and ensure you wake up with a golden glow, says Hogg. And they do it without leaving smears on your pillowcase because of their pigment-free formulations. Body self-tanners, long used to camouflage cellulite, are incorporating firming ingredients like caffeine to stimulate smoothness-inducing circulation in stubborn spots instead of merely masking them.

Combined, these advances are boosting self-tanners' status from UV-ray alternative to bona fide skincare sidekick, giving even faux-glow-phobes a reason to get golden.

1. JURLIQUE SUN SPECIALIST WITH SUPERBERRY COMPLEX SUNLESS TANNER, \$41, JURLIQUÉ.CA 2. L'ORÉAL PARIS

SUBLIME BRONZE SELF-TANNING SERUM, \$18, DRUGSTORES 3. BLISS FATGIRLSLIM

HIDE & GLOW SLEEK \$48, THEBAY.COM 4. ST. TROPEZ SELF TAN LUXE FACIAL OIL, \$42, SEPHORA.CA

5. VITA LIBERATASELF TANNING NIGHT
MOISTURE MASK, \$56,
SEPHORA.CA

6. XEN-TAN FACE TANNER, \$25, NEIMANMARCUS.COM

7. BIOTHERM AUTOBRONZANTE \$36, BIOTHERM.CA

BRONZE YOUR FACE LIKE A BOSS

BY JULIA SEIDL

The face is by far the hardest part of your body to self-tan. There's no room for error—you can't just drape a sarong over streaky bits or uneven patches. Even sunglasses are no help for your orange cheeks and stripey jawline under unforgiving office lights. Here, the best pro tips to get it right

Use a self-tanner designed for the face The first step to a just-back-from-St.-Barth's visage that won't lead to a single sun spot is reaching for a self-tanner designed specifically for the face. "Compared with your body, the pH balance on your face is higher, so it has a tendency to go darker; face products are formulated a little lighter," says Sophie Evans, skinfinishing expert for St. Tropez. She adds that when you find the right formula, fake-tanning your face will also camouflage redness in blotchy skin

Smooth the surface

Exfoliate before applying your tanner, and every couple of days after application, with a very gentle face scrub, enzyme gel or sonic cleansing brush. 'Your skin doesn't shed evenly," says Evans, explaining that this will help your tan fade uniformly between applications.

and help disguise under-eye circles.

Blend up a storm

Apply your self-tanner as if you are putting on makeup, recommends Alyson Hogg, founder of tanning brand Vita Liberata. Blend it in as you would when applying foundation, as opposed to moisturizer. For eyebrows, around the lips and corners of the nose, where tanner collects, Hogg suggests using a damp cloth to remove any concentration of product. To avoid the orange-mask effect, make sure you blend it down your jaw and throat, and don't forget your earlobes and back of the neck.

Guard the hairline

You need to work the product into your hairline to avoid a telltale demarcation line, but self-tanner will stain porous strands, i.e., grey or bleached hairs. Apply moisturizer to your roots first to act as a shield, says Evans

Boost the bronze

Your tan will fade between applications but you can make sure your glow doesn't. "Choose a foundation colour two to three shades deeper than your original skin tone and make sure it matches your neck and chest area," says celebrity makeup artist Genevieve Herr, who made a sun-kissed Katie Holmes extra radiant for the March 30 premiere of her film Woman in Gold. Apply with a damp sponge for a smooth and translucent effect, or sub in tinted BB cream for an even more sheer finish. Enhance your tan further with a light dusting of bronzer along the hairline, the bridge of your nose and the upper sides and apples of your cheeks, using a fluffy brush. "This is where the sun naturally hits the face," says Herr. Skip powder and let bronzer be your last step.



UNDER \$25

COVER-UPS WITH SPF

UV rays darken sun spots, so foundations and concealers with built-in sunscreen are multi-tasking wonders: They camouflage existing blemishes while protecting against new ones

BY NATASHA BRUNO

1. Don't sweat it

This long-wear fullcoverage foundation won't budge in the heat and is fortified with vitamin E and SPF 20 to help shield skin.

RIMMEL LONDON LASTING FINISH 25HR SKIN PERFECTING FOUNDATION SPF 20, \$10, SHOPPERS DRUG MART

2. Under-eye saviour Don't forget the delicate

skin around your eyes. A small amount of this opaque concealer,

vitamins A and E and oil-absorbing silica, hides dark circles and blemishes. M.A.C STUDIO FINISH SPF

35 CONCEALER, \$23, MACCOSMETICS.CA

enriched with nourishing

3. Golden armour

Go for a sun-kissed glow and add a bit of sun protection too with this powdered bronzer.

WET N WILD COLOR ICON BRONZER SPF 15 IN TICKE TO BRAZIL, \$5, WALMART

4. Tint of radiance Free of silicones and

packed with organic aloe and jojoba oil, this moisturizing beauty balm with mineral SPF 15 helps create an all-over healthy complexion.

LILY LOLO BB CREAM, \$24, PETALANDPOST.COM

5. Primed and ready

Whether worn solo or under foundation, this universal colour controller

rules visit www.thekit.ca/choosebeautiful.

with SPF 15 is formulated with skin-brightening soy to neutralize discoloration and mask dark spots.

NEUTROGENA HEALTHY SKIN INSTANT TONE CORRECTOR SPF 15, \$24, SHOPPERS DRUG MART

6. No-show coverage Made with all-natural

colour-correcting minerals and broad-spectrum SPF 17, this lightweight CC cream evens out skin tone without feeling cakey.

PACIFICA ULTRA CC CREAM RADIANT FOUNDATION, \$18, WFII.CA

7. Smooth operator This translucent gel-to-powder

keeps shine at bay while blurring enlarged pores and fine lines. Broadspectrum SPF 20 helps to deflect rays

AVON MAGIX FACE PERFECTOR SPF 20, \$15, AVON.CA





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COLOUR TREND

MOLTEN MAKEUP

Strike gold (or silver or bronze) with this summer's metallics

BY JULIA SEIDL

Face jewellery is having a moment, judging by the silver-ringed eyebrows at Rodarte's spring show and the spectacular nose, cheek and chin baubles models wore on Givenchy's Fall 2015 runway. If you're wary of setting off metal detectors—and your boss—opt for a more subtle approach by incorporating precious metals into your summer makeup routine with touches of burnished copper, pewter and pearl that come to life under sunlight. "Less glitter, more sheen," says celebrity makeup artist Jenn Streicher, who advises a restrained approach to this season's metallic faces. Here, three ways to shimmer this summer.



EYES ON THE PRIZE

The look: When Alison Brie, Constance Jablonski and Chanel Iman recently wore lids dusted with metallic shimmer, their choice of hues spanned the periodic table of elements, from rose gold to platinum to copper. They did share one commonality—both upper and lower lash lines were metal-plated. "I love this shadow on the lower lash line," says Streicher of the golden look she created for Brie.

Master it: Steer clear of heavy glitter to avoid any '90s flashbacks, says Streicher, who recommends shadow sticks for an easy-to-control shot of reflective shimmer. First line the whole eye with

a base shadow in brown, grey or taupe (keeping as close to the lower lashes as possible) and, using a short-bristled smudge brush, top with a layer of metallic shadow in a similar hue, reserving the heaviest application of glimmer for the spot between the inner corner of the eye and where the lashes begin, to give a little depth.

YVES SAINT LAURENT FULL METAL SHADOW IN TAUPE DROP, \$32, HOLT RENFREW. CHARLOTTE TILBURY COLOUR CHAMELEON EYESHADOW PENCIL IN CHAMPAGNE DIAMONDS, \$27, HOLT RENFREW. COVERGIRL INK IT! BY PERFECT POINT PLUS IN GOLDEN, \$10, DRUGSTORES



LIT FROM WITHIN

The look: Cheeks that have been Beyoncified (as in, they appear to have a permanent spotlight aimed at their radiance) are almost as necessary this summer as SPF. But don't mix this look up with bronzer—it's all about using lustrous highlighter for the glow, says makeup artist Patrick Ta, who works with Gigi Hadid and Shay Mitchell.

so smooth the surface by applying a radiance-inducing primer. For a concentrated hit of shine, layer a gold or rosegold powder highlighter over your blush, on top of your cheekbones. "Finish with a setting spray to set the powder and leave a dewy finish," says Ta. For an all-over glow, Streicher suggests mixing one or two drops of liquid highlighter into your foundation.

SMASHBOX BAKED FUSION SOFT LIGHTS IN BAKED STARBLUSH, \$36, SHOPPERS DRUG MART. ELIZABETH ARDEN VISIBLE DIFFERENCE GOOD MORNING RETEXTURIZING PRIMER, \$41, SHOPPERS DRUG MART. JOSIE MARAN ARGAN ENLIGHTENMENT ILLUMINIZER, \$31, SEPHORA.CA

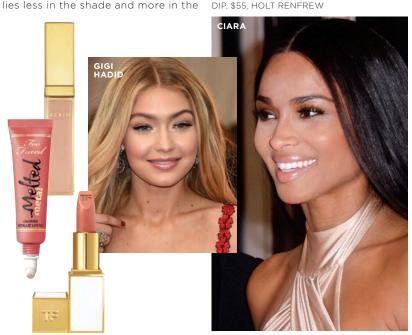
LIPS WITH LUSTRE

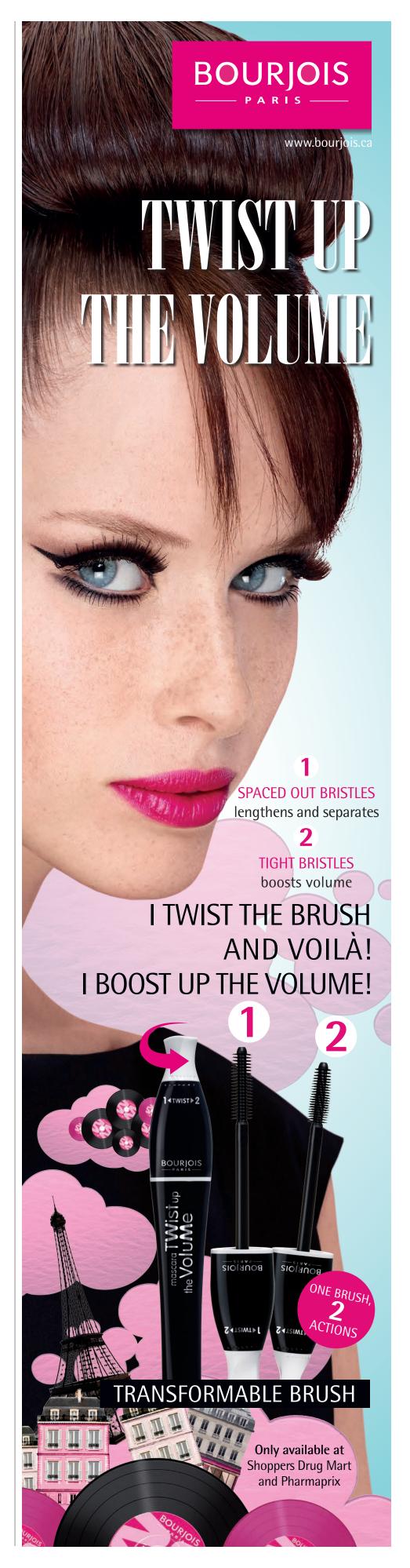
The look: Makeup guru Peter Philips was on to something when he sent models onto Dries Van Noten's spring runway with a single golden line down the centre of their lower lip, with the goal of catching the light. Ta had a similar idea in mind when he crafted Gigi Hadid's reflective golden lip. This isn't the '80s frosted mouth, but a slight glisten never hurt anybody.

Master it: Sparkling beige, copper and caramel hues offer your best shot at a natural-looking result, but the magic

finish. Look for a lipstick with a subtle hint of frost, says Ta, who suggests first exfoliating and then lining the lips. "It is important to line the lips when doing a softer shade because it is easy for lips to get lost." After applying your lipstick, top with a long-lasting gloss containing very small specks of glitter, concentrating mainly on the middle of your lips.

TOO FACED MELTED METAL LIQUIFIED METALLIC LIPSTICK IN METALLIC DEBUTANTE, \$25, SEPHORA.CA. AERIN LIP GLOSS IN WEEKEND, \$34, HOLT RENFREW. TOM FORD LIP COLOR SHEER IN SKINNY DIP, \$55, HOLT RENFREW













metr



WEEKEND UPDATE THE EAR JACKET

BY VANESSA TAYLOR

Don't let the name throw you-once you try these earrings, you'll find it hard to take them off. Unlike the statement ear cuff we've seen on the red carpet, this is a much more dainty look. Most styles have front and back components to the earring, so the "jacket" hangs at the back. Consider this the next generation of your basic studs.

1. Singles only

Never one to pass up a trend, Diane Kruger opts for subtlety with just a single ear jacket to accompany a sparkling stud on the opposite ear.

2. Mini me

Full sequins call for a toned-down approach to accessories. This tiny row of jewels is a pretty finishing touch on Charlize Theron.

3. Classic charm

While her outfit is all black, these earrings on Julianne Moore are all glam. With the classic-stud middle

and a jewelled jacket fanning the lobe, these earrings will instantly update your look.

4. Double up

For an alternative to a statement drop earring, we love this ear jacket on Kate Mara that features both a coloured stone in the front and a spiky detail in the back

5. The new pearl

Letting her wardrobe take centre stage, singer Kiesza accessorizes with a modern take on the classic stud earring, with a cluster of pearls.

The It item

For an everyday option, these sterling silver earrings can be worn together, or swap one out with a favourite stud





This is not an endorsement. Visit holtrenfrew.com/BeautyFromtheHeart for more information on this partnership.

HOLT RENFREW

CALGARY EDMONTON MONTREAL TORONTO VANCOUVER



3.1 PHILLIP LIM SANDAL, \$555, HOLT RENFREV **TOPSHOP** SOCKS, \$7, TOPSHOP.COM



TEVA SANDAL, \$95, TEVAONLINE.CA. **ROOTS** SOCKS, \$19 (2 PACK), CANADA.ROOTS.COM



ALDO SANDAL, \$70, ALDOSHOES.COM.
FLOORPLAY SOCKS, \$18,
FLOORPLAYSOCKS.COM

From left: Street style at Spring 2015 fashion week in Istanbul, Turkey. Model Irina Kravchenko at London Spring 2015 fashion week. Below: Fancy feet at New York Spring 2015 fashion week.

Universally dismissed for decades as an unthinkable fashion faux pas, socks and sandals have slowly but surely been creeping up on us. As early as 2010 we saw the trend on the runways as a slouchy accompaniment to sky-high statement shoes, and a few years later, Band of Outsiders and Hermès dared to pair dark socks and sandals. But those looks didn't quite convey the super-square-don't-care look of old.

Fast-forward to Spring 2015 catwalk shows: Danish designer David Andersen did a dad-at-Disney-length sock with a thick-strapped sandal for both men and women. And Vivienne Tam went mod with short socks and Birkenstock-like stompers at her show in New York. It's a testament to this trend's polarity that socks and sandals are only now reaching their '90s-throwback peak. But are we ready for it? How exactly does one go from dad geek to ultra chic? To determine if the trend is doable or just a dud, I tried it out here in Edmonton, where I live and work, and discovered a few helpful tips along the way. If it can make it here, it can make it anywhere.

- 1. Start slow. I was self-conscious about wearing this trend, I admit. So I started with knee-highs and strappy heels-about as far as I could get from the normcore granola vibe we've been seeing. Still, the socks were chartreuse and the shoes two-tone, so it wasn't exactly demure. They definitely stuck out at a formal-wear Oscar party, but I was highly praised in the bastion of female compliments: the ladies' room.
- 2. Pile it on. There's a rule of thumb for most outlandish fashions: Keep the rest of the look simple to avoid overwhelming or competing with

your trend. Here, I'd strongly suggest the opposite. Throw convention to the wind (you're already breaking one cardinal rule, right?). Unless you pair your exposed stockings with a few other quirks, people will assume you straight-up cannot dress. On a night out, I wore white dad socks and Rudsak flats with an oversized camo jacket and a flared zip-up dress. The only comments I got were in relation to my fiancé piggybacking me to the bar in the rain. Which brings me to a key point: This does not work in inclement weather. Even if you do love this trend, there's nothing worse than wet socks.

3. Make the most of it. Back in 1994, when I was rocking triple-strap sandals very similar to the Teva ones I tried for this experiment, socks came in varying shades of white and black. Sure, I was 10, so my selection was largely dictated by the Sears catalogue ... but still. Socks today are having a moment. Sock-of-the-month clubs and sock-only stores are cool and commonplace. So it's always bothered me that while you can find socks featuring the Sphinx in nearish high-def, you can't actually see them unless you're getting dressed, or you happen to be a man, wearing a suit, sitting on a stool. Here's where the sandals trend comes in handy. Those Spider-Man socks you've been hiding in shoes are suddenly visible to the entire newsroom—although no one in my workplace paid much mind to my liberated tootsies (sadly, not even to notice my Dennis Rodman calf-highs from Floorplay Socks in Toronto). But while journalists, tech-start-up go-getters and even teachers might be able to get away with this look, I wouldn't recommend it in any office where a jacket is required.

4. Remember: It's not a free-for-all. Taking fashion risks is no excuse to get lazy. Sure, I matched an African-inspired print on my Tevas with polka-dot patterns from Yo Sox, but anything does not go. Your Roots camp socks might pair nicely with a Birkenstock, and your finely striped sock of the month might look divine with a thickstrapped metallic. But dress socks do not go with Merrell hiking sandals. Basketball socks do not pair with Rudsak's latest in leather. You cannot, under any circumstances, wear socks with thong sandals or flip-flops; and wearing socks at the beach is as wrong today as it ever was.

Finally, no matter what sandal you're wearing, no one wants to see your nasty, old, grey-from-wear socks. Throw them out. In fact, I'd suggest joining a sock-of-the-month club ASAP. After all, a trend this tricky to pull off needs all the help it can get.

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PRESS PLAY

THE LOW & LOOSE BRAID

Fashion editor Vanessa Taylor shows how to whip up a romantic and carefree look perfect for a date in the park

Taking inspiration from Michael Kors's Spring 2015 show, where the plaits were practically falling apart, this look works best on hair with texture and waves. The modern upgrade comes in braiding only the lower part of the hair and deconstructing the look by pulling pieces out to frame the face.



Spray in some dry shampoo for extra grip and texture. Middle part your hair and sweep all of it back to the base of your neck



Section the hair into three pieces. Create a low, chunky braid, crossing over only a couple of times, focusing on the ends. Secure the bottom of the braid with a clear elastic.

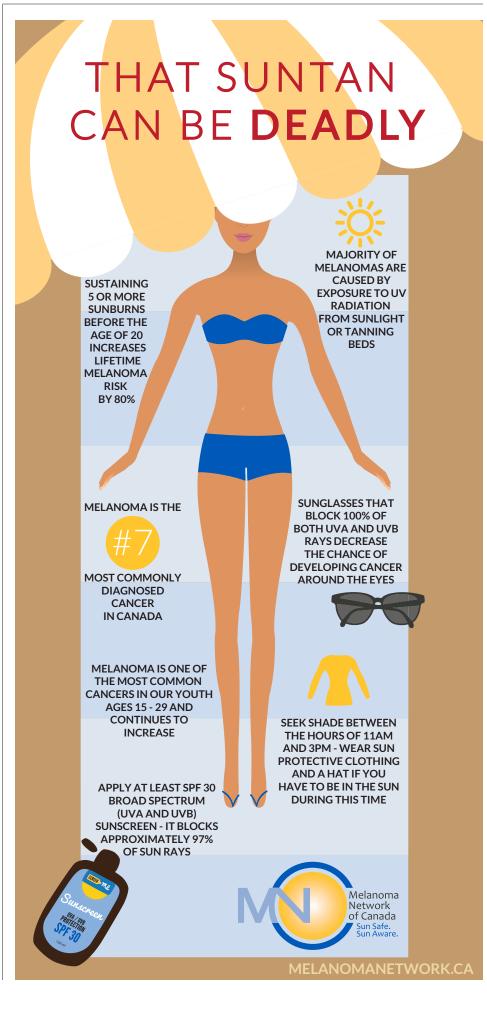


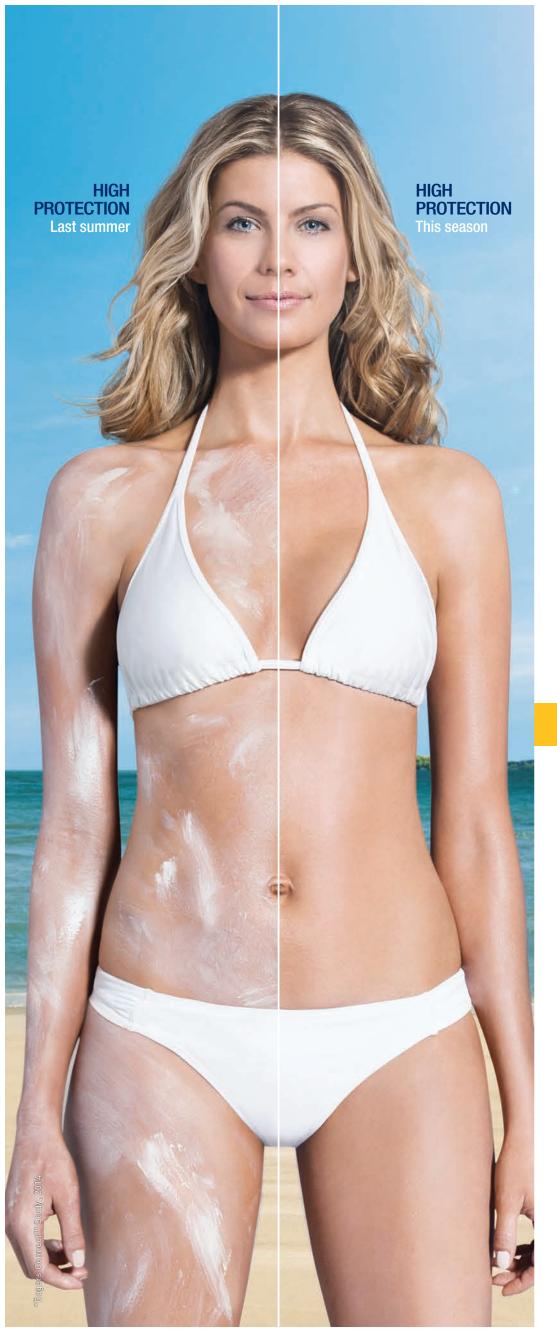
This look is all about messy texture, so gently pull out a few strands to frame your face.



Et voilà! The finished look = a braid with attitude.



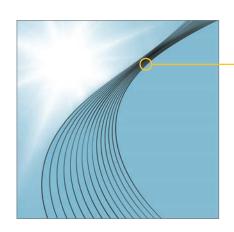




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