

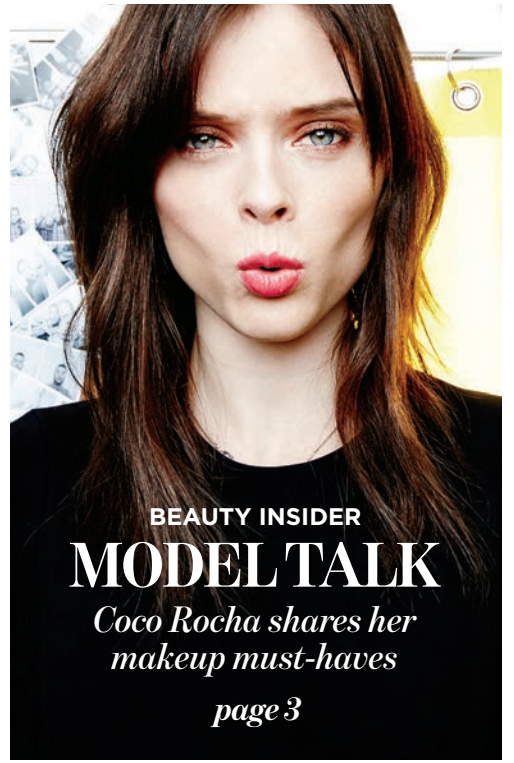
THE KIT



IN FULL BLOOM

If you try one trend this spring, make it florals. (So pretty!) Here's how to wear them now
page 4

DOLCE & GABBANA SPRING 2016. PHOTO: PETER STIGTER



BEAUTY INSIDER
MODEL TALK
Coco Rocha shares her makeup must-haves
page 3



HAIRCARE
BODY BUILDING
Five new ways to add va-va-voom volume to thin hair

BY ALEX LAWS

As a fine-haired woman, I've been obsessed with gaining volume for as long as I can remember. In my teens, I refused to leave the house on a Friday night without first blow-drying my graduated bob into a spaceship shape, and one of my most deflating moments was watching my hairstylist undo his attempt at a braid last year when it dawned on him that My Little Pony has more to play with. It's not just that I want big hair; I want big, modern hair. The worn-in-yet-bouncy tousled waves on the Tommy Hilfiger, Stella McCartney and Versus spring runways just aren't attainable without lots of extra oomph, and the polished but youthful half-up do so beloved by Kate Middleton is completely out of reach. Until, that is, I got serious about finding new ways to lift my locks to greater heights—without resorting to extensions. Here are five tricks that have made a big difference.

Continued on page 5



CAFA SPECIAL
HOT LABELS
Meet the most exciting names in Canadian fashion
page 7

STAY CONNECTED



BVLGARI
ROMA

LVCEA
YORKDALE SHOPPING CENTRE



MELISSA'S *Musts* FOR SPRING '16

A reminder that fashion should be fun!
NINE WEST



Recently worn on Canada AM. See it in action here: www.bayviewvillageshops.com/about/media-room
JUDITH & CHARLES



Warning: Gorge graphic content. **PINK TARTAN**

Hole-y smokin' hot.
RON WHITE



The epitome of easy, breezy Summer dressing. **RED Valentino, EMMA**



BAYVIEW VILLAGE MARKETING AND STYLE DIRECTOR, MELISSA EVANS-LEE IS SPRING-READY WITH DREAM CLOSET-WORTHY PIECES TO PLAY WITH ALL SEASON LONG.

I'm a big believer in buying fabulousness when you see it.
Parah, LINEA INTIMA



Fringe-y here wants IN that closet of yours STAT!
BROWNS



Eye spy with my little eye, an adorable must-buy!
Chiara Ferragni, BROWNS



Red haute.
PINK TARTAN



Sexy x 10.
NINE WEST



The perfect go-with-everything transitional piece.
LAURÈL

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SEE ALL 45 *Musts* BAYVIEWVILLAGESHOPS.COM/MELISSASMUSTSFORSRING2016



MOST WANTED

More is more

If one considers Isaac Newton's third law of motion, a fashion trend that swung one way should come barrelling back with equal momentum. This spring, after seasons of sleek and simple kicks, we're embracing footwear that's flashy, sometimes clashing and totally over the top. This season's standout shoes have a personality all their own: tropical-hued raffia sandals at Stella Jean, pompom clusters on gilded boots at Dolce & Gabbana and denim clogs decorated with sprawling sequins at Alexander McQueen. Missing minimalism? Nah. Now it's go big or go home. —Jillian Vieira. Photography by Paul Weeks

EUGENIA KIM SHOES, \$630, NORDSTROM.COM



THE AMATEUR NOSE

A Toronto Scandi furniture seller sniff-drives a cedar-inspired scent

THE NOSE

Juli Daoust Baker, co-owner of Mjolk

THE SCENT

Byredo Super Cedar, \$180 (50 mL), holtrenfrew.com

THE NOTES

Virginian cedar wood, rose petals, silk musk, Haitian vetiver

THE VERDICT

"It reminds me of Japanese bath houses because they use hinoki cedar; when you put hot water on the wood, the steam brings the smell out. Once this scent mellows, you smell the rose more than the cedar; even though it's a very aromatic wood."



CULTURE

BACKTRACK

Paris Hilton practically lived in one. Amy Poehler donned one to play a satirical version of "the cool mom" in *Mean Girls*. Britney Spears even clothed her bridal party in them for her ill-fated (second) wedding. Now, the pink velour Juicy Couture track-suit has further entered the annals of pop culture as a star piece in one of the world's most prestigious design museums, London's Victoria & Albert. Opening this week, *Undressed: A Brief History of Underwear* explores how the line between public and private attire has blurred over the years. Hopefully the famed velour suit stays in a museum case marked "2004" and doesn't enjoy a nostalgic resurgence any time soon. —Kathryn Hudson

Clockwise from top left: Amy Poehler in *Mean Girls*, Emma Watson in *The Bling Ring*, Kim Kardashian, Jennifer Lopez.



BEAUTY INSIDER

CUCKOO FOR COCO

The ever-evolving Coco Rocha on the beauty rules she lives by

BY RANI SHEEN

Bees' new all-natural lipsticks, which are made with moisturizing moringa oil and come in 14 shades. Rocha has a special interest in the line because she's become more aware of what she puts on her body—and on her baby—and has instituted a natural-where-possible beauty policy. Read on for more of Rocha's beauty commandments.

1. BEAUTY IS DRESS-UP "If you change your clothes daily or even hourly—sometimes that happens!—why wouldn't you change your makeup look? It would be so boring to say, 'This is my look for the rest of my life and I'm not changing because I told myself I look best just like this.' I like to wake up in the morning and decide who am I today, and makeup definitely does that for me."

2. MAKEUP GETS YOU INTO CHARACTER "The lighter I go in my lips the more girlie I think I am; the more aggressive my lip colour is, the more I think of myself as a *madame*. When I work, I'm playing a part. The less makeup I wear in a shoot, the more raw the image is, and the more makeup I wear, the more sassy I come off."

3. ANYONE CAN BE GLAMOROUS "I was the tomboy of tomboys and the nerd of nerds. I wasn't aware of the fashion industry. I thought I was going to be doing this for a summer fling, and so I never really dedicated much thought to how I looked."

4. REBELS ARE THE BEST BEAUTY ICONS "David Bowie as Ziggy Stardust is my makeup icon! And Elizabeth Taylor because she was from a generation that didn't have stylists, and she wore exactly what she wanted. I think that's very important—wear what you want, not because someone told you to."

5. FOUNDATION FIRST "I always put my foundation on first because it's like a blank canvas. Most makeup artists love to do makeup first and foundation after so they can clean up whatever drops. I don't like doing that. I like to see where I'm going."



BURT'S BEES LIPSTICKS, \$10 EACH, BURTSBEES.CA

COOL COLLAB

ROLLING IN THE DEEP

"My goal was to create a swim collection that women could feel comfortable being active in, so I was inspired by the suits of the late '80s. The pieces needed to be sexy and have a strong colour-blocking message, while still offering a lot of support."

—Canadian model Adrienne Ho on her swimwear collection with retailer Simons



The Toronto-born social media star was set on keeping the collection under \$100: "You don't want to have to worry about your \$300 swimsuit—you just want to swim in it!"

TREND SPOTLIGHT

How to wear florals now

Florists in florals—we couldn't resist. To celebrate spring, we asked six Toronto bouquet designers to model the season's prettiest blooms

BY VERONICA SAROLI | PHOTOGRAPHY BY CARLYLE ROUTH



Ask a florist to describe her gig and you'll hear words like "amazing," "awesome" and "beautiful." "It's as dreamy as it looks," says Tania Dupon-Martinez of Tania Floral Design, with a wide grin. Push a little harder, though, and the unseen side of the job comes up: long hours, intense physical labour and inevitable cuts and bruises. Every rose, as they say, has its thorn.

That's not something that you'll often see depicted on Instagram, where florists have a romanticized It factor on par with Brooklyn pastry chefs. (All those gorgeous pics help.) "I'm not sure how it happened, but over the past five years floral design started becoming a cool thing," says Dayna Armstrong of Patchouli Design. "It's sparked a movement of young creative people wanting to get into the industry and do things differently."

These women are all about putting a fresh twist on the bouquet. "That Dutch Master thing is definitely coming back," says Amira Shabason of Coriander Girl.

Throw in some architectural tropical plants and you're good. (Some of the flowers they mention are, frankly, impossible to spell on first attempt. Sweet Woodruff's Audra Csak knows the feeling: "Starting out, I'd be in meetings talking to people and googling things on my phone at the same time.") For Jordana Masi of White Oak Flower Co., making a bouquet is all about nuance. "You can have an arrangement that looks really sad and moody but still has so much beauty to it. I think that's really representative of how people are in general."

The world of bouquets often means prepping for emotionally charged orders, but Sara Jameson of Sweetpea's is unfazed—she's coordinated her fair share of secret-admirer blooms. "Recently, two local shop owners were sweet on each other," she says. "He was sending her flowers for weeks, and she finally figured out who it was. So she came to the shop and sent him flowers. Romance is coming back in style—but like old school romance." Call it an industry perk.



TREND NOTE

Florals for spring—groundbreaking, right? But this season's take—seen at Vetements, Dolce & Gabbana and Alexander McQueen—feels particularly fresh, thanks to bold prints that call for mixing and matching with abandon. The vibe: subversive, not sweet.

SHOP THE TREND

1. Jordana Masi, 25, owner, White Oak Flower Co., whiteoakflower.com

BANANA REPUBLIC TOP, \$110, BANANA-REPUBLIC.CA. STELLA MCCARTNEY PANTS, \$2,470, HOLT RENFREW. CALL IT SPRING HEELS, \$45, CALLITSPRING.COM. STELLA MCCARTNEY HANDBAG, \$1,560, HOLT RENFREW

2. Tania Dupon-Martinez, 26, owner, Tania Floral Design, taniafloraldesign.com

MARNI COAT, \$3,310, HOLT RENFREW. WINNERS DRESS, \$30, WINNERS. REEBOK SNEAKERS, \$100, THEBAY.COM. ALDO BAG, \$55, ALDOSHOES.COM

3. Dayna Armstrong, 25, floral designer, Patchouli Design, patchoulidesign.com

TED BAKER COAT, \$555, PANTS, \$255, TEDBAKER.COM. WINNERS HEELS, \$130, WINNERS. BANANA REPUBLIC CLUTCH, \$62, BANANAREPUBLIC.CA

4. Audra Csak, 27, studio manager and stylist, Sweet Woodruff, sweetwoodruff.ca

SMYTHE BLAZER, \$595, HOLT RENFREW. ANN TAYLOR TOP, \$90, PANTS, \$108, ANNTAYLOR.COM. WINNERS SHOES, \$130, WINNERS

5. Amira Shabason, 28, manager, Coriander Girl, coriandergirl.com

WINNERS TOP, \$20, WINNERS. TED BAKER SKIRT, \$315, TEDBAKER.COM. RON WHITE HEELS, \$445, RONWHITE.COM. TORY BURCH BAG, \$730, HOLT RENFREW

6. Sara Jameson, 37, owner, Sweetpea's, sweetpeas.ca

HUNTER JACKET, \$350, HUNTERBOOTS.COM. WINNERS TOP, \$25, SKIRT, \$25, WINNERS. CALL IT SPRING HEELS, \$60, CALLITSPRING.COM

STYLING: NATASHA BRUNO. HAIR AND MAKEUP: SHERI STROH FOR PLUTINO GROUP



FROM TOP: BILLABONG HAT, \$28, BILLABONG.COM. EXPRESS TOP, \$60, EXPRESS.COM. TED BAKER BAG, \$145, TEDBAKER.COM. J.CREW NECKLACE, \$182, JCREW.COM. GUESS JEANS, \$128, GUESS.CA. RW&CO. JACKET, \$140, RW-CO.COM. GEOX SHOES, \$175, GEOX STORES

TRICKS OF THE TRADE

The florists reveal expert tips on how to put together a professional-looking bouquet at home

"Put tape over the opening of your vase to make a grid. It depends on the vase, but I'd use smaller-than-one-inch squares." —Dayna Armstrong

"Always cut the stem on an angle and slit it vertically about an inch from the bottom." —Audra Csak

"I like to start by arranging my greens first." —Tania Dupon-Martinez

"Focus on greenery variation and levels. Most people forget to buy the greenery, but it holds your flowers together and creates the base. Get at least four to five stems." —Jordana Masi

"There's a book called the *Flower Recipe Book* that I found helpful when I first started, for steps on how to do things and how to create interesting shapes." —Amira Shabason

"Hire people. I think Pinterest has oversimplified what a florist does." —Sara Jameson



Models at Versus Spring 2016 had that big-hair spring in their step.

HAIRCARE

BODY BUILDING

Continued from cover

1. WASH BACKWARDS

The concept of Tresemmé's new Beauty-Full Volume Collection turns washing on its, well, head, by switching the time-tested order of shampoo and conditioner. I'm skeptical, but while using the Pre-wash Conditioner takes some getting used to, the rich lathering shampoo does wash away any leftover residue. "Hair tends to fall flat because it can be weighed down by the excess conditioning ingredients left unwashed," explains hair scientist Kebrabe Shibeshi, from Tresemmé's R&D department, pointing out that many fine-haired women avoid conditioner entirely and miss out on its smoothing benefits. After I've used the duo, my hair feels weightless but so sleek that a friend reaches over mid-convo to steal a tousle. The companion mousse, with flexible polymers that create body with movement, soon remedies that by adding texture back in.

2. COLOUR STRATEGICALLY

Your colourist can be a major asset in your quest for thicker-looking hair. "Highlights can be used as a volumizing tool by contouring in the same way as makeup," says Toronto hairstylist Brennen Demelo. The bleach also swells each hair shaft, adding the illusion of volume. If you study the highlights on the two golden Jennifers (Aniston and Lawrence), you'll see that they've both employed this technique. The main rule to live by: Add volume to the top by lightening the top. Demelo hand-paints highlights for me in graduating V formations (as a bonus, they don't form Geri-Halliwel-esque stripes) and it works: A golden arch of hair above my forehead holds the gaze and adds a feeling of fullness.

3. LAYER TO WIN

A haircut can create volume with precise layering, but the key is restraint: If you layer too much, the cut will "collapse" and not hold its shape. "You have to identify where you can afford to layer, because you're removing density to create volume," says hairstylist Sonia Yarkhani, co-founder of Toronto's Evolve Studio. Yarkhani slices into the ends of my hair to create blunt layers instead of razoring, and adds shorter pieces around my ears for maximum swinginess. She also advises me to benefit from my cowlick by flipping it against the growth and switching up my part. "To me, movement means volume," she says. I swish my hair around and concur.

4. BE A BLOW-DRY BOSS

The all-important blow-dry is the single most important thing you can do to pump up your hair on a daily basis. I turn to New-York-based hairstylist Frederic Fekkai, who has volumized stars such as Meryl Streep and Salma Hayek, to make sure I'm getting it right. His number-one tip: Dry the roots first. "Apply mousse at the roots and dry the hair there while lifting it from the scalp with a round brush that has medium-to-hard natural bristles," he advises, adding that hot rollers can give additional lift and volume, if you have time. He also points out that haircare technology makes this look much easier to do now than in the curl-and-set days. "Products are more powerful and efficient and easier for home use," he says, citing dry shampoos, conditioning mousses and featherweight serums for sealing ends. The trick is embracing the fact that you need to do it every other day because fine hair gets flat. Consider me converted—since I began my research, I let my hair air-dry only while on vacation at the beach.

5. POP A PILL

The long game for achieving fuller hair is growing more hair—and holding on to what you have. "If you think you're losing your hair, you most

likely are," says Toronto naturopath Natasha Turner. She says she's seeing more and more patients for hair loss at her practice, where she treats the concern with a four-week program of stress management, nutrition and supplements including biotin, a vitamin-B complex. Viviscal, which has just launched an extra-strength version of its 25-year-old hair-growth formula, builds on biotin with other growth boosters, including iron, vitamin C and AminoMar C, a protein compound made from marine extracts, inspired by the traditional fish-rich Inuit diet. "What these ingredients do is induce or support the formation of new hair," says Dr. Helena McMahon, researcher with the Shannon Applied Biotechnology Centre in Ireland, which conducts studies on behalf of the brand. The hair cells proliferate because they enter a new growth phase, which is good news for volume. "We know now that Viviscal increases the diameter of a hair follicle and decreases shedding." It takes three to six months to see results—I'm in month two and I know my hair is growing faster because I'm booking in for a trim much sooner than usual. Summer brides-to-be and remorseful pixie-cutters: start now.



GO BIG WITH THESE VOLUME BOOSTERS

GOLDWELL KERASILK REPOWER VOLUME PLUMPING CREAM, \$36, SALONS. **KERASTASE** DENSIFIQUE FONDANT DENSITE, \$49, KERASTASE.CA. **SCHWARZKOPF** STYLISTE ULTIME BIOTIN+ MAGIC VOLUME POWDER, \$13, DRUGSTORES. **STRIVECTIN** MAX VOLUME ROOT LIFTING SPRAY, \$26, SEPHORA. **TRESEMME** BEAUTY-FULL VOLUME SHAMPOO, \$6, DRUGSTORES. **VIVISCAL** EXTRA STRENGTH, \$60 (ONE-MONTH SUPPLY), SHOPPERS DRUG MART



ONE-MINUTE MIRACLE

Dear Joico Curl Refreshed Reanimating Mist: I have a confession to make: You're not my first. I've tried a lot of products that promised to bring out the best in my curls, but they were mostly disappointments—not lasting, not controlling frizz. But a misting of your peptide, keratin and avocado oil tonic reactivates the products in my hair; leaving my day-two frizzed-out kinks looking tousled and Parisian. Not crunchy, not greasy, not aimless. You weren't my first, but you might be my forever. *Love, Kathryn Hudson*

JOICO CURL REFRESHED REANIMATING MIST, \$18, JOICO.COM



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*\$120 savings based on purchase of a qualifying Stand Mixer and Stand Mixer Attachment at the same time, from the same authorized KitchenAid® appliance dealer. Receive a \$50 Prepaid Card on qualifying stand mixers, \$20 Prepaid Card on qualifying attachments, or if purchased together, receive a \$50 bonus Prepaid Card for a \$120 total savings. Stand Mixer Attachments are sold separately. Prepaid card value dependent on qualifying model purchased. Some restrictions and exclusions apply. Visit KitchenAid.ca/specialoffers for qualifying KitchenAid® Small Appliances and Cookware and applicable prepaid card amounts. Not all models available at all dealers. Claim must be received by June 12, 2016 or will be void. For online submission, allow up to 4 weeks to receive your KitchenAid® Visa® Prepaid Card by mail. If you choose to submit by mail, please allow for 8-10 weeks to receive your KitchenAid® Visa® Prepaid Card. Offer cannot be combined with any other offer. Offer not available to dealers, builders or contractors. Card is issued by Peoples Trust Company pursuant to a license from Visa Int. Cette carte est émise par la Compagnie de Fiducie Peoples en vertu d'une licence de Visa Int. ©/™ 2016 KitchenAid. Used under license in Canada. All rights reserved. The design of the stand mixer is a trademark in the U.S. and elsewhere.



On craving individuality in fashion:
 “Our Spring 2016 runway show was the first time that we told [makeup artist] Bobbi Brown to make every girl look great. Usually, you create the makeup cards and make sure it’s got blush or lipstick. This time everyone had different hair and makeup, and it really made the girl the most interesting part.”



On identifying a cult classic:
 “We have a very diverse group here [in the studio], and when a piece is something that every single woman in the office will wear and interpret in her own way, then you have it.”



On good career advice:
 “Keep an eye on what the people above you are doing: your boss, your boss’s boss. Look at the way they hold themselves. If they come in early, come in before them. You should be following their lead.”

EXCLUSIVE

Cult following

The designer behind cool-girl label Tibi shows us around her studio

BY CARLY OSTROFF | PHOTOGRAPHY BY HANNAH SIDER

Twenty years ago, Amy Smilovic was living in Hong Kong with her husband, thinking about her strengths. She was artistic, she had a head for business, and she understood the advertising game. “Why not start a clothing company?” says the Georgia-born designer of her decision to launch her label, Tibi, in 1997. “I’ve always been obsessed with clothing, fabrics, luxury and beautiful things.” But back in the beginning—before her cult classic cuts became fast sellouts at stores like Holt Renfrew—Smilovic started small. She sold her first four-piece collection to expats living in Hong Kong, and it wasn’t long before American retailers called. So Smilovic jumped on a plane to New York with a suitcase of clothes and sold it all to 13 different retailers, starting with Neiman Marcus. Her big break came when she hired PR to dress New York’s It girls and editors in her postcard skirts. “One morning, I opened up *The New York Times* and Bill Cunningham had done the entire page all on my skirts,” she recalls while sitting in her expansive minimalist Soho studio, which closely reflects the brand’s slant toward understated luxury. “He thought he was just focusing on a trend; he didn’t realize it was one designer!” She laughs. “That was a big moment.” As for what’s in store next, the brand’s fan base, which includes Olivia Palermo and Solange Knowles, will have to wait. “They should expect to not know what to expect.”



On dressing Leandra Medine of fashion blog Man Repeller:
 “You realize that really successful women—Kardashians aside—tend to be successful for a reason. Usually they’re very smart, hard-working and interesting people. It’s such a compliment that people who inspire me creatively and intellectually are interested in our product.”



On being a boss:
 “My husband and I own the company. In a lot of other places, if something doesn’t sell in the first or second season, they’re like, ‘Kill it and move on.’ We don’t do that; we really allow things to have time to grow.”

TIBI PANTS, \$660. JUMPSUIT, \$610. DRESS, \$735. HOLT RENFREW.



SPOTLIGHT

IN GOOD CONSCIENCE

H&M’s newest eco collection goes above and beyond green



Julia Restoin Roitfeld, the face of the campaign.

For retail titan H&M, “sustainability” isn’t just a new-agey buzzword. The company is taking major steps to weave a sense of eco-responsibility into its daily practices: It aims to use 100 per cent organic cotton by 2020 (it’s already one-third of the way there); to create transparency by publicly listing suppliers; to provide fair living wages for hundreds of thousands of factory workers by 2018; and to give new life to 25,000 tonnes of recycled clothing collected in H&M stores over the past two years by constructing fabric like denimite, a speckled material made from worn-out jeans. Now, with the launch of the fifth Conscious Exclusive collection, H&M’s design team has paired up with Paris’s Musée des Arts Décoratifs to draw inspiration from three centuries of art and couture. Expect athleisure-esque organic hemp shorts detailed with a Gustave Moreau print and slices of a romantic Botticelli image on an organic silk dress. “Our goal is not just to make fashion sustainable,” says Anna Gedda, H&M’s head of sustainability, “but to make sustainability fashionable.” —*Jillian Vieira*



RECYCLED POLYESTER AND SILK COAT, \$249. RECYCLED POLYESTER SKIRT WITH RECYCLED GLASS BEADS, \$149. RECYCLED PLASTIC EARRINGS, \$35. TENCEL AND ORGANIC SILK DRESS, \$199. SELECT H&M STORES

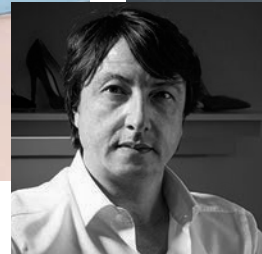


PROFILE A STEP AHEAD

Shoe designer Gianvito Rossi is hitting his stride

BY CARLY OSTROFF

Gianvito Rossi has had women falling head over heels for his hand-crafted shoes since he launched his eponymous line in 2007. The son of shoe legend Sergio Rossi, the designer has footwear in his blood: As a boy, Rossi lived above his father’s factory in San Mauro Pascoli, Italy’s famed shoemaking district. Shoes were his toys, and the world of footwear, his playground. “It’s always been part of my life,” says Rossi, 49. At 18, Rossi joined his father’s company full-time.



THE CRAFT
 Rossi’s signature pumps require a painstaking 60-step process carried out by 60 people. “If someone doesn’t do his part properly, you’re going to see it at the end,” says Rossi. “You really need to do it with care.”

Together, they grew the business and picked up contracts designing footwear for labels such as Azzedine Alaïa and Dolce & Gabbana. After 25 years of working closely together, they sold the company to the Gucci Group. “I found myself for the first time without shoes, and I realized that I couldn’t live without them—it was my life,” explains Rossi. “So we started again.” Since launching his label, Rossi has attracted a starry clientele including Anne Hathaway, Gwyneth Paltrow and Emma Watson. After a lifetime in the business, for Rossi, each pair of shoes is a labour of love.

Five of Gianvito Rossi’s all-time fave designs



- THE VAMP ANKLE BOOT**
 “In many ways, it’s like a strong-minded woman: strong, but at the same time, you can’t miss her feminine side.”
- THE PLEXIPUMP**
 “The concept of transparency is very modern, and the silhouette is like you’re a bit naked.”
- THE PORTOFINO SANDAL**
 “A lot of celebrities are wearing them because the high back has a round covered buckle that disappears completely.”
- THE CLASSIC PUMP**
 “The pointy stiletto pump is the perfect shape. I think it’s the most simple and elegant shoe.”
- THE OVER-THE-KNEE BOOT**
 “It’s super-sexy and feminine at the same time. I think it’s one that I like the most.”

FROM LEFT: GIANVITO ROSSI BOOTS, \$950, PUMPS, \$835, SANDALS, \$885, PUMPS, \$750, BOOTS, \$1,850, HOLT RENFREW

CAFA SPECIAL

We the North

This weekend, the third annual Canadian Arts and Fashion Awards (CAFAs) celebrate the best in homegrown style. We talked to some of the most exciting nominees



POWER PLAYER

Jason Wu is one of Canada's brightest stars. Nominated in the international designer category, Wu talks mentors and muses

BY CARLY OSTROFF

How does a Canadian designer make headlines around the world? Funnily enough, for Jason Wu, it was by dressing the American First Lady. When Michelle Obama stepped out for the 2009 inauguration balls in his frothy ivory one-shouldered gown, the world took notice. "I would say it's one of the biggest moments of my life," says Wu. And he didn't even see it coming. "I found out on TV. It was really special."

But Wu, 33, got his first introduction to fashion long before then, when he moved from Taiwan to Vancouver at 9 years old. "Part of the reason my mom moved me and my brother when we were young was because she knew I was very creative," he explains. "Canada allowed me to learn, and I met a lot of great people who helped me along the way."

One of the people he met was his current mentor Muriel Kauffman, a tutor

who helped him learn English using fashion magazines. "I remember looking through it, and I was so fascinated by everything," recalls the New-York-based designer of his first copy of *Vogue*. "That's when I begged my mom to get me a sewing machine."

After lessons from his "great sewing teacher," Vancouver-based Tara Zedler, Wu began a successful career designing collectible dolls while still in high school, before enrolling in the Parsons School of Design. When he scored a gig interning for Narciso Rodriguez, he dropped out of his program. By 2006, Wu was ready to launch a label of his own.

His vision for his eponymous brand remains clear. "It's feminine, it's sophisticated, and it's refined," he says of his aesthetic, which has been influenced by greats like Christian Dior and Yves Saint Laurent. "I admire the silhouettes

of the '40s and '50s. There's an old-world glamour with an American sportswear tint to my designs."

Wu's modern approach is what scored the young designer the position of artistic director at Boss, Hugo Boss's line of womenswear, in 2013. "At Hugo Boss, I design from a different lens and show a different side of my design sensibility," he explains. He considers it an opportunity to showcase his versatility as a designer. "It's a much more rigorous, much more streamlined and more minimal aesthetic than my own label."

Wu's hard work earned him credibility in the fashion world early on: He has won the Fashion Group International's Rising Star Award and the CFDA's Swarovski Award for Womenswear. Now, on the eve of his label's 10th anniversary, he's up for CFAA's International Canadian Designer of the Year Award. "It's certainly an honour always to be recognized," he says. "It holds a very special place in my heart because one of my key moments in developing myself and discovering fashion was in Canada."

Looking forward, Wu is hoping to repeat the political move that made him a household name seven years ago. "I'd love to dress Sophie Grégoire Trudeau," he says. We cast our vote in favour.



EASY DOES IT

The reigning queen of chic is up for Womenswear Designer of the Year

Pink Tartan's Kim Newport-Mimran has been dressing stylish Canadians for more than a decade. Backstage before her Fall 2016 show at Holt Renfrew—where the benches were arranged so that everyone had a front-row seat—the designer talked to us about inspiration, workwear essentials and her new accessory line (hint: it's super sparkly).

Your collections are often sparked by a specific woman. Who inspired Fall 2016? "Grace Coddington [the flame-haired, 74-year-old creative director of *Vogue*]. I started thinking about Grace and her contribution to fashion, and what's happening in fashion now—there's been so much change, disruption and the new focus on digital. [With Grace], her aesthetic is always about love. Whether it's tragic or whether it's beautiful, it evokes feeling."

What is the most emblematic piece in the collection? "There's a beautiful pink brocade jacket that I really love. We also sourced and worked on vintage costume jewellery, which I'm developing into an accessory line. Then we have our handbag that just came handmade out of Italy. This collection really [shows] how to put the whole look together."

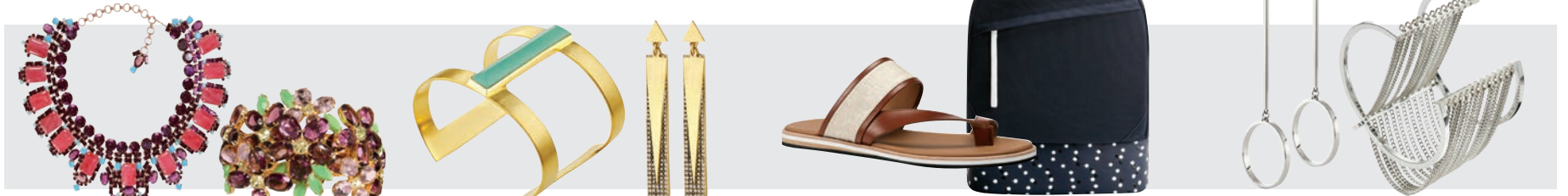
Pink Tartan is known for on-point workwear. How is that evolving? "How to work and be chic—that's my whole philosophy of clothes. My focus is how to transition your wardrobe from work to wine. One of the lucky things for me is that I wear the clothes, so they're tested before they make it into the collection. Every season, I look at how I can improve it. What little technical aspect makes it more comfortable to wear? How do I cut it so that I flatter a body?"

What are the most important pieces of modern workwear? "The blazer is back. Everybody needs a great shirt—I'm liking a soft blouse shirt as much as I'm liking a crisp shirt. I also love that it's really about separates again. We were in a dress mode for a very long time—we haven't abandoned the dress, but I feel like I'm more excited about the right-shape pant and a boyfriend blazer."



SHINE BRIGHT LIKE A DIAMOND

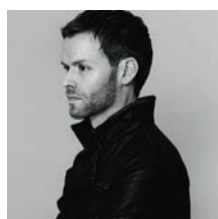
Canadian accessories are one of our coolest national exports. Meet the talented creators nominated for Accessory Designer of the Year



Alan Anderson fell for jewellery as a child. "My mother used to wear gold charm bracelets for evening, and occasionally, I was allowed to hold them while she was getting ready," he

says. "Those images stay with you." Now the self-taught designer handcrafts crystal and stone statement pieces that evoke Old Hollywood glamour. His spring muse came closer to home, though: "The orange and pink florals are based on Indian textiles that I saw in Toronto on Gerrard Street."

NECKLACE, \$2,600. BRACELET, \$1,600. JEWELSBYALANANDERSON.COM



Surprisingly, Dean Davidson worked in farming in his rural Alberta hometown before discovering a career in jewellery. Since the launch of his line in 2007, Davidson's sculptural pieces

have attracted celebrity fans like Rihanna and Olivia Wilde. For his spring collection, Davidson drew inspiration from an origami boat and a funky '70s light fixture. "We introduced the idea of fluidity meeting structure this season," he explains, "a curved line and smooth gemstone in a structured setting."

CUFF, \$355. EARRINGS, \$355. DEANDAVIDSON.CA



No one works harder than Byron and Dexter Peart to perfect the art of travel. Since its inception in 2006, the brothers' Want Les Essentiels brand has become recognized for luxe,

streamlined leather goods. The Montreal duo sought inspiration from the Color Field art movement of the '40s and '50s when designing their spring collection, creating totes and sneakers that "fused bold primary colors with soft neutrals, while offering a sense of spontaneity."

SANDALS, \$295. BAG, \$675. WANTLESSESENTIELS.COM



Since launching her eponymous label in 2008, Jenny Bird has rocketed to success; the Toronto-based designer's "clean and uncomplicated" jewellery is stocked by more than 600

retailers across the globe and boasts a loyal following dubbed "birdgirls." This season, Bird's modernist and sculptural pendants were inspired by "street style more than ever before, and labels like Vetements who are both driven by it and shape it."

—Amanda Yevdaev
EARRINGS, \$75. CUFF, \$145. JENNY-BIRD.COM

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