

THE KIT



MODERN ROMANCE

Canadian actor Sarah Gadon makes a strong statement in spring's softest ruffles and bows
page 4

PHOTO: NORMAN WONG. PETER PILOTTO DRESS, \$7,310. SIMILAR STYLES AT CANARY, 214-351-4400. ANZIE RING, \$675. HOLT RENFREW



MOST WANTED
GROUNDBREAKING MAKEUP
page 3



ACCESSORY REPORT
THE NEW MUST-HAVE EARRINGS
page 5

BEAUTY CHALLENGE SPLURGE VS. SAVE

"I decided to try two diametrically opposed makeup budgets for a week each and see what the differences were."
page 7



SPOTLIGHT SKIN DEEP

The skincare industry is bringing spiritual healing to your vanity, one blessed serum and reiki facial at a time

BY ANNE T. DONAHUE

I grew up with an overly cautious approach to the occult. I was taught that Wicca, horoscopes, crystals, tarot—basically anything supernatural—were the equivalent of straight-up devil worship. This is why, in grade six, I ratted out my best friend for bringing a spell book to school. (I confessed only two years ago.)

But then I grew up, and teen rebellion gave way to 20-something spiritual experimentation. My friends were seeing psychics, practising magic and doing tarot readings, so I dutifully acquired a few crystals and a deck of my own. The fashion world was getting on (Ouija) board, too: Stylists began studying shamanism, tarot readings popped up at cult-y boutiques, and astrologer Susan Miller became a fashion-world darling. Space-clearing sage became a signature scent. *Continued on page 6*

STAY CONNECTED



BVLGARI ROMA

LVCEA
YORKDALE SHOPPING CENTRE



CELEBRATE MOM

Your mom deserves the best. This Mother's Day, treat her to the season's most exciting beauty essentials.



EFFORTLESS RADIANCE

Your new shortcut to flawless: this buildable foundation which offers full coverage and a natural look. Talk about win-win. **Bobbi Brown** Skin Moisture Compact Foundation, \$58



SOFT TOUCH

Meet your new second-skin perfume: a sensual floral blend guaranteed to attract admirers. **Valentino** Valentina Poudre, \$96 (50 mL)



SUN KISSED

Missed that spring holiday in Mexico? Achieve a similarly gorgeous glow with this classic pressed bronzing powder. **NARS** Laguna Tiare Bronzer, \$76

BRIGHT STAR

Reveal your most radiant skin with this innovative moisturizer that corrects pigmentation and boosts luminosity. **Eve Lom** WHITE Brightening Cream, \$132



BEST OF BOTH WORLDS

Choose your olfactory adventure: airy and empowering or sultry and tantalizing. **Donna Karan** Liquid Cashmere White and Liquid Cashmere Black, \$120 (50mL) each

FLUSH OF YOUTH

Add a pretty pop of colour to lips and cheeks with a moisturizing, easily blendable formula that also fills in fine lines. Call it a beauty grand slam. **Tata Harper** Volumizing Lip & Cheek Tint in Very Sweet and Very Vivacious, \$49 each



MODERN BOUQUET

Enter fragrance's new addiction: a chypre floral with an enduring elegance. **Elie Saab** Le Parfum Rose Couture Eau de Toilette, \$115 (90 mL)



POP STARS

Nothing brightens a day like the luscious colour and luminous shine of a top-tier lipstick. **YSL** Bold Rouge Volupté Shine Oil-In-Stick Day Bloomers, \$40 each

RICH REWARDS

Transform your home instantly with this fresh, sophisticated fragrance.

Nest Fragrances Apricot Tea Classic Candle, \$56, and Apricot Tea Reed Diffuser, \$59



*Taxes are payable on the full purchase price prior to the application of the discount reward. Offer is a reduction off your total pre-tax purchase price of products eligible for point redemption. Points are not redeemable for cash or credit. All other reward levels remain in effect during this promotion. Not to be used in conjunction with any other Shoppers Optimum Points® promotions or offers. Valid Shoppers Optimum Card® must be presented at time of purchase. Shoppers Optimum Points® have no cash value but are redeemable under the Shoppers Optimum and Shoppers Optimum Plus programs for discounts on purchases at Murale. Offer valid in-store from Thursday, April 21 to Sunday, April 24, 2016 only. See Beauty Master for details. Available only at Murale.

EXCHANGE NOW

turn your points into something beautiful



APRIL 21 - APRIL 24

RECEIVE A
\$100
SAVINGS REWARD
THAT'S AN EXTRA \$15
when you redeem 50,000
Optimum Points*

RECEIVE A
\$200
SAVINGS REWARD
THAT'S AN EXTRA \$30
when you redeem 95,000
Optimum Points*

CALGARY SOUTHCENTRE MALL
MONTREAL PLACE VILLE MARIE
VANCOUVER OAKRIDGE MALL

TORONTO THE SHOPS AT DON MILLS
EDMONTON WEST EDMONTON MALL

Murale
by SHOPPERS DRUG MART



CLOCKWISE FROM TOP: ESTÉE EDIT BY ESTÉE LAUDER THE EDIT EYESHADOW PALETTE, \$60, THE EDGIEST MATTIFIED LIPSTICK IN MAROONED, \$26, THE BAREST BLUSH IN EMBER GLOW, \$32, THE EDGIEST KOHL SHADOWSTICK IN BLACK VIPER, \$26, THE EDGIEST UP & OUT DOUBLE MASCARA, \$28, SEPHORA.CA

MOST WANTED

Fresh perspective

In 1946, Estée Lauder began building a cosmetic empire based on the idea that “beauty is an attitude.” Seventy years later, her name-sake brand is expanding again with an innovative sister collection dubbed Estée Edit.

The whopping 82-piece line is divided into categories inspired by distinct attitudes. For an edgy, high-impact look, there’s a 14-shade eyeshadow palette made with black-light technology (it actually glows in the dark!) and a

canary yellow lip product that lightens your favourite lipstick.

On the other end of the spectrum, a nude “no-makeup” collection includes flesh-toned lip liners that are designed to subtly contour the mouth. With products like an overnight “water pack” and an algae-based cleansing bar, the skincare lineup promises to deliver selfie-ready skin.

Model of the moment Kendall Jenner and

Korean It girl and beauty blogger Irene Kim both helped curate the collection. “There are no rules,” said Kim, during a sneak peek of the line in New York, while rocking multi-coloured pastel hair and purple brows tinted with the Edgiest Kohl Shadowstick. So even if you’re not ready to embrace Crayola-coloured eyebrows, this line has the tools you need to take a few risks. Estée would be proud.

—Natasha Bruno. Photography by Kristy Wright



THE AMATEUR NOSE

A chocolatier sniff-drives an almond-based scent

THE NOSE

Dawn Nita, production manager at Soma Chocolatemaker, Toronto

THE SCENT

Prada Les Infusions de Prada Amande, \$175 (100 mL), thebay.com

THE NOTES

Bitter almond, bergamot water, mandarin, star anise

THE VERDICT

“It’s pleasant and kind of sweet—fresh but comforting. The almond takes a back seat to the warm spices and citrus. We use a lot of marzipan (almond paste with sugar); whole almonds are used as garnishes and for texture. Here it’s like the nut is the base of the scent.”



NEWS

IKEA GOES HIGH FASHION

Ikea launched its first ever fashion collab this month, part of a three-part series that will hit stores in waves until September. Menswear designer Katie Eary—who is known as much for her work on Kanye’s Yeezy collection as for her bold patterns and Savile Row tailoring—has amped up Ikea’s tablewear and accessories designs with funky prints. The limited-edition pieces (from \$0.99 coasters to \$89.99 quilt covers) are sure to sell out in the blink of an eye. —Kathryn Hudson

THREE MAKES A TREND RED VELVET LIPS

Matte lips in every shade of red stormed the spring runways, from vibrant coral at Topshop Unique to classic scarlet at Jason Wu. “It’s a modern take on the 1940s,” explained makeup artist Pat McGrath, who created the velvety burgundy lips at Anna Sui. She blended several CoverGirl lipsticks to get the precise shade and applied it with a brush, then wiped it off with a tissue and painted it on again for dense, rich colour. As for the shape: “It’s precise but not too precise. When it’s too precise it looks a lot older.” Soften the very edges with a Q-tip for a flattering look that powers through a big meeting or a dressy night out. —Rani Sheen



ANNA SUI

COVERGIRL COLOR-LICIOUS LIPSTICK IN EUPHORIA, \$12, DRUGSTORES



TOPSHOP UNIQUE

BITE BEAUTY AMUSE BOUCHE LIPSTICK IN PERSIMMON, \$30, SEPHORA.CA



JASON WU

MAYBELLINE NEW YORK VIVID MATTE LIQUID LIPSTICK IN REBEL RED, \$13, DRUGSTORES



ONE-MINUTE MIRACLE

Dear By Terry Cellularose Blush Glacé: You are literally making me blush. A dab of your shimmery tinted gel, as silky as English custard and rose-scented to boot, is enough to transform my office-cubicle complexion into a flushed cast worthy of the most breathless Jane Austen character. You blend easily on top of tinted moisturizer, leaving a subtle watercolour wash that outlasts most romances. I leave you with a quote from *Pride and Prejudice*: “My feelings will not be repressed. You must allow me to tell you how ardently I admire and love you.”

Kisses, Kathryn Hudson

BY TERRY CELLULAROSE BLUSH GLACÉ IN ROSE MELBA, \$58, SAKS.COM

COOL COLLAB SPLASH DOWN

The Kit teamed up with Canadian brand Cougar on a one-of-a-kind rain boot

April showers bring the chance to wear the prettiest of pastels. (That’s the saying, right?) So we linked up with Cougar—Canada’s celebrated boot maker—to design chic puddle jumpers inspired by the fresh tones of mint ice cream and the lush forests of the West Coast. So forget the forecast: You can count on looking cute in these, rain or shine. —Jillian Vieira

Want a pair? Go to thekit.ca/signup and become a The Kit Club member for your chance to win!



Go to thekit.ca/cougar-boots/ to learn more

1. Fashion inspiration: Prada Fall 2015.
2. Lake Moraine in Banff National Park.
3. Fashion editor Jillian Vieira takes the boots for a spin.
4. Mint ice cream!
5. Puddle-testing the guaranteed-waterproof quality.
6. More Prada Fall 2015.
7. Planning the boot design.

FASHION

Making waves

It's time to lighten up and play with texture. Canadian actor Sarah Gadon gets all wrapped up in spring's prettiest ruffles and bows

PHOTOGRAPHY BY NORMAN WONG | FASHION DIRECTION BY JILLIAN VIEIRA

RUNWAY INSPIRATION

Once the flourishes of little girls' wardrobes, bows and ruffles matured this season: trompe l'oeil versions at Gucci, sculptural sleeves at Lanvin and romantic tiered dresses at Balmain



MICHAEL KORS COLLECTION DRESS, \$11,135, MICHAELKORS.COM

HAIR AND MAKEUP BY SUSANA HONG FOR PIM.CA. HAIR AND MAKEUP ASSISTANT, SARAH AMSON FOR PIM.CA/BANG SALON. BEAUTY DIRECTION BY RANI SHEEN. CREATIVE DIRECTION BY JESSICA HOTSON



SHOP THE TREND

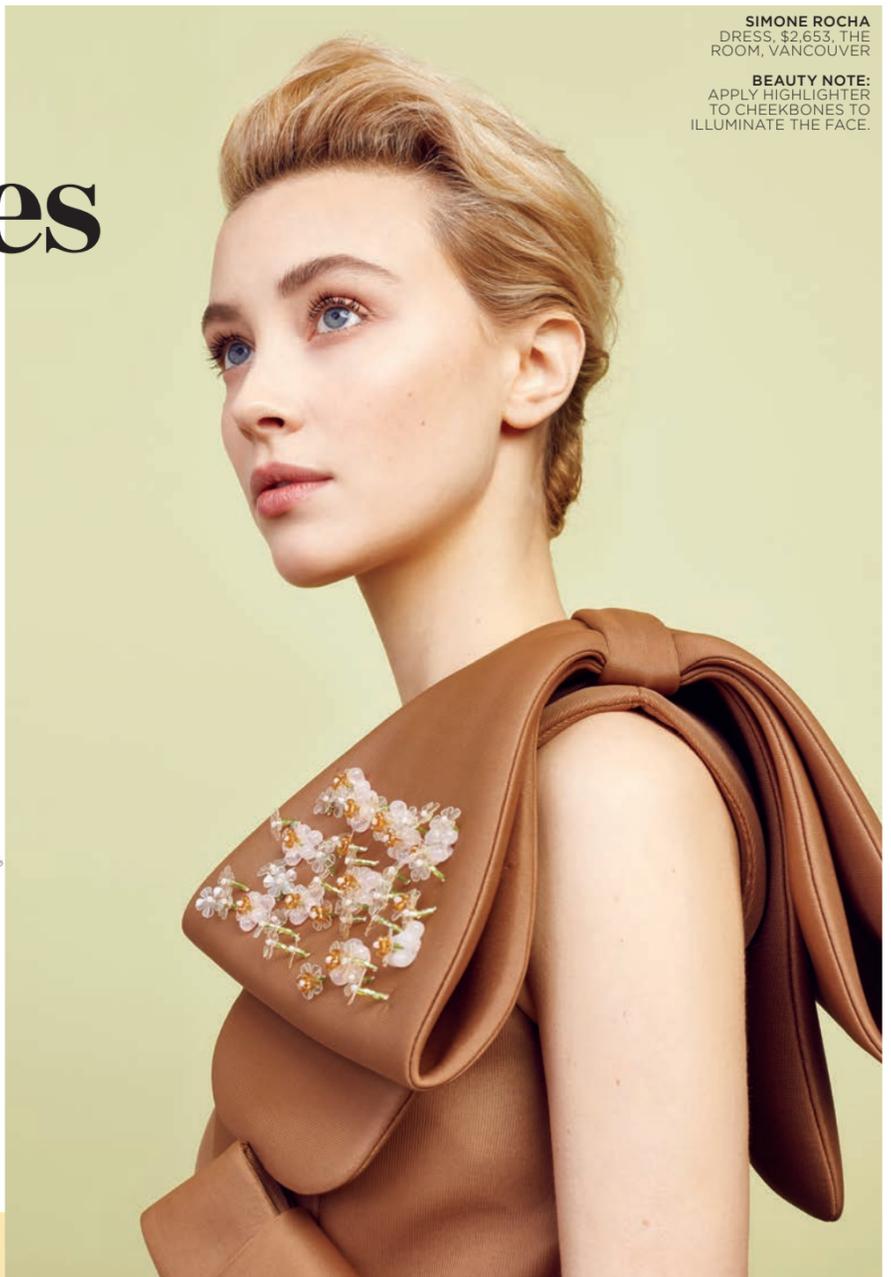
Yes, you can wear ruffles and bows for day. Start with these pieces



1. ANN TAYLOR TOP, \$90, SHORTS \$69, ANNTAYLOR.COM. 2. CLUB MONACO TOP, \$99, CLUBMONACO.CA. 3. SELF PORTRAIT DRESS, \$495, HOLT RENFREW. 4. TOPSHOP TOP, \$110, HUDSON'S BAY. 5. BANANA REPUBLIC DRESS, \$185, BANANAREPUBLIC.CA

SIMONE ROCHA DRESS, \$2,653, THE ROOM, VANCOUVER

BEAUTY NOTE: APPLY HIGHLIGHTER TO CHEEBONES TO ILLUMINATE THE FACE.



N°21 DRESS, PRICE UPON REQUEST, NUMEROUNO.COM

BEAUTY NOTE: MASTER SUBTLE SOPHISTICATED WITH A RAISIN LIP AND DEEPENED BROWS.

BEAUTY SPOTLIGHT

How to recreate Sarah Gadon's romantic makeup looks

 <p>Star shine Highlight the cheekbones and up to the ends of the brows. ILIA ILLUMINATOR, \$40, SEPHORA.CA</p>	 <p>Arch above Brush upwards and darken brows with feathery strokes. KNOW BEAUTY NO BARE BROWS, \$24, SHOPPERS' DRUG MART</p>	 <p>Go deeper For a refreshing alternative to red, choose a raisin lip shade. RIMMEL THE ONLY 1 LIPSTICK IN ONE-OF-A-KIND, \$9, DRUGSTORES</p>	 <p>Outside the lines Try a curve of black liner in the socket for an edgy '60s look. GIORGIO ARMANI SMOOTH SILK WATERPROOF EYE PENCIL IN BLACK, \$29, THEBAY.COM</p>
---	---	--	---

ROCHAS DRESS, \$1,274, ROCHAS.COM. DRIES VAN NOTEN TOP, \$575, HOLT RENFREW

BEAUTY NOTE: THE SEASON'S STANDOUT LINER IS WORN JUST ABOVE THE LID.



ACCESSORY REPORT

Playing by ear

Dramatic danglers, spectacular studs and cool piercings—earrings are spring's loudest jewellery trend



PHOTOGRAPHY BY LUIS MORA. HAIR AND MAKEUP BY SHERI STROH FOR PLUTINO GROUP/ BITE BEAUTY. HAIR AND MAKEUP ASSISTANT, ROMY ZACK FOR PLUTINO GROUP

GODRAMATIC: Take shoulder-grazers for a spin, as seen on these five DJs

Misty Hill, 32

Spinning retro funk and soul by night, Hill spends her days working at a women's shelter in Toronto. "Work can be really stressful. DJing gives me balance," she says about her late-night gig. "It's a good release to plug into music and make people dance."

A PEACE TREATY EARRINGS, \$195. APEACETREATY.COM

Serena Passion, 25

When she's not working at her digital-advertising job, Passion can be found either bartending or DJing on weekends—the latter of which has its downside. "When you lose the crowd, you feel like you're being dumped," she says, with a rueful laugh.

JENNY BIRD EARRINGS, \$75. JENNY-BIRD.COM

Kirsten Azan, 25

Azan got into DJing after working in event programming with non-profit organizations and struggling to book the right DJ. "I wasn't finding anyone breaking the rules in a way I thought was cool, so I started DJing myself," she says.

EDDIE BORGO EARRINGS, \$390. NORDSTROM.COM

Aneela Qureshi, 31

Qureshi, who has a busy roster of gigs, co-founded Yes Yes Y'all, a queer hip hop jam in Toronto. "That's the most important project to me because it speaks to a marginalized group. We wanted to throw something in a safe space," she explains.

SORELLE EARRINGS, \$159. SORELLENYC.COM

Anna Wiesen, 28

To Wiesen, a great set keeps partygoers on their toes. "You can't play all the hits at 10 o'clock," she says. If she's not spinning, Wiesen is helping fellow creatives via the agency she co-founded, Young Lions Music Club.

—*Veronica Saroli*

DAVID YURMAN EARRINGS, \$2,750. DAVIDYURMAN.COM. **BANANA REPUBLIC** TOP, \$62. BANANAREPUBLIC.COM

SHOP THE TREND

Designers turned up the volume on earrings this season, showing bold hardware that hung shoulder-long at Gucci, Emilio Pucci and Oscar de la Renta. We heard the message loud and clear: Deck out your lobes in dramatic danglers for a take on the season's catchiest look.



BANANA REPUBLIC EARRINGS, \$62. BANANAREPUBLIC.CA



H&M EARRINGS, \$13. H&M



JOOMI LIM EARRINGS, \$160. JOOMILIM.COM



J.CREW EARRINGS, \$85. JCREW.COM

GO DELICATE: Try the curated ear, inspired by Hollywood's style set

Before the recent runway shows kicked off in New York, the fashion flock prepped for their street-style shots by adding new hardware to their already well-populated earlobes. "Everyone's trying to outdo each other and tweak their look a little more each time," says J. Colby Smith, a piercer at New York Adorned, whose clients (80 per cent designers, editors and models, by his estimate) are drawn to his signature deli-

cate facial jewellery. "It's a cool way to customize your look."

While the upper ear used to be the go-to piercing, trendsetters like Kate Moss are doubling down on bijoux—and the rest of us are taking notice. "Social media has become a big thing for piercing—we get a lot of people coming in with photos saying they want it just like this," says Kaleb Takacs, a piercer at Black Line Studio in Toronto. "But we have to modify it differ-

ently for each person because everyone's ears aren't the same."

Getting pierced can be a commitment, requiring time and patience (and yes, some pain). Most piercers will do only two or three at a time to allow for healing. "It takes a couple of years to get the ear curated to that perfect state," admits Smith. Get started with our guide to trying the trend with the prettiest piercings around. —*Kristen Vinakmens*.

1. The entry level: Helix

As seen on: Jennifer Aniston

The outside rim of the ear is a fairly easy entry point to piercing, says Takacs, who does five to 10 of these a week. Though this is cartilage territory, which can take longer to heal, it heals more quickly than other cartilage piercings.

Pain factor: 2 out of 10

2. The healer: Daith

As seen on: Zoë Kravitz

This pretty inner-cartilage piercing is Smith's favourite. "It's unexpected, and it can be super conservative or more grungy depending on the jewellery," he says. It's thought to prevent migraines by stimulating pressure points, like acupuncture does, although there's no scientific evidence to back it up. If your inner ear fold is too shallow, though, the daith isn't for you.

Pain factor: 3 out of 10

3. The social star: Forward Helix

As seen on: Kylie Jenner

Pinterest has driven the popularity of piercing the rim just above the ear canal, in particular with a triple-forward helix (a line of three studs), says Takacs. But the area can be tricky to pierce because it's such a small space, depending on your ear shape.

Pain factor: 4 out of 10

4. The upgrade: Lobe

As seen on: Kate Moss

Most ears can accommodate three or four holes in the soft tissue of the lobe. Try a "high" or "third hole" lobe piercing, says Smith. "It's further away from the first hole, so it's a little more edgy." Though it's a common spot to pierce, it's not necessarily that comfortable. "In all honesty, I think lobes are more painful than cartilage," says Smith.

Pain factor: 5 out of 10



5. The rising star: Conch

As seen on: Nikki Reed

Sitting in the middle of the ear, the conch piercing is increasingly popular, partly because it's often done with higher-end gold or diamond jewellery. This one can be uncomfortable for a couple of months, especially while sleeping.

Pain factor: 7 out of 10

6. The individual: Rook

As seen on: Ruby Rose

This is less common because it's awkward to reach and you need a sharp edge above the ear canal to accommodate it. It heals more quickly because it's partly protected by the surrounding ear.

Pain factor: 8 out of 10

7. The all-rounder: Tragus

As seen on: Rihanna

Smith describes this as edgy yet classic. "It's easy to get away with, no matter your age—you could be 18 or 80," he says. But it requires more healing time. "You're not going to be wearing earbuds for a while," says Takacs.

Pain factor: 9 out of 10

STUD CITY: WHAT TO PUT WHERE

FORWARD HELIX: J. COLBY SMITH EARRING, \$60. JCOLBYSMITH.COM

HELIX: CLAIRE'S EARRING, \$12. CLAIRE'S.COM

ROOK: BEAUFILLE EARRING, \$176. JONATHAN+OLIVIA.

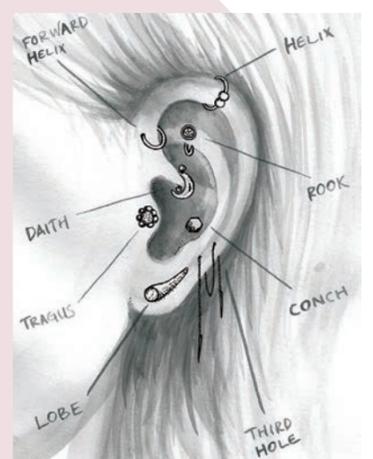
CONCH: BIKE EARRING, \$45. ILOVEBIKO.COM

THIRD HOLE: CATBIRD EARRING, \$130. CATBIRDNYC.COM

LOBE: JENNY BIRD EARRING, \$52. JENNY-BIRD.COM

TRAGUS: ANZIE EARRING, \$690. ANZIE.COM

DAITH: WASSON FINE EARRING, FROM \$560. WASSONFINE.COM



HOW TO TAKE CARE OF PIERCINGS

Sleeping, brushing your hair and taking your T-shirt off are all potential hazards for two to four months after piercing. Cartilage piercings take longer to heal than the lobe studs you got in grade school, and they're a little fussier. Here's how to ease the process.

1. Swap your pillow "Sleeping is the number one problem," says Smith, who advises laying your head on a travel pillow, keeping your ear over the hole in the centre. Takacs suggests putting on a bandage overnight and keeping long hair tied up.

2. Keep it clean Wash the piercing twice a day, wetting it before you gently scrub to avoid breaking the scab and reopening the wound. Sea

salt solution is the industry standard, but Smith prefers using water and Dr. Bronner's Pure Castile Liquid Soap, as it has an oil base (the moisture helps with healing). "Never use alcohol or peroxide," he says.

3. Calm it down While infections are fairly rare, if your piercing does get irritated or raised, Smith advises putting a chamomile tea bag in hot water and placing it over the hole once a day for a week.

4. Dress it well Always use jewellery made with high-quality, hypoallergenic materials, such as yellow gold, white gold, rose gold or surgical steel.

5. Let it be Repeat after us: No touching!

SPOTLIGHT

Skin deep

Continued from cover

Now, the latest beauty wave is going even deeper: skincare that promises to deliver spiritual meaning along with a dewy complexion—the perfect antidote for a generation used to being sold disposability and temporary fixes. One such skin whisperer is Mimi Young, a Vancouver shaman and founder of Trimaran Botanicals skincare, who felt a spiritual connection to nature and began using plants to bridge the gap between this realm and the other. Young takes a ritualistic approach, infusing mantras and messages from plants and crystals into her new line of handmade vegan serums and moisturizers.

Even if you're not particularly spiritual, Young believes you'll be touched by her approach. "If someone is attracted to a product and wants to use it for outer change, they will be affected and reap the benefits of it," she says. "A product that was made toxin-free, filler-free and with the purest biodynamic ingredients will naturally—pun intended—nourish and purify your skin, and it won't take long for you to feel and see that."

Negin Niknejad, an Usui Reiki practitioner and facialist who tends to New York fashion insiders at her NoMad studio, adheres to the same philosophy. Her treatments incorporate crystal therapy along with exfoliation, masks and massage using her all-natural Just Be skincare line. Niknejad is no bandwagon-jumper, having spent her childhood immersed in the holistic healing system of Atari, an ancient Persian medicine, before taking up reiki in 2003 and continuing to study

it along with meditation, herbal medicine and Ayurveda. "I think once anything is applied truthfully and from the heart, then it is already spiritual and natural," says Niknejad. "When we apply nature to beauty care, it's something that our body already recognizes. Everyone has the power to feel. I think it's just a matter of what we are attracted to and what works best for us."

Explained this way, the rationale behind these products is simple and beautiful. But as the trend takes hold, it could easily become just another marketing tool—and that's scary if you take holistic healing seriously. "To take advantage of reiki simply to promote or sell something is truly unconnected," says Toronto reiki master Kim Cass. She's skeptical that a spiritually marketed body oil can do much for us without investment in the philosophy behind it. "If there isn't a belief in the benefits of these products and the healing path they have the ability to take you on, then I would certainly hold some doubt for your journey."

But everyone's journey is different. Applied in the spirit of self-care, *all* beauty products can provide holistically nourishing results—if you find peace of mind with a great liquid eyeliner, it's no less meaningful than a serum that has been formulated according to ancient healing rituals. And like my tarot cards themselves, spiritually marketed products can't stand alone. I believe in the cards I draw, but I've still got to play my part in the other facets of my life in order to reach my potential—and get epically glowy skin.



SHOP THE TREND

Stack your beauty deck with these celestial concoctions

An "ancient empiric formula" made with goji and schizandra berries, which you add to liquid and drink; it promises to calm the nerves and assist in collagen production.



MOON JUICE BEAUTY DUST, \$72, URBAN OUTFITTERS



A powder cleanser made with ground almonds and quinoa and "energized with reiki, crystals, positive words and music."

JUST BE DAILY CLEANSER, \$65, JUST-BESKINLINE.COM



A blend of almond, sesame and coconut oils meant to be used as part of a daily massage and meditation to calm the mind.

SAHAJAN RITUAL BODY OIL, \$55, SAHAJAN.COM

Blessed moisturizer with ylang ylang and *Helichrysum italicum* plant extracts to help skin achieve "overall well-being and satisfaction."



TRIMARAN BOTANICALS FACIAL CREAM, \$118, TRIMARANBOTANICALS.COM



Petit grain, orange and geranium essential oils blended to balance the sixth chakra, which governs "intuition, imagination and perception."

AVEDA CHAKRA 6 BALANCING BODY MIST, \$42, AVEDA.CA



A scent blend of bergamot, labdanum and neroli said to be "grounding" and help one find "the wildness of the soul."

INTELLIGENT NUTRIENTS SEEK SPIRIT ESSENCE, \$128, INTELLIGENTNUTRIENTS.CA

PHOTOGRAPHY: ISTOCKPHOTO (MAIN)

STONEWALL KITCHEN

STONEWALL KITCHEN
Creators of Specialty Foods

Roasted Garlic Aioli
À l'ail rôti
314 mL

Lemon Herb Aioli
Aioli herbes et citron

Maple Bacon Aioli
Aioli à l'orange et au bacon
314 mL

IMPORTED & DISTRIBUTED BY

GOURMET TRADING CO.
In Search of Excellence
Established 1990

Imported & Distributed by Gourmet Trading | For a retailer near you, contact (888) 482-3278

MADE IN MAINE

STONEWALLKITCHEN.COM

BEAUTY CHALLENGE

Prize fight

Associate beauty editor **Natasha Bruno** puts a drugstore contender into the ring with a luxury champion. Who will take home the beauty belt?

I get a little flutter of joy every time I pull out a Chanel gloss or Dior blush from my makeup bag. I'm not sure if it's the sumptuous packaging, the famous logos, the delicate scents or the satisfying click when the lipstick tube closes. I'm lucky enough to test out all kinds of products as part of my job, but real talk: As someone on a budget, when it comes to spending my own cash, I more often save than splurge. Each time I score a great drugstore beauty buy, I wonder just how much of a gap exists between cheapie and prestige, anyway. So when I discovered the relaunched Joe Fresh Beauty line and the spring Tom Ford collection, I decided to try two diametrically opposed makeup budgets for a week each and see what the differences were for myself. Let the beauty battle begin.



HEAVY HITTERS
Your spring makeup arsenal, whatever your beauty budget

SPLURGE

- LA PRAIRIE** SKIN CAVIAR CONCEALER FOUNDATION, \$270, HOLTRENFREW.CA
- KJAEER WEIS** DAZZLING BRONZER, \$76, THEDETOXMARKET.CA
- BYTERRY** TERRYBLY MASCARA IN PARTI-PRIS, \$68, SAKS.COM
- CHANEL** LA PALETTE SOURCILS IN BRUN, \$60, THE BAY
- CHRISTIAN LOUBOUTIN** ROUGE LOUBOUTIN VELVET MATTE COLOUR, \$115, HOLTRENFREW.COM

SAVE

- NYC NEW YORK COLOR** GET IT ALL FOUNDATION IN NATURAL BEIGE, \$6, DRUGSTORES
- RIMMEL LONDON** KATE SCULPTING PALETTE, \$11, WALMART.CA
- COVERGIRL** PLUMPIFY BLASTPRO MASCARA, \$10, DRUGSTORES
- ESSENCE COSMETICS** SMOKEY 2 IN 1 KOHL EYELINER, \$5, SHOPPERS DRUG MART
- HARD CANDY** VELVET MOUSSE LIP IN TULIP, \$8, WALMART.CA

IN THIS CORNER: TOM FORD



Base camp The bronzing primer punches well above its weight, acting like a tinted moisturizer and delivering a sheer golden veil that easily smooths out my complexion. And, when it's teamed with the game-changing concealing pen (the sponge tip makes application incredibly easy and fast), I find I can skip foundation altogether.

Eyes on the prize You can't mess up with the rich metallic cream eyeshadows. I use my fingers to blend them into my lids, and they deliver lustrous pigment. Perfect for tightlining, the super-skinny liner lets me get right into my waterlines. The black makes my eyelashes look instantly thicker, and the gold is a gorgeous eye brightener when applied along the lower lash line. Checking off a laundry list of wants (length, definition, thickness), the super-black water-resistant mascara creates some seriously lush fringe.

Arch away At first, I'm digging the angled tip of the twist-up Brow Sculptor crayon, but after a while, the tip dulls and I'm not able to sharpen it

enough to get the precision point my patchy arches need. No dice.

Flush fest What you see is what you get. The powder blush adds a rich, iridescent rose-gold wash of colour to my cheeks for a softly contoured look. When I add the peachy-pink liquid illuminator just above my cheekbones, on my temples and cupid's bow, I get a cocktails-on-the-beach-at-sunset glow.

Lip service This click pen starts out as an ultra-glossy lip lacquer with an angled, sponge-tip applicator that lets me fill in my lips with knock-'em-dead berry shine. After a few hours, it fades into a stain. Obsessed.

The verdict Powerful colour payoff, an innovative lip formula and a primer that lets me skip foundation—minus one lacklustre brow crayon, Ford is a force to be reckoned with.

THE TOM FORD TALLY

1. BRONZING PRIMER IN RESORT TO PLEASURE, \$85. 2. CONCEALING PEN IN MEDIUM DEEP, \$52. 3. CREAM COLOR FOR EYES IN SPHINX, PLATINUM AND CAVIAR, \$50 (x3). 4. HIGH-DEFINITION EYE LINER IN BURNISHED GOLD AND BLACK, \$48 (x2). 5. ULTRA LENGTH MASCARA IN ULTRA RAVEN, \$50. 6. CHEEK COLOR IN LOVE LUST, \$66. 7. SKIN ILLUMINATOR IN FIRE LUST, \$83. 8. BROW SCULPTOR IN EXPRESSO, \$50. 9. PATENT FINISH LIP COLOUR IN EXPOSED, \$63. ALL AVAILABLE AT HOLTRENFREW
- = \$695**

IN THIS CORNER: JOE FRESH



Base camp The illuminating liquid primer lives up to its name, delivering a shimmer that's visible even when layered under makeup.

The medium-coverage liquid foundation does a good job of evening out my skin, but there's no exact colour match for my skin tone in the four-shade offering, so I have to mix two (making it less of a bargain). The high-coverage concealer would be a great sleepless-night cure, able to camouflage bags and blur out blemishes, but again, all three shades are too light.

Eyes on the prize The felt-tip mini marker eyeliner makes my feline flick a breeze, and later in the week, the creamy purple kohl liner stays put during an intense workout. The trio of neutral shadows comes with a helpful chart for smoky-eye newbies, but it requires a few heavy-handed swipes to get the colour coverage to date-night intensity. The argan-oil-infused mascara with fine-tooth brush allows me to reach and define every lash, top and bottom.

Arch away Every morning, I spend a few minutes filling in my patchy

eyebrows, so a good brow pencil is an absolute must-have. I'm obsessed with this pencil's fine, pointed tip because it lets me create the illusion of tiny hairs.

Flush fest The deep rose powder blush really warms up my complexion. The highlighting powder is too light for my skin, but when I really blend it in above my cheekbones, it works.

Lip service A shade darker than my natural lip colour, the lightweight rose-gold liquid lipstick could totally become my fail-safe nude lip.

The verdict Major points for well-designed mascara, long-wearing liners and beautiful liquid lip colour, but I'd appreciate a bolder punch of pigment and a wider range of shades to accommodate more complexions. Obviously, the prices can't be beat.

THE JOE FRESH TALLY

1. ILLUMINATING PRIMER IN CHAMPAGNE, \$16. 2. LONG WEAR SPOT CONCEALER IN MEDIUM, \$12. 3. HIGH-LIGHT POWDER IN LUSTER, \$8. 4. DAILY BOOST FLUID FOUNDATION IN SAND AND ALMOND, \$18 (x2). 5. HYDRA LASH NOURISHING MASCARA WITH ARGAN OIL, \$12. 6. EYESHADOW TRIO IN NEUTRALS, \$10. 7. PRECISION LIQUID EYELINER IN BLACK, \$8. 8. 8 HOUR KOHL EYELINER IN PLUM, \$8. 9. BROW PENCIL IN BROWN, \$8. 10. BLUSH IN HYDRANGEA, \$6. 11. LIP VEIL IN HYDRANGEA, \$12. ALL AVAILABLE AT SHOPPERS DRUG MART
- = \$136**

PROFILE
DREAM ON

Meet designer **Rosie Assoulin**, fashion's next big thing

BY CARLY OSTROFF

Rosie Assoulin is a rising fashion star, but she needed a push to launch her own label. "It's funny to think your dreams can come true," muses Assoulin. Lively and candid in person, Assoulin is wearing one of her own architectural off-the-shoulder tops for a trunk show appearance at The Room at Hudson's Bay in Toronto.

Funny or not, the 30-year-old designer realized her dream when she launched her New-York-based namesake label three years ago, after briefly studying at Fashion Institute of Technology and then interning for influential labels like Oscar de la Renta in New York and Lanvin in Paris. It was an aspiration she had been denying for years, until two close friends inspired her to go for it. First, pal Leandra Medine started the smash hit blog Man Repeller. Then in 2012, her friend Claire Distenfeld opened an avant-garde Upper East Side boutique called FiveStory. "Claire came out of nowhere, in the fashion world, and created this amazing concept," Assoulin says. "It's inspiring just to be around."

If you've scrolled through Instagram, you've likely seen both women wearing Assoulin's designs. "I feel like they sort of swept me off into their air, and I was just happy to breathe it," she explains.

From the beginning, Assoulin's structured daywear and statement-making eveningwear resonated because of her thoughtful approach. Spring 2016 is no exception. "It was inspired by so many things: activewear, swimwear, pyjamas and negligees," explains Assoulin. "But wearing them on the outside and layered in a way that's not very exposed—still very covered and has a sort of integrity—but there's sensuality. In summer, there's skin everywhere, so sometimes not showing as much is appealing."

That thoughtfulness balanced with practicality is becoming one of the emerging designer's signatures. "When you get down to the nuts and bolts, there's a business," she concludes. "It's not just dreams sewn together by sheer will."



Looks from Rosie Assoulin Spring 2016.



Leandra Medine in the spring collection.

"Personal style is something people try to write books about and break into a science, but it's just one of those special things that has its own magic."
—Rosie Assoulin



Fashion legend Oscar de la Renta with models in 2015.

Mentor moment

Assoulin's flair for modern luxury was inspired by her time spent working with the master of glamour, Oscar de la Renta. Here she remembers his influence.

"I was very young at the time, and I still very easily can look back in my mind and connect with the feelings that I had there. What a special energy he brought to the world of fashion: There was humour and elegance. He wanted women to feel like their best selves. The second that you zipped up, you felt that right away. It was cool to see that message transmitted through inanimate objects. I remember when I was there, every little ribbon, every little pleat, every little drape, went through his hands. There was an authenticity, an integrity, a sort of joyful expression of fashion, colour and women. I sometimes go back and mine those feelings when I feel a little dated, and reconnect to them."

THE KIT

Editor-in-Chief
Laura deCarufel
@Laura_deCarufel
@LauradeCarufel

Creative Director
Jessica Hotson
@jesshotson

Executive Editor
Kathryn Hudson
@hudsonkat

Beauty Editor
Rani Sheen
@ranisheen

Fashion Editor
Jillian Vieira
@JillianVieira

Managing Editor
Eden Boileau
@lilyedenface

Associate Beauty Editor
Natasha Bruno
@Natashajbruno

Assistant Digital Editor
Carly Ostroff
@carlyostroff

Assistant Editor
Veronica Saroli
@vsaroli

Assistant Art Directors
Sonya van Heyningen
@svanh7

Kristy Wright
@creativewithak

Designer
Amber Hickson
@amblynncreative

Publisher, The Kit
Giorgina Bigioni

Associate Publisher
Tami Coughlan

Project Director, Digital Media
Kelly Matthews

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

The Kit is Canada's 360⁺ beauty and style leader
(c) 2016, The Kit, a division of Toronto Star Newspapers Limited.



President, Star Media Group
John Cruickshank

Editor-in-Chief, Toronto Star
Michael Cooke

SHAPE IT.

THIS UNIVERSAL SHADE, 4-IN-1 BROW FIXER IS BUILDABLE TO ACHIEVE THE COLOUR AND LOOK YOU WANT.



www.**Know**COSMETICS.com
It works *beautifully*.