

# THE KIT

**THE HAIR ISSUE:** *The new fashion-girl cut, Hailey Baldwin's colour secrets and products to flip your lid over*



## TIMELESS BEAUTY

*Julianne Moore has an exciting film at TIFF, a passion for philanthropy and a fresh approach to beauty. As we recently discovered, she's also really, really sweet*  
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**PROFILE**  
**EYES ON PETRA**  
*With clients including Gucci and Selena Gomez, Toronto-raised photographer Petra Collins is taking on both high fashion and pop music*

BY RANI SHEEN

In Petra Collins's latest work—definitely her most high-profile project yet—pop princess Selena Gomez is shown taking an eyelash curler to her tongue, crawling across a candlelit dining table and eating a bar of soap in the video for her song “Fetish,” which Collins directed. It’s a shockingly intimate and off-kilter portrayal of someone who until recently has appeared to be the pinnacle of controlled perfection. But that’s nothing new in the “proud Canadian” artist’s work: Gomez aside, Collins is best known for being kicked off Instagram in 2013 for posting a photograph of herself with—horror of horrors—an unshaven, down-right curly bikini line. Her oeuvre is mostly honest, unapologetic depictions of the private feminine experience via portraits of the young women around her.

“I don’t love the male-female [muse] dynamic because that’s just using the muse as an object,” Collins says when we meet in New York. “I’m obsessed with using a muse as something that really influences you emotionally and changes the way a photo is taken. That tells her or his or whoever’s own story.” From the beginning, her primary muse has been her younger sister, Anna. “She’s another strong and powerful woman that I really look up to. She’s so maternal for me. I’ve sort of lived her life with her, and also lived her life in photos.” *Continued on page 6*

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FALL  
2017MELISSA'S *Musts*

A little bit of lace with a little bit of floral is giving me a lot of folkloric feels (aka one of the biggest trends of the season).  
**Foxiedox, MENDOCINO**



Feathers and jewel detail . . . go ahead . . . you have my attention.  
**NINE WEST**



Enjoy the scenery!  
**MSGM, TNT THE NEW TREND**



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**RON WHITE**



PUTTING YOUR FALL LOOK TOGETHER? REVIEW... AND GET SHOPPING! MELISSA'S MUSTS ARE YOUR ESSENTIAL STYLE EDIT DIRECT FROM FASHION INSIDER, MELISSA EVANS-LEE, BV MARKETING DIRECTOR, FASHION AND LIFESTYLE EXPERT. MELISSA IS WEARING: *Buby's* top, **SANDRO** | Chanel sunglasses, **MONET OPTIQUE BY CHANINNI**



There's a reason pink is one of the hottest hues . . . it looks amazeballs on EVERYONE!  
**BANANA REPUBLIC**

Get in my closet!  
**RIANI**



I'm dating myself here but I had a jacket in the early 90s with very similar sleeve detail. Loved it then and love it now.  
**Smythe, ANDREWS**



Already in my closet; ready and waiting.  
**Jeffrey Campbell, CAPEZIO**



If anyone's going to be left holding the bag, I hope it's me.  
**Giorgia & Johns, SANDRO**

I'm talking from experience here, do NOT wait until an occasion pops up to go looking for a cocktail dress. Pick up fabulousness the moment you see it.  
**BRIAN BAILEY**



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MOST WANTED

# Artful touch

In school, group projects were always the worst. Varying levels of commitment, conflicting schedules and too many cooks tended to derail the best of ideas. But that hasn't stopped the group of Toronto (and one Winnipeg) women behind Voir, a new Canadian hair brand offering a tightly edited collection of styling products made with plant-based active ingredients, eco-friendly packaging and carefully composed scents. With backgrounds in cosmetic chemistry, graphic design, marketing and e-commerce (and experience working for brands like

Sephora, Urban Outfitters, Net-a-Porter and Bloomingdales), the group has pooled their collective skills to produce a moisturizing hair mask and texturizing styling foam manufactured in Montreal, and a dry shampoo and rosehip- and avocado-rich hair oil made in Toronto. Each product is clothed in its own abstract artwork, painted on canvases and rendered onto the tubes and bottles by two of team Voir's more artistic members. The result: an aesthetic treat for both hair and dressing tables. —Rani Sheen. Photography by Amber Hickson



VOIR RHYTHM OF THE RAIN HAIR MASQUE & SCALP DETOX, \$45, SECRETS IN THE SNOW SOFT STYLING FOAM, \$35, A WALK IN THE SUN LUXURY HAIR OIL, \$55, VOIRHAIRCARE.COM

## NEW GUARD

This season, a few fresh approaches to showcasing—and celebrating—Canadian fashion brought a renewed vigour to the industry and fans alike. Here, a few looks from the Spring 2018 shows that really wowed.



THE KIT  
CANADIAN  
FASHION  
PROJECT

**Maram**  
**Seen at:**  
**RE\SET 002**  
Stripes are practically a spring season given, but this ultra-sexy, '70s-era take by Maram Aboul Enein—Egypt-born, now Montreal-based—takes it to a whole other level.



**Hayley Elsaesser**  
**Seen at: Toronto Fashion Week**  
Toronto-based Hayley Elsaesser is praised for her bold and quirky prints (just like this work-appropriate get-up) but she gets extra kudos for her inclusive runway presentation of every shape, ethnicity and ability.



**Wrk Dept**  
**Seen at:**  
**RE\SET 002**  
Montreal's Andy Long Hoang and Tinashe Musara have the best chance of hitting the big time with their refined-but-out-there designs. Case in point: this coat-corset combo, which has the makings of Paris runway standout.

### THE KIT X INFUSIUM 23®



## Infusium 23® Moisture Replenisher Collection

The Kit asked readers to tell us about their hair after taking the Infusium 23® Moisture Replenisher collection for a test drive

With nourishing avocado and olive oil, the Infusium 23® Moisture Replenisher Shampoo, Conditioner and Leave-In Treatment help treat the dullness and dryness that's inevitable in the coming autumn months. The three-step process helps cleanse, strengthen and provide vital moisture, leaving you with silky-soft hair and sealed-in shine.

### Here's what *The Kit* readers had to say:

**Lightweight** "Both the shampoo and conditioner felt smooth and silky. They felt light, both in my hand and in my hair, which is a refreshing change to the heavier products on the market." —Jane B.

**Fast-acting** "I was able to see after one use of the whole collection that it had made a difference. My hair felt so soft after it had dried and it had a little bit less frizz." —Brenda P.

**Frizz-fighting** "I especially love the Leave-In Treatment,

which does what it claims by reducing frizziness and fly-aways. It also made the blow-drying process shorter, which is fabulous." —Zina D.

**Moisturizing** "My favourite quality was the amount of moisture the products gave my hair. I have curly, dry hair and after using the collection I have noticed a vast improvement. Thanks Infusium23; you have a new customer!" —Christina M.

**Softening** "All in all, the change in my hair from dry to softer, and from

fine to fuller, is the best feature of these products." —Christine H.

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RE\SET™ 002 AT THE GREAT HALL, H&MU BEAUTYBOUTIQUE BY SHOPPERS DRUG MART, PHOTOGRAPHER ADAM ZIVO

beautyBOUTIQUE™ was the proud exclusive partner of RE\SET, featuring the best in Canadian fashion.

Our team of artists created on-trend looks backstage that amped up the style message on the catwalk of our country's top designers

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Some celebrities don't bother standing to greet you when you enter the interview room. Some don't even look up from their phones. Julianne Moore shoots up as soon as I step through the door, a flash of white teeth and black Givenchy as she rushes around a comically long table to shake my hand. The Oscar winner's bubbly warmth is as surprising as her cheery review of Porter Airlines, despite having been stuck on the tarmac in a queue of 30 planes the night before. Moore is in town for the Toronto International Film Festival, where she's promoting her role in the George-Clooney-directed *Suburbicon*, and as a spokesperson for L'Oréal Paris, one of the fest's major sponsors, helping to launch the brand's new Lash Paradise mascara. Within moments of chatting with her, it becomes clear that Moore wields her star power for good.

**What initially drew you to *Suburbicon*?** "It's based on something that really happened in Levittown, Pennsylvania [in 1959]. An African-American family called the Myerses moved into an all-white neighbourhood, and there were riots. This real-life incident is depicted in the movie. Of course, when we were shooting it last fall, we had no idea that something like Charlottesville would happen a year later."



Effortless elegance, clockwise from top: Julianne Moore at Tom Ford; on the TIFF circuit; hanging with *Suburbicon* director George Clooney.

**What appealed to you most about your role?** "Well, I play two people—twins. Getting to play the two parts and working with George and Matt [Damon] on something that had a very political message that is wrapped in entertainment was great. I really admire how George does that. I'm inspired by what an ethical person he is—that he cares and wants to communicate that."

**As one of Hollywood's most iconic women, do you feel a similar ethical responsibility?** "Oh my goodness, I don't think of myself as an iconic individual. I do think that the one responsibility that I have when talking to a publication or doing a talk show is to try to be as authentic about my experience as a woman as I can. I talk about what my work means to me, what my family means to me, what my friends mean to me, how things have changed at different places in my life. For me, one of the important things has been to talk about that evolution. What you care about most changes from time to time. A woman's life is not static."

**There's also a certain responsibility that comes with being a makeup spokesperson. What kind of message do you want women to know about beauty?** "It's a construct [laughs]. It sounds so silly, but it's everything that your mother ever said to you: Pretty on the inside is pretty on the outside. After you spend time with people, it's almost like you stop seeing what they look like—think about the people you love the most and how hard it is sometimes to see their face because you are so used to seeing and feeling *them*. So know that it is an expression of who you are on the inside."

**How does being a mother to a teenage girl affect the way that you think and talk about beauty?** "The minute you

have a child—not just a teenage girl, but boys and girls from birth onwards—you are aware of how everything you say and do affects them and how they are looking at you. For me, the important message to communicate to them was that they were perfect as they were, that there was absolutely nothing about them that I would ever want to change. Anything that is negative about what things look like is stuff that you want to eliminate from your vocabulary—this idea that somehow someone is not physically enough."

**What issue do you hope will be gone by the time your kids are parents themselves?** "I don't know that it will be gone, but Ai Weiwei just made a movie that was in Venice [at the film festival] about the global refugee crisis—I didn't see it but I read about it in an interview, and the interviewer was asking him, 'How do you solve it?' And he said, 'I don't know; I don't think anybody knows, but it's time for us to start thinking globally.' I think all of us, within our nations, have issues of separateness and tribalism, but across the globe, how do we stop thinking of ourselves as from this country or that country? How do we start thinking of ourselves as mankind and treat each other that way?"

**What philanthropic cause is close to your heart right now?** "I'm a head of an organization called the Everytown Creative Council [which is part of] Everytown for Gun Safety. I felt due to the proliferation of gun violence in the United States, I couldn't stand by anymore. So I went to them and I said, 'What can I do?' and tried to get a group of actors around me who were willing to speak out about it. That has been my biggest thing."

**L'ORÉAL PARIS VOLUMINOUS LASH PARADISE MASCARA IN BLACKEST BLACK, \$14, DRUGSTORES**



Julianne Moore chats with co-star Matt Damon at the *Suburbicon* TIFF press conference.

CELEBRITY

# TIFF trend report

The starriest looks from this year's red carpet



TREND: METALLIC

Sparkle is always a favourite option for the A-list; this year's high-shine looks are particularly fashion-forward. From left: Jessica McNamee in Maria Lucia Hohan; Jennifer Lawrence in Sally LaPointe; Natalie Morales in Lexi Clothing.



TREND: RED

The season's It colour showed off its surprising versatility: It looks equally impactful on a gown, a midi skirt or a notice-me top and shorts combo. From left: Elisabeth Moss in Rochas; Jessica Chastain in Zubair Murad; Maisie Williams in Monica Vinader.

NOTICED: THE EXTREME SIDE SWEEP

Go deep or go home—these celebs prove the power of a winning part



From left: Evan Rachel Wood, Tatiana Maslany, Rachel McAdams, Margot Robbie, Helen Mirren, Priyanka Chopra.



TREND: WHITE

Classic white gets a modern revamp. Let's hear it for a monochromatic look that requires only statement earrings to make the jump to formalwear. From left: Emma Stone in Tom Ford; Rachel Weisz in Dolce & Gabbana; Angelina Jolie in Givenchy.





FIRST PERSON

# Fashion cuts

Assistant editor *Veronica Saroli* attempts to join the ranks of the coolest Alexander Wang models with a runway-inspired haircut

PHOTOGRAPHY BY SHALAN AND PAUL

formations executed by star hairstylist and Redken global creative director Guido Palau’s scissors before Alexander Wang’s Fall 2017 show. “We overdosed on colour last time,” Palau said backstage, referring to the peroxide-doused Spring 2017 show. “It’s more about the cuts this time.” He had sheared a handful of the bravest models’ locks into choppy shoulder-to ear-length shapes carefully designed to suit their personalities, and styled them with a waxy, tousled finish. I instantly became obsessed with the three-pronged blunt bob Palau whipped up for Australian model Charlee Fraser (below, far right), which proved fortuitous for her career:

There are models with tanned limbs, pretty faces and flowy tresses ready to be waved and braided at a designer’s whim. And then there are models with striking features who can be recognized by a haircut—Linda Evangelista with her sleek bob, Agyness Deyn with her boyish crop or Freja Beha Erichsen with her boho chop and halo of fly-aways. They’re the cool ones, the ones who stand out. My goal, despite all other aspects of my appearance, has always been to imitate the second camp. The tipping point came courtesy of the tomboyish trans-

Post-shear, she landed campaigns for Céline, Givenchy eyewear and Giorgio Armani, as well as multiple international *Vogue* covers. The cut was like a Brutalist staircase walking your eyes from her forehead to her cheeks to her chin. It felt like a much-needed refresh for my free-flowing mane. So I booked a chair at local editor-favourite Jason Lee’s salon in Toronto, arriving with a portrait of Fraser in tow. He told me that the first step in undergoing a transformation like this is finding a hairstylist who gets you. “You want to make sure

“The cut was like a Brutalist staircase walking your eyes from her forehead to her cheeks to her chin.”



**TOOL KIT**  
**REDKEN** WAX BLAST 10, \$26, SALONS.  
**KERASTASE** L'ORÉAL CROISSANT BLOWDRY CRÈME, \$41, SALONS.  
**VERB** GHOST DRY OIL, \$18, SEPHORA.  
**COLOR WOW** STYLE ON STEROIDS PERFORMANCE-ENHANCING TEXTURE SPRAY, \$30, SALONS

they fully understand and are equally obsessed with fashion as they are [with hair],” he said. I was reminded of John Oliver’s late-night take-down of President Trump’s proposed budget in March: “With budgets, as with haircuts, it’s where and how you cut that matters.” “It’s undone to the max,” Lee said of the cuts and styling at Wang, while snipping cheekbone- and chin-framing layers to create a blunt yet textured look. “I’m always inspired by models who are willing to take that leap and do something different.” He finished the look by adding waves to my hair and then flat-ironing them, so as to avoid the whiff of obvious purpose and intention. Chill vibes only from now on. I’ve definitely never looked cooler; dressed in the plainest of T-shirts, I manage to project an air of model-off-duty. All of a sudden, people are lobbing terms like “French” and “edgy” in my direction. As Palau said about his cuts: “The models are all wearing the same shirt [backstage before the show] but they don’t all have to look the same. It’s a very empowering thing.” I may not look like a model, but I sure as hell don’t look like anyone else I know, either.

## A CUT ABOVE

The haircuts that made modelling careers—and inspired countless mere mortals in the hairdresser’s chair



Twiggy’s gamine crop by Leonard of Mayfair (who also tended to Bob Marley and Mick Jagger) set her apart from the ingenues of 1960s London.



Grace Jones went short when she moved from Jamaica to New York to model, but her high-top fade became iconic after her turn as a Bond villain in 1985.



Canada’s own super Linda Evangelista had her waves cut to a pre-grown-out pixie by Julien d’Ys on photographer Peter Lindbergh’s set in 1988. Apparently she cried.



Agyness Deyn got her first chop at 11 and a buzz cut at 17. The Brit’s career and haircut went stratospheric in 2006 when she was shot by Steven Meisel for Italian *Vogue*.



Korean-American model Soo Joo Park cut off her damaged platinum lengths in 2014. Stylist Christiaan likened the messy mop to another cool client of his—Debbie Harry.



Christiaan was also responsible for the covetable banged shag of Danish model Freja Beha Erichsen. Karl Lagerfeld was a fan, along with cool girls needing haircuts everywhere.



Aussie model Charlee Fraser benefited from Guido Palau’s cutting spree at Alexander Wang’s fall show, as did our own Veronica Saroli (top left) who took this pic to the salon.



The many blonde looks of model/It-girl Hailey Baldwin.

## MODEL MOMENT GOLD STAR

Insta-famous phenom Hailey Baldwin spills her (hair) secrets

BY VERONICA SAROLI

Hailey Baldwin is just like other American millennials—sort of. The Baldwin acting dynasty member (her parents are Stephen and Kennya) shares music suggestions and Bible quotes on Instagram stories, but there are 10.6-million-plus people paying attention. She trades beauty tips with her friends, although they have last names like Hadid and Jenner. She wears Adidas sneakers—in the brand’s ad campaigns. And she recently celebrated her 20th birthday with a trip to Toronto (where the drinking age is 19), where she dropped a reference to a “cute” town nearby: Stratford, Ont., the hometown of her ex, who happens to be Justin Bieber. The model/It-girl professes to be happy with the way her career is progressing, and no wonder: She’s walked on Tommy Hilfiger runways, starred in Guess campaigns and has now joined fellow model and social media star Taylor Hill as a face of L’Oréal Professionnel. We sat down with Baldwin at the hair brand’s global event in Paris to find out which of her famous friends gives the best beauty advice and what to look for in a highlighter.

**What’s your ideal hair colour?** “I like what I’m doing right now. My natural hair colour is a dirty blonde. I sometimes go a bit darker, so I don’t have to dye it, because hair breaks. I use Pro Fiber Re-Crete, because she has been thinned out by damage. That’s exactly what has been happening to me over the past three years of modelling.”  
**You have a few notable model friends; do you exchange beauty tips?** “I ask Gigi, because she has the prettiest hair. She was like, ‘Oh my god, my hair is messed up from working.’ She went on a vacation for, like, 10 days and every single day she would mask her hair with coconut oil while on the beach and in the salt-water. She said that really helped.”  
**You have a huge Instagram following. What looks get the most likes for you?** “Less is more, in my opinion. I don’t like to be done up or in a full contoured, caked-out type

▼  
**RAPID FIRE**  
**You’re trained in ballet: ballerina bun or beach waves?** “Ballerina bun.”  
**Scrunchie or headband?** “Headband.”  
**Pink, grey, brown or blonde hair?** “I would do something interesting and do the pink, but blonde is my normal colour.”

of look, unless it’s for a photo shoot. I posted a photo where my hair was pink, and everybody was dying over it. I think it’s the Tumblr aesthetic.”  
**I heard highlighter is your favourite cosmetic. What do you look for in one?** “If I’m running out of my house and I’m not doing any makeup, the only thing I throw on is highlighter. I’m not the biggest fan of powder highlighter—I’ll sometimes put that on top—I like something creamier that you can blot on. I created one with ModelCo; I almost wanted it to be a little bit sticky but not in an uncomfortable way where your hair will get stuck to it.”  
**What’s the last piece of clothing you bought?** “I bought a Vetements jacket. When am I ever not buying Vetements? That’s the question. I swear, in 10 years from now, I’m going to have an archive. I literally buy everything that comes out from them. It’s really a problem. I’m just a big fan of Demna [Gvasalia].”



L’ORÉAL PROFESSIONNEL PRO FIBER RE-CREATE CONDITIONER, \$30, SALONS



## ONE-MINUTE MIRACLE

**Editor:** Laura deCarufel, editor-in-chief  
**Problem:** Late-night TIFF parties lead to laziness in the makeup removal department.  
**Quick fix:** This genius product is the beauty equivalent of a neat martini with a twist. Instead of messily splashing an open bottle against a cotton pad, you aim an elegant, direct spritz. The formula is neat, too: Made with only three ingredients (including vitamin E), it feels light and dries clean. I may feel like a sleep-deprived raccoon, but how delightful not to look like one.

URBAN DECAY MELTDOWN MAKEUP REMOVER DISSOLVING SPRAY, \$32, URBANDECAY.CA



EYES ON PETRA *Continued from cover*



Recently, Collins has become something of a muse herself, to Alessandro Michele, Gucci’s creative director and the man credited with boosting the cred and fortunes of the heritage Italian house with his zany, multicoloured aesthetic. “It’s been so fun working with Alessandro because he knows me and respects me as a human being, so it’s very different than a lot of other fashion [projects],” Collins says. The pair have formed a bond, dealing with their English-Italian language barrier by texting almost exclusively in emojis (“He loves the really cute ones, like all the flowers and the bee”). Michele first enlisted Collins to walk in his Fall 2016 runway show, which she did despite secretly having a dislocated knee; her rigorous ballet training coming back to help her soldier through the pain. Her favourite piece in that collection was the show-stopping full-body bejewelled bodysuit. “I love a good sparkly thing,” she says. “In the show it was styled with jeans and a tank top, but you could also style it under a gown. I recently did a shoot with it, and I was like, ‘Maybe I should just get this because I could literally wear it every day.’” Next she directed a Hungarian dreamscape of a short film for Gucci’s glittery eyewear campaign, and

most recently, she frolicked in a flower-filled pond alongside actor Dakota Johnson and model Hari Nef in the ad for the brand’s new fragrance, Bloom. “It’s really just the three of us having a great time!” says Collins. “That’s so rare, seeing people just being strong and happy, just laughing—specifically women. When do you see that?” Collins applies her typically offbeat perspective when describing the floral scent itself. “What’s so exciting about this perfume is that it feels like you were just in a garden,” she says. “It feels dirty, like the dirt in the garden after it’s rained. It’s not just a scent, it’s a story.”

The story is always important to Collins. An artist first, she’s not about to pursue a career in modelling, but she does find value in being in front of a lens. “I love being able to be in someone else’s story,” she explains. Plus, she believes it helps her improve in her own work. “I learn something every time I’m being photographed. I think it’s so important for a photographer to experience what it’s like, to be able to make someone comfortable and to understand how they move, how they think, how the light hits them.” Here’s looking at you, Petra.



**HOW DOES YOUR GARDEN GROW?**  
**How Alberto Morillas created a mysterious dream garden for Gucci’s Alessandro Michele**  
Alberto Morillas’s extensive resumé includes such mega hits as CK One, Estée Lauder Pleasures and Armani Acqua di Gio, but the master perfumer has never experienced a creative process quite like the one for Gucci Bloom, on which he worked closely with Gucci creative director Alessandro Michele. “I was very surprised when I received a message telling me Alessandro wanted to see me in Rome, tomorrow!” Morillas says, laughing. “I took a plane right there, and I discovered a very charming, intelligent and sensitive person.” Once ensconced in Michele’s studio (which Morillas describes as “unbelievable” and “mysterious,” filled with real plants decorated with fake birds and the designer’s many eccentric *objet* collections), the pair got down to talking about perfume. “He told me, ‘I want to create a new garden. And I want the emotion of the moment when you walk into a garden between the sun and a rain shower,’” Morillas says. “I made him three types of gardens: one that was very French, with a lot of rose. Another very English with rose and lily of the valley. And another that was more mysterious, not quite an Indian garden but a garden in a dream.” Guess which one Michele chose? —Rani Sheen  
**GUCCI BLOOM, \$154 (100 ML), HUDSON’S BAY**

**HOTHOUSE FLOWERS**  
**Perfumer Alberto Morillas decodes Bloom’s main notes**



**Jasmine**  
Different aspects of jasmine bloom together here for a fresh, in-the-garden effect as opposed to jasmine’s common heady, sweet smell. “The jasmine sambac is very green, because Alessandro wanted to have the green and the petal effect of the flower,” says Morillas. “I mixed one jasmine that was open and one that was closed and we made extractions—this isn’t artificial; there are a lot of natural oils in this fragrance.”



**Rangoon creeper**  
This Indian flower starts out white then turns pink and gradually deepens to red as it blooms. “It’s a nice flower, but we can’t extract the odour,” says Morillas. “So I created a new chemical signature [for it] that is very complicated.”



**Tuberose**  
Natural tuberose absolute was harvested from India. “We added tuberose because we wanted to add some mystique—it’s dangerous and provocative,” says Morillas.



**Musks**  
This is not your usual animalic musk—it’s composed in such a way that it gives a floral effect. As Morillas explains, “It is a mixture of different musks; you smell the sun, water and natural-ity of the garden.”

PHOTOGRAPHY: COURTESY OF GUCCI (COLLINS); GETTY IMAGES (MORILLAS); ISTOCKPHOTO (FLOWERS)

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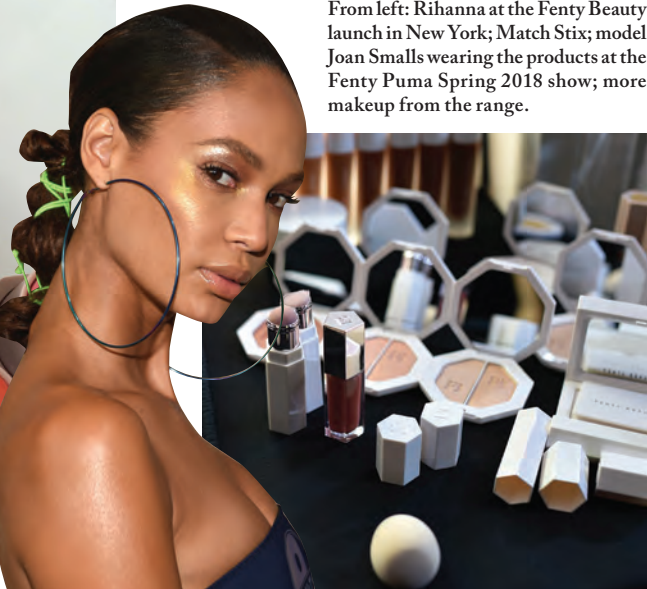
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From left: Rihanna at the Fenty Beauty launch in New York; Match Stix; model Joan Smalls wearing the products at the Fenty Puma Spring 2018 show; more makeup from the range.

MAKEUP

# Throwing shades

Rihanna's new makeup line has colours for everyone—the superstar made sure of it

BY RANI SHEEN

When you are Rihanna, you become used to people looking at you adoringly. I know that because I spent a few hours trailing the mega star around the splashy launch for her new makeup line Fenty Beauty in New York this month, and she made being the centre of everyone's sun look entirely chill, effortless, even fun. She wiggled for Boomerangs, she told people they must get their makeup done with her products immediately and she dragged her friends by the hand to the bar to re-up on cocktails. She also articulately explained her vision for the line she's spent the past two years developing with Kendo Beauty (the product-creation hub of Sephora, also home to Kat Von D Beauty, Marc Jacobs Beauty and Canada's own Bite Beauty).

Basically, Rihanna wants this to be the most inclusive beauty line ever. "There had to be something for dark-skin girls, for light-skin girls and everyone in between," she explained at a happy hour sneak peek before the party started. "There are also so many undertones [in skin]; I feel like so many girls are like, 'That's cute but it would only look good on her.'" For that reason, Rihanna took her sweet time developing 40 shades of foundation, an array of Match Stix—chubby, creamy sticks for highlighting, contouring and straight-up colour play (check out the lilac Unicorn)—and a single pinky-bronzy lip gloss that she designed to look good on everyone.

There's also the coolest blotting paper that ever existed, a must for blotting-obsessed Rihanna—it comes in a roll that you rip off yourself, and seems like it could sub out for another more illicit activity the singer is known to enjoy. Although later, deep in the party crowd and a little shiny with the heat and excitement, she carefully blotted her makeup with a cocktail napkin before she stepped onto a backdrop for photos. Perhaps the line is so new that even she hasn't fully digested that she now has access to the coolest blotting papers that ever existed.

About that makeup—it was matte where it should be but glowing and gilded across the cheekbones and lids with what looked like molten gold, one of her superfine Kilowatt powder highlighting palettes in the shade Trophy Wife. "I feel the best when my skin looks really good," she explained. "And it looks the best when I'm in the sunshine and humidity—I mean, I come from that environment."

It wasn't exactly Barbadian weather at the launch location—a concrete hangar in deepest Brooklyn—but later things steamed up, with excitable guests milling around to an almost exclusively Rihanna soundtrack and sipping from the custom cocktail menu (which included a shot, natch), including vlogger powerhouses Manny Gutierrez and Jeffree Star and cool-

girl models who star in the Fenty Beauty campaign including Halima Aden, Paloma Elsesser and Duckie Thot. Rihanna took it all in stride, making her way around the room in her primary yellow knotted T-shirt and matching long skirt with train, her wrists and sky-high sandals entwined in what seemed like ropes of diamonds, as her bodyguards swatted away anyone who came too close or stepped on her skirt. But she was most interested in everyone trying the products. "What do you guys like?!" she asked at one point. And later, from a little podium, she issued this instruction: "Play with it—it's makeup, it's not serious. It won't bite!" No, but if it did, everyone would have been too deep under her spell to care.



FENTY BEAUTY GLOSS BOMB UNIVERSAL LIP LUMINIZER IN FENTY GLOW, \$23, MATCH STIX SHIMMER SKINSTICKS TRIO IN NATURAL FINISH, \$67, KILLAWATT FREESTYLE HIGHLIGHTER DUO IN GINGER BINGE AND MOSCOW MULE, \$42, PRO FILT'R SOFT MATTE LONGWEAR FOUNDATION IN 450, \$42, SEPHORA.CA

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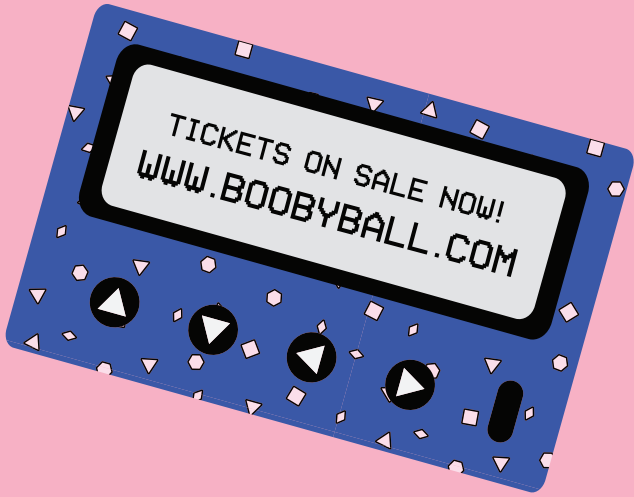
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