

THE KIT

The Power Issue: Women who rule, the unapologetic joy of fall florals, Rashida Jones on loving her freckles

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Master builders

The term “powerhouse” usually conjures images of OTT stars like Beyoncé who very publicly slay. Our new series, The Two of Us, is dedicated to celebrating successful women duos whose mic drop moments often occur behind the scenes. First up, a spotlight on two kick-ass Canadian architects

BY LAURA deCARUFEL | PHOTOGRAPHY BY JENNA MARIE WAKANI

The two women to the left are bosses in every sense of the word. They’re astoundingly accomplished: Both are principals at B+H Architects, the global design and consulting firm headquartered in Toronto. Lisa Bate is the regional managing principal, North America—in 2015, she led the firm’s master planning for all 18 sports venues at the 2015 Pan-Am Games and she’s also the vice-chair of the World Green Building Council. As the president of B+H Asia, Karen Cvornyek is based in Singapore, where she oversees almost 300 staff. Both women are also passionate about female entrepreneurship—bringing up the next generation in a male-dominated field. Their shared commitment to green design is rooted in why they love their craft: It can make the world a better place. Here, the duo talks mentorship, sustainability and what it takes to get to the top.

Lisa: “Early on in my career, I went to a meeting for the Ontario Association of Women in Architecture. I was really busy, so I tried to sneak out, and I got called out for leaving. I remember saying, ‘I don’t want to be a green architect or a blue architect or a female architect or a male architect. I just want to be an *architect*.’ I’m highly regretful of that [statement] now. Because the reality is that well over 50 per cent of architecture students are women, but those numbers drop off dramatically after graduation.”

Karen: “I’ve worked a lot in China, and there are way more women in leadership positions there than in North America. It’s thought of as a male-dominated society, but it has a strong history of female entrepreneurship.”

Lisa: “In China, the grandparents take care of the children. Everybody works, male and female. It’s not a question.”

Karen: “Last year, I was part of a Canada-China female entrepreneurship round table with Prime Minister Trudeau—I was very proud that he was leading a global discussion about it. Canada and China are similar in that both countries have strong education systems. As Lisa said, more than half of architecture students are women. So the education system is working, but what happens after?”

Lisa: “I’m part of a pilot program at B+H, where I mentor incredibly diligent, devoted people, about half of whom are women. I notice my conversations with women are often about things outside of the office, like ‘my baby,’ ‘my parents, who are aging’—as in, ‘How do I manage *that* stuff?’ For women, it’s often about your 24 hours, not your 9-to-5.”

Karen: “When women in Canada are still asking, ‘Do I have to give up my career?’ that’s a problem.”

Lisa: “Gender parity is a big part of our advocacy work. Sustainable design is something else I’m very committed to. I’m leading a pilot project in sustainable design that B+H is working on: the Joyce Centre for Partnership & Design at Mohawk College in Hamilton, which is a 96,000-square-foot, net-zero building, which will open next spring. It’s the first building in Canada to be *mandated* net-zero energy [renewable energy created on-site will offset energy used by the building]. The focus now is to create buildings that give back more than they take.”

Karen: “Architecture is all about making people’s lives better. The latest design thinking about wellness is that the environment that you’re in can contribute substantially to you healing faster. In Singapore, we’re designing five new hospitals with that in mind.”

Lisa: “That human experience of architecture key. It’s a social piece of art that is fully functional to what it is, but it’s also all about how you feel in the space—that sense of wonderment about the way the light hits, the roof that soars. It’s social poetry.”

“When women in Canada are still asking, ‘Do I have to give up my career?’ that’s a problem.”

THE TWO OF US

Lisa Bate (left) and Karen Cvornyek, shot in B+H’s Toronto office. As Karen explains, for her, fashion must fulfill a specific set of criteria: “I need clothes I can wear to a client presentation, to a meeting and then on the construction site. If they don’t work for all of that, I can’t wear them!” Lisa laughs in agreement. “As architects, we’re always interested in design. If I’m looking at nine black suits, I’m going to choose the one that both fits me the best, and that has design elements I respond to.”

HAIR AND MAKEUP BY ANNA BARSEGHIAN/JUDY INC.



Feminism and fragrance

Notes on fall’s olfactory empowerment trend PAGE 5



Walk on the wild side

One writer’s passionate ode to “messy” makeup PAGE 6

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by SHOPPERS DRUG MART 

THE KIT
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(Uni)sex sells

Simons's newest collection is for everyone

In order to do something thoroughly modern, Simons took inspiration from the past. This month, the Quebec-based retailer launched NV, an in-house unisex collection of suiting, shirting and outerwear inspired by 1940s style. The contemporary reimagination (seen above on Canadian modelling icon Kirsten Owen, 46) comes from dropped silhouettes, asymmetrical details and a refined palette of beige, black, white and crimson—and for being accessible to fashionable ladies and gentlemen, alike.

—Veronica Saroli

Time after time

Polka dots, floral prints and oh-so-pretty makeup meet in the soft colours of a vintage rainbow

BY JILLIAN VIEIRA



GET THE TREND

1. MARNI SCARF, \$465, NET-A-PORTER.COM. 2. LINE TOP, \$299, LINETHELABEL.COM. 3. BOOSH LIPSTICK IN ELLIE, \$26, BOOSH.CA. 4. GUCCI SKIRT, \$1,440, MATCHESFASHION.COM. 5. WEEKEND MAX MARA BAG, \$177, OGILVY. 6. STAZIA LOREN VINTAGE NECKLACE, \$3,025, STAZIALOREN.COM. 7. CND VINYLUX WEEKLY POLISH IN SATIN PYJAMAS, \$13, CHATTERS.CA. 8. BALENCIAGA RUNWAY. 9. A NATURAL FLUSH BACKSTAGE AT NINA RICCI. 10. COACH 1941 RUNWAY. 11. AN ALYSSA MILANO GLAMOUR SHOT FROM THE WHO'S THE BOSS? ERA. 12. MOLLY RINGWALD AS ANDIE IN PRETTY IN PINK

THE KIT X L'ORÉAL PARIS



Costume party

Create a head-turning Halloween look for every soirée with these so-good-it's-scary beauty essentials.

1. Shine on

These genius shadows offer ultra-pigmented metallic shine and buildable colour that makes them the perfect building block for every Halloween beauty look, whether you're a flirty cat or a full-on mermaid.

L'ORÉAL PARIS INFALLIBLE PAINTS METALLIC EYESHADOW, LIMITED EDITION, \$12.99 EACH.

2. Late show

When your makeup look needs to last from dawn until dusk, this no-crease double-ended liquid shadow does the trick—and is compact enough to fit into any costume.

L'ORÉAL PARIS INFALLIBLE PAINTS EYESHADOW IN COOL IVORY, \$12.99.

2. Out of this world

Paging all earthlings: holographic highlighter has arrived to take your complexion into the stratosphere. Add shimmer and shape to brow bone, cupid's bow—even over lipstick—with three prismatic shades (gold, pink, or blue) that are perfect for crafting trendy unicorn makeup.

L'ORÉAL PARIS INFALLIBLE GALAXY STICKS, \$15.99 EACH.

4. Drama queen

These molten metallic shades add dramatic dimension to lips—and create an instant shortcut to femme fatale style. Vamp it up on October 31, or be bold all season long. Bonus: The hydrating formula and grooved applicator, which glides on with ease.

L'ORÉAL PARIS INFALLIBLE METALLIC PAINTS LIPSTICK, \$12.99 EACH.

5. Next level

Give your skin the ultimate treat: a moisturizer that doubles as a makeup base. Anchored by aloe and three hyaluronic acids, the lightweight formula helps create fresh, glowing skin for up to 72 hours—that's well past the party and the after-party.

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Funny business

Rashida Jones gets real about diversity in Hollywood, loving her freckles and hitting the big 4-0

BY RANI SHEEN

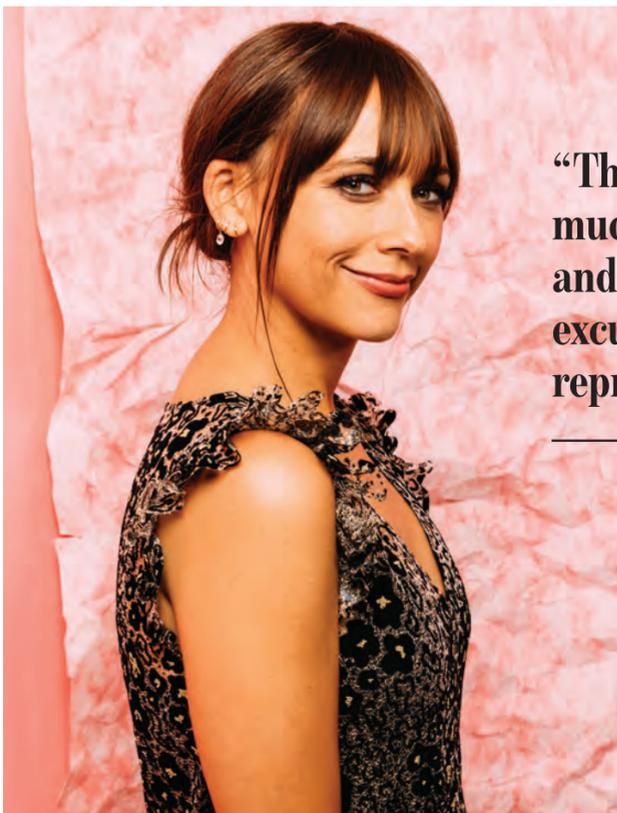
Rashida Jones is a smart, funny Hollywood mainstay whom you both admire and feel like you could be friends with. She charmed as Amy Poehler's beloved friend Anne on *Parks and Recreation*, recently turned to producing with the porn-industry doc *Hot Girls Wanted* and this fall, lends her voice to the upcoming animated sci-fi comedy *B.O.O (Bureau of Otherworldly Operations)* alongside Melissa McCarthy. And she shares snippets of early family life with dad Quincy Jones and mom Peggy Lipton with her more than 900,000 Instagram pals. We caught up with the new Almay ambassador to chat beauty and work.

What are the beauty rituals that you'd never skip? "I always make time to dry brush—it wakes me up. I wouldn't skip sunblock, I wouldn't skip mascara. I generally do a little liquid eyeliner and a creamy red blush to make me look like I'm awake and alive."

Have you ever felt pressure to adjust your appearance as a woman working in comedy? "There are the old, bad standards of beauty that all women are subjected to in Hollywood. But I think there's a specific tension when you're in comedy because you think, 'Wait, I want to be funny but then I have to play this dumb game. Do I play the game, or do I feel comfortable being funny and being myself?' I just try to go with what makes me comfortable."

What do you ask for when you're getting your makeup done? "Lots of lashes—I think that's really pretty—and also that they don't cover up my freckles. You have to find a very sheer foundation. Almay has this smart-shade one that goes on white until you rub it in. It matches my skin colour and doesn't cover my freckles; it's really nice."

A few years ago a red carpet reporter said you looked like you had just been on vacation, and you said, 'Well, I'm ethnic.' Is that kind of comment common in Hollywood? "Yeah, it is. I think I was peeved that day; I felt like it was not a very woke thing to say. I was trying to be nice—I wasn't going to explain to her



“There’s so much diversity, and there’s no excuse to not represent that.”

of love and tolerance, growing up with a black parent and a Jewish parent, knowing what my family went through to get me here. I am utterly grateful for that and I don't take it for granted, but it makes me believe that it has to be possible."

my ethnic breakdown, that I'm half black—but we live in a time where there's so much diversity, and there's no excuse to not represent that. In the early years of my career people were confused by what I was—I didn't fit into their idea of what black or white was—but that's gotten better because there's more representation."

But then there's so much racial tension in America right now. "Yeah, there's a push and pull. It's a huge bummer to me because I think it comes from a lack of information. I'm an optimist and I believe that love and tolerance will win. That's probably because I'm the product

Did you have any revelations when you turned 40? "I thought I was going to become an adult and life would be easier. I would be less stressed out, I would have it figured out—that's just not the case. Weirdly, when I turned 40, I had more questions about, 'What's my purpose here, what are my priorities?' At least I feel like I can cope and deal with it. I can look at my life and make decisions about how I spend my time."



ALMAY HEALTHY GLOW MAKEUP + GRADUAL SELF-TAN, \$18, ONE COAT MEGA VOLUME MASCARA, \$12. DRUGSTORES



ONE-MINUTE MIRACLE

Editor: Eden Boileau, managing editor

Problem: Irritable skin prone to redness

Quick fix: My skin has never been truly happy.

It's either breaking out (still, in my 40s), itchy or red from trying out beauty products, exposure to cold weather or eating spicy food. Which means I miss out on a lot of face mask fun:

They often sting, itch, make my skin feel tight or leave me redder after use. But this palest-pink jelly mask is like a soft, comforting blanket with a delightful natural scent of roses, roses and more roses. It starts out as a fun wobbly putty that you smooch between dry fingers to apply; then its star calming agent, calamine powder (of course!), gently goes to work shushing your irritable skin (and you) into a serene state of relaxation. *Shhhhh...*

LUSH FOMO JELLY MASK, \$14. LUSH.CA

PHOTOGRAPHY: GETTY IMAGES

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SCENT OF A WOMAN

The latest fragrances from the industry's top female perfumers

RALPH LAUREN WOMAN EAU DE PARFUM BY ANNE FLIPO, \$112 (50 ML), SHOPPERS DRUG MART, TIFFANY & CO. **EAU DE PARFUM** BY DANIELA ANDRIER, \$120 (50 ML), HUDSON'S BAY, **LOCCITANE TERRE DE LUMIERE GOLD EDITION EAU DE PARFUM** BY CALICE BECKER, SHYAMALA MAISONDIEU AND NADÈGE LA GUARLANTEZEC, \$105 (90 ML), LOCCITANE.CA. **KATY PERRY INDI EAU DE PARFUM** BY CAROLINE SABAS, \$58 (50 ML), SHOPPERS DRUG MART, **CALVIN KLEIN OBSESSED FOR HER EAU DE PARFUM** BY HONORINE BLANC AND ANNICK MENARDO, \$85 (50 ML), THEBAY.COM

In the air

We sniff out fall's juiciest fragrance trend: scents designed by women for women

BY VERONICA SAROLI | PHOTOGRAPHY BY HAMIN LEE

In the 1970s and '80s, heady, impactful elixirs wafted toward the glass ceiling and atomized second-wave feminism

Feminist fashion has its own canon: sharp suiting with strong shoulders that project power at a glance, and sweatshirts that straight-up declare: "This is what a feminist looks like." But what does a feminist smell like? Well, however she wants. That's the point. The most exciting fragrances hitting stores this fall aim to give women a tool kit for expressing both how they want to smell and what they want to say.

One trick many of these scents employ is mixing traditionally masculine notes, like tobacco, wood and rum, with classically feminine notes, such as florals, to create a thoroughly modern juice. "This unexpected combination can make fragrances very strong, powerful and sensual," says perfumer Anne Flipo, who paired "vibrant and energetic woods" with the white flower tuberose for Ralph Lauren's latest scent, *Woman*.

There is a delicate interplay between notes that are considered "feminine" and those felt to be "feminist." Perfumer Corinne Cachén, who worked on the new trio of Marc Cain mysteriously perfumes inspired by "empowered women" parses the difference between the two categories. "Traditional feminine notes are floral, soft, transparent ones," she says. "Feminist notes transgress these codes; they could be anything out of the ordinary or with a surprising association, such as a combination of masculine or polarizing notes." This

calls to mind a line from Betty Friedan's *The Feminine Mystique*: "When [a woman] stopped conforming to the conventional picture of femininity she finally began to enjoy being a woman."

But if a fragrance abstains from typically manly ingredients, that doesn't mean it packs any less of a punch. And if a perfume does feature a classically feminine bouquet, a clever ad campaign can savvily reposition the scent. As Cachén explains, "A fragrance can be feminist through either its marketing speech, its communication or its specific olfactive structure." The branding of female empowerment has, of late, leached into lucrative marketing opportunities. Take the Spike-Jonze-directed video for *Kenzo World*, which won the prestigious Titanium Lions award at this year's Cannes Lions festival. The fragrance itself contains peony, jasmine and amber-y "sparkling crystals of ambroxan," while the ad is a four-minute blend of smooth sales pitch and explosive choreography by Ryan Heffington, of Sia's "Chandelier" fame. "It showed a woman losing her shit," juror John Mescall told *Adweek*. "How many ads have shown men doing that?"

Over the years, the flacons on women's vanities have subtly reflected their position in the socio-political hierarchy. In the 1970s and '80s, as women entered the male-dominated workforce and womenswear designers filched men's tailoring as a sign of a shifting power balance, perfume counters were flooded by heady, impactful elixirs—Revlon's *Charlie* (1973, bergamot, sandalwood and musk), Yves Saint Laurent's *Opium* (1977, plum, cloves, myrrh) and Christian Dior's *Poison* (1985, coriander, amber, tube-

rose)—that wafted toward the glass ceiling and atomized second-wave feminism. The scents were spicy and powerful; their high sillage (the measure of how long an aroma lingers) charged the air long after the woman left the room—the ultimate olfactory power move. "Those scents made statements and everybody wanted to wear them and make a difference," says perfumer Caroline Sabas, who helms *Commodity*, a unisex fragrance line. "Today, women are more confident to wear anything. They can use men's fragrances or non-gendered woods that are emerging in women's fragrances. The rules are being broken."

Sabas recently broke a few rules while creating *Indi*, the latest fragrance from pop powerhouse Katy Perry. "Katy has a strong personality and she's not afraid to make a statement," says Sabas. "She wanted to make something for women, but also something that a man could wear. So I used 11 different musks: some powdery, some more feminine, some more masculine."

This new wave of feminism-aligned fragrances is part of a bigger picture that involves change beyond the bottle: More women are becoming noses and devising nuanced scents for other women to wear. "When I began in perfumery more than 30 years ago, I remember thinking, 'I cannot be a perfumer because I am a woman,'" reflects Flipo. "When I look back today, I am very proud of what I did." While she has worked on both men's and women's scents, the perfumer says, "I leave a little bit more of me in the women's fragrances. They're a little bit more personal." The personal is political: That's feminism 101.

SIGN OF THE TIMES: ICONIC FRAGRANCE CAMPAIGNS THAT CELEBRATED THE NEWLY LIBERATED WOMAN OF THE '70S



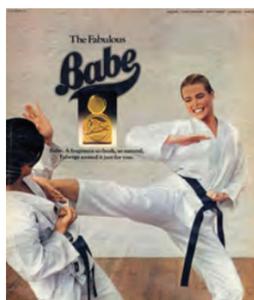
1971 The perfume for unpredictable women, rang the slogan for Yves Saint Laurent's bluestocking-hued *Rive Gauche*.



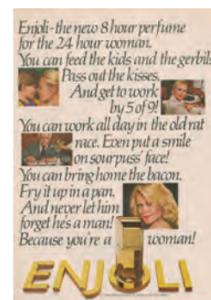
1973 Shelley Hack, a Revlon "Charlie Girl," portrayed a woman who made her own choices and wore Ralph Lauren pantsuits.



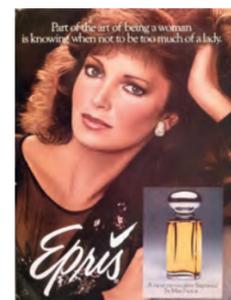
1975 The lively No. 19 scent spoke to repressed women everywhere with its dedication to "the world's most irrepressible women."



1977 A sporty and dynamic Margaux Hemingway kicked ass at karate while fronting Fabergé's *Babe* perfume.



1978 "I can bring home the bacon, fry it up in a pan, and never, never let you forget you're a man," began the indelible jingle for *Enjoli*.



1981 "Part of the art of being a woman is knowing when not to be too much of a lady," explains Charlie's Angel Jaclyn Smith in the ad for *Epris* by Max Factor.

In living colour

A “more is more” makeup lover gives us a look into life on the bright—okay, crazily bright—side

BY LEAH RUMACK

There's only one photograph of me without makeup. It's a snap by an ex-boyfriend—thankfully a very long-ago ex-boyfriend, so I'm still young enough that I look almost fresh. It's early in the morning, and I'm smiling coyly at the camera, having decided at the last minute not to fight the flash but give in to his recording of this rare barefaced moment.

I've never been one of those women who “forgets” to put on makeup. I'm as likely to forget it as I am to forget putting on pants (though that has happened at least once). Cottage? Makeup. Milk run? Makeup. Gym? Bare minimum of under-eye concealer (with colour corrector, first, of course. What am I, an animal?), mascara and tinted lip balm (with lip

liner, of course. What am I, an animal?). I dabble in pinks and oranges, I have a box full of berries and I own eyeliners of every shade. But my—may I say iconic?—look is caked-on red lipstick and enough mascara to make Tammy Faye weep.

Whatever's on my face, it's fair to say there's usually a lot of it and it's probably not in the “nude” colour zone. Sometimes I'll see an elderly woman shuffling down the street with an angry slash of crimson lipstick, insane eyebrows and obviously over-dyed hair, and I'll chuckle lovingly to myself: “Well, that's me in 30 years!”

followed quickly by the thought: “Wait, is that me now?” But then I decide I simply don't care. When I read a headline that says something sad like “How to look like you're not wearing any makeup at all!”

There has been no shortage of people who have tried to persuade me to abandon my true self in a limp puddle of tasteful minimal makeup.

I wonder what the point is of even being alive. My maquillage is my power suit, and like every crazed despot, I have never wavered, and I will never fall.

I recently took an inventory of my collection, which fills three—okay, five—large train cases. One is reserved for red lips alone. It turns out that I have 29 blue eyeliners and 21 greys, but the greens and “greenish” clock in at a restrained and chic 11. Horrifically, I have zero bright yellows, but I'm eyeing Vivid Halo by Nyx to remedy this oversight.

Now, you'd think that having been in this long-term love affair with makeup, I'd be the sort that's good at it—that I'd know at exactly which latitude and longitude to flick a cat-eye liner, that women chase after me in the street shrieking: “Omigod, do you have a YouTube channel where I can watch your beauty tutorials?!”

The truth is, I think my skills actually border on officially Not Good. Which means there has been no shortage of people along the way who have tried to persuade me to abandon my true self in a limp puddle of tasteful minimal makeup.

First, there are the beauty editors. I've been beauty-editor-adjacent for much of my career, which has garnered me coveted invitations to these things called Beauty Sales, bloodbaths where they sell all the samples they've received during the season for pennies and donate the money to ugly, lipstick-less puppies. While these sales are partially to blame for the *Hoarders*-esque scale of my paint and powder

assortment, the proximity to beauty editors comes with its own set of hazards. Namely, they have a lot of opinions on how one should do one's makeup, and how one's mascara is too clumpy, one's lip gloss is too smeary, and one's eyebrows are obviously too dark. You know what? Many beauty editors I've known often wear hardly any makeup at all. Jezebels! Traitors to the cause!

Then there's my mother, a suburban bubble who's been wearing the same perfume for 30

years, considers floral tees with bedazzled shoulders the height of fashion and thinks her middle-aged daughter is now, as always, simply desperate for her style advice. My sister, who lives in sweatpants and uses hand lotion on her lips (shudder) also freely shares her “less-is-more” deep thoughts, no doubt dug out from the back of her Uggs closet.

Then there's my longtime good friend, who applies lipstick and then, as my heart slowly breaks, blots almost all of it off. Once, in an effort to encourage me to minimize my makeup footprint, she showed up wearing “my” face to show me how absurd I look. I thought she had never looked more glorious.

The only people who see me barefaced are my husband and my six-year-old son, Ben, who, it warms my heart to say, is always begging me to paint his nails and proudly tells me he doesn't care when the girls make fun of him for it. (He's in a blue phase at the moment, but I predict orange for spring.)

The other day, the three of us were playing a guessing game, and my husband was trying to give Ben clues.

“It's something that Mommy has...” he hinted encouragingly.

“Makeup!” Ben shouted.

Yes, my darling. *Yes*. Because you would not believe how many shades of red lipstick there are in the world, and if I do say so myself, they all look f—king amazing on me.

THE KIT

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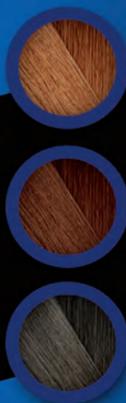
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Dress to impress

Olivia Palermo's newest collab lets you in on her coveted style secrets

BY JILLIAN VIEIRA

Trying to cop Olivia Palermo's celebrated style—one that blends her put-together, Upper East Side polish with downtown ease—is practically a fashion world pastime. Palermo's first co-branded collection with Banana Republic (which you can scoop up now) offers the opportunity to bring the socialite's style know-how into your closet. Think city-suitable boho blouses, military-inspired day blazers and flirty, silk separates—the perfect ingredients to create some mix-and-match magic.



OLIVIA'S TOP SHOPPING TIPS

“When I'm shopping for an evening event, I look for separates, since, unlike a dress, you can reuse them in your wardrobe. You'll get more mileage out of multiple pieces.”

“Always approach shopping with your eyes open. There's always so much to see—whether you're in a village or a big city—and if you go in with something too specific in mind, you don't leave yourself open.”

“For workwear, I love a great leather trouser, a blouse and an oversized statement jacket paired with flats. I'm a firm believer that your everyday wardrobe should be able to cater to the changing climates.”

SHOP THE COLLECTION

BANANA REPUBLIC X OLIVIA PALERMO DRESS, \$185, PANTS, \$124, COAT, \$1,240, BANANAREPUBLIC.CA



FLOWER GIRLS

As Marc Jacobs Daisy marks its 10th birthday, we asked five of Canada's most stylish influencers what their signature scent means to them, how one spritz brings a moment of pure happiness (we call it #DaisyTime), and why spending those moments with their BFFs is absolutely key.



Tee, @thatsotee

"Marc Jacobs has been a part of my life for quite some time, as I own a few pieces from the accessories and beauty collections. I was in love at first sniff with the fragrance! It's fresh and delish, plus gives a feeling of happiness."

"I was in love at first sniff..."

"(#DaisyTime) is the moment I embrace my femininity as I prepare to take on my day. From picking out what to wear to putting on my favourite perfume, it's about taking a moment for me."

"My best girlfriends support each other in everything and anything we take on. That's important—especially with all the tricks that life throws at you."



Cara, @cara-jourdan

"I'm young at heart and always up for adventure, and I also love to be natural, so the light and playful floral scent of Marc Jacobs Daisy is exactly what I'm about! I feel confident

wearing it on a night out or to a meeting.

"(#DaisyTime) is about being free and living life to the fullest and remembering to take in all the beautiful things Mother Nature has to offer: flowers, sunshine, fresh air."

"Spending time with women who inspire you is vital to any woman's life—learning from others is a huge part of growing. It reminds us that we can do anything and that being a part of a community is essential for everyone to succeed."

"#DaisyTime is a celebration of happy, beautiful moments spent with loved ones. In this very fast-paced world, these moments are what inspire me."



Arielle, @withallmyaffection

"It's my favourite fragrance because it completes my style and personality. I have always loved flowers, and Marc Jacobs Daisy brings whimsy and pure daydream to my daily life."

"That time (you spend with your best girlfriends) is what develops every woman's life and personality. We need to surround ourselves with people who are equally inspiring, ambitious and optimistic to help us flourish."



Kiara, @tobruckave

"In my teens, Marc Jacobs Daisy was the first luxury item my mom gave me as a gift. To this day, it makes me feel like I'm having a radiant moment of bliss in a field of flowers—and I'm somehow filled with a bit more free spirit."

"Daisy Time is a chance to feel free and feel as vibrant and wild as I would like to feel in that moment. Marc Jacobs Daisy has been a scent that has been with me since my early teens. It's that wild child feeling that comes fleeting back to me every time, I think of #DaisyTime."

"Being part of female energy and surrounding yourself with sisters can uplift you, no matter what the situation, mindset or mood you are in."

"It makes me feel like I'm having a radiant moment of bliss in a field of flowers..."



SPARKLE AND SHINE

Refashioned in translucent frosted glass, the Daisy Marc Jacobs anniversary edition flacon is an elegant yet celebratory interpretation of the classic bottle. The center of the cap features large sparkling crystal stones surrounded by retro-cool daisy floral petals. To complement the bottle, the carton is presented in a soft gold finish, making it the perfect gift this holiday season.

Karina, @karina__v

"I like to live simply, enjoying the small things life has to offer, and Marc Jacobs Daisy embodies that same positivity. And no matter what time of the year it is, one spray in the morning

makes it feel like spring!

"Nothing compares to being surrounded by uplifting, like-minded women. It allows us to embrace what makes us women, without any judgment."

"To me, #DaisyTime means being aware and mindful of each moment, even the simplest ones, and appreciating what is special."





DAISY
MARC JACOBS