

THE KIT

The Investment Issue: Fall’s top style buys, the best new beauty gadgets, why taking the waters in Europe is a luxury worth indulging in



“We celebrate beauty in real life and the idea of real girls—we’re all real girls”

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Modern mogul

How Glossier founder Emily Weiss created the most talked-about start-up on the beauty block

BY RANI SHEEN | PHOTOGRAPHY BY JENNA MARIE WAKANI

One measure of a modern-day beauty brand’s success is its power to attract not just customers, but fans. So when New-York-based phenomenon Glossier recently hosted a pop-up in Toronto to launch its entry into the Canadian market, it spoke volumes that it drew daily lineups of excited women waiting to try and buy cult favourite products like Boy Brow, Milky Jelly Cleanser and Cloud Paint. The brand’s 32-year-old founder, Emily Weiss, started Glossier in 2014, spinning off her popular beauty blog, Into the Gloss. The company has since grown 600 per cent year over year and raised more than \$34 million in venture capital. We sat down with Weiss—very laid-back-exec chic in a cashmere coat, jeans and sneakers—to talk beauty, business and how she’s celebrated her success.

What have you noticed about how Canadians think about beauty? “The first thing that I noticed is how warm and friendly everyone is and so excited about having Glossier here in town. What’s also interesting is there’s this common thread throughout the world, in terms of who the girl is that comes out for Glossier, and she’s just a nice girl, really excited about beauty but also the world.”

You feature a lot of real women on your social channels—do people respond to that? “A lot of people comment, ‘I really see myself in Glossier photos or on your Instagram.’ We celebrate beauty in real life and the idea of real girls—we’re all real girls. We also reflect their own content back into the world. We appreciate that women are using not just Glossier products but many brands, because that’s life—that’s what I do, that’s what everyone does. I think a lot of beauty brands that I grew up with painted a picture of perfection or arrival at a final place. Like, if you buy all these products you will achieve this entire makeup look. We don’t believe in a one-size-fits-all approach to beauty.”

Do you think there’s been a bit of a coolness void in beauty, until recently? “I think cool is such an interesting word. The definition of cool to me is making things that people want or care about and doing it in a way that reflects our values. For me, being inclusive is really cool, being thoughtful about the things we make is cool, having fun is cool, not taking yourself too seriously is cool. The minute you try to be cool, you know... So I think you have to try to be something else, and that makes you cool.”

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Back to nature

An eco-friendly spa trip in southwest France proves both blissful and heartwarming

BY RANI SHEEN

My granny Frances had excellent taste. A tiny, spry, silver-haired woman with a plummy British accent, she wore simple oversized T-shirts and blue jeans dressed up with belts and shawls fashioned from fabric she’d picked up on her travels to Singapore, Kenya and Spain. Her bedroom was a trove of delights: Her dressing table was covered with little enamel boxes filled with jewels and surprising trinkets, like a perfect pressed flower or a handful of star-shaped confetti, and she would string her houseplants with broken necklaces and bracelets. She acquired her beauty accoutrements via mail order from France, which seemed to me, in the late 1980s, impossibly glamorous and resourceful. Her bath oils, face creams and scents, which smelled of lavender or lily of the valley, were from Yves Rocher, a family beauty business founded in 1959 in its namesake’s attic in Brittany. She would save the miniature samples and freebie cosmetic bags that came with her purchases for me. I treasured them as if they were family heirlooms.

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Time for a fresh coat

Three exciting trends to try PAGE 6



Wearing the pants

Editor-in-chief Laura deCarufel on her quest for the perfect trousers PAGE 4



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ONE-MINUTE MIRACLE

Editor: Veronica Saroli, assistant editor
Problem: I want to shave down my shower time.
Quick fix: It's a hair mask in a spray can! It shoots out like a stream of Scrubbing Bubbles, though it softens and revitalizes rather than cleans and strips. All I have to do is spritz it on in the shower and leave for one minute before rinsing, and the prettily scented emulsion of alma oil, cupuacu butter and apple cider vinegar goes to work (so I don't have to).

IGK PRENUP INSTANT SPRAY HAIR MASK, \$38, SEPHORA.COM



Hat pack

In a season where extra-large (and extra-loud) chapeaus spurred clickbait-like fervor, it was the humble beret that left a lasting impression in the fashion sphere. At Dior, every one of the 68 models who took the runway wore an ensemble topped with a classic leather version of the military cap. And with the Breton stripe cliché nowhere to be seen, the hat lent its innate jauntiness to a modern wardrobe of denim-on-denim get-ups, simple navy shifts and airy, princess-like dresses. Consider it fall's most valuable accessory. —Jillian Vieira



BRIXTON, \$45, BRIXTON.COM



ERIC JAVITS, \$440, NORDSTROM.COM



GUCCI, \$355, GUCCI.COM



HAT ATTACK, \$60, HATATTACK.COM



MAISON MICHEL, \$420, MICHEL-PARIS.COM

Modern mogul

Continued from cover



Glossier founder Emily Weiss at the brand's pop-up in Toronto.

Glossier has been anointed a kind of millennial whisperer. Was that deliberate? “It’s not like we said, let’s make a makeup brand for millennials. But I’m a millennial; I think we do what comes naturally to us. It’s always been second nature to deeply involve our community in everything that we do, from product development to branding. And that’s why we sell direct to consumer, which is very radical for the beauty industry. People are more eager to try a new

brand or product online rather than in store. We wanted to leverage the technology that we’re lucky to have.”

Glossier pink is such a phenomenon. What is the shade’s significance to you? “Pink is a very loaded colour. It’s heavily associated with beauty and femininity, and we wanted to create a brand new shade of pink that would be seen as a neutral, a sort of blank canvas. For us that meant this very cool, almost bluish pink that is open to interpretation by a wide variety of people. Certainly we are not the only ones who are fans of the colour.”

What kind of boss are you?

“A very excitable one. I’m most proud of the team that we have in New York. It’s not a staff; it’s really more like a collective. I like to get out of their way because they have so many incredible ideas—Glossier is what it is because of the team behind it and not because of me being a dictator.”
I saw that you celebrated

Glossier’s success with an Hermès Kelly bag. “I did. It was a bucket list moment. I’m 32, so I feel like I’m an adult, and I wanted an adult bag. Now I have to figure out how to take care of it and not beat it up. I find that I don’t like wearing it when I’m dressed up; I like wearing it with sneakers and sweatpants when I go out to get coffee. My dad got me these bandanas at a sports store for like a dollar; I thought it was really cool to put cheap doodads on it. I used to only wear black and white, sort of severe and strict, and in the past three years my style has totally changed—now I want to wear something funny, like a cheap bandana on a Kelly bag.”

“It’s not like we said, let’s make a makeup brand for millennials.”



EMILY’S COOL LIST

- 1. “Putting rosewater mist on your Beauty Blender instead of water is very glam and smells incredible.”
GLOSSIER SOOTHING FACE MIST, \$27, GLOSSIER.COM, BEAUTYBLENDER MAKEUP SPONGE, \$28, SEPHORA.CA
- 2. “The Row is always just so #goals.”
THE ROW COAT, \$7180, MATCHESFASHION.COM
- 3. “I’m super into Totême. It’s a small Swedish company started by the style blogger Elin Kling.”
TOTÊME TOP, \$420, NET-A-PORTER.COM
- 4. “Adidas shell toes in white—they go with everything.”
ADIDAS SHOES, \$100, ADIDAS.CA
- 5. “We wanted to take the signature Glossier dewy, glowy skin and do that all over the body. So we did an oil wash with a blend of seven oils that attract grime and dirt but leave your skin’s barrier intact. It has the most addictive smell: orange neroli, inspired by French baby products.”
GLOSSIER BODY HERO DAILY OIL WASH, \$22, GLOSSIER.COM

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Pants on fire

A devotee of dresses, **Laura deCarufel** discovers the joy of trousers, one leg at a time

PHOTOGRAPHY BY SHALAN AND PAUL

If you wear dresses on the reg, you know the secret. When people say, “You’re so fancy!” you uneasily reply “Ye-es,” knowing that a dress is the all-time best fashion shortcut: You put it on and you’re done. (I often show up at brunch in a smart midi dress, while my hair looks like it’s still on the dance floor.) Pants are an entirely different proposition. They require pairing pieces: sweaters, turtlenecks, jackets, *vests*. They require thought beyond scooping a sack dress off your bedroom chair when it’s still dark, and

your toddler is calling “Mamaaaa” in that preternaturally knowing way that suggests that he knows exactly what you did last summer and, by the way, he disapproves. Pants require patience, and my patience is spent on that sweet bundle in the crib.

But I’ve also never found pants that I love. Finding the right fit has been tricky: I’m five-two, with hips, so pants off the rack are often too long and gape at the waist. (A good tailor is a godsend, but the idea of taking time to go more than twice a year is like soul death to me.) I may also have PTSD of the sartorial sort: I came of age in the era of the infamous low-rise jean, when thongs sprouted from waistbands like pastel grins, and bedazzled pockets glittered menacingly in the sun. The last time I wore pants regularly was a decade ago, when my go-to pair were low-rise Mavi jeans so tight that every night when I peeled them off, I’d whisper, “thank God thank God thank God” like a fashion-victim mantra.

Then earlier this year, I lost (most of) the baby weight and gained a few hours each week when my son started daycare. I now had time to peek out from the piles of *Paw Patrol* onesies and notice all the exciting trouser action on the runways. The pants looked like essential building blocks of a sophisticated wardrobe: grownup and cool. I wanted in.

I started by texting my friend Katherine, a pants aficionado, who has a similar body type to mine. “J.Crew, definitely,” she wrote back, suggesting the first place to hit up. At the mall, overwhelmed by the selection, I started laying pants over my arm like I worked there and staggered into the dressing room. I eventually left with the Martie, a slim-fit, stretchy pair in navy, a kind of cloth jegging elevated by the crop, which flashed a bit of ankle. I planned their first outing with care, pairing them with a vintage cream-and-navy-striped turtleneck,

a long navy vest and oxblood heels. “Very Faye Dunaway in *Bonnie and Clyde*,” our beauty director, Rani, said, nodding approvingly, while I blushed to match my heels. Emboldened by that success, I tried jeans next: the Hoxton Ankle from Paige Denim, slim fit in a dark wash but with a high waist—the well-bred cousin of my malignant Mavis. Then, the lightning bolt. Katherine emailed me a link to the Wide Leg Crop Pant from Everlane, the American basics brand, with the subject line “THIS shape.” That same morning, Sonya, the associate art director at *The Kit*, came into work in a pair of pale pink wide-legged pants with a high waist. The best part? They were from Zara, and available in yellow, too. I nearly broke my arm clicking to buy.

When the pants arrived, I tried them on after little Charlie had drifted off to sleep, a vibrant beacon of possibility in the summer twilight. They slid on like a dream and sat snugly on my waist, like a hug. The legs billowed out slightly, and for the first time, I understood pants as a feminist fashion piece—these were pants to move in, to work in, to live in. Today, I wear those pants—and others, in a similar shape—with sweaters, turtlenecks, jackets and vests. Far from feeling like a burden, it feels like freedom.

SHOP THE SHAPE
High-waisted, loose-legged trousers, with the perfect shoes to match



REBECCA TAYLOR PANTS, \$495, REBECCATAYLOR.COM. MARGAUX SHOES, \$245, MARGAUXNY.COM



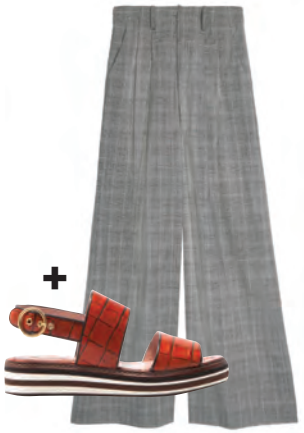
TOME PANTS, \$1,000, TOMENYC.COM. PIERRE HARDY SHOES, \$780, PIERREHARDY.COM



JUDITH & CHARLES PANTS, \$365, JUDITHANDCHARLES.COM. BURBERRY SHOES, \$675, BURBERRY.COM



BABATON PANTS, \$165, ARITZIA.COM. AQUAZZURRA SHOES, \$875, AQUAZZURRA.COM



ALICE AND OLIVIA BY STACEY BENDET PANTS, \$455, ALICEANDOLIVIA.COM. MAXMARA SHOES, \$790, MAXMARA, TORONTO



MARNI PANTS, \$1,810, MARNI.COM. CHURCH'S SHOES, \$1,100, CHURCH-FOOTWEAR.COM



HIGH RISE
These Proenza Schouler trousers are a dream investment piece. \$1,400, Hudson's Bay.

I came of age in the era of the infamous low-rise jean, when thongs sprouted from waistbands like pastel grins, and bedazzled pockets glittered menacingly in the sun



MOOD BOARD
Stylish women on the street showcase the surprisingly versatile possibilities of this trouser shape: It can be dressed up with stilettos or dressed down with sneakers. **Hot tip:** Make the waist the focal point by tucking in your top.



Back to nature

Continued from cover

The spa is designed to blend seamlessly into its verdant setting and leave the lightest of eco footprints

So it's with a good dose of wistful nostalgia that I embark on a train journey southwest from Paris to visit the birthplace of my grandmother's entire beauty collection and of the Yves Rocher brand, which now has more than 6,000 stores around the world, employs 150 in-house biologists, ethnobotanists, agronomists and dermatologists, and holds the number-one spot in volume of sales in all beauty categories in France. Its hometown is just as picturesque as I'd hoped: Nestled within fields of chamomile and cornflowers, Gacilly is filled with traces of Yves Rocher's heritage and stewardship. There's the tiny attic and shopfront where Rocher began his operations (with a plant-based hemorrhoid cream!), a botanical garden that houses more than 1,100 plant species and is used as a testing ground to discover new skin-soothing, -smoothing or -brightening ingredients, an airy cafe and the jewel in the crown: La Gree des Landes eco-hotel and spa.

Designed to blend seamlessly into its verdant setting and leave the lightest of eco footprints, La Gree des Landes spa is a sleek, serene hideaway with its own family story: It was built in 2009 by Bris Rocher, Yves's grandson, fulfilling an idea his grandfather had in the '90s but wasn't able to execute. A tree is planted for every night you spend at the hotel (to date the company has planted over 60 million trees for reforestation, with a goal of 100 million), which conserves energy at every opportunity. The stylish, minimal bedrooms tucked into the hillside are built with one-metre-thick roofs to conserve heat; water from the pool is recycled for use in the toilets; and heat generated by the kitchen's ovens is harnessed and used to warm the dining room. Ladybug and butterfly "houses" dot the property to encourage them to visit, too, as they're a natural form of pesticide, which helps the bountiful kitchen gardens produce most of the ingredients that go into the organic, gourmet meals prepared in the restaurant.

At the hushed spa, I treat my travel-weary skin to a hydrating facial featuring cleansers, serums and a cooling mask that call upon the soothing properties of the sigesbeckia plant. Supremely calmed from

the outside in, I float around the spa's infinity pool for a while, taking in the views of the Brittany countryside and then repair to a sun chair on the terrace. The only thing that could make it better is if my granny were wrapped in a robe beside me, with a matching post-facial glow. She would be in heaven.

SPA SPOTLIGHT Rani Sheen immerses herself in another Euro beauty ritual: taking the waters



The first thing you notice is the smell. Top notes of onion and egg usher in a rich heart note of farts, a clue to the teeming minerals residing in the warm, slightly murky waters you gingerly lower yourself into. The next is a sense of blissful warmth that coaxes your muscles into a coma-like state of relaxation. Then, after a little while, you realize your skin is eagerly soaking in the softening liquid, somehow not turning prune but emerging plump and radiating spa-given vitality. Call me Zsa Zsa Gabor, but I recently spent some time indulging in the traditional beauty ritual of taking the thermal waters, and while my nose wasn't always thrilled about

it, every inch of my skin was.

First I stop in at Budapest's Szechenyi Baths, beloved by locals since 1913. Deep within an imposing, ornate building, Budapestians both hale and geriatric marinate themselves regularly in a series of pools, using them as a de facto town square to catch up, grumble and flirt. It's some of the best nearly nude people-watching you'll ever do. Later, at the elegant flagship spa of Hungarian skincare brand Omorovicza, I enjoy a masterful facial massage using the brand's luxurious potions, which harness the skin-smoothing powers of the hot springs owned by its aristocratic founding family.

Next, I head to Uriage-les-Bains, a tiny town in the French Alps where the namesake, newish-to-Canada skincare brand Uriage makes its concentrated thermal water spray—de-scented, should you be concerned about the onions—and other salves. Uriage runs this town, operating a Wes Anderson-esque Grand Hotel and spa (with Michelin-starred restaurant) where guests can enjoy thermal mud

slatherings and a pretty thermal pool. In the adjoining facility, French residents suffering from skin and other ailments enjoy their government's health-promoting policy of paying for three weeks of thermal water therapy, which sounds delightful until you realize that, in some cases, the most potent, pungent form of that water is pumped directly into the nasal cavity. I file it away for future health complaint referral and head to my private whirlpool filled with that precious elixir and enhanced with coloured lights, and wallow to my heart's (and skin's) content.

Skincare supercharged with the mineral bounty of thermal water—minus the stench



EAU THERMALE AVÈNE GENTLE EXFOLIATING GEL, \$21, BEAUTY-BOUTIQUE.CA. CREMORLAB AQUA TANK HYDRO PLUS WATER-FULL MASK, \$9, TAKEGOODCARE.CA. OMOROVICZA OMORESSANCE, \$120, NORDSTROM. URIAGE EAU THERMALE, \$14, BEAUTYBOUTIQUE.CA



Making a splash

Two Canadian fashion brands driving the water conservation conversation

BY JULIA COOPER | ILLUSTRATION BY MARIN BLANC

When Adam Taubenfligel, the creative director of Canadian denim company Triarchy, learned that it takes 2,900 gallons of water to make a single pair of cotton jeans, he started rethinking everything. That startling revelation came from *The True Cost*, a 2015 documentary that chronicles the waste-fulness and exploitation of much of the fashion industry. "That doc ignited a fire that was impossible to put out," says Taubenfligel, who paused production on his then five-year-old brand for 13 months while his team considered how they could move forward as a company with a conscience. This past summer, Triarchy moved their production to Mexico City and relaunched with a new mission to create sustainable, low-water denim. The factory it works with uses 85 per cent recycled water, and each pair of Triarchy jeans requires 52 per cent less water than before. How can the regular denim lover begin their own re-education? "When you start your day, ask yourself how much water you're wearing."

LIVE FAST, DYE HARD Sabine Spare creates marbled prints that lend an artful touch to her Spare Label dresses, scarves and totes, but what makes her work so unique lies beyond what the eye can see: All of her pieces are made with non-toxic dyes, biodegradable liquids and, wherever possible, recycled water. The importance of water conservation came into relief for the textile artist during a residency in Oaxaca, Mexico. "In Toronto, we're very fortunate to have what can often feel like unlimited fresh water, but for most of the world this is far from the reality," explains Spare. "It's imperative for us to put care into maintaining our natural resource." Her advice for shopping with a conscience is simple: "Buy locally and ethically made quality items that will last."



TRIARCHY JACKET, \$830, JEANS, \$585, TRIARCHY.COM. SPARE LABEL CHANGE PURSE, \$100, SPARELABEL.COM

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Take cover

Gear up for winter weather with the season’s best classic coats tweaked to style perfection

BY JILLIAN VIEIRA



TREND: POWER PUFFER
Go down-filled with an extra-stuffed, après-ski-chic topper.

FROM TOP: **BRUNELLO CUCINELLI**, \$5,075, NET-A-PORTER.COM. **MONCLER**, \$3,620, MONCLER.COM. **CANADA GOOSE**, \$1,095, CANADAGOOSE.COM. **PRADA**, \$4,270, PRADA.COM



TREND: OVERSIZED WOOL
Update the city staple with a street-style-inspired silhouette.

FROM TOP: **ISABEL MARANT ÉTOILE**, \$890, MATCHESFASHION.COM. **SOIA & KYO**, \$670, SOIAKYO.COM. **ACNE STUDIOS**, \$1,950, ACNESTUDIOS.COM. **TIBI**, \$1,600, TIBI.COM



TREND: SLEEK SHEARLING
Refresh the utilitarian feel with a more fitted body that loses the bulk.

FROM TOP: **VERONICA BEARD**, \$2,835, VERONICABEARD.COM. **LONGCHAMP**, \$3,730, LONGCHAMP.COM. **MACKAGE**, \$2,450, MACKAGE.COM. **YVES SALOMON**, \$6,055, FARFETCH.COM

PHOTOGRAPHY: PETER STIGER (PROENZA AND TODS), GETTY IMAGES (MCCARTNEY)

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Beauty sleuth

There are a lot of devices out there making a lot of ambitious claims—and *The Kit*’s **Eden Boileau** is out to test them all. This month: a chrome-at-home nail kit, a zit-zapping mask and a youth-promising light wand

AT-HOME CHROME NAIL KIT

Add this kit to face-mask night: it’s fun to do and the results are fun, too. There are five steps in the Sally Hansen Salon Chrome kit, which might seem like an all-night commitment, but you do them one right after the other, so it’s actually pretty quick. You start with two thin coats of base colour (a subdued everyday blush for the rose gold kit) and then wait two to three minutes before applying the super-fine iridescent pink chrome powder with the foam eyeshadow brush included, rubbing lightly back and forth until the chrome effect appears. It felt wrong to approach my very fresh coats of polish with a foam brush and powder but the anticipated gloppy mess didn’t materialize. You follow that with the “special effect” top coat and five minutes later a layer of Miracle Gel top coat. I tried different tricks to try to up my chrome game (apply powder sooner, start with a sparkly polish, reapply powder after the special effects coat), but following the instructions really is the way to go. One tip I found helpful was applying the second coat of base and the coat of powder a couple nails at a time to ensure the base was tacky enough to grab a good amount of powder each time. The results aren’t salon chrome but they’re



SALLY HANSEN SALON CHROME NAIL KIT IN ROSE GOLD, \$40, WALMART

ACNE-FIGHTING MASK

I started using this mask on a day when two pimples had sprung up on my chin. I popped them (get real, of course I popped them), knowing they were the persistent kind that would pop up at least once more before their death. I’ve been getting zits for 30 years—I know all the zits and all their behaviours. I put on the Neutrogena Light Therapy Acne Mask, which looks like a shiny white plastic welder’s mask, and basked in its magenta glow for 10 minutes, as tiny blue lights worked to kill acne bacteria and tiny red lights reduced inflammation. You can do other things while wearing it, but...not really. Unless you want to feel like you’re in *Zero Dark Thirty* hunting Osama bin Laden in night-vision goggles, all light sources glowing nuclear green, looking through the tiny view hole with no peripheral vision. It’s best to succumb to sitting still for 10 minutes (imagine) and let it do its thing. The day after my first treatment, the two come-back pimples didn’t come back. Sometimes I’d forget to use the mask and I’d be reminded by a blemish. When I used it regularly, it seemed to keep my occasional breakouts at bay, and I felt it greatly reduced the lifespan of a pimple. The downside is once you’ve used the 30-day “activator” battery pack, you’ll need to purchase another



one, which means if you’re a regular user, an activator goes to landfill every 30 days. Surely there’s a better way to keep the party going.

NEUTROGENA LIGHT THERAPY ACNE MASK, \$49, ACTIVATOR, \$22, SHOP-PERS DRUG MART

SKIN-TIGHTENING DEVICE

The Silk’n Titan anti-aging device did not change my life, but I’m pretty sure it changed my skin. The Titan is supposed to tighten (not sure if that’s an intentional play on words?) skin “from the inside out,” using three kinds of light energy (Bi-Polar RF energy, LED light energy and IR heat energy) to stimulate skin’s renewal. The treatment involves slowly gliding the wand tip across your face in six different areas for 10 to 15 minutes each, twice a week for 10 weeks (main-

tenance is once every two weeks). Fifteen minutes is an astoundingly long period of time when you’re spending it rubbing a light stick on your forehead or your cheek...times six. I am almost never sitting in one place for an hour and half so I found it hard to incorporate into my life, but if you ever needed an excuse to binge watch TV, here it is! My lines aren’t dramatically reduced, but the overall condition of my skin has improved: It seems a bit tauter, a bit firmer and most noticeable to me is an overall healthy glow. I don’t look younger, but I think my skin does—enough that I’m going to keep using the device. Plus, it comes with a 60-day money-back guarantee that does not appear to have any sticky caveats.



SILK’N TITAN ANTI-AGING DEVICE, \$299, SILK.N.CA

You can do other things while wearing the mask, but...not really. Unless you want to feel like you’re in *Zero Dark Thirty*

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THE KIT WILL BE BACK IN TWO WEEKS.

The future of fashion

The Kit’s editor-in-chief **Laura deCarufel** discusses the rapidly changing Canadian fashion landscape with four up-and-coming designers



FROM LEFT: MARIO CHRISTIAN LAVORATO OF DANIEL CHRISTIAN TANG, LINA BEAUDIN OF NORDEST STUDIO, LAURA deCARUFEL, TARA RIVAS, EDILOU CANEDO OF CUCHARA.

On September 6, *The Kit* hosted an intimate discussion with a panel of Canada’s rising designers at Toronto’s fashion collective, Re\Set, where attendees heard from Tara Rivas, Mario Christian Lavorato, Lina Beaudin and Edilou Canedo. The panel discussed how e-commerce is affecting the changing face of shopping, the importance of a social media feed and online presence and what is the next big move in the Canadian market. Guests received exclusive intel on the direction Canadian fashion is moving in: Pop-ups are on the horizon, connecting with consumers beyond bricks and mortar is pivotal, and the transparency between a brand and shoppers will continue to flourish. Re\Set is resetting today’s industry, and *The Kit* is thrilled to be a part of the ongoing conversation.



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