# 

The Holiday Style Issue: Beauty advice from ballerinas, expert-tested hair tips, a conversation with fashion icon Janelle Monáe

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#### Finding the one

Evie Begy on a fateful happily-ever-after with her dream moto jacket

Love, it is said, will find you once you stop looking for it, once you've thrown your checklist-and expectationsout the window. True love, the real thing, transcends reason because ultimately, it knows no bounds.

If you're rolling your eyes, I understand. I used to scoff at these romantic ideas, too. "Pleeease, those are just things people say to provide hope in dark days," I laughed (I cried). So imagine my surprise when I found

**Every cool** girl had one, from the

"the one" this fall during a whirlwind five-minute encounter at an event in Toronto. Finally, after years of searching, I had discovered the leather moto jacket of my dreams.

Let's rewind to 2009, streets of when I was living in London, desperate to **Shoreditch** look like a Brit It girl. The moto was, evidently, to the mews an English staple: Every cool girl had one, from of Mayfair. the streets of Shoreditch to the mews of Mayfair. I wanted in. I kicked things off with a few short flings. Home for the holidays, I bought a Danier beauty that I wanted to love. After all, no one in the U.K. would have it. It was shiny, distinctive and treated me well, but it hung too tightly on my hips, hugging my curves in all the wrong places. Since my goal was a boxy fit—so that I could wear it with super-skinny grey-wash jeans like the OG Kate (Moss)we parted ways after a season. I set it up on a date with a friend. They're still together.

### Cool blooms

Winter florals—surprisingly groundbreaking. The new way to wear them now PAGE 7



## I wanted in.

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**Fired up** Your hostess-gift shopping list just got an upgrade PAGE 3



**Natural beauty** Four women test-drive the season's top hair trend PAGE 4



Into the wild These investment sparklers are top of the food chain PAGE 5

## Gorgeous Gifts from Murale

#### TREAT THE BEAUTY LOVERS IN YOUR LIFE TO THE SEASON'S MOST COVETABLE GOODIES.

#### SMOKE SHOW >

Achieve the perfect day-to-night smokey eye with this clutch-sized palette of neutral shadows plus the bestselling Smokey Eye Mascara. Bobbi Brown Soft Smokey Shadow & Mascara Palette, \$54.



#### **OIL TREATMENT**

Soothe and restore stressed skin—and calm the senses at the same time—with this 99% natural blend of French lavender, vetiver and marjoram essential oils. Darphin Vetiver Aromatic Care Essential Oil Elixir, \$94.



#### **POWER PLAY**

Channel your inner vixen with this bold blend of feminine jasmine, delicious cocoa, coffee and almond and sensual tonka. Carolina Herrera Good Girl Eau de Parfum Spray 50mL, \$115.

ADVERTISEMENT

#### SWEET TREAT

Like a buffet of holiday treats, this scented candle smells of Tahitian vanilla bean, sugarcane crystals

and bourbon-infused caramel. NEST Fragrances Sugar Cookie Classic Candle, \$56. 



#### EXCLUSIVE GOLD STANDARD

This lifting, firming serum enlists 24-carat gold to smooth both vertical and horizontal wrinkles, while white rose cells



#### DEEP FOREST

Bring the forest inside with this aromatic liquidless diffuser that will have your living room smelling of pine cones, fir and birchwood. **NEST Fragrances** Birchwood Pine Liquidless Diffuser, \$84.



#### **EYE BRIGHT**

Fake a full night's sleep with this brightening, hydrating and wrinkleminimizing eye cream that brings sparkle to your eyes with real diamond dust. Tata Harper Skincare Illuminating Eye Crème, \$126.

#### erlain ORCHIDEE IMPERIALE

#### **CREAM OF THE CROP**

This rich, luxurious cream nourishes dry skin and addresses the visible signs of aging with its blend of orchid extract, Abyssinian oil and omega 3, 6 and 9 fatty acids. Guerlain Orchidée Impériale Crème Riche, \$510.



and hyaluronic acid help plump and renew skin's texture. Rodial Rose Gold Serum 30ml, \$250.

#### EXCLUSIVE MYSTERY WOMAN

This classic scent's delicate musk heart is enhanced with sensuous floral, amber and woody notes for an intriguing and elegant effect. Narciso Rodriguez 'for her' Eau de Toilette 150 mL, \$142.

rose gold serum



#### HIGH BROW

Define your eyebrows like a celeb with this wet and dry powder-meets-pomade palette created by Hollywood brow designer Tonya Crooks. The BrowGal Convertible Brow, Brown Hair, \$46.



#### LIP LOCK

Get a long-lasting statement lip with these highly pigmented matte stains that provide intense colour in an ultra-thin formula that feels weightless. Yves Saint Laurent Beauté Tatouage Couture Matte Stain, Rouge Tatouage, Nude Emblem, Grenat No Rules, \$42.





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# Dove

#### **ONE-MINUTE MIRACLE**

Editor: Laura deCarufel, editor-in-chief Problem: I'd like to wear my favourite dresses this holiday seasonwithout worrying about unsightly white rings. Quick fix: I've never been picky about what I put under my arms. (Truth: It's usually a stolen slick of my husband's Old Spice.) But recently, during a 5 p.m. pre-event beauty closet raid, I happened upon this dry spray anti-perspirant, which claimed to leave no white marks on 100 fabric colours. Intrigued, I spritzed. Hesitantly, I peered down. Silently, I rejoiced—not a single trace was left behind. A bonus: The scent—a mix of pineapple, pear and freesia—handily beats accidentally smelling like a lumberjack.

DOVE INVISIBLE ANTIPERSPIRANT IN SHEER FRESH, \$4, DRUGSTORES

## Luxury to burn

There's a certain kind of luxury that's austere and minimal, and then there's another that's exuberant, colourful and full of a very fancy kind of joie de vivre. Countess Isabelle d'Ornano, founder of the family-run beauty brand Sisley and an aristocrat of Polish descent, falls firmly in the second camp: She lives in an eclectically designed, art-filled apartment on Paris's left bank where she regularly entertains artists, fashion luminaries and politicians. No doubt, it smells incredible: Sisley's ultra-luxurious skincare usually does (if you haven't inhaled deeply while applying anything from the Black Rose line, you haven't lived), and now a new line of decadently scented candles is probably adding to her cozy, armchair-filled salon's convivial atmosphere. Clad in vibrant matte jars bearing the d'Ornano family's coat of arms, the candles come in three scents: peppery floral Tuberose, green and citrusy-fresh Campagne and, the most personal of all, Rose, inspired by freshly picked blooms from Madame's own gardens. Because everyone's salon could use a touch of outlandish opulence. --Rani Sheen. Photography by Hamin Lee

SISLEY ROSE, CAMPAGNE AND TUBEROSE CANDLES, \$90 EACH, HOLT RENFREW





#### **Singular sensation** Janelle Monáe just might be the coolest woman in the world

BY EDEN BOILEAU

Janelle Monáe just keeps adding to her list of career milestones: Grammy nominations, roles in Oscar-nominated films, Vanity Fair Hollywood issue cover-check, check, check. We caught up with the multi-talented singer and actor to chat about fashion (yes, she's a style icon, too) and women in film.

You have such distinctive fashion sense. How did you discover your style? "As an artist, I value individuality and cultivating myself and my style, and figuring out how I do it my way. My style has developed from my personal experiences. My parents have been working class and pretty often, they wore uniforms-I would try to figure out what I was going to wear to school that day while my parents would just put on their uniforms and didn't even think about it. So there's a sense of wanting to be an individual, but there's also a sense of quick and easy that I go for, which developed out of trying to pay homage to my working class family."

"As an artist, I value individuality and cultivating myself and my style"

What excites you about living in 2017 and what keeps you up at night? "I'm working on an initiative that I'm excited about called Fem the Future, a grassroots movement, which is about creating more opportunities for women in the entertainment industry. It's about helping the woman who is not given the opportunity to be part of the production film crew, because her resume was overlooked. We all work in a very male-dominated industry, and it's up to all of us to create a future in it and have women at the table, around the table, at the head of the table, as often as possible."

#### **So Lit** Insider scoop on the next chapter of the prestigious Scotiabank Giller Prize

In literature, as in life, the show must go on. After the Scotiabank Giller Prize founder Jack Rabinovitch passed away in August, his daughter, Elana, has taken the reigns of the \$100,000 book award. "There is sadness at times, it comes unbidden," Rabinovitch says. "It sort of hits you and it takes your breath away, and then you get back to the job, because you have to '

Rabinovitch is busying herself with raising the profile of the Giller by opening the submissions pool to international authors in the future. "I don't want it to be just one night in November, and I don't want it to just be about those five writers," she explains. "Books are not celebrities. Authors are not celebrities. The sell is a little bit tougher.

As for this year's award, to be announced on November 20, Rachel Cusk, Ed O'Loughlin, Michael Redhill, Eden Robinson and Michelle Winters are competing for 2017 title (it's the fourth consecutive year that nominees have been primarily female). Rabinovitch remains in the dark about the winner until the very end. "I like to be surprised, sure. It is good for a little bit of a heart rate boost." -- Veronica Saroli

You recently collaborated with The Gap on a fun TV spot. What was that experience like? "It was amazing! I love collaborating with people who come from different walks of life. In the [commercial], I'm singing with quite a few different choirs from all different backgrounds, of all different ages. I believe when we come together and we bring our unique self, there's usually a magical experience that can happen if we allow it."

#### Ballet beautiful

In honour of The Winter's Tale hitting the stage at the National Ballet of Canada, three dancers share how they survive the coldest season with grace

BY MCKENZIE BOHN



Hannah Fischer, first soloist How do you change up your beauty routine in the winter? "I use a thicker moisturizer for my face because my skin gets drier. I'll often apply a facial oil on top for added moisture if it's really cold and windy outside. I also change up my lip and blush colour to something with hints of brown or deep red.'

What is your go-to winter fashion piece? "My UGG winter boots! Anyone who has survived a Canadian winter knows that a solid pair of winter boots are a necessity. My feet thank me every time I step out into the snow."

What is your favourite holiday tradition? "Christmas morning. To this day, I can't sleep in past 7 a.m. because I'm so excited. I love sitting by the tree with the fireplace on and all the Christmas lights. My dad is always the last one to come down because he needs a cup of coffee and a shower and it makes me and my brother so antsy-which is embarrassing because we're both in our 20s! We open stockings and my dad always leaves really silly Post-it notes on each gift with clues as to what's inside. It's the best! I'm

so lucky I have my immediate family living in the same city as me, otherwise Christmas just wouldn't be the same. They make my holiday."

DRUNK ELEPHANT VIRGIN MARULA LUXURY FACIAL OIL, \$50, SEPHORA.CA. **SOREL** SHOES, \$230, SORELFOOTWEAR.CA





Jillian Vanstone, principal dancer How do you change up your beauty routine in the winter? "I double up on the moisturizer and also use a humidifier at night. I keep things pretty simple with my makeup day-to-day because I'm exercising for so many hours, but I need a little extra pop when the

days are gloomy: I add eyeliner and change up my lipstick colour to shake up my makeup routine.'

What is your go-to winter fashion piece? "My parka. For years I avoided getting one and was a fashion victim. Once I gave in I couldn't believe it took me so long.'

What is the most exciting gift

you've ever received? "When I was a kid, my brother and I would save my uncle's gift for last because it was always the best thing under the tree. One year he brought me a mini keyboard and the sheet music to 'Somewhere Over the Rainbow'. He had previously given us The Wizard of Oz movie. I practiced that song over and over. It's still my favourite song.'

MOOSE KNUCKLES COAT, \$1,895 MOOSEKNUCKLESCANADA.COM. ANNABELLE EYEINK SHARPIE, \$10, ANNABELLE.COM





Xiao Nan Yu, principal dancer How do you change up your beauty routine in the winter? "I use a thicker cream and

lots of lotion. As a dancer, it's very important to stay healthy, especially during our performance season so I also drink lots of rose petal water to stay hydrated.

#### What is your go-to winter

fashion piece? "I love my thick cashmere turtleneck sweater from Theory. It's so cozy and comfortable. I can wear it for any occasion, whether I'm heading home from the theatre or attending a holiday party. It's the perfect piece to dress up or down.

What is the one thing you couldn't survive the winter without? "My fireplace! My favourite winter moments are when my family spends time around the fireplace reading books or playing games—I also

love to have a glass of wine with my husband. It is very important to me to spend lots of quality time with my family, especially since I'll be dancing The Winter's Tale, Nijinsky and The Nutcracker in the next few months. The fire is the perfect spot to come together and enjoy time as a family and make memories."

EMBRYOLISSE LAIT-CRÈME CONCENTRÉ, \$38, SHOPPERS DRUG MART. **THEORY** TOP, \$505, THEORY.COM



HEYNINGEN (CANDLES



## In the air

No hot tools were used in the making of these photos. As air-drying makes a comeback on the runways (during traditionally polished fall, no less), we celebrate four glorious heads of hair in their natural state

PHOTOGRAPHY BY AARON WYNIA | BEAUTY DIRECTION BY RANI SHEEN



MOLLY GODDARD DRESS, \$1,425 NORDSTROM

#### **PRO TAKE**

Backstage at Victoria Beckham's Fall 2017 runway show, hairstylist Guido Palau likened "easy, light, air-dried hair" to wearing a cashmere jumper: "It's the new luxury."



KMS CURL UP WAVE FOAM, \$23, CHAT TERS.CA. MARC ANTHONY STRICTL CURLS DETANGLE & DEFRIZZ L CONDITIONER, \$11, WALMART



FOR SLEEK, STRAIGHT HAIR PANTENE PRO-V SMOOTH & SLEEK 3 MINUTE MIRACLE CONDITIONER, \$6, DRUGSTORES. WELLA LIGHT LUMI-NOUS REFLECTIVE OL, \$34, SALONS

Jen says air drying her fine, tousled hair works for her lifestyle because she's "always late." VERSACE TOP, \$1,525 HOLT RENFREW





ZIMMERMANN TOP, \$820, HOLT RENFREW

HAIR AND MAKEUP: VANESSA JARMAN FOR PIM.CA/NARS. HAIR AND MAKEUP ASSISTANT: ROSANNA VILLANI. FASHION DIRECTION JILLIAN VIEIRA. CREATIVE DIRECTION: JESSICA HOTSON

FOR TIGHT, DEFINED COILS

MATRIX BIOLAGE R.A.W. CURL DEFINING STYLING BUTTER, \$22, CHATTERS, CA, VERNON FRANCOIS OVERNIGHT REPAIR TREATMENT OILS, \$55, SEPHORA.CA.

#### PRO TIP

Palau recommends a light touch: "The less product, the better, to get that easy feeling. If your hair air-dries too frizzy, take the blowdryer and smooth the top layer; if it's too straight, just twist it so there's slight movement."



#### Diffuse the situation

If you can't bear to put down the dryer, celebrity hairstylist Jen Atkin explains how to cheat the air-dried look with a diffuser

#### BY VERONICA SAROLI

"It's fun to teach my clients who are maybe under 20 and have never seen a diffuser before," says Jen Atkin, stylist to baby-faced models like Bella Hadid, Kaia Gerber and Kendall Jenner, about the '80s mainstay. These days, Atkin loves the tool less for its associations with that era and more for its time-saving properties (no need to blow-dry hair straight and then curl it to get natural-looking waves). "With the diffuser, I love the message of embracing what you're born with and learning how to work with it," Atkin says. "I don't think complicated hairstyles are going to come back anytime soon." We asked the Dyson ambassador for her top diffuser-styling tricks.

The airflow: Dial down the gale for once, Atkin advises. You want to start with a low airflow and medium heat if you need it-low heat looks best." People tend to brutally over-dry and overstyle their hair with heat and motion, causing it to frizz as it soaks up the humidity in the air in response. "Point the airflow downwards so hair's still getting volume but it's not going to look crazy."

The timing: "If your hair is medium texture, you can lightly rough-dry it first and get the hair maybe 40 per cent dry [and then use the diffuser]," Atkin says—this would save a bit of time. For curly hair, you want to use the diffuser throughout the drying process. "With fine hair, I would also start with the diffuser, to try and get as much body and volume as you can."

The technique: There's no making strands bend to your whims when using a diffuser, but you can guide them into taking shape. For soft bends, Atkin uses an accordion technique: she folds a section of hair back and forth before placing it in the dome. If you need maximum oomph, flip your hair over while drying it, but not if your hair is thick. "You can get too much volume—the shape can get rounded," Atkin warns.

The finishing touch: Atkin aims a diffuser on a cool-air setting over sleek updos, which sets the style and reduces frizz. She used to touch hair with a curling iron for this purpose. "I always felt guilty for doing that because hair is so fragile at the hairline.'



DYSON SUPERSONIC, \$500 (DIFFUSER ATTACHMENT INCLUDED), DYSONCANADA.CA. . X T00L UYSONCANADA.CA. MOROCCANOIL PERFECT DEFENSE SPRAY, \$34, MOROCCANOIL.COM. OUAI CURL JELLY, \$33, SEPHORA.CA



These ultra-luxe jewels plucked from the wild are worth their weight in gold (and diamonds and rubies ...)

**BY JILLIAN VIEIRA** 

Hang onto this ornate crustacean earring dotted with black diamonds and tsavorite.

YVONNE LÉON EARRING, \$3,080, YVONNELEON.COM

PHOTOGRAPHY: PETER STIGTER (GUCCI)



A black-andwhite diamond shell is the ideal home for a baroque pearl critter.

MINDHAM FINE JEWELLERY BROOCH, \$13,800, MINDHAM FINE JEWELLERY, TORONTO



Gucci's all-out animal kingdom ornamentation from the Fall 2017 collection proves that critters are the ultimate design inspiration.

> This stoic panther is sitting pretty with diamond and onyx decoration.

**CARTIER** BRACELET, \$23,150, CARTIER.COM



Keep your eye on this solid 18k-gold ring and its emerald cabochon gaze. MARC ALARY RING, \$2,500, MARCALARY.COM

Turquoise, malachite and lapis lazuli give these diamond-flecked insects their vibrance. VAN CLEEF & ARPELS CLIPS, PRICE UPON REQUEST, VANCLEEFARPELS.COM Palmera quartz, yellow sapphires and diamonds mimic a turtle's spiky shell on this statement ring.

CARRERA Y CARRERA RING, \$14,690, CA RAYCARRERA.CA

Rose gold and rubies fan out like a peacock's display. ROYAL DE VERSAILLES REQUEST, ROYAL DE VERSAILLES, TORONTO

> A generous emerald is the perfect perch for an exotic bird.

TIFFANY & CO. UPON REQUES TIFFANY & CO.



## ruby

With party season about to hit full swing, go for glamour with the all-over burgundy makeup trend. Conversation starter included.

Precious

#### 1. Wine time

Kick-start your look with rich cabernet colours. Brush these pigment-packed, crease-proof shadows onto lids and crease, and then blend well to create a dramatic burgundy smoke effect. The matte and satin finishes play off each other for extra dimension.

L'ORÉAL PARIS COLOUR RICHE MONO EYESHADOWS IN VIOLET BEAUTÉ AND MATTE-ISON AVENUE, \$7.99

#### **2. Draw the line**

Accentuate your sultry shadow with sharp, eye-defining jet-black liner. The slender, triangular shape of Liner Noir allows for a strong grip and a steady hand for that perfect feline flick.

L'ORÉAL PARIS VOLUMINOUS LINER NOIR, \$12.99

#### **3. Sparkle and shine**

Add a deep metallic finish with an all-over sweep of shimmering pinky ruby eyeshadow. Bonus: These shadows are beloved by Hollywood heavy hitter Mario Dedivanovic, who hit the big-time as Kim Kardashian's makeup artist. L'ORÉAL PARIS INFALLIBLE 24 HOUR MONO EYESHADOW IN GLISTENING GARNET, \$10.99

#### 4. Lash hit

Complete your eye look with the cult fave mascara found in the bags of top makeup artists everywhere. Known for adding five times the volume to lashes, this innovative formula stays soft and flake-free. Layer it on for extra, look-at-me drama.

L'ORÉAL PARIS VOLUMINOUS ORIGINAL MASCARA IN BLACK, \$10.45

#### **5.** Poppy pout

What do you pair with the hottest eye trend? A matching berry lip. Pick one that will last you all night. This ultra-matte liquid lipstick will last through champagne sips, cocktail bites and stolen kisses, and won't dry your lips out.

L'ORÉAL PARIS INFALLIBLE PRO MATTE LIQUID LIPSTICK IN MATADOR, \$13.99

Available at SHOPPER









Next, I pined for an Acne Studios jacket-a real showstopper, with shearling embellishment-that I visited repeatedly at Liberty and Harrods. (Obviously, I had to oscillate between locations, so the shop girls wouldn't pull the alarm on me.) Statement-making yet modest, the jacket was the epitome of craftsmanship and care. Ultimately, though, I couldn't justify the \$2,200 price tag. Calculating cost per wear, I would have it don it every day for six years to get it down to \$1 per day. Would I love it that long? This was fashion stress.

So I turned to the high street and bought a vegan-leather alternative from Zara. It looked almost identical to the real deal, and I wore it with everything from jeans to gowns. We lasted two years and spent almost every day together. It worked, until it didn't. The zipper broke, the fabric peeled—eventually we (well, it) fell apart. That was a tough goodbye.

A year after that heartache, now back in Canada, I walked into luxe Toronto boutique TNT for a fashion launch party. Jodi Blackburn, a.k.a. Jodi Blk-a member of The Kit's network of influ-

encers-had designed a capsule collection with LaMarque, an up-and-coming Quebecbased label. I was intrigued by the brand: It offers fashion-forward, contemporary luxury styles, but at lower prices than much of its competition.

From across the store, the leather jacket in Blackburn's collection immediately caught my eye. "But I wasn't in the market," I

I slinked over

Lightning bolt.

to look in

the mirror.

It was love.

thought. Winter was coming. Surely, investing in a coat would make more sense? "I'll just try it on to ease my mindsurely it won't be the right one," I assured myself. I took it off the hanger, struck by the buttery texture of the lambskin. Left arm in, right arm

in. The lining was just as smooth. I slinked over to look in the mirror. Lightning bolt. It was love.

Later, Blackburn told me that her own search for the right moto jacket had sparked her collaboration with LaMarque creative director Ifigenia Papadimitriou.

The pair shortened the body of the jacket to hit above the waist, showing the most slender curve. They designed the sleeves to be wrist-length to feature jewellery, cutting them wider at the top for ergonomics and tapering them at the wrist for aesthetics. These specific features weren't on my "must have" checklist, but they ultimately formed the basis of our relationship.

I took the plunge and invested at a price I could *just* afford. It has been only two months, but I'm confident we're going to last a lifetime. After all, when you know, you know.

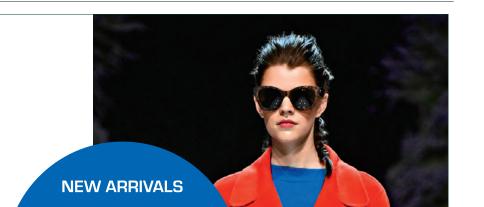






ACNE STUDIOS

MAKEUP: ASHLEY READING



## R

#### **HOLIDAY STYLE GUIDE**

MARCCAIN

From brightly colored accessories in clear-cut shapes to provocative studs, thick chains and tassels, the new Bags & Shoes Collection is making a comeback.

Shop the latest new arrivals straight from the catwalks of Berlin Fashion Week.









4







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1 satchel bag, \$880 | 2 shoulder bag, \$610 | 3 sneaker, \$340 4 hobo bag, \$690 | 5 purse, \$190 | 6 sneaker, \$430 7 hobo bag, \$560 | 8 ankle boot, \$680 | 9 ankle boot, \$680

Moody florals and chesterfield checks are the season's prettiest pattern pairing

#### FLOWER POWER

We asked Toronto-based florist Lauren Sellen to muse on the meaning behind fall's top floral prints

"One of the best things about fall in Canada is the changing leaves: the yellows, the reds! Though I'm not totally sure what real-life flower this print was inspired by, it reminds me of late-fall sweet autumn clematis. The tiny white explosions of flowers throughout a tangle of small but mighty vine. They are ethereal but grounded as a fairy in dirt."



PHOTOGRAPHY: PETER STIGTER (RUNWAY)

"This classic red rose is depicted naturally-it looks like a stem straight out of the garden. Typically, this flower and shade speak of romance and love but shown in this way I almost find it more reminiscent of memory: foggy childhood visions of watching someone close to you tend to their rose bushes in

the garden.



FR GAN

I see wisteria and sahara rudbeckia—not a common combination. Wisteria is full of mystery and intrigue, creeping and hanging dramatically from her branches. Rudbeckia can be accused of being fairly common, but the sahara variety offers some of the most beautiful colours. The pairing of the two together makes me feel like this is the peaceful co-existence of the two (or more) sides of all of us-the Jekyll and Hyde, vin and yang, where opposites attract.

#### IN FULL BLOOM Blossoms grew all over catwalk carryalls



**ILLESTEVA** SUNGLASSES

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SHOP THE TREND Try the look with these weekend-ready pieces





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PAMELALOVE.CC TOPSHOP PANT

GUESS SHOES, \$150 GUESS

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#### **HYALURONIC THAT BLURS.**

We have done something really special. It sounds like other things but it is very different. In fact, there is nothing like it.

Blurring products promise to scatter light in many directions to hide ores and lines and create a retouched skin finish. There are two types of blurring products on the market: the ones that really work well but don't get along with makeup well (and also aren't suitable for normal to dry skin) and then there are the blurring products that don't work so well but they are compatible with makeup and all skin types (we call such products mediocre-they make everyone happy but no one super happy).

By now even cute deep sea blobfish have figured out that models in glossy ads look like they have perfect skin (and everything else) largely because of creative photo retouching. And the most powerful retouching tool to make skin look perfect is the "blur tool" which basically makes things look like they would if you had worse eyesight by allowing less detail to be visible. The contrast between this lack of detail on blurred skin and the detail in the surroundings that are not blurred confuses the brain to conclude that the skin is nearly perfect. Hylamide's HA Blur physically achieves this blurring effect in real life with millions of tiny translucent colourless "prisms" that don't allow the skin to show any detail. In contrast to everything else around that shows every detail, HA Blur makes skin look porelessly flawless instantly. The results are really so dramatic that we gave up trying to find some emoji that needs to go here! It can be used alone or as a primer with most foundations. It also eliminates excess shine instantly without any drying effect (in fact, it's very hydrating).

of the sold

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Instead of relying on older silica technologies, HA Blur uses an unusual new form of Hyaluronic Acid powder base for its blurring approach. Hyaluronic Acid has never been used for this purpose before and renders HA Blur compatible with all makeup and all skin types, while the blurring effect is exceptional. In fact, it's so compatible with makeup that you can apply under or over foundation, or mix it with any liquid foundation for an ultra-high-definition skin finish.

THE ABNORMAL BEAUTY COMPANY STORES:

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