

THE KIT

The Obsession Issue: Let's get through February together with editor-tested fashion pieces and beauty essentials guaranteed to spark delight



Finding the one

Five wedding dresses, one fashion editor—our **Jillian Vieira** test-drives the season's most fanciful frocks in the search for her dream bridal look **PAGE 4**

PHOTOGRAPHY BY LUIS MORA

1. SLINKY SLIP

"This Elizabeth Fillmore dress is ideal for a destination wedding or cottage ceremony: light, airy and no fuss," says Jessica Mulroney, consultant at Kleinfeld at Hudson's Bay, who helped Jillian find her wedding look. "I see it for a relaxed bride. It can also be a great second dress for your party."

ELIZABETH FILLMORE DRESS, AVAILABLE AT KLEINFELD AT HUDSON'S BAY.

Shot on location at Kleinfeld at Hudson's Bay in Toronto.

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Spring survival guide

Gorgeous ways to spike the joy meter **PAGE 2**

Our editors spotlight three standout Canadian fashion brands, and talk to the designers about finding inspiration in unlikely places **PAGE 7**



Just as you are

Sometimes true love finds you when you least expect it **PAGE 3**



Wait—what are lip powders?

We break down the latest Korean beauty craze **PAGE 2**



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ROMA

YORKDALE SHOPPING CENTRE
HOLT RENFREW IN PACIFIC CENTRE

B.zerol
BVLGARI.COM

Take care

The end is near, friends. Soon months of ceaseless winter will be eclipsed by brighter, more hopeful days, but until then, stockpile pretty pick-me-ups that inspire maximum levels of relaxation. One last late-season storm to weather? Nothing a stack of spirited poems and golden face oil couldn't quell.

—Photography by Hamin Lee



CLOCKWISE, FROM TOP LEFT: *HEART TALK: POETIC WISDOM FOR A BETTER LIFE* BY CLEO WADE, \$23, ATRIA. *J. HANNAH* NAIL POLISH IN GHOST RANCH, \$27, JHANNAHJEWELRY.COM. *L'OCCITANE* SHEA BUTTER SOLIDARITY BALM, \$7, CA.LOCCITANE.COM. *ANTO YUKON* CLAYOQUOT SOUND SOAP, \$10, HOLT RENFREW H PROJECT. *CHARLOTTE TILBURY* MATTE REVOLUTION LIPSTICK IN LEGENDARY QUEEN, \$39, CHARLOTTETILBURY.COM. *JO MALONE* PERFUME IN HONEY & CROCUS, \$90, JOMALONE.CA IN MARCH. *LOLA JAMES HARPER* VINYL STORE RUE DES DAMES CANDLE, \$75, LACANDCO.COM. *LAURA SLACK* CHOCOLATE ARTIST MILK BAR COLLECTION, \$24 FOR SET, FOODIEPAGES.CA. *GUERLAIN* ABEILLE ROYALE YOUTH WATERY OIL, \$125, GUERLAIN.COM

BEST BUDS: THE BEAUTY PODCASTS TO KEEP ON YOUR RADAR



BREAKING BEAUTY

Jill Dunn and Carlene Higgins

The Toronto-based beauty writers chat with the superstar founders helming buzzy and respected beauty brands, like Drunk Elephant, Glossier and Fresh. For those that have enjoyed Dunn's and Higgins' words in *The Kit*'s pages, Breaking Beauty offers an audial adventure.



FAT MASCARA

Jessica Matlin and Jennifer Goldstein

Picture your two best friends poring over their recent Sephora haul. Now add years of industry experience thanks to 9-to-5 gigs as beauty editors and you have Fat Mascara's podcast vibe. The pair talk shop and tips with everyone from Miranda Kerr to hairstylist Jen Atkin.



LEMON WATER

Michelle Siman

Siman's wellness series examines how exactly to go about living a healthier life. She swaps and elicits tips and tricks with Toronto figures like Gee Beauty's Steph Gee and Misfit Studio's Amber Joliat. Expect to learn about the impact of plant-based diets, hormones and developing your own wellness MO in the first few episodes.



THE EMMA GUNS SHOW

Emma Gunavardhana

Everything sounds better with an English accent, right? The London-based beauty journalist blends personal wellness subjects with hardcore beauty topics for an informative mix covering how to drink more water and and get more glowy skin.



THE BEAUTY BRAINS

Perry Romanowski and Randy Schueller

Cosmetic scientists Romanowski and Schueller scrutinize the latest and greatest in beauty for an in-depth, scientific dissection about how the products you rely on work—or don't. Topics probed include Why isn't everyone exfoliating with AHAs? and How does colour changing makeup work?

Powder play

Trend alert: Lip powders are officially a thing. Here's everything you need to know about them

BY KATHERINE LALANCETTE

Our relationship status with matte lipstick: love-hate. The appeal of that crisp pop of colour keeps calling us back, even though, too often, thick drying formulas leave us craving av pout-first dunk into a vat of Vaseline. Thankfully, the latest Korean beauty export offers a new, more user-friendly way to pull off the look. Lip powders provide that shine-free finish we can't quit, minus the heavy, chalky feeling. Here's what you need to know before you add one to your makeup bag.

What is lip powder?

As the name suggests, lip powder is lipstick in a powder form, offering a different finish and feel than classic creams, liquids and stains. The magic happens when you swipe them on: the pigment-packed dust melts into lips upon contact, leaving behind a thin veil of matte or metallic colour.

Worried a wax- and water-free formula won't feel fresh? Lip powders are formulated with silica, which helps the pigment spread smoothly, and often contain hydrating ingredients like vitamin E, coconut oil and glycerin. If that's not enough, you can always slip a bit of balm on first.

Similar to their eye shadow cousins, lip powders come in various formats, from pressed powders nestled in pans (such as Chanel's new



CHANEL POUDRE À LÈVRES \$44, CHANEL.COM; CLINIQUE POP LIP SHADOW \$25, CLINIQUE.CA

Poudre à Lèvres) to vials of loose powder paired with a cushion-tipped wand (think: Clinique Pop Lip Shadow and CLE Melting Lip Powder).

How to wear lip powder

Lip powder looks great on its own, or can be used to enhance your favourite lipstick. "For years we've been saying, 'apply lipstick, then dab loose powder on top to seal it and make it really matte,'" explains Chanel makeup artist Julie Cusson.

It's a technique Maïna Militza, the Montreal-based winner of Best Achievement in Makeup at last year's Canadian Screen Awards, knows well, having long used eyeshadow and blush to set lipstick. "They deepen the colour and help it stay put."

Her top tip for a smooth application: "Exfoliate to get rid of any dry flakes since powders tend to amplify lips' texture." From there, you can glide on the colour using the integrated applicator, a brush or even your finger. If you're using a loose powder, just be careful when opening the tube, as the powder can easily fly out, then, tap any excess off the applicator to avoid fall-out around your mouth.

Why choose powder?

Liquid lipsticks may reign supreme right now, with Kylie Cosmetics and Rihanna's Fenty Beauty churning out chart-topping iterations, but lip powders promise the same intense colour payoff and multi-hour wear—plus, room to play.

The powder's extreme blendability begs for a bit of experimentation. If you're craving a fun lip look, Cusson suggests trying the ombré lip trend. "What I find really beautiful is applying, say, red lipstick and then dabbing on pink lip powder just in the middle to give it that washed-out effect."

For a quieter statement, try the blurred lip line trend seen backstage at Sonia Rykiel and Marco de Vincenzo. Just dab the powder on your lips, focusing on the centre, then use a cotton swab or brush to lightly diffuse the edges. And why stop at the lips? Sync up cheeks and eyes, too, by blending the same powder in each area. Status update: true love.



SARAH JESSICA PARKER ON WHAT SHE FINDS BEAUTIFUL

"There are thousands of things I find beauty in. It can be something that my daughter says that's sort of stunning, a revelation that I wouldn't have expected. Or my son displaying a sort of generosity. When I see people being really decent to each other on the subway. I can see a man playing the trombone in a subway station that I think is exquisite. A beautiful meal that you're fortunate enough to eat; walking into a home that's warm is a thing of beauty. Even finding an old penny on the street."

Sarah Jessica Parker is launching a children's clothing collection with Gap—inspired by her own childhood heirlooms—which comes out March 1.



The Kit’s Rani Sheen shares dreamy snaps from a dream vacation; Rani and her husband, Andrew, on their recent trip.

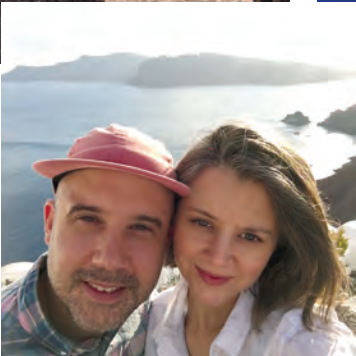
It’s almost embarrassing to tell people that you met the love of your life on a Greek island. That you were young and tanned and each travelling alone; that you collided in that old-fashioned, pre-dating-app way in the outdoor bar of the prettiest youth hostel ever to be carved into the side of a volcanic cliff rising out of the sea. And that you spent a bewildering few days in each other’s orbit before making your way back to your respective corners of the world (London and Toronto), only to come together six months later and stay that way for the 15 years since. How could any couple live up to the ridiculously romantic nature of that meeting?

The Greek islands are known worldwide to cast that kind of spell, so it’s no wonder there’s almost an eye-roll reaction to a “meet cute” in Santorini. How could you not fall in love in a place that spectacular? A series of white-washed villages that overlook the deep blue waters of the caldera (a volcanic cauldron that birthed the place in a series of prehistoric eruptions), it’s the kind of jaw-dropping natural beauty that overshadows every other thing and place you’ve ever thought was impressive. And that’s despite the fact that it’s now stuffed to the gills with people from early spring to late fall. As I witnessed when my now husband, Andrew, and I made a recent pilgrimage to the scene of our meeting, the island has enjoyed—or in some instances, suffered from—a giant leap in popularity in the past 15 years.

It’s fascinating to see how “our” island has changed. In 2002, Instagram and Facebook didn’t exist, requiring as they do to be fed with a steady stream of can-you-believe-your-eyes travel pics and videos. Back then, people didn’t walk the streets of Oia town with their phones extended out in front of them, trying to capture the famous sunsets in which a giant ball of orange fire seems to drop directly into the shimmering sea. Tourists didn’t flock in quite so plentiful droves, perhaps attracted by the aforementioned Instagram posts; didn’t have to cram into every square inch of the opportunistic sunset-chasing buses that careen from one end of the island to the other, safety and order be damned.

Greece, a love story

A romantic pilgrimage to the Greek islands takes **Rani Sheen** on a trip back in time



We take a day to walk around the busy main town of Thira, trying to identify where we actually met. We knew that our youth hostel was razed a few years after it brought us together (not a particularly auspicious sign for our relationship, but it hasn’t turned out to be a bad omen) but the town has been so built up that it’s impossible to pinpoint the site of that outdoor stone-carved bar where we first laid eyes on each other, the small club where we ended up dancing on the tables, or the family taverna where we ordered the cheapest thing on the menu. Now, chic boutique hotels, tasteful jewellery stores and international eateries dot every street, and we spy only a few of the once-plentiful yiayias (grandmas) wearing black and sitting on their stoops watching visitors wander by.

“It’s almost nicer that we can’t find it,” says Andrew, when we admit defeat after a few hours of increasingly sweaty exploration. “Things aren’t the same. People change.” It occurs to me that this might actually explain why a holiday romance between two people from opposite sides of the globe could beat the odds and stand the test of time; by having flexible expectations of it and appreciating however it evolves, which is never quite as we’d expected. (For instance, after 15 years of being together, we just welcomed our first child!) And, equally, how a world-famous tourist destination could retain its natural charm in the face of its own crushing rise in popularity.

We take a turn and find ourselves on the cliffside path that links Thira to the smaller towns of Firostefani, Imerovigli and, eventually, Oia—something we both instantly recognize, having hiked it separately all those years ago. Walking along the very edge of the island, looking out over that ancient and seemingly unchanged seascape, time seems to stretch out before us, promising just as much for our future as it has offered us in the past. Here’s to another 15 years.

ISLAND TIME: SANTORINI BLACK BOOK

Soak in Santorini’s showy delights like the sunsets of Oia, but also stray from the beaten path by venturing into smaller towns such as Megalochori or Imerovigli.

Stay: Hide out from the hordes at Vedema, a Luxury Collection Resort, which is housed in a 400-year-old winery in the bougainvillea-laced passageways of Megalochori. Visit the intimate spa, tucked in a former wine cave, for the on-trend Crystal Healing Face Therapy: Warmed rose quartz crystals, organic Ila skin-care and lymphatic drainage massage are used to lovely, luminous effect. [vedema.gr](#)

Eat: Wander around the corner to Mousiko Kouti (Music Box) for a perfectly prepared dinner at this cozy restaurant populated by cool, artsy locals. Try the island specialty of Santorini fava beans prepared as a silky dip, drizzled with peppery olive oil and plump capers. [mousikokouti.net](#)

Do: View the spectacular rock formations, inlets and mineral hot springs of the caldera’s volcanic crater up close on a half-day catamaran tour. Swim off the boat to take a mud bath in a rocky inlet, drop into the famous Red and White beaches (named for the mineral content of the sand) and sip local wine on the upper deck. [sailing-santorini.com](#)

Get away—far away—from the biting cold to more civilized climates. A good book and a great swimsuit are the only companions you’ll need.



COS SWIMSUIT, \$69, **COS**. **THE BAD DAUGHTER** BY **JOY FIELDING**, \$29, **AMAZON.CA**. **LISA MARIE FERNANDEZ** SWIMSUIT, \$590, **LISAMARIEFERNANDEZ.COM**. **THE WITCH DOESN'T BURN IN THIS ONE** BY **AMANDA LOVELACE**, \$20, **AMAZON.CA**. **MARYSIA** TOP, \$205, **BOTTOMS**, \$185, **MARYSIA.COM**. **THE MEASURE OF MY POWERS: A MEMOIR ON FOOD, MISERY, AND PARIS** BY **JACKIE KAI ELLIS**, \$25, **INDIGO.CA**

This must be the place

Dating can be treacherous. But, as **Briony Smith** discovered, beautiful things can happen when you stop playing the game and start being yourself

ILLUSTRATION BY LOUISE REIMER

“You have to love yourself before someone else will.” This odious little bit of business is stitched into the brain of every girl-child somewhere between learning how to eat solid foods and her first cigarette. But instead of taking it as the feel-good we’re-all-special-treasures-deserving-of-love manifesto it is ostensibly intended as, we all immediately internalize it as “FIX ALL YOUR DISGUSTING FLAWS AT ONCE OR YOU WILL DIE ALONE LIKE THE HUMAN FILTH YOU ARE.” After yet another stretch of singledom some years back, I was sure that my boisterousness; big ass and big-ass hair; propensity for outlandish, teeny-tiny outfits; sexual confidence; and sharp sense of humour were all foiling my boyfriend search. I recruited a series of guy friends to help me finesse my flaws. Chris suggested I swap my skin-tight dresses for jeans and T-shirts, to be more approachable. Mike told me to let them reach for my hand—or anything else—first, so they wouldn’t think I was a harlot. None of this was my style, but I twisted into various simulacra of myself and took the new me(s) on a zillion dates, putting on one-woman shows in dive bars across the city. It didn’t get me very far. As they say, “if you don’t stand for something, you’ll fall for anything”—including directly into the beds of dirtbags who were freaked out by my sexuality or cool job. One of my best friends, Michael, cautioned me against this roadshow of lies. “So, once you trick these tricks into loving the fake you, how long, exactly, are you going to keep up the charade?” Finally, I gave up—slowly, slowly, I shed all my fauxsonas and pledged to start 2016 with a bold new dating strategy: being myself.

Two weeks into the new year, I had a first date lined up with a younger dude, Ben, a studious-looking musician I found on OkCupid with two glamorous cats and nice taste in records. I woke up on the appointed day with needles stabbing my eyes, thanks to a blistering hangover. I spent the day in bed, healing with poutine and Coca-Cola, willing myself not only

to make my date with this Ben guy, but my BFF’s cocktail gathering celebrating her new job right after. No more jeans and runners; I had been dying to wear a long sleek vintage black boob-baring gown to my friend’s bash, so I made it a bit more casual-drinks by throwing my black “Canadian As F--k” sweatshirt over top of it. Hair was definitely akimbo. I strode into the dim cocktail bar—late, as usual—and found a doe-eyed babe in an A+ outfit of thick mustard Outclass cardigan, soft blue thrifted button-up and high-waisted Rag & Bone trousers, plus the perfect swoop of chestnut hair and cute glasses. He was beautiful, smart, kind and quiet—soothing, almost. We spent the next few hours talking about everything from my hangover and our strange family histories to what kind of band I, as a musically challenged person, would be in (Perfect Pony was the name of my hypothetical synth-pop ensemble; I promised to send him a playlist of our inspo songs). Outside, it had begun to snow again, and everything felt fresh and clean and new. Standing together under the streetlight I wanted him to kiss me, but instead I just giggled and threw my arms around him, squeezed and then

bolted through the orange winter night glow and swirling flakes into my Uber. My crush bloomed overnight, his sweetness drifting back to me like a scent. Then it happened: a text! “Eagerly awaiting that Perfect Pony playlist.” Screw hard to get; I spent several hours crafting

My crush bloomed overnight, his sweetness drifting back to me like a scent. Then it happened: a text!



Artist Louise Reimer created this illustration based on a photo of Briony and Ben, snapped on a recent Grand Canyon visit.

a mixtape like a 14-year-old, adding several versions of my favourite song, “This Must Be the Place” by The Talking Heads. Ben asked me out again, and I told him we should go to a screening of dainty sci-fi classic *THX 1138*. No longer was I terrified to suggest anything more interesting than drinks at a bar or sex on my couch. An actual movie! An actual date. Afterwards, we went on a frozen moonlit walk in our neighbourhood park, sliding around on the icy field then cuddling up on a bench; there, I slipped him some squares of dark chocolate I smuggled from my house. “Next time,” I said, “we should play records at your place.” Two nights later, we slow-danced to Leon Bridges on vinyl before I led the way into his room. “Now this isn’t very ladylike,” I giggled. And I didn’t even care. Ben didn’t, either. The fear had melted away as fast as the salt pooling by our boots at the door. I spent a lot of time in that bed over the ensuing weeks. It was there that I asked him if he wanted to meet my friends mere weeks in. It was there that we exchanged surprise V-Day gifts (I made a *THX 1138*-themed valentine that involved multiple shades of craft paper; he got me a “This Must Be The Place” single on vinyl and produced his

own extraordinary synth cover of it for me). It was there I asked him to go to Montreal with me for the weekend a month in, and it was there that I drunkenly blurted out that I loved him. Even six weeks in, I knew: I knew he made me cackle, made me feel safe, made the best grilled cheese sandwiches, made everything shine, made me that rare, elusive thing: happy. Turns out, he had been planning on professing his love in Montreal, atop Mount Royal with hot chocolates.

Two years later, we like to say we fell in love in the depths of winter, but, for me, that chill transcended the season: after years struggling to love myself, the cold had sunk into my bones. But, pressed together, Ben warmed me, and I could start shaking off my loneliness. He didn’t mind my hogging the bed, incessantly reading and relaying movie trivia, constant shouting, hair that is forever akimbo (he prefers it that way, actually). And even when I cowered under the covers, and shared my worst betrayals, he clasped me close. “You think these things will make me like you less,” Ben said. “But they make me love you more.” That’s how I knew he was the one for me, that this must be the place.

Finding the one

CONTINUED FROM COVER



2

I float across the salon imagining myself in these gowns and the woman I'd become wearing them: sleek Carolyn Bessette-Kennedy, ultra-romantic Grace Kelly.



3



4



5

It only took one question to slice through my post-engagement glow: “Ooh, but what will you wear?” The oft-repeated query was entirely good-natured, one that every new bride-to-be hears, but for me, the answer came served with mounting expectations. “Forget a dress: I can totally see you in a chic jumpsuit,” one industry pal said excitedly. “I know it’s not you, but have you thought about a poofy princess dress?” asked another. I nodded each time, wide-eyed and worried. Despite my professional world being all shopping pages and photo shoots, I hadn’t given any thought to my own big day fashion. There was no all-white Pinterest board or little-girl-dreams-of-her-wedding-day type consideration; it was just me staring down an ever-intimidating bridal market.

Feeling overwhelmed by a fashion decision for the first time in my adult life, I turned to Jessica Mulroney, consultant at Kleinfeld at Hudson’s Bay and stylist to big-time names like Sophie Grégoire Trudeau and Meghan Markle. Those in the bridal biz all pointed to Mulroney as the go-to expert (she had guided countless women to bridal bliss and is even rumoured to be helping Markle design a gown for her royal nuptials), so if there was anyone who could transform me from bewildered and betrothed to cool, confident bride, it was her.

“Funny enough, I was the ‘anti-bride,’” the ultra-poised Mulroney tells me after I explain my dress dilemma. “I wanted to buy something off the rack and get it over with, but my mother forced me to go to a proper bridal salon and have the real experience. I’m so happy I did.” She invites me to a consultation where I will have my pick of over 700 dresses and experience the same kind of magic she did, in spite of my reservations.

When I step into Kleinfeld at Hudson’s Bay, Toronto’s sprawling outpost of the original New York City store, I’m taken by the racks of gossamer confections that bring the *Say Yes to the Dress* archetypes to life. There are the Prina Tornai creations, bejewelled, lingerie-like gowns favoured by “blingy” brides; a billowing section of pretty princess dresses from the likes of Mikaella and Hayley Paige; and a more subdued lineup of lacy, boho-inspired slips by Temperley London—nary a sparkle in sight. Mulroney tells me to keep an open mind. “Brides will often come in with a definite idea of their dream dress and leave with something completely different,” she says. “You may think a mermaid shape is best for you, but until you’ve seen yourself in a ball gown, you’ll never know for sure.”

With that in mind, I float across the salon envisioning myself in these gowns and the woman I would become

wearing them: sleek and sexy Carolyn Bessette-Kennedy, ultra-romantic Grace Kelly, cool and modern Solange Knowles. Taking a heap of unique dresses to the fitting rooms, I’m determined to discover exactly who I want to look like—who I want to be—on my wedding day.

I first slip into a sexy mermaid shape, one of the more sought-after looks according to Mulroney, but the second it zips up, my consultant reads my mind: “You look uncomfortable,” she says gently. I am—while beautiful, the dress is too va-va-voom for this jeans-and-tee kind of girl. I twirl in a prim ball gown, half-dreaming of a grand Parisian venue then quickly remember our rustic, outdoorsy wedding setting. Then, my consultant puts me in the runner-up: a gown with a fairy-princess feel topped with a crystal headband. I feel pretty and girlish and angelic. I wonder if it’s “the one” but there’s something holding me back. When you know, you’ll feel it in your “bridal bones,” says Mulroney. And in the end, I did. My dress—a simple chiffon sheath from Kleinfeld by designer Elizabeth Fillmore—elicits squeals from my mum and six of my best friends. Most importantly, my dress feels like me. I stand tall and confident, loving how I feel when I look at every angle in the three-way mirror. Then, like the reactions on cable TV, the tears begin to fall.

- 2. BOHO ELEGANCE**
“Many brides are drawn to the boho look but still want something that feels elegant,” says Jessica Mulroney. “The embroidery and corseted top create a soft look that works with any style of wedding.”
TEMPERLEY LONDON DRESS, AVAILABLE EXCLUSIVELY AT KLEINFELD AT HUDSON’S BAY.
- 3. SLEEK EMBELLISHMENT**
“This shape is perfect for the romantic bride,” says Mulroney. “A detachable over-skirt allows for an ethereal walk down the aisle. Once removed, you’re left with a sexy lace sheath gown that is perfect for dancing.”
RIVINI DRESS BY TORONTO-BASED DESIGNER RITA VINIERIS, AVAILABLE AT KLEINFELD AT HUDSON’S BAY.
- 4. CLASSIC BALLGOWN**
“We’re seeing a return to the simplicity of the ballgown,” says Mulroney. “This is perfect for the sophisticated bride.”
ROMONA KEVEZA DRESS AND LAURA JAYNE VEIL, BOTH AVAILABLE AT KLEINFELD AT HUDSON’S BAY.
- 5. ROMANTIC DEEP V**
“Most brides want to feel sexy,” says Mulroney. “I love this dress because it has a beautiful plunging neckline contrasted with a fuller skirt. Plus, who can say no to a dress with pockets?”
PALOMA BLANCA DRESS DESIGNED AND MADE IN TORONTO, AND LAURA JAYNE HAIR CLIP, BOTH AVAILABLE AT KLEINFELD AT HUDSON’S BAY.

Your beauty game plan

Skillful layering is the pro secret to a chic outfit, a flattering haircut—and major skincare results. Here’s how to apply your beauty products in the best order for max benefits.

1. START WITH A CLEAN SLATE

The active ingredients in your serums and creams will absorb best on a fresh face. So first things first: wash away any oil and impurities with a cleanser that suits your skin type (try a creamy product if you’re on the dry side, or a gel if you’re oily/combination—we love Estée Lauder Advanced Night Micro Cleansing Foam, \$38, 100 mL). Then rebalance with a toner. Now, you’re ready to layer.

2. REACH FOR YOUR SERUM

When deciding which order to layer your products, remember the general rule: you want to go from the thinnest texture to the richest. Serums, which put powerhouse ingredients into fast-absorbing formulas, are at the front of the line. This will allow your skin to drink up the hero ingredients, stat. The star active in the new Estée Lauder Perfectionist Pro Rapid Firm + Lift Treatment, for instance, is a breakthrough peptide technology called Acetyl Hexapeptide-8. Designed as a skincare alternative for anyone not ready for cosmetic surgery, this patented super serum firms and lifts your facial contours, including your cheeks, jawline and smile lines, fast.

3. BLUR AWAY FINE LINES

After you’ve applied your serum, create a silky canvas with a wrinkle-filling product. The new Estée Lauder Perfectionist Pro Instant Wrinkle Filler does the job on the spot—no needle needed—using advanced filling spheres, blur-

ring optics and skin-plumping Sodium Hyaluronate. Over time, it will also help boost your own production of collagen. Consider this your next-level makeup primer, with bonus skincare benefits. Instead of rubbing this product on like a lotion, lightly tap a small amount right onto the target areas you want to smooth, such as the fine lines or wrinkles on your forehead, around your eyes, between your brows and around your mouth.

4. FOLLOW WITH MOISTURIZER

No matter what your age, skin always looks its absolute healthiest and glowiest when it’s well hydrated, so after your Estée Lauder Perfectionist Pro Instant Wrinkle Filler has set, apply a great moisturizer—like Estée Lauder Revitalizing Supreme+ Global Anti-Aging Cell Power Creme (\$97, 50 mL)—to keep your skin dewy.

No matter what your age,
skin always looks its absolute
healthiest and glowiest when
it’s well hydrated

5. PROTECT YOURSELF

To ward off UV damage—which is, surprise, the biggest culprit causing premature signs of aging—we should all be shielding our skin with a sunscreen daily. But it’s especially key if you’re using any products containing alpha-hydroxy acids (AHAs), which you’ll find in the new Estée Lauder Perfectionist Pro Rapid Firm + Lift Treatment. AHAs have an excellent exfoliating effect, making your skin more luminous and even-toned, but they can also make you more sun-sensitive, so SPF is a VIP (very important product).

ESTÉE LAUDER PERFECTIONIST PRO
RAPID FIRM + LIFT TREATMENT,
\$145 (50 ML). ESTÉE LAUDER PERFECTIONIST PRO INSTANT WRINKLE
FILLER TRI-POLYMER BLEND, \$72

BEAUTY FAQ

Do I always need to use a moisturizer over serum?

Your serum and your moisturizer play different roles in your routine, so one doesn’t replace the other. Think of your serum as your concentrated dose of active ingredients, and your moisturizer as the step that seals in the serum and keeps skin happily hydrated. If your skin type tends to be oily, just opt for an oil-free moisturizer to keep the layers feeling lightweight.

Can I layer multiple serums in my skincare routine?

As long as you’re not overdoing certain types of ingredients by combining, you can absolutely choose to layer serums with complementary formulas. For example, there’s no need to give up your beloved Estée Lauder Advanced Night Repair Serum (\$120, 50 mL); you can use that along with the new Perfectionist Pro Rapid Firm + Lift Treatment. Advanced Night Repair Serum will support your skin’s overnight renewal, while Perfectionist Pro Rapid Firm + Lift Treatment will focus on high-speed firming and lifting.

How long should I wait between skincare products when layering?

To allow a little time between products so they can better absorb or set, try this trick: fit another quick morning to-do in between each layer. For example, after you’ve tapped on the Estée Lauder Perfectionist Pro Instant Wrinkle Filler Tri-Polymer Blend, brush your teeth while it sets, then apply moisturizer, change into your day clothes, and put on sunscreen.

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Rapid Firm + Lift Treatment
with Acetyl Hexapeptide-8

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Homegrown heroes

Meet the beauty brands—proudly Canadian and unapologetically disruptive—revolutionizing the industry and giving us all the patriotic feels

BY CAITLIN AGNEW | PHOTOGRAPHY BY HAMIN LEE

THE 7 VIRTUES

No one puts their money where their mouth is quite like Barb Stegemann. The Toronto-based social activist started The 7 Virtues as a vehicle to create legitimate business opportunities for people living in war-ravaged countries. Her essential oils are organic and fair-trade, and give farmers the opportunity to earn a living selling legal crops. After being invited to attend the Sephora Accelerate Program, a mentorship initiative for female CEOs of young beauty companies, Stegemann recently expanded her line to include the new Contemporary Peace perfumes, a youthful twist on her classic line.

How did the 7 Virtues come to be? I launched the 7 Virtues on International Women's Day in 2010. The banks wouldn't give me a loan, even though I had a perfect credit rating and my own house. They just didn't get the idea of social enterprise back then, buying essential oils from war-torn nations to liberate families was not the cookie-cutter idea of a company so I put it on my Visa card. Nothing was stopping me. Less than three months later, I was pitching on CBC's *Dragons' Den*.

What do you find most rewarding about working with places devastated by war and poverty? Seeing the change. I was raised by a single mom on welfare and used to wonder why I lived in such poverty, but now when I sit in a home with our farmers who survived the genocide in Rwanda and see they can buy school uniforms with the income from our purchases and that their children can have hope for a better future, I understand my journey and know I'm where I belong in the world.

PROVINCE APOTHECARY

After years of suffering from allergies and eczema, Province Apothecary founder Julie Clark was inspired to create her own skincare solutions to alleviate her symptoms. In the eight years since then, the Toronto brand has become a lifestyle experience in its own right, having expanded to include incense, a skincare clinic and an expansive range of skin savers. The wild-crafted elixirs are carried in stylish boutiques around the world, and spotting a blue Province Apothecary bottle on your travels is like running into an old friend from home.

Why is skincare such an important part of our routine? We are what we eat and what we put on our bodies. Our skin is the largest organ and it absorbs everything we apply so our products have a huge effect on the health of our skin. I also think how you apply your products is very important. I'm obsessed with giving myself a face massage every day, even if it's only for 20 seconds. You'll see a huge improvement in your skin if you massage it the right way.

Can you explain the concept of the skincare ritual and why it's so important? Our rituals are a celebration of self-care. Almost everyone I know is so busy. When you're able to take small moments for yourself, it can have a powerful effect on your wellbeing.

You're known for your custom serums. Why is a bespoke approach effective in caring for skin? Serums are one of our favourite products to make because we can blend them on the spot, right after a facial, or after someone has filled in a questionnaire. I love offering them because it allows us to truly target our clients' concerns based on what's happening in their life at that moment, the season, or just what their skin needs.

NUDESTIX

For this mother-daughters trio from Toronto, keeping it in the family was a no-brainer. Founded by Jenny Frankel and her two daughters, Ally and Taylor, Nudestix is based on the idea that makeup should be easy to apply, products should be luxurious multitaskers and results should be natural and flattering. It's a beauty philosophy that is embodied by their award-winning Cream Lip + Cheek Pencils, top-sellers available in eight nude shades that can be used as lip liners, lip colour and blush.



FROM LEFT TO RIGHT: **PROVINCE APOTHECARY** REJUVENATING + HYDRATING FACE SERUM, \$76, PROVINCEAPOTHECARY.COM. **FARSALI** UNICORN ESSENCE, \$50, FARSALI.COM. **NUDESTIX** MAGNETIC LIP COLOUR IN BLOSSOM, ROSE AND BURGUNDY, \$28 EACH, SEPHORA.CA. **THE 7 VIRTUES** MIDDLE EAST PEACE EAU DE PARFUM, \$70 (50 ML), **THE ORDINARY** HYALURONIC ACID 2% + B5 SOLUTION, \$7, THEORDINARY.COM. **RMS BEAUTY** LUMINIZER, \$48, RMSBEAUTY.COM.

How did you launch Nudestix? *Jenny:* Ally and Taylor really inspired Nudestix because of their modern approach to effortless beauty. They wanted their makeup to be made for them, which meant easy-to-apply, natural-looking, and streamlined to quickly get out the door. So we created multi-tasking luxury pencils for the face, eyes and lips in the most flattering nude tones. All you do is draw and smudge.

What sets Nudestix apart from other beauty brands? *Taylor:* Nudestix speaks to the real modern-day woman, who's usually not a makeup artist and is so busy she doesn't have time for herself. We make her life easy by speaking to a "less is more" philosophy: less colour, less steps, less time, and a more natural approach.

What are some of the advantages and challenges of running a beauty company as a family? *Jenny:* You can always trust each other to be honest and depend on each other for support. *Taylor:* It's hard to separate private from professional life. So during family time, we still talk business.

How does it feel to see major A-listers like Chrissy Teigen wearing your products to the Grammys? *Jenny:* It's surreal! She looked so stunning and to think that her amazing makeup artist, Mary Phillips, trusted the quality of our products to perform on such an iconic celeb like Chrissy makes us super proud.

THE ORDINARY

Don't let the plainness of its moniker fool you—there's nothing ordinary about this skincare range. One of 10 beauty brands owned by Toronto umbrella company Deciem, The Ordinary focuses on back-to-basics, effective skincare. Skipping bells and whistles in favour of proven ingredients allows The Ordinary to operate with transparency, says co-CEO Nicola Kilner. It wasn't long before Estée Lauder came calling and last June, Deciem became one of the latest It brands to join forces with the mega company.

How would you describe your mission for The Ordinary? The Ordinary launched a little over a year and a half ago and was created to celebrate integrity and disallow commodity to be disguised as ingenuity. It exists to bring to market effective, more familiar technologies at honourable prices.

Deciem is all about being "abnormal." Why is it important for you to do things differently? In a time when commonplace technologies are referred to as 'groundbreaking' and insensible pricing strategies confuse the audience, it's important for us to communicate with integrity, which is seen as different.

What's next for The Ordinary? We just launched our Marine Hyaluronics, which is an ultra-lightweight hydrator and a great option for people who love hyaluronic acid but want something a bit lighter in weight.

RMS BEAUTY

Ask any early-adopter of green beauty and chances are she has a pot or two of RMS Beauty in her makeup bag. Founded by New York-based makeup artist Rose-Marie Swift, who is originally from Vancouver, RMS was one of the first organic cosmetics lines to take a luxe approach to product development, effectively ditching any crunchy granola thoughts associated with natural makeup.

What inspired RMS Beauty? After many years in the fashion and makeup industry, I learned a lot about the impact of daily exposure to chemicals in beauty care products. This led me to create the first truly organic cosmetics line combining healthy ingredients with unparalleled luxury.

Was it hard at first to convince clients that natural products could be just as effective as conventional ones? Some people may have prejudices about the effectiveness of natural, green, organic beauty, and rightfully so. In the beginning, I totally dismissed the eco-brands

on the market because they didn't perform and weren't fashion-forward in any way whatsoever.

How have your celebrity fans helped spread the word about RMS? Miranda Kerr, Gisele and many of the models I've worked with opened their hearts without payment to promote my brand—such a reward in an industry where there's a price tag on everything.

FARSALI

In our visually-focused era, it takes a lot to make something as functional as skincare go viral, but that's exactly what Farsali has done. With 1.4 million Instagram followers, the Toronto brand has become a social media darling thanks to its photogenic elixirs and creams. Founder and CEO Sal Ali was inspired by his wife Farah Dhukai, a beauty influencer with more than 2 million subscribers on YouTube, to combine the visual playfulness of makeup with the nourishing benefits of skincare. The resulting potions were made for the selfie spotlight.

What's the origin story of Farsali? I had an agency that consulted in product development and e-commerce. After doing that for six years, I lost my passion and decided to take some time off. During this period, I began noticing all the Sephora boxes arriving throughout the week and started paying more attention to my wife's beauty obsession. I realized two things: One, my wife is a beauty addict! And two, I noticed that there weren't many beauty products that acted as both makeup and skincare. That's what sparked the idea for me and brought my passion back. I wanted to create a brand that bridged the gap between makeup and skincare.

How does it feel to make people excited about caring for their skin? One of my goals was to bring the happiness my wife has in her makeup routine into her skincare regimen, which at the time, seemed like more of a chore. To see so many people embracing makeup-skincare and having fun with their routines is the epitome of what Farsali is.

TOP OF THE CHARTS: BEAUTY HALL-OF-FAMERS HAILING FROM OUR HOME AND NATIVE LAND

 <p>Consonant A cult-favourite product by a cult-favourite brand, with only two ingredients. Consonant claims the dynamic duo far outperforms superstar ingredient hyaluronic acid—an irresistible incentive to pick up a bottle, especially with the brand's no-questions-asked money-back guarantee. CONSONANT HYDREXTREME, \$149 (30 ML), CONSONANTSKINCARE.COM</p>	 <p>Velour Lashes A regular on "best falsies" lists, these little luxuries are handmade from ethically sourced mink and silk. You can get cheaper ones at drug stores, but these will last you at least 20 wears. VELOUR FALSE EYELASHES IN LASHENITY, \$36, VELOUR-LASHES.COM</p>	 <p>Lovefresh Natural deodorant devotees (and Lovefresh) say this is the one that works. It's made from only a handful of natural ingredients like shea butter, coconut oil, beeswax and essential oils, and comes in seven natural scents, plus unscented and extra-strength. LOVEFRESH DEODORANT IN GRAPEFRUIT, \$24, LOVEFRESH.COM</p>	 <p>Rocky Mountain Soap Company The mom and pop brand has brought bar soap to the next level with its iconic all-natural, essential-oil-scented, mineral-coloured concoctions. This bestselling bar has "twice the lavender" and is suitable for many skin troubles. ROCKY MOUNTAIN SOAP COMPANY SOAP IN LAVENDER, \$6, ROCKY-MOUNTAINSOAP.COM</p>	 <p>Harlow These body balms are made with raw, organic butters and oils and scented with thoughtful blends of essential oils. Top-selling Bohème combines citrus, chamomile and palo santo, a wood native to Mexico and South America used for its healing properties and burned as incense. HARLOW BODY BUTTER IN BOHEME, \$28, HARLOW-SKINCO.COM</p>	 <p>Zorah Edible mascara! Okay, maybe that's not a selling point, but the fact that you could eat this stuff—and the strawberry smell might almost make you want to—illustrates how pure it is. But more to the point, the argan-oil-rich formula stacks up against any of the top brands for length and volume. ZORAH VOLUME AND CARE MASCARA, \$24, ZORAHBIO-COMESMETIQUES.COM</p>	 <p>Bite Crafted by hand from 12 natural, edible oils, and delightfully scented with citrus and mint, these little bullets are a legend in Canadian lipstick circles. Of their 38 colours, the taupey, mauvey Chai is the bestseller. BITE BEAUTY AMUSE BOUCHE LIPSTICK IN CHAI, \$30, SEPHORA.CA</p>	 <p>Cake This pink can restores limp, not-so-clean locks to their former post-blowout glory. Good news: The brand was just acquired by Marc Anthony, making for a dream team of Canuck primping prowess. CAKE THE 'DO GOODER VOLUMIZING DRY SHAMPOO SPRAY, \$19, BEAUTYBOUTIQUE.CA</p>
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Highlight reel

Our editors pose in their favourite Spring 2018 Canadian looks and get the scoop on fall, straight from the designers at Toronto Fashion Week

PHOTOGRAPHY BY NATHAN CYPREY

JILLIAN VIEIRA, FASHION EDITOR, IN SPRING 2018 ANDREW COIMBRA

The outfit inspo, from designer Andrew Coimbra: “The print on this coat reminded me of graffiti you’d see on the side of a building in Kensington Market or in Brooklyn. I liked the idea of using something with that urban edge in such a classic silhouette. It’s a chameleon of a piece because you could rock it with a tracksuit underneath, jeans or a dress.”



ANDREW COIMBRA FALL 2018



“My collection was driven by the idea of power: the multiple layers and interpretations of it, like economic power and sexual power. When Uncuffed [a Toronto-based leather brand] and I collaborated on this presentation, it felt organic, because you see these pieces that bridge the gap between fashion and sexuality.”



CAITLIN KENNY, DIGITAL EDITOR, IN SPRING 2018 HILARY MacMILLAN

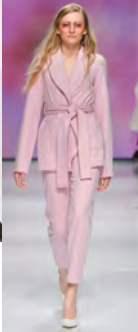
The outfit inspo, from designer Hilary MacMillan: “This wrap dress was inspired by the need for that ‘effortless staple’ in every woman’s wardrobe—a dress that is transferable and well-made while being wearable in almost every context. We want the wearer to feel like she is in Palm Springs or Capri, and I feel that this dress flirts with that idea in a current and fun way.”

“I was inspired by the art direction in Sofia Coppola’s *Marie Antoinette*. The colour palette of the film along with its juxtaposition of elegance and power, structure and indulgence influenced the tones, fabric and fit choices in my collection. I chose to contrast athleisure separates with structured garments, mirroring that duality.”

THE KIT CANADIAN FASHION PROJECT



HILARY MacMILLAN FALL 2018



LAURA deCARUFEL, EDITOR-IN-CHIEF, IN SPRING 2018 UNTLD

The outfit inspo, from UNTLD designers Simon Bélanger and José Manuel St. Jacques: “This suit is based on the *Ecstasy of Saint Teresa* by Bernini. It was the epitome of Baroque sculpture—very controversial as it represented a saint in a state of ecstasy that was very sensual. The Church was appalled. We made a print out of shots taken from different points of view of the sculpture, so it has a kind of kaleidoscope effect. Once it’s cut, you can perceive the face through small pieces.”

UNTLD FALL 2018



“We’re very inspired by the idea of woman as Renaissance woman—these days, women are expected to do so much. This collection takes that as a starting point, and the rich jewel-tone colours and textures—like the velvets—help tell that story.”

THE KIT

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TIME TO GLOW

This joy-sparking luminizing powder, available for a limited time in soft pink Opal Glow, has light-reflective pigments suspended in a clear, superfine base to give you a renewed radiance like spring itself.

Bobbi Brown Highlighting Powder, 8 g, \$59



LASH OUT

This high-impact vinyl mascara gives you colour-saturated lashes with intense length, volume and curl. Your eyes will have extra sparkle from the finish's super-shiny effect.

Yves Saint Laurent Beauté Mascara Vinyl Couture, 6.7 mL, \$39



SENSUAL SCENT

The latest offering from fragrance icon Thierry Mugler, Aura Mugler, is an oriental botanical inspired by feminine instinct and feline sensuality, combining rhubarb leaf, orange blossom and vanilla with woody notes.

Aura Mugler Eau de Parfum, 30 mL, \$85



GET LIPPY

Layer on this matte liquid lipstick for buildable intensity: Will it be a subtle shade infusion or a solid punch of eight-hour colour?

Its weightless, no-transfer formula comes in 15 shades.

Guerlain La Petite Robe Noire Lip Colour'Ink, 6 mL, \$34 each



BRUSH UP

Spring fling going all night? This innovative new mascara gives you intense 36-hour* wear. Its custom Big Slimpact! brush provides 360-degree reach for easy layering and big volume.

*Instrumental test on 21 women.

Benefit Cosmetics BADgal BANG! Volumizing Mascara, 8.5 g, \$32



TWINKLE, TWINKLE

A fun, refreshing take on the classic Daisy scent, this limited-edition fragrance trio is inspired by summer skies and sparkling waters. Fruity, floral and delicious, they conjure a shimmering oasis.

Marc Jacobs Daisy Twinkle, 50 mL EDT, \$96, **Marc Jacobs** Daisy Eau So Fresh Twinkle, 75 mL EDT, \$108, **Marc Jacobs** Daisy Dream Twinkle, 50 mL EDT, \$96



HOT DATES

Pink for spring! These four full-coverage creamy pinks are playfully named after types of guys. Which is the guy—the pink—for you? Whichever one you choose will nourish with shea butter and soybean oil for super-soft lips.

Lipstick Queen Dating Game Lipsticks in Mr. Right, Mr. Right Now, Bad Boy and Good Catch, 3.5 g, \$32 each

GUILTY PLEASURE

Created by Gucci's Creative Director, Alessandro Michele, and master perfumer Alberto Morillas, Guilty Absolute Pour Femme combines Goldenwood with an unexpected hit of blackberry, intensified by Bulgarian rose and patchouli.

Gucci Guilty Absolute Pour Femme, 50 mL EDP, \$114



EYE IMPACT

This palette of 12 warm, rosy eyeshadows has it all: from velvety matte neutrals to pinks and golds so sparkling, you will outshine spring. The all-new pure pigment formula delivers high-impact colour in one stroke.

NARS NARSissist Wanted Eyeshadow Palette, 1.4 g, \$74

EXTRA CARE

Keep these secret weapons handy for when you need some emergency TLC. The Lip Gel patches moisturize and soften dry lips, making them perfectly lipstick ready, and the Eye Gels help fight puffiness and dryness with caffeine and hydrolyzed collagen.

Patchology Wink & A Kiss FlashPatch® 5 Minute Hydrogels, 2 Lip Renewal Patches & 2 Pair Rejuvenating Eye Gels, \$16



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