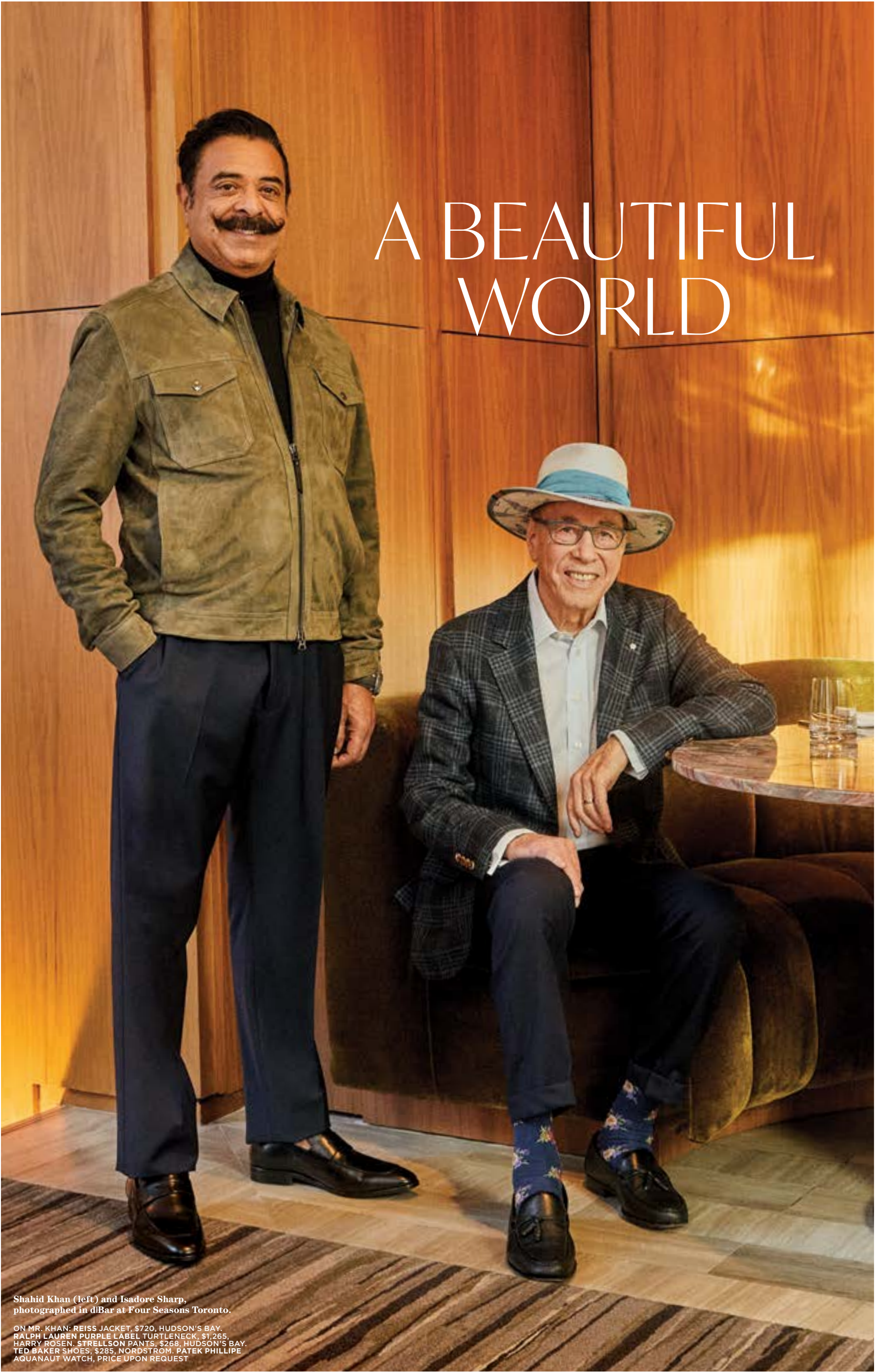


THE KIT



Shahid Khan (left) and Isadore Sharp, photographed in dlBar at Four Seasons Toronto.

ON MR. KHAN: REISS JACKET, \$720, HUDSON'S BAY. RALPH LAUREN PURPLE LABEL TURTLENECK, \$1,265. HARRY ROSEN, STRELLSON PANTS, \$268, HUDSON'S BAY. TED BAKER SHOES, \$285, NORDSTROM. PATEK PHILLIPE AQUANAUT WATCH, PRICE UPON REQUEST

Every icon needs a visionary. Four Seasons Toronto has two: Isadore Sharp, the original big thinker, who created the world’s most admired hospitality brand, and Shahid Khan, the creative entrepreneur who is the Yorkville hotel’s current owner. Both men are united by a belief in the importance of exceptional service—and the knowledge that a great hotel is always more than a hotel



ARMANI code

THE NEW REFILLABLE PARFUM



Harry Styles, in Gucci, brought double-breasted drama to this year's Venice Film Festival.

For King Charles III, 2022 isn't just the year that he was sworn in as England's new reigning monarch—it's also the year that his longtime garment of choice, the double-breasted suit jacket, finally reclaimed the menswear throne. Granted, while Charles likely favors the style for its formal sophistication and, perhaps, its ties to British naval history, lately others have reintroduced it as something more casual, more contemporary and, well, cooler.

Fall runway shows from Louis Vuitton, Prada and Dior (to name just a few) presented no shortage of button-heavy offerings, and tastemakers have been quick to embrace them. Back in September, Harry Styles sported a double-breasted blue Gucci suit to his movie premiere in Venice, then followed up with an emerald green equivalent on the red carpet at TIFF. And at this year's Emmy Awards, singer John Legend and actors Nicholas Braun and Nicholas Hoult all opted for double-breasted styles.

Office environments are following suit. In his 2021 book *Dress Codes*, Stanford Law professor (and fashion commentator) Richard Thompson Ford recounts the eyebrow raises that he received back in the '90s while wearing a

Almost no one has to wear a suit to the office anymore, so wearing one is a choice. It's more fashionable and it has different connotations.

Double trouble

As the double-breasted suit returns, modern tailoring is turning button placement into a hot-button topic. Eric Mutrie explains

double-breasted jacket as a first-year law associate. "I grew to understand that it was something to wear to work at a certain age or level of accomplishment, but not as a young person," he says. These days, at least outside of more conservatively attired firms, Ford believes the consensus has changed. "I've seen some really youthful-looking Italian double-breasted suits," he says. "Almost no one has to wear a suit to the office anymore, so wearing one is a choice. It's more fashionable, and it has different connotations."

Despite these new rules, Ford remains loyal to traditional executions. "The classic 'martini-glass' configuration is the six-two button layout," he explains, referring to double-breasted jackets with six overall buttons and two that actually fasten.

"That's the one that communicates sophistication and savoir faire." That said, he recognizes that many of today's runway styles may depart from this convention. "With fashion, it's tricky, because if it's being done deliberately enough, that's a statement, and that's why you want to buy it."

The one condition that Ford is still firm on: buttoning your blazer. "There's too much fabric to leave it unbuttoned," he says. "I have not seen it done to good effect." And yet here, too, the fashion houses are pushing back. In Gucci's recently launched luggage campaign, for instance, Ryan Gosling wears his double-breasted jacket open.

Montreal stylist Cary Tauben is in the same camp. "I normally keep mine unbuttoned," he says, noting that he'll occasionally enlist a tailor to deal with excess material. "I don't like regular suits because I feel constricted by anything tight. But a double-breasted blazer almost feels like a sweatshirt to me. And you're seeing that in street style, too: jeans, a T-shirt and then an oversized double-breasted blazer, just because it's so comfortable." He points to Fear of God, helmed by American designer Jerry Lorenzo, as one of the fashion labels reimagining the garment as part of the new uniform of relaxed elegance.

This debate effectively highlights the divide between the historical rules of tailoring and the modern, anything-goes approach of street style. But given that the double-breasted jacket is defined by two parallel rows of buttons, perhaps it is only appropriate that the garment be able to balance multiple identities. Whether it's being worn by a royal or a rock star, buttoned or unbuttoned, it is undoubtedly the suit of the moment.



READ ONLY

Refresh the library with the latest crop of stylish tomes

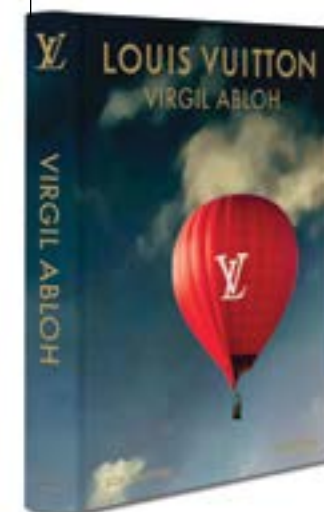


Sneakers have felt like the future since the 19th century, when they were made possible by innovations in manufacturing and materials. They still do, as Bata Shoe Museum curator Elizabeth Semmelhack shows through interviews with designers like Iris Van Herpen and descriptions of ongoing innovations including those related to sustainability and "shoes that blur the line between the real world and the metaverse."

FUTURE NOW: VIRTUAL SNEAKERS TO CUTTING-EDGE KICKS BY ELIZA-BETH SEMMELHACK (THE BATA SHOE MUSEUM/RIZZOLI), \$65, AMAZON.CA

When the founder of Off-White, creative director of Louis Vuitton and major force of culture, creativity and inclusivity in fashion Virgil Abloh died of cancer at 41 last year, the fashion world reeled. Now, this silk-bound tribute to his work at the French house shines a light on Abloh's many moments of design genius as well as his MO, in his words, to "unlock the door for future generations."

LOUIS VUITTON: VIRGIL ABLUH BY ANDERS CHRISTIAN MADSEN (ASSOULINE), \$165, ASSOULINE.COM



A longtime playground for the rich (Rockefeller, Bezos) and famous (Garbo, Kardashian) the mostly French-speaking Caribbean island St. Barths is known for super yachts, sparkling islets and a short, treacherous landing strip for only the bravest pilots. This linen-covered book leans into the glamour and excess, taking us where visitors spend their Euros.

ST. BARTHS'S FREEDOM BY VASSIL CHAMBERLAIN (ASSOULINE), \$130, ASSOULINE.COM

THE KIT X GIORGIO ARMANI

LUXE LIST



Armani's newest fragrance is the must-have gift for every man

Most of us have hard-to-shop-for men in our lives. But for this upcoming gifting season, they'll be the first you cross off your list thanks to the brand-new Armani Code Parfum.

Redefining the definition of masculinity might seem like a lot to put on a single fragrance, but that's exactly what the Armani team hopes to do. The luxe scent "rewrites the code," taking its inspiration from a more contemporary view of masculinity: a type of masculinity that is at once evolved, innovative, strong, vulnerable and sensitive, empowering the wearer to express himself freely, openly and with complete authenticity.

In a game-changing innovation true to the Armani Code DNA, the fragrance now comes to life virtually. In collaboration with Meta, Armani Beauty presents a technology that virtually mimics the olfactory experience—think of it like smelling the scent through your cellphone. Scan the QR code on any Armani Code ad and experience the notes coming to life as a visual kaleidoscope while you shop.

So how does a fragrance bottle all of that? Let's dive in.



THE STAR

The brand selected Regé-Jean Page—who is quickly becoming one of Hollywood's most sought-after stars—to be the new face of Armani Code. With roles in *Bridgerton*, *The Gray Man* and more, the British actor is constantly exploring modern masculinity through his work. "The way we think of masculinity now is that it is no longer such a blunt instrument. It is strong, but strength is not necessarily destructive," he says.

Page brings a sense of thoughtfulness, elegance and balance to the screen, and it's what makes him the ideal contemporary Code man. "Regé-Jean Page interprets and explores the nuances of a gentle, profound masculinity that is not ostentatious or showy," says Giorgio Armani. "He authentically and spontaneously represents the cultural richness and vitality of this moment in time."

THE SCENT

It starts with the natural ingredients master perfumer Antoine Maisondieu—the nose who was also behind the OG Armani Code back in 2004—chose to work with. Notes of bright Italian vert de bergamote, sophisticated French clary sage heart, delicate Moroccan iris and powerful Brazilian tonka bean absolute and American cedar wood all blend together to create the bold and alluring scent.

THE VESSEL

Armani Code's elegant, keepsake-worthy bottle is eco-conscious: The fragrance is made with sustainable ingredients while the high-quality flacon is designed with a refill system, meaning less materials will be used in the long run.

This content was created by The Kit, Giorgio Armani funded and approved it.

A man in uniform

Stylish man about town Shayne Stephens on how to build a look you'll want to wear every day

With mandatory office days and in-person events back in full swing, your biggest daily sartorial decision is no longer whether or not to forgo pants. Rather, your outfit will need to be pieced together—an overwhelming proposition if you've spent the better part of two years in the same one. But what if the secret to both limiting decision fatigue and sartorially differentiating yourself lies in actually embracing that spirit by creating a uniform?

Over the years, many a fashionable fellow has abandoned the madness of chasing trends by instead adopting a signature style. Take the T(h)oms, for instance. The

late writer Tom Wolfe fell in love with a white suit and never looked back...even in winter. Tailor and designer Thom Browne rolls through his incredibly chic life in a cropped grey short suit. And multi-hyphenate Tom Ford meets his many glamorous responsibilities in a dark velour jacket and crisp white button-up.

If you can't imagine not buying this season's wide-legged fuchsia trouser, a uniform probably isn't for you. But if the thought of styling yourself one more time sends a chill down your spine, pay attention to what situationally appropriate item, colour or look you feel best in and make it your thing. You're in good company.

THE UNIFORM: TAILORED TRADER

Base your suiting uniform on the silhouette that works best for your body. Start with two suits—one grey and one navy—and you'll have four options, which is a lot better than 20. Add a sleek black lace-up and a pressed shirt—then hit the boardroom.



BURBERRY TRENCH COAT, \$3,190, CA.BURBERRY.COM



WALTER BEAUCHAMP BESPOKE SUIT AT WALTER BEAUCHAMP, PRICE AVAILABLE UPON REQUEST, WALTERBEAUCHAMP.CA



FORET SHIRT, \$210, HARRY ROSEN



LOUIS VUITTON BAG, \$2,930, LOUISVUITTON.COM



PRADA SHOES, \$1,450, PRADA

THE UNIFORM: CAREFREE CREATIVE

Grounding an outfit in black is a staple fashion guy move, but rather than go full Johnny Cash, soften the look with a grey hoodie and sneakers. This creates the perfect canvas for a statement accessory in the colour of the year.



SAINT LAURENT JACKET, \$7,340, YSL.COM



REIGNING CHAMP HOODIE, \$170, CA.REIGNINGCHAMP.COM



SPENCER BADU T-SHIRT, \$150, SPENCERBADU.COM



BOTTEGA VENETA BAG, \$6,490, BOTTEGAVENETA.COM



RICK OWENS PANTS, \$655, HOLT RENFREW



NEW BALANCE SHOES, \$210, BLUEBUTONSHOP.COM

THE UNIFORM: PLAYFUL PROFESSOR

For those who have some sartorial flexibility but can't visit clients looking like a band front man, this look keeps things in check with textured layers and a clean simple palette. The playfulness kicks in with light-wash denim and rugged brown hiking boots.



BRUNELLO CUCINELLI COAT, \$8,395, SHOP.BRUNELLOCUCINELLI.COM



COMME DES GARÇONS SWEATER, \$460, CNTRBNDSHOP.COM



ACNE STUDIOS JEANS, \$510, ACNESTUDIOS.COM



AMI PARIS SHIRT, \$350, HOLT RENFREW



BRUNELLO CUCINELLI BELT, \$1,250, SHOP.BRUNELLOCUCINELLI.COM

ISSEY MIYAKE BACKPACK, \$1,060, SSENSE.COM



DANNER BOOTS, \$515, SPORTING LIFE

Meet the expert



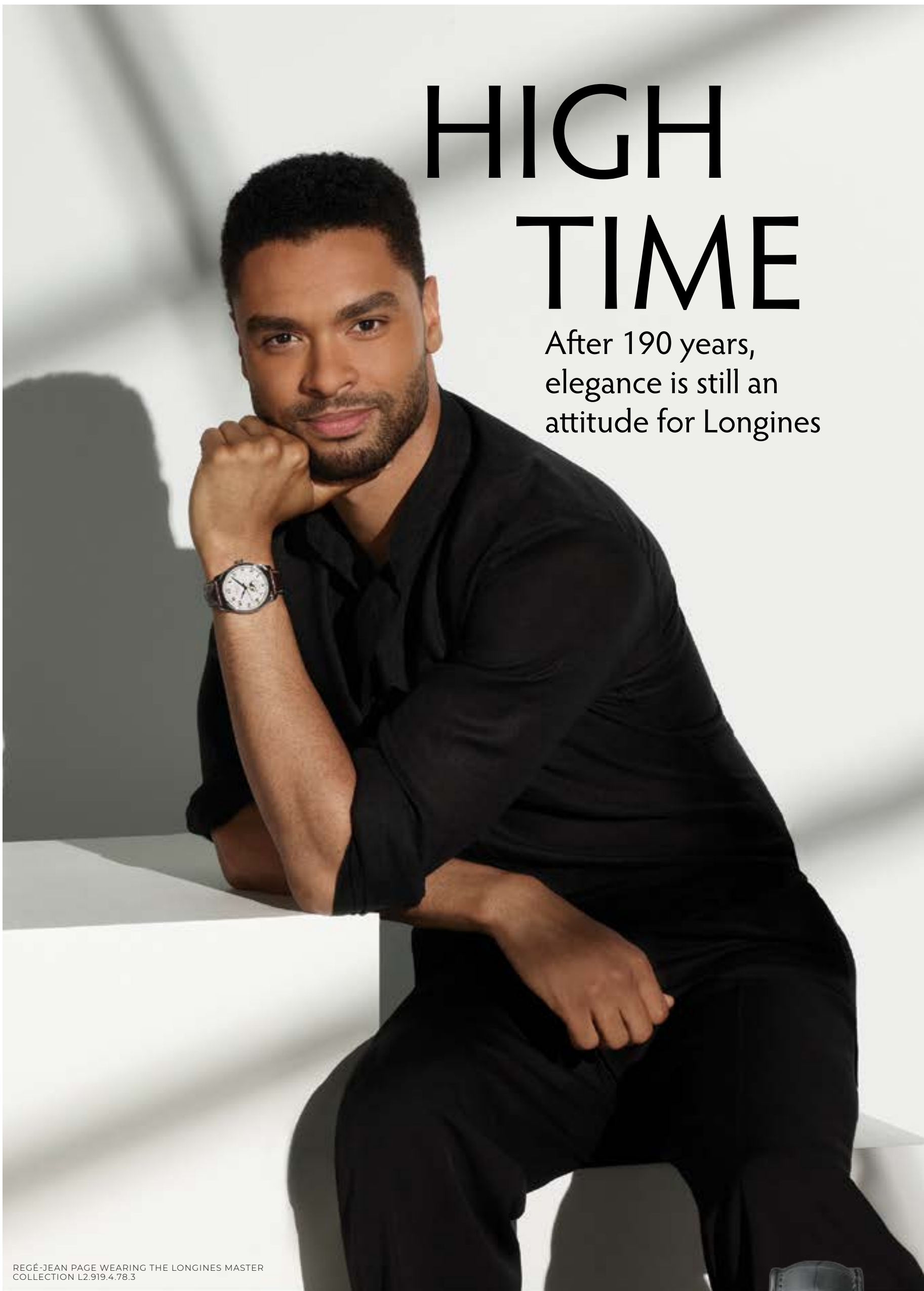
SHAYNE STEPHENS

Winnipeg-born, Toronto-based Shayne Stephens is one of Canada's leading men's fashion authorities. Over the past decade, the award-winning journalist turned luxury marketer has held senior leadership positions at Holt Renfrew, Saks Fifth Avenue and LOUIS XIII Cognac, where he is currently the Canadian private client director. The former host of ET Canada's *Style Scout*, Stephens is also a luxury brand consultant. When not attending or throwing events, he can be found on the golf course or his motorcycle.

PHOTOGRAPHY: GETTY IMAGES (STREET STYLE)

HIGH TIME

After 190 years, elegance is still an attitude for Longines



REGÉ-JEAN PAGE WEARING THE LONGINES MASTER COLLECTION L2.919.4.78.3

WWW.LONGINES.CA
THE LONGINES MASTER COLLECTION
190TH ANNIVERSARY L2.793.4.73.2



When watchmaker August Agassiz founded his first workshop in 1832 in Saint-Imier, Switzerland, he couldn't possibly foresee the global impact the Longines brand would have 190 years later. In 1852, Agassiz's nephew, Ernest Francillon, joined his uncle, and together, they laid the foundation for this iconic brand.

The factory was built on the field of Es Longines, which translates to long meadows. The factory is still in the same location today. As one of the oldest operating watchmaking brands, Longines' famous winged hourglass emblem, which was patented in 1889, is the oldest registered trademark in the world.

Throughout its history, Longines has created an expansive collection of high-beat stopwatches, chronographs, chronometers and timekeeping instruments. Longines' first 20A calibre mechanism was developed in 1867, followed by the brand's first chronograph pocket watch, the 20H calibre, which was introduced 11 years later. As trailblazers in the watchmaking industry, Longines created one of the world's first wrist chronographs, which was launched in 1911.

Longines' longstanding commitment to precision in sports timekeeping began in 1878 with their first chronograph. Building on its in-house expertise, Longines has contributed to the evolution of sports timekeeping by developing devices that accurately indicate the tenth, hundredth and up to the millionth of a second. This advancement has allowed Longines to time some of the greatest ground-breaking records, historical sport performances and thousands of sports events. Today, Longines

is involved in equestrian sports, alpine skiing and the Commonwealth Games.

Recognized for their elegant timepieces, Longines has partnered with notable Ambassadors such as Regé-Jean Page and Kate Winslet. British actor, Regé-Jean Page, known for his breakout role in the first season of the Netflix period drama *Bridgerton*, is Longines' newest Ambassador of Elegance. In 2010, Oscar-winning actress Kate Winslet joined the Longines family as an Ambassador of Elegance. Longines has also partnered with Kate Winslet to support the Golden Hat Foundation, a non-profit organization dedicated to raising funds for children with autism.

Longines' commitment to craftsmanship, elegance and performance has never wavered. Today, the brand is available globally and features a balanced collection, between Classic/Sport and Gent/Lady categories.

To celebrate their 190-year history, Longines has introduced The Longines Master Collection 190th Anniversary steel watch. The eye-catching dial is distinguished by a unique finish and elegantly engraved with Arabic numerals with three hands marking the passing hours, minutes and seconds. The 40mm round case on a soft, anthracite grey leather strap, houses a Longines exclusive calibre with a silicon balance-spring, guaranteeing high-precision. The craftsmanship of this movement can be admired through the transparent back, which features a commemorative engraving.



Isidore Sharp and Shahid Khan know how to play the long game. The forces behind Four Seasons Toronto—which this month celebrates a decade of unparalleled glamour—understand that excellence is its own reward

By Leanne Delap | Photography by Luis Mora

Power of two

Power breakfast diners at d!Bar would be forgiven for doing a double take as two dapper gentlemen settle into a booth to have their picture taken: Isidore Sharp, the legendary Canadian hospitality visionary, author and philanthropist, wearing a natty Panama hat with a sky-blue band, and Shahid Khan, the American auto-parts magnate and owner of the NFL's Jacksonville Jaguars, who stands out in any crowd with his signature Poirot moustache.

The pair are brought together on this early morning in late September for a story to mark the 10th anniversary of the opening of the Toronto Four Seasons. Sharp is the founder and chairman of Four Seasons Hotels and Resorts. Khan is the owner of the company's flagship hotel, Four Seasons Hotel Toronto.

There are life lessons we all can learn from the men at the tip-top of the high-end service industry. Sharp coined the Golden Rule of the Four Seasons (one that purportedly inspired a similar policy by none other than Steve Jobs at Apple): "If you treat people well, the way you would like to be treated, they will do the same." In other words, if you take care of your employees, they will take care of your guests, who will in turn take care of your bottom line. The best formulas in life are the simplest ones, aren't they?

"It's been a long but very pleasant journey," says Sharp, of the empire he began with the purchase of a property on Jarvis Street back in 1961. The very first Four Seasons was a motor hotel, with the courtyard facing inward (the area was then known as the city's "red light" district). It was supposed to be called the Thunderbird, but that name was taken. What's in a name? It's hard to imagine today planning to go to the Thunderbird for an anniversary weekend.

The hotel group has many jewels in its crown, with 124 luxury properties in 47 countries—Georges V in Paris, Four Seasons Hotel London at Park Lane, Grand-Hotel du Cap-Ferrat, a private island in the Maldives, the fabled resort at Bora Bora—but Toronto is where the company's headquarters are, in Don Mills, near what was once the early Four Seasons luxury hotel Inn on the Park, which opened in 1963. Torontonians of a certain age will recall the heady scene there in the '60s and '70s when the hotel was one of the city's finest, home to Canada's

first disco, and host to the Queen, Queen Mother and Pierre Trudeau and Nikita Krushchev. Inn on the Park closed (as a Four Seasons) in 2004.

Great hotels exist as part of the mythology of a city, and the backdrop of our lives. The "old" Four Seasons, the one that was at Avenue Road and Cumberland Street between 1978 and 2012 (it started life as a Hyatt Regency, and was retrofitted to Four Seasons specifications) is a place that held so many big moments in my own life—weddings, baby showers, first dates (not necessarily in that order), martinis with girlfriends, fancy dress-up galas. In the past decade, the new Four Seasons has similarly begun hosting a new generation of memories for so many of us.

The group's hotels are all owned independently, and managed by the Four Seasons corporate office. In 2007, when Bill Gates (via Cascade Investments) and HRH Prince Alwaleed Bin Talal (Kingdom Holding Company) became majority owners, they took the company private. As part of the deal, Sharp stayed on as chairman of the company.

The October 5, 2012, ribbon-cutting for the "new" Toronto Four Seasons at Bay Street and Yorkville Avenue, marked a major investment in the city. It brought together some big aesthetic guns: architects Alliance conceived the structure; Claude Cormier did the landscaping, including the roseless rose garden just off the driveway; Yabu Pushelberg designed the interiors; and Parisian celebrity chef Daniel Boulud created the restaurant.

During the early days of the pandemic, the Four Seasons was the only high-end hotel to stay open to clientele. Says Khan: "We wanted to be a refuge. We wanted to keep the team together, to serve clients, so they know they have a place. We knew also it would lose money, but that," he says, "is part of the investment" in a hotel as an idea.

Khan is a man who thinks a great deal about how hotels and sports teams alike become part of a city's heartbeat. He is building a new Four Seasons in Jacksonville, Tennessee; he also owns the storied Fulham football club in London. These city-building endeavours came after he first made his name and fortune with Flex-N-Gate (he began with a patented a bumper system for import vehicles). With headquarters in Illinois, the company now makes all manner of auto parts and has 79 manufacturing facilities across four continents; 13 factories are in Ontario alone.

It was those Ontario factory visits that made the Toronto flagship catch his eye when it went up for sale in 2016. He had fond memories of the old Four Seasons. "I would come to Toronto once or twice a month for work. My parents had cousins that lived here," he says. "I would take them to the Four Seasons; it was the ultimate experience for us, to show off to parents what you had achieved in life, to stay at a place like that."

Khan knows from jet-setting for work: "I just got back to Champagne, Illinois today, I was in L.A. yesterday, Barcelona the day before and New York tomorrow." Buying a hotel was a different business model for him, he says, from a factory or a sports team, "and frankly, if you do something like this you don't want to fail." The focus on staff and customers, though, was the same. High-end hospitality is "about the best experience you can have, the energy of the people working there, and a great physical asset when it comes to design." Khan often walks into his Toronto property "just to sit in the lobby," he says. "It makes me feel good, and energized. There is a civic element to it, so to uplift people who might walk in and to really show the city at its best."

There are nearly 50,000 Four Seasons employees worldwide. The interview process to become one of those employees is intense. Sharp describes it thusly: "You can't change attitude," he says. "The hiring process is vetting to get people who have the right attitude and work ethic, because you can train people to do any kind of job." He says "regardless of position, stewarding or managing or washing dishes, every individual goes through four or five interviews."

He says many years ago he came up with "a formula I knew would be difficult to achieve. Ninety-nine per cent customer satisfaction was not good enough. We could achieve 100 if everyone took on that respon-

sibility." He admits that as we speak right now, he is sure something is going wrong at the hotel (in every one of the hotels). "If something goes wrong, what does the individual do if our employee makes a sincere attempt to try to help? Most people understand no one is intentionally making a mistake. The authenticity [of that effort to fix it] is what makes the difference. The customer ends up saying, 'Don't sweat it, what else can you do for me?'"

Exceptional service, says Sharp, "is the bedrock and the trademark." This is, he says, of course an intangible, defined as making your stay go smoothly and fit your expectations, for business or for pleasure. That takes "people who are really competent in their role, people who care, people who take responsibility, feel they have a purpose, who work as part of a team."

This brings to mind something Khan said about the employee cafeteria at the Four Seasons Toronto. The "below stairs" is as nice as the public areas. Reports are that the food is really good. Sharp calls this part of his vision to redefine luxury as service. The Four Seasons was the first luxury hotel to provide the little bottles of shampoo and conditioner for guests, the first to incorporate spas into its hotels. It created the mattress program, which dates back to 1989 when the chain first launched its custom mattresses. This led to a further innovation, in 2014, where frequent guests could customize the firmness of their mattresses. These preferences were logged in what Sharp calls the "guest history system, which records the details from every stay in every Four Seasons hotel, so the staff knows what you want before you arrive."

We all love a little pampering, to feel special. Sharp recounts a story from the early days at the Inn on the Park. "You are too young to know, but in the early '60s, in the early days there, one of Canada's foremost industrialists, E.P. Taylor, came into the restaurant," he says of the late horse-racing breeder and investor, inevitably referred to as a tycoon. "I happened to be there," Sharp continues. "The maitre d' called me over to say Mr. Taylor wanted to speak with me. He said, 'Your people are so polite, they recognized me and addressed me by my name.' Here was the most powerful businessman in Canada, and he appreciated that he was recognized. Imagine how you and I would feel?"

It's the intangibles in life that we all remember most.

Great hotels exist as part of the mythology of a city, and the backdrop of our lives.

ON MR. KHAN: EMPORIO ARMANI JACKET, \$2,275; RALPH LAUREN PURPLE LABEL TURTLENECK, \$1,265; HARRY ROSEN. ON MR. SHARP: ALL HIS OWN. STYLING FOR MR. KHAN: CARLA CANDELA

WATCH WARDROBE

Eschew the lure of trendy timepieces in favour of building a collection with soul. These five watches are guaranteed to stand the test of time

Every spring, after months of chat room speculation, horology nerds flock to Geneva for the first glimpses of the maisons' new releases. It's an exciting time, full of special reissues, material and movement upgrades and lots of beer. There is, however, one problem. Unless you're in a top client book, have an insider willing to risk unemployment or you're willing to pay well over MSRP on the aftermarket, your chance of securing one of these timepieces is almost nil. That's why many watch aficionados have started to take this bull market time to add some of the less hyped, less complicated pieces to their collections. Here are our picks for five must-haves that are incredible and, better yet, available. —Shayne Stephens

THE DAILY ESSENTIAL



This watch is one you'll reach for every day. Released in 2018, the Tudor Black Bay Fifty-Eight quickly became a critical favourite, thanks to its incredible value proposition. Waterproof up to 200m, this 39 mm diver is incredibly comfortable—void of the clunkiness generally associated with the category—while still being readable. Powered by an in-house, self-winding movement with bi-directional rotor system, it has a power reserve of 70 hours. Despite the brand's ongoing attempt to separate itself from its big brother (that would be the mighty Rolex), that relationship creates a cool factor that Tudor should embrace. **TUDOR** BLACK BAY FIFTY-EIGHT WATCH, \$4,430. TUDORWATCH.COM

THE APPROACHABLE INVESTMENT



Swiss stalwart Longines has been making moves lately, introducing a number of enticing new products to its (relatively) approachably priced offering. One of the more notable releases is a sleek re-imagination of a 1940s British Royal Airforce military timepiece. At 38.5 mm and round, it sits nicely on the wrist, its self-winding automatic movement Calibre L888 exclusive to the brand. What makes this watch particularly fun, however, is the lengths the brand went to reproduce the original patina, hand-spraying each dial with tiny black droplets that make every piece unique. **LONGINES** HERITAGE MILITARY WATCH, \$2,900. LONGINES.COM

THE NEW CLASSIC



Originally designed to withstand the rigours of a polo match, the Jaeger-LeCoultre Reverso's signature art deco design and reversible rectangular case has made it one of the most recognized watches in the world. Its handsome blue hands, silvered grey dial and light brown Fagliano Collection leather strap create a look that adds a touch of class to both casual and dressy attire. Mechanically, it's sound, powered by the Calibre 822 manual-winding movement with a 42-hour reserve and a small seconds dial at 6 o'clock. If you could only have one watch, this would be it. **JAEGER-LECOULTRE** REVERSO CLASSIC MONOFASE SMALL SECONDS WATCH, \$10,400. JAEGER-LECOULTRE.COM

THE CULT FAVOURITE



A modern reinterpretation of the Japanese brand's historic 62GS from 1967, the Shunbun is a 40mm titanium masterpiece that feels as good on the wrist as it looks. Thanks to bezel-free construction that allows for a wide dial opening, the intricate, textured soft pink dial gets the hero moment it deserves. The date window at 3 o'clock, sapphire crystal case back and distortion-free surfaces showcase why Grand Seiko's finishing is second to none, while the Spring Drive Calibre 9R65 movement shows why Grand Seiko is also potentially the most accurate watch brand in the world. **GRAND SEIKO** HERITAGE COLLECTION SBGA413 SPRING DRIVE SHUNBUN WATCH, \$8,600. GRAND-SEIKO.COM

THE ICON



Simply put, this timepiece is a legend. Having been a part of all six moon landings, Omega's Speedmaster series is the most iconic in the watch world. (The brand itself was founded in a tiny Swiss village in 1848.) While there are no doubt more than a few iterations to come, this anti-magnetic 42mm stainless steel classic has its fair share of exciting features, including a chronograph, small seconds sub dial, Tachymeter, both a 30-minute and 12-hour recorder and is powered by the manual-wind Calibre 3861. Truthfully, without a Speedy, no watch collection is complete. **OMEGA** SPEEDMASTER CO-AXIAL MASTER CHRONOMETER CHRONOGRAPH, \$8,700. OMEGAWATCHES.COM



Drive to thrive

You hear them before you see them, the scream of race cars speeding more than 350 kilometres an hour. At the Montreal Grand Prix, the sound carries past the track, the paddocks, the merch stands, loaded with Aston Martin green, McLaren orange and Ferrari red, as chevron flags whip in the wind. The sold-out 340,000-strong crowd is loud, too—the last pre-COVID Montreal race with live fans was three years ago, a lifetime in the fast-paced world of Formula One, where the fortunes of racing teams rise and fall along with the price of gas.

Everything is extreme in F1, from the crashes to the costs—top teams like Mercedes spend up to half a billion dollars a year—to the competition. In this elite league, frequently referred to as “the pinnacle of motor sport,” there are only 10 teams, each with two drivers who battle each other, and the rest of the grid, in glamorous cities around the globe: Monaco, Monza, Abu Dhabi. For every driver, each team has a crew of hundreds: mechanics, strategists and engineers with one goal: to create the fastest car possible. Sometimes, their success is huge and wholly farcical—there are entire Reddit threads devoted to the Mercedes W11—and sometimes, a less-than-stellar car results in a tanked season. With so much money on the line and so many egos in the mix, things are bound to get spicy—and they do.

“Some have said that F1 has more drama than *Real Housewives* or *Love Island*, and it’s true,” says Katy Fairman, a host of the popular podcast WTF1.

Take last year’s world championship clash: For seven consecutive seasons, Mercedes driver Lewis Hamilton was the reigning king of the sport until, in the final race of the 2021 season, he was sensationally dethroned—in one of sports history’s most controversial moments—by Red Bull phenom Max Verstappen. Twitter melted down; shortly after, the F1 racing director—basically, the head referee—left the sport in disgrace. (“After the race, I remember sitting there in disbelief,” a still-smarting Hamilton told *Vanity Fair* in a cover story this summer.)

The biggest jolt to F1 in recent years, however, took place off the grid. In 2019, the docuseries *Formula One: Drive to Survive* debuted as a smash hit on Netflix, and the sport went supersonic. The combination of that high-octane drama, photogenic drivers and beautiful locations attracted legions of new fans—many in North America, many of them women. “There was a time where I could attend a motorsport event and be the only person using the women’s toilets—now there’s a queue as long as the gents,” says Fairman. The interest is only heating up: Next season, there will be 24 races—up from 22—including a new, sure-to-be celeb-infested Vegas spectacular. This summer, ESPN signed a deal to pay up to \$90 million per year for F1 TV rights; next summer, Brad Pitt starts filming an F1 movie helmed by *Top Gun: Maverick* director Joseph Kosinski, with Hamilton in a producer role. When Christian Horner, the team principal of Red Bull, says things like, “There are a billion people watching this race,” it sounds like hyperbole, but it’s not.

This all represents a dramatic shift for what Joe McDonnell, the director of trend forecaster WGSN Insight, calls a “complicated and confusing” 72-year-old sport. “The F1 rulebook alone is 89 pages long and includes algebraic formulas for calculating benchmarks the team has to abide by when constructing their cars—it doesn’t scream ‘get involved’ to the average consumer,” says McDonnell, who notes that the most popular sports usually hinge

on two key factors: accessibility and playability. “Basically, can you and your friends play this easily together? Soccer is the perfect example—all you need is a ball and a small amount of open space and hence, it’s the most played sport globally.” F1, he says, bucks this trend. “That’s part of its charm to many people—the world of motorsport is glamorous and completely unique.”

Look to the Monaco Grand Prix, famed for its street circuit that sees drivers whipping past Belle Époque buildings, as luminaries such as Prince Albert, Tom Brady and Bella Hadid watch from nearby mega yachts. As venues go, it’s a far cry from the Rogers Centre.

Then there’s F1’s growing fashion connection. Most drivers wear team merch so emblazoned with sponsor logos that it recalls a toddler with a sticker book, but several have emerged as real players in the style space. Hamilton is a bona fide icon: On the 2022 Japanese Grand

Prix weekend alone, he was photographed wearing full looks from Lemaire, Versace and Louis Vuitton. At the 2021 Met Gala, he paired a black suit with a netted veil skirt and a string of pearls. (With signature class, he also bought a table for Black fashion designers.) Zhou Guanyu, who drives for Alfa Romeo, is partial to Prada; he’s reportedly launching his own clothing line.

“Lewis and Zhou make the walk to their paddocks look like a runway,” says Jillian Vieira, a Toronto writer and stylist, who started watching F1 as a child from her parents’ bed, took a decade-long break, and now rearranges her weekends around the races. “When I was a kid, the iconic images of drivers like Jacques Villeneuve and

Michael Schumacher were of them in their helmets—you couldn’t see their faces. Now, the drivers—their style, their personalities—are front and centre.”

Vieira suggests that this evolution is helping to build an audience with women. “Before, if you pictured a Venn diagram, fashion and F1 would be two separate circles, but now they’re overlapping,” she says. “F1 is tugging at a lot of different elements that resonate with many women: style, storytelling, emotion. The changes make the sport more inclusive and more welcoming to us.”

Social media helps, too, especially when it comes to storytelling. On YouTube, viewers can watch fans ask Aston Martin reserve driver Nico Hulkenberg about his favourite hair products (L’Oréal), or see Verstappen—so fierce on track—cry laugh while playing Hook-a-Duck (don’t ask) with fellow Red Bull teammate Sergio Perez. Beloved McLaren driver Daniel Ricciardo films himself taste-testing fried chicken sandwiches in L.A. and almost 400,000 people tune in.

“The drivers can’t walk through a town now,” says Hulkenberg, the day before the Montreal Grand Prix, at a private Peroni NastrAzzurro and Aston Martin pop-up, while fans swarm outside, proving him right. (Peroni is a high-profile presence during the Grand Prix, with its brand-new alcohol-free beer the toast of the town; every chic fan was snapped with that green bottle.)

Hulkenberg is sanguine about the extra attention—he understands that it’s good for the sport—but his focus is less on the hype and more on the human connection that sparks it. Montreal, he says, is exceptional for that.

“When you come in to the island in the morning, you see all the fans walking in—it gives you good energy and good emotions. It has a special feel to it; there’s a lot of history here with the Villeneuve family, and you sense that.” In many ways, he says, the changes to F1 feel seamless, inevitable. “In downtown Montreal, if you go back 10 years in time, the tunnel was packed with passionate F1 fans supporting us. They’re still here—now there are just more of them.”



Lewis Hamilton, a seven-time F1 world champion with Mercedes, also knows his way around the fashion world. His walks to the paddock—in Balenciaga (as above), Missoni and Gucci, have made him the sport’s style icon.

THE CANADIAN ARTS & fashion AWARDS 2022

THANK YOU TO ALL OF OUR PARTNERS AND SPONSORS

WWW.CAFAWARDS.CA

LEAD SPONSORS

adyen

NARS

THE BAY

TRICON RESIDENTIAL



BAFFIN

PALETTERA

porter

GREY GOOSE VODKA

CHATEAU DES CHARMES

rochebobo

MEDIA PARTNERS

THE KIT

DOLCE

#CAFA2022

@CAFAWARDS



PHOTOGRAPHY: GETTY IMAGES

THE KIT

Editor-in-Chief
Laura deCarufel
Creative Director
Elena Vittoriosa
Executive Editor
Rani Sheen

Beauty & Lifestyle Director
Katherine Lalancette
Managing Editor
Eden Boiesau
Shopping Editor
Renée Tse
Associate Editor
Melissa Fujcik
Intermediate Art Director
Oana Cazan

Assistant Art Director
Briannah Daniel
Direct advertising inquiries to:
Interim Associate Publisher
Eve Gray
eb@thekit.ca
Operations Director,
Digital Media
Kelly Matthews
Collab Specialist
Madeline Sarracini

Marketing Specialist
& Project Manager
Courtney Palmer
Collab Coordinator
Millicent Hofung
Brienne
TORSTAR

(c) 2022, The Kit,
a division of Toronto Star
Newspapers Limited.
Co-Proprietor & Publisher,
Toronto Star
Jordan Bitove
Chair & Co-Proprietor, Torstar
Paul Rivett
Vice-Chair, Torstar
Hon. David Peterson


HERMÈS
PARIS

H24

A FRAGRANCE
BEYOND THE LINES



EAU DE PARFUM
A NEW INTENSITY