# THE KIT 2022 TREND REPORT

# SOFT COCOA <mark>SHADO</mark>W

File under "easiest eye makeup ever": A wash of brown shadow brings warmth and definition to the gaze in about two seconds flat. Try going monochromatic by completing the look with espresso mascara. Softer than black, brown flatters all eye colours, punching up blue and green and bringing out gold flecks in brown and hazel irises.

# Bring on fall!

September reads like an invitation to start fresh. A great haircut, some fab boots and suddenly you feel like a brand new person. Relish the thrill of reinvention with the season's biggest trends-starting with some joyful (and totally wearable) makeup looks

By Katherine Lalancette



# TERRACOTTA-TINTED CHEEKS

Swap bubblegum for terracotta for a more autumnal spin on blush. An earthy, reddish brown feels sophisticated and seasonally appropriate while retaining the face-awakening properties of a pink flush. Pop the colour high on your cheek and across the bridge of your nose for a a truly modern feel, dare to ditch all eye 'got sunburnt while apple-picking" effect. makeup—even mascara



# **RACING RED**

This isn't about brick or crimson or any other red-adjacent tone for that matter. Fall 2022 proved the timeless appeal of a true bright red. Lips recalling the paint job of a vintage luxury sports car took centre stage over mostly bare faces. For



# ANYTHING BUT MATTE SKIN

Hailey Bieber's popular "glazed donut" aesthetic-i.e. skin so reflective it evokes a box of still-warm Krispy Kremes—made its way onto runways this season. Instead of shimmering powders or creams, cheekbones were enhanced with clear, sparklefree balms, making skin appear glassy smooth yet not at all made up.



# (VERY) SMOKY EYE

It's giving late '90s Tom Ford for Gucci vibes: Sexy, sooty party-girl eyes are back, enticing us to unleash our inner Kate Moss and Naomi Campbell. (This look is best paired with great friends and a round of martinis.) Just grab a creamy charcoal pencil, run it around your eyes and diffuse the colour with a clean, fluffy brush

COOL CARRYALLS Structured, soft, retro or patterned—choose your player, fall bag edition



PLAID DIOR BAG, \$4,500, DIOR.COM



HALF MOON LOEWE BAG, \$2,830, LOEWE.COM



SOFT & FUZZY FENDI BAG, \$5,300, FENDI.COM



BUCKET CHANEL BAG, \$5,975, CHANEL.COM



RECTANGULAR GANNI BAG, \$375. GANNI COM

# Show your work

The season's most important message? A firm shift away from the fake effortlessness that makes everyone feel bad. The try-hard, writes Liz Guber, is officially in style

few weeks ago, I got a perm. The reasons were myriad: to mark the turning of a page in my life, a stubborn desire to defy the hair nature gave me, and boredom. The result is what might be referred to as "effortless waves," a hairstyle that evokes a life of carefree coastal leisure. Sure, my hair is effortlessly wavy now, but that's only because the effort was front-loaded-as it almost always is.

Achieving it required commuting to Aliona, my Ukrainian stylist, via three different forms of public transportation. Then, an afternoon spent with my hair being painfully pulled into ancient wooden curlers and held in place by rubber bands. A dousing or two of foul-smelling chemicals followed, and the process was finished off with several rinses of water as hot as my scalp could take. Does that sound even remotely effortless?

I'll freely admit that my hair's current state is not natural, and that it cost time, money and physical discomfort to achieve. I'm not interested in demurring or pretending otherwise anymore. And, taking a look around me, I don't think I'm alone. The "I woke up like this" era is over. The end of effortlessness is nigh.

Take, for one, Kim Kardashian's recent detailed description in Allure of all the labour required to keep up with the ridiculous beauty standards she herself helped set: the laser and Botox, the round-the-clock touch-ups, the unending sacrifice of leisure and pleasure. Kim, who seems to be embracing a villainous new era, also told the New York Times she'd consider eating feces daily if it helped her look younger (just a spoonful though!). Kim may still have her secrets—rhinoplasty and filler are things she may never admit to-but she has, at the very least, openly and loudly rejected the idea of effortlessness

Once upon a time, being called a "try-hard" was considered the worst insult. But thanks to the commodification of, well, everything, from hobbies to aesthetic preferences, and the omnipresence of social media, so many simple acts have become deliberate. Decorating your home has morphed into trend-chasing performance art, cooking into pretending that you're staging a dish at a restaurant, skincare into a multi-step production worthy of being captured on video. When we're encouraged to turn every part of our lives into carefully staged content for mass consumption, there's nothing left to do but overshare about what it takes to look and live the way we do.

At first, these public admissions of effort might seem vapid and showy-tacky even. But, approached another way, they're

liberating. Because, really, effortlessness as we idealize it has never existed.

If you're not expending effort, that probably means that someone else is being paid to do it for you (to tend to your children, deliver your groceries or perform treatments to make you more beautiful.) Gwyneth Paltrow has built an empire around this brand of moneyed nonchalance thanks to her ability to focus on organic food, bougie wellness treatments and crisp poplin shirts while the maintenance and admin of her quotidian life is taken care of behind the scenes.

True effortlessness is mundane. It's not glamorous or aesthetically pleasing. It's greige leftovers reheated and eaten still in their Tupperware, messy bedrooms in the background of shaky TikToks.

Think of the current aesthetic ideal: the Coastal Grandmother. It's all rumpled linens and unfettered ease, embodied by Diane Keaton's Erica Barry in the 2003 rom-com Something's Gotta Give. In fact, its director Nancy Meyers's entire oeuvre paints effortlessness as a classist act. Barry, her most memorable heroine, is a tightly wound neurotic who obsessively collects beach pebbles to display in glass vessels around her perfectly decorated Hamptons house. She wears turtlenecks on oceanside strolls and speaks French for no reason. It's effort rebranded as deliberate, controlled casualness.

Maybe we can blame the end of effortlessness on Gen-Z and their obsession with labelling absolutely everything. The colour hot pink is now Barbiecore, a stroll around the block is a Hot Girl Walk. And what could be less effortless than branding the mundane?

While I was waiting for my hair to chemically rearrange itself into natural-looking waves, I asked my hairstylist, Aliona, what effortless beauty means to her. In addition to the perm, she has trimmed, chopped and coloured my hair for 16 years in her guest-bedroom-cum-salon, and in all my years of visits, I've never seen her look anything other than perfectly done up with her bouncy Brigitte Bardot bangs and luminescent highlights. To Aliona, the effort of beauty is her livelihood. And it's power. She hails from Zaporizhzhia in Ukraine, and she's refusing to cut her hair until Russia is defeated, withholding until conditions improve. "Does effortless beauty exist?" I ask her timidly. She points to a poster on the wall, of a model with an excellent, bouncy bob. "That's not her real hair; it's all clip-ins," she says, rolling her eyes before getting back to my trim

The new embrace of effort feels fitting for this moment in time. We've come out of a pandemic spent in reflective isolation ready to be honest about what it takes to present ourselves to the world. If we're collectively willing to do the work-to be beautiful or stylish or well-decorated-we are also more willing than ever to tell everyone about it.

THE KIT X GAP

# **THE JEAN (EST. 1974)**

Every well-rounded wardrobe needs a good pair of jeans...or two, or three or more. Just four years after opening in 1969, Gap launched its own denim label and has been making some of the most covetable jeans ever since. The Icons Jean is inspired by the 70s, with a retro-cool flare, seen here on the equally cool model and writer Cameron Russell.

I'll freely admit that my hair's current state is not natural and that it cost time, money and physical discomfort to achieve.



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STYLE **ICONS** 

# Meet the heritage pieces that will make us look good forever

ostalgia is a powerful force in our culturethe Barbiecore takeover and the revival of Y2K trends are just a couple of recent examples. It's fun and it reminds us of a simpler time in our lives, but it's at its best when it celebrates truly great ideas that stand the test of time. That's exactly the case with Gap's new Icons campaign. This fall, the venerable fashion brand is putting the spotlight on a collection of heritage classics that customers keep returning to again and again because they're just that good. Each piece marks a significant moment in time from Gap's archive dating all the way back to 1969—ranging from retro-cool denim to the perfect pleated khakis to the classic logo hoodie. (Yes, the famous "khaki swing" ad from the late '90s makes an appearance.) To make the garments feel fresh for 2022, the design team went to work to subtly update each piece for the modern era, with new proportions and a focus on sustainability via organic fabric and Gap's Washwell<sup>™</sup> water-saving technology.

To help launch the collection, Gap has teamed up with a group of people who understand what it means to be truly iconic. These are awe-inspiring culture shapers who are committed to creating positive change, including acclaimed actress and best-selling author Selma Blair, who is living with multiple sclerosis and advocates for a more inclusive, accessible world. You'll recognize Labrinth's music from *Euphoria*; he's a humanitarian and artist dedicated to connecting people through his work. Model and writer Cameron Russell is a vocal gender-equity and climate activist who uses her storytelling to make a difference. As the first female Arab driver of NASCAR, pro race car driver Toni Breidinger is pushing boundaries both in and out of her sport; model, actor and father Lucky Blue Smith is a fierce mental health advocate. They'll all be sporting Gap Icons—styled effortlessly in ways that let them express their truest selves. The collection is available in stores and online as of September 6.

GAP THE JEAN, \$99.95, GAPCANADA.CA



# THE POCKET TEE (EST. 1984)

From the moment it launched during the 1984 holiday season, Gap's pocket tee became an instant classic, and has been worn over the years by such icons as Naomi Campbell, Kim Basinger and Angus Cloud. Originally available in just 12 colours, it's now been designed in over 250 hues and is made with eco-friendly, 100-percent organically grown cotton. GAP THE POCKET TEE, \$54.95, <u>GAPCANADA.CA</u>

# THE LOGO HOODIE (EST.

**1995)** Logomania will never go out of style when it's as comfortable and recognizable as Gap's Logo Hoodie. First launched in 1995 with a campaign by acclaimed French fashion photographer Patrick Demarchelier, the hoodie is just as popular today—just ask the Gen Z TikTok-ers who have made the piece go viral, or Dapper Dan, who recently designed his own version of the hoodie that sold out in just one day. . GAP THE LOGO HOODIE, \$69.95, GAPCANADA.CA







THE KHAKI

(EST. 1984)

Anyone who's ever seen

Gap's raucous, free-spir-

more towards streetand skatewear or fall somewhere in between. **GAP** THE KHAKI, \$109.95,

CANADA CA

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# THE KIT X CALIFORNIA STRAWBERRY COMMISSION



# Delicious ways to enjoy fresh and affordable strawberries all year long

There is something special about sweet, scarlet strawberries. They call to mind long, hot days, a picnic on the beach and a splash of red juice kissing your chin. But thankfully, that magic doesn't have to end when fall begins. You can find fresh and flavourful California strawberries year-round at your local grocery store, all across Canada. These plump, heartshaped heroes from the sun-drenched Golden State are an affordable choice no matter the season and are the perfect addition to your culinary creations.

Strawberries are also one of the healthiest fresh fruit choices you can make with zero sodium, fat, or cholesterol. A serving (typically eight strawberries) is a scrumptious source of beneficial nutrients including potassium, folate and fibre, plus 95 percent of your daily value of vitamin C—and all at only 50 calories.

Whether you're eating strawberries fresh as a snack, adding them to a dessert or drink, or throwing them into a salad or salsa, there is no better way to take your tastebuds to the next level.

Here are our top three ways to enjoy strawberries this fall (you can find these recipes and more at californiastrawberries.com)



### Tasty fall baking Strawberry Shortcake is a given, but lots of desserts are even more delicious when you add strawberries to them. Try a new take on a favourite with Strawberry Chocolate Chunk Cookiesjust mix in ¾ cup of chopped California strawberries into the classic choc-chip batter. Or switch up a fireside snack by making Oven-Roasted Strawberry S'mores in your kitchen—it's the perfect mix of gooey marshmallows, roasted strawberries and melted milk chocolate. And be sure to add Classic Strawberry

Scones to your brunch roster-top with strawberry honey butter for an extra hit of flavour.

# Change of clothes

Prepare to feel excited about getting dressed again: Fashion with a capital "F" is back this season. Jillian Vieira scanned hundreds of runways to select the four most important trends

# The colour: **Big on brown**

We give a lot of credence to the versatility of black, but after witnessing the deluge of equally all-purpose brown on the runways, we're prepared to say it's an undue amount. Rich, toasty hues-mocha at Michael Kors, dark chocolate at Givenchy—were spotted in monochromatic masses, adding dimension to looks both sporty and traditionally ladylike. Our takeaway? This cool colour stands to be a more valued neutral.



# The mood: '90s restraint

The decade's pared-back style was wonderfully revisited this season-a palate cleanser of sorts for the anything-goes Y2K revival. Bottega Veneta showed boot-cut denim and plain white tanks seemingly plucked from Calvin Klein's

# The piece: That's a wrap

Every year, the runways yield a new crop of outerwear options, but this season saw designers play with epic proportions. Robe coats served as a springboard; mega volume is what made them special. Some standouts: Coperni's impossibly plush faux-fur coats and Versace's candy-apple-hued patent puffer. Suddenly, sub-zero forecasts don't seem so scary.

# THE KIT X LANCÔME

# TRIPLE THE BENEFITS

# The hemline: Long game

The slip dress rose to fashion prominence in the minimalist '90s—see Kate Moss's 1998 Cannes red carpet take (left)—and has since emerged as a wardrobe staple. This fall, the slip dress extends its reach, venturing toward our ankles and at times even skimming the floor. The styling possibilities are endless: a pair of strappy heels and black pantyhose for a swanky soirée, tall boots and a boxy blazer at the office, sneakers and a cozy sweater worn on top for brunch... It's a must in any closet.

> When you're investing in anti-aging skincare, one thing you need to know is that a single ingredient can't do it all That's why the latest innovation for smooth, firm and even skin, Lancôme Rénergie H.C.F. Triple Serum, delivers a trio of powerful serums in just one pump. The three active ingredients act simultaneously on skin aging for triple the results with zero irritation.

A breakthrough serum

delivers three anti-aging

benefits in one pump

There's nearly 40 years of research behind this next generation formula. It spearheads a new philosophy from the field of regenerative sciences, tapping the skin's own regenerative potential to revolutionize anti-aging skincare.

Keeping a skincare formula this potent fresh is paramount. That's why the high-tech package was four years in the making. Lancôme invented a 3-chamber delivery system: when you hold the bottle horizontally and press down on the pump, it releases an exact custom cocktail of serums that only "meet" when they're served up in your palm, preserving their power until the second they're massaged onto the skin.

The "H.C.F." in the name stands for its three powerhouse ingredients. Let's decode the three aspects of this innovative serum

# 1. Hyaluronic Acid

The "H" in H.C.F. stands for Hyaluronic Acid that helps to hydrate, plump the skin and reduce fine lines. Using biotechnology this next-generation hyaluronic acid is created with a smaller molecular size than traditional hydrolyzed hyaluronic acid. It's combined here with Rénergie Gluco-Peptides in a creamy serum.

# 2. Vitamin C + Niacinimide

"C" stands for Vitamin C and Niacinamide for brightening and tightening. Here, a Vitamin C derivative and Niacinamide (Vitamin B3) are brought together in a light-emulsion serum



# Appetizer delights

Having a few friends over? Upgrade your usual snack spread with the addition of strawberries. Served alongside your favourite nacho chips, Strawberry Jalapeño Salsa is an unexpected sweet, spicy, fruit-forward dip. You can finely slice strawberries with carrots, cabbage and cilantro to make Strawberry Spring Rolls with Creamy Peanut Dip (these are gluten-free and vegan!). If you're hosting a cocktail party, Balsamic Strawberry Burrata Crostini balances out fresh berries with creamy burrata cheese on a sliced baguette or your favourite cracker.



# Easy meals

Strawberries aren't just for snack time or desserts; they add colour and flavour to your favourite meals. Toss them on top of a Strawberry Basil Quinoa Salad—an easy, quick and healthy five-ingredient lunch. In a Strawberry, Shrimp and Feta Salad, seafood and tangy, salty cheese contrasts beautifully with juicy California strawberries. And Strawberry and Avocado Tostadas are sweet yet savoury, a delicious new spin on a staple Mexican dish.

The Kit created this content; California Strawberry Commission funded and approved it.



Hair flip



PICKING SIDES SWISH SWISH PIN-TEREST After being branded passé Time to break out the round A single dainty slide was the by Gen Z, side-parts are brush: Power blowouts officially cool again. That's are back. Picture bouncy, the season, complementing good news because, as any gleaming locks swaying many a prep-schoolstvlist will tell you, splitting behind you as you strut—so inspired ensemble—one good! For a back-from-theof fall's biggest sartorial your hair off-centre is not only wonderful for adding salon look, work on small hits. It also happens to pair volume, it also softens the sections at a time, then wrap perfectly with that aforethem around large Velcro face, which makes it incredmentioned side-part trend. rollers while they set. ibly flattering. That's a win-win. KÉRASTASE L'INCROYABLE BI OW-DRY RESHAPABLE THE SILK LABS TORTOISE SHASHI RIVIERA BOBBY PIN SET, \$36, SHOPBOP HESILKLABS.COM LOTION, \$45, SEPHORA.CA



ORIBE DRY TEXT

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BANG ON

The waves of the season It's an age-old dilemma breakout hair accessory of seem to be sending a To get bangs or not to get message: Uniformity is bangs? The season's shows boring! For more relaxed made a strong case for the ripples, alternate the direcaffirmative, with sharp. tion in which you wrap the straight-across fringes boldly hair and consider using two framing the eyes of many different barrels to vary the models. The look was made size of the curls. Finish with extra-modern by omitting any layering in the lengths. a blast of texture spray.

T3 LUCEA 1" PROFES-SIONAL FLAT IRON, \$220, RY TEXTURIZING MITED EDITION. FPHORA.CA

# TIFFANY & CO. NECKLACE, \$1,750, TIFFANY.CA REQUEST, CHANEL.COM **Back to school** Plaid, pleats and chunky loafers-class is in session o outfit holds more nostalgic power than the school uniform. Its accessories may vary (a tie, knee-high socks), but a few pieces remain constant: a pleated skirt, crisp button-up shirt and loafers. This fall, Chanel, Miu Miu and Christian Dior all showcased variations of the prep-school look. At Coperni, models in matching blazers and mini skirts walked a EVERLANE runway framed by steel school EVERLANE.CO lockers. Given that school-girl style is gunning for the top of the class, we took notes from film's iconic highschool heroines, including *Flirting*'s Nicola (played by a young Nicole Kidman). Because why should the youth have all the back-to-school shopping fun? -Renée Tse MERIT S GUCCI LOAFERS, \$1,490, SSENSE.COM ETRO SKIRT, \$1,250, FARFETCH.COM

# 3. Ferulic Acid

"F" is Ferulic Acid, which is loaded with antioxidant benefits to protect against free-radical damage that can accelerate aging. Here, Ferulic Acid is formulated in a light gel of 99% pure antioxidant.

Together, this team of three ingredients delivers three benefits:

# 1. Wrinkles are smoothed

The clinical testing results are impressive, promising fast and progressive fine lines and wrinkles correction. After two weeks of using the serum, fine lines are visibly replumped; by week four, wrinkle correction accelerates with an increase of 26.3% measured smoothness. And by week eight, wrinkles show significant correction.

# 2. Skin is firmer

The serum is shown to improve skin volume and firmness—37% more tonicity in one triple dose.\*\* After one week, skin feels replumped and rejuvenated and by week eight you see the real magic: clinically proven efficacy on sagging skin.

# 3. Dark spots are diminished

The clinical studies showed brown spots are less visible in four weeks of using Lancôme Rénergie H.C.F. Triple Serum, and in eight weeks the number

of discoloured areas is significantly reduced and the size of dark spots, including persisting ones, is reduced.

UNIQLO SHIRT,

MULBERRY BAG, \$1,225,

In an unparalleled study of women from around the world, 9 out of 10 women using luxury serums said they would choose Lancôme Rénergie H.C.F. Triple Serum instead of, or in addition

to, their regular serum. Will you? H.C.F. TRIPLE SERUM

> The Kit created this content: Lancôme funded and approved it.

LANCÔMI







### THEY'RE LIKE WALKING ON A 0 WELL-SUPPORTED CLOUD While

this might look like your typical sneaker, it's actually much more. The ECCO FLUID-FORM<sup>™</sup> Direct Comfort Technology promises out-of-the-box comfort, meaning there's no downtime where you have to break in the shoe—and no blisters, either. If you're AliJandro's Kitchen

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e've soaked up every last drop of summer '22, and it's time to get excited for a fall season full of things to do and places to go. That means we need stylish, functional footwear to take us here, there and everywhere, and that's where ECCO enters the chat. One style in particular is poised to be a staple this season, and that's the SOFT7 leather sneaker.

Now that sneakers are a fashionable footwear choice with pretty much every type of outfit, from casual Friday workwear to flowy midi dresses, a sneaker that looks sleek, supports your feet and feels great on a long commute is an essential. The second you slide into these ones, you'll know you made the right choice

That's because ECCO, a brand founded by a family of shoemakers in Denmark in 1963, has earned its reputation for making footwear that's thoughtful and constantly innovating. Comfort, quality and style is at the heart of everything ECCO makes, and that means your days of sacrificing comfort for fashion are thankfully over.

Read on for five more reasons the SOFT7 sneaker is set to be your constant fall companion.

Shop

# SHOP THE ECCO SOFT7 COLLECTION A

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someone whose feet need lots of TLC, worry not because the SOFT7 offers it in spades. Unlike other sneakers on the market, the arch support won't ever let you down.

# 02 YOU CAN WEAR THEM OUT-OUT

You know when you get ready to leave the house for a fancy night out only to see that your SO decided to pair their suit with sneakers? Well, now you can join them because the SOFT7 sneaker has leveled up with a buttery soft leather dress version that comes with softer laces. It's a win-win situation.

# $\bigcirc$ $\urcorner$ THERE'S A STYLE FOR EVERY OUTFIT

To celebrate seven years of the SOFT7, ECCO is releasing brand new colourways, like metallic silver and a painterly floral and butterfly print by Icelandic designer Kristina S. Williams. No matter your personal style, there's a SOFT7 that'll go with everything in your wardrobe from knit outfits to jeans and a moto jacket.

# 04 THEY'RE PRODUCED WITH THE **PLANET IN MIND** Sustainable practices are top of mind at ECCO-made possible because the team produces the brand's leather in its own tanneries and produces the shoes at its own factories. Some of the

SOFT7 styles are produced using the revolutionary DriTan<sup>™</sup> technology, which is the first step towards water-free leather fabrication and has helped save a whopping 25 million litres of water in tanneries each year, and 600 tonnes of waste from landfill.

THEY'RE MADE TO LAST The prevalence of fast fashion means trendy pieces get worn out in what feels like the blink of an eye. The SOFT7 sneaker is an investment that pays off—you're getting peace of mind that your sneaker was made responsibly, will be comfortable and was built to last.

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**Perlée collection** Perlée sweet clovers bracelet and ring, rose gold and diamonds.

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