

THE KIT

Exclusive interview: Tessa Virtue on a decade of fame—and her bold vision for the future **PAGE 8**



Let's hear it for the end of the decade

Well, *that* was a wild ride. As the 2010s careen to a close, we spotlight their most beautiful, most fun and most important moments. This is how we dressed, what we gossiped about, who we worshipped—and what it all meant

COLLAGE BY OANA CAZAN

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| <p>1 Beyoncé led the charge of women ruling the charts. We picked the top five pop stars—illustrated with nail art.</p> <p>PAGE 3</p> | <p>2 If there was a defining look of the decade, this Balenciaga puffer was it. These are the other pieces that mattered.</p> <p>PAGE 4</p> | <p>3 Meghan Markle embodied the modern, sexed-up monarchy. We decode the royals' enduring appeal.</p> <p>PAGE 6</p> | <p>4 The Kardashian-Jenners ascended to A-list status, as depicted in a very special edition of Snakes and Ladders.</p> <p>PAGE 7</p> | <p>5 Our list of heroes includes Céline Dion's wild and wonderful transformation into a fashion icon.</p> <p>PAGE 6</p> | <p>6 It was the red carpet look that launched a thousand memes. Who else strutted onto our best-dressed list?</p> <p>PAGE 3</p> | <p>7 Rihanna became both a beauty billionaire and a powerful voice for inclusivity. We love her.</p> <p>PAGE 6</p> |
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PRETTY IN (MILLENNIAL) PINK
It was the most talked about generation of the decade and the target demographic of marketing teams everywhere: Millennials. Those lovable, crystal-collecting, avocado-toast-eating 20 to 30-somethings. They hung succulents in macramé plant holders and brushed up their arches with Glossier Boy Brow. Longing for meaning and fulfillment, their looked to their horoscope to make sense of it all and devoted entire Sundays to self-care (and brunch). Keep living your best life, Gen Y.

Hands of time

Call it a manual history, if you will. We asked Tamara Di Lullo, education ambassador for CND Canada, to recap the 2010s using nails as her canvas. Di Lullo captured the zeitgeist—from the icons we worshiped to the ideas we fought for—and brought the highlights to our fingertips

BY KATHERINE LALANCETTE

FEMINISM—BUT MAKE IT FASHION
There was Sheryl Sandberg's *Lean In*, Sophia Amoruso's *#GIRLBOSS* and feminist mugs and T-shirts galore (including some from Dior). A new wave of feminism crested in the 2010s; a cooler, more approachable version that caused celebrities once reluctant to use the term to fully identify as feminists (Beyoncé went from calling the word "extreme" in 2013 to performing in front of it in giant letters in 2016.) But more than a trend, the fight for gender equality paved the way for real change, including history-making women's marches and movements like #MeToo and #TimesUp.



DIVA DOMINATION
Women, lots of them, ruled the charts during this decade. They sold out arenas, broke records and provided the soundtrack to our lives. Rihanna had the most number ones, followed by Katy Perry. Beyoncé released her most critically acclaimed works to date, the visual albums *Beyoncé* and *Lemonade*. Taylor Swift single-handedly started the girl gang phenomenon. Lady Gaga won two Golden Globes and an Oscar. Miley Cyrus stuck out her tongue and stirred up controversy and Ariana Grande had us feeling grateful for our exes. Cue the best-of-the-decade playlist.

Dresses to remember

The red carpet fashion hits we'll still be thinking about in 10 years

BY LIZ GUBER



Beyoncé, 2011
Not since Demi Moore's 1991 *Vanity Fair* cover had a celeb's bump had this much global attention. Beyoncé's flowing Lanvin gown was her way of telling the world she was expecting. Mic dropped.



Angelina Jolie, 2012
In a decade that gave us lots of risqué red carpet fashion (looking at you, naked dresses), Jolie's swaggery leg-slit Versace at the Oscars remains number one.

Lupita Nyong'o, 2014
No matter what she wore, Lupita always looked like she was having the most fun on the red carpet. The caped Ralph Lauren number at the Golden Globes is no exception.



Rihanna, 2015
Some call it the pizza dress, others the omelette dress. Whatever meme you prefer, there's no denying the instant-icon status of Rihanna's Guo Pei gown at the *China: Through the Looking Glass* themed Met Gala.



Gemma Chan, 2019
With hundreds of celebrities vying for attention on Oscar night, Gemma Chan's striking bubblegum pink Valentino gown (with pockets!) easily won her best-dressed.



Lady Gaga, 2010
Attending as the most-nominated artist at the 2010 Video Music Awards, Lady Gaga swapped satin for raw beef for an unforgettable fashion statement. Vegans, look away.





The big chill

Athleisure is, hands-down, the decade’s fashion slam dunk. Anya Georgijevic explores our collective obsession with leggings, sneakers and all things Yeezy breezy

At the start of the decade, *Gossip Girl*’s Blair Waldorf reprimanded one of her minions for wearing leggings as pants. For some it was (and still is) considered a crime against fashion. Yet the dominance of athleisure is undeniable. By the end of the decade, leggings—even, *gasp*, bike shorts!—were strutting down Chanel’s Spring 2019 catwalk. How did we get here?

Activewear as fashion isn’t exactly new (hello, *Flashdance*), but what made athleisure blossom over the past 10 years? Elizabeth Semmelhack, creative director and senior curator of the Bata Shoe Museum, attributes this rise to the popularity of hip hop and streetwear. “They are intimately connected,” she explains. “When Michael Jordan signed with Nike in 1984 and Run-DMC signed with Adidas in 1986, I mark them as watershed moments bringing what was more of a localized sneaker culture worldwide.” And as the music genre rose from sub-culture into a worldwide phenomenon, so did its athletic-focused style. “Hip hop and streetwear have basically taken over the globe as the signature style of the cutting edge,” says Semmelhack. Then there’s Kanye West, who made the long hoodie and sneaker look a signature of the decade with his Yeezy line, which debuted in 2015 in collaboration with Adidas.

Throughout the decade, athletic brands have upped their luxury status thanks to high-profile collabs with designer houses. Nike tapped Comme des Garçons and Sacai, Adidas has a longstanding partnership with Stella McCartney and recently announced a collab with Prada. Just last month, Canada’s own Lululemon teamed up with London designer Roksanda Ilincic on a collection of artfully avant-garde puffers and zip-ups. Whether you’re actually on your way to a yoga class is completely beside the point.

Celebrities were quick to embrace the deliberately casual look. Who could forget Céline Dion’s much-memed *Titanic* hoodie by Vetements, which helped usher in her comeback in 2017. For most of 2018, Ariana Grande lived in oversized sweatshirts and thigh-high boots. Beyoncé matched her army of backup dancers in custom Gucci activewear in her “Formation” video. Gigi and Bella Hadid redefined model-off-duty style in leggings and cropped bombers. For the first time in history, dressing down became a power move. The richest man in the world, Jeff Bezos, jet-setted in a Patagonia vest, which became a choice garment of Silicon Valley billionaire bros, along with the nondescript grey hoodie—a.k.a. the Zuckerbergian symbol of the tech elite.

Rihanna wasn’t just wearing athleisure but designing it. She first dipped her toes into the fashion waters with her Fenty x Puma collaboration, winning *Footwear News*’s 2016 Shoe of the Year honour for her now-iconic creeper-sneaker hybrid. It was the third year in a row that a sneaker won the coveted title: 2015 went to Adidas Yeezy Boost 350 and 2014 to the now-ubiquitous Adidas Stan Smith. The classic white and green shoes, which were first released in 1963, were also a favourite of the decade’s low-key tastemaker Phoebe Philo. The Céline designer took her runway bow in a pristine white pair in 2011, kicking off sneaker fever among the fashion set.

It’s hard to tell whether athleisure is getting more formal, or if our closets are simply becoming more casual. So what will athleisure look like in the 2020s? Earlier this month, Dior announced a collaboration with Air Jordan, set to drop in April. Consider it a look at athleisure’s next decade, which will likely see even more collaborations and even greater focus on luxury. Those sneakers are almost guaranteed to sell out—after all, they’ll look great with leggings.

When the fashion dust settles

Presenting the most important six shows—and pieces—of the 2010s



Céline Spring 2013: The Incognito It bag
“I find glamour awkward,” Phoebe Philo once told reporters backstage at Céline, the French heritage brand she helmed for a decade. Along with artful, thoughtfully designed clothes, the designer championed discrete luxury. The Trio tote, with its simple silhouette and subtle logo, is a classic embodiment of Philo’s quiet rule.



Saint Laurent Fall 2013: The moto jacket
When Hedi Slimane took over as Yves Saint Laurent’s creative director in 2012, he dropped the “Yves” and ushered in a grunge-y new era. Although these changes were considered sacrilegious by some critics and YSL purists, pieces like the motorcycle jacket became undeniable new staples of the house.



Gucci Fall 2015: The eccentric loafers
Alessandro Michele’s time at Gucci started with a bang. His first womenswear show was a study in quirky minimalism. Decor florals, nerdy glasses and pussy-bow blouses became instant hits, but it was the fur-lined loafers that became the biggest stars. The shoes were the second-most-sought-after items on fashion search engine Lyst in 2016.



Vetements Spring 2016: The subversive hoodie
The underground went mainstream in 2016 as Vetements, a mostly anonymous collective lead by Demna Gvasalia, caught the fashion world’s attention thanks to its irony-laden takes on high fashion. The slouchy hoodies, sock boots with lighter-shaped heels and DHL tees became the new luxury signifiers—and we couldn’t get enough.



Balenciaga Fall 2016: The status puffer
Demna Gvasalia’s success at Vetements did not go unnoticed by fashion’s big bosses—he was tapped to be Balenciaga’s creative director in 2016. His first show, which featured a structured quilted jacket worn with crystal-adorned pumps, distilled the high-low fashion mood of the decade and made the puffer go from ordinary to highly coveted.



Jacquemus Spring 2017: The itty-bitty Instagram bag
Simon Porte Jacquemus emerged as one of the decade’s brightest new talents with his nostalgic, romantic and deftly crafted clothes. But it’s the accessories that turned Jacquemus from industry darling into a household name. The Chiquito bag is possibly the smallest fashion item to ever cause such feverish obsession.





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Shiseido x #The7TO is a complimentary experience open to the public during store hours from now until January 31, 2020, on the 7th floor of Hudson's Bay Queen Street at 176 Yonge St., Toronto. Tag your experience on social with @shiseido and @hudsonsbay along with #ShareBeautyOn7 and #The7TO



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SHISEIDO
GINZA TOKYO



Royally obsessed

The British royals became the biggest pop culture phenoms of the decade. What does it mean?

BY LEANNE DELAP

Weddings and babies have proven the ultra-traditional drivers of our ultra-contemporary obsession with the British Royal Family. Not since the '80s, when the domestic antics of Charles and Diana and Andrew and Fergie played out on the front pages of the tabloids, has there been such peak royal theatre. Charles and Diana's sons and their wives have emerged the decade's top traffic drivers in a pop culture phenomenon amplified by the explosion of internet gossip.

If you look back 10 years, you find Waity Katey, eight years into her relationship with dashing RAF search and rescue pilot Prince William. She's been forced to leave her job as an accessories buyer at Jigsaw due to press imposition, but isn't yet engaged to her prince—that comes in late 2010. Today, she and William are Mum and Dad to two princes and a princess, and have grown into their roles as king and queen in waiting. The Cambridges rarely set a foot wrong and are near-universally admired and adored. They are polished, reliable and beautiful to look at. And they seem really nice, to boot.

As for Harry, after a wild turn in high school, he had taken to army life swimmingly at the beginning of the decade. He did two tours of Afghanistan and retired his commission in 2015. The mid years of the 2010s were a bit tough on him; he was seen as a rudderless third wheel always hanging out with Will and Kate. But then he threw himself into his passion project, Invictus Games, publicly addressed his mental health struggles and matured to the point where he was very much ready to meet his princess.

By 2011, Meghan was on her way up with her role in *Suits*, in which she virtually re-invented the pencil skirt. She continued at that comfortable, middling level of success and fame until her whirlwind engagement to Harry in 2017 made her one of the most talked-about people in the world. From that point, the couple's wedding and the arrival of baby Archie has had the world in a steady thrall. It was the ultimate fairy tale, except it wasn't. When Harry and Meghan felt the toll the intense attention, tinged with classicism and racism, was taking on their young family, they did something very modern: They said it out loud. This felt revolutionary for the monarchy, though how it will play for them in the next decade is still unclear.

The 2010s also saw the rehabilitation of Prince Charles's image. At 71, he is tipped to become the prince regent in the imminent future if the Queen steps back at 95. He and Camilla have moved on from the saga that surrounded the beginning of their relationship and have now been happily married for 15 years. Charles's reputation as a fuddy-duddy

talking to his plants and going on about permaculture is now super cool. Plus, he's had a reputational buffing from Josh O'Connor playing him as a sensitive, misunderstood, passionate (and cute!) young prince in *The Crown*. (The spectacle of that hit series rewriting the monarchy's recent past and set to play out in real time in coming seasons is a mind-bender.)

Charles has also been asserting his muscle in the family of late—he's reportedly the one who insisted his disgraced brother, Prince Andrew, step down from royal duties. Entitled and anachronistic, Andrew missed the memo that royals are no longer protected from their own bad behaviour by a screening of courtiers and deference. His swift booting from the bosom of the family over his association with convicted sex trafficker Jeffrey Epstein was a sign that even if he doesn't understand the times, others at the palace do.

The Queen's decade saw her 90th birthday, 70th wedding anniversary and Diamond Jubilee. She has reigned for 63 years, an unchanging fixture in our dizzying world. But she has changed with the times: Her sassy appearance at the 2012 London Olympics with Daniel Craig as 007 was a showstopper. She posted her first Instagram post this year. And her signature cheery-bold, head-to-toe-matching fashion strategy was made for Tumblr-style rainbow photo collages.

As 2020 dawns, the sun will rise over a monarchy that is both very much the same and very different. There are major new players on the royal A-team, which reveals what we already knew: that pop culture revolves around bright, young things at the life stage of greatest potential and possibility. They're a cast of mythical characters we can all superimpose our hopes and dreams on.

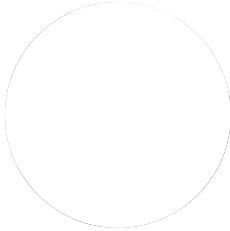
They're also more famous than Hollywood stars: William and Kate's wedding drew 23 billion sets of eyeballs. We have become obsessed with every minuscule royal tidbit, from Meghan's toe cleavage to a tag left on her dress. The lows of this obsession are myriad, with real-life repercussions for the real, live people who play the dress-up dolls in our fantasies.

With this intense new familiarity, the royals have to walk a finer line with everything they do, whether it's spending (British) public funds or deciding how to travel. What they really need is new systems to manage this unprecedented level of fame as they weather the huge transitions in power that will come in the next decade. Because the white hot flame of our affection—and our judgment—is unlikely to wane any time soon.

We've become obsessed with every minuscule royal tidbit, from Meghan's toe cleavage to a tag left on her dress.

PHOTOGRAPHY: GETTY IMAGES; COLLAGE: OANA CAZAN

HEROES



Fenty Beauty by Rihanna
40 foundation shades becomes the new normal



Céline Dion
Canadian royalty = new fashion queen



The bralette
Back to hell, underwire



Flaming Hot Cheetos
The only orange thing (ahem) we love



RuPaul's Drag Race
Drag sashays into the mainstream



The mom jean
Honestly, we'll never go back



Keanu Reeves
Most "whoa!"-inducing comeback



The other royal family

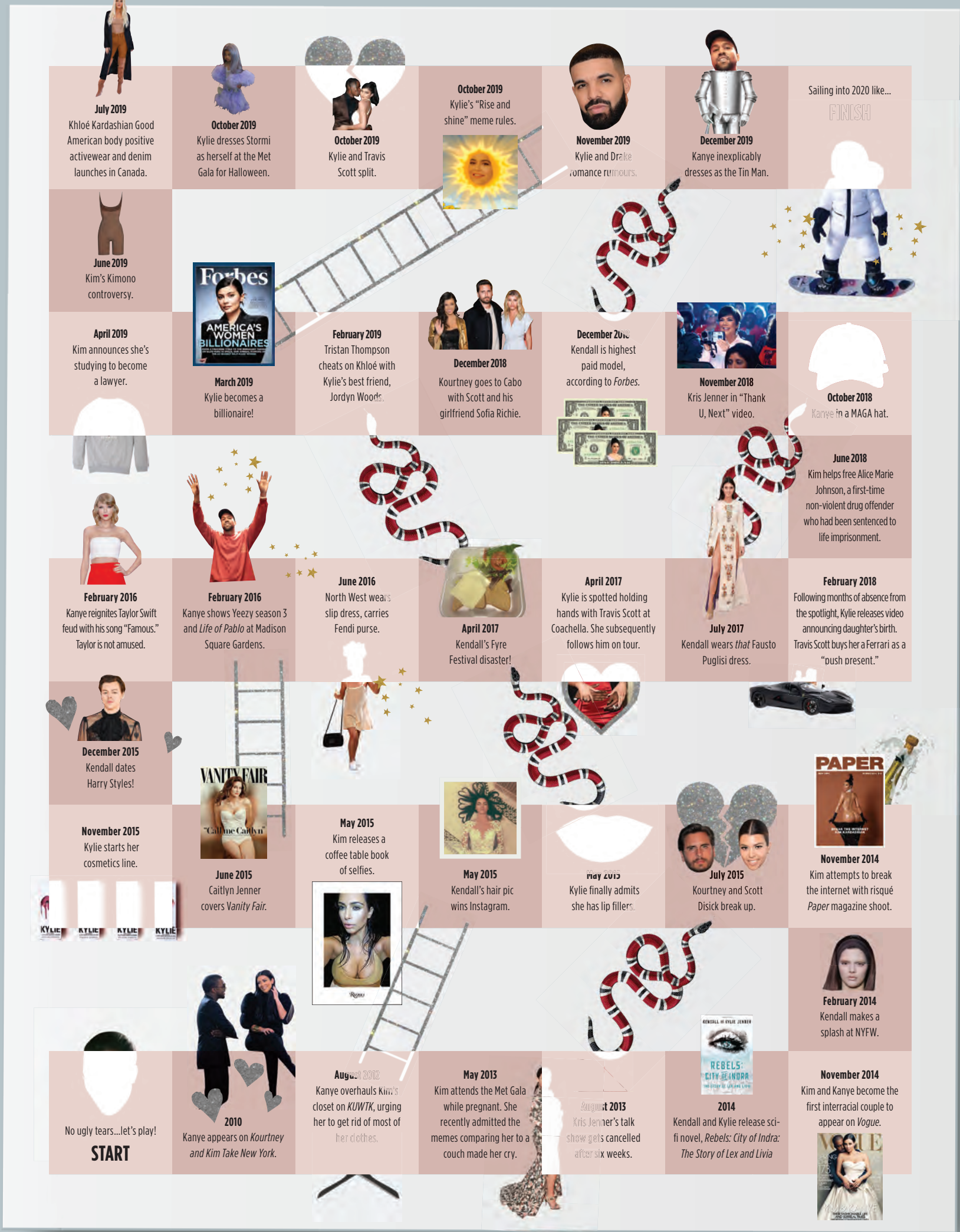
In the Hollywood Hills, fortunes rise and fall as frequently as hemlines on the runways. In this special edition of Snakes and Ladders, we chart the fascinating course of the Kardashian-Jenners, stealth powerhouses of the decade

It's actually astounding, when you think about it. In 2010, the Kardashians were mostly a punchline, a guilty pleasure in the scuzzy, pap-driven TMZ era when Paris Hilton was a thing, along with bandage dresses and low-rise denim. Sensible people grumbled about this crazy new era when people could become famous for nothing, and they were always grumbling about Kim Kardashian with her sex-tape fame and naked ambition.

Then, something happened. Specifically, Kanye West happened to amble into the Kardashian sphere and changed everything. The most acclaimed hip hop artist of his generation, West instantly gave the krew cred. By 2012, Kim had ditched her patent platform sandals in favour of the latest Yeezys, and she regularly sat front-row at Balmain and Givenchy. By then, she had created the defining aesthetic of the decade: the so-called "Instagram face" complete with ultra-groomed brows, plumped-up lips in a neutral hue and contouring to the max. In 2014,

Kim and Kanye—then new parents to North West—appeared together on the cover of *Vogue*. The issue sparked major pearl clutching from the sensibiles, but any grumbling was drowned out by the indisputable roar of mainstream success.

Kim may have led the way, but the rest of the fam kept things hopping. In the second half of the decade, it was the Jenners who ruled. Caitlyn Jenner broke the internet when she appeared on the cover of *Vanity Fair* in 2015. Kendall Jenner walked the Marc Jacobs runway with bleached brows and went on to become the world's highest paid model. Kylie Jenner launched a cosmetics line and became a billionaire. Kim campaigned for prison reform and is now studying to be a lawyer. You could make a very real case that everyone who mattered in the celeb and pop culture world is somehow connected to them: Drake, Taylor Swift, Harry Styles. Who could have predicted it? Well, maybe one person: Kris Jenner, mother, mastermind, genius. —*Laura deCarufel*



A sliding scale of heroes and villains



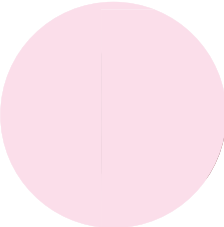
The man bun
So shameful!
So hot



Gangnam style
Psy, man.
Why?



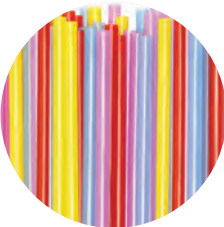
Flower crown
#1 in the #basic
starter pack



Jade egg
Free Yoni



Aritzia blanket scarf
Bundle yourself
away, honey



Plastic straw
Suck it up, buttercup



Mark Zuckerberg
The monster
we deserve?

VILLAINS





Golden girl

Tessa Virtue is walking into the next decade as a 30-year-old with a blank slate. Here’s what the Canadian Olympian will remember most about the past 10 years

The Olympic dream “In 2010, I was 20 and Scott [Moir] and I were at our first Olympics. After Vancouver, we were thrust into the public eye. Before that, we didn’t have any sponsors, very few media outlets wanted to talk to us. We were naive about a lot of that. I wish there had been a community of support for girls and women—I think I was really lacking that. Especially in my sport, as a female, it’s a toxic environment when you’re competing against one another. That’s a part of our culture, to be pitted against other women—it’s like the Britney/Christina thing. It was a lonely time. The power of the Olympics is that Canadians truly rally behind their athletes. We feel so connected to our athletes’ stories. What struck me most at this past Olympics was the notion that we got to represent the country in a bigger way, as far as what it stands for: diversity and inclusion. Every time we wore those jackets that said Canada on the back, it’s not something we took lightly.”

Walking away “There was once a time when I could have told you, seven years from now on December 22 at 2:30 p.m., this is what I’ll be doing. I knew I wouldn’t see the benefits of the workouts I was putting in for four or five years down the road. Everything was building toward something greater. I’m going through such a transition now. I’m stepping away from not just competitive skating, but skating altogether. After Pyeongchang, Scott and I committed to two more years of skating together and said we’d re-evaluate, and when we did we felt exactly the same, which was that it was the right time to pursue other projects. I’m so glad we had that final tour to really let it digest and just be on the ice, enjoy performing for the last time. It doesn’t get any better than that as an athlete; being able to walk away on your own terms is so powerful. It’ll be interesting to see how I fill that void.”

From 20 to 30 “It’s been a really formative decade for me personally. I don’t feel like I had my 20s in the way other people might have—there were sacrifices made in pursuit of my career. But I knew that I wanted something out of the ordinary for my life. I learned so much through skating: setting goals, taking failures, finding my power and using my voice. I’m coming out of it more self-aware, a lot kinder to myself. A lot of my career, I felt like everyone would figure out I was faking it, like I wasn’t a real athlete. I think that’s pretty common. I always saw Scott as a superhero athlete and I was just kind of along for the ride. In your early 20s, there’s just so much pressure. You’re finding who you are and what matters to you, what really sparks a certain fire. When you know that, it’s easier to give yourself a break and realize, I’m okay exactly how I am.”

Lessons learned “I’m a bit of an extremist. Learning to find balance within that and prioritize the things that fulfill me has been a big lesson. Learning to be present and really connected to the people I care about with undivided attention and quality time together is a real priority. Striving for excellence rather than perfection, and understanding energy expenditure—knowing that I have a certain quota for every week, how do I manage that? A big focus at the end of our career was recovery. If I’m applying that to my life now, it’s scheduling. I’m a really good over-scheduler and finding time for self-care is important—I know that’s a bit of a buzz-phrase, but it is important.”

What’s next “As I enter 2020, it’s a clean slate and a fresh start. It’s a little daunting in some ways because whatever I take on next, I won’t be the best in the world at. I was in a niche, specialized job. But I do think those skills are so transferable. I have quite an entrepreneurial spirit—I was my own boss as an athlete, and Scott and I were training like we were the CEOs of our own company. Since the Vancouver games, I stepped into the business world and I love negotiating, I love contracts and strategies. I have a lot of experience working with global brands, and I’m excited for the academic challenge of studying for an MBA. It’s fun to think of the opportunities that are out there and what new challenges I can tackle.” —as told to Rani Sheen

THE KIT

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THE KIT COLLAB

The last-minute gift guide

There’s still time to find that perfect holiday present! Here are some great last-minute gift ideas so you can tick everyone off your list



Give that stylish person on your list a new-school backpack with an old-school vibe, so they can carry that Freestyle attitude everywhere they go.

REEBOK CLASSIC FREESTYLE BACKPACK, \$80, REEBOK.CA



Just in time for the holidays, airmilesshops.ca is here to help you find the perfect present for the beauty, fashion or wellness enthusiast in your life. Bonus: You’ll get AIR MILES® Reward Miles on your purchases.

MILK MAKEUP X SEPHORA COLLECTION
STUDIO BRUSH SET, \$77, AIRMILESSHOPS.CA



The Surface Pro 7 by Microsoft is an ultralight two-in-one device that can be used as a tablet and a laptop. It’s the perfect gift to help them put their creative ideas into action.

MICROSOFT SURFACE PRO 7, STARTING AT \$999, MICROSOFT STORES



Opt for a twist on the classic diamond stud earrings with this intricate flower design. They’re perfect for everyday wear.

MICHAEL HILL FLOWER STUD EARRINGS WITH 0.22 CARAT TW OF DIAMONDS IN 10KT ROSE GOLD, \$599, MICHAEL HILL

SCENTS SHE'LL LOVE THIS HOLIDAY

A GORGEOUS FRAGRANCE IS A GIFT TO REMEMBER.
HERE ARE THE SEASON'S STANDOUTS, AT SHOPPERS DRUG MART



1



3



4



5



8



2



7



6

1. DIOR J'Adore Eau de Parfum, 100 mL, \$165
Like a beautiful bouquet of glorious flowers, this well-balanced blend brings together blooms of ylang ylang, damask rose and sambac jasmine.

2. LANCÔME Idôle Eau de Parfum, 75 mL, \$135
This clean floral chypre scent stars a radiant natural rose note and symbolizes the power of femininity and big dreams.

3. CHLOÉ Eau de Parfum Spray, 50 mL, \$125, 75 mL, \$155
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Gifts for
them, points
for you
 optimum

THE KIT ON THE TOWN

A night to remember

Beauty meets purpose at the Mirror Ball, the annual gala fundraiser in support of Look Good Feel Better, the groundbreaking program that helps boost the morale of women living with cancer.

The stunning 2019 event, held at the Westin Harbour Castle, raised more than \$1 million for LGFB. Powerful speeches elicited tears, while the crowd banded together to celebrate life and meaning. Here are some of our favourite moments from a very special evening

PHOTOGRAPHY BY RYAN EMBERLEY



Committed to caring

Talk about a power trio: Louanne McGrory, Mirror Ball chair, and president, Shiseido Canada; Catherine Kelly, Mirror Ball vice-chair, and vice-president of beauty and fragrance, Hudson's Bay Company; Deny DiFelice, general manager of Benefit Cosmetics Canada.



Support networks

Look Good Feel Better ambassadors Yvette Demeter and Lan Lee brought the room to tears by sharing wrenching stories about their experiences with cancer. Close friends since childhood, Demeter and Lee learned of their diagnoses within days of each other.



Altogether now

The vibe of the night? Joy. Popular band Soular got the crowd singing and dancing along to infectious Motown hits.



Nicole Servinis of *Entertainment Tonight Canada*, and Nakita Hans, television producer.



Jane Nugent, Sephora, and Linda Stephenson, Mereadesso Canada.



Style expert Afia Francisco and makeup artist Christine Cho.



Matthew Kohler, Clorox Company of Canada; John Coyne and Gary Wade, Unilever Canada; Frank Kollmar, L'Oréal Canada.



Gord Sonnenberg, Holt Renfrew, and Diane Sonnenberg, Dosist.



Dee Diaz, president and CEO, Look Good Feel Better Canada and Lynda Rose, LGFB Chair, Mary Kay Cosmetics.



Gwen Varnier and Kelly Jessop, both with Shoppers Drug Mart, with emcee Andrea Bain.



Earrings
\$6.99



Enjoy every little moment. Happy Holidays!

THE KIT X H&M

It’s party season! And what’s more festive than getting ready to go out with your BFF? We asked newfound besties Linda and Laura to dress up in the latest pieces from holiday style destination H&M, and they chatted friendship, the joy of over-dressing and the ultimate festive accessories.

The BFFs: Linda, an operations executive, and Laura, founder of concierge platform Mykigai

How did you meet?

Linda: “We met at a 3-year-old’s birthday party in the Junction. A mutual friend introduced us because he thought we would hit it off, and we did.”

Laura: “And we’ve been texting ever since! We’ve only known each other for five months and have already travelled to Ibiza together.”

How would you describe your approach to holiday fashion?

Laura: “It’s the only occasion where you can actually dress up and people understand, because it’s the holidays. I’m an over-dresser, so I’m excited.”

Linda: “I like to keep things a little simple, but I go big on the accessories and shoes—I like pieces that’ll make an outfit pop.”

What’s your favourite element in your H&M holiday look today?

Linda: “I love the dress. It’s very easy to wear and you could style it so many ways. I’d wear a sweater on top and pair the look with booties. Or, for parties, I’d wear it with glam shoes and accessories. It’s flowy and not constricting; I like clothes that let your body be.”

Laura: “I love the mix! The pants are a bit ’70s disco, paired with this knit. And I love the shoes. These mini block heels are the ideal heel. You can wear them for long periods of time without the pain, but they still look very dressy. They work well with these long pants—the pointed toe helps elongate the leg.”



Festive finery

ON LINDA: DRESS \$49.99, SHOES, \$39.99, ALL AVAILABLE IN-STORE AND ONLINE AT HM.COM. ON LAURA: PANTS \$64.99, SWEATER, \$34.99, HEELS \$39.99, ALL AVAILABLE IN-STORE AND ONLINE AT HM.COM.

OUR H&M WISH LIST



H&M SWEATER, \$39.99; H&M COUPE, \$12.99; H&M HAIR ACCESSORIES, \$14.99; H&M KNEE-LENGTH COAT, \$69.99; H&M SEQUINED DRESS, \$59.99; H&M BEADED WOOL-BLEND SWEATER, \$109. ALL AVAILABLE IN-STORE AND ONLINE AT HM.COM.

THE 2019 HAUTE HOLIDAY GUIDE



*WISH-
LISTED*

The only thing better than finding what you'd love to get... is finding what she will love to receive. For gifts of glam galore, seek no more than all that's bright and beautiful at BV.

1. Roberto Coin necklace, **BERANI JEWELLERY DESIGN** 2. Ring, **SARAH PACINI** 3. Purse, **RON WHITE** 4. Kérastase hair products, **CAPELLI BAYVIEW VILLAGE**
5. Yves Saint Laurent touche éclat le cushion foundation, **SEPHORA** 6. Vest, **TALBOTS** 7. Furlux hat, **ANDREWS** 8. Gloves, **BROOKS BROTHERS**
9. Face à Face sunglasses, **SQUINT EYEWEAR** 10. Max Mara coat, **ANDREWS** 11. Gucci Mémoire d'une Odeur eau de parfum, **SEPHORA** 12. Chloé shoe, **TNT THE NEW TREND**
13. Stine Goya dress, **ANDREWS** 14. Edward Achour Paris blazer, **ANDREWS** 15. Lise Charmel bra, **LINEA INTIMA LINGERIE**
16. See by Chloé boot, **TNT THE NEW TREND** 17. Olga Berg clutch, **JUDITH & CHARLES** 18. Beulah Style dress, **LEMOR** 19. Love Me lipstick, **MAC COSMETICS**
20. Chopard watch, **BERANI JEWELLERY DESIGN** 21. Scarf, **LUISA CERANO**

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QUESTION

What will be the
biggest trends
in 2020?

ANSWER

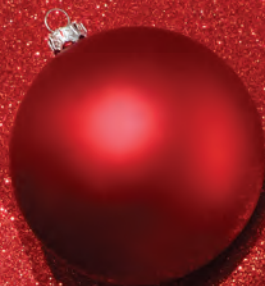
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CANADA'S STYLE AUTHORITY

SCENTS SHE'LL LOVE THIS HOLIDAY

A GORGEOUS FRAGRANCE IS A GIFT TO REMEMBER.
HERE ARE THE SEASON'S STANDOUTS, AT SHOPPERS DRUG MART



1



3



4



5



8



2



7



6

1. DIOR J'Adore Eau de Parfum, 100 mL, \$165
Like a beautiful bouquet of glorious flowers, this well-balanced blend brings together blooms of ylang ylang, damask rose and sambac jasmine.

2. LANCÔME Idôle Eau de Parfum, 75 mL, \$135
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