

# THE KIT

*Leg makeup test drive: Is this the summer you wear shorts again?* PAGE 3



The power shoppers: Britt Rawlinson (left), owner of Toronto designer consignment boutique VSP, and her best friend, singer-songwriter Ralph.

## The rules of consignment

Designer resale is the most fun, affordable and sustainable way to shop right now. Consignment pro Britt Rawlinson shares 10 tips for how to get the biggest fashion bang for your buck

BY LIZ GUBER | PHOTOGRAPHY BY MARIAH HAMILTON

When you walk into VSP, a consignment shop on a trendy, rapidly gentrifying stretch of Toronto's Dundas Street West, you're greeted by the store dog, a Cavalier King Charles Spaniel named Ollie. Then, past a tempting window display of Philo-era Céline heels and Gucci scarves, three rooms unfold, each flanked by racks of swishy frocks, prim blouses and archival handbags. The labels carried at this shop span the designer alphabet from Armani to Zimmermann, but because everything came from some stylish someone's closet, the prices are lower. VSP, and other consignment shops like it, aren't just for sartorially inclined deal-hunters. They're also a resource for anyone looking to sell their designer pieces. Here, VSP's owner, Britt Rawlinson, breaks down the 10 commandments of consignment.

### IF YOU'RE SELLING

Just bring it in

"A lot of people think, 'Maybe you won't take this, it's too dated or too affordable.' I always tell people to just bring in anything you're thinking of because you never know. We might be completely full on jackets or denim at one point; at other points we might need more."

Don't take consignment rejection personally

"When we have to turn things down, it's not because the piece wasn't good. It's just because of where we are at during the season and what we need to keep the store balanced. A piece can be beautiful and perfect, but it has to be the right time."

Understand the value and the trends

"There is market value, and we like to be priced within that. You can't beat the market by pricing something too high. The trends really do go up and down. Right now, monogram is really in. So if you're thinking of selling a Gucci monogram piece, now is the time. Don't hold on to it for two years."

Consign for the season ahead

"Right now, in the dead of summer, we need winter gear. And in December we'll want spring/summer pieces. It's important to get in at the beginning of the season so that your pieces can have the longest exposure."

CONTINUED ON PAGE 4



#ShadesOfCanada

Wear Confidence.  
Double Wear Makeup  
24-hour staying power

**ESTÉE LAUDER**  
estelauder.ca

# Rainbow bright

The multicoloured, Crayola-bold mani of the summer is punchy, playful and perfect for grown-ups

BY KATHERINE LALANCETTE | PHOTOGRAPHY BY MARIAH HAMILTON



## MULTI-COLOURED POLISH

"It's nail art without having to do nail art," jokes Rita Remark, Essie's global lead educator, who created these designs. The look, which has been spotted on many a fashion-forward hand, harkens back to childhood, when many of us embraced the "Why have one colour when you can have many?" motto. "There's a fun nostalgia element to it," notes Remark. When it comes to selecting a palette, she suggests repeating at least a few hues on each hand for a harmonious effect, but switching up their placement to keep it unexpected.

**ESSIE** NAIL POLISH IN STRIKE A ROSE (PINK), ON THE ROADIE (GREEN), SOLES ON FIRE (ORANGE), TANGOED IN LOVE (PURPLE) AND TAKE THE LEAD (BLUE), \$10, GEL COUTURE IN AVANT-GARMENT (YELLOW), \$12, DRUGSTORES



## STRIPEY ACCENTS

"This look makes me so happy," says Remark. The vertical stripes elongate the fingers and lend a retro '70s vibe, while the negative space on either side keeps things modern. To replicate the look at home, you'll need an extra-fine liner brush and a very steady hand. "This is definitely for the more skilled nail enthusiast or a design that you'd bring to your manicurist and say, 'I want to recreate this!'" says Remark.

**ESSIE** NAIL POLISH IN GERANIUM (RED), SOLES ON FIRE (ORANGE), ON THE ROADIE (GREEN), BUTLER PLEASE (BLUE), TANGOED IN LOVE (PURPLE), \$10, GEL COUTURE IN AVANT-GARMENT (YELLOW), \$12, DRUGSTORES

**LEVI'S** T-SHIRT, \$40, LEVI.COM. **BANANA REPUBLIC** BAG, \$74, BANANAREPUBLIC.CA



## TONE-ON-TONE

Reimagine the French mani with a bevy of cheery shades. Here, Remark adorned each tip with two shades from the same colour family—one super saturated, and one pastel—for added visual interest. She also traded the traditional curved arch for a graphic straight line. "I think it makes it a bit more contemporary," she explains. For DIY purposes, she suggests marking the line with painter's tape, and peeling it off only once the polish has completely dried. Seal your masterpiece with a gel-like topcoat. "It evens out the plain, so you don't get that raised edge on the tips."

**ESSIE** NAIL POLISH IN GERANIUM (RED), SOLES ON FIRE (ORANGE), BUTLER PLEASE (BLUE), TAKE THE LEAD (PALE BLUE), FRENCH AFFAIR (PALE PINK), TANGOED IN LOVE (PURPLE), BACHELOR-ETTE BASH (FUCHSIA), PLAY DATE (LAVENDER), ON THE ROADIE (GREEN), \$10, GEL COUTURE IN AVANT-GARMENT (YELLOW), \$12, DRUGSTORES

**LEVI'S** JACKET, \$148, LEVI.COM

NAILS: RITA REMARK; FOR ESSIE: ART DIRECTION: OANA CAZANI, BEAUTY DIRECTION: KATHERINE LALANCETTE



# BLOORYORKVILLE

From fashion and food, to wellness and culture, it's always #BYTIME

# Can leg makeup change your summer?

Beauty director **Katherine Lalancette** enlists her shorts-shy mom to test-drive body makeup

Growing up, I don't recall ever seeing my mother wear shorts or dresses. She kept her legs covered at all times, convinced her varicose veins made them unsuitable for public viewing. She even saw a doctor who'd inject the squiggles with saline solution to irritate their lining and cause them to collapse. I'd sit in the corner and watch her wince in pain. She did this a few times every year, but it never seemed to work the way she'd hoped. Eventually, she gave up and started wearing pants full-time.

It broke my heart to see my fashion-obsessed mother cross out entire categories of clothing—not to mention suffer through heatwaves in trousers—solely because of an insecurity. I get it, though; those squiggly lines writhe around my thighs, too, and they'll likely only get worse. "Sorry, honey—they're hereditary," she tells me.

So when people started bashing Kim Kardashian for releasing her KKW Body Collection, a line of body foundation, liquid shimmer and loose powder, I had a bone to pick. Sure, the concept of "body foundation"

is a bit extreme, as is a three-step leg-makeup routine, but there's something to be said for helping people feel more confident.

Yes, you could argue that this confidence stems from better fitting into the paradigm of perfection our society is obsessed with, but nonetheless, it is real and it is powerful. Kardashian, who developed the products to cover her psoriasis, shared a slew of heartwarming testimonials on Instagram. One woman gifted the products to her mother, who'd developed a skin condition on her legs after falling ill and never wore shorts. The mom was ecstatic, the daughter moved to tears (I may have gotten misty-eyed, myself).

The story inspired me to do the same thing for my mom. The KKW products are currently sold out, so I sourced some dupes and brought them over to my parents' house. My mom and I stood in the kitchen in pyjama shorts and rubbed the formulas on our legs, comparing the different patches in the afternoon light. Here's what we found.



## IF YOU WANT SERIOUS COVERAGE

This formula outperformed all others, erasing veins, stretch marks and anything else in its path. It also stayed on the best once set with a dusting of translucent powder. When we tried it, it was drizzling, so we stepped outside to test the smudge-resistant claim and then rubbed our legs with a white washcloth. There was barely any transfer—impressive! Our only caveat was the finish: "A little mortuary" is how my mother described it.

**DERMABLEND** LEG AND BODY MAKEUP, \$39, [DERMABLEND.CA](http://DERMABLEND.CA)



## IF YOU WANT A LITTLE BLURRING

Good old Airbrush Legs really saves the day when you want a quick boost. The formula doesn't hide everything, but it does a great job of evening out your skin tone the way an Instagram filter would. Legs look silky and supermodel-esque, like they've been well, airbrushed. It's the kind of product I'd pack for a vacation, teaming it with slinky little dresses come sundown.

**SALLY HANSEN** AIRBRUSH LEGS, \$19, [SHOPPERSDRUGMART.CA](http://SHOPPERSDRUGMART.CA)



## IF YOU WANT A COLOUR BOOST

This one was a tie. We used both with a mitt and loved how well they buffed into skin and added a nice hint of warmth. Neither really helped with the varicose veins, but overall our gams looked tanned and luminous, like we'd been sunning ourselves in Capri. I'd definitely reach for one of these in those early spring days when it's too hot for tights but your legs are looking a little too pallid.

**VITA LIBERATA** BODY BLUR INSTANT HD SKIN FINISH, \$50, **TARTE** BETTER BOB BRONZE & CONTOUR + MITT, \$51, [SEPHORA.CA](http://SEPHORA.CA)



## IF YOU WANT A SOFT GLOW

This tinted gel is meant to yield a temporary sun-kissed look or enhance an existing tan. It doesn't conceal, but the effect is gorgeous—dewy and radiant, not fake-looking or shimmering. We practically yelled "Eureka!" when we layered it on top of the Dermablend and saw our skin spring back to life. The pairing, we decided, was the winner, offering both coverage and a glow. "Maybe I'd wear a dress with this," said my mom. "I ordered one from Aritzia last year, but never wore it." Show them legs, Mama.

**JAMES READ** ENHANCE WASH OFF TAN, \$22, [JAMESREADTAN.CA](http://JAMESREADTAN.CA)

## Happy feet

The best sandal and pedi combos, whatever your summer mood



The mood: Why am I not in Capri like everyone else?

**ZARA** SHOES, \$80, [ZARA.CA](http://ZARA.CA), **CND VINYLUX** NAIL POLISH IN DIMENSIONAL, \$12, [NAILPOLISH-CANADA.COM](http://NAILPOLISH-CANADA.COM)



The mood: I'm moving to the cottage

**SUICOKE** SHOES, \$201, [MATCHES-FASHION.COM](http://MATCHES-FASHION.COM), **TOM FORD** NAIL LACQUER IN TOASTED SUGAR, \$44, [SEPHORA.CA](http://SEPHORA.CA)



The mood: I'm more into negronis now

**ALDO** SHOES, \$90, [ALDO SHOES.COM](http://ALDO SHOES.COM), **CHANEL** LE VERNIS IN SCENARIO, \$32, [CHANEL.COM](http://CHANEL.COM)



The mood: I don't do pastels

**ALIGHIERI** SHOES, \$460, [ALIGHIERI.CO.UK](http://ALIGHIERI.CO.UK), **SEPHORA COLLECTION** COLOR HIT MINI NAIL POLISH IN IT GIRL, \$6, [SEPHORA.CA](http://SEPHORA.CA)



The mood: I've got the best pool-party playlist

**PRADA** SHOES, \$870, [SSENSE.COM](http://SSENSE.COM), **SALLY HANSEN** MIRACLE GEL IN I LAVA YOU, \$13, [SHOPPERSDRUGMART.CA](http://SHOPPERSDRUGMART.CA)

## THE KIT X ESTÉE LAUDER



# SHADES OF CANADA

Estée Lauder's New Campaign Celebrates Canadian Diversity

What could be more Canadian? Estée Lauder's boundary-pushing new #ShadesofCanada campaign brings together inspirational women from across the country to showcase its Double Wear Stay-in-Place Foundation. Known for 24-hour staying power and flawless natural coverage, Double Wear boasts an impressive 56 shades—to boot, Canada is one of the two countries in the world where Double Wear is manufactured.

"We are proud to launch a campaign that celebrates Canadian diversity. Like our country, #ShadesofCanada is a cultural mosaic and a tribute to individuality, empowering Canadians to feel confident in their own skin," says Julie Sutherland, Brand Manager Estée Lauder Canada. "Our goal was to ensure that Estée Lauder customers, and those discovering the brand, are able to see themselves reflected in this localized campaign. Recognizing that Double Wear is produced in Canada, Double Wear truly is Made in Your Shade in Canada."

When it came to casting the talent, the mandate was finding models who had something to say. "It was important for us to partner with a Canadian agency who worked with us to feature Canadian talent that represents Canada's diverse cultural landscape," explains Susy Brown, Estée Lauder Canada's Marketing Director. To that end, they brought together an inspiring group including Judith Maria Bradley, an Instagram sensation who started modelling at age 68, and Amiira Aujnarain, a doctor at Sick Kids in Toronto and a part-time model.

"My wish is that women will look at the campaign and they will see themselves and know that we've got them," says Brown. Read on to learn more about the Canadian faces of Double Wear.



### CLODIE

"The casting was an interview about what makes me uniquely beautiful. I ended up answering that I do a lot of volunteering in Central America, with children at orphanages in Panama. It feels good to know that we're more than a face."



### NAFISA

"I struggled so much to find a shade, and when I came across Estée Lauder foundation, it matched me perfectly. I also love the fact that it doesn't transfer onto my hijab."



### KIERA

"I have my parents to thank for the features that I have—the freckles and the red hair. It's super cool that it gets to be shown in this campaign. Not that many redheads and people of colour get featured."



### JUDITH

"It's great when you take a brand that's a household name, and find out the products are being made in Canada! And if you're living in a country where the diversity is so huge, why not cover it? It's about time, isn't it?"



### ALAKIIR

"I really care about social justice and having so many shades allows everyone to be visible. As a visible minority, I will grab every opportunity to be out there and represent people like me."

# The shopping revolution starts here

The global sustainability movement is shaking up how we shop. Buying second-hand—without sacrificing style—just feels *right*. Canadian consignment devotees show you how to satisfy the thirst for newness while leaving your conscience clear

BY LIZ GUBER | PHOTOGRAPHY BY MARIAH HAMILTON

“Fashion can be expensive, so you have to get creative,” says Ralph, wearing an Altuzarra dress from VSP.



VSP founder Britt Rawlinson in a Burberry blouse and Valentino skirt.

## Fashion encore

Singer-songwriter Ralph rocks consignment hits onstage

Musician, DJ and all-around It girl Ralph (real name Raffaella Weyman) has worked at Toronto designer consignment shop VSP since it opened six years ago. Though Ralph started on the shop floor, you're not likely to see her Swiffer-dusting Birkin's anymore. As her music career skyrockets—her new single “Gravity” is one addictive, chart-climbing track—Ralph has become more ambassador than shopgirl. Still, if you pop by the store on a Saturday

afternoon, don't be surprised if the impeccably dressed, effusive blonde offers to be your personal stylist for an hour. If that happens, say yes.

**Have you always loved clothes?** “As a kid, I loved dressing up and getting to be different things. When it comes to describing my style, I just love to have fun. I pull from different eras and people I admire in Toronto.”

**Why do you buy your performance and music video outfits from consignment shops?** “My concern is that I don't want to have the same thing as everyone else, especially when I'm onstage. There's a magic about it when you don't know what

something is or what era it's from. And I love things that were pre-owned and the fact that there's a story behind it. In the ‘Girl Next Door’ video I wore these amazing YSL black patent boots with very tall, skinny heels. I ended up buying them because they are an archive piece.”

**Do you consign clothes yourself?** “Oh, absolutely. I flip clothes like crazy because I never wear the same thing onstage twice. Fashion can be expensive, so you have to get creative. I bought a Chanel choker from VSP when I released my first EP. It was a reward I gave myself. There are moments when I think, ‘You could make some money off it, shouldn't you sell it?’ No—it's a memory.”

**What do you look for when you're shopping consignment?** “Something memorable, something loud, something I can move in. I know what flatters my body. High-waist, wide-leg pants with a crop top is my formula.”

**What's the coolest piece that's caught your eye recently?** “There's a jacket here that was consigned by the daughter of a guy on the Rolling Stones tour in the '70s and '80s. The whole crew had these leather biker jackets with ‘The Rolling Stones’ on the back. That's amazing! What a cool thing to own.”

**What's your role at VSP now?** “When they have events, I DJ them. I see it as a family and I always want to contribute. We genuinely really like each other. But I still love shopping for people, so if someone comes in and says, ‘I need a dress for a wedding,’ I'm like, ‘What's your price range? Under \$200? Cool.’ I know the store very well because I'm always looking for clothes.”

## The rules of consignment

CONTINUED FROM COVER

If you're not sure, wait six months

“I always say if you're really on the fence about consigning something, try to wear that piece that season and see how you feel when you wear it. And if you only wear it once in six months, you know that you gave it your best try.”

### IF YOU'RE BUYING

Don't be swayed by the label

“One day, a customer looking for a dress tried two on. One was Oscar de la Renta and the other was a more affordable contemporary brand. When she came out in the less expensive dress, that was the one; you could tell by her body language. But she still wanted the Oscar dress. I said to her, ‘It seemed like you were immediately drawn to the other one.’ There's a feeling you should get when you look in the mirror, and if you're trying to find that feeling, I don't think it's right.”

Consider tailoring and tweaking

“Every pair of trousers that I've gotten at VSP I've had altered. I always buy one or two sizes up and get them tailored. That way it's a perfect fit. If you're getting trousers that retail for \$1,000 for, like, \$250, a \$40 alteration charge is worth it.”

Keep an open mind

“You have to let the piece find you. If you come in really focused on one thing, you're not necessarily going to luck out. But if you keep an open mind, you might find something else that's really exciting. Grab anything you like and don't look at the size, because you never know.”

Ask the staff

“We love doing the dig. There's so much merchandise, and the store staff know what's coming and going. We can also pull something out of our backstock, which you won't see on the floor.”

Look for investment pieces

“People come to find that dream bag they've always wanted or that Prada skirt they saw years ago and can finally own. I love The Row for basics: It's insanely expensive, but the quality is there, and at consignment you're getting a cashmere T-shirt for a fraction of the price.”



### THE FANCY SHORT

There's something downright adorable about a pair of dressy shorts. I paired these emerald ones by Valentino with a crisp blouse for an office-ready look, but the shorts look just as good with a graphic tee.

VALENTINO SHORTS \$398 +  
DRIES VAN NOTEN BLOUSE \$298 +  
LANVIN SANDALS \$298

TOTAL: \$994



### THE WEEKEND DENIM

It's tough to find well-fitting jeans second-hand, so I was thrilled to unearth this classic pair, ideal with a scarlet French-girl blouse. The Chloé bag put me over budget, but I couldn't resist (I mean, could you?).

ISABEL MARANT BLOUSE \$398 +  
R13 JEANS \$198 +  
MANOLO BLAHNIK SANDALS \$398

TOTAL: \$994



### THE FLORAL DRESS

This dreamy printed dress is a real statement piece—those puff sleeves! That swishy hem! A complementary sculptural bag and simple sandals were all that was needed to finish the look.

ZIMMERMANN DRESS \$498 +  
SIMON MILLER BAG \$298 +  
BY FAR SANDALS \$198

TOTAL: \$994

## The \$1,000 challenge

Style editor Liz Guber does some fashion math at VSP to find three second-hand designer outfits for a fraction of the sticker price

## The infinite closet

Master clothing reshuffler Adrien Reynolds sells pieces on consignment and uses the proceeds to fund her next second-hand purchase. Here, the Toronto PR pro reveals how she achieved shopping nirvana

I started shopping second-hand when I was in high school. I shopped a lot at Value Village—that was my first foray into it. Later, I saw someone wearing something great, and when I asked what it was, they said, “I got it on consignment.”

I've been a patron of [Toronto resale store] Common Sort for a long time. To paint a picture of how much I buy and sell with them, before they transitioned to a digital system, they had booklets to track everyone who came in for the day—who bought, who sold. I had my own separate system. I had 12 of my own booklets. I've been friends with everyone that's worked there. Right now, I have a little more than \$700 in credit to spend there that I got from selling my clothes.

I sell pieces in bulk. I'll have these moments of clarity when I look at my closet: If I haven't worn something in a month, unless it's a special blazer or a party dress, then it's time to do a pull. I do that every couple of months. Before I decide to get rid of something, I try it on. I'll have some friends over and I'll ask them, “Is this something I need in my wardrobe or is this something that should be cycled through?” I'm pretty ruthless! It's like my closet has a self-cleaning mechanism.

There are some pieces that I can't get rid of, like the Pucci blazer I haven't worn yet. It's an investment and it's going to appreciate in value, so I put it in storage. I bought a pair of pants that are crazy: They're silver and gold brocade with a beaded hem. The tag says they were handmade in



“It's important to me to shop for style, not fashion,” says Reynolds. Clockwise from top: An '80s power woman vibe in a Kenzo blazer and Valentino pants; a hand-made vintage top and Jeans Mark jeans embody downtown chic; taking a vintage Paolo Santini blazer for a swirl.

Paris. I've grown out of them—the waist is quite tiny—but I can never get rid of them. Hopefully I'll have a daughter to pass them down to, or I can give them to my niece.

I go consignment shopping pretty frequently. I like to go once a week, but sometimes it's two or three times a week. Frequency helps to find those gems. Usually, when it rains, it pours. I won't find anything for a month and then I'll go and find four amazing pieces.

When I shop, I look for things that are as close to pristine condition as possible. I'm really strict with stains and tears. Also the fit is very important—rarely will I pay to tailor something. I also try to think, “Am I going to wear this in two years, five years, 10 years?” I can't stop buying blazers—they're the perfect statement piece for an outfit. Tops are easy to buy on consignment, but pants and jeans are quite difficult to find the perfect fit.”

I would say that 75 per cent of my closet was bought on consignment. It's important to me to shop for style, not fashion. I want my pieces to have longevity. I've become a more conscious shopper through consignment and I'm more prudent with what I put into my closet. Why am I buying this \$60 top from Zara? I can save that and buy something designer second-hand. I've had such an incredibly positive experience, and if that's a small part of how I can contribute to this world, then I'll absolutely do it.

## Scroll and shop

These Canadian consignment sites offer an elevated browse



### SHRIMPION COUTURE

Archival Emilio Pucci, Versace and Yves Saint Laurent pieces are on offer at this online vintage destination founded by Toronto couture-obsessive Cherie Balch.

EMANUEL UNGARO BLOUSE, \$230, SHRIMPIONCOUTURE.COM



### TURNABOUT

This Vancouver-based site carries a mix of heritage and emerging labels, from Chanel and Celine to Esteban Cortazar and Mother of Pearl.

GUCCI SHOES, \$890, TURNABOUT.COM



### THE UPSIDE

Based in Calgary, The Upside is one of the largest online consignment shops in Canada, with more than 250 designers spanning handbags, shoes, ready-to-wear and jewellery.

PRADA BAG, \$568, SHOPTHEUPSIDE.COM



### CANARY

Canary is Canada's only consignment store solely dedicated to fine jewellery—think of it as a chic alternative to pawn shops, where you'll find antique Victorian brooches alongside designer diamonds.

RING, \$2.325, LOVECANARY.CA



### MY LUXURY CLOSET

If you have your eye on a particular vintage Dior or Gucci bag, chances are you'll find it among this Montreal-based website's vast inventory.

SAINT LAURENT SHOES, \$120, MYLUXURYCLOSET.COM



### LAB

Based in Hamilton and operating 100 per cent online, LAB offers party dresses, iconic handbags and collectible printed scarves.

HERMES SCARF, \$439, LABCONSIGNMENT.COM

## Start living your best second-hand life

Because not all pre-loved treasures need to come from a consignment store, embrace these retail alternatives for your next great fashion score

### Plan a clothing swap

1. Appoint one person to show off each piece so everyone can see the goods and then take turns inspecting them or trying them on.
2. Remind people to refrain from taking all the prize items; greedy swappers are not invited back.
3. Make sure someone attending owns a car; they'll be on drop-off duty to donate leftovers.

### Get on an app

1. Bunz is a free app that allows users to trade their stuff away. Use the search bar to find exactly what you want—a vintage leather jacket or a wedding guest dress.
2. Not sure if it will fit? Ask to meet at a neutral locale to try on the item before you finalize the trade.
3. If you don't love it, just post it and trade for something else. Re-trading is totally a thing!

### Hit the thrift shops

1. Look for natural fibres—silk, cotton, linen and wool tend to last the longest.
2. Don't buy something just because it doesn't cost a lot. Ask yourself: Can I style it three ways?
3. Wash or dry-clean your buys asap—the longer you wait, the less likely you are to put them into your rotation.

## ON OUR RADAR

### THE KIT SPONSORED COLLAB

## Midsummer Dream

We like to peg ourselves as glass-half-full optimists, so we consider summer's mid-point an exciting time—we have an entire half of the season left to look forward to, people! Here are the items we're using to make the most out of the latter half of the season.



### SLEEP COUNTRY

Life is full of simple joys, like flipping to the cold side of the pillow. Designed for cooling comfort, the GelCool™ Pillow features a soothing gel layer to keep you cool on hot summer nights.

SLEEP COUNTRY GELCOOL™ PILLOW, \$130, SLEEP.COUNTRY



### SOCIAL LITE VODKA

Sunny days pair best with a refreshing beverage in hand. Double win for a refreshing beverage that contains no added sugar and 100 per cent natural fruit flavours.

SOCIAL LITE FIELD STRAWBERRY VODKA SODA, \$10 PER 4-PACK, AVAILABLE WHERE LIQUOR IS SOLD. SOCIAL LITE SPIRITS PRUNELLA TEA, \$3 PER CAN, AVAILABLE WHERE LIQUOR IS SOLD



### IZIPIZI

Block out those UV rays and let your personality shine through with a fun pair of sunnies.

IZIPIZI X THE EVIAN CHAMPIONSHIP UNISEX FRAMES, \$80, NA.IZIPIZI.COM

### LALINE

Revitalize your summer glow with an exfoliating, cleansing blend of Dead Sea mineral salts, Argan Oil, and other nourishing ingredients enriched with a delicate scent of fig and sandalwood.

LALINE DEAD SEA MINERALS SALT SCRUB, \$36, LALINE



### SCHWARZKOPF

Give your locks a mid-season zhuzh. Instantly touch up your roots with this innovative hair mascara, saving you time at the salon and earning you more time in the sun.

SCHWARZKOPF HAIR MASCARA, \$16, SHOPPERS DRUG MART

THE KIT ON THE TOWN

# A night on the Riviera

On a dusky evening in June, The Kit and Chanel co-hosted a stylish Toronto event at the iconic French brand's new beauty boutique. The agenda: a soirée of beauty, shopping and trends, inspired by the breezy chic of the Côte d'Azur

PHOTOGRAPHY BY SARJOUN FAOUR

THE HOSTS



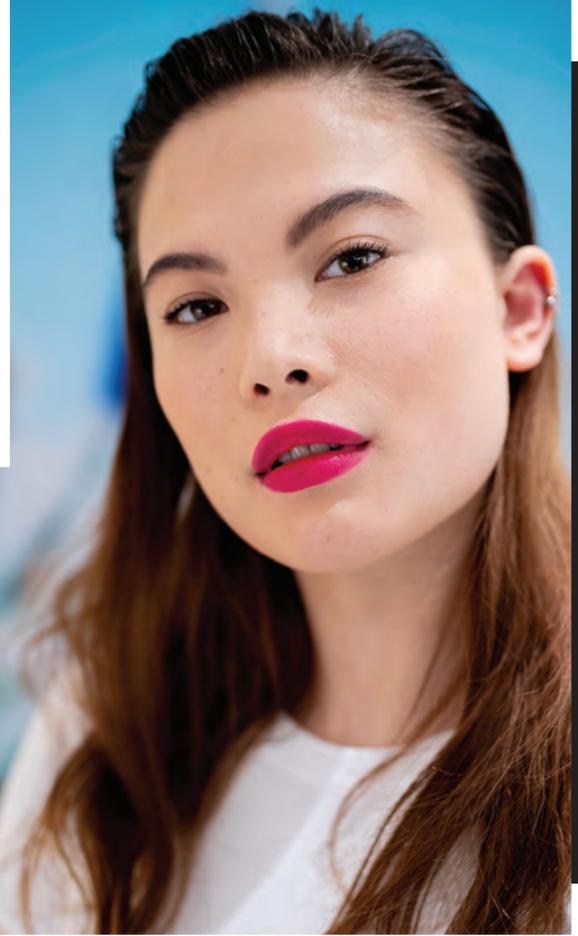
The Kit's editor-in-chief Laura deCarufel, with Chanel makeup artist Julie Cusson, who created the model beauty looks for the event.

THE LOOKS

1. MODERN GLAMOUR

This summer, a statement lip looks fresh against a satiny complexion. Keep lids nearly bare with only a hint of gloss for dimension (and drama). Gloss resides solely on the lids, though; this lip look gets its power from its matte, even powdery, finish. Wear it during a languid evening on the Côte d'Azur, where the breezes are soft and sun sparkles on the azure waters, reflecting back light—and the joy of possibility.

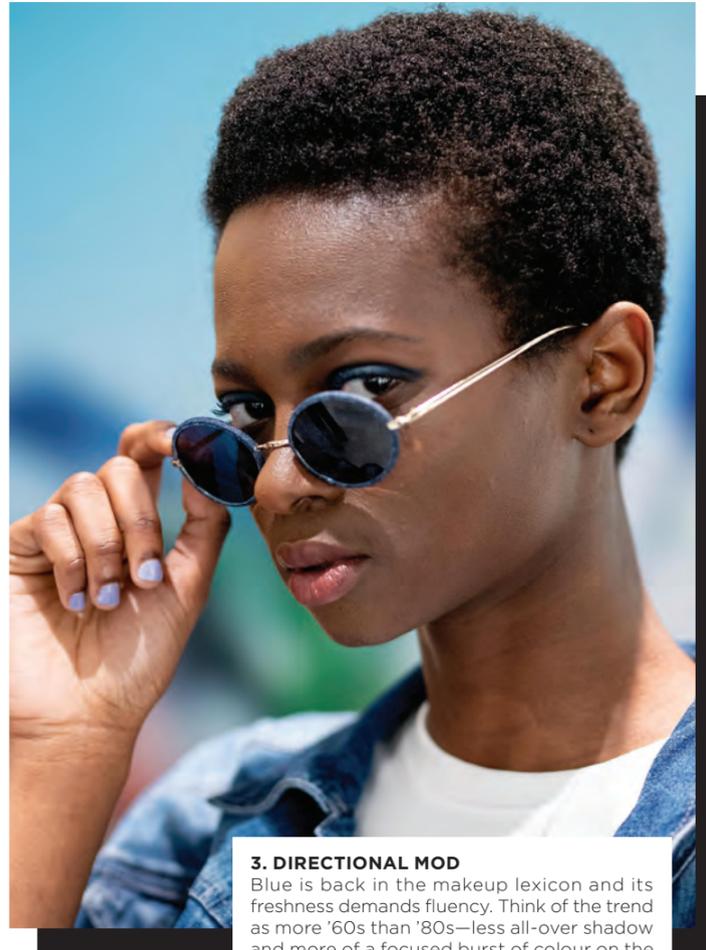
**Pro pick:** Chanel Vitalumière Aqua Ultra-Light Skin-Perfecting Sunscreen Makeup, \$50, a lightweight, velvety foundation.



2. SUN-KISSED BRONZE

We bid farewell to the era of Instagram bronzing and welcome a new approach to contouring. *Enfin*, it's all about a lighter touch. Skin breathes. Shadows are soft. Cheekbones are burnished gold, like fall apples silhouetted against the sun. Everything glows.

**Pro pick:** Chanel Voyage de Chanel Travel Face Palette Blush and Illuminating Powders, \$70, which offers a lovely dusting of colour.



3. DIRECTIONAL MOD

Blue is back in the makeup lexicon and its freshness demands fluency. Think of the trend as more '60s than '80s—less all-over shadow and more of a focused burst of colour on the lid. Tight-line the eyes for extra impact and keep skin dewy. Is this your summer of love?

**Pro pick:** Chanel Les 4 Ombres Multi-Effect Quadra Eyeshadow, \$62, features four shades, including subtle navy and punchy cobalt.

A super-chic trio: Virginia Zhang, Yuki Zhao and Jill Liu.

THE CROWD



DJ Dre Ngozi soundtracked the soirée.



Renee Tse, The Kit Chinese editor.



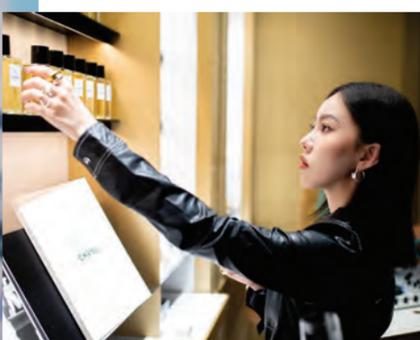
Ruby Benson of @ragstrandrubies fame.



Regina Knows strikes a pose.



Elegance personified: Asma Karimi.



Victoria Zhang browses the fragrance aisle.



# Join the Canadian swim team

Hit the dock this summer in a suit from a homegrown label

BY LIZ GUBER

You probably already know that Canada is full of amazing fashion designers and cool under-the-radar brands. But did you know there are also a lot of great Canadian swimwear labels? Whether you're looking for the ultimate sporty one-piece or a cheeky bikini, here are six local brands we love.

## 1. MINNOW BATHERS

This slow-fashion swimwear brand produces each of its pieces, from colour-blocked separates to Matisse-esque one-pieces, in Toronto. Minimal waste is at the core of Minnow's production practices. To that end, the brand puts out just one collection a year. And \$1 from each sale is donated to the Ocean Conservancy, a non-profit advocacy group that works to protect ocean wildlife.

MINNOW BATHERS SWIMSUIT, \$180. MINNOWBATHERS.COM

## 2. MIMI & AUGUST

Montreal-based brand Mimi & August makes its swimwear using a digital printing process that uses less water than traditional manufacturing methods. The brand is known for its delicate patterns and prints and for never using professional models. In fact, anyone can apply to model the brand's wares on its website.

MIMI & AUGUST TOP, \$69, BOTTOMS, \$60. MIMIANDAUGUST.COM

## 3. UNIKA SWIM

Swimwear is part of Brazilian-Canadian designer Betsy Campos's heritage. Her thoroughly modern Toronto-based brand caters to a wide range of sizes, specializing in custom swimsuits with cup sizes ranging from AAA to J, and using fabrics made from recycled plastics. Unika can even recreate a beloved, worn-out swimsuit for you.

UNIKA SWIM TOP, \$133, BOTTOMS, \$142. UNIKASWIM.CA



## 4. INARA BY SWIMCO

This summer, Canadian swimwear retailer Swimco decided to get into the design game and release its own line of swimsuits. Called Inara, the debut line is a mix of one- and two-piece swimwear in black or multi-colour stripes. The pieces can all be mixed and matched, and a second collection is set to debut in the fall.

INARA BY SWIMCO TOP, \$40, BOTTOMS, \$35. MIMIANDAUGUST.COM

## 5. SALTWATER COLLECTIVE

A made-in-Toronto brand, Saltwater creates its bathing suits from a nylon yarn that's generated from used fishing nets and other plastics that have been diverted from landfills. The brand is all about the minimal look: The simple, low-back one-pieces, crop tops and bikini bottoms come in striking shades like teal and citrus.

SALTWATER COLLECTIVE TOP, \$65, BOTTOMS, \$75. THESALTWATERCOLLECTIVE.COM

## 6. KNIX

This Toronto-based brand known for its innovative, size-inclusive and body-positive underwear and workout gear recently expanded into swimwear. The collection is made up of solid-coloured one-pieces and separates designed for movement. The size range is expansive, with suits that go up to a G cup.

KNIX TOP, \$65, BOTTOMS, \$50. KNIX.CA

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## THE KIT X JUVÉDERM

# THE FACTS ON FACIAL FILLERS

Curious about injectables? Here's what you should know before you take the plunge

Cosmetic procedures have come a long way in a few short decades. We have more options than ever before, including injectable fillers that can enhance your facial features, making them lusher, more contoured, softened, brighter and smoother, and provide you with healthier-looking skin overall—all with little to no downtime. It's no wonder dermal fillers, such as JUVÉDERM®, rank among the most popular cosmetic procedures today.

If you haven't given fillers a shot yet because you still have some burning questions, you're not alone. To clear up some of those uncertainties, we spoke with renowned Brazilian plastic surgeon Dr. Mauricio de Maio—a rock star in the filler industry—during his recent stop in Toronto for Beauty Decoded Live, an interactive event demystifying the latest beauty innovations, including JUVÉDERM®. Here are the filler FAQs that Dr. de Maio is most often asked.

### Will I look unnatural if I get fillers?

Contrary to popular concern, getting injectable fillers doesn't mean "I've had work done" will be written all over your face. The truth is that the results can be as subtle as you want. The misconception that fillers always look unnatural is partly based on the fact that shoddy work can be glaringly obvious, while the best cosmetic tweaks, done by a deft hand, look invisible—like you were just born lucky. "The problems you see with unnatural results can be due to poor technique, or bad product selection for the area," explains Dr. de Maio, noting that JUVÉDERM® fillers come in different consistencies, tailored for different parts of the face. Choosing an aesthetics expert who understands what to use where, and how to inject artfully, is key.

### Does it hurt to get injectable fillers?

Dr. de Maio uses a scale of zero to 10, from "no pain" to "they will faint" to explain the ouch factor for first timers. The lips and nasolabial folds (or smile lines, running from the sides of the nose to the corners of the mouth) are the most sensitive spots to inject, about four out of 10, he says. But to reduce discomfort, many fillers come

with an anaesthetic—for instance, several JUVÉDERM® fillers are made with lidocaine. "So while you're injecting, it's also numbing the injection," he explains.

### What if I don't like the look of my fillers?

You can actually hit the undo button and dissolve some—which you couldn't do with the silicone-based fillers of the past. "We have an 'antidote' [for hyaluronic acid fillers], so you can selectively remove what you want," says Dr. de Maio. But to ensure you achieve the results you want, do your research to find a qualified aesthetic practitioner you trust. Make sure they answer all your questions during your consultation, such as: Where did they get their training and experience, what treatment plan would they recommend for you and which products will they use. Also, ask to see before/after photos of other patients as examples of their work.

### What are injectable fillers made of?

It depends on the dermal filler. With JUVÉDERM®, the star ingredient is hyaluronic acid (HA), a naturally occurring sugar in your body. HA



is also often used in topical serums and moisturizers since it's capable of holding onto water for a skin-plumping effect. When injected, JUVÉDERM® blends with tissue beneath the skin, so the new volume looks natural. Results last for up to 24 months.

### How do I know if I'm the right age to get injectable fillers?

"If you're perceived to be older than your age, talk to an expert to see if it's time or not," says Dr. de Maio. Before he customizes a treatment plan, he starts by asking every patient how they want to feel—emotional goals like "I'd like to

look less tired" or "more attractive"—and not just what they want to fix. This is his signature approach, dubbed MD Codes, and gives him a clearer sense of what they want to achieve. If you're not happy with what you see in the mirror, don't procrastinate too long, says Dr. de Maio. "It's like going to the gym: you have to take care of yourself. To have positive aging, you have to act."

Still wondering if fillers are right for you? Learn more about fillers and ease your nerves about treatment by visiting juvederm.ca to book a consultation at a clinic near you.

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**QUESTION**

I'm an Aries and my partner is a Scorpio. Do we have a future?

**ANSWER**

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