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## Fall fashion report

Stride into the take-charge season with the bold prints, nails and style statements seen on the fall runways. Plus, the celeb memoirs and most exciting TIFF flicks coming your way

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TOM FORD FALL 2018. PHOTO: GETTY IMAGES



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# Your fall style hit list

The most exciting style season is here! Presenting the fashion trends, beauty looks, books and movies you need on your radar

BY JILLIAN VIEIRA, KATHERINE LALANCETTE AND JENNIFER BERRY

## The updo Rebel chignon

The classic chignon abandons its prim and proper ways and adopts a decidedly more rebellious attitude this season. From haphazard twists generously doused in gel to windblown buns threatening to unravel at any moment, fall's updos read as frenetic and uncertain. At shows, the usual parade of identical coifs was replaced with a "variations on a theme" approach, further reinforcing the chaotic mood. Good news for women everywhere: Not only does this kind of style require minimal dexterity, it's also best achieved with second or even third day hair. Cool and practical? We'll take it.



## THE BOOT UPSCALE COWBOY

It's official: The Western boot has left the range for more polished pastures. Paired with a sleek midi skirt, it's even smart enough for office dress codes.



## The vibe Dystopian disturbia

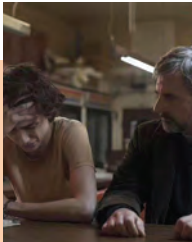
Maybe it's the onslaught of bad news or the helplessness that comes with consuming it, but the world feels a little heavy lately, no? It seems that that melancholic feeling has seeped into fashion's collective consciousness, yielding collections with a decidedly dark and fear-some overtone—perhaps the truest form of art imitating life we've seen in seasons. Our first inkling that designers were in their feelings was at Calvin Klein, where Raf Simons's opening look mimicked a search and rescue flight suit: a high-visibility orange jumpsuit covered in reflective tape and battered like the garment had actually seen combat. Hardly the high-fashion piece you'd expect from New York Fashion Week's most anticipated show. The ominous mood continued at Gucci and Maison Margiela where shielding material—fine mesh netting covering the models' looks and an all-plastic girl-in-the-bubble-meets-hazmat-suit, respectively—offered a sort of sartorial protection. The message was heard loud and clear: It's time we take shelter.

## HOT TIFF TICKETS

The most exciting flicks coming to the Toronto International Film Festival this month



**A Star Is Born**  
Lady Gaga returns to TIFF for the second year in a row—her documentary premiered at last year's film festival—alongside Bradley Cooper (his directorial debut!) in the hotly anticipated remake of the 1937, 1954 and 1976 films about a musician who discovers and falls for a struggling artist whose career soon takes off.



**Beautiful Boy**  
Timothee Chalamet, the Oscar-nominated breakout star of TIFF 2017's *Call Me By Your Name*, plays Steve Carell's son in this heartbreaking drama about a family coping with addiction based on the bestselling pair of memoirs by father and son authors David and Nic Sheff.



**First Man**  
In this biopic about the first man to land on the moon, Canadian Ryan Reynolds reunites with the Oscar-winning director of *La La Land*, Damien Chazelle, to take on the role of astronaut Neil Armstrong. He's joined by *The Crown* actress Claire Foy, who plays the legendary moonwalker's wife, Janet.



**The Hate U Give**  
The film adaptation of Angie Thomas's novel by the same name stars Amandla Stenberg, Issa Rae and Regina Hall in the moral drama of a Black student attending a white high school whose life is galvanized when she witnesses the police murder her childhood best friend.



**Widows**  
Academy-Award-winning director of *12 Years a Slave* Steve McQueen directs an all-star cast including Viola Davis, Daniel Kaluuya, Liam Neeson, Colin Farrell and Michelle Rodriguez in this intense heist thriller (co-written by *Gone Girl* author Gillian Flynn) about four women left behind when their criminal husbands are all killed.

PHOTOGRAPHY: GETTY IMAGES (RUNWAY); COURTESY OF CHANEL (CHANEL)

## THE MANI PRECIOUS STONES

Fall's polish palette looks to the world of fine jewellery, encrusting nails with rich, gem-inspired hues

FROM LEFT: ETRO, MARC JACOBS, 3.1 PHILLIP LIM, MARCO DE VINCENZO, EMPORIO ARMANI



ZADIG & VOLTAIRE



## The pattern

### Advanced animal print

Designers across the fashion month schedule, from Michael Kors and Proenza Schouler to Dolce & Gabbana and Bottega Veneta, relied on the seasonless, never-out-of-style stock that is animal print. The most interesting spins, however, took to remixing the fall staple. If you looked a little closer, maybe even squinted at one of Victoria Beckham's kaleidoscopic prints, it seemed like an indistinguishable mish-mash of creatures, but in another magic eye moment, you'd catch a furry face. A structured, mixed-media coat, where short-hair cheetah print shoulders met a slick snakeskin body, was a standout at Tom Ford. And animal print even became subject to sweet styling tricks at Sacai, where cheetah and zebra prints were spotted on contrasting ankle boots, in all its untamed glory.

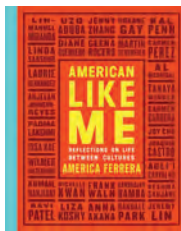
## The lip Full shine

It's official: Shine is back in full effect. Gone are the days of flat, matte, pristinely lined pouts. Instead, makeup artists have warmly welcomed gloss back in their kits. More than a mere slick of balm, autumn's lip looks fall firmly in the glazed and goopy category. It appears there are two ways to rock the trend: clear and colourless or some version of burgundy, preferably smudged à la "I just bit into a jelly donut." Both iterations connote a hurried application devoid of brushes or mirrors, even. Think back-of-the-Uber makeup refresh.



## MUST-READ CELEB MEMOIRS

Everyone from the former First Lady to RuPaul is spilling the goods this fall



**American Like Me: Reflections on Life Between Cultures** by America Ferrera (September 25)

Actress and political activist America Ferrera tapped contributors like Lin-Manuel Miranda, Roxane Gay, Issa Rae, Kumail Nanjiani, Uzo Aduba, Michelle Kwan and Padma Lakshmi to share their experiences of growing up between cultures in this collection of personal essays.



**This Will Only Hurt a Little** by Busy Philipps (October 23)

Veteran actress and social media star Busy Philipps dishes up the same #nofilter storytelling her Instagram followers love her for in this autobiography that follows her life from her childhood in Arizona through her awkward teen years to her life in Hollywood as a working actress, mother of two and famous bestie.



**GuRu** by RuPaul (October 23)

The legendary drag icon, singer and celebrated host of the trailblazing reality television competition *RuPaul's Drag Race* delivers a "collection of meaningful phrases and quotes that have helped me navigate the chaos of modern life" in this self-help book that includes several never-before-seen photos.



**I Might Regret This: Essays, Drawings, Vulnerabilities, and Other Stuff** by Abbi Jacobson (October 30)

The co-creator and co-star of the hit series *Broad City* offers up a hilarious (obviously) collection of writing and original illustrations about love, loss, work, comedy and identity created after she announced to friends and acquaintances that she planned to drive across the country alone.



**Becoming** by Michelle Obama (November 13)

In this deeply personal memoir from the former First Lady of the United States, Michelle Obama chronicles her life and the experiences that shaped who she is, from her childhood in Chicago's South Side and her career as a lawyer and executive balancing work and motherhood to her years in the White House.



# FALL BEAUTY UPGRADE

POST-SUMMER, YOU'RE SUN-KISSED, REFRESHED AND READY FOR ANYTHING.  
KEEP THE MOMENTUM GOING WITH THE BEST NEW BEAUTY ITEMS OF THE SEASON.

NEW

## KEEP CALM

Soothe irritated, sensitive skin with this conditioning Andean rosehip oil blend. Rich in skin BFFs omegas 3, 6, 7 and 9, as well as antioxidant carotenoids, it promotes firmness and elasticity, while restoring balance.

### Pai Skincare

Rosehip BioRegenerate Oil, 30 mL, \$40



## LIFT OFF

Active ingredients derived from aesthetic procedures in this serum provide an intense lifting effect in just seven days. Biological and mechanical actions stimulate the contracting abilities of fibroblasts and provide an instant tightening effect. Cell factors, collagen and hyaluronic acid visibly plump and sculpt.

**Filorga** LIFT-DESIGNER, 30 mL, \$110



NEW

## SMART BALM

Deliciously coconut-scented Flower Balm swipes on clear but reacts with your lips' pH level, to blossom into a custom pink stain just for you. If that wasn't fun enough, each bullet contains a teeny-tiny chrysanthemum in one of five colours. For a balm with no tint but all the nourishment, Matcha Balm contains real green tea powder, vitamin C, and coconut and avocado oils. Flavoured with food-grade vanilla, it softens, repairs and protects your lips.

**Winky Lux** Flower Balm and Matcha Balm, 4 g, \$18 each



## MIXED MEDIA

Six stunning shades swirl in magical chaos in each tube to create one luscious bold lip colour. In Manic Mauve lilacs and nudes blend beautifully into a full-coverage lavender enriched with vitamin E.

**Lipstick Queen** Method in the Madness in Manic Mauve, 3.5 g, \$33



## RADIANCE RESTART

Reveal a new glow when the powerful combination of AHAs and BHAs in this serum sloughs away dead skin cells to revitalize dull, dry complexion. Powerful antioxidants stand guard against aging free radicals.

**Tata Harper** Resurfacing Serum, 30 mL, \$110



## ROYAL TREATMENT

This serum combines the repairing and correcting technology used in the brand's Abeille Royale line with a soft-peeling formulation that targets wrinkles, dull skin, imperfections and large pores, and helps renew skin's elasticity and firmness.

**Guerlain** Abeille Royale Double R Renew & Repair Serum, 30 mL, \$191

EXCLUSIVE



## FACE FIRST

Be ready for your selfie close-up all day (24 hours!) with this soft-matte-finish foundation. Its buildable medium coverage controls oil and comes in 10 shades.

**Estée Lauder** Double Wear Light Soft Matte Hydra Makeup, 30 mL, \$50



EXCLUSIVE

## CLEAN START

Get sparkling clean, blemish-free skin with this refreshing all-natural cleanser. Eucalyptus and peppermint purify, while lavender and tea tree fight bacteria without drying skin. Soothing calendula and aloe ensure a gentle finish.

**The Organic Pharmacy** Peppermint Facial Wash, 100 mL, \$90



NEW

## GREEN BEAUTY

Matcha tea's legendary anti-oxidant and detoxifying powers combine with nine plant ingredients in this rich, velvety firming cream. The natural green tint, vibrant in the jar but subtle on the skin, helps tone down redness, while mineral pigments brighten.

**Teaology Skincare** Matcha Tea Ultra Firming Face Cream, 50 mL, \$69



## FULL-ON FACIAL

Like a trip to the spa, this intensive treatment revitalizes skin on many levels. The cushion-like texture warms when massaged into skin and delivers a blast of anti-oxidant-rich botanicals and a unique mineral complex to provide protection from free radicals and oxidative stress. After 30 minutes of use its exfoliating formula reveals radiant skin that stays hydrated for up to six hours.

**Eve Lom** Radiance Transforming Mask, 100 mL, \$117



## FLORAL FANTASY

Evoking a flower goddess who lives in a mystical world where hope blossoms, this fresh, crisp and sparkling scent is a twist on a cult favourite fragrance. Jasmine sambac from the original is replaced with a night-blooming cactus flower and combined with creamy sandalwood and white amber for a soft and enveloping finish.

**Mugler** Alien Flora Futura Eau de Toilette, 60 mL, \$94



## DOUBLE DUTY

This creamy, balm-like foundation gives you a beautiful complexion in two ways: Its buildable medium-coverage shea-packed formula blends in seamlessly for a luminous dewy finish, while its skincare ingredients like resveratrol-rich grapeseed, fruit stem cells and vitamins C and E protect skin and diminish the appearance of lines and wrinkles.

**Juice Beauty** Youth Cream Compact Foundation in 05 Buff, 13.5 mL, \$56



## CLEARLY HYDRATED

This unique gel-to-liquid softening lotion is formulated with white jelly mushroom extract—a prized ingredient in Japan for its ability to hold onto water and deliver moisture deep within skin for a plump, dewy texture. Helps optimize skin's pH level after cleansing.

**Shiseido** WASO Fresh Jelly Lotion, 150 mL, \$40



## CUSTOM CLEAN

Get the perfect level of cleansing for every facial zone with this smart silicone cleansing brush that has advanced sensor technology to analyze skin's various hydration levels. The device syncs to an app on your phone for a custom cleansing routine each time you wash your face.

**Foreo** Luna Fofo, \$119



## BRIGHT EYES

Reduce dark under-eye circles and puffiness with this multi-corrective eye cream. Rare, anti-aging Sea Emerald lifts, firms and volumizes while Jade Powder illuminates and de-puffs for a visibly brightened and reshaped eye area.

**Darphin** Stimulskin Plus Multi-Corrective Divine Eye Cream, 15 mL, \$176

## LIP PERFECTION

These slim, elegant sharp-cut square bullets provide the utmost precision application for the soft-leather texture of this couture colour range.

**YVES SAINT LAURENT BEAUTÉ** Rouge Pur Couture The Slim 21, 17, 16, 3 g, \$44 each



## PURE ENCHANTMENT

Sultry and sensual, this scent is spiked with mocha violet accord—and it's guaranteed to attract attention. **Dolce&Gabbana** The Only One Eau de Parfum, 50 mL, \$111

## MODERN GLOW

An innovative blend of multi-dimensional pearls creates a sophisticated glow to highlight the face, eyes or lips. The blendable, buildable blush offers a soft matte and a lightweight feel.

**Shiseido** Aura Dew in Lunar Solar and Cosmic, 7 g, \$38 each, and Minimalist Whipped Powder Blush in Chiyoiko, 5 g, \$40



## BLACK MAGIC

Crank up the volume with this intense mascara that doesn't clump or smudge. Exclusive ribbed bristles deliver whipped, blackened pigments for major lift but a soft, featherweight touch. The bonus is the care lashes receive from the formula's Lash Moisture Complex.

**NARS** Climax Mascara, 6 g, \$30



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\*Samples may vary from those pictured. Offer valid on the purchase total of eligible products after discounts and redemptions and before taxes. Gift value approximately \$479.02. Offer valid in-store from September 3 - 16, 2018 only. While quantities last. One per customer, per transaction. No rainchecks. See Beauty Master for details.



# STAR POWER

As TIFF rolls out the red carpet, Telefilm Canada teams up with Birks for the sixth time to shine a spotlight on Canadian women in film. Meet the six brilliant honourees of this year's Birks Diamond Tribute



## SUSAN COYNE ACTOR & SCREENWRITER

Susan Coyne's flair for the dramatic comes from "apprenticing" with two of the all-time greats: none other than Shakespeare and Chekhov. "As an actor, you hear a play 40 times over the course of a season," says Coyne, a veteran of the Canadian stage, including the Stratford Festival. "You spend a lot of time thinking, Why does that scene come after this one? Why does this character say that? It's great training," adds Coyne, also a founding member of Toronto's Souleppper Theatre Company.

When she decided to make her writing dreams come true ("I had a burning desire to keep being a creative person and not have to wait for the phone to ring"), Coyne already had a finely attuned sense of storytelling. Since then, she has adapted plays by Chekhov and Turgenev, penned a bestselling memoir, *Kingfisher Days*, and brought her writerly talent to the movies with the screenplay for *The Man Who Invented Christmas* (2017). But the accomplishment she's proudest of is *Slings & Arrows* (2003-2006), the TV comedy-drama she co-created about a fictional Shakespearean theatre fest.

"It was heartfelt, made with friends sitting around my kitchen table, sharing stories about the theatre. Nobody had great expectations," recalls Coyne, who co-starred in the series as well. It earned critical acclaim, nabbing multiple Gemini, including Best Writing in a Dramatic Series. (Newsflash for fans: a *Slings & Arrows* prequel is happening.)

When asked what untold, or under-told, narratives she wants to help tell next, Coyne points to stories about how women wield power, as well as how determined women keep going despite obstacles. "We have lots of stories about women who have been hard done by, and that's important, but sometimes we need to show how resilient women can be as well."

As for whether the opportunities for women in film have changed, Coyne says, "It hasn't happened yet, but the conversation has started. It's loud and it's vocal, and I don't think the conversation is going away ever again."

BIRKS PÉTALE  
LARGE YELLOW  
GOLD HOOP  
EARRINGS, \$995,  
AND BIRKS  
PÉTALE YELLOW  
GOLD AND  
DIAMOND STATION  
NECKLACE, \$1,395,  
BOTH AVAILABLE  
IN-STORE AND AT  
BIRKS.COM

## NETTIE WILD DIRECTOR

"I started out in what people call political, feature-length documentaries. I call them high-stakes, real-life dramas," says Nettie Wild, one of Canada's most distinguished documentary filmmakers. Drawing attention to issues of social change around the world, she has told the tales of revolutions (*A Place Called Chiapas*, 1998), resistance (*Blockade*, 1993) and Vancouver's fight for a safe injection site (*Fix: The Story of an Addicted City*, 2002). She's won a heap of awards for virtually every film she's done, including two Genie Awards for Best Feature Length Documentary.

More recently, Wild has begun experimenting with making increasingly abstract work. For *Koneline: Our Land Beautiful* (2016), she created what she describes as a "cinematic poem dedicated to a wilderness on the cusp of change," capturing those who traverse a stretch of northwest British Columbia that the Tahltan First Nation calls home. "As artists, we seek to frame the familiar in an unfamiliar way, and we're really seeking the abstract," says Wild, who holds a triple degree in theatre, film and creative writing. "The reason isn't to be obtuse. You're finding a way to see something different and to surprise yourself as an artist. If you do that, you'll surprise your audience."

For her latest documentary-turned-large-scale-art-installation, *Uninterrupted*, she spent four years filming the sockeye salmon run in Adams Creek, B.C., shooting underwater with a special camera that snapped 2,200 frames per second. Wild then took that footage and used eight projectors to throw a 24-minute cinematic spectacle onto the concrete underside of Vancouver's Cambie Street Bridge. You have to see it to believe it," says Wild. And so, people have: sometimes up to 1,800 flocking per night. The doc's popularity affirms what Wild has long believed, "Real life surprises far more than anything you could possibly make up."



BIRKS PÉTALE HOOP  
EARRINGS IN 18-KARAT  
WHITE GOLD, \$3,295  
(AVAILABLE FALL 2018),  
AND BIRKS PÉTALE SINGLE  
DIAMOND RING, \$1,995,  
BOTH AVAILABLE IN-STORE  
AND AT BIRKS.COM



## STELLA MEGHIE DIRECTOR

There are few true overnight successes, but Stella Meghie—who turned a script she wrote in school into an award-winning film—has made her career aspirations real with rare speed. Here are three things to know about the Toronto-born director and screenwriter.

- 1. She pivoted from fashion PR to filmmaking.** After quitting her job as a publicist to pursue a master's in screenwriting, Meghie shot her debut feature, *Jean of the Joneses* (2016), a comedy about a dysfunctional Jamaican-American family. Shot over 17 days, the movie showed at SXSW and TIFF, and garnered a slate of accolades, including Variety's Coup de Coeur Award at the Champs-Élysées Film Festival.
- 2. She was the only Black woman director of a wide-release movie in 2017.** The film, *Everything, Everything*—adapted from the YA novel of the same name—earned Meghie an NAACP Image Award for Outstanding Directing in a Motion Picture.
- 3. She doesn't want to be "the only one at the party."** When asked in an interview with TIFF whether opportunities for women in film are changing, Meghie said, "PR wise, it's a very hot topic, but the numbers [of women filmmakers] are so low, it's just going to take a lot of time for that to be balanced out, for it to be equal."



## TANTOO CARDINAL ACTOR

For Métis actor/activist Tantoo Cardinal, growing up in Anzac, near Fort McMurray, Alberta, going to the movies was a rare treat. Nonetheless, she intuitively grasped the power of the performing arts to challenge misconceptions about the Indigenous community. "Seeing actors not doing a very good job of 'being Indian' gave me the courage to pursue [acting]," explains Cardinal, who also cites "the responsibility of letting people know we're human beings."

Today, she has achieved the distinction of being one of the most recognizable Indigenous actors of all time. Her body of work includes more than 120 film, TV and theatre projects—including *Dances with Wolves* (1990), *Legends of the Fall* (1994), and *North of 60* (1994-1997). She has racked up many accolades, including a Genie Award for Best Performance by an Actress in a Leading Role for *Loyalties* (1987). In 2009, Cardinal was made a Member of the Order of Canada in recognition of her work in advancing Aboriginal performing arts. Last year, she received the Canadian Screen Awards' Earle Grey Award for lifetime achievement.

At this year's TIFF alone, she will appear in three new projects, *Through Black Spruce*, *The Grizzlies* and *Falls Around Her*. The last marks her first-ever leading role in a feature, playing a legendary Anishinaabe singer who returns to her reserve. After being in front of the camera for nearly five decades, Cardinal is starting to explore her own storytelling. "I'm back in my homeland, interviewing my relatives and finding stories," says Cardinal, who says she can count the opportunities she's had to play a Métis character over the course of her career on one hand. "I honour and respect and love the work I've done, but it's also a responsibility and a joy of creativity to go into my own history and my own genealogy to see what I can bring forward."

BIRKS SNOWFLAKE  
STARRY NIGHT  
LARGE PEAR-SHAPED  
DIAMOND CLUSTER  
EARRINGS, \$3,495,  
AND BIRKS PÉTALE  
TRIPLE DIAMOND  
RING, \$3,995 (BOTH  
AVAILABLE FALL  
2018); BIRKS SNOW-  
FLAKE STARRY NIGHT  
18-KARAT WHITE  
GOLD AND DIAMOND  
NECKLACE (TOP),  
\$1,695, AND BIRKS  
PÉTALE LARGE SINGLE  
DIAMOND PENDANT,  
\$1,995, ALL AVAIL-  
ABLE IN-STORE AND  
AT BIRKS.COM



## JEANNE LEBLANC DIRECTOR

After honing her craft as an assistant director for more than a decade, Jeanne Leblanc made her feature debut with the intimate drama *Isla Blanca* (2017) and is currently shooting a thriller, *Les Nôtres*.

**What is your storytelling style?** "My last feature, *Isla Blanca*, was inspired by own life, so I tried to work in an unconventional way. We rented a house and worked one scene per day, so we had time to go deeply with the actors. I rewrote the script every day. But I don't like to always do the same thing. Now, I'm exploring the language of thrillers with the feature I'm working on [*Les Nôtres*]."

**How are opportunities for women in film changing?** "When I started as a first AD [assistant director] 10 years ago, my first meeting was in a boys' club. The first time I had to speak to a crew, it was 80 per cent men. But it's changing. I teach film at UQAM, and my class is half girls, half boys. For the next generation, this won't be as much an issue."

**What do you find most exciting about Canadian film today?** "There's so much diversity [in what's being made]—thrillers, surrealistic films, dramas. We don't have just one type of Canadian or French-Canadian film. The next generation wants to do many things differently, and that's so inspiring."

## PASCALE BUSSIÈRES ACTOR



One of the most respected French-Canadian actors of her generation, Pascale Bussièrès has worked in film for more than 30 years. Her standout performances include *Un 32 août sur terre*, Denis Villeneuve's directorial debut, and *Ma vie en cinémascope*, which earned her a Genie Award.

**What kind of characters do you want to bring to life?** "It's interesting to play a multidimensional character that reveals itself slowly. My most challenging one was Alys Robi in *Ma vie en cinémascope*, the story of a powerful, sexually affirmed singer in the '40s and '50s with fragile mental health. I had to sing, dance and be outrageous—totally not my nature. I'm very shy. I thought, Je me suis dépassé: I broke through myself."

**What accomplishment are you most proud of?** "I'm always happy at the end. The creation of a film calls for respect, even if it turns out a bad film! It's always a miracle—starting from chaos and bringing all the elements together to make something coherent and totally independent."

**What do you find exciting about Canadian film today?** "When I started, the industry was not an industry yet. It was still art class. Today, there are amazing technicians, amazing directors and writers, amazing actors. Dealing with the titan of American blockbusters forces us to be very creative with low budgets. There are a lot of people in the [Canadian] industry now, and we're breaking through."



# Bye-bye, belly

In our I Tried It series, columnist **Leah Rumack** test-drives the latest and buzziest cosmetic procedures. This time around, she battles the bulge *sans* surgery

There's a reason I'm strapped into what looks like an extremely fashion-forward belt strung with eight cartridges attached to eight tentacles that feed into a terrifying space machine, and it's not because I'm in a B-movie playing Naughty Octopus Lady #2.

It's because I'm a murderer.  
A *fat* murderer.  
I've put my squidgy post-baby belly and love handles into the hands of the nonsurgical body contouring program at SpaMedica, plastic surgeon Stephen Mulholland's Toronto clinic. People who don't want to go under the knife or get liposuction, or just have very specific annoying jiggle bits or loose skin that they want to target will probably find an obliging weapon amongst the dizzying number

of technologies available here.  
"We're like the Library of Congress of options," says Mulholland, explaining that every patient does an individualized series of treatments using at least three different machines that perform a variety of functions. Or, as he puts it: "We have the homicidal technologies that actually kill fat, and the heating technologies that tighten the skin."

These treatments aren't miracles, and they're not going to help you lose weight (booooo!) but they can probably help you lose that muffin top or bra bulge. They're not necessarily cheaper than surgery, either, once you add up all the appointments you need to get results.

"This isn't surgery," says Mulholland. "You have to be realistic in your expectations. I've had some women who only care about one roll, and they're super happy because their goals were achievable."

After my consultation with Mulholland's top medical aesthetic consultant, who peers at me closely as I pose in my bra and undies, my personal prescription is a weekly almost four-month(!) regimen of five different treatments, at the end of which, my tummy will hopefully be bouncier and my shorts will be sliding down my practically girlish hips.

For my first treatment, my aesthetician, Helena, goes big. Octopus-Lady big. The Octo machine is a treatment called SculpSure, which uses laser energy to penetrate the skin and heat up the fat cells until they die. The fat is then naturally eliminated from the body in the weeks afterwards. It's only a 25-minute procedure, but it's possibly the longest 25 minutes of my life. It feels like someone is holding a lighter next to my skin. (Health Canada has since approved the use of laughing gas for pain management in medical clinics, but I was *au naturel*). I'm swollen and sore for almost two weeks. But the good news is that every treatment after that feels like a piece of cake.

I would not, however, recommend showing up for treatment with icing from actual cake on your nose, as I did. "What are you doing?!" Helena squeaks. Maintaining the results of these protocols depends partially on maintaining your weight, give or take the occasional Prairie

Girl cupcake indiscretion. (C'mon, it's right around the corner from Spa Medica! What am I, a nun?)

Next up is Vanquish, a series of contactless radio frequency treatments, which I can best describe as having your belly microwaved by a hotel breakfast tray. You have to lie very still, and it gets quite toasty under there, but it's tolerable. You can't use your phone during the hour-long treatment either because it can get fried by the radio frequency, so

I actually READ A BOOK. Best. Workout. Ever.

After that, we move on to several weeks of Venus Freeze (it is just me, or do all these machines have superhero names?) and Body FX sessions.

Venus Freeze combines pulse magnetic fields and radio frequency to shrink fat cells and tighten the skin. The "freeze" in its superhero moniker is actually a misnomer. The thing gets pretty warm. Helena squirts some gel on my belly and then runs a hand piece over my stomach and flanks for about 20 minutes. It feels like a souped-up hot stone massage. Afterwards, my skin is red for a couple hours,

like I'm a slightly toasted bagel.

In the same sessions, we usually do Body FX, too. It uses radio frequency and deep tissue heating with a splash of suction to treat little pockets of fat, cellulite and loose skin. The instrument looks like a small space gun, and Helena patiently targets my "trouble areas" square by square. The radio frequency makes skin and underlying fat heat up and contract. This baby gets hot—sometimes uncomfortably so, but Helena is a firm task master. "No pain, no gain," she says smiling, and then zaps me again.

For my dessert course, I go cold. Really cold. CoolSculpting uses controlled cooling to target fat cells underneath the skin. I don't have enough grabable fat on my belly for this treatment, but my hips are fair game. It's a long process—an hour for each side, and is a bit pinchy in that the machine basically sucks your fat into a hollow device that then freezes it to death, but generally it's pretty comfortable. I think I even take a little nap.

By the end of all this quality time with Helena, my silhouette is slimmed down and my tummy skin is smoother, even though I've even gained a bit of weight since starting the regimen. While I'm pretty sure a good old-fashioned liposuction session would have done the trick more quickly for my love handles, there's no surgery that can treat small amounts of superficial crappy skin texture, and now my stomach may just meet a bikini again. Just think what could have happened if I hadn't had that damn cupcake.

“We have the homicidal technologies that actually kill fat.”



ILLUSTRATION: ISTOCKPHOTO



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# The shape of things to come

If your intimate apparel isn't serving your needs, then you haven't met Knix—or its boundary-breaking leader, Joanna Griffiths

BY INGRIE WILLIAMS | PHOTOGRAPHY BY LUIS MORA

Going where no woman has gone before is Joanna Griffiths's thing. In 2013, the founder and CEO of Knix launched her company with a single product—leak-proof, absorbent underwear—designed to address a problem many women experience but few dare speak of. “It's ideal if you're a new mom, have stress incontinence when you laugh or sneeze, or are one of the 80 per cent of women who leak during their period,” she says. While conducting research, Griffiths discovered valuable insights that shaped Knix. “I uncovered two things: The first was that women were insanely dissatisfied with intimate apparel as a whole. The other was that they really disliked the way that intimate brands made them feel,” she says. Creating a spirit of inclusivity, the company has featured real women of all shapes, sizes, races and ages in campaigns since day one. “My weight has fluctuated a lot. I've been a size four and a size 16. Growing up I was insanely hard on myself and felt really crappy about my body. I never want anyone to feel that way,” says Griffiths. “Our goal is to empower women to be unapologetically free, and that spans a whole range of topics and conversations.”

The customer is queen at Knix. Griffiths calls the empowerment of their feedback contagious. And listening fuels the design team within a direct-to-consumer model. “Building products for women based on what they want and solving problems in their everyday lives is very different than the world of fast fashion, or working for a department store,” says Jules Power, design director. “We're also super innovative. The technology we're using is cutting edge and all of our products have a special twist that makes them unlike anything else out there.”

Focused on disrupting the category product by product, the Knix tag line, “reinventing intimates for real life,” speaks the brand's truth. After three years in the making, a high-impact sports bra will debut this fall. “We set out to make the best sports bra that's ever been created,” says Griffiths, who favours lofty goals. Spoiler alert:



Clockwise from left: Joanna Griffiths, Mona Minhas, Jules Power, Alyssa Janzen and Huong Ngui.

### JOANNA GRIFFITHS FOUNDER AND CEO

“In the early days, we were doing shoots and saying [body positive] things, and I believed it in other people but didn't necessarily believe it in myself. I've grown and changed so much as a person because of this company, and because of our kick-ass customers who literally come and bear their bodies and souls for us.”

### MONA MINHAS CFO

“No two days are the same, and the energy and drive of everyone at the company is incredible. I've been passionate about female-led companies for a long time but I haven't had an opportunity to work for one [until now]. Joanna and I have really big-picture conversations and we also talk [about] how we solve this challenge in front of us. In this minute. Right now.”

### JULES POWER DESIGN DIRECTOR

“Working with Joanna is insanely inspiring. Sometimes I'm just like ‘How does your mind work?’ She's pushing for us to be 100 and for the product to be better and better. And it's not done until it's 100 per cent. I really appreciate that she has the attitude that we're not going to market until it's perfect, and our customer is going to love it.”

### ALYSSA JANZEN CUSTOMER EMPOWERMENT SPECIALIST

“Sometimes I'm crying at my computer, sharing customer stories with our entire team. I hear from a lot of cancer survivors, or people going through things that I never thought people would share. It's so motivating to hear them reaching out because we've made such an impact on their lives. And I talk way more about underwear to all my friends now, which is hilarious.”

### HUONG NGUI CREATIVE PRODUCTION MANAGER

“This is the first job [where] I've felt very fulfilled. My co-workers inspire me every day to be more aware, and so many of them are advocates for feminism, social justice and mental health. Working here has opened my eyes more and made me think about these things. In previous jobs we weren't having open discussions all the time.”

mission accomplished. After working with three different universities from around the world, creating 24 design sketches and developing 40 prototypes, the brand put its newest addition under intensive testing. And it beat out 800 previously rated garments to earn best sports bra status from the Research Group in Breast Health at U.K.-based University of Portsmouth. “It's going

to blow everyone's minds,” says Power.

A line extension, Knixteen, is also primed for success. “Every day I'm inspired by our potential. I've never run a company before, so this has very much been a journey for me,” says Griffiths, “and I've learned the role of leader is very different from what I thought it was.” She thanks a successful entrepreneur friend for a pivotal discovery.

“He told me my job wasn't to teach my team to build the ship. It was to show them the beauty of the ocean, and to get them excited so they figure it out on their own. My whole viewpoint changed, and the company changed. We started doing much better,” says Griffiths. Set on a steady course to nix women's boundaries, insecurities and taboos, who wouldn't want to follow her?

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If you only buy one brow gel, go for...

Some gels are more akin to glue, leaving brows hard, flat and flaky. Not this guy. Its tiny fibres latch onto skin and hairs to yield full, fluffy arches à la Brooke Shields circa *The Blue Lagoon*. Good news: The cult-fave is now available in more shades than ever. **BENEFIT GIMME BROW+ EYEBROW GEL, \$32, SEPHORA.CA**



If your brows are quite full Don't get me wrong: The millennial fave is totally worth the hype, serving up the kind of unkempt cool-girl look you'd expect from a model off-duty in Chelsea. But, if you need actual filling in, you'll need to precede this with a pencil. **GLOSSIER BOY BROW, \$20, GLOSSIER.COM**



If you're after precision There's tiny and then there's this brush. Its bristles are practically microscopic, grabbing every last little hair without ever smudging onto skin. Translation: It's virtually foolproof. Just swipe and go! **CHARLOTTE TILBURY LEGENDARY BROW GEL, \$31, CHARLOTTETILBURY.CA**



If you're feeling thrifty Maximum impact for minimum spending. The volumizing formula joins forces with a sculpting spoolie to deliver serious density. Bonus: It's water- and transfer-proof, so your brows won't ever run down your face. **MAYBELLINE TATTOO STUDIO BROW GEL, \$15, MAYBELLINE.CA**



If you want to go natural Pigmented with fruit (pretty nifty, right?), this all-natural vegan pick bulks up wispy arches with green tea fibres (also nifty) while strengthening hairs over time thanks to provitamin B5 and vitamin E. **100% PURE GREEN TEA FIBER BROW BUILDER, \$30, 100PERCENTPURE.COM**



If you're all about multi-tasking Gotta love a good 2-in-1. First, colour in sparse spots with the water-resistant slanted pencil. Next, lock your look in place with the clear setting gel and boast glorious brows all day. **SMASHBOX BROW TECH TO GO, \$32, SHOPPERS-DRUGMART.CA**

## If you only buy one

Our beauty director, **Katherine Lalancette**, seeks arch triumph in her pursuit for the best brow gel ever created

PHOTOGRAPHY BY PAIGE FURTNEY

*Fact: Hundreds of beauty products launch every season. Other fact: Zero per cent of humans have time to try each one. In our If You Only Buy One series, we do the deep digging and test-driving to declare the top beauty products out there.*

Until the age of 14, I referred to the hair above my eyes in the singular form, as in I didn't have brows. I had a brow. A unibrow. Once, after fourth grade music class, a boy started calling me “big brows” as I slipped my recorder back in its case. A few more kids joined in the chant. I ran home crying, locked myself in the bathroom and proceeded to hack away at the thing with a pair of craft scissors. When I looked up at the mirror and saw the patchy horror I'd created, the tears turned torrential. My ever-understanding mother sweetly filled in my sad, spotty unibrow with a pencil every morning before school until it grew back.

I never touched it again. That is until one fateful sleepover with my friend Steph. We woke up at her grandma's house after a night of watching the weirdest movies we could dig up in the rental shop (our Friday night ritual—highlights included *Novocaine* and *Drop Dead Fred*). Between two bites of her Alpha-Bits, Steph casually suggested tweezing my unibrow. I accepted. I may have been wearing pink fleece pyjamas, but staring back at the separate, skinny entities that were now my brows (plural), I felt like a woman.

Flash-forward to today, age of #browgoals and microblading, and I won't lie, I feel somewhat karmically vindicated that my chunky caterpillars are now deemed covetable. Instead of plucking them into oblivion like I once did, I now flaunt them proudly, coating them with any brow gel that promises to boost their bushiness. Over the years, I've put dozens of tubes to the test in a quest for my one and only. Here's what my research has revealed.





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