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The art of reinvention

In this edition of Best Closets in Canada, Toronto’s vintage queen, Kealan Sullivan, shares her life in style and self-expression

AS TOLD TO LAURA deCARUFEL
PHOTOGRAPHY BY JENNA MARIE WAKANI

THE EARLY DAYS

My grandmother used to take me to a local church shop and I’d get crazy cute baby clothes for my dolls. Then I noticed that there were big-person things there, too. At that time, it was just weird stuff. Then it became, “Oh, weird stuff!” I was wearing my grandma’s clothes: slacks and tied-up blouses. There was nothing ironic about it—I thought it was really cool.

Then, when I was 12, I moved to a really small town [Gravenhurst, Ont.], which made me realize that I was different from other people. If I showed you pictures from that time, I dress *exactly* the same now. I’m wearing oversized white T-shirts and really clasy prints that I found at the Salvation Army.

THE HIGH FASHION PERIOD

I left [Gravenhurst] when I was 19, and when I was 21, very accidentally, I became a model. I was at an Aerosmith concert and someone said, “You should be a model.” I was like, “Yeah, sounds great. What’s it mean?” Suddenly I had all these really glamorous friends—it was just handed to me. My whole life came from that.

I sucked at modelling—other models embodied moods, but I just embodied anxiety! [laughs] My friends told me, “Just keep being you—dress how you dress.” So I went to Italy rocking the same clothes I probably still have—really high-waisted bell bottoms and super-low-rise ‘60s patterned pants. Any jobs I got booked for, I’m convinced that’s why—all the other girls were statuesque and wearing all black. Fashion got me through a lot of doors.

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“I’m wearing a 1970s piece that is referred to as a ‘hostess gown’—very Palm Springs pool party,” says Sullivan. “My shoes are Brian Atwood—they’re like a disco Cinderella stripper slipper. The dog is Cleo! I’m Cleo’s stepmom, but when she’s with us we spend every day together. She’s spent the last two years either under or on top of a pile of clothes.”



What SPF do I *actually* need?
All your burning sunscreen Qs answered
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Clearing the smoke
Pot as lifestyle essential is poised to be big biz. But what does it mean?
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ONE OF
A KIND
SALE

It’s our Anniversary Sale!

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at super-sale prices.
Starts July 20 and ends August 5.

NORDSTROM

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Ultimate summer skin guide

Summer should be the easiest and breeziest of seasons, full of lazy backyard brunches and twilight patio dates, not stressing about suncare and self-tanner. Brush up on everything you need to know, then go forth into the sun without fear

If you only buy one

Our beauty director, **Katherine Lalancette**, goes for gold in her search for the best self-tanner on the market

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.

Once regarded as the hallmark of a casual cool aesthetic (think Jennifer Aniston in the '90s) or the height of beach-babedom (think Gisele Bündchen in the 2000s), bronzed skin has evolved to be seen as a bit, dare I say, gaudy. It's become the bandage dress of the beauty world, the antithesis of current "effortless" ideals.

Call me tacky, but I don't care. Despite the changing dictates of taste, I still relish a tawny gleam's ability to make me feel more confident. Maybe it's because I associate it with that blissful back-from-vacation feeling, but I swear a tan instantly makes me look more rested and serene—i.e., nothing like the frazzled zombie I've come to expect as my reflection.

But of course, like many beauty writers, I shun the sun the way most children avoid green vegetables. Years of interviewing dermatologists have taught me that a few weeks of Gisele-ness just aren't worth the irreversible damage. In other words, when it comes to tanning, faux is the only way to go.

With that said, as anyone who's ever attempted self-tanning



can attest, the line between oh-la-la and Oompa Loompa can be frighteningly thin. That's why, as your faithful beauty explorer, I made it my mission to unearth the most foolproof, natural-looking formula ever created. From mousses and mitts, to masks and mists, I buffed on a plethora of contenders, submitting each to stringent assessment. Here is what I found.



If you only buy one self-tanner, go for... **The brand's original mousse has rightly earned a spot in the beauty hall of fame, but I'd argue that this fast-acting version is even more worthy of accolades. Leave it on one hour for a subtle hint of colour, two for a medium hue or three for a deep, dark tan. A quick and customizable solution to suit your every bronzing whim.**

ST. TROPEZ SELF TAN EXPRESS MOUSSE, \$54, BEAUTYBOUTIQUE.CA



If you're in a rush **No time to sit around while your tan marinates? Achieve a gorgeous gleam while you catch up on zzzs with this colourless gel. It dries in seconds, so you don't have to worry about sticking to your pillow or staining your bed sheets.**

JAMES READ GRADUAL TAN SLEEP MASK, \$58, ESKINCARESTORE.COM



If you want to pamper yourself **This decadent body oil is like a five-star vacation in a bottle. The luxurious formula leaves skin silky, smooth and beautifully sun-kissed. It even fills the air with an aquatic scent reminiscent of a seaside getaway.**

BIOTHERM AUTOBRONZANT TONIQUE SELF-TANNING BI-PHASE, \$40, BIODERM.CA



If you want to go green **An eco-certified, non-GMO way to get glowing. Formulated with all the good stuff (argan oil and Vitamin C) and none of the bad (parabens and sulfates), this mist builds beautiful transfer-free radiance.**

COOLA SUNLESS TAN DRY OIL BODY MIST, \$70, SEPHORA.COM



If you're looking to multi-task **A face cream, body lotion and gradual self-tanner all in one. Bonus: It includes special technology to prevent that tell-tale fake-tan smell and a moisture-locking system that delivers 72 hours of dreamy hydration.**

VITA LIBERATA SELF TANNING GRADUAL LOTION, \$38, VITALIBERATACANADA.COM



If you're going away **Self-tanner-infused wipes nix the need for an application mitt and serve up a seamless glow anytime, anywhere. The individually wrapped format proves especially handy if you're travelling and want to limit liquids.**

KATE SOMERVILLE SOMERVILLE 360 TANNING TOWELETTES, \$60, SEPHORA.CA

To serve and protect

Sure, it's not the sexiest subject, but learning SPF facts should be number one on your summer hot list

BY WING SZE TANG | PHOTOGRAPHY BY LUIS MORA

Ask any dermatologist or beauty editor what the best anti-aging cream is and they will surely tell you one simple thing: sunscreen. It's crucial for protecting our skin from ultra-violet damage, yet actually using it doesn't always feel so straight-forward. Does sunscreen expire? What is SPF? Is it safe? We enlisted the pros to help answer your burning (erm, not-burning) sun care questions.

WHAT DOES SPF MEAN?

SPF stands for sun protection factor, and this number on a product reveals the level of protection you're getting against UVB—the rays that cause sunburn. The number is determined in a standardized way in lab testing, where a specific (and generous) amount of sunscreen is applied to see how well it works.

So what's the difference between SPF 15 and SPF 30? If your bare skin gets flush after, say, 20 minutes in the sun without any protection, using a sufficient amount of SPF 15 would theoretically prevent you from going red for 15 times that duration (five hours). An SPF 30 equals 30 times that duration (10 hours).

However, using an SPF 30 doesn't mean you're safe basking at the beach for 10 hours straight. Confused? Remember, a product's SPF level doesn't tell you anything about the level of protection it provides against UVA rays, so you could be getting a ton of stealth skin damage: These rays don't cause burns, but they do speed up signs of aging (wrinkles, leathery texture, sagging).

What's more, practically no one applies enough sunscreen to reap the advertised protection—they don't get anywhere close to the thickness that's tested in a lab, so beware of being lulled into a false sense of security.

WHAT SPF DO I NEED?

If you're wondering, "Is SPF 15 enough?" the Canadian Dermatology Association

officially recommends a minimum of SPF 30. But as we note above, the more you skimp on the amount of sunscreen you apply, the less actual protection you get.

"People usually apply one-quarter to one-half of the amount of sunscreen that's tested in a lab," says Dr. Alexandra Kuritzky, board-certified dermatologist at Vancouver's Pacific Derm and a member of the Canadian Dermatology Association's Sun Awareness Working Group. "So knowing that, with a SPF 30, you might get an SPF 8 to 15 in real-life use."

So is a higher SPF better? Yes, with caveats. SPF isn't the only thing that matters (see "How do choose the best sunscreen," below), but going higher can help compensate for under-application. "In practice, what I recommend to my patients is the highest SPF product they like and can tolerate," says Kuritzky. "If they're happy in an SPF 30, great. If they can find an SPF 40 or 50 they like, even better."

HOW DO I CHOOSE THE BEST SUNSCREEN?

When asked what to look for in sunscreen, Kuritzky's to-the-point answer is: whatever you like. If you can't stand goopiness or care about product texture, finish or smell more than anything, shop accordingly. "Truly, the best sunscreen is the one you'll use—and use consistently," she says. (Ideally, consistently means literally every day. Even if it's not peak UVB/sunburn season, we're exposed to UVA rays year-round, rain or shine.) Beyond that, Kuritzky recommends a sunscreen with a minimum SPF 30 that specifically identifies as "broad spectrum," which means it protects against both UVB and UVA.

In Canada, there are 17 organic (a.k.a. chemical) sunscreen filters approved for use, including homosalate, ecamsule (trade-named Mexoryl SX) and avobenzone (Parsol 1789). Although the word "chemical" has acquired a negative connotation in recent years, "all of these [ingredi-

ents] have been vetted and deemed safe," says Kuritzky. So how does sunscreen work? Chemical filters work by absorbing the sun's radiation and converting it into heat; also, they generally have the advantage of allowing more lightweight and invisible formulas.

If you prefer physical (a.k.a. natural or mineral) filters, look for titanium dioxide or zinc oxide on the label. These mineral particles—which are often micronized (made small so they blend onto skin better) or nano-sized (made even smaller)—work by reflecting and scattering UV radiation. Because titanium dioxide and zinc oxide are white by nature, they can—if not formulated nicely—leave a chalky cast.

HOW MUCH SUNSCREEN SHOULD I USE?

To reach the full SPF advertised on a product, you have to slather it on pretty thick—2 mg per cm² thick, to be exact. To get there, dermatologists have traditionally recommended using one ounce of sunscreen (picture a shot glass) to cover your full body. But since it can be tricky to visualize how to portion that out over different body parts, Kuritzky prefers the "modified teaspoon rule": one teaspoon of sunscreen on each arm; two teaspoons on each leg; two teaspoons total on your front and back torso; and one teaspoon on your face/head/neck. (P.S. This is why you shouldn't rely on makeup as your sole source of sun protection—it's unlikely you'd ever cake on that much foundation.)

HOW LONG DOES SUNSCREEN LAST?

Sunscreens typically come with instructions to reapply at least every two hours, or after 40 to 80 minutes of swimming or sweating, and immediately after towel drying. The need to top up isn't just about the product's effectiveness wearing off over time—it's also a way of ensuring more generous, even coverage.

"There are some newer studies that looked at early reapplication, and they showed that if you reapply sunscreen roughly within the first hour of exposure, it usually does maintain its SPF quite well, up to several hours," explains Kuritzky. "Because people don't apply enough in the first place, so doing a second coat within that first hour is probably getting you

closer to the actual thickness of sunscreen that would be applied to skin in the lab when it's tested."

DOES SUNSCREEN EXPIRE?

Skincare products in general aren't made to last forever—and this is especially true of your sun protection. "Sunscreen formulations are quite complex," says Menas Kizoulis, global scientific engagement leader for skincare R&D at Johnson and Johnson. "We use a number of functional ingredients that must all work in concert to deliver the efficacy and the pleasant aesthetic experience." Each ingredient has its own shelf life, and some UV filters can lose their stability over time. So check your labelling for an expiration date (usually it's a year or two away), and toss anything old.

Even if the sunscreen isn't technically past its expiration date, but you notice any product weirdness such as separation—if oily liquid comes out before the lotion when you squeeze the tube—"that's a sign the formula is breaking down," says Kizoulis. Stashing your sunscreen in a hot car, or on your porch for days, can break down product integrity. But what's the worst that can happen, you ask? Can you use expired sunscreen anyway? "The risk is that the product doesn't do what it's supposed to do—protect your skin." If you assume you're protected when you're not, you could pay the price with a blistering sunburn.

DOES SUNSCREEN CAUSE SKIN CANCER?

Google the phrase "sunscreen chemicals" and the top headlines include "The Trouble with Ingredients in Sunscreen," "Why (Most) Sunscreen Is Harmful" and "6 Scary Sunscreen Ingredients." No wonder there's so much confusion over how safe sunscreen is.

But here's a reality check from the American Academy of Dermatology: "Yes, sunscreen is safe to use. No published studies show that sunscreen is toxic to humans or hazardous to human health."

Much of the alarm originates with the Environmental Working Group, a non-profit advocacy group that rates the toxicity of common sunscreen chemicals. According to the EWG's list of harmful ingredients

HAT TRICK
Protect your skin in style, from perfectly practical to proud peacock

FROM LEFT: **JOE FRESH**, \$16, JOEFRESH.COM. **CLYDE**, \$370, CLYDEWORLD.COM. **MARC CAIN**, \$150, MARCCAIN.COM. **HAT ATTACK**, \$85, HATATTACK.COM. **FEDERICA MORETTI**, \$290, MATCHESFASHION.COM. **EUGENIA KIM**, \$620, EUGENIAKIM.COM. **GIGI BURRIS**, \$565, GIGIBURRIS.COM. **SENSI STUDIO**, \$250, SENSISTUDIO.COM



See spot run

In our new I Tried It series, columnist **Leah Rumack** test-drives the latest and buzziest cosmetic procedures. First on her target list? Pesky pigmentation

PHOTOGRAPHY BY LUIS MORA

I spent my childhood obsessed with the horror that was my freckles. I was convinced they were the key to my (imagined) hideousness, and I pressed every grownup about when, exactly, they would go away. I took little comfort from impish sprinkle-faced heroines like Annie or Anne of Green Gables and instead longed for the perfectly porcelain skin of Judy Garland as Dorothy from *The Wizard of Oz*.

Eventually my freckles faded, along with my memories of 1980s summer camp with Charlie Brown lunchboxes and never, ever wearing sunscreen on my fair skin because who did that?

Now in my 40s, I have freckles again. Or rather, I have a series of unsightly dark splotches splayed across my face like an angry posse of Jackson Pollock paintings that have gotten lost. Age and years of regular sun exposure without sunscreen (which I didn't start wearing daily until my early 30s. I know, I know, I'm going to beauty hell) have left me with a whole new set of brown spots that can hardly be called cute. Damage acquired decades ago can still "live" in your skin but only show up as the skin ages and thins. That blistering sunburn you got when you were 15? Be prepared to meet it again!

I've spent a small fortune on over-the-counter lightening and brightening creams, but nothing seemed to really zap those marks. So in my first outing for this column, I went after those splatters with a vengeance, and dermatologist Lisa Kellett of DLK on Avenue was my weapon.

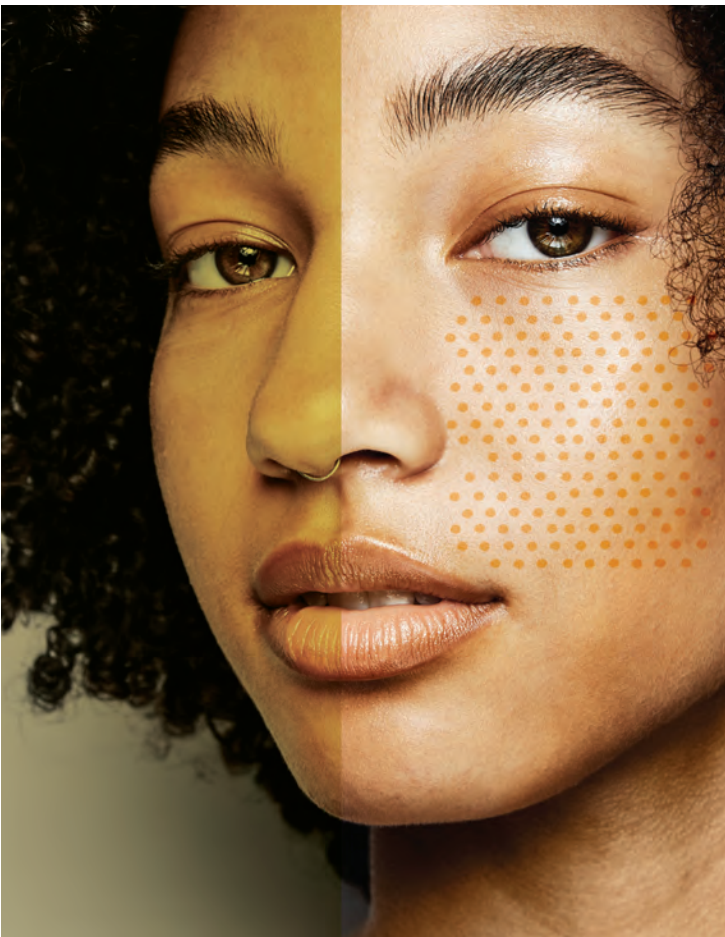
"First, we're going to give you the glow," Kellett says, examining my skin. "And then we'll target those really stubborn spots." Kellett's prescription for treating my sun spots involves a careful skincare regimen, six intense pulsed laser treatments (IPL)

"I have unsightly dark splotches splayed across my face like an angry posse of Jackson Pollock paintings."

spaced two weeks apart over my whole face, and then one or two targeted attacks with a pico laser on the most tenacious of the blobs at the end. It's key to get a diagnosis of what's causing your hyperpigmentation from a doctor. For instance, if you treat melasma—which is sometimes called "the pregnancy mask" and is caused by hormones—with lasers, it will actually get darker. People with very dark skin shouldn't have IPL either, because the laser targets melanin—the pigment that colours people's skin. And if your local aesthetician goes after something that's actually a melanoma, you could be missing skin cancer. "To the untrained eye," says Kellett, "they all just look like brown spots."

Kellett loads me up with products from her Clear Clinical skincare line. My haul includes a vitamin C with ferulic acid serum and a sunscreen for day. At night, after cleansing, I'm to wipe one of the Luminate Pads—which are soaked in a mixture of brighteners and antioxidants like arbutin, kojic acid, vitamin C and green tea—over my face, and mix a retinol (Vitamin A) in with my moisturizer every other night. I also get a sunhat for the first time since 1986 (I know, I know, I'm going to beauty hell)—a wide-brimmed raffia Tilley Charlie Fedora, for an upcoming trip to Mexico. I'm determined to be a Very Good Patient who Really Murders Her Spots.

One thing that's definitely missing from this regimen is hydroquinone, the sometimes controversial ingredient that has long



I keep absentmindedly scratching at what feels like tiny bits of sand on my face. "We call them coffee grinds," Helena tells me. As the sun damage rises to the surface of the skin, it's not uncommon for spots to get temporarily darker and start to flake off. (The upcoming pico laser treatment will apparently leave me with full-on scabs where my darkest splotches are, but once the scabs fall off those splatters will be gone for good.)

By my third treatment, I start looking fresher, brighter and smoother—like I'm holding an Instagram filter up to my face at all times. I'm so dewy, I even stop wearing foundation. People start commenting on my skin, and by people, I mean my now jealous girlfriends.

"I can't get over how good your skin looks!" says my butchiest pal, who in 20 years has never said anything about my skin, like, ever.

"You look good," says another friend, as she peers at me suspiciously through slanted eyes over dinner. "Whatever experiment you're doing, it's working."

When I go on a beach vacation halfway through my six sessions, I bathe myself in sunscreen like a madwoman, reapplying about 113 times a day, and I wear my Tilley even if I'm just taking a two-minute stroll to the poolside bar. I walk by women roasting themselves in the blistering sun and can barely stop myself from shaking them: "Don't you know what you're doing to your skin? How you are accelerating the aging process? YOU ARE NOT A TURKEY THAT NEEDS TO BE BASTED!"

After five treatments, Helena does some "after" shots for me. I knew my skin was getting better, but I'm actually surprised at how much better once I see the images side by side. I'm practically nubile!

I still have one IPL and a pico laser visit to go and then it will buh-bye forever face blotches. Guess what? I won't miss you at all.

been the go-to for people looking to lighten their skin. Kellett refuses to use it, because of its possible side effects including the risk of ochronosis, the skin syndrome skin that creates grey or yellowish discolouration.

Helena, my assigned aesthetician, takes a series of close-up "before" shots of my visage. Before each IPL treatment, she gives me a "diamond peel"—a gentle microdermabrasion treatment with a diamond-tip device that sloughs off the dead outer layer of my face, which feels as smooth as a baby's bum when she's done. Then it's time for the main event. Helena puts tiny protective goggles over my eyeballs and applies a thin, cold layer of conductive gel to my skin. "I'm going to count you down and then...zap!"

She places a small hand piece against my face, and then there's a flash of light, which feels like the snap of a rubber band. She does my whole face inch by inch. It smarts, but it's all over in about 15 minutes. Afterwards, I'm given strict instructions to stay out of the sun as much as possible and slather on the sunscreen (the skin is even more sensitive to Evil Sun afterwards).

A few days after my first treatment,



Remember that any real bronzing in a tanning bed or under the sun is actually a sign of damage.

in sunscreen, the "most worrisome is oxybenzone," which it considers a potential hormone disruptor and allergen that consumers should stay away from. The organization also warns against retinyl palmitate, a form of vitamin A it says is linked to the formation of skin tumours and

lesions when applied to sun-exposed skin. (While it isn't a UV filter, retinyl palmitate can be found in some sunscreen formulas.) However, the EWG's fears do not reflect the scientific consensus. In the case of oxybenzone, there's no research in humans showing that it disrupts hormones or causes

But remember that any real bronzing in a tanning bed or under the sun (including the pre-vacay "base tan") is actually a sign of damage. It's your skin's way of trying to protect itself, says Kizoulis. If you still covet a golden summer glow, going faux with self-tanner is your safest bet.

acute toxic effects because of system absorption.

The Canadian Cancer Society says: "The research on oxybenzone, retinyl palmitate and parabens [another chemical of concern according to the EWG] does not show that they cause cancer. None of these chemicals has been classified as a cancer-causing substance by any major scientific organization. The Canadian Cancer Society has studied the current research, and we believe that oxybenzone, retinyl palmitate and parabens in sunscreen do not pose a cancer risk."

Sunscreen isn't carcinogenic, but the sun most definitely is: About 90 per cent of skin cancers are associated with exposure to UV radiation from the sun. If you're still leery of chemical sunscreen ingredients, there are plenty of mineral-based sunscreens you can rely upon instead.

CAN YOU STILL TAN WITH SUNSCREEN ON?

Not as much as you would without, but yes. "Even the most effective sunscreens will allow some sun to penetrate through the skin; they do not block 100 per cent," says Kizoulis. So depending on how well you've applied your sunscreen, and how long you're outside, you could still tan (or burn).

CAN SUNSCREEN CAUSE ACNE?

Using a product that's wrong for your skin type—say, a heavy, sticky cream—can indeed exacerbate breakouts. "There are oils in sunscreen, and sunscreen ingredients themselves can be oily in nature," says Kizoulis. Look for thin, runny lotions (like water gel sunscreens, a popular-in-Asia trend now arriving in North America) and for descriptors like "oil-free," "won't clog pores" or "non-comedogenic." Unfortunately, identifying the best sunscreen for oily, acne-prone skin isn't as easy as black-listing certain ingredients. What's fine for one person may be an acne instigator for another, says Kuritzky, so be prepared for some trial and error.

WHAT IS THE BEST SUNSCREEN FOR DARK SKIN?

Yes, you need sunscreen even if you have a dark skin tone: People of colour, including those with brown or black skin that never sunburns, can still get skin cancer, as the American Academy of Dermatology points out. If you find that some sunscreens make you look ashy, consider one with chemical filters; as a general rule, these formulas tend to be more see-through and blend in more nicely. By comparison, "historically, mineral sunscreens have been more difficult for people with dark skin to use because it leaves more of a white residue," says Kizoulis. But sunscreens are getting more sophisticated all the time, so try before you buy (and check out swatch-tested pics of mineral sunscreens that actually blend in to any skin tone).

WHAT IS THE BEST SUNSCREEN FOR SENSITIVE SKIN?

If you have super-sensitive, easily irritated skin, or have experienced allergic reactions to sunscreen on your face, try patch testing new skincare products on your arm and waiting 48 hours for any adverse effects. As a general rule, a purely physical sunscreen—with titanium dioxide and/or zinc oxide as the only active ingredients—is much less likely to cause a reaction, compared to a chemical sunscreen. "But of course, the active ingredients are only a small portion of all the ingredients in a product, and it could be any of them that you're reacting to," says Kuritzky. In fact, an allergy or sensitivity to certain preservatives or perfume is more common than intolerance to a sunscreen filter. To lessen your risk of upsetting your sensitive skin, look for hypoallergenic formulas that are minimalist and fragrance-free.



THE KIT X NORDSTROM

It's the sale you've been waiting for

It's finally here: the legendary Nordstrom Anniversary Sale is on! The once-yearly, not-to-be-missed event offers outstanding savings on brand-new arrivals—for a limited time. We rounded up our top fall shopping picks plus plenty of pretty buy-now-wear-now pieces you can scoop up from July 20 through August 5.

CREATE A HEAD-TO-TOE WORKWEAR LOOK FOR \$250

OFFICE UNIFORM

Polished plaid, structured suiting and ultra-feminine add-ons amp up your workwear wardrobe

CLOCKWISE FOR TOP LEFT: J.CREW BLAZER, \$178.90, AFTER SALE \$128.90; HALOGEN BLAZER, \$105.90, AFTER SALE \$72.90; VINCE CAMUTO TOP, \$159.90, AFTER SALE \$109.90; BAUBLEBAR EARRINGS, \$31.90, AFTER SALE \$48.90; TROUVE PANTS, \$72.90, AFTER SALE \$109.90; MURAL BLAZER, \$76.90, AFTER SALE \$51.90; HALOGEN SKIRT, \$52.90, AFTER SALE \$37.90; SAM EDELMAN SHOES, \$149.90, AFTER SALE \$124.95; CHARLOTTE TILBURY GLOWING PRETTY SKIN PALETTE, \$85, AFTER SALE \$188.90



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THE KIT X NORDSTROM

SCORE A CHIC LEATHER JACKET FOR ALMOST HALF THE PRICE



WEEKEND WARRIOR

Hit the streets in fashion-forward separates, topped with wear-anywhere accessories and trendy outerwear (hello, pale pink puffer jacket!)

CLOCKWISE FOR TOP LEFT: NORDSTROM SIGNATURE TOP, \$293.90, AFTER SALE \$439.90; HALOGEN SKIRT, \$52.90, AFTER SALE \$37.90; AVEC LES FILLES JACKET, \$169.90, AFTER SALE \$124.95; MADEWELL JEANS, \$111.90, AFTER SALE \$84.95; TREASURE & BOND HAT, \$45.90, AFTER SALE \$34.43; FREE PEOPLE JACKET, \$81.90, AFTER SALE \$61.43; M.A.C LITTLE M.A.C NUDE LIP DUO, \$20, AFTER SALE \$15; VINCE CAMUTO SHOES, \$119.90, AFTER SALE \$89.93

JOIN THE GLAM-OUT DAYS

Kick off the Anniversary Sale on July 20 with the Beauty Bash, an ultra-glam event that features free makeovers, beauty tips and gorgeous samples while also highlighting hundreds of exclusive and limited-edition items. You'll even score a tote bag with any beauty purchase over \$125. NORDSTROM.COM/GLAMOUT.CA

ALL UNDER \$150

MADE FOR MEN

Get him geared up with outdoorsy staples and sophisticated, date-night pieces he'll feel good in

CLOCKWISE FOR TOP LEFT: TED BAKER LONDON PANTS, \$149.90, AFTER SALE \$112.43; NIKE JACKET, \$89.90, AFTER SALE \$67.43; 1901 JACKET, \$95.90, AFTER SALE \$71.93; TED BAKER LONDON TOP, \$129.90, AFTER SALE \$97.43; TED BAKER LONDON SHOES, \$132.90, AFTER SALE \$100.43; QUAY AUSTRALIA SUNGLASSES, \$46.90, AFTER SALE \$35.18



ALL UNDER \$50

KIDS' CORNER

Send your littles back to school in style with wash-and-wear joggers and statement-making tees

CLOCKWISE FOR TOP LEFT: STEM PANTS, \$19.90, AFTER SALE \$14.93; STEM TOP, \$16.90, AFTER SALE \$12.68; STEM OVERALLS, \$27.90, AFTER SALE \$20.93; VANS SHOES, \$29.90, AFTER SALE \$22.43; TREASURE & BOND TOP, \$35.90, AFTER SALE \$26.93



LOUNGE LIFE

Upgrade a night in with a super-soft sweater, sleek, slipper-like shoes and luxe pajama sets



SAVE ALMOST \$350 ON A DESIGNER BAG!

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CURBSIDE PICK-UP OR SAME-DAY DELIVERY
Nordstrom will bring your Anniversary Sale goodies to your car (Calgary, Vancouver and Toronto only) or you can opt for same-day delivery within 10 km of a Nordstrom store for only \$15! (Toronto and Vancouver only)

BEST-IN-CLASS EXPERTISE
Nordstrom Style Experts are here to help! Let them find the best of the best during the Anniversary Sale or spend one-on-one time with a Beauty Stylist who can share helpful tips and tailored product recommendations.

Is pot the new rosé?

Cannabis is poised to be the next essential of the Goop generation. **Sarah Laing** clears the smoke on the latest lifestyle trend

ILLUSTRATION BY MADISON VAN RIJN

Hold on to your Whispering Angel: If one cannabis exec is right, your glass of rosé may soon be replaced by a joint—or, more likely, an elegant vape pen that discreetly tucks into your Mansur Gavriel Mini Moon clutch.

“Cannabis is the fastest growing industry in the world,” says Jo Vos, managing director at Leafly, a Seattle-based digital cannabis education resource. Last year, according to StatsCan, Canadians spent \$5.7 billion on cannabis—90 per cent of which was for “illegal purposes” (i.e., no medical prescription was involved)—and our post-legalization market is projected to at least double, possibly quadruple. Vos says that in states such as Colorado, cannabis sales have zipped past alcohol just three years after legalization, and she expects the same thing to happen here within a decade: “After all, cannabis has no calories and no hangover.”

If that sounds like a verse from the Gospel of Gwyneth, that’s kind of the point. Much like crystals, yoga and turmeric lattes, cannabis is increasingly being positioned as a therapeutic good, a lifestyle indulgence with health benefits aimed squarely at the same female consumer who eats organically, practises mindfulness and is, at the very least, Jade Egg curious. “If you drew a Venn diagram with medicinal use and recreational use as the two circles, right there in the overlap you’ve got wellness,” says Vos, nodding to the multi-trillion-dollar industry that Goop built. Touted as an alternative treatment for chronic pain and anxiety, cannabis is also being heralded as the next miracle ingredient in skincare. It is, the faithful say, the perfect union of health,

aesthetics, and increasingly, aspiration. Lighting up has evolved from your skunky Saturday night secret into a Rihanna-approved way to relax—and bonus points if it helps with cramps, eczema and muscle soreness from Soul Cycle.

“As someone much wiser than me once said, ‘There’s no reason you shouldn’t feel good while feeling better,’” says Mary Beth Williamson, formerly of Procter & Gamble and Jamieson Vitamins, and now the chief marketing officer of Fleurish, Canada’s first female-centric cannabis wellness company. Translation: Just because a product can get you high, it doesn’t mean it can’t make you well also. While the Toronto-based start-up awaits licensed provider status, its founders have big plans, including launching cannabis merch: bath bombs, lip balm, even the bud itself.

Fleurish has used focus groups to identify two core groups among its future customers: Millennials who are open about their pot usage, both as part of their lifestyle, and in service of their general mental health; and “marijuana moms,” who sub in a secret smoke instead

of a glass of wine and tend to be daily users. Fleurish’s research also found that 40 per cent of women who currently buy cannabis legally use it to alleviate PMS symptoms. The body’s densest concentration of receptors for cannabis molecules is found in the female reproductive system—these receptors are associated with moderating mood, memory, pain and sleep. That’s why, Williamson explains, more women than men may find cannabis to be more effective as a medicine.

More women than men are also leading the entrepreneurial cannabis charge. A



2015 survey by Marijuana Business Daily shows that 36 per cent of high-level jobs in the industry are held by women—a striking contrast to the 25.6 per cent of female managers in the private sector overall.

These emerging leaders include Camille Chacras, the founder of Montreal-based Allume, a curated online shop of accessories for cannabis users. Chacras uses cannabis to treat epilepsy and migraines, and launched her company after she found a dearth of products that spoke to her as a style-conscious woman in her 20s.

“If you go to most smoke shops, the products are pretty masculine and perpetuate that stoner stereotype,” says Chacras, whose retro minimalist aesthetic extends to the rose-gold lighters and marble ashtrays she stocks. “I wanted to represent the diverse reality of smokers. I know so many moms, teachers and young profes-

sional women who dab, use oils, smoke, whatever.” In terms of a retail experience it’s more Glossier Penthouse meets Apple Store, less Bill’s Bongos and Bongoes (or whatever the equivalent of that weird shop that sold fantasy figurines and “hemp” products was in your town growing up).

“There’s definitely been a rebranding of cannabis as a lifestyle product,” she says. “Like anything, if the branding’s on point people will be drawn to it. Do I think it will drive people to try cannabis? Definitely. But it’s important to do your research beforehand: It’s not for everyone.”

And that’s the thing: While that rose quartz by your bed may or may not ease stress, popping a rose-flavoured gummy edible will actually have a physiological effect, so experts emphasize proceeding with caution and an abundance of information. Oh, and your credit card.



Herbal essence

Move over kale, there’s a new super green in town

BY MAXINE MCCARTHY | PHOTOGRAPHY BY LUIS MORA

1. This vegan, cruelty-free, biodegradable, non-toxic formula will leave your skin glowing, hydrated and morally in check. **MALECHEMY** MOISTURIZE JUNIPER + HEMP HYDRANT, \$30, COCOONAPOTHECARY.CA
2. A smouldering swirl of kumquat, patchouli, vetiver and, of course, cannabis, inspires instant chill vibes. Prepare to get asked what you’re wearing over and over. **CANNABIS SANTAL** EAU DE PARFUM (30 ML), \$64, CANNORAS.COM
3. Nothing sets the mood quite like a candle, especially a cannabis-scented one, right? Although this spicy, sexy blend contains no actual marijuana, we still advise those with nosy neighbours to proceed with caution. **(MALIN + GOETZ)** CANNABIS CANDLE, \$71, JACOBANDSEBASTIAN.COM

4. Inspired by the herbal remedies of Jamaica, this hand cream (from the aptly named Marley Natural brand) will leave your hands silky soft, thanks to shea butter and skin-nourishing cannabis sativa oil. **MARLEY NATURAL** MOISTURIZING HEMP SEED OIL HAND CREAM, \$18, MARLEYNATURALSHOP.COM
5. In order to maintain its vegan vision, Milk replaced the beeswax used as a binding agent in many mascaras with, you guessed it, weed! Well, cannabis oil, actually. Called Kush (clever), the formula fuses fibres onto lashes for “high” volume. **KUSH** HIGH VOLUME MASCARA, \$29, SEPHORA.COM
6. On your next trip to Goodness Me, stop by the beauty section to scoop up this organic lip treatment. Chock full of cocoa butter, coconut and hemp seed oil, it’ll have

- you smacking your lips all day long. **EPIC BLEND** HEMP LIP BALM, \$4, GOODNESSME.CA
7. We put our feet through a lot, whether it’s high heels, long walks or putting off buying new running shoes to get those aforementioned heels instead... Not to worry, this sole healer has got you covered. With the help of hydrating hemp seed oil, you’ll be rocking smooth, sandal-ready feet in no time. **HEMP** HARD WORKING FOOT PROTECTOR (100 ML), \$18, THEBODYSHOP.COM
 8. Featuring notes of jasmine, rose and lilac, this hemp seed bath bomb is just the ticket if you’re looking to unwind. Bonus: Its moisturizing superpowers work wonders on dry skin. **ALL THINGS HEMP SEED** LILY OF THE VALLEY BATH BOMB, \$5 (FOR 2), ALLTHINGSEMPSEED.COM

High life

Stylish accessories for discerning tokers

BY ADRIANA MONACHINO

1. It doesn’t get more artisanal than hand-painted, organic hemp papers. **DOPE-PAPERS** PAPERS, \$15, ALLUME.COM
2. A sleek—and discreet—case to keep your spliffs safe and sound. **ERBANNA B. WAYNE** HOLSTER, \$20, ALLUME.COM
3. These ultra-modern geometric pipes will keep you smoking in style. **STONEDWARE** PIPE, FROM \$155, STONEDWARECOMPANY.COM
4. Free up your hands with this golden joint clip that doubles as a cheeky bracelet. **ASCHE X BLUNTED OBJECTS** JOINT CLIP BRACELET, \$46, ASCHEINDUSTRIES.COM
5. This rose-gold grinder offers up smoother-hitting bowls in one polished package. **SWEETFLAG** GRINDER, \$32, SWEETFLAG.CLUB
6. A classic pipe, without all the bells and whistles, makes for a timeless high. **SUMMERLAND** PIPE, \$282, SUMMERLAND.COM
7. The perfect tamper that’s multi-purpose and in gorgeous gold. **VAN DER POP** STASH TOOL, \$15, TOKYO-SMOKE.COM
8. The prismatic design of this crystal ashtray is a trip in itself. **FUNDAMENTAL** BERLIN ASHTRAY, \$116, SHOP-TETRA.COM
9. Add a pop of colour to your daily sesh with these matte-finish lighters. **TSUBOTA** PEARL LIGHTER, \$39, SHOP-TETRA.COM
10. A pipe for the days when you desire a spiritual (and extra fancy) high. **TOKYO SMOKE** PIPE, \$110, TOKYO-SMOKE.COM
11. A vapourizer made for herb and extract, so you can smoke whatever your heart desires. **PAX 3** VAPORIZER, \$319, PAXVAPOR.COM



“The jacket is made from of a few different pairs of jeans; under it is a brass studded denim piece from my first reworked collection, Wild Child, in 2016. The purple boots are Versace. I snatched them from a friend and claimed the rights to them. He’s a size 10 men’s—I wear them because he can’t.”



The art of reinvention

CONTINUED FROM COVER

I was having fun, travelling, but I started to wonder, “What am I going to do?” I was buying clothing constantly in Kensington Market and selling it after I’d worn it once. Like, “I love that thing! I have to have it. Now it’s done.” I had to sell those clothes to maintain that habit and that’s actually how the transition to working in vintage was made.

THE BUSINESS BEGINS
In 2004, I opened 69 Vintage on Queen West in Toronto, and over the next few years, I opened other vintage locations. Retail was exciting and exhausting. It was challenging to live up to my own standards. I had to have constant stock of the best stuff—the *right* stuff. You can’t have a beautiful blouse and have it be a terrible fabric. You can’t have an amazing fabric and have it be a terrible cut. No, no, no, no, no! The “Yes” is what I lived for. The “Yes” is what took over 70 hours of my week. I enjoyed my work very much, but it wasn’t fun. I had a strong connection with my customers, and they wanted me to be there when they came shopping. There was also pressure to stay current and be at all the right places after work. As I got into my 40s, I started to think about the future. Was I going to be on Queen Street at 50? Eventually, I got down

to one beautiful boutique where I was happiest. I thought it was the beginning of a new era, but my body had different plans.
The anxiety crept up. I also had a legitimate health scare that convinced me to make a real change. In 2016, I sold my lease and had a huge sale—I was lucky because I shifted a lot of inventory and got some cash in my pocket. I took off for a year and I didn’t even work.

THE NEXT CHAPTER
I wanted to experience my life without fashion as my identity, so I started wearing only my boyfriend’s clothes and clothes from Winners. I had eight things hanging in my closet, a pair of heels, a pair of Nike Air Maxes—that was it. I went to visit family out west; I went to California, and Europe. I worked really, really hard all those years, and I was celebrating my success.

“Style tip: Never put your hat on while looking in the mirror. Like a scarf or a top knot, it looks best when it happens naturally.”



“There are few wearable items that are more artful, durable, versatile, tough and timeless than a cowboy boot.”

Now, my business has changed. I’m working harder, smarter and less. Instead of having a store, my vintage collection is at a rental house. There are about 200 pieces, but there will be a lot more. I’ve got decades worth of antiques and bins and bins of my personal collection. I’ve also started Hippy Market, a nomadic fashion marketplace for collectors and creators, which has roving shopping events around Toronto. I’m also in the styling industry now. I did that unofficially for so long! It’s fun.

As for my own closet, it represents less than a fifth of my personal collection. Every month I like to cycle items in and out. It keeps things fresh. I hate the thought of closets full of things that aren’t being worn. I’m a big believer of hanging up clothes that represent how I’m living and feeling in the present. The boots I have on my shelf, the bags I have on my hooks, the belts I have out are the pieces I’m working into my looks of the moment. Last year I sold about 500 pieces of my personal collection, items I wore in my teens through to my late 30s. Every piece had a personal story and every customer had to endure those stories! Ha! It was a great reset, and the best part is the chance for me to start collecting all over again.



“I inherited this kimono from a friend who gave it to me with the promise that I’d never sell it. It’s reversible, it can be worn as a jacket or belted as a dress—it would probably even look amazing rapped upside down as a skirt. I just thought of that now! I’ll try it.”



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Direct advertising inquiries to:
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Evie Begy, eb@thekit.ca

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