

THE KIT

*International Women’s Day spotlight:
the fraught connection between
women athletes and fashion* **PAGE 9**

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Beauty’s new season

Kick off spring with the best in beauty: standout natural skincare, gorgeous fragrances and the prettiest new lip colours, as modelled by five stylish Canadian women **PAGE 4**

PHOTOGRAPHY BY RILEY STEWART



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Vintage treasures

Gucci's new scents evoke perfumery from a bygone era

Have you ever bought a vintage bottle of perfume? I have, from a rambling countryside antiques market—I couldn't pass by the fluted glass bottle with its old-school bulb atomizer. When I got it home, I aimed its nozzle at my wrist and gave a jaunty squeeze. Well. It did not smell good. Turns out that perfume very much has a use-by date, and no amount of admiration for those gorgeous flacons will change that. Happily, Gucci has resurrected the art of old-world perfumery with its new Alchemist Garden collection of scents. Housed in lacquered glass bottles that call to mind another era, the fragrances have been formulated in a very modern way by perfumer Alberto Morillas, who layered natural extracts with synthetic molecules. Seven eaux de parfum mists include Song for the Rose (a dewy, clear bloom deepened with musk and woody notes) and Eyes of The Tiger (spicy amber sweetened just a touch with vanilla, tonka and ciste resin). Three ethereal Acque Profumate, or "perfumed waters," include Fading Autumn, a woody grove of cedar, sandalwood and patchouli. But most enchanting of all are four perfumed oils (we love Nocturnal Whisper, a deep, dark oud enveloped in leather and saffron) that come with a delicate glass pipette for daintily dabbing your wrists and neck. As I know all too well, they won't last forever, so we must enjoy them while we can. —*Rani Sheen. Photography by Mariah Hamilton*

Why it works

Fashion director **Jillian Vieira** breaks down the beauty of an on-point street-style look. This week: Lavender makes a case for itself as the freshest new neutral

There isn't a girl child on this planet who doesn't go through a purple phase. Mine came at the expense of my parents' walls: a sickly sweet lavender paint that emanated Pretty Pretty Princesses and bake sale cupcakes. So it's no surprise that when we reach full maturity, we've often developed an aversion to the colour. But I'd like to make the case that the lilac-mauve spectrum deserves another shot. It'll require you to really build a look around it, as street-style star Karoline Dall did at Copenhagen Fashion Week (right). Pick a pastel purple piece, like this slouchy turtleneck, and add in another Easter-egg-adjacent colour—we're partial to a royal yellow. When the eye meets the doubly bold colour combo, it's forced to take in both at once, versus focusing on just one off-beat hue—that's the key. Be sure all the layers are voluminous for the most current silhouette. Add in a couple of grounding elements, like a neutral coat and a slick pair of ankle boots, et voilà: a stylish throw-back to simpler times when your most defining feature was your favourite colour.

NANUSHKA COAT, \$1,122, NANUSHKA.COM



LAURA LOMBARDI EARRINGS, \$140, LAURALOMBARDI.COM



CECELIA NEW YORK BOOTS, \$312, CECELIA-NEWYORK.COM



THEORY TOP, \$365, THEORY.COM



WILFRED PANTS, \$148, ARITZIA.COM



PHOTOGRAPHY: GETTY IMAGES (WHY IT WORKS)

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Word of mouth

Five stylish lipstick lovers slick on the season's top shades and reflect on the magic of a bold lip

BY KATHERINE LALANCETTE
PHOTOGRAPHY BY RILEY STEWART

Of all makeup, it seems lipstick carries the most significance. We recall our mother applying her rouge in the bathroom mirror, reach for a power hue when we want to feel emboldened or purchase a new tube to boost our morale (lipstick sales famously tend to go up during times of economic unrest). Because while mascara and eyeliner are all about performance, lip colour is about *feeling*. Here, five devotees discuss what lipstick means to them while modelling spring's top trends.



PEOPLE'S PRODUCT TOP, \$118, PEOPLESPRODUCT.CA; PATRICIA WONG EARRING, \$420, PATRICIAWONG.CA

MEI PANG, BEAUTY INFLUENCER AND ARTIST

"I started wearing lipstick as a form of rebellion against my parents. I don't even think they remember me without it now! A strong lip colour translates my mood without my having to say anything."



THE TREND: Matte red
THE INSPO: The velvety crimson lips at Rodarte, which echoed the fresh roses woven through models' hair.

L'ORÉAL PARIS ROUGE SIGNATURE LIPSTICK IN I DON'T, \$14, LORÉALPARIS.CA

SISI BERGE, PR ACCOUNT MANAGER AT MSL

"My mom is a lip fanatic. She's definitely my inspiration. As a teenager, I'd sneak out her lipstick and rub it off before I came home. Now, I always carry a nude, a deep plum, a bright red and a funkier shade. I like to be prepared."



THE TREND: Glazed berry
THE INSPO: The sheer purple gloss at Giorgio Armani, a nod to the collection's gauzy layers and aquatic palette.

COVERGIRL MELTING POUT VINYL VOW IN OWN IT, \$11, SHOPPERS DRUG MART



SID NEIGUM DRESS, \$725, SIDNEIGUM.COM; BIKO EARRINGS, \$125, ILOVEBIKO.COM



ADDITION ELLE TOP, \$49, ADDITIONELLE.COM; COS EARRINGS, \$125, COS

THE TREND: Powdery coral
THE INSPO: The diffused salmon mouth at Chanel; an on-theme beachy pick for the Côte d'Azur-inspired show.

NYX POWDER PUFF LIPPIE POWDER LIP CREAM IN PUPPY LOVE, \$12, NYXCOSMETICS.CA



SAMRA HABIB, ACTIVIST AND AUTHOR OF *WE HAVE ALWAYS BEEN HERE: A QUEER MUSLIM MEMOIR* COMING OUT IN JUNE

"To me, wearing lipstick is about visibility. It draws attention to my mouth in a way that's theatrical and confrontational. When I was young, my strict Muslim parents told me that wearing lipstick would draw men's attention. I had no interest that. It was always about self-expression."

HAIR AND MAKEUP: RENEE TREMBLAY/PM; BEAUTY DIRECTION: KATHERINE LALANCETTE; FASHION DIRECTION: JILLIAN VIERA; ART DIRECTION: CELIA DINING



HERMÈS TUNIC, \$4,300, HERMÈS CANADA; BONESSET STUDIO TOP, \$155, BONESSETSTUDIO.COM; MEJURI EARRINGS, \$88, MEJURI.COM

ANNE TILLMAN-GRAHAM, DIRECTOR PARFUMS & BEAUTÉ, LOCAL MARKET & TRAVEL RETAIL AT HERMÈS

"I use lipstick every day. It doesn't matter if I'm going to work or running or cycling. I always have lipstick on. If I have a big meeting, I usually go for red. People focus on your lips when you're speaking, so it's good to have a strong colour."

THE TREND: Creamy fuchsia
THE INSPO: The vibrant pops of pink topping lips and eyes at Chalaayan. (Skip the latter for a more wearable take.)

NARS SATIN LIP PENCIL IN YU, \$34, THEBAY.COM



SARAH-TAI BLACK, FILM PROGRAMMER AND ARTS WRITER

"I'm a huge lipstick head. It's my femme armour against the world. As a process, wearing lipstick reminds me to take time to check in on myself, but also to be clear about what I want. It emphasizes the importance of caring for myself first."



THE TREND:

Metallic mocha

THE INSPO: The bronzy lips at Moschino, genius for grounding a riot of colour and squiggly prints.

MARC JACOBS BEAUTY LE MARC LIP FROST LIPSTICK IN CHER-ISHED, \$39, SEPHORA.COM



COS COAT, \$350, COS; AMERICAN APPAREL TOP, \$48, AMERICANAPPAREL.COM; ERICA LEAL EARRINGS, \$890, ERICALEALJEWELLERY.COM

Green queens

Meet six Canadian-grown natural beauty brands and the inspiring women who have made them blossom

BY KATHERINE LALANCETTE



Holly Fennell
AGE QUENCHER

Toronto naturopathic doctor Holly Fennell didn't set out to create a beauty line. "My intention was simply to formulate a vitamin program for a patient of mine in her 30s who was in early menopause as a result of cancer treatments," she says. Suffering from low energy and noticing accelerated signs of aging, the woman was desperate to feel like herself again. As the patient began taking the customized blend, Fennell says she not only felt stronger, but her skin and hair appeared revitalized, too. "Other people began noticing similar results, and that's how Age Quencher was born," says Fennell. Today, the brand's formulations range from vitamins with grape seed and pomegranate extract to boost collagen and fight free radicals, to protein powder. "My message to women is 'address aging from the inside out.' I believe beauty and wellness not only go hand-in-hand but are inseparable."



Stacey Davis
LOVEFRESH

Eleven years ago, Toronto's Stacey Davis got fed up. A health-store regular, she couldn't understand why green cosmetics always looked so plain and unappealing. "It didn't make sense to me," she says. "I really wanted to create something that was beautiful, that you'd actually want to display on your nightstand." And so, with no formal education in design but a keen eye for aesthetics, she set out to create deodorants and body lotions that would marry quality natural ingredients with gorgeous packaging, so that women would no longer have to choose between principles and pleasure. "There's no sacrifice anymore. What we have in the green beauty world is beautiful packaging, glorious ingredients and incredibly effective formulas." Indeed, the sector has changed a lot since Lovefresh's genesis. "There weren't a lot of female-run green beauty brands back then. It's exciting to see how much growth has happened."



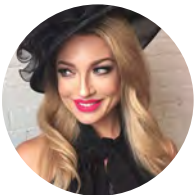
Mary Futher
KAIA NATURALS

We often hear vague claims about toxic ingredients hiding in our beauty products, without really understanding what they are or what dangers they may pose. But Mary Futher actually worked in the industry for global beauty brands, where she learned a great deal about how harmful some chemicals can be. "As a product developer, I knew what these toxic ingredients were, and I didn't want to be putting them on my body," she says. She understood women were busy and didn't necessarily have time to study labels and research ingredients, so she vowed to do the work for them. She founded Kaia Naturals, a Toronto brand that guarantees clean, cruelty-free products such as charcoal deodorants and biodegradable cleansing cloths, all free of parabens, synthetic fragrances and sulphates. Her advice to women looking to go green: "Start off slow. You don't need to swap out all of your beauty products all at once."



Yingchun Liu
SUNCOAT

It all started in 2001 when Yingchun Liu's seven-year-old daughter Mimi wanted to paint her fingernails. As a mother, Liu worried about exposing her child to chemical-laden nail polish. As a chemist, she could actually do something about it. "That was my 'aha' moment," she says. "I knew I needed to develop a formula that was clean and safe for her, rather than denying her the fun of painting her nails." It took more than a year, but Liu was able to come up with a non-toxic, water-based, odourless polish that measured up to traditional ones in terms of durability, drying time and application. And Mimi's reaction? "She loved it," Liu says. "She was so excited to get creative with her nails, and I was so proud to get her seal of approval!" Today, the Guelph, Ont.-based company makes everything from nail polish remover to hair styling products and makeup, safe for beauty lovers of all ages.



Lauren Bilon
PLUME

Following the birth of her children, Aveya and Onyx, Calgary mom Lauren Bilon experienced postpartum hair loss that left her brows and lashes sparse and patchy. "Being a new mom is already exhausting and challenging, but my hair situation made me lose my self-esteem, too," she says. She started using a popular pharmaceutical product and noticed results, but not without serious side-effects. Her vision blurred, and the skin on her eyelids felt like it was on fire and became discoloured. "I had to stop using it. There were no natural options available, so I decided to take matters into my own hands." Plume was born, growing from a lash and brow serum to a full range of eye-enhancing products. "It was such a liberating feeling once we knew we had something that was effective and safe for people with sensitive eyes, pregnant or nursing women and even post-chemotherapy patients."



Melodie Reynolds
ELATE

Melodie Reynolds of Victoria, B.C., is on a mission. She wants her makeup brand, Elate, to become the world's first 100 per cent waste-free cosmetics company. After working in the beauty business for 20 years, she grew frustrated with the negative impact the industry was having on the planet. "I thought, 'How can we package products in a beautiful and sustainable way, that can be used over and over again?'" Her solution was to house her vegan shadows and powders in palettes and compacts made of water-processed (rather than chemically treated) bamboo. All are reusable, with refills sold in seed paper envelopes consumers can plant to grow wildflowers. "Right now, around 80 per cent of our packaging is totally waste-free," says Reynolds. "We're constantly researching alternative forms of packaging and hope to reach that 100 per cent mark within the next three years."



AGE QUENCHER AGELESS BEAUTY VITAMIN, \$60, AGEQUENCHER.COM



LOVEFRESH LAVENDER TEA TREE TRAVEL DEODORANT, \$8, LOVEFRESH.COM



KAIA NATURALS JUICY BAMBOO GENTLE FACIAL CLEANSING CLOTHS, \$16 (30 CLOTHS), KAIANATURALS.COM



SUNCOAT WATER-BASED NAIL POLISH IN POPPY RED, \$12, SUNCOATPRODUCTS.COM



PLUME LASH & BROW ENHANCING SERUM, \$95, PLUMESCIENCE.COM



ELATE UNIVERSEL CRÈME IN ELATION, \$29, ELATECOSMETICS.CA

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Game, dress, match

It's 2019, and female athletes still face criticism for pushing the boundaries of sports apparel. Leanne Delap runs interference

Why on earth does what modern women wear in athletic competition still provoke so much fuss and bluster? In the past year, the contentious conversation around female athletes pushing the boundaries of their work wardrobes—while simultaneously demanding to be taken seriously—has come to a head.

Last August, the pre-eminent female athlete of our time delivered the chicest, slyest, most bang-on middle finger to sartorial censorship. Serena Williams wore a tutu—not just any tutu but a one-armed tutu designed by the breathtakingly cool Virgil Abloh for Nike—at the U.S. Open, one week after being admonished by French Open officials for wearing a sleek black catsuit. The official line from French Tennis Federation president Bernard Giudicelli: “I believe we have sometimes gone too far. Serena’s outfit this year, for example, would no longer be accepted. You have to respect the game and the place.”

Clothing censorship is nothing new, especially for female athletes. In the late 19th century, when women first began to push to be allowed to participate in sports, they were forced to wear billowing and figure-obscuring full-body gear of the Victorian era. In 1914, the Olympic committee decreed women could compete only in sports in which they could wear long skirts. That meant tennis, croquet and golf, but also, somehow, baseball and ice skating. Can you imagine running for home base in a voluminous, full-length skirt?

There have also always been pioneers brave enough to break the rules. Take French tennis player Suzanne Lenglen, who debuted a knee-length white skirt on the courts in 1910. We wonder if she had to pass smelling salts into the spectator stands. Sonja Henie, the Norwegian figure skater, broke down performance barriers by chopping off her skirt to the knees in the 1920s, so she could twirl and jump like the guys. Then, in 1949, an American named Gussie Moran asked to wear a coloured outfit to compete at Wimbledon. She was turned down, so instead she showed up in a thigh-high skirt, pre-dating the Mary Quant miniskirt era by 17 years.

Seventies tennis superstar Billie Jean King (whose inspiring story was recently told in a biopic starring Emma Stone) was thought of as scandalous at the time for wearing sleeveless tops and short skirts. And for her famous (victorious) Battle of the Sexes match against self-proclaimed “chauvinist” Bobby Riggs, King wore a short-sleeved, very short dress spangled with rhinestones that now resides in the Smithsonian.

In 1985, American tennis player Annie White foreshadowed the Williams drama by wearing a white catsuit to Wimbledon, complying with the “all white” rule but thumbing her nose at the skirt tradition. She was called out by her opponent, Pam Shriver, who claimed to find the suit distracting; it was subsequently banned.

Katarina Witt, the German Olympic champion figure skater (she won 10 golds between 1984 and 1988) was known for her ability to hoist her ankle above her head and spin like a top. But she is legend for the sublime way she struck down censure for what was deemed her “indecent costume,” a blue spangled bodysuit that plunged low in the front and was held up with thin straps at the back. She simply told judges that the music she was skating to demanded that outfit. Cool as a cucumber.

But it's Florence Griffith Joyner, the brilliant sprinter who won gold in both the 100 and 200 metre races at the 1988 summer Olympics, who went furthest with using fashion as self-expression in athletic competition. Growing up in Los Angeles, Griffith Joyner designed her own one-legged, Day-Glo running outfits, and continued to wear them as she shattered records. She wore her hair long and loose, and it whipped behind her in the wind. Most notably, she defied the proscription against long nails (said to hamper the starting block process) and maintained talons decorated with elaborate nail art. Her style drew mocking press coverage tinged with racism, but Griffith Joyner, who died tragically young of a seizure at age 38, left an enduring legacy. Last Halloween, Beyoncé paid tribute to Flo-Jo by dressing up in her

famous purple, one-legged bodysuit.

Fast-forward to 2017, and golfer Alexis Thompson, known for her colourful outfits, protested new LPGA dress codes—which

banned “plunging necklines” and shorts or skirts short enough to show “the bottom area”—in the most contemporary way. She posted a photo to Instagram of herself wearing a golf outfit from the early 1900s—a blouse, long skirt and fitted jacket that would severely restrict a swing.

These trailblazers show that there is no disconnect between expressing yourself through your clothing and being awesomely strong

and powerful. Williams called the catsuit her Black Panther suit, referring to the smash-hit movie, saying it “made her feel like a superhero.”

The thing that really rankles about



the catsuit hoo-ha is that the outfit was actually a compression garment designed to prevent blood clots, to which Williams has been vulnerable since developing a circulation condition after the birth of her daughter in 2017. Motherhood has often hampered women's careers—of any kind, let alone in ultra-elite athletics. If it weren't enough of an uphill climb for Williams to return to the top post-baby, now decorum is getting in the way of protecting her health. In interviews, Williams was nothing but gracious about the controversy. A true champion.

One clothing item common to almost all women athletes is sports bras, a particularly loaded subject. Last August at the U.S. Open, French tennis player Alizé Cornet noticed her top was on backwards. She flipped her shirt around, exposing her sports bra. This drew a code violation from the umpire (though no male players received penalties for removing their shirts to cool off between points). After much outcry, the decision was reversed.

The sports bra squeamishness was also felt last year at Rowan University in New Jersey, when students complained about the school policy banning girls from wearing sports bras as tops during practices and games. After the protest, the administration backed down to allow sports bras to be worn alone during practices.

Sometimes, showing a little midriff is welcomed, not censured. Russian tennis player Anna Kournikova introduced crop tops to the pro tour circa 2002, but she wasn't criticized for her truncated two-piece outfit by male officials—perhaps because they were too busy ogling her. Fitting a slim, blonde-haired, blue-eyed standard of beauty, Kournikova was able to milk the attention and dominate the business side of the game, hauling in gold-standard endorsements and magazine covers even though she never won a singles title.

When it comes to showing skin, we're generally damned if we do and damned if we don't. Take the ludicrous case of beach volleyball. Today, the athletes can wear warmer gear to suit colder weather conditions, but until 2012, women players were banned from wearing anything other than bikinis or one-piece swimsuits—presumably to

protect the TV ratings boost from showing chicks in bikinis diving around in the sand.

Of course, sports clothing is about much more than aesthetics. Good uniform technology is proven to improve performance, from diving and swimming to running and tennis. When the Lululemon team was designing the uniforms for Canada's beach volleyball teams for the 2016 Olympics, it used its high-tech British Columbia “Whitespace” lab to make sure the garments were shaped optimally for movement—and ensure there were no wardrobe malfunctions—by fitting the athletes with 3-D scanning technology.

Competitive athletes need to wear apparel that helps them perform at their personal peak, but active females of all skill levels have shared clothing desires: We want to move freely. We don't want to be sexualized or reduced to our body parts, or told that drawing attention to our femininity is unseemly or provocative. We don't want to be too hot or too cold.

Beyond those basic needs, we want to dress in a way that helps us feel confident enough to run fast or hit hard, and expresses our personality while we're doing it. Is that really too much to ask in 2019?

THE KIT

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A fashion advertisement for Max Mara featuring two models. The model on the left is a white woman with short dark hair, wearing a grey plaid suit with a belted jacket and wide-leg trousers, paired with grey pointed-toe pumps. The model on the right is a Black woman with her hair in braids, wearing a similar grey plaid suit with a double-breasted jacket and wide-leg trousers, also paired with grey pointed-toe pumps. The background is a neutral, light-colored studio setting. The Max Mara logo is centered in a large, white, serif font.

MaxMara