

# THE KIT

Special Report: Why grooming is probably your hidden job PAGE 8

## Fran & Jackie's world

Meet the creative spirits embodying a new age of aspiration, where the greatest act of creation is to design the life that you want

BY LAURA DECARUFEL | PHOTOGRAPHY BY LIAM GOSLETT



ON FRAN (LEFT): VINTAGE PRADA CARDIGAN, BODE TROUSERS, COREY MORANIS RING. ON JACKIE: VINTAGE LEATHER JACKET, VINTAGE YSL TROUSERS. HAIR AND MAKEUP BY SUSANA HONG FOR PIM.CA

In a narrow sun-lit home in west Toronto, beauty entrepreneur Fran Miller and fashion stylist Jackie Mckeown are having their picture taken. Their dog, Bagel, wanders through the artfully arranged art books, pausing under the twin Cy Twombly-inspired paintings that Fran and Jackie made together last summer. Fran's dad bought the formerly crimson canvases from Value Village and the couple sat in their backyard and painted over them on sunny weekend afternoons, glasses of hibiscus margaritas in the grass. One has the word "October" on it; the other "24", a hidden code for their anniversary.

"We're very interwoven into each other's lives," says Fran. She tattooed the flower on Jackie's hand and made the pearl necklace around Jackie's neck. Jackie oversaw the creative direction of recent shoots for F. Miller Skincare, the line of face and body oils that Fran founded in 2015. Together, they manage the social media for the band of one of Jackie's brothers, a rock musician in Austin.

They met at the now-closed Toronto institution The Beaconsfield, where Jackie tended bar and Fran came in for the 5-to-7 specials. That was six years ago. This is how Fran describes what she and Jackie love to do together now: "Travel and explore new spaces and places. Cook favourite meals and go for beautiful dinners. Go for long walks with Bagel. Cry at sappy

movies and TV. At-home art projects and stick poke tattoos. Read interesting articles and excerpts aloud over morning coffee. Play records and dance in the kitchen. Evening face masks and manicures." It's a lovely life grounded in creative community and defined by beauty and purpose. Lots of pleasure—no pretense, zero pretension. "We push each other to make better choices about things, but it never feels competitive," says Jackie. "It's very important to us as a couple to ensure the other person succeeds." Let's spend some time in their cozy, rosy, inspiring life.

### ON STYLE

**FRAN:** "We approach dressing ourselves differently, but there is always an appreciation for aesthetic. Jackie puts in a bit more of an effort than I do these days. At heart I'm quite minimal and [to Jackie] not that you're not effortless..."

**JACKIE:** "I wouldn't go to the grocery store without a bit of a look." *[laughs]*

**FRAN:** "And I'm in the store in pyjamas and instantly regretting what I look like because I've run into someone! When I was younger, I put a lot of effort in—I would not wear the same thing twice in one week. You always feel good when you're dressed up."

**JACKIE:** "When I was little, my grandmother would

always buy me dresses and earrings and then she'd come home, and I'd be in my brother's closet putting together looks. I think that's why I got into styling because I like playing with things on myself. I've always loved to mix streetwear with different shapes and unexpected fabrics. Lately, I'm loving the hand-made idea relating to the process as opposed to just the appearance of the item."

**FRAN:** "We both definitely gravitate toward vintage. Most of the pieces in our home are vintage. We found our '80s solid travertine dining table for next to nothing. We painted the pieces in the dining and living rooms together, so those feel like really nice memories suspended on our walls that are at once private and on display. We're careful to include objects that feel meaningful and unique: a giant '70s ashtray that we use as an incense holder, a tiny Alvar Aalto glass vase that was an imperfect reject from the Iitala factory, an antique quilt we brought back from Texas, our altar of Mexican Banderilla candles."

**JACKIE:** "Ninety per cent of our wardrobes is vintage, too. Starting last year, I stopped trying to buy so much new. Things like tank tops or shoes are the few things that are new. [In Toronto] I really like Public Butter—they have the best vintage T-shirts."

CONTINUED ON PAGE 4



NEW

L'ORÉAL  
PARIS

## AGE PERFECT

FINALLY,  
A MAKE UP MADE  
JUST FOR US

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MAKE ROOM FOR  
OUR NEW BALLOON JEANS



LIVE IN **Levi's**<sup>®</sup>

## Hold court

Slip on some splendour with a pair of elegantly embellished heels

PHOTOGRAPHY BY MARIAH HAMILTON

One of my favourite scenes in cinema is a frothy montage from Sofia Coppola's *Marie Antoinette*. You know the one. Towers of champagne overflow and petits-fours are devoured to the soundtrack of Bow Wow Wow's "I Want Candy" while a parade of ribbon-fastened shoe boxes are opened to reveal pretty, ornate pairs of heeled slippers. While these gilded mules look like they came straight out of the French queen's trousseau, they're actually the work of Maison Bédard, a Montreal luxury shoe brand founded by Jessica Bédard in 2016. Crafted from Nappa leather in Italy and finished with a dandy gold-and-pearl buckle, they're part of the brand's bridal range. But that shouldn't stop you from wearing them with a pair of love-worn jeans for no occasion at all. —Liz Guber



## THE KIT X SCHWARZKOPF

## Colour theory



### Decoding the hair colour trends of the moment

Gorgeous hair colour is always in style, but 2020 promises more intense hues than ever before. "We're seeing an appetite for richer, darker colours like deep browns; reds are making a comeback too," says TV beauty expert Chantel Guertin (above). "Healthy shine is on trend, with less over-processing." She suggests choosing a salon-quality brand like Schwarzkopf when colouring your hair at home—the brand's Keratin Color kits are designed to provide even colour results from root to tip with 100% grey coverage while helping to protect your hair from breakage. "When you have great colour, you want to show it off and rock that healthy shine!"



#### THE TREND: BEAUTIFUL BROWNS

"This season's brown is far from boring," says Guertin. "It's subtle, sexy and full of shine. For inspo, think decadent chocolate, caramel and mocha. In other words, all the pleasure, none of the guilt."

SCHWARZKOPF KERATIN COLOR WITH K-BOND PLEX 3.0 ESPRESSO, 4.6 INTENSE COCOA, \$15.99



#### THE TREND: RICH REDS

"Reds are coming in rich this spring. Whether it's strawberry or apricot blonde, cabernet or copper, the warm undertones are flattering on any skin tone," says Guertin.

SCHWARZKOPF KERATIN COLOR WITH K-BOND PLEX 5.3 BERRY BROWN, 4.7 BORDEAUX RED, \$15.99



#### THE TREND: EASY MAINTENANCE

"To help extend the time in between colouring, whether you want to hide greys or cover lighter roots, try one of the genius temporary root solutions by Schwarzkopf," suggests Guertin. Choose the convenient Hair Mascara to target grey strands and the precision Root Retoucher to cover larger sections of root regrowth.

SCHWARZKOPF ROOT RETOUCHER, SCHWARZKOPF HAIR MASCARA, \$15.99

ALL PRODUCTS ARE AVAILABLE AT SHOPPERS DRUG MART AND SHOPPERSDRUGMART.CA

This content was created by The Kit; Schwarzkopf funded and approved it.



Jane Fonda then and now (clockwise from top left): Getting arrested on Capitol Hill; leading a fitness empire; celebrating hit show *Grace and Frankie* with Lily Tomlin; protesting the Vietnam War; posing for a shoot in the '70s; starring in *9 to 5*; making her screen debut in *Tall Story* in 1960.

## Best for last

At 82 years old, Jane Fonda is more powerful than ever

BY KATHRYN HUDSON

It's almost impossible to talk about Jane Fonda without first qualifying which Jane Fonda you're referring to. There is the starlet who starred in *Barbarella*, the upbeat workout queen, the blacklisted anti-war activist, the Hollywood legend.

But I felt kind of ashamed when, recently in Toronto, I sat next to the real, flesh-and-blood woman, whose words unfurl in perfect sentences like tender tendrils of a fern. I was guilty of dividing her life into tidy categories in the dehumanizing way so many women experience. But we, like Fonda, are so much more interesting than any label.

She has won two Oscars, penned countless bestsellers, survived cancer and been the lifeblood of cultural classics like *9 to 5* and *Grace and Frankie*, while also serving as a lightning rod for political rage. More than 50 years ago, Fonda's first mug shot went viral, and until recently, she spent her Fridays getting led away in handcuffs from Capitol Hill in Washington, D.C., railing for the government to take climate change seriously.

After all, says Fonda, just before she takes the stage to inspire yet another audience as a spokesperson for L'Oréal Paris's Women of Worth program, "If we don't stop climate change, we're going to lose everything."

**Like many women, you've had a complicated relationship with the pursuit of perfection.**

**How have you made peace with the idea?** "I try not to think about perfection anymore. We're not supposed to: Good enough is good enough."

**That can be a very hard lesson to learn.** "As I was approaching my 60th birthday, I realized that it was the beginning of the third act of my life—my last act. I thought, 'If this is the last act, how am I supposed to live it?' I realized I couldn't know the answer unless I knew what the first two meant, so I spent a year researching myself. It led me to understand that I was braver than I thought and that I was worthy of love and respect, which I hadn't known before. It was an empowering experience and made me look at everything differently. I moved forward from

there as a single woman because those realizations made my marriage [to Ted Turner] not possible anymore."

**How did it feel when you recognized you could be whole without a relationship?** "I realized: I'm really sad, but I'm not scared. I'm not scared of the idea of going forward without a man. I knew I was starting to become whole. I finally understood what that meant. What we are supposed to do as human beings during our lifetime is become whole, authentic and stand on our own two feet. It takes work, it takes courage, but it happened to me and I remember the very moment."

**The realization that you are living your last act is something most people run from.** "That's a big mistake. Life doesn't have meaning if we don't embrace that it will end. We must embrace the fact that we will die and ask, 'How do I live between now and then in such a way that the end will be okay?' Watching my dad die, I learned that what I was scared of wasn't dying, but coming to the end of my life with a lot of regrets."

**You lost your mother to suicide when you were 12. How did watching her struggle shape your perception of womanhood?** "I had a very negative view of the experience of being a woman. It seemed like women were losers, victims, like they had no agency, so I identified with men. It took me a long time to understand the inherent strengths that women have, and how important these are for us as individuals and for the world. If we're going to save ourselves, it's going to be women who will lead the way. We're never able to embrace collective action, which is what is needed now."

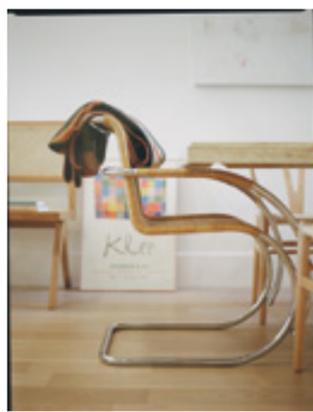
**You have said female friendships are like a renewable source of power. How have they shaped your life?** "My friends put starch in my spine. They inspire me. They make me braver and stronger. They make my activism deeper and better. Especially the young ones, like Greta Thunberg; they know more than I do, they're more strategic than I am. I'm at their service."

"I think the L'Oréal motto, 'because you're worth it,' is an important thing to put forward: People are worth looking after themselves."

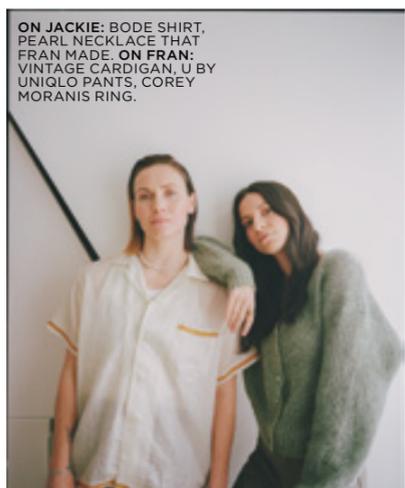
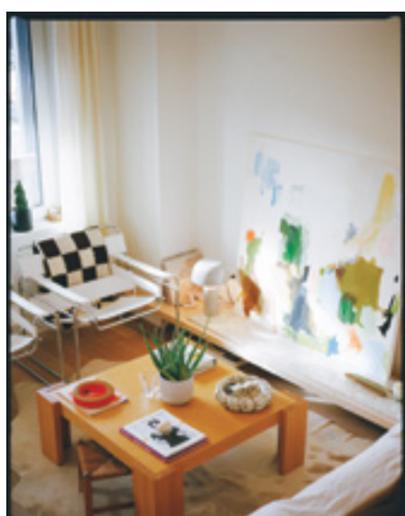
L'ORÉAL PARIS AGE PERFECT SATIN LIPSTICK WITH PRECIOUS OILS IN SUBTLE PRIMROSE, \$14. LOREALPARIS.CA

# Fran and Jackie's world

Continued from cover



"We try to make every corner of our home feel special in some way," says Fran.



ON JACKIE: BODE SHIRT, PEARL NECKLACE THAT FRAN MADE. ON FRAN: VINTAGE CARDIGAN, U BY UNIQLO PANTS, COREY MORANIS RING.



"We envisioned a minimalistic, laid-back Scandinavian vibe with elements of mid-century eclecticism," says Fran. Above: The living room featuring an abstract painting Fran and Jackie created together. Bottom: The current F. Miller Skincare mood board.

## "You're proud to wear something when you know the person who has made it."

**FRAN:** "If I had to not be without one thing it would be a perfect vintage white T-shirt and the best pair of jeans, Levi's 505s in a nice vintage blue or a washed-out black—that's me at the core. I also like playfulness and quirk, weird colour combinations. You could put me into various styles and I would be happy based on my mood and what city I'm in. Jackie often makes fun of me because I want to buy things I would never wear in Toronto."  
**JACKIE:** "Like, we're in L.A. and all of a sudden she's boho!"  
**FRAN:** "Maybe that's the Gemini in me."

### ON CREATIVE COMMUNITY

**JACKIE:** "When you connect with people face-to-face, it's really nice to support their brands, like the sock brand Okey Dokey [which both Jackie and Fran are wearing]—they were such sweet girls, and we really liked what they were doing. So you're almost proud to wear something when you know the person who has made it and you know the care that has gone into it."  
**FRAN:** "I think, at times, we look to other cities like New York or L.A., but I'm more interested in discovering [the talent] here. Before I launched F. Miller, I was not happy with what I was doing. I also felt that something was missing in the [skincare] marketplace, something that was natural but effective but also looked and smelled good. When we launched, I immediately saw organic interest, and I think being in Toronto played a big part in that—the naturally supportive community. And it's continued—we just updated the brand. For the packaging, we reverted back to a '90s almost Helmut Lang feel, in terms of the shape of the bottles. The packaging colour changed—Jackie was the one who said to really go for it and do the boxes in this pale, pistachio minty green."  
**JACKIE:** "I felt *very* strongly about the green."  
**FRAN:** "You're starting to see it in fashion, and it felt different from anything that existed in the beauty world."

### ON LOVE

**FRAN:** "It's rare in life to meet people, that you're like, 'You get it.' I don't think either of us would be where we are right now if we hadn't met each other. I'm not gonna say, 'We make each other better people!' [both laugh] But there's no one else that I can think of that I would turn to, to get an opinion or perspective that I wholeheartedly trust."  
**JACKIE:** "I love that we can be our truest selves with each other, unconditionally. We're a team."

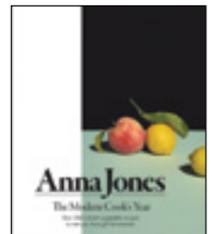


## Our favourite things

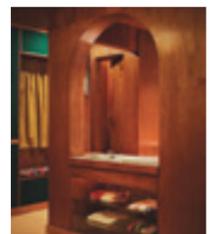
Fran and Jackie share their spring inspirations



**Dodecanese Islands, Greece**  
 "The mix of stunning landscapes, architecture, thermal baths and beautiful food put this on our list of dream destinations for 2020."



**The Modern Cook's Year by Anna Jones**  
 "We've slowly been working our way through this beautiful book of vegetable recipes, organized by season."



**Bode**  
 "Bode is beautifully handcrafted, one-of-a-kind clothing from vintage fabrics. The flagship designed by Green River Project is perfect."



**F. Miller Skincare Eye Oil**  
 "One of the products we're constantly finding new uses for, it's the ideal on-the-go multi-tasker. Currently loving it for cuticles and lips."



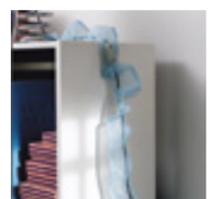
**Kinto Travel Tumbler**  
 "We finally found a travel mug that's leakproof, the right size and looks good."



**GQ Corporate Lunch podcast**  
 "Loving the current style team at GQ and their take on fashion and culture."



**Jennifer Rose Sciarrino**  
 "Very inspired by this Toronto-based artist's ambiguous, sensorial pieces."



**Iko Iko**  
 "We love this concept space that includes functional and non-functional objects and furniture."



**Imanishi Basement Bar**  
 "The more intimate east-end location of one of our favourite Dundas West restaurants."



FINALLY,  
**A MAKEUP MADE  
JUST FOR US**  
WE'RE WORTH IT.

VIOLA DAVIS & HELEN MIRREN

**NEW**

# **AGE PERFECT**

## RADIANT SERUM FOUNDATION

INFUSED WITH A HYDRATING SERUM



Serum with vitamin B3  
in a lightweight foundation  
**COVERS FLAWLESSLY  
WITHOUT SETTLING  
INTO LINES**

L'ORÉAL  
PARIS  
**AGE PERFECT**

# Finally, makeup made for us

We all know our skin changes as we age—and we've got the skincare to treat it. But what about makeup? Now, a groundbreaking L'Oréal Paris line for women 50 and up solves all our beauty dilemmas



## Your new beauty solutions

FACE



**Dilemma:** "Foundation typically settles and makes my skin look dull."

**Solution:** A foundation that's super creamy and packed with vitamins—L'Oréal Paris Age Perfect Radiant Serum Foundation. "This product leaves skin looking flawless," says Urichuk. Apply in the centre of your face, using your fingers or a brush, and blend outwards. Brighten and hydrate under eyes with L'Oréal Paris Age Perfect Radiant Concealer. For an instant lift, swirl a rosy blush high on your cheekbones, like L'Oréal Paris Age Perfect Radiant Satin Blush with camellia oil.

**Pro Tip:** "I avoid applying makeup over the smile lines—it can gather if you use too much."

**L'ORÉAL PARIS AGE PERFECT RADIANT SERUM FOUNDATION IN CREAM BEIGE, \$19.99, AND L'ORÉAL PARIS AGE PERFECT RADIANT CONCEALER IN CREAMY BEIGE, \$16.99, L'OREALPARIS.CA**

EYES



**Dilemma:** "I want to define my eyes, but liner can look uneven."

**Solution:** An innovative eyeliner that glides on smoothly and won't tug on delicate skin. If your trusty black pencil is starting to feel too stark, Urichuk suggests trying a chocolate hue instead, like L'Oréal Paris Age Perfect Satin Glide Eyeliner in brown. Apply it along your upper and lower lids to make lashes look fuller, then go over it with a blending brush for a flattering smoky effect. Finish with a coat of L'Oréal Age Perfect Lash Magnifying Mascara, which adds volume while softening lashes with jojoba oil.

**Pro Tip:** "Do your liner while looking forward in the mirror, especially if you have hooded lids, so you can see what it looks like when your eyes are open," says Urichuk.

**L'ORÉAL PARIS AGE PERFECT SATIN GLIDE EYELINER IN BROWN, \$12.99, AND L'ORÉAL PARIS AGE PERFECT LASH MAGNIFYING MASCARA IN BLACK, \$12.99, L'OREALPARIS.CA**

LIPS



**Dilemma:** "Lipstick feathers into the fine lines around my lips."

**Solution:** A lipstick that offers up to nine hours of non-feathering colour. L'Oréal Paris Age Perfect Hydrating Core Lipstick leaves your lips smoother after two weeks as pro-vitamin B5 and serum treat your skin over time. First, define your lips using a neutral lip pencil to trace along your natural lip line, then blend with a soft dome-tipped brush. For your lipstick, try a bold red or classic rose hue: The pop of colour will liven up your complexion, whereas nudes can wash you out.

**Pro Tip:** "Using a matte lipstick draws attention to lines or imperfections," says Urichuk. "A hydrating lipstick with a hint of shine will make the lips look luscious and fuller."

**L'ORÉAL PARIS AGE PERFECT HYDRATING CORE LIPSTICK IN SUBLIME RED, \$13.99, AND L'ORÉAL PARIS AGE PERFECT RADIANT SATIN BLUSH IN ROSEWOOD, \$16.99, L'OREALPARIS.CA**



**THE PRO**  
Jodi Urichuk,  
L'Oréal Paris  
Makeup Artist

We're in the midst of a long overdue cultural shift: mature models dominate fashion runways and enduring icons like Viola Davis and Helen Mirren serve up endless inspiration. But in everyday life, it often feels like women over 50 aren't receiving the same attention.

"As we get older, many women stop wearing makeup because they don't feel like their needs are being addressed," says Jodi Urichuk, L'Oréal Paris Canadian makeup artist and beauty expert. As the gradual slowdown of skin cell turnover brings changes to our complexion tone and texture, our former beauty staples can dry us out or leave our complexions looking lacklustre.

That's why L'Oréal Paris's new Age Perfect makeup line is specifically tailored for women 50+. From eyeliner that doesn't tug on delicate skin to lipstick that won't feather, the products solve major makeup dilemmas while nourishing mature skin with plant oils and vitamins.

The four complexion products (a liquid

foundation, powder foundation, concealer and blush) all boast formulas that borrow from the skincare world. There are ceramides in the Creamy Powder Foundation, and there's glycerin in the Radiant Concealer—both essential elements for keeping your skin's barrier strong. A star for Urichuk? "The Radiant Serum Foundation has been the most impactful for me," she says. "It's such a smooth creamy texture, and it leaves skin looking flawless with very little effort." The formula's vitamin B3 serum helps nourish tired skin, while also delivering a lit-from-within glow.

Similarly multi-tasking, the Lash Magnifying Mascara's bristle brush makes it easy to build up volume without clumps, and the addition of conditioning serum takes the results to the next level by helping to strengthen brittle lashes. Even eyebrows get extra love, with the vitamin E-enriched Brow Magnifying Pencil—its mineral pigments are super easy to blend, too.



# The burden of beauty work

Turns out women have a hidden job: grooming. It consumes our time, our money, our self-image—and increasingly it hijacks our career opportunities. Kathryn Hudson considers the true cost of hair, skin, nails, brows...

PHOTOGRAPHY BY JUSTIN ARANHA

I first met Kori Marin when I was at my most vulnerable. I was hugely pregnant, working full-time, caring for my toddler son and trying to stage and sell our home in a rabid market. The pressures weighing on me felt as heavy as, well, a house. I was scared about the extra responsibilities that would be birthed along with my second child, scared to put my career on hold for months, scared our house wouldn't sell for enough money—but, embarrassingly, I was equally scared that my hairy ankle would poke out from beneath the hem of my pants during a meeting, revealing that I could no longer reach over my belly to shave my legs. Somehow, those stupid hairs felt like proof that I didn't belong anymore.

So when Marin, who runs a real estate firm with her partner, Ralph Fox, breezed into my life three years ago and took charge of selling our home, I was immediately struck by her razor-sharp attention to detail. (My son was captivated by her fairy-tale flaxen hair.) "You need to show people what you want them to see," she told me, as she instructed me to empty our walk-in closet and fill it solely with pressed white T-shirts. I still think about those shirts, each a crisp fiction that replaced the mess of my life.

Marin is so adept at staging because she understands the power of first impressions. Her seemingly effortless hair, which so dazzled my son, requires a hefty investment of her seemingly endless energy. "It takes me over an hour to get ready if I have to wash my hair," explains Marin, highlighting the difference between a "hair wash day" and every other, infinitely better day. (As Nora Ephron once wrote, "I think that not having to worry about your hair anymore is the secret upside of death.")

Marin goes through "that whole rigmorole" three times a week. Every three months, she spends five hours at Vidal Sassoon getting her highlights touched up. She gears up for these sessions as if they were endurance workouts. "It's exhausting, sitting there sweating under that waxy cape, unable to get anything done, so I never even let them blow it out after; I run out with wet hair because I can't take it anymore," she says before letting out a big laugh. "I'm talking about it like it's a trauma."

Marin and her partner, Fox, present an interesting case study because they work and live together. "If we're taking clients out for dinner on a Saturday, then all day I'm calculating what time I have to get in the shower, wash my hair, put makeup on, find my Spanx or under my dress," she says. Meanwhile, Fox simply showers, runs gel through his hair and slips on a suit.

Fox isn't blind to his male advantage. "Kori is spending a lot of her productive time thinking about stuff like this, so that gives me a competitive edge right off the bat." He thinks for a moment. "If I were Kori, I'd be pissed off."

She is, so am I. While selecting a new lipstick in advance of a rare night out with my husband feels fun, getting my eyebrows waxed in order to feel "prepared" for a presentation feels more like self-flagellation than self-care. Anytime I've toyed with the idea of not straightening my naturally curly hair before a job interview, fear creeps in. What if I lose out on a good opportunity over my hair? The risk is too great, I tell myself as I reach for the flat-iron.

That rationale isn't surprising when you consider the subtle signals women breathe in alongside fumes in fluorescent-lit nail salons. During filming of the drama *The Good Wife*, for example, the production department invested in \$10,000 smooth wigs instead of taming Julianna Margulies's natural texture every day before filming. It was impossible, apparently, that this polished character—a high-powered attorney—could pair her sharp suits with curly hair.

Depressingly, it turns out that this internalized pressure is built on a foundation of evidence. Jaelyn Wong, an assistant professor of sociology at the University of South Carolina, has dedicated much of her career to defining the real value of grooming. "I started looking at the double standards we have for how men and women present themselves in the workplace and what is considered professional," explains Wong. The findings outlined in her 2016 paper, *Gender and the Returns to Attractiveness*, are clear: Well-groomed women make on average 20 per cent more money—even more than naturally attractive women.

Beauty, Wong found, wasn't the key to power. Studies showed that being attractive creates an unfair bias against women in the workplace. "You can't be pretty and smart," she says, summarizing the findings of past research. (In contrast, the situation for men is conveniently symbiotic: "Attractive men are seen as competent, and competent men are seen as attractive.")

Rather, Wong discovered that women's earnings went up when they invested their time performing what researchers call "beauty work" and what beauty blogs call "self-care." The focus is not on the visually pleasing high cheekbones you were born with, but rather on the clear skin achieved via your 10-step K-Beauty regimen.

"Beauty is behaviour: It's the work of performing as one 'should' in your society that gets you the rewards," explains Wong. "Grooming matters more for women than being considered attractive because it's about following rules and performing femininity in the way that is socially acceptable. Since our society is more interested in policing women's behaviours than men's, beauty work is a successful survival strategy."

These days, many women are willing to put in the work required to get ahead. When I walk into Dr. Stephen Mulholland's Toronto office, a group of slight women sit on the curved tufted couch, each flanked by structured totes that sit next to them like primly obedient dogs. "Your total comes to \$621.50," says the receptionist to a blonde who hands over her credit card, while scrolling through emails using the large font display on her iPhone. A medical consultant breezes by in a top bedazzled with the word "Botox."

"The image of what a professional has to look like has changed," says Mulholland, who runs one of the country's top medi-spas, which offers cosmetic dermatology and surgery. "Women of a certain age still want to be promoted, but the perception is that old wrinkled women are not to be trusted because they'll make old wrinkled decisions. These women in finance or high-tech businesses are often equal or superior to the younger guy they are working for, but those guys don't trust older wrinkly women." Mulholland pauses. "It's very weird and sad."

So, explains the doctor, women in their 30s spend an initial \$5,000 to get judicious Botox and fillers, as well as laser treatments and photofacials that address pigmentation and help firm the skin. Then, the tally runs about \$3,000 to \$5,000 a year for maintenance appointments that are scheduled every two months "forever and ever and ever," he says. "The ultimate goal is to be turning 40 forever."

As patients age, the treatment options ramp up in intensity and cost. "Money is a factor, of course," says Mulholland. "But we're talking about rich people here: If someone is walking in here with a Birkin, you know the money isn't as important as the time they have to take off." Like many doctors, Mulholland now keeps his clinic open until 8 p.m. to satisfy the influx of white-collar workers who don't want to skip a board meeting to get their Botox.

The pressure of time is what dominates my lunch conversation with Sarah Ellis\*, a senior manager of a big Canadian bank. Ellis's smooth bob brushes the top of her Smythe blazer, and I can see my reflection in her glossy Shellac manicure, a shade of polite beige that I now think of as Finance Flesh Tone. She works at least 12 hours a day, she tells me, as we decide to split fries. "When I leave work, the salons are all closed," she says. So she books her eyebrow microblading, monthly facials, bi-weekly manicures, and regular highlight and haircut appointments on the weekend. "It feels like my weekends are consumed by prepping to go back to the office."

Ellis is frank when I ask her why she bothers with an exhausting grooming routine that extends well beyond the supposed professional norms of showering, brushing your hair and dressing in neat, clean clothes. "The people who aren't making this kind of effort have plateaued," she says simply. "The people who are doing it are the high achievers."

I let her have the last French fry. The weighty burden of grooming is amplified for women of colour, who have often had to fight harder to enter the inner circle of business. "Presentation is a huge part of my job, which I just didn't anticipate, and which confounds me every day," says Mercedes Watson, the CEO of Dixon Hall, a Toronto social justice charity for low-income citizens and the homeless. "As a Black woman, you always have to look exactly right. You don't have the luxury to ever be anything other than your most professional self, because as soon as you aren't, someone attributes greater value to that 'mistake.'"

So Watson spends her Sundays painting her nails, planning her outfits and straightening her naturally curly hair. On weekends, she doesn't allow herself to pop out for coffee in sweats. "I live in the neighbourhood in which I work, and because I'm so public within our organization, I find myself dressing in case I run into someone," says Watson. "It's been that way for much of my life simply because I have continued to excel and take on positions of significance within organizations, so I always stop and I think: 'How do people think they need to see me in order to give me validity?'"

The more you succeed, the more visible you become, and the more you become the face of your company, the more your image becomes inextricably intertwined with your reputation. "I approach everything in my life from an efficiency standpoint, so I know where I need to spend time and where I do not," says Lillian Charles\*, who runs a Toronto brand management agency that requires her to host many events.

Charles, who is also the mother of two young sons, navigates this path by investing in what she sees as a necessary time-saving luxury: at-home grooming services. A stylist stops by the house to blow out her hair or apply makeup before speaking engagements. Every month, a lash technician arrives shortly after dawn to carefully apply lash extensions while Charles tucks herself and her baby under a blanket, cues up a meditation podcast and sleeps.

Now Charles is trying to find a Shellac manicurist who is willing to set up shop in her living room. As it stands, Charles gets her nails done bi-weekly at a traditional salon. "My husband thinks of it as 'spa time,' so when I get home, he goes for a nap and it's my turn to watch the kids." She likes keeping up with beauty trends, she assures me, but she'd much rather be sleeping than getting her nails done. In fact, though she's a long-time supporter of the arts, she's started falling asleep during the theatre performances she attends. "It's an expensive nap," she says with a self-conscious laugh, "but at this point, I'll take what I can get."

Ironically, taking what you can get has become a side-effect of having it all. Esther Garnick built her Toronto PR firm, EGPR, over 10 years, grinding away to acquire one high-profile client after another. Her team, a "millionaire army," would arrive every day at 9 a.m. Garnick got there at least an hour later: her dark, glossy hair polished, statement lip applied. "I don't know if my team thought I was out on a yacht, because I never talked about it, but I certainly didn't ease into my day." Rather, says Garnick, she was waking up before dawn to exercise and pack up her two young children for school. Then she needed an hour to get herself "perfectly put together and demonstrate 100 per cent polish," which included a multi-step skincare routine to support her quarterly Botox regimen.

"If someone said your only full-time job was to maintain your hair and eyebrows, to make sure

you're hairless and beautiful at all times, you could certainly spend 40 hours a week on that," Garnick says with a throaty laugh. "No matter how laser-focused I am about delivering my message to clients, if I don't have any makeup on and my nail polish is chipped, they aren't going to hear a word I say."

In 2018, at the height of EGPR's success, Garnick came home exhausted. Her husband asked what she wanted for dinner. "I snapped," she says. "I yelled, 'You fucking figure it out! I can't answer another question!'" Then, finally, she acted. "I decided to retire the agency and work directly with clients rather than manage a larger team," says Garnick. "The agency was successful, so people thought I'd gone crazy, but the cost was too high."

Part of the unspoken burden, says Garnick, is that the laborious journey to success must also look easy. "If no one is talking about the extra time needed to get ready for a meeting, if no one is being honest about the amount of preparation needed, if the expectation is to just show up on time looking perfect and to stay late to get everything done, then that hurts women."

The hush surrounding Canada's top-earning women caught the attention of Elizabeth Richards, senior economist at Statistics Canada. The situation she describes in her 2019 paper, *Who Are the Working Women in Canada's Top 1%*, underscores what most women know: The glass ceiling may be broken, but the women who have shattered it are still getting cut. "Though women now represent half of the labour force, women continue to make less money than men and to be underrepresented in top income groups," Richards says from her Ottawa office. "Looking at unpaid hours, even for the top 1 per cent, women were spending more time on child care and housework than their male counterparts."

Those top female earners—who make more than \$250,000 a year—may enjoy relative privilege, but their experience belies the perception that social equality has been reached. They're educated, experienced and empowered by financial independence, so they're in the best possible position to acquire power and push back against prejudice—and yet they're still subject to the same pitfalls that hamper most women, like a "double workload" of household duties and child care, and now, increasingly, an unspoken third job of "beauty work."

Lynn Roger has been doing that beauty work for 40 years, while rising to the role of global head of employee experience and workplace transformation at the Bank of Montreal (a job she left last fall, after we met). When I arrive at her office on the 28th floor, Roger swings open the door and welcomes me warmly. A Louis Vuitton purse sits on her desk and another is tucked underneath. On the wall, strategy notes are scrawled in red erasable marker.

"I started in this organization as a temporary typist at 17 years old," Roger says. "I remember reading somewhere that you should dress for your next job. Because of my ambition, I always took that to heart." Roger grew up in a modest house in Quebec, the youngest in a large family. "I didn't have a lot of money, but I took a lot of care. To me, it's an investment in your person: It tells the world that you've got confidence."

In the early 1970s, Roger discovered what she thought was a comic book at the office. "It was actually a grooming guide for women," she says, shaking her head. "At first, I was in disbelief."

The illustrations demonstrated the proper way for bank employees to prepare for the day ahead: taking a bath and curling their hair, slipping on stockings and a dress. "I never found a book for men," adds Roger. "I want to believe that we've evolved." She lists off the areas in which she has seen this growth: The Bank of Montreal has 40 per cent representation of women in senior roles and is pushing to reach higher. Still, Roger says, "I'm not naive enough to think that appearance doesn't open doors." Even now, she believes people are just as likely to remember what she wore as what she said when she delivers a speech. "We're talking about grooming," says Roger passionately, "but those are table stakes to me."

The larger conversation she would be having, as Roger sees it, is about how women can reclaim their time at large. She's something of an expert on the subject: She raised twin girls while getting her MBA and holding down a full-time job. She has mentored some of her younger staff, poring over their calendars and asking them, bluntly, when they will be able to use the washroom given the iron-clad state of their schedules. "Time is not a renewable resource. Life is about making sure that when you're not sleeping, you're doing what matters most to you."

Roger, I should mention, gets up at 5 a.m.

Time has a way of getting lost no matter how tightly we hold on. I would choose sleep over just about anything at this point, but I often end up talking about how much I'd like to be sleeping while working at my laptop, eyeing a pile of lone children's socks on the sidebar or daubing on a facial oil that's intended to mimic the effect of actual rest. The little mound of socks looks hopeful, a sign that one day, when I find the time, I will locate their match somewhere. That hope is a weak balm for my more gnawing, realistic fear: Time only slips away, never to be found.

One night, as I ready my 5-year-old son for bed, he reaches for the Robert Munsch classic *Stephanie's Ponytail*. As I read, my thoughts drift over to my mental to-do list. I have a report to finish for the next day—I also have to pick out clothes, wash my hair and spend 45 soulless minutes with my flat-iron. At the end of the book, Stephanie tricks her classmates into shaving their heads. Smart, I think.

My exhausted son won't give in to sleep because he fears the monster that's hiding under his bed. I turn on the light and encourage him to look down there for himself. Talking about it made him feel a bit better, he says wisely. He's still rattled, but soon he's asleep.

Slipping out of his room, I remember the conversations I've had with driven women who work too hard to toss and turn over the lurking fear that how they look matters as much as what they achieve. I decide to skip blowing out my hair and give myself an extra hour of sleep. After all, tomorrow the pressure will still be there, waiting in the shadows. \*Names have been changed.

# Vested interest

Stylist **Jo Jin** shows us three delightful ways to wear the season's breakout trend: the vest

BY LIZ GUBER | PHOTOGRAPHY BY MARIAH HAMILTON



## AT WORK

Here, a velvet vest transforms a skirt and blouse pairing into something straight out of the '70s. With one added layer, the ruffled blouse gains extra romantic flourish, and the graphic print of the pleated skirt pops. "Just add a vest" might become your new office-dressing motto.

CHLOÉ BLOUSE, \$2,050, VALENTINO SKIRT \$3,350, SAKSFIFTHAVENUE.COM. VEST, STYLIST'S OWN. DAVID YURMAN EARRINGS, \$10,500, RINGS, \$2,250, DAVIDYURMAN.COM, ZVELLE BOOTS, \$525, ZVELLE.COM

## FOR EVENING

On the Spring runways at Max Mara and Saint Laurent, the waistcoat was worn as a top—either solo or layered underneath a matching jacket. This outfit riffs on the three-piece suit for an endlessly elegant party look that's guaranteed to stand out from the crowd.

MAX MARA JACKET \$1,475, VEST, \$695, MAX MARA BOUTIQUES. BULGARI NECKLACE, \$3,850, RINGS, PRICE UPON REQUEST, BULGARI.COM. MESSIKA EARRINGS, \$8,530, BIRKS PANTS, STYLIST'S OWN. PRADA SHOES, \$1,185, SAKSFIFTHAVENUE.COM

## ON THE WEEKEND

Not just for boardrooms or cocktail hour, the vest can go off-duty, too. Paired with military-inspired trousers, a puff-sleeve tee and bright accessories, the vest retains the casual, wear-anywhere appeal of a denim jacket, with an added dose of cool.

JOHANNA ORTIZ X H&M COLLECTION T-SHIRT, \$30, HM.COM. VEST, STYLIST'S OWN. ZADIG & VOLTAIRE PANTS, \$449, ZADIG-ET-VOLTAIRE.COM. MESSIKA EARRINGS, PRICE UPON REQUEST, BIRKS. HERMÈS BRACELET, \$1,500 SHOES, \$1,200, HERMÈS BOUTIQUES

## Spring fever

Style editor Liz Guber highlights the most covet-worthy fashion and lifestyle finds for the new season

### The dreamy PJs

We should all be wearing more linen—it's biodegradable and the flax plant actually traps CO<sub>2</sub>. Why not start with pyjamas?

THE SLEEPER PYJAMAS, \$292, THE-SLEEPER.COM



### The outfit upgrade

Make the plainest outfit feel inspired with a detachable statement collar. The accessory has gone from tired to novel thanks to Danish It brand Ganni.

GANNI COLLAR \$138, MODAOPERANDI.COM



### The coffee mate

"An object of staggering beauty," is how I described this French press to my boyfriend. The image of Sunday morning sunlight filtering through the emerald glass is more enlivening than my beloved Papua New Guinea coffee beans.

YIELD FRENCH PRESS, \$112, YIELDDSIGN.CO



### The kicky boots

Western-style boots aren't going anywhere, but they are getting more and more interesting. Case in point? The celestial studs on this limited-edition pair.

ALDO BOOTS, \$160, ALDOSHOOES.COM

### The nostalgic skirt

Bubble hems are going to be the next big thing in skirts. I'm particularly into the midi length of this Tibi number, which gives the throwback look a refined spin. Wear it with sneakers.

TIBI SKIRT, \$598, TIBI.COM



### The in-the-know tote

Turkish brand Mlouye is on the rise thanks to its architectural handbag approach. This one will run you about as much as a night's stay at The Beekman, the posh New York hotel that inspired the bag's angular design.

MLOUYE BAG, \$604, MLOUYE.COM



### The desk-to-dinner dress

Common wisdom goes that we only wear 20 per cent of our clothes (and thus should only buy pieces to join that small fraction). This dress, with its timeless hue and shape, is definitely a 20-percenter.

SILK LAUNDRY DRESS, \$430, SILKLAUNDRY.CA



### The grown-up shorts

How to get the shorts-averse aboard the Bermuda trend? Render them in buttery leather and add some wallet-sized pockets.

TIGER OF SWEDEN SHORTS, \$489, TIGEROFSWEDEN.COM



### The sophisticated spritz

After discovering this vanilla and cedar blend at the Toronto shop Spruce, I simply couldn't leave it behind. My home now smells like a trendy hotel lobby.

P.F. CANDLE CO. ROOM AND LINEN SPRAY, \$30, SPRUCETORONTO.COM

## THE KIT

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**Dr. Jennifer Pearlman**  
Women's Health & Wellness Expert,  
PearlMD Rejuvenation

# The Best Anti-Aging Tips From an Expert

It's a new decade, and it seems everyone is searching for the next best ingredient, product, or procedure that'll keep us looking forever young. We asked Toronto-based women's health and wellness expert Dr. Jennifer Pearlman of PearlMD Rejuvenation, a leading clinic for women's health and wellness, to share her top tips on how to look and feel your best.

# 1.

**Take some well-deserved you time.**

Dr. Pearlman recommends booking a daily check-in with yourself to do something that restores your mind and body, whether that's a yoga class, a long hike through nature, or quality time spent with friends.

# 2.

**Fuel your body.**

"Be mindful of what, how, and when you eat," says Dr. Pearlman. "Fasting is a great tool to boost metabolism and activate longevity genes, and diets that mimic fasting — like timed eating or intermittent fasting — are great ways to derive those health benefits in a less extreme way." She recommends a diet that's packed with omega 3-rich foods like fish, colourful nutrient-dense vegetables, nuts, seeds, and berries for optimal health and longevity, and consulting with your physician before starting a new dietary plan.

# 3.

**Add a little boost.**

Even those with the best diets can use a little extra help, says Dr. Pearlman. "Beyond a healthful diet, adding beauty-enhancing and health-boosting supplements to your diet is key. Some cornerstone nutrients to consider are vitamin D3, omega 3, antioxidants, activated B complex, and key trace minerals like magnesium, selenium, and zinc." Of course, consult your physician if you have any questions about adding new supplements to your diet.

# 4.

**Keep those pearly whites in check.**

You may have noticed that your once-sparkling smile has dimmed over the years. This can happen when the yellowing of the dentin inside the tooth shows through the enamel, especially as it thins with age. Keeping your teeth healthy and white can help you look — and feel — younger, and it's easier than ever with at-home solutions like the new Colgate® Optic White® Renewal toothpaste. Its 3% hydrogen peroxide formula removes 10 years of yellow stains\* while being safe for your enamel.

# 5.

**Invest in the skin you're in.**

"An ounce of prevention is worth a pound of cure," says Dr. Pearlman. "Using sun protection is a must for all ages and skin types, and adding vitamin A to your skincare routine may improve skin's appearance by reducing pores, breakouts, and fine lines, and increasing collagen." •

**Melissa Vekil**



**i**



A sparkling smile can help you look and feel younger, and it's easy with at-home solutions like the new Colgate® Optic White® Renewal toothpaste. Its 3% hydrogen peroxide formula removes 10 years of yellow stains\* while being safe for enamel.

\*When brushing twice daily for four weeks. Toothpaste also fights cavities.

Colgate®

Removes **10 YEARS** of yellow stains\*

**NEW**



\*When brushing twice daily for four weeks. Toothpaste fights cavities.



## Decoding the hyaluronic acid hype

It's a hydration powerhouse, but if you don't use it properly, it could actually dry you out

BY WING SZE TANG

Whether you've just started googling "What is hyaluronic acid" or you're a longtime fan keen to know how to pick an effective formula (and use it properly), read on for all the facts.

### YOU PRODUCE YOUR OWN ALREADY

A major component of your skin's extracellular matrix—all that structural stuff in between cells—is hyaluronic acid. "It's a naturally occurring substance," says Dr. Sandy Skotnicki, founding director of the Bay Dermatology Centre in Toronto, and author of *Beyond Soap*. While our skin starts out with lots of this sugar molecule (or glycosaminoglycan), our supply inevitably dwindles with age, hence all the products that promise to top us up.

### IT GIVES SKIN A YOUTHFUL BOUNCE

The ingredient is a mighty moisture hoarder (or humectant): "Hyaluronic acid can hold 1,000 times its weight in water," says Skotnicki,

citing the most famous stat. "It's what keeps us plump." That's why you'll find it in everything from treatment masks, serums and moisturizers to dermal fillers at your dermatologist's office. (You might also see "sodium hyaluronate" on the label, which is a form of hyaluronic acid.) Many cosmetic procedures that help bring back facial volume—like Restylane, Juvéderm and Belotero—are essentially hyaluronic acid injections.

### IT'S UNLIKELY TO UPSET YOUR SKIN

Good news if you're the sensitive, reactive or acne-prone type: Unlike actives you need to ease into with an adjustment period to build up tolerance (like retinol), hyaluronic acid is a crowd-pleaser that should suit you just fine. Plus, it's easy to find hyaluronic acid in watery, minimalist serums, without heavy (and potentially aggravating) fragrance. "It's definitely not an irritating skin ingredient. In some patients, it decreases irritation and redness," says Skotnicki, who is also an expert on skin allergies.

### YES, SIZE—THE MOLECULAR WEIGHT, THAT IS—MATTERS

The one hitch with hyaluronic acid: The molecule is bulky, so it tends to just sit on your skin's surface—hydrating and plumping up fine lines, yes, but only temporarily. The latest skincare formulas, however, feature hyaluronic acid in multiple sizes: both high- and low-molecular weights. The latter, also known as fragmented hyaluronic acid, can absorb more deeply for a potentially longer-term payoff: By reaching and interacting with certain cell receptors in our skin (picture a key opening a lock), fragmented hyaluronic acid is thought to activate our own synthesis of hyaluronic acid, says Elisabeth

Bouhadana, global scientific communications director for L'Oréal Paris.

"If you have only high-molecular-weight hyaluronic acid, it will be a very good moisturizer," says Bouhadana. "But if you want to really reset the capacity of the skin to produce its own moisturizing factors, you need to have the low molecular weight." How can you tell the size of the H.A. in a formula if the fine print doesn't spell it out? Test it on your skin, suggests Bouhadana. If it's sticky or gluey and takes some time to absorb, that's a telltale sign that it's heavy on high-molecular-weight hyaluronic acid.

### CAUTION: IT CAN ALSO DEHYDRATE YOU

Hyaluronic acid's power to hydrate is impressive—so it may be puzzling to learn that it can dehydrate you, too. That's because it works by pulling moisture into the skin, and if the air is desert-like, it'll try to nab water from within (i.e. from the deeper layers of your skin) instead of sourcing it from your surroundings, says Skotnicki. If you're not applying an additional occlusive ingredient (that is, something film-forming, like jojoba oil or shea butter) to put that moisture on lockdown so it doesn't evaporate, your skin could wind up thirstier than before. So savvy layering is key: When using a hyaluronic acid essence or serum, don't forgo a topcoat of moisturizer.

However, do not apply an occlusive ingredient as step one, because not even the best hyaluronic acid serum can bypass that. "If you want to use an oil or emulsion—which contains oil, even if it's airy and not greasy—it's always better to put it on after the hyaluronic acid," says Bouhadana.

## SHOP THE BEST H.A. PRODUCTS



**The moisture-locking mist**  
Why spritz your face with water when you can mist on a whole cocktail of hydrators (namely two types of hyaluronic acid, glycerin and moisture-locking squalane)?

**BIOSSANCE SQUALANE + HYALURONIC TONING MIST**, \$42, SEPHORA.CA



**The featherlight lotion**  
Ideal for those who prefer the lightest of body lotions, this fast-absorbing, fragrance-free gel-cream is part of the popular hyaluronic-acid-based Hydro Boost line.

**NEUTROGENA HYDRO BOOST BODY GEL CREAM**, \$16, SHOPPERS-DRUGMART.CA



**The fast-acting mask**  
For a quick quench, use this five-minute gel mask, made with 1 per cent hyaluronic acid (both high and low molecular weights), and then wipe it off with a cotton round soaked in mineral water.

**VICHY LIFTACTIF HYALU MASK**, \$60, VICHY.CA



**The skin-quenching serum**  
An award-winner and beauty bargain, this serum has hyaluronic acid (low, medium and high molecular weights), plus hydrating vitamin B5, too.

**THE ORDINARY HYALURONIC ACID 2% + B5**, \$7, SEPHORA.CA



**The wrinkle-reducing fix**  
This gel serum isn't all about hyaluronic acid (though there's plenty—1.3 per cent). It also packs 10 per cent ProXylane, a sugar-protein hybrid that fights water loss and smooths wrinkles.

**SKINCEUTICALS H.A. INTENSIFIER**, \$130, SKINCEUTICALS.CA

PHOTOGRAPHY: GETTY IMAGES

## THE KIT X WEEKEND MAX MARA

# Screen sirens

A new collection from Weekend Max Mara celebrates on-screen style with a little help from a legendary costume designer



Cinema comes to your closet in Weekend Max Mara's latest capsule collection: On Set. For Spring 2020, the luxury Italian brand tapped legendary costume designer Gabriella Pescucci for a collection inspired by her on-screen work. Pescucci, an Oscar-winning designer known for her work on *The Age of Innocence* and *The Borgias*, worked with the label to dream up a breezy, fresh lineup of clothes and accessories in a palette of white, blush, ivory and coral red.

Nods to Pescucci's work are visible throughout. The puff sleeves are inspired by the regal look of *The Borgias*, the seashell motifs evoke Uma Thurman as Botticelli's Venus in *The Adventures of Baron Munchausen* and the laser-cut garments harken back to

the lace costumes of the period drama *The Age of Innocence*.

The silhouettes of the collection are unfussy, wearable and timeless, and its casual elegance calls to mind a seaside Italian escape. Standout pieces include a coral coattress with a painterly print of seashells, and a sweet pale-pink dress with a scalloped hem. Pouch-shaped clutches continue the shell motif and are adorned with pearl-tipped closures.

"Cinema inspires fashion and also the other way around," says Pescucci, who describes this project with Weekend Max Mara as similar to costuming a film. "It was fun to design this collection and to challenge myself with this project. Fashion is life. It's part of world history and it represents humanity."



FROM LEFT:  
DRESS, \$675,  
COAT, \$1,125,  
SHIRT, \$565,  
(PICTURED  
ABOVE WITH  
SKIRT, \$675),  
DRESS, \$765, BAG,  
\$465, WEEKEND  
MAX MARA  
STORES

## Am I too old to wear red lipstick?

Your personal style should not have an expiration date, writes editor-at-large **Kathryn Hudson**



*"I used to wear bright red lipstick all the time. It's such a classic. But as I get older, I wonder: Will red lipstick age me? Thoughts?"*

—Carol, Toronto

Research has shown that cheering cosmetic purchases spike in response to the tightening grip of hard times. This comes as no surprise to me: I share your love of red lipstick and believe that the right one can be just as effective as a solid psychotherapy session—and I've yet to meet a therapist who will let you keep them in your purse in case you need to freshen up your peace of mind before a meeting.

"A red lip is optimistic and shows that you have a bold, indomitable spirit," agrees journalist and beauty expert Liza Herz. "It immediately makes you look pulled together in a way that a swipe of gloss or balm simply cannot." I reached out to Herz as soon as I read your question because, sure, she is thoroughly versed in beauty trends and innovation, but also, she is fundamentally an arbiter of excellent taste. If you need to spot her in a crowd, she'll be the one rocking a powerful statement lip to complement her sterling hair.

There's a reason we all love a swipe of crimson lipstick so much: "It's a wonderful sleight-of-hand trick as it looks high maintenance but is actually very low effort," says Herz. I often find myself whipping my hair into a nine-second bun (let's call it a chignon though to make it sound elegant) and dabbing on some crimson lipstick right out of the bullet before running hastily out the door for a no-kids-allowed dinner engagement. (I can get behind fashionably wine-stained lips and messy hair, but never so-called fashionable lateness, which is often just an expression of rudeness.) I felt deeply validated while chatting with Sir John, makeup artist to none other than Beyoncé, last year; he seconded my choice to prioritize punctuality over perfect makeup. Queen Bey is never late and often leans on the same strategy, apparently,

because, as Herz so perfectly puts it: "Red lipstick is the first—and key—step in a quick 'Oh God, I have to leave the house but would rather not' outfit."

So should you have to let go of this sartorial pleasure because you blew out another candle on the cake this year? "Thankfully, there is no governing body that determines when you are no longer permitted to wear red lipstick," deadpans Herz. "If you have made it to a certain age, you have earned the right to decide things for yourself. Besides, don't you get your back up when you think someone is telling you not to do something? Wear the red. In fact, wear it to the grocery store. Never surrender!"

Forcing yourself into some perverse version of socially constructed invisibility is impossible and impossibly damaging to your sense of self.

Anyway, red lipstick, like youth, is wasted on the young. Herz argues that red lipstick becomes a particularly useful tool as you mature. "If you are over 50, nature has started to take away some of the colour in your face, thin out your lashes and brows—should I stop now?—and generally make you look like a third-generation photocopy of what you once were. But a good, bold red lip adds some colour back, so why would you give that up when you need it most?" And, while many of us fear that applying red lipstick will only bring out any fine lines that have settled in around our lips, it's actually more forgiving than eyeliner and shadow. "Thanks a lot, crepey eyelids!" quips Herz.

So can we agree that the matter of a red lipstick age limit is settled? Great. Now let's turn our focus to finding the perfect shade—a near-mythical target I will pursue forever, like a treasure hunter searching for the Ark of the Covenant. "Choosing the right shade requires patience," says Herz, who has a few guidelines: Reds with a hint of orange, like M.A.C.'s classic Lady Danger, are great for blondes; '90s brown

lipstick is deadening on anyone over the age of 25; brick shades can read as muddy if you're older, so in general, err on the side of brighter, clearer tones. "But beyond that, finding your red can involve a lot of trial and error."

She then suggests a forehead-smacking how-did-I-not-think-of-this-before tip for sidestepping a lot of that very trial and error: When you're shopping in your local drugstore, makeup superstore or bougie green market, "look for the sales associate who shares your complexion and/or hair colour. They will know what colours will suit you because, chances are, they've already tried them out themselves."

Then, once you've armed yourself with a shade that makes you feel bold enough to, say, drive a scooter through Ho Chi Minh City (something even my boldest self will likely never manage to do), it's time to apply it properly. "If your lip-line has gradually faded, starting with a good lip pencil keeps things in order and gives you a crisp outline to fill in," advises Herz. "So the one new addition to your makeup arsenal should be a transparent lip liner, applied just on the outer edge of your lips, which will keep the colour from feathering—because lipstick creeping into fine lines around the mouth is not a good look." It takes an extra 28 seconds, but it's time well spent.

After you apply your lipstick overtop, blot it with a tissue and smooth on another coat for extra staying power. You want your look to last almost into your next decade. "In fashion, some have argued that if you enjoyed a trend the first time around, like low-waisted jeans or crop tops, then you probably shouldn't dive in when it comes back into fashion years later," says Herz, "but there are no such strictures with makeup, so bring on the lip—the brighter the better."

Send your pressing beauty and style questions to Kathryn: [ask@thekit.ca](mailto:ask@thekit.ca).

**FIRED UP**  
Four stunning reds + the liner you need to perfect the look



**CHANEL ROUGE COCO**  
LIP COLOUR, \$46,  
[THEBAY.COM](http://THEBAY.COM)



**CHARLOTTE TILBURY**  
MATTE REVOLUTION  
LIPSTICK, \$39,  
[CHARLOTTETILBURY.COM](http://CHARLOTTETILBURY.COM)



**SEPHORA COLLECTION**  
BEAUTY AMPLIFIER  
LIP LINER, \$14,  
[SEPHORA.CA](http://SEPHORA.CA)



**MAYBELLINE MADE**  
FOR ALL LIPSTICK,  
\$11, [MAYBELLINE.CA](http://MAYBELLINE.CA)



**REVLON SUPER**  
LUSTROUS LIPSTICK, \$10,  
[SHOPPERSDRUGMART.CA](http://SHOPPERSDRUGMART.CA)

### THE KIT X BLUBIRD

# Workwear reimagined

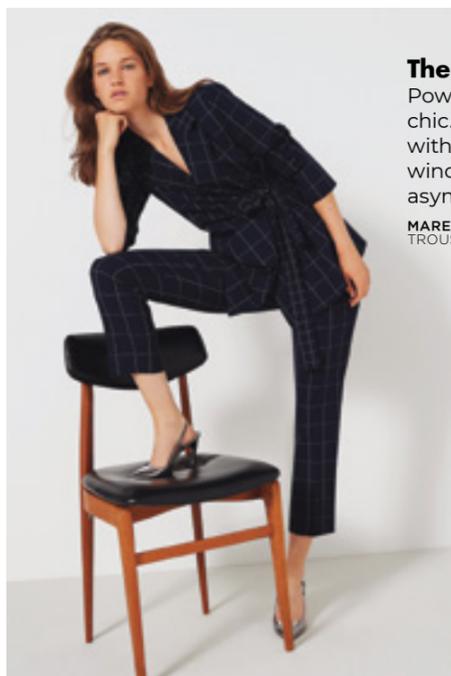
Style expectations for the 9-to-5 have evolved: We're looking beyond the same-old blazers and shift dresses, but we still need to strike a balance between trendy and professional. Enter contemporary fashion destination Blubird (downtown on Alberni Street and at Oakridge Centre), where you'll find office-proper pieces with a twist. Here, our picks to ensure you're the best-dressed in the boardroom.



#### The Polished Topper

Considered design details like a step lapel and double-breasted buttons bring a sense of sophistication to this spring-ready petal-pink coat.

**MARELLA** DOUBLE-BREASTED COAT, \$615, [BLUBIRD](http://BLUBIRD)



#### The Smart Suit

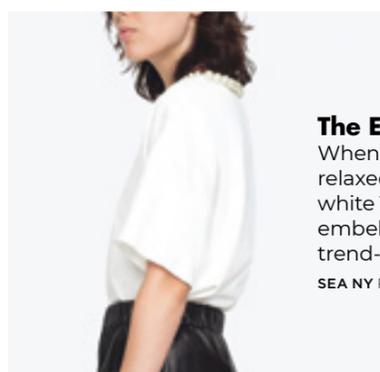
Power suiting never looked so chic. Opt for a relaxed silhouette with modern finishes, like a crisp windowpane-check pattern and asymmetric wrap-tie closure.

**MARELLA** WRAP-TIE BLAZER, \$465, STRETCH TROUSERS, \$235, [BLUBIRD](http://BLUBIRD)

#### The Cropped Trouser

Consider these houndstooth pants your wear-with-anything bottoms—the perfect pairing for an oversized blazer or structured knit.

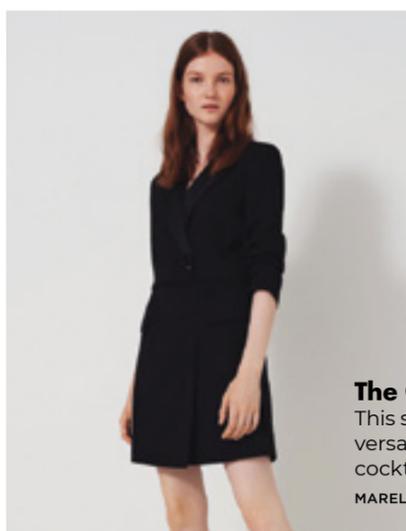
**A.L.C.** JAMES HOUNDSTOOTH PANT, \$595, [BLUBIRD](http://BLUBIRD)



#### The Elevated Tee

When the dress code runs more relaxed, turn to a not-so-average white T-shirt with a pearl-embellished neckline in a boxy, trend-forward shape.

**SEA NY** PEARL TEE, \$265, [BLUBIRD](http://BLUBIRD)



#### The One-and-Done Dress

This sleek and structured blazer dress has versatility in spades: dressy enough for 6 p.m. cocktails, but refined enough for the office.

**MARELLA** BELTED BLAZER DRESS, \$535, [BLUBIRD](http://BLUBIRD)

# IT'S TIME TO TALK ABOUT SEX TRAFFICKING

It's become a billion dollar industry in Canada. Here, we take a closer look at the exploitation happening in our own communities—and how you can help



The Ellie

## A NEW COVENANT HOUSE CAMPAIGN EXPOSES THE COMMODIFICATION OF CANADIAN GIRLS

At first glance, the photos look like any other fashion ad: young women pose against pastel backdrops, dressed in teddy jackets and chunky sneakers, quilted bombers over tie-dye tees. But a closer look reveals that the athleisure clothing isn't what's being marketed—it's the people wearing it.

The new campaign is called Shoppable Girls, and its billboards, TTC posters, social media ads and pop-up storefront are meant to make you look twice. "We wanted to mirror how sex traffickers perceive young girls as something that can be put online and bought and sold," says Julie Neubauer, manager of the anti-human trafficking team at Covenant House Toronto, the organization behind the unsettling ads.

The agency supports survivors by providing crisis beds, housing, advocacy and mentorship, but this campaign front-loads their efforts through awareness and prevention, which is more important than ever in today's digital world. "A lot of the initial luring happens online, on sites like Tinder and Instagram," says Neubauer, noting that many traffickers troll the web full-time for vulnerable individuals. "When you think of parents saying, 'My daughter is safe in her room; it's not like she's hanging out in a seedy parking lot,' well, now predators have access to them in a different way."

It's this distressing reality that Neubauer hopes the ads will underscore. "People need to recognize that this is a Canadian issue and not something that's happening purely abroad," she said. In fact, research shows that 93 per cent of sex trafficking victims in Canada are Canadian citizens. "It's currently one of the most lucrative crimes in our country, where a trafficker can earn \$280,000 per year by trafficking just one single individual."

In a national survey that Covenant House conducted with research firm Ipsos, it found that only 51 per cent of 12-year-olds were familiar with the term "sex trafficking." To help Canadians learn more about the issue, the Shoppable Girls campaign points people to a website (shoppablegirls.com) that covers warning signs, myths and survivors' stories. "We asked survivors what factors would've made a difference to them as they were being lured and groomed," says Neubauer. "They said that had they had a vocabulary around sex trafficking and a comfort level that was without shame and judgment, then they could've had conversations with their parents and perhaps things could have been different."

## COMMON MISCONCEPTIONS

### MYTH #1: Trafficking is the same as sex work

There's a distinct difference between the two: consent. Sex trafficking victims don't choose to be trafficked—they're coerced, and they rarely see any of the money they earn. If the individual involved is under 18, it's always considered trafficking under Canadian law.

### MYTH #2: Sex trafficking is strictly an overseas issue

It's common to picture sex trafficking as an underground smuggling operation in far-flung countries—like the scenes from the Liam Neeson thriller *Taken*—but it's become a billion dollar industry in Canada and most victims are Canadian citizens. It happens across the country in hotels, motels, homes, short-term rentals, massage parlours, truck stops and more.

### MYTH #3: Victims are physically detained

Some traffickers use force and violence to hold individuals captive, but in the majority of cases, it's more complicated than that. Most traffickers subject their victims to intense psychological and financial manipulation that leaves them feeling hopeless, isolated and not knowing how to get out. In some cases, the deception can be so effective that the individual might not identify as being under the control of their trafficker.

**\$280,000** THE AMOUNT THAT TRAFFICKERS CAN MAKE EACH YEAR ON ONE VICTIM, WHO RARELY SEES ANY OF THEIR EARNINGS

## HOW YOU CAN HELP

### Show compassion

"One of the main reasons survivors tell us that they don't come forward is the stigma and shame," said Julie Neubauer, manager of Covenant House Toronto's anti-human trafficking team. You can make it easier for victims by demonstrating an open mind and an understanding of the fact that no one chooses to be trafficked.

### Open the dialogue

Parents and caregivers can play a pivotal role in educating their children: The more kids know about it, the more they can protect themselves and their friends. "I'd encourage every person who is reading this to initiate conversation among their own social groups about what's actually going on here," says Neubauer.

### Get involved

Join the conversation by taking the Covenant House pledge and share the #shoppablegirls hashtag across all of your social platforms. "Look for opportunities for advocacy," says Neubauer. "Raise your voice and say this is not acceptable."

### Know who to call

If you're worried that someone you know is being trafficked, call the Canadian Human Trafficking Hotline (1-833-900-1010) to ask questions, report tips or be referred to social service providers or police. If you notice something suspicious, call your local police, Crime Stoppers or, if someone is in immediate danger, 911.

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THE AGE THAT SOME GIRLS ARE RECRUITED INTO SEX TRAFFICKING



The Amara

The Michaela

The Samantha

The Maya

## "THERE'S NO SUCH THING AS A PERFECT VICTIM" A SEX TRAFFICKING SURVIVOR SHARES HER STORY

I always liked to stay busy and be around people when I was younger. I learned to skate when I was four and played competitive hockey all the way through growing up. In my teens, I was on the ice about five times a week, often early in the morning before school. My parents helped get me to and from the rink.

My family moved around the country a fair bit—I lived on both coasts and in Ontario—but I was always able to find a couple close friends. I did well in school overall and was even a Girl Guide.

I moved from B.C. to Toronto for university, to earn my B.A. I wanted to understand more about the world and the patterns within it, then apply those learnings to whatever career I wanted to later on. I was still playing hockey and volunteering with guiding, but my mental health started significantly deteriorating. When I was 18, I was hospitalized for the first time after a suicide attempt.

Over the following years while I was in and out of hospital and struggling to access the supports I needed; the social isolation paired with my ever declining mental health made me extremely vulnerable. I didn't start as a victim of sex trafficking. At first, I began selling sex alone and infrequently as a replacement for other forms of self-harm. When I met my trafficker, he was just another date. As he drove me back to the sidewalk he had picked me up from that night, he suggested we start working together. He said everything he was supposed to: "We can make more this way." "I'll help you." "I like you" and "I'll keep you safe." Honestly, I was so numb, so apathetic to my own existence at this point, that he could have said anything and I would have nodded in agreement. I felt it wasn't safe, I knew not to trust him, but among the numbness the only thought I had was "I already want to die, it can't get any worse." I was wrong. There are things worse than dying.

It started how he said it would, a 50/50 partnership. He helped me set up dates and drove me to them and then when I returned to the car, he would take half the money. We would do this a few days a week, usually with me servicing three men each time. He encouraged me to see more clients but wouldn't do anything if I said I couldn't. For him, this wasn't something he needed to do to make money. He had a full-time job making \$90,000 a year. I would find out after I left that he was also older than he had told me and was a father of three.

Our "partnership" didn't last for long. Things began to escalate as he became more violent and controlling. Soon I had dropped out of school and moved in with my parents as the trauma of what I was experiencing became too much on top of my other mental health issues. I remained silent on my situation while at home, not sure how to say what I needed to or what the consequences would be. With my family

already walking on eggshells around me due to my mental illness, and because I was 20 by this time, no one dug too deeply into the answers I gave about how I spent my time.

Soon, impossible-to-follow rules, frequent sexual and physical violence, and the loss of the choice to say no became my norm. He'd add rules and then change them all the time—anything that he had a whim to make the rule of the day. Things like, "Today, you can't make eye contact with me; that's so disrespectful." Then the next day, "I'm talking to you. Why aren't you making eye contact with me?" He then slowly started keeping more and more of the money, first justifying it by saying I hadn't made enough to pay him what it "cost" him to "help" me, but soon just because he could. I would overhear conversations he had on the phone about travelling out of the country with me to make more money, and he had me create ads to post on Backpage, a popular site for purchasing sex at the time. He maintained control mostly through fear. I can still feel his hands around my neck from the many times he slammed my head against things and choked me until I stopped fighting to breathe. This was almost always followed by him telling me that what I did was my choice, but that "you know what you should do."

The moment I realized it had changed from me not leaving because I was afraid of what might happen, to him having taken complete control, was one of the bleakest of my life. I felt there was no hope things could ever change, let alone get better. It would still be another year before I was finally able to break free from him.

After an incident with my trafficker that was very physically violent, I ended up in a psychiatric hospital, and my psychiatrist was able to help me exit the trafficking. Within 24 hours I gave a statement to police, told my parents and was in touch with Covenant House. Then, it took a year of sitting on the couch to start to pull my life back together.

I went through the court process for two years, which was extremely emotional and draining. He was acquitted on all seven charges. It can make you feel like maybe you're not a good enough victim or you didn't have the perfect version of your story to be believable enough. It can be hard to validate your own experiences, but my focus is on putting that in the past.

I still go to therapy every couple weeks and volunteer in my community. I have a part-time job and am trying to finish my degree—I've added a certificate of law and social thought. What I'd love to do is continue to be involved in anti-sex trafficking advocacy and education to help survivors know that all of their experiences and narratives are valid. There's no such thing as a perfect victim. The biggest thing for people to know is that it's not their fault that they've been trafficked, and there's nothing to be ashamed of in asking for help. In fact, it's a critical step. Even though it's scary, it's the thing that can help you the most.

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THE PERCENTAGE OF CANADIAN SEX TRAFFICKING VICTIMS WHO ARE CANADIAN CITIZENS

## LEARN THE WARNING SIGNS

Someone who is being lured or groomed by a trafficker might...

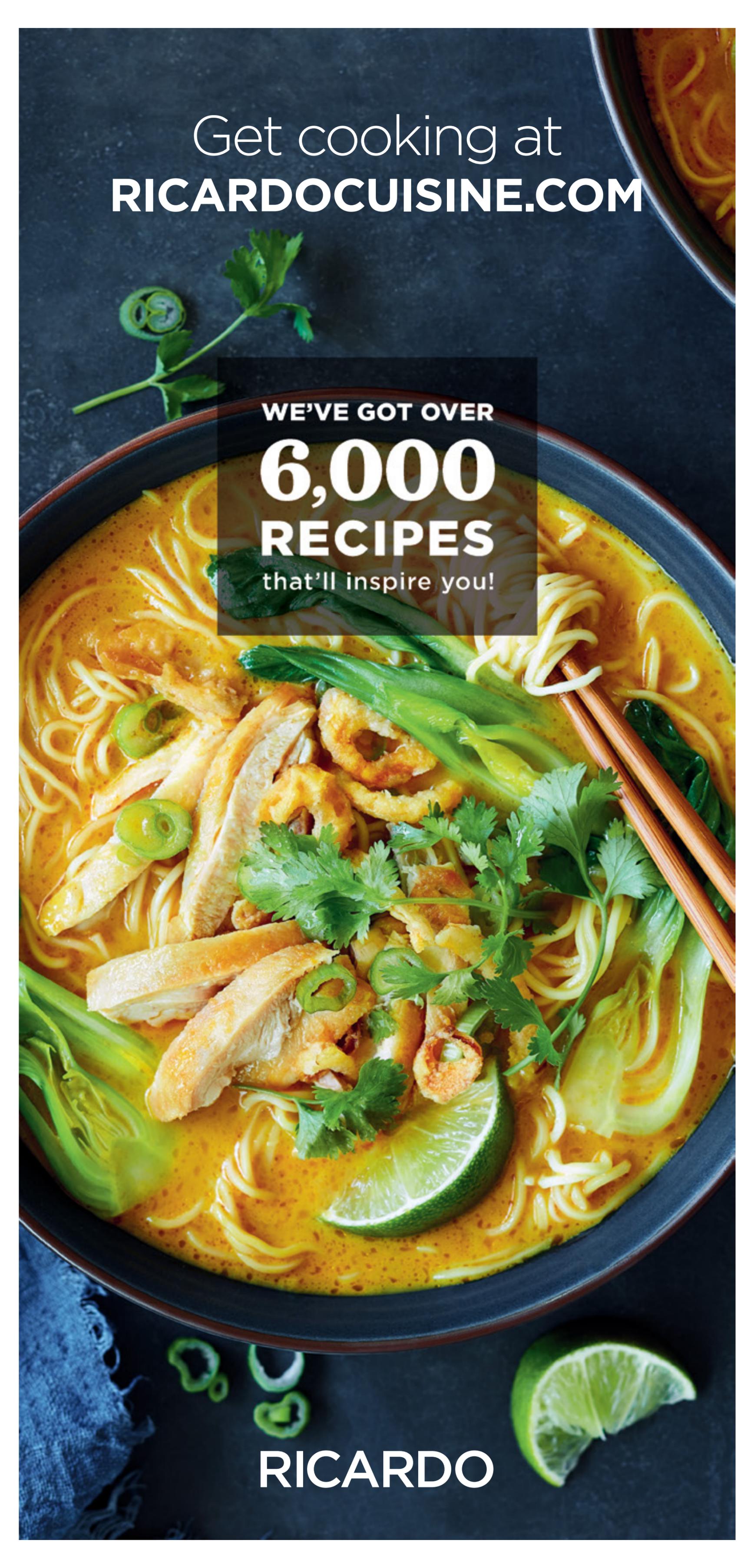
- Start skipping classes or being late for curfew
- Pull back from family and old friends
- Become engrossed by a new friendship or romance
- Receive pricey gifts like jewellery, purses or clothing
- Be secretive about who they're hanging out with and what they're doing

Someone who is being trafficked might...

- Seem anxious, fearful or irritable
- Look unhealthy or exhausted
- Act cagey about their activities
- Be picked up or dropped off in different cars
- Have a second cell phone



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