

THE KIT

The future of vanity: why we're all so obsessed with ourselves PAGE 7



10

The next

The Kit is celebrating its 10th anniversary this fall (hurrah!), but instead of looking back, we're focused on the future. In this issue, we spotlight the next generation: five 10-year-olds, all bright, creative spirits who love their families, friends, pets and TikTok, and whose sweetness and strength ensure that the world is in very good hands.

Meet Lydia, Shyla, Arianna, Indi and Riley

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PHOTOGRAPHY BY BRENT GOLDSMITH

Lydia, 10, photographed with her skateboard by St. Lawrence Market in Toronto. "I can do an ollie," she says, "but I really want to learn how to do a kickflip."

The Innovative Serum That's Busting Skincare Myths

Turns out, your skin really can have it all



STRIVECTIN SUPER-C RETINOL SERUM, \$79. SHOPPERSDRUGMART.CA

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

There's something to be said for the thrill of breaking the rules: eating pancakes for dinner, wearing sequins to the grocery store... Now, a new serum is inviting you to embrace your rebellious side in the skincare department, too. Challenging everything you've probably heard about active ingredients, StriVectin Super-C Retinol Serum yields a brighter, smoother complexion while putting to rest three common skin myths.

MYTH 1: You can't combine vitamin C and retinol

Vitamin C and retinol are two gold-standard skincare ingredients. The former works to even out skin tone and restore radiance, while the latter lessens the look of lines and refines skin's texture. Unfortunately, the two typically don't get along very well. With its innovative formulation, StriVectin manages to bring them together in one super-charged serum. Clinical studies show that in just six weeks, the combination boosts firmness and revs up your glow.

The second reason you often hear that vitamin C and retinol can't be blended is because both are quite powerful and could lead to sensitivity. But thanks to StriVectin's patented form of niacin, NIA-114, which strengthens the moisture barrier, skin remains soft, smooth and even-toned.

MYTH 2: When it comes to vitamin C, more is always better

Not all vitamin C is created equal, which is why you want to prioritize quality over quantity. Most importantly, the ingredient needs to be stable. Vitamin C is known to oxidize quickly, which can compromise efficacy. StriVectin's Super-C Retinol Serum harnesses the power of two potent forms of stabilized vitamin C as well as acerola cherry, a superfruit packed with vitamin C. As a result, a study found 97 per cent of subjects showed improvement in skin brightness after six weeks*.

Plus, the serum feels lightweight and non-tacky. If you've tried other vitamin C serums in the past, you've likely noticed that many can feel heavy or sticky. That's not the case here—it quickly absorbs into skin, making it perfect for layering under moisturizer.

MYTH 3: You can only use retinol a few nights a week

Dermatologists often recommend applying retinol two or three times a week and gradually increasing it to every other night, as it can cause redness and flaking. This serum is different. In a clinical study, 100 per cent of participants showed no irritation.** Because while it calls in the big guns on dullness, wrinkles and sagging, it's so gentle that you can use it morning and night every single day. It's all thanks to that NIA-114 technology, which makes retinol more tolerable while enhancing its efficacy. In other words, you can have your cake and eat it, too!

*Based on expert grading evaluation on 35 subjects

**Based on tolerability study on 35 subjects at 12 weeks

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*Based on expert grading evaluation on 35 subjects at 6 weeks

**Based on instrumental testing on 35 subjects at 6 weeks

***Based on tolerability study on 35 subjects at 12 weeks



The end of trends

Slower, better, kinder. The fashion world's long overdue reset is here. **Liz Guber** reports

Recently, I read an essay by Ann Patchett, who, before becoming a hit novelist, paid her rent by writing for fashion magazines. "I found *Elle* to be the most baffling," she wrote, "because its editors insisted on identifying trends. Eventually, I realized that a trend is whatever you call a trend. This spring in Paris, fashionistas will wear fishbowls on their heads." As a fashion editor, I'm calling it: The latest trend is no trends at all. Goodbye, trends. Thank you for your service.

This is rich coming from me—an editor who trades in hemlines and boot heights like carpet salesmen do sisal and shag. I spot trends and I chase them down. I tend to think of things in threes (three's a trend, the saying goes). I am a pattern hunter, a bloodhound sniffing out the next thing—whether it's the rise of tie-dye or the sudden popularity of tiny, useless bags.

The fashion trend cycle spins on thanks to a shared human quirk: that we tire of something once it becomes too common. Trends function by making us feel as if we are forever missing out—participating in them can approximate belonging. Brands are more than happy to stoke our desires, season after season, decade after decade. "These 15 Trends Will Be Everywhere This Fall" insist the spurious fashion articles; I know because I've written them. I predicted the fishbowls.

This rapacious thirst for newness has resulted in total overload. Perhaps there's a reason we have such a singular vision of decades like the '70s and '80s—back then, there were fewer claims on our attention spans. "The multitude of trends that we have now, it's like there are almost no trends in a way," says fashion historian Laura McLaws Helms. "It's an information overload, an inspiration overload." This year alone has given us the *Normal People* chain—a slinky silver necklace worn by the show's male lead, the Nike tennis skirt (thanks to TikTok) and a knit, patchwork Loewe cardigan popularized by Harry Styles. This baffling buffet of choices reflects our frenzied and overstuffed world. When everything is trendy, nothing is. Blend all the colours together and you just get brown.

It was this excess that led French designer Sophie Theallet to break from the industry. Theallet worked in the ateliers of Azzedine Alaïa and Jean Paul Gaultier before moving to New York and launching her eponymous line in 2007. "To sustain a business as a fashion designer in New York, it asks a lot of you," Theallet tells me over Zoom, citing the relentless pace of producing four collections a year and fulfilling global wholesale accounts. "Being a fashion designer is about having emotion, it's about dreaming and it's about making clothes that women want to live in. I was going too fast, and for nothing!" In 2018, Theallet closed her brand and decamped with her husband to Montreal. This summer, she launched Room 502, a series of limited releases of beautiful dresses and blouses that don't adhere to seasons. Since the line sells directly to customers, Theallet is able to sell a dress for \$500 instead of \$1,000. It's still a lot of money, of course, but the approach encourages the kind of thoughtful consumption Theallet believes the industry needs.

On the subject of trends, Theallet is quick with a dismissal: "It's something we invented to get women to spend money." To further her belief that trends are so last generation, Theallet points to her 15-year-old son and his friends. "They love fashion, but they don't care about the next [runway] show. They look at what's happening in the street, underground music, and they have their own look and authenticity."

Theallet's son is part of Generation Z, a demo that already makes up 40 per cent of the global spending power. As time goes on, Gen Z will only dictate to brands more. So what do they want?

Kristina Lazorko is a grade 11 student in Calgary who sells Juicy Couture tracksuits, Von Dutch tees and halter tops (collectively referred to as Y2K fashion) on Depop, the second-hand resale app. "My generation has always had social media," says Lazorko. "Our whole lives are documented on it. With fashion, we want to tell our own story and form our identity." For Lazorko and her friends, standing out is the new blending in. "We want to distinguish ourselves and not feel the need to check boxes anymore. It's actually better to be out of as many boxes as possible."

Lazorko admits to feeling pressure to find her own distinct look, and as a result her style is constantly evolving. "I don't think I'll ever be satisfied with where I am," she says. "I don't really look to famous models or celebrities. At this point, the line between celebrity and influencers hardly exists anymore. Everyone wants five minutes of fame." Instead, Lazorko looks to her peers for inspiration, harkening back to what we all did, before influencers came along.

"Our generation is focused on activism and the change we want to see in the world," says Lazorko. Sustainability matters. The 17-year-old says she's "not a mall person" and thrifts most of her clothes. "[Fast fashion] isn't sustainable and the pieces aren't unique. It's just going to fall apart in a few months."

Lazorko's views on sustainability represent the single greatest threat to the existing fashion trend model. It's impossible to genuinely care about the Earth while chasing disposable fads. "The idea of conscious consumption isn't going away," says Justin Sablich, an editor at London-based innovation hub Springwise. "It speaks to identity, too: People are proud to know that their purchases make a difference, and they want to support brands that do good."

COVID-19 has served fashion brands and retailers an urgent reminder to course correct. This warning call came in the form of the millions of unsold goods that brands will be stuck with this year. Aside from rampant discounting, the industry will need to find more innovative ways to upcycle and absorb this mighty surplus. Burning unsold clothes, as Burberry admitted to doing in 2018, is simply no longer acceptable.

Sablich points to the rise of organizations like the British start-up Lost Stock, which has been buying up clothes from cancelled orders at Bangladeshi garment factories in order to prevent them from ending up in landfills and reselling them to pay the garment workers who have no way of making money during the pandemic. So far, Lost Stock has sold more than 68,000 "surprise boxes" made up of garments intended for Topshop and the like.

Trish Ewanika, owner of Toronto fashion boutique Ewanika, has had a lot of time to think about her place in the industry during the pandemic. "As time passed, I got this hopeful and happy feeling. Everything slowed down. Finally, I didn't have to keep up." The slower pace reminded Ewanika of running her first store 22 years ago. "What I loved was the craft of making clothes. When I opened my store, I decided to forgo wholesale and sell right to my customers. I didn't want to do themed collections, I wanted to make the same shirt season in, season out," she recalls. "Back then people called me a dressmaker. In today's terms, I was direct-to-consumer."

Once the costs of producing her own line got too high, Ewanika expanded to selling other lines—clothing, jewelry and shoes sourced in Europe. "As I started bringing in more pieces, I had to follow the fashion schedule and keep up with the market." Now, Ewanika says things have come full circle. She's simplifying her offering and focusing on pieces that will last for years. "Women come in and tell me that they bought a dress 10, 15 years ago and they still love it. How lovely is that? I love the fact that I've been able to contribute to their lives."

There's a reason that "fashion people" like me love to prognosticate—it's a delight to track something from the most obscure niche to the heights of ubiquity. It's even better to witness the wild, out-of-the-blue popularity of a particular item. Recall last year's shapeless polka-dot Zara dress—no exaggeration, it really was everywhere. All you could do was look on in slack-jawed awe as if watching a flock of birds fly in perfect formation and wonder, "How?"

Trends aren't all bad. Sometimes it's nice to be a joiner. Trends can push us forward or make us feel sweetly nostalgic. They're proof of our malleability and they contain certain truths about humans as a group. Case in point? That Zara dress likely exploded because, yes it was affordable, but also because women felt freed by its joyful, swishy silhouette. Maybe hands-free fanny packs got so popular again because we're all perpetually clutching our phones. And sometimes, when a trendy piece is so good, and so practical, it transcends into the realm of the staple. See: leggings, sock-style runners and cropped, high-waist trousers. Once trendy, they've become the new classics.

So allow this fashion editor to make one last call: We will get dressed up again. Fashion is nothing if not cyclical, and Theallet and Ewanika both agree that our zealous embrace of stretchy pants is temporary. "In the interwar years, women didn't just pull on their husband's old clothes," says Ewanika. "They drew lines on the backs of their legs to imitate stockings. They made heels out of cork when they couldn't find leather. If you just wear T-shirts and sweats, the whole world will turn grey. I know that sounds dramatic, but come on."

Through skinny jeans and mom jeans, minis and maxis, Zoom shirts and quarantine nightgowns, one thing remains constant: our relentless pursuit of beauty. In a world ruled by trends, it's the only truly trend-defying thing left. It shouldn't take a fashion editor to predict it will be everywhere this fall.

When everything is trendy, nothing is

Go beyond trends with these six thoughtfully made forever pieces



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EARRINGS, \$330,
SSENSE.COM



LEMAIRE
DRESS, \$770, MATCHES-
FASHION.COM



VEJA
SNEAKERS, \$195,
VEJA-STORE.COM



SILK LAUNDRY
SKIRT, \$370,
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HEREU
BAG, \$772,
HEREUSTUDIO.COM



MM6
TOP, \$470,
MAISONMARGIELA.COM



ON INDI (LEFT): GUCCI JACKET, VSP CONSIGNMENT. VINTAGE SHIRT (STYLIST'S OWN). ON RILEY: COMME DES GARÇONS PLAY SHIRT (STYLIST'S OWN), VINTAGE BANDANA (STYLIST'S OWN), JEANS, VALUE VILLAGE

This is 10 in 2020

Welcome to the world of preadolescent dreamers: sunny, smart cookies who are thoughtful, hopeful and out-of-the-blue hilarious. A snapshot of an unclouded future

Indi + Riley

Indi and Riley have been best friends for two years, when Riley moved a one-minute walk away from Indi's house. They had known each other from dance, but once they started carpooling to their jazz, tap and ballet classes, "that was it" according to Riley, and they've hung out "every single day" since January. Now their younger sisters and parents are friends, too. "We brought them together," says Indi. "This is the order," says Riley, seriously, counting off pairs on her hand: "Me and Indi are the closest, then it's probably our dads, then our sisters and moms are about the same."

When the girls grow up, they want to live together in a blue house and be vets. "I love animals," says Indi. "Just the thought of animals being sick makes me want to do something about that." (Both girls worry about a scrawny orange cat in their neighbourhood.) Indi has a hedgehog named Nutella (with her own Instagram) and a dog, Bisou, who's almost 12: "In human years, she's older than my oldest grandparent." "Not my oldest grandparent, though," says Riley, who says she has a 107-year-old grandmother. Riley also has Bean, a tabby kitten. "I always call her Beanie Boo. My mom once called her Baked Bean!" Indi calls her Jelly Bean.

At 10, they have the kind of friendship where they hold hands and absentmindedly grab each other's hair. They have inside jokes, too, like "Butterstick" about the time Riley bit into a huge chunk of butter thinking it was a cookie ("I said 'Yuck' so loud!"), which make them laugh hysterically. They believe that "kindness and laughter" are the most important things in a friend. "We have that together," says Indi.

Pop culture filters in, but doesn't dominate. They love dance, performing and TikTok. They aren't fussed about fashion (Indi: "I dress pretty simply: crop tops and jean shorts"; Riley: "I mostly just pick random stuff.") They both say their heroes are their moms.

"Women should have had rights from the first time that women were on Earth"

Riley: "I like to bake cakes—mug cakes." Indi (thoughtful): "Those are fun except they don't always taste the best." Riley: "I made one at a birthday party one time and it tasted bad." (Wide-eyed) "I forgot to add egg." Indi: "Mine tasted too much like egg."

Because of COVID, they're more aware of the world outside their world. They mention fear of fires and robbers, dreams of "world peace" and "no more wars." Indi did her fifth-grade expo on pesticides in agriculture. On the subject of feminism, they agree that, as Riley puts it, "Women should have had rights from the first time that women were on Earth." Boys are "gross" but only when they're young, because as Indi points out, their dads aren't.

They're excited and nervous for the coming school year. Riley is going to back to school with a new pencil case and backpack and Indi will be doing remote learning on a computer her grandmother is buying her. They'll still hang out all the time, though. As Riley says, leaning close to her friend, "I'll go over to Indi's every day and say, 'Hellllloo are you here?'" And they fall over each other, laughing.

PHOTOGRAPHY: BRENT GOLDSMITH; STYLING: JACQUE MOREDOWN; MAKEUP: CAROLINE LEVIN FOR PINK CA. ALL VINTAGE AND SECOND-HAND CLOTHING FROM VALUE VILLAGE AND VSP CONSIGNMENT



SWEATSHIRT, NECKLACE, VALUE VILLAGE

Shyla

Put money on Shyla changing the world. "I see a lab," she says, about what her future looks like. "When I'm older, I want to cure breast cancer." After learning about Terry Fox in school, she says, "I wanted to find out more about cancer, so I looked at which cancers hadn't been cured yet."

Shyla has long been concerned with the world around her. After the 2016 election, when Hillary Clinton lost to Donald Trump, her teachers told her mom that she should take a break from watching the news. "Politics is just too depressing sometimes," says Shyla. Still, the recent Black Lives Matter movement for racial justice inspired her: "I was aware of Black Lives Matter, and I knew about Rosa Parks, which was pretty cool, but I didn't think too much about it because I was younger." When she considers her own experience as a South Asian girl, "I don't think I've ever felt a moment when I was treated differently, but," she says, "I'm lucky." In the future: "I hope everyone will be judged the same."

Lately, Shyla has been playing volleyball—both in camp and in the front yard with her dad ("We just set up a string")—and drawing her own manga comic, Super Dan. Her sister, Ava, 13, illustrates Super Dan with her. They've been spending a lot of time together during the pandemic. "I think corona has made me lazy!" Shyla says, explaining a Netflix game that she and Ava made up: "We choose two different numbers, and we go down that number, and over to the side the other number and we have to watch for 15 minutes. One time we landed on SpongeBob SquarePants!"

Shyla may occasionally feel the weight of the world, but mostly, she's optimistic. "I used to feel like the world would end soon because of all the pollution and stuff, but now I'm thinking it's going to live on. It's been through so much." Of her own path: "I feel like it's going to be pretty wide open." She smiles shyly. "I have a feeling." We do, too, kid.



VINTAGE T-SHIRT, PUBLIC BUTTER, COMME DES GARÇONS PANTS, VSP CONSIGNMENT, CONVERSE SHOES, VALUE VILLAGE

Arianna

"I'm currently starting a new path in life," says Arianna, her eyes shining. "I'm finally starting middle school." After being bullied in grades four and five, Arianna has high hopes for her next chapter: "Bullying can cause a big impact to somebody's feelings and how they view themselves. Honestly, it's time to get out of this nonsense." She envisions new "trustworthy" friends, but admits later, in a soft voice, "I'm not too sure if bullying is there, too. I just want to move on."

Arianna lives in an apartment with her mom and sister, Ashley, who at 19, embodies everything Arianna wants to be. The sisters watch Bollywood movies together "and cry," and Ashley helps Arianna with both her self-confidence and shopping: "I gotta make my own style, too, I can't just copy her. I'm more tomboyish, I think."

Arianna says that Ashley is going "up, up and up," and she admires that. She's wanted to be an elementary school teacher "since forever," a goal that was cemented by a project she did last year, helping kindergarteners build a volcano. She knows she needs a good job to buy, among other things, pet food ("it costs a lot") for her future dogs, either a golden retriever or a husky named Child because puppies "are a lot of work."

In some ways, Arianna is an old soul. She values her family above everything; she likes to read and draw kawaii, a pastel form of anime where the girls "always look shy." Arianna is not shy about her opinions, which range from Uber Eats ("It means you're not socializing with anyone") to tornadoes ("They ruin your city!") to feminism ("No man should take over a woman"). This summer, she learned to ride her bike without training wheels. She's ready to fly.



VINTAGE JUMPSUIT, STYLIST'S OWN PIN, AVECA, SCRUNCHE, STYLIST'S OWN

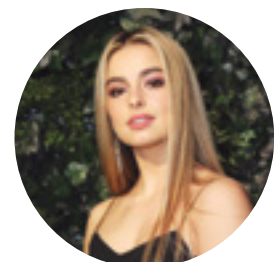
Lydia

Lydia got a skateboard last August, and it's still her prized possession (although she'd also like a drone that can take pictures). Almost every day this summer, she headed to the skate park by the beach to practise tricks with her friends. She can do an ollie and a jumping knee—she's trying to get a handle on a kick-flip. "For some reason, for small kids, it goes only a little way, and for big kids, it goes all the way," she says, demonstrating with her hands, then shaking her head. "It's tough." At night, she watches skateboarding on YouTube, memorizing the graceful swoops of movement and batting her brother, Aiden, 8, away from the screen.

Hockey was Lydia's first love. She's been playing since she was 5 or 6—she's a forward, a goal scorer. She follows the Maple Leafs and Raptors but not the individual players ("I don't know their names yet"). At home, she plays basketball with her dad. "I lose a lot, so that's why I'm practising. My dad is really good." At the skate park, boys leave her alone, but on the school basketball court, sometimes they say "mean things," suggesting she's out of her league. In Lydia's opinion: "You should just be able to play wherever you want."

Lydia doesn't think much about clothes, but she cares about her hair. "I like my hair on the side like this," she says, pointing to her hair. "Sometimes I like it normal and sometimes a bit more messy." What she cares most deeply about is finding a cure for COVID. That's why her dream is to become a doctor. "When you're a doctor, you can make a cure for any sickness," she says, kicking her legs out in front of her, mentally already back on the move. "I just want to help people."

A time capsule of favourite people and things



ADDISON RAE, TIKTOK STAR
"She's so nice and so pretty! She can also learn the dances so fast. It takes me eight tries." —Indi



THE BABY-SITTERS CLUB
"I love to read comic books. I like mystery stories, too—I wrote one with my mom." —Riley



ARIANA GRANDE
"I always watch Ariana Grande on YouTube. My favourite song is 'Thank U, Next.'" —Arianna



SOUR PATCH KIDS
"Sour Patch are my favourite candies. Favourite meals would be foutine or cereal for dinner." —Shyla



NIKE T-SHIRT
"I like anything Nike or Adidas, but what I really want for back to school is a black-and-red pencil case." —Lydia



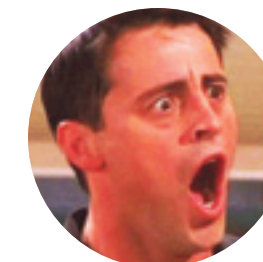
THE KISSING BOOTH
"This movie is so good. Riley and I watch it together. The main character is so funny! I like the drama." —Indi



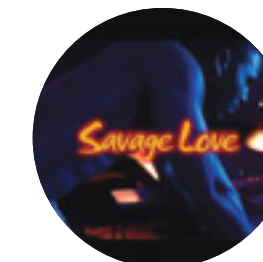
A BIGGER BACKPACK
"I need to go on a big shopping spree because [younger sister] Lenny is using all my stuff now." —Riley



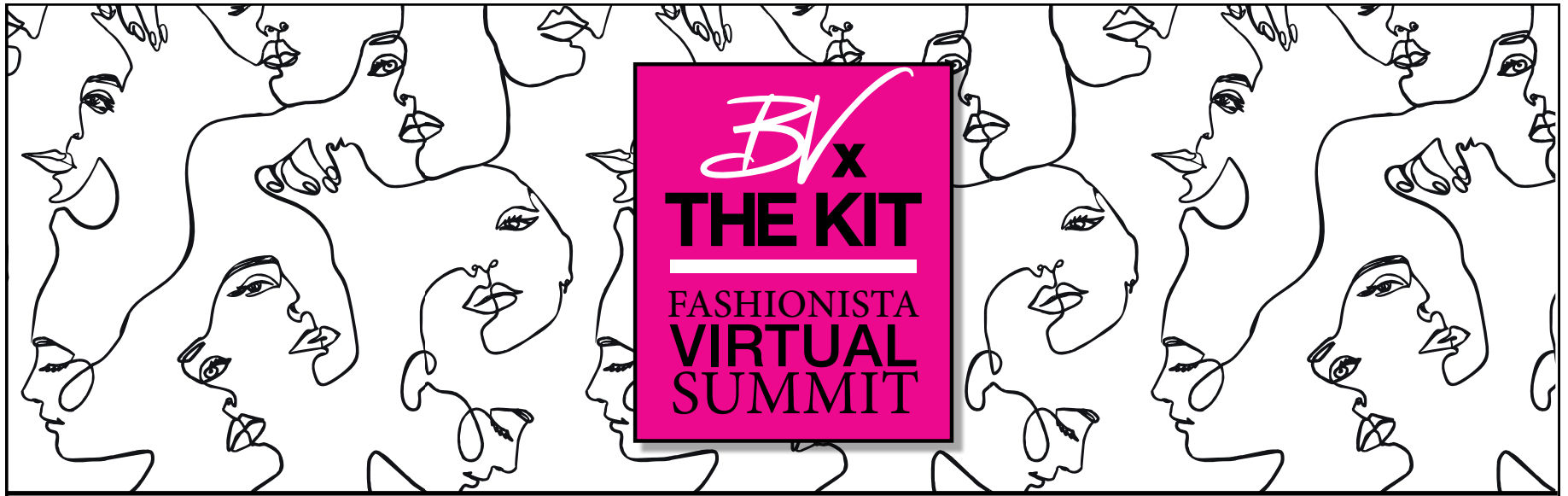
THEA STILTON BOOKS
"I like to read series because if I like the book, there are more of them. Thea Stilton is wonderful!" —Arianna



JOEY FROM FRIENDS
"I can't watch serious things now, so I end up rewatching Brooklyn 99 and Friends. I like Joey and Phoebe." —Shyla



"SAVAGE LOVE" BY JASON DERULO
"I like doing TikTok dances. If I don't know the moves, I ask my friends for help." —Lydia



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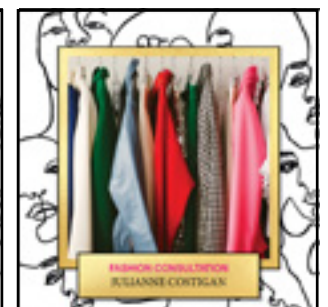
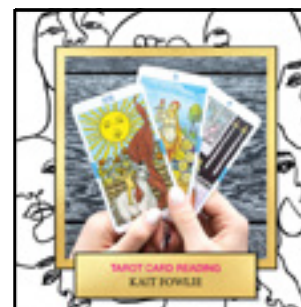
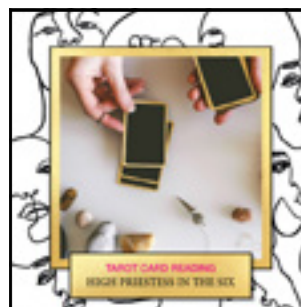
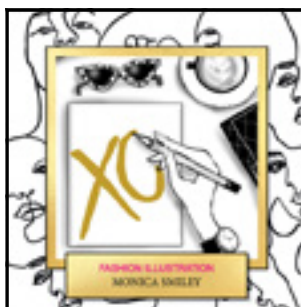
SATURDAY, OCTOBER 3, 2020 9:30 A.M. TO 4 P.M. EST

9:30 – 9:40	INTRODUCTION: <i>Hello, gorgeous!</i> Welcome message from The Kit.	
9:40 – 10:00	BREAKFAST DEMO: Whether your palate craves sweet or savoury, Fruit of the Land has you covered with a mix-and-matchable breakfast dish!	
10:00 – 10:30 (Choose One)	FITNESS WORKSHOP: Embrace your inner prima ballerina and join Goh Ballet Bayview for gentle movements to lengthen your muscles, optimize your mobility and start your day fab! SKINCARE TUTORIAL: Follow along with SkinCeuticals' Master Educator for a masterclass to learn the ABCs to XYZs of skincare that will leave you glow-y throughout the day.	
10:30 – 11:15	FIRESIDE CHAT: Join Owners Brian Bailey, Charles Le Pierrès (of Judith & Charles) and Vivian Shyu to talk about creativity, inspiration and what to expect on the racks this Fall!	
11:30 – 12:00 (Choose One)	BEAUTY LINEUP: Looking to refresh your cosmetics bag this Fall? Sephora's Beauty Advisor will share the best finds of the season. DÉCOR TUTORIAL: Want to hautify your home but not sure how? Belle de Provence has the deets on elevating your home through simple and elegant touches that will up the luxe factor.	
12:00 – 12:20	LIVE LUNCH DEMO #1: Transport yourself to Burma with Chef and Owner of Pōpa, Hemant Bhagwani, and prepare a Tea Leaf Salad for a light and refreshing lunch that will elevate your taste buds.	
12:30 – 1:00	LUNCH DEMO #2: Follow along with the one and only Ida Pusateri, Owner of Pusateri's Fine Foods and learn how to make one of her most decadent pizzas, right out of your own kitchen.	
1:00 – 1:45	ROUNDTABLE DISCUSSION: Join industry experts as they dish on the latest and greatest Fall Fashion trends. From the runway to what's in store at BV, learn how to put together the ultimate ensemble.	* GIVEAWAY! One lucky fashionista will WIN a two-hour virtual fashion consultation, valued at \$500.
1:45 – 2:00	JEWELLERY SEMINAR: Looking to purchase a timeless and long-lasting piece of jewellery? The Owner of Berani Jewellery Design walks you through the process of purchasing quality pieces.	
2:00 – 2:40	LIVE Q&A AND SKINCARE TUTORIAL: Founder and Spa Director of Hammam Spa By Céla, Celine Tadrissi is going LIVE to answer all your questions about her skincare line, Céla.	* Get interactive for a chance to WIN a Rest Spa Package at Hammam Spa By Céla, valued at \$400.
2:40 – 3:00 (Choose One)	BEAUTY TUTORIAL: Achieve MUA-status with the help of MAC Cosmetics. Learn about the most prominent runway make-up trends and how you can use them to look fab. WELLNESS SEMINAR: Your Good Health shares the secret to the perfect health and wellness regime for keeping your immune system strong and healthy.	
3:00 – 3:50 (Choose One)	LIVE COOKING WORKSHOP: Join Parcheggio Ristorante's Chef Andrew Piccinin as he shares his expertise on how to create delish, authentic gnocchi. Don't be afraid to ask questions as this fab and interactive class will leave you feeling masterful (and hungry!). WINE SEMINAR: Blends and trends to elevate your palate this Fall.	
3:50 – 4:00	FINALE: Prize winners announced!	

Pssst! You can purchase additional "how-to" kits and follow along with the experts to hautify your experience.

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Facing the future

Has the collective reflection of 2020 put us on track to becoming less vain, or more? Olivia Stren takes a long, hard look

In the spring, as the pandemic sent us all to shelter in place, my therapist sent me an invitation to a video call. I understood we could no longer meet in her office—could COVID be the death of The Couch?—but the prospect of confronting both my neuroses and my worried-looking be-cubed visage on a screen struck me as distinctly untherapeutic. I would need to book a follow-up session to work through my FaceTime-phobia. (It's only a matter of time before this blooms into an official pathology.) Even the term “face time” implies punishment, forcing me to literally Face the effects of Time, in all its ruthlessness. Then I might need a third session to weep about the therapy-induced financial ruin. I asked her to phone me instead.

“For the most part, we aren't looking at our own image throughout the day, says cosmetic surgeon Dr. Brett Beber over an audio (!) call. “But social media has changed that—there are people looking at themselves *all* the time—and Zoom has created the same scenario for people who may not be on social media as much. It's not only about seeing your own image but knowing that others are also seeing your face in close-up.”

The seismic events of 2020 have condemned most of us to perpetual up-close face time—not just with our screens and mirrors but with our partners, our children, our self-loathing. This, along with constant news of suffering and mass mortality, has a way of making one's countenance appear, let's say, well-used. If this is a time of limbo and stasis in terms of daily life and

Investing in the future of one's face or body presumes there is a future worth investing in

movements, it is an extremely hectic time for my face; my hypervigilant nervous system has been sending my brow into a constant frenzy of emotive activity. I would happily send my forehead and growing family of crow's feet into lockdown. So it's not surprising to me that what has been a terrible global blow to so many has also been a boon—to Botox. For those with the means to partake in them, cosmetic procedures offer the opportunity to re-emerge into public life to cries of “Wow! The pandemic's been good to *you!*”

If anyone in the cosmetic surgery business was concerned that the pandemic might make people less shallow, they needn't have worried. It turns out we are on track to becoming more vain than ever! And with the finish line nowhere in sight, the future holds yet more virtual communication, and more time at home for navel-gazing (or nasal gazing, as the case may be).

“When we closed the office in mid-March, I thought, ‘We're not going to be busy at all—I'll get to catch up on admin work,’” says Yien Truong, the practice manager at Beber's Toronto clinic. “I thought patients were just going to stay home and worry about the pandemic. I didn't see the calls coming.” She speaks like someone processing the shock, reflecting on the calm moments before a tsunami. “The wait list for Botox was intense. Botox usually lasts about 3.5 months, and many of our patients had come in last December. They wanted appointments in March or April—it was too late.”

“It was almost like people deciding to fix up their house,” says Dr. Amanda Lau, founder of Vancouver's Skinfolio medi-spa. Instead of investing in renovations, she says, people decided to upgrade their facial architecture. “People would say, ‘I'm home, I have time, I'm doing it!’ That first month when we reopened, we did about three months' worth of our usual [Botox treatments].” She believes that working from home is actually inspiring people to spend more on medical aesthetics. “People are preferring a no-makeup look. They aren't spending as much money on lipstick, so they are focusing on their skin, on the structure of their

faces. We can give higher cheekbones, refine the jaw shape or give a fuller lip.”

For a couple of months, elective surgeries were cancelled across the board, but this did not deter prospective patients. “Just a few weeks into COVID, I started getting the calls: ‘I want surgery ASAP!’” says Truong. “Even if they knew elective surgeries were not allowed, they were checking in to see who might violate the rules. Dr. Beber is extremely by the book, so they had to wait.” Beber's clinic has seen about a 30 per cent increase in surgical inquiries—the most common being breast augmentation and “mommy makeovers” (generally a tummy tuck and breast lift two-step). “This increase in volume did come as a surprise to me,” admits Beber. “We were not expecting people to be calling about...” here, he pauses to choose his words with surgical precision, “. . .these types of things. But in hindsight, it all makes sense.”

A pandemic, it seems, can be a fine time for plastic surgery. Some clients, fortunate enough to have their health and financial means relatively unaffected but forced to cancel their summer Iberian cruise, say, were left with a pond of discretionary funds that they decided to re-allocate to their appearance. Plus, social isolation provides an opportunity to recover discreetly from a tummy tuck or eyelid lift. “I see a lot of professional women and working moms who have a billion things on the go at all times, and many said, ‘I've always thought about this, but I've never had the time,’” says

Beber. “Here was an opportunity for them to take the time to do the research, and then to retreat from the public eye, and for that retreat to not seem unusual.” With less in-person socializing comes less chance of raising any eyebrows. I'm speaking metaphorically, of course—with the Botox boom, many a brow is basically immobile.

A lot of us, drunk on The Grand Scheme and The Bigger Picture, have been talking sagely about this being a time for assessing What Really Matters, for parsing our priorities and reflecting on what's essential. “Yes, it was a time for reflection,” agrees Truong. “The reflection was—this is Me time. A lot of patients told me, ‘This is what I want to do for myself to make me feel good, so I'm doing it.’” An Antoine de Saint-Exupéry quote springs to mind: “*L'essentiel est invisible pour les yeux.*” Evidently, many disagree.

While this mass reevaluation has resulted in COVID divorces, inter-city moves and job changes aplenty, it may be easier to correct a less-than-ideal chin than a marriage or career.

Interestingly, Truong saw a similar reaction to the 2008 recession. “I had just started working at another plastic surgery clinic, and I thought, ‘People are losing their homes; this business will go down.’ But the business started booming!”

Beber has a glass-half-full take on this phenomenon. “It's an interesting commentary on optimism: People are booking these procedures because they know we'll get through this.” Indeed, investing in the future of one's face or body presumes there is a future worth investing in. Though it holds allure for the pessimist, too: If we don't know when our number's up, we may as well get that tummy tuck now. What's there to lose?

I'd like to express surprise at the extraordinary resilience of our superficiality—if only my forehead would allow it. While researching this story, I decided to invest in some Botox to send my over-active brow into serene repose, to let it enjoy a moment of calm before the next tsunami.

Crystal ball

Exciting technologies could change the way we age

KATHERINE LALANCETTE

On April 15, 2002, the FDA approved a temporary treatment for wrinkles. All of a sudden, you could get your frown lines ironed out faster than it would take to iron a shirt. Now, a few units of Botox every three months has become the norm for millions around the world (more than seven million yearly in the U.S. alone). So just imagine what other wild fixes could be coming to a clinic near you. “It's exciting to think about how the next 10 years will look,” says Dr. Rohan Bissoondath, medical director of Calgary's Preventous Cosmetic Medicine. “With lifespan increasing, people are routinely going to be living into their 100s, so we want to look great as well.” Here, a look at the innovations on the horizon.

Facelifts are set to become obsolete

“I think that the gold standard will eventually be finding ways to regenerate and kick-start our own collagen instead of doing a facelift,” says Dr. Lisa Kellett of Toronto's DLK on Avenue. She is trying out technology to accomplish this, such as a laser that delivers growth factors into the dermis to regenerate tissue. She anticipates even greater advances in coming years. “I think we'll be able to use stem cells in conjunction with technology to regenerate collagen.”

Botox in a cream? “This has been in the pipeline for a while,” says Bissoondath. Topical Botox had some success in trials, but scientists still have kinks to work out, such as getting the molecules to penetrate so that they can act on the muscle. “Maybe on crow's feet because it's a thinner area, thinner muscles; that may be an area where we see some utility for it.” In the meantime, a Botox cream might have other benefits. “I see potential for applying it to the whole face, not necessarily affecting facial expressions, but giving improved glow and skin quality.”

There'll be all-in-one solutions if you want to smooth, you get Botox. If you want to brighten, you get IPL. If you want to tighten, you get Thermage. But what if there was a treatment that did it all? Kellett is about to launch it: Etherea MX is a multiple modality device for dark spots, skin laxity, textural issues and wrinkles. “It means that when patients come in, they're not just doing one thing,” says Kellett. In the same appointment, she can address a variety of concerns with one machine.

A pill could replace hitting the gym

“With the advances we're making in understanding the functions of our body down to the cellular and intracellular level, and understanding how our mitochondria actually ages, we're looking at ways now where we can manipulate that,” says Bissoondath. The pill wouldn't deliver all the benefits of exercise, such as the impact on mood, but it could replicate its effects on our body. “It won't take the place of walking around outside and soaking up nature. But as far as the physiologic, biochemical part of it, we're making big strides. It's exciting.”

On the bright side

Cheer things up by adding a joyous riot of fall colours to your home, closet and beauty bag



1. URBAN DECAY LASH FREAK VOLUMIZING & LENGTHENING MASCARA, \$32, SEPHORA.CA. 2. H&M DRESS, \$60, HM.COM. 3. HELLE MARDAHL JAR, \$765, MATCHESFASHION.COM. 4. ARTICLE CHAIR, \$969, ARTICLE.COM. 5. L'INTERVALLE BOOTS, \$228, LINTERVALLESHOES.COM. 6. MANGO SWEATER, \$70, MANGO.COM. 7. BOTTEGA VENETA BAG, \$2,667, BOTTEGAVENETA.COM. 8. PROBA RUG, \$561, STUDIOPROBA.COM

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78%

of women have experienced sexual harassment in public spaces.*

STANDUP

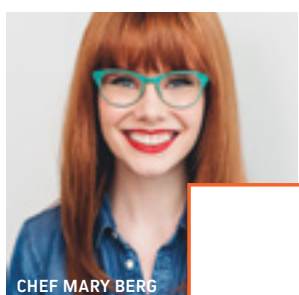
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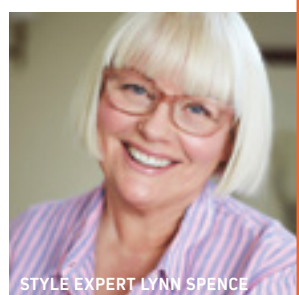
*International study conducted in 2019 by L'Oréal Paris with IPSOS, with data gathered in 8 countries with over 15,000 participants.



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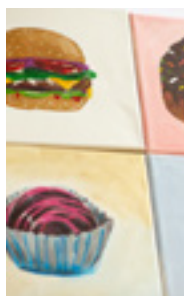
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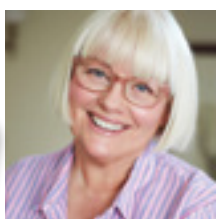


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PASSPORT TO DELISH EATS

September 1 through 30

Pick up your passport to delish eats from your fave Cloverdale foodie spots. For each \$10 or more purchase (pre-tax) receive one stamp. Collect five stamps, along with your purchase receipts and redeem your completed passport at Guest Services for a \$20 Cloverdale Mall gift card to dine with us again. Some conditions apply.*



LET'S DISH WITH STYLE EXPERT LYNN SPENCE

September 16 & 30 at 7:00 p.m.

Letting you in on a little secret: You *can* host a dinner party without spending all day in the kitchen AND without spending a fortune! Tune into Cloverdale's IGTV to learn tips and tricks from Lynn Spence, Style Expert as she transforms droolworthy take-out dishes into delectable dinner party spreads.



NAMA-YUM!

Saturdays in September at 9:00 a.m.

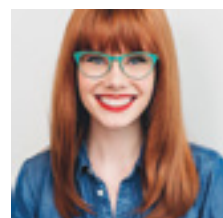
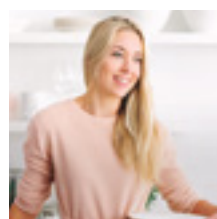
\$10 per person, per class. Stretch, move, breathe and find your inner peace with our friends from ALIVE Yoga & Fitness in our Virtual Yoga Classes.* After your class, enjoy healthy nibbles found in your yummy goodie bag. Plus, remember to stay hydrated by sipping from your new Cloverdale water bottle.

COME DINE WITH US

Sponsored by **metro**

September 23 at 6:00 p.m.

\$15 per dinner kit. Play professional chef and cook along with Chef Devin Connell from *This is Crumb*, all LIVE via Zoom during our Virtual Dinner Party.* The main course? Sheet Pan Salmon with Mediterranean Chickpeas & Basil-Olive Salsa, all with fresh ingredients courtesy of Metro. Your dinner party kit for two will include: Mango salad from Thai Express, all the main course ingredients from Metro and cookies from Subway for dessert!



TEA WITH COOKBOOK AUTHOR & TV HOST MARY BERG

September 13 and 27 at 2:00 p.m.

Instagram Live @cloverdalemall

You are cordially invited to a fun afternoon of tea, scrumptious baking and a Q&A session with Mary Berg, Cookbook Author of *Kitchen Party: Effortless Recipes for Every Occasion* and host of *Mary's Kitchen Crush*. So, grab your fave cup of tea and tune into Instagram LIVE @cloverdalemall for two delectable afternoons. Plus, don't miss your chance to enter to win one of 50 autographed cookbooks. Head to cloverdalemall.com for contest details.

CLOVERDALE KIDS COOKS

Sponsored by **metro**

Contest entry period: September 2 to 16

Encourage your junior chef's mood for food by entering to win a spot in an exclusive Virtual Cooking Class* on September 26 at 11:00 a.m. In partnership with Metro, 25 lucky kids (aged 8 to 12) will join Chef Katie, semi-finalist on Food Network Canada's *Junior Chef Showdown*, LIVE via Zoom, to learn how to make two of Chef Katie's delish recipes. Enter online at cloverdalemall.com



TGIF VIRTUAL COCKTAIL CLASSES

Fridays in September at 7:00 p.m.

It's a Virtual Happy Hour!*

Join award-winning head bartender Harry Hanson for Cloverdale's complimentary TGIF Virtual Cocktail Classes. From the comfort of your home, learn how to shake up the perfect bevvy to pair with our fave take-out dishes from Cloverdale.

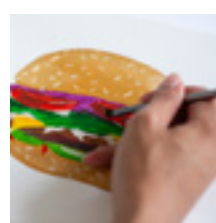


SIPS, SNACKS & STILL LIFE

Thursdays in September at 7:00 p.m.

\$10 per person, per class.

Our Virtual Painting Classes* will leave your tummy rumbling and wishing that your creation could come to life... good thing you'll also receive a Cloverdale voucher to pick up the food featured in your painting! Pssst! We think you'll love these foodie-themed classes and delish eats so much, we'll even throw in a "come back and dine with us again" offer.



*Pre-registration is required for all virtual classes and dinner party. Space is limited. Terms and conditions may apply. Head to cloverdalemall.com to register and for more delish event details. Proceeds from all fee-based events will be donated to the Daily Bread Food Bank in Toronto.

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A fashion advertisement for MaxMara. The image features a woman with voluminous, wavy, light brown hair. She is wearing a camel-colored turtleneck sweater under a matching camel-colored coat. Her right hand is resting on her lap, wearing a silver chain bracelet. The background is a dark, neutral color. The brand name 'MaxMara' is written in a white, serif font across the center of the image.

MaxMara