



**MOST WANTED  
IT BAG**

*Top-handle  
purses ruled  
the runways*

*page 2*



**HAIR TREND  
LONG  
STORY**

*How to wear  
the season's  
hottest look*

*page 3*

**FRAGRANCE  
SIGNATURE  
SCENT**

*Do you  
need one?*

*page 7*



# THE KIT

SOUTH ASIAN EDITION



## TRUE BEAUTY

*Creative Canadian women showcase the season's biggest make-up trend and open up about why they love their looks*

*page 4*

PHOTO: ANDREW SOULE



## BEAUTY AT YOUR SERVICE

AT HUDSON'S BAY, OUR BEAUTY DEPARTMENT HAS IT ALL. OUR TEAM OF BEAUTY PROS IS ON HAND AND THRILLED TO OFFER YOU FREE SERVICES AND SAMPLES AT EVERY COUNTER, EVERY DAY.

### HUDSON'S BAY





MOST WANTED

# Handle it

*The It bag of the season is ladylike on top—and wild at heart*

Once considered a staple of the straitlaced upper crust, the top-handle bag is finally letting its hair down. Fashion's biggest players—Louis Vuitton, Miu Miu and Dolce & Gabbana, among them—have embraced contradiction, affixing prim grips to bold bodies. Glossy, orbled leather, colour-blocked snakeskin and striking nautical stripes rule the season. So consider it confirmed: Opposites really do attract. —*Jillian Vieira. Photography by Adrian Armstrong.*

BEAUTY TREND  
TEA SERVICE

Tea has long been recognized for its health benefits: antioxidants galore, anti-inflammatory properties, energy-boosting caffeine. Now, the leaf has set the beauty scene abuzz, popping up as a power ingredient in everything from shine-inducing shampoos to wrinkle-reducing potions. Take Fresh's newest serum, which is packed with black tea farmed and harvested in Hangzhou, China. Lev Glazman, the brand's co-founder, dubs the star ingredient an "immortal elixir" for its firming and soothing properties. Here, five new launches infused with the superhero staple. —*Michelle Bilodeau and Natasha Bruno*



**SKIN FIRMER**  
Loaded with Chinese black tea and firming honeysuckle-leaf extract, this serum helps reduce fine lines and hydrate skin.  
**FRESH BLACK TEA AGE-DELAY FIRMING SERUM**, \$100, SEPHORA.CA



**HAIR STRENGTHENER**  
Quench thirsty, dull hair with a shine-sealing blend of Chinese green tea and green apples.  
**GARNIER WHOLE BLENDS GREEN APPLE & GREEN TEA REFRESHING SHAMPOO**, \$6, DRUGSTORES



**BEAUTY BOOSTER**  
Stack your medicine closet in your skin's favour. This supplement contains antioxidant-packed green tea extract to fight against free radicals (a cause of accelerated aging).  
**AGE QUENCHER AGELESS BEAUTY VITAMIN**, \$200 (30-DAY SYSTEM), AGEQUENCHER.COM



**GREASE FIXER**  
Help control oily hair by swapping out heavy conditioner for this water-based rinse made with black tea, champagne vinegar and nettle.  
**BARBER & FRITZ HAIRDRESSING RINSE**, \$26, URBANOUTFITTERS.COM



**GLOW BUILDER**  
This beloved gradual-tanning moisturizer gives you a sun-kissed look and nourishes skin with the addition of free-radical-battling black tea.  
**JERGENS NATURAL GLOW + NOURISH DAILY MOISTURIZER**, \$13, DRUGSTORES



Beyoncé shows off the possibilities of street chic in her Tumblr pic, featuring the BAW London sweatshirt.

SPOTLIGHT  
**ALL HAIL THE QUEEN**  
*Streetwear brand BAW London gets Beyoncé's seal of approval*

When Beyoncé wears your gear and posts it on Instagram, garnering 1.2 million likes, it qualifies as a defining moment. Last spring, after that happened to U.K.-based fashion line BAW London, co-founder and creative director Anoopreet Rehncy had to pinch herself. "It was a dream come true. Having support of that magnitude is something I can never forget," she says. "Our brand went completely viral and things have only got faster since!"

Founded by two former investment bankers, Rehncy and Bipan Ahuja, BAW London creates streetwear for men and women based around the ideal of a drama-free world, where everything is just simply black and white. The sweat-

shirt Bey wore (which sold out in record time, naturally) is part of the brand's Dictionary Collection, which features a series of powerful words and playful definitions. "It's a completely unique concept. We have created our own quirky definitions for certain words that represent different personalities," Rehncy explains.

The collection has a growing celebrity following including Cheryl, Tove Lo, Ty Hunter and Dani Song. Known for toques (\$53), tees (\$71) and sweatshirts (\$107), BAW London is currently expanding its roster to include muscle tanks, joggers, hoodies, leggings, jackets—and a full activewear line is also in the works.

Available at a number of high-end international boutiques, including Harvey Nichols in Dubai and London and Colette in Paris, BAW London will be hopping the pond to debut later this month at Simons at Square One Shopping Centre in Mississauga. —*Hina P. Ansari*

INSTA INSPIRATIONS  
**RED ALERT**  
*The style set knows that crimson always makes a statement*



**@humaimamalick**  
Pakistani actor Humaima Malik looks dramatic in Mishal Lakhani's Talia wrap top and dhoti pants.



**@okpakistan**  
At a recent wedding, Pakistani designer Maheen Taseer rocks a brocade pantsuit from her line.



**@sonamkapoor**  
Bollywood's Sonam Kapoor stuns in an embroidered Anamika Khanna statement coat.



**@taruntahiliani**  
Indian designer Tarun Tahiliani gives a sneak peek at the shades of cherry in his Spring/Summer 2016 Kutch Collection.



**@colombofw**  
Sri Lanka's House of Three brings embellishments to Colombo Fashion Week courtesy of its Spring/Summer 2017 collection.



**@marfuya**  
Bangladeshi blogger Marfuya shows off a bold red sari ensemble. —*Hina P. Ansari*

## STYLE NEWS

**PAKISTAN**  
**Pakistan's Oscars spotlight**  
Pakistani-Canadian documentary filmmaker Sharmeen Obaid-Chinoy dazzled at the Oscars podium (where she picked up her second Academy Award) in a beautifully embroidered floor-length jacket ensemble by Pakistani designer Sana Safinaz.

**PAKISTAN**  
**E-commerce revolution**  
Since the 2014 introduction of 4G broadband, Pakistan's artisan community has exploded, thanks to the country's growing e-commerce industry. This gives Pakistan's under-30 crowd (about 200 million people) greater opportunity to become entrepreneurs.

**SRI LANKA**  
**Milan meets Colombo**  
Italian designer and Milan Fashion Week stalwart Gaetano Navarra was honoured with a 20-year retrospective as part of closing night at HSBC Colombo Fashion Week Fall/Winter 2017.

**BANGLADESH**  
**Dhaka's boom**  
Despite concerns about political upheaval, Bangladesh garment factories exported garments worth US\$9.3 billion, a 14 per cent increase from the previous year. The garment hub is growing faster than predicted.

**INDIA**  
**Gap gains traction**  
Gap announced it would open 10 locations in India by May 2016, but due to real estate delays, plans are running behind schedule. Two Mumbai locations opened recently, and two more are set for Delhi and Bangalore.

**INDIA**  
**Denim deals**  
Dutch denim label G-Star Raw (with new co-owner Pharrell Williams) will add five stores in India by the end of 2016, in addition to the existing Mumbai outlet. —*Hina P. Ansari*





From left: Mara Hoffman runway, Jacqueline Fernandez, Balmain runway, DKNY runway, Selena Gomez, Katrina Kaif and Sonakshi Sinha.

HAIR TREND

# Growth spurt

Extra-long hair has been flowing down runways and red carpets. We break down what it takes to go to great lengths

BY JULIA SEIDL

It wasn't long ago that super-long hair was reserved for sister wives and fairy-tale characters (nobody gives Rapunzel a pixie). But times have changed: The sleek ponytails trailing down Joan Smalls's and Kendall Jenner's backs on Balmain's Spring 2016 runway are long locks for the modern age. Rebelling against the ubiquity of the bob (and lob and wob), trendsetters are putting down their scissors and going for lengths not seen since the '70s. It began last fall with the undulating low side ponies at Dior and Cher's flowing-locked turn in Marc Jacobs's campaign. Then, at the spring shows, there were silky manes at DKNY and navel-tickling braids at Mara Hoffman. On red carpets, Zendaya, Ciara, Demi Moore and Selena Gomez all embraced extra-long hair—or extensions. Janelle Monáe has even switched up her signature pompadour (which has its own Instagram account), opting for hip-reaching plaits on numerous occasions. “Long hair has always been deemed super-feminine,” says Guido Palau, star runway stylist and Redken global creative director, who created the extra-long ponies at Dior. Though he used extensions at the show, he added small details to mimic

real hair. “Natural long hair has so many little nuances that add richness and luxury. There's movement, fly-aways, texture.” For most of us, though, the virgin hair that seemed to grow in abundance during our childhood has been replaced by chemically altered and heat-tortured strands that break easily, making long styles a challenge. That's why with great lengths comes great responsibility. The best way to minimize growing pains is to have monthly trims and in-salon strengthening treatments, says Ciara's stylist Cesar Ramirez, and to avoid heat styling as much as possible. If you decide to go faux, treat your extensions with the utmost TLC and brush them daily. Ramirez recommends virgin human-hair extensions by celebrity favourite Indique (Lady Gaga, Chanel Iman and Khloe Kardashian are fans). “Use the same quality care products for your extensions as for your natural hair to keep them healthy and moisturized,” he says. Most important: Tangles are the enemy. At bedtime, tuck lengths into loose braids or twist them into a soft bun to prevent snags from forming overnight. When you wake up, you just might have turned into Rapunzel—or a Balmain glamazon.

## LONG GAME

When every inch counts, losing strands to breakage can be, well, heartbreaking. Here's how to protect them

**Mend the broken spots** It's not all about split ends. “People experience breakage in different places, which we call breakage hot spots,” says Jessaline Orlansky, director of product development for Bumble and bumble. “A healthy piece of hair should be the same circumference from root to tip.” Breakage-reduction products aim to act like a bandage on fraying areas. **Add moisture** Dry hair equals brittle hair, so never underestimate the value of a weekly deep-conditioning treatment to help restore moisture. In the battle against breakage, restorative masks and conditioners provide a speedy (but temporary) line of defence.

**Protect against heat** Put down the hot tools! But when using a hair dryer is essential, Ramirez advises treating lengths to a heat primer first: Much the way wax on a wood floor acts as a sealant, a primer will prevent moisture loss and breakage. **Extend the growth cycle** Growth-stimulating products aim to help each strand survive a full life cycle by protecting the hair bulb and boosting production of keratin, which is hair's key structural protein.



**BUMBLE AND BUMBLE** FULL POTENTIAL HAIR PRESERVING SHAMPOO, \$38, SEPHORA. **RENE FURTERER PARIS** TRIPHASIC VHT ATP INTENSIF REGENERATING TREATMENT FOR HAIR LOSS, \$130, SALONS. **NEXXUS** EMERGENCEE RECONSTRUCTING TREATMENT, \$20, DRUGSTORES. **PANTENE PRO-V** REPAIR & PROTECT 3 MINUTE MIRACLE DEEP CONDITIONER, \$6, DRUGSTORES. **DOVE** REGENERATIVE NOURISHMENT CONDITIONER, \$10, DRUGSTORES.



**FRAGRANCE**  
**THE AMATEUR NOSE**  
*A local Scandi-furniture dealer/seller sniff-drives a cedar-inspired scent*

**THE NOSE**  
Juli Daoust Baker, co-owner of Mjölkl, Toronto

**THE SCENT**  
Byredo Super Cedar, \$180 (50 mL), holtrenfrew.com

**THE NOTES**  
Virginian cedar wood, rose petals, silk musk, Haitian vetiver

**THE VERDICT**  
“It reminds me of Japanese bath houses because they use hinoki cedar; when you put hot water on the wood, the steam brings the smell out. Once this scent mellows, you smell the rose more than the cedar, even though it's a very aromatic wood.”

## FACIALS OF THE RICH AND FAMOUS

When time and money is no obstacle: These celebs go the extra mile to to keep their skin looking like a million bucks



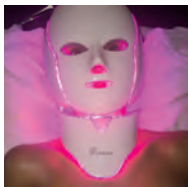
**GOLD STANDARD** Israeli model Bar Rafaeli posted a snap of herself drenched with a gooeey blend of caviar, honey, sea buckthorn and real gold. The brightening peel-off mask, featured in the Caviar and Carat Facial by aesthetician Bella Schneider (about \$270), calls to mind the 1964 Bond flick *Goldfinger*.



**ELECTRIC SHOCK** Picture serum-soaked swabs, a Hannibal-Lecter-esque mask and electric currents: Face Place's super-charged galvanic current facial treatments (about \$195) have been around in L.A. since 1972, but no amount of time will make them appear less terrifying. Emmy Rossum (above) is a fan.



**BLOOD TIES** Turns out a “vampire facial” (starting at about \$1,200) makes for great reality TV. Kim Kardashian made the treatment famous when she had her own platelet-rich plasma (PRP, i.e., blood) injected into her face on an episode of *Kourtney and Kim Take Miami*.



**LIGHT SHOW** Last fall, Jessica Alba posted a selfie with her face and neck eerily illuminated by LED lights, part of Los-Angeles-based celebrity facialist Shani Darden's signature treatment (about \$380). The red and blue LED lights boost collagen and eliminate bacteria. —Veronica Saroli



Madonna onstage during her Rebel Heart tour.

## CELEB SPOTLIGHT REBEL HAIR

Madonna is embracing a new kind of wave on her Rebel Heart tour—and it's so easy you can do it in your sleep

BY RANI SHEEN

Proof that you can put down the hot tools without sacrificing style: Madonna's Rebel Heart tour is an iron-and-wand-free zone, for the sake of her hair's health. But her styles are as ferocious as ever, thanks to the strategic efforts of Andy Lecompte, her long-time hair guy and Wella Professionals' celebrity stylist. We recently met up with Lecompte in New York in the tour's early stages. Though he was going on only three hours of sleep (rehearsals went until 4 a.m.), Lecompte explained that the pop queen's tour look—a lo-fi yet controlled zigzag wave—is created with basic plaits. “She likes a bit of a crimp, less of a curl,” says Lecompte, acknowledging that Madonna put crimped hair on the map in the first place. “She always likes to go back to [her signature] looks. She does make all these changes to her look and image, but she's very true to her own personal style.” Madonna is surprisingly low-maintenance on her own time (“She's used to waking up and not doing anything to her hair—she's

got a nice wave,” he says). But the look that Lecompte devised is so simple that she can even do it herself on the rare occasion that she's out on the road and he isn't close by. As backup, Lecompte sent Madonna inspo images of braids and twists along with step-by-step instructions (below). And so far so good. She sprays and braids before bed, waking up ready to go, no hot tools required. What could be more rebellious?

**The instructions:** Dampen dry hair with sugar spray. Create two plaits, pin them up like Heidi braids, and either sleep on them overnight or blast with a hair dryer (Lecompte uses a hairnet to cut down on frizz). Undo and rake fingers through. **The product:** Sugar spray is a new ally in the quest for texture, and it's less drying than salt spray. “Sugar spray is used for setting,” says Lecompte. “I actually made sugar water for years and years to give hair more texture—it's a little bit like spray gel, but usually it's a little more sticky.” **WELLA** EIMI SUGAR LIFT, \$20, SALONS





# JOE FRESH

## BEAUTY HAS ARRIVED



JOE FRESH BEAUTY PRODUCTS NOW AVAILABLE AT SHOPPERS DRUG MART  
[SHOPPERSDRUGMART.CA/JOEFRESHBEAUTY](http://SHOPPERSDRUGMART.CA/JOEFRESHBEAUTY)





# Blue crush

REAL  
BEAUTY  
SPECIAL

Call it beauty's Blue Period: Splashes of cyan, turquoise, navy and azure made a modern mark on the spring runways. We asked Canadian women of all ages to showcase the trend's versatility and tell us what they love most about their own faces

PHOTOGRAPHY BY ANDREW SOULE | BEAUTY DIRECTION BY RANI SHEEN

JUDITH BRADLEY, 70, *actor/model*

**On her galactic navy nails:** "I'm absolutely into nail art. I'm into anything that adds to the joy and beauty of life. My mother said, 'Sometimes people see your hands before they see your face, so make sure your hands are done.'" **On her skincare secret:** "I treat my hands the same way I treat my face—they're both exposed to the elements, so you have to. I put masks on them, I oil them, I massage them. I don't know why people are so concerned with their face having wrinkles, then forget about their hands." **On her go-to beauty look:** "A lot of times I just throw on lipstick—if you've got a tube of lipstick you're ahead of the game. Do I have a preferred shade? No. I try them all, darling." **On her own beauty:** "I've never found myself beautiful. I always knew I had this body at this particular time, but I wasn't just this. That to me was being *alive*. The camera sees your soul. If your soul is on fire, the picture will be great—otherwise, you'll look like crap, honey." **On living in the moment:** "It's sad when I see people around my age sitting around, talking about when they were 20—or when I see really young people sitting around talking about when they're going to be 40 and what their future is going to be like." **On wanting to look younger:** "Well, that's silly. We don't need to be younger, we need to be smarter."

LAURA SIEGEL DRESS, \$898, LAURASIEGELCOLLECTION.COM CUTLER AND GROSS SUNGLASSES, \$560, CUTLER AND GROSS



"The camera sees your soul. If your soul is on fire, the picture will be great—otherwise, you'll look like crap, honey."



ANNIE WONG, 31, *artist*

**On her steel blue inner-lid accent and abstract nail art:** "It's very avant-garde. It's simple and it's not trying to be pretty, but it is making a statement about individuality." **On her own beauty:** "I've had to learn to love and accept my physical appearance. It wasn't until I turned 30 that I felt beautiful and like a woman; that's when I started wearing makeup. Now I feel like I can control how I look. I really learned a new understanding of what beauty is. It can be a spectrum of how you present yourself—you can have multiple looks." **On being feminine:** "As a teenager, I was intimidated by a very specific type of femininity that other girls were striving toward. I didn't relate to it. Now, there are so many different types of beauty that it's okay to experiment with more than one."

MULBERRY DRESS, \$1,990, MULBERRY. THOMAS SABO RING, \$129, THOMASSABO.COM

AMY PATEL, 31, *Investment banking VP and fashion stylist*

**On her sparkly blue liner:** "I don't wear a lot of makeup, but I think that it's a beautiful art, so I'm excited about this look. I would style it with not a lot going on in my clothing because it's quite bold for me." **On her own beauty:** "I like the shape and colour of my eyes. There's a story behind your eyes. My grandmother and my mother both have big eyes like I do, so mine remind me of the women in my family." **On her routine:** "I think that less is more—I'm a minimalist. I tend to care more about skin oils and serums."

MIKHAEL KALE DRESS, \$2,295, HOLT RENFREW. ALYNNE LAVIGNE EARRINGS, \$69, ALYNNELAVIGNE.COM



LAUREN PIRIE, 32, *illustrator*

**On her painterly aqua eyes:** "I don't normally use a lot of colour on my eyes, but this might convince me to. I've been using brighter colours recently in my illustration work—it kind of goes hand in hand with my aesthetic in my home, in my personal style. I try to do something a little bit different, and fun with colour is that little something extra." **On her own beauty:** "I grew up being told, 'You can fill the gap in your teeth if you want,' but I grew to love it. When I was a kid, it was cool because I could spit stuff through it. Then, it just sort of became a trait. I still spit stuff through it sometimes, like water—or tequila." **On feeling different:** "I always kind of liked being different. I was born on Friday the 13th, and when people used to make fun of me and be like, 'You're a witch!' I'd just say, 'Yeah, I am!'"

TIGER OF SWEDEN DRESS, \$189, TIGEROFSWEDEN.COM. ALYNNE LAVIGNE TRIANGLE EARRINGS, \$105, ALYNNELAVIGNE.COM



## SHOP THE TREND

Add these blue wonders to your makeup bag to get a jump on spring's major colour story



1. SHISEIDO SHIMMERING CREAM EYE COLOUR IN ESMERALDA, \$32, THEBAY.COM. 2. RMS EYE POLISH IN INSPIRE, \$35, THEDETOXMARKET.CA. 3. CND VINYLUX WEEKLY POLISH IN INDIGO FROCK, \$12, SALONS. 4. ARDENCY INN MODSTER SUPER CHARGED LONG PLAY LIP COLOUR IN BLACK IS BLUE, \$31, SEPHORA.CA. 5. URBAN DECAY HEAVY METAL GLITTER EYELINER IN AMP, \$29, SEPHORA.CA. 6. NYX COLOR MASCARA IN BLUE, \$10, NYXCOSMETICS.CA. 7. COVERGIRL INK IT! EYELINER IN AQUAMARINE INK, \$10, DRUGSTORES. 8. NARS EYE PAINT IN SOLOMON ISLANDS, \$31, HOLT RENFREW



NOW TRENDING

MEET YOUR NEW FASHION MVP

Unexpectedly perfect for both office and soiree—and undeniably comfy—the onesie is a wardrobe essential

BY JESSICA ALLEN

Five years ago my partner, Simon, and I unearthed two sleeveless cotton jumpsuits with drawstring waists from the closet at his family cottage. We put them on immediately. They were both comfortable and novel, and we felt fabulous. The only question was, How on earth could we ever take them off?

Easy: We both had to go back to work, and these jumpsuits, which his mom used to wear in the early '90s, weren't exactly suitable, especially considering we couldn't stop giggling while wearing them.

Fast-forward to today and the jumpsuit may be the most work-appropriate garment I wear. Make that jumpsuits, actually, because I own two—both from Horses Atelier. One is a pale pink Italian cotton-linen blend, and the other is a looser-fitting charcoal number. They're perfect for the office: The multiple pockets make them functional; they're creative, yet decorous; and by adding a statement necklace and a pair of heels, they're suddenly ready for a night of festive revelry.

There's only one problem: I can't wear them without being stopped by strangers on the street with questions—namely, “Where did you get that?”—and unsolicited comments: “You look like a Ghostbuster!” (Thank you!) and “It

looks like you're about to jump out of a plane!” (I know!)

I suppose there's some irony in what was strictly a utilitarian garment—think convicts, auto mechanics and pilots—becoming fashion-forward. So how did the jumpsuit make its way from a concrete runway to the sort lined with Kardashians and Blue Ivy?

Back in 1919, Italian designer Florentine Thayat used one piece of cotton to create what is believed

“I won't lie: Although I wear my jumpsuits with a straight face, there's still something intrinsically absurd about them.”

Since then, the jumpsuit has been hopping in and out of fashion. At the Spring 2016 shows, they were so ubiquitous—and versatile—on the runways of Alexander Wang, Balmain and Chloé that they made a strong case for themselves as a modern LBD equivalent.

I won't lie: Although I wear my jumpsuits with a straight face, there's still something intrinsically absurd about them. Maybe, subconsciously, when I'm wearing mine I'm channelling the bad guys in Superman II or the two women in cleavage-exposing ones pulled over by a cop in The Cannonball Run, which Drew Barrymore parodied in Charlie's Angels.

Who says fashion can't be good-humoured? But there's nothing laughable about a single garment signalling work, comfort, play, masculine and feminine, the past and the future—all at once.



Bollywood actor Anushka Sharma in Roberto Cavalli.



SHOP THE TREND  
FROM TOP: OLD NAVY JUMPSUIT, \$27, OLDFNAVY.CA. TED BAKER JUMPSUIT, \$329, TEDBAKER.COM. MARKOO JUMPSUIT, \$390, FAWN BOUTIQUE, TORONTO

THE KIT

Editor-in-Chief  
Laura deCarufel  
@Laura\_deCarufel

Creative Director  
Jessica Hotson  
@jesshotson

South Asian Editor  
Hina P. Ansari  
@hpa4462

Executive Editor  
Kathryn Hudson  
@hudsonkat

Beauty Editor  
Rani Sheen  
@ranisheen

Fashion Editor  
Jillian Vieira  
@JillianVieira

Managing Editor  
Eden Boileau  
@lilyedenface

Associate Beauty Editor  
Natasha Bruno  
@Natashajbruno

Assistant Digital Editor  
Carly Ostroff  
@carlyostroff

Assistant Editor  
Veronica Saroli  
@vsaroli

Assistant Art Directors  
Sonya van Heyningen  
@svanh7

Kristy Wright  
@creativewithak

Designer  
Amber Hickson  
@amblynncreative

Publisher, The Kit  
Giorgina Bigioni

Associate Publisher  
Tami Coughlan

Project Director,  
Digital Media  
Kelly Matthews

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

The Kit is Canada's  
Beauty Authority  
(c) 2016, The Kit,  
a division of Toronto Star  
Newspapers Limited.



President, Star  
Media Group  
John Cruickshank

Editor-in-Chief,  
Toronto Star  
Michael Cooke

FRAGRANCE

On the scent

Kelli Korducki sets out to find the ultimate perfume that smells like her, only better

In my early 20s, I made a friend who was magnetic and difficult and smelled incredible. As booze cast a soft focus over our weekly karaoke nights, she careened from table to table leaving invisible trails of Dolce & Gabbana Light Blue while I ached with the inadequacy of my own scentlessness.

Establishing a signature fragrance isn't easy.

Body chemistry, olfactory associations and office-mate particularities all have to be taken into consideration. Nevertheless, I recently embarked on a quest to find a fragrance of my own, one that would lock onto my pheromones and act as an extension of my body. Unfortunately, Light Blue, so bewitching on my friend, smelled like a truck stop car freshener on me. I tried others, but none seemed to achieve the desired effect of amplifying my animal magnetism. Maybe, I hypothesized, my own weak chemistry was at issue. After all, it was never my menstrual cycle other women's would sync to.

Or maybe I was just going about it the wrong way. To test out a more natural approach, I visited Toronto's new Escentis Aromatherapy store. As founder Jacqui MacNeill explained, essential oils have medicinal properties, and their aromas unlock when applied to the bodies that need them most. At her assistant's urging, I tried a combination of blue camomile and geranium to help soothe my psoriatic elbows. But it was scentless, and I wasn't in it for the healing; I was there to smell amazing. MacNeill, a glossy entrepreneur with a nose for customer dissatisfaction, stepped back in. “Let's give you some rose otto,” she said. Her assistant mixed it with sandal-

wood. I rolled it on and roses. My body had become a flower army's site of chemical warfare; the sandalwood was nowhere to be found. “I like that better than whatever you've been wearing,” my boyfriend later remarked. Surely I could do better.

So I hit the perfume counters. I knew what I thought I wanted: something musky, woodsy and just a tad horny. Alaïa Paris by Azzedine Alaïa was sweet and spicy, something your Anais-Nin-worshipping friend would dig. By Kilian's Intoxicated reminded me of silk dressing gowns worn by film noir heroines, while a dab of Les Absolus 1001 Ouds by Annick Goutal made me feel like the type of woman who would casually own a pet leopard, à la Bringing Up Baby. On my wrists, Jazz Club by Maison Martin Margiela, a male-marketed fragrance, smelled about as cool as a Jazz FM sax solo. Then there was Tobacco Vanille by Tom Ford: Imagine Eartha Kitt purring for a man with a big cigar, and you've got the idea. Finally, I tried on New York Sandalwood by Bond No. 9 and felt like a well-worn leather armchair still warm from the object of my affection.

Each was beautiful, but none felt exactly like me. And maybe, argues perfumer and By Kilian founder Kilian Hennessy, that's just fine. “Like fashion, a fragrance ‘dresses’ you and tells a facet of your personality,” Hennessy told me. “Personally, I believe we should have a wardrobe of scents. I like to play with them the same way I play with any other accessory: shoes, ties, pocket squares, bag. I always choose the perfume of the day last, according to the way I am dressed and the mood I am in.”

If you say so, master perfumer. But I'm not so sure my chemical reactions can be as easily swapped in and out as a pair of hoop earrings. I'd like to think my one true fragrance is still somewhere out there, waiting for me.



“None of the fragrances seemed to achieve the desired effect of amplifying my animal magnetism.”

Finding the one

A selection of special, personal scents for your consideration

FROM LEFT: AZZEDINE ALAÏA ALAÏA PARIS EAU DE PARFUM, \$122 (50 ML), HOLTRENFREW.COM. DOLCE & GABBANA LIGHT BLUE EAU DE TOILETTE, \$86 (50 ML), SHOPPERS DRUG MART. TOM FORD TOBACCO VANILLE EAU DE PARFUM, \$245 (50 ML), HOLTRENFREW.COM. BOND NO. 9 NEW YORK SANDALWOOD, \$380 (50 ML), NORDSTROM.COM. MAISON MARTIN MARGIELA JAZZ CLUB EAU DE TOILETTE, \$125 (100 ML), THEBAY.COM. ANNICK GOUTAL LES ABSOLUS 1001 OUDS, \$334 (75 ML), THEBAY.COM. BY KILIAN INTOXICATED EAU DE PARFUM, \$345 (50 ML), HOLTRENFREW.COM.





# HUDSON'S BAY

**ORIGINS**

DR. ANDREW WEIL FOR  
ORIGINS MEGA-BRIGHT

This serum and moisturizer can be used individually to help reduce discolouration and to restore radiance, or together for more even, luminous results. Dark Spot Correcting Serum 30 mL, \$70 and 50 mL, \$93.50, and SPF 30 Oil-Free Moisturizer 50 mL, \$62.



**M.A.C**

LIGHTFUL C MARINE BRIGHT  
FORMULA MOISTURE CREAM

Lock in moisture with the fast-absorbing formula that combats dehydration. 50 mL, \$53.

STROBE CREAM

For a quick fix, this botanical-rich luminizer refreshes tired-looking skin. 50 mL, \$40.



## BRIGHT NOW

THIS SPRING, BANISH THE BLAHS  
AND ACHIEVE A LIT-FROM-WITHIN  
GLOW WITH OUR FAVOURITE  
RADIANCE-REVIVING SKIN CARE.



**SHISEIDO**

WHITE LUCENT  
LUMINIZING SURGE

This brightening emulsion treats and protects the skin with lasting results. 75 mL, \$75.



**BURBERRY**

FRESH GLOW  
FOUNDATION

Buildable coverage and a natural formula give a flawless, dewy finish. In 14 shades. 30 mL, \$60.



**LANCÔME**

ABSOLUE WHITE AURA

Reduce dark spots and promote a more uniform, brightened complexion. 50 mL, \$227.

**CLARINS**

MISSION PERFECTION  
SERUM

Restore your skin's radiance and help correct pigmentation spots. 30 mL, \$68.



**CLINIQUE**

TURNAROUND  
SKIN CARE

Turn back the clock with glow-reviving skin care that encourages skin cell renewal. The collection, \$41 to \$75.



SHOP THEBAY.COM