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LONDON

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SOUTH ASIAN EDITION

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PHOTOGRAPHY: GETTY IMAGES

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MOST WANTED

## Paint job

Painting your nails with a brush: *bo-ring*. There's a brand new mani model on the scene from the U.K.'s Nails Inc.: a spray-on polish that's as fun as it is fast. Apply the accompanying base coat, spray the polish over your fingertips, then wash your hands with soapy water. The excess will slide off skin, leaving an extra-thin coat of punchy colour. —Rani Sheen. Photography by Amber Hickson.

NAILS INC. PAINT CAN SPRAY IN HOXTON MARKET, \$14, SEPHORA.CA

ACCESSORIES

## GOOD FOOTING

Three spring trends that will inspire you to expand your shoe collection



### 1. Laced up & ladylike

FROM TOP: MANOLO BLAHNIK SHOES, \$1,565, SAKS.COM. TOPSHOP SHOES, \$125, THEBAY.COM. CALL IT SPRING SHOES, \$50, CALLITSPRING.COM



### 2. Souped-up sneakers

FROM TOP: NATIVE SHOES, \$75, NATIVESHOOES.COM. SOPHIA WEBSTER SHOES, \$485, HUDSON'S BAY. CHRISTIAN LOUBOUTIN SHOES, \$1,095, CHRISTIANLOUBOUTIN.COM



### 3. Wild western

FROM TOP: ALDO SHOES, \$150, ALDO-SHOES.COM. ROGER VIVIER SHOES, \$2,515, SIMILAR STYLES AVAILABLE AT HOLT RENFREW. GIUSEPPE ZANOTTI DESIGN SHOES, \$1,675, GIUSEPPEZANOTTIDESIGN.COM

## INSTA INSPIRATIONS SAY IDO

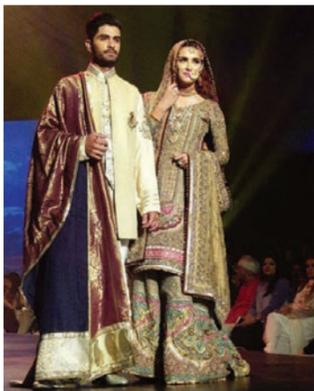
The top looks from Pakistan's stunning bridal couture shows

BY HINA P. ANSARI



@aisha\_imran\_official

Aisha Imran's multi-layered gold-on-gold shines.



@officialfahadhussayn

Fahad Hussayn's intricate patch-works and textiles for coordinating bride and groom looks.



@ohmymascarapk

Rangja keeps it real with a fantastic array of traditional colours and cuts.



Left: Sonam Kapoor in a Rashmi Varma Keyhole Silk Kurta and Tassel Silk Dupatta. Centre: Rashmi Varma's Bihar Sari. Right: Designer Rashmi Varma.

PROFILE

## ARTISANAL VISIONARY

For Canadian couturier Rashmi Varma, it took a leap of faith (and an ocean) to launch her label

BY HINA P. ANSARI

Rashmi Varma has innate fashion sense—but it took vision to recognize India's fashionable potential in 2012 when she moved to Delhi to launch her eponymous fashion line. The Montreal-born Toronto-based designer had worked for over 15 years with Canadian design stalwarts like Denis Gagnon, Yso and Nada (and with noted directors like Deepa Mehta) but she wasn't prepared for the challenges that came along with blazing a new trail. "Visiting is much easier because you know you're going to return to Canada, where everyday living is relatively easier and comfortable," Varma explains now of her move to India. "Setting up a business in India is challenging and frustrating, especially when you are used to a different way of working."

It took six months to set up her studio, hire staff and develop her first collection in 2013. Buoyed by the support of her family and friends, including Malika V. Kashyap, founder of India's noted fashion site Border & Fall, Varma launched her first line to industry applause. Varma's global-cool creations can

be seen in a myriad of luxe glossies including Canada's *En Route* and India's *Elle* and *Vogue*. Most recently, she was the recipient of *Grazia* India's 2015 Young Fashion Award and her Bihar Sari is now permanently part of Victoria & Albert Museum's "Fabric of India" Exhibition in London.

Varma's designs celebrate India's traditional practices and are geared toward the "nomadic cosmopolite" who appreciates artisanal crafts. "The textile heritage of the country is endless and hand-woven textiles, hand embroidery and other hand techniques are celebrated in our designs," she explains.

And though Varma's pieces are favourites among Bollywood celebs from Sonam Kapoor to Neha Dhupia, her collections are actually inspired by the women in her life. "I look at my friends and ask myself these questions: What are essentials that she needs? Where does she travel? Where does she work? How can we help celebrate her individual style?" It's that curiosity—coupled with Indian pride and global vision—that's made Varma an international success story.

## STYLE NEWS

### BANGLADESH

It's been three years since Dhaka's Rana Plaza tragedy and, as a hopeful symbol of new beginnings, the former factory is now the home of the Asian University for Women.

### PAKISTAN

Renowned fashion label The House of Kamiar Rokni has collaborated with L'Oréal Paris Excellence Crème as the "Ambassador of Fashion" platform as part of The Art of Colour campaign.

### SRI LANKA

Fashion designer Charlene Thuring took a client's wedding dress to the next level with a customized 3-D printed gown, thanks to the smart collaboration with 3D Concept Studio.

### INDIA

India's e-commerce revenue is set to jump from \$30 billion to \$120 billion by 2020, says ASSOCHAM-Forrester—a whopping 51 per cent annual growth. The likely reason? Seventy-five per cent of online users are between 15 and 34 years old.

### INDIA

H&M opened its 4,000th store, in Noida. The flagship location boasts 37,000 square feet and will house lingerie, sportswear, maternity and a plus-sized collection. —Hina P. Ansari

## BEAUTY INSIDER

## In a flash

The world's top makeup artists share their tricks to getting gorgeous-looking skin—instantly

BY NATASHA BRUNO

The backstage scene during New York Fashion Week is hectic. Swarms of models run from one show to the next, while teams of hair, makeup and nail artists surround them with dryers, brushes and sponges, trying to get everyone runway-ready. Yet there's no sign of that chaos when models hit the catwalk; invariably, they look serene and picture-perfect—not an eye bag, fine line or shiny patch to be seen. Genes and youth help (of course), but the top makeup artists all have well-practised skin-enhancing tricks to ensure a catwalk-ready complexion. "They make a huge difference," said James Kaliardos, backstage at Rodarte during the Spring 2016 shows. "My work looks the way it does because of them." Read on for instant gratification skincare tips—essential intel for a morning pick-me-up or pre-party prep.

## 2 MASK FOR AS LONG AS POSSIBLE

"The girls got SK-II sheet masks to start with, and I did their lips while the masks were still on to get their skin as hydrated as possible."  
—Gucci Westman at Marchesa

IN HER KIT: SK-II FACIAL TREATMENT MASK, \$134 FOR 6, NORDSTROM.COM



## 3 TREAT LIPS WELL

"I like the girls to go to hair first so that their moisturizer has time to set in. And then I use lots of lip balm. Lips are the biggest casualty of Fashion Week."  
—Dick Page at Zero + Maria Cornejo

IN HIS KIT: SHISEIDO IBUKI REFINING MOISTURIZER ENRICHED, \$55, BENEFIANCE FULL CORRECTION LIP TREATMENT, \$45, THEBAY.COM



## 4 TAKE A MINUTE TO MASSAGE

"I take NarsSkin Luminous Moisture Cream and really massage the face. Massaging is important because it gets all the blood in the face going, keeps your collagen production working and plumps up the skin. It works by pushing on pressure points—you [massage] upwards on the neck and in circles up and around the eyes. And if I don't use toner, then there are some dry areas left on the skin, which makes the makeup look cakey."  
—James Kaliardos at Rodarte

IN HIS KIT: NARSSKIN LUMINOUS MOISTURE CREAM, \$85, NARSCOSMETICS.COM, NARSSKIN MULTI-ACTION HYDRATING TONER, \$40, SEPHORA.COM



## ONE-MINUTE MIRACLE

## Dear Batiste Dark &amp; Deep Brown dry shampoo:

Blondes really do have more fun—mostly because they aren't spending eons trying to brush away pale dry shampoo residue from their golden roots. But you've given this brunette her morning minutes back: Your rice starch and cocoa-coloured tint (not so much that you stain my scalp, but enough to invisibly blend in) revive my two-day-old hair, leaving a light jasmine scent. Now that I've got all this free time and date-ready hair, what are you doing this Friday? *All my love, Jillian Vieira*

BATISTE DARK & DEEP BROWN DRY SHAMPOO, \$9, SHOPPERS DRUG MART

MODEL MOMENT  
CUCKOO FOR COCO

The ever-evolving Coco Rocha on the beauty rules she lives by

BY RANI SHEEN

Coco Rocha is more than a model: She's a chameleon. The Vancouver-raised New Yorker demonstrated that definitively in her glossy book of 2014, *Study of Pose: 1000 Poses*, which is filled with just her, doing just that. She shows it in her fluid career transitions, from Irish-dance student to high-fashion supermodel to TV host and now to designer—her athleisure clothing line, Co + Co, is about to hit the streets. She's also managed to blend motherhood with her jet-setting schedule, bringing her 1-year-old daughter, Ioni, around the world with her—including, recently, to the Drake Devonshire Inn in Wellington, Ont. We chatted with her there at the launch of Burt's Bees' new all-natural lipsticks, which are made with moisturizing moringa oil and come in 14 shades. Rocha has a special interest in the line because she's become more aware of what she puts on her body—and on her baby—and has instituted a natural-where-possible beauty policy. Read on for more of Rocha's beauty commandments.



**1. BEAUTY IS DRESS-UP** "If you change your clothes daily or even hourly—sometimes that happens!—why wouldn't you change your makeup look? It would be so boring to say, 'This is my look for the rest of my life and I'm not changing because I told myself I look best just like this.' I like to wake up in the morning and decide who am I today, and makeup definitely does that for me."

**2. MAKEUP GETS YOU INTO CHARACTER** "The lighter I go in my lips the more girly I think I am; the more aggressive my lip colour is, the more I think of myself as a *madame*. When I work, I'm playing a part. The less makeup I wear in a shoot, the more raw the image is, and the more makeup I wear, the more sassy I come off."

**3. ANYONE CAN BE GLAMOROUS** "I was the tomboy of tomboys and the nerd of nerds. I wasn't aware of the fashion industry. I thought I was going to be doing this for a summer fling, and so I never really dedicated much thought to how I looked."

**4. REBELS ARE THE BEST BEAUTY ICONS** "David Bowie as Ziggy Stardust is my makeup icon! And Elizabeth Taylor because she was from a generation that didn't have stylists, and she wore exactly what she wanted. I think that's very important—wear what you want, not because someone told you to."

**5. FOUNDATION FIRST** "I always put my foundation on first because it's like a blank canvas. Most makeup artists love to do makeup first and foundation after so they can clean up whatever drops. I don't like doing that. I like to see where I'm going."

## MAKEUP LESSON

## COLOUR THEORY

Colour correctors are the next wave in our quest for complexion perfection. Here's how to make them work for you, no makeup artist required

BY ANDREA JANUS

If you've visited a makeup counter recently, you may have noticed that the complexion section looked a little more colourful than usual. Colour correctors—concealers and primers that come in shades like mint, lilac and peach, designed to counteract skin discoloration—are now ubiquitous on both store shelves and Instagram, where beauty bloggers are posting selfies covered in pastel stripes. "It's the next big thing after strobing and contouring," says Toronto makeup artist Vanessa Jarman. "When you want to achieve perfect makeup, colour-correcting your skin first brings it to the next level."

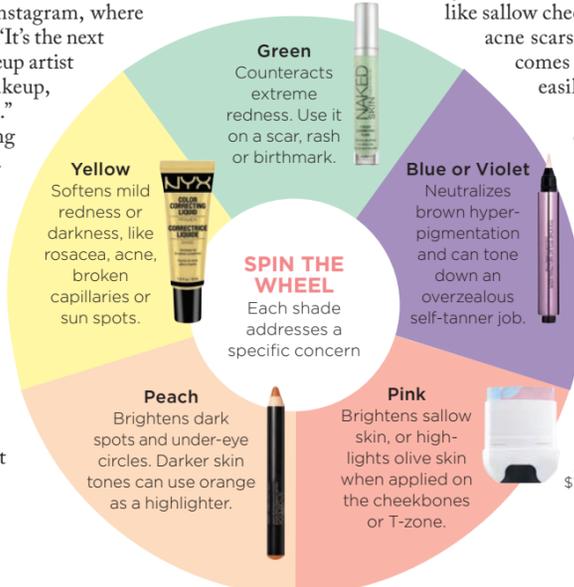
The thought of adding another product to your morning routine may be daunting, but a colour corrector can be a powerful tool to erase imperfections and boost brightness. "If you've tried five, 10, 15 different concealers and you're still confused about why nothing is covering the way you want it to, you're at the perfect point to try colour correctors," Jarman says.

Based on the colour-wheel theory that opposing tones cancel each other out, each product hue targets a specific problem, such as brown hyper-pigmentation spots or bluish under-eye circles. "You might actually need a couple of colours to correct different parts of the face," says Jarman. Paler pastel correctors work best on lighter skin tones, while darker shades—purple, forest green and orange—are designed for deeper complexions.

When it comes time to apply it, colour corrector should be the first thing you put on clean, moisturized skin. "Try to do your makeup in the most natural lighting that you can find," says Jarman. Dab the product on with a sponge or your finger for larger areas like sallowness, and use a small brush or Q-tip for smaller spots like red acne scars. Jarman suggests choosing a creamy formula—whether it comes in a stick, pot or palette—because creams can be blended easily for sheer to full coverage.

Once your corrector is set in place, follow with your foundation or tinted moisturizer, which you might need less of now that you've concealed any discoloration. Press or stipple the base into your skin with a sponge or flat-topped brush, rather than swiping it on, so you don't undo all your handiwork. If you still feel you need concealer, pat a thin layer on top, only where you need it. "It might seem like you're putting a little bit of extra time into your makeup," says Jarman. "But it's completely worth it."

URBAN DECAY NAKED SKIN COLOUR CORRECTING FLUID IN GREEN, \$35, SEPHORA.CA. YSL TOUCHE ÉCLAT NEUTRALIZER COLOUR CORRECTOR IN LILAC, \$50, SEPHORA.CA. MARC JACOBS BEAUTY COVER(T) STICK COLOUR CORRECTOR IN BRIGHT NOW (PINK), \$52, SEPHORA.CA. SMASHBOX COLOR CORRECTING STICK IN LOOK LESS TIRED (PEACH), \$27, SEPHORA.CA. NYX COLOUR CORRECTING LIQUID IN YELLOW, \$18, NYXCOSMETICS.CA



## ACCESSORY REPORT

# Playing by ear

Dramatic danglers, spectacular studs and cool piercings—earrings are spring's loudest jewellery trend



PHOTOGRAPHY BY LUIS MORA. HAIR AND MAKEUP BY SHERI STROH FOR PLUTINO GROUP/ BITE BEAUTY. HAIR AND MAKEUP ASSISTANT, ROMY ZACK FOR PLUTINO GROUP

## GODRAMATIC: Take shoulder-grazers for a spin, as seen on these five DJs

### Misty Hill, 32

Spinning retro funk and soul by night, Hill spends her days working at a women's shelter in Toronto. "Work can be really stressful. DJing gives me balance," she says about her late-night gig. "It's a good release to plug into music and make people dance."

**A PEACE TREATY** EARRINGS, \$195. APEACETREATY.COM

### Serena Passion, 25

When she's not working at her digital-advertising job, Passion can be found either bartending or DJing on weekends—the latter of which has its downside. "When you lose the crowd, you feel like you're being dumped," she says, with a rueful laugh.

**JENNY BIRD** EARRINGS, \$75. JENNY-BIRD.COM

### Kirsten Azan, 25

Azan got into DJing after working in event programming with non-profit organizations and struggling to book the right DJ. "I wasn't finding anyone breaking the rules in a way I thought was cool, so I started DJing myself," she says.

**EDDIE BORGO** EARRINGS, \$390. NORDSTROM.COM

### Aneela Qureshi, 31

Qureshi, who has a busy roster of gigs, co-founded Yes Yes Y'all, a queer hip hop jam in Toronto. "That's the most important project to me because it speaks to a marginalized group. We wanted to throw something in a safe space," she explains.

**SORELLE** EARRINGS, \$159. SORELLENYC.COM

### Anna Wiesen, 28

To Wiesen, a great set keeps partygoers on their toes. "You can't play all the hits at 10 o'clock," she says. If she's not spinning, Wiesen is helping fellow creatives via the agency she co-founded, Young Lions Music Club.

—Veronica Saroli

**DAVID YURMAN** EARRINGS, \$2,750. DAVIDYURMAN.COM. **BANANA REPUBLIC** TOP, \$62. BANANAREPUBLIC.COM

### SHOP THE TREND

Designers turned up the volume on earrings this season, showing bold hardware that hung shoulder-long at Gucci, Emilio Pucci and Oscar de la Renta. We heard the message loud and clear: Deck out your lobes in dramatic danglers for a take on the season's catchiest look.



**BANANA REPUBLIC** EARRINGS, \$62. BANANAREPUBLIC.CA



**H&M** EARRINGS, \$13. H&M



**JOOMI LIM** EARRINGS, \$160. JOOMILIM.COM



**J.CREW** EARRINGS, \$85. JCREW.COM

## GO DELICATE: Try the curated ear, inspired by Hollywood's style set

Before the recent runway shows kicked off in New York, the fashion flock prepped for their street-style shots by adding new hardware to their already well-populated earlobes. "Everyone's trying to outdo each other and tweak their look a little more each time," says J. Colby Smith, a piercer at New York Adorned, whose clients (80 per cent designers, editors and models, by his estimate) are drawn to his signature deli-

cate facial jewellery. "It's a cool way to customize your look."

While the upper ear used to be the go-to piercing, trendsetters like Kate Moss are doubling down on bijoux—and the rest of us are taking notice. "Social media has become a big thing for piercing—we get a lot of people coming in with photos saying they want it just like this," says Kaleb Takacs, a piercer at Black Line Studio in Toronto. "But we have to modify it differ-

ently for each person because everyone's ears aren't the same."

Getting pierced can be a commitment, requiring time and patience (and yes, some pain). Most piercers will do only two or three at a time to allow for healing. "It takes a couple of years to get the ear curated to that perfect state," admits Smith. Get started with our guide to trying the trend with the prettiest piercings around. —Kristen Vinakmens

### 1. The entry level: Helix

**As seen on:** Jennifer Aniston  
The outside rim of the ear is a fairly easy entry point to piercing, says Takacs, who does five to 10 of these a week. Though this is cartilage territory, which can take longer to heal, it heals more quickly than other cartilage piercings.

**Pain factor:** 2 out of 10

### 2. The healer: Daith

**As seen on:** Zoë Kravitz  
This pretty inner-cartilage piercing is Smith's favourite. "It's unexpected, and it can be super conservative or more grungy depending on the jewellery," he says. It's thought to prevent migraines by stimulating pressure points, like acupuncture does, although there's no scientific evidence to back it up. If your inner ear fold is too shallow, though, the daith isn't for you.

**Pain factor:** 3 out of 10

### 3. The social star: Forward Helix

**As seen on:** Kylie Jenner  
Pinterest has driven the popularity of piercing the rim just above the ear canal, in particular with a triple-forward helix (a line of three studs), says Takacs. But the area can be tricky to pierce because it's such a small space, depending on your ear shape.

**Pain factor:** 4 out of 10

### 4. The upgrade: Lobe

**As seen on:** Pakistani designer Wardha Saleem's runway  
Most ears can accommodate three or four holes in the soft tissue of the lobe. Try a "high" or "third hole" lobe piercing, says Smith. "It's further away from the first hole, so it's a little more edgy." Though it's a common spot to pierce, it's not necessarily that comfortable. "In all honesty, I think lobes are more painful than cartilage," says Smith.

**Pain factor:** 5 out of 10



### 5. The rising star: Conch

**As seen on:** Nikki Reed  
Sitting in the middle of the ear, the conch piercing is increasingly popular, partly because it's often done with higher-end gold or diamond jewellery. This one can be uncomfortable for a couple of months, especially while sleeping.

**Pain factor:** 7 out of 10

### 6. The individual: Rook

**As seen on:** Ruby Rose  
This is less common because it's awkward to reach and you need a sharp edge above the ear canal to accommodate it. It heals more quickly because it's partly protected by the surrounding ear.

**Pain factor:** 8 out of 10

### 7. The all-rounder: Tragus

**As seen on:** Rihanna  
Smith describes this as edgy yet classic. "It's easy to get away with, no matter your age—you could be 18 or 80," he says. But it requires more healing time. "You're not going to be wearing earbuds for a while," says Takacs.

**Pain factor:** 9 out of 10

## STUD CITY: WHAT TO PUT WHERE

**FORWARD HELIX:** J. COLBY SMITH EARRING, \$60. JCOLBYSMITH.COM

**HELIX:** CLAIRE'S EARRING, \$12. CLAIRE'S.COM

**ROOK:** BEAUFILLE EARRING, \$176. JONATHAN+OLIVIA.

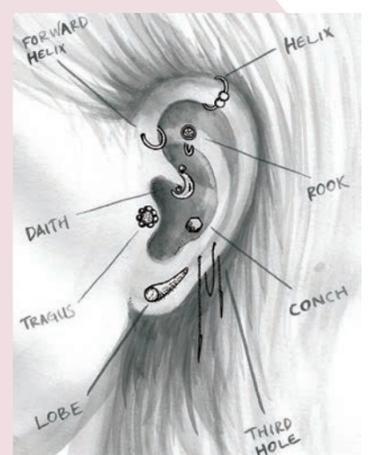
**CONCH:** BIKE EARRING, \$45. ILOVEBIKO.COM

**THIRD HOLE:** CATBIRD EARRING, \$130. CATBIRDDNYC.COM

**LOBE:** JENNY BIRD EARRING, \$52. JENNY-BIRD.COM

**TRAGUS:** ANZIE EARRING, \$690. ANZIE.COM

**DAITH:** WASSON FINE EARRING, FROM \$560. WASSONFINE.COM



## HOW TO TAKE CARE OF PIERCINGS

**Sleeping, brushing your hair and taking your T-shirt off are all potential hazards for two to four months after piercing.** Cartilage piercings take longer to heal than the lobe studs you got in grade school, and they're a little fussier. Here's how to ease the process.

**1. Swap your pillow** "Sleeping is the number one problem," says Smith, who advises laying your head on a travel pillow, keeping your ear over the hole in the centre. Takacs suggests putting on a bandage overnight and keeping long hair tied up.

**2. Keep it clean** Wash the piercing twice a day, wetting it before you gently scrub to avoid breaking the scab and reopening the wound. Sea

salt solution is the industry standard, but Smith prefers using water and Dr. Bronner's Pure Castile Liquid Soap, as it has an oil base (the moisture helps with healing). "Never use alcohol or peroxide," he says.

**3. Calm it down** While infections are fairly rare, if your piercing does get irritated or raised, Smith advises putting a chamomile tea bag in hot water and placing it over the hole once a day for a week.

**4. Dress it well** Always use jewellery made with high-quality, hypoallergenic materials, such as yellow gold, white gold, rose gold or surgical steel.

**5. Let it be** Repeat after us: No touching!

TOOL KIT

# Spring cleaning

Expired sunscreen and year-old mascara have no business near your face. Here's what to keep, what to toss and what needs a good scrubbing

BY ANDREA JANUS

Chances are that you clear out the fridge and mop the floors as soon as you notice a little dust. But are you as diligent with the products you put on your skin and hair? "They weren't made to be out there for 10 years," says Frauke Neuser, principal scientist at P&G Beauty. "It's very similar to food: With a packet of dried pasta, you can still use it once it goes beyond the expiration date, but is it going to taste as good?" As temperatures start to rise and the weather demands a lighter moisturizer and stronger sunscreen, it's the perfect time to give your makeup bag (and the jumble in the back of your bathroom cabinet) a spring clean.

## Sunscreen

It's easy—and important—to figure out when to replace your sunscreen because it has an expiry date on the bottle, as required by Health Canada. "The expiry date is the end of a period during which manufacturers know that the product is actually doing what it's supposed to do," explains Neuser. When the UV filters start breaking down, the level of protection indicated by the SPF rating decreases too.

## Skincare

If your skincare products don't have an expiry date, look for an icon that resembles a bottle with an open top. The number you see next to that is the max number of months you should use the product after it's been opened. Or, as Neuser suggests, you can also just eyeball it: "For anything that looks off or smells off, don't even risk it." Emulsions (products that mix oil and water) may start to separate, and the active ingredients may lose their potency. Packaging is another factor; you introduce microbes every time you dip a finger and scoop cream out of a jar. "We have preservatives in there, so we can guarantee safe use for 12 months, but beyond that we don't recommend you keep using it," says Neuser.

## Makeup

Mascara has the highest risk of contamination because it touches your lashes and eye area directly, and your eyes are more sensitive than any other part of your face. "If there is contamination, it can lead to inflammation and irritation," says Neuser, who suggests buying a new tube every three to four months. Makeup artist Olivia Colacci

is even more conservative—she recommends replacing it every month. Make sure to keep an eye on the product's texture as well. "You'll never finish a pot of cream eyeliner—you won't even put a dent into it," says Colacci. "But you'll need to replace it because it's dried up."

## Brushes

Makeup brushes don't need to be tossed in the trash, but they do need to be cleaned regularly—at least every other week, Colacci advises. Gently swirl expensive natural bristle brushes in baby shampoo and rinse until the water runs clear. Then pat them dry with a paper towel and lay flat to dry on a towel. Synthetic brushes tend to be used with creamier products like foundation, so you'll need something stronger like an alcohol-based brush cleanser or even dish soap. "Just like it gets the grease off your dishes, it will get oil off the brushes," Colacci says.

## Haircare

Aerosol styling products like hairspray are basically a lifelong investment because they don't collect bacteria. "That's the type of product that you never really need to

chuck," says Neuser. Hot-metal hair tools collect product residue and should be cleaned—just wipe them down with a damp towel while they're still warm and product buildup will slide right off. Hairbrushes also get grubby and need regular care. "If you're using a dirty brush on your hair, it will put the oils back in and make your hair look dirty," says Colacci. Wash them with shampoo, loosening dirt by rubbing two of them together, bristles facing each other.

## Tools

Metal eyelash curlers and tweezers should be wiped or sprayed with an alcohol-based cleanser to disinfect them, says Colacci. When the little rubber pads on your curler start to weaken, they need to be replaced. "As soon as they wear down, the metal will hit metal and that will cut your lashes."

## Fragrance

Worry not—there aren't any safety concerns about perfume because of the high alcohol content. "They are very unlikely to spoil," explains Neuser. But the scent won't last forever. "Some of them aren't going to smell the same after 10 years as they do on day one."

## Fresh start

Revitalize your beauty stash by tossing out the old and investing in some new spring essentials



PHILOSOPHY TAKE A DEEP BREATH OIL-FREE OXYGENATING MOISTURIZER, \$49, BEAUTYBOUTIQUE.CA. BOBBI BROWN LONG-WEAR GEL SPARKLE IN GOLDSTONE, \$34, BOBBIBROWN.CA. OLAY REGENERIST MICRO-SCULPTING EYESWIRL, \$39, DRUGSTORES. SEPHORA COLLECTION LIPSTICK JUNGLE BRUSH SET, \$68, SEPHORA.CA. ELIZABETH ARDEN GRAND ENTRANCE MASCARA, \$32, SHOPPERS DRUG MART. TWEEZERMAN PROCURL LASH CURLER, \$28, TWEEZERMAN.CA

## PROFILE

# DREAM ON

Meet designer Rosie Assoulin, fashion's next big thing

BY CARLY OSTROFF

Rosie Assoulin is a rising fashion star, but she needed a push to launch her own label. "It's funny to think your dreams can come true," muses Assoulin. Lively and candid in person, Assoulin is wearing one of her own architectural off-the-shoulder tops for a trunk show appearance at The Room at Hudson's Bay in Toronto.

Funny or not, the 30-year-old designer realized her dream when she launched her New-York-based namesake label three years ago, after briefly studying at Fashion Institute of Technology and then interning for influential labels like Oscar de la Renta in New York and Lanvin in Paris. It was an aspiration she had been denying for years, until two close friends inspired her to go for it. First, pal Leandra Medine started the smash hit blog Man Repeller. Then in 2012, her friend Claire Distenfeld opened an avant-garde Upper East Side boutique called FiveStory. "Claire came out of nowhere, in the fashion world, and created this amazing concept," Assoulin says. "It's inspiring just to be around."

If you've scrolled through Instagram, you've likely seen both women wearing Assoulin's designs. "I feel like they sort of swept me off into their air, and I was just happy to breathe it," she explains.

From the beginning, Assoulin's structured daywear and statement-making eveningwear resonated because of her thoughtful approach. Spring 2016 is no exception. "It was inspired by so many things: activewear, swimwear, pyjamas and negligees," explains Assoulin. "But wearing them on the outside and layered in a way that's not very exposed—still very covered and has a sort of integrity—but there's sensuality. In summer, there's skin everywhere, so sometimes not showing as much is appealing."

That thoughtfulness balanced with practicality is becoming one of the emerging designer's signatures. "When you get down to the nuts and bolts, there's a business," she concludes. "It's not just dreams sewn together by sheer will."

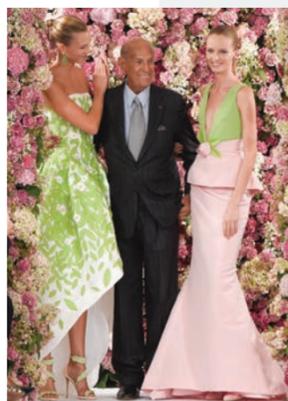


"Personal style is something people try to write books about and break into a science, but it's just one of those special things that has its own magic."  
—Rosie Assoulin

Looks from Rosie Assoulin Spring 2016.



Leandra Medine in the spring collection.



Fashion legend Oscar de la Renta with models in 2015.

## Mentor moment

Assoulin's flair for modern luxury was inspired by her time spent working with the master of glamour, Oscar de la Renta. Here she remembers his influence.

"I was very young at the time, and I still very easily can look back in my mind and connect with the feelings that I had there. What a special energy he brought to the world of fashion: There was humour and elegance. He wanted women to feel like their best selves. The second that you zipped up, you felt that right away. It was cool to see that message transmitted through inanimate objects. I remember when I was there, every little ribbon, every little pleat, every little drape, went through his hands. There was an authenticity, an integrity, a sort of joyful expression of fashion, colour and women. I sometimes go back and mine those feelings when I feel a little dated, and reconnect to them."

BEAUTY CHALLENGE

# Prize fight

Associate beauty editor **Natasha Bruno** puts a drugstore contender into the ring with a luxury champion. Who will take home the beauty belt?

I get a little flutter of joy every time I pull out a Chanel gloss or Dior blush from my makeup bag. I'm not sure if it's the sumptuous packaging, the famous logos, the delicate scents or the satisfying click when the lipstick tube closes. I'm lucky enough to test out all kinds of products as part of my job, but real talk: As someone on a budget, when it comes to spending my own cash, I more often save than splurge. Each time I score a great drugstore beauty buy, I wonder just how much of a gap exists between cheapie and prestige, anyway. So when I discovered the relaunched Joe Fresh Beauty line and the spring Tom Ford collection, I decided to try two diametrically opposed makeup budgets for a week each and see what the differences were for myself. Let the beauty battle begin.



"The bronzing primer punches well above its weight."

"This ultra-glossy lip lacquer delivers knock-'em-dead berry shine."

"I'm obsessed with this pencil's fine, pointed tip."

"The felt-tip mini marker eyeliner makes my feline flick a breeze."

IN THIS CORNER: TOM FORD

**Base camp**

The bronzing primer punches well above its weight, acting like a tinted moisturizer and delivering a sheer golden veil that easily smooths out my complexion. And, when it's teamed with the game-changing concealing pen (the sponge tip makes application incredibly easy and fast), I find I can skip foundation altogether.

**Eyes on the prize** You can't mess up with the rich metallic cream eyeshadows. I use my fingers to blend them into my lids, and they deliver lustrous pigment. Perfect for tightlining, the super-skinny liner lets me get right into my waterlines. The black makes my eyelashes look instantly thicker, and the gold is a gorgeous eye brightener when applied along the lower lash line. Checking off a laundry list of wants (length, definition, thickness), the super-black water-resistant mascara creates some seriously lush fringe.

**Arch away** At first, I'm digging the angled tip of the twist-up Brow Sculptor crayon, but after a while, the tip dulls and I'm not able to sharpen it

enough to get the precision point my patchy arches need. No dice.

**Flush fest** What you see is what you get. The powder blush adds a rich, iridescent rose-gold wash of colour to my cheeks for a softly contoured look. When I add the peachy-pink liquid illuminator just above my cheekbones, on my temples and cupid's bow, I get a cocktails-on-the-beach-at-sunset glow.

**Lip service** This click pen starts out as an ultra-glossy lip lacquer with an angled, sponge-tip applicator that lets me fill in my lips with knock-'em-dead berry shine. After a few hours, it fades into a stain. Obsessed.

**The verdict** Powerful colour payoff, an innovative lip formula and a primer that lets me skip foundation—minus one lacklustre brow crayon, Ford is a force to be reckoned with.

THE TOM FORD TALLY

1. BRONZING PRIMER IN RESORT TO PLEASURE, \$85.
  2. CONCEALING PEN IN MEDIUM DEEP, \$52.
  3. CREAM COLOR FOR EYES IN SPHINX, PLATINUM AND CAVIAR, \$50 (x3).
  4. HIGH-DEFINITION EYE LINER IN BURNISHED GOLD AND BLACK, \$48 (x2).
  5. ULTRA LENGTH MASCARA IN ULTRA RAVEN, \$50.
  6. CHEEK COLOR IN LOVE LUST, \$66.
  7. SKIN ILLUMINATOR IN FIRE LUST, \$83.
  8. BROW SCULPTOR IN EXPRESSO, \$50.
  9. PATENT FINISH LIP COLOUR IN EXPOSED, \$63.
- ALL AVAILABLE AT HOLT RENFREW = \$695

IN THIS CORNER: JOE FRESH

**Base camp**

The illuminating liquid primer lives up to its name, delivering a shimmer that's visible even when layered under makeup. The medium-coverage liquid foundation does a good job of evening out my skin, but there's no exact colour match for my skin tone in the four-shade offering, so I have to mix two (making it less of a bargain). The high-coverage concealer would be a great sleepless-night cure, able to camouflage bags and blur out blemishes, but again, all three shades are too light.

**Eyes on the prize** The felt-tip mini marker eyeliner makes my feline flick a breeze, and later in the week, the creamy purple kohl liner stays put during an intense workout. The trio of neutral shadows comes with a helpful chart for smoky-eye newbies, but it requires a few heavy-handed swipes to get the colour coverage to date-night intensity. The argan-oil-infused mascara with fine-tooth brush allows me to reach and define every lash, top and bottom.

**Arch away** Every morning, I spend a few minutes filling in my patchy

eyebrows, so a good brow pencil is an absolute must-have. I'm obsessed with this pencil's fine, pointed tip because it lets me create the illusion of tiny hairs.

**Flush fest** The deep rose powder blush really warms up my complexion. The highlighting powder is too light for my skin, but when I really blend it in above my cheekbones, it works.

**Lip service** A shade darker than my natural lip colour, the lightweight rose-gold liquid lipstick could totally become my fail-safe nude lip.

**The verdict** Major points for well-designed mascara, long-wearing liners and beautiful liquid lip colour, but I'd appreciate a bolder punch of pigment and a wider range of shades to accommodate more complexions. Obviously, the prices can't be beat.

THE JOE FRESH TALLY

1. ILLUMINATING PRIMER IN CHAMPAGNE, \$16.
  2. LONG WEAR SPOT CONCEALER IN MEDIUM, \$12.
  3. HIGH-LIGHT POWDER IN LUSTER, \$8.
  4. DAILY BOOST FLUID FOUNDATION IN SAND AND ALMOND, \$18 (x2).
  5. HYDRA LASH NOURISHING MASCARA WITH ARGAN OIL, \$12.
  6. EYESHADOW TRIO IN NEUTRALS, \$10.
  7. PRECISION LIQUID EYELINER IN BLACK, \$8.
  8. HOUR KOHL EYELINER IN PLUM, \$8.
  9. BROW PENCIL IN BROWN, \$8.
  10. BLUSH IN HYDRANGEA, \$6.
  11. LIP VEIL IN HYDRANGEA, \$12.
- ALL AVAILABLE AT SHOPPERS DRUG MART = \$136

**HEAVY HITTERS**  
Your spring makeup arsenal, whatever your beauty budget

SPLURGE



**LA PRAIRIE** SKIN CAVIAR CONCEALER FOUNDATION, \$270, HOLTRENFREW.CA



**KJAEER WEIS** DAZZLING BRONZER, \$76, THEDETOXMARKET.CA



**BYTERRY** TERRYBLY MASCARA IN PARTI-PRIS, \$68, SAKS.COM



**CHANEL** LA PALETTE SOURCILS IN BRUN, \$60, THE BAY



**CHRISTIAN LOUBOUTIN** ROUGE LOUBOUTIN VELVET MATTE COLOUR, \$115, HOLTRENFREW.COM

SAVE



**NYC NEW YORK COLOR** GET IT ALL FOUNDATION IN NATURAL BEIGE, \$6, DRUGSTORES



**RIMMEL LONDON** KATE SCULPTING PALETTE, \$11, WALMART.CA



**COVERGIRL** PLUMPIFY BLASTPRO MASCARA, \$10, DRUGSTORES



**ESSENCE COSMETICS** SMOKEY 2 IN 1 KOHL EYELINER, \$5, SHOPPERS DRUG MART



**HARD CANDY** VELVET MOUSSE LIP IN TULIP, \$8, WALMART.CA

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## ACNE GUIDE SPOT ON

A new batch of acne-fighting ingredients promise to beat the adult breakouts that have been causing you teen angst

BY LAUREN KERBEL

I hate 17-year-old me. Carefree and collagen-rich, she somehow managed to sidestep the teenage hormone-induced breakout blitz with minimal effort. I hate her because nine years later, for my birthday, I got my first serious case of spots, becoming the newest addition to the one in five women who suffer from adult acne. The situation escalated quickly into a veritable beard of angry pimples in all shapes and sizes, leading me to my wits' end and, ultimately, to a tearful visit to a dermatologist's office. I obediently swapped all my skincare products for the doctor's own line made with dermatologist-approved acne fighter benzoyl peroxide, but after months of that routine plus chemical peels and blue light sessions, I was seeing only minimal improvement, and plenty of dryness and flakiness. If I've learned anything from my experience (and subsequent hours spent on the "Skincare Addiction" subreddit forum) it's this: Adult acne isn't one-size-fits-all—especially stubborn adult acne, which requires ongoing prevention and treatment. So I'm taking it back to the bathroom. There is no single miracle ingredient that works for everyone, but luckily for me—and other sensitive types—there are plenty of new non-irritating spot fighters on the scene.

**1. Lauric acid**

This fatty acid found in coconut oil and breast milk has been shown to keep breakouts at bay without drying the surrounding skin. "Lauric acid is becoming a popular ingredient for fighting acne due to its antibacterial properties," says scientist Christelle Merial Kieny, from Pierre Fabre Dermo Cosmetics, makers of Avène skincare. In fact, a 2009 study found it to be a more effective anti-microbial than benzoyl peroxide.

FIND IT IN: **PAULA'S CHOICE** CALM REDNESS RELIEF 1% BHA LOTION EXFOLIANT, \$35, PAULASCHOICE.COM

**2. Papain**

This papaya enzyme rivals glycolic and salicylic acids in its exfoliating powers

without causing stinging and peeling. According to Kieny, an in-vitro study on the proprietary papain ingredient in Avène's Cleanance Expert determined that the enzyme requires half the concentration than that of salicylic acid to achieve the same exfoliation results.

FIND IT IN: **AVÈNE** CLEANANCE EXPERT, \$30, SHOPPERS DRUG MART

**3. Zinc**

This mineral has been generating buzz in the blogosphere, with devotees claiming that they've cleared breakouts with everything from sunscreen to diaper rash cream containing zinc. Studies have found a link between zinc deficiency and adult acne. It also purportedly regulates sebum

production. "Typically, it can help with inflammation, though improvement is likely modest at best," says Dr. Benjamin Barankin, medical director of the Toronto Dermatology Centre.

FIND IT IN: **LA ROCHE-POSAY** EFFACLAR DUO [+], \$25, DRUGSTORES

**4. Linoleic acid**

Recent studies have noted a deficiency of this essential fatty acid in acne sufferers. Found in nuts and seeds like flax, hemp and sesame, as well as in plant oils like rosehip oil, it has been shown to reduce microcomedones (small clogged pores) when applied topically. Kieny confirms that alpha-linoleic acid has proven anti-inflammatory power.

FIND IT IN: **PAI** ROSEHIP BIORE-

GENERATE OIL, \$40, PAISKINCARE.COM

**5. Hydrocolloid**

Using the same technology as hydrocolloidal bandages used for blisters, these blogger-beloved patches form a protective gel barrier over spots to absorb oil and pus while keeping bacteria (and prodding fingers) away. While not preventive, they can flatten a Vesuvius overnight and help heal popped pimples should you give in to temptation. According to Barankin, they're not as effective as prescribed treatments at reducing inflammation and scarring, but "there's no harm in trying them for inflammatory acne" as opposed to blackheads.

FIND IT IN: **NEXCARE** ACNE ABSORBING COVER, \$10, AMAZON.CA



PHOTOGRAPHY: PAUL WEEKS (PRIZE FIGHT MAIN); KRISTY WRIGHT (BRUNO); STOCK PHOTO (ILLUSTRATION)

# HUDSON'S BAY

**LANCÔME  
JUICY SHAKER**

Shake the bi-phase formula—a blend of nourishing oils and gorgeous pigments—for colour, shine and a soft feel on the lips. In 10 shades, \$28.



**CLARINS  
INSTANT LIGHT LIP  
PERFECTING BASE**

This smoothing base keeps lipstick in place for hours without drying the lips. \$25.



## NEW IN BEAUTY

Shakable fruity lip gloss, perfecting primers and gorgeous colour from sheer to vivid. What's on everyone's lips this season? Your favourite brands have the answers.



**M.A.C.  
VERSICOLOUR**  
Gloss meets stain in this hybrid lip product that gives you the brand's signature glassy shine with bold colour that lasts. In 16 shades, \$28 each.

**CLINIQUE  
POP GLAZE SHEER LIP  
COLOUR + PRIMER**

Shea and Murumuru butters make for a flexible formula that moisturizes while providing elegant shine and a pop of colour. In six shades, \$22 each.



**BURBERRY  
FULL KISSES LIPSTICK**

Shape and define lips with the flat-top bullet, which allows for a more precise application, not to mention the great colour payoff. In 14 shades, \$31 each.



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