

BEAUTY IN A BEAT
FASHION HEAD TO TOE

THE Kit

BEAUTY &
FASHION

TORONTO
FASHION
WEEK
SPECIAL

ROCKING RUNWAY CANADA

In celebration of World MasterCard Fashion Week in Toronto, we've rounded up the best in fashion—from those debuting their collections to the gold standard of Canadian design. Here's a sneak peek at the very best of the season to come. Please see story, page 4.

BY DEBORAH FULSANG & VANESSA TAYLOR

Pink Tartan Spring 2012



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Model is wearing Volumizer mascara in Noir Maximizer and Liner Feutre in Noir. Model's lashes styled with lash inserts for an even lash line.
* Instrumental test, average value obtained for 4 women of 12 tested. Overall average result: 7 times more volume.

ask jeanne

A BOLD BAG AMPS UP YOUR LOOK



Dear Jeanne, I'm taking a friend to a Fashion Week show, but she's worried she won't look hip enough. How do we elevate her look? —Sandra, 38

If there's one thing I hate about fashion, it's how intimidating the scene can be, especially for those who feel like outsiders. But trust me, feeling a little shy or insecure is par for the course when hobnobbing with the so-called beautiful people of the world.

Your friend's anxiety is understandable, but the number one thing she'll have to arm herself with is a healthy dose of confidence. To really "own" that front-row seat, convince her to have fun "acting" the part. Remind her that much of the crowd is likely just as shy and self-doubting as she is. The fact that they may be wearing cooler clothes is only a front.

So, once your reluctant friend warms to the idea of basking in the glow of the runway lights, take her shopping for at least one new thing. Is your show during the day or at night? People tend to dress down a little in the afternoons—though that does not by any stretch mean schleppy. Chic business attire or a great-fitting pair of jeans and a smart jacket would be more than appropriate. At night, some women turn up the style volume, usually because they're off to dinner or a post-show party afterward. As well, consider the designer you're seeing. I wouldn't get as dolled up for something like a Joe Fresh show, which would feature a younger, funkier collection as I would for a show by Joëfer Caoc, whose clothes are more sophisticated.

Once your friend selects something to wear, it's time to add a statement. My suggestion is to say it with fabulous footwear. Slipping on something sexy will garner a little attention and empower her in the process. A punctuation mark for any outfit, great shoes (see the Jimmy Choos on

page 5) or boots always get noticed. The same goes for a nice handbag: try something big and bold with interesting hardware or studs. These main accessories, the ones all fashion fans appreciate, say you care about the way you move through the world. The right jewellery can also help flesh out your personal fashion story. Go with a chunky necklace or a few bangles or beaded bracelets layered on one wrist.

Whatever your friend's final outfit is, urge her not to take herself too seriously. And remember, it's fashion's ability to empower us that makes it all so compelling. —Jeanne

Send questions to askjeanne@thekit.ca. Follow @Jeanne_Beker on Twitter.

Jeanne is a contributing style editor to the Toronto Star. FashionTelevision airs Sundays at 5:30 p.m. ET on CTV.



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what's in your FASHION WEEK KIT

Whether you opt for a classic all-black uniform or go wild with clashing printed pieces, a well-stocked handbag is the prime accessory of Fashion Week survival **BY VANESSA TAYLOR**



AIDES-DE-CAMP

Keep your Twitter feed busy with snaps from the front row and jot down favourite looks in a notebook. **J.Crew** iPhone 4 case, \$30, jcrew.com. **Moleskine** notebooks (\$12 for two), indigo.ca

MUST-HAVE ACCESSORY

You will need a fab pair of sunglasses. Note: Only Anna Wintour can wear them inside. **Kay Tran** Aiden sunglasses, \$295, kaytran.com

STATEMENT HANDBAG

Since seating space is at a premium, skip the oversize duffle bag and go with a tote that can easily sit on your lap (or under the seat). **Opelle** Nautilus leather handbag, \$298, opellecreative.com

SIMPLE TOUCHUPS

Stay shine-free with a mattifying pressed powder and doll up with a bold coral lip colour. If you're heading out after back-to-back shows, keep a makeup bag-friendly fragrance handy for a quick spritz. **Givenchy** Le Prisme Visage, \$52, sephora.com. **Maybelline** New York lipstick in Coral Crush, \$10, maybelline.ca. **Balenciaga** fragrance, EDT, \$50 (20 ml), holtrenfrew.com (available in April), cotyinc.com

WHAT WE WANT THIS WEEK

TOP THE KIT LIST

ACCESSORIES KIT

SILK SCARVES

The Toronto-New-York-Dalian-based brother-sister team behind the Juma label translate their digital travel-inspired prints into gorgeous silk and silk-wool scarves. \$200, [A2Zane](http://A2Zane.com) and jumastudio.com.



HAIR KIT

GORGEOUS HAIR

We love how soft this shampoo and conditioner makes our hair—not to mention the hit of pink on the shower shelf. And it's all-Canadian. **Terme Tresses** Set, \$54, principessabeauty.ca



CLOTHING KIT

CHIC FROCK

The ideal alternative to the LBD. This understated silhouette is perfect for pairing with bright jackets or bold accessories. **Judith & Charles** cotton-blend Florence dress, \$450, judithandcharles.com



BODY KIT

BODY BUTTER The Canadian brand's smells-good-enough-to-eat lineup has a new balm to soothe thirsty skin: **Cake's** Milk Made Nourishing Body Butter will satisfy your beauty sweet tooth. \$24, cakebeauty.com

SHOE KIT

BRIGHT PUMPS

There is no way these electric-bright heels will go unnoticed. Wear them with an all-black ensemble for ultimate impact. **Le Château** patent-leather platform pumps, \$90, lechateau.com



FACE KIT

COLOUR PALETTE

Makeup pro Simone Otis puts her considerable backstage-beauty experience into each **Joe Fresh** Beauty collection. This Bright Burst face palette teams sassy orange and deep plum lip options with subtle shades for eyes and cheeks. \$12, joefresh.com



HANDBAG KIT

HANDY DUFFLE

This tribal-print wonder from Juma's new handbag line is perfect for the makeup artist, stylist or model on-the-go. **Juma** cotton and leather duffle bag, \$325, a2zane.com, jumastudio.com

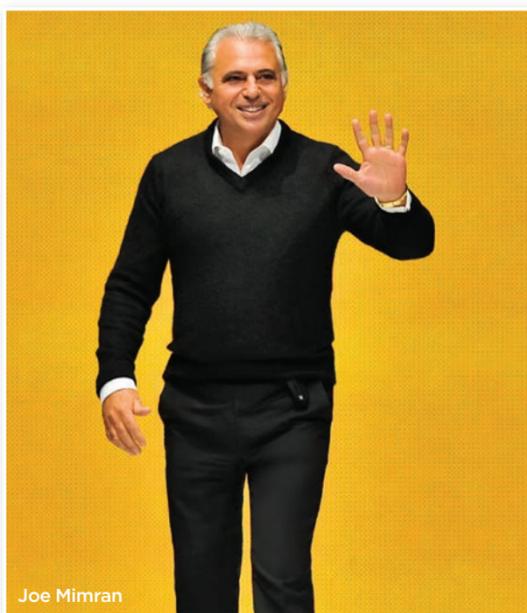
on the cover ROCKING THE RUNWAY

Here is a roundup of the best shows, most sought-after designers—and all the top trends

BY DEBORAH FULSANG & VANESSA TAYLOR



Sisters
Chloe
and Parris
Gordon



Joe Mimran



Alia Juma

THE NEW KIDS

Fresh to the Fashion Week scene, these rising stars bring bold ideas, daring silhouettes and a younger perspective to the runways. Here's who you need to know.



LABEL: CHLOE COMME PARRIS
FOUNDED: 2009
DESIGNERS: Chloe and Parris Gordon
SITE: chloecomme.com
KEY PIECES FOR FALL: "We love the pieces we decorated with custom studs, coyote fur and original prints."
FASHION FACT: "We were dressed in matching outfits most of our childhood."
UNLIKELY INSPIRATION: "Piercing and body modification culture."



LABEL: MÉLISSA NEPTON
FOUNDED: 2009
SITE: melissanephton.com
KEY PIECE FOR FALL: "Two-tone draped tunic, worn with jeans, or as a dress."
WHAT NO ONE KNOWS ABOUT YOU: "I don't like shopping."
TREND YOU WOULD LIKE TO GO AWAY: "Structured denim."
DREAM CELEB YOU'D LIKE TO DRESS: "Rooney Mara."



LABEL: CARA CHEUNG
FOUNDED: 2011
SITE: caracheung.com
KEY PIECE FOR FALL: "A short, fitted dress with accented shoulders and ¾-length sleeves. This silhouette resonates with my customer, because it shows off her figure without showing too much skin, and the bold shoulders add a sense of power."
UNLIKELY INSPIRATION: "Robots."
TREND YOU WOULD LIKE TO GO AWAY: "Polka dots. Unless they're tiny, I've always thought the print looked silly."



LABEL: AMANDALEWKEE
FOUNDED: 2010
DESIGNER: Amanda Lew Kee
SITE: amandalewkee.com
KEY PIECE FOR FALL: "The 'It' jacket that can be worn casually or dressed up for night." Lew Kee's best-selling leather jacket with spiked shoulder details went viral when pics of *90210* actress Sheneé Grimes and *True Blood*'s Kristen Bauer were seen wearing it.
CELEB YOU'D LOVE TO DRESS: "Daphne Guinness. She's a fashion and lifestyle icon of bewitching strength."



LABEL: ASHTIANI
FOUNDED: 2011
DESIGNER: Golnaz Ashtiani
SITE: ashtiani.co.uk
KEY PIECE FOR SPRING: "Our long, draped silk georgette dress will be a hit. It's a sexy, lightweight maxi dress, great for warm and sunny summer days."
FASHION FACT: "I can't get enough of '40s style. I have some sort of obsession with past eras."
WHAT DO YOU NEED TO BE CREATIVE? "A good movie and my sketch book."



LABEL: MARTIN LIM
FOUNDED: 2010
DESIGNERS: Danielle Martin & Pao Lim
SITE: martin-lim.com

KEY PIECE FOR SPRING: "Our Carlotta dress with a geometric glass piece that looks like a necklace. This design fits every shape, every woman."
TREND YOU WOULD LIKE TO GO AWAY: "Being too safe. It's time to shine and get creative. We love joyful colours and whimsical geometric shapes."

THE VETERANS

Iconic silhouettes, technical expertise and a focused point of view: these designers express their fashion confidence with crowd-pleasing collections, year in and year out.



LABEL: JOE FRESH
FOUNDED: 2006
DESIGNER: Joe Mimran
SITE: joefresh.com
BEST-SELLING ITEM FOR SPRING: "Silk shirts, available in 12 colours, denim in a variety of finishes, fashion-forward trench-coat styles and python-printed jeans."
BEST-SELLING DESIGN OF ALL TIME: "The classic white shirt. We have it represented in every collection. It can be worn at home, the office or a night out."
FASHION FACT: "I wear slippers all day."
WHAT DO YOU NEED TO BE CREATIVE? "An iPod filled with new music and my BlackBerry turned off."



LABEL: DAVID DIXON
FOUNDED: 1995
SITE: daviddixon.ca
BEST-SELLING ITEM THIS SPRING: "The Little Black Dress—again."
KEY PIECE FOR FALL: "The longer skirt or dress, and it should be worn with one of my higher stacked pumps that will be available through Town Shoes."
BEST SELLING DESIGN OF ALL TIME: "My strapless dress fitted to the waist, with a full skirt just above the knee."
WHAT NO ONE KNOWS ABOUT YOU: "I drive an old truck and I wear quirky, colourful underwear."
UNLIKELY INSPIRATION: "Alfred Hitchcock's *The Birds*. Why? I'm afraid of birds and I hate horror films."
DREAM CELEBS YOU'D LIKE TO DRESS: "Cate Blanchett, Audrey Hepburn, Jackie O."



LABEL: PINK TARTAN
FOUNDED: 2002
DESIGNER: Kim Newport Mimran
SITE: pinktartan.com
KEY PIECE FOR FALL: "The camel coat."
WORST JOB EVER: "Folding invitations and stuffing envelopes."
TREND YOU WOULD LIKE TO GO AWAY: "Grunge."
WHAT DO YOU NEED TO BE YOUR MOST CREATIVE? "A beautiful and calm environment."
CELEBRITY FANS: "Natalie Portman, Gwyneth Paltrow, Emmy Rossum and Kate Hudson."

LABEL: JEREMY LAING

FOUNDED: 2008
SITE: jeremylaing.com
KEY PIECE FOR FALL: "A turtleneck—under everything."
TREND YOU WOULD LIKE TO GO AWAY: "Liquid leggings and any kind of stud."
UNLIKELY INSPIRATION: "Toronto's post-goth rave scene."



LABEL: MACKAGE
FOUNDED: 2000
DESIGNERS: Elisa Dahan & Eran Elfassy
SITE: mackage.com
BEST-SELLING ITEM FOR SPRING: "Our ombre leather jackets—the buttery soft lambskin in either light camel or bright indigo worn over the feminine silhouette of our spring dresses."
KEY PIECE FOR FALL: "Our Luxe pant with snakeskin inset panels, paired with one of our lightweight loose sweaters—and, of course, killer heels."
WHAT NO ONE KNOWS ABOUT YOU: ELISA: "I only own two pairs of flat shoes. I live in heels." ERAN: "When I like something, I stick with it. I often own multiples of the same shirt."
UNLIKELY INSPIRATION: "If we're not sleeping or working on a plane, we like to catch up on movies. We were really inspired by the colours and themes in *Water for Elephants*."

THE HOT LIST

These designers have proved they have the talent, creativity and fashion-savvy to make it, with several collections under their stylish belts. Here's what to look forward to this season.



LABEL: JUMA
FOUNDED: 2003
DESIGNERS: Alia Juma & Jamil Juma
SITE: jumastudio.com
BEST-SELLING ITEM FOR SPRING: "Our body-con printed dresses. They did well because they are vibrant, fun and uplifting. This silhouette tends to work because it's so versatile—worn with pants or leggings or as a cocktail dress."
FASHION FACT: "We have lived in more than five countries including Canada, the U.S., Kazakhstan, Zaire (now Congo) and Kenya. And we just got an apartment in Dalian, China, a few months ago."



LABEL: DENNIS MEROTTO
FOUNDED: 2010
SITE: dennismerotto.com
BEST-SELLING ITEM FOR SPRING: "A light-weight poly-cotton wrap dress with full skirt and jersey back."
KEY PIECES FOR FALL: "A simple, washed-georgette blouse with deep dolman sleeves and a round jewel neck. It looks great with a long, floor-length skirt or clean-cut trousers. Variations on our trench dress have always done well. I think it works for all body types. And our wide, wide-leg pants. There is a comfort factor in both cut and fabric."
WHAT NO ONE KNOWS ABOUT YOU: "I am a certified yoga instructor and have practiced for over 15 years."
MY WORST JOB: "A summer job when I was 18-years-old selling factory-made landscape paintings in a mall. Ugh, I hate malls and bad art!"



LABEL: LUCIAN MATIS
FOUNDED: 2007
SITE: lucianmatis.com
KEY PIECE FOR FALL: "A well-tailored pantsuit that's worn with confidence."
UNLIKELY INSPIRATION: "Mayor Ford."
FASHION FACT: "I am obsessed with fragrance—I have more than 60 bottles."



YOU SHOULD

CERI MARSH

WEAR CANADIAN

The runway is its own specific thrill. The slow-moving crush to get to your seat, the competitive dressing, the not-so-subtle checking out of the girls sitting on the other side of the runway. The action around the show is as much a part of the buzz as what comes down the runway. At my first-ever Paris runway show, I had to physically force myself to watch the collection, because I was so riveted by a front row that included Anna Wintour, André Leon Tally, Cathy Horyn and Suzy Menkes.

Here at home, there will be plenty of buzz for the Canadian designers at this season's Fashion Week as well. Chloe Comme Paris gets more assuredly sophisticated each season, Pink Tartan always pleases both society sophisticates and fashion editors, and it's fun to guess which big-name model Joe Fresh will employ to walk for them.

As a place from which to create an imaginary shopping list, a seat at a fashion show is hard to top. But when buying locally, don't forget to look beyond the runway. As The Kit's Clothing Kit editor Vanessa Taylor notes, "the beauty of Canadian design is that it doesn't subscribe to one rigid look or price point." You can snap up a signature Roots leather flat bag or invest in the wearable art of jewellery designer and rising star Maryam Keyhani. Her divine pieces can be found at Holt Renfrew and, well, you know where to find Roots. Many of Taylor's favou-

rites aren't in-store at all but online. "I like lines like Scout & Catalogue (scoutandcatalogue.com) for great mixed-media clutches, Eve Gravel (evegravel.com) is doing cute streetwear. And I'm obsessed with Second Denim (secondclothing.com)—all their jeans are designed and made in Canada."

Canada's own online shopping resource Dealuxe.ca keeps home-grown talent in its mix with such brands as Gee Beauty (their Micro Red Lipstick delivers major colour), a sampling of Virginia Johnson's painterly scarves and the cult jacket line, Smythe. Dealuxe's newly appointed magazine editor Jordan Porter says of the particular allure of our home and native designers, that "a Canadian woman is a certain kind of woman and a Canadian designer will understand that better than anyone—our climate, our lifestyle."

Not everyone can score a seat in the front row, but that's no impediment to shopping for the best of Canadian style. Away from the persuasive clamour of music and models, you can make your own connection to your potential purchase when you're in-shop or curled up with your laptop. Porter hints at some surprises coming up at Dealuxe for fashion week that may just bridge the gap between runway and reality. "We want to celebrate big and small Canadian designers and give them an opportunity to shine in their own country."

one-minute miracle GET YOUR CHOOS ON

Incorporating a pair of snakeskin pumps in Klein blue into your shoe collection may not be for the faint of heart, but it will go a long way to updating your look. The bold colour and wild material can perk up a classic silhouette in a heartbeat. Your black pumps won't know what hit them. **BY VANESSA GRANT**



Jennifer Hudson



Jimmy Choo Klein peep-toe elaphe platform pumps, \$795, holtrenfrew.com

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FACE KIT

JANINE FALCON

BEAUTY

RED ALERT

Lips gleamed red on Spring 2012 ready-to-wear runways for Anna Sui and Temperley London, and in Toronto last season at Calla Haynes. Here are six shiny Canadian glosses in a range of finishes from subtle and sheer to bright and bold



Joe Fresh Lip Tint in Ruby. OK, this is a tint sans shine, but try it as a base layer before red gloss for a power-red finish. \$6, joefresh.com

Revolution Organics Freedom Lip Gloss in Freedom, a natural formula with organic, antioxidant- and vitamin-rich oils and extracts. \$29, greenbeauty.ca.

Bite Beauty Lip Shine in Saffron, natural lipgloss with an antioxidant kick via Resveratrol. \$23, sephora.com



ABOVE, FROM LEFT: **Lise Watier Haute Couleur High Coverage Lip Lacquer** in Rouge Catwalk, a bright, youthful red in a tube with a mirror and LED for dim-light application. \$22, lisewatier.com. **Annabelle Volumelip Lip Plumping Gloss** in Cherryoké, a super-sheer shade with a non-irritating and non-sticky finish. \$9, annabellecosmetics.ca. **Marcelle Crème Lux Gloss** in Rouge Velouté, a semi-sheer, shimmer-free, non-sticky formula. \$11, marcelle.com



HANDBAG KIT

GLYNNIS MAPP

FASHION

BAGGED IN CANADA

The myriad of handbag colours, textures and styles from home-grown designers this season make accessorizing a snap



Ela Kowalewska's eponymous handbags are easy to spot—especially with the luxe materials and finishes, bright colours and signature closures. **Ela M.I.L.C.K** suede clutch, \$295, elabyela.com



This Roman-inspired clutch with coin-shaped hardware is a bag with savvy. **Chloe Comme Parris** cowhide and copper hardware clutch in Olive, \$850, chloecommparris.ca



The best bits of the luxe bags from **Opelle** are the subtle pops of colour on zipper pulls and pockets. **Ballet** handbag in Smoke, \$268, opellecreative.com



This Canadian megabrand goes to the preview, the front row and the after party. **Roots** French leather tote in Lollipop Pink, \$188, roots.com

Bright bags are always a fashion statement, especially with a head-to-toe colour-blocked outfit. Get the big one. **Nella Bella** Beijing bag in Nu Vintage Turquoise, \$138, nella-bella.com



This brand has been the torchbearer for non-leather accessories—vegan-approved and in a variety of finishes. **Mat & Nat** Jorja faux-leather bag, \$146, mattandnat.com

this week's TOP TRENDS



Object for Danier leather jacket, \$649, danier.com

SECOND SKIN

For a second season, George Antonopoulos collaborates with Danier on the capsule collection **Object**. The line boasts modern updates on traditional leather and suede pieces—think cobalt blue slim trousers and colour-blocked shift dresses. Our favourite? This buttery soft biker jacket.



Jacob Nail Polish in Sunny Capri, \$6, jacob.ca

HELLO, SUNSHINE

Spring runways were awash in happy ice-cream colours: from apricot and lilac at 3.1 Phillip Lim to banana yellow and baby blue at Prada. Not all, however, will venture forth in head-to-toe pastels. The solution is gelato-inspired nails. Our Canadian pick: **Jacob's Sunny Capri**.

THE KIT GIRL

NAME Carolyn Quinn
CITY Toronto
OCCUPATION
 Associate Producer,
 Fashion Design Council
 of Canada and World
 MasterCard Fashion
 Week
DESCRIBE YOUR STYLE
 "Uptown, modern
 classic, Hepburn,
 effortless."



WHAT IS SHE WEARING?

Smythe blouse,
 Pink Tartan velvet
 pants and a Rita
 Tesolin necklace

Working in fashion means much more than 9 to 5 in glamorous outfits. Carolyn Quinn, associate producer at the Fashion Design Council of Canada and World MasterCard Fashion Week, fit The Kit into her busy pre-fashion week schedule to talk labels and home décor, having recently moved into a North End home with her boyfriend. "It's so far from the office," says Quinn. "I like to call it the country." And she can, having grown up on a strawberry farm.

Wearing a Smythe floral-print blouse, velvet Pink Tartan pants and the most domestic-goddess Yves Saint Laurent pumps, Quinn brings her work home with her. She got her start working with Rosaria Lamanna and when she was ready, went straight to the source: the FDCC. There, she works throughout the year, and sometimes around the clock, to help organize the fashion collections presented every six months.

Counting the days before another season's trends have walked the runway, Quinn was happy to walk us through her style modus operandi.

uptown gal

Whoever told you fashion behind the scenes wasn't all that chic, hasn't met Carolyn Quinn

BY STEFANIA YARHI



BEAUTY SECRETS

"I just recently found the perfect lipstick colour for me—a bright orange YSL Rouge Pur Couture." Other faves include Maybelline's 14-hour lipstick, YSL Touche Éclat (above, \$50, Holt Renfrew, Murale) and Laura Mercier loose setting powder in Star Dust.



CAN'T LIVE WITHOUT

"The perfect dress. Something feminine, nipped in at the waist." Acne Lucille cotton-blend stretch-jersey dress, \$530, net-a-porter.com



FASHION SECRET

"It's cliché, but one should never follow trends. Skinny jeans? Love them, but not for me. I like all the bright colours this season." Diane Von Furstenberg Lytton python-effect leather box clutch, \$365, net-a-porter.com



STYLE ROLE MODELS

"The Courtin-Clarins girls—each has such unique attributes. They are so well put together and inspiring. Such trendsetters."



FAVOURITE SHOPS

Kim Mimran's Seventy Seven, Canopy Blue, Opening Ceremony, Holt Renfrew, Colette, 10 Corso Como (above) and Barneys

THE KIT.CA



WE'RE LIVE!

Don't forget to check out the new March 2012 edition of The Kit interactive magazine, live now at TheKit.ca. (And subscribe for free!) Follow us on Pinterest to save Kit photos and how-to stories into your scrapbook, and visit our Facebook page—filled with insider tidbits.



READER "TIPS"

Get inspired by The Kit gallery of reader-submitted nail polish art. If you have a look you'd like to share—simple-yet-sweet or completely intricate—we want it! Send yours to blog@thekit.ca and you could be featured in our gallery, too. Visit <http://www.thekit.ca/beauty/body/nail-art-from-our-readers/>



FASHION WEEK UPDATES

Get all the latest Canadian runway news, behind-the-scenes access and, of course, lots of pics from The Kit editors as they blog, use Instagram, Facebook and send tweets from the runways.



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Murale^{TM/IMC} get gorgeous



1. **Bobbi Brown** Corrector in Light Bisque, \$30, bobbibrowncosmetics.com. 2. **Cover FX** BritePrep FX, \$45, coverfx.com. 3. **Deborah Lippmann** On the Beach nail polish, \$20, lippmanncollection.com. 4. **Clarins** Ever Matte Foundation, \$38, clarins.ca. 5. **Benefit** They're Real Mascara, \$29, benefitcosmetics.com. 6. **Smashbox** Photo Finish Primer, \$44, smashboxcanada.com. 7. **NARS** Orgasm Lipgloss, \$29, narscosmetics.ca. 8. **Shiseido** Shimmer Cream Eye Color in Ice, \$29, shiseidocanada.com. 9. **Lancôme** Rouge in Love Lip Color in Miss Coquelicot, \$31, lancome.ca

makeup icons

Some beauty products are destined for superstar status—they can't help but be the best. Murale has all your favourite makeup heroes, tried and true.

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