

## KISS AND MAKEUP

Unsure about look-at-me lipstick? Here's how to soften the look  
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## KNIT WIT

Ceri Marsh tests the statement-sweater trend  
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# THE **Kit**

BEAUTY & FASHION

# GO RED

A glance at film and runway fashion reveals the redhead has returned to the spotlight. After all, what's rare remains ultra desirable.

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*plus*

Our favourite box dyes for auburn hair and makeup for gorgeous gingers

PAGE 7

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# 5 what we want this week STRAIGHT LACED

From delicate Chantilly to bridal guipure, this feminine textile trend takes lace beyond the boudoir



## 1. LACE CASE

Romantic lace on a structured frame clutch, with a cheeky stiletto clasp. **Town Shoes** 1952 Collection bag, \$90, at [Town Shoes](http://TownShoes.com) and [townshoes.com](http://townshoes.com)

## 2. PEARL POWER

These powdered pearls are as beautiful swept on cheekbones and décolletage as its package is on a w dressing tables. **Guerlain** Meteorites Perles du Dragon Illuminating Powder, \$67, at [Guerlain](http://Guerlain.com) counters, [guerlain.com](http://guerlain.com)

## 3. SHOW STOPPERS

The masters of sparkle reinterpret the fabric of brides and bedrooms in glittering metal with a luxurious palette of crystals. **Swarovski** Sissy Pierced Earrings, \$210, [swarovski.ca](http://swarovski.ca)

## 4. STAGE-WORTHY

Assume the drama of a diva in no time flat with these only-looks-high-maintenance lacy, press-on nails. **Impress** Press-On Manicure by **Broadway Nails** in **Hollal**, \$10, at drugstores and mass market retailers, [impressmanicure.com](http://impressmanicure.com)

## 5. FINE LINE

Create delicate-as-lace lines or bold, near-brocade drama with a jet-black eyeliner. **Lancôme** Artliner Eye-Liner in **Noir**, \$37, [lancome.ca](http://lancome.ca). **Givency** Magic Kajal Eye Pencil in **Magic Black**, \$25, at [Sephora](http://Sephora.com), [givency.com](http://givency.com)

—DEBORAH FULSANG/PHOTOGRAPHY BY ADRIAN ARMSTRONG



## INTERVIEW

BY JEANNE BEKER

## A TEST FOR TALENTED DESIGNERS

The mood was celebratory in the dressing room at Reitmans in Montreal's Place Ville-Marie in November, as a spirited cross-section of fashionable women tried on a collection of 10 terrific dresses by Canadian design duo Martin Lim.

There was something for everyone in the offering from Danielle Martin and Pao Lim, the husband and wife team who got fashion tongues wagging last year when they won the Mercedes-Benz Start Up Program. Now, in this new collaboration with Reitmans, Martin and Lim have set out to prove they have commercial appeal.

The project is an acid test: With Reitmans handling manufacturing, distribution and marketing, Martin and Lim's creative vision can fly. If these 10 dresses sell, the two-year-old label could be catapulted to the forefront of the Canadian design scene. Judging by the ladies I met in the dressing room, Martin and Lim are off to a thrilling start.

The couple met in Quebec City in 1995 and the creative sparks flew: Lim, studying physical education at the time, took delight in helping Martin with her fashion projects. They eventually studied design at École supérieure de mode de Montréal. I met Martin at a design competition in Hong Kong in 1999. I was a judge. She took the Canadian prize. Years later, the pair moved to London to study at Central Saint Martins and wound up working for Roland Mouret. They were tempted to stay in London—its fashion community is tight-knit and inspiring—but the cost of living was too high. "Besides, we had a child by that point," says Martin.

By 2004, Martin and Lim returned to Montreal. Now parents of two girls, it was another six years before they launched their self-financed label. "We realized we had to bring something different to the market," says Martin. "We couldn't just play it safe. People would either love it or hate it." Their signature look is based on technically proficient construction and a modern, sophisticated edge, often accented with athletic details. Easy-to-wear dresses are their forte.

Reitmans was looking to follow up on its 2011 collaboration with Marie Saint Pierre. Brigitte Martin, merchandising manager, says her team became aware of Martin Lim and was instantly enamoured. The 10 dresses are priced around \$85 and seem like a sure hit for the retailer. Each dress had to address a need, from day to night.

By the time I flew back from Montreal, I was carrying two Martin Lim shopping bags through security. "Hey, is that label any good?" asked an officer. "I've been hearing a lot about it lately."

"Oh yes, it's very good," I said, feeling smug that I'd just had the privilege of partying with the designers. "You'll be hearing a lot more about them in the future."

I'm looking forward to wearing my flattering Martin Lim dresses this holiday, heartened to see talent and tenacity rewarded. But these designers feel like they have miles to go. "It's more like a step-by-step progress," says Lim. "Something else is going to come after this."

Jeanne Beker is contributing editor to the Toronto Star and host of Fashion Television Channel. Follow @Jeanne\_Beker. Send questions to [askjeanne@thekit.ca](mailto:askjeanne@thekit.ca).

**web** Jewellery worthy of Anna Karenina herself [kit2it.com/jewellery-picks](http://kit2it.com/jewellery-picks)

# radar



## CARRIE-D AWAY, AGAIN

It's 1984 and Carrie Bradshaw (played by 18-year-old AnnaSophia Robb) has fashion dreams of leaving her suburban hometown and making it big in Manhattan. *The Carrie Diaries*, a prequel to the *Sex and the City* series, premieres on U.S. network the CW this January. If the trailer is any indication, it'll be an 1980s-styled fashion romp. Watch it here: [kit2it.com/hi-carrie](http://kit2it.com/hi-carrie).—Nadine Anglin



## LUXE KICKS

If you haven't jumped on the wedge sneaker trend, here's a timely alternative: the **Michael Kors** sneaker collection arrives in Canadian stores this month. Available in gold and black high-tops (\$198) or red low-cuts with studded cap toes (\$158), these kicks effortlessly mix high-fashion details with casual, downtown cool—the perfect look for the weekend warrior.—N.A.

## GREAT STYLE ON ARRIVAL

Here's yet another reason to fly the friendly skies: the newly opened **Want Passport** in Toronto's Billy Bishop airport is a stylish boutique offering weary travellers luxury retail therapy. The curated selection includes products like Aesop body products and Leica cameras, as well as exclusive brands like Louisa Parris scarves and Esme Winter notebooks.—N.A.

## M.I.A. X VERSACE

We noted M.I.A. wearing stellar vintage Versace pieces lately, and now we know why. It's been confirmed that the "Paper Planes" singer will work with the label on a still-to-be-announced collaboration. Rumours sparked about the potential partnering after a presentation she gave in New York City revealed telltale folders on her laptop labelled Versace Prints.—N.A.



# the edit

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Emilio Pucci  
Fall 2012

SPOTTED

## LADYLIKE BLAZERS

If you think all ladylike blazers are meant to be worn in the style of a prim First Lady—tweed twinsets, pearls and kitten heels—it's time you revisit your impression of this staple. Nubby textiles are typically made up of several fabrics woven together. The result: instant visual interest. For the holidays, we love styles with metallic thread that lend a subtle touch of shimmer to a basic dress.

**HOW TO WEAR IT:** Keep structured blazers looking modern by pairing them with silky trousers and stilettos for evening.—VANESSA TAYLOR



**THE CLASSIC** This timeless jacket is slightly boxy, making it an easy shape to wear to the office or on the weekend. For a casual-cool look, switch up this prim piece with a neon tee and slouchy jeans. J.Crew wool jacket, \$570, [jcrew.com](http://jcrew.com)



**ROCK ON** The moto jacket is sexy and should be fitted, but not so tight it pulls across your chest. Raw edges give this one a rock 'n' roll feel and its ruched sleeves are a fun detail that adds that extra something. Mexx wool-polyester tweed blazer, \$180, [mexx.ca](http://mexx.ca)



**NIP & TUCK** With no lapel or pocket flaps, this fitted blazer will streamline your top half. This style looks best tailored, but does not need to be buttoned up. Le Château bouclé blazer, \$140, [lechateau.com](http://lechateau.com)



**SUIT UP** Menswear details gives this blazer a polished look—but don't think it can't be worn with a sequined skirt. Piping and peplum accentuate an hourglass silhouette. Boss virgin wool and silk jacket, \$695, [hugoboss.com](http://hugoboss.com)

## one minute-miracle



### SOFTER SHADE OF DARK

You might just be getting accustomed to red lips, but dark, matte blackberry mouths? Whoa. Graduating to a dark lipcolour is a tough learning curve. Gucci Westman, Revlon's global artistic director, can ease you in. "I'm so into matte lips," she says, "I like applying with your fingers, so you can dab it on and create a softer, more sensual look." Done.

—DEBORAH FULSANG

Clockwise:

Revlon Colorstay Ultimate Suede Lipstick in Trendsetter and Backstage, \$13, [revlon.ca](http://revlon.ca)

THE BUDGET CHALLENGE

## FAUX VEST FOR WAY LESS

This layering piece works well with both jeans and your Saturday-night look



Mexx faux-fur vest, \$90, [mexx.ca](http://mexx.ca)



Mischa Barton

**THE REMIX** This longer-style vest gives an eclectic feel to Mischa Barton's chic boho outfit—the multi-coloured fur works, since she's kept the rest of her prints fairly tame.



Jennifer Lopez

**THE ALL-OUT GLAM** As if stilettos and leather pants weren't enough, Jennifer Lopez ups the glam-factor with a woolly vest. By sticking with a strictly neutral palette and a casual top, she acs this sexy look.



Alessandra Ambrosio

**THE WEEKENDER** A cropped style, as seen on Alessandra Ambrosio, is the ideal topper for a casual sweater or dress. This look revs up a basic plaid tunic and leggings.



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CANADA

ON THE COVER

# CRIMSON TIDE

From *Mad Men*'s Christina Hendricks to *Brave*'s Princess Merida, fiery red tresses are back **BY** DEBORAH FULSANG



CLOCKWISE FROM TOP: A model at Jasper Conran Spring 2013 show, *Brave*'s Princess Merida, cartoon character Jessica Rabbit, Frances Coombe at the Tracey Reese Fall 2012 and Arthur Mendonça Spring 2013 runway shows.

**R**edheads have been feared, loathed, adored and worshipped since the beginning of time," says Danilo, global ambassador and celebrity stylist for Pantene. "Through history, no other haircolour has provoked such a dichotomy of emotional responses in such a large number of people."

From Lucille Ball and Rita Hayworth, to Jessica Rabbit and Princess Merida from Pixar's animated 2012 film, *Brave*, the fiery redhead is legendary, and is an enticing anomaly as much for her locks as her passionate personality. This fall, the redhead returns to the beauty and fashion spotlight.

A glance at the fashion runway footage of late reveals that the redhead is enjoying prime positioning with top labels. She's also scored some high-profile beauty gigs. And a handful of celebs have also gone the rouge route to up their red-carpet profile. No doubt the redhead's natural rarity—just 2% of the population according to Clairol consulting colourist, Luis Pacheco—is helping her achieve star status. After all, what's rare and out of reach is even more desirable, no?

Kickstarting the moment was Pixar's carrot-top spitfire, Merida, but she was also followed by a copper-haired Katy Perry on the cover of *L'Officiel's* September 2012 issue. Too bad rumours had it that the pop princess was sporting a wig. Today's less-animated and more archetypal redheads include *Mad Men*'s voluptuous and flame-haired Christina Hendricks, not to mention Jessica Chastain, who graces the glossy pages of this month's *American Vogue* on the occasion of her turn in the new Broadway production, *The Heiress*.

Other redheads also blaze across the current pop-culture landscape. L'Oréal just announced its new brand ambassador—the Oscar-nominated redhead, Julianne Moore (*The Hours*, *A Single Man*, *Crazy Stupid Love*). And Emma Stone sports dramatic auburn tresses in the current ad campaign for Revlon's Shanghai Collection. Revlon's global artistic director Gucci Westman was inspired by the saturated colours of vibrant cheongsam dresses in romantic Chinese films this season. The result: Stone in Red Lacquer lipstick, eye shadow palette in Midnight Express and nail art stencils in Cherry Blossom. Red is the rage, head to toe.

On the season's Fall 2012 runways, auburn models struck a pose wearing deep, dark berry lips at Gucci and Viktor & Rolf. And in Toronto, Canadian beauty Frances Coombe—who has also been walking the catwalk at Maison Martin Margiela, Yohji Yamamoto and Oscar de la Renta as of late—was named The Face of The Season on the cover of *Toronto Life's* Stylebook.

Johnny Lavoy, L'Oréal Paris USA consulting hair expert loves the drama of red, and argues that today's red moves beyond trend and into classic territory. "The right red can be iconic," he says. "Like blonde for Marilyn; Clara Bow for that really deep black colour; and Rita Hayworth red. When you start getting into artificial tones, that's trend," says the pro. "When you stick with copper and auburn, those are classics."

The pro recently completed a red-hair makeover on *Project Runway* then declared to the beauty-loving Twitterverse, "There's nothing hotter than red hair!"

## DIY DYE

"I don't know if most people know this, but natural redheads are evolving out of the human race," says Pantene's Danilo. But don't let that stop you from faking it fabulously.

### HOW TO CHOOSE A SHADE

Look at your eye colour, skin tone and brows, Danilo says. "They really dictate the playground in which you can play with hair colour," he says.

### DYE DECODER

Clairol consulting colourist and Hair on the Avenue stylist Luis Pacheco offers these tips on how to go red, whether you're after a cool, dark mahogany, a rich copper hue or something more strawberry blonde.

#### For fair skin with pink undertones

Opt for lighter reds and warmer shades of copper reds, gingers and strawberry blondes. **Best bet:** Pacheco's first DIY-colour choice: Clairol Perfect 10 in 6R (\$16 each, clairol.com) for a gorgeous coppery red.

#### For medium, dark or pale skin with sallow and olive undertones

These look best with the cooler shades of burgundy, mahogany, ruby and cherry reds, says the Clairol expert. **Best bet:** "Clairol Perfect 10 in 5R or 4R (\$16 each, clairol.com) for darker, richer tones of auburn that will look stunning."

Christina  
HendricksJessica  
ChastainJulianne  
Moore

## MAKEUP RULES FOR REDHEADS

"I love natural redheads," says **Grace Lee**, Maybelline New York lead makeup artist (above, bottom centre). "Their skin is usually so fair, so pure and delicate looking. It's a canvas that you never get naturally as a makeup artist." Lee's redhead crush? "I love Christina Hendricks," she says. "I'm also obsessed with British model and singer, Karen Elson. Her skin is almost transparent, absolutely breathtaking." We asked Lee for her tried-and-true makeup tips to suit the look.

### OPT FOR A BB CREAM

"Sometimes it's hard for redheads to find foundations that match their skintone," says Lee. "A BB cream is more sheer and most have an SPF." As for freckles? "Don't try covering them up. Embrace them."



### PAY ATTENTION TO BROWS

Fill them in with the right colour—be it pencil or shadow. And brush them with a brow gel.



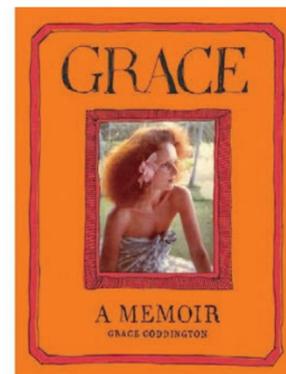
### STICK TO WARM COLOURS

"Oranges, russets, ochres, reds and musty greens and olives. Steer clear of baby pinks as they will enhance the pink undertones in the skin."



### MASCARA 101

Reach the base of the lashline when applying mascara. "Since redheads often have very light eyelashes, nothing is worse than seeing light roots of lashes and then mascara on the ends." Switch your black mascara for a softer brown shade.



## THE KIT'S FAVOURITE GINGER

*Vogue* editor *Anna Wintour* was the focus of 2009 documentary *The September Issue*, but viewers agree a witty redhead stole the show. Since then, we can't read enough about *Grace Coddington*, the magazine's creative director and a former model who dares to challenge *la Wintour*. Our wish has been granted with *Grace: A Memoir*. The 333-page book from Random House Canada has more than 20 pages of her work, quirky fashion illustrations, recounts of her early career as a model and introduces you to fashion's most notable designers with big personalities, editorial scions and celebrities. Buy it along with your next fashion magazine, or treat the style lover in your life.

—GLYNNIS MAPP

GRACE CODDINGTON: A MEMOIR, \$45, amazon.ca and indigo.ca

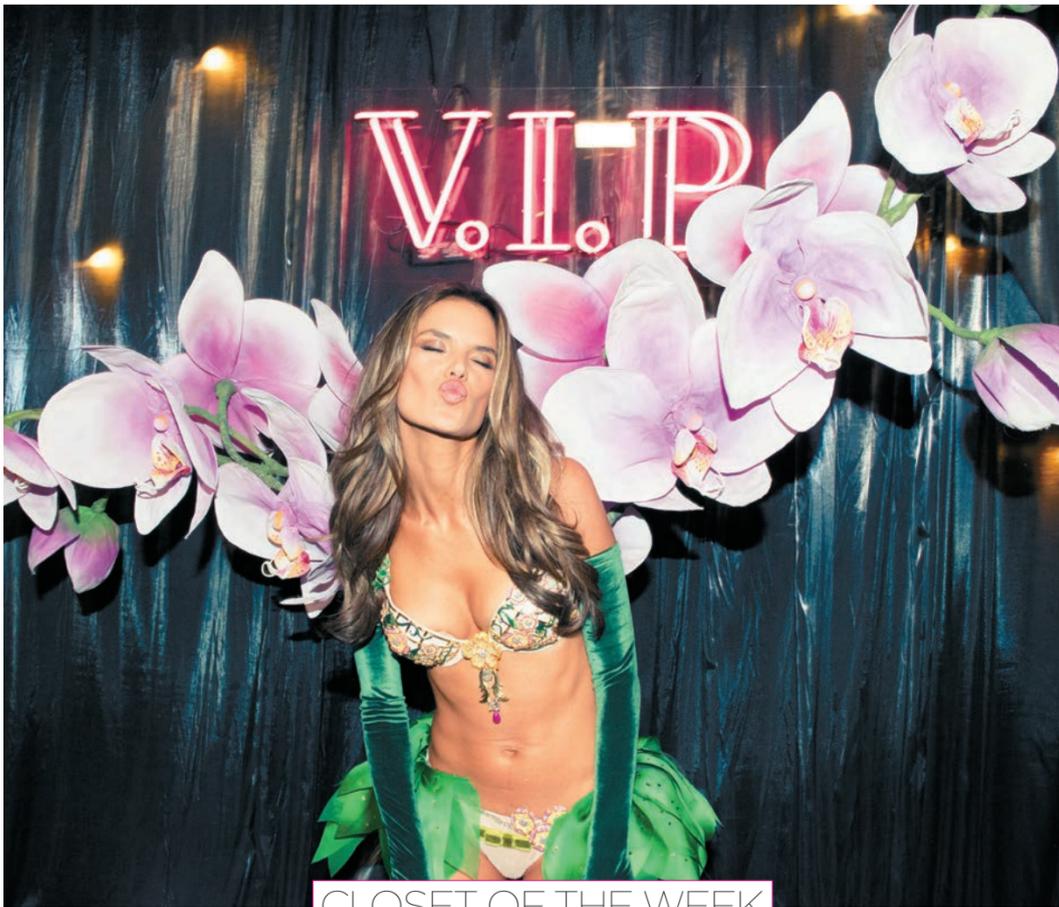


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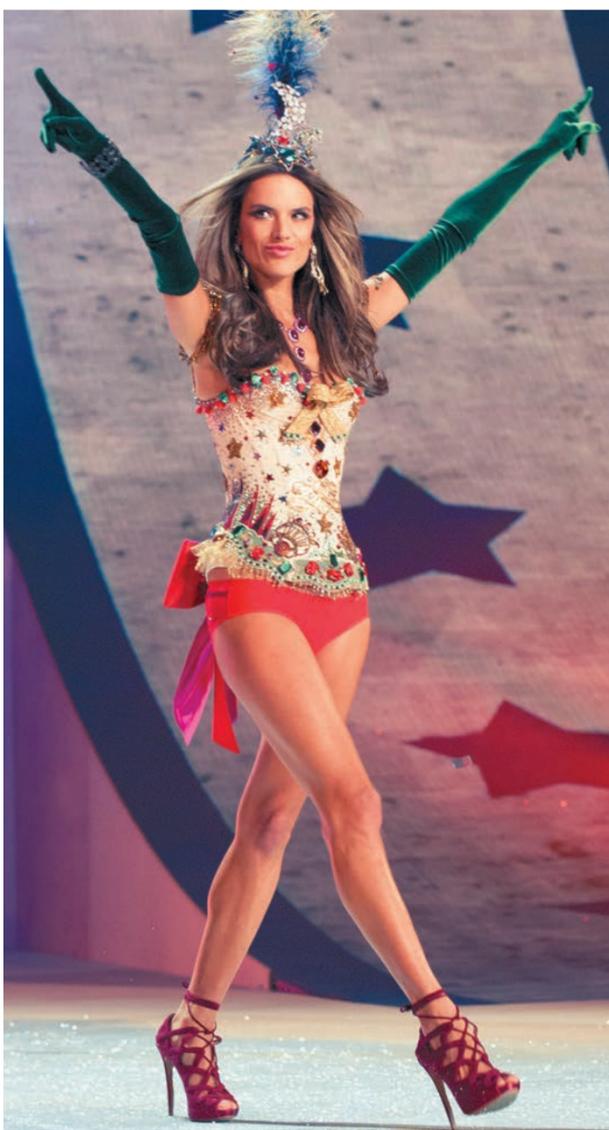
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CLOSET OF THE WEEK

# ALESSANDRA AMBROSIO & the Victoria's Secret Angels

BY THE COVETEUR



The girls, the glitz, the pink and of course, the lingerie. Yes, it can only be the annual Victoria's Secret fashion show. With an all-access backstage pass we conquered a battlefield of photogs, journalists, makeup artists and hairstylists to capture what can only be described (by most men, at least) as pure heaven. We followed Alessandra Ambrosio—a.k.a. the girl in the \$2.5-million bra—all day to see her style evolution. We were there with Angels Miranda Kerr, Doutzen Kroes, Adriana Lima and more. And we got an exclusive peek at the wardrobes and Coveteur'd the iconic costumes. Oh, the Rihanna, Bruno Mars and Justin Bieber concert wasn't too bad, either.



CLOCKWISE: Victoria's Secret model Alessandra Ambrosio; a dress form backstage at the Victoria's Secret 2012 fashion show covered in beautiful blue feathers and bows; the Victoria's Secret runway grand finale



web

More sexy lingerie and top models at [thecoveteur.com/victorias\\_secret\\_2012](http://thecoveteur.com/victorias_secret_2012)

## JOIN US ON instagram

Follow us on Instagram and go behind the scenes of *The Kit*. See our candid pictures from photo shoots, events and more. From left: our art director's Friday night threads; Canadian authors Vincent Lam and Heather Clawson at Indigo's holiday preview and Margherita Missoni at Holt Renfrew.



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TESTING, TESTING

BY CERIE MARSH

## HOW TO MAKE A WINTER STATEMENT

Baby, it's cold outside. And for Canadians we know this is just the beginning. With temps dropping around the zero mark, there's no denying that winter is about to try its usual seasonal slap to our style. Do we stand for it? Hell, no! But let's be honest, it is not as easy to feel chic when you're worried about the wind-chill factor. There was some solace offered on fall runways with knits playing a larger than normal role in designers' collections. For years there has been a trend toward seasonless dressing, where it can be difficult to see a marked difference between spring and fall collections. Which is all well and fine if you exist in a temperature-controlled world of offices, cars and condos. But collections from Marc Jacobs, Chloé and Stella McCartney celebrated the need for some warmth with oversized, tweedy and shapely knits. Statement knits are taking up major floor space at retail and there's something cozy at every price-point. But can you make a pulled-together statement in a roomy knit?

I've got enough woolies to keep me warm until spring thaw, but what about knits that are warm and look stylish? In the interest of fashion science, I tried out a cashmere pull-over by Valentine K, a Canadian collection of knits that launched last year. Designer Lauren McLachlan has become known for her great colour sense and the cute elbow patch details on her luxe knits. The sweaters have delicious heft but still drape rather than add bulk.

I chose a punchy houndstooth print sweater from her fall line (the menswear pattern was a key trend for fall). The graphic was so bold that I suspected it might look best with something simple. I first tried a pair of full black trousers with the sweater, but the combination left me feeling a little too casual. Next I pulled on some patterned denim, which looked cool but like I was going out for brunch, not a press event for work. Finally, I tried the sweater with cropped red, stove-pipe trousers and heels. Success!

Fashion types are never shy about asking after an item's provenance, but there's something about a sweater that's extra irresistible. That morning my arm was pet no less than a dozen times, accompanied by, "Oooh, what is that?" and some, "I need this!" Kind of warms your heart.

**HOW TO WEAR IT:** Statement knits are definitely more stylish than your average sweater, but I still wouldn't wear one to a serious meeting or formal event.

Avoid the impulse to dress it down, statement knits make more sense when your whole look is pulled together.

Cerie Marsh is a best-selling author and co-creator of the food and family website [SweetPotatoChronicles.com](http://SweetPotatoChronicles.com)

Joseph cable-knit wool and cashmere-blend sweater, \$575, [net-a-porter.com](http://net-a-porter.com)THE KIT  
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