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# THE KIT

BEAUTY & FASHION

## LOVE YOUR LOCKS

*Whether you're dealing with overprocessing in your 20s or changing texture in your 50s, find expert solutions to every hair issue, and get your best hair, whatever your age*  
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ACTRESS EMMA STONE, 25, WHO IS A NATURAL BLOND BUT KNOWN FOR HER RED LOCKS, AT THE SCREENING OF *BIRDMAN OR (THE UNEXPECTED VIRTUE OF IGNORANCE)*, AT THE VENICE FILM FESTIVAL, AUG. 27, 2014. PHOTOGRAPHY: GABRIEL BOUYS/AFP/GETTY IMAGES

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MELANIE LYNE



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LINE WE LOVE

## The 424 Fifth T-Skirt

When retail veteran Marie Holman-Rao was tasked to develop a women's private label last year for Hudson's Bay (and Lord & Taylor in the U.S.), her goal was to create a wearable yet fashionable collection. "My customer has a busy life, whether working or caring for her children. She needs clothing for a lot of occasions and appreciates the affordability factor," says Holman-Rao. "No matter what her age, she has a young attitude and is interested in what is happening around her and in the world."

With an impressive background designing for Banana Republic as well as developing the lounge-wear line Pink for Victoria's Secret, Holman-Rao knows how to zero in on trends. "I study the runway, European magazines, street-style shots and ask myself, 'What does the customer not already own that will be a must-have for the season?'" The result:

The key piece for fall 2014? A midi skirt.

"We sold out of two very different skirts for spring—the 'birdcage' silhouette that was rounded and to the knee and the slim white laser-cut skirt," says Holman-Rao. For fall, the design team is introducing a midi-length version in a velvet rose print. "Any body type can wear this skirt: It sits flat on the hip and flares from there." This is a key detail, as skirts that flare straight from the waist with loads of pleats can add unwanted fullness around the midsection.

"Most people will think of it as an evening skirt, but I totally think of this skirt as a daywear item. I'd wear a stacked heel pump or short boot and would only add bracelets—an armful of gold. No necklace, as it would interrupt the clean lines of the total look," says Holman-Rao.

—Vanessa Taylor. Photography by Adrian Armstrong.

424 FIFTH TEA LENGTH SKIRT, \$149, THEBAY.COM

TWEET OF THE WEEK

"Dress British, think Yiddish."

@DerekBlasberg at London Fashion Week

BEAUTY MATH

A teal-lined under-eye paired with a glossy pink pout adds up to a look we love



A SHIMMERING BROWN AND MATTE JEWEL-GREEN EYESHADOW SET LIKE VASANTI COSMETICS SILKY EYESHADOW DUO IN LAKE PALACE, \$22, SHOPPERS DRUG MART, VASANTICOSMETICS.COM

+

AN ULTRA-GLASSY BERRY-ROSE LIP GLOSS LIKE TARTE LIPSURGENCE LIP GLOSS IN FLUSH, \$23, SEPHORA.CA, TARTE.COM



=



Playing up her killer features at Condé Nast's 2014 Fashion Rocks in New York City, DJ JaKissa Taylor-Semple (a.k.a. DJ Kiss) has us in awe. The mixmaster amped up her neutral brown eyeshadow by lining her lower lashline with an emerald shade. She then complemented her standout eye look with a swipe of juicy candy pink lip colour. —Natasha Bruno

TALKING POINT



### SPOTLIGHT ON CANADIAN TUX

Take the jeans from the bottom and wear them on top—formerly what not to wear, head-to-toe denim is having a moment. Earlier this month Katy Perry and Texas rapper Riff Raff sported a patchwork dress and matching suit at the MTV Video Music Awards, paying homage to the outfits Britney and Justin wore to the same event in 2001. More refined were the chambray choices of Olivia Palermo (during New York Fashion Week) and Tom Ford (at his London show): Both had pale, soft shirts topping structured, darker-wash bottoms. The ubiquitous jumpsuit comes in denim, too, at price points from H&M to Stella McCartney. Whatever you choose, we'd like to fact check the terminology and tell English musician Ellie Goulding and American trendsetter Manrepeller (above) they aren't just donning double denim—the proper term will always be "the Canadian tuxedo". —Denise Balkisson



ONLINE FOR 10 ON-TREND OVERALLS, PLAYSUITS AND DUNGAREES, AT THEKIT.CA/OVERALLS



PETER SOM



HUGO BOSS

ONE TREND, TWO WAYS

### GREEN DAY

Green is the new black, or so it seemed from the many versions of green shadow on the fall runways. This isn't Kermit territory, though, and the options for hue—from khaki to smoky turquoise—are vast.

**Oil spill**

The deep green-grey smoky eyes at Peter Som and Derek Lam were like gorgeous pools of petrol. Backstage at Lam, using a large, soft brush, makeup artist Tom Pecheux buffed shadow in a large circle all over the lid and below the lower lashlines to create a "raccoon eye." Take your cue from the colour, but we won't blame you if you downsize the application.

**Khaki flick**

Of all the greens, khaki wins "most approachable," since it's really a neutral grey-brown with a hint of colour. Follow makeup artist Pat McGrath's lead (she referenced "architecture meets nature" at Hugo Boss) and brush on a powder khaki shadow in a flattering upward wing shape.

—Rani Sheen



M.A.C. ARTIFICIALLY WILD EYE SHADOW IN MARSH, \$19, MACCOSMETICS.COM, ESTÉE LAUDER PURE COLOR EYESHADOW IN IVY ENVY, \$25, ESTEEAUDER.CA

STYLE THERMOSTAT

Lupita Nyong'o

The Oscar-winning actor makes an appearance on *Sesame Street* to teach kids that all colors and shades of skin are beautiful.

Cara Delevingne

After London Fashion Week and launching her Pepe Jeans campaign on Instagram, she landed the lead in John Green's film *Paper Towns*.

Beyoncé

She finished her tour with hubby Jay-Z and they renewed their vows, but she is again accused of editing an Insta bikini pic to look thinner.

Urban Outfitters

The fashion retailer owes shoppers an apology after selling a Kent University sweatshirt with red blood-like staining.

NFL

Angry with the league response to players charged with assault, fans alter an ad for its beauty sponsor to show a model with a black eye.

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## FRAGRANCE

# Fragrant words

Legendary fashion editor Diana Vreeland is celebrated with a new collection of outrageously wonderful scents

BY VERONICA SAROLI

There was no one more charismatic, style-savvy and quotable than Diana Vreeland. Born in *belle époque* Paris, she opened a lingerie shop in 1920s London (frequented by Wallis Simpson) and went on with peripatetic pizzazz to New York, where she followed up a 26-year reign as fashion editor for *Harper's Bazaar* by waking up *Vogue* to the swinging 1960s as editor-in-chief. After that, she revitalized the Costume Institute at the Metropolitan Museum of Art.

Through it all, the “empress of fashion” famously waxed poetic about everything she loved and despised, from Renaissance portraits to Russian ballerinas, with unparalleled intensity and flair. “There’s a whole school now that says the scent must be faint. This is ridiculous. I’m speaking from the experience of a lifetime,” she once said, as quoted in the book *D.V.* At the Met she pumped fragrance through the air conditioning vents and was known for imbuing her furniture with perfume.

Now, Vreeland’s grandson, Alexander Vreeland, has drawn upon her inspirations and love of scent to develop Diana Vreeland Parfums, available at Holt Renfrew at the end of the month. The five fragrances are contained in a bottles recreated by Fabien Baron from an antique one from the 1920s, Vreeland’s favourite decade. The fragrance names come from quotes by Mrs. Vreeland, as she is always referred to, so we thought it a marvellous occasion to highlight some of her most memorable bons mots.

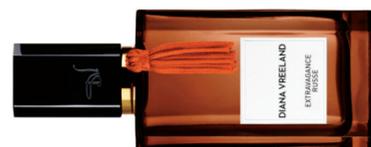


“I adore artifice. I always have. I remember when I was thirteen or fourteen buying red lacquer in Chinatown for my fingernails.”

“I loathe red with any orange in it—although, curiously enough, I also loathe orange without red in it. When I say ‘orange,’ I don’t mean yellow-orange, I mean red-orange—the orange of Bakst and Diaghilev, the orange that changed the century.”

“When I got back to the Crillon...there were roses waiting for me—red red roses. They were from Coco Chanel—the kind Chanel always sent, the kind that open, not the kind that shrivel up into a little walnut and die.”

“Actually, pale-pink salmon is the only colour I cannot abide—although, naturally, I adore pink. I love the pale Persian pinks of the little carnations of Provence and Schiaparelli’s pink, the pink of the Incas...”



DIANA VREELAND PARFUMS IN ABSOLUTELY VITAL, PERFECTLY MARVELOUS, OUTRAGEOUSLY VIBRANT, SIMPLY DIVINE AND EXTRAVAGANCE RUSSE, \$185/50 ML, AT HOLT RENFREW.

PHOTOGRAPHY: RICHARD AVEEDON (VREELAND)

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RIGHT LOOK, RIGHT AGE

# Crowning glory

Glossy, bouncy, healthy hair is hard to get when you don't know what you're up against. We talked to stylists, colourists and hair scientists (yes, that's a thing) to find out how to get your most luscious hair at every age

BY RANI SHEEN

## Hair hangover

Whether you're cramming for exams, working double shifts or dancing till daybreak, an unhealthy lifestyle is likely damaging your hair. "A bad diet, lack of sleep and too much stress can affect hair health and new growth," says Artur Cavaco-Paulo, chief scientist at repair-focused hair-care brand KhairPep, who also cautions that smoking has been related to premature hair loss: "Smoke toxicants have been shown in clinical trials to cause damage to DNA of the hair follicle." Crash dieting can also lead to hair thinning, adds Dr. Jeff Donovan, hair transplant physician, dermatologist and researcher, University of Toronto.

**The Rx**  
**Prioritize sleep and stress—if only for the sake of vanity.** "I always recommend a healthy diet and lifestyle, as well as vitamins. If you notice drastic hair loss, consult your doctor." —David Babaii, L.A.-based stylist; partner, *Blo Blow Dry Bar*  
**Eat up.** "You can improve hair health with a healthy diet. Eat foods that are high in omega-3 fats, vitamin D, vitamin E, zinc and antioxidants (salmon, blueberries, flaxseed and walnuts)." Double up on the spinach: "Iron helps cells carry oxygen to the hair follicles." —Cavaco-Paulo



VANESSA HUDGENS, 25



EMMA STONE, 25

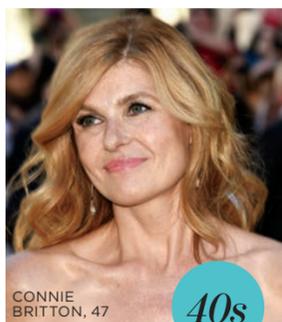
20s

consulting colourist. "You're always going against the grain: If you have curly hair, you want straight hair." That can spell trouble. "I probably have over 200 patients who see me within days of a visit to their hair salon," says Donovan, adding that salon-based treatments are usually safe, but need to be approached with caution.

**The Rx**  
**Do only one potentially damaging procedure at a time.** "Never dye hair that is chemically relaxed because the risk for breakage increases significantly." —Donovan

## Bleach backlash

Constant experimentation—bleaching, colouring, relaxants—takes its toll. "When you're young, you think you're invincible," says Luis Pacheco, owner, Hair on the Avenue and Medulla salons in Toronto and Clairol



CONNIE BRITTON, 47

40s

## Silver stream

"Sadly, what works for silver fox George Clooney just doesn't work for us," says Stacey Staley, Owner, Blonde in Toronto and artistic director, Kerastase Canada, who believes women are too young to go grey in their 40s. Antonio Corral Calero, Montreal-based hair stylist and global creative director, MoroccanOil, begs to differ. "Focus on maintaining the hair," he says. "People start to abuse the treatment, wanting to get colour a lot," says Pacheco. "It's not a necessity anymore. It's an emotional attachment to not having grey hair."

**The Rx**  
**Get strategic with colour coverage.** "Now is the time to create a game plan with your stylist for coverage. Blend it out with highlights or move into full colour." —Staley

## Falling flat

Hair loss is increasing in the lead-up to menopause. "During perimenopause, when estrogen levels are high in relation to progesterone, hair thinning and loss can occur," says Dr. Sara Gottfried, Harvard-educated MD, OB/GYN; author, bestseller *The Hormone Cure*. If hair loss runs in your genes, you'll probably be aware of it. "At least 25 to 30 per cent of women experience some degree of hereditary hair thinning by the mid-40s," says Donovan.

**The Rx**  
**Brush with care to avoid further thinning out your hair.** "Over-brushing results in too much friction on hair, which leads to cuticle damage and breakage and can make hair frizzy." —Cavaco-Paulo



JULIANNE MOORE, 53

50s

## Ch-ch-changes

Hair structure morphs as cortisol, thyroid, estrogen and testosterone fall out of balance. "Any hormonal shifts, like those that occur during perimenopause and menopause, alter the shape of the hair follicle and change the texture," says Sara Gottfried. If you've always wanted ringlets, this may be your lucky decade. "It can get finer, even curly," she adds. But the new follicular reality may be less fun. "Hormones are changing, and hair feels dull, limp, coarse and brittle, all at the same time," says Staley.

**The Rx**  
**Feed your hair its vitamins.** "Vitamin A helps fat synthesis in hair follicles, encouraging growth; vitamin E helps protect hair cells; and B vitamins help to restore thickness and shine. Vitamin C and zinc help to repair cellular damage." —Gottfried  
**Get tested.** "Check fasting glucose, iron levels and complete blood count (which can deter-

mine if you have anemia), as well as thyroid, estrogen and testosterone. Incorporating more fibre into your diet will help lower estrogen via 'elimination.'" —Gottfried

## Colour resistance

Your hair begins to reject highlighting and toning. "When hair grows grey, it starts to lose proteins and the follicle becomes weaker. To protect itself, it creates an extra layer of cuticle," says Pacheco. "The hair becomes thicker, coarser, more unruly, drier and less susceptible to hair colour. That's why grey hair starts to stick out more than hair that isn't grey." Uneven texture equals uneven dye distribution, which can be a challenge for you or your colourist.

**The Rx**  
**Choose products and colour designed for aging hair.** "They add suppleness to textures that need some evening out and more moisture, kind of like what a CC cream does for your skin." —Staley



AMY ADAMS, 39

30s

## First white

The greys are creeping in, as the melanins that create all shades of hair colour, eumelanin and pheomelanin, start to throw in the towel. "Melanin production starts to decline in your 30s, so natural colour is lost and is replaced by white hair," says Roch Lemay, Montreal-based hair stylist and education director, Matrix. These strands aren't actually a new colour, just an absence of the colour you had before. Pacheco adds: "You're not colouring your hair because you've got to cover the grey!"

**The Rx**  
**Focus on all of your hair, not just the interloping greys.** "Grey doesn't grow in grey, it's always white. What gives it its tone—grey or that peachy colour or white—is the hair that's next to it. If I want to camouflage the grey, I'll go in with a semi-permanent and change the tone of the existing colour to a warmer colour so that it reflects warmer, it becomes softer." —Pacheco



JAMIE CHUNG, 31

## Styling sabotage

You're overdoing the blow-outs and heat styling. "In your 30s, you start to invest more in the way you look," says Pacheco, who finds his clients use pro-level hot tools but without the pro know-how. Heat affects the hydrogen bonds that provide part of hair's strength, and it damages the proteins that make up your hair, says Cavaco-Paulo. "The main culprit is overuse of flat-irons, but using a hair dryer on high heat on a daily basis, as well as too much sun, can overheat and dry out the hair, making it more prone to damage and breakage."

**The Rx**  
**Only do a single pass with quality hot tools.** "Pass irons quickly over sections without stopping in one area, and always use a thermal protectant product." —Lemay  
**Never flat-iron your hair until it's completely dry.** "The water hits boiling temperature and breaks the hair." —Pacheco



HELEN MIRREN, 68

## Scalp SOS

Your scalp needs more love. "As you get older, the scalp starts to tighten," says Pacheco. This not only feels uncomfortable, it also affects hair's growth. "Dry, thinning skin inhibits the hair follicle's ability to produce hair," says Lemay. Thinning hair leaves the scalp less protected from the sun, and white hair lacking protective pigment doesn't help. "The loss of melanin in the hair also increases the percentage of white hair and reduces its natural UV protection at the scalp."

**The Rx**  
**Take your time applying a hydrating scalp treatment.** "Massage the scalp so that you're not suffocating the follicle, to get more blood flowing." —Pacheco  
**Pay attention to what your scalp is telling you, especially if you colour or relax your hair.** "It's critically important to stop doing a particular treatment or styling practice if pain or tenderness develops." —Donovan

## Texture play

Your hair's texture takes a dramatic turn. "In their 60s, women experience drastic changes in density, strength and moisture levels in the hair," says Lemay. "Some women choose to allow white hair to grow in, giving way to difficult textural changes." When hair loses volume, the impetus is often to cut it short—you might start feeling pressure from pushy stylists to chop it all off. David Babaii isn't having it. "Back in the day, someone said you couldn't wear long hair after a certain age; I beg to differ."

**The Rx**  
**Invest in a good haircut to reduce styling wear and tear.** "If you have a good haircut, you need less maintenance. When you work with your natural texture, you don't ruin your hair because it's easier to style." —Louis Hechter Hair stylist and owner, *Orbite salon* in Montreal  
**When you're deciding whether to chop or not to chop, ignore the peanut gallery.** "You should do whatever you want at any age and never let anyone tell you what's right and wrong as long as it makes you happy." —Babaii

## HAIR HELPERS

Stock your bathroom shelves with these problem-specific products



20s

**BLEACH BACKLASH:** KERASTASE BAIN FLUIDALISTE SULFATE-FREE FOR OVERPROCESSED HAIR, \$40, AT SALONS. **HAIR HANGOVER:** FEMMED HAIR, SKIN & NAILS, \$30, WELL.CA



30s

**STYLING SABOTAGE:** T3 SINGLE-PASS X, \$255, SEPHORA.CA. **FIRST WHITE:** ARBONNE PURE VIBRANCE COLORLAST HAIR SERUM, \$35, ARBONNE.CA



40s

**FALLING FLAT:** VIVISCAL MAXIMUM STRENGTH, \$60, SHOPPERS DRUG MART. **SILVER STREAM:** MARC ANTHONY BYE BYE GRAY ROOT TOUCH UP SPRAY, \$13, WALMART



50s

**COLOUR RESISTANCE:** CLAIROL EXPERT AGE DEFY, \$14, AT DRUGSTORES. **CH-CH-CHANGES:** KHAIRPEP TRANSFORME SERUM, \$50, AT DELINEATION.CA.



60s

**SCALP SOS:** SENSCIENCE PERFORMANCE ACTIVATE SCALP TREATMENT, \$20, AT SALONS. **TEXTURE PLAY:** LIVE CLEAN AGE RESIST MIRACLE NUTRITION OIL, \$12, WALMART



BROWNSTONE  
BEHIND THE SCENES  
AT THE DOVE  
PHOTO SHOOT

## PROFILE

# FACE VALUE

*Fresh from her first modelling job at 80, Faye Brownstone tells us what it means to age beautifully*

BY KRISTEN VINAKMENS

There's an unwritten rule that after a certain age, a woman should streamline her makeup routine, since wearing too much can accentuate, rather than camouflage, the crinkles and crevices that crop up over time.

For 80-year-old Faye Brownstone, a Winnipeg grandmother of 10 turned star of Dove's 50th-anniversary campaign, a minimalist approach to makeup is more a question of lifestyle—there's not much call for fake lashes at bridge or when she's volunteering. Even so, she admits to being "conscious of many older women being too heavily made up and looking artificial."

In earlier days, Brownstone was more cosmetically inclined. "When I was working, I always wore makeup: foundation, colour on my cheeks, and eye-shadow and mascara," she says.

She graduated from university at 45, a mother of four, and went on to become an education researcher, working on programs for inner-city Aboriginal teens in Winnipeg.

Brownstone, who could easily pass for someone 20 years younger, attributes her photogenic vitality to staying active and busy. She volunteers as an ESL teacher for new immigrants, hits the treadmill at the gym three times a week, challenges her young family members to card games and plays a mean game of pickle ball (a tennis/badminton hybrid). "As people get older, they tend to self-isolate—it's up to me to make the effort to not disappear," she says. "I do these things not because I'm trying to be perfect, but because I like the way it makes me feel."

Brownstone (a long-time Dove soap user) is the eldest of 50 women from across the country to appear in Dove's 50th-anniversary advertising campaign, (part of its decade-long Campaign for Real Beauty, which started Sept. 9 and runs for 50

days. She responded to an open casting call at the urging of her daughter; initially hesitant to be in front of the camera and out of her "comfort zone," Brownstone never dreamed she'd be chosen out of 4,000 applicants.

She enjoyed VIP treatment during the shoot, for which she was flown to Toronto and treated to a primping session for her hair, makeup and nails. ("Fun, fun, fun—I would do it again in a minute.") But while she loved being pampered—and likes to put on a dress and some lipstick for a special occasion—as soon as filming wrapped, it all came off.

Her supermodel turn has not changed her refreshing stance on aging and appearance: "For me, beauty is an inner thing," she says. "You have to be a little older and have more experience to really believe this....It's a sense of self-worth, self-esteem and confidence."

As for other women her age who maintain heavier makeup routines: "If it makes them feel good, why not?"



## INSTAGRAM

Go behind the scenes with our team at photo shoots, events and more. Follow us at [instagram.com/thekitca](https://www.instagram.com/thekitca)



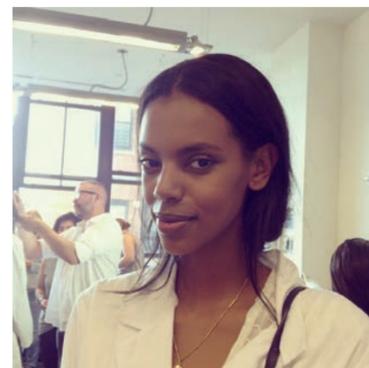
### ORANGE LIP LOVE

Best lip of #NYFW: the vibrant, powdery vermilion at @CloverCanyon



### FASHION MEETS POLITICS

Stunning Alexander McQueen on display @DesignExchange #DXPOF



### CANADIAN BEAUTY

Ran into Canadian model @GraceMahary backstage at @michaelkors S/S2015

SWAROVSKI.COM

Miranda Kerr

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Bracelets from \$70

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WEEKEND UPDATE

# DO DISTRESS

From subtle signs of wear and a few strategically placed holes to the heavy-handed rips and tears, distressed denim is seriously working it as we transition into fall

BY VANESSA TAYLOR



**The It Item**  
For a slim cut with just the right slouch, this weathered version from Gap is our favourite. The cool faded blue works for weekend wear or evening cocktails. Gap jeans, \$85, gapcanada.ca

**1. The cuffed skinny**  
These black skinny jeans have plenty of rips and tears but show minimal skin—ideal for easing into this trend. Keep the rest of the outfit simple with a matching T-shirt and bomber.

**2. The long flare**  
For the ultimate long and lean silhouette, the flare (or boot-cut) is a no-fail option. These classic blue jeans with rips up the thighs get a feminine twist with a skinny belt and pointy-toe heels.

**3. The cropped straight-leg**  
These basic blues have an almost shrunken look to them—the hem is above the angle and the fit is straight. This silhouette works well with slouchy sweatshirts or long silk blouses, finished with a dainty heel.

**4. The patched project**  
A little distressing and a lot of badges create the ultimate embellished jeans. Instead of going with a plaid shirt, swap in some style with a moto jacket and fab bootie. Allow the ankle to peek out by cuffing or rolling the hem under.

**5. The baggy boyfriend**  
Slouchy, boxy and oversized—these baggy-fit ripped jeans look like they might once have been your boyfriend's work pants. The key to making the look your own is a few sexy details like these snakeskin heels and fringe clutch.

**6. The shredded**  
In a more extreme version of this trend, plenty of street-style stars are sporting giant holes. While this may not be for everyone, this version is cleverly balanced out with a crisp button-up and leather tank and girly iridescent stilettos.



ONE-MINUTE MIRACLE

**Dear Rush Brush,**  
Your silky dry shampoo powder in a handy brush can be applied subtly and strategically on the go. No clouds of dust when all I need's a little of your absorbent micro-mineral zeolite for my Day 2 high pony. Your vanilla scent is not too sweet, and natural ingredients like camomile and calendula calm my scalp, which can get itchy when it's in need of washing. You're the only dry shampoo that can be tossed into a small purse—and into my carry-on—and therefore the only everyday one for me.  
*Yours, Alex Laws*

**RUSH BRUSH SATIN SUGAR DRY SHAMPOO POWDER VOLUMIZING BRUSH, \$22, SEPHORA.CA, CAKEBEAUTY.COM.**

PHOTOGRAPHY: REX USA (1), GETTY IMAGES (2), PETER STIGTER (3-6)

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## FASHION FIX

## Is TV the new catwalk?

Designer clothing is playing a bigger role in the wardrobes of our favourite characters. This trend, spinoff-clothing lines and “shop the series” blogs help us to dress the part

BY DAVID GRAHAM

Television's most famous second banana wears Alexander McQueen. As vice president of the United States, Selina Meyer, the ambitious and tart-mouthed politician played by Julia Louis-Dreyfus on HBO's *Veep*, needs sharply tailored and expensive dresses to tell her many adversaries to back off.

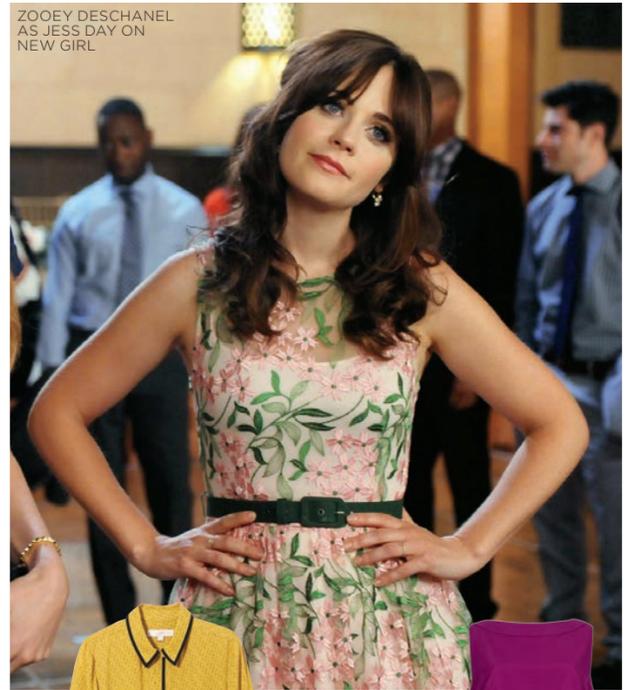
Claire Underwood, the character played by Robin Wright on Netflix's *House of Cards*, also benefits from the can't-touch-this appeal of high fashion. On the Washington-based drama Underwood is a successful businesswoman and wife of House Majority Whip Francis “Frank” Underwood (Kevin Spacey), and she sports Prada, Theory, Gucci and Narciso Rodriguez—mostly in grey—precisely tailored, bordering on tight. The show's costume designer, Tom Broecker, says every element of the character's wardrobe is deeply considered, particularly her beat-up YSL Muse bag. He told *Elle* magazine the luxury bag had to appear used to make sure fashion-savvy viewers weren't too distracted by the expensive accessory.

Jenifur Jarvis is the costume designer for the Canadian TV series *Rookie Blue* (Global) and *Saving Hope* (CTV) and says it's important for the costumes to read as believable, but she ups the fashion quotient

on both shows. “I'm dressing hot docs and hot cops,” she says, and she puts an off-duty police officer in a \$90 Rag & Bone T-shirt, G-Star jeans and a Diesel jacket, for example. “Our audiences are young. They want to see beautiful people wearing beautiful clothes,” she says.

Another favourite high-fashion, high-viewership show is *Suits* (Bravo), set in an upscale New York law office but filmed in Toronto. The show's costume designer, Jolie Andreatta, adds authority without sacrificing femininity to Jessica Pearson (played by Gina Torres), the only female partner at the firm, by dressing her in Dolce & Gabbana, Antonio Berardi and Roland Mouret. Paralegal Rachel Zane (Meghan Markle) may not be a power player, but she comes from a wealthy family so she too can afford McQueen.

Toronto-based stylist Loretta Chin says the increasing role fashion plays in TV has brought with it a rise in stature of the film and television costume designer. Currently working on the debut of *Say Yes to the Dress Canada* (which premieres in 2015 on the W Network), Chin is vice president of the Canadian Alliance of Film and Television Costume Arts and Design. She says it all started with the enormous success of *Sex and*



ZOOEY DESCHANEL AS JESS DAY ON NEW GIRL

## GET JESS DAY'S LOOK

TED BAKER DRESS, \$325, AT TED BAKER LONDON STORES, TOMMY HILFINGER FLECKED CARDIGAN, \$79, TOMMY.COM, LOFT DRESS, \$70, AND SKIRT, \$80, BOTH LOFT.COM



*the City* (which made Patricia Field a household name), but television and film costume designers continue to expose viewers to new designer collections.

The ABC series *Scandal* takes this connection a step further. This month influential U.S. retailer The Limited introduces a fashion line based on the clothes worn by Olivia Pope, played by Kerry Washington. The collection includes 70 items ranging from tops and pants to jackets and outerwear, from \$49 to \$250 (U.S.). Similarly, the style of *New Girl* (City), starring Zooey Deschanel as schoolteacher Jess Day, was so popular that last season the actor unveiled a 16-piece collection which she co-designed with New York designer Tommy Hilfinger, largely inspired by seventies sitcom star Mary Tyler Moore. The blog *Fashion of New Girl* identifies and sources many items worn by Day, including pieces from Alice & Olivia and Kate Spade and a selection from Deschanel's collection for Hilfinger.

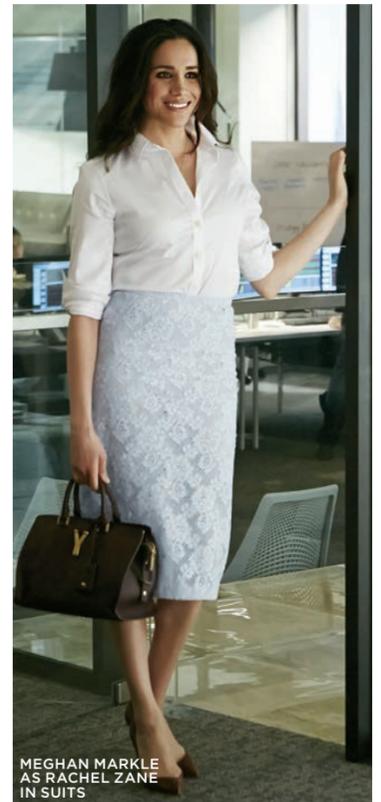
Blog committed to label spotting such as *wornontv.com* and *pradux.com* show viewers where to shop for other shows, too. The latter launched this year and has catalogued 20,000 pieces from more than 50 TV shows, including *Scandal* and *Gossip Girl*.

There's no doubt these big labels are impressive, but arguably the real talent lies with costume designers making sure the fashion fits.

The lovably awkward central character of *Girls*, Hannah Horvath (Lena Dunham), wears a mix of Levi's and Gap with J. Crew and Marc Jacobs, reflecting Horvath's struggle to balance the need for full-time employment with a “but Daddy I deserve it” attitude. And *Breaking Bad*, which costume designer Kathleen Detoro calls her “ugly show,” deliberately eschewed trends and fashion to explain how clueless the protagonists are (Walt's tightie-whities, or Jesse's oversized hoodies, anyone?)

Costume designer of *The Mindy Project* Salvador Perez has licence to be playful with bright colours and mixes of hectic prints. Dr. Mindy Lahiri, played by Mindy Kaling, works in a fledgling women's health clinic, but because it's a comedy, the style is cheery. One episode sees a potential love interest comment to Mindy on a noisy Manhattan street that he can't hear her over the “loud” chartreuse DKNY coat she wearing.

Fashion in TV gave our favourite shows an element of reality—reality we couldn't necessarily afford until spinoff clothing lines came about. But now, with a variety of characters and closets to admire, we, too, can dress the part. After all, says Jarvis, “Television is the new runway.”



MEGHAN MARKLE AS RACHEL ZANE IN SUITS

## GET CLAIRE UNDERWOOD'S LOOK

DIANE VON FURSTENBERG SHEATH DRESS, \$360, NET-A-PORTER.COM, LAURA SHIRT, \$99, LAURA.CA, KATE SPADE PUMP, \$325, DAVIDSFOOTWEAR.COM, THEORY BLAZER, \$396, NET-A-PORTER.COM



ROBIN WRIGHT AS CLAIRE UNDERWOOD ON HOUSE OF CARDS



## SEE THESE LOOKS IN ACTION

- *Girls* season 4 starts Jan. 2015, HBO
- *House of Cards*, rumoured to start mid-2015, Netflix
- *New Girl*, Thursdays, 10p.m., City
- *Rookie Blue*, starts summer 2015, Global
- *Saving Hope*, Thursdays, 9p.m., CTV
- *Suits*, season 5 returns summer 2015, Bravo
- *Scandal*, Thursdays, 9p.m., City
- *The Mindy Project*, Thursdays, 10:30 p.m., City
- *Veep*, starting spring 2015, HBO



MINDY KALING AS DR. MINDY LAHIRI ON THE MINDY PROJECT

## GET MINDY LAHIRI'S LOOK

LACOSTE LIVE SWEATER, \$145, AT LACOSTE BOUTIQUES, BURBERRY COAT, \$904, NET-A-PORTER.COM, MELANIE LYNE SCARF, \$30, AT MELANIE LYNE STORES, OLD NAVY SKIRT, \$32, OLDFNAVY.CA



## GET RACHEL ZANE'S LOOK

OSCAR DE LA RENTA SKIRT, \$1,051, NET-A-PORTER.COM, THOMAS SABO CHAIN, \$98, AND PENDANT, \$129, AT THOMASSABO.COM, GIANVITO ROSSI PUMP, \$725, AT HOLT RENFREW

Follow *The Kit* on Twitter as we live tweet our favourite shows @thekit

## PRESS PLAY

## BOBBY PIN BOOT CAMP

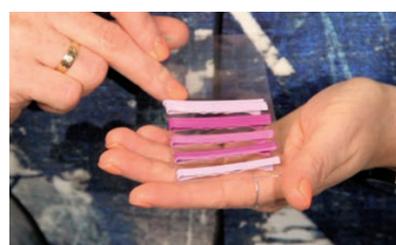
How to use bobby pins as a graphic, modern hair accessory

BY VANESSA TAYLOR

ONLINE FIND MORE WAYS TO USE BOBBY PINS AT [THEKIT.CA/VIDEOS/](http://THEKIT.CA/VIDEOS/)



Pull two pieces of hair to the back of your head and hold them in place with one hand.



Take two bobby pins and create an inverted V shape. Then slide the third along the bottom to create a triangle.



Adjust the shape so all three edges meet neatly.

# "When my hair started falling out, I was really depressed"

## Delving into the taboo subject of thinning hair in women

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Christina Maria Spain

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Before using Viviscal



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Actual Viviscal patient courtesy of Glynis Ablon, M.D., The Ablon Skin Institute (ASI) Research Center.

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Dr. Doris Day,  
New York dermatologist

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## INTERVIEW

## Dressing up

Women in Clothes reveals the thought processes of stylish women getting dressed. It's part fashion manual and part short story collection, and equal parts endearing and educational

BY ALEX LAWS



ABOVE: MEET THE EDITORS, LEANN SHAPTON, SHEILA HETI, HEIDI JULAVITS. RIGHT: PAGES FROM THE BOOK



What happens when three friends and critically acclaimed authors band together to get to the bottom of how women feel about getting dressed? Sheila Heti, Heidi Julavits and Leanne Shapton, who have published 14 books between them, found out; they sent a questionnaire to more than 600 other women, from their friends and peers to celebrated photographers and screenwriters. The result is an imaginative book whose tips and insights put the fun back into getting dressed. We spoke to the authors from their homes in Toronto (Heti) and New York.

## What made you want to write this book?

**Sheila:** About two years ago I had this feeling that dressing, clothes and shopping was an area of life I had not put much thought into. I was living with my boyfriend for a few years and he was a very sharp dresser, and to be around somebody who paid attention to this part of life seemed beautiful to me. I went to a bookstore in downtown Toronto one morning. I wanted to know how other women think about dressing, but there was absolutely no book like this in any way. That afternoon I came home and shot off a few emails to my friends, including Heidi. I wanted to know what my stylish friends think about when they get dressed.

## How is it different from other books written about style?

**Heidi:** There are plenty of fashion magazines that claim to be doing the same thing as us, but their tone and approach is a bit prescriptive with more general guidelines we can all follow so we don't have to think about it at all. We thought about creating a novel with over 600 protagonists that feels like a collective memoir.

**Sheila:** You can read it in any order. I kind of hoped that all our readers don't ever end up reading the whole thing. It seems like the kind of book that feels endless. And we have the survey people can fill out and read on our website—searching either by question or by author.

## What are you wearing?

**Sheila:** I'm wearing pyjamas. I've just been home in bed working all day.

**Heidi:** I'm wearing a romper. I like saying the word *romper*. I didn't really want to wear it today but I figured you'd ask me and then I would be able to say that word. It's [patterned with]—this is another word I love to say—chambray. It's a chambray romper!

## Do you have any style icons?

**Leanne:** Heidi.

**Heidi:** No, you're kidding. Shut up. What's my answer? This actually comes from something said to us online. It was about how Sylvia Plath was actually really stylish and fashion-obsessed and no one ever writes that aspect of her life because it would make her seem unserious. That's a long way of saying I recently did buy a necklace because I was trying to copy Sylvia Plath, and not because I like her poetry, or I seriously thought, "I like that necklace, I like that cardigan... I like your look, Sylvia."

## What's the piece of advice you picked up writing this that has stayed with you?

**Leanne:** In the Yong Kim essay, she said, "I go into stores to see what's going on. Treat it as a current event rather than a shopping experience." I like how she put that.

**Heidi:** I most remember the woman who said that whenever she is uncertain about her outfit or isn't quite feeling, it she puts on an apron. And that resonated with me because I often tie sweaters around my waist like aprons so they cover my crotch.

"I like to always be a character—school girl, new lesbian, lapsed nun, Miami mistress. Not everyone needs that added layer but it helps me." —Lena Dunham

Alex Laws is *The Kit's* senior editor. Follow her on Twitter @lexlaws

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## ADVICE &amp; TIPS

An excerpt from *Women in Clothes*

**JENNIFER ARMBRUST:** Clothes that list more than one fiber are undesirable. Too many fiber types seems like a sad statement of late stage capitalism, like, "We had some surplus angora, nylon, and elastane lying around so we threw in five percent of each with your wool sweater. Hope you like it!"

**MARGAUX WILLIAMSON:** Wear whatever makes you less sad and feels right when it's on. Don't wear too many things that serve no function. Wear what you can wear on a bicycle. Wear what you can run in or survive in if necessary. If something feels right, wear it all the time. Don't look too cool. Keep some things in!

**PATRICIA MARX:** My mother said red and black was for drum majorettes.

**AUDREY GELMAN:** When wearing a skirt or slacks, I often tuck my shirt into my underwear. It's a trick my mother taught me to hold shirts into place. After moving in with my boyfriend, he witnessed me pulling up pants with my underwear over my shirt, and asked if I was having a seizure.

**CAILIN HILL:** There was a time when I first moved to New York when I blew money on dumb s--t like \$1,200 heels and \$700 coats. I reflect on these occurrences as huge regrets. If you're going to blow a huge chunk of dough on designer goods, make sure it's "timeless," like a black pump. I wore those neon-orange platforms twice before I decided I was over them. I always try to look a little too dressed down for events. And if I really need makeup, I just stop by Sephora and use theirs. I don't f--k around with mascara testers though.

**SARAH NICOLE PRICKETT:** I believe contradictions make you attractive. So if I wear something short, it's not also tight, or if it's both short and tight, I wear it with old boots. If I wear skinny pants, I usually wear big sweaters, and if I have a fancy dress on, I like it when my nails chip. I love a gorgeous necklace with an old grey shirt. Try on many things, and stop saying, "Oh, that's not me," or "I could never." So boring! TRY. It's fun sometimes to have on one thing that feels off or like you borrowed it from someone else. It shows you're not that precious about yourself, and it throws the rest of you, the "real you," into relief.

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Giorgina Bigioni

Direct advertising inquiries to:  
Associate Publisher  
Tami Coughlan  
[tlc@thekit.ca](mailto:tlc@thekit.ca)

Project Director,  
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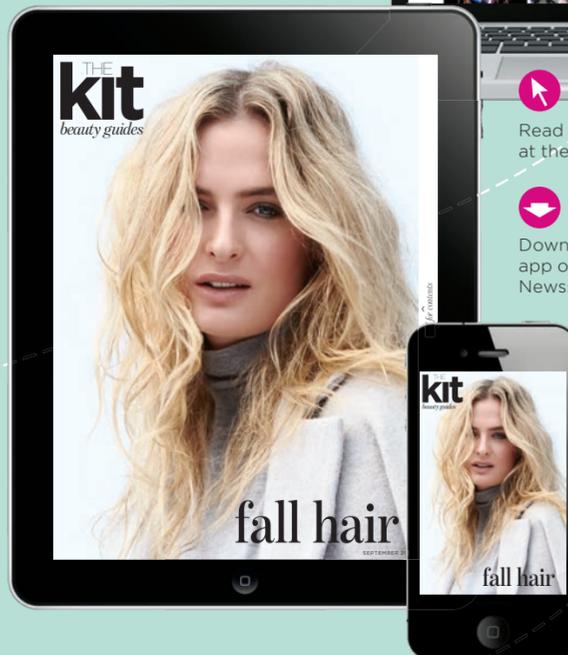


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