



# HEAD STRONG

*A growing number of black women are on a mission: to abandon relaxers and learn to love and work with natural texture. As writer Natasha Bruno consults the hairstylists for Solange Knowles and Kerry Washington, she learns that going natural is more than hair deep*

*page 4*

Solange Knowles at Flemington Racecourse, Melbourne, Australia, Nov. 2014. Photography: Getty Images.

## EXCLUSIVE

### HOW HALLE DOES IT

The beauty icon, acclaimed actor and mom of two spills on love, locks and beauty lessons

BY NATASHA BRUNO



Halle Berry at the God's Love We Deliver Golden Heart Awards, Oct. 2014.

As an Academy-Award-winning actor and long-time spokeswoman for Revlon, Halle Berry, 48, has helped break significant barriers in Hollywood's image-focused business: She's the first and still the only black female to win Best Actress at the Oscars, for her role in the hard-hitting drama *Monster's Ball* back in 2001, and she has appeared in Revlon cosmetic campaigns since 1996. She's currently the face of the brand's Love Is On campaign. The actor who made the pixie cut a high-demand hairstyle spoke to us from Los Angeles.

**The Kit:** What's your natural hair texture? What difficulties did you have to overcome with it?

**Halle Berry:** My natural hair texture is curly, although I can straighten it pretty easily, like blow-dry it out. I've always had to learn how to work with my own hair and I've become really good at it—I can't do anybody else's hair, but I'm really good at styling my own!

**The Kit:** What's your can't-live-without styling product for curls? **Berry:** Mixed Chicks. They make really great products for girls with wavy or curly hair. I use the whole line. When I want to wear my hair curly I leave in the leave-in conditioner, and when I want to straighten it I just use the regular conditioner and wash it out.

**The Kit:** What's your morning getting-ready routine?

**Berry:** If I'm not going to work, my getting ready is really simple. I'll put on some light lipstick so I feel like I have some moisture on my lips—something like the Ultra HD Lipstick by Revlon. There's a colour called Camilla; it's really natural. That's all I do if I am running errands around the city or taking my kids to school.

**The Kit:** What's the best beauty advice you've ever received?

**Berry:** I can't tell you who gave me this advice—I think this is something that I've learned on my own in various ways—but that is true to yourself. Just because everybody is wearing red lipstick doesn't mean I'm going to start. I always try to stick to what makes me feel like my best self. *Continued on page 5*



**NEW YORK**

### FASHION WEEK WARDROBES

*Top tips from behind-the-scenes pros*

*page 7*



## DRESSING UP

# Rock 'n' roll eyeliner

What happens when one writer ditches her barefaced beauty look and road-tests a very smoky eye

BY MARYAM SIDDIQI

I don't often don statement makeup, mostly because I don't feel skilled enough to apply it. But the smoky, smudgy eye shows no signs of abating and has me inspired by its imperfection. Who doesn't want to be badass every now and then? The look graced the runways of Donna Karan, Jonathan Saunders, Nicole Miller and Tom Ford, who dresses such edgy A-listers as Rihanna.

Charlotte Tilbury, who oversaw the makeup for Ford's Fall 2014 and Spring 2015 shows, describes it as "lived in, slept in ... a rock 'n' roll look," evoking yet another beauty rebel, Carine Roitfeld. She's had a special place in my heart since she admitted that her makeup is always a bit messy because "I don't know how to do my makeup very well." If the former editor of French *Vogue* admits this, there is hope for me.

Could I—far more comfortable in black-rimmed glasses than kohl-lined eyes—intentionally pull off this rock 'n' roll look? Vanessa Jarman, Rimmel London's Canadian spokesperson, was tasked with giving me a tutorial. "Charlotte Tilbury is an inspiration of mine," Jarmin says as she explains the versions seen on this season's runways. "Traditionally it's grey and black pigment," Jarmin says, "but you can switch things up. Metallics are huge as well."

When wearing this look, Jarmin advises to start the makeup application with the eyes, then move on to the skin, so that if (and inevitably when) powder falls onto the cheeks it can be removed without ruining foundation, blush and so on. The beauty of this trend is that it's meant to be imperfect so those of any skill level can succeed in mastering it. "There is no right way or wrong way to apply this," Jarmin says.

Armed with Rimmel's Rich Brown Exaggerate waterproof liner and Deeper Bronze powder for my top lid, Blackest Kohl liner and Black powder for my lower lid, Jarmin gets to work. She lines the top

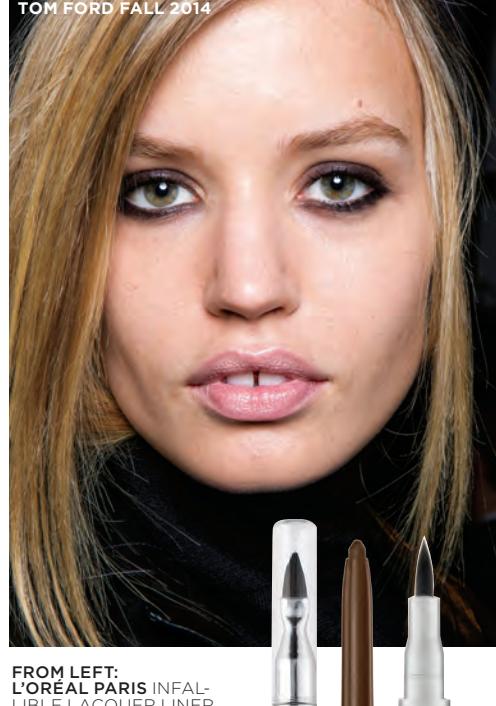
lid, then smudges the liner and sets it with the powder, and does the same on the lower lid. She smudges further and reapplies where necessary to create a solid line across my lash lines. "You don't want any skin showing," she explains. She finishes it with mascara.

I look into the mirror and my first thought is "Whoa!" and then "Ooh." It's a bold but empowering look. I've tried to shake up my minimal makeup routine before—red lips, for instance, and I felt awkward, like my lip colour was screaming "World, look at me!" even though the rest of me wasn't. This look, though, was armour. I felt tough, like my eyes were daring people to look at me, and the rest of me assumed the same emboldened persona.

I wore the look through the afternoon and into the evening. "I love it!" my friend Alex said before saying hello when she met me to attend a book reading by English writer Caitlin Moran, herself a badass and lover of eyeliner. I briefly thought it was a bit much for an event at a library, but then decided I didn't care, which is exactly the attitude this trend exemplifies. Ten hours later, my eyes looked just as good as when the liner was first applied.

I'll confess I wasn't able to get it all off before going to bed that night. Conveniently though, the next morning I woke up with a perfect base to apply the look again—exactly the sort of slept-in look that would make Roitfeld proud.

**SMOKE SHOW**  
GET TIPS ON HOW TO CREATE AVA DUVERNAY'S SMOKEY EYE BY VISITING THEKIT.CA/SMOKY-EYE-AVA-DUVERNAY



TOM FORD FALL 2014



## ONE-MINUTE MIRACLE

## Dear Jergens BB Hand Perfecting Hand Cream with Sunscreen:

I've long been warned that my hands will show my age more than my face will. While I always massage any leftover serums into my mitts after applying my skincare, hand creams were about instant fragrant gratification. You, on the other hand (ha), provide longer-term protection from age spots with your SPF 20, as well as serum-worthy levels of skin-smoothing vitamins C and B<sub>3</sub>.

*Hand on my heart,  
Alex Laws*

JERGENS BB HAND PERFECTING HAND CREAM WITH SUNSCREEN, \$7, DRUGSTORES

PROMOTION

AVAILABLE NOW

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Get our game-changing, instant impact-making, multi-tasking wonders all in one kit, delivered straight to your doorstep.



\$38

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Retail value of \$96



1. Bliss Makeup Melt Gel-to-oil Cleanser  
Made from seven plant oils, this multi-tasking cleanser pulls double duty to take off hard to get rid of makeup so you don't have to work as hard.

2. Suncoat Nail Polish Remover  
An all-natural nail polish remover that actually works, this multi-tasker also helps to condition cuticles while taking away lacquer.

3. StriVectin TL Advanced Tightening Neck Cream  
Lift the skin on your neck thanks to StriVectin's elastin fibre technology, and give yourself an anti-aging head start.

4. Smashbox Photo Finish Primer Water  
Get your glow on in the morning with a hit of Smashbox Primer Water, a refreshing primer that's lightweight and does not contain silicon, oil or alcohol.

5. Shiseido Luminizing Satin Face Color  
The ultimate in long-lasting colour, use this finely milled luminizing powder to add glow to cheeks.

6. Kaia Natural Juicy Bamboo Cleansing Cloths

Biodegradable, the soft bamboo fibres of these cleansing cloths deliver potent yet gentle ingredients to the skin to remove impurities and even the toughest makeup.

7. Essence 2 in 1 Eye Liner Pencil  
A double-sided beauty such as this deserves its place in your makeup bag; use the thin end for a day time cat eye and the thick end for a more graphic look.

8. CND SolarOil  
Help strengthen and prevent nails from peeling and cracking with the help of CND's SolarOil.

9. No Dark Shadows  
Compact enough for touch-ups on the go, the opaque No Dark Shadows formula means you can get through life without dark under eye circles.

For purchase information, visit [topbox.ca/thekit](http://topbox.ca/thekit)



## MONTH'S BEST

## Colour me lucky

Celebrate Chinese New Year with the holiday's luckiest colours

You know Chinese New Year is here when red and gold lucky signs, lanterns and paper cutouts appear everywhere.

There are plenty of traditions that go along with the 15-day celebration that begins on Feb. 19—cash-filled red envelopes, lion dances, feasts with the family—but if there is one thing we can all get on board with, it's the Chinese culture's luckiest colours. While gold was once reserved for the imperial court, it now signifies good luck for all. Red, the traditional colour for happiness and good fortune, also happens to be

one of the lucky colours for this year's zodiac animal, the sheep, which is thought to bring peace, harmony and tranquility.

Wearing red and gold is believed to bring good luck at this time of year, and subtly working the shades into your beauty routine is a chic way to go about it. Add some sophisticated golden shimmer to your eyes and pair with a polished matte, scarlet lip. Or dress up your nails in party-ready gold lacquer; all the better for handing out lucky red envelopes.

—Renee Tse. Photography by Adrian Armstrong.

1. GUCCI GUILTY EAU DE TOILETTE, \$93 (50 ML), HUDSON'S BAY.
2. BOBBI BROWN SHIMMER BRICK IN BRONZE, \$51, BOBBIBROWN.CA.
3. NICOLE BY OPI NAIL POLISH IN MY CLAIM TO FAME, \$12, WAL-MART.
4. JOE FRESH EYE SHADOW IN GOLDEN BRONZE, \$5, JOE FRESH.
5. GOSH FOREVER LIP SHINE IN MY VALENTINE, \$15, AVAILABLE MARCH 2015, SHOPPERS DRUG MART.
6. WET N WILD WILD SHINE NAIL COLOUR IN READY TO PROPOSE, \$2, REXALL.
7. REVOLN GOLD SERIES TITANIUM COATED SLANT POINT TWEEZERS, \$13, SHOPPERS DRUG MART.
8. ELIZABETH ARDEN BEAUTIFUL COLOUR MOISTURIZING LIPSTICK IN MATTE BOLD RED, \$32, HUDSON'S BAY.

## TWEET OF THE WEEK

"I just duct-taped the hem of my trousers. #chic #fashionweek"

@alexa\_chung, 10 Feb., 2015

## BEAUTY MATH

Thick, winged black eyeliner and a purple lip add up to a punchy look we love



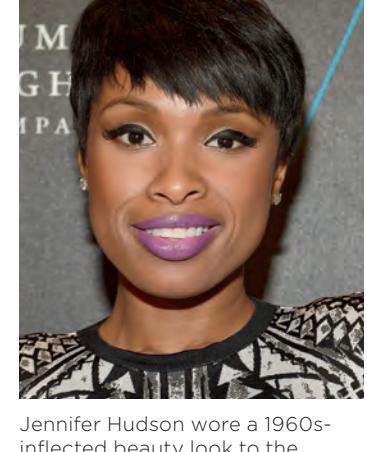
AN OVERSIZED FELT-TIP LIQUID LINER LIKE ARDENCIY INN PUNKER WORLD'S BADDEST EYELINER, \$22, SEPHORA.CA

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FULL-PIGMENT LAVENDER LIPSTICK LIKE COVERGIRL COLORLICIOUS LIPSTICK IN DIVINE, \$11, DRUGSTORES

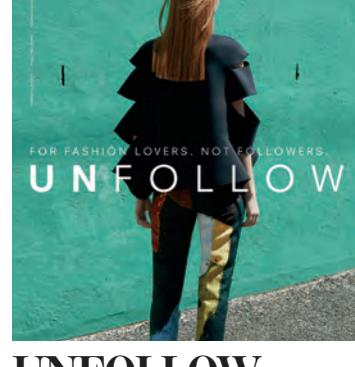
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Jennifer Hudson wore a 1960s-inflected beauty look to the Turn It Up for Change Ball in Los Angeles. Take a thick liquid liner with a tapered point and draw along the upper lash line, building the line with several strokes and extending it upward at the outer corner. To avoid feathering, line lips with a clear lipliner before applying a pinky-purple lipstick.

—Natasha Bruno

## TALKING POINT



## UNFOLLOW THE SELFIE

Online luxury retailer FarFetch debuted an ad campaign featuring only photos of models taken from behind, stating "For fashion lovers. Not followers. Unfollow." FarFetch is encouraging fashion bloggers to join their movement by snapping similar shots in order to highlight clothing rather than labels or pop-culture faces. It's both a refreshing change and a mild protest during the season of brands trying to one-up each other with celeb castings. In the age of shameless selfie sticks—recently banned in several museums—and the release of Kim Kardashian's selfie book, titled *Selfish*, in May, we're eager to see how this social media campaign fares compared with our overly filtered social lives.

—Deepika Shewaramani

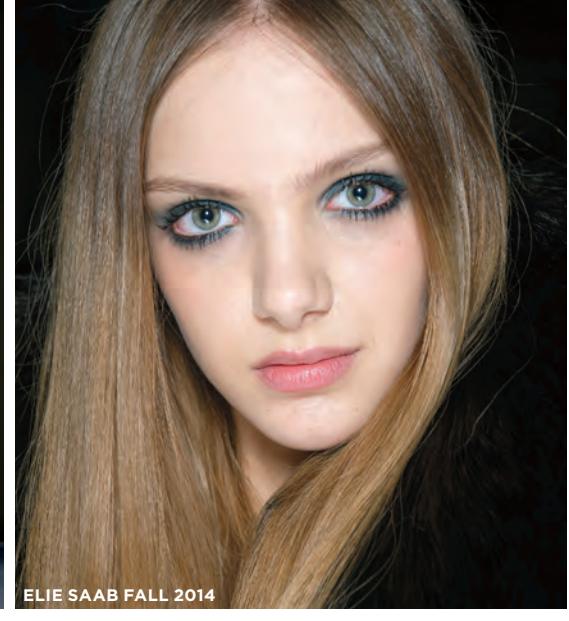


## GRAPHIC EYES

LEARN HOW TO MASTER THE LATEST EYELINER TECHNIQUES AT THEKIT.CA/GRAPHIC-EYELINER/



ANDREW GN FALL 2014



ELIE SAAB FALL 2014

## ONE TREND, TWO WAYS

## FULL-CIRCLE EYESHADOW

## 1. Sultry sheer smoke at Andrew Gn

Makeup artist Karim Rahman lightly swept a dark grey shadow across the upper eyelid using a flat-tipped eyeshadow brush and brought the colour all the way down and around the lower lid, switching to a precision-tip brush. He left the brow bone and lashes bare and winged the shadow out for a sheer, smoky effect.

## 2. Emerald definition at Elie Saab

Inspired by 1980s glamour, M.A.C makeup artist Tom Pecheux applied a jewel-tone green eyeshadow to the upper eyelids, then pressed it into the lower lids from corner to corner. Black liquid liner and thick mascara completed the intense eye look.—Natasha Bruno



LEFT: AVEDA PETAL ESSENCE SINGLE EYE COLOUR IN GYPSUM GREY, \$17, AVEDA.CA.  
RIGHT: SOTHYS PARIS IRIDESCENT EYESHADOW IN REFLECT NOCTURNE, \$36, SOTHYS SPAS

## STYLE THERMOSTAT

Robyn Lawley becomes the first plus-sized model to appear in its swimsuit issue, but the curvy Australian is just a size 12.

## Missoni

Rumours of the family-owned fashion house's sale swirl, with an asking price that's reportedly four times its actual value.

## Urban Outfitters

The retailer is in hot water yet again: Activists protest a T-shirt resembling uniforms worn by gay prisoners in Nazi camps.



## Old Navy

Emily Current and Meritt Elliott, founders of Current/Elliott, begin their tenure as the retailer's style ambassadors.

## Sarah Jessica Parker

The legendary footwear find will work with Tome designers Ryan Lobo and Ramon Martin for SJP's first collab collection.

## Sports Illustrated

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Left: Solange Knowles at the Flemington Racecourse, Nov. 2014, Melbourne, Australia. Below: Janelle Monáe at the Hollywood Film Awards, Nov. 2014, Hollywood.



## BLACK HAIR

# My journey to natural

After 15 years of chemically straightening her hair, one beauty writer relinquishes the relaxer and goes back to her roots

BY NATASHA BRUNO

I started chemically straightening my hair in Grade 6 because both my mom and I found it easier to deal with the texture. But 15 years later, in 2013, I found myself sitting beside a co-worker with the most stunning natural black curls. Seeing my colleague wear her hair naturally curly and noticing more people around me doing the same—on the subway, on red carpets and on Instagram—made me want to try it for myself. I didn't know what my hair would look like in its natural state. Even as a child, my thick coils were always tamed in braids, buns or Afro puffs (pigtailed that stuck straight out because Afro hair often naturally grows up and out, not down). My hair was becoming increasingly damaged—it kept

breaking, stunting its growth—and I was tired of having to repeat the three-to-four-hour-long perm process every few months, not to mention the scalp irritation and burns from the chemicals. It was finally time to take control of my own hair and learn to love my natural texture again.

I wasn't the only one. Solange Knowles embarked on her own natural hair transformation in 2009. "Solange was feeling internal strength with herself and her life," explains her hairstylist, Chuck Amos. "It was an act that separated her from other R&B singers, to become more of her own person."

Fellow singer Janelle Monáe, actor and blogger Thandie Newton of *Thandie and Kay*, and beauty bloggers Nikki Walton

of Curly Nikki and Patrice Grell Yusrik of Afrobella have also become part of a natural-hair movement that challenges perceptions of beauty and encourages black women to leave their relaxing solution, wigs and weaves behind. "They're accepting the true nature and DNA of their textures," says Amos, who also tends the natural hair of *Black-ish* actress Tracee Ellis Ross and *Orange Is the New Black* star Uzo Aduba. "Even main characters on TV are now being shown with natural hair."

Despite this groundswell, black hair continues to be a personal and political battleground. Not even toddlers are immune: Last summer, a viral online petition demanded Beyoncé and Jay Z comb the natural hair of their then two-year-old daughter, Blue Ivy. It has also threatened to come between girls and their educations: In 2013, seven-year-old Tiana Parker of Tulsa, Okla., was told her dreadlocks violated her elementary school's dress code, while 12-year-old Vanessa VanDyke was threatened with expulsion from her private school in Orlando, Fla., because her Afro was deemed a "distraction." And in 2014, the U.S. Army updated its grooming policy on female personnel's hair, banning dreadlocks and twists, cornrows and braids bigger than half an inch.

Black women's natural, Afro-textured hair has been compared with straight, frizz-free, European hair for centuries and often referred to as "inappropriate" or described as "nappy" (a derogatory term for thicker, tightly curled and often frizzier hair textures). In the past, black actors and singers such as Dorothy Dandridge and Billie Holiday felt the need to straighten their coils to even get a foot in the door career-wise. This required a lot of time and money, so it's no surprise that the first self-made female millionaire in America was Sarah Breedlove, known as Madam C.J. Walker, an African-American woman who developed a range of black hair-care products in the early 1900s, and improved the hair-straightening hot comb with wider teeth, which led to a rise in its popularity.

I knew well how to straighten my own hair, but once I was committed to going natural, I had to figure out how to transition. The quickest and simplest way is known as the big chop. This involves cutting off all chemically processed or severely damaged hair—like Knowles—leaving only new growth. I was afraid of such a drastic change, so I chose to transition and grow out my perm gradually trimming my hair's processed ends. But breakage is a common side effect of transitioning because strands tend to tear off at the point where new growth and processed hair meet.

## REAL HAIR ICONS

For Black History Month we applaud the women who changed the way we see black hair



1. Political activist Angela Davis (left) sets in motion the rise of the Afro during the late 1960s and early 1970s; it becomes a symbol of the Black Power movement. Meanwhile, model Pat Evans shaves her head before it is socially acceptable, as a protest against the fashion industry's obsession with straight hair.



2. Actor Cicely Tyson debuts cornrows onscreen in the 1972 film *Souder*.



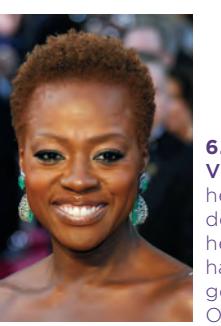
3. Supermodel Grace Jones's avant-garde fashion sense solidifies her as a disco queen and style muse in the 1970s and 1980s, but it is her flat-top fade that becomes her trademark.



4. Rapper and singer Lauryn Hill brings dreads to the mainstream in 1999. She wins five Grammys, graces the cover of *Harper's Bazaar* and is named one of People's 50 Most Beautiful People in the World that same year.



5. In 2006, soul singer India Arie releases a song titled "I Am Not My Hair." This reminder that hair does not define a person encourages women to love themselves no matter how they choose to wear theirs: natural, perm, press and curled, locked or shaved.



6. In 2012, actor Viola Davis turns heads when she decides to ditch her wigs and hairpieces and go natural on the Oscars red carpet.

## CLEANSING CONDITIONERS

No matter your hair type, streamline your hair-washing routine by ditching the shampoo (yes, that's correct) in favour of "co-washing." Free of moisture-stripping detergents, these no-lather conditioners cleanse and hydrate in one easy (and gentle) step

BY NATASHA BRUNO

**1. Curl Protecting**  
Ideal for nourishing tighter coils, this treatment packed with fatty acids and cholesterol deeply conditions the scalp and rids hair of dirt and product buildup.

AS I AM CLEANSING PUDDING, \$18, SALLYBEAUTY.COM

nourishment. Bonus: It's free of parabens, synthetic fragrances, dyes and silicones.

OURS BY CHERYL HICKEY 2-IN-1 CONDITIONER, \$12, REXALL

**4. Colour Guard**  
Treat dry and brittle coloured hair with this moisture-rich oil formula, which helps to smooth the cuticle without causing dye to fade.

VIDAL SASSOON PRO SERIES COLORFLINTY SMOOTHING CLEANSING CONDITIONER, \$6, WALMART.CA

**5. Kindly Invigorating**  
Gentle enough for dyed hair, this frizz-taming co-wash is spiked with a fruity-floral scent of peach, raspberry, apple, freesia, rose and lily.

HERBAL ESSENCES COLOUR ME HAPPY CLEANSING CONDITIONER, \$8, DRUGSTORES

**6. Damage Controlling**  
Infused with fatty acids, this cleansing conditioner works to reduce friction between hair fibres to help minimize breakage.

L'ORÉAL PARIS EVERCRÈME SULFATE-FREE MOISTURE SYSTEM CONDITIONING CLEANSER, \$12, DRUGSTORES



PHOTOGRAPH: GETTY IMAGES (CELEBRITIES EXCEPT GRACE JONES); TORONTO STAR (GRAICE JONES)

## HALLEWOOD

Continued from cover

**The Kit:** Who did you look up to as famous role models while you were growing up?

**Berry:** My first role model was Dorothy Dandridge. I remember seeing her in *Carmen Jones* when I was eight or nine years old. Because my mother was blonde and blue-eyed and looked nothing like me, the first time I saw Dorothy Dandridge I thought, "Wow!" I saw her being beautiful and glamorous, and she was a movie star, and there weren't many images of women like her for me to look to. So she has always been very dear to me and someone that has always inspired me. She was my icon for beauty. As I became an actor I looked to women like Susan Sarandon and Jodie Foster. These were women, when I was in my twenties and early thirties, who spoke, who had great careers that I wanted to emulate and had roles that got me excited, but were very feminine at the same time.

**The Kit:** What are your go-to makeup looks, and how do they differ from easy five-minute makeup routine to red-carpet glamour?

**Berry:** For red-carpet glamour there's nothing better than a really good base. You got lights coming at you from every way and you can't control it, so it's really important to have a flawless base. And for your not-made-up look, I think it's about having dewy skin, a light lip, and just trying to look as natural and easy as possible.

**The Kit:** Is there anything special that you do for dewy glow?

**Berry:** What really works is after your makeup is done and you're all ready to go, I like to squirt my face with rosewater. It just fills in your makeup, but it also gives you a dewiness that seems to last for a couple of hours, and you get a youthful look—it just keeps your skin looking moist.

**The Kit:** How did you learn to match makeup to your skin tone?

**Berry:** I really got the best makeup matches when I started working in this industry and I got to work with professional makeup artists. They would match a makeup to my face and then I would ask, "What is that? What colour is that?"

FROM LEFT: KOSMEA AUSTRALIA HYDRATING ROSEWATER MIST, \$27, WELL.CA; MIXED CHICKS SHAMPOO, \$20, LEAVE-IN CONDITIONER, \$18, LEAVE-IN TREATMENT, \$12, LEAVE-IN CONDITONER, \$12, LEAVE-IN TREATMENT; REVOLYON PHOTOREADY AIRBRUSH EFFECT MAKEUP, \$20, DRUGSTORES; REVOLYON ULTRA HD LIPSTICK IN CAMILLA, \$12, DRUGSTORES



## THE VERSATILITY OF AFRO HAIR

Going natural isn't about just one look, and these standout styles are proof. Celebrity hairstylists share their expert techniques to help you unleash your inner Lupita Nyong'o, Kerry Washington or Solange Knowles for work, weekend or a special event.



### Short, clean Afro

If you're considering a big chop or simply looking to go shorter, a close cut with tapered sides nicely frames the face. Keeping it looking neat is all about having the right tools. "You need to use a soft-bristle brush," says Toronto hairstylist Janet Jackson. And the direction of brushing is key. "The sides and back are brushed downward toward the neck, and the hair on top should be brushed forward toward the face."

BRUSH STROKES OVAL MILITARY STYLE BRUSH, \$3, SALLYBEAUTY.COM



### Sleek blowout

Wigs and relaxers aren't the only ways to get straight hair. "When I'm blowing Kerry's hair, I use a comb attachment on the blow-dryer," says Sturdvant-Drew. "What that does is straighten out her hair even more, but it's not putting any stress on her hair." She explains that using a brush pulls too much and puts extra tension on natural hair. The attachment also helps minimize heat. "When I go to use the flat-iron or the curling iron, I don't have to use high heat because I've already done everything with my blow-dryer and the comb attachment," she says. Most importantly, add moisture back into the hair. "She leaves in a great leave-in conditioner. It keeps the hair silky, it locks in the shine and it also protects her hair from the heat."

KÉRASTASE NUTRITIVE NECTAR THERMIQUE, \$43, KÉRASTASE.CA



### Brushed-out waves

For a hit of glamour, try textured waves. "You can get this look by using a crimping iron, then brushing hair out afterwards with a paddle brush," explains Jackson. "Using the iron on natural hair gives even more texture and volume." If you have tight curly hair out first, "Blow-dry hair a little so that you can get the length," she says. If you don't own a crimping iron, Jackson recommends doing braids, letting them set, and then brushing hair out. "You can do a couple of braids in smaller sections and use a setting lotion or curl cream—something to set the hair."

ISO BOUNCY CRÈME, \$14, SALONS; LOTTABODY SETTING LOTION, \$6, SALLYBEAUTY.COM



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# RUNWAY HAIR YOU CAN WEAR



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As the Official Hair Care Sponsor of Mercedes-Benz Fashion Week in New York, TRESemmé® stylists were behind this season's hottest hairstyles. Learn how you can master their runway looks for the real world at [YouTube/tresemmeCanada](#)

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NEW YORK FASHION WEEK

# Secrets of the chic set

The front line of New York fashion week—buyers, bloggers and photographers—is as rife with outfit inspiration as the runway itself

BY RYAN PORTER

If you're attending a Victorian ball in the wake of an ayahuasca ceremony, the runways at New York fashion week (Feb. 12 to 19) have just the thing for you—take Rodarte's goddess dresses featuring C-3PO and Jeremy Scott's head-to-toe Muppet fur looks—but if you're looking for a chic and professional new work wardrobe, your best inspiration may be off the runway. We asked three of NYFW's behind-the-scenes trendsetters for the style strategies that take them from backstage to front row to the after-party champagne toast.



## THE EVENT PLANNER

### ALEXANDRA AVALONE

As a project manager at luxury event planning firm Eyesight, Avalone plans fashion shows for Diesel Black Gold, Victoria Beckham and Jill Stuart.

**About her role:** "You are very close to the breaking trends, but if floors need to be cleaned or tables need to be moved, that's a part of it too."

### Jacket required

"I have a Uniqlo layering coat, which is great under your winter coat, and also for looking cute and being warm without your coat on."

UNIQLO ULTRA LIGHT DOWN QUILTED BLOUSON JACKET, \$87, UNIQLO.COM

### Pearls of wisdom

"I don't wear a lot of jewelry, but pearl earrings make the perfect statement and go with almost anything."

BIRKS SMALL PEARL AND DIAMOND STUDS, \$375, MAISONBIRKS.COM

### Go high or go home

"I love my leather Converse high-tops. They are kind of chic, very comfortable, and they pretty much go with everything."

CONVERSE CHUCK TAYLOR ALL STAR LEATHER, \$80, SOFTMOC.COM

## GOOD VIBRATIONS

The best beauty breakthrough since the face cloth has taken the effort out of washing your face—and to us, that's worth lining up for

BY JILL DUNN



CLARISONIC SMART PROFILE FACE AND BODY, \$299 (INCLUDES ONE FACE AND ONE BODY BRUSH HEAD), SEPHORA.

Dr. Julia Carroll, a dermatologist in Toronto.

Ten years after releasing the original, Clarisonic unveiled its next-gen version, dubbed Smart Profile, in December. It has a radio-frequency identification chip that sends information from the interchangeable brush head to the handle, which adjusts the speed, frequency and cleansing time for specific areas of the face.

There are four speeds (the previous versions had one to three) and a turbo button increases its speed to target blackheads on the nose. According to Rob Akridge, the scientist who helped create the Clarisonic, while the previous version removed makeup six times better than cleansing with hands alone, this one performs 11 times better than your digits.

The one thing it can't do is take selfies.

## BRUSH, MEET CLEANSER

You can use all kinds of different cleansing textures with a sonic brush, as long as they don't have an abrasive grainy texture

Sensitive and normal skin types can trust

Consonant Organics

Natural Foaming

Face Wash, \$18, consonantskincare.com, to whisk away makeup and debris.



If you have dry skin, try a balm like Biotherm Biosource Balm-to-Oil Cleanser, \$34, biotherm.ca. It starts out like a waxy solid but melts into milky texture on contact with skin to shepherd away makeup and grime.



For oily skin, the fragrance-and-oil-free Garnier Clean + Gentle Clarifying Cleansing Gel, \$6, walmart.ca, makes quick work of potentially pore-clogging dirt and oil.



## THE BUYING MANAGER

### SASHA SAROKIN

Fashion week is a shopping spree for Sarokin, as she scoops up high-style pieces for e-retailer Net-a-Porter.

**About her role:** Sarokin tunes out the buzz to focus on a collection's real-world wearability. "The press often responds to bold statements and collections

that will have aesthetic appeal on the pages of a magazine, whereas the commercial viability of collections tends to centre on functionality."

**Find your second skin**  
"A leather jacket, because New York weather is very unpredictable."

HELMLANG DRAPED LEATHER BIKER JACKET, \$1,125, NET-A-PORTER.COM

### Work your booties

"A bootie is a great option. It works in cold or adverse climates, but looks equally pulled together in the spring with a printed dress."

GIANVITO ROSSI LEATHER ANKLE BOOTS, \$940, NET-A-PORTER.COM

### Something to talk about

"Unique jewellery can always add interest without complication."

ANITA KO BRACELET, \$15,500, NET-A-PORTER.COM

## THE CASTING DIRECTOR

### GIANNIE COUJI

Born on the French-Caribbean island of Martinique, Couji is now a freelance stylist and casting director in New York for brands including Victoria Beckham and Tommy Hilfiger.

**About her role:** "You have to have a thick skin," she says of modelling casting calls. "It can make you very inse-

cure, because if you don't get booked you don't know why."

**Ban the bells and whistles**  
"I don't wear a lot of accessories myself. They make noises and are not very practical. My big accessory would be the men's watch I have been wearing for years."

CITIZEN AXIOM MEN'S WATCH, \$350, CITIZENWATCH.COM

### Start from the bottoms

"Tailored black trousers can make you look more dressy

very quickly. After work, if you are invited to a party, it's very easy to change your top and dress up in five seconds."

PINK TARTAN KIM TROUSER, \$295, PINKTARTAN.COM

### Peel back the layers

"It's freezing, and then you come into the space and it will probably be overheated. You have to make sure you have layers such as a long-sleeved T-shirt and a cashmere sweater."

J.CREW COLLECTION SWEATER, \$323, JCREW.COM



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# ARTIST PROJECT

FEB 19-22 2015

Contemporary Art Fair

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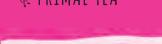
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PHOTOGRAPHY: NADIA ANDERSON (ALEXANDRA AVALONE), SEANUS MCGARVEY (GIANNIE COUJI)

# CLARINS

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NEW

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**94%** of women were satisfied from the 1<sup>st</sup> week.<sup>2</sup>

1. NPD BeautyTrends® : total sales of 4 countries: France, Italy, Spain mainland and UK, skin care products sold in Perfumeries and Department Stores, Luxury brands, sales in value in 2013. 2. Satisfaction tests, 379 multi-ethnic women, "overall product satisfaction" response.



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