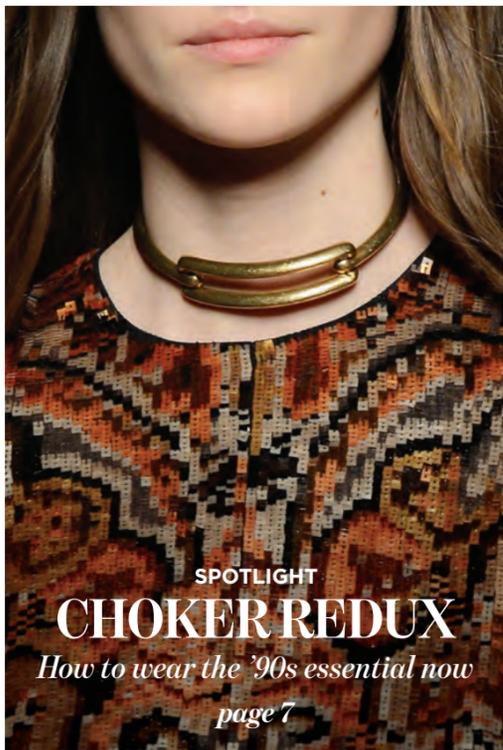




LINE WE LOVE  
**CAT'S MEOW**  
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# THE KIT

EXCLUSIVE  
**FIRST LOOK**

*Beauty trends are born on the runways. We went backstage at Prabal Gurung to watch fall's prettiest makeup look emerge*  
page 4

Prabal Gurung  
Fall 2015  
Photo: Peter Stigter

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LINE WE LOVE

# Cat's meow

Parisian fashion designer Sophie Mechaly of Paul & Joe is allergic to cats, but she loves them so much that she puts them all over her clothing—and the same seasonal prints are used to decorate her beauty products. (Who wouldn't want to match her shirt to her lipstick case?) Cats led to birds, and now the whole menagerie is here to decorate your blush and shadow palettes. Look closely at those lipsticks...  
—Rani Sheen. Photography by Adrian Armstrong.



PAUL & JOE BEAUTE EYESHADOW, \$28, COMPACT CASE, \$8, LIPSTICKS, \$20, LIPSTICK CASES, \$7, BEAUTYBOUTIQUE.CA

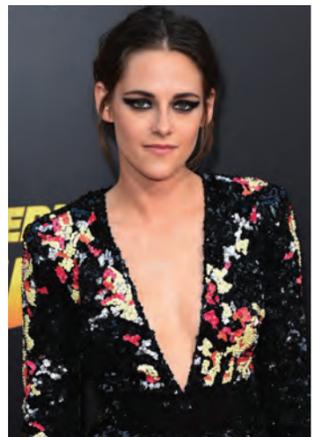
INSTA OF THE WEEK



@saintrecords My honest to god mood. SOLANGE KNOWLES, AUG. 25, 2015.

Head to thekit.ca every Friday for a round-up of the best beauty and style snaps

TALKING POINT



## KRISTEN AVANT CHANEL

After her hilarious turn as a stoner in *American Ultra*, Kristen Stewart is trading her flannel for tweed: She's taking on Coco Chanel—kind of. Stewart will star in Karl Lagerfeld's latest short, playing an actress who is playing the designer (get it?). It will screen at Chanel's Métiers d'Arts show in Rome in December. The news is further proof that Stewart is writing her own Hollywood ticket. Having publicly rejected the squeaky-clean image expected to coincide with a major film franchise (never forget *Twilight*), she's made a career out of being herself. Turns out if you do your job well and keep your eyes on your own paper, you'll find you've become a powerful and successful grown-ass woman. Kind of like Chanel herself.  
—Anne T. Donahue

DAY IN THE LIFE

## CHRIS GELINAS

Rising star Chris Gelinas has cool-girl fans (Kiernan Shipka, Lizzy Caplan) and bragging rights as one of this year's 10 CFDA Vogue Fashion Fund finalists. Here, the Windsor-born designer shares the details of his day-to-night routine



CHRIS GELINAS

7:30 A.M. RISE & SHINE

"I'm not the most morning of morning people because I tend to work pretty late. Coffee is definitely my first thought when I open my eyes. I eat the same breakfast every day—cereal, blueberries and a banana. I like to take my time in the morning and ride my bike, and that way I don't have the option of looking at my phone."

10 A.M. WORKING IT

"The majority of my day is emails and business—it's still more or less just me. I'm fortunate to have amazing interns, and I've just recently started working with someone doing product development. She helps me with fabric ordering and developing the fabrics through production. I still have to juggle a lot, but I find that the creative doesn't kick in until 5 p.m."

12 P.M. LUNCH BREAK

"I'm a creature of habit: I have the same turkey sandwich and bag of almonds every day for lunch, partly because I'm trying not to starve as a starving artist."

7 P.M. INSPO OVERLOAD

"I try to force myself to leave the office by 7 p.m., but once I'm on a creative tangent, I can blink and it's midnight. I never order dinner at the studio, because I feel that if I start doing that, I will never leave, so as a result I'm always eating at 10 p.m."

10 P.M. DINNER HOUR

"My boyfriend is the cook. He's allergic to gluten and is a vegetarian. I eat very healthily as a result, even though I would eat anything under the sun. It's healthy by default, I would say."  
—Michelle Bilodeau



Standout looks from CG Fall 2015.

PHOTOGRAPHY: GETTY IMAGES (STEWART, GELINAS HEADSHOT)

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CAN'T WAIT TO MEET YOU, TORONTO.

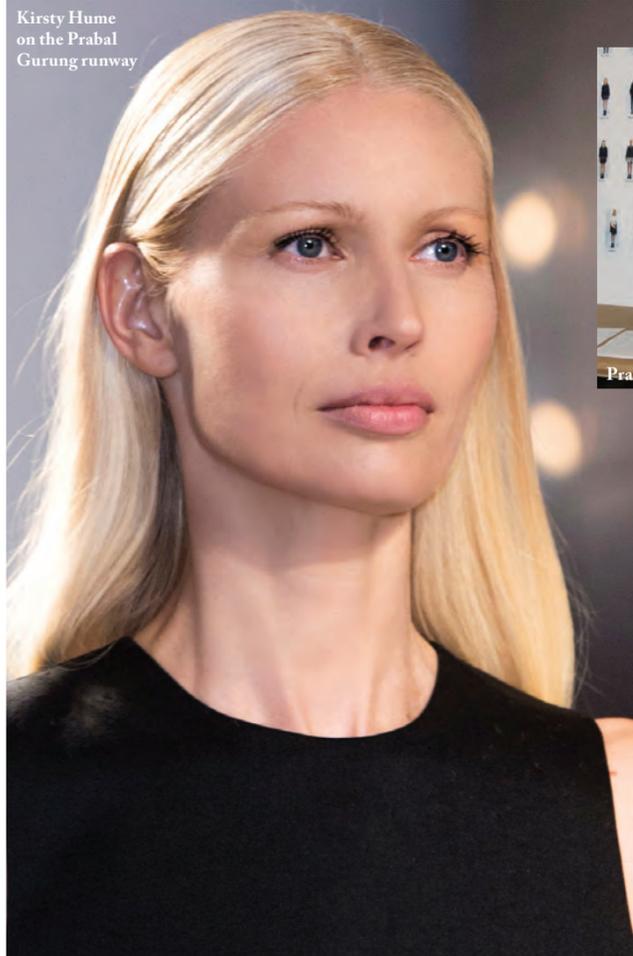
FROM THE EDITORS OF THE KIT  
**compact**

The Kit Compact—Canada's first beauty and style pop-up mag—arrives on September 8.

#thekitcompact  
thekit.ca/compact

thekitca | thekit

Kirsty Hume on the Prabal Gurung runway



Prabal Gurung in his studio

the stylist and get a feel for the collection," says Kendal, dressed in her work uniform of navy wool sweatpants, a black top and flat black boots. "Sometimes they give me references before the test and that's helpful." Not today, but that's okay because Kendal and Gurung have a well-established relationship. "He has a great, strong point of view and knows what he wants, so it's easy for me to create a look with a focus." The

process takes about two hours, painless compared with some tests, which Kendal says can take up to five hours if a designer is indecisive.

Gurung's fall collection, a luxe take on sportswear, with intricate beading, sumptuous textures and slim silhouettes, was partly inspired by a recent trip he took to the Adirondacks. "What I really loved was this idea of comfort and the textures I saw there—the serenity that comes with the tactile, comforting feeling you get in nature," says Gurung, friendly and relaxed in leather jeans and sneakers despite his looming show. "You start building the story, developing hair and makeup looks and working with the stylist. I'm very open-minded, but magically somehow as I'm talking, everyone goes, 'Okay, I've got it.'"

Gurung has a particularly relaxed rapport with Kendal. "I always feel like I'm in great hands with Diane—there is an easy sense of dialogue," says the Nepalese-American designer in his British-inflected accent. "I tell her the direction, the inspiration of the clothes, how we feel, and she says, 'How about we do this?'"

Today, Kendal is feeling a natural beauty look—just a little amplified. She starts by applying cream foundation on the first model's face and neck with a flat brush and asks Gurung if the dewy finish is to his liking. He nods. She brushes brows up, curls lashes, applies mascara, then feathers lashes using a spoolie wire brush.

Spreading dark-beige cream on her hand as if it's a palette, Kendal contours the model's cheekbones, eyelids and temples. She uses a flat brush to paint highlighter on the tops of the cheeks, down the centre of the nose, above the brows and on the chin. She adds peach blush on the cheeks, layering it little by little, and neutral lip colour. The whole thing takes about 15 minutes. Her assistant hovers close by and writes down what she's doing so she can draw a face chart, write instructions for the other makeup artists at the show and order the corresponding M.A.C products for the team to work with, since the brand is sponsoring the show.

The second model sits down and Kendal's assistant replicates the foundation and contouring, but leaves off the mascara and lip colour. The two models dress in looks from the collection—a black and white sweater and floaty pleated skirt, and a strapless grey wool dress—and walk up and down the room. Everyone prefers the model with no mascara and no lip colour, just balm. Kendal says she wants to contour the lids a little more and add some gloss on the eye.

The models come back after their tweaks. Gurung says he prefers less gloss and contour on the eyes. The stylist says, "Diane agrees." He looks relieved. "I actually did the look [they chose] first and then made it a

little bit stronger for them to see," says Kendal, "but they decided they liked the original."

Three days later, backstage before Gurung's show near the Chelsea Piers, Kendal's team are applying the agreed-upon makeup look: a polished, low-key combination of dewy skin, subtle highlighting and warmly contoured lids and temples. "We're using Peach Fuzz sculpted into the cheekbones for a very comfy glow," says Kendal, referring to a tentatively titled, upcoming M.A.C product. (For more on that, see "Coming Soon" below) Kendal has made a last-minute makeup change after seeing iconic models of the 1990s milling about: Tasha Tilberg, Frankie Rayder and Kirsty Hume with her long curtain of pale-gold hair. "At the first fittings, I didn't realize all the girls who were going to be in the show," says Kendal. "We've got older girls, and we need something to help their eyes pop more, so that's why I added thin black liner on the top lid."

On the runway, it all comes together beautifully. The models look grown-up and relaxed, perfectly groomed but without any obvious makeup flourishes, like the best-dressed guests at a fancy country weekend party. "I always want to create an emotion—with the music, as the girl walks by with her makeup," says Gurung. "I want to have the audience be intrigued by her and want to be her." Mission accomplished.

## COMING SOON

We got a sneak peek at new M.A.C. products. Here's how they get to your local counter



Backstage brow prep.

A constant backstage presence, Canadian-born beauty brand M.A.C sponsors more than 70 shows during New York, London, Milan and Paris fashion weeks. M.A.C uses the shows as a testing ground to see which upcoming blushes, brushes and bases perform well under pressure, which colours fit the trends of the next season and, crucially, whether the world's top makeup artists will like them.

At the beginning of fashion week in each city, M.A.C artists gather with the product development team, who present their trend-forecasting mood boards and the formulations, colours and applicators they have been working on. Coveted zip-lock bags of samples are handed out to senior artists like Vancouver-based Caitlin Callahan, who brought them to the Prabal Gurung test and worked on Kendal's team at the show.

Callahan doesn't pressure the lead artists to use the new products, or any M.A.C at all. "Diane could say 'That's interesting' and move on, and that's fine," she says, pointing out that some of the products may not make it to shelves at all.

Backstage at the Gurung test, Callahan laid out her makeup samples for Kendal to look at and stood back while Kendal began working. When Kendal wandered over to the M.A.C products on the table, Callahan walked her through them. Kendal looked at the new Timecheck Priming Lotion and Waterweight foundations briefly, then put them down (she's known for using stage makeup brand Ben Nye's cake foundation), but she kept a peachy blush with the working title "Peach Fuzz," a not-yet-released blush that ended up being an integral part of the show's polished look. Once the look was determined, Kendal's assistant gave Callahan a list of the chosen products, which she had to pick up from the M.A.C pro store. Since Kendal was using a discontinued favourite, Copper Beech Pro Sculpting Cream, to contour the eyes, Callahan brought her own stash to the show.

Callahan's personal favourite for fall is the dropper-delivered Waterweight foundation, which was a hit with some of the busiest backstage makeup artists and will make it to counters this month. "For Tom Pecheux to say, 'I want an entire set of that now,' that's when you're like 'Yeah!'"



Left: Makeup-artist favourite M.A.C Studio Waterweight foundation (\$39, maccosmetics.com) hits shelves this month. Right: The face chart for the Prabal Gurung Fall 2015 beauty look.

EXCLUSIVE

# First look

Beauty trends—i.e., how we'll want to apply our blush in six months, and even which products will end up on the shelves—are born on the runways. We went behind the scenes at Prabal Gurung's hair and makeup test and watched the perfectly polished but low-key look emerge

BY RANI SHEEN

Three days before Prabal Gurung's Fall 2015 runway show, everyone in his quietly buzzing New York studio is focused on beauty. Models and assistants mill about rolling racks, as makeup artist Diane Kendal, known for creating cool, minimal faces, and Paul Hanlon, a master at ruffled, not-too-pretty hair, map out the show's makeup and hair looks. They're creating slightly different looks on two models, which Gurung will weigh in on shortly. The final decision will influence the way the collection is perceived by the audience, and ultimately the hair and makeup ideas that we'll all be trying out next season.

The beauty starting point is always the fashion collection. "Normally you go into the fitting, and that's the first time you meet with the designer and

"You start building the story, developing hair and makeup looks and working with the stylist. I'm very open-minded, but magically somehow as I'm talking, everyone goes, 'Okay, I've got it.'" —Prabal Gurung



PRO PICKS

## WHAT WAS THE LAST BEAUTY PRODUCT YOU BOUGHT?

Backstage at the Fall 2015 shows, we got nosy with some of our favourite beauty and fashion personalities

BY RANI SHEEN AND CARLY OSTROFF

### Prabal Gurung, designer

"I saw that Mindy Kaling tweeted about Eucerin, so two days ago I bought it. I read you put it on your face and wake up in the morning, and it's the best thing. It really, really worked."

**EUCERIN ORIGINAL CREAM**, \$19, SHOPPERS DRUG MART

### Odile Gilbert, hairstylist

"For myself, I buy the products of Joëlle Ciocco. It's for old ladies. I love La Mer, but Joëlle Ciocco is very nice. I like the apricot oil, which I use at nighttime."

**JOËLLE CIOCCO CERAT AUX FLEURS COMPOSÉES**, \$280, ISABELLEBELLIS.COM

### Orlando Pita, hairstylist

"I get sent so many things, and the tried-and-true Nivea cream is the best for me. It gets cold in New York, and I have really dry skin."

**NIVEA CREME**, \$13, WALMART

### Eugene Souleiman, hairstylist

"I get given things and they never work. I bought Dr. Hauschka facial cream because I was at the airport and I was like, I look really haggard. It kind of worked, actually."

**DR. HAUSCHKA ROSE DAY CREAM LIGHT**, \$44, WHOLE FOODS

### Adam Selman, designer

"I'm actually obsessed with skincare. I recently bought a new Clarisonic, which I really like. It's money well spent."

**CLARISONIC ARIA**, \$230, CLARISONIC.CA

### Val Garland, makeup artist

"I was in a store, and I said, 'I didn't know Bobbi did BB cream!' I need coverage, but I don't want to look like I'm wearing foundation because it makes me look older. With this, I still look like I have skin, but it covers the flaws."

**BOBBI BROWN BEAUTY BALM SPF 35**, \$51, BOBBIBROWN.CA

### Alana Zimmer, model

"I bought some SK-II masks—they're expensive but they're so good. They're worth it."

**SK-II FACIAL TREATMENT MASK**, \$132, NORDSTROM.COM

### Matthew Curtis, hairstylist

"I bought Tom Ford's perfume Noir de Noir. It's the most amazing fragrance I've ever smelled in my life and it lasts the whole day. I put it on in the morning and I can still smell it at the end of the night."

**TOM FORD NOIR DE NOIR**, \$245 (50 ML), HOLT RENFREW

### Tom Pecheux, makeup artist

"Weirdly enough, I'm not a big makeup shopper. I do like the hand and body grapefruit cream by Kiehls. I love the smell."

**KIEHL'S NASHI BLOSSOM & PINK GRAPEFRUIT SKIN-SOFTENING BODY LOTION**, \$30, KIEHL'S.CA

### Pat McGrath, makeup artist

"500 of them yesterday. Definitely not just one."

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Photography by Alex Evans



# Hello, Beautiful!

Here's why **Josée** chooses to feel beautiful every day

After entering the national Choose Beautiful search in May, Josée Thibodeau was one of three entrants chosen out of many inspiring Canadian women, because she finds that simplicity makes her feel beautiful each and every day. The Dove team and Shoppers Drug Mart think she's right and want to celebrate her laid back attitude.

The Kit spent a day with her in Laval, Quebec to give her the street style star treatment, and she walked away with a range of Dove essentials, as well as a \$1,000 Shoppers Drug Mart shopping spree.

"The most important step for me to feel beautiful is smelling good," says Josée, who loves the cucumber Dove Go Fresh range. "I love a clean smell. I feel much more confident if fresh smells accompany me throughout the day."

When asked how women can choose beautiful themselves, the 45-year-old nurse said, "Every woman is unique and this uniqueness makes us beautiful beings."

“ [I try] to enjoy my day as if it were my last and without any regrets— never saying ‘I should have.’ ”

—Josée Thibodeau, Laval, Quebec

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Laetitia Casta at the 2015 Cannes Film Festival closing ceremony. Below right: Outside the Christian Dior Fall 2015 show in Paris.

VANITIES

## French immersion

The pride of France, model Laetitia Casta has been bringing her soulful spirit to fashion for nearly two decades. Now she brings it to Nina Ricci, another French icon

BY RANI SHEEN

Laetitia Casta walks into a suite in Paris's Hôtel Plaza Athénée clutching a cup of hot water filled with fresh thyme sprigs. She's made this anti-inflammatory concoction as she has a bit of a cold, which does nothing to offset the shock of seeing her up close. Hers is a face so familiar that it conjures up countless images from magazine covers (*Vogue Paris*), music videos (Rihanna's "Te Amo") and movies (*Arbitrage*). Discovered in 1993 at the age of 15, Casta is now so famous in France that her likeness cast in bronze has presided in town halls and law courts all over the country, representing Marianne, a symbol of liberty.

She's also a formidable figure in the Parisian fashion world. For Casta's latest job, she was enlisted to represent a sophisticated new phase of fashion house Nina Ricci and its scent L'Extase, composed by perfumer Francis Kurkdjian. Redolent with rose and modernized with musk and Virginia cedar, L'Extase represents a refined evolution from the brand's past fruity, cheeky fragrance offerings, just as designer Guillaume Henry (formerly of Carven) is bringing fresh perspective to the heritage brand's clothing.

As part of this new worldly approach, Casta, 37,

appears in the campaign naked and barely retouched, rolling around in white sheets as she indulges her own fantasies about a guy she spots in an elevator. "It's a woman who fulfills her desires without a man—she is independent and real and having a moment for herself with her femininity," Casta explains. "Some clients only want something superficial, and this is always sad when you're an artist because you want to leave something emotional. When you have a project like this, something more mature with real meaning, it's really interesting." Having posed nude in photo shoots for the better part of two decades, she appears to be completely comfortable in her own skin. "The aspect of nudity was never vulgar—it has to always tell the story and be poetic."

Casta is always on the lookout for new artistic projects: This year she appears in the French film *Des Apaches* as a single mother, and she has also recently started writing. "I try to write about what I think; it's really personal," she says. "Life is fantastic because you think you know yourself and you learn that you don't. It can be a big surprise sometimes."

She also writes her wishes on plain white candles and burns them in the hopes that they will materialize. This is just one of Casta's earthy, almost spiritual rituals: She washes her hair in the river when spending time in the countryside (she grew up between lush, green Normandy and the island of Corsica), uses the simplest natural shampoos and lotions from the "bio," or health food store, and takes long baths sprinkled with cleansing rock salt. "It's kind of weird, but I love to eat in my bath with music and candles, and have someone to talk to."

With her hair raked back, luminous skin with only the slightest trace of makeup and graceful limbs encased in a long-sleeved black silk dress, Casta is the embodiment of "French-girl style," a now-ubiquitous concept she finds amusing. "When people talk about the French woman, it's like we have an image outside France, but here no one talks about it," she says. "I mean, we care—I think we assume femininity a bit more. We're looking always for a woman who is free and independent, liberated and extravagant."

She thinks a moment longer, then finds the perfect way to explain it. "She always tries to be the unique one, even if she's not. She doesn't want to look like anyone else." Not much chance of that.

NINA RICCI L'EXTASE EAU DE PARFUM, \$95 (50ML), THEBAY.COM



"When you're French and a perfumer, Nina Ricci is part of your history. L'Air du Temps is a one-of-a-kind, iconic fragrance. Thirty years ago, you would go to Nina Ricci for your first dress if you could afford it; then you would switch to Dior when you grew up."

—Francis Kurkdjian, creator of L'Extase

### WHAT'S ON HER VANITY

1. "In everyday life I don't wear much makeup, maybe red lipstick and mascara. This is a beautiful, almost orange red."



CHANEL ROUGE ALLURE IN COROMANDEL, \$42, CHANEL.COUNTERS

2. "I like Estée Lauder mascara, the one that's thin, thin, thin—it's not a brush, it's almost just a comb."



ESTÉE LAUDER SUMPTUOUS INFINITE DARING LENGTH + VOLUME MASCARA, \$31, ESTEEAUDER.CA

3. "For dark circles, this concealer is really good."



YVES SAINT LAURENT ANTI-CERNES MULTI-ACTION CONCEALER, \$42, SEPHORA.CA

4. "The colour of this polish is a bit vintagey, like from the 1940s. I like that."



ESSIE NAIL POLISH IN JUMP IN MY JUMPSUIT, \$10, ESSIE.CA

5. "I'm not crazy about sun. When I'm out, I put on Avène SPF 50."

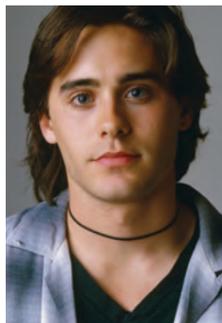


EAU THERMALE AVÈNE VERY HIGH PROTECTION MINERAL CREAM SPF50+, \$28, EAU-THERMALE-AVENE.CA

6. "I like Mason Pearson brushes. Sometimes I use them just to massage my scalp."



MASON PEARSON JUNIOR HAIR-BRUSH, \$180, DELINEATION.CA



Throwback '90s inspo: Drew Barrymore, Shannen Doherty, Jared Leto.

SPOTLIGHT

### NECK AND (LOTS OF) NECK

The choker continues its high-fashion comeback this fall

BY VANESSA TAYLOR

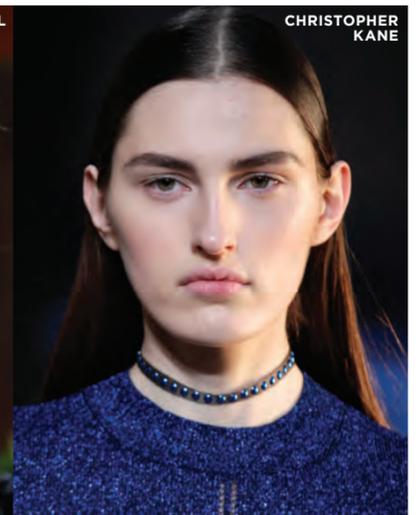
The choker necklace has a rich history—even Anne Boleyn was famously devoted to her pearl version, complete with a dangling "B" pendant—but most of us will remember it as a '90s essential, along with M.A.C Spice liner, baby tees and a crush on Jordan Catalano (er, Jared Leto in *My So-Called Life*). This fall, designers riffed on the look, resulting in embellished ribbons at Christopher Kane, double-wound necklaces at Chanel and elegant gold bands at Etro.

**Make it modern:** Wear it high up on the neck, and pair it with a collar, a crewneck or a drapey shirt. Or, for a fashion-forward look, try it over one of the season's ubiquitous turtle-necks.

FROM LEFT: CHLOÉ CHOKER, \$860, SSENSE.COM. BEAUFILLE CHOKER, \$2,100, BEAUFILLE.COM. LAURIE FLEMING CHOKER, \$285, LAURIEFLEMINGJEWELLERY.COM. DEAN DAVIDSON CHOKER, \$135, DEANDAVIDSON.CA



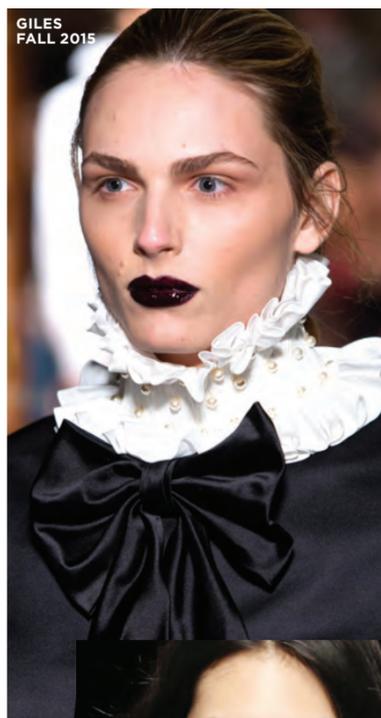
CHANEL



CHRISTOPHER KANE



ETRO



DRESSING UP

## Black magic

Caitlin Agnew takes the goth lipstick trend for a spin on Toronto's party circuit

To me, only black will ever be the new black. For as long as I can remember, I've idolized women with a preference for a dark colour palette, like Winona Ryder with her raven chop in *Beetlejuice*, Givenchy-LBD-clad Audrey Hepburn in *Breakfast at Tiffany's* and Rooney Mara on most red carpets. There's no cooler colour.

It was with great joy, then, that I watched the parade of brooding beauties on the Fall 2015 runways. Designers have gone over to the dark side and taken their makeup artists with them, channelling gothy glamour with super-dark lipstick, from macabre blackened burgundy at Emanuel Ungaro to glossy onyx at Giles.

Inspired, I vow to get my hands—and lips—on the season's noir-ish shades. My excitement, however, is tempered by a warning from makeup artist Matin Maulawizada. "Don't even look at pure black unless you are 15 and thinking you look 'cool,'" cautions Maulawizada, who created Claire Danes's uncharacteristically dark pout at the Met

Gala in May using Nars Audacious Lipstick in Ingrid. "Unless it's done for an editorial shoot, it almost never looks good, even if the wearer thinks it does." In a fit of rebellion, I ignore Maulawizada's advice to stick to deep oxblood and ask makeup artist Robert Weir to create a pitch-black lip, which I will debut at the Power Ball at Toronto's Power Plant gallery, where anything goes, art- and wardrobe-wise.

Weir begins by colouring in my lips with black eyeliner, tracing slightly outside of my lip line—black has the same shrinking effect on your lips as it does on your hips—before setting it with translucent powder and adding two coats of black lipstick. When he's finished, I see Maulawizada's point. Despite the fact that Weir has balanced the dark lip with softly contoured cheekbones, groomed brows and

subtle smoky eyes, I look a little scary and, as one friend puts it, more than a little like a mime. "There's a reason why no one wears black lipstick," Weir gently points out.

But, at the Power Ball, it's a different story. I feel like a daring femme fatale as friends compliment my look and photographers ask for my photo. I maintain a tight-lipped smize (teeth and gums just don't go with black lipstick). Later in the evening, a mirror check reveals dark smudges wandering down my chin, and no matter how much blotting I do after reapplying, I can't seem to keep it from migrating to my front teeth—grotesque to say the least.

Over the next few weeks, I experiment with various dark shades and quickly learn that applying and maintaining such a strong colour takes patience and vigilance. Results vary. A lunch at my local pho restaurant ends with purple-stained chopsticks and a date unimpressed with the near-black ring around my mouth, but during a girls' night out in a dark lounge, my burgundy-noir lips seem alluring. With my pale skin and dark hair, it's easy to stray from sophisticated chic into angsty goth territory, so I feel most comfortable wearing my dark lipstick out with a casual white T-shirt, jeans and heels. Still, the most important part of pulling off this look is owning it. "You can't be too shy or self-conscious with your makeup," says Maulawizada. "It will totally kill the cool vibe." And with no cool vibe, you might as well just stay home and watch *Beetlejuice*.

FROM LEFT: MAKE UP FOR EVER ROUGE ARTIST INTENSE IN SATIN BLACK, \$23, SEPHORA.CA; KAT VON D EVERLASTING LIQUID LIPSTICK IN WITCHES, \$24, SEPHORA.CA; NARS AUDACIOUS LIPSTICK IN INGRID, \$37, NARSCOSMETICS.COM; ESTÉE LAUDER PURE COLOR ENVY MATTE LIPSTICK IN EXTROVERT, \$34, ESTEELAUDER.CA



Caitlin Agnew test drives pitch-black lips and discovers that smiling isn't an option.



ONE-MINUTE MIRACLE

### Dear Pai Kukui & Jojoba Bead Skin Brightening Exfoliator:

Call it what you want—sensitive, reactive, irritable—but one thing's for sure: My odd-couple combination skin can be unpredictable and downright moody. So I'm cautious with my skincare, especially when it comes to abrasive scrubs. But you, dear Pai, couldn't be less abrasive. Your round jojoba beads are wrapped in an oil-enriched gel that gently rolls over my skin as it sloughs away dead cells and debris. Plus, you're packed with fatty acids and vitamins to help lock in much-needed moisture. Major brownie points for being free of parabens, artificial fragrances, alcohol and detergents, too. *Forever indebted, Natasha Bruno*

PAI SKINCARE KUKUI & JOJOBA BEAD SKIN BRIGHTENING EXFOLIATOR, \$57, PAISKINCARE.COM



Nadia Aboulhosn will be in Toronto at the Addition Elle flagship store at 2 Queen St. E. on Friday, September 11, to launch Nadia Aboulhosn for Love & Legend (available at Addition Elle, additionelle.com). She's seen here wearing more neutral pieces from the line, but should she run into Drake—her top celeb crush—she'd opt for the collection's sheer leopard-print dress. "And a red lip. Hair down, obviously."



PROFILE

## WHAT A GIRL WANTS

Nadia Aboulhosn, cheeky-chic social media star, debuts her plus-size clothing line for Addition Elle

BY INGRIE WILLIAMS

With her gaze set to full smoulder and a bare leg jutting out beneath a slinky LBD, Nadia Aboulhosn, the fashion blogger, model and Instagram star, is a pro in front of the camera. Today's gig: the campaign photo shoot for the Nadia Aboulhosn for Love & Legend capsule collection for Addition Elle. "I've been working with them forever," says Aboulhosn, 26. "I'm amazed they still love me even though I'm crazy on social media and, like, showing my butt."

A fearless sense of self is central to Aboulhosn's appeal, but it took her a while to develop it. "I didn't have self-confidence until I was 13," says the Florida native, who lives in New York. After battling pneumonia in high school, she put on medication-related weight. When she returned one fall, after having lost 50 pounds, her peers did a double take. "Everybody was like 'OMG, you're so hot!' I realized that it only really matters what I think. If you think I'm fat, that has nothing to do with me. At the end of the day I know my worth."

Aboulhosn's no-apologies attitude syncs with Addition Elle's belief in fashion democracy. "Our customers really relate to her," says Roslyn Griner, vice-president of marketing and visual display. "There's a fear in media around plus-size—that it's okay to show a pretty face but not the body. We want to break down paradigms." Aboulhosn's mission is to push the fashion envelope while making women feel better about themselves. It's also part of her long game. "What I really want to do is design—it's the whole reason I started my blog in 2010," she says. "When I do a capsule collection, I want to learn [something] for myself for later on."

Her 14-piece collection reflects that creative zeal, with luxe military-inspired pieces that have an *au courant* Balmain vibe. As Aboulhosn explains, the high-fashion riffing is intentional: "The instant stuff is often not available in plus sizes. I'd like to see more of what you see on the runway that is then translated to the racks at Zara and H&M." The edgy street-driven separates, complete with an oversized cardigan and LBD, are grounded in dark tones—a contrast to Aboulhosn's undoubtedly bright future. She may entertain her 291K Insta followers with (literally) cheeky photos and lighthearted videos, but when it comes to ambition, she's drop-dead serious. "I want to design my own line and showcase at fashion week, travel the world and give back to my family and people who are less fortunate than me. And generally be happy," says Aboulhosn. "And in the next two years I'm definitely going to be a millionaire. You have to think things into existence. Tony [Robbins, the motivational speaker] said that. I love him; if he wasn't married..." From a girl who clearly knows how to get what she wants, consider yourself warned, Mr. Robbins.

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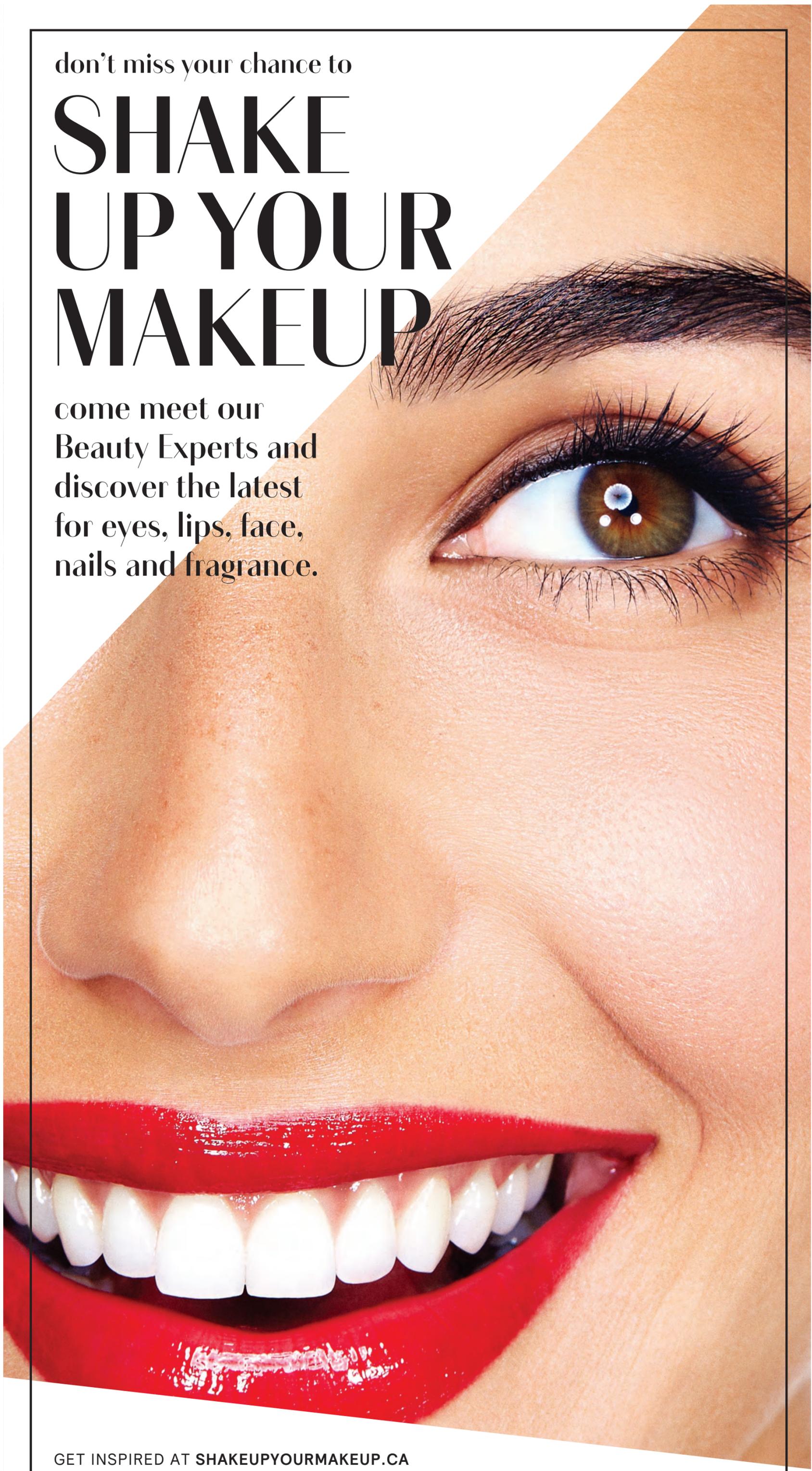
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