

THE KIT

5 Y E A R A N N I V E R S A R Y



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CANADIAN STYLE SPECIAL

FASHION FAMILIES

*As Fashion Week lights up Toronto, the city's hottest designers
pose with their muses. (How adorable are these four?!)*

page 4

From left: Beaufile designer Parris Gordon, mom Eve Gordon, grandmother Corinne Hansen and Beaufile designer Chloé Gordon. Photography: Luis Mora.

STAY CONNECTED



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Katie Holmes

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MOST WANTED

Shine on

Finally, the 3-D printer is being used for good. Toronto line Daniel Christian Tang—named after its three founders (science and architecture majors), Luca Daniel, Mario Christian and Heng Tang—uses 3-D printing technology to create intricate fine jewellery. “Our foray into the world of fashion has definitely woken up some dormant beast,” says Christian. Call it an appetite for construction. —*Vanessa Taylor. Photography by Adrian Armstrong*

FROM TOP: CUFF, \$299, NECKLACE, \$500, BANGLE, \$800, DANIELCHRISTIANTANG.COM



PRELOVED
FOUNDER
JULIA GRIEVE

Q & A

PRELOVED TURNS 20

This year, Toronto fashion label Preloved celebrates two decades of sustainable Canadian-made designs. To celebrate, founder Julia Grieve created three Spring 2016 capsule collections inspired by nature’s elements, which hit the runway this week at World MasterCard Fashion Week. “Every time we show our collections, I go back to 1995, before our very first fashion show,” says Grieve. “We were in a parking lot on the corner of Queen West and Portland, and I still get the same nerves.” We asked Grieve to reflect on 20 years of sustainable style.

What are you most proud of?

“It’s pretty amazing to think we’ve been able to flourish for two decades in an industry that is at times quite fickle. We’ve kept our entire production here in Canada, which is another incredible accomplishment. We keep our manufacturing local, so we know the people who make our clothes.”

Why did you make three different collections for Spring 2016?

“It’s another benefit of having local manufacturing—it gives us the ability to ship our spring line out over time, which we’ve split into three collections. What sells well in February may not be so popular by the end of March, so we can be more targeted.”

How do you plan to keep growing?

“By continuing to be flexible and open-minded. The world is always changing, and if you’re not changing with it, you’ll be left behind. My quote that I live by is ‘If you’re not busy growing, then you’re busy dying.’ I think I heard it in a Bob Dylan song, or saw it on a bathroom wall, but it has stuck with me!” —*Veronica Saroli*
GETPRELOVED.COM

“We keep our manufacturing local, so we know the people who make our clothes.”

SUSTAINABILITY

COOL CONSERVATION

For all the fun that World MasterCard Fashion Week brings to Toronto, the week of October 19 to 25 also plays host to another style-related—albeit less glam—initiative: Waste Reduction Week. (According to the EPA’s Office of Solid Waste, Americans throw away more than 68 pounds of clothing per person each year.) Here, three smart and stylish ways to reduce your fashion and beauty footprint.

1. Clean skin, clean conscience

Clarisonic has changed the way millions of women wash their faces since its oscillating arrival on the market in 2004. Now the company is pioneering a program with Terracycle, where for every three brush heads you return to Hudson’s Bay in Vancouver (Granville Street), Montreal (rue Ste-Catherine Ouest) and Toronto (Yonge Street), you’ll receive a new brush head (worth \$30).

2. More than lip service

Beloved Canadian cosmetics brand M.A.C has long been known for being socially responsible because of its Viva Glam collections (the company donates 100 per cent of proceeds to the M.A.C Aids Fund). The company is also making environmental efforts, courtesy of its Back to M.A.C recycling program. Return six used M.A.C cosmetic products to the store and receive a free lipstick (worth \$20).

3. Old threads for new

H&M’s global garment-collecting initiative is taking steps to offset the disposable nature of fast-fashion. For every bag of used clothing you drop off in-store, you get a \$5 voucher redeemable on purchases over \$30. Fabrics collected will be reused, repurposed or recycled, and some will appear in the annual Conscious Collection—made of at least 50 per cent sustainable fibres—and in select items available year-round.
—*Alex Laws*



RETROSPECTIVE

As we mark our anniversary, we select pop culture moments of the past five years that made a major impression



The birth of Instagram, October 6, 2010
Five years ago (starting with this pooch photo), along came the addictive app that delivers streams of perfect meals/shoes/ anything and is practically responsible for the selfie. Today 80 million photos are shared daily.



The Royal Wedding, April 29, 2011
Prince William married Kate Middleton, who was dressed in Alexander McQueen, in the biggest royal wedding since Charles and Di. The pair has since added George and Charlotte to the line-up for the throne.



Hedi Slimane joined Saint Laurent, September 30, 2012
When *enfant terrible* Hedi Slimane took the design reins at Saint Laurent, it caused controversy. The brand bid farewell to the “Yves” and restricted attendance at shows, resulting in criticism and an open letter from Slimane.



Miley Cyrus at the VMAs, August 25, 2013
The moment Miley Cyrus buried Hannah Montana for good while twerking in a flesh-coloured plastic bikini is etched in our memories—because of her performance and the resulting discussion about cultural appropriation.



Caitlyn Jenner covers Vanity Fair, June 1, 2015
Vanity Fair’s July issue broke the news that Bruce Jenner had chosen to transition to a woman. With possibly the best-kept-secret cover story ever, the magazine introduced Caitlyn Jenner with one simple line: “Call me Caitlyn.”

HAPPY ANNIVERSARY

We’re celebrating our five-year anniversary all month! Visit thekit.ca to enter an amazing contest just for you.



ED’S PICKS

STYLE LIST

Editor-in-chief *Laura deCarufel* shares her ultimate fall shopping picks

I’ve always loved fall—the changing leaves, the scent of woodsmoke and cinnamon, pumpkin pie. It’s also my favourite shopping season, partly because I feel completely justified in making a few major purchases. These are the pieces and products I’ll buy now and love forever.



These Aquazzura heels are my ideal LBS (little black shoe). The lace-ups make them super chic, while the heel height ensures everyday wear.

AQUAZZURA SHOE, \$750, THESEPTEMBER.COM



I recently started using this cleansing oil packed with conditioning apricot oil, and my skin has never felt softer.

ELIZABETH ARDEN CERAMIDE REPLENISHING CLEANSING OIL, \$45, THEBAY.COM



Canadian winters demand fashion armour. This cozy, textural coat makes everything better, including waiting for the streetcar in -20 temps.

CLUB MONACO COAT, \$595, CLUBMONACO.COM



This deep, dark aubergine is a gorgeous, wearable alternative to fall’s goth lip trend.

NARS AUDACIOUS LIPSTICK IN LIV, \$39, NARSCOSMETICS.COM



I’ll wear this delicate bangle by Toronto jewellery designer Nelle Han during the week with dresses and heels and on the weekend paired with jeans and a tee.

NELLE HAN BANGLE, \$186, THECHICCANUCK.COM

CANADIAN STYLE SPECIAL

Fashion’s biggest influencers

Behind every designer, there’s a muse. With Toronto’s World MasterCard Fashion Week in full swing, we sat down with three hot Canadian brands to discover who inspires them on the daily

BY VANESSA TAYLOR | PHOTOGRAPHY BY LUIS MORA

THE DESIGNER: SID NEIGUM, 27

Known for his epic all-black and all-white collections, Neigum blends sculptural folds with asymmetric detailing to create wearable works of art.

The muse: Susan Langdon, executive director, Toronto Fashion Incubator.

The connection: Neigum met Langdon at TFI when he competed in—and won—the 2012 TFI New Labels contest. He worked closely with Langdon throughout the competition and they remained friends afterwards. **Neigum:** “When we met, we had a lot of similarities: Susan started out in fashion with her own line and she had tons of advice. I envision my ideal customer as a 50- to 70-year-old art collector who loves fashion and culture, and travels a lot. That’s Susan to a T.”

Langdon: “I love Sid’s architectural elements, the geometric cut, the black palette and that there’s a strong Japanese influence.”

Up next: Neigum continues to explore a 3-D modular origami theme, which results in spectacular shape-defying silhouettes, and he’s adding colour to his collection for Spring 2016. Minimal colour, that is: Neigum stays true to form with a few choice hues. “I felt that even though I wear black throughout spring and summer, a lot of retailers want some colour variation as well. It’s mostly black and white, but I tried out some blue and a greenish colour too.”

THE DESIGNERS: CHLOÉ AND PARRIS GORDON (27 & 25)

Line: Beaufille
Beaufille’s DNA is beautifully tailored classics with a strong ’90s cool-girl twist—think lingerie-inspired slip dresses, loose trousers and slouchy-cut trench coats.

The muses: Eve Gordon, mother, and Corinne Hansen, grandmother.

The connection: It’s clear that the impeccable sense of style and love of fashion of their relations has shaped the Beaufille designers.

Chloé: “My grandma and my mom both dress every day like it’s meaningful, like they’re going somewhere. They both take a lot of risks in what they wear.”

Parris: “It’s never about what everyone else is doing. They try to go the opposite way—it’s more about what they’re feeling and what they fall in love with.”

Eve: “How fortunate am I that I get to wear these amazing designs? I love the coats and trousers. There’s a good balance of fit and relaxation in the clothes, so you always feel good in them.”

Hansen: “It’s the creativity that I love, seeing how they put together these different looks.”

Up next: “This season we focused on branding, editing and defining what our look is, what our key pieces are and what our girl is wearing,” says Parris. “We reinvented all the Beaufille staples like oversized trench coats, vests and trousers, which are huge sellers for us. We also wanted to use more resilient fabrics, meaning that you can travel with them and they don’t wrinkle. Even for us, travelling with [our] sales [team], we can’t bring a steamer with us and iron our stuff.” Parris sums it up: “At the end, we looked at the collection and were like, ‘This is *Star Wars* in the ’70s—retro futuristic.”

THE DESIGNER: LAURA SIEGEL, 27

Luxe boho daywear translates into effortlessly draped dresses and tunics teamed with hand-crafted knits and one-of-a-kind prints—all made with artisans from rural villages to sustain traditional cultures and crafts.

The muse: Alexandra Weston, Holt Renfrew’s director of brand and creative strategy.

The connection: Siegel and Weston met in 2011, when Weston was still planning the H Project at Holts, an in-store concept shop featuring socially conscious designs from around the world. It now includes pieces from Siegel.

Siegel: “Alexandra visited my studio in New York, and I found it really exciting that someone in the retail landscape was putting such an emphasis on showcasing products that have a story—especially for products that are making some kind of impact in the world.”

Weston: “Laura is intimately connected to the people who make her garments and she values the importance of creating quality clothes using traditional artisanal craft. I fell in love with her commitment to humanity and influencing positive change through fashion.”

Up next: Spring 2016’s colour story was inspired by a photo Siegel took while in India. “I’m really drawn to natural landscapes, and there was this beautiful sunset—the clouds were soft greys with really subtle tones of pink.” Spring is Siegel’s largest collection to date (with over 65 styles), and it features an organic-cotton ikat (a technique in which a pattern is dyed onto yarn before it is woven into fabric) as well as new trouser silhouettes including a super-wide cut with a soft, flattering shape.



Designer Sid Neigum and Susan Langdon, executive director of the Toronto Fashion Incubator, wearing Sid Neigum Spring 2016.

“I envision my ideal customer as a 50- to 70-year-old art collector who loves fashion and culture, and travels a lot. That’s Susan to a T.”

— Sid Neigum



INSIDE LOOK

THE ORAL HISTORY OF THE FASHION BLOGGER

It’s been 10 years since the first style blogs hit the web, sparking controversy and revolutionizing fashion. Now, as blogs are rumoured to become a distant memory, we talk to industry insiders about the evolution of the blogger, from side-eye-inducing fringe player to megabuck brand

BY JILL DUNN

The boom: Bloggers as style darlings

By 2009, bloggers had trounced any “15 minutes of fame” speculation to become firmly entrenched in the fashion world. Marc Jacobs named a bag after Bryan Boy; Comme des Garçons’ Rei Kawakubo flew Tavi Gevinson to Tokyo as her personal guest; and Dolce & Gabbana installed select bloggers in the front row beside Anna Wintour.

Robin Givhan: “The more popular a blogger was, the more quickly fashion absorbed them. Bloggers started consulting for brands and being placed in the front row, expected to write blogs about that show.”

Aimee Song (launched songofstyle.com in 2008): “About a year into blogging, I had a chance to model in Fossil’s holiday lookbook—that was the first brand to pay for my flight and to make me fill out a tax form. I realized then that I had a bigger influence than most media outlets.”

The start: Bloggers as truth tellers

Many people welcomed fashion bloggers as a breath of fresh air, but not everyone was a fan: Traditional media outlets, especially, seemed to sense that bloggers represented the ticking clock of digital domination. Tavi Gevinson, who started Style Rookie when she was 11, elicited particular backlash. *New York* questioned whether her “mom or older sister” helped with her writing, and an *Elle* editor sniped that she was “gimmicky.” In the early days, bloggers were still being dismissed as pajama-clad wannabes in their parents’ basements.

Nelia Belkova (launched Toronto-based styleblog.ca in 2009): “I’ve never been ashamed of being called a blogger. Unlike some of my peers, I don’t see it as something unsavoury. Creating engaging content is a lot of work.”

Emily Schuman (launched cupcakes-and-cashmere.com in 2008): “There’s always tension whenever a traditional industry is disrupted by new technology or competition—look at Uber versus taxis, or Airbnb versus hotels.”

Robin Givhan (Pulitzer-Prize-winning fashion critic, now at The Washington Post): “I think the tension was the perception that magazine editors were there to do a job, and bloggers were there for personal entertainment.”

Emily Schuman: “I wasn’t surprised to hear how some editors felt about blogs, but I also understood their position. A lot of those editors have honed their craft for years, and suddenly anyone with an internet connection could create content.”

Robin Givhan: “A lot of fashion bloggers created their blogs because they were huge fans of fashion and they wanted to participate. They wanted to do their own thing.”

Anita Clarke (launched Toronto-based iwantgot.com in 2005): “In the early days, if bloggers didn’t like something, they had no trouble saying it. It wasn’t a very directed, stylized voice like a magazine that had been passed through all these filters.”

The boom: Bloggers as style darlings
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Nelia Belkova: “My most memorable moment was spending three days in Paris with Chanel and four other bloggers. We were invited to attend a fashion show at the Grand Palais and got to wear Chanel clothes that we picked out at a fitting before the show.”

The biz: bloggers as brands
In 2011, agencies dedicated to connecting bloggers with clients cropped up—Bryan Boy even signed with Hollywood powerhouse CAA. An *Adweek* article noted the change: “Bloggers don’t want to be editors, because they’ve built something

much more valuable: brands.” The top brands are extremely profitable: According to *WWD*, Chiara Ferragni from the Blonde Salad is on track to make \$8 million this year. Between modelling, guest designer gigs, sponsored posts and sponsored social media, there’s no shortage of ways to make money.

James Nord (co-founder of New-York-based Fohr Card): “We have a roster of 6,000-plus influencers, and I’d say 200 to 300 are doing it full-time and pulling in an average of \$100K per year. The majority have normal day jobs and they’re making \$25K to \$75K. The top 1 per cent are making a million plus.”

Cara McLeay (launched Vancouver-based afashionloveaffair.com in 2011): “The payment thing is interesting because it’s the Wild West in blogging. There’s no rule book.”

Deanne Wilder (launched Toronto-based myfashavenue.com in 2012): “It’s enough financial freedom that I don’t have to feel guilty about splurging on a Céline bag every year.”

Cara McLeay: “The thing that I push most for is long-term collaborations—posts that are both on my website and on social media because I feel like that’s the most honest way to do it. You have a bag and you wear it for five posts because that’s really what’s happening.”

Aimee Song: “I work full-time as an interior designer and I’m hustling every day. I’m doing jobs I really love, but I’m not chasing money. Let’s put it at that.”

James Nord: “You’d be surprised how many people turn things down if they don’t feel like it’s a right fit. [Influencers] have spent years building up this audience; they’re not going to cash in on it and ruin it for \$25,000. I’ve not had an occasion to turn down \$25,000 for taking a couple of photos, but I respect the hell out of them for doing it.”

The future: bloggers as social stars
Last year, Robin Givhan wrote a widely read article called “The Golden Era of ‘Fashion Blogging’ Is Over,” in which she noted that, because of editors’ embrace of social media, bloggers no longer occupy a singular space: “The distance between the Establishment and fashion’s once-dazzling revolutionaries has narrowed, and there is minimal distinction between them.” The rise of social media—particularly Instagram—has changed influencers’ focus: Bloggers 2.0 think social first, blog second. (Bryan Boy blogs only once or twice a month, but he posts at least five Insta pics a day.) Where blogs exist, they’re slick, professional sites, sometimes with staff.

“I’ve never been ashamed of being called a blogger...Creating engaging content is a lot of work.”

—Nelia Belkova



From left: Designer Chloé Gordon, mom Eve Gordon, grandmother Corinne Hansen and designer Parris Gordon, all wearing Beaufille Spring 2016.



Designer Laura Siegel (right) and Holt Renfrew’s director of brand strategy, Alexandra Weston, both wearing Laura Siegel Spring 2016.

1. LEANDRA MEDINE OF MAN REPELLER FAME. 2. SNAPPERS AT FASHION WEEK. 3. A FASHION LOVE AFFAIR’S CARA MCLEAY. 4. STYLEBLOG.CA’S NELIA BELKOVA. 5. SONG OF STYLE’S AIMEE SONG. 6. ANITA CLARKE OF IWANTGOT.COM. 7. TAVI GEVINSON, FORMERLY OF STYLE ROOKIE. 8. MY FASH AVENUE’S DEANNE WILDER. 9. THE BLONDE SALAD’S CHIARA FERRAGNI. 10. STREET-STYLE A-LISTERS ANNA DELLO RUSSO AND GIOVANNA BATTAGLIA WITH PHOTOGRAPHER TOMMY TON. 11. BECKERMAN BLOG’S CAILLIANNE AND SAMANTHA BECKERMAN. 12. ORIGINAL STREET-STYLE PHOTOGRAPH BY BILL CUNNINGHAM. 13. SUSANNA LAU, A.K.A. SUSIE BUBBLE.

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SPOTLIGHT

HILFIGER'S HIGHLIGHTS

As the Tommy Hilfiger brand turns 30, the designer reflects on defining moments that made him one of the most iconic names in U.S. fashion

BY CARLY OSTROFF

In 1985, then little-known Tommy Hilfiger put his name on a billboard next to Ralph Lauren, Calvin Klein and Perry Ellis, as one of four "great American designers for men." The notorious "hangman campaign" sparked controversy but got the young designer noticed. Today, Hilfiger is the reigning king of American sportswear.



Early 1970s: People's Place

"I started with a jean shop called People's Place in Elmira, New York, when I was 18. It was during the 1970s when the hippie look was cool. Eventually I grew out of it and started evolving first into a men's brand in America. Then I added women's, kids', watches, tailored clothing and everything else."



1985: The Hangman Campaign

"The hangman campaign compared me to other designers who were already established. That was a bit of an issue with the competitors, and there was a lot of negative buzz around it. I thought that if I continued to make great clothes that people wanted to wear, and offer them at a really fair price, maybe I would be able to survive in the business."



1999: Rolling Stones No Security tour

"I've always been inspired by music and musicians and I wanted to connect my brand to music. When the Rolling Stones were going on tour, we talked about sponsoring the tour, dressing them, doing the advertising. Michael Cohl—a Toronto native—was the one who actually did the deal with me, because he was the producer of the tour at the time."

2006: Martin Luther King's memorial

"We thought it was really important to stand behind honouring Dr. King because he really stood for freedom. Being an American brand, we wanted to stand for the American way of life, which is about democracy and freedom. We donated and helped raise money to build the memorial in Washington, D.C."



2015: Rafael Nadal event

"Rafael Nadal is the face of our new fragrance, Bold. We came up with the idea of doing strip tennis, with Nadal playing against models dressed in Tommy Hilfiger. Every time they made a mistake, they would have to take an item off. The models ended up in their underwear, and he ended up with [just] his shirt and tie off."



2015: Celebrating 30 years

"With the 30th anniversary collection, we wanted to create a collection that would encompass all of the inspirations we've had during three decades of being in business. I would say it's the 'best of' made relevant for today."

Tommy Hilfiger's 30th anniversary collection is now available online at tommy.com.

PHOTOGRAPHY: COURTESY OF TOMMY HILFIGER (ALL HILFIGER PHOTOS)

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