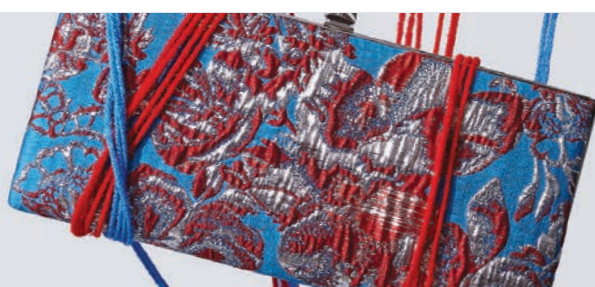


THE KIT



MOST WANTED
BOLD BAG

Score the hottest accessory of the summer
page 3



WHAT IS PERSONAL STYLE?

To find out, we asked two staffers—one edgy, one ladylike—to switch looks. The results were, well, surprising
page 6

GIAMBATTISTA VALLI SPRING 2016. PHOTO: PETER STIGTER



TREND
MODERN LACE

How to wear Hollywood's favourite look
page 3

SUNCARE
SUNSCREEN DECODED

Skin cancer rates are on the rise. It's time to get serious about sun protection with our guide to finding the SPF that suits your skin
page 5



SPOTLIGHT
RUNWAY REVAMP

Ready for a fashion revolution?

BY CARLY OSTROFF

Rebecca Minkoff, the designer known for her pretty dresses and consistently cute handbags, isn't necessarily what you'd call a fashion revolutionary. Earlier this year, however, that changed. For Spring 2016, Minkoff showed and sold her collection at the same time, eschewing the established model of having a six-month gap between catwalk show and storeroom floor.

Minkoff was inspired to make the change by her customers, who, thanks to social media, had already seen the clothes months before. "When the collections would arrive in stores, the consumers were like, 'We're sick of it,'" explains Minkoff. "We felt like now was a good time to do something." Enter the "see now, buy now" system, which fills demand for designs in days, rather than months.

Soon high-fashion labels like Michael Kors, Vetements, Tom Ford, Proenza Schouler and Burberry followed in Minkoff's footsteps. "We're seeing every day that there are no rules in fashion anymore and that the idea of 'seasons' has pretty much disappeared," says New-York-based designer Michael Kors. "Our customers are seeing the show in real time through the internet, so we thought, 'Why not give her some pieces that she can buy and wear right away to spice up her wardrobe?'" *Continued on page 7*



PANTENE

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*strength against damage vs. non-conditioning shampoo ©2016 P&G



MOST WANTED

Flight of fancy

This summer, we're falling for the moody brocades that stole the spotlight at Zac Posen and Saint Laurent. An unexpected choice for a season normally defined by light linens? Certainly. But think of the regal material as an ode to those last moments of dusk on a midsummer's evening, when everything is illuminated by a fiery glow against the backdrop of an ever-deepening sky. Wearing a bit of brocade won't steal your sunshine, it'll make you appreciate it when it's gone. —*Jillian Vieira. Photography by Paul Weeks*

JIMMY CHOO BAG, \$1,275. JIMMYCHOO.COM



NEWS

NICE DIGITS

London fashion favourite Ted Baker—purveyor of flower prints, feminine silhouettes and everything pastel—is going minimal with its new Colour by Numbers capsule collection. While the whimsical core of the Brit brand remains untouched, the 30-piece capsule is all about enhancing your wardrobe with streamlined shapes and pared-down prints (think nautical-esque jumpsuits, tone-on-tone slip dresses and modest block heels, making desk-to-dinner dressing a cinch). “It’s sophisticated but has that twist of Ted Baker quirk,” explains Ray Kelvin, who founded the brand in 1988 as a men’s shirt shop and now oversees a global empire. It turns out that Kelvin has been attempting to incorporate a minimalist aesthetic for nearly a decade, but organizing the right team to do so took some time. Some things are worth waiting for. —*Veronica Saroli*

TED BAKER COLOUR BY NUMBERS COLLECTION, \$195 TO \$585. TEDBAKER.COM



STONE AGE BEAUTY

First there was the Paleo Diet; now there's paleo beauty. The Dirt's balms, scents and toothpastes are just as whole-foody and nutrient-rich as the contents of its L.A. founder Shannon Drake's fridge. We're sure it's Flintstone-approved.

THE DIRT MCT OIL TOOTHPASTE IN ROSE CACAO MINT, \$19. DIRTY BALM LIP TREATMENT, \$13. GIVEMETHEDIRT.COM



COOL COLLAB SURF'S UP

Kenzo drops a splashy new capsule just in time for summer

As the edgy creative directors at Kenzo, Carol Lim and Humberto Leon are used to riding the wave of the next big thing. “We’re very curious people, and it’s fun for us to learn about new designers, movies, music,” says Lim. “We get to collaborate with people from all walks of life.” Lim and Leon are also the founders of Opening Ceremony and were recently named H&M’s next designer partnership, which drops in November.

This summer, the duo are diving in with Holt Renfrew to create a line of metallic blue accessories, including a unisex wallet and pouch, in support of the Blue Marine Foundation, a charity dedicated to creating marine reserves.

Twenty-five dollars from the sale of each piece will go to the cause, which the designers have been supporting for more than three years. “The organization is so successful at providing education into what we can do to fix the world’s most solvable overfishing and pollution problems,” says Leon. Now they just need your support. “We hope that our Canadian friends will help them with their crusade.” All aboard? —*Carly Ostroff*

KENZO X HOLT RENFREW WALLET, \$130, POUCH, \$195. HOLTRENFREW.COM

THREE MAKES A TREND GROWN-UP LACE

The ladylike look like you've never seen it

BY JILLIAN VIEIRA

THE LOOK From a sexy vibe at Michael Kors to work-appropriate looks at Sportmax, designers reimagined lace's potential for their pre-fall collections.

Michele's ultra feminine gems to show the material's true versatility.

ON THE RED CARPET Look to Demi Lovato's edgy styling, Elizabeth Banks's '70s glamour and Lea

How to wear it Try lace in the form of coordinated separates for evening or as an accent on a boardroom-ready blazer worn with wide-leg pants and heels.



ELIZABETH BANKS



DEMI LOVATO



LEA MICHELE



MARCIANO TOP, \$98, PANTS, \$158. GUESS.CA



FLEUR DU MAL TOP, \$835. FLEURDUMAL.COM



BCBGMAXAZRIA JACKET, \$335. BCBG.COM

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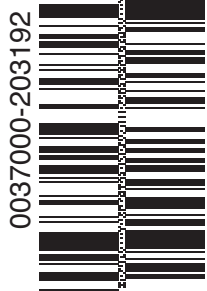
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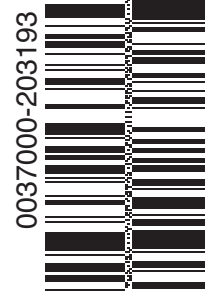
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203193

DIY BEAUTY

Wax off

Hard-won lessons in at-home hair removal from a DIY Brazilian waxer: (Yes, it can be done.)

BY CHRISTINA GONZALES | PHOTOGRAPHY BY PAUL WEEKS

Across my bathroom countertop, I've laid out everything I need to get it done in under 30 minutes: latex gloves, wooden spatulas, soft wax, fabric strips, cornstarch and witch hazel. The hard wax is heating in the kitchen. "Let's do this," I murmur—a "good luck" and "more power to you, girl," pep talk of sorts. I swing my right foot onto the counter. I'll never feel more ready to perform a Brazilian wax on myself.

It's actually not my first time. Five years ago, my debut attempt at an at-home Brazilian took place over two horrifying hours in my bathroom turned torture chamber. After glancing in the mirror, I panicked: My skin was irritated and red, and the job was patchy at best. The inner folds were still fuzzy. Needless to say, I did not feel victorious as I hobbled like a penguin toward my bed. Another three years went by before I tried it again, this time with a better outcome. Then last year, it became a money thing, a freedom thing and a power thing. Much of the current feminist movement revels in the nonconformity of letting public hair grow, but I rule my own hairlessness.

My experience has shown me that aspiring at-home Brazilian waxers need two things: bravery and a real understanding of their bodies. If you squirm at the idea of yanking on that strip, and if you've never examined the goods down there, don't try this at home.

Though my self-taught sessions have yielded decent results for a DIY job, my technique is admittedly amateurish. I decided to

up my game with the help of Alaa Abbassi, waxologist and owner of Allure Body Bar in Toronto, whose vast knowledge in the realm of hairless nether regions soothes me. "We do so many bushes a day that we know the best way to do it at home," Abbassi says matter-of-factly, adding that for newbies, it's a good idea to piggyback on a recent pro job. "People who want to try an at-home Brazilian should do it two weeks after a professional wax, since the hair will be sparse."

I'm already in the swing of DIY waxing, so I move right on to her next instruction: Skincare is crucial. "Exfoliate the area at least four times a week," Abbassi advises, adding that it's best to use products that are as natural as possible. Like the keen student I am, I implement a ritual using Fuzz Wax Bar's all-natural line: Scrub every other day, moisturize after every shower and treat with a weekly V-Mask—which is exactly what you think it is and feels just as it would on your face, only much more awkward. I watch videos on Snapchat to pass the 10 minutes it takes for the mask—a blend of clarifying tea tree oil and kaolin clay—to set, then rinse off with a warm cloth. Finally, I spray on witch hazel, a natural, anti-inflammatory astringent that is also key for post-wax care.



Next, I make sure I have the right wax. In my naïveté, I'd assumed any off-the-shelf product would work on the entire vulva. I'd been using Parissa's Persian Cold Wax, an unheated soft wax (soft wax is generally taken off with a strip), but its goopiness never worked well on those hard-to-reach crevices. I needed hard wax as well, which you warm up, let cool on your skin and then pull off without a strip.

After washing the area with soap and warm water, I pat it dry with a clean towel and dust on a thin layer of cornstarch. Soft wax works well on the easy-to-see bikini areas: I pull the skin taut, apply the wax evenly, press down a strip and then lift it off with one swift tug.

Finally, I'm ready to use the warmed hard wax, which has a pudding-like consistency. I use a spatula to mix it and begin to gather what looks like a blue lollipop of wax on the stick. I touch my fingertip

against it to gauge its temperature, then pull the skin taut and spread it evenly onto the inner folds. I stand in a squat to let the wax cool and harden. Picking up the end feels uncomfortable and I find myself squirming as I pluck at the left side. But I know by now that it's best to be quick—rip off the Band-Aid, so to speak. Once my fingers firmly grip a piece of the hard wax, I tug briskly, then repeat on the right. I'm pumped with adrenaline, in this race against myself, so the sting is instant, but it doesn't linger.

Two minutes later, I look down and my eyes light up. The hard wax pieces are laden with hair, and I'm perfectly smooth. I'm amazed by my handiwork, revelling in my success with a spontaneous series of inelegant poses in front of the full-length mirror. "Nailed it," I tell myself—a pat on the back, a "well done" and "more power to you" of sorts.

<p>SUMMER PREP Everything you need (besides courage) to pull off a clean DIY wax job</p>	<p>Hot, strip-free wax is essential for delicate areas and generally hurts less to remove. PARISSA STRIP FREE HOT WAX, \$15, SHOPPERS DRUG MART</p>	<p>Warm wax gets so sticky—this roll-on keeps mess to a minimum. NAIR ULTIMATE MICROWAVEABLE & RINSABLE ROLL-ON WAX, \$15, DRUGSTORES</p>	<p>A new step to add to your skincare routine, certainly, but one that will pay off come ingrown season. FUZZ WAX BAR V-MASK, \$35, FUZZ-WAXBAR.COM</p>	<p>Exfoliation equals max smoothness, which equals max success. BUTTERME BODY GREEN APPLE SHEA SUGAR SCRUB, \$28, BUTTERMEBODY.COM</p>	<p>A kit with all the pro tools to wax anywhere on the body (shout-out to toes). BLISS POETIC WAXING MICROWAVEABLE WAXING KIT, \$59, THEBAY.COM</p>	<p>These coated wax strips for outer bikini areas are a serious bargain. SWEETASE BIKINI WAXING KIT, \$6, WALMART.CA</p>	<p>A soothing gel that softens hairs to prevent ingrowns with glycolic acid, aloe vera and vitamin E. PRINCEREIGNS INGROWN HAIR SERUM, \$32, WAXON.CA</p>
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GETTING SNIPPY

What being her own hairdresser taught Anne T. Donahue about life

I started cutting my own hair in 2009 when I was young and impulsive. One February morning—revved up by a screening of *Almost Famous*—I cut my own bangs. Then, proud that I'd morphed into a Cambridge, Ont.-dwelling Zoëy Deschanel, I never trusted anybody else to touch them.

My hair confidence soon escalated. One afternoon a year later, I cut my hair into a bob. And since that worked out, I just kept cutting it, emerging that summer as a woman full of regret, wearing a baseball cap. Fortunately, as the 2010s progressed, I kept cutting my own hair and ended up a maverick of DIY. I could indulge in spontaneity, bask in pride when somebody complimented my self-stylings and go to sleep knowing that, despite all warn-

ings to the contrary, I could do what so many other people couldn't: cut my own hair.

Lately, though, I've been warming to the idea of entrusting my locks to a person trained in that specific skill. "Cutting one's own hair properly is difficult for one big reason: Your head is on the same body as your arms," said Melody Bostelaar, stylist and co-owner of Toronto's Lebel & Crowe salon. "I'm a major fan of teaching my clients the basics of trimming their own bangs, but when it comes to an overall haircut? My aunt Barbara can make you a Geocities website, but there's a reason I asked a web developer to make our site."

But if I gave up my regular beauty regimen of standing over the sink and hoping for the best, where

would my reactionary energy go? Besides, I'd recently learned to twist my hair into sections and cut the ends, so as far as I was concerned, I was a pro. "That technique makes me cringe," Bostelaar corrected.

Maybe my dull scissors are a testament to days gone by. Because while I've changed a lot since I started responding to life events with freshly cut bangs, I still see my era of self-styling as a necessary part of my evolution. It was empowering to be fully in charge of my look and comforting to know I was willing to take risks that others weren't. Ultimately, cutting my own hair taught me that I'll do what I want; that I can be reckless and screw up exponentially, but still deal with the repercussions. Even if that means getting really into hats.

BRAVE ENOUGH TO DIY?

Follow these tips from Toronto hairstylist Melody Bostelaar

Cut dry
"Cut your hair in the way you typically wear and part it."

Cut upward
"It softens the line, which can save a self-haircutter from that a-five-year-old-cut-my-bangs-with-craft-scissors look—which I'm not completely against. It could work for some."

Cut sharp
"Get some real hairdressing scissors—if yours are pulling, you could be causing split ends."

SUNCARE

SHADE MATCH

Your skin needs sun protection—even if you don't burn after an afternoon on the patio. Here's how to find out how much SPF you actually need

BY NATASHA BRUNO



Leave it to the inimitable Coco Chanel to make the tan chic. "In the 1920s, Chanel went to the French Riviera and came back with a suntan, and all of a sudden, it was this symbol that you had money and that you were able to take vacations," explains Dr. Sonya Cook of Compass Dermatology in Toronto. Before long, the icon's bronzed skin had spiked a major trend, and the tanning industry was born. "We associate it with things like luxury," says Cook, but the reality is that a sun-kissed glow is just a sign of cell-DNA damage caused by UVB rays. "Those mutations can push a skin cell toward any kind of cancer," says Cook. A burn means those cells are so damaged that they're in shock—as seen in peeling dead skin.

But even if your skin doesn't burn easily, you're not in the clear—olive and brown skin tones are also susceptible to this damage. Each skin tone (classified by derms according to the Fitzpatrick scale, right) has its own characteristics and needs. And with skin cancer on the rise (it represents a third of all cancers diagnosed in Canada), it's time to clue in on sun protection. Here's how to figure out which type you are and the best SPF for you.

TYPE 1 Always burns, never tans

Usually blue-eyed redheads and blondes: "You go white and red and that's it," says Cook. You're also prone to freckling caused by uneven skin-darkening melanin pigment. "When there's sun damage, melanocyte cells are producing too much melanin, so you're seeing it as a freckle," explains Cook. UV rays are fragile skin's biggest enemy. "Type one would have between two and 15 minutes on a high UV day before they burn," says Dr. Shannon Humphrey, dermatologist and clinical researcher at Carruthers & Humphrey Cosmetic Medicine Clinic in Vancouver. Use a daily SPF of 50 or 60 and vigilant reapplication. **The Kit pick:** OBAGI HEALTHY SKIN PROTECTION BROAD SPECTRUM SPF 50, \$60, OBAGI.CA



TYPE 2 Usually burns, then tans

Have fair skin that bronzes the tiniest bit after a sunburn? Welcome to type two. "These are typically people with blonde or red hair and blue, green or hazel eyes, who often freckle a little but not always," says Cook. If you thought a pre-vacation tan would protect you from going lobster red, think again. "There's a lot of damage required to even get a base tan," explains Humphrey. So stick to sunblocks with an SPF of 45 or higher. **The Kit pick:** HAWAIIAN TROPIC SILK HYDRATION WEIGHTLESS SPF 50, \$12, DRUGSTORES



TYPE 3 Tans evenly, burns a little

People with this skin type are usually fair or olive and could have any hair or eye colour. "This person will mostly tan, but if the UV index is very high, and they're out for long periods of time, they can still burn," says Cook. Even if a good sunblock (minimum SPF 30) is already part of your routine, don't let it do all the heavy lifting. "Don't abuse your sunscreen. Even if you lather it on, you shouldn't be lying out in the sun." **The Kit pick:** LIVE CLEAN SPORT MINERAL SUNSCREEN LOTION SPF 45, \$17, WALMART



TYPE 4 Tans easily, rarely burns

Consisting of light brown skin tones, such as South Asian skin, with dark brown hair and eyes, type four has no problem tanning. But ultraviolet rays are still causing damage (i.e., the tan) and often cause hyperpigmentation as well. A daily regimen of SPF 30 or higher will keep this warm complexion happy and healthy. **The Kit pick:** LA ROCHE-POSAY ANTHELIOS XL MELT-IN CREAM SPF 45, \$29, DRUGSTORES



TYPE 5 Tans well, rarely burns

Medium-dark to dark brown in tone, "this person very rarely burns and tans very well," says Cook. But don't be fooled by that easily acquired golden colour—these skin cells can still become cancerous. For this type, the risk increases with age. "Melanocyte numbers decrease over time, particularly in darker-skinned patients, so while really fair-skinned patients burn easily throughout their entire lives, darker-skinned patients are more likely to burn with advanced age," says Humphrey. **The Kit pick:** BOO BAMBOO NATURAL SUNSCREEN SPRAY SPF 30, \$25, LOBLAWS



TYPE 6 Almost never burns

Deep ebony skin can take hours of sun before it burns and has the lowest risk of UV-related skin cancer, but its natural protection doesn't mean it's immune to sun-caused hyperpigmentation. "You're getting an SPF of 4 to 6 with the pigment in your skin," says Cook. "It's very common for darker-skinned patients to have patchy pigment change from sun exposure." Mineral-based sunscreens can leave a pasty white film, so look for chemical filter formulas or a combo of mineral and chemical for sheerer coverage. **The Kit pick:** L'ORÉAL PARIS SUBLIME SUN INVISIBLE PROTECT OIL SPF 30, \$15, DRUGSTORES



TEST DRIVE

Trading places

Two staffers swap looks to find out if the clothes make the cool girl—or if style is in your DNA

These days, when everything from '70s fringe to grandma knits is a trend, developing a cool personal style is more fraught than ever. After all, when do you know it's time to take creative risks? What will tell you that you've strayed too far from your comfort zone? To answer these and other pressing sartorial questions (can you feel confident in flats?), we orchestrated the ultimate closet exchange.

JILLIAN VIEIRA, FASHION EDITOR

Fashion icons: Caroline de Maigret, Edie Beale
Fave book: *The Bell Jar* by Sylvia Plath
Celeb crush: The Blue Jays' Josh Donaldson
Go-to store: 96 Tears Vintage

Don't let my laid-back Cali-meets-minimal wardrobe fool you—I do dress up. I'll often wear a long black slip to a fancy press dinner or attend a wedding in a—er—longer black slip. Evie, however, is next-level refined: the kind of girl who doesn't seem to get wet during a rainstorm. I assumed her perma-polish meant she was five years my senior. So when I learned she was younger than me, I instantly questioned my own wardrobe of boyish separates and vintage oversized coats. I thought my clothes projected a charming insouciance, but was I actually dressing too young, too casually, not for “the job I want,” as career counsellors always preach? After years spent cultivating an organic approach to fashion, maybe I needed to grow up.



EVIE BEGY, MARKETING MANAGER

Fashion icons: Catherine Deneuve, Leandra Medine
Fave book: *Le Petit Prince* by Antoine de Saint-Exupéry
Celeb crush: Charlie Hunnam
Go-to stores: Holt Renfrew and The Room

Full disclosure: I'm a planner. Each night, I carefully select my outfits to avoid a colossal morning fashion disaster derived from lack of coffee. My style philosophy is that more is more, so I coordinate colours, patterns and contrasting shapes. Since I have an incredibly loud, mildly obnoxious voice (or so I've been told), I underline that by wearing bold pieces that maintain polish and professionalism. I stack matching metal jewellery, swap out the previous day's bag, try on my heels and then, finally, call it a night. Step and repeat. This particular project, though, took away that level of control. What would I be wearing tomorrow? For a serious over-thinker and a melodramatic worrywart, this concept was disconcerting.



The planning stage: The differences between Evie and me are immediately apparent. (Beyond the fact that I'm wearing flat Isabel-Marant-inspired ankle boots, and she's wearing skyscraper Nicholas Kirkwood heels.) Her meticulously steamed clothes are arranged on coordinated hangers in high-end garment bags, as neat as books on a shelf. Suddenly I'm flustered by my picks for her: a mishmash of vintage gems and tonal separates thrown into a duffel bag, undoubtedly picked off my bedroom floor the evening before.

How I feel: The beauty routine is the hardest part. Yes, I'm the girl who claims (but actually lives!) a low-maintenance method: I sleep on wet hair and tousle it in the morning, then fill in brows and add a swipe of mascara. So imagine my terror when a makeup artist drew a precise cat-eye, applied bold cherry gloss across my lips and shellacked perfect waves to my head. Evie always manages to look effortless, but I feel exorbitant—more *Toddlers & Tiaras* than uptown babe. My co-workers seem baffled, staring at my conspicuously shiny hair. “Um, what is going on?” one asked eloquently. But they keep stroking the leather leggings, so that's probably a compliment, right?

The reaction: I've decided that my boyfriend will be the ultimate gauge of my style transformation. A general fashion rule: If he's not feeling my duster coat and high-waisted jeans, they're probably perfect (who dresses for men anyway?).

I arrive home after work in a prim matching tartan two-piece, all heeled up and businesslike. The second he lays eyes on me, he

Uptown beauty kit



ESTÉE LAUDER PURE COLOR ENVY SCULPTING IN ENVIUS, \$34, ESTÉE-LAUDER.CA. **KEVYN AUCOIN THE SENSUAL SKIN ENHANCER**, \$58, SEPHORA.CA. **M.A.C LIQUID EYE LINER IN BOOT BLACK**, \$21, MACCOSMETICS.CA.

lets out an incredulous, wide-eyed “What are you wearing?” With his disapproval, I suddenly feel more assured about this new, short-term me. I'm standing taller, feeling more confident than ever before. And it's not just the towering Schutz heels I'm wearing.

Switching back: Our experiment now over and my “face” hurriedly scrubbed off, the profoundness of the experience slowly starts to reveal itself. Could I stand to mature my look from time to time? Probably. But here's what surprises me: Shedding the crop tops and my oversized pieces didn't make me feel less cool. Quite the opposite—once I stopped narrowing myself into a few prescribed style boxes, I felt totally free. Still, I won't be reaching for the liner and hairspray any time soon.

Get the look



SWAROVSKI EARRINGS, \$79, SWAROVSKI.COM. **CLUB MONACO TOP**, \$190, CLUBMONACO.CA. **REISS SHORTS**, \$275, REISS.COM



The planning stage: Since Jillian and I are trading places, I hoped I would get to cover Paris Fashion Week. Bad news: I do not. And now I'm especially nervous after seeing Jillian's swap selections. She possesses the rare gift of natural style. I fundamentally lack a casual vibe, yet she's outfitting me in the cool-girl uniform of a crop top and overalls. Repeat, overalls. The last time I wore dungarees, Gap Kids was my favourite designer. Even then, I rocked those rose-patterned beauties as coordinated separates with a red mock-neck sleeveless top.

How I feel: As I hike up my control-top stockings, I realize that I'm in this. So I commit. My makeup is off and my hair is (un)naturally tousled—I wish my waves would stay like this forever and ever. I inch on the crop top and buckle myself in. I slip on Jillian's roomy Converse and grand jété to the *Kit* boardroom mirror (okay, that last part was in my head. But I could if I wanted to, because I've never been so at one with the floor). I look. I laugh. Is it uncool to say that I feel hip for the first time in my life? (Probably.) I'm equally comfortable in a monochromatic combo—the chunky tan Aritzia knit turtleneck is a dream to the touch. I

Get the look



CONVERSE SHOES, \$80, GET OUTSIDE. **LACOSTE DRESS**, \$265, LACOSTE.COM. **SUNO JACKET**, \$1,160, SUNONY.COM

want to draw a line at Docs, though; they were a mandated part of my school uniform so they're a hard no. Heels just feel more natural to me, and I've grown accustomed to the convenience of being a head taller than the crowd. Trust me, you can always find the buffet line first.

The reaction: “Oh dear” are the first two words my mother utters upon seeing my new look. Clearly, not everyone is as jazzed as I am. (Though the *Kit* team howls in excitement.) On the plus side, my mom tells me I look like my preteen self, which I'm definitely taking as a compliment, because who doesn't want to look younger? As I later step out to attend the ballet, my fashionable friend LJ remains atypically mum on my appearance. I fish by complimenting her amazing outfit. Crickets. I fess up, and she immediately tells me her first thought was, “Where's Evie? This doesn't feel like you.” My lifelong friend Carolyn echoes the sentiment, wondering where my leather pants are hiding (Hint: Jillian is probably wearing them at dinner at a dimly lit restaurant). The theatregoers around me don't seem to notice anything out of place. Then again, they don't know me. To them, I'm just a cool girl in cool clothes.

Switching back: As with every experience, the ride and the result are ultimately what you make of it. Call it a throwback to my competitive-dance days, but putting on a costume helped me become a character. It felt liberating to not take myself quite so seriously. Isn't now the time to play around with what works and what doesn't, to make fashion fails and score some wins? I'm not going to give up coordinated separates. Or heels. Or lipstick. I really do feel most comfortable dressing as I do, and this process showed me that. But I am open to being open. So, while my trusted colleague Eden told me, out of pure confusion, to never do this again, I think I just might. Who's next?

Downtown beauty kit



BENEFIT COSMETICS GIMME BROW, \$30, SHOPPERS DRUG MART. **MAYBELLINE BABY LIPS IN QUENCHED**, \$5, DRUGSTORES. **DRYBAR TRIPLE SEC 3-IN-1 TEXTURIZER**, \$33, SEPHORA.CA





RUNWAY REVAMP

Continued from cover



Switching to the model isn't necessarily seamless. Traditionally, high-powered editors and buyers give feedback following a runway presentation that helps dictate which pieces the designers will ultimately manufacture in bulk and send to retail. So, to a degree, the new system requires that designers predict best-sellers by anticipating what consumers will want for the season ahead. It's something that Demna Gvasalia of buzzy Paris-based collective Vetements described as a major hurdle in an interview with *The Business of Fashion*, explaining that buying expensive fabrics in bulk is difficult, as is having enough capital to carry unsold merchandise. "You need to invest a lot of money beforehand to take a bet," he says. But for a veteran designer like Kors, making predictions isn't a deterrent—it's always had a role in the fashion game. "That's really always been part of my job as a designer. It's all about knowing who your customer is," he explains. "You have to listen to what she feels is missing in her wardrobe and in her life. That communication and that interaction are important."

The changing system actually offers a unique opportunity to be flexible and react to market demands, according to Minkoff. "Closer to September, I'll look at trends and things we feel got missed, and then I will redesign a capsule of about 15 pieces, so that I can actually be more nimble." So if, for example, shearling coats start trending in August, Minkoff can quickly design

"You have to listen to what she feels is missing in her wardrobe and in her life."

—Michael Kors

a style and offer it to her customers.

Likely, though, the biggest benefit of the "see now, buy now" strategy is that it makes it more difficult for fast-fashion retailers to knock off designs, a common problem for many brands, which show their wares months before they retail in stores.

Minkoff says her team is happily surprised with the results already. "The day of our show, we had our highest sales in our New York City stores—higher than Black Friday! Across all of our department stores, we saw an increase of 21 per cent in sales compared with last year."

Margaux, an up-and-coming New York label created by Alexa Buckley and Sarah Pierson, had a similar triumph when a ballet flat that debuted on the Tome Fall 2016 runway was available for immediate purchase. "It was a tremendous success," say the designers, who sell online only. "We believe the face of retail is changing, and through this collaboration, we wanted to make the statement that digitally focused brands can not only participate in Fashion Week but also help shape it."

Despite the numbers, some designers are opposed to changing the ecosystem. François-Henri Pinault, CEO of French luxury conglomerate Kering, which owns Gucci, Yves Saint Laurent and Balenciaga, has fully rejected the new movement, telling Bloomberg that it "negates the dream" of luxury. Some designers, like Jason Wu—who aspires to create designs that are "seasonless"—agree. "When it comes to what I do, it's not about being the fastest into the stores or competing with fast fashion," says Wu of his decision not to embrace the "see now, buy now" system. "It's about creating things that have a lasting impact, something that you want for more than a season. I think it's about quality, not quantity," he says.

With the September shows fast approaching, the landscape remains mixed. Will the fashion industry as we know it become a thing of the past? Perhaps it's Kors who has the right idea. "Everything is changing so quickly on a daily basis that right now there's no way to know what the future has in store."



ONE-MINUTE MIRACLE

Dear L'Oréal Infallible Pro-Contour Contour and Highlight Palette:

At first I thought you were totally weird. I mean, what's with that V-shaped brush? But like so many geniuses before you, you were just misunderstood. Then I figured it out (duh): The brush straddles my cheekbones, one side swiping on highlighter while the other deposits the contour—both shades exactly where I need them, at the same time! Contour confusion gone; makeup mastery complete. *Swooning.*
Eden Boileau

L'ORÉAL PARIS INFALLIBLE PRO-CONTOUR CONTOUR AND HIGHLIGHT PALETTE, \$20. DRUGSTORES

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