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# THE KIT

## HOLIDAY STYLE SPECIAL

*The holidays can be a crazy time—we're looking at you, Black Friday—so when it comes to picking the perfect party looks, keep calm with sweet prints and feminine touches*  
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PHOTO: JANE AND JANE

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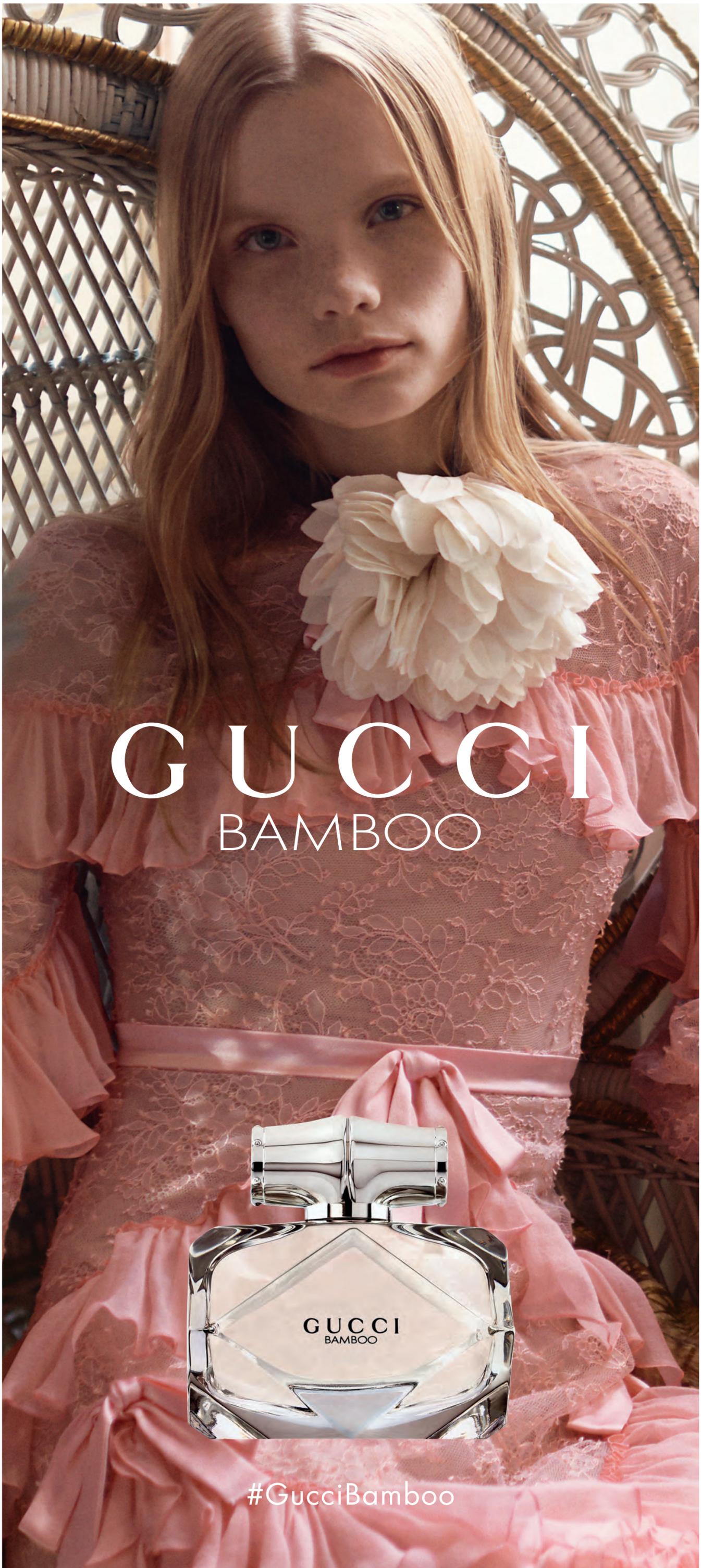
THE KIT MAGAZINE




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## BEAUTY DESK

# True marvels

Beauty editor Rani Sheen conjures the most uplifting holiday treats

PHOTOGRAPHY BY HAMIN LEE

**1. BAUBLE OF STEEL** This metallic mushroom eyeshadow is made silky with argan oil and encased in a tree-worthy golden ball.

**TEEZ COSMETICS** SPECTRUM OF STARS EYESHADOW IN SEPIA SHINE, \$24, THEBAY.COM

**2. TOUSLE TALENT** This spray texturizes, sets and refreshes your hair with zero crunchiness—and the woman behind it is Jen Atkin, Cali-cool hairstylist to the Jendashians.

**Ouai HAIRCARE** TEXTURIZING HAIR SPRAY, \$32, SEPHORA.CA

**3. LIP SMACKER** Like a tiny surrealist sculpture, this pout-shaped palette of long-wearing rich red lipstick is mesmerizingly cool.

**CHARLOTTE TILBURY** POCKET KISSES IN JESSICA RED, \$28, CHARLOTTETILBURY.COM

**4. SPARKLE MOTION** These affordable (and prettily retro-bottled) gold polishes can be layered for a blindingly blingy glitter nail.

**H&M BEAUTY** NAIL POLISH IN FLAKE IT (LEFT) AND NEFERTITI, \$7 EACH, SELECT H&M STORES

**5. WHITE LINES** The best new take on a cat-eye is...a cat-eye! But done in white. No need to resort to Wite-Out: This opaque, stay-put liquid liner has you covered.

**RIMMEL LONDON** COLOUR PRECISE EYELINER IN WHITE, \$10, DRUGSTORES

**6. GOT A LIGHT?** Consider this a smorgasbord of the internet's all-time favourite highlighters, so your glow can be peachy, bronzy, rosy or straight-up lit from within.

**HOURLASS COSMETICS** AMBIENT LIGHTING EDIT—SURREAL LIGHT, \$95, SEPHORA.CA

**7. ECO LUXE** For the green-make-up-lover who has everything, these satisfyingly weighty, refillable swing-top palettes are pure luxury.

**KJAER WEIS** EYE SHADOW IN ANGELIC, \$61, RADIANCE HIGHLIGHTER, \$76, THEDETOXMARKET.CA

**8. VINYL TIE** Now, even your ponytail can participate in the joy that is leather weather.

**SEPHORA COLLECTION** HAIR TIE, \$13, SEPHORA.CA

**9. DROP IN** Bring a little sunshine to your face by adding a couple of drops of this gleamy peachy liquid to your tinted moisturizer.

**GOSH** LUMI DROPS IN PEACH, \$17, SHOPPERSDRUGMART.CA

**KATE SPADE** TEACUP AND SAUCER, \$60, INDIGO.CA



## Q & A VIVE LA VINTAGE

William Banks-Blaney on how meaning is stitched into the clothes we wear

BY VERONICA SAROLI

It's cloudless in London, which according to William Banks-Blaney, a former interior designer now dubbed the King of Vintage, means everyone is in a "foul mood." Sunshine aside, the founder of London-based William Vintage, a store and online emporium brimming with 1,500 pieces at any time, is chipper as we chat. Fresh from a trip to Toronto to

oversee the installation of four dresses on permanent display at the Shangri-La Hotel, Banks-Blaney explained why he thinks vintage shopping is the ultimate pick-me-up.

**What inspired you to open your shop?** "A really great friend of mine had been going through quite a tough time in her marriage. She lives in Scotland, I live in London, and I said, 'Let's go to Paris for the weekend. I'll get you drunk, I'll feed you fattening foods.' I wanted to take her vintage shopping because it's a really enjoyable way of re-engaging with life. We went to a vintage store, and they were so rude to her that they made her cry. I thought, 'This is not how it's supposed to be.'"

**What are your tips for picking out vintage pieces?** "Buy something that you can immediately absorb into your existing wardrobe. Perhaps it's a really great LBD or a really fantastic 1960s swing coat that you can wear to work. Your first foray should be pieces that you just get. So often you follow up and think, 'Oh, hang on, I need to buy new shoes and a new bag, and change my hair, and probably change my whole life.'"

**Clothes are so personal—do you hear a lot of stories from clients?** "I met a woman who lived in Palm Beach and England, and had quite an unassuming house. I opened up her wardrobe, and the most extraordinary collection of fabulous vintage was inside—all designed by Coco Chanel or André Courrèges

or Valentino. She remembered her fittings and having the jewels made to go alongside. The women who were living and loving and partying and buying clothes in the '50s and '60s have started to die out. There's a huge part of that really amazing cultural history that's disappearing with them."

**What's your favourite thing about vintage?** "I love seeing these pieces of clothing find a new life. I always try to remind our younger clients that these sweet old ladies are the very women who were wearing mini-skirts in the 1960s—who were part of the drive for equal pay, for empowerment. There are so many stories that are about fashion but are actually about so much more than that; they are about being a woman."

## SPONSORED

## GIVE A LITTLE SPARKLE

The holidays are fast approaching. Don't panic! Head to Swarovski for the most brilliant gifts of the season

With a sparkling collection of on-trend jewellery and accessories, Swarovski is the only gifting destination that is sure to outshine even the brightest string of lights.

Need some seasonal inspo before you start shopping? Bask in the bling of the Swarovski holiday tree, which will be bringing floor-to-ceiling glam to the Yorkdale Mall's new wing (Atrium Space) in Toronto.

Since Swarovski's day-to-night designs are sure to bring extra sparkle to the festive season, make sure you take advantage of the 30 per cent discount on select products from November 24 to 28.

Enter Swarovski's celebratory holiday contest to win one of two grand prizes: a chic Crystalline Oval Gray Tone Watch (valued at \$399) and a party-perfect Fantastic Necklace and Earring Set (valued at \$279)—or walk away with one of 10 \$100 gift cards.

Head to [thekit.ca/contests](http://thekit.ca/contests) from November 24 to December 8 to enter.



WIN THESE HOLIDAY STUNNERS

## SHOPPING

## ULTIMATE DEALS

Break out the emergency credit card because Black Friday and Cyber Monday are upon us. Consider these discounts your plan of attack

**Frank + Oak** The Canadian line is taking 30 per cent off everything in-store and online starting on Black Friday, November 25. The deals ramp up on Cyber Monday, November 28, when customers get a further 20 per cent discount.

**Ted Baker London** From November 24 to 28, select Ted Baker lines will be up to half-off in-store and online. Meaning you have five days to stock up on wares for the upcoming party season.

**The Body Shop** If you spend \$30 at the Body Shop, you can scoop up a Black Friday tote stuffed with six full-sized bestsellers—shea body butter, almond hand cream—for \$35 (valued at \$120). The offer is on until the totes are gone.

**RW&CO.** The clothing brand is offering 40 per cent off select regular-priced items all day Friday and until 1 p.m. Saturday. Then, clothes and accessories will be discounted by 30 per cent over the rest of the weekend.

**Ebay** Beginning November 24, the retailer is offering 22 to 85 per cent off on watches, jewellery, perfume and more. For instance,

a rose-gold and diamond bracelet is selling for up to 85 per cent off, while a Timex watch will be reduced by up to 57 per cent.

**Over the Rainbow** Over the Rainbow kicks off its sale season on November 25 by taking 40 per cent off select items—denim, apparel and accessories—in-store and online. The deal runs until Boxing Day, after which certain pieces will be reduced further.

**Lacoste** Over Black Friday weekend, November 25 to 27, Lacoste is giving back. Spend more than \$200, \$300 or \$500 in-store or online and get \$50, \$100 or \$200 off your purchases, respectively.

**Aldo** From November 24 until November 27, Aldo is further reducing sale merchandise by 50 per cent in-store and online. Take an extra 20 per cent off regular styles on Cyber Monday.

**Dixie Outlet Mall** Starting at 9 a.m. on Black Friday at Dixie Outlet Mall in Mississauga, Ont., mall-goers have the chance to step inside a cash cube every hour until 10 p.m. Outlet Mall gift cards, plus T-shirts, tote bags and pens. —Veronica Saroli



CLOCKWISE FROM TOP: A SAMPLING OF ITEMS FROM LACOSTE, EBAY, THE BODY SHOP AND FRANK + OAK



SHOPPING  
A STAR-STUDED STATEMENT

Want a stellar present? Ask for the most on-trend pieces in the galaxy, as inspired by the out-of-this-world collections from Valentino and Dolce & Gabbana



TEST DRIVE  
CAN YOU ACTUALLY WEAR A CORSET?  
Randi Bergman tries to have a good time in history's most notoriously un-feminist clothing item

Fifteen minutes into my test drive of one of fall's hottest trends, I'm sweating, swearing and screaming loudly enough to terrify all my neighbours. Silly me: When I decided to slip into a corset to hit up a fancy cocktail party in honour of an up-and-coming designer, I was picturing Rihanna casually sporting a corset belt on top of a PJ top while on a date with Drake—I thought replicating her look would be as easy as making a Drake meme. (Note to self: Never equate yourself with a living icon.) Unlike Ri's Chanel cincher, mine is a torso-flattening satin number that hits just below my breasts. The look doesn't work: My butt is way bigger, and the corset creates a literal shelf in the worst way possible when layered over a vintage silk button-down. Worst of all, having only haphazardly listened to the careful dressing instructions from Northbound Leather while picking up said corset, I have become trapped inside the hard casing of one of feminism's first wearable foes.

Before activists burned their bras in the '60s, the corset was suffragette enemy number one. Shaping the ideal female figure since the early 1600s, the corset became downright dangerous near the end of the 19th century, when the "wasp waist" (a scary waist measurement of 14 to 17 inches) became fashionable. Deformed ribs and dislocated organs were only a few of the side effects, which led to protests and, ultimately, bondage bodices being abandoned for the looser styles of the 1920s. Since falling from grace, the corset has crept back into fashion a few times (all hail Madonna's larger-than-life cone-bra corset in the mid '90s, by way of designer Jean Paul Gaultier). But its reappearance on this fall's runways at Prada, Loewe and Balmain is directly related to the Kardashians and their popularization of waist-trainers. While their shaping abilities have yet to be proven, the Kim-approved contraptions have become synonymous with the otherworldly curves so sought after today.

But back to me and my regular curves. Finally, I break free of the corset, swapping the original pairing for my favourite see-through vintage negligée (I'm now officially going for sexy witch) and, infuriatingly, I can't get the damn thing back on. After managing to knock over several items on my dresser with the bones of the corset—which when half done up, stand stiffly out at attention—I'm finally ready. With double-layered hoops and heeled sandals, my final look is *The Craft* meets '90s prom. I'm not displeased. I head out in the pouring rain and can't enter my Uber without assistance. I remember that historically, women weren't accorded much of a life, which totally makes sense in this awkward moment.

In a time rich in feminist dialogue, the corset's current return seems particularly profound. Or maybe I'm too hungry to be thinking clearly. After the party, despite the fact that a corset is truly a no-sit item, I suggest grabbing a late dinner. But once settled at a no-frills pho restaurant with my friends, I find eating past full (as is my usual style) impossible. So like a Victorian lady, I leave some food on my plate.

"After managing to knock over several items on my dresser with the bones of the corset, I'm finally ready."

SHOP THE TREND



FROM TOP: BRAVE BELT, \$155, BRAVELEATHER.COM. HOURGLASS ANGEL CORSET, \$175, HOURGLASSANGEL.COM. L'AGENT BY AGENT PROVOCATEUR CORSET, \$315, LAGENTBYAP.COM

FROM TOP: WILDFOX SWEATER, \$258, WILDFOX.COM. MARSHALLS JACKET, \$180, MARSHALLS.CA. VINCE CAMUTO NECKLACE, \$78, HUDSON'S BAY. TOPSHOP DRESS, \$260, HUDSON'S BAY. GAP JEANS, \$90, GAPCANADA.CA



TREND ALERT  
CAPED CRUSADER

Once the uniform designated for royalty and comic book characters, the striking cape coat has seen a resurgence this season for fashion appreciators of lesser superpowers. The statement piece was spotted at Prada, Mulberry and Tommy Hilfiger in an easy-to-wear silhouette and a winter-averting knee-length hemline. Looking regal without all of the responsibilities is a trend we can marvel at. —*Sarah Cho*



FROM LEFT: J.CREW, \$714, JCREW.COM. BARBARA BUI, \$5,335, BARBARABUI.COM. SENTALER, \$895, SENTALER.COM. MULBERRY, \$3,685, MULBERRY.COM. PHILOSOPHY DI LORENZA SERAFINI, \$745, HOLT RENFREW

SALVATORE FERRAGAMO

PHOTOGRAPHY: PETER STIGTER (RUNWAY)

# BLACK FRI-YAY!

STARTING THIS FRIDAY, PICK UP GREAT-VALUE BEAUTY BUYS FOR EVERYONE ON YOUR LIST



NEW + EXCLUSIVE

## ARIANA GRANDE

Receive an Ariana Grande laptop bag with any Ariana Grande fragrance purchase of \$58 or more. Sweet Like Candy by Ariana Grande Eau de Parfum Spray (50ml), **\$58**



NEW + EXCLUSIVE

## STILA

Stila Ready For Prime Time Gift Set, includes: Stay All Day® Prime & Anti-Shine Balm, Stay All Day® Waterproof Brow Color, Color Balm Lipstick and HUGE™ Extreme Lash Mascara, **\$35, (Value of \$125)**



EXCLUSIVE

## CLINIQUE

Sparkle and Glow Set, includes: City Block Purifier and Dramatically Different Moisturizing Gel, **\$13, (Value of \$25)**



NEW + EXCLUSIVE

## LANCÔME

Génifique Black Friday Set, includes: Advanced Génifique (30ml), Génifique Repair (15ml) and Advanced Génifique Yeux Light Pearl (5ml), **\$95, (Value of \$156)**



## PHILOSOPHY

Purity Made Simple One-Step Facial Cleanser, **\$15, (Value of \$32)**



## CLARISONIC

Mia Fit Set in Pink, includes: Pink Mia Fit, Skin Illuminating Cleanser (100ml), Additional Sonic Radiance Brush Head and USB-Enabled Charger, **\$229**

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EXCLUSIVE

## PÜR

Primer Kit, Includes: Illuminate and Glow Pearl Primer (10ml), Hydrate and Balance Blue Primer (10ml), Redness Reducer Green Primer (10ml) and Prep and Perfect Neutral Primer (10ml), **\$19, (Value of \$48)**



EXCLUSIVE

## LISE WATIER

Includes: Intense Waterproof Eyeliner in Blackest Black, Espresso, Charbon and Acajou, **\$39, (Value of \$95)**



## SMASHBOX

Primer Duo To Go Set, includes: Photo Finish Primer Water and Photo Finish Foundation Primer, **\$15, (Value of \$30)**



## QUO

Pro Dual Fibre Brush Set, **\$29, (Value of \$140)**



## BIOThERM

Lait Corporel and Oil Therapy, **\$22 each, (Value of \$30 each)**



## STRIVECTIN

Facial Toner Device, **\$99.50, (Value of \$199)**. Tightening Duo Kit, includes: TL Neck Serum and TL Face Serum, **\$49.50, (Value of \$158)**. Ageless Essentials, includes: SD Advanced, SD Eye, Overnight Mask and Neck Cream, **\$49.50, (Value of \$178)**

\*While supplies last. No substitutions. Components are subject to change. Cannot be combined with any other promotion. No Rainchecks. Value based on Shoppers Drug Mart regular price per mL/g.

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**FINE PRINTS**

Amp up classic stripes and spots with clever layering.

LEFT: CALVIN KLEIN DRESS, \$2,000, TOP, \$1,600, CALVIN KLEIN COLLECTION, ARMED NECKLACE, \$195, UPAND-ARMED.COM

BELOW: HILFIGER COLLECTION JACKET, \$440, TOMMY.COM, DIESEL PANTS, \$335, DIESEL



**HOME ON THE RANGE**

Nothing says low-key like pastoral pieces and a bergamot-hued sparkle eye, right?

ERDEM DRESS (YELLOW), PRICE UPON REQUEST, ERDEM.COM, CAROLE TANENBAUM VINTAGE COLLECTION RINGS, PRICE UPON REQUEST, CAROLETANENBAUM.COM COACH DRESS (BLUE), \$1,145, COACH.COM, ARMED NECKLACE (TURQUOISE), \$50, UPANDARMED.COM

**GET THE LOOK**  
Luxe fabrics and sparkly details have all the makings of a girlie night in



ELIZABETH AND JAMES JACKET, \$530, NORDSTROM.COM



SHOUROUK EARRINGS, \$365, ESHOP.SHOUROUK.COM



KATE SPADE COAT, \$1,140, KATESPADE.COM



ANN TAYLOR TOP, \$90, ANNTAYLOR.COM



PINK TARTAN DRESS, \$595, PINKTARTAN.COM



MICHAEL KORS BRACELET, \$195, MICHAELKORS.CA



M.I.H JEANS JUMPSUIT, \$868, MIH-JEANS.COM

FASHION  
**Holiday in**

Stand out in the season's most spirited trends—unapologetic prints, girlish hues and artful touches—even if holing up at home is more your speed

PHOTOGRAPHY BY JANE & JANE | FASHION DIRECTION BY JILLIAN VIEIRA



**AT FIRST BLUSH**

The keys to a relaxed girls' night: bottomless wine and pink-on-pink ensembles.

TOME TOP, \$795, SKIRT, \$1,330, TOMENYC.COM, ARMED NECKLACES, \$85 (BROWN STONE), \$60 (GOLD CHOKER), UPANDARMED.COM



**WORK OF ART**

Flowers add a playful touch to pinstripes—especially when paired with a graphic tee.

THOM BROWNE JACKET, \$5,080, SKIRT, \$2,800, (212) 633-1197, CARVEN TOP, \$655, CARVEN.FR

HAIR AND MAKEUP: VANESSA JARMAN FOR PIM C.A / MOROCCANOIL/MAKE UP FOR EVER, MODELS: AGNES KUDUKIS FOR NEXT MODELS AND JOVANA ZELENOVIC FOR ELMER OLSEN MODELS, BEAUTY DIRECTION: RANI SHEEN, CREATIVE DIRECTION: JESSICA HOTSON, SHOT ON LOCATION IN OUR FRIEND KP'S MAGICAL APARTMENT

**HOW BIZARRE**

Forget holiday decorating: Surrealist accessories are conversation starters in their own right.

ACNE STUDIOS DRESS, \$670, GLOVES, PRICE UPON REQUEST, ACNESTUDIOS.COM, CAROLE TANENBAUM VINTAGE COLLECTION EARRINGS, PRICE UPON REQUEST, CAROLETANENBAUM.COM



GIRL GANG

# Ultimate party dressing

These five Toronto bartenders—dressed head-to-toe in shimmering textures—mix it up in the season's most dazzling trend

BY VERONICA SAROLI | PHOTOGRAPHY BY LUIS MORA



Shot on location at Terroni's Il Covo Degli Artisti bar in Toronto.

**CHRISTINA VEIRA, 29**

*Apartment 200, Chime Imports*  
 "I really needed to get a job, and when you work in a restaurant, you always get a free meal—so it was kind of a win-win" is how Veira describes her auspicious start behind the bar. She points out that even though technology is zapping most daily human interaction out of our lives, bartending is still a voluble job in which it's not uncommon to chat with more than 100 people a night. "Most of my friends with day jobs barely talk to 20 different people in a day."

**Go-to holiday drink:** "Gin hot toddies."  
**WINNERS** DRESS, \$50, JACKET, \$60, SHOES, \$60, WINNERS

**CHANTELLE GABINO, 28**

*The Social Group, Parts & Labour, Dog & Bear*  
 A lot of bartenders begin as students who want to earn some quick cash. For Gabino, the opportunity to indulge right-brain creativity is what sealed the deal. "I got asked 'When are you going to get a real job?' a lot when I first started eight years ago. Thankfully, the perception of this niche career choice has been changing."

**Bar must-have:** "A bottle of bitters. I love anything by Bittered Sling, which is an amazing Canadian company."  
**WINNERS** DRESS, \$20, BOOTS, \$60, WINNERS

**JESSICA MILI, 24**

*Bar Begonia*  
 For Mili, bartending isn't just about pouring drinks. "People have been fermenting and distilling alcohol since the beginning of written history. That speaks volumes about the importance of drinking culture to society," she notes. "At the end of the day, though, it's important to remember that we are serving people, not cocktails."

**Hangover cure:** "Ginger ale with Angostura bitters in it. And time."  
**WINNERS** JACKET, \$300, PANTS, \$200, SHOES, \$150, WINNERS

**MILENA MAIA, 29**

*Terroni Adelaide St.*  
 Maia studied to be a lawyer in her native Brazil (and speaks four languages, by the way) but couldn't practise when she moved to Toronto last year. So she turned her hobby of making drinks into a full-time profession, making spiked lemonade out of lemons, if you will. Her career may have changed, but her drink of choice remains unwavering: "Caipirinhas are my favourite."

**Go-to holiday drink:** "Spicyale: It includes Tromba, Grand Marnier, cucumber, hot sauce and lime juice."  
**WINNERS** DRESS, \$40, JACKET, \$250, SHOES, \$150, WINNERS

**EMMA MINIGAN, 29**

*Parts & Labour*  
 Sharp-witted and quick with a joke, Minigan hustles hard when she's clocked in. "Making sure your guests are happy is always the priority." But happy to a certain extent—you won't catch Minigan flir-tending, ever. "I would like to see more of none of that."

**On reaching peak Aperol Spritz:** "That's impossible. Come on now."  
**WINNERS** DRESS, \$250, SLIP, \$30, SHOES, \$40, WINNERS



BLUMARINE

PHILOSOPHY

ROBERTO CAVALLI

DRIES VAN NOTEN

MICHAEL KORS

DOLCE & GABBANA

DIANE VON FURSTENBERG

**TREND NOTE**

During the holidays, glamour is even more necessary than that first glass of wine on a Friday. This winter, it's easy to get your fix: Valentino, Roberto Cavalli and Philosophy showed richly textured velvet, while the Ralph Lauren and Dries Van Noten runways were awash in glistening metallics.



**SHOP THE TREND**

CLOCKWISE FROM TOP LEFT: LULU FROST EARRINGS, \$320. LULUFROST.COM. JOSEPH TOP, \$700. JOSEPH-FASHION.COM. WINNERS DRESS, \$130, WINNERS REBECCA MINKOFF JACKET, \$460. REBECCAMINKOFF.COM. WINNERS SHOES, \$70, WINNERS. EVER NEW DRESS, \$160, EVER NEW

# HOLIDAY WISH

IT'S THE MOST WONDERFUL TIME OF THE YEAR! TIME TO REDEEM YOUR POINTS: PICK UP A GIFT FOR A LOVED ONE ON YOUR LIST—OR TREAT YOURSELF TO SOMETHING SPECIAL

NEW + EXCLUSIVE

## THE MORE THE MERRIER

Get to know seven iconic prestige fragrances from Giorgio Armani, Chloé and more, then submit the scent certificate for a full-size bottle of your favourite perfume.



Fragrance Sampler and Certificate Collector's Edition for Her, \$97



NEW + EXCLUSIVE

## PARIS EXPRESS

Make this intriguing blend of datura flower, patchouli and creamy white musk a go-to, and tuck the purse-friendly-size spray in your bag while you're at it.



Yves Saint Laurent Mon Paris Holiday Set includes: Mon Paris Eau de Parfum Spray (50mL) and Mon Paris Eau de Parfum Spray (10mL), \$110, (Value of \$145)

## SMOOTH OPERATOR

Rapid pulses mean achieving hairless results faster, and fewer minutes toiling away in the shower. Basically, more time to do you.



Silk'n Flash & Go Express Permanent Hair Removal Device, \$279.20, (Value of \$349)



## BEAUTY DELIVERY

Luxury beauty at your door is only a click away. This holiday, shop online for your gifts—or treat yourself!—at [beautyBOUTIQUE.ca](http://beautyBOUTIQUE.ca), the ultimate destination for makeup, skincare, fragrance and need-them-now gift sets.

**Celebrate Cyber Monday with beautyBOUTIQUE.ca**  
Visit [beautyBOUTIQUE.ca](http://beautyBOUTIQUE.ca) on Monday, November 28, to discover our exclusive online offers. One day only!

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SKINCARE

# BEST EYE CREAMS FOR EVERYONE

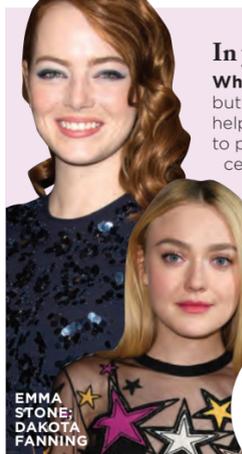
*Bags, be gone! Crow's feet: Retreat. Why the skin around your eyes is unique, and how to look after it*

BY NATASHA BRUNO

It's that time again, when the effects of holiday party hopping are beginning to show on our faces—particularly under the eyes, where the skin is thinnest. "It's where we see signs of aging more readily," says New-York-based dermatologist Dr. Dendy Engelman, adding that it's crucial to proactively treat crow's feet, bags and puffiness.

Though many of us feel that eye cream isn't a skincare essential, principal scientist at Olay Dr. Frauke Neuser agrees that it's important to be proactive. "The area is so unique and has its own needs. That's why it makes so much sense to treat it differently and early with a special product," she says. "It's not something to start in your 40s when you already have crow's feet."

This delicate skin differs from person to person and changes as we age, which can make choosing the most effective treatment for your needs feel like a daunting task. Read on to understand more about which hero active ingredients will best suit your needs. Which-ever formula you choose, diligence is key. "It's important to keep using it," says Neuser. "You need to be consistent."



EMMA STONE; DAKOTA FANNING

### In your 20s

**What you're noticing:** You may not be able to see wrinkles or bags yet, but taking early action can make a significant impact down the road. "It's helpful to hydrate the skin in that area and to use ingredients that are going to prevent signs of aging," says Engelman. Beneath the surface, your skin's cell-renewal process is slowing, dulling your natural glow, and producing fewer free-radical-fighting antioxidants. "Antioxidants are very important for protection against UV damage," says Neuser. "To realize that [slowing down] is already happening in the 20s is quite eye-opening."

**What to look for:** Brightening, antioxidant-packed Vitamin C. "That's definitely going to help to improve the appearance of darkening under the eyes," says Engelman. Look for peptides that keep youthful skin plump and lineless. "They boost collagen and elastin production and firm," says Neuser. If you're oily and breakout-prone, stick to a gel or serum formula instead of a thick cream that may clog your pores.

**The Kit picks:** MARCELLE HYDRA-C EYE CONTOUR GEL-CREAM, \$25, MARCELLE.COM. TATA HARPER ILLUMINATING EYE CRÈME, \$127, SEPHORA.CA



### In your 40s

**What you're noticing:** Dark circles become prominent as the fat pad around your eyes moves south. Engelman explains that the tissues and muscles around your eyes actually weaken with age, causing the underlying fat that supports your lower lids to move. "That's when we see people looking more hollow or tending to sag." That can also lead to the appearance of constant puffiness. As well, fine lines turn into deeper furrows around this time, caused in part by a loss of volume in the face.

**What to look for:** Firming peptides and puff-reducing caffeine, which also helps minimize dark blue or purplish circles caused by visible blood vessels. "Products containing caffeine cause the blood vessels around the eye to constrict and get smaller. That minimizes the amount of fluid retained in that tissue and helps with the puffiness," says Engelman. Another type of dark circle occurs when the skin is a different colour than the surrounding area, more commonly seen in darker skin tones. "There is more melanin there," Neuser explains. Niacinamide can shed some light on that specific type of discoloration.

**The Kit picks:** NERIUM AGE-DEFYING EYE SERUM, \$115, NERIUM.CA. RODIAL SNAKE EYE CREAM O2, \$95, MURALE



CELINE DION



LUCY LIU



KERRY WASHINGTON; JAMIE CHUNG

### In your 30s

**What you're noticing:** As collagen and elastin levels start to diminish, your skin is becoming thinner. "Crow's feet will creep in, and you'll probably notice dark circles under the eyes," says Engelman. "The skin there is more translucent, so it shows the underlying musculature beneath." You may also start to notice that frown lines between the brows that were once only visible when you actually frowned are becoming permanently etched into the skin.

**What to look for:** A vitamin A derivative such as retinol. "It helps to build collagen and accelerate cell turnover," says Engelman. Not only is it a weapon for fighting wrinkles, it also helps restore radiance and treat sun damage that shows up as brown spots. But it can be potent, so it needs to be specially formulated. "Especially in the eye area, you want to make sure you're using a retinol that doesn't increase irritation," warns Neuser.

**The Kit picks:** NEOSTRATA ALL-IN-ONE EYE SERUM, \$49, DRUGSTORES. DERMALOGICA AGE REVERSAL EYE COMPLEX, \$107, BUY.DERMALOGICA.CA



MICHELLE PFEIFFER

### In your 50s

**What you're noticing:** Your skin is becoming drier, which exaggerates the appearance of wrinkling. Plus, its natural renewal process is slowing down. "Skin cells used to turn over every 28 days. Now it may be 35 to 40 days," says Engelman. "Skin looks dull because the cells are trapped on the surface and don't reflect light very well."

**What to look for:** Moisture-rich, creamy formulas. "I'd never put a gel on someone who's 50, because they need a thicker base—more emollients to help combat the dryness," explains Engelman. Neuser recommends looking to niacinamide to help revive that glow. "It's a form of Vitamin B3 and can help with strengthening the barrier and keeping the cell turnover at the right speed," she says.

**The Kit picks:** ALUMIER MD BRIGHTENING EYE CREAM, \$80, ALUMIERMD.COM. CERAVE EYE REPAIR CREAM, \$23, DRUGSTORES



VIOLA DAVIS

### In your 60s +

**What you're noticing:** Dark spots, or areas of hyperpigmentation, are likely to show on the skin, triggered by cumulative sun exposure. And a yellowish cast to the skin may be caused by a process called glycation. "Sugar molecules react with the collagen and other proteins in your skin cells," explains Neuser. "That creates a certain yellowing."

**What to look for:** Licorice and vitamin C, which work to suppress excess melanin and stop it from rising to the surface. Also look for collagen-boosting ingredients to address glycation—boosting those structural proteins in the skin helps stop the discoloration. "When you have enough fresh collagen, the sugars can be broken down in a natural way and taken out of the skin cells," says Neuser.

**The Kit picks:** OLAY EYES ULTIMATE EYE CREAM, \$40, DRUGSTORES. INSTITUT ESTHÈDERM PARIS ESTHÈ WHITE BRIGHTENING YOUTH EYE CONTOUR CARE, \$99, SPAS



IMAN; JANE FONDA

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BEAUTY  
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Look to these Canadian beauty lines for innovative, gorgeous gifts this season

BY VERONICA SAROLI



**BINU BINU**  
**Hero product:** SESHIN KOREAN SCRUB SOAP, \$24, BINU-BINU.COM

**From the founder:** "It's one of the original five soaps that we launched the line with. It's a black sesame, sea salt soap inspired by the revelatory 'cleaner-than-clean' Korean bath house exfoliating treatment." —Karen Kim

**Creative process:** "All our inspiration stems from the concept of the bath house and other aspects of Korean culture, including strong female role models. For example, the Haenyeo "sea women" divers of Jeju Island or the modern-day shamans known as Mudang healers."



**HARLOW SKIN CO.**  
**Hero product:** BODY BUTTER, \$28, HARLOWSKINCO.COM

**From the founder:** "The body butters and whips are made without water, so there is no need for preservatives, leaving you with only the best stuff. They're great for Canadian winters." —Chrystal Macleod

**Close connections:** "We usually get our closest pals to make lists of things they want, then we cross-reference again and again. We source many of our main ingredients from social enterprises, using their businesses to bring about social awareness and change. We source our beeswax from Hives for Humanity, which works with rehabilitating addicts."



**NANNETTE DE GASPÉ**  
**Hero product:** FACE MASK, \$145, HOLTRENFEW.COM

**From the founder:** "The face mask is popular; obviously people like to have a full-face result. Men have been buying the eye mask because a full mask is too daunting, or they have facial hair." —Nannette de Gaspé

**Wearable tech:** "[We developed] a lipidic molecule that transports active ingredients into the skin; it can go as far as the bloodstream. We direct it to the first multiple layers of the epidermis. As it melts, it slowly releases the actives, creates a reservoir under your skin and continues to feed and nourish your skin for up to eight hours."



**WOODLOT**  
**Hero product:** ORIGINAL CANDLE, \$36, SHOPWOODLOT.COM

**From the co-founder:** "I love being in the Pacific Northwest, and a lot of our scents are reminiscent of it. We receive emails from Canadians outside of Canada about how it reminds them of home." —Sonia Chhinji

**Stomping ground:** "We focus on creating products from minimal ingredients but also put a lot of thought into how the product will look and feel in your home. I love running our business in Vancouver—we are surrounded by so much inspiring beauty and scent; it's intoxicating."



**PLUME**  
**Hero product:** LASH & BROW ENHANCING SERUM, \$95, PLUMESCIENCE.COM

**From the co-founder:** "It's for women who've lost their lashes and want to grow them back, and for women who just want longer, thicker lashes. The most sensitive person can use it." —Lauren Bilon

**The backstory:** "Three months post-partum my eyelashes were falling out. I started looking into ingredients known to trigger keratin production and making my own formulations at home. My eyelashes started growing. My girlfriends noticed and asked if I'd make it for them."



ONE-MINUTE MIRACLE

**Dear Revlon Professional Equave Instant Beauty Volumizing Detangling Conditioner:**

Your bottle says "Instant Beauty Instant Love," which is remarkably accurate because I did fall instantly in love with you. My very long locks suddenly think (and look like) they're 10 years old—all carefree and shiny and bouncy. With two different types of keratin (keratin amino acids and hydrolyzed keratin), you smooth and soften my hair like nothing I've ever used before. You don't just detangle, you cause my hair to resist tangling for days. And since you're spray-on and leave-in, you cut my shower time and my water consumption. You're really doing all you can to woo me, aren't you? *It's working, Eden Boileau*

REVLON PROFESSIONAL EQUAVE INSTANT BEAUTY VOLUMIZING DETANGLING CONDITIONER, \$18, SALONS

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@Laura\_deCarufel  
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**Designer**  
Amber Hickson  
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**Publisher, The Kit**  
Giorgina Bigioni

**Project Director, Digital Media**  
Kelly Matthews

Direct advertising inquiries to:  
**Marketing Manager**  
Evie Begy  
eb@thekit.ca

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