

THE KIT

LEADERS OF TOMORROW

"I'm a strong believer in justice. I want girls all around the world, no matter their background, age or living conditions to have a chance in life."

page 4

MEET THE 21 WOMEN WHO ARE INSPIRING US RIGHT NOW



POWER PLAYER

Since Beyoncé seemingly brings out everyone's shameless fan girl (we're looking at you, Adele), we sat down with her star makeup artist, Sir John to get his insider tips on recreating her fave looks

page 4

PHOTO: GETTY IMAGES



NEWS

PERFECT MATCH

The beauty entrepreneur changing the foundation game

page 3



PROFILE MORE TO COME

Why Malin Akerman is so happy to be turning 40

page 5



INTERVIEW

SPEAK UP

These activists aren't afraid to fight for the issues that matter

page 3

MAKING CONNECTIONS

At The Kit Connect Conference, we brought together industry experts and aspiring fashion pros in style

Can we share our excitement with you for a minute? We at *The Kit* have dreamed about finding a meaningful way to bring together aspiring fashion professionals and industry pros. After a lot of strategy and hard work, the first annual The Kit Connect Conference hit Toronto earlier this month to rave reviews. We teamed up with the Canadian Arts and Fashion Awards to empower our community to mingle with the best in the business, attend valuable seminars and have some doors opened along the way. Hosted by *The Kit*'s editor-in-chief, Laura deCarufel, the day-long event celebrated experts in art, retail, digital, marketing, design and publishing.



Laura deCarufel, *The Kit*'s editor-in-chief and host of The Kit Connect Conference, kicks off the day at the Lower Junction Gallery.



The Designers Panel, presented by *The Collections*: Matthew Gallagher, Jennifer Torosian, moderator Mel Ashcroft of *The Collections*, Sid Neigum, Christopher Paunil, Hilary MacMillan

Co-founder of Nudestix Taylor Frankel (below) joined some of Canada's top marketers, including moderator Mario Chiofalo of Hudson's Bay, Kate Buitenhuis of Joe Fresh, luxury-retail marketer Jackie Charest and Trend Marketing's Jaclyn Marsh. The all-star panel opened up about the important role marketing plays in maintaining and building a successful brand.



The Influencers Panel: moderator Anna McMeekin of KZM Agency, Alyssa Garrison, Ania Boniecka, Jodi BLK, Jose Lopez

Acclaimed Canadian influencers Ania Boniecka, Alyssa Garrison, Jodi BLK and Jose Lopez provided behind-the-scenes intel into how much hard work and dedication actually goes into those effortless-looking 'grams. Anna McMeekin, strategist and producer for KZM Agency, led the conversation about brand-funded content, the rise of the "influencer"—and who actually takes those gorgeous feed-filling photos!



The *Collections*, the Toronto-based fashion agency focused on discovering emerging designer talent, took over the Designers panel, which capped off our The Kit Connect Conference. Top-tier Canadian design talent Matthew Gallagher, Jennifer Torosian, Hilary MacMillan, Christopher Paunil and Sid Neigum shared their inspirational paths toward their tremendous success. Moderated by *The Collections* co-founder Mel Ashcroft, the discussion led to frank and, in some cases, emotional revelations about the challenging road to building a brand.

Aspiring designers in the audience had the chance to pose questions to the impressive group and listen to words of advice from each panellist (including unexpected nuggets like "Don't ever wear booty shorts to a business meeting," courtesy of the ever-entertaining Christopher Paunil), which will hopefully help guide them along their paths to achieving their #careergoals.



What's a day in the life of an editor like? *The Kit*'s senior team took the stage to provide a glimpse into publishing's joys and challenges. Creative director Jessica Hotson, beauty director Rani Sheen, digital editor Caitlin Kenny and fashion editor Jillian Vieira shared insights into how the industry is changing at light speed, tips for making your resumé stand out and how to make an industry internship count.



The Editors Panel: Jessica Hotson, Rani Sheen, Caitlin Kenny, Jillian Vieira



The retail landscape is changing faster than ever, so we mined insight from some of brightest minds in Canadian retail. Christine Carlton, CEO of online retailer The September, took to the podium to chat with Trisha Lepper of Etsy Canada, Lysa Garcia of Michael Kors, Jeremy Wood-Ross of Canadian brand Ellie Mae and Vince Camuto Canada's Dana Sciarra, who each shared their expert opinions on how to tackle the evolution that will be influencing the retail game.

The Retailers Panel: Trisha Lepper, Jeremy Wood-Ross, Dana Sciarra

Stay connected with us on social and thekit.ca for video recaps of the event and to be first in line to hear updates about next year's conference.



The Artists Panel: Jac Summers, Norna Wong, Rita Remark, Veronica Chu, Roger Medina

The Artists panel was chock-full of inspiring creatives. CoverGirl makeup artist Veronica Chu, award-winning fashion photographer Norman Wong, Garnier Hair Care expert Roger Medina and Sutherland fashion model Jac Summers spoke to Rita Remark, Essie Canada's global lead educator and lead nail artist about the hurdles they've encountered—and shared their tips to making it as professional creatives.

Words matter

Doing nothing is easier, but taking action is important. Meet the inspiring, outspoken Toronto women who are brave enough to make their voices heard

WE ASKED EACH ACTIVIST TO SHARE THE WORDS THAT MOTIVATE HER, THEN ASKED TYPOGRAPHY ARTIST DONNA FUNG TO CREATE THESE HAND-LETTERED TEES.

PHOTOGRAPHY BY LUIS MORA



1 SOPHIE NATION
Co-creator of copingcontd.com

"I was diagnosed with obsessive-compulsive disorder when I was 12. After years of therapy, I was stable for about six years. I decided to start weaning myself off my medication. Everything was okay for a bit, until I had a debilitating emotional breakdown. I couldn't work or leave my house, but I could write and talk to my friends with mental illness about their experiences. Those are the things that helped me. I realized that there wasn't a platform for young women to share online, so my friends and I launched our site in December. I want to reduce the stigma around mental illness. For so long, I felt like I couldn't be honest about my story, so seeing the positive response has given me hope."

2 BRITTA B.
Spoken word artist and youth educator

"I grew up in a domestically abusive environment, around people who didn't know how to express themselves. I always saw myself on stage, but didn't know how I'd get there. I came across spoken word in university, and by 2013 I'd made a career out of it. I want my pieces to be empowering and positive. I work with school kids in Toronto to show them what a relief it can be to express yourself and to hold someone's attention for two minutes without being interrupted. It's the shy kids and the troublemakers who tend to surprise. Last week, two grade-sixers got up in front of the seniors and shared their gentle souls. They weren't trying to be braggadocious. They spoke about wanting to be sweet."

3 SAMRA HABIB
Creator of photo project "Just Me and Allah"

"I was working at fashion magazines when I started sharing that I was queer; I felt like I needed to do more with my life. There's been a lot written about the queer Muslim experience in academia, but it didn't feel accessible or beautiful. I grew up on a diet of magazines and music videos, so I know the power of images. I started asking queer Muslims to pose for portraits and share their stories. The response was slow and skeptical at first. But momentum grew and the project created an organic community. Kids I photographed in Berlin or Montreal are reaching out and becoming friends. I didn't have anyone to look up to as a kid, but if I had, maybe it would have been easier to come out."

4 JOANNE HUY
Project coordinator at Learning for a Sustainable Future

"The way we're living right now is unsustainable—as a society, we're not considering how we're going to meet the needs of future generations, and that's scary. After taking environmental studies at university, I now run youth forums, which bring together 200 middle school students from schools in communities like Fort McMurray that need sustainability education. Kids learn about water conservation or focus on First Nations issues and then come up with an idea to implement at their schools, like water bottle programs or donating used clothing to homeless shelters in the neighbourhood. Small actions can make a huge difference."

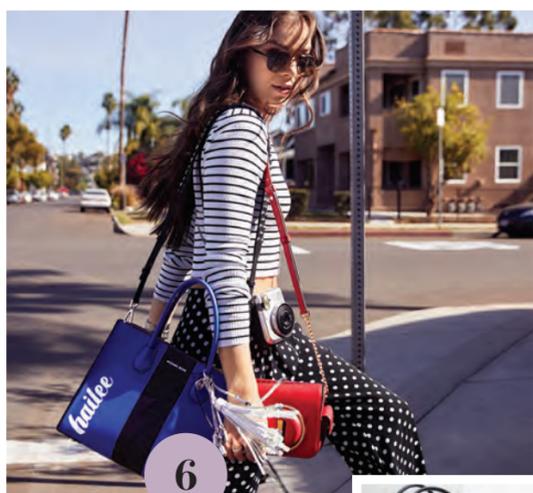
5 KAVITA DOGRA
Co-founder of We Talk Women and co-chair of Women's March Toronto

"The new American leader has said things that are offensive to my identity as a feminist, a person of colour, a human rights advocate. There needed to be an organized resistance against the type of hate that was starting to be normalized. At the Women's March, I thought I'd be nervous speaking in front of that many people, but because the vibe was so positive, I wasn't. When 60,000 people chant with you, it's electric. I could have been at home watching the news, stressed out and by myself, but instead I was surrounded by other people who believe. It was a hopeful moment that was an antidote to the hate."



ONE-MINUTE MIRACLE

Dear Bite Beauty Prismatic Pearl Crème Lip Gloss: Thanks for loving me back. Too many metallic lippies feel gritty and dry, but you thoughtfully hydrate with shea butter and seed oils. Your pointed applicator lets me trace your multi-dimensional, pearlescent hue right along my lip line. Your support in my quest to wear on-trend metallic lip colour with ease and comfort has not gone unnoticed. With gratitude, *Caitlin Kenny* BITE BEAUTY PRISMATIC PEARL CRÈME LIP GLOSS IN ROSE PEARL, \$25, SEPHORA.CA



6

IT'S TIME TO GET CREATIVE

Illustrator Daisy Emerson adds an artful touch to one of spring's hottest bags



What's better than a monogrammed Michael Kors bag? A Michael Kors bag hand-painted by London-based cool-girl illustrator and artist Daisy Emerson. The brand commissioned the Central Saint Martins grad, who is known for her colourful, playful typography, to create whimsical designs for its Spring 2017 The Walk campaign—which was shot by Canadian fashion photographer Tommy Ton, starring stylish influencers like actor/singer Hailee Steinfeld.

Luckily, you can now score your own piece of wearable art as Emerson touches down in Toronto to customize Michael Kors Mercer bags at a special customer shopping event. Enjoy complimentary refreshments and stock up on spring essentials while your personalized dream handbag comes to life. —Robyn Bell

Look for Daisy Emerson at Yorkdale Shopping Centre on April 22, from 12 p.m. to 6 p.m.

Top: Hailee Steinfeld with her Michael Kors Mercer tote. **Bottom:** Artist Daisy Emerson adding custom touches to a bag.

7

TRUE COLOURS

Monika Deol's new makeup line caters to what women are really asking for today



STELLAR LIMITLESS CONCEALER, \$32 EACH, SEPHORA



A bright idea and luck don't often strike at the same time, but when television personality Monika Deol decided to launch a cosmetic line for women of colour, that's exactly what happened. Annoyed with the dearth of high-performance reasonably priced foundations for medium skin tones on the market, Deol decided to tackle the problem herself.

As the host of '90s TV dance show *Electric Circus*, Deol estimates she sat in about 6,000 makeup chairs—a master-class in the dos and don'ts of medium-skin-tone makeup application. "I think people buy the wrong shade because it's close enough," she says. "It's got to be more than close enough."

Last month, just two years after the idea struck, Deol debuted her

cosmetics line, Stellar, in none other than cosmetics wonderland Sephora.

"Be careful what you wish for because sometimes you get it," the Indian-born, Winnipeg-raised entrepreneur jokes about the accelerated design-to-market pace of her collection. It just so happened that the person at Sephora she needed to meet was a fan of *Electric Circus*, so Deol lucked out with a meeting that landed the brand on the store's coveted shelves.

The 22-shade foundation range contains pigments that don't turn ashy or muddy and shades that ostensibly look the same, but contain subtle differences in undertone, complemented by concealers and face powders. Poppy and metallic lipsticks, mascaras and blushes round out the Insagrar-worthy line. —Veronica Saroli



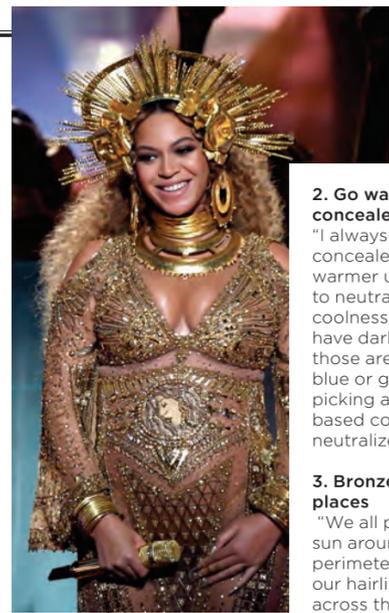
8

Bold and Beautiful

How to wear a strong makeup look, according to Beyoncé's makeup artist Sir John

BY KATHRYN HUDSON

"Beyoncé has taught me that beauty isn't perfect—although maybe I caught her at a time in her life when she doesn't care about perfection," says Sir John, the makeup artist and L'Oréal Paris ambassador who created already-iconic looks for *Lemonade* and the superstar's recent Mrs. Carter tour. "She taught me that something can be polished, but then there also has to be something raw for it to be believable nowadays. It has to feel real and lived in." That's the logic behind one of Bey's signature off-duty looks: a majorly bold lip, nearly nude skin and a messy bun. "This is the look in New York or Paris," he explains, "because women only have time to do skin and a statement lip, and then hit it." He's not wrong, so we asked the accomplished makeup artist, who also works with boldface names from Chrissy Teigen to Priyanka Chopra to Joan Smalls, for his primer on creating a jaw-dropping look in minutes, suited to your skin tone.



2. Go warm with concealer
"I always pick a concealer that has a warmer undertone to neutralize any coolness. If you have dark circles, those are always blue or green, so picking a peach-based concealer will neutralize that."

3. Bronze the right places
"We all pick up sun around the perimeter of our hairline and across the bridge of our nose. We love to make our cheekbones darker, but we don't necessarily pick up sun there—that's an artificial thing that came later. And look at your jaw and your neck. A lot of people are concerned with making their faces look tan, but make sure you match your neck and your décolletage."

FOUNDATION RULES (BECAUSE IT ALL STARTS WITH SKIN)
1. One is not enough
"A rule of thumb: no one is ever just one colour. You should always have a summer colour and a winter colour."



If your skin tone is like **Karlie Kloss**



If your skin tone is like **Priyanka Chopra**



If your skin tone is like **Kerry Washington**

LIP TIP
"I have this trick that I call PB&J: take one colour and put it on the top lip and then put another on the bottom lip and press them together. When a lot of us were in our lipgloss years in the '90s, we rubbed our lips together—but you don't want to do that. You want to press because it gives you a nice wash or mosaic of colour that creates visual interest, but is super subtle."



L'ORÉAL PARIS
INFALLIBLE LIP PAINTS IN LILAC LUST AND WILD ROSE, \$13, DRUG-STORES

Pick your lip colour: "I'd go for a bright 1950s orange—Karlie loves the classic M.A.C Lady Danger shade. Whenever you pick an orange-based red, it makes your tan look healthier. Whenever you pick a blue-based red, it will make your teeth look whiter."
Match your blush: "If you pinch your cheeks like Vivien Leigh from *Gone with the Wind*, that's the colour you want to emulate. Ask yourself what colour you naturally blush and that's your sexy, go-to colour."
How it makes you feel: "You're going to look at orange and automatically smile."

Pick your lip colour: "This is a great skin tone to bring out mauves, magentas and bright pinks. Fuchsia looks great on a girl who has a tan."
Match your blush: "When you have a lip colour that you don't know what to pair with, like mauve, don't do colour—do bronzer on your cheeks so you look warm and sunkissed."
How it makes you feel: "The happiest colour is pink—a happy colour is one that doesn't look manufactured. It looks like your natural lip colour."

Pick your lip colour: "On a deeper complexion, I love to see wine—something that evokes film noir. We've been seeing colour like that on the runways and red carpets, so it's no longer a winter colour. It's universally flattering."
Match your blush: "A way to soften this lip for spring is to use a rosy shade on the cheek and give skin a luminescent quality—and maybe beige liner on the inside rim of the eyes."
How it makes you feel: "Red signals strength. It's a powerful statement when a woman walks in the door wearing a dark matte lip."

HARD AT WORK: SIR JOHN AND BEY ON THE JOB



HOMETOWN LEADERS

BY KATHRYN HUDSON

A national portrait series called *WE are Canada: Future 50* that showcases 50 inspiring Canadians—celebs, activists and young change-makers—will tour the country as a public exhibit in celebration of Canada's 150th anniversary. The series is the brainchild of WE, the umbrella of charities and social enterprises that hosts the stadium-filling WE Days around the world. We caught up with a few of the featured women to ask about the importance of community, leadership and hard work.



9
Cara Gee,
actor,
Empire of Dirt



10
Penny Oleksiak,
Gold medal swimmer



11
Clare Morneau,
founder of Kakuma Toronto Girls Education Partnership and high school student



12
Mila Solaja,
activist and high school student



13
Emily Hampshire,
actor on *Schitt's Creek* and *12 Monkeys*

WHY IS GIVING BACK IMPORTANT?	The first time my mom left my little brother and I home alone, she told us to "look after each other." That was beautiful advice because we felt a responsibility to each other. Those words apply to the responsibility we have to look after each other in society.	I couldn't swim if people didn't volunteer as officials at swim meets, or teachers hadn't given time after school helping with teams. My parents always tell us we should help when we can, that a small action can have a big impact.	I'm a strong believer in justice. I want girls all around the world, no matter their background, age or living conditions, to have a chance in life.	I owe a lot of my success to the way that I was raised and the people around me. Giving back is important because it allows us to show our gratitude to those in our lives, while also allowing us to better the circumstances of others.	It truly is the only thing that gives you the purest form of joy. So, it's ultimately a selfish act.
WHAT DRIVES YOU WHEN YOU FEEL EXHAUSTED?	Social media has amplified the voices of marginalized people, but sometimes I scroll through Twitter and find myself bawling at the injustice. We have a lot of work to do here in Canada, especially as we gear up for the Canada 150 celebrations.	If it's an option then I think you should listen to your body and find a way to take a break and recover.	Knowing I have people depending on me, that there are refugee girls who see me as the hope for their future—knowing that you are an important part of someone's possibilities is motivation in itself.	I look to the future for motivation. If what I'm doing will have a positive impact later on, I use this promise of later success as a way to fuel my current efforts.	My piano teacher's voice in my head saying, "You can sleep when you're dead."
WOMEN DON'T OFTEN PAT THEMSELVES ON THE BACK—LET'S PUT AN END TO THAT. WHEN WERE YOU MOST PROUD OF YOURSELF?	I'm super proud of everything I have accomplished in my career. I'm proud that I'm a good friend, a good partner, and a good sister and daughter. I'm proud I feel intelligent and beautiful, in spite of a society that tells me to focus on my flaws. It feels deliciously radical to say "I am really smart and funny and pretty."	When we won our first medal at the Olympics. We won bronze in the 4 x 100 free women's relay. We trained really hard as a team for that medal and we believed in ourselves.	When I held my book, <i>Kakuma Girls</i> , in my hands for the first time. It was the first printed copy, still partially a draft, and I just looked at it and thought, "This is real, and this was my work."	My friends and I successfully organized our school's first blood drive. Over 70 students took time out to come and give blood. Our school's blood drive is currently one of the only ones at high schools in Toronto. One unit of blood can save up to three lives, so I am very proud that our school saved over 210.	I recently took a solo vacation to Paris where I was struck with this clarity that I've created the life I so specifically wanted. (I literally wrote a contract with myself when I was a kid that I would be working nonstop, living in hotels and playing great parts.) All the years of struggle and hard work paid off.
WHAT MOTTO GETS YOU FIRED UP?	I'm always fired up. I am the fire.	Right now it's: "If you aren't going all the way, why go out at all?" from one of my dad's heroes, Joe Nemeth.	I don't have a motto—but I do know that I get fired up when I think about making a difference for people who have so little.	"Keep on." Even though it's short I find it to be really effective in motivating me to persevere and push forward.	"You have as many hours in a day as Beyoncé."



Scenes from a Manitoba Mukluk Storyboot class; Ashley Callingbull.



14

Life's work

How Ashley Callingbull combines the unlikely titles of pageant queen and activist

BY EDEN BOILEAU

Ashley Callingbull, the Canadian Enoch Cree former Mrs. Universe, is no stranger to using her position to bring attention to causes close to her heart. When she was crowned Mrs. Universe in 2015, she immediately called out Stephen Harper for his inaction on cases of missing and murdered indigenous women. Now Callingbull, 27, is drawing attention to a brighter aspect of the First Nations experience as an ambassador for the Storyboot School, a project started by Manitoba Mukluks and the TreadRight Foundation to keep the craft of traditional native footwear styles alive and promote cross-cultural exchange. In Storyboot classes, held every Sunday at the Bata Shoe Museum (327 Bloor St. W.) participants learn how to make mukluks from indigenous artisans. We spoke with Callingbull about her activism and what her culture means to her.

You tweeted about using your voice for change when you won Mrs. Universe. Have you seen any of the positive changes you were hoping for? “There are some changes in awareness of the things I was talking about. More people started using their voices after they saw someone different from what they expected [doing it], because you don’t expect a beauty queen to be political. I was breaking

barriers just because I was doing the unexpected. I feel like no matter where you come from, no matter what your background is or what your career is, you can be vocal and stand up for what you believe in.”

Why did you get involved with the Storyboot School? “Being the ambassador for the school is great because culture is really important to me. Culture is what saved my life. I grew up living through poverty and physical and sexual abuse. It was really rough on me, and a lot of people who live through that turn to drugs and alcohol—things I didn’t want to do. So I pushed myself into my culture, into ceremonies and sweat lodges. I found strength and positivity in that. That’s what led me to pursue a more successful life—a happier life. So this is really important to me because it’s all about culture and sharing the story of our people. And even if it’s through shoes, it’s for the indigenous and non-indigenous. I think it’s important for non-indigenous people to understand where we come from and why we are the way we are as a way of having reconciliation.”

Did you learn this skill growing up? “No, but beadwork is very important to me because I wear it all the time to different powwows and events as part of my regalia because I’m a jingle dress dancer. But I’m going to be coming to the classes here and make some moccasins for myself. It’s going to be special.”



15

Malin Akerman shines on the red carpet.

THIS IS (ALMOST) 40

Actor Malin Akerman is having the time of her life

In addition to parenting a toddler, starring in the hit show *Billions* and in the anticipated blockbuster *Rampage* with Dwayne Johnson, Malin Akerman is busy planning her 40th birthday party. “I haven’t celebrated my 39th birthday yet, but I’m so excited for 40,” enthuses the Sweden-born, Ontario-raised actor. Maybe it’s her blessed Nordic genes talking, but she says she actually welcomes ageing. “To be perfectly honest, I feel like the roles that this business gives you as you age are much more interesting and diverse.”

Akerman started out modelling for Nozzema before acting in movies like *Watchmen*, *27 Dresses* and *The Proposal*. Last year she nabbed her juiciest role yet as *Billions*’s Lara Axelrod, the wife of ruthless “hedge fund king” Bobby Axelrod, played by Damian Lewis. “We both come from humble beginnings,” she says of her character, drawing parallels between her own Ontario-to-Hollywood tale and Lara’s need to learn how to navigate the billionaire club. So while Akerman wears designer heels on set—“you automatically feel a little sexier”—she’s often found sporting a Canadian tuxedo on the weekend. This low-key approach fits with *Lagom*, the buzzy Swedish term which refers to achieving life balance or having “just enough.” “It’s hard,” she says. “I think we all trying to strike a balance and try for moderation, but it’s just so much more fun to play around.” So bring on the chocolate and wine because Akerman has a party to plan. —Veronica Saroli

16 GIVING BACK

Brita Canada’s Sarah Au on why building charitable initiatives into your work life can be a win-win strategy



Left: Brita’s Me to We on-the-go filter bottle (\$20, major retailers) helps bring clean water to the world. Right: Sarah Au sees her project through to fruition in Kenya.



Corporate careers don’t always offer the opportunity to give back in a meaningful way, so when Sarah Au, senior brand manager at Brita Canada, was tapped to work an open-ended project to bring clean water to the world in 2015, she jumped at the chance. “We want to change the local mindset of how people think about clean water,” she explains. “We want to show that it could mean something completely different to someone in Canada versus someone in Kenya.” It started with a program in which the purchase of one water filter would provide a year of clean water for a person in Kenya (via the funding of a borehole that draws water from beneath the earth), and developed into a partnership with WE Canada that includes a virtual reality project filmed in Kenya to show Canadians what water scarcity feels like, as well as a partnership with WE Schools that sees Brita overseeing water education programs. Au shared her insight about how everyone can bring a little charity to work.

1. Start with a conversation “In October 2015, we started talking about what Brita wants to stand for. We wanted to stand for something bigger—and that was clean water, which made sense for us. We started looking at what clean water projects were out there, which countries were highest priority, and in which communities you can impact the most people.”

2. Be ready for growth “It’s ballooned into a much bigger partnership than I could have ever imagined. In the first rotation, we gave 23,460 people one year of clean water—it actually surpassed our expectations, which is a great problem to have. And I think this is just the beginning—we’re already looking at other priority communities and what our next project would be.”

3. Keep the focus “When you work on something so big, with so many moving pieces, it can be easy to

focus too much on one component, like sales, and forget that the purpose is clean water, before all. The dream is that it becomes synonymous with the brand.”

4. Give someone else a voice “We’re really excited about the VR production because that is being narrated by Beatrice—a Kenyan girl who went through this and now has a future. It’s her story. The hope is that having Canadians hear from her, versus from us, about what clean water has done to change her life, will really impact people.”

5. Make sure the business benefits too, so it’s sustainable “When we were testing our TV spot, we looked at non-Brita-users. [When asked about] the thing that appealed most to them, Me to We came up very high. Having that purpose attracted new users, which is a huge part of our brand objective.” —Rani Sheen

17



Mark your calendar: Bobbi Brown will be coming to Indigo’s Bay and Bloor location in Toronto on April 24 at 7 p.m. She’ll sign copies of her new book and discuss it in conversation with *The Kit*’s beauty director, Rani Sheen.

GOLDEN AGE

Bobbi Brown on how to maximize your beauty routine as time goes by

BY RANI SHEEN

Makeup artist Bobbi Brown built her empire on her desire to bring out women’s natural beauty—she ushered in neutral tones and flattering techniques at a time when ’80s excess was in full force. Then, in 1991, she transitioned her high-fashion makeup work into an eponymous beauty company, which she grew until announcing last December that she’d be stepping down from the brand. She’s not slowing down, though: At 59, Brown is releasing a new book, her ninth, which focuses on using holistic wellness to look great—something she’s been thinking about for decades. “I saw many young models living a party lifestyle that ultimately took its toll on their looks,” she says. “Because of that, I always included health, diet and wellness tips in my previous books. I wrote this one to not only teach others, but to learn from all of the experts featured in it.” Read on for Brown’s secrets to looking and feeling great at every age.

Accentuate the positive “Smoothing, lifting and brightening your skin begins with health and a great attitude. Focus on what’s right and not what’s wrong. Everyone has imperfections, but you have to learn to embrace them and enhance other aspects of yourself that you love. Then we adjust what makeup you wear.”

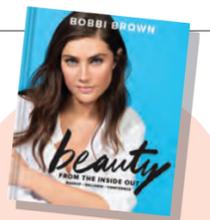
Get hydrated “My Aunt Frances says she loves her ‘crinkle cream’—a rich moisturizer that makes the lines in her face softer and plumper. I hope I look like her when I’m 86! For me, a rich cream and a face oil is a must, or a bit of coconut oil, which is also an amazing makeup remover, all-over moisturizer or hair balm.”

Less is more “To be honest, I have started wearing less makeup as time goes by. I now choose to keep my makeup routine simple by wearing only products that enhance my features and skin tone—I don’t experiment with colours and textures like I used to. I like to feel comfortable in my own skin.”

Add definition “It’s important to add definition to the face, which tends to fade as we get older. Eyeliner is great way to make your eyes stand out—make sure to line the entire eye from the inner to outer corner, as lining only half the eyes will make them look smaller. Black mascara is a must to open up the eyes, and fill in the brows with a product that is the same colour as your hair.”

Look after yourself “As we age, our diet and exercise routines, as well as the need to restore our bodies and minds, become increasingly important. In my 50s, I really started practising wellness on a holistic level. I started discovering doctors, chiropractors and nutritionists who practised whole-body health. I shifted my lifestyle choices and paid even closer attention to what I put into my body.”

Beautiful from the inside out “Drink more water! I know you’ve heard this a lot, but I can’t stress enough how important water is—I’ve picked up tricks like adding a pinch of pink Himalayan salt to my water to help me absorb even more. Also, not all fats are bad for you. In fact, healthy fats can keep your skin looking younger and plumper. And strong is better than skinny. Learn to appreciate a strong, fit body that can come in many shapes and sizes and not just the pencil-thin women you see on a runway. Feel great in your own body.”



BEAUTY FROM THE INSIDE OUT BY BOBBI BROWN, \$35, INDIGO.CA

TOOL KIT



Rich cream
NUXE NUXURANCE
ULTRA RICH CREAM,
\$67, SHOPPERS
DRUG MART



Face oil
BEAUTYCOUNTER
PLUMPING JASMINE
FACIAL OIL, \$79,
BEAUTYCOUNTER.COM



Black mascara
SHISEIDO FULL LASH
MULTI DIMENSION
MASCARA, \$32,
BEAUTYBOUTIQUE.CA



Gel liner
BOBBI BROWN LONG-
WEAR GEL EYELINER
IN BLACK INK, \$32,
BOBBIBROWN.CA

FEEL THE HEAL

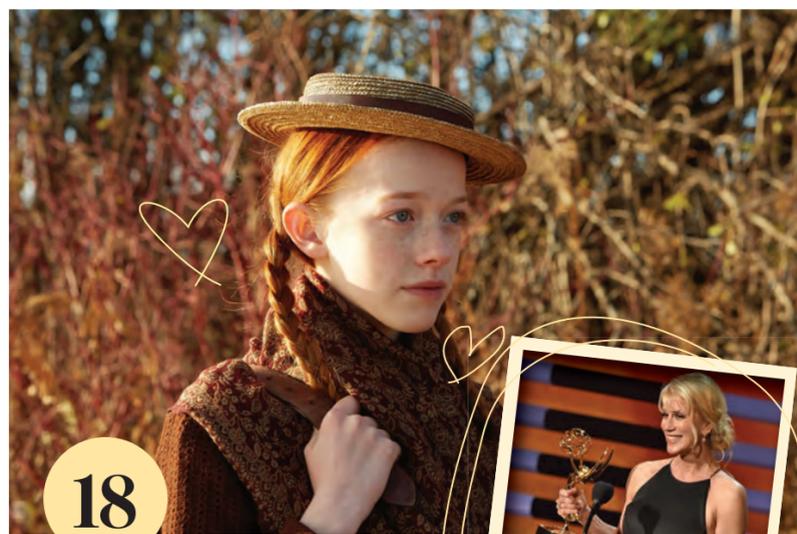
Did you know exercise is a healthy way to help manage anxiety and depression?

Sign up for the **SHOPPERS LOVE. YOU. Run for Women** and have an amazing day for mind and body.

Run or walk, you'll feel the heal!



Register to walk or
run 5K or 10K
runforwomen.ca



18

A woman of words

Writer Moira Walley-Beckett reinvents a classic tale with a political goal in mind

BY EDEN BOILEAU

Wholesome Canadian literary classic *Anne of Green Gables* and darkly riveting pop culture phenomenon *Breaking Bad* only have two things in common: rabid fan devotion and writer producer Moira Walley-Beckett. Raised in Vancouver, Beckett broke into the entertainment business as an actress in the 1980s before realizing, decades later, that her calling was actually scriptwriting. She bounced around the writing staff of a few American network shows before landing in the stellar *Breaking Bad* writing room during the show's second season. Within a few short years, she'd been promoted to producer and found herself on stage accepting the award for Outstanding Writing for a Drama Series at the Emmys—the first solo woman to win that award in more than 20 years. Now, she's turned her talents to reimagining Lucy Maud Montgomery's epic story for the recently launched but already acclaimed show *Anne*, which is a partnership between the CBC and Netflix. We sat down with Walley-Beckett on the drama's Toronto set to discuss her next moves and why *Anne of Green Gables* is more important today than ever.

So does the world need another rendition of *Anne of Green Gables*? Why do you think the story is so enduring? "I think the world does need another Anne—right now actually. The themes in *Anne* that attracted me [to write this series] a year ago are even more powerful now: gender parity issues, an accidental feminist, prejudice, bullying, identity and being someone from away, who is feared and who doesn't belong and is accepted. She was a young girl with a really loud voice and a powerful point of view without boundaries. For a new generation of girls, I want her to be more relatable and contemporary than she's ever been. It's really important to me to dive into these themes in every episode so they will start conversations."

What was it like to win your Emmy? "Extraordinary. I had just wrapped [a show I wrote called] *Flesh and Bone* the night before in New York and I got on a plane, went to L.A., stuck on a dress and practised a speech in the car. I got there with two hours of sleep. Then they called my name and I was just like 'don't fall down!' I had watched Alison Janney go up before me and realized that I should pick up my dress with both hands. I've never gotten over it—I'm happy to say—I still feel really excited about it."

Do you think Hollywood is opening up to female stories? "Blessedly, I think it's finally shifting. The world needs to be shamed into understanding that women and women's work should be valued equally."

How do you choose your writing projects? "I have to be smitten. I have to be so enamoured that I can't stop thinking about it. If you're going to kill yourself to make television and invest years of your time, you have to love it. I'll never be a mogul, I'll never be someone that can write on some cop show or some medical show—it'll never be me."

Would you ever direct? "When I was show-running for the first time, which is like being president of a small country on the brink of war, I thought that directing would just polish me off. And then we got here to *Anne*, and I wrote the entire first season myself and am show-running. I've realized that I adore being on set and I'm super specific and extremely exacting and possessive; nothing short of excellence will ever do. I love collaborating with my directors, and I try to leave them mostly alone in terms of their shop-making—so I don't need to direct, because I sort of already am. The way I tell a story as a writer is different than the way a director tells a story."



A still from CBC's new *Anne of Green Gables*, which airs Sunday nights. Below: Moira Walley-Beckett accepting her Outstanding Writing Emmy for *Breaking Bad* in 2014.

19

SUGAR HIGH

Pastry chef Christina Tosi sits atop a sweet empire

BY VERONICA SAROLI

According to Milk Bar bakery founder Christina Tosi, lithe six-foot-two supermodel and baking collaborator Karlie Kloss "very much embodies the spirit of a great baker." Surprised? "Typically, bakers bake because there's a scientific nature to them, but also because there's this sweet, caring, nurturing side," Tosi says about Kloss, who worked on dairy- and gluten-free Klossie cookies, with proceeds going to organizations like Cookies For Kids' Cancer and the Council of Fashion Designers of America.

What she fails to mention is that what separates Kloss from Tosi in the kitchen is unrelenting exactitude. In February, when the creator of famed goodies like Cereal Milk Ice Cream and B'day Truffles was in Toronto to launch a Milk Bar pop-up at the Drake Hotel and check in on Milk Bar's outpost at Momofuku, she decided to bake her signature Compost Cookies for breakfast. "They were delicious, but they're different because of the [Canadian] butter and sugars." Under her watch, everything that goes out under the Milk Bar banner is produced in New York, where ingredients, humidity and even elevation are accounted for. She says cookies have been her obsession ever since she sped through university, graduating a year early, to become a baker. "I asked myself the question 'What could you do every day for the rest of your life and not get sick of?' The answer was super easy and clear: make cookies."

The dizzyingly delicious combinations Tosi is known for are a product of that passion. She's quick to succinctly riff on recipes



gone wrong, like American Cheese Cheesecake, a "kooky play on grilled cheese" that she was trying to develop. The plan was to whip up a rich cracker crust, green tomato sorbet and American cheese cheesecake until eventually a coworker pulled Tosi aside to tell her, "Maybe it's a good idea, but you have to stop; it doesn't taste good." Tosi's reaction: "You have to check your ego at the door sometimes."

Her latest project is expanding the healthy-product offshoot line Milk Bar Life, which focuses on veggie-forward juices, because you can't eat cookies for breakfast all the time. She describes its juices as "the blissful pursuit of an imbalanced balance."

That balance will be key for Tosi, who is busier than ever these days. She even hinted at "the most insane" project with cool-girl New York skincare line Glossier (Tosi keeps the brand's Balm Dotcom on-hand for any kitchen nicks or burns).

Even though Tosi's ability to juggle nostalgia, scrumptiousness and sugar has proven irresistible, she remains aware of the dreaded "cupcake effect." "I think trends are a tricky thing in baking, because then inevitably everyone does them," she comments. "You get a bad rep when everyone does something." Lucky for her, she's got the Crack Pie game covered.



MILK BAR LIFE: RECIPES AND STORIES BY CHRISTINA TOSI, \$41. BOOKSTORES



20

Family business

The twin sisters behind Dr. Roebuck's skincare on the joys and challenges of being entrepreneurs

BY RANI SHEEN

Australia-raised identical twins Kim and Zoe Roebuck have taken a family concern—skincare made with pure, responsibly sourced ingredients, initially made by their two physician parents to treat their own eczema—and developed it into a beauty brand sold around the world. Despite sharing the same sunny demeanour, quick-talking Aussie accent and sun-kissed-blond hair, the 39-year-old sisters have different professional backgrounds: Zoe worked in pharmaceuticals, Kim in media. So when they joined forces, they needed to not only balance their experience, but find a way to run a company together while living half way around the world: Zoe lives near Bondi Beach in Sydney, while Kim is based in Vancouver. We met up with them in New York to find out what it takes to build a global brand from the ground up.

What's the best thing about working with your sister?

Kim: "In most work environments, you need to have a filter, but not when you work with your sister. Things happen a lot faster and more easily."

Zoe: "If you're working with your sister, you don't give up—you keep going."

Kim: "It's a tough game. I have so much respect for women like Jo Malone who have done it alone. We love it, but it's tough, so if you've got someone you're working with to keep you motivated, it's a lot more fun."

You live in different countries—how do you stay in touch and make sure you're on the same page?

Kim: "We don't go more than six weeks without seeing each other, whether I'm back in Australia for production or if we're in the U.S. for meetings. And when we are together, it's constant, 24 hours a day. We even sleep in the same [hotel room]—you've got to save money!"

Zoe: "And we talk about 20 times a day. My telephone bills were coming back at \$500 a month because we would be on the phone for eight hours a day, until I got a plan that like me call her any time. But things do lapse, and we do miss each other because we're in different time zones."

Your brand is popping up in so many countries, and your team is spread out in Australia, L.A., New York and Toronto—how do you keep it cohesive?

Kim: "You can find like-minded people around the world. We try to find many, many 'uses' that like to do anything and everything. It's a certain type of person who wants to be part of this journey—we're very honest in the interview process that this is not a normal job or environment."

Do you spend time together without working?

Zoe: "Very rarely. I'll call Kim and say, 'We've been working for three months straight, so not a word about Dr. Roebuck's or I'm going to hang up the phone.' You have to set boundaries, but it's hard. Then something

will blow up and we'll have to talk about it. We're too small for us to step away for now."

Have you encountered sexism in the business world?

Zoe: "All the time. We're two blonde women. There's an assumption that we're married to rich bankers who have funded this idea—which we're not—and we're in it for the fun of it."

Kim: "They say that 97 per cent of funding in America still goes to men."

Have you developed ways to counteract that?

Kim: "Sometimes we take a male financial adviser [into meetings]—every time we bring a man into the room it makes a difference. You can't get angry about it. You just have to [focus on the] tools you have. If you're aggressive, it's even worse and gives them a reason to say, 'Oh, they're emotional women.'"

Zoe: "You can't get upset. That's what they want you to do."

Has taking care of your skin always been important in your family?

Kim: "Our mom's philosophy was about holistically caring for yourself, less from a vanity perspective, but more about wanting to be well in totality. You need to worry about core elements, since skin is the most absorbent organ of your body. When we were children we would layer head to toe in 40-plus SPF sunscreen when no one else did."

Zoe: "That's all we've ever known and that philosophy goes into our cream."



SKIN SUPERHERO

Find the full Dr. Roebuck's line at Shoppers Drug Mart, and from now until the end of April, pop into Holt Renfrew in Toronto to create a custom Dr. Roebuck's serum blended with active ingredients such as healing kelp extract, regenerating creatine or inflammation-reducing beetroot extract, according to your own skin concerns. **DR. ROEBUCK'S CUSTOM SERUM, \$150, HOLT RENFREW**

BUSINESS LESSONS

1. Be passionate

"If you do what you love, then you'll succeed. You have to love what you're making, you have to love everything about the process or you're going to get bored."—Zoe

2. Live it 24-7

"I think if you want a business to succeed, you can't switch off for a long time—they say that a business really doesn't come to fruition for 10 years."—Zoe

3. Don't think about getting rich quick

"If you go into business to make money, you won't make money. You have to be willing to put everything on the line, financially and personally. We mortgaged our house to buy our first order. If you're spending someone else's money, you don't care as much and you don't think about it as much."—Kim

4. Start with enough cash

"You need to find at least \$100,000 to start. And if it's not your hard-earned money on the table, it's not going to work out. Private equity companies now say bring your money to the table—put your heart and your own money into it or don't come to us."—Zoe

5. Be ready to take the risk

"You have to know that you're going to put it all on the line and you might lose it all. You may have a good idea, but it's such a huge risk, you have to be prepared."—Kim

THE KIT

Editor-in-Chief
Laura deCarufel
@Laura_deCarufel
@LauraDeCarufel

Creative Director
Jessica Hotson
@jesshotson

Executive Editor
Kathryn Hudson
@hudsonkat

Beauty Director
Rani Sheen
@ranisheen

Fashion Editor
Jillian Vieira
@JillianVieira

Digital Editor
Caitlin Kenny
@caitlinken_insta

Managing Editor
Eden Boileau
@lilyedenface

Assistant Editor
Veronica Saroli
@vsaroli

Associate Art Directors
Sonya van Heyningen
@svanh7

Kristy Wright (on leave)
@creativewithak

Aimee Nishitoba
@studio.aimee

Publisher, The Kit
Giorgina Bigioni

Project Director, Digital Media
Kelly Matthews

Direct advertising inquiries to:
Collab Director
Evie Begy, eb@thekit.ca

Senior Innovations Designer
Amber Hickson

Collab Coordinator
Sarah Chan

Marketing Coordinator
Nikki Lewis



(c) 2017, The Kit, a division of Toronto Star Newspapers Limited.

President and CEO, Torstar, and Publisher, Toronto Star
John Boynton

Editor-in-Chief, Toronto Star
Michael Cooke

Clinical Formulations
with Integrity.

The Ordinary.

TATLER'S BEAUTY AWARDS 2017

BEST IT-DOES-IT-ALL RANGE

2017 CEW BEAUTY AWARDS

BEST NEW BRAND NOMINEE

SUNDAY TIMES STYLE BEAUTY AWARDS 2017

BEST ANTI-AGEING BRAND NOMINEE

THE ABNORMAL BEAUTY COMPANY STORES:

QUEEN WEST
881 Queen St. W.

CABBAGETOWN
242 Carlton St.

KENSINGTON MARKET
285 A Augusta Ave.

YORKVILLE
1240 Bay St.
Off Bellair St.

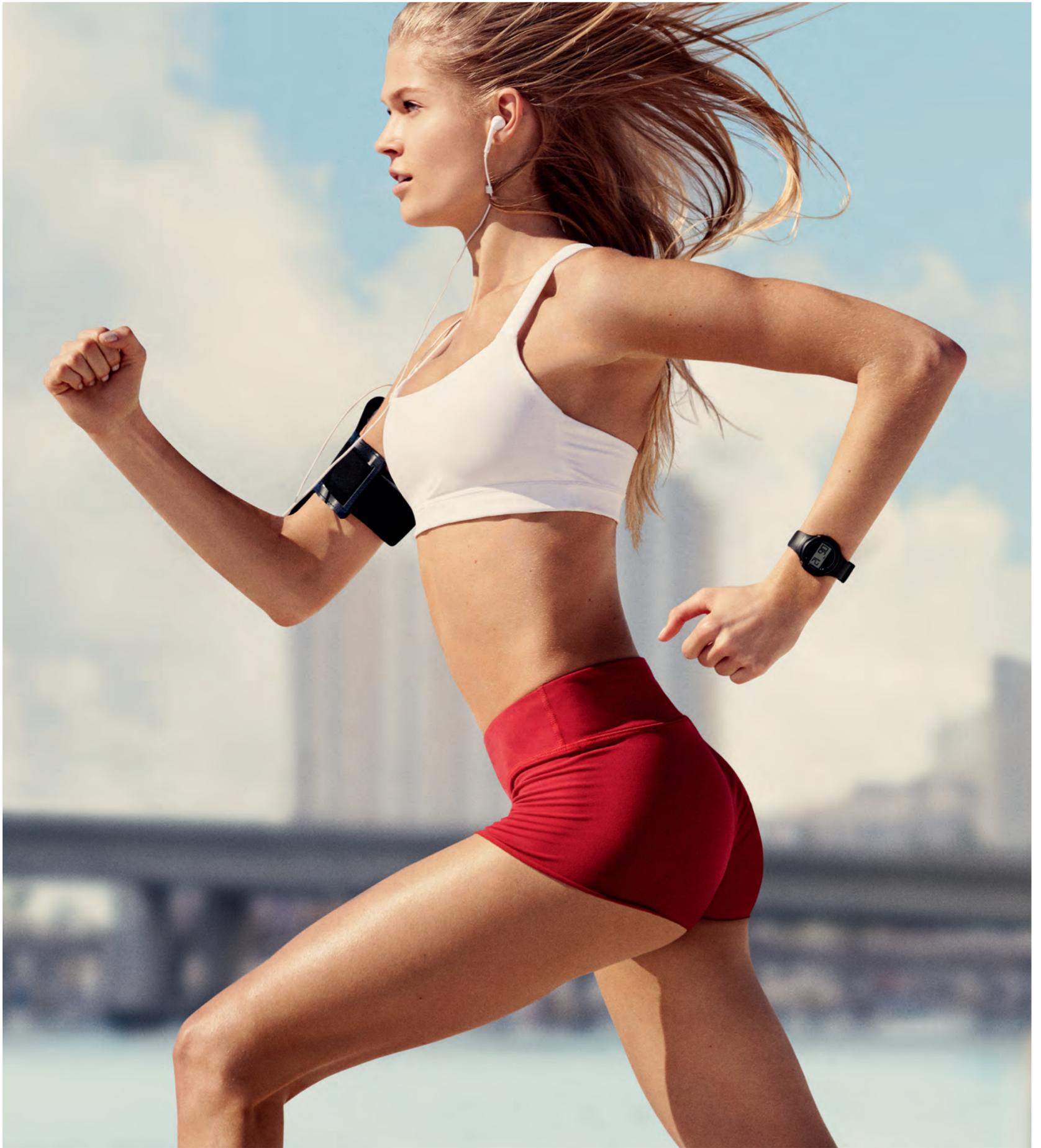
SQUARE ONE
100 City Centre Dr.
Mississauga.

EXCHANGE TOWER
130 King St. W. CL18
(Coming Soon)

DISTILLERY MARKET
18 Distillery Lane, Building 8
(Coming Soon)

theordinary.com

THE ABNORMAL BEAUTY COMPANY.
DECIEM



NEW

Body Fit

Anti-Cellulite Contouring Expert

Speed up your slimming performance.

Meet your new contouring coach. Powered by more than 7 plant extracts -including quince leaf extract- Body Fit doesn't let cellulite stand a chance. It targets the 3 types of fat cells to stimulate both the release and burning of fats while keeping fatty tissue supple. Surface skin is visibly firmed, smoothed and enhanced, streamlining the silhouette. With an addictively-refreshing cream-gel texture, it will keep you on track. How's that for motivation? See your most beautiful body take shape with a healthy lifestyle, balanced diet and daily exercise.

Your official online store: www.clarins.com



Quince leaf extract helps stimulate the removal of excess fat and regulates the production of fibres to keep fatty tissue supple.

Body Fit

Expert Minceur
Anti-Capitons
Lisse, raffermir, lifte

Anti-Cellulite
Contouring Expert
Visibly smoothes, firms, lifts

It's all about you.

CLARINS