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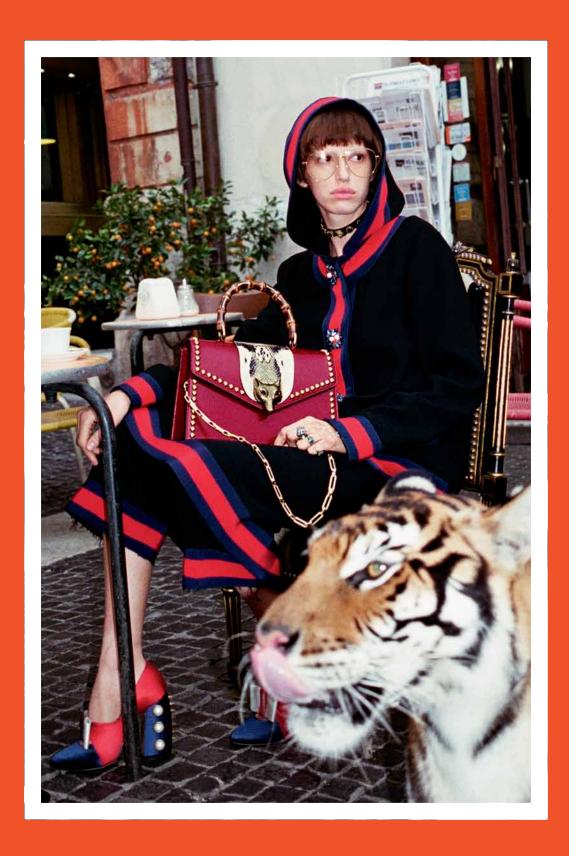
GIORGIO ARMANI

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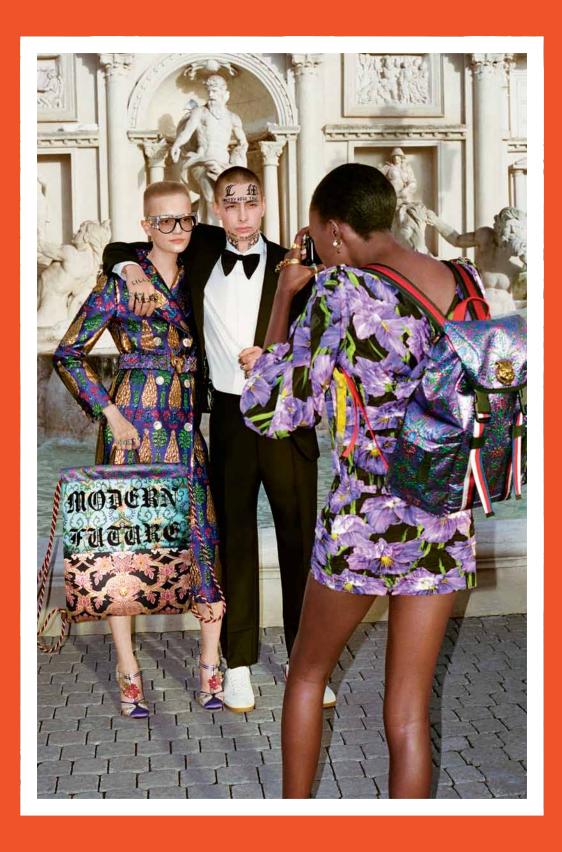


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spotted this on my way to work.







DAVID YURMAN

YORKDALE SHOPPING CENTRE HOLT RENFREW — TORONTO MONTREAL VANCOUVER CALGARY

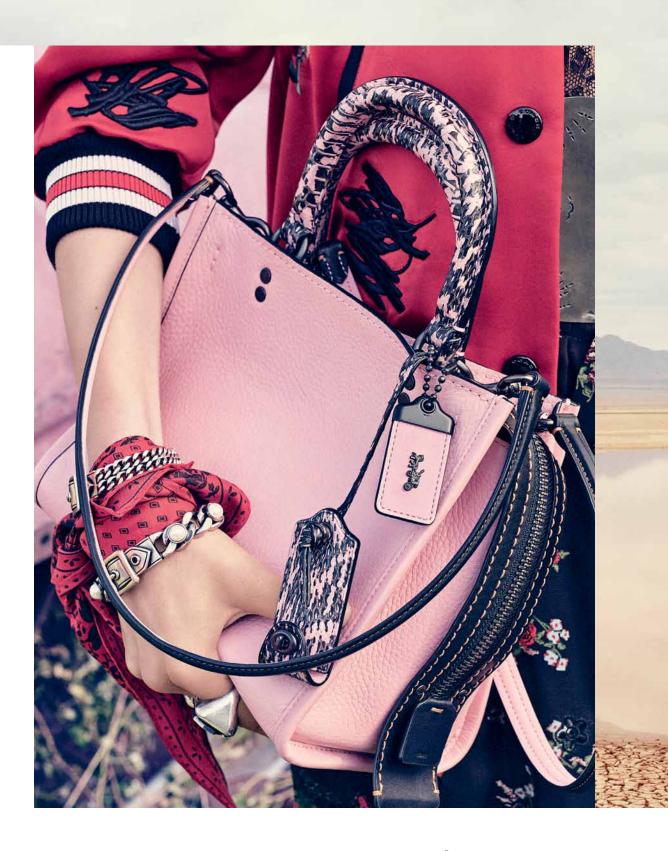






CALVIN KLEIN







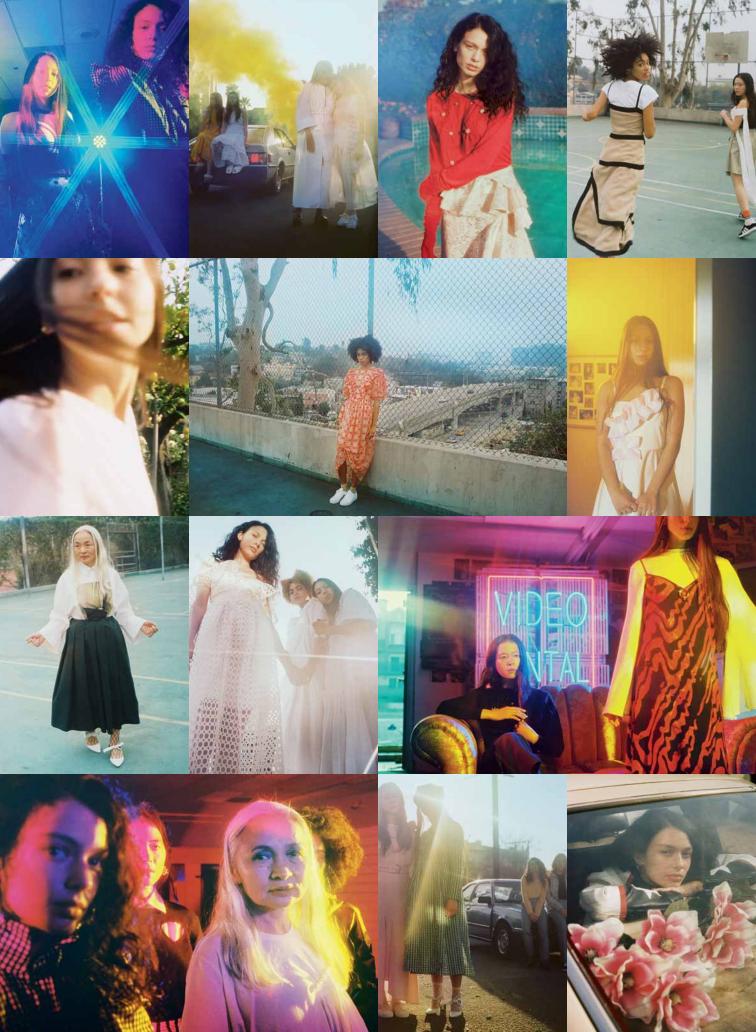
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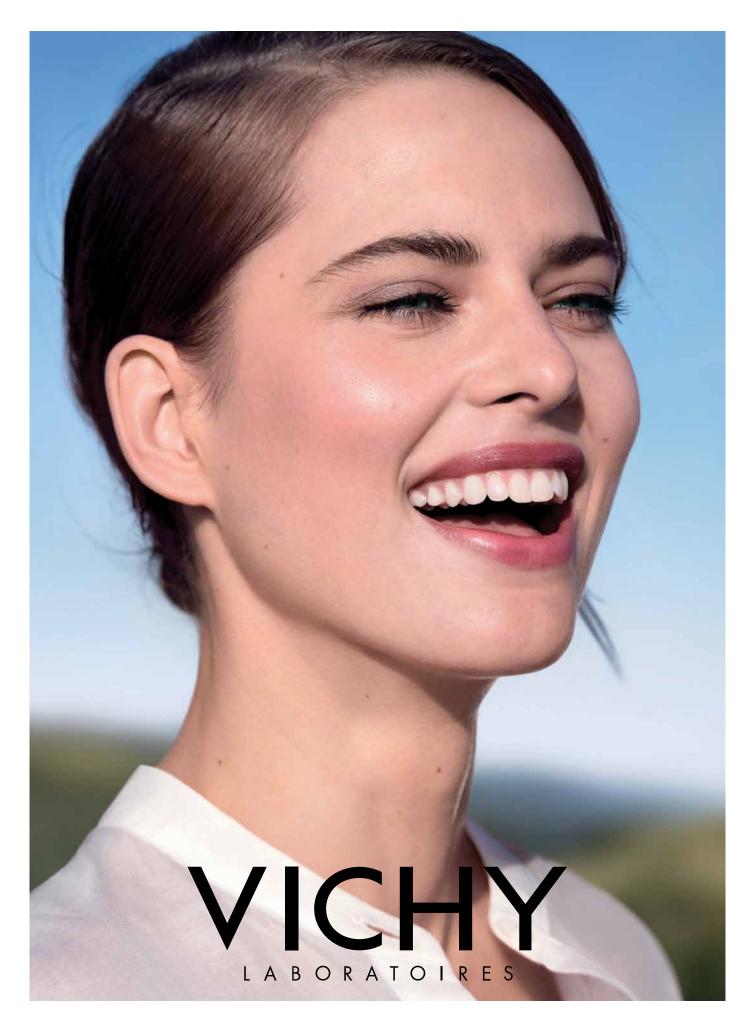
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March 2017 CM Onte





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58 Therapy Long, loose and impractical sleeves are all the rage. Writer Clara Young unrolls her sleeves to find out why.

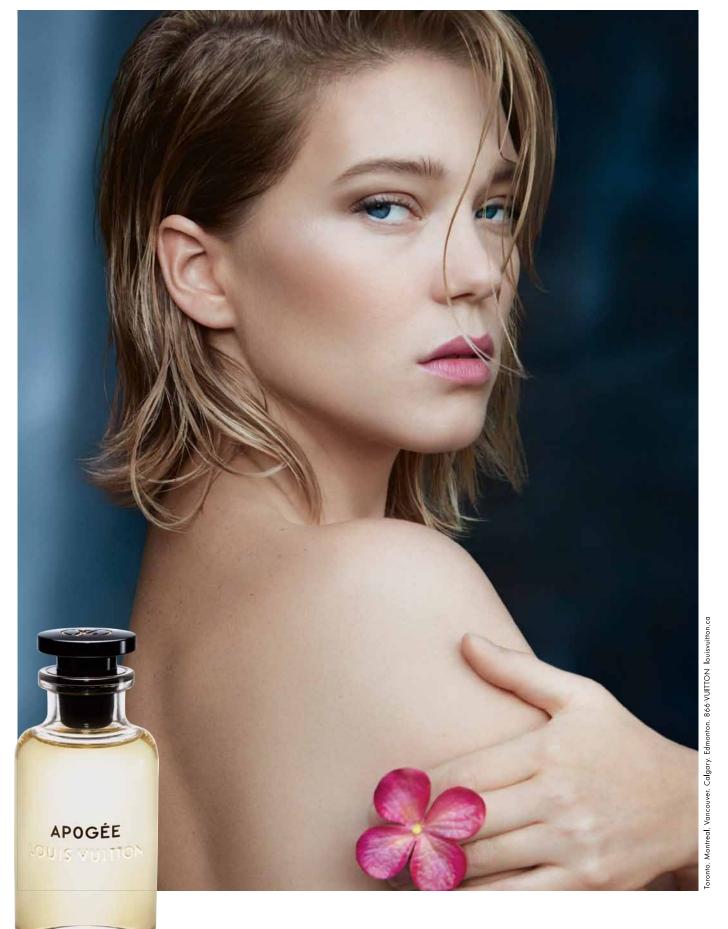
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Photography by Max Abadian, styling by George Antonopoulos. Sophie Grégoire Trudeau wears a jumpsuit, \$1,295, Lucian Matis. Earrings, \$355, Dean Davidson. Hair and makeup, Sabrina Rinaldi for P1M.ca/ M.A.C/Oribe



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LOUIS VUITTON

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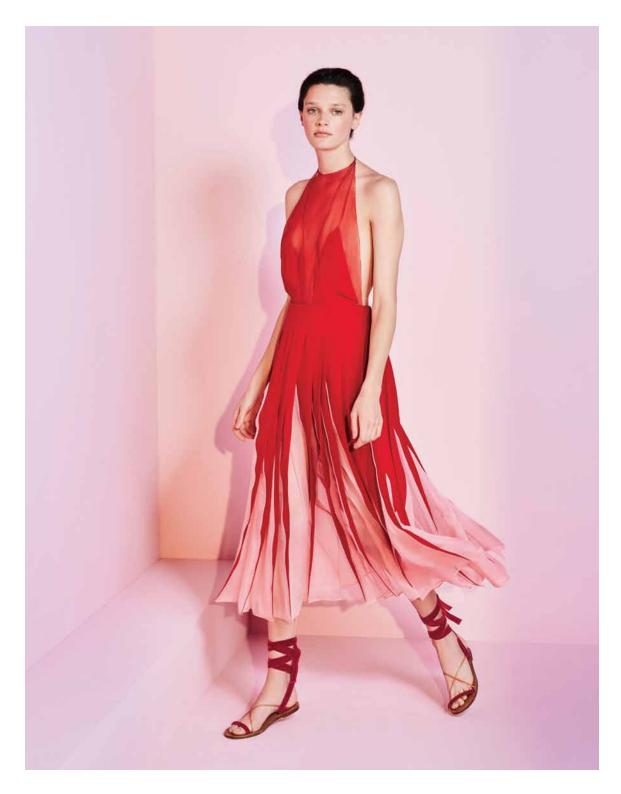
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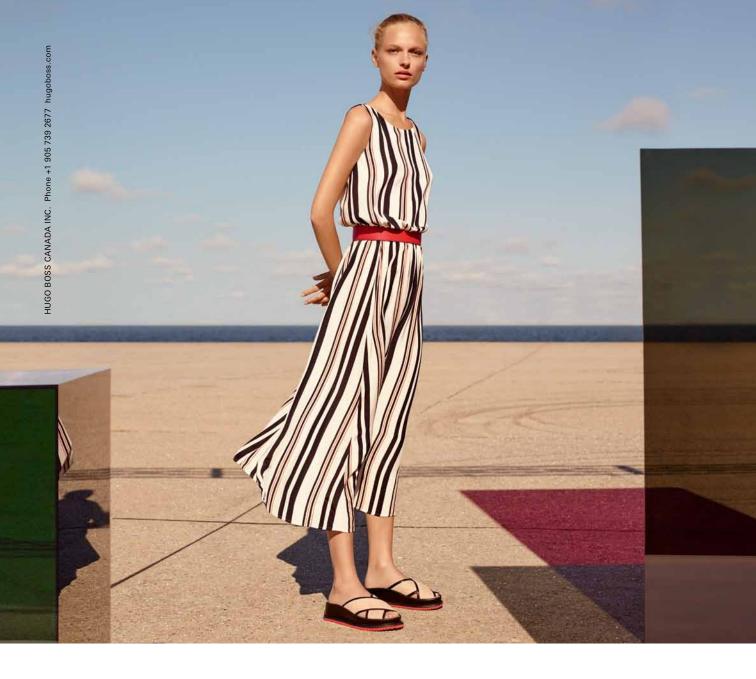
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FASHION MAGAZINE ANNUAL SUBSCRIPTION PRICE: \$15.95 PLUS HST (10 ISSUES, PUBLISHED FEBRUARY, MARCH, APRIL, MAY, SUMMER, AUGUST, SEPTEMBER, OCTOBER, FASHION MAGAZINE ANNUAL SUBSCRIPTION PRICE: \$1.595 PLUS HST (IO ISSUES, PUBLISHED FEBRUARY, MARCH, APRIL, MAY, SUMMER, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER AND WINTER). SINGLE COPIES: \$4.99. UNITED STATES, ONE YEAR: \$22.95. ALL OTHER COUNTRIES: \$27.95. TO CHANGE YOUR SUBSCRIPTION ADDRESS, PLEASE SEND YOUR NEW AND OLD ADDRESSES TO: SUBSCRIPTION DEPARTMENT, FASHION MAGAZINE, P.O. BOX 825, STN. MAIN, MARKHAM, ON L.39 8C8, AT LEAST SIX WEEKS IN ADVANCE. THE PUBLISHER ACCEPTS NO RESPONSIBILITY FOR ADVERTISER CLAIMS, OR UNSOLICITED MANUSCRIPTS, TRANSPARENCIES OR OTHER MATERIALS. NO PART OF THIS MAGAZINE MAY BE REPRODUCED IN ANY FORM WITHOUT WRITTEN PERMISSION OF THE PUBLISHERS. COPYRIGHT 2016 ST. JOSEPH MEDIA INC. ALL RIGHTS RESERVED. WE ACKNOWLEDGE THE FINANCIAL SUPPORT OF THE GOVERNMENT OF CANADA. CIRCULATION AUDITED BY ALLIANCE FOR AUDITED MEDIA, PUBLICATIONS MAIL AGREEMENT NO. 42494512. RETURN UNDELIVERABLE CANADIAN ADDRESSES TO P.O. BOX 825, STN. MAIN, MARKHAM, ON L39 8C8. FASHION MAGAZINE IS DISTRIBUTED BY COAST TO COAST NEWSSTAND SERVICES LIMITED. ISSN 1496-578X. THROUGH PARTNERS IN GROWTH®, FASHION MAGAZINE IS HELPING ST. JOSEPH COMMUNICATIONS, MEDIA GROUP AND SCOUTS CANADA REPLENISH THE ENVIRONMENT. A SEEDLING WILL BE PLANTED ON BEHALF OF EVERY TON OF PAPER USED IN THE PRINTING OF THIS MAGAZINE.









of respondents in our "State of the Sisterhood" survey felt that feminism is somewhat more relevant today than it was before Donald Trump won the U.S. election. Turn to page 128 for more results.



To celebrate International Women's Day on March 8, we profiled 38 women who inspire us. See "The New First Ladies" on page 117.

> e are immensely proud to have Sophie Grégoire Trudeau grace the cover of this month's feminist-themed issue. Without intending to, she kindly set up the perfect entry point for my editor's note. We had been talking about how she has a keen sense of adventure yet craves moments of introspection. "It's like black and white: They go together," she explained. "I can go down a ski hill at the speed of a racer, and I can go on an adventure in the forest, sit down by a waterfall and breathe for half an hour. I like the marriage of opposing forces in life and finding that balance." As it happens, a black-and-white theme was being echoed in the fashions, as well as the location, for this shoot. We photographed Grégoire Trudeau at the National Gallery of Canada, a post-

modernist structure designed by Moshe Safdie.

long, linear shadows cast in the gallery's Great

architectural aesthetic. George Antonopoulos,

FASHION's contributing fashion editor, pulled

It was a bright, sunny day, which meant the

Hall perfectly complemented the clothing's

all-Canadian looks, including the stunning

white shirt from Sid Neigum that Grégoire

the first time she had worn anything from

the Alberta-born, Toronto-based designer.

Trudeau is wearing in this photograph. It was

Like Michelle Obama, Grégoire Trudeau has embraced a form of sartorial diplomacy that the former First Lady excelled at-and legitimized. "Fashion is, perhaps, no longer a 'third rail' topic for any woman who wants to be taken seriously," wrote Washington Post fashion critic Robin Givhan in a piece about the influence Obama had on the fashion industry in the United States. "It still isn't broached with the same enthusiastic patriotism as, say, baseball or a March Madness bracket," she added. True enough. In Canada, Grégoire Trudeau has also championed many of our designers on the national and international stages. Her efforts haven't gone unnoticed. In January, The New York Times credited Grégoire Trudeau and her husband, Prime Minister Justin Trudeau, with transforming Canada into "the hot new name in fashion." There may have been a goodnatured sense of incredulity attached to the statement, but we'll take it, eh?

1/0/11/

NOREEN FLANAGAN, EDITOR-IN-CHIEF FOLLOW ME ON TWITTER AND INSTAGRAM @NOREEN FLANAGAN

Hello/Bonjour!

GIVEN THE POLITICAL TURN
OF EVENTS IN THE UNITED
STATES, THERE HAS BEEN
A HEIGHTENED INTEREST
IN ALL THINGS CANADIAN.
ON THAT NOTE, THIS IS THE
FIRST MONTH WE'LL BE
SOLD ON NEWSSTANDS AT
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NEW AMERICAN READERS!

PHOTOGRAPHY: GRÉGOIRE TRUDEAU AND FLANAGAN BY ERIN REYNOLDS



marchBTS

All Women

FASHION explores women designers' unique perspective on the female form.

> LIISA WINKLER ON SET AT OUR ALL-FEMALE-DESIGNER FASHION EDITORIAL

e thought Canadian model Liisa Winkler was the ideal woman to cast for the "Rise Up" feminist-themed shoot on page 136. Winkler says she loves the fashions, which are all by female designers, because they celebrate the female body rather than display it in an obvious way. In one photo, Winkler is topless, which she says she wanted to do because it shouldn't be an issue. "It was shot in a very honest way, and because I am very small, it portrays a woman's body in a less objectified and more obvious, literal way that I think is powerful and real," she explains. "There is no 'trying to be sexy' attached to it. It's just an image of a female body, and that seems much more interesting to me. I have had children. I am in my late 30s, and I am not perfect in any way—this seems to be a celebration of that. It sends a message that it is a beautiful thing to just be who you are and not feel the need to live up to unrealistic standards of female beauty. Curves are lovely, but not everyone has them. I am just me here, and that feels good and right and normal."

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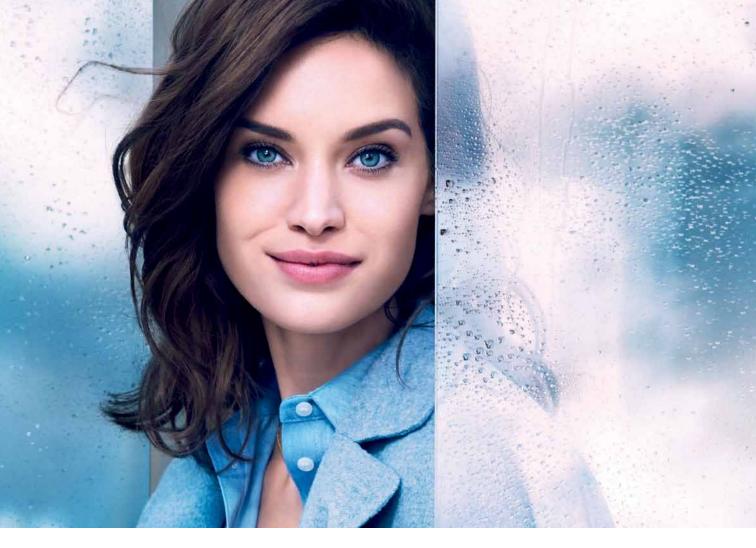
CND CREATIVE PLAY NAIL LACQUER (S9) IN "I BLANKED OUT"

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Contribs



Sophie Grégoire Trudeau

"I feel that feminine energy in this world is so needed and a lack of it can truly make us sick as a society."

THE SOCIAL LIFE (a) sophiegregoiretrudeau

Our favourite 'grams of our March cover star







TRUC NGUYEN
@truchnguyen For this
issue, Nguyen documented
her experience hiking
through Big Bend in Texas
with a toddler ("On the
Range," page 158). Her work
has been published in *Teen*Vogue and on Refinery29.



JAMES REIGER
@jreigerto Born and raised in Indian Head, Sask., Reiger, now based in Toronto, sourced the props and created the backdrop for our feminist shoot with Liisa Winkler ("Rise Up," page 136).



PAIGE WEIR

@paig_ey Before her career as an off-figure prop stylist took off, Weir worked in publishing as an art director. This month, Weir styled the best in mod-inspired floral accessories for our colourful "Retro Active" special on page 70.



LISA HANNAM

@lisahannam Hannam
delved into the world of
women in STEM jobs for "Lab
Results" (page 78). "They're
contributing to the world in
amazing ways. Why wouldn't
they be supported with equal
pay and opportunities?"



PHOTOGRAPHY: MAGAZINE BY CARLO MENDOZA

etters



<u>Reader of the Month</u>

In your February 2017 issue, you had an article entitled "Single Ladies." After 30-plus years of marriage, I have been single for the past 10 years. While I would love to find an honest and committed partner, there are very few around. After years of being a daughter, a mother and a wife, I felt I had to get to know myself. It would take someone pretty special to change that; I really enjoy who I am and the freedom that comes with my situation. Thank you for a great informative magazine.

—H. Webb (Salt Spring Island, BC)

BECKERMANIA!

I have been following these two on Instagram, and they always offer up a daily dose of pure happiness. I admire their adventuresome fashion sense and their willingness to take risks. Reading "Sister Act" (February 2017) only reinforced my girl crush!

-Jessica B. (Toronto)

REALITY CHECK

I admire writer Andrea Karr for being so open about her fear of aging in "Of Two Minds" (February 2017). But there's a part of me that feels uncomfortable with the concept of prejuvenation. How can one learn to age gracefully when young women are being encouraged to suppress that natural evolution before it has even begun?

—Sandra W. (Edmonton)

STRIPE UP THE BAND!

I love, LOVED "Stripe Force" (February 2017). It's the very definition of happy, modern fashion. Thanks for the #inspo! -Stephanie T. (Vancouver)

ROLE MODEL

I could not stop smiling while reading "On a Role" (November 2016). Tatiana Maslany is beautiful, smart and incredibly talented, and I've been waiting to finally see her on the cover of a fashion magazine. I have been, and continue to be, a fan of Orphan Black and Maslany's work, and it was very refreshing to see how breathtaking and stunning she looked in your shoot. After reading about how grounded she has remained, I'm now an even bigger fan.

-Gia Maggiore

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TWEETS

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@FashionCanada @BECKERMANBLOG such gorgeous ladies -@NYTrendyMoms





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PHOTOGRAPHY: CELEBRITIES BY GETTY; RUNWAY BY ISTOCK

DECODING WORLD T H E STYLE O F



Ballerina Margot Fonteyn in Swan Lake, 1943



Sarah Jessica Parker as Carrie Bradshaw, 1998



Alicia Keys at the 2015 Met Gala





Grace Kelly on the set of 1954's Rear Window



Modern tulle at Molly Goddard Spring 2017



Tulle aficionado Rihanna in London, 2010

Net Worth

In pulling back the veil on tulle, designers have given the ballerina favourite a decidedly first lady feel.

Jeweller David Yurman brings more gold into his Spring 2017 collection.

how me your hand," says a woman in an elevator at jeweller DAVID YURMAN's headquarters in Tribeca, New York. As I hold out my hand with the emerald and ruby cocktail rings passed down from an aunt, I realize that she's Sybil Yurman, co-founder of the brand and David's muse and wife. The elevator door opens and their son, Evan, who heads up the men's collection, steps on. I'm in Yurman country all right.

When I reach the showroom, I meet David Yurman, who takes me through the Spring 2017 collection. I find the space draped in installations of what appears to be crinkled gold foil paper. It's symbolic of Yurman's increased interest in gold as well as the brand's expansion into the Middle East.

"In the mindset of a lot of our customers, and in the press, they think we make silver—silver and colour," says Yurman, who was originally a sculptor. "But we've always made gold, and so we're making more

of it. We're making a lot more of it. We feel it's right, and we're also going more overseas."

Yurman's work is known for its weight and tactile nature, and his iconic Cable design is even patented. So when our conversation turns to how he keeps up with the demands of managing retail locations and international expansion, he pulls back the curtain on operations. We walk from the showroom into the design studio, where his desk is. He works from about 10 a.m. to 7 p.m. each day. Over 60 employees are fleshing out designs and assembling prototypes for eventual production. In another room, stone setters peer through magnifying machines.

The bustling studio contrasts with the calm beauty of the installation room and serves as a reminder that Yurman is knee-deep in a company he still owns. "I thought I would do this for two years, get a couple hundred thousand in the bank and then I'd be done," says Yurman. "But that was 30 years ago. It just took off." — J.F.



Human Touch

Some people decide to lie low when their 30th birthday rolls around, but not M0851. "We're in full expansion mode," says Faye Mamarbachi (left), vice-president of the brand and daughter of the founder, Frederic Mamarbachi. "We're having fun with it." mo851, which stands for Frederic's last name, birth month and year, operated as a wholesale company for three years before opening its first store in Montreal. Since then, mo851 has opened 20 stores around the globe, including locations in Europe and Asia, as well as in New York, Boston and Los Angeles. The company might be international, but more than 90 per cent of its products are still made in Montreal. "It's one of our major challenges, but it's also our strength," says Faye. "Our production is transparent. There's very little hierarchy, and there's a human balance." -Caitlin Agnew



RETRO EXPO

Expo 67 was Montreal's Camelot, a golden era of optimism and opportunity. That enthusiasm extended to fashion, of course, and 50 years later, the city's McCord Museum is mounting FASHIONING EXPO 67 (March 17 to October 1, 2017), an exhibition exploring the era's exuberant and futuristic styles. "It was a moment of great opportunity, when the world's attention was turned to Montreal," says Cynthia Cooper, the museum's costume and textiles curator. "For the designers who were working then, there was the feeling that anything was possible." One of Cooper's favourite forward-looking garments is a dress with bell sleeves and a bright pink psychedelic print, designed by Michel Robichaud for the wife of then-mayor Jean Drapeau. "It's totally runway-worthy and wearable today," says Cooper. -Eva Friede

Works and the second se

<u>Lotta Love</u>

As stylist and muse for both Demna Gvasalia, the man behind the impossibly cool designs at Vetements and Balenciaga, and Gosha Rubchinskiy, whose logo streetwear and post-Soviet separates have reinvigorated men's fashion, L0TTA V0LK0VA has cemented herself as the most in-demand fashion creative working today. Hailing from Vladivostok, Russia, Volkova (who was named after the Led Zeppelin song "Whole Lotta Love") studied photography, fashion and art at London's Central Saint Martins. She also dabbled in designing, creating a line of studded tees and distressed denim before finding her niche in styling and consulting. She moved to Paris in 2007 and eventually met Gvasalia, who invited her into the underground design collective turned global phenomenon known simply as Vetements.

Gvasalia is the visionary behind the line, but Vetements' appeal is, in many ways, all about the attitude—which is where Volkova comes in. From the blatantly lazy half-tuck of a too-big dress shirt into high-waisted trousers to the baby pink velour opera gloves pulled over the sleeves of a tacky tourist tee, Volkova has the ability to find the hidden cool factor in the most unexpected mash-ups, and this is where her genius lies. Make no mistake: She is the ultimate millennial muse, moulding an entire fashion era in her own image. —Nancy Won



THIS MULTIPLE-LAYERED SHIRT-DRESS IS ONE OF THE LOOKS IN THE 10-PIECE 10TH-ANNIVERSARY COLLECTION FOR COS

A COS TO CELEBRATE!

ithin moments of meeting COS creative director Karin Gustafsson, you understand her connection to the brand's ethos. Like its clothes, Gustafsson has a strong but quiet persona. She also has a creative and intellectual point of view that mirrors the aesthetic. Since it launched in March 2007 in London, COS has been the affordable option for women who want thoughtful design without the Céline price tag. Art and design have always influenced this fashion line, including the recent Agnes Martin-inspired collection. To celebrate the brand's 10th anniversary, the design team took #inspo from German furniture designer Tim Kerp and design studio Yoy. (Kerp has a zerowaste policy.) The collection's collapsing volumes and rectilinear silhouettes were inspired by the inventive work of Yuki Yamamoto, a Japanese product designer with Yoy. "Each look was created like a jigsaw puzzle," explains Gustafsson. "The shape was decided based on how best to use the entire width of the fabric so there was no waste. It was a new challenge for us." The shirt-dress, with its multiple layers, was the most challenging technically, but Gustafsson says it pushed the designers to create an understated and modern take on this classic look. Her favourite item in the 10-piece white-and-sand-coloured collection is the shift dress with kimono-cut sleeves. "I love that you can dress it up or down," she says. "It's chic and timeless, which is what we're all about." -Noreen Flanagan



fashionmagazine.com MARCH 2017 | **FASHION** 55



winning the United States presidential election. A woman would have broken what many perceive to be the ultimate glass ceiling. Segue from the White House to French fashion houses, and 2016 was a breakthrough year for female designers. Christian Dior and Lanvin appointed Maria Grazia Chiuri and Bouchra Jarrar as artistic directors, respectively. Not since Cristina Ortiz was the designer at Lanvin, from 1998 to 2001—and not ever in the case of Diorhas a woman helmed the powerful post.

Granted, presidents get elected, whereas designers are appointed. And Chiuri's and Jarrar's appointments are not without precedent; it would be unfair to hail them without acknowledging the ongoing talents of Phoebe Philo at Céline, Nadège Vanhée-Cybulski at Hermès and Carol Lim at Kenzo. (To be absolutely clear, in this context, we're zooming in on heritage brands based in Paris, not the biz at large.) But maybe we can take some comfort in the fact that an industry as rarefied as fashion has taken two steps forward.

MARIA GRAZIA CHIURI

Floriane de Saint Pierre, president of her eponymous executive search firm, is considered to be among the industry's leading headhunters. She dates this major wave of female designers back to when the French luxury goods holding company Kering (formerly PPR) named Frida Giannini as creative director at Gucci, its largest brand, in 2002, and then Sarah Burton as the successor to Alexander McQueen, in 2010.

If Chiuri and Jarrar succeeding men seems like a big deal compared to the constant achievements of women steering the direction of their own houses (Comme des Garçons' Rei Kawakubo, Isabel Marant, Sacai's Chitose Abe and Vanessa Seward, among many others), that's because myriad Parisian brands that were founded by women during fashion's

golden age-Chanel, Schiaparelli and Nina Ricciare currently overseen by men. A recent article in the Business of Fashion reported that female designers at Paris Fashion Week represent just 37 per cent of the calendar (slightly higher than Milan at 31 per cent).

Seward, incidentally, was Loris Azzaro's right hand before he died in 2003, after which she was named head designer. Women in these roles can change the direction of a house in subtle ways. "The danger of designers is to forget the woman," she explains. "And women designers, well, they forget less. There's a more spontaneous relationship to the clothes. I think the houses are more interested in this because they might have gone to extremes with certain male designers who forgot the woman."

It's a theory that's shared by Alithia Spuri-Zampetti, who spent six years under Elbaz at Lanvin as head designer for womenswear before Paule Ka brought her over as its artistic director. One year later, it's clear that the polished Parisian brand has benefited from her focus, or what she describes as posing the right "wardrobe questions." First, you have to resist the temptation to conjure up a fantasy. Instead you identify the gaps in the market, determine a garment's function and then select the best fabric.

With the new Dior and Lanvin runway collections now arriving in stores, it will be interesting to see how customers respond: Will they buy in expressly because they can detect that Jarrar has put more emphasis on precisely tailored daywear or because Chiuri has juxtaposed bolder graphic elements with dreamily embroidered dresses? Will they claim allegiance to the brands' predecessors, Elbaz and Raf Simons? Will they even notice a difference?

Ultimately, de Saint Pierre, who was most recently involved in the internal promotion of Alessandro Michele at Gucci, as well as Paul Andrew's appointment at Salvatore Ferragamo as director of women's shoes, points out that the sustained success of a global luxury brand is based on a spectrum of considerations—in other words, whether a designer is male or female is unlikely to make or break the house. "An appointment of a creative leader is about talent, alignment of purpose with the brand and empathy with the times, not gender," says de Saint Pierre, emphasizing that this still doesn't account for the disproportionate number of men designing womenswear. "Both genders must have equal visibility and career opportunities."

At which point, we as shoppers vote with our wallets. And shouldn't we feel proud to say "I'm wearing her"? □



MODEL INES DE LA FRESSANGE. AN EARLY HIGH-PROFILE

COLLABORATOR

goal to clothe everyone. Yes, everyone. French model Ines de la Fressange was an early adopter. Naoki Takizawa, Uniqlo's design director, says that even before the brand started working with de la Fressange on her eponymous collection in 2014 she was wearing Uniqlo cashmere with, say, Prada trousers and Chanel jackets. "We keep our clothes

its first Canadian store in Toronto last October, gets

slotted into myriad categories: fast fashion because

technical fabrics it has developed, such as thermal

because comfortable basics are its bread and butter.

descriptions capture what it does that it has come up

with its own classification, Lifewear, and set a lofty

But the retailer feels so strongly that none of those

Heattech and breathable Airism, and casualwear

of its affordability, sportswear because of the

says Yukihiro Katsuta, head of research and design, fitting each garment a minimum of three times. In the case of Uniqlo U, a line for which Christophe Lemaire is artistic director, it's five or six. Uniqlo has research and design centres in Paris, Tokyo, Shanghai, New York and Los Angeles. "There are so many clothes in the world," says Katsuta, recalling a conversation he had with Lemaire. "But the bottom line is whether it's a \$10 T-shirt or a \$3,000 Hermès sweater, you need to wear it every day or you'll never know its value." Every day and everyone. That's all they're after. \square



MARCH 2017 | FASHION



sleeves in question vary from the tiered Mameluke sleeves at Off-White—a sort of avalanche of puffs down the arms that Napoleonic soldiers inherited from Egyptian horsemen-to the gorilla-sleeved

At Jacquemus, sleeves are puffed, squiggly, slashed, voluminous and gathered. What they are not is short. At J.W. Anderson, they are batwinged to excess. On Anderson's leather blouson, they are rippled and ruched down to the fingertips, protecting the back of the hands like the jacket of a Renaissance swordsman.

In short, the long and short of the sleeve trend is that there is no short of it. Nor is there any shortage of it. And it will be a long while before we see our hands again.

According to Frances McSherry, fashion historian at Boston's Northeastern University, there are many historical precedents for the extra-long sleeve. "The 12th- and 13thcentury kirtles, cotes and surcotes had long sleeves that signified the wearers were of higher status because they could afford more fabric and a better tailor," she says. »

hoodies at Vetements. fashionmagazine.com

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fashionTHERAPY

et it doesn't seem like Vetements is projecting posh despite Demna Gvasalia's tailoring talent and the abundant yardage of fabric. While McSherry's reading holds true for medieval times, in today's neo-medieval times, Vetements' intentions are ambivalent. Its jumpsuits, jackets and bombers are deliberately ill fitting: The shoulders crumple pathetically; sleeves hang a foot past the fingertips. The status of the Vetements label derives from its association with wealth but even more so from its association with the opposite of wealth: dearth. It is the fashionableness of being marginal; the edginess of living on the edge. Overly long sleeves connote poverty, cold and insanity. More acutely at Vetements than any other label pushing long sleeves, the models—especially the boysare urchins. Their clothes are too big, and their long sleeves look like they are meant to fend off inclement weather.

In 1992, Martin Margiela, Gvasalia's erstwhile employer, showed his clothes in a Salvation Army depot in Paris. Favouring venues like abandoned lots, derelict hospitals and disused supermarkets, Margiela was a designer whose eye was permanently trained on the marginal. And, not surprisingly, his sleeves were habitually and inordinately long. Miguel Adrover, a designer who is now forgotten, shared a similar preoccupa-

tion. In his brief comeback from bankruptcy in 2012, he produced a grey turtleneck sweater overhung with stuffed cats and equipped with elongated sleeves. It appeared to be a comment on homelessness—something that Adrover, whose brand had been abandoned by backers, was all too familiar with.

Though they hint at destitution, excessive sleeves also convey its opposite, which is the hands-free existence of the ultra-leisured class. The very well heeled have never opened their own doors or carried their own shopping bags, so what does it matter if they cannot? But there is a more pernicious and, dare I say, even sinister interpretation of the trend for those who do use their hands on occasion: It hobbles the wearer. Oversized clothes and sleeves turn a person into a child. One burrows into clothes that are too big; one hides in them. Long sleeves conceal multitudes from the public eye: a knife, a con artist's ace of spades, a self-harmer's scars. And prolonged sleeves, which are buckled together like a straitjacket, signify helplessness—the utmost loss of control.

We are in the midst of turmoil, and fashion is not signalling us to roll up our sleeves and get to work; rather, it is enticing us to, as the French say, *baisser les bras*, which means, literally, to lower one's arms, to give up. Perhaps that is reading too much into it. But whether we are talking about sleeves or the greater things that ail us, there is no end in sight. \square



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MAKE IT HAPPEN" L L I NEW YORK









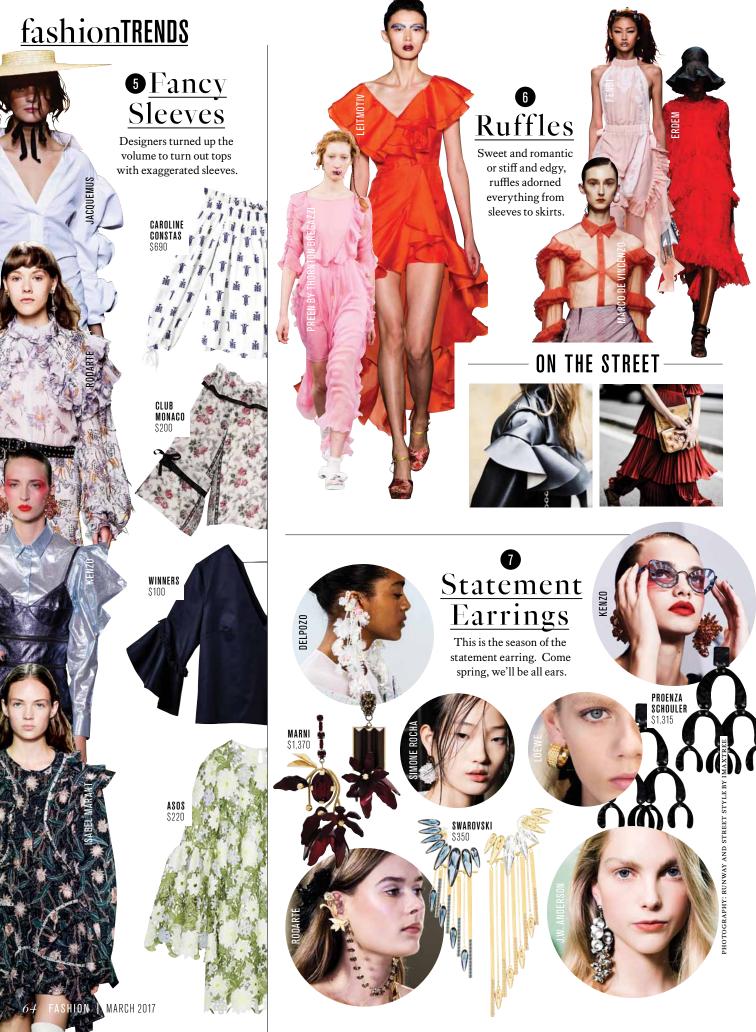














fashionTRENDS



















Good Sport

At Nike beadquarters, the future is female.

By Caitlan Moneta

have never been considered sporty. My one and only near-podium moment came in elementary school when I placed in the top 10 at a cross-country track and field meet. These days sleek sneakers, a varsity jacket or a cleverly placed Velcro strap can help me look the part. So when I arrived at Nike World Headquarters in Beaverton, Ore., just outside of Portland, to see the latest in women's innovations, I was surprised to hear that everyone is considered an athlete. Employees pedal past on zippy orange bicycles and have meetings while jogging across the campus (which is the size of a small city), and Olympians drop by for training sessions. The athletic centre includes a climbing wall, beach volleyball courts and an outdoor track. To say that I was out of my element would be an understatement.

At Nike, the conversation about women in sport goes beyond the latest sneakers or the colour of your leggings. The 700-strong design team is fuelled by the idea that if you look and feel good, you'll perform better. No one does this better than the company's female design directors, who fearlessly mix sport leggings with shaggy faux furs, sneakers with jumpsuits and track pants with pastel kitten heels.

"'Just Do It' isn't just a slogan," says Martin Lotti, vice-president/global creative director. "It's how we approach things at Nike." Every detail in the women's line, from pocket placement to waist ties, is carefully considered and tested to make sure that performance and style are perfectly in sync. Mesh panelled windows at the back of a top look great with a sports bra while offering ventilation where you need it most.

In 2015, Nike announced that it was aiming for its women's category to reach \$11 billion in revenue by 2020. (In 2015, the men's category hit \$14.7 billion in revenue.) And if you factor in today's athleisure trend, which combines a renewed interest in sport with fashion's increasingly casual attitude (sweats are finally cool to wear to brunch), women's training and running gear could outsell men's in the near future.

On the second day of the trip, Andrea Corradini, women's global senior footwear product director, unveils an epic sneaker wall composed of new looks for spring. The dozens of pairs in leopard pony hair, woven knits and pastel satins are a far cry from the shrunken-down men's styles of the past. In fact, every part of the design process feels female-first: Sleek fronts and clean lines make the sneakers ideal for styling with leggings, a skirt or a dress, and the shoes feature slimmer heels, seamless stitching and super-light materials. "You want to get goosebumps when you see the shoe," says Corradini. "Innovation without emotion is pointless."





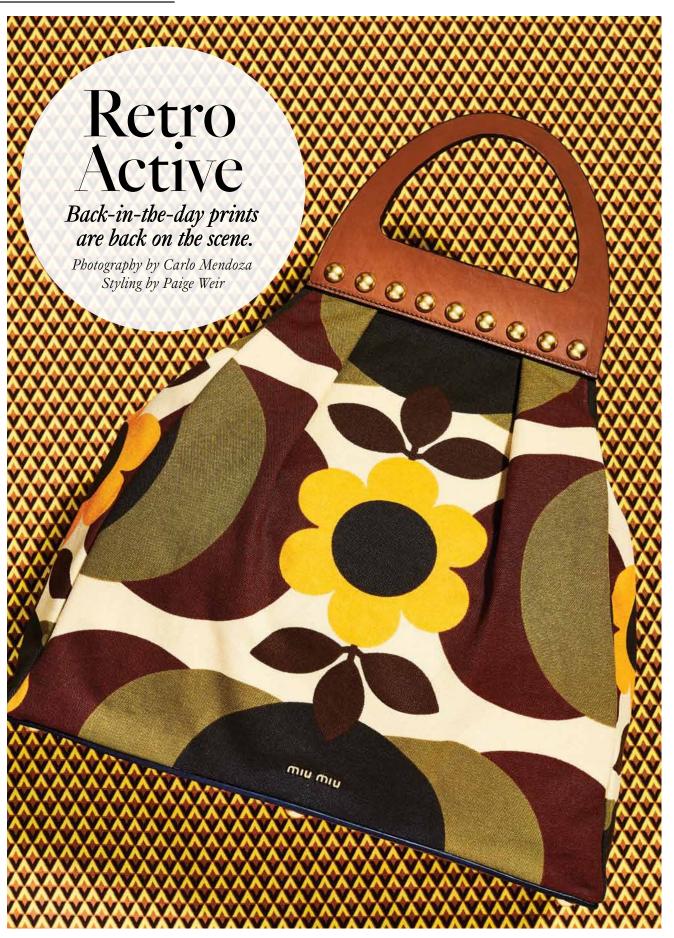
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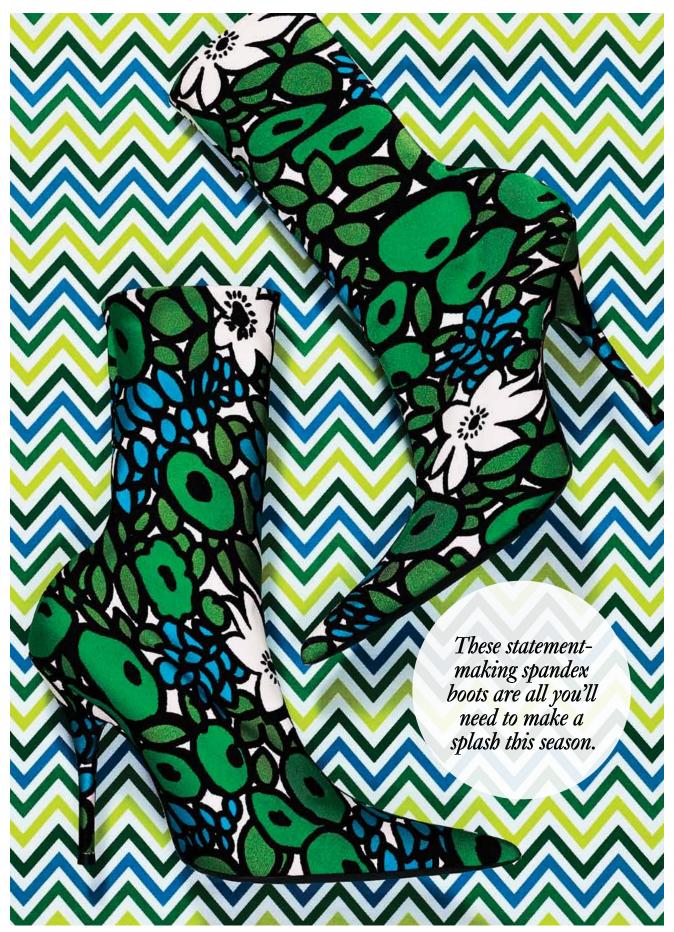
SULFATE-FREE PARABEN-FREE FREE OF HARSH SALTS

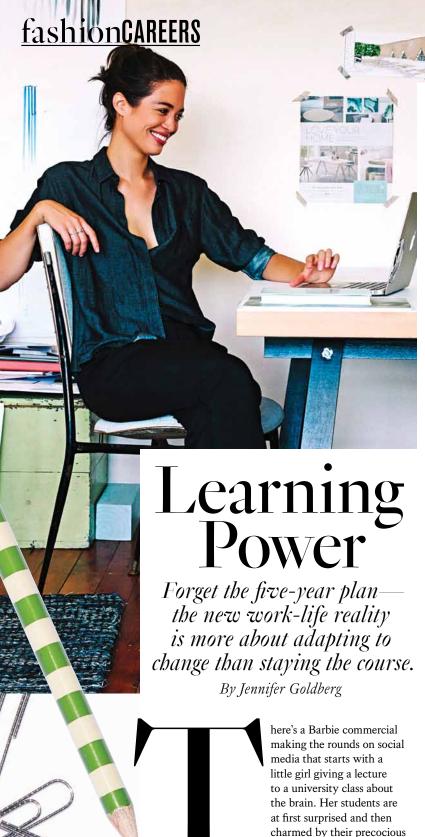


fashion SPOTLIGHT



fashionSPOTLIGHT





prof. The commercial goes

on all manner of real-world careers, from soccer coach

thing when they play with Barbie. It's a great concept:

about. But in reality? Barbie would be working a short-

that girls can have any profession they dare to dream

term contract job with no hope of renewal.

to veterinarian. The message is that girls can be any-

on to show young girls taking

In 2017, the concept of a secure, linear career path seems as fantastical as becoming a top-earning YouTube star. According to a workopolis.com report, Canadians can expect to have about 15 different jobs throughout their working lives. And a report by McMaster University, in Hamilton, Ont., and the United Way reveals that some two million Canadian workers are in temporary-employment situations. That's the highest number ever recorded. "The idea that a job will last for an indefinite period of time is being redefined," says John Shields, a political science professor at Toronto's Ryerson University and co-author of the report. "A lot more jobs are temporary in nature."

And it looks like precarious work-defined by the Law Commission of Ontario as "having low wages and at least two or three other features: no pension, no union and/or small firm size"—is here to stay. In October 2016, Finance Minister Bill Morneau made a controversial statement that "job churn," or career changes and short-term employment, is a new reality that Canadians have to get used to. That's something Martha Howes* knows all too well. Today, the 24-year-old is working as a heritage research assistant with the Ontario government. For her, it's a Barbie dream job that's right in line with what she studied in school: She has a master's degree in public history. The catch? It's all over in five and a half months. Like a lot of government workers these days, Howes was hired on a short-term contract after finishing an internship program, and she has no idea what she'll do once the contract ends.

The standard school of thought is that insecure employment only affects people at the beginning of their careers or those who have low-paying jobs or work in less stable creative fields like writing or design, but that's just not the case. The phenomenon of insecure work is creeping into industries we used to think of as secure, such as law, nursing and even government. "Half the workforce is in a very precarious situation, and this includes people who have master's degrees," says Shields. "Being permanently temporary goes from the top to the bottom of the labour market today."

According to the McMaster/United Way report, precarious workers are at risk for higher stress and anxiety levels—which should come as no surprise. In addition, many insecure and independent workers are less likely to take vacation or sick days to deal with health issues, and many don't have access to extended health benefits offered to permanent employees.

While some labour-market experts and forward-thinking companies are pushing against the idea that we should accept insecure work as a new reality, it's status quo for a lot of Canadians. Yet the way we discuss career and financial planning is still very much rooted in the old narrative of having one job for life. Here are four tips on how to survive—and thrive in—job churn.

*Name has been changed

THINK OF JOBS AS A SERIES OF STEPPING STONES



Stop thinking about your career as a linear path with one goal in mind, advises Sarah Vermunt, a career coach and author of *Careergasm: Find Your Way to Feel-Good Work.* Instead, think of each job you take as a stepping stone. "If you acknowledge that there are skills and experience you can build on with each stone, it provides you with a lot of options." If you've landed a short-term contract, go into it knowing what you want to learn there. And don't be afraid to ask your superiors for opportunities to build skills that will help you get to the next "stone."

S In o jo

SELL YOUR SKILLS

In today's market, the skills you build throughout your working life are far more valuable than job experience in a particular field. Skills are way more transferable than we think they are, says Vermunt. They're our main commodity in a world of job churn. Paula Talesnik, 45, discovered just how valuable her skills were when she left a 20-year career of contract work in the TV industry to retrain as a nurse. "I honed my critical-thinking skills when I worked contract jobs in post-production because things never go smoothly," she says. "That ability to problem solve is something I'll be using a lot in nursing."



TAKE CONTROL OF YOUR FINANCES

Part of the reason insecure work is so scary is because you can't be sure whether you'll have enough money to make it between jobs. But good financial planning can take the strain off—even if you feel like you're living paycheque to paycheque. "Financial planning is all about spending properly," says Scott Plaskett, senior financial planner and CEO of Toronto's Ironshield Financial Planning. "It doesn't matter how much you earn; it matters how much you keep." He advises contract workers, freelancers and entrepreneurs to adopt a financial plan called a distribution model. When your cheques come in, immediately move 10 per cent of your pay to a special savings account and use the other 90 per cent to pay your expenses. Then, every four months, pay yourself a modest portion from that special account as a reward and keep the rest as an emergency fund.

fashionCAREERS

MAKE YOUR OWN JOB, BUT BE SMART ABOUT IT

When Sheetal Rawal passed the bar exam, she assumed she'd land a secure job as a lawyer in Toronto. Instead, she found herself bouncing from contract to contract and dealing with the anxiety of having to scramble for her next position. Tired of the instability, the 33-year-old took a calculated risk: She started her own business as a consultant. "I like the idea of being able to work on my own terms," she says. "It feels right for this moment in my life."

A lot of workers are making the same move—almost three million Canadians were self-employed in 2016. And while starting your own business does give you some control over your work, there are risks to consider. You want to make sure you have a financial cushion in case it takes some time to drum up work. And something many solo-preneurs don't consider: Independent and contract workers aren't covered under employment-standards legislation, meaning there aren't many protections in place to ensure workplace safety, parental/medical leave and fair pay. "There was a time when people who wanted to freelance or solo-preneur occupied a small corner of the labour market, and our social-safety-net system was based on traditional employee-employer relationships But that's changed," says Andrew Cash, a former NDP MP and co-founder of the Urban Worker Project, an organization lobbying to change legislation to cover the growing number of independent workers. If your plan involves working for yourself, make sure you understand the value of your work and know what groups you can lean on for advice.



THE LIST

Geek-chic styling lets the inner eclectic break though without compromising dress code.

RAY-BAN

TAYLOR

\$170

JENNIFER

TOROSIAN

-Caitlan Moneta

Class Act

Want a crazy-cool job? Here are three unconventional programs that will prep you for a career that's as unique as you are.

By Lisa Hannam

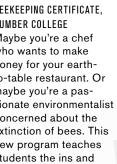
hen it comes to landing your dream gig, it's no longer about checking off the degree or diploma box on an application. The job market is competitive, and to counter that, post-secondary schools are offering new specialized programs and certificates. "We're finding that, more and more, interdisciplinary training is required [to find a job]," says Laurie Rancourt, senior vicepresident, academic, at Humber College in Toronto. "It's about getting a combination of credentials that is valuable for some professions." And with a fickle job market, many students are exploring non-traditional options, she adds. It used to be that you went to school to be a nurse or a teacher, but now the "working class" consists of a variety of jobs, from nuclear med technologist to digital-risk officer and beyond. These days, it literally pays to think outside the box. Here are three programs that are preparing students differently for the working world.



BEEKEEPING CERTIFICATE, **HUMBER COLLEGE** Maybe you're a chef who wants to make honey for your earthto-table restaurant. Or maybe you're a passionate environmentalist concerned about the extinction of bees. This new program teaches students the ins and outs of beekeeping at the Humber Arboretum.

LEARN TO BE A FILM-MAKER, VANCOUVER FILM SCHOOL We're more enthralled with video than ever, and VFS offers courses on all facets of moviemaking, from sound and set to animation and writing. Plus, it has 10 underground full soundstage-sized sound film studios that used to be a 104,000-square-foot theme park. More into makeup? VFS also offers the Makeup Design for Film + Television program that focuses on building prosthetics and full-head masks as well as glamour











KATE Spade



Face Time

Video interviews are on the upswing. Here's how you can give a killer interview, whether it's from your laptop or your phone.

he good news: You landed a first interview. The bad news: It's a video interview, and you're camera shy. Sometimes the interview isn't even with a real person, and instead you record your answers to a series of pop-up questions. Skype and video interviews, on the other hand, usually last about 15 to 30 minutes. Despite the fact that video conferences don't offer skin-mattifying Snapchat filters or Facetune tools, the digital round isn't as scary as you might think. It's actually a productive way to meet candidates, says Danielle Weinblatt, co-founder of Take The Interview, which conducts about 200,000 video interviews a year for companies like gilt.com. So, forget about comparing yourself on camera to King Kylie's blurred selfies, and strategize your way to your best first impression.

DON'T STRESS! Ignore the camera rules you know, the ones that tell you to wear black to look slim or that you need HD makeup to look flawless. "I don't believe in altering your look to be on camera," says Weinblatt, adding that it could counter your efforts to look professional. Dress the part, she says, by wearing clothes you would wear to that job. Interviewing for a gig in the fashion industry? Step it up. Your OOTD is your portfolio.

DON'T WORRY ABOUT MAKING EYE CONTACT WITH THE CAMERA. "That's not a big deal," says Weinblatt. "It's more about the content of your video than whether you're

looking into the camera." But reading off notes or cue cards is distracting, she says, so prepare your answers ahead of time. Set up your computer's or phone's camera at eye level to avoid a double chin and a look up your nose.

BE YOURSELF. You might think that you've got to have a super-bubbly personality for a job in sales or PR. Though this might be true, you want a work environment that you'll naturally fit. If you have a chill personality, that's fine. If you have high energy, that's good, too. "If you try to be someone you're not, you will end up very unhappy at that job if you get it," she says.

SET YOURSELF UP IN A PLACE THAT LOOKS PROFESH. "Be mindful of your surroundings and who could potentially interrupt," says Weinblatt. Make sure the room and your face is well lit-you could face a window or use a Lumee on your phone. And if you do have things in the background, why not make your environment part of your application if it fits? This could be art, plants, etc.

TEST DRIVE YOUR INTERVIEW You wouldn't buy a body-con dress without trying it on, so do the same with your video interview and do a trial run. You'll see how you appear on camera and identify any technical glitches. "Make sure that your microphone is working and that the video is clear," says Weinblatt. "Record and play it back to see what your bandwidth is."

—Lisa Hannam

fashionCAREERS

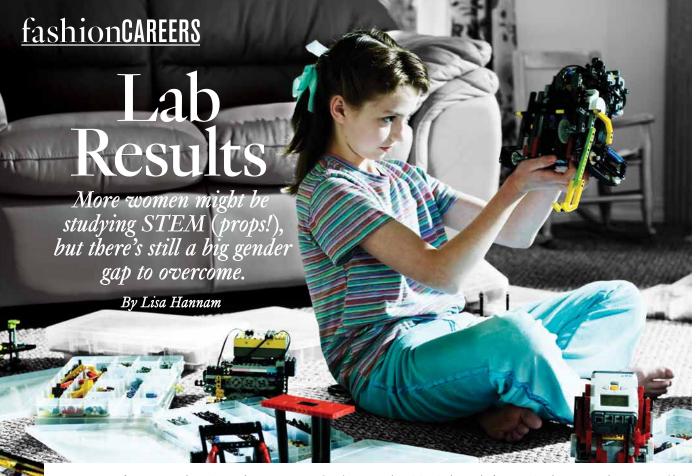
THE LIST

Crisp and clean silhouettes make a mix-and-match wardrobe





MARC CAIN



f we were to base it on what we see on *The Big Bang Theory*, a woman who works and/or studies in the field of STEM (science, technology, engineering and math) is a fast-talking geek with zero sense of style—thanks, *Big Bang Theory*. Yet the male stereotype still overwhelmingly persists. "When you ask a 10-year-old to draw a scientist, they will draw an old guy with glasses," says Canadian astrophysicist Karen Lee-Waddell, PhD, post-doctoral fellow at the Commonwealth Scientific and Industrial Research Organisation in Sydney, who studies how the universe will evolve over time. "I'm already making a small change because they're seeing me.... I'm a role model."

But the kids are right. Many jobs in these fields are indeed held by men (just 22 per cent are held by women). However, we are on the cusp of change. The University of Toronto just announced that its 2016 enrolment in first-year engineering was more than 40 per cent female—an all-time high. But just because women are studying engineering doesn't mean they'll pursue a career in it. According to data from Adecco, a staffing-solutions company, the reasons why people switch paths include unequal pay, gender biases and a lack of support.

We still have to fix the pay discrepancy situation, says Susan Holt, chief innovation officer for the Government of New Brunswick. "Women have a 12 per cent disparity in pay in non-STEM roles, but it's 17 per cent in STEM roles." Holt advises young women to ask for what the job is worth, not what you could get by on. The median salary for those aged 25 to 34 in STEM roles is \$59,300. "Aim high and come to something you both can agree to," she says.

And though the learning curve is steep, some women are beginning their second careers in STEM industries, namely in tech. Visual and interactive designer Lily Tse put 12 years in the advertising industry before starting her own tech company. She is now CEO of Think Dirty, the award-winning beauty app that allows users to scan a bar code to learn more about the toxicity of ingredients. "You just have to pay attention to the consumer trends and pick up new skills," she says. "There are still many ways to work in the tech industry." Tse has an honours bachelor's degree in arts management from the University of Toronto, but she also took computer courses and programs at Stanford University, the University of Toronto and Georgia Tech as well as health courses from Duke and Johns Hopkins universities.

A study from Cornell University called "The Missing Women in STEM?" didn't show that delaying things like marriage or starting a family affected a woman's chances of getting a STEM job. The study didn't, however, answer why we're not seeing more women working in STEM. "I should have a lot more [female] role models, and that's not the case," says Priya Makhijani, a scientist in training and immunology master's candidate at the University of Toronto. She suggests the competitiveness of STEM, lack of child care and length of training are to fault for women dropping out of the field—not to mention there's little ethnic diversity in the upper levels.

"It's critically important to be engaging the full population in science and technology, specifically women, who are half the population," says Ottawa-based Jennifer Flanagan, co-founder and CEO of Actua, a Canada-wide science and engineering organization for youth. "Canada will not reach its full innovation potential if we don't have diverse voices at the table." She references the discovery that women have different symptoms of heart attack than men. Past studies were done on male subjects by male scientists. With more female researchers in the field of science and beyond, we can expect more of a focus on women's health—and that affects us all.



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EDITOR: LESA HANNAH

REPORTING ON TRENDS INNOVATIONS THE A N D



hen NARCISO RODRIGUEZ began thinking about creating a perfume for his fashion brand, he attended a lecture series at Sotheby's where fragrance consultant Yves de Chiris told the crowd that musk was in need of a reinvention. "I gagged," recalls Rodriguez. "I thought 'I hope nobody in this room takes that idea and runs with it." That's because the designer had already planned to base his first fragrance on an Egyptian musk oil he wore as a teen.

Rodriguez had no cause for concern. Released in 2003, For Her became a huge success, both critically and commercially. Its latest iteration, Fleur Musc (from \$112), expresses his signature in a new way. "I'd been toying with the idea of doing something with a bit of colour, visually and aromatically," he says. But it wasn't until Rodriguez found a deep, vibrant pink among his fabric swatches that he had something tangible to illustrate his concept. "I was saying it should look, feel and smell like this—really sexy and warm," he says. The result is rose spiced up with pink peppercorn, which settles into musk and is complemented by patchouli and amber. But to Rodriguez, it can be summed up in much simpler terms. "See that flower?" he says, pointing to a single rose in a vase. "It's the perfect colour. I wanted to put that romantic beauty in a bottle." —Lesa Hannah



MAYBELLINE NEW YORK COLOR SEN-SATIONAL SHAPING LIP LINER (\$8) IN "PALEST PINK"

LILY LOLO Natural Lip Pencil (*\$13*) in

'SOFT NUDE'

SHAPE-SHIFTERS

The contour craze has reshaped everything from cheekbones and jawlines to eyes and ears. And it seems the mouth is the next facial feature in line. How else can you explain the latest crop of lipliners meant for reshaping Cupid's bows, faking plumpness and evening out asymmetries?

GIVENCHY LIP LINER (*\$35*) IN "CARMIN ESCARPIN

Shock Factor

We already know that the climate affects our skin. But thermal shock—the result of experiencing sudden temperature extremes, such as moving from a frigid blizzard into a heated office—also compromises the skin's ability to retain water. CLARINS researchers learned this after placing women in climate-controlled rooms that replicated temperature variations. They witnessed immediate redness, discomfort and dehydration at every layer. To address this, the brand used organic leaf of life—a succulent found in Madagascar that has a water-retention system strikingly similar to the skin's—in its four-product Hydra-Essentiel line (from \$46).

trend of alien-like shine created

by powder highlighters, the next generation of luminizers has no intention of blinding anyone. Sixteen years after launching the original Strobe Cream, M.A.C has come out with peach, silver, red and gold shades. For a more targeted application, Sephora Collection Perfection Mist Nude Glow is a surprisingly easy-to-use spray-on highlighter containing rose-gold micro-pearls. Lastly, Korean brand The Face Shop is doing highlighting the K-beauty waypushed up through a CC Highlighting Cushion pen. No filter required.

> THE FACE SHOP CC HIGHLIGHTING CUSHION (\$20)

ROSY OUTLOOK

SEPHORA COLLECTION

PERFECTION

MIST NUDE

GLOW (\$25)

M.A.C STROBE CREAM (\$40 EACH) IN "PEACHLITE,

"SILVERLITE,

ESSIE NAIL

POLISH (\$10)

IN "BACKSEAT

BESTIES

CND CREATIVE

LACQUER (\$9) IN "BUBBA GLAM

PLAY NAII

"REDLITE," "GOLD-

LITE" AND "PINKLITE"

Pink nails used to be reserved for five-year-olds and Elle Woods. But these days, the colour can communicate strength rather than saccharinity. "Suddenly I want cool girls wearing bubble gum pink," says Rita Remark, Essie's global lead educator. "Wear it with black and leather and studs-it's the most badass thing you can imagine." -L.H.

IT'S LIT: ILLUMINATED

SKIN AT MARNI SPRING 2017

> SHINE 2 GEL LACQUER (*\$17*) IN "GETTING NADION MY HONEYMOON

OPI INFINITE

DEBORAH LIPPMANN GEL LAB PRO (\$22) IN "CAKE BY THE OCEAN'

Soaker

Probably the most appealing thing about taking a bath—outside of steeping in warm water—is choosing an appropriate accompaniment, kind of like adding topping to a dessert. We're looking forward to sprinkling SIBELLE Moon Bath (\$42) into the water the next time we make use of the tub stopper. The chunky salt crystals are formulated with coconut oil to soften skin and dusted with mica to leave a glow long after you emerge. —L.H.



s backstage beauty images frenetically flood social media feeds during fashion week season, there is always a look that makes my heart stop. For Spring 2017, it was the bob at Prada, which hairstylist Guido Palau posted on his Instagram account. The black and white image was a side view of model Nimue Smit. The cut, which was slightly imperfect at the front, ended about an inch below Smit's ear, revealing her long, elegant neck. The style was pure, clean, smooth and polished. Palau gave seven of the models that cut and finished the look with a single bobby pin to hold the deep side part in place. Looking at it, I heard the proverbial record scratch. After several seasons of textured undone-looking hair on the runway, and the street, this was the cut that was breaking from the herd. It was far from radical, but it suggested a new direction. That's the thing about moments like this: It might be something you've seen before, but when shown in the right way at the right time, it's suddenly incredibly appealing. Even as someone who has sworn off brushes and

flatirons, I looked at that bob, and it just looked right. -Lesa Hannah

Flash Mob

SALLY HANSEN 18K GOLD HARDENER (*\$10*) EDITOR: LESA HANNAH

STILA GLITTERA LIP TOP COAT (*\$29*) IN "IGNITE"

DKNY and Fendi demanded a double take with full-out sparkle on lips, while Rodarte provided nail-art inspo for girls who aren't on board with the concept: Glitter was painted along cuticles for a blink-and-you'll-miss-it effect.



On Weave

Braids took a "come one, come all" approach this season: scattered all over for a bohemian vibe, woven into knots or worn thick and long down models' backs.







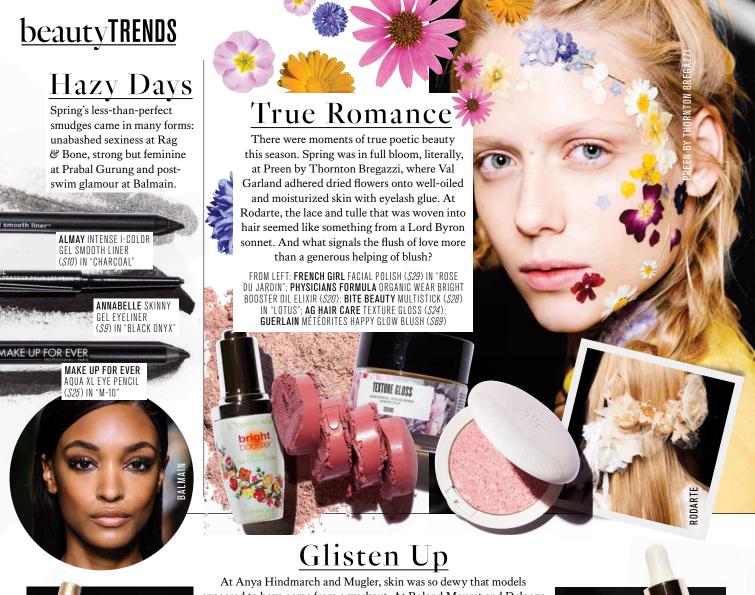


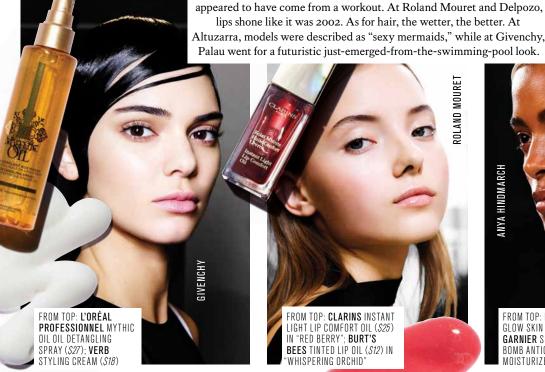
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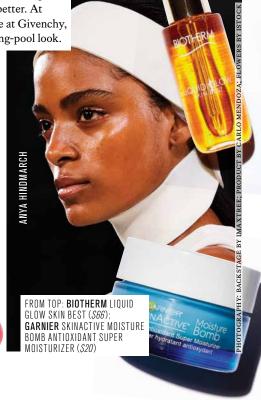
Farewell Letter

As a fitting tribute to Sonia Rykiel, who died in August 2016, the brand's artistic director, Julie de Libran, gave Paul Hanlon and Lisa Eldridge a specific beauty directive: Pay homage to the French house's flame-haired founder. The most obvious way was with the hair, which Hanlon frizzed out into '70s-era halos on models, many of whom were redheads. Eldridge dipped into navy shadow from the Lancôme collection she created with the label and blurred it around the eyes to mimic the way Rykiel wore her liner.











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ej! Hej! Hej!" Ole Henriksen is making his way through the lobby of Copenhagen's Hotel d'Angleterre but not without getting recognized. He shoots back cheery, enthusiastic hellos in rapid succession. The lithe 65-year-old skincare-brand founder is kind of a big deal in sustomary for him to get stopped Around the world he's known

his native Denmark, so it's customary for him to get stopped and asked to be in a photo. Around the world he's known for his namesake line sold in brightly coloured boxes at Sephora, but in Denmark he is a motivational speaker who sells out the largest venues within a day and has appeared in a music video shouting his trademark phrase "I love it!"—there's even a musical about his life in the works.

Perhaps Henriksen resonates so deeply with his fellow countrymen because he embodies the fact that Danes are the happiest people in the world. Their amicable temperament is credited to the term *hygge*, which means "the art of creating coziness." "The Danes are good at nurturing their heart and soul," he says. "There is a balance between work and family." But Henriksen is the happy Dane times infinity, a walking ray of sunshine in Prada shoes. Smiling from ear to ear, he says things like "When you shine from the inside, you look beautiful on the outside." You'd think it would make you scoff and roll your eyes, but you find yourself embracing his "Ole-isms," as he calls them. Don't question it; just go with it. When you're with him, compliments come fast and furious, and in conversa-

tion he is truly engaged and interested in what you have to say. "I love people," he says. "I'm curious about them."

This might explain why he eventually cultivated a celebrity clientele when he moved to Los Angeles in 1975. Not only was he able to change people's skin with his treatments, but he also strove to make heartfelt connections. "I picked up on the deep insecurities of many of the women and realized that we needed to take a deep dive into their self-esteem," he says. "It's about making them comfortable with their mirror image." Though Henriksen has his own skincare products, he has never been about the hard sell. "I'd rather plant a seed that makes them feel good about themselves," he says. "If they walk away without any products, I don't really care." That said, his brand is the most purchased one at Sephora in Canada, and the vitamin-C-based Truth Serum Collagen Booster continues to be a bestseller.

Henriksen stopped performing facials—the last one he gave was to Ellen DeGeneres before she hosted the 2014 Oscars—so that he could focus on his brand. Earlier this year, he relaunched the Truth, Transform and Nurture collections, and this month the new Balance line will be released. Each range is tied to Ole-isms, such as "Be true to yourself," "Make your dreams a reality," "Keep gratitude close to your heart" and "Take time to recharge your batteries." What's noticeable is that none of the language surrounding them touches on anti-aging. The beauty industry might instil fear about getting older, but Henriksen, obviously, has nothing but positive things to say about it. "You should never run away from your age," he says. "Every day is a special gift, and if lines are happy lines and express a long, healthy life, then there's nothing wrong with that."

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wholesome beauty ... for ALL hair types.



Social-media love isn't just about likes and shares; it's about making money. San Francisco's Tribe Dynamics, which analyzes "Earned Media Value" (the impact of social media as opposed to ad reach) for lifestyle clients, is now seeing less familiar upstarts like NYX and Morphe (Instagram stars love their brushes) muscle their way onto Top 10 lists alongside familiar names like M.A.C and Maybelline. YouTuber and "queen of the highlight" Jaclyn Hill and her sway over her 3.8 million YouTube subscribers brought Australia's Becca Cosmetics back from the brink. "Becca was basically a dead brand four years ago," says Conor Begley, co-founder and president of Tribe Dynamics. After seeing sales spike following a Hill recommendation, Becca's president flew down to Florida to meet her. They ended up doing a highlighter collab called "Champagne Pop" that "set the Sephora record for opening-day sales," says Begley. The company has since been sold to Estée Lauder Companies for a reported \$200 million US.

Paintball

It's 2017. Why is the decision to wear, or not wear, makeup still an issue?

By Liza Herz

ears ago I worked at a television station, and the weirdest part of my job was seeing older male newscasters wandering the halls in full TV pancake makeup as they waited to go on the air. Foundation clung to their usually invisible facial hair, making them look like they were covered in faint yellow fur.

I'd forgotten about them until recently, when I sat across from a trio of Instagram stars at a beauty-industry breakfast. On their feeds they seem gently sculpted and defined, but in the morning light, these girls, who weren't even 25, looked much older with their contoured beige faces, blackened brows and matte-brown mouths. In their social-media-powered world, #selfieready is not just a hashtag; it's a requirement.

The yin to this yanglike love for "all beauty products all the time" are the #nomakeup crusaders or makeup minimalists who say they apply a swipe of mascara and they're good to go. Regardless of which camp you're in, membership comes with certain expectations, biases—and tensions.

To an outsider, a heavy-handed fondness for foundation (and contouring and highlighting) might seem like self-erasure. But to those inside the circle, it signifies belonging and strength. "Makeup is returning to a tribal function," says Poppy King, founder of the Lipstick Queen brand of lipsticks. "The ones doing full-on makeup are trying to transcend themselves, and the no-makeup ones are saying 'I don't need artifice; what I have is inside."

Stephanie Wissink, a managing director and senior research analyst at U.S. investment bank Piper Jaffray, visits Sephora the way Margaret Mead studied Samoa. Based on her field research in the beauty industry, she concludes that "the face has become the palette of personalization and identification." In fact, says Wissink in an article in *Investor's Business Daily*, the beauty industry's recent growth "almost exactly" parallels the explosion in smartphones.

Brands have also noticed this connection, which is why we've seen them releasing mainstream yet social-media-friendly versions of products formerly found in theatrical-makeup stores. Estée Lauder's The Estée Edit skews to a younger audience eager for phone-camera trickery with blue-tinted brightening products like Flash Photo Powder and Flash Photo Gloss, while »



drugstore staple Physicians Formula's #InstaReady line promises flawless skin to a "selfie-centric" audience. And is there any brand left that doesn't offer contouring and highlighting options?

Ironically, the selfie-obsessed beauty subset that normalized false lashes for daytime actually trumpets inclusiveness instead of "You can't sit with us" elitism. It prides itself on being a true community, harbouring outcasts and weirdos, because, unlike fashion, makeup doesn't exclude anyone based on size or gender.

Age, however, might be a barrier as Instagram makeup is considered a young person's game. Few over-35 faces can take that much foundation and the truckloads of translucent powder needed to "bake" (set) a look. Makeup artist Maribeth Madron ascribes one's earliest desires for heavy makeup to nothing more sinister than youth. "When you're young, your hormones tell you 'I'm fat; I want to look sculpted and sexy." Once you get on that road, it's hard to see when it's time to get off. But suddenly "you're 35 and the fat pads start to shrink, and you want roundness."

Although there may be an ageist bias in the YouTube beauty world, weight and gender neutrality is openly embraced, provided the fans think who they're watching is authentic. Nikkie De Jager of NikkieTutorials (6,187,623 YouTube subscribers) is open about her weight struggles. Jeffree Star (3,375,005 You-Tube subscribers), with his pink hair and tattoos, is like a goth beauty unicorn. Even CoverGirl has signed James Charles, a smiley 17-year-old Instagrammer with perfect brows, to front its new So Lashy! Mascara under the banner of "beauty equality." It was only six short years ago that J.Crew president and creative director Jenna Lyons painted her son's toenails pink, setting talk radio ablaze with transphobia. It all seems archaic now: Men who wear makeup are no longer outliers, and the idea of gender fluidity is gaining acceptance. Or maybe it's the normalization of makeup for all men. (Heaven knows we would never begrudge anyone the wonders of concealer and blush.)

But while inclusiveness—with the possible exception of age—exists inside the makeup biosphere, venturing outside its contoured, highlighted and glittery gates can expose a person to scrutiny and ridicule. Hillary Clinton's first appearance after last year's election loss inadvertently became a handy litmus test. To some, her bare face symbolized that she was officially done with the patriarchy and its strictures, yet to her detractors it confirmed that she was old, unattractive and, well, finished.

Similarly, Alicia Keys's rejection of cosmetics, which she announced in Lena Dunham's newsletter *Lenny*, was widely viewed as a diss to women's beauty choices. The singer said that wearing makeup had become one of the metaphorical masks she wanted to shed. Her goal was to be "raw and real," but to makeup enthusiasts it sounded like a criticism of their decision. In response, Keys went on Twitter to assure the haters: "Y'all, me choosing to be makeup free doesn't mean I'm anti-makeup. Do you!"

Columnist and avowed makeup fan Sali Hughes was asked to write about the tempest that Keys's makeup-free stance had launched. "They think I'll be really defensive, but I think that if Alicia Keys doesn't want to wear makeup, then she shouldn't wear makeup," says Hughes, who recently published *Pretty Iconic*, a Proustian tour through beauty products and memory.

BLUSH OIL

(\$31) IN

"FLUSH"

"And I think that's marvellous, and it should be celebrated. I hate the idea of people feeling obliged to wear it."

The disproportionate attention given to a woman's decision to choose (or not choose) makeup led Nigerian-born novelist and feminist Chimamanda Ngozi Adichie to exert some pre-emptive self-censorship. She told *The New York Times* she used to avoid wearing makeup when she was in the United States because she worried that she wouldn't be considered intellectual. "I very quickly realized that if you want to seem as a serious writer, you can't possibly look like a person who looks in the mirror," she said.

The author of the viral TED Talk "We Should All Be Feminists" is now the face of British makeup brand Boots No7. "At some point, I wanted to be who I am," she recalled. "And who I am is a person who enjoys, from time to time, putting a bright colour on my lips." In the same interview, she said she respected Keys's decision not to wear makeup. "If makeup feels that way for you, then don't do it. We have to allow women a multiplicity."

ome beauty companies are even built on the idea that colour cosmetics should be an easy-to-use pleasure, not something requiring both a new skill set and a brush-and-sponge arsenal worthy of a professional makeup artist. Glossier, an offshoot of Emily Weiss's cult beauty blog Into the Gloss, even manages an elegant bit of shade-throwing with its "No liner, no blotting, no YouTube tutorial necessary" line in the description of its Generation G matte lipstick.

Glossier launched with a teaser Instagram account that was filled with pictures of fresh-faced model types and beauty koans like "Skin first. Makeup second. Smile always." Its tightly curated product edit is as far from YouTube makeup as a Tulum beach hut is from a high-rise Marriott. Its Boy Brow Grooming Pomade creates brows that are the complete opposite of the hyper-defined ones seen on Instagram, and the ultra-sheer Skin Tint bears only a notional relationship to actual foundation. Upon purchase, the products come in the brand's signature pink bubble-wrap envelope that serves as a "bat signal" to other too-cool-to-care Glossier fans. (Note: The company still doesn't ship to Canada.)

Similarly, Milk Makeup, founded by the people behind Milk photography studios in NYC and L.A., is for "girls on the go" who aren't interested in time-consuming sessions in front of the mirror. The brand's mantra is "high-concept/low-maintenance" products that offer on-the-fly solutions, from sheer washes to bold hits of colour. The Blush Oil, a liquid cheek colour, is dispensed via a roller ball, and the Eye Vinyl, a glossy shadow, is loaded in a click pen.

Although relations between the #makeup4ever and the #nomakeup tribes are mostly cordial, the fact that both still have to justify their POV demonstrates a surprisingly restrictive view of beauty. It also highlights society's pernicious habit of judging the choices we make as women. As Clinton supporter Dunham observed in a shell-shocked postelection haze at last November's *Glamour* Women of the Year symposium, "Women have to deal with being objects of desire and objects of disdain." It's time to put that ill-fitting old paradigm to rest once and for all. \square





They're all different names for the same pastel shade: Rose Quartz for the Pantone literate. It was 2016's Color of the Year alongside Serenity, a powder blue that was quickly forgotten.

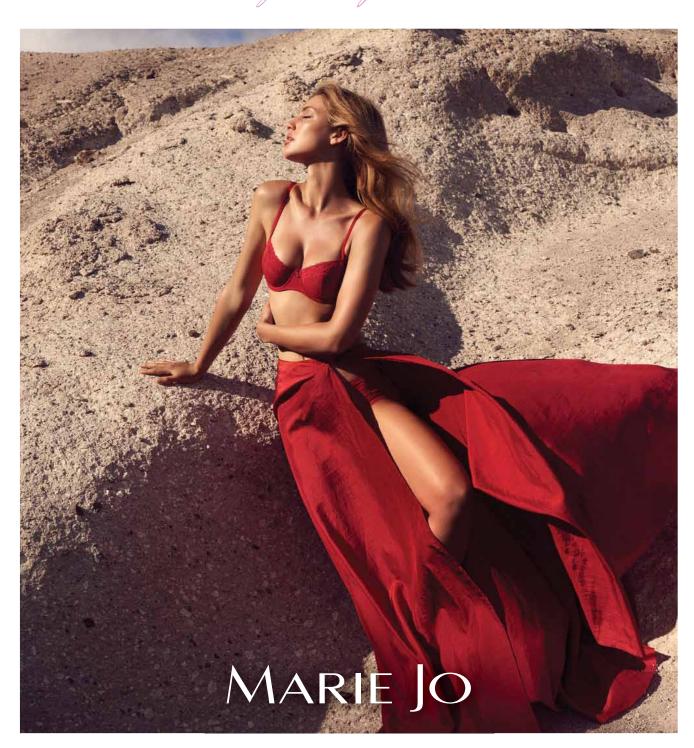
Last year pink played a starring role in fashion campaigns and lookbooks (J.Crew, Acne Studios) as well as cookware (Le Creuset's line of pink pots and pans). The shade also figured prominently in pop culture: Rihanna opened the 2016 MTV Video Music Awards in head-to-toe powder pink, and Solange's marshmallowy pullover in the "Cranes in the Sky" video was instantly iconic. If the music industry's cool girls aren't proof enough of pink's quest for world domination, look no further than the hot pink Ralph Lauren gown that Hillary Clinton wore last October.

It's taken hold in the beauty world, too. Brands like Saturday Skin and Glossier have branded their products in pink, perhaps to appeal to their millennial demo. But it isn't only being used in packaging. While it was once considered the cosmetic colour of choice for beauty pageant contestants and Barbie dolls, it showed up on the Spring 2017 runways. Pink was dusted on cheeks delicately at Delpozo and Reem Acra and more judiciously at Fenty x Puma, Chalayan and Chanel. pink is the essence of femininity, and women are reclaiming it," says the often-pink-haired Alyssa Garrison, Torontobased founder of the blog Random Acts of Pastel. "Wearing it makes a feminist statement without even saying anything." Canadian fashion designer Hayley Elsaesser, who features the shade in her collections, thinks that being a millennial plays a role, too. "Our generation is obsessed with nostalgia," she says. "Pink is a bit of a rebellion against growing up."

Ironically, it was a rebellion against this colour that in part inspired Sandy Lerner and Wende Zomnir when they launched Urban Decay in 1996 with the tag line "Does pink make you puke?" Today its motto is "Beauty with an edge," and that edge includes pink. "The cosmetics landscape was totally different back then," explains Zomnir, the company's chief creative officer. "High-end makeup was a boring sea of pink, beige and red. It was a reaction to the limited choices and the inflexibility of the beauty industry. I think pink can be very edgy now."

London-based makeup artist Bea Sweet (@beasweetbeauty) is also reimagining ways to use pink makeup. With her use of thick eye gloss, OTT glitter and overwhelming colour combos, her creations are more sickly than sweet and wholly mesmerizing. "Before pink, it was black," she says. "I was a massive goth. Now, I like a pink so cute it's almost twisted."

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beautyHEALTH

Motherlode

Stephanie Gilman wanted to have a baby—even though it could put her own life at risk.

By Noreen Flanagan

ike many young couples, Stephanie Gilman and her husband, Jacob, decided together when she should go off the pill in order for them to have a child. But unlike most couples, this decision was fraught with potential life-and-death consequences. Instead of a birth control pill, Gilman would stop taking Tamoxifen, the potentially life-saving drug she had been on for two years since completing treatments for breast cancer. "I knew I'd always wanted a child, but that meant I had to stop my hormone treatment," recalls the 32-year-old Toronto-based writer, who was diagnosed when she was 28. "I didn't know what risks there would be because there aren't any significant studies that look at this. I felt like I was weighing my life against the other life I had always dreamed of, which included being a mother. Making that decision was extremely difficult, but my husband and I decided together because we both realized that having a child was a part of our life we weren't willing to give up. For me, it was worth whatever risk I was taking."

Six months after she took her last pill, Gilman was pleasantly surprised when she discovered she was pregnant. She took the test three times just to make sure but recalls telling her husband that night that she thought she was pregnant but still wasn't certain. "I was shocked beyond belief," she says,

BABY LOVE

Stephanie Gilman was diagnosed with breast cancer when she was 28. In September 2015, the 32-year-old Toronto-based writer stopped taking Tamoxifen in order to get pregnant. On November 8, 2016, she gave birth to Ezra Theodore. They chose Ezra because it means "helper" and Theodore because it means "divine gift." This February 22, 2017, she will walk the runway at the annual Well Dressed for Spring fundraiser for the Wellspring Cancer Support Foundation at the Bloor Street Holt Renfrew in Toronto.





smiling. "I had lived for years with anxiety about my health, and that intensified during my pregnancy. I was so worried that there was a black cloud over me and that something bad would happen because something so extremely bad had happened before. It took me some time to trust my body and trust that good things can happen to me. I don't think I accepted it until they placed Ezra in my arms."

Gilman chronicled her treatments—four months of chemotherapy, 25 radiation treatments, a double mastectomy and reconstructive surgery—on her blog, passmeanothercupcake.com, and she also wrote about how the loss of her breasts had an enormous impact on her sense of self. When she heard mothers discuss the challenges or importance of breastfeeding, she said she was saddened she would never be a part of the club. "Like a child who has been left out of the 'cool kids' clique, I am on the outside, always looking in," she wrote. Today her outlook is very different. "I didn't know this, but babies have this animal instinct where they look for the breast no matter what. When Ezra was born, he kept going toward it, and that gave me a little pain in my heart," she recalls. "He kept trying, but I didn't have anything for him there. But he took to the bottle pretty quickly; he's happy and healthy, so I've decided to let that part go. It's not the most important part of being a mother."

photography by evaan kheraj (styling, eliza grossman) hair, kevin smith for judy inc. : Left: top, \$495, sacai, and ring, \$170, atelier swarovski, at holt renfrew. right: dress, ;

When asked if there's anything about motherhood that she didn't expect, Gilman replies that it's the immense love she feels for Ezra. "I hear him cry, and I need to run to him. I see him smile, and I feel so good inside in a way that nothing else makes me feel. Even if the cancer comes back, I will never wonder if this was the right decision because I love him so much. You never know what life will bring; you just have to do your best and forget about the 'what ifs' and go after your dreams." \square

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Maya was shocked by the change in her hair. Fullness and volume were replaced by thinness and lifeless hair. She had to do something.

I PANICKED MY HAIR WAS THINNING!

The hair I found in my brush, in the shower and on my cardigan was unfamiliar to me. It was thinning like never before. How could this be happening?

I HAD TO DO SOMETHING

I found out my mother experienced the same problems when she was younger, and she accepted her fate. But much of my personality is in my hair, and I did not want to have the same problems. I read about the importance of hair nutrients, so I went looking for a good supplement.

MY HAIR NOW FEELS FULLER

I was recommended a natural product from Sweden called Hair Volume", which contained a special apple extract. I have now used this supplement for 2 months and I am really satisfied. My hair feels full and healthy and even my nails feel much stronger. The best part is that the shedding has almost stopped completely. This is proof to me that proper nutrition on the inside helps you look your best on the outside. I highly recommend Hair Volume to women who want to promote full and beautiful hair.

Maya N., Sweden







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RICHLER

ince that fateful day, the London-based Richler has carved out a niche in the publishing world. *Sister Crazy* (2001) and *Feed My Dear Dogs* (2005) were well received, and critics were quick to point out the parallels between the books' fictional Weiss family and the Richler clan, which includes brothers

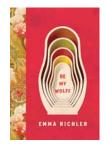
Daniel, Noah and Jacob and sister Martha. Her newest book, *Be My Wolff*—out in February—is a heavier read. Filled with history and fairy tales, it stars an entirely different cast of characters; it's a love story between Rachel, beloved daughter of Russian émigrés, and her adopted brother, Zachariah. "It's [also] a novel about exile and misfits, about place and belonging," says Richler, who became "obsessed" with The Foundling Museum in London while doing research for the book. "It took me more than 10 years to write, and I'm experiencing a hangover. I was living these characters for so long, I'm almost haunted by them still. It was very hard to let go but also liberating."

Richler spends hours each day walking around her Camden Town neighbourhood with her beloved rescue dog, a greyhound named Niccolò; it's when she does her best thinking. "Every day for me is about writing, but much of it, most of the time, is in my head," she explains. When she does put pen to paper, it's in the literal sense: Richler writes all first drafts by hand. "I don't like the technicality of typing," she says. "It's a different kind of thinking that takes me out of the immediacy of my imagination and the writing; I find that it interferes." Richler favours fountain pens by Graf von Faber-Castell and notebooks by French companies Clairefontaine and Rhodia. (She purchases in bulk at London Graphic Centre.)

Many people are amazed by Richler's exhibit-worthy manuscripts, including her mother, Florence, who has been a big supporter from day one. "I showed the beginning of Sister Crazy to my mother first, who said, 'I think you should show this to your father," says Richler. "He gave me the tightest bear hug and said, 'Continue! Continue!' He was extremely encouraging and proud and said I had a voice. He influenced me in terms of his gravitashe took writing very seriously and worked hard every day. That was his main thing in life, apart from his love affair with my mother. He used to spend winters in London, and when I was writing my second book, he'd call me and say, 'Let's go have a drink.' He never talked about his writing. I don't, either. But we'd sit together like writers—it was rather extraordinary—and say, 'How's your book going?' 'Fine. How's yours going?' before finishing our drinks. It was lovely. I miss him profoundly. I wish he were here to read Be My Wolff. He'd be very proud." □



EMMA RICHLER'S LATEST BOOK, *BE MY WOLFF*, IS A LOVE STORY BETWEEN A YOUNG WOMAN AND HER ADOPTED BROTHER.





PHOTOGRAPHY: MORDECAI RICHLER BY GETTY; HOUSES BY ISTOCK



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here's plenty to get excited about with Disney's live-action adaptation of BEAUTY AND THE BEAST, including some major musical moments. The film features three new ballads by Alan Menken, who was one of the composers on the original soundtrack. Keep your ears perked for a never-before-heard solo called "For Evermore," sung by Downton Abbey's Dan Stevens, and watch out for Broadway veteran Audra McDonald, who plays the part of Garderobe.

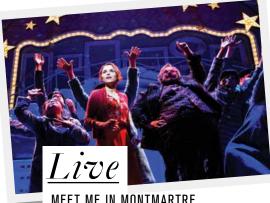
<u>Music</u>

Flow Rider

Five years after her last album release, NELLY FURTADO returns with The Ride. But don't count on a Timbaland guest appearance. The Canadian



singer-songwriter's latest work has a decidedly different sound with songs like "Pipe Dreams," a slow, slinky number that's more in line with artists like Solange than her usual pop-centric up-tempo hits.



MEET ME IN MONTMARTRE

You can put away your DVD copy of Amélie because Jean-Pierre Jeunet's cult-favourite film makes its Broadway debut in New York this month, over 15 years after its premiere. AMÉLIE, the musical, follows the French waitress, Amélie Poulin, played by Hamilton alumnus Phillipa Soo, as she secretly fulfills wishes for strangers and charms everyone with her wide-eyed wonder and whimsy.

<u>Art</u>

PEOPLE'S PRINCESS

Before Kate Middleton's sartorial choices set trends, there was Princess Diana, whose evening gowns and day dresses were as much tabloid fodder as her private life was. In celebration of her style, the exhibition Diana: Her Fashion Story opens at Kensington Palace in London, her home for over 15 years until her death. It showcases celebrated outfits, from the Victor Edelstein midnight blue velvet gown she wore to the White House gala dinner in 1985, when she danced with John Travolta, to the Catherine Walker suits she loved.



Graphic Noise

OMNIS TEMPORALIS is an unexpected artistic collaboration between Canadian cartoonist Seth and Vancouverbased composer Mark Haney. Haney gives Seth's picture novella, George Sprott: 1894-1975-about a local television personality living in the fictional town of Dominion in Ontarioa musical spin with original music composed and performed by him. The project debuts at the Richmond Art Gallery in Richmond, B.C, in April.



<u>Book Club</u>

Misfits, party girls and dreamers: These Spring 2017 releases celebrate delightfully complicated heroines.

By Sue Carter

Circus Act



n Heather O'Neill's first two novels, Montreal is a mythical place filled with dreamers and misfits. The Giller Prize-nominated author and Montrealer once again sets her new novel, THE LONELY HEARTS HOTEL, in the city, but the love story takes place in the early 20th century. The book follows two orphans who realize their dream of creating the most legendary circus show that Montreal's underworld has ever seen.



GHOST STORIES

Canadian expat Alison MacLeod may call England home, but her latest collection of short stories, ALL THE BELOVED GHOSTS, includes a story set in 1920s Nova Scotia in which a woman in mourning wears a new fur coat to a dance that changes her life. Blending memoir and biography with fiction, MacLeod casts vivid characters, from love-seeking teenagers to reluctant jihadis and more.

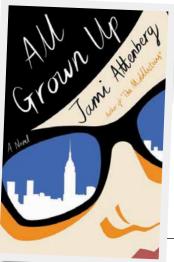
Dream Life

It's been 10 years since Barbara Gowdy's last book, but her latest, LITTLE SISTER, is as wonderfully weird as her early ones. The story follows a woman named Rose who runs a repertory cinema with her mother, who has dementia. Whenever a thunderstorm hits, Rose loses consciousness and dreams she is living a stranger's life. The dreams are so vivid that Rose begins to think she might be trapped inside another woman's body.



Graphic Details

In cartoonist and former Simpsons writer Mimi Pond's second graphic novel—the aptly named THE CUSTOMER IS ALWAYS WRONG - Madge is an art-school dropout working at a diner filled with junkies, drunks and derelicts in late-1970s California. As life turns even more sour for her restaurant mates, Madge's cartooning career begins to take off.



One Day This Will Matter SCAACHI KOUL

Anyone who follows BuzzFeed writer Scaachi Koul on Twitter will be familiar with her hilarious deadpan conversations with her dad. So it's appropriate that each of the personal essays in her debut collection, ONE DAY WE'LL ALL BE DEAD AND NONE OF THIS WILL MATTER, ends with a phone call between the two. Koul covers both broad and intimate territory, from her fear of flying to ethnic stereotypes and body image, with the sharp perspective of a perpetual outsider.

OUTSIDE THE BOX

GROWING PAINS

Jami Attenberg's previous novel, Saint Mazie, was inspired by the real-life story of a foulmouthed New York party girl who cared for the homeless during the Great Depression. In her sixth novel, ALL GROWN UP, Attenberg uses her dark humour to tackle the complexities of adulthood as a 30-something single woman gives up her independence to deal with a family tragedy.

<u>cultureFEATURE</u>



Abstract Moves

Alex Janvier's curves and lines reflect the poetic movements he sees in nature.

By Noreen Flanagan

lex Janvier has been creating colourful and evocative Indigenous abstract art for the past 65 years. More than 150 pieces of his work are on display at the National Gallery of Canada in Ottawa until April 17.

Janvier, who is Denesuline and Anishinaabe (Salteaux), is the third Indigenous artist to have a retrospective at the gallery. The other two were Norval Morrisseau and Daphne Odjig, who was the first Aboriginal female artist to exhibit a solo show at the gallery.

Janvier's art, which is abstract and at times representational, explores Indigenous culture as well as its social and political history. He painted the *Lubicon* (pictured above) in 1988 to protest an exposition in Calgary that had been partly subsidized by Shell Oil. Janvier was angry with how the Lubicon nation had been treated by the oil company.

In terms of influences on his technique, he credits Wassily Kandinsky, Paul Klee and Joan Miró as well as Karl Altenberg, a Bauhaus-trained German émigré who tutored him. He also says the handicraft work of Indigenous women played an important role in creating his signature curvilinear lines. "As a boy, I was intrigued by the porcupine-quill baskets and the beadwork of the women in my community," he explains. "The quillwork was geometric, but the Hudson's Bay beads gave the women more freedom and flow to their designs. I've never forgotten them."

The 81-year-old artist, who still paints every day in his studio in Cold Lake, Alta., recalls that his first attempts at creating art involved using a stick to draw images in the mud after the rain. When he was eight, Janvier was sent to the Blue Quills Indian Residential School near St. Paul in northern Alberta. It was there that he was introduced to art supplies like paper and paint. He later studied at the Southern Alberta Institute of Technology and Art in Calgary and went on to cofound the "Indian Group of Seven."

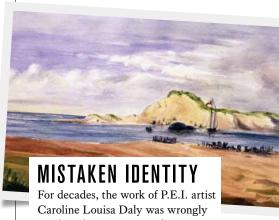
Although Janvier once considered a career as a professional hockey player, he concedes that the odds of him making it were slim. "Hey, I never won the Stanley Cup—but getting my own show at the National Gallery is better. It's a most fortunate thing to have happen in one's life."



Emily Carr painted this totem image, The Welcome Man, in 1913. It's part of the permanent collection at the National Gallery of Canada. She was a feminist, a misfit and, to some, a cultural appropriator of Indigenous traditions.



Elisabeth Louise Vigée Le Brun (1755–1842) was the most important portrait painter at the end of the 18th century. It was an unusual role for a woman, but she was Marie Antoinette's favourite portraitist. Her *Countess Tolstoya* (1796) painting is in the National Gallery of Canada's permanent collection.



Caroline Louisa Daly was wrongly attributed to two men. After some sleuthing, Paige Matthie, registrar at the Confederation Centre Art Gallery in Charlottetown, discovered the truth. An exhibit of Daly's work runs until May 7.



n July 1, 2015, Dianne Whelan left Newfoundland to set out on a journey to walk, bike, snowshoe and paddle across Canada's 24,000-kilometre Great Trail. A year and a half later, the 51-year-old award-winning Canadian filmmaker and photographer is still working on finishing her journey (she aims to complete it in 2019, when she reaches Victoria)—all while documenting her experiences for her planned independent adventure film and non-fiction book, 500 Days in the Wild.

The Great Trail consists of 432 individual trails, paddling routes, railway lines and historical fur-trade routes. To coincide with Canada's 150th birthday, all of these routes will be connected, making it the world's longest trail.

Whelan found out in her 30s that her family heritage includes Mi'kmaq ancestry, so she describes her journey as a form of personal reconciliation—both with the land and with Canada's Indigenous peoples. "I've enjoyed all the privileges of being white, including education, opportunities and a healthy environment," she says. "So I feel like I have a responsibility to stand up and not be quiet about the injustice and unfairness that the First Nations people in this country have gone through."

She begins each day by burning sage and saying prayers for the murdered Aboriginal women of Canada and makes a point of speaking with Indigenous grandmothers along the way. "They had a way of seeing the world," she says of the First Nations elders. "Those original ideas that the earth was sacred, the water was sacred, the air was sacred... When I look at the ecological issues facing the world today, I can't help but think 'They were right. Maybe everything we need to know we have forgotten. This journey is about collecting that wisdom." —*Madelyn Chung*



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Dream Weaver

Sophie Grégoire Trudeau wears her heart on her sleeve. Her optimism charms and inspires in equal measure.

> By Noreen Flanagan Photography by Max Abadian Styling by George Antonopoulos

f you were a yoga pose, which one would you be?" I ask Sophie Grégoire Trudeau. We're midway into our second interview for this feature, and she has just finished describing the thrill of barefooting—which is waterskiing without skis. "You have to be at high speeds, and when you fall, it's like falling on cement," she says. "It's rough, but the sensation is amazing when you're on your feet." She tells me that her

other athletic pursuits venture from fairly calm (cross-country skiing, snowshoeing and tennis) to borderline extreme (skydiving, ice climbing and underwater diving with her husband, Prime Minister Justin Trudeau). Her less extreme adventures include yoga and pranayama (controlling the breath). So, back to the pose that best describes this certified hatha yoga instructor's character. "That's a funny question!" she says, laughing. "It's tempting to say the wheel with one leg up [Eka Pada Chakrasana] because it's just so heart opening, but

I think the Baddha Konasana, or sitting pose, is the most challenging one for me because I have to be seated, calm, relaxed and focused."

I'm not sure whether asanas, or poses, reveal one's character, but it's not surprising to me that Grégoire Trudeau would excel at the one-legged wheel pose. I imagine there's a certain extroverted rush from mastering that move, and I'm getting the sense that Grégoire Trudeau embraces her extroversion like metal shavings to a magnet.

"I'm an only child," she explains. "I was taught to go toward other people because I felt lonely. My father would tell me to go up to someone and say 'Hello, my name is Sophie. Would you like to play with me?' I swear to you sometimes even at 41 I'm like, 'Hi, I'm Sophie. You look fun. Do you want to play with me?' I'm curious."

During our photo shoot at the National Gallery of Canada in Ottawa two days earlier, Grégoire Trudeau told me that she considers her curiosity, courage and capacity for love to be her best qualities. A lack of patience, »





however, is one of the imperfections she's working on. "Patience for me is a big thing," she said. "Patience with others. Patience with the way the world is evolving. I have a sense of urgency because I want to help out so much."

When you're in her presence, you feel that charismatic urgency. She speaks quickly, enunciating her words with authority and energy. Her face is animated, her cheeks are slightly flushed and her eye contact is intense but not intimidating. When she's not talk-

ing, she leans in to listen, often reaching out her hand to touch whomever she's engaged with. And tears are not uncommon. On set, her eyes teared up when she saw the cover images and later when she spoke of her love for her husband ("I partnered with a man who also strives for authenticity and connection"), her children, Xavier, Ella-Grace and Hadrien ("I feel so blessed and happy [to have them]"), and her mother, Estelle Blais ("[for] her energy of purity and goodness").

Anyone who spends a moment in Grégoire Trudeau's grounded but ethereal orbit can't help but be charmed by the way she expresses the most earnest-sounding dreams. Case in point: When I ask her who

has inspired her the most over the past year, you'd think that Duchess of Cambridge Kate Middleton or Michelle Obama might top the list. Instead, she tells me she doesn't believe in celebrity, even though, she concedes, much of our culture and media are based on it. She says that she and Obama had a great connection when they met during a state visit last March in Washington but adds that she's drawn to anyone who wants to shape the world and is ready to listen. "People who are open-hearted and open-minded touch me deeply," says

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The level of opportunity that we're sitting on right now as a country and a generation is immense.

"

Grégoire Trudeau. "I feel that we have a common goal. Even if you look at the planet, and you think it's easy to be distraught and depressed, common goodness—human goodness—is very much alive, and it needs to thrive even more amid the chaos. We're being called to rise up and raise our level of consciousness and connect with other human beings. The level of opportunity that we're sitting on right now as a country and a generation is immense."

It's a cynicism-free manifesto that you typically don't expect from a 41-year-old mother of three. It's also not based on the naive reflections of a woman who hasn't endured her own struggles. In her late teens and into her 20s, Grégoire Trudeau suffered from bulimia. She has spoken about this often and has done advocacy work for agencies, such as the Clinique des troubles alimentaires BACA and the Bulimia Anorexia Nervosa Association (BANA), both of which offer support to people suffering from eating disorders.

In her own case she says that yoga, therapy and time healed her from what she describes as an incentive/reward-driven addiction. "My awareness of what I

was suffering was major, but I just didn't know how to get out of it," she recalls. "I kept thinking 'Why me? I have everything. Why am I suffering from this?' The stigma is less and less, because we talk about it more. When I was suffering, it was much more taboo. Today there is treatment, but there are not enough beds and not enough tools to help those who are suffering." Grégoire Trudeau explains that fear and anxiety are at the core of the disorder; the sufferers don't know who they are and where they stand in the world. »

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cultureCOVER

he former cultural reporter later talks about being troubled by our culture's emphasis on youth and the fact that as a society we are asking mature or aging women to disappear. She suggests that this speaks to a lack of depth in our spirituality and a lack of self-love. As national ambassador for Plan Canada's Because I Am a Girl initiative, Grégoire Trudeau spends time speaking with girls and says that they are very much aware of our culture's obsession with youth.

"They feel the fakeness—from fake nails to fake hair to fake breasts," she says. "We tell girls to be themselves, but then they have role models—sometimes too many role models—in popular culture who incarnate that kind of disconnectedness from oneself. We are taught to self-hate; we are taught to doubt. Our culture doesn't help us recognize ourselves as amazing beings without changing ourselves."

As for her achieving her own self-love—and eventual recovery—Grégoire Trudeau says she can recall at least one key turning point. She was in her late teens and living in Montreal with her family. One night, while she was alone in her bedroom, she called out to her mom (who—as if on cue—has just entered the room where Grégoire Trudeau is chatting with me on the phone). "I said, 'Mom, I'm sick and I'm suffering and I need help.' We bawled and bawled and bawled." She says that having bulimia was a kind of blessing as it allowed her to rise above it and find out who she really was.

It's a subject—and a time in their lives—that still brings tears to them both. Earlier I had asked Grégoire

Trudeau who was the one woman who shaped her most; with tear-filled eyes she answered, "My mom." She says she now tries to bring the same unconditional love to her own children. "I see how my kids receive it. It's clear when we look at each other or when I'm breast-feeding or playing with them, or when we're in the bath together. Even when we have arguments—I mean, they drive me crazy sometimes; don't get me wrong!"

Grégoire Trudeau credits her stockbroker father, Jean Grégoire, with influencing her early understanding of what it means to be a feminist. She says he instilled in her a confidence in her body's physical strength and stamina. The pair, along with her uncle, spent a great deal of time in the woods hiking and camping. "I was one of the boys, and I think that I had to take my place and my space as a young girl."

She says that those early years spending time outdoors with her father and uncle were also responsible for positively shaping the relationships she has with men. "I have amazing, beautiful friendships with my girlfriends, but I also get along well with boys and men now," she says. "I think that having that balance between the two allowed me to see the reality of the interactions and how dynamics can be a little bit different."

Grégoire Trudeau has one of the purest and most pointed descriptions of feminism I've ever encountered. For her, feminism is about one thing: knowing the facts and wanting to do something about it. "The fact is that half of the world's population is still suffering and not being allowed their most basic rights to fully participate in society," she says. "Economists and behavioural"





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We are taught to *self-bate*. We are taught to doubt. Our *culture* doesn't help us recognize ourselves as *amazing* beings without changing ourselves.

"

psychologists will tell you that this is to the detriment of women but also to men, because men are wonderful creatures and we are undermining their spirit when women are not part of the equation."

Earlier this year, we posted an online "State of the Sisterhood" survey and asked readers to share their thoughts on feminism and what they think are the most pressing issues for women in Canada. Seventy-one per cent of the more than 1,100 respondents said that feminism is more relevant now than it was before Donald Trump was elected president of the United States. Grégoire Trudeau diplomatically avoids commenting on this statistic, saying that she has been feeling a sense of urgency for 30 years and that progress—at least in Canada—is being made. (See "State of the Sisterhood," on page 128, for more survey results.)

When I relay some of the feedback on her husband's performance, she is surprised; for a fleeting moment, I spot that protective fire that hides just below the surface of her sunny demeanour. Twenty-three per cent of our respondents felt he is definitely doing enough to support feminism, 42 per cent thought he is doing somewhat enough, 15 per cent said not really enough, 5 per cent said not at all and 15 per cent weren't sure. Their praise for Trudeau's 50/50 gender parity in the cabinet was surprisingly muted. Only 19 per cent thought it definitely brought about a significant change in advancing feminist issues. That generates a "Wow!" from Grégoire Trudeau. Another 40 per cent thought it was somewhat significant, 23 per cent said not really, 8 per cent said not at all and 10 per cent weren't sure. "Give us ideas!" she responds. Of note, 67 per cent of respondents said they would never go into politics.

She concedes that that's a problem, adding that the government is trying to make it easier for female politicians to balance their need to be with their families.

Grégoire Trudeau agrees with the respondents who felt that wage inequality, unaffordable daycare and the crisis around missing Indigenous women and girls are the most pressing issues. The latter is of particular interest to Grégoire Trudeau. She recalls reading a newspaper story about a young Indigenous woman who had been raped.

"I couldn't take it," she says. "I screamed. I let all my emotions out. I was so angry. I said to my husband, 'Where do we start? What do we do?' And he said, 'Oh, we're going to do something about this. We're starting with the Truth and Reconciliation [Commission]." (Last September, the Government of Canada also launched a National Inquiry into Missing and Murdered Indigenous Women and Girls.)

In addition to her volunteer work at Plan Canada and Fillactive (an organization that encourages young women's healthy self-esteem through a balanced lifestyle), Grégoire Trudeau has been working with the Wabano Centre for Aboriginal Health in Ottawa. "I've been trying to learn more about native culture," she says. "When you meet the leaders of the different communities, it's tough because you want to bring change now, but change doesn't happen like this, so we have to be patient."

But, as we now know, patience is the one thing that this intelligent, spirited woman struggles with. Sophie, please don't get too comfortable in your Baddha Konasana pose. We need you—and your fiery impatience and optimism—to help create a better world. $\hfill \Box$





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Lady Justice

Jody Wilson-Raybould is the first Indigenous person to be justice minister and attorney general.

he isn't sure exactly when it happened, but at some point in 2016 the realization began to sink in for Jody Wilson-Raybould that she is the first Indigenous person to be appointed justice minister and attorney general of Canada. She can, though, think of two standout moments from last year: "the emotion that was felt by all when we launched MMIWG [the national inquiry into missing and murdered Indigenous women and girls]" and when she met Charlie Lowthian-Rickert, a trans tween, just prior to the introduction of Bill C-16, which would make it illegal to discriminate against gender-diverse Canadians. "For me, Charlie and her parents are the embodiment of a Canada that celebrates diversity and embraces acceptance," says Wilson-Raybould.

Last year, the Vancouver Granville member of Parliament also introduced long-awaited assisted-dying legislation and worked on a new selection method to choose Supreme Court justices. She admits she is dealing with a lack of sleep, as she has never been busier in her life. "I think I have ticked off approximately half of the tasks that I was given," she says

of the mandate Prime Minister Justin Trudeau gave her when he appointed her in November 2015. Her 2017 to-do list includes spring plans to introduce legislation for the legalization of cannabis, cleaning up antiquated aspects of the Criminal Code, working with Indigenous peoples to "decolonize Canada's laws and policies" and fleshing out longterm reforms to the criminal justice system. On a personal level, the former marathon runner, who is a member of the Musgamagw Tsawataineuk and Laich-Kwil-Tach people of Northern Vancouver Island, admits she has "extremely high expectations" for herself. Here's yet another goal: She wants to get back to regular running sessions and sign up for some kind of race. "Distance to be determined," she says. "Work-life balance is always a challenge—I do not think I have found it yet."

Another thing the former Crown prosecutor, land claims treaty negotiator and regional chief of the B.C. Assembly of First Nations has struggled with since her arrival in Ottawa is the divisive nature of Parliament. "It's still way too overpartisan and at times overly harsh," says Wilson-Raybould. "It will continue to be a challenge to change it." But a bright spot for her has been being part of Canada's first gender-balanced Cabinet. "Although I have never been in a Cabinet before, I have sat around a boardroom table where I was the only woman. So I think it does make a difference that our Cabinet is gender balanced," she says. "I do not think politics needs to be so visceral, and in this regard, women do bring a different perspective. I know that it might sound clichéd, but it really can be less aggressive." — Christina Reynolds

Media Watch List



In 2015, CityNews Toronto's Ginella Massa became

Canada's first hijab-wearing television news reporter.



CBC reporter Connie Walker, who has reported extensively on

Canada's missing and murdered Indigenous women and girls, launched an eight-part podcast entitled *Missing & Murdered: Who Killed Alberta Williams?* that has continued to help keep the muchneeded conversation going.



The Globe and Mail's Denise Balkissoon launched the media outlet's first diversity

podcast, *Colour Code*, along with Hannah Sung.



Montreal's Concordia University profes-

sor Homa Hoodfar returned to Canada in September after spending 112 days in an Iranian prison. She had been in Tehran to research women and Islam.

POLITICS

Long Shot

Fadumo Dayib is the only woman running to be the president of Somalia.

More than 26 years after fleeing Somalia's civil war, Helsinki-based Somalian refugee Fadumo Dayib is running for president of her home country (despite the fact that she has virtually no chance of winning) to help raise awareness about issues like female genital mutilation.

<u> Taked</u> Truths

Dainty Smith is the founder of Canada's first all-black burlesque troupe.



hen Toronto-based performer and speaker Dainty Smith launched Canada's first allblack burlesque troupe, she says people were surprised. "I worried people wouldn't come to our shows, so I really had to talk back to that self-doubt." Smith doesn't have any formal dance training, but she says she was inspired

to take it up after she saw footage of Josephine Baker, the first lady of dance in the 1920s. At the time, Baker was the most successful African-American entertainer working in Europe. "It was a 'light-bulb' moment for me," explains Smith. "Because of her, I changed how I viewed myself as a young black woman. It gave me permission to consider myself pretty—possibly even beautiful." She jumped straight into burlesque after that and has not looked back, although she's the first to admit that the art of exposure is a tricky business. "Black women's bodies are hyper-sexualized, and we are often not in control of how we are viewed," she explains. "I felt it was important to have a troupe for women of colour so we could show folks that we are not all the same and we certainly don't all experience the world in the same way." But even though exposing oneself has become commonplace, Smith argues that it can still offer a feeling of connectedness and intimacy. "There are serious negative effects to overexposure, but exposing yourself can also be about vulnerability," she says. "Burlesque allowed me to reclaim my body as mine. Self-love isn't a 30-second Dove commercial; things don't get resolved that easily. But if me being openly vulnerable makes other women feel excited about their beauty and bodies, then it's complicated but worth it." —Aliyah Shamsher



Paradise Sorouri is the first female Afghani rapper.

In a region where both men and women are prosecuted daily for speaking their minds, it's no small feat that Afghanistan's first female rapper has risen to fame. Her debut hit, "Nalestan," is dedicated to her younger cousins who committed suicide. (Sorouri herself has endured both public and private beatings and exile.) After speaking at Talking Taboo, an international conference for women's rights, she attests that she will not stop rapping. (She has since settled in Berlin with her husband.) In fact, her voice will only grow louder. —A.S.



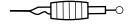
CULTURE

<u>High Note</u>

Buffy Sainte-Marie is an unexpected digital trailblazer.

hen Buffy Sainte-Marie took a 16-year break after releasing Sweet America in 1976, the business she returned to in the '90s was very different. But Sainte-Marie was still ahead of her time. After recording Coincidence and Likely Stories (1992), she became the first musician to send an album digitally to her London studio via a dial-up modem. (The album also combined, for the first time, electronic sounds with Aboriginal chants.) —A.S.

Meet the first female...



INK MASTER Spike TV's Ink Master crowned its first female winner in its eighth season, bestowing the title on Ryan Ashley Malarkey of Kingston, Pa., who won after completing a 24-hour chest tattoo.



OIL PAINTER The Tate Britain just acquired Portrait of an Unknown Lady, a work by female artist Joan Carlile (1606-1679), who is thought to have been the first female oil painter working in Britain.



LIBRARIAN OF CONGRESS As the 14th Librarian of Congress, Carla Hayden is the first woman (and first African-American) to serve in the role since the library opened more than 200 years ago.



GLOBETROTTER Cassie DePecol wants to be the fastest woman in history to visit 196 countries in under two years so she can break the Guinness World Record of three yearspreviously held by a man.



Marie Saint Pierre is Quebec's first lady of fashion.

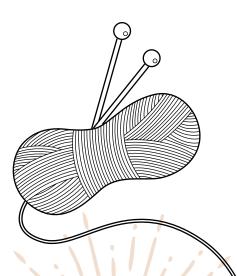
n the 30 years since founding her eponymous line, Marie Saint Pierre has become an icon in Quebec. She has earned such honours as the Order of Canada, the Canadian Arts & Fashion Awards Outstanding Achievement Award and a YWCA Women of Distinction Award. She spearheaded efforts to promote the province's fashion industry and mentored design talents like Denis Gagnon, Siphay Southidara (known professionally as Yso),

Philippe Dubuc and UNTTLD's José Manuel St-Jacques and Simon Bélanger. In the early aughts, she even launched Opération Sous Zéro to provide children in need with winter outerwear. Saint Pierre knows she is a role model in Quebec society, but when it comes to fashion, her first love? "Some people don't know I exist," she says.

Of course, the accolades say otherwise. So did the recent Montreal showcase of her debut collection for men, where hundreds of fans packed her downtown boutique to see menswear pieces that bear her distinctive look: precise cuts, luxurious fabrics and cool. "Being relevant 30 years in is probably the hardest thing," says Saint Pierre, when asked what achievement she is most proud of. "To continue to believe in what I do? It's very hard."

Saint Pierre now has three boutiques: two in Montreal and one in the Wynwood Art District of Miami. There are 30 employees in design and development, and Maison Marie Saint Pierre is one of the few true luxury houses in Canada. "It's not a shop; it's a house," says Saint Pierre. "It comes with a lot of obligation in an industry where it's easy to go fast. Many cut corners."

"She is proof that Canadian design has meaning in our country and abroad. She is a locomotive for the new generation of designers," says Dubuc, now president of the Conseil des créateurs de mode du Québec (CCMQ). When Saint Pierre was president of the CCMQ, she initiated the Cabinet Éphémère project, a travelling pop-up shop of Quebec designers. One of the designers she mentored was Danielle Martin, of Martin Lim. Martin says that the most important lesson she learned from Saint Pierre was how to balance a collection between design and commercial viability. That kind of mentorship is something Saint Pierre takes very seriously. "The only advice you can give is 'Be true to yourself,'" she says. "Because it's going to be difficult, so you may as well do it in a very authentic way." —Eva Friede



Stephanie Pearl-McPhee is likely the first knitter activist!

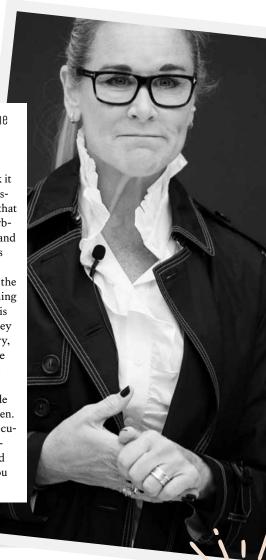
tephanie Pearl-McPhee has the world of knitting in stitches. The 48-year-old Toronto-based knitter, writer and blogger has written an astounding eight books on the subject. It's with a sense of humour and warmth that she makes this niche art form accessible to her rapidly growing following. In 2004, she established Knitters Without Borders to raise funds for Doctors Without Borders. Her challenge asks fellow knitters to take one week to ponder their needs versus their wants (coffee, lunch out, even wool) and refrain from spending and, at the end of the week, donate those savings. So far they have raised more than \$1.1 million for Doctors Without Borders. Still, for all the attention, Pearl-McPhee prefers not to take any of it too seriously. "No matter how well you knit, looking at your work too closely isn't helpful," she writes in her book Things I Learned from Knitting. "It's like kissing with your eyes open: nobody looks good that close up." — C.O.

FASHION

<u>Power</u> House

Angela Ahrendts is currently the only female executive at Apple.

If Angela Ahrendts is proving anything, it's that fashion girls can hack it with tech types. The 56-year-old fostered a successful career in fashion that culminated in a stint as CEO of Burberry, where she helped make the brand cool again. Then, in 2014, Ahrendts was named senior vice-president of retail at Apple, where she launched the Apple Watch and focused on grooming customer service. "If the end result is that someone winds up believing they can do something out of the ordinary, well, then you've really made it," she told The Wall Street Journal in 2010. From 2013 to 2015, Ahrendts, who hails from New Palestine, Ind., made Fortune's list of most powerful women. She is currently the only female executive at Apple and one of the highestpaid female executives in the United States. Sometimes, you get what you pay for. —Carly Ostroff



FASHION

Crossover

CL is the first South Korean crossover star.

If you don't know who CL is, you need to update your feeds stat. Whether she's sitting front row at Jeremy Scott, partying with the #WangSquad or chilling with Method Man in the music video for her first English solo, "Lifted," this badass South Korean rapper/singer/superstar is poised for global pop domination. - Nancy Won

SPORTS

Competitor

Brooke Henderson is the youngest Canadian to win an LPGA tournament.



fter Brooke Henderson peaked at number two in the Ladies Professional Golf Association (LPGA) rankings in 2016, I think we can guess what the 19-year-old golfer's next career goal is. As only the second Canadian woman to win a major (Sandra Post did it first in 1968), Henderson is one in a wave of players who are elevating women's golf to popularity levels currently being enjoyed by female tennis players. "The

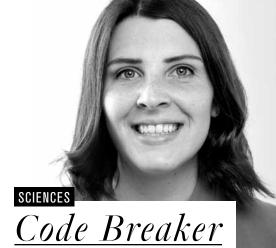
LPGA is similar to tennis in that it plays a very full schedule all across the globe," says Henderson. She took part in an exhausting 31 golf events in 2016 and won close to \$1.8 million. "The prize money and television numbers continue to increase year after year," she says. "It's incredible to see how women's golf is received in many countries—particularly in Asia, where they treat the top players like rock stars, which is pretty cool." To be fair, she did receive a standing ovation when she attended an Ottawa Senators hockey game in December. —Jacquelyn Francis



<u>Stargazer</u>

Natalie Panek is a rocket scientist who hopes to be an astronaut with the Canadian Space Agency one day soon.

For Natalie Panek, 32, her out-of-this-world aspiration to become an astronaut isn't far-fetched. After studying both mechanical and aerospace engineering, Panek is now working on the European Space Agency's 2020 ExoMars rover program, which is "developing the base structure of the rover that will drive around on Mars." Hopefully she'll get to experience the technology first-hand, too: She's a candidate for one of two astronaut jobs with the Canadian Space Agency. Through her blog, thepanekroom.com, and her social channels, Panek advocates for women in science, technology, engineering and math (STEM) careers. A recent proud moment was when Prime Minister Justin Trudeau posted about her on his Instagram account to demonstrate how the \$2 billion devoted to education would benefit Canadians. — *Emilie Dingfeld*



Melissa Sariffodeen is perhaps the first woman to ever code with Prime

Minister Justin Trudeau!

With the social and digital worlds pretty much dominating our spare time and shows like Black Mirror and Mr. Robot exposing the perils of our reliance on tech, all things computer have become oddly sexy. But that wasn't the case when Melissa Sariffodeen taught herself to code when she was 11 years old. Fast-forward to now and she's the co-founder and CEO of Ladies Learning Code (LLC), a non-profit organization that teaches women and girls the essential skill. Since launching in 2011, LLC has taught more than 50,000 women and girls, and its goal is 10 million people by 2027. The funny part? "We may not need to know coding in five years," says Sariffodeen, noting that it will never go away entirely. It's the computational learning—learning to solve problems through technology—that is the most important part of the process and a by-product of learning skills like coding. During a workshop for teen girls, for instance, one group built a website to bring attention to sustainable fashion. "You play the game as a shop owner and have to sell vintage product and avoid accumulating waste," she says. "It's a simple game, but it's about promoting a broader concept." If women become more involved at the conception stage of tech, many future problems could be solved and avoided altogether. That's because technologies, such as voice-detection software and even seat belts, failed to serve women because they were designed by men, says Sariffodeen. -E.D.



Meet the first female... GENOME SCIENTIST

American-born, U.K.-based Kathy Niakan recently became the first scientist—ever—to be granted permission to edit genomes in embryos. Niakan is hoping her research will shed new light on infertility and miscarriage.

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SOCIAL ACTIVISTS

Girl Power

Meet five powerhouse girls who are channelling their passions for social change.



Small but Mighty



Sister Power



About a Girl



In with the New

Hannah Alper @THATHANNAHALPER

When you listen to Toronto-based Hannah Alper's TED Talk, it's hard not to feel like a schlep. The 14-year-old has been gaining buzz as an eco-warrior and youth-empowerment speaker since she launched her blog, callmehannah.ca, at nine. Now she's motivating thousands as a Free the Children ambassador, Me to We motivational speaker and World Wild Life Fund team captain. —Alexandra Breen

Linda Manziaris @BODYBIJOU

Susanna Manziaris @girlshgirls

Toronto-based sisters Linda and Susanna Manziaris are a power duo. They returned from a family trip to Kenya hell-bent on building schools and raising money for scholarships for girls. Susanna, 20, started the charity GirlsHelpingGirls.ca, and Linda, 17, created a jewellery line, Bodybijou.com, which donates 50 per cent of proceeds to her sister's cause. —*A.B.*

Bana Alabed @ALABEDBANA

This seven-year-old Syrian girl gained international attention for tweeting, alongside her mother, live from Aleppo. She became a poster child for children living through the nightmares of war while simultaneously putting a spotlight on both the controversial nature and massive global reach of social media. In December, she was safely evacuated from the war-torn city, according to the IHH Humanitarian Relief Foundation. —*A.B.*

Muzoon Al-Mellehan @Muzoonrakan1

Muzoon Al-Mellehan is a British-based 18-year-old Syrian refugee who is determined to educate women in her homeland about the importance of prioritizing education over the customary practice of viewing marriage as a means to a promising future. "If your marriage isn't working, education can be a weapon to escape," she told *The Guardian*. "If you are not educated, then nothing can protect you." —*A.B.*

SOCIAL ACTIVISTS

Ride On

Sarah Chan is the first lady of Edmonton.

efore her partner, Don Iveson, became mayor of Edmonton, Sarah Chan was already a fierce social advocate. She founded and led the United Way Alberta Capital Region youth initiative to end poverty and has been a longtime proponent of active transport. (She wrote her master's thesis on European and North American cycling culture.) It's her personal life that's disarmingly accessible, and she documents it through her blog (misssarahchan.ca) and selfies on Instagram (@misssarahchan). With a J.Law kind of charm, Chan, 36, is the city's dream BFF: stylish, funny and sure to let loose on the dance floor at the many fundraising galas she attends (often adorned in Canadian labels). She's also mom to kids Dexter and Alice and a full-time piano teacher. (She trains 36 students from her home studio.) For Chan, the sense of civic duty goes beyond the call. —*Caroline Gault*



POLITICS

Crowning Glory

Ashley Callingbull is the first Canadian and the first Indigenous woman to win Mrs. Universe.



BEAUTY

Brush Fires

Nyla and Janelle Olynyk of Smith Cosmetics were among the first to make professional contouring DIY.

Despite their position in the competitive world of cosmetics, Calgary-based sister act Nyla and Janelle Olynyk don't answer to a board of directors. Four years ago, the two launched their own line of makeup tools called Smith Cosmetics. A veteran makeup artist, Nyla was aware that her clientele wanted to learn how to create the Kardashian look themselves—YouTube wasn't enough. So she set out to develop the distinctively shaped #122 and #124 cream highlight and contour brushes, complete with antibacterial handles. Celebrity makeup artists to stars like Lorde, Katharine McPhee and Amber Heard are fans. "Tools are essential for all artists," says Nyla. "They enable us to express and create. If I can help advance the talents of my fellow artists in some small way, I will be truly honoured." —C.G.

or Ashley Callingbull, being the first Canadian and first Indigenous woman to win the Mrs. Universe title in 2015 wasn't enough.

"I always want to accomplish the things people think I can't accomplish," says Callingbull, who also made history last year when she and her stepfather became the first First Nations team to join the cast of *The Amazing Race Canada*, placing third.

When the 27-year-old Albertan took the Mrs. Universe crown, she used the attention she got to raise awareness of her people's issues. "I think I was the first beauty queen to ever be on CBC's *Power & Politics*," she says. "I think more people's eyes were opened to what's happening to First Nations people."

She wasn't content to stop there. Callingbull, who overcame the physical and sexual abuse and poverty she endured as a child, has continued to act as an advocate for First Nations' rights. She called out former prime minister Stephen Harper and asked his successor, Justin Trudeau, to be accountable for the promises he made during the election. "I lived in fear when I was a child, and I just don't want to live like that anymore," she says. "I tell myself to be fearless no matter what. I speak the truth for people who can't be heard."

Politicians aren't the only ones she's speaking to. Callingbull travels the world to host workshops for at-risk First Nations youth. Right now, she's focused on acting, writing and charity work, but becoming a politician is something she would consider in the future. "It's important to be outspoken and involved with what's going on in our country—to make a difference in any way that we can," she says. As for the position she'd consider? "I would go for the big job," says Callingbull, laughing. "If I get into politics, I would want to be prime minister. I dream big." —C.O.





BEAUTY

Cut Above

Odile Gilbert is one of the first women to make it as a fashion hairstylist.

If Odile Gilbert fastened a Fitbit to her wrist, it would crash from her volume of activity. "I don't need to go to the gym; I'm always standing and doing something," she says over the phone from Paris. Indeed, the French coiffeuse juggles fashion shows, editorials and ad campaigns, often jetting around the globe to work. In addition to her talent and her tutelage under the legendary Bruno Pittini, which began when she was just 18, Gilbert's wind-up-doll work ethic surely helped her break into what was, and still is, a male-dominated industry. When she moved to New York in the early '80s, Gilbert wasn't aware that she was about to put a hefty crack in the glass ceiling. "I didn't realize until people told me that I was the first woman working in fashion as a hairstylist," she says. Even the reactions she got when arriving at some of her first gigs didn't tip her off. "They'd say, 'Oh, you're a girl!" To which she responded, "Yes, why?" In fact, the only barrier Gilbert recognized when she started landing more high-profile jobs was that she only spoke French. "I was with Richard Avedon and Steven Meisel, and I had no clue what they were saying!" Undeterred, she enlisted a Harvard student to teach her English. -Sarah Daniel

BEAUTY

Indie Nation

Meet four female Canadian beauty entrepreneurs who are making waves in skincare.



Julie Clark PROVINCE **APOTHECARY**

KNOWN FOR: From eczema balm to rollerball scents with wellness spins, this holistic facialist's line has a fix for pretty much everything.



(aren Kim BINU BINU

KNOWN FOR: Her cold-processed sculptural soaps are made from boricha, a traditional Korean tea, and spiked with moisturizing oils.



Nannette de Gaspé Beaubien NANNÊTTE DE GASPÉ

KNOWN FOR: Her dry masks, which are made for one's eyes, face, mouth, neck and hands, are "printed" with actives that are activated by massage.



Roobi Oureshi LEAVES OF TREES

KNOWN FOR: Her natural deodorant, made with a clay and baking soda base, is bought in multiples by enthusiasts.



On the Scent

Christine Nagel is the first female perfumer at Hermès.

hen Christine Nagel was handpicked to succeed Hermès's Jean-Claude Ellena in 2014, she became the house's first female perfumer. This is an impressive feat for two reasons: Ellena is revered in the industry ("He's a legend, a living god in perfumery," says Nagel) and the fragrance industry is known for its nepotism: members of Grasse-born families typically land the top roles. Nagel is an outsider, to say the least. "I am Swiss born with an Italian mother," she says. Armed with a chemistry degree, she began her career working on the science side of the business at the fragrance house Firmenich but soon realized she wanted to be a perfumer. When Nagel was told she didn't fit the traditional profile (translation: She wasn't a male with family connections), she wasn't deterred. Instead, she went on to create fragrances for Jo Malone and Narciso Rodriguez. Her debut fragrance for the French luxury label is Galop d'Hermès, a blend of rose and leather. Though it's tailored to women, Nagel doesn't categorize fragrances by gender. "Perfume is an art, and, like all the arts, it has no gender," she says. It's an ethos that's also symbolic of where the industry is heading—these days women outnumber men in perfume school. Still, there are reminders of what she and the women who paved the way before her—like Germaine Cellier, who created fragrances for Balmain and Balenciaga in the mid-1900s—have achieved. "In French, the word perfumer is only masculine, so my business cards read 'Christine Nagel Parfumeur,' not Parfumeuse. That

says it all." —S.D.





BEAUTY

Dream Cream

Allison Audrey Weldon's body cream is blazing a trail in natural beauty.



BEAUTY

<u>specialFEATURE</u>

f a body cream could be a pioneer, Sangre de Fruta's would be one. Founder Allison Audrey Weldon based her cream on a recipe from her herbalist mentor, "a wonderful Chilean

whipping shea and coconut butters with beeswax and precious oils, cooling it, and

repeating until the sweet spot is reached. "It's kind of like whipping ice cream," she says. "You whip it until it's nice and stiff, but not

enough that it gets too hard." It was recently

one-woman show, Vancouver-based Weldon

endorsed by GOOP, resulting in Weldon's busiest week of online orders to date. A

Facetime

Sandy Linter was one of the first artists to sign with a cosmetics company.

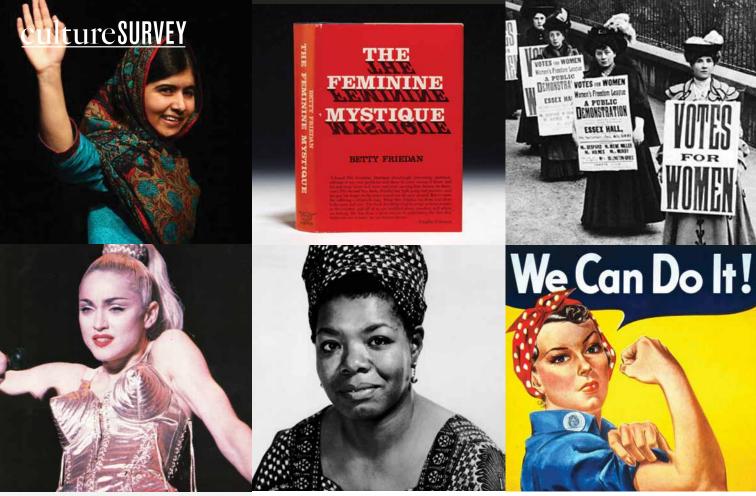
andy Linter was supposed to be typing and taking calls at her first secretarial job, but instead she was doing her co-workers' makeup and giving them beauty advice in the bathroom. "I didn't know what I was doing," she says. "I was going from a gut feeling." College didn't beckon, but a career as a makeup artist did. By the early '70s, she was working at Kenneth Battelle's famed Manhattan salon, applying liner on Jackie

Kennedy. "I forgot to sharpen the pencil," recalls Linter. "She went 'Ah!' and I freaked out. I turned around to sharpen the pencil and then turned back around to see if she'd left the room. She just lay right back on the chair." Vogue soon started calling, bringing Linter into the world of photographers, like Irving Penn, and top models of the moment, like Gia Carangi, who became a dear friend. ("The more I got to know her and who she really was, the less makeup I wanted to put on her," she says.) At the time, there were only a handful of makeup artists doing editorial work in New York, and Linter was the only female in a group that included well-known names such as Way Bandy and Joey Mills. She was also one of the first artists to sign on with a cosmetics company. Lancôme brought her on as a product adviser, and she still works with the brand today. Like most of us, Linter looks back and is nostalgic for a simpler time when Studio 54 was the spot and washing your face wasn't a multi-step endeavour. "In those days," she says, "we did drugs and slept in our makeup!" —S.D.



PROMISE or PROOF?

NEW Olay Regenerist Miracle **Boost Concentrate starts** renewing surface cells from the first drop. Instant gratification in its purest form.





State of the Sisterhood

When a world leader can openly talk about groping women, what does that mean for feminism?

By Christina Reynolds



<u>culture SURVEY</u>



uesday, November 8, 2016. That is the day that marked the beginning of a new epoch, for not only the United States but also the world. By a twist of fate, Donald Trump stunned pollsters and won the U.S. election. It was a crushing loss for Hillary Clinton—despite the fact that she won the popular vote—and many viewed it as a crushing loss for the feminist movement as well.

Shortly after that rather unexpected turn of events, we posted an online "State of the Sisterhood" survey to find out how people are feeling about feminism. More than 1,100 of you (almost all women) responded and shared your insights. (Thank you for that!) Forty-five per cent of you said you absolutely describe yourself as a feminist, while another 38 per cent of you said that you are somewhat feminist in your leanings. Surprisingly, only 4 per cent of you thought that most of the men in your life would describe themselves as feminists. But there was one statistic that really stood out for us: When asked if feminism is more relevant today, following Trump's election, 71 per cent of you said yes. And 38 per cent of you said his win had prompted you to talk about women's rights with your friends and family.

You're not the only ones. Since the election, there have been countless calls to action from everyone from political leaders to pop stars. The day after the election, actress and activist Emma Watson tweeted "Today I am going to deliver Maya Angelou books to the New York subway. Then I am going to fight even harder for all the things I believe in." Madonna also spoke passionately about the challenges girls face over boys. "There are no rules-if you're a boy," she told Billboard, after being named its 2016 Woman of the Year in December. "There are rules if you're a girl. If you're a girl, you have to play the game.... To the doubters and naysayers... your resistance made me stronger, made me push harder, made me the fighter that I am today."

The defining speech at the 2017 Golden Globes came from Meryl Streep, who was being awarded the Cecil B. DeMille Award for lifetime achievement. "Disrespect invites disrespect, violence incites violence," she said. "When the powerful use their position to bully others, we all lose.... Hold power to account, to call him on the carpet for every outrage." As expected, Trump took to Twitter the next day. "Meryl Streep, one of the most over-rated actresses in Hollywood, doesn't know me but attacked last night at the Golden Globes. She is a.....Hillary flunky who lost big. For the 100th time, I never 'mocked' a disabled reporter (would never do that) but simply showed him......'groveling' when he totally changed a 16 year old story that he had written in order to make me look bad. Just more very dishonest media!"

In her final address as America's first lady, Michelle Obama spoke passionately about the need to be bold. "I want our young people to know that they matter, that they belong. So don't be afraid," she said. "You hear me, young people? Don't be afraid. Be focused. Be determined. Be hopeful. Be empowered."

Now is the time to take action. We've mapped out our seven feminist-inspired strategies—many of which came directly from the men and women who completed our survey. "The voices of the marginalized minority, 'other' women, need to be heard and not interpreted through the lens of the majority," wrote one respondent. "Don't tell marginalized women what they think, how they feel, what they experience. Listen and hear." On that note, we want to hear from you-and we want to help promote your efforts. If our suggestions inspire you to take action, tag any of your social media activities #stateofsisterhood and we'll help to spread the news. »





7 Strategies to Make a Difference

SPEAK OUT

PERSONALIZE YOUR MESSAGE: A lot of compelling arguments can be made over dinner, so don't underestimate your ability to shape the world by talking to your family, community and social and professional networks. "As the feminist slogan says, "The personal is political," says Lori Williams, an associate professor who teaches a Women in Politics class at Calgary's Mount Royal University. "Challenging sexist attitudes or remarks expressed by a friend, colleague or family member can have political effects."

SEND A MESSAGE: It doesn't take long to email your political representatives, post a Facebook message or engage on social media—but how often do we think to do it? A report by the Data & Society Research Institute and the Center for Innovative Public Health Research cites that 41 per cent of 15- to 29-year-old women self-censor, compared to 33 per cent of men of the same age. And minority groups under 30 years old self-censor, too. An absence of online voices from the public conversation can be a big issue. Don't leave a gap.

GET CREATIVE: Here are some examples of women putting their artistic talents to good use. Françoise Mouly, art director at *The New Yorker*, and her daughter, writer Nadja Spiegelman, are the guest editors of a special-edition newspaper called *Resist!* They put a call out to LGBTQ and female artists to create artwork in reaction to Trump's election. It's being printed in time for the inauguration, when 55,000 copies will be

distributed featuring some of the more than 1,000 entries (resistsubmission.com). And check out the digital publishing platform issuu (issuu.com/categories/feminism), where you can read dozens of feminist zines for free—and maybe be inspired to create your own.

2 STAND OUT

MAKE A STATEMENT WITH YOUR CLOTHES: Wear a slogan T-shirt like Dior's "We should all be feminists"—the phrase is the title of an essay by writer Chimamanda Ngozi Adichie. (In our survey, 94 per cent of you felt you could be a feminist and a fashion lover.) And while the "age of the pantsuit" may be over, who's to stop us from sporting a Balenciaga power suit of our own? Or a piece from Prabal Gurung's Gloria Steinem-inspired collection of T-shirts and bias-cut dresses embroidered and printed with quotes like Susan B. Anthony's "They threw things at me then but they were not roses."

MAKE A STATEMENT WITH YOUR MAKEUP: Late last year, Alicia Keys was both praised and vilified for her promotion of the #NoMakeup movement, which she hoped would launch a revolution. She said she's not anti-makeup—but she also doesn't want to feel beholden to it. We asked readers for their thoughts on feminism and makeup because women have often been criticized for wearing either too much or too little. When it comes to makeup, 50 per cent of those surveyed said they are somewhere between Alicia Keys's no-makeup makeup look and a Kardashian's look. As one respondent

said, "Stop policing people's appearances! Stop telling a woman that her only worth is her looks and then shaming her for caring about them. Ugh."

3 GET INVOLVED

KEEP IT SIMPLE: Volunteer. Do community work. Protest. Donate time and money to causes you believe in. Mentor or sponsor other women. Participate in or support something like Equal Voice's Daughters of the Vote initiative, where 338 young women from across Canada will take a seat in Parliament on March 8—International Women's Day (IWD)—to talk about their vision for Canada (*daughtersofthevote.ca*). (Equal Voice is a Canadian organization dedicated to electing more women to political office.) Or, celebrate IWD by engaging with this year's #BeBoldForChange campaign to close the gender gap.

4 CHANGE THE NARRATIVE

SPEAK UP: "Lift her up, don't lock her up."
That is the Alberta Council of Women's
Shelters's recent campaign message—an
effort to support all women in politics—
which was coined in early December after
a crowd at a political rally in Edmonton
chanted "Lock her up" in response to
Alberta Premier Rachel Notley's political
views. Changing the narrative is also how
Donald Trump's "nasty woman" comment
during a debate was turned into a viral prowomen campaign complete with slogan
T-shirts, artwork and fundraising for
Planned Parenthood. In person and online,
make a conscious effort to amplify "

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cultureSURVEY

Results



think NOT ENOUGH women are making top political and economic decisions in Canada.

do not think that most people agree on the definition of the term "feminist."











10 FAVOURITE FEMINIST ROLE MODELS

Even though she landed on this list, based on our "State of the Sisterhood" survey, Sophie Grégoire Trudeau views the idea of role models rather holistically. "For me, I never look to one woman because I believe in the concept of oneness," she explained while on set for our cover shoot. "When I think of the universal force—whether it's a god or a goddess—it's about something that exists outside of what the human eye can see that is made of goodness, and for me, that is one woman. I feel that feminine energy in this world is so needed and a lack of it can truly make us sick as a society. For me, the icon is the unity of women."





think feminism is somewhat more relevant today than it was before Donald Trump won the U.S. election.

believe that the election of Donald Trump has strengthened their views on feminism and their resolve toward the cause.

think that Prime Minister Justin Trudeau could definitely, or somewhat definitely, do more to close the wage gap between the sexes.

agree with critics who allege that feminism has become a political buzzword that some politicians use or advocate without putting enough action behind it.

Definition of Feminism:

1. The theory of the political, economic and social equality of the sexes

2. Organized activity on behalf of women's rights and interests



67% WOULD NOT CONSIDER RUNNING TO BE AN ELECTED OFFICIAL.





the positive things other women say. In our survey, 41 per cent of you agreed that sometimes women judge other women more harshly than men if they feel they have been dishonest or untrustworthy.

5 BE PREPARED

KNOW WHAT TO SAY: Like a lot of things in life, it helps if you do a little prep work. Figure out ahead of time some strategies to deal with people who don't share your beliefs—and learn about the issues so you have informed examples at hand. "I often hear from students struggling with how to respond to sexist or racist remarks," says Williams. Here are her top five tips for knowing what to say:

- Try to imagine being in the situation.
 Brainstorm options with others, and practise engaging in conversations through role-playing or debate or speech programs."
- 2. Ask questions. "They provoke thought long after an encounter. For example, instead of saying 'You're a sexist/racist' try 'Do you think someone listening to what you said might think you're a sexist/racist?""
- 3. Use humour. "It's very effective at diffusing a situation and allows for a lighthearted challenge. It's a time-honoured technique used by Agnes Macphail, our first female MP, who was elected in 1921. When she was once asked in Parliament if she really wished she were a man, she retorted 'Doesn't the honourable gentleman wish *he* was?""
- 4. Be respectful. "Most people aren't aware of the errors they are making. Try saying something like 'Can you repeat that?' or 'Did you just say that?' or 'That's not what I would have expected from you."
- 5. Watch your own language and stereotypes. "Hold a mirror up to yourself. I decided one day that I would no longer call people animals like the 'b-word' or body parts like 'a-hole.' We have to be open to the possibility that we can sound sexist or racist, too; we all make mistakes."

KNOW HOW TO RESPOND: When it comes to dealing with more serious cases of online trolls or attacks—something female Canadian politicians from all parties have increasingly been dealing with—

not everyone agrees on how to proceed. Some advocate blocking and ignoring trolls so as not to give them a voice or eyeballs, while others take them on, online, in the media—and in court. Calgary-North West MLA Sandra Jansen recently took the unprecedented step of repeating, in the Alberta legislature, some of the hateful online comments sent to her. (Other Canadian female political leaders have done the same on national news broadcasts.) "Calling out that behaviour makes it less acceptable for people to say those things," says Jansen. "I also have a pretty aggressive blocking policy," she adds. "If people cross the line and become abusive, they don't deserve a reply." Calgary Nose Hill MP Michelle Rempel, on the other hand, often takes on Twitter trolls online, sometimes even retweeting them. In fact, she's even tweeted her strategy for how to do deal with it: "1) review 2) ignore if ignorant 3) shame if sexist 4) report if threatening 5) block if offensive/non-constructive 6) wine."

HAVE YOU EVER FELT CRITICIZED FOR SHARING FEMINIST VIEWS IN PERSON?	
Not really	30%
Yes, somewhat	24%
Not at all	20%
Yes, definitely	18%
l've never shared feminist views	8%

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cultureSURVEY

6 BE GRATEFUL—BUT NOT COMPLACENT

KNOW THE FACTS: One thing Canadians observed closely in the past year is how our country has been held up as a global bright spot for more sensible political decorum. For the first time, we have a gender-balanced federal Cabinet. And last year, Alberta Premier Rachel Notley appointed a gender-balanced cabinet that included two pregnant women and an openly gay man. But Canadian women still have only 26 per cent representation in Parliament. Despite this, 67 per cent of you said you would not consider running to be an elected official. But 56 per cent of you also said you don't think there are enough women making top political and economic decisions in Canada. "This isn't surprising," says Williams. "There are many reasons for women's reticence—at the top of the list are the small number of female role models in politics." Nancy Peckford, executive director of Equal Voice, sees the election of Trump as a catalyst to restart a conversation about gender balance in politics. "While there has been progress in Canada, and, yes, we are doing better than the United States, one can't take representation for granted in terms of the election of women and other underrepresented groups," she says. "During the 2015 federal election, Equal Voice projected that it could take up to 90 years to achieve parity in the House of Commons, given the exceedingly slow rise in the percentage of women in the House. We need far more women running for office, at every level of government."

19% BELIEVED THAT JUSTIN TRUDEAU'S 50/50 GENDER-BALANCED CABINET HAS BROUGHT SIGNIFICANT CHANGE IN ADVANCING FEMINIST ISSUES. ANOTHER 40% THOUGHT IT HAD SOMEWHAT BROUGHT SIGNIFICANT CHANGE. 23% BELIEVED THAT IT HAS NOT REALLY ADVANCED FEMINIST ISSUES, WHILE 8% SAID IT HASN'T INITIATED CHANGE AT ALL (10% WEREN'T SURE).

consider themselves feminists.

40%

THINK MOST OF THE MEN IN THEIR LIVES DO NOT REALLY CONSIDER THEMSELVES TO BE FEMINISTS.

23%

have felt criticized for sharing feminist views via social media or online.

O CHOOSE WISELY

Vote and support politicians and community and business leaders who stand for what you believe in—there is power in the right to choose. Just 68 per cent of Canadians voted in the 2015 federal election—and that's the highest voter turnout in more than two decades. □



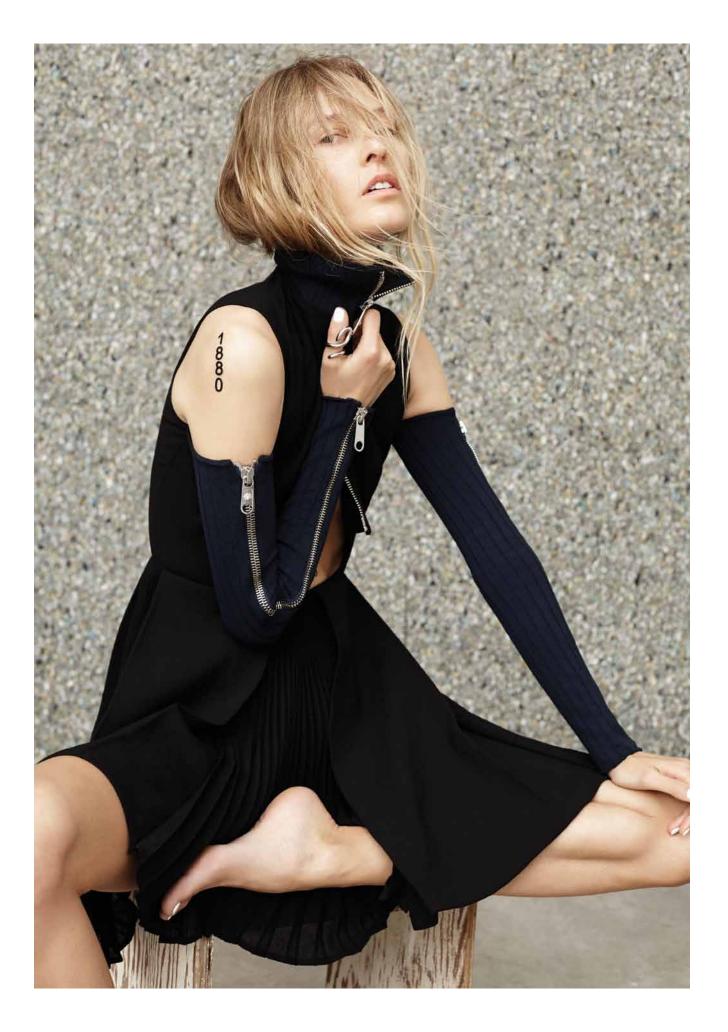
Girls are fierce like tigers.



Julia, age 7























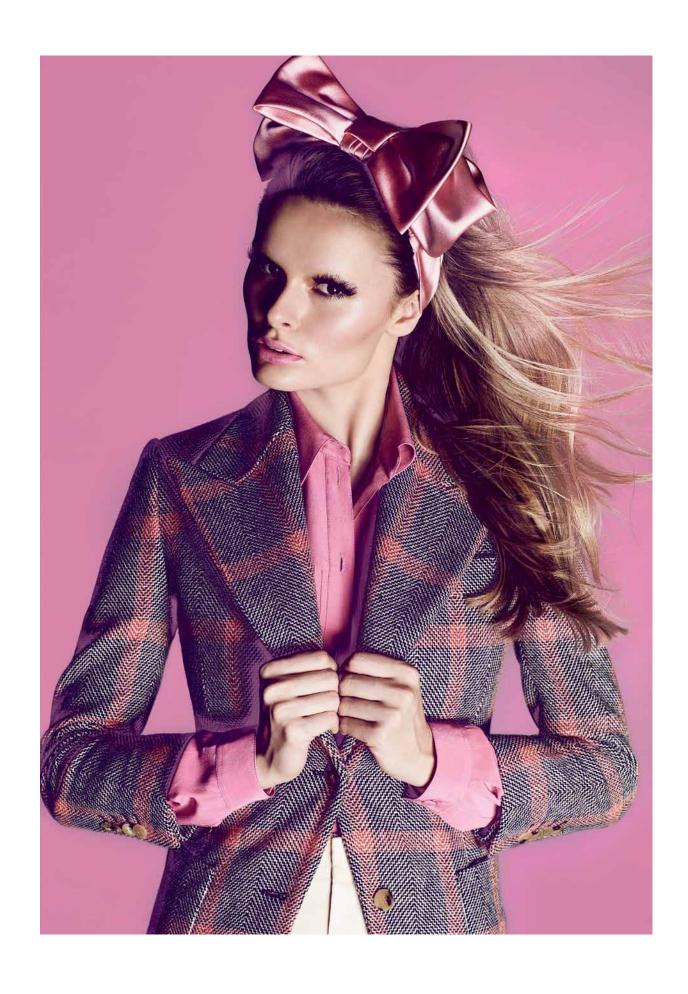


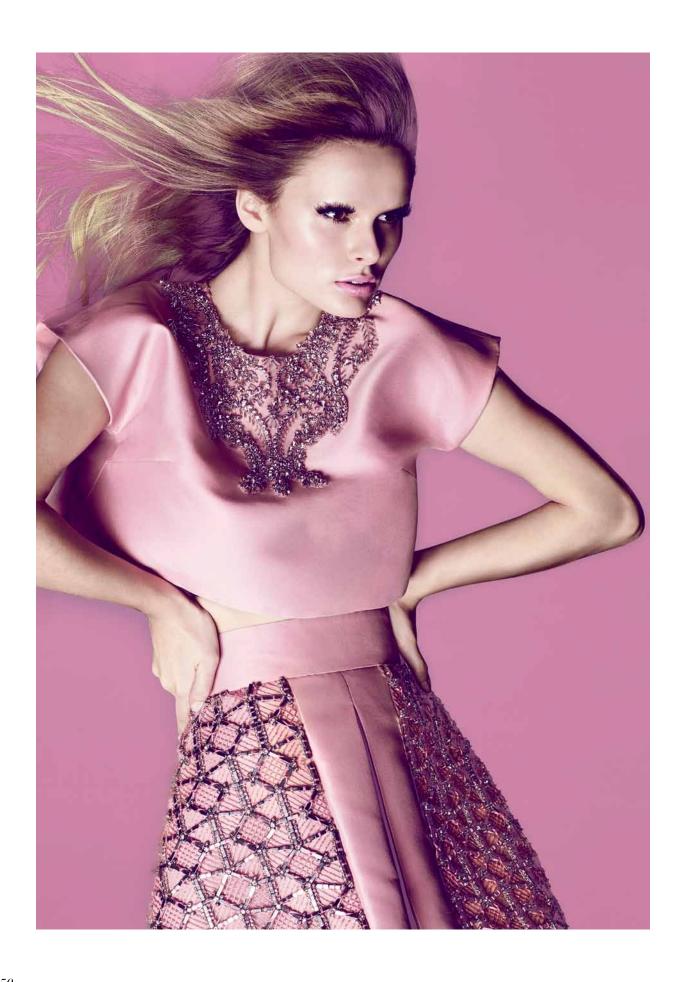
It's time to own this colour. This rosy bue isn't for little girls anymore. It's fierce. It's fabulous!

Photography by Chris Nicholls Styling by Zeina Esmail













The generally accepted rule is pink for the boys, and blue for the girls. The reason is that pink, being a more decided and stronger color, is more suitable for the boy, while blue, which is more delicate and dainty, is prettier for the girl.

SOURCE: EARNSHAW'S INFANTS' DEPARTMENT
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EXPLORE

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drop onto my knees and plant my hands into the arid yellow grasses of Los Padres National Forest in Ojai, Calif. Hall Newbegin, a self-proclaimed "wilderness freak" and founder of Juniper Ridge, a trail-inspired fragrance distillery, has instructed my fellow hikers and me to "awaken our animal senses" by sniffing our environment.

"Get your nose close to the ground and breathe in deeply," he says, as he lies down flat on his belly. "Just like animals, we can really get to know nature via our nose." He then breathes in the aroma with the enthusiasm of a hungry baker.

My enjoyment isn't yet at that level. The sweet smell of the flora tickles my nose hairs, and the burrs, which are now piercing my knees, have me second-guessing my decision to wear thin camouflage leggings. After 15 meditative minutes, we begin our ascent of Horn Canyon, a boulder-dotted eight-kilometre trail that I later find out peaks at 4,232 feet and is rated as moderate to difficult.

Newbegin's eccentricity has charmed me, so I break from the pack to walk in the front with him. As we're chatting, he periodically stops to point out plants, such as yerba santa and black sage. After 30 minutes of walking up a gentle but unrelentingly pitched slope, I'm finding it difficult to continue talking. My heart is also beating madly from exertion and my fear of heights. I fall behind like a marathoner who starts out too strong. Classic rookie mistake!

In addition to awakening my inner animal, I'm also here to test out Keen's new hiking boot, the Terradora from the TrailFit line. Despite having an extensive 12+ athletic-shoe collection, I actually don't own any hiking shoes. Most styles are designed to be worn by either men or women, but the Terradora was created specifically to accommodate our higher arches and longer calf muscles. Its lower back, or collar, also reduces the pain and pressure on the Achilles tendon, which you sometimes get with higher boots.

Nol Gerritse, director of outdoor marketing at

Keen, says the Terradora is designed to bridge the style and performance gap between the gym and the outdoors. "We see [TrailFit] as a movement," he says. "It's fitness, but it's about your workout outside, whether that's in your city, in a park or on a trail."

Back in the city, I'm no stranger to punishing boot camps, five-kilometre runs and spin classes. And while I was aware that one can burn about 400 calories an hour hiking, I thought *walking* the trail would be a breeze. Instead, I found myself falling to the back of the pack and wishing I'd brought along my puffer.

I watch in amazement as Chelsea Yamase—a hiking enthusiast, Instagram star (@chelseakauai) and Keen ambassador—ascends with ease (as do many of my other fellow hikers). I later ask her what I could have done to physically prepare better. "Hiking is all about the slow burn, so endurance exercises help, along with anything that builds your core, quads and glutes."

That evening, Yamase shows us some photos from her adventures, from deep-sea diving in her native Hawaii to winter camping in Alaska. I wonder aloud what drives her to endure the physical discomforts—from seasickness to blisters—that come with these wild endeavours.

"Even at my most miserable, at times when I'm freezing, there's just something about it," she says. "I think everyone gets their happiness or their sense of what makes their soul feel alive in different environments, and mine happens to be at the outer limits and the outer boundaries of what I think I can do."

At roughly 3,500 feet, we spot the tops of the trees at the Pines Camp and know that we've almost reached our destination. There, we sit on fallen trees and eat our packed lunch of niçoise salad and green juice. I take off my backpack and sunhat and marvel at the fact that I'm drenched. My heart rate returns to normal and I take in the horizon: green zigzags of trees against a pale blue backdrop. I almost forget the effort it took to get here because the feeling of accomplishment is sky-high. \square



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FROM TOP: The Hills of

OJAL CALIF.

Parkway From the West Coast Trail on Vancouver Island to the Fundy Trail in New Brunswick, there's no shortage of world-class hikes in Canada. As part of the Canada 150 celebrations (see passport2017, ca for more details), all national parks, historic sites and marine conservation areas will have free admission by way of the 2017 Discovery Pass. #noexcuses

TRAIL MAGIC

We gave MEC ambassador Jim Willett (@OptimismNinja) one minute to describe his five favourite hikes.

HOCKLEY VALLEY, ONTARIO

"Remote, within an hour of Toronto."



"For its rugged beauty."



"The water is beautiful."

<u>exploreHIKING</u>

KEEP THE PACE

Nobody hikes without a water bottle and a hat. Here are five other things to consider:

- 1 Prepare for a hike with endurance exercises. Run, dance, swim, bike or climb the stairs at work.
- 2 Your phone's GPS can be helpful but is vulnerable to mechanical shock and battery failure. Learn to use a map and a compass.
- 3 For longer hikes, where there are steep inclines, you may want to go up a shoe size and wear two pairs of socks to prevent your toes from slamming against the toe box.
- Bring a brightly coloured raincoat in the rare event that you get lost and need to be spotted by emergency crews.
- 5 Pack it in, pack it out. This includes not only food wrappers but also biodegradable waste such as banana peels.

MOON VALLEY, Northern Chile



"Like being on another planet."





"I almost ran into six giraffes one time."

Base Layer

Three trail-blazing books to inspire you.

HATCHET BY GARY
PAULSEN, 1987
Thirteen-year-old Brian survives a plane crash and learns to survive with nothing but a hatchet.

WILD BY CHERYL STRAYED, 2012 Inexperienced Cheryl Strayed hikes more than 1,600 kilometres of the Pacific Crest Trail alone.

DON QUIXOTE BY MIGUEL
DE CERVANTES, 1605

Don Quixote gives up food, shelter and comfort and travels the roads of Spain in search of glory.



Climb Every Mountain

ver since I climbed Mount Blakiston in Waterton Lakes National Park in southern Alberta with my fellow Girl Guides, I've been smitten with hiking. I still remember our troupe traversing a narrow cliff across a treeless ridge and nervously glancing at the lake far, far below. That was perhaps the first time that the phrase "being in the moment" resonated with me. (When a bear entered our camp that night it was another one of those moments.) Over the years I've ticked off my "bucket list" of hikes, including a five-day trek on the Annapurna Circuit in Nepal, the gruelling 75-kilometre West Coast Trail on Vancouver Island and a two-day scramble up Mount Olympus in Greece. I was dazzled hiking Peru's Colca Canyon and Machu Picchu, but I was craving something a little more remote when I set my sights on walking the 50-kilometre Ciudad Perdida (Lost City) trail in Colombia. The pre-Incan site was built around 800 AD but abandoned four centuries later during the Spanish conquest. Some local treasure hunters rediscovered it in the 1970s. The Colombian government now manages the site, and despite occasional tensions with armed guerrillas, it was gradually restored and is now safe to explore. During the four-day hike, you sleep in hammocks and wend your way through a jungle of giant trees draped in bromeliads and dangling lianas. Along the way you stone-hop across rivers, gingerly negotiate steep cliffs and also encounter the indigena who live there in circular thatched-roof huts. The Arhuaco, Kogi, Kankuamo and Wiwa tribes are fairly indifferent to the interlopers on their land. They dress entirely in white because they believe they are entrusted with protecting the earth and that white reflects the purity of that responsibility. (Wearing white in a muddy jungle is no small sartorial feat.) The highlight is reaching the Lost City. To get there, you first have to climb 1,200 mossy stone steps. Once you reach the top-completely drenched in sweat—you're free to explore the 200-plus structures with terraces and imagine what life was like for the Tayrona people who once lived here. It's one of my favourite hikes because there is this unforgettable blending of natural and cultural encounters. Think National Geographic meets Raiders of the Lost Ark. -Noreen Flanagan

> TIME TO HIKE BIG BEND NATIONAL PARK IN TEXAS

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On the Range

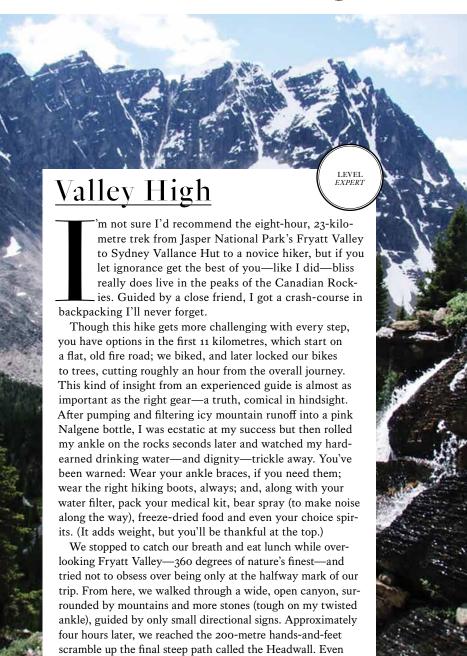
LEVEL NOVICE

aving spent many sweltering summer vacations visiting relatives in Texas, I was initially hesitant when a friend suggested an outing to Big Bend National Park, southwest on the Mexico border. Outdoor activities are not something I associate with the heat, and suburban sprawl, of the Lone Star State, but since we were visiting this time in October, I agreed. To my pleasant surprise, autumn was in fact the best time to visit because it offered excellent conditions for hiking. The wildflowers were in bloom, and average temperatures maxed out in the mid-20s, which was ideal for hikes in T-shirts and denim cut-offs. Big Bend is one of the least visited and most remote National Parks in the contiguous United States. It includes 3,242 square kilometres of scenic trails that wind through the diverse terrains of the northern end of the Chihuahuan Desert, the Rio Grande river and the Chisos mountain range.

We were also travelling this time with a toddler. We had done short walks in the woods with our daughter, but Big Bend was our first opportunity to take her on a marked trail, and we wondered how she would observe the park's diverse flora and fauna (over 1,000 types of plants and more than 450 species of birds) and striking geology.

The popular Lost Mine Trail, so named after a local urban legend, was advertised as one of the most scenic day hikes in the park; luckily, it was also family-friendly. It offered a clear path, a gradual incline and plenty of stunning lookouts that doubled as convenient pit stops for drinks and snacks. The 7.7-kilometre trail was moderately difficult, and we slowly ascended through a verdant forest of juniper, oak and piñon pine trees, spotting countless Insta-worthy views of Casa Grande Peak as well as Juniper and Pine Canyons along the way. Eventually, our daughter even stopped crying about being strapped to her father's back in a loaner baby carrier. In the end, our reward came at an elevation gain of 1,300 feet, where we marvelled at the panoramic view of Big Bend's dramatic land-scape and Mexico's Sierra del Carmen mountain range while resting on a rocky ridge together, as a family. —*Truc Nguyen*

<u>exploreHIKING</u>



skilled hikers like my guide describe this 45-degree incline as a challenge. It's the most trying part of the expedition, and, laden with exhaustion, it was the point where I held back tears. Just when I thought I couldn't go any farther, Sydney Vallance Hut greeted us. It's a few ticks away from glamping, but at an elevation of 6,495 feet, the peaceful accommodations

and sweeping views only add to the emotional high of getting there. First built in 1970, and renovated in 1999 and 2012, the private 12-sleeper log cabin is operated by the Alpine Club of Canada. Even non-members can rest up here, with a modest bunk with a mattress pad, wood-fire heat and propane lights

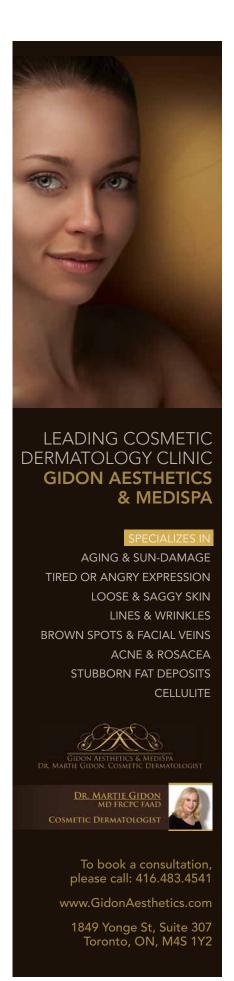
The next day we hiked a little farther, to a glacier where we

watched as clouds cast shadows on treetops below and spotted mountain goats climbing what would appear to be our own pri-

vate clifftop. It's an exclusive experience, one that is ultimately

available to anyone willing to put in the work. —Caroline Gault

and stovetops, for a nominal fee of \$40 per night.



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Beaufille

Spring 2017

he design duo behind Beaufille are known for feminine looks that also have surprising mini-bursts of sex appeal—a peekaboo cut-out here, a mesh panel there or, as with the ruffled Beta blouse, a backless silhouette. For Spring 2017, sisters Parris and Chloe Gordon wanted to work with an Italian-made, indigo-dyed denim they discovered. "We wanted to use it in tops and blouses and show that it's a fabric that not only is comfortable but also has structure," says Chloe. As they were designing their spring collection, they came across the work of the late Brazilian landscape architect Roberto Burle Marx. "There's a lot of movement and circular shapes in his work, which subconsciously translated into our pattern drafting," says Chloe. For all its flounce and romanticism, the design is more mathematical than anything else. "You sew circles with a specific diameter together depending on how big or small you want the ruffles to be," she says. The ruffles create drama and impact, but the denim grounds the blouse, which is what makes Beaufille so of the moment. "We like to focus on one area where we infuse detail and then keep the rest classic or simple," says Chloe. — Jacquelyn Francis

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