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**WINTER PREP
SKIN SAVIOUR**

*A new line of defence against the coming
deep freeze: your makeup bag*

BY TRACEY HO LUNG

In the words of every *Game of Thrones* character: Winter is coming. Which means we'll soon be focused on saving our skin from the moisture-suck of cold weather. Add to that indoor heating, hot showers and various stages of aging, and every square millimetre of our body's largest organ will no doubt be gasping for hydration. Star dryness-combatting ingredient hyaluronic acid (also known as sodium hyaluronate) is probably already fighting the good fight for you in your serum or moisturizer, but now beauty companies are bringing it to your makeup bag too. "Hyaluronic acid is a water-loving substance that attracts moisture to the skin and can help with the appearance of fine lines and give skin a nice, smooth texture," says Dr. Paul Cohen, a dermatologist at Toronto's Rosedale Dermatology Centre. "It's also great for dehydrated younger skin since it adds moisture, not oil, to the skin and won't cause breakouts."

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**TREND LESSON
TOP OF
THE
TOPPERS**

*The season's coolest
coats are floor-length—
and full-on fabulous*
page 7

Chloé Fall 2015.
Photo: Peter Stigter

STAY CONNECTED

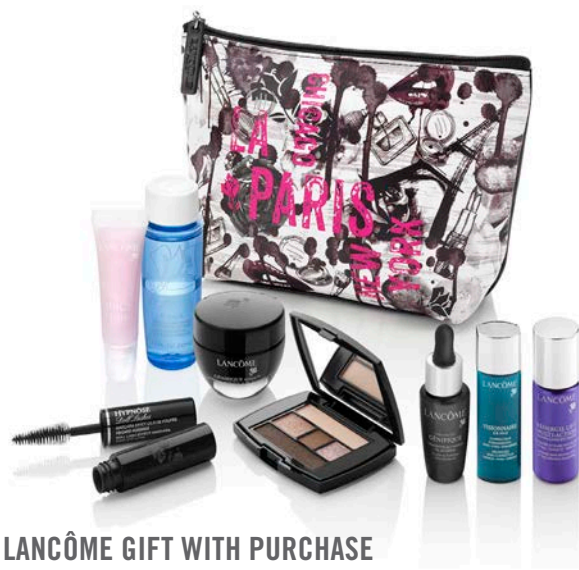


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NEW &
EXCLUSIVE

LANCÔME LA VIE EST BELLE, EAU DE PARFUM INTENSE, 50mL, \$109

A new flower in the bouquet of fine delicacies. La vie est belle intense is an exclusive reinterpretation of the iconic scent with a remarkable note of Tuberose, the noble white flower of sensuality.



NEW &
EXCLUSIVE

ARI BY ARIANA GRANDE, 50mL, \$58

A luscious new fragrance. The luscious and sexy fragrance opens with sparkling fruits and an ultra-feminine floralcy, passionately spun with musks, woods, and an addictive hint of marshmallow.



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BIOTHERM GIFT SET, \$67

Give the gift of beauty with this gorgeous set, a full sized collection of Biotherm's best skin saving products. Set includes: Aquasource Gel, 50mL; Biosource Mousse, 150mL; Biosource Toner, 200mL; A luxurious Biotherm pouch.



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Inspired by a new found freedom to live one's dream, this scent contrasts exotic fruits, seductive florals and a rich, creamy signature. Receive a CK tote or duffle bag as your gift when you purchase a 100mL Calvin Klein fragrance.



EXCLUSIVE
GIFT

CALVIN KLEIN EUPHORIA FOR HIM, 100mL, \$94

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SHOPPERS
DRUG MART



WINTER PREP

Skin saviour

Continued from cover

Hyaluronic acid also adds another protective layer to our winter arsenal. “It works on the surface of the skin and is good in makeup because it pulls water towards it, causing a plumping effect,” explains Dr. Lisa Kellett, dermatologist at Toronto’s DLK on Avenue. But don’t fist-bump in celebration just yet: Kellett cautions that hyaluronic acids used in makeup are not all created equal. “There are various qualities of cosmetic-grade hyaluronic acid, so it’s difficult to measure and quantify its effectiveness,” she says. “Hyaluronic acid is actually a big molecule, so you can’t just put it on the skin and have it immediately be absorbed.”

This is where hyaluronic microspheres come in. “They’re dehydrated into small spheres for better skin penetration,” says Rikke Skaarup Hansen, R&D manager at Gosh Cosmetics, who has used them in the brand’s Velvet Touch Matt Lipstick. “As soon as it comes into contact with moisture in the skin it swells up, filling in wrinkles.” In foundation, such as Too Faced’s Born This Way base, these microspheres also enhance the uniformity and evenness of the coverage.

But Kellett insists that it’s not just size that counts. “A higher-quality hyaluronic acid could be equivalent to one that’s in a microsphere delivery system,” she says, adding that either way, topically applied hyaluronic acid will have only temporary effects. “Remember, skin is actually a barrier: You can put things on top of it to make it look better, but it’s not going to last long or treat the deep dermis of the skin.” That’s where the magic happens: melanin and oil production, cell turnover—everything that affects skin’s texture, tone and firmness—and where it makes its own hyaluronic-acid supply. You’d need to see a dermatologist for an injectable hyaluronic-acid filler for serious wrinkle-reducing or plumping results.



The truth is, wearing any kind of makeup may protect skin and lips from the elements because it can act as a barrier to UV rays, cigarette smoke and pollution. (Kellett cites research that suggests men have a higher risk of skin cancer on their lips than women because women wear lipstick.) And when it’s boosted with hyaluronic acid, you can add arid, cold weather to that list. “It will have some protective effect,” Kellett says, “which, at the end of the day, is better than nothing.” And really, when winter hits us full-force, we’ll need all the help we can get.

PRETTY & PROTECTIVE

Skin-loving makeup full of hydrating hyaluronic acid



What’s better than hyaluronic acid? Three types of hyaluronic acid, along with five nourishing plant extracts. Apply this primer alone or under your favourite foundation.

PAUL & JOE BEAUTÉ MOISTURIZING FOUNDATION PRIMER, \$40, SHOPPERS DRUG MART



With a click of a button, this portable compact dispenses the perfect amount of creamy foundation, which smoothes and hydrates with hyaluronic acid and muru muru butter.

ESTÉE LAUDER DOUBLE WEAR MAKEUP TO GO, \$50, ESTEEAUDER.CA



This lipstick plumps and hydrates all day using hyaluronic microspheres as well as carnauba, candelilla and beeswax for extra creaminess.

GOSH VELVET TOUCH MATT LIPSTICK, \$14, SHOPPERS DRUG MART



An all-purpose corrector for under-eye circles, blemishes and pigmentation, this has hyaluronic acid, aloe vera and skin-soothing vitamin E.

SEPHORA COLLECTION SMOOTHING & BRIGHTENING CONCEALER, \$21, SEPHORA.CA



This shiny gloss-lipstick hybrid contains moisturizing rose oil and hyaluronic acid for a sheer, not sticky, finish that adds just enough colour to a washed-out winter face.

LANCÔME SHINE LOVER VIBRANT SHINE LIPSTICK IN BC BEIGE, \$32, LANCOME.CA

TEST DRIVE

LASER FOCUS

At-home laser devices promise to reduce wrinkles, fine lines and sunspots, but do they work? One writer dedicated eight weeks to finding out

BY EDEN BOILEAU

For somebody who (more than) occasionally lacks the self-discipline to wash her face at night, eight weeks of at-home laser treatment seemed near impossible. However, the promise of fewer fine lines and disappeared brown spots proved a most effective motivator. So began my journey with the Tria Age-Defying Laser.

How does such a promising device work, I wondered. According to Tria’s website, “Beams of light penetrate the skin to create microscopic zones of cellular disruption.” Essentially it was going to kick-start my skin’s healing processes, to stimulate collagen production. I asked Dr. William McGillivray of ProjectSkin clinic in Vancouver for his thoughts on at-home lasers, and he said their powers are limited, for good reason: “They have to dial down its intensity to be safe for home use.” But with a 90-day money-back guarantee, it was worth a shot.

The device has three levels of strength. I started on level 1 (two minutes per night) and worked up to full strength for 10 stinging minutes a day. It’s shocking (literally?), like a static zap, but I got used to it. My skin was red and blotchy after the first treatment—you want to do this before bed—and I used more makeup than usual to cover the redness the next day.

Though my skin was sensitive and a bit rough throughout the eight weeks, I started to like doing the zaps. It felt proactive, and I was starting to see results. During the process, sunspots get darker and raised, then flake off. When the treatment period was over, mine had halved in size and were less dark, but they weren’t gone, and I wanted them gone. So I went off-label (which Tria does not recommend). I used

the laser at full strength on the four spots that I had been covering with concealer for months, for about a minute each. It hurt, not surprisingly, and I was left with angry red marks. A few days later, they were replaced by very thin brown scabs. While I didn’t love fielding the question “What happened to your face?” the spots were lighter by about half again when healed. Another one-minute zap each and one was gone, and the others were very light.

My wrinkles didn’t change much, but overall something was different, better, glowier, and my hopes are high for the next round—you have to wait four weeks to allow healing and collagen production to take place.

Were my results as dramatic as I’d have had from a clinic? Well, no. “A greater heat is created by our in-house lasers. I would say there is a more robust collagen response and theoretically a more durable result,” McGillivray says. (A few months later some of my spots have returned, but paler.) But with the big guns comes the big price tag, from hundreds to thousands of dollars for full-face treatments (often more than one) that address discoloration, wrinkles and overall texture. But not always. “You could do several spots for a few hundred dollars,” says McGillivray. “So if you had three spots you didn’t like, for 300 bucks they might be gone in one treatment and you haven’t had to do 10 minutes a day for eight weeks. What’s your time worth?”

In the end, only one person noticed a change, but she knew I was using the laser. Actually, that’s not true: I noticed, and so did my now-underworked concealer tube.



TRIA AGE-DEFYING LASER, \$569, TRIABEAUTY.CA



ONLINE TO READ ANOTHER TREATMENT TEST DRIVE, GO TO THEKIT.CA/PLASMA-TEST-DRIVE/

SKINCARE NEWS

WEIRD SCIENCE

Three fascinating—and alarming—things our beauty editor (and resident skincare nerd) found out at the recent 2015 World Congress of Dermatology in Vancouver

BY RANI SHEEN

1

Our skin spends more than a third of its life in menopause.

That’s a bigger proportion than it used to be, not because we start menopause earlier but because we’re living longer. That means our skin spends a lot of its life dealing with the hormonal shift—dryness and wrinkling, dwindling elasticity—now known to begin well before menopause, when our ovaries stop producing estrogen. “Starting at age 30 there is a decrease of a precursor hormone called DHEA,” said endocrinology researcher Dr. Fernand Labrie. Once converted into estrogen and testosterone, DHEA helps build skin, bone and muscle tissues; by menopause it falls to 60 per cent of what it was at age 30, and it continues to decrease.

The fix: Vichy (owned by skincare giant L’Oréal) has created a complex of ingredients that address the effects of DHEA loss. It’s designed to increase production of lipids found in sebum, to stimulate the natural exfoliation process and to trap moisture.

VICHY NEOVADIOL COMPENSATING COMPLEX SERUM, \$59, VICHY.CA



2

Pollution is giving us dark spots and wrinkles.

Researchers are zeroing in on the ways various kinds of pollution (ozone, gases, tiny particles of grime) contribute to our skin problems. Prof. Jean Krutmann of the Leibniz Research Institute for Environmental Medicine in Dusseldorf broke it down: In studies from Germany and China, dark spots on the cheeks were strongly correlated with exposure to gases in the air, such as nitrogen dioxide and nitrogen oxides (from car exhaust and heavy industry). Wrinkles weren’t—instead, they were linked to indoor exposure to fossil fuels (such as natural gas), and also to ozone in the atmosphere.

The fix: Scientists from La Roche Posay, which has been supporting these studies, believe the answer is gentle cleansing that doesn’t further disrupt the skin’s natural barrier, as well as a new generation of sunscreen made with antioxidants, to neutralize the free radicals that we’re bombarded with in the urban environment.

LA ROCHE POSAY PIGMENTCLAR UV SPF 30 SKIN BRIGHTENING DAILY CARE, \$53, SHOPPERS DRUG MART



3

Our skin has a 4 p.m. slump, too.

By late afternoon our complexion grows weary from its daily battles: Skin that was smooth and even in the morning has been shown in a study to have more obvious lines, rougher texture and less vibrancy by EOD. And it’s not caused by insomnia. “We can wake up in the morning fatigued from poor sleep and look terrible, which is different than the skin fatigue at the end of the day,” said Dr. Adam Geyer, a consulting dermatologist on this research, conducted by Kiehl’s. Skin becomes weary from protecting itself throughout the day from oxidative stress caused by UV rays, pollution exposure and surges of the stress hormone cortisol (which peaks in the morning).

The fix: A daytime version of the brand’s Midnight Recovery Concentrate has been designed to combat skin fatigue with anti-inflammatory ginger root and sunflower seed oils, and moisture-locking tamanu oil. It goes under moisturizer and sunscreen, and won’t clog pores or make oily skin oilier.

KIEHL’S DAILY REVIVING CONCENTRATE, \$51, HUDSON’S BAY



BODY CARE COVER YOUR BASES

Skin loses moisture by the bucketload once winter hits. Sub in the heavy hydration hitters for the cold-weather inning

BY RANI SHEEN



Sweet Scrub

While crumbled cocoa and coconut shells slough off dry skin, cocoa butter and coconut oil soften (and make you feel as if you’re bathing in a vat of chocolate).

FRESH COCOA BODY EXFOLIANT, \$54, SEPHORA.CA



Well Oiled

A nicely formulated oil—like this luxe mix of camellia, sweet almond and plum-kernel oils—can restore lustre when applied on slightly damp skin.

DECLÉOR AROMESSENCE NOURISHING RICH BODY OIL, \$68, DECLEOR-CA.COM



Helping Hand

It’s a hefty investment, but this hand cream contains high-tech regenerating ingredients found in facial skincare, such as green-tea stem cells. Bonus: It withstands several hand washes.

AMORE PACIFIC TIME RESPONSE INTENSIVE HAND RENEWAL CRÈME, \$100, HOLT RENFREW



Gentle Wash

Soap can strip skin of moisture, so swap it out for a rich shower cream. This one is boosted with sweet almond extract and oil.

DOVE PURELY PAMPERING ALMOND CREAM WITH HIBISCUS, \$6, DRUGSTORES



Wet Shave

Things that foam can dry your skin. Avoid dinosaur-scaly legs with a shaving cream containing shea butter and vitamin E.

EOS ULTRA MOISTURIZING SHAVE CREAM IN LAVENDER JASMINE, \$6, EVOLUTIONOFSMOOTH.CA

JOE FRESH

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WITH THESE 5 EASY STEPS



1

FACE

EVEN OUT COMPLEXION
WITH OUR
SHEER TINT \$14



3

LASH LINE

CREATE DEFINITION
WITH OUR
**FINE TIP LIQUID
EYELINER** \$6



2

CHEEKS

ADD WARMTH &
CONTOUR WITH OUR
BLUSH \$6



4

LASHES

ENHANCE EYES
WITH OUR
**LENGTH LASH
MASCARA** \$8



5

LIPS

COLOUR & NOURISH
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NOW TRENDING

The new networking

The current generation of “Avon ladies” sell face creams on Facebook and scents at Starbucks—and the beauty industry is getting on board

BY ANDREA JANUS

In 1886, a door-to-door book salesman noticed that his female customers were more interested in his gifts with purchase than his titles. Shortly afterwards, David H. McConnell launched Avon, now the second-biggest direct-sales company in the world, with \$8.9 billion in revenue last year. But gone are the days when the “Avon lady” rang the doorbell with her “Avon calling” greeting. Today’s beauty consultants sell serums, scents and lip glosses via social media, demonstrate products on YouTube and manage sales via their own websites. More than 900,000 Canadians are mining their social networks to sell all manner of products.

And the cool factor of direct sales is amping up. Last year, luxury lifestyle maven India Hicks launched a direct-sales line of fragrances and accessories inspired by her family’s laid-back Caribbean lifestyle, and in April, Connecticut teen Willa Doss co-founded beauty brand Willa, geared to plugged-in Gen-Y-ers who’d like to do more than babysit for pocket money. This fall, model-mogul Tyra Banks sent out a call for “beautytainers” to direct-sell her line of cosmetics.

For Alex Trimble, a 29-year-old Torontonian, working in direct sales allows her to make her own schedule and enjoy a Tuesday-morning yoga class or an extra-long weekend away. “When I started, I thought if I could make a few hundred dollars a month to have some wiggle room, I would be happy,” says Trimble, who joined beauty brand Arbonne nearly six years ago. “I didn’t realize the opportunity that was in this business. Driving a Mercedes at the age of 24 was a huge thrill for me.” (Arbonne consultants who reach a certain level get a monthly cash bonus to put toward a white Mercedes-Benz—the modern equivalent of Mary Kay’s pink Cadillac.) Trimble is an executive national vice-president—the highest level—and people in that position make an average of \$19,000 per month. “I’m an Arbonne lifer,” she says. “It isn’t



just my business, it’s a huge part of who I am.”

Not everyone, however, finds such success. “For me it was super-frustrating,” says Anna Hampson,* 35, a Toronto freelance designer, who tried her hand at being an Arbonne consultant last year after a friend referred her. “It required far more time than I had to devote to it, and I found the market was already saturated with other reps.” At Hampson’s level, the average earnings are \$700 a year. “I love their products and still use them daily,” she says. “I buy them from my friend who is still plugging away, but I’m out.”

The flexibility of direct sales is perhaps best suited to women who want to balance work and family. Dr. Kathy Fields, co-founder of U.S.-based skincare brand Rodan + Fields, says she and Dr. Katie Rodan withdrew their line from department stores and launched direct sales to provide women with that opportunity. They’d experienced a similar strain as busy young doctors. “We’d miss the baseball game, the dance recital,” Fields says.

Rodan adds that many of their consultants are professional women who haven’t been able to rise up the ladder: “They weren’t in control

of their own destiny. That’s what this opportunity gives them.” But for most of them, direct sales doesn’t replace a salary, just augments it—the typical Canadian participant is estimated to earn between \$1,700 and \$2,000 a year selling Rodan + Fields serums and wrinkle patches to their networks of acquaintances. “You listen to your friends, because you trust your friends. And that’s what’s happening here,” says Fields. “Because of social media, it’s word of mouth on steroids.”

**Name has been changed.*

FROM LEFT: **AVON** PERFECT BROW GEL, \$6, AVON.CA; **ARBONNE** GLOSSED OVER LIP GLOSS IN HYACINTH, \$31, ARBONNE.CA; **RODAN + FIELDS** ACUTE CARE SKINCARE FOR EXPRESSION LINES, \$253, RODANANDFIELDS.COM/CA; **MARY KAY** EYE COLOR PALETTE IN METRO MODERN, \$26, MARYKAY.CA



FRAGRANCE FILES
THE AMATEUR NOSE
A Toronto spice merchant sniff-drives a cardamom-based scent



The nose: Neil Bougourd of the Spice Trader; Toronto

The scent: Jo Malone Mimosa & Cardamom, \$145, Holt Renfrew

The notes: Cardamom, mimosa, tonka bean, damask rose, heliotrope

The verdict: “Cardamom by itself smells very camphoraceous, like a muscle rub. But in the perfume, it’s very slight; you just get the sweet top notes. Cardamom gets a lot stronger if you crush the pod. If you rub them, crack them or grind them, it releases the oils so it becomes way more intense. The tonka bean is very vanilla-y, and I smell that here too.”

—Veronica Saroli

PHOTOGRAPHY: ISTOCKPHOTO (ILLUSTRATION)

SPOTLIGHT

EYE WATCH

A good eye cream is your best friend when it comes to smoothing fine lines and banishing bags—but what happens when you start using the wrong one? Lauren Kerbel finds out

I’ve always been picky about what I put on my sensitive, combination skin—except when it comes to eye cream. For the most part, I just throw whatever new tube or pot I come across into rotation, working under the theory that as long as I keep the delicate area around my eyes hydrated, I’m good. Not so, as it turns out. A recent spate of small red bumps that popped up around my eyes exposed the error of my ways; apparently using the wrong kind of eye cream can lead to some nasty side effects and send you running to your dermatologist. Read on for some common complaints and what to do about them.

- The problem:** Clogged pores and bumps on upper cheekbones, temples and brows

The culprit: It may seem like the ticket to a smooth-skinned future, but a cream that’s too rich can sit on top of pores and block them anywhere on your face. If you see pimples or an acne-like rash (a.k.a. perioral dermatitis, which usually occurs around the mouth, nasolabial folds and lower eyelids) pop up around your eyes, your eye cream is probably too thick.

The fix: The texture of the product is key. “Stick with a gel or water-based cream,” says Toronto dermatologist Dr. Frank Cohen. “If it has a heavy consistency, you’re more likely to run into trouble.”

The products: A lightweight gel-cream that brightens with resveratrol extracted from grapevines and tiny hyaluronic-acid molecules. **CAUDALIE** RESVERATROL LIFT EYE LIFTING BALM, \$66, CAUDALIE.COM

This non-pore-clogging formula has a metal rollerball applicator to reduce puffiness from fluid retention. **OLAY** FRESH EFFECTS BRIGHT ON SCHEDULE EYE AWAKENING CREAM, \$17, DRUGSTORES
- The problem:** Puffy lids and watery eyes

The culprit: While many eye creams purport to treat puffiness, allergies are its most common cause, and fragrances or preservatives in skincare could be to blame, such as parabens or methylisothiazolinone. Cohen says this delicate area is “one of the first places where an allergy will make itself known.” Another common culprit is contact-lens solution, if it contains the preservative benzalkonium chloride.

The fix: Use only minimal skincare until things clear up, reintroducing one product every five days to catch the offender. Eye products are usually ophthalmologist-tested (look for a note on the tube), but those labelled for sensitive skin are your best bet.

The products: This cream has soothing algae and hyaluronic acid and contains no parabens or fragrance. **CERAVE** EYE REPAIR CREAM, \$20, WALMART

Fragrance- and paraben-free with calming sigesbeckia leaf extract. **YVES ROCHER** SENSITIVE VEGETAL TARGETED COMFORT CARE EYE, \$14, YVESROCHER.CA
- The problem:** Red, itchy skin around the eyes

The culprit: Anti-wrinkle ingredients like glycolic and retinoic acids have an exfoliating action that can be too potent for sensitive skin, causing an itchy, burning sensation. Other potential enemies in eye formulas include vitamin K, caffeine and high amounts of alcohol, which can “aggravate reactive skin,” according to Cohen.

The fix: If you want to take out the big anti-aging guns without antagonizing your skin, look for creams containing peptides, ceramides, hyaluronic acid or vitamin C. These promote plumpness by helping skin retain moisture and by reducing inflammation.

The products: Renews skin around the eyes with peptides and hyaluronic acid. **SCHAF** NUTRITIVE DAILY EYE CREAM, \$40, SCHAF.CA

Jojoba and meadowfoam seed oils and shea butter nourish, while plant extracts including alfalfa, licorice root and horseradish root smooth texture. **JURLIQUE** NUTRI-DEFINE WITH BIOSOMES EYE CONTOUR BALM, \$104, JURLIQUE.CA



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TEST DRIVE

A fresh coat

Can a \$6,500 coat make you love Canadian winters? One writer tries on pieces from Max Mara's Atelier collection, the most tip-top of the season's toppers

BY OLIVIA STREN | PHOTOGRAPHY BY KAYLA ROCCA

In what is arguably the best Oscar photograph ever taken, actress Faye Dunaway, dressed in liquid silk the shade of champagne, melts into a chair by the swimming pool at the Beverly Hills Hotel. It's March 29, 1977, the morning after Oscar night, and Dunaway has just won an Academy Award for her performance in *Network*. There is a soft pallor to the light, as if the day itself were hungover. Before Dunaway is a breakfast spread—including a pot of tea and her Oscar—that appears to hold no allure for her. She looks away with an expression of vague dreaminess and indifference—the picture of languorous decadence. Not surprising, then, that a 1970s Dunaway, in all her refined and almost leonine femininity, should serve as muse to Max Mara's Fall 2015 Atelier collection of luxurious handmade outerwear. Dubbed "En plein air," this season's line features 13 sumptuous coats made of double cashmere, alpaca, jacquard wool, double wool crepe and duchesse. "Faye Dunaway seamlessly found a balance between femininity and the taste for quality," says Laura Lusuardi, Max Mara's fashion director, who has led the Italian clothier in design for the past 50 years. "She embodies the essence of chic."

Indifference is also the essence of chic. (The aforementioned photo would not have held the same allure if Dunaway had been excitedly tearing into a piece of toast.) Personally, I couldn't be less indifferent to the thought of living through another Canadian winter—nothing is less chic than slush. But if there's anything to recommend the season, it's a good coat. Which is perhaps why every year I find myself longing for a new one, a better one, that special one that will keep alive the fantasy that because of its perfection, this winter will be different. If any outerwear can marshal the miraculous and turn me into that most exotic type (a winter person), it will be a Max Mara coat—the ne plus ultra of outerwear.

Max Mara sends me two pieces from the Atelier collection to try. The first, the Atelier Sagoma coat, is made of soft mohair wool in a gentle, delicate blue inspired, I'm told, by the crystalline hue of a winter sky. When I open the box and

“When I open the box and unfurl the coat, I feel like I’m unpacking an Italian cloud.”



unfurl the coat, I feel like I'm unpacking an Italian cloud. (Even their clouds are more stylish. And expensive. The Sagoma is \$2,890.) This coat, like all Atelier coats, was made by 12 to 15 craftspeople, who each spent two to four hours with each piece (sewing, cutting, stitching, buttoning, lining, etc.). I spend about the same amount of time swathed in its luxurious folds and end up feeling that I'm as close as I'll ever get to donning an actual cloud. (A delightful experience, as it turns out.) The coat is buttonless and unlined—it's meant to be worn on a fresh autumnal promenade (in Europe), not for a rendezvous with the polar vortex.

Next, I don the Creta, which is as much cape as coat—the sort of outerwear meant for strutting Milan's bustling Via Montenapoleone. The cape, in general, is the costume of errands either mysterious or heroic. (Batman didn't wear a jean jacket. Superman didn't wear a K-Way.) Alas, with an eight-month-old, my errands of late tend to take me to the Shoppers Drug Mart baby-diaper aisle, not exactly the destination of style superheroes. (When Juliette Binoche wore a red cape in *Chocolat*, she was not going to buy Pampers.) I sport the coat/cape to fetch a latte at my local. The barista looks at me appraisingly: "Beautiful coat!" "Thanks," I say, feigning indifference.



Olivia Stren in the Max Mara Atelier Creta coat (above), \$6,590, and the Sagoma coat (left), \$2,890, both Max Mara stores.

TREND LESSON

PLAYING THE LONG GAME

Take your outerwear's hemline down for increased warmth and style

BY NATASHA BRUNO



Celebrity inspiration (from left): Actor Zoë Kravitz, blogger Leandra Medine, actor Elizabeth Olsen, actor/singer Hilary Duff, model Lily Aldridge.

Trend: Duster coats

Seen at: Chanel, Chloé, Dries Van Noten

Snapshot: Dusters get their name from their length (think "floor dusting")—the highest hemline in the category is mid-calf. They're a cozy, on-trend outerwear option as temperatures start to dip.

How to wear it: If you're Gisele Bündchen's height, you can work the duster with almost anything, but for the rest of us, they look best worn with high heels (steer clear of mid-calf boots, which break up the silhouette). Pair with slim pants and a turtleneck or crewneck sweater to create a lean, textural look.



Shop the trend

FROM LEFT: BANANA REPUBLIC COAT, \$410, BANANAREPUBLIC.CA. COS COAT, \$290, COS. TEMPERLEY LONDON COAT, \$3,440, SHOPBOP.COM

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Paris street-style inspiration.

IN STORES NOW

SHOPPING LIST

Cold-weather essentials: covetable knits, chic outerwear and outfit-changing accessories

BY VANESSA TAYLOR

1. Buy: Leather pinafore dress
Put away: Overalls
How to wear it: Throw this on over a sleek turtleneck for an on-trend fuss-free look that's one part edgy, one part prairie chic.
ZARA DRESS, \$50, ZARA.COM

2. Buy: Elegant earrings
Put away: Ear cuff
How to wear it: You know how magazines say, "Wear earrings or a necklace"? Guess what? You can wear these with everything you own.
H&M EARRINGS, \$6, HM.COM

3. Buy: Patent flatforms
Put away: Birkenstocks
How to wear it: You lived in sporty sandals all summer; now meet the platform oxford, your fall equivalent.
STUART WEITZMAN SHOES, \$550, STUARTWEITZMAN.CA

4. Buy: Classic watch
Put away: Oversized timepiece
How to wear it: Amazing news: A classic black leather strap works with your entire wardrobe.
KOMONO WATCH, \$132, URBANOUTFITTERS.COM

5. Buy: Knit tunic
Put away: Long tank top
How to wear it: The tunic is the turtleneck's first cousin. Wear it with flares, a midi skirt or wide-leg trousers—just no leggings.
BANANA REPUBLIC TUNIC, \$95, BANANAREPUBLIC.CA

6. Buy: Cropped moto
Put away: Black blazer
How to wear it: The season's perfect staple, this jacket works with jeans, culottes—even an LBD.
JOHN + JENN COAT, \$199, THEBAY.COM

7. Buy: Graphic sweatshirt
Put away: Bejewelled sweatshirt
How to wear it: Get all the comfort of casual dress at the office by pairing a sweatshirt in a cool print with a fancy skirt and posh flats.
KENZO SWEATSHIRT, \$630, NET-A-PORTER.COM

8. Buy: Structured hat
Put away: Baseball cap
How to wear it: This versatile neutral hat brings everyday style—and warmth. Wear it with all outerwear: moto jacket, cape or winter coat.
BCBGMAXAZRIA HAT, \$98, BCBG.COM

9. Buy: Classy top-handle
Put away: Bucket bag
How to wear it: Take your look up a notch with the queen of ladylike purses: the top-handle. It pairs perfectly with jeans or adds a pop of personality to a classic suit.
BOSS BAG, \$1,695, HUGOBOSS.COM

10. Buy: Batwing blouse
Put away: Long-sleeve V-neck
How to wear it: Lose shapeless cover-ups and wear this chic silhouette with a high-waisted skirt or trousers.
OH SEVEN DAYS BLOUSE, \$145, OHSEVENDAYS.COM



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