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# SHE CANADA

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# Editor's *note*



**EDITOR**  
**S.M. Kamran Zaidi**

With summer just around the corner, SHE's April/May issue is serving up everything you need to prep for the warmer months. From sunscreen to bathing suits, our product pages are packed with the hottest products on the market this spring.

Speaking of what's hot right now, this issue also brings forth the hot-button topics that affect you most. Perhaps one of the most talked about music videos of 2016, Coldplay's Hymn for the Weekend ruffled some feathers when it dropped back in February. Critics claimed Coldplay and Beyoncé were culturally appropriating India as opposed to appreciating it. The clothing, music and festivals depicted in the video were thought to be inappropriate at best and downright offensive at worst. We had the chance to sit down with Ben Mor, the video's director, to hear from him first hand what his thoughts are on the controversy. The veteran director has also worked with Katy Perry, Britney Spears and Will.i.am.

On the fashion front, SHE was once again at the London Collections: Men for SS16. We take a look at the Belstaff and Thomas Pink shows. Also on that side of the pond, our Travel Editor looks at Porto in Portugal as a travel destination. If you'll be travelling this spring don't forget to have a look at our Travel By The Numbers page for the action the largest Canadian airports will see this summer.

Whether you're planning a trip aboard or the perfect staycation, SHE brings you its curated content of things to do, see and buy this April/May. And don't forget to check us out online. Tweet us your thoughts as always for a chance to be featured in the magazine!

A stylized, handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke.



Head on over to SHE Online to catch up on the latest beauty buys and makeup that really work. We'll also update you on hottest travel destinations this year, how to prepare for them and get the best value for your loonie.



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# Contributors

*“What is your earliest travelling memory?”*



**PRIYA KUMAR**  
*Executive Editor*

Bermuda when I was 3 years old. My mom had a really retro black and white bathing suit and I couldn't understand why she took my baby brother in the water with a diaper on.



**ZEBUNNISA MIRZA**  
*Travel Contributor*

My first trip to Canada during the winter at age 4. I refused to walk in my boots so my mom had to carry me everywhere!



**AAISHA ZAFAR ISLAM**  
*Associate Editor*

I was raised in the UAE and we travelled to Pakistan every summer. Back then Gulf Air was our airline of choice and they had a frequent fliers club for kids. We always got special goodies on flight and birthday cards mailed to us.



**DEIDRA BARTON**  
*Editorial Contributor*

Traveling to England at 12 and flying out there by myself to meet up with my step dad. Jet legged, scary and not fun.



**LINDSAY COOPER**  
*Editorial Contributor*

The only travelling my family did as a kid was to visit my Grandparents in the Crowsnest Pass in the Rocky Mountains. We always drove out in August (in a car with broken air conditioning), so the only thing I really remember is the heat and “are we there yet?”

# Tweets to the editor

Redwood Classics @RedwoodClassics Feb 24

Have you caught up with @kathykwcheng and @prelovedjules in the newest issue of @SHECanada yet?

Jasmine Alexander @JasmineLondon Feb 26

so much #love for Canada's sexiest magazine for the stylish n discerning woman! @SHECanada

Kathy Cheng @kathykwcheng Feb 26

Thank you @shecanada for providing a platform to discuss the importance of #Madein-Canada

sonia@SLATE Retweeted you Feb 26:

On #SheCanada blog: Finding Refuge in Art: Valda Zobens' Perilous Journey & Threads and Memories <https://shar.es/1CrWKL> via @sharethis

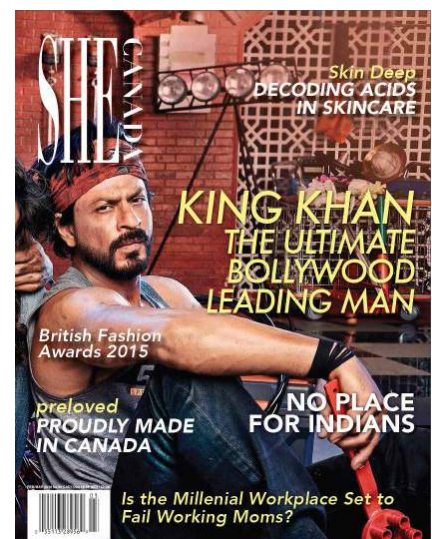
Dee Thomson @linergltrgloss Feb 23

Look who decided to show up in the latest issue of @shecanada [https://www.instagram.com/p/BCJH\\_xaDteb/](https://www.instagram.com/p/BCJH_xaDteb/)

Documentary Now and sunbal liked your Tweet Feb 2:

Sharmeen Obaid Chinoy aims for another #oscar with 'A Girl in the River' a short #documentary

*FEB/MAR*  
*Issue*



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It's raining, it's pouring, but your outfit needn't be boring. It is possible to keep dry and still look fashionable during the rainy season. Here are our top picks for you.

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Paula Cademartori  
\$2636

**X Marles Patwork Woven Coat**  
Roksanda  
\$5255



**X Bow Embellished Belt**  
Balenciaga  
\$515



**X Crochet-Knit Turban**  
Missoni  
\$260

## ANTI-FLORAL

Meryl Streep and the writers of the *Devil Wears Prada* quipped about the cliché that is spring-time florals when Miranda Priestly sarcastically sniped “Florals for spring? Groundbreaking”. Ten years after the movie’s release May flowers are still taboo.

While we agree with the sentiment, we can never stay away from our beloved blooms for too long. In an effort to begin reincorporating plumage back into our kits, we’ve snuck in floral accents with rose and lilac hues hidden in less banal graphic patterns.



**X Gold-Plated, Enamel and Emerald Earrings**  
Paula Mendoza  
\$475



**X DemiLune Trans Purple Sunglasses**  
Delalle  
\$485

**X Printed Silk Crepe de Chine dress**  
Valentino  
\$3320





**X Scribbled Sweatshirt**  
Jeremy Scott  
\$662



**X Agnes Leather Trimmed Woven Pumps**  
Jimmy Choo  
\$833

**X Caretto Print Midi Skirt**  
Dolce & Gabbana  
\$1430



**X Gold Plated Cuff**  
Etro  
\$785



**X Blue Jeans Faux Leather Hobo**  
David Jones  
\$65



**X Gold, Freshwater Pearl and Diamond Cuff**  
Mizuki  
\$890

# fashion



**X Small Sicily Tote**  
Dolce & Gabbana  
\$2867

**X Lemon Clip-on Drop Earrings**  
Dolce & Gabbana  
\$681



**X Printed Silk Crepe de Chine pants**  
Valentino  
\$2180



**X Chesilton Textured-Leather Belt**  
Topshop  
\$70





**ERES**  
Comic Strip Roll Triangle Bi-  
kini Top & Briefs  
\$255, \$220



**JOE FRESH**  
Print Swim Cover Up  
\$29



**JOE FRESH**  
Stripe Rash Guard  
\$29

# SWIMSUITS

## FOR EVERYONE

*Swimsuit shopping sends the most shopping savvy of women into a state of confusion. We like to look good, but how? It's essential to know what your body type is and what style will work best for what you want to flaunt on the beach, or not.*

**LISA MARIE FERNANDEZ**  
Farrah Patchwork Neoprene  
Swimsuit  
\$520



**NORMA KAMALI**  
Ruched Bandeau Swimsuit  
\$350

**LENNY NIEMEYER**  
Ruched Cutout Swimsuit  
\$180





**JOE FRESH**  
Print Ruffle Tankini Top  
\$24

**LISA MARIE FERNANDEZ**  
Leandra off-the-shoulder striped  
stretch cotton-blend bikini  
\$485



**MARYSIA**  
Palm Springs Scalloped Striped  
Swimsuit  
\$341



**TORY BURCH**  
Fringed Embroidered Woven  
Cotton Poncho  
\$325



**SENSI STUDIO**  
Macana Fringed Woven Cotton  
Kaftan  
\$345



**ORLEBAR BROWN**  
Carmen Cotton-Terry Coverup  
\$265



**MARA HOFFMAN**  
Printed Rash Guard  
\$280

**SHAHRAZAD COLLECTION**  
Shahrazad Collection  
*Prices vary according to style*



# History of — VICTORIA DAY

*We all love our long weekends in Canada and the month of May is when Victoria Day brings in some spectacular fireworks and sees us plan weekend getaways. SHE finds out the story behind the day.*

*By Deidra Barton*

**V**ictoria Day, also known as May Two-Four is a federal Canadian holiday celebrated on the last Monday before May 25th. What exactly is Victoria Day? In 2015, a survey of 1,000 people revealed that half of them didn't know why our country celebrates Victoria Day. It's the day we honour Queen Victoria's birthday and this date is also when the current reigning Canadian sovereign's official birthday is recognized. Queen Elizabeth II birthday is also celebrated on this day even though it is celebrated in England in June and her actual birthdate is in April.

We are also the only country that celebrates Queen Victoria's birthday with an official holiday and it is one of the oldest state holidays.

Many Canadians look forward to this holiday because it's known as the beginning of summer season for us. We take advantage of the weather warming up and head up north to our cottages or simply host a BBQ in our back yards. Every year, Toronto plays host to a variety of activities for people of all ages in honour of this day. A very popular Toronto tradition is to spend the day at Ashbridges Bay or at Ontario Place where they set off beautiful fireworks at the end of the night every year,

rain or shine.

Believe it or not the May Two-Four weekend wasn't always known as a happy time of the year. In 1881, on the Queen's actual birthday, a ferry named after her collapsed near London, Ontario and 182 people died. This tragedy was known as the Victory Day Disaster and devastated many Canadians who had lost their loved ones.

This holiday is celebrated in six of Canada's ten provinces and three territories with Ontario being one of them. In Quebec it was unofficially known as Fete de Dollard until 2003. Now it is known as National Patriots' Day in Quebec.

Celebrating Queen Victoria's birthday has been a tradition in Canada since the late 1800s. On her 35th birthday, in 1854, approximately 5,000 residents gathered in front of King and Simcoe Street in Toronto to give cheers to their queen. She was the first Queen of Canada and had her throne since the country was first founded in 1867.

Queen Victoria became queen at the young age of 18 and proposed to her future husband, Albert, due to her rank.

Queen Victoria is credited for starting the all-white wedding gown tradition which is still *de rigueur*. Once her husband died, she wore nothing but all black in 1861 and continued to do so for the rest of her life. Following her death in 1901, May 24th was made by law to be known as what we know it today, Victoria Day. Today, it is protocol for the Royal Union Flag to be flown from sunrise to sunset at all federal government buildings. It was first declared that Victoria Day would be celebrated every year on her actual birthday unless it fell on a Sunday. That changed in 1952 when the government declared it would be observed on the last Monday before May 25.





### Marvellous Creatures: Animals in Islamic Art at the Aga Khan Museum

Toronto's Aga Khan Museum will be hosting the worldly exhibition of *Marvellous Creatures: Animals in Islamic Art* May 7 through September 11. With artwork from the Aga Khan's own collection accompanied by other pieces from private collections, this exhibition is sure to be a unique experience. With a variety of media being used, from manuscripts to textiles, ceramics, jewellery, glass, and ancient metalwork, *Marvellous Creatures* explores the role of both fictional and non-fictional animals and what they mean for historic art and culture

# CULTURE in the city

While traveling the world exposes one to different cultures, museums are an integral part of the learning process as well. They are centres of culture bringing special exhibits and events to your own city. You don't always have to pack a suitcase to learn about how wonderful our world is.



*MashUp-10*  
Dara Birnbaum,  
*Technology Transformation/Wonder Woman*  
(video still), 1978–79, single-channel  
video, Courtesy Electronic Arts  
Intermix (EAI), New York



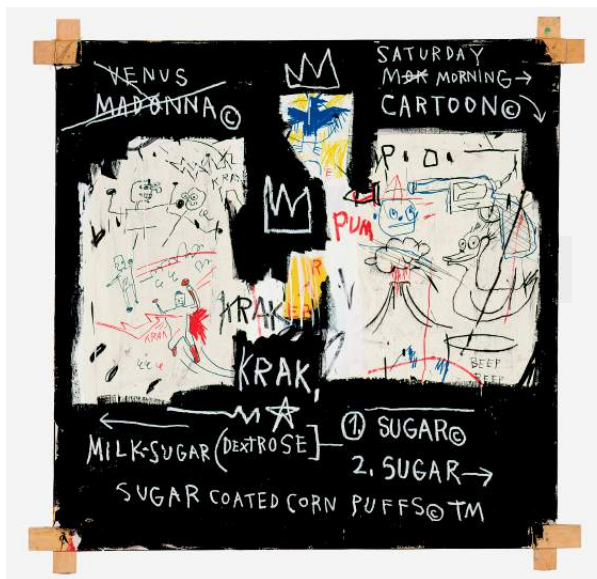
*MashUp-09*  
Robert Rauschenberg, *Revolver II*, 1967,  
silkscreen ink on five rotating Plexiglas  
discs in metal base with electric motors  
and control box, Robert Rauschenberg  
Foundation  
© Robert Rauschenberg Foundation /  
SODRAC, Montreal / VAGA, New York  
(2016)

## MashUp: the Birth of Modern Culture at the Vancouver Art Gallery

The Vancouver art gallery is hosting its largest exhibition to date with MashUp: the Birth of Modern Culture. The collection opened this past February and will be displaying 371 pieces of artwork across four of the museums floors until June 12. The exhibition uses a great range of artists from Pablo Picasso, Andy Warhol, and Keith Haring to contemporary visual artist and essayist Hito Steyerl to explore the long history of remixing as a form of art.



*MashUp-11*  
John Baldessari, *Pelicans Staring at Woman with Nose Bleeding*, 1984,  
black-and-white photographs and oil tint, Collection of Wendy and  
Robert  
Brandow, Los Angeles  
Photo: Courtesy of John Baldessari



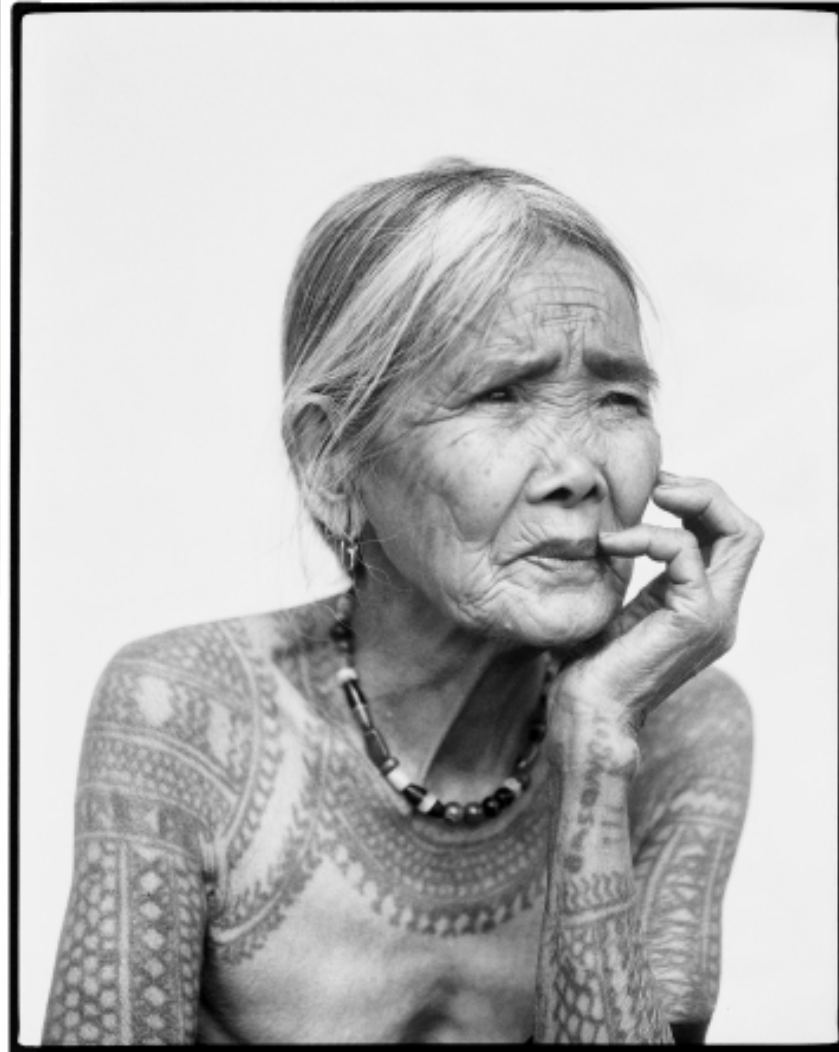
*MashUp-12*  
Jean-Michel Basquiat, *A Panel of Experts*,  
1982, acrylic and oil pastel on  
paper mounted on canvas, The Montreal  
Museum of Fine Arts, Gift of Ira Young  
© Estate of Jean-Michel Basquiat /  
SODRAC (2016)  
Photo: Courtesy of The Montreal Museum  
of Fine Arts



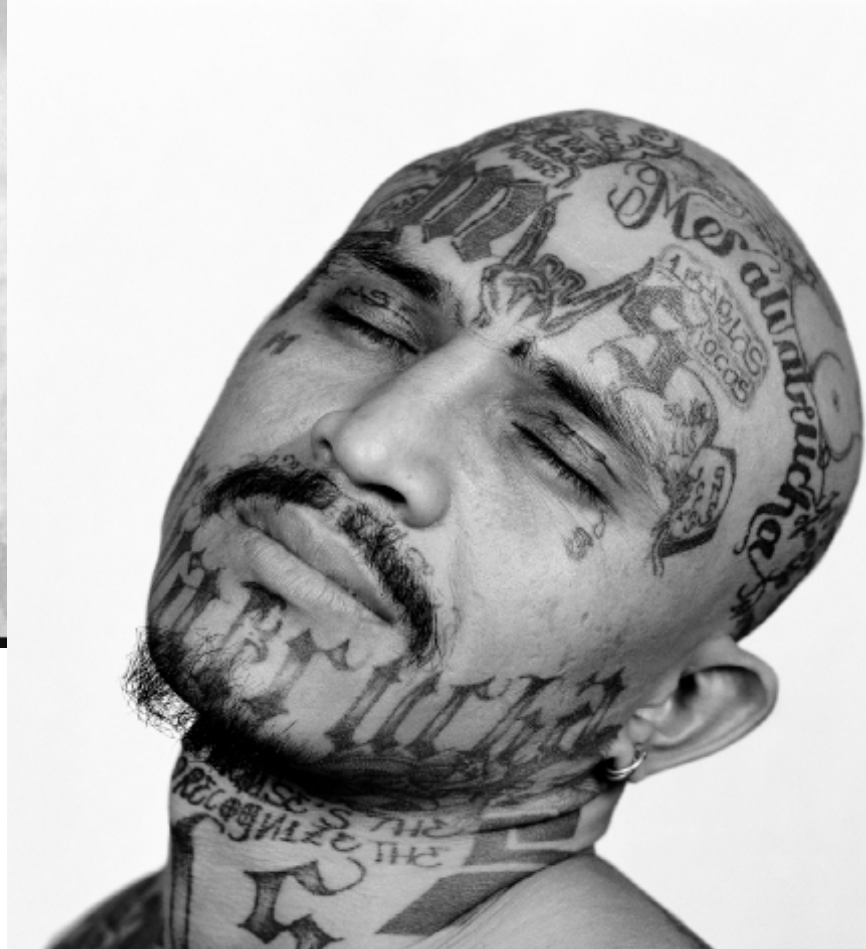
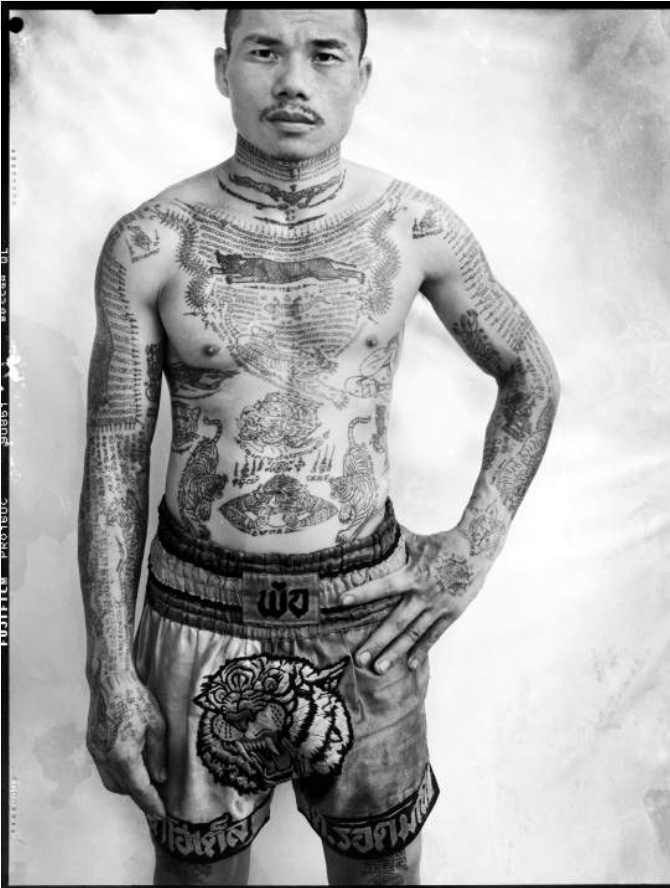
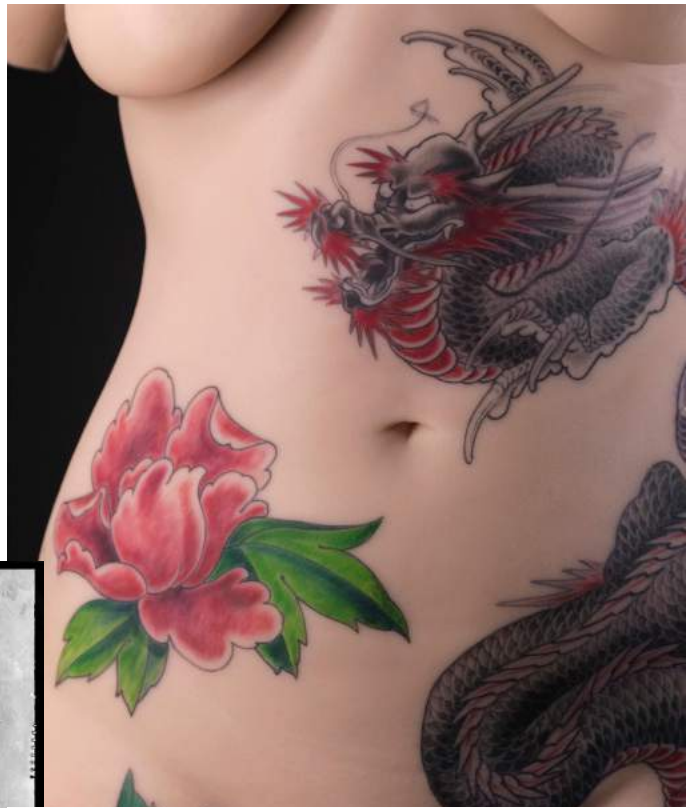
*Koruru or parata mask. New Zealand. 19th century. Musée du quai Branly, Paris. Inv. 71.1959.71.1. Image: © Musée du quai Branly, photo Thierry Ollivier, Michel Urtado.*

### **Tattoos: Ritual. Identity. Obsession. Art at the Royal Ontario Museum**

Tattooing is often deeply personal, but with *Tattoos: Ritual. Identity. Obsession. Art* the Royal Ontario Museum explores the public side of the art that is body modification. Opening on April 2, the exhibition looks into the 5000 year history of the ancient practice of tattooing through its showcase of body art and ancient tools.



Tattooing kit. Rennell Island, Salomon, Melanesia. Early 20th century. Musée du quai Branly, Paris. Inv. 71.1961.103.85.1-2. Image: © Musée du quai, photo Claude Germain.





DOLL FESTIVAL 1966 FLUORESCENT PAINT, OIL, PLASTIC BOARD ON PLYWOOD HYOGO PREFECTURAL MUSEUM OF ART (YAMAMURA COLLECTION) © USHIO AND NORIKO SHINOHARA

# THE WORLD GOES *POP!* BUT FOR SOME REASON, I CAN'T

*I've had a tenuous relationship with the art world for some time now. Since the late '90s, I've found myself wanting to love the effortless intellectualism that comes along with being a frequenter of galleries and art auctions. But every time I make the effort to reengage I am once again rudely reminded why the art world and I just aren't meant to be. My latest epiphany came when visiting the Tate Modern for The World Goes Pop exhibition in London.*

*By Priya Kumar*

I had just gone to see The World Goes Pop exhibition at the Tate Modern when I met up with Sally, an old school friend who works in public affairs. She moonlights as a local London guide for Japanese students and had also taken them to the exhibition recently. One of her students was so taken by the art, that Sally had lost her in the Tate Modern's magnificent, concrete halls. Sally was equally impressed by the exhibition.

"The pieces were just so timeless. It's hard to believe some of these pieces are over 60 years old." She then waxed poetic about the cultural significance of the pop art movement and why the exhibition is so important to women in art. I on the other hand, armed with my half-finished MA in Arts & Lifestyle Journalism and a certificate from Sotheby's Institute of Art, was left perplexed by the exhibition. Deep down inside I felt as though I should love it and find myself moved by the audacity of the work. But instead quite ashamedly, I felt nothing.

The exhibition showcases pop art from around the world, depicting the international take on the movement. Featuring work from the '60s and '70s, the pieces came from all corners of the globe including Europe, the Middle East, Asia and Latin America. Given the time period, a variety of media was used from silk-screened canvases to video installations to even thought-provoking sculptures.

The exhibition not only covers pop art as a movement, but also its underlying message.

It goes without saying that the '60s was a time of revolution—in art, politics and for gender relations. The World Goes Pop examines the movement's role as a medium to disseminate activists' messages to the masses. A woman's right to choose, censorship, war and consumerism were recurring themes that were subject to criticism throughout the show. Bright colours, loud audio-visuals and a prestigious venue were the final ingredients ensuring this exhibition's success. But quite frankly, it didn't touch me in the same way I had noted in my swooning peers.

I want to love art. Logically, having the ability to appreciate such complex works is what separates man from beast. Being able to analyze, debate, extrapolate and learn from art is what keeps us from living from hand to mouth. Camille Paglia, author of *Glittering Images: A Journey Through Art From Egypt to Star Wars* boldly pointed out in the *Wall Street Journal* that "too many artists have lost touch with the general audience and have retreated to an airless echo chamber."

Speaking primarily about today's art, Ms. Paglia feels artists have lost their way, without a cause or revolution as inspiration. This statement is obviously not applicable to *The World Goes Pop*, but I couldn't help but nod and agree with her overall sentiment. It's worth noting that the vast majority of artists featured in the exhibit were not figures of any sort of profound influence. This realization made me take a step back and think, "Then what's the point?"

It's said you shouldn't purchase a work unless you cannot live without it. It makes a bad investment because there's no tangible way to calculate a work's financial appreciation, making the numbers behind the art world dubious. For a cultural activity that so permeated by subjectivity, how can one ever hope to debate such work? Ultimately no one can be wrong. Perhaps this is why an artist's work is only truly appreciated after death. Without the artist to create more work scarcity arises and a cult-like following materializes for the dearly departed. If the deceased artist's work was so great to begin with, why was it not as prized in life? These are only some of the rhetorical and moot questions I ask myself when fighting my way through the crowds to catch a glimpse of London's hottest exhibits.

Admittedly I'm no art world novice; my first job was at an art gallery. I was 14-years-old and my local gallery in Whitby was seeking a teaching assistant for their Saturday morning children's class. The gallery was once Whitby's first train station. The tracks still ran past the back of the gallery with an old-time locomotive permanently parked, headed to nowhere. I would help set up the student's mounds of clay and paint palettes and run the 15-minute break activities. It was usually a game of Graveyard because the kids loved it. I would also be put on cleanup duty after the class ended.



KIKI KOGELENIK BOMBS IN LOVE 1962 KEVIN RYAN\_KIKI KOGELENIK FOUNDATION VIENNA\_NEW YORK

It was a plush part-time job for a young teenager, but one I wasn't the least bit interested in. I didn't have much background in art history nor its countless movements and didn't even know what a kiln was. That said the role looked great on my CV next to my peers who earned their minimum wages flipping burgers or tearing cinema ticket stubs. It was entirely undeserved by one who could not have been less appreciative.

Fast forward to my mid-twenties. I had just finished my first Masters degree and was returning to North America after almost two years in Europe. Logically I knew New

York City was where I needed to be next. While looking for work I decided to embark on a month-long certificate programme at Sotheby's Institute of Art. It felt like a good use of my spare time between sending out CVs and attending sporadic interviews—it was 2009, the height of the American recession after all. The credentials offered by the school were always something I'd coveted anyway and the timing just felt right.

The programme started off well enough. It was taught by a (young-ish) attorney that specialized in the art world. She was tall, beautiful and blond and went by the hyper-masculine name Franklin. The programme took us to a number of stylish galleries in Chelsea, the Meatpacking District, Brooklyn and Tribeca. Each gallery was more glamorous than the last, covering everything from Abstract Expressionism to Surrealism and every movement in between.

Students had come from as far as Sao Paulo, Tokyo and Dubai to immerse themselves in the scene, but truth be told I frequently saw more than one browsing clothes online in class. I would watch them doing so smugly from the back row. The cost of living in New York City is exorbitant. That coupled with the cost of airfare and course fees, a summer program for an international student at Sotheby's Institute of Art is a small fortune.

The programme wound up with a trip to the famed Dia:Beacon gallery in the Hudson Valley. We were given a variety of tasks and work sheets to fill out. As I walked from room to spacious room with a classmate—a 30-something teacher on summer vacation from suburban Ohio and perhaps the purist art lover of the whole group—we passed an installation that featured torn up rubber tires.

The mound of rubber measured about three meters square. I stared at it blankly and whispered to my companion, "I don't get this stuff at all. It just looks like a pile of garbage to me." I expected a silent giggle but instead what I got a look of aghast: "It's about the use of space," she said curtly. But, I thought to myself, that doesn't change the fact that it's essentially garbage sitting in the center of

one of the most prestigious art institutes in America. Ultimately I was left feeling silly for not being able to extrapolate the beauty or even meaning of this work. I was no better than my online shopping peers.

This conversation left me thinking about the way we consume art as a culture. There seems to be a stigma around having a real (or even negative) opinion about a work. This past fall I attended a packed opening

at the Gagosian Gallery in London's ritzy neighbourhood of Mayfair. I accompanied a friend who has become a London art world scenester of sorts. As a member, he donates regularly to the Serpentine Gallery and as a result is invited to many high profile events around the city. The events he would attend were places to see and be seen.

At the Gagosian opening he had some invaluable advice about how to respond to work you downright don't care for. He said

always make the statement: "This raises questions about [a particular movement]" when you don't know what to say. Everyone will agree and no one will ask you what these questions are. He also emphasized that saying a work looks like something else is always a bad idea. Abstract art is about movement and space, not about your impression of it looking like the TTC map.

Back to the Tate Modern exhibition, I

TERESA BURGA, CUBES 1968 PRIVATE COLLECTION PHOTO  
COURTESY THE ARTIST AND GALERIE BARBARA THUMM ©  
TERESA BURGA



thought of employing his insider's tips. The exhibit features around 160 works from across the globe that reinterprets the largely British and American pop art movement. One of the first works on entering is by Polish artist Jerzy Ryszard "Jurry" Zielinski titled *Without Rebellion* (1970). It brings together the eagle, a symbol of Poland and a tongue bolted down with a stake. "This raises questions about censorship in Soviet-era Poland," I declared to anyone within earshot. Silent nods ensued. Nailed it.

In the same space on the opposite wall hung the painting *Big Tears For Two* by Erro. An artist from Iceland, the painting depicted a reimagined rendering of Picassos *The Weeping Woman* (1937) juxtaposed next to a weeping Disney-esque train. The artist brought together commercial and fine art in a way that communicates the two are now equal. Many critics in the art world found this association appalling. "Picasso's painting conveyed the pain of a woman who was living through the Spanish Civil War," art blog *Fireplacechats.wordpress* states. "Her tears were representative of all those who had lost their loved ones during the fight against fascism. The crying cartoon train is an aberration in this context. It is offensively facile. The painting is quite hateful."

It was perhaps the only piece in the exhibit that moved me to gaze upon it a few moments longer than my group who had long since passed on. But if art critics are telling me I'm wrong to feel this way about this work, does that mean my opinion is worth less? Perhaps. I actually did make the effort to learn more about the exhibit on my own time. Prominent member's club Annabel's in Berkeley Square hosted *The World Goes Pop* curator Flavia Frigeri in an after-work talk. It was promoted on their (public) Instagram profile. When I inquired about tickets, I was not met with a reply. Instead, their social media team re-posted about the event firmly stating it was for members only. "Isn't that more effort

than simply replying to my question?" I wondered.

My quest to educate myself about the exhibition came to a close. Art isn't for me; it is a members only club that I have little inclination to join. I understand the appeal of being a part of the scene and having the ability to discern a truly great work from a decidedly mediocre one. But I won't pretend that I'd rather spend my winter morning debating time and space of an audiovisual installation than watching the new *Zoolander 2* with the other unassuming plebs.



J OAN RABASCALL ATOMIC KISS 1968 ACRYLIC ON CANVAS 1620 X 970 M M  
MACBA COLLECTION.  
BARCELONA CITY COUNCIL FUND PHOTO  
TONY COLL © ADAGP, PARIS AND DACS, LONDON 2015



*The World Goes Pop* ran from September 2015 to January 2016 at the Tate Modern in London, England.

J OAN RABASCALL ATOMIC KISS 1968  
ACRYLIC ON CANVAS 1620 X 970 M M  
MACBA COLLECTION.  
BARCELONA CITY COUNCIL FUND PHOTO  
TONY COLL © ADAGP, PARIS AND DACS, LONDON 2015

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last only for a  
few hours



Vaseline gives  
moisture +  
nourishment for  
24 hours



keeping skin amazing since 1870

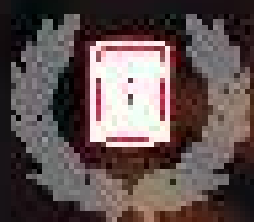
J&T





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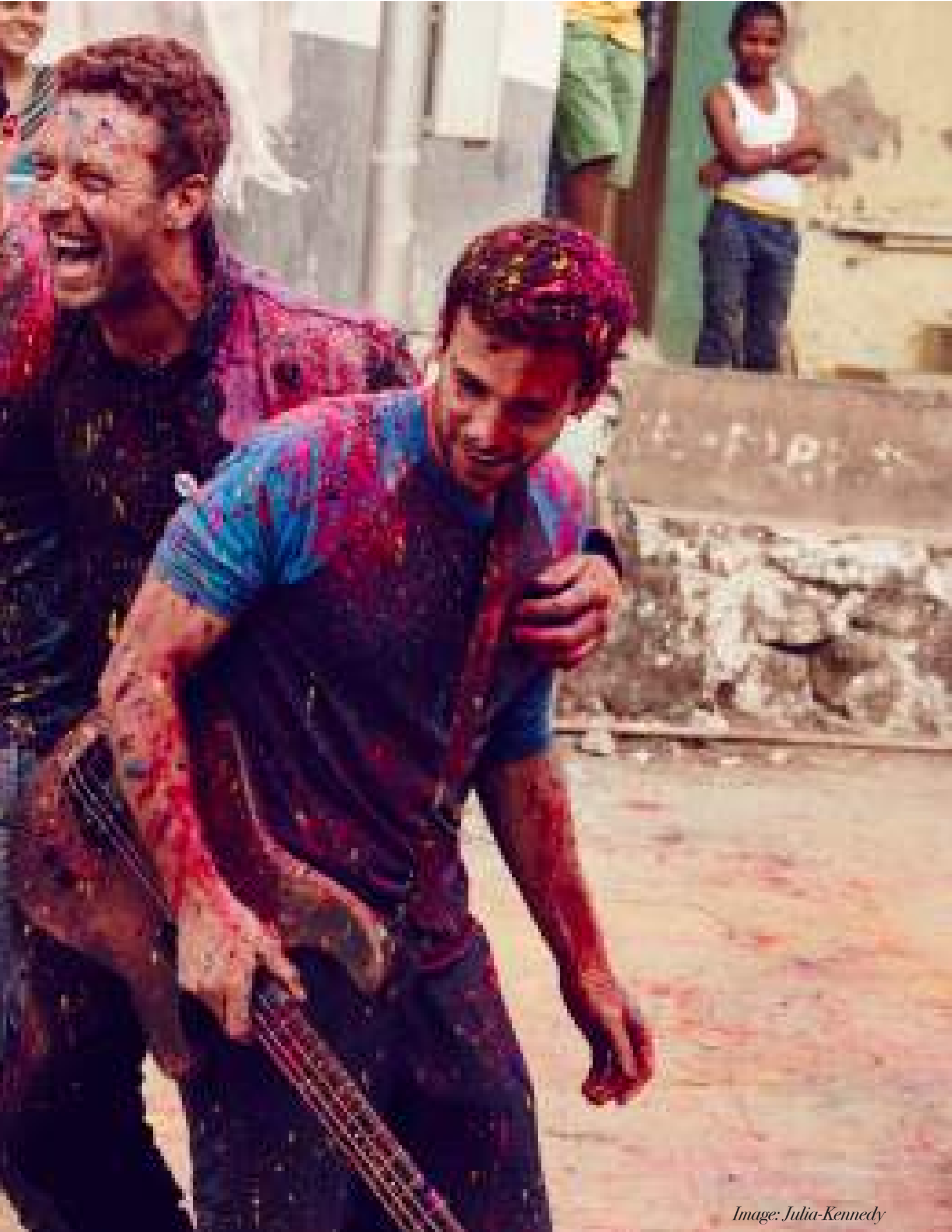
# HYMN FOR THE WEEKEND

DIRECTOR

## BEN MOR ON HIS TRIBUTE TO INDIA

Coldplay's Hymn for the Weekend has quickly become one of the most talked about music videos of 2016 for a variety of reasons. While it's easy to calculate the popularity of the track through YouTube views (62million at the time of publication) and the fact that it hit number one on the iTunes charts in India of all places, a debate about the accuracy of its depiction of the country that made it number one is what's made headlines. SHE exclusively caught up with Hymn for the Weekend's director Ben Mor to get his take on the controversy.

*By Priya Kumar*



*Image: Julia-Kennedy*



It was one of those “break the internet” moments. Coldplay dropped a track so hot the interwebz damn near exploded. The video is set in India, showcases Beyoncé as a Golden Age Bollywood starlet and the band jamming out covered in holi. There was even buzz about it being a part of Super Bowl 50’s half-time show.

Featuring a kaleidoscope of colours, the video captures the beauty of India in the way only a glossy music video can. Peacocks, holi, dancing street children and Beyoncé as an ethereal actress round out the visual extravaganza. It could not have been a greater tribute to the country that inspired the soulful and spiritual

track aptly titled Hymn for the Weekend. But not unlike Gwen Stefani’s use of a bindi in the ‘90s and Madonna’s continued spiritual self-discovery through a variety of cultures, a debate quickly intensified. Was the video cultural appreciation of South Asian culture or appropriation?

Cultural appropriation has become a buzzword in the past few years. Susan Scafidi, a professor of law at Fordham University, told Jezebel.com cultural appropriation can be defined as “taking intellectual property, traditional knowledge, cultural expressions, or artifacts from someone else’s culture without permission.”

Some, including many Indians themselves, were quick to point out that’s precisely what the video did through reinforcing

stereotypes about the country and its culture. A particularly scathing article in *Teen Vogue* took offense to just about every aspect of the video, likening it to a curated tableau of the beauty in Indian poverty, a mash-up of its religions and “vessel that exists for Westerners to “find themselves,” à la Eat Pray Love.” The piece even expressed outrage over the screen time Beyoncé received over Sonam Kapoor.

The whole argument presented in this particular piece was fairly scattered but represented the general sentiment amongst critics. It is unconscionable to this segment that a British band could come to India and make a beautiful piece of art inspired by the country’s ancient cultures. A similar attitude materialized around the time *Slumdog Millionaire*



became a part of the zeitgeist. Critics believed Danny Boyle aestheticized slum-life for a western audience, even using a polished British Asian actor to play the penniless protagonist.

But can't it be argued that Bollywood glorifies India's elite, editing out the realities of life in India? Kapoor herself recently defended Hymn for the Weekend to CNN, saying: "Some people are loving it and some people aren't and when it comes to art, any discussion is THE discussion. [Bollywood] uses a lot of westernization in our films, in our music videos and everything and nobody speaks about us offending other people's sensibilities. But [Coldplay is] showing a part of India that exists."

The music video's director Ben Mor concurs with this sentiment. A true music industry veteran, Mor directed Katy Perry's *Part of Me*, Britney Spears' *Work Bitch* and Will.i.am's *Scream & Shout*. I had the opportunity to catch up with Mor in London recently to discuss the controversy. Having brought the visuals for Hymn for the Weekend to life, he is the ultimate primary source on this discourse:

***What brought your team specifically to Worli Village, Mumbai and Delhi to shoot Hymn for the Weekend?***

Coldplay has done a lot of humanitarian and charity work with India over the years and Chris suggested that shooting the video there might be a good fit for Hymn for the Weekend video. And I couldn't agree more.

I scouted many locations all over Mumbai and many locations were used in the final video. Worli Village had a great vibe to it and offered many moments for the video including the final waterfront performance location with all the fishing boats on the water. It was a very cinematic and soulful location.

***What were some of the greatest challenges you and your team faced shooting on location in India as opposed to on a controlled set in LA?***

Anytime you shoot on a location versus a controlled set there will be unexpected challenges. We worked with a great local production company that helped us with all aspects of production and everyone was a pleasure to work with. I can't say we faced any great challenges other than maybe people I haven't worked with before getting used to how fast I like to move on set. But of course everyone contributed beautifully and we couldn't have made this video without the strong support of the local Mumbai film community.

***Having lived in India, I know the sights, sounds and aromas can be overwhelming. How did you curate the video to bring out the most beautiful elements of the Indian experience?***

Experiencing India for the first time can indeed be overwhelming. As a filmmaker I loved everything about India and found that my biggest challenge was the limited time I had in the video and the limited time I had on the ground. I could have spent several months in India and feel like I would have still only seen a fraction of what

India has to offer. I tried to strike a balance between the mundane and the festive but always hoping to capture the spirit of kindness and beauty that I encountered on my visit.

***Beyoncé's character is depicted as what looks to be a Bollywood Golden Age starlet. What was the research process that went into bringing her striking look together?***

I shared some reference images with Beyoncé in advance of the shoot and explained what the final sets were going to look like. One set up was her surrounded by flowers and the other one was going to have a moving kaleidoscope behind her. Once I shared that information, Beyoncé and her team put together the amazing wardrobe you see her wearing in the video.

***Our August/September 2013 cover girl Sonam Kapoor makes a very subtle cameo. What is her role in the overarching theme of the video?***

I wanted to include a classic Indian beauty in the video and it turns out that Sonam and I had a mutual friend that suggested I approach her and ask if she would mind making a cameo in the video. Luckily she was already a genuine Coldplay fan and was more than happy to oblige.

I described her role as an enchanting muse and she was gracious enough to lend us her time. Even though her cameo was brief I feel like her scenes were special and I know that both Coldplay and myself were very honoured that she joined us and Beyoncé in this video.



***Coldplay's Super Bowl 50 performance was largely inspired by this video. Did your team have any involvement with the set design?***

Coldplay has been involved in serious humanitarian and charity work with India for quite some time now and their love for that country and its people is real and genuine. I would urge people especially reporters to do their homework on the matter. While I had nothing to do with their stage design I can only conclude that it's borne out of that very love they have had for India long before Hymn for the Weekend video shoot. If I have had any influence on Coldplay's stage design I can only be extremely flattered.

***Hymn for the Weekend has become a hot topic in the past few weeks across the web. As the video's director, what's your reaction to critics crying cultural***

***appropriation and the glorification of India's poverty?***

As the Director of this video I am quite saddened by this reaction on many levels.

While I do understand how some people might be frustrated by "outsiders" doing a "take" on their culture yet again, I make no apologies for romanticizing India in film and sharing my love for it with the world in a respectful way. Isn't that what every poet has done throughout the centuries? Or for that matter every India Tourism promo ever [including the Incredible India! campaign]? Do people really expect a four-minute music video to be a complete balanced picture of a culture that is several millennia old? I should hope not.

I have come to the conclusion that if the beauty and joy in this video doesn't make you feel LOVE, it's quite possible you are either a cynic or an individual that is

somehow offended by seeing ordinary people instead of modern hipsters up on the screen.

Portraying a more timeless India is just that—timeless! And infinitely more interesting and soulful than anything modernity has to offer in my humble opinion. Furthermore, there is absolutely ZERO glorification of any poverty in this video but rather a celebration of life and joy and to claim otherwise is a mistruth.

I love India and I plan to return for an even lengthier visit next time and encourage everyone to do the same! There is so much to experience that no single trip will ever be enough and I hope that the Hymn For The Weekend video will encourage many first time visitors to make India their next vacation destination. And I have a feeling that it will!







# THE master STROKE

*He stunned us speechless with his directorial prowess when he gave the audiences blockbuster serials Humsafar and Shehre Zaat, the maverick Sarmad Khanat once again wows with Manto, daring to bring the controversial storyteller back to life, giving the literary virtuoso his due in death, at the same time highlighting Pakistan for global recognition in the cinema; at 36, Sarmad is certainly a force to reckon with.*

**A**ctor-director-scriptwriter Sarmad Sultan Khoosat hails from a renowned family, with father – veteran actor Irfan Khoosat and the grandfather Sultan Khoosat – famed radio and film comedy artist. With the love for art and passion for creativity coded in his genes and artistic lineage, Sarmad was indeed destined for great things, however, the industry wasn't where young Sarmad saw himself and his drive was oriented more towards the medical field. After not having things work out for him in the altruistic arena, it was in the offices of his father's production house that he found his true calling. Sarmad introduced himself to the world in 1990 with hit sitcom Shashlik, playing the role of the bechara but much loved Cheeku, a youth in love with his cousin. The show ran as a success for three years on PTV and was directed by Sarmad in the latter part, before which he had only assisted Director Javed Bashir. This flirtation with direction and the acclaim that followed showed Sarmad his potential and he decided to don the director's cap permanently, launching his directorial debut Pya Naam Ka Diya in 2007, a serial based on the novel by Bano Qudsia. Three years later, in early 2010, Sarmad's second

acclaim but went unrecognized with the masses. Although he rose to prominence with Paani Jaisa Pyaar and Julai in the next year, his real claim to fame has been the global phenomenon Humsafar which was soon followed by Shehr-e-Zaat, another hit starring his muse Mahira Khan.

However, the road wasn't always smooth for the filmmaker. His serial Aabk and Mera Yaqeen could not garner as much acclaim and were massive letdowns to some. However, this experience too has only sharpened the maverick's talent and eye for perfection. When it comes to professionalism, only the best of the best will do for Sarmad. "I just want my best people to be on my side for such a special project," he said in an interview to a TV channel. Perhaps, it was this drive for perfection and professionalism that led him to take up the titular role in Manto, the nuances, the dilemmas and the tortured soul that was the literary figure, Sarmad truly portrayed every disturbing detail in a manner rich in poetry and grandeur. When it comes to helping his actors reach their deepest potential, the director is the finest taskmaster. Talking in an interview where both him and Mahira were present, he discussed Mahira's role in Manto as a *madari* – a role more befitting a man, saying, "I wanted to challenge her, it's not just unorthodox casting. It's a reflection of Manto's



BEST TV DIRECTOR FOR HUMSAFAR - LUX STYLE AWARDS 2013

For someone who flies from one peak of commercial success to another and seems to have the perfect formula for what works for the masses, he is one to never compromise on quality. When asked about what it meant to jeopardize commercial success and take up as risky a venture as *Manto*, the taskmaster alluded that the difference had now become a bit obsolete, calling the movie a biopic instead – something that draws from fiction and has enough drama to please developed tastes. Talking about how a certain type of cinematic experience caters to certain audiences, he believes he is never going to dilute his creative capacity for commercial success.

For the genius he is, when it comes to acting and directing, he is surprisingly grounded. He refrains from making a peck of what he considers his best so far, instead choosing to never have any favourites and keeping away from the trap. If such an industrious career wasn't already enough, Sarmad also took upon himself to nurture and polish upcoming talent in the two of the most renowned art schools of Pakistan, namely, Khairi College and Oriental College of Arts where he teaches a course on filmmaking. Talented to the core, Sarmad Sultan Khoosat now leads in his domain. With a finesse that is able to capture the nuances in storytelling and blow it large on the screen, Sarmad has created an avid fan base with a love for both literary and aesthetically appealing direction. His upcoming project, *Moor Mahal*, a period play, promises to pack a punch with its strong cast including Meesha Shafi, Usair Javed, Samia Saeed and Ali Saleem – just like *Manto* did.



SARMAD SPEAKING AT THE 5TH ANNUAL INTERNATIONAL IIMS FILM FESTIVAL SCREENING HIS SHORT FILM TAMASHA GHAR



ACCEPTING HIS AWARD



A STILL FROM MANTO

# SHOWSTOPPING LOOKS *from*

## PFDC LOREAL PARIS BRIDAL WEEK 2015



Poo  
Zindaloo



# FAHAD HUSSAYN

*Timeless  
elegance*



Fahad Hussayn presented *Motam - Novelty Couture*, inspired from China's renowned craft for wooden carvings, masks and architecture. With signature silk floral architectural motifs, interlaced with delicate handwork on delicate robe surfaces, flares, cuffs and unique knitted erudite floral fabric that was specially prepared for this collection, the cuts were classic and enriched with a variety of lengths and layers that can be pulled into personalized decorative fitted looks.

[illegible]

A woman is shown from the waist up, wearing a grey and gold sequined long-sleeved top and matching pants. She is holding a red dupatta with a floral pattern. The word "GUL" is visible in the top left corner.



## NICKIE NINA

# MISHA LAKHANI

*Wrapped Elegance*

*Romanticism*



The Misha Lakhani bride is best characterized as the traditional bride who challenges convention yet loves all things traditional. Key trends highlighted for this season of Misha Lakhani were unexpected combinations and the understated statement: fitted high-waisted pants, beaded blouses, intricate, hand-embroidered, voluminous cholis, long, covered kurtis with sleeves and dramatic dupattas.

# ASIFA & NABEEL

*Oh-So-Cool  
Dupatta*



The collection was embellished with various knotting, paired up with unconventional ways of dabka, kora and kaamdani on soft and sensuous fabric, accompanied by embellished 3D flowers that portrayed femininity.



*Stunning  
classic  
sari*

Romantic, feminine and fairytale like are the three words that best describe Ammara Khan's presentation. There was a ladylike elegance harmoniously blended with a contemporary design philosophy that brought forth a collection that is timeless.

*Desi  
Cinderella!*

AMMARA  
KHAN



# KARMA

Karma showcased intense luminous colour. The emphasis was on sheer and tailored fabric with a modern play on cool separate linings and camisoles, closures and tassels.



# ELAN

Elan reinvented the blouse and petticoat opting for a demure sensual silhouette steeped in tradition this year. The tones were vintage with deep accents interlacing unexpectedly with the gold, nude, yellow, lime, pale blue and jade colour palette. Traditional silhouettes - short heavily gilded kurtas, kadi-angrakhas, voluminous peshwas, farshi ghararas and rich detailed zardozi beheld the interest.



**Elan Meets Excellence Crème – The Legends Collection**  
The world's leading beauty brand L'Oréal Paris celebrated their latest Ambassador of Fashion platform collaboration with Elan with a 'Legendary Showcase' on Day 1.

# MAHEEN TASEER

REPUBLIC BY  
OMAR FAROOQ



@H-SO-FAB!

Maheen Taseer's debut collection at PLBW was very well received with each cut different from the other, the versatility of her aesthetic shined through. Her designs blend art — valentines and their sculpting techniques and glimmers and the color palette based on the spectrum of male and female with hints of gold were the wear factors in her collection.

Inspired by the works of designer Rickie's Vivant with valentines reflecting Greek ornaments and flowers and lots of the art there was an initial gold, silver and shimmering palette, some pieces were of lady like

# SANIA MASKATIYA

*Wearable  
art*

*The long  
classic*



# Glama Gals

By Aaisha Zafar Islam



*If you have a pink and purple loving little girl in your life and want to spend some quality bonding time with her, Glama Gal is where you should head out. Or perhaps you can help her become one of the most popular girls in her class when you host a birthday party there. The business seeks to empower girls, help them believe more in themselves. How did the founders come up with the concept themselves? SHE talks to the Laura Cannone, one of the co-founders of Glama Gal.*

Laura and Josie Cannone started their business from the basement of their parents' house. Now it has expanded into eight stores plus their flagship in Vaughan. They are in the business of making girls happy. Manicures with water-based, non-toxic nail polishes, safe and effective skincare for tweens, monthly motivational workshops and a real spa experience; these are some of the services you can look forward to at the tween spa.

**Tell us about yourself, your background, interests and journey into founding Glama Gal?**

I have a background in sociology and I have done some aesthetic courses. Josie Cannone, my sister holds a bachelor of education and is a

registered primary/junior teacher. Our parents always threw us one-of-a-kind birthday parties when we were growing up and they were always the talk of our friends at school. They weren't lavish by any means, just good old-fashioned fun! Egg tossing contest, water balloon fights etc.

Grwoing up, we enjoyed seeing and making people happy so we planned our own events to be one of a kind and unique. My bridal shower led us to Glama Gal—it was spa themed bridal shower. We had all different stations set up including a kids table where kids who attended the shower could get crafty and make their own lip gloss, get some sparkly eye shadow on or get a free mini manicure from an older cousin at the table. The kids who attended loved the table and guests were asking us if we could come to their party and host it and that's how Glama Gal was born!

**Did you have any fears/apprehensions when starting out your own business?**

Yes when taking the leap to actually lease out an actual brick and mortar facility in 2008 [with] rent, business loans etc. and the risk of not being able to make ends meet, those were our biggest fears. It was our father (God rest his soul) who encouraged us to take the plunge. "Take the risk now your or you will never do it," he said. "Don't think about losing, think about winning!" And so we did and haven't looked

back. Part of our mantra comes from this leap of faith! BE Confident! BE Positive! BE YOU!

**The name of a brand is just as important as building it up, how and why did you name your business Glama Gal?**

At my bridal shower every table had a girlie name like the Divine Diva. The table for kids was called Glama Gal, a word play on 'glamour'. A few years after starting Glama Gal, we decided to give meaning to the word GLAMA now it stands for "Girls Leading And Motivating Altogether."

**What inspires you the most about this business?**

My inspiration is truly seeing the franchisees who own a Glama Gal succeed and flourish. I love seeing female entrepreneurs find success like Josie and I have. It doesn't mean being successful on a financial level, it's being successful in their life, doing what they want and inspiring young girls that walk through their doors. Our biggest inspiration has to be our children though: My daughter Ella who is five years and Josie's son Gianmarco who is three. All they want to do is run their own business and be like mommy. If we have to take them to work for a few hours all they want to do is help us. I would have never thought when we started Glama Gal almost 10 years ago that we would have created something to inspire children of our own.





**How is Glama Gal different from a regular local spa?**

Glama Gal is different because we aren't just a spa to get your nails done. It starts right from the packages to be selected and their names

[like] the "BE You Tween Package" or the "Mini Inspiration Sampler". When you walk into our spas the walls are filled with inspiring quotes while staff are welcoming and engaging with children in positive dialogue. During our parties we start with a "Pink Toast", where each girl goes around and shares something they love about the birthday girl, again reinforcing positive friendships and communication.

During the party we play a game where the girls start with one hair tie and keep adding a hair tie to it as they pass around and say one positive thing they love about themselves. The birthday girl then gets a ball of "brand new" hair ties but she will remember all the positive attributes her friends who attended her party have. The "glam-spiration" doesn't stop there. At the end of the party the girls put their pinkies together and recite our sisterhood oath which reminds them that beauty is from within and that the girls around them today are friends and to hold that friendship close to their hearts. To us this is vital that girls hold onto the good memories so when faced in times of sorrow or situations of bullying they can dig down and remember positive memories they experienced.

**You maintain that giving back to the community is an essential component of Glama Gals, how so?**

Twice a year we host a pajama party at Sick Kids where we offer free mini manis, glitter tattoos and more. We are also involved with the life specialist where she will contact us if she requires a personal room visit to put a smile on a friend's face. We are also huge supporters of Make a Wish; every year we participate in the Princess Ball they host. We also host a few events a year with the Starlight Foundation.

**Where do you see yourself/Glamagals in the next ten years?**

We would like to see ourselves still excited to start the day! We hope to have inspired a few more entrepreneurs in following their dreams. I would like to see at least 30 more location across Canada with a few in the US.

**As an entrepreneur, what advice do you have for others?**

You must have passion and commitment. You must be waking up in the middle of the night with ideas to jot down for your business. You wake up excited to start the day, as you know you have a day to invest in your business with the ideas you thought of the night before. And last but not most important is to surround yourself with positive people who believe in you. Remove yourself from the naysayers who will stop you from pursuing your dreams.

Find out more about Glama Gal:  
<http://www.glamagalparty.com/>

Follow them on Facebook:  
<https://www.facebook.com/glamagals/>



EXCLUSIVE:

Decorated Filmmaker

# Ashvin Kumar

## talks “Noor”

By Priya Kumar

Ashvin Kumar starts conversations in South Asia and abroad with his variety of filmmaking. Where art meets activism, his work has been recognized by countless esteemed organizations including BAFTA, Sundance, Cannes and even The Academy when he was nominated for an Oscar in 2005. SHE had the opportunity to cook a hearty meal with the filmmaker surrounded by friends, family and proponents of his latest venture “Noor”.

I arrive at Ashvin Kumar’s gated community townhouse in London’s well-heeled neighbourhood of Chiswick on a rainy Saturday night. Armed with bags of groceries including fresh pasta, vegetables, lamb mince, truffle oil, garlic and all the

ingredients necessary to make tomato sauce from scratch, I traipse into the townhouse and drop the load on the counter of the expansive kitchen. “We really should have done this in Goa [my current hometown]. It would have been much more indicative of “me”.”

The “me” he’s referring to is the grassroots activist who makes films about issues

plaguing the people of South Asia. His first film was a short feature titled Little Terrorist (2004) about a young Pakistani boy named Jamal. One day Jamal is out with his friends playing cricket when their ball goes over the fence to the Indian border. Being small enough, the boy crawls under to grab his ball and ends up under attack by the border officers. He seeks refuge with a Hindu schoolteacher and his niece with border



officers in pursuit. The three ultimately manage to smuggle him back to his family in Pakistan. The film went all the way to the Oscars, nominated in the Best Live Action Short Film category. He was the youngest, and third, Indian to ever receive an Oscar nomination.

Today Kumar has two films currently available on Netflix: *Inshallah Football* (2012) and *Inshallah Kashmir* (2012). Both documentaries tackle the political unrest in Kashmir and the oppression of its people by the Indian government. He is also raising funds for his next project *Noor*, a feature about a young British-Kashmiri girl whose family is a victim of the conflict. The screenplay for *Noor* was one of eight selected by the Sundance Institute/Mumbai Mantra Lab 2014. The Lab allows the screenwriters to engage in an artistically rigorous process that teaches them lessons in craft, gives them a fresh perspective of their work and a platform to fully realize their material.

**Tell me about your latest project *Noor*.**

It's a synthesis of many stories, which are real life and true unfortunately. It's the story about a girl whose father has been picked up by the Indian armed forces [in Kashmir] and has been told half-truths all her life. As she unravels this mystery in collaboration with this boy she gets together with in the village that they visit, whose father has also been similarly picked up, they stumble upon some evidence that the army doesn't quite want to get out there. She then has a very difficult

choice to make. She either can surrender the evidence she's collection about her father's disappearance, to bring it to the world, or get the kid [her friend] out of jail. Sounds very serious, but actually it isn't. It's a lighthearted coming of age romance infused with the energy and optimism of the teen years. It's a way of getting the message across without beating people over the head with it.



**What aspect of the Kashmir conflict will you be focusing on?**

I've actually made two other feature documentaries about Kashmir. The reason I ended up doing *Noor* is because having spent six to eight months shooting [the documentaries] and three years putting them together with some 500 hours of footage to wade through, I realized that documentaries

are a very powerful medium, but drama really appeals to the heart and emotions which is pretty much what this film does. *Noor* is the story of three generations of Kashmiri women. Women and children are the two groups that are most affected by any conflict and I really wanted to focus on the plight of the women and bring it out in a way that isn't heavy handed.

**Has the strife in Kashmir gone on for long?**

Two hundred years give or take, but super charged after the 1947 Partition when India and Pakistan became two separate identities and began to squabble. And this is the basis of the squabble between these two nuclear countries.

Gross human rights violations have been perpetrated on both sides. But because I'm from the Indian side I'm more critical of my own country. I believe that you can't oppress an entire people and expect them to behave like good citizens. You need to reach out to them. The way to reach out to them is to first find out what happened to these disappeared people, exhume the various mass graves in Kashmir, do the DNA tests and return the bodies to the various families so they can

have closure and get on with their lives. There are women who have been waiting 15 years to find out what happened to their brothers and sons and husbands. It's such a tragic situation and there's really no reason for it to linger.

**Talk to me about your experience at the Oscars for your short film *Little Terrorist*.**

It was for my first real film actually. I think it was too much too soon. It was quite surreal. I filmed that on borrowed film cans from Fuji. Expired film cans. I edited it on a laptop. It was very much a rubber band and chewing gum operation. And it went all the way to the Oscars.

**What led to your interest in filmmaking?**

I came to this whole thing as an actor. When I was in my late twenties and early thirties

there wasn't much in the way of good roles and good films from India so I switched gears and decided to become a writer/director. So I sort of stumbled into it. But it's always been performance driven.

Ashvin Kumar ran a Kickstarter campaign in support of Noor in the earlier part of the year. He raised £74,000 (\$140,000 CAD). Packages ranged from £5 to receive a diary of the film's development to £5,000 to be credited as an Associate Producer. Covered under the UK's Seed Enterprise Investment Scheme, British tax-paying investors could and still can even recoup their investment.







# TRENDS

*from the*

# RUNWAY

Time to translate key style statements from the runways into a wearable wardrobe. We looked at what London Collections Men SS16 predicted would be trending this season to help your sartorial choices. Top pockets seen at Belstaff, KTZ and Hardy Amies, suede still running strong at Dunhill, Richard Green, Gieves & Hawkes, and a focus on texture, fabric and bold prints instead of sharp cuts, this season will see a redefinition of the term ‘smart casual.’



- 1 SUEDE JACKET | Paul Smith London | [matchesfashion.com](http://matchesfashion.com) \$2340
- 2 TAPERED TROUSERS | Wooyoungmi | [mrporter.com](http://mrporter.com) \$682
- 3 SUEDE JACKET | Jack & Jones | [simons.ca](http://simons.ca) \$375
- 4 SERRA BOMBER JACKET | All Saints | [allsaints.com](http://allsaints.com) \$335
- 5 PRORSUM SLIM FIT GIRAFFE PRINT TEE | Burberry | [mrporter.com](http://mrporter.com) \$415
- 6 FLORAL PRINT SHIRT | Joe Fresh | [joefresh.ca](http://joefresh.ca) \$29
- 7 WAXED BOMBER JACKET | Joe Fresh | [joefresh.ca](http://joefresh.ca) \$69
- 8 LEMON PRINT TEE | Ami Alexandre Mattiussi | [farfetch.com/ca](http://farfetch.com/ca) \$167
- 9 PANELLED POLISHED-LEATHER AND CANVAS OXFORD SHOES | ETRO \$958
- 10 WOVEN SUEDE AND LEATHER SLIP-ON SNEAKERS | LANVIN \$918
- 11 HARVARD SUEDE WINGTIP BROGUES | Officine Creative \$738
- 12 PEBBLE-GRAIN LEATHER WINGTIP BROGUES | Thom Browne \$2,070
- 13 CANVAS AND LEATHER SLIP-ON SNEAKERS | MARNI \$785





# AMBER LOUNGE 2016

The Official F1 After Party

*By Priya Kumar*

*“My third straight win at the Monaco GP and each time I choose to celebrate at Amber Lounge. The euphoria and energy is truly unbeatable and it keeps me coming back!”*  
- Nico Rosberg, Mercedes F1 Driver.”





With the Monaco Grand Prix just around the corner, Amber Lounge is not far behind. Branded the Official After Party of Formula 1, the 2016 weekend will feature the iconic F1 Driver Fashion Show, fine dining, a live auction and three action packed nights of partying with live entertainment. Last year Jason Derulo and John Newman both performed and we're so excited to see who will turn up this year. Once again, SHE will be there to cover all the action. Stay tuned or join us; tables and VIP bookings are available at [amberlounge.com](http://amberlounge.com)





**“It’s an exploratory collection that injects technical innovation and contemporary fabrications into Belstaff’s iconic silhouettes, evolving elements of military and heritage gear for a modern Belstaff identity.”**  
**- Frederik Dyhr, VP Men’s Design**

# ***BELSTAFF SS16***

*By Priya Kumar*

**B**elstaff’s semi-annual presentation has become a destination during London Collections: Men. Every season they come up with an even more elaborate way to present their collections. FW16 saw the heritage brand use British Parliament’s underground parking garage as a venue for a biker themed party. Boasting a full performance by a garage band, the alpine themed collection seemed almost out of place at its own presentation. The show was unforgettable, however.





This season Belstaff has once again outdone themselves. Titled “Desert Explorers”, their Spring/Summer 2016 collection paid homage to the great British desert explorer, “an intrepid and adventurous figure, motivated by the desire for discovery in the world’s most hot and unforgiving landscapes.” Hosted at a venue adjacent to London’s iconic Tower Bridge, the presentation was a sensory experience capturing life as an explorer in sub-Saharan Africa.

Belstaff has traditionally been a supplier of gear to the British forces. The SS16 collection was more than a nod to those who made their way to sandy and uncharted frontiers in the name of the crown. The presentation itself took place indoors, while a party was held out featuring a large canvas tent serving cider and traditional Moroccan sweet tea. A dated desert jeep surrounded by authentic sandbags sat just

off the River Thames with majestic Tower Bridge looming in the background.

Indoors was another world altogether. Models decked out in the collection posed in formation on real dunes of sand. The atmosphere evoked memories of 1930s Lawrence of Arabia with a modern twist. The label successfully wove together the heritage Belstaff is best known for with contemporary silhouettes and fits. Quilted leather jackets and silk scarves added a softer touch to a decidedly hyper-masculine offering. Cargo pants, leather accessories, desert-ready camouflage and canvas totes rounded out the collection.





# THOMAS PINK SS16

There's nothing as subtle as the quintessential British summer and Thomas Pink ensured their Spring/Summer 2016 show made the most of it. Presented at the Institute of Contemporary Arts, just a stone's throw from Buckingham Palace, the presentation was set on a botanical backdrop. Lounging on thatched garden furniture, surrounded by potted plants and other outdoorsy accessories, the men of Thomas Pink were outfitted in summer-appropriate loungewear.

The scene was inspired by the work of photographers Peter Schlesinger and Cecil Beaton. The looks included laidback tailoring, soft tartans and khaki suits paired with sneakers and edgy eyewear. Neutral in tone, the looks brought ivory and navy linens together with pops of pattern in the form of fitted shirts and bowties to complete the looks. Boasting contemporary comfort, the tailoring was slim fitting yet effortless. Wool was brought together with tweed linens, accentuated by giant gingham, stripes and checks. Texture was huge in this collection making it ideal for watching the Henley Regatta or, better yet and closer to home, Polo for Heart.

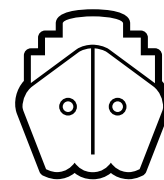






## LET'S GET

# PACKING!



*Much as we love globe-trotting, or even heading out the city for a much needed R&R trip, the one thing that makes us want to rethink the idea is packing. What should we pack and how? And why?*

*Wouldn't it be easier to just have one carry-on and buy whatever we need when we arrive at our destination? To cut down on your packing woes, we have some suggestions to make you preparing for your journey, arrival and vacations a breezy one. They are odd choices at first glance, but read on to find out why SHE recommends them so highly!*



### Lotus Aroma Eucalyptus Globulus Essential Oil | \$16

Who packs an essential oil for a vacation? No one, but everyone should! We all know that the airplane atmosphere does a number of our respiratory system. This oil is an excellent all-natural antiseptic, antiviral and bactericidal all-rounder that comes in a 15ml vial, but just a drop is all you need. While travelling it creates an immediate space of olfactory bliss around you and while on vacation, it can help calm the sniffles so you can enjoy your vacation fuss-free. You're welcome.



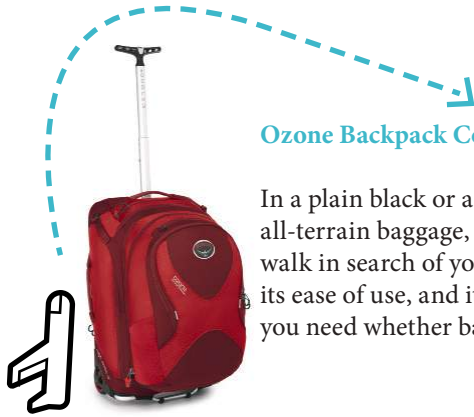
### Miracle Balm | \$15

All natural and a multi-tasker, we suggest everyone pack this little tub in their bags while on the road. Not only does it hydrate and soothe the skin, it can be used as a healing balm on minor scrapes, burns and cuts and eases muscle soreness as well. Bee propolis, castor, emu oil and comfrey extracts make it truly miraculous in its healing properties.



### Caudalie Beauty Elixir | \$19

Get the travel size spritz of this ultimate skincare mist. Inspired by Queen Isabelle of Hungary's famous beauty elixir to rejuvenate the skin and impart it with instant radiance, this spray packs in a multitude of benefits: rosemary for toning, mint as a refreshing astringent and rose essential oil as a soothing skin treatment. This travel-sized bottle comes in super-handly when travel fatigue has taken a toll on our skin and we need an instant perk-up.



### Ozone Backpack Convertible Wheeled Luggage | from \$370

In a plain black or a striking red, this convertible is lightweight and easy to lug around. Made as an all-terrain baggage, the Ozone can convert into a backpack and can be wheeled around as you power walk in search of your departure gates at the airports. The modern day globe-trotter will love it for its ease of use, and its sturdy build, not to mention all the must-haves you can stuff into it, features you need whether backpacking or going on your next foreign adventure.

### The FaceShop Oil Control Water Cushion | \$39

Cushion makeup is here to stay and to make sure that your makeup stays in place and doesn't sweat off in warmer climates, this winner of a product is what you need to pack in your carry-ons. As an all-in-one, this formula hydrates the skin while controlling sebum production. That's right, it moisturizes while making sure your don't sweat off your makeup. Finely milled pigment in an oxygenated water formula means that you look radiantly flawless all day long. What's more, the packaging makes touch-ups, if you ever need them, easier than usual.



### Nip + Fab Kale Fix Makeup Removing Pads | \$15.95

When you can't lug around bottles of makeup remover around, this tub is what will see you to a freshly cleansed visage. Enriched with kale and watercress extracts, these pre-soaked cleansing pads remove makeup, dirt and grime from the face while soothing the skin and pampering it with gentle moisturizers. Safe enough for use around the eyes, these pads protect your skin against free radical damage thanks to its anti-oxidants rich ingredients list. It is skincare and cleansing on the go for people on the go.



### Nerium Firming Body Contour Cream | \$150

We all resolved to hit the gym come the New Year to rid ourselves of all the excess baggage we packed on during winter months. Whether or not you could keep up your NY resolutions, we found this little 'cheat' cream to help you get 'summer ready'. This cream massaged into the skin hastens your gym results, to sculpt, slim and tighten the body. Formulated with a patented SIG - 1273 molecule to boost the body's own regenerative process, and bolstered by forskohlii root oil and caffeine to aid in reducing the appearance of dimpled skin and stimulate circulation for a smoother, tightened skin all over the body, this body contour cream should be in everyone's get ready for the beach arsenal. Beach vacation optional.



### David Jones Red 20" Faux Leather Wheeled Duffle Bag | \$105

Faux-croc, but real chic. A wheeled duffle bag that just screams for you to take it on a trip, this spacious hold-all will make sure that none of your essentials are left behind, with roomy compartmentalized interiors. Whether you plan a quick weekend getaway, or have a long flight to catch, this summer, upgrade your luggage too.



By the Numbers:

# CANADA'S AIRPORTS

Check-in 1-24



## TORONTO PEARSON INTERNATIONAL AIRPORT



Canada's **LARGEST** and **BUSIEST** airport

- ✂ Connected with more than **174** cities around the world
- ✂ Employs **40,000** people
- ✂ Processes over **45%** of Canada's air cargo
- ✂ Has **five (5)** runways and **30** taxiways
- ✂ **38.6 million** passengers travelled through Toronto Pearson in 2014
- ✂ By **2020** the number of passengers travelling through YYZ are expected to reach **50 million**
- ✂ Global air hub, serves **65%** of the world's economy with daily, non-stop flights.
- ✂ Generates **\$6.8b** in revenues
- ✂ **432,800** aircraft movements
- ✂ More than **75** airlines account for **1,100** daily departures from the airport
- ✂ More than **34K** followers on Twitter





## VANCOUVER INTERNATIONAL AIRPORT

✿ Canada's **SECOND BUSIEST** airport

- ✈ 19.36 million air passengers walked through the airport doors in 2014
- ✈ Facilitated more than 310,000 aircraft take-offs and landings
- ✈ Handled over 256,000 tones of cargo
- ✈ More than 36K followers on Twitter



## CALGARY INTERNATIONAL AIRPORT

👍 Canada's **THIRD BUSIEST** airport

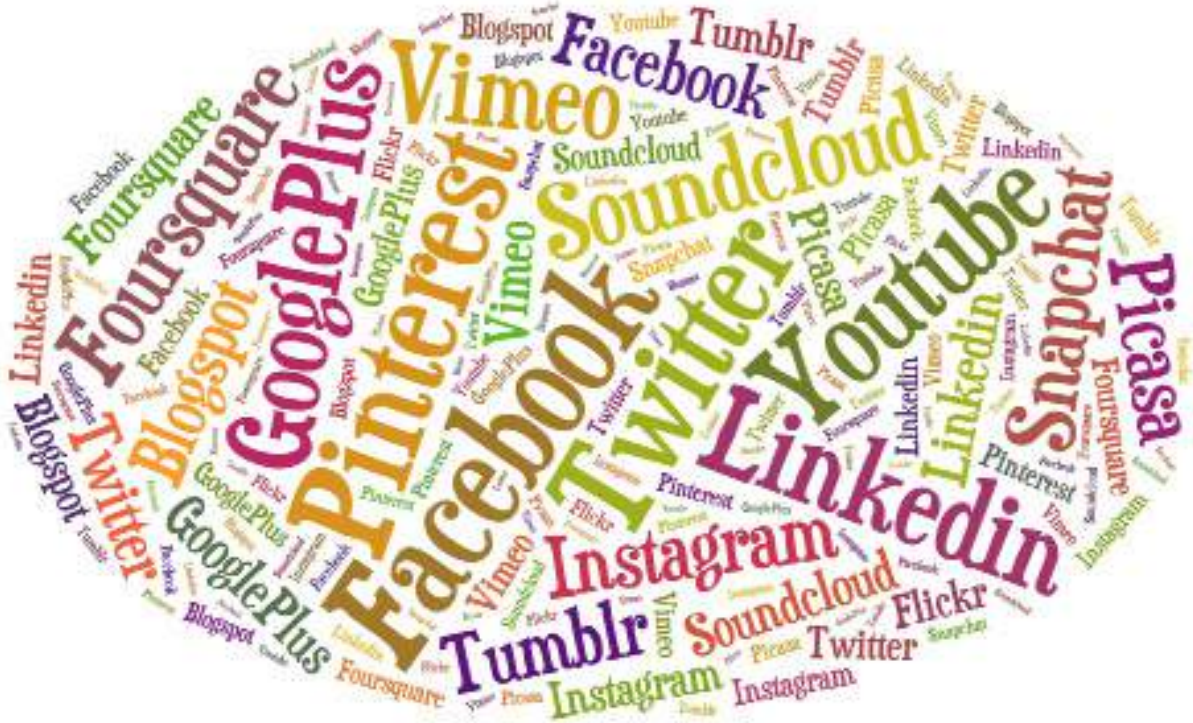
- ✈ Total land area 21.36 square km
- ✈ Serves 24 airlines
- ✈ 10,970,392 domestic passengers and 1,456,382 international passengers in 2015



Sources: Toronto Pearson Airport, Vancouver Airport Authority and Calgary Airport

# Why I Choose To Be Facebook Free

*By Deidra Barton*



I just don't want it," is always my answer whenever a confused person asks me why I don't have an account on the popular social media outlet. Known as the second biggest website by traffic (behind Google), the networking site has over 650 million active users sharing links, liking statuses and uploading photos. It doesn't mean that I've completely sworn off social media or that I'm against it; I just prefer certain ones over others. Some of my personal favourites are Instagram, Twitter and Snapchat because they're what social media accounts are supposed to be—fun. For example, with Instagram, you're capturing pictures of the moment-the now, pick a nice filter and then

you post it. With Twitter you're tweeting what you're currently doing and following your favourite celebs to see what they're up to. With Snap Chat, you take a quick photo or video of you and your peers goofing off and it's gone within 24 hours. That's how I feel social media should be, nothing too serious, personal or invading of your privacy.

Not having Facebook has its perks and quite honestly, I enjoy having a life without it. It all started after high school, when I realized that I was done with a drama filled life and wanted out of the gossip and rumours that never seemed to stop. I was 18 and thought to myself, how can I have a fresh start — an actual fresh start- and leave whoever I want behind me. Definitely I couldn't start new with a Facebook account and that's when I

decided it wasn't for me and went on with my everyday life without likes, updating my status or being tagged in an unflattering photo.

I guess I consider myself to be a private person and I prefer to keep a few things to myself. I was never comfortable with adding my full name, occupation and what school I attended on a profile. I'm more of a 'if you want to know, just ask' type of person rather than broadcasting things about myself online. Once in a while I'll bump into someone I'm trying to avoid from my high school days and we will play catch up with each other. "I've been trying to find you on Facebook!" they always seem to say to me, and as always I tell them I'm Facebook free. It's not surprising that someone would assume I would be popping up in their

# We are

# facebook



notifications. After the shock is over, they would update me on our old mutual friends and what they have been up to. "Oh, so you've spoke to them?" I asked since they happen to know all the details of their life and simply they would always say no. Since 1 in every 13 people on earth is on Facebook, they had no trouble finding our old peers. They've gather all their information about this person all from their Facebook feeds and a little cyber stalking on their profiles. So and so got married, this one is back at school and remember him? Oh yeah he has a kid now!

Whenever I hear conversations such as these

all I can think about is thank God I don't show up on anyone's feeds. I know Facebook has now upgraded their privacy settings so you can have slightly more control of who gets to see what but I feel like no matter what, a few things slip up. I remember back in the days when someone would update their status it would in some sort of way cause a little bit of controversy. It could be anything; a quote, a smiley or a lyric and someone would feel like it's about this situation or another and atomically get offended. In my school days, it sure did cause a lot of unnecessary fights that now when I look back on it, it was so ridiculous that it is laughable. It's a whole

other world that I have no interest in being a part of or hearing about. I keep my circle of friends small and I tell them what I want to about my personal or professional life.

Another common thing that happens to me is that I'll meet someone and to stay in contact they'll ask for my Facebook. Once again, I'll explain to them that I do not have an account and I'm not interested in it. For me, this is my favourite reaction when I tell people this and they think I am flat out lying and hiding a secret account.

I always encourage them to go ahead and search my name, I'll even spell it out for them! Some take the task and type my name in to prove I have this account I told them I don't have. "How do you not have Facebook? How do you keep in contact with everyone?" they always ask once they realize I wasn't lying to them. Easy, my favourite way; if I have your number I do, if I don't have your number, I don't. I suppose this would be considered the old school way of staying in contact with friends. I either call you up or shoot you a text to meet up and catch up on what's new with our lives.

The average Facebook user has 130 friends but in reality how many do you actually speak to? With Facebook, you know everything, you see who I'm dating and what's been going on so then there's no need to play catch up. By staying off it, it keeps things a little interesting and spontaneous with my friends and family members. Also, if you're a private person like me, you wouldn't want something like who you are dating being plastered on your Facebook wall for your family to see, especially in the beginning stages. Overall, it's something I'm not into as a social media lover. I've come this far without it and I don't see why I'll ever need it for the future. I guess I'll be Facebook free for as long as I can.



# Human Stories from the Streets of NYC to the Brick Kilns of Pakistan

By: Lindsay Cooper

*HoNY started out as a photoblog complemented by a Facebook page, the concept was simple: every human has a story that needs to be told and Brandon Stanton was there to listen. SHE traces how this simple project started and how it has enamoured the whole world with stories and causes well told.*

**B**randon Stanton first sought out individuality in the masses of New York City when he started his blog, Humans of New York, in 2010. After studying history at the University of Georgia, Stanton's life took its first unexpected detour when he was hired by the Chicago Board of Trade to trade bonds. After a few more twists of fate, he soon found himself moving to New York City to take strangers' portraits to be posted on his photo blog.

Nearly six years later, Stanton has now told the stories of roughly 5,000 subjects to the 12 million people currently following his blog. His narratives have also found

success in print with Humans of New York (a print edition of 400 photos in a similar format to the blog), having spent 45 weeks on the New York Times Bestseller list, and 2015's Humans of New York: Stories, featuring content similar to the blog, but with a concentration on longer backstories, debuting at number one on the list.

Stanton continues to expand his narrative with all portraits now accompanied by deeply personal quotes from the subject, and also broadening his horizons with projects that are not restricted to New York City. While Stanton's original goals sought to unite his fellow New Yorkers, his blog is now dedicated to breaking down barriers between his largely privileged American audiences and their fellow human beings.



With this new goal in mind, Stanton partnered with the United Nations to diversify his portfolio of photographed faces in September 2014. Taking his mission on the road, the photographer set out to document as many faces (and their stories) as possible. Over the course of 50 days, humans of Iraq, Jordan, Uganda, Kenya, the Democratic Republic of Congo, South Sudan, Ukraine, India, Vietnam, Ecuador, and Haiti joined the New Yorkers on the HONY website.

Stopping in some of the most destitute locales the world knows including Jordan's Zaatari Refugee Camp, the goal of Stanton and the UN's collaborative project was to raise awareness for millennium development goals, the main objectives the UN hopes to achieve in order to eradicate poverty. In the same way Stanton attempted to put individual faces to the masses of New York City, his work with the United Nations also helped to put a face to the anonymous masses living below the poverty line. More recently, the photographer has set out on independent efforts to chronicle





other populations in his signature style. In 2015 Stanton travelled to Pakistan, posting 70 photos of men, women, and children from a range of social and economic classes all across the nation.

Starting in the Hunza Valley, his photographs battled the popular representation of Pakistan, showcasing playing children, women's rights advocates, and even the self-proclaimed "happiest man in Pakistan". Alongside these Pakistani success stories, Stanton also reported heart-wrenching tales. The accounts of a man supporting his father and two brothers, one of whom has a brain tumour, the other paralyzed by polio, and the story of a mother suffering from Hepatitis C were retold alongside countless stories of violence, exploitation, and discrimination.

Perhaps the story that resonated most with Stanton's audience was that of Syeda Ghulam Fatima and the bonded labourers in Lahore's brick kiln industry. Fatima has been working as the general secretary of the Bonded Labour Liberation Front to assist in their efforts to end bonded labour in Pakistan's brick kiln industry.

Likened to slavery, bonded labour (notorious in Pakistan's weaving, agriculture, cotton, and mining industries) happens when members of the impoverished community receive loans from industry proprietors. In return for their loan, they will work to pay off their debts while the company provides food and shelter. Entering into this agreement with the assumption it will take a few weeks or months to work off debts (offering months of their life to pay off 30,000 rupees or

\$630.00), they are unaware that their cost of living is being added to their accounts. With the cost of living higher than their wages at the kilns, these men and women spend their lives, essentially as slaves, attempting to repay a growing mountain of debt.

While these practices are illegal in Pakistan, the brick kiln industry is the country's most profitable industry, causing officials to turn a blind eye to its exploitative nature. Without the police enforcing people's rights, citizens



like Fatima and her organization, the Bonded Labour Liberation Front, expends all resources to provide education, legal assistance, and rehabilitation to free bonded

labourers and help them to readjust to living outside an encampment.

While a noble cause, it's costly. But just as the BLLF's resources were waning, Stanton brought HoNY to the kiln. After photographing Fatima and some of the bonded labourers, he set up a crowd-funding project to raise \$100,000 (USD) for the emancipation of bonded labourers. With the fundraiser still open for donations, more than 76,000 supporters have raised nearly \$2.5 million (USD) to go towards ending bonded labour.

By sharing stories like those at impoverished by labour camps, Stanton and his followers not only helped change the lives of the exploited Pakistani population, he was also able to change westerners' perception of Pakistan.

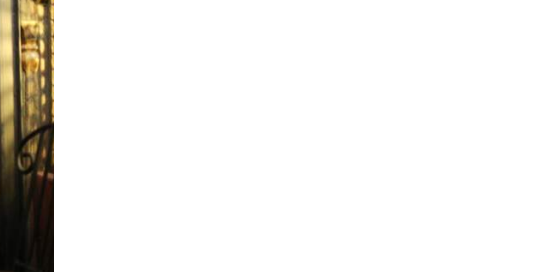
"It's not that terrorism, patriarchy, and violence aren't real problems in Pakistan. They exist and the country is battling these issues every single day," says Stanton of his choice to include stories of Pakistan's middle class alongside the poverty-stricken population. "Pakistanis are very much aware of the extremism in their midst. The problem is that so many people seem to only be aware

of that extremism. [...] When those stories are all that we hear, it's so easy to imagine a world that's far scarier than it really is. You lose sight of the 99.99% of the world that's

not scary at all. And living in fear can be a dangerous thing. Because if we're afraid of each other, we'll never be able to work together to solve our common problems."

While Stanton only embarks on international projects once a year, with the rest of the year focusing on New Yorkers, the focus of HoNY remains to be demystifying Americans. He has become influential on the international scene, having inspired hundreds of spin-off blogs and social media accounts that address specific locales. Sites like Humans of India and Humans of Pakistan give an online space (and more importantly, a voice) to local photographers to inform audiences on both the positive and negative sides of their own culture. While HoNY has the widest reach with nearly 17 million Facebook followers, Stanton's New York base causes him to fall short when it comes to international content. Local solutions allow the population to define their own needs and express them to their, admittedly limited, audiences. Everything having begun with Stanton, "Humans of" blogs are the unexpected twists of fate these communities need.

*All photography courtesy of Brandon Stanton for Humans of New York.*



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## SHE CARES

The on-going conflict in Gaza has struck a chord here at SHE and in many hearts as the need for aid increases.

Islamic Relief Canada is at the forefront of organizations providing aid. The organization has been fundraising relief services for more than 25 years across 35 countries, and are currently putting their resources towards Palestinians. Over

2000 Palestinians have been killed by Israeli bombardments. Of that, 600 of the Palestinian victims killed are children. While vital medical and food supplies dwindle, Islamic Relief Canada is fundraising for medical aid, food aid and non-food items, as well as hygiene and sanitation kits for the Al-Shifa hospital and clinics. SHE cares and is emphasizing the need to take part. We are now accepting donations

through [shecares@shemagazine.ca](mailto:shecares@shemagazine.ca) where you will then receive a charity receipt on behalf of Islamic Relief Canada.

Donate today and enable us to send help, hope and compassion to those suffering at this time.



## COLLECTING DONATIONS FOR OUR SISTERS

Canned foods, blankets, clothing, shoes are all accepted

SHE Cares is also collecting money donations to [shecares@shemagazine.ca](mailto:shecares@shemagazine.ca)

For more information please call (416) 644-7788 or email us at [shecares@shemagazine.ca](mailto:shecares@shemagazine.ca)



# SHE CARES

&  
SISTERS 'R' US

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IN THIRD WORLD  
COUNTRIES WHO  
ARE SUFFERING  
FROM LACK  
OF FOOD AND  
SHELTER

founded by FATIMA, AMNA & SHAKIRA ZAIDI



## The Lady Fatemah Charitable Trust

**T**he economic situation in the Palestinian West Bank is becoming desperate. Due to the political situation in the region, economic activities are at an all-time low and unemployment is on the rise. Even people who are employed suffer as their employers, notably the Palestinian National Authority, are unable to pay their salaries. It is estimated that presently 65 percent of the population in the West Bank lives in poverty. This means hidden starvation, especially for families who already were poor before the current economic recession and do not have reserves to fall back on. Families headed by a woman and without a male breadwinner, the sick and the elderly are hit hardest. Most Palestinian families are large. In some regions, the average family comprises no less than nine members, most of them children of school age, who all rely on a sole breadwinner.

Humanitarian Relief Society (HRS), a Palestinian humanitarian organization active in the West Bank, especially in Arroub refugee camp, therefore proposes to distribute a 20-kg sack of rice to 350 extremely poor families. Rice is the main staple of the Palestinian diet and is eaten for lunch and frequently dinner. Most families cannot afford to purchase a sack of rice and resort to buying small quantities on a daily basis. Little money remains to purchase other ingredients of a nutritious meal, for example vegetables, cooking oil and meat. Eating only or mainly carbohydrates leads to malnutrition in the long run,

especially among children, who need all kinds of nutrients to grow and develop healthily. A family who has a sack of rice will be able to spend its daily cash supply on other food items and will thus eat sufficiently and have a more balanced diet.

A sack of rice will enable family providers to adequately feed their families for a month or more. Assuming an average family size of seven, which is a conservative estimate in Palestine, 2,450 people will benefit from this project, at least two thirds of them children. A mere four Euro are sufficient to improve a person's nutrition for a whole month.

### TO DONATE OR GET INVOLVED CONTACT:

**September Lodge, Village Way,  
Little Chalfont  
Buckinghamshire  
HP7 9PU**

**[info@ladyfatemahtrust.org](mailto:info@ladyfatemahtrust.org)**

**Tel: +44 (0) 1494 762 063**

**Fax: +44 (0) 1494 762 286**

**Mob: +44 (0) 7798 761 020 / +44 (0) 7798 769 030**



The Lady Fatemah Charitable Trust is one of the first charities to use its own unique text code, LFCT14, to raise funds by using JustTextGiving, a service available to Vodafone subscribers internationally.

In the spirit of the LFT, this is a new service which has no set up or associated costs for the LFT and every penny donated via text goes directly to the LFT. Once your donation has gone through, you can also add Gift Aid to the donation, which we recommend as it gives us an extra 25% on your donation.

*For more success stories and information about how to donate, please visit:  
<http://www.ladyfatemahtrust.org/>*



# Ania Boniecka

• @AniaB

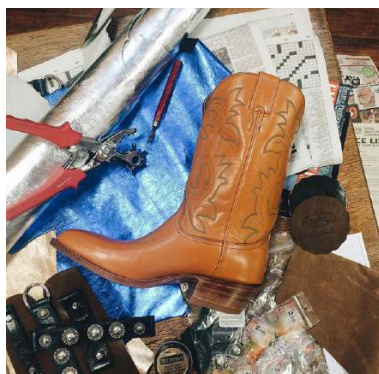
• @Ania\_Boniecka

• *Ania Boniecka is a Calgary-based fashion, beauty and lifestyle blogger who documents daily life on her site [www.aniab.net](http://www.aniab.net). In cooperation with her husband, Ania spends her off-line hours running a production studio that creates look books, videos, portraits, and editorial imagery for clients.*



## EATERIES

My favourite spot to eat in Calgary is Il Centro. You are really lucky to just randomly stumble on it; their opening hours are few and far in between, but the wait is worth it. Calgary has so many amazing up and coming restaurants and more open up every month. Right now Mission YYC is one that I like to visit but Bocce on 4th street is still one of my all time favourites.



## ALBERTA BOOT COMPANY AT THE CALGARY STAMPEDE

Not to sound cliché, but the Calgary Stampede is a must-see. While you are here, go get yourself a custom pair of boots at Alberta Boot Company. Best boots you will ever own and they will last you a lifetime. They still have customers coming back re-soling 30 year old pairs of boots. I am working on my very first custom pair right now; they will be ready just in time for Coachella!

## SHOPPING IN INGLEWOOD

Inglewood (the neighbourhood) is full of quirky shops selling knick knacks and found objects you will love. For all my cacti and succulent needs, I visit Plant on the regular (fun fact: it's right next door to the shooting location of the insurance company from Fargo).



## COFFEE

There are tons of great spots in Calgary for coffee and pastries. Notable favourites are Phil & Sebastian at the Simmons Building in East Village for coffee and Sidewalk Citizen right in the same building and Analog Coffee on 17th avenue, a one-stop shop and a famous watering hole for the creative and busy.



**WEST COAST STYLE TACOS**  
I recently discovered a Mexican Taco joint, La Taqueria, and the tacos are incredible. They are mini, bite sized versions that burst in flavour! I would definitely call this one a hidden gem.



# Samantha Sito

📷 @SamanthaS.Style

🐦 @OtisSamantha

*Samantha Sito is a Style and Entertainment writer for online publications based in Vancouver and Los Angeles. She provides coverage of exciting events that happen in Vancouver and interviews local and international celebrities. She does all this while creating lifestyle content for her YouTube channel SamSito TV, using Instagram as a creative outlet, and working as a freelance writer. She loves to explore different restaurants, but always eats before she snaps (so don't expect too many food photos).*



## LATE MORNING EATS

I absolutely LOVE brunch! I think everyday should be brunch day and not just Sundays. It's hard to pinpoint a favourite because there are just so many but if I had to single one out (also because they are one of the very few who accept reservations), it has to be Tableau Bistro—absolute heaven in your mouth. street is still up there with my all time favourites.



## EXPLORE OUTDOORS

Vancouver is so, so great for being close to the beaches and the mountains. I've never been much of an active individual fitness-wise but this city has changed me. I love the occasional hike through Burnaby Mountain, or walking through an icy wonderland on Mt. Seymour to relaxing on the beach at Kitsilano.



## SHOPPING IN GASTOWN

As for local boutique gems, I've recently fallen in love with LBV Boutique that just opened up in Gastown, right next to a cool Irish Pub – Blarney Stone. You'll fall in love with the 'very Instagrammable' picture wall, and the entire store aesthetic is so chic. Think Black and Gold! One thing to note though: It's leaning towards the pricey side.



## GRANVILLE ISLAND

If you are new to Vancouver and could only check out one place, I would say go to Granville Island. It's close to the water, you get to experience some pretty rad stores that you don't see anywhere else in the city, you can take a Granville Island Brewery Tour, embrace the arts and theatre (comedy shows), have amazing seafood and it's great for pictures because of the multitude of coloured walls!



# Vicki Laliotis

• @AdvInFashion

• @AdvInFashion

• Vickie Laliotis is the blogger behind popular Canadian style blog *Adventures in Fashion*, which is known for its quirky writing style, easy-to-follow DIY projects and personal style musings. A known coffee addict, Vickie loves exploring her city of Edmonton in search of new cafes, interesting shops and anything worth sharing on Instagram.

## THE ART GALLERY OF ALBERTA

The Art Gallery of Alberta (2 Sir Winston Churchill Sq.) is definitely a must-see when visiting Edmonton, both in terms of the diverse exhibits it boasts and the incredible architecture of the building itself.



## CAFE MOSAICS

My favourite brunch spot has to be Cafe Mosaics (10844 82nd Ave.). It's a bright, inviting place that serves the most incredible vegetarian meals and fresh juices. It also happens to be an Instagrammer's dream!



## BURROW CAFE

I love Burrow Cafe because not only does it serve amazing coffee, but it does so underground... literally. It's located at the city's Central LRT Station!

## ELK ISLAND

Elk Island is hands down my favourite city escape—it's a national park located about an hour outside the city that boasts as many incredible views and trail options as it does wildlife sightings; I had never seen bison prior to visiting.



## MARIO BADESCU

I'm obsessed with Mario Badescu's Hyaluronic eye cream at the moment—it keeps my under-eyes smooth and hydrated all winter long, and it's super affordable.



## PLUM HOME + DESIGN

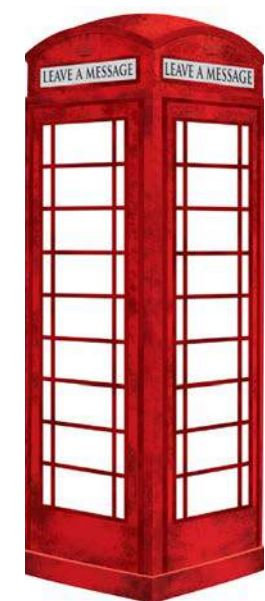
Plum Home + Design (12407 108th Ave.) has everything from adorable art and knick knacks, to one-of-a-kind decor that's largely Canadian sourced.



# Peel n Stick PIZZAZZ

No time or budget to undertake a major renovation to spruce up your living space? It doesn't matter if you have an entire Pinterest board full of DIY inspirations, waiting for the day you can be brave enough to attempt any of those, or if and when you can find the right person to transform your idea into reality at the perfect price, we are all for quick and easy solutions that do not strain the health of our bank accounts.

Wall decals are essentially stickers you can peel off and apply on your walls. The idea is remarkably simple but it is the options that are available in stores and online these days that make us want to hit 'buy' a time too many.





From inspiring quotes and customized family monograms to quirky bird and animals to enliven your children's rooms, there are scores of choices. For a greater variety and customizable options, go online. For basics, visit your nearest home furnishings shop. If you have an idea of what you want the end result to look like, and a weekend afternoon free, we're suggesting this quick and easy way to perk up your home.





What you smell.

What your guests smell.

Has your nose gone curryblind?

Febreze eliminates the smells of *kai ka khana* and leaves a light, fresh smell.



Breathe Happy



# Social Media Is A Model's Best Ally

*By Tiffany Lesko*

As an artist you have to know how to market yourself, set yourself apart from the rest and highlight your own attractiveness. Not only are you trying to appeal to audiences, you need to appeal to those who are going to want to work with you. In today's world one of the best ways you can do this is through the use of social media. In this day and age, people are more connected than ever, and are using social media not only to connect with their friends and family, but also as a form of entertainment. Auditions are still necessary to get you the role, however the ways in which you get yourself in the door are changing.

Many actors still use agents as a way of getting auditions and jobs. And this is still a big way in which talent is cast in different roles. However, as an actor if you do not have an agent you must think of ways to market yourself. Social media is a great way to do this because it can expand the number of people who will see your work and see your talent. We can access the online world from our phones while we are on the go, or even through our TV's. Using social media means that people around the world have the potential to view your work. With a larger number of people viewing your work, the potential to spread via word of mouth to a casting director is much greater. Don't be afraid to send the links to all those you think would like it. A friend of a friend may know someone who can find you the perfect role.

Social media is also a great way as an actor to network with others in your industry. Networking is a major part of marketing yourself as an actor because it allows you to connect with others and also be in the know of what is going on in the industry. A lot of actors get hired for projects based on word of mouth from other directors, and even friends who may be in projects saying they know the perfect person for that role. Social media as a networking tool allows you to connect with not only those people you know, but you can connect with others you may know through friends. People are using things like instant messaging (IM) more and more to keep connected with friends and colleagues.

Many actors are using sites like YouTube and Vimeo to upload their demo reels. This allows instant access to your work. Casting directors and directors will be able to see at the click of a button, wherever they are in the world, what work you have done. This is a good way to get yourself out there as well, because YouTube has become a source of entertainment. Many people are going to social media sites like YouTube not only for uploading their demo reels, but also for creating a channel for themselves. What a great gateway for an actor! It can allow you to showcase your talents in a venue that is you control yourself. You can market yourself in a way that will show off your strengths and also entertain audiences. As social media is a growing form of entertainment, it can allow you to create your own projects and showcase them to the world.

Marketing and networking as an actor are two of the most important things you can do for your career. Social media has become common place in our every day lives, from rating business and restaurants, to watching movies and finding new artists. As an actor social media can be a great benefit in marketing yourself to others within your industry. People are always connected, so who knows who will see your demo reel on YouTube, or who will hear that song you recorded and send to friends on Facebook or Instagram. In today's entertainment world is important to stay on top of the most valuable ways to market yourself, and social media is definitely at the top of that list.





# SEEKING OUT HIDDEN TREASURE IN PORTO

*By Zebunnisa Mirza*

Eight hundred and eighty pounds of gold.

That's what you'll see inside Porto's Igreja de Sao Francisco. No, it's not a vault holding a portion of Portugal's national reserve. It's a church.

From the outside, the Church of St. Francis looks rather unassuming. The Gothic style exterior is colourless and has little decorative detail. A few sculptures and a rose window above the entrance are the only embellishments. Other than that it's just another grey, stone building that blends in with most of the other structures in Porto's old town.

The inside, however, has a completely different look.

Nearly every inch of the interior – walls, pillars, side chapels, window frames and the ceiling – is covered in elaborately detailed Portuguese gilt woodwork. It's done in the Baroque style, highly decorative with images of leaves, floral motifs, fruits, animals, and cherubs, all of them bathed in a rich bath of gold leaf. It is estimated to have taken 400 kilograms of gold (more than any other church in the world!) to complete the gilt work in the Igreja de Sao Francisco and is considered the most beautiful gilt work in Portugal, and some would say in all of Europe.

This hidden gem serves as a metaphor for the city of Porto itself. Where Lisbon and the Algarve region of Portugal attract most of the attention from tourists, Porto remains inconspicuous. But one walk through its historic streets and you quickly realize there's nothing subtle or boring about this place. Just like the gold embellished church of Sao Francisco, Porto's offerings are bold, artistic, stylish and unforgettable.

Although the Igreja de Sao Francisco is the prettiest building in town, Porto is teeming with beautiful architecture worth exploring.

Right next door to the Sao Francisco is the Palacio da Bolsa, the city's former stock exchange. The 19th century building's façade has the stately, yet simple elegance of Neoclassical design, but – just like the Sao Francisco – there's nothing subtle about the interior of this building. Moorish style dominates indoors, with colourful stuccowork embellished with precious stones, colourful stained glass, elegant marble, and more gilded wood covered with 40 pounds of gold leaf. A bit further up town, the Igreja de Carmo and the Igreja de Carmelitas – two conjoined churches that look like one building from the outside – are additional examples of stunning late Baroque style architecture, featuring a richly detailed stone exterior, an elegant gilded wood interior, and a massive blue and white tiled azulejo panel on one side of the structure.

The Portuguese took inspiration from the Arabs when developing the azulejo style of tin-glazed ceramic tile art. These, sometimes colourful and sometimes highly detailed, tiles can be seen decorating interior and exterior walls, floors and even ceilings of buildings across Porto and the rest of Portugal.







## FASHION EXPRESS

WHAT: EXPRESS SS16 COLLECTION

WHERE: EARLY MERCY, TORONTO



The venue had been a pizza parlour in its earlier life, but as fashion enthusiasts filed in the premises, the club's laidback but creative energy provided the perfect atmosphere for the debut of the varied styles found in the Express SS16 collection. Drawing from everything '70s, this season features miniskirts and blazers of the late '70s mod revival alongside the suede and fringe accents of the hippie-era. Despite Express' retro muse, the collection caters to contemporaries by incorporating seasonal trends like snorkel blue or fiesta red paisley patterns. With shops in most major cities across the country, as well as an online shop front, Express has made sure you get your fashion fix at your convenience.





## 10 FOR 10

**WHAT: VICHEY MEDIA  
BREAKFAST  
WHERE: FIGO, TORONTO**

Vichy understands that the modern woman has a lot on her to-do list and an extensive skincare routine may not be possible for her. How do you help her keep her looks while she's pressed for time? Enter Vichy's newest innovation. In an elegant setting at Figo, complemented by a three course breakfast, members of the media and social influencers were introduced to their latest line, Liftactiv Serum 10 Supreme. A panel of experts shared their experience with how the stresses of daily life impact our skin and what measures we can take to minimize or even reverse the damage. With rhamnose extracted from sap of the silver birch, and hyaluronic acid, skincare ingredient of the moment, this line promises to erase 10 signs of visible ageing in as little as 10 days. We'll take it!

*Images: Becca Lemire*



# SIMONS COMES TO ONTARIO

WHAT: MEDIA PREVIEW

WHERE: BERKELEY STREET, TORONTO



On a chilly February day, we welcomed early spring at the media preview of Simons and what they have in store for us in the GTA.

A family owned fashion retailer, Simons has been in the business of fashion for the past 175 years. The company, founded in Quebec City, has one just one meter for success: a satisfied customer. Starting from a modest dry goods store in the city in 1889, where John Simons sold imported goods from England and Scotland, Simons is now one of Canada's fastest expanding brands.

Already a popular shopping destination in Quebec, the past few years have seen Simons move out of the province and open up retail spaces in Edmonton, Ottawa, Gatineau, Vancouver, Calgary and Mississauga. The last two were a welcome addition to Canada's shopping scene this year.

What sets apart Simons from the usual department stores is its commitment to creating a unique shopping experience for whoever walks into their space. Each store is a visually appealing combination of fashion, art and architecture.

"Our stores offer consumers a unique shopping experience with our innovative fashion mix and our commitment to designing engaging environments that celebrate Canadian art and architecture," the CEO, Peter Simons explained.

The new store and a first in the GTA is located at Square One, Mississauga, spread over 113,000 square feet of space, offering a mix of fashion forward clothing for men and women as well as home fashions. We've drawn up a wishlist of wardrobe staples already.





## TIMELESS ELEGANCE @ TOM

**WHAT: FINEZZA AU NOM DE L'HOMME AW16 COLLECTION**

**WHERE: YONGE STREET, TORONTO**

Ivan Lehec showed his signature collection of menswear at TOM. The collection bearing the designers signature style of combining timeless elegance with sharp cuts and a riot of colours and textures, this debut at TOM, set the tone for how dapper men would be dressing in the coming months.

Lehec's core business model is still made to order fine menswear but this RTW collection saw models stride down the runway to classical music, wearing classic silhouettes, like dinner jackets, cords, and khaki's with cable knit turtlenecks or ties in burnt oranges, paisleys, and neutrals.

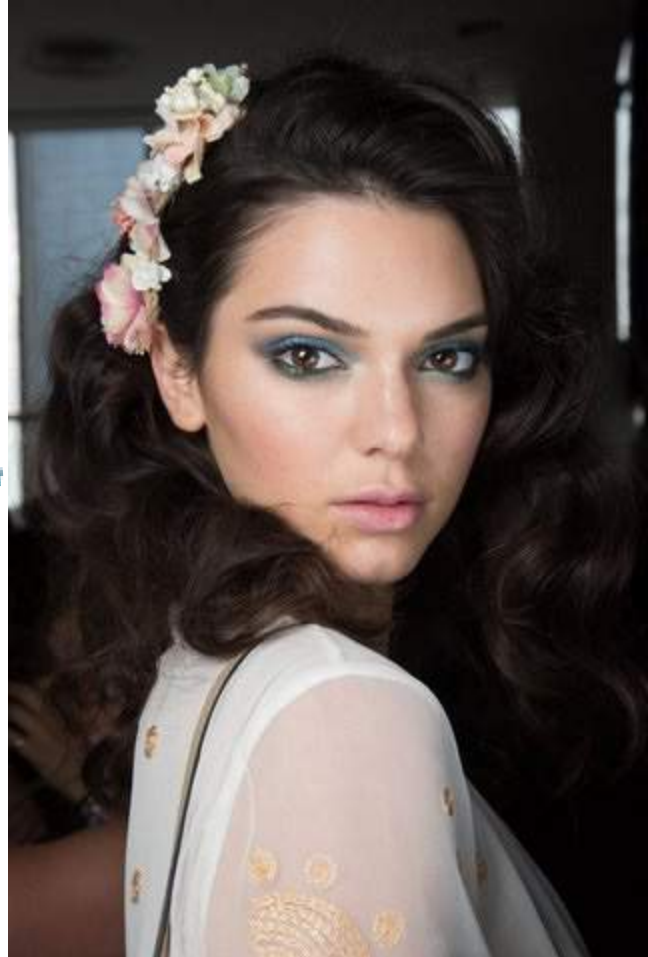
The men who are in need of the founding styling services just need to pay a visit to the man himself. Home and office appointments can be booked online, or you can simply look at his most recent series for clear guidance on what you should be going for in coming seasons.



# Blue

# Fairy

Models walking the runway for Diane Von Furstenburg's Spring/Summer 2016 Ready to Wear collection looked like mystical fairies prancing within a rose-coloured wonderland. Here's how to wear their makeup look in hues of blues, greens and pinks.



**Ethereal Kiss**  
**Clarins Instant Light Lip**  
**Perfector in toffee pink shimmer**  
**(\$20)**

For a translucent natural glossy lip colour in a delicious melting gel formula



**Halo**  
**Laura Mercier Candleglow Soft**  
**Luminous Foundation (\$48)**  
To bring a candle-like romantic glow to the skin with an ultra-lightweight liquid foundation



**Pixie Dust**  
**Urban Decay Urban Spectrum Eye-**  
**shadow Palette (\$65)**  
Use a flat shader brush to apply junkie along the lower lashes and madness on the lid. Use a crease brush to apply voodoo in the crease. Line the upper and lower lashes with prank using an angle brush.



**Fairy Flush**  
**Stila Convertible Colour Dual Lip &**  
**Cheek Palette in sunrise (\$51)**  
For a mix-and-match wash of blush and contouring

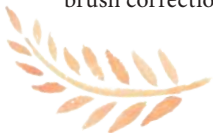
# Peach perfection

Bollywood actress and producer, Anushka Sharma's glowing complexion is the main feature of this less-is-more peachy makeup design. We think it's the perfect fresh look for spring.



**A Fresh Start**  
**Rodial Airbrush Makeup (\$50)**

For a rich and creamy full coverage air-brush correction with a satin-luminous finish



**Fruity Flush**  
**Clarins ulti-Blush in Rose (\$30)** For a gentle flush of soft focus colour in a creamy melting texture



**Real Treat**  
**Too Faced Chocolate Bon Bons Palette (\$59)** For a customizable daytime smoky eye using cocoa-powder enriched matte and shimmer neutrals and cool pops of colour if you're in the mood!



**Peaches and Cream**  
**Laura Mercier Lip Parfait Creamy Colourbalm in Rive Droite (\$25)**

For an ultra-thin balmy formula that feels like a lip balm, wears like a lipstick and shines like a lip gloss



**First Light**  
**Stila Aqua Glow Serum Concealer (\$35)**

For an invisible, weightless coverage of skin imperfections with a buildable water-based concealer



# BEAUTY REVIEWS

*SHE rounds up the latest products and how they perform*



**Paul & Joe Creamy Blush In Kitten**  
**\$23**

Mimic your own natural flush with this creamy blush that melts into the skin. Equal parts makeup and skincare, the moisturizing formula starts off as a cream and sets into a long-lasting powder finish. We love this coral hue for its summer appropriateness.



**Aveda Nourish-Mint™ Smoothing Lip Color**  
**\$17**

Moisturizing, plumping and smoothing out fine lines while depositing a sheer wash of colour, these new lip colours by Aveda are a summer staple.

**Dermalogica Charcoal Rescue Masque**  
**\$60**

Welcome the summer with radiant, glowing skin as you detoxify, brighten and deep cleanse the skin with this new face mask by Dermalogica.

With Japanese binchotan charcoal as its key ingredient, packed with other actives like lactic and mandolin acids, niacinamide and Chilean wild mint, this heat activated mask reinvigorates sluggish skin, deep cleansing, refining pores calming redness and evening out the skin's surface for a smoother texture.



**Joe Fresh Precision Liquid Eyeliner**  
**\$8**

Winged, cat eyes and kitten flick, all variations of a statement eyeliner look become easy with this ergonomic pen eyeliner. The tip is ultrafine for laying down a precise and neat line close to the lash line for a subtle daytime look, and come evening, you can play up the drama by thickening up the line for a bolder look. The finish is a true black and we do appreciate that it is water resistant.



**Rodial Airbrush Concealer in Malibu**  
**\$39**

Industrial strength concealer to vanish the signs of fatigue in a chic compact. We fell in love with this concealer when it delivered on its promise to provide with an airbrush finish, a flawless, long-lasting camouflage to hide blemishes and under eye darkness. It blends into the skin and doesn't crease or fade halfway through the day. Fuss-free flawlessness is always top priority for us and this salmon hued cream formula colour corrects and conceals in seconds.



**Advanced Night Repair Concentrated Recovery Powerfoil Mask**  
**\$88 for 4 sheets**

ANR, as fondly known in beauty circles, enjoys a cult status for how effective it is turning tired, dull skin around into a more vibrant appearance. The powerfoil sheet mask 'resets the look of the skin'. All the skincare benefits of ANR serum are delivered directly into your skin. The sheet mask ensures fast and deep penetration of the potent ingredients locking in moisture and radiance. Once a week at night, apply the mask on your face and leave on for 10 minutes, look in the mirror and prepare to be amazed.





### Aerin Mediterranean Honeysuckle

**\$125**

Evoking the magical calm of the Mediterranean, Aerin's ode to the timeless beauty of the region, is a luxurious combination of sweet honeysuckle that contrasts with a sparkling rush of grapefruit. The packaging of this new perfume is just as enchanting as the fragrance, designed by artist Sitka Gulergun exclusively for Aerin, it celebrates the sea, endless summer skies, lush green foliage and cream sand beaches in its palette.



### Estée Lauder Sumptuous Knockout Mascara

**\$31**

Blacker than black and promising va-va-voom lashes, the latest mascara innovation from Estée Lauder features a brush that lifts, voluminizes and fans out your lashes. The formula is fiber-rich, with elastomers that cling to each lash and bulk it up. No clumping, no smudging and no stiff lashes, just a silky fringe of lashes, this is a mascara dream come true.



### NARS Velvet Matte Skin Tint

**\$54**

Soft matte skin that looks healthy. Oily and combination skin types will love this new offering by Nars. This skin tint delivers a soft matte MSBB (My Skin But Better) finish that we all want in the warmer months. Oil-free, it blurs imperfections and the appearance of pores and fine lines, maintaining moisture levels in the skin and regulating sebum. Wears beautifully and lasts all day long with minimal touch ups.



### Paul & Joe Pore Smoothing Primer

**\$28**

The right base to creating a flawless face starts with the perfect primer. Paul & Joe Beauty Pore Smoothing Primer is a lightweight primer that leaves behind a silky finish while smoothing out the skin. Hyaluronic acid and jojoba seed oil provides moisture through its wear time while tightening pores and controlling oil-production all day long. Your makeup looks as fresh at the end of the day as it did when you first applied it.



### Avène Physiolift Eyes

**\$43**

Many patents and years of research have yielded this anti-aging cream for the eyes. Physiolift Eyes combats all concerns around the eye area, smoothing out wrinkles and fine lines, firming up the skin, reducing puffiness and dark circles. Their active ingredients build up collagen in the delicate skin area for a more youthful and fresher looking you.



### TheFaceShop Smile Foot Peeling Mask

**\$14**

A mask, for the feet? Yes. Come sandal season, we'd all be needing this mask. You'll never know what you were missing in life till you try this Korean import. Winter skin, rough, callused and ugly is sloughed away with AHAs in this plastic sock. Watch your dead skin peel away in the coming days to reveal 'baby soft' feet. Strap on your sandals, take out those flats, even our feet are summer ready.

# Preparing For Sunny Days

*As the weather gets warmer and the sun promises to shine down more often, sales of sunscreens also go up. However, being meticulous about protecting our skin from the sun should be on our check lists for every day of the year, not just summers. SHE finds out why proper sun protection is that much essential to our well-being.*

By Aaisha Zafar Islam

Living in Canada, the one thing that eases our long, gloomy winter days is the promise of clear blue skies and warm sunshine that come our way in the summer. This is also the time when lotions and sprays, often forgotten during the colder months, are brought out and we start slathering on sun protection more diligently. As we shed layers of clothing and prepare to soak in more of the sun, it is important to keep in mind that more exposure to the sun does not exclusively lead to the glowing tan we associate with good times spent outdoors; sun damage is real and skincare experts agree that Canadians are not doing enough to protect themselves.

Skin cancer, or melanoma is one of the most preventable forms of cancer. It is also one of the fastest rising cancers in our country.

The sunshine that we all love so much is composed of electro-magnetic radiation from the sun, comprising infrared, visible and ultra violet lights. Of this the ultraviolet rays are of significance in sun protection discussions.

UVA rays comprise more than 90 percent of the sunlight that reaches us and these are penetrative, reaching us through clouds as well as glass. Their effects on the skin are long-lasting, causing premature ageing, photo-ageing and more recent studies have shown that UVA rays can cause mutation in skin cells as they penetrate dermal layers, triggering cancerous growth.



UVB rays are heat carriers, responsible for sun tans and sun burns. However they can increase one's chances of getting melanoma later on in life. A single episode of sunburn in childhood can double the chances of developing melanoma as an adult. Skincare experts agree that a minimum of SPF 30 be applied on all exposed skin every day of the year when we have to be

out during the day, cloudy conditions notwithstanding.

Isabelle Villeneuve, the Director of R&D at Obagi Skincare explains the long and short term effects of unprotected sun exposure. "Skin exposed to UV radiation can develop freckles and rashes. Short-term excessive exposure to UV radiation will cause sunburns - reddening, pain and in severe cases, blistering and even second degree burns."

"Over time", she carries on, "this short-term damage to the skin, whether or not associated with sunburn, will accelerate skin aging, making it look dry, wrinkled, loose and dull, causing pigmentation commonly known as age spots. It can also cause changes in the skin cells which may lead to skin cancer."

Anik Kerr-Denis, the Scientific Relations Expert for Vicky also emphasizes the importance of proper sun protection. "The sun itself is not a public health concern", she says, "but our behaviour in the sun is." She also corrects the common misperception that sunscreen is only important when it is sunny and in the summer months.

"Although UVB rays are more prominent in the summer, most people are not aware



that UVA rays are consistent throughout the year. Furthermore, sun rays can travel through clouds, and are reflected in high amounts by snow and water, causing potential exposure to the same rays twice. Glass also lets through UVA rays. So traveling by car is enough to cause skin damage.”

Villeneuve agrees with this correction. “The different types of clouds do not filter the same way- they give a false sense of security because of the decrease in temperature and brightness. A veil — cloudy altitude stops only 5% to 10% of UV. Only large dark clouds and low altitude halt all UV radiation.

“While it is true that UV radiation is generally lower during the winter months, snow reflection may double the exposure, especially at a high altitude.”

So how much sunscreen is enough for proper protection from UV radiation?

Both experts agree on frequent reapplications, every two hours and applying sun screen on all exposed parts of the skin, that would include the ears, nose and even the scalp. A rough guide to the correct amount is 5ml or a teaspoon for the face and 30ml, or two tablespoons for the body. Dot the cream all over the surface and spread evenly. While sprays and mists promise ease of application, one has to be particular about application time and spreading out the product with them as well. A total of seven seconds of spraying all over the arms, torso and back, and seven seconds for each leg including feet. Reapply after two hours of sun exposure, after excessive sweating, swimming or towelling off. Another thing to keep in mind is that this protection is for cumulative sun exposure. So don't fret about reapplication if you were out

## SHE RECOMMENDS



- ⚙ Obagi-C RX System, \$395.20
- ⚙ Obagi Healthy Skin Protection SPF 50, \$59.40
- ⚙ Vichy Idéal Soleil Lips SPF 30, \$14.95
- ⚙ Vichy Idéal Soleil Invisible Mist SPF 50, \$31.95
- ⚙ Shiseido UV Protective Compact Foundation, \$35
- ⚙ Shiseido Ultimate Sun Protection Cream Wet Force, \$48
- ⚙ Paula's Choice Calm Redness Relief SPF 30 Moisturizer, \$28



in the sun for just half an hour and went indoors. Your sunscreen is good for another 90 minutes before reapplication, not including the time spent indoors. Sunscreen on the face should come in between your morning skincare and makeup application.

A higher SPF doesn't necessarily mean better protection from the sun rays, our experts explain. SPF stands for Sun Protection Factor and oftentimes a higher SPF value gives people a false sense of security.

"The SPF indicates the additional period of time during which a person who has applied sunscreen can withstand the sun before the skin starts to burn. For example, if a person burns after 20 minutes without sunscreen, SPF 15 will provide maximum protection of 15 times 20 minutes. The SPF only measures the UVB component. SPF does not predict UVA protection, so in order to get the best sun protection possible, look for a sunscreen or sunblock that indicates broad spectrum protection," says Villeneuve.

SPF protection is not linear: SPF 15 blocks 93% of UVB rays – SPF 30 blocks 97% and SPF 50 blocks 98%. While dermatologists recommend a minimum of SPF 30 for everyone,

including children, some products in the market can lull people into thinking their higher SPF product can perform better, one of the reasons that in its new Sunscreen Monograph, Health Canada asks sunscreen brands to declare values greater than 50 as SPF 50+.

When it comes to the types and kinds of sunblocks or sunscreen, the terms are self-explanatory. An organic or chemical filter in a sunscreen will protect the skin by absorbing UV rays, that is 'screen' radiation. A sun block on the other hand, is a physical blocker that will block the UVA and UVB rays from reaching the skin and reflect them.

It is important to know this difference since sunscreens should be applied 15 to 30 minutes before sun exposure, giving the skin enough time to absorb the chemical protective agents. A sunblock on the other hand, is effective upon application.

"People who are sensitive to certain chemical filters can opt for a purely physical sunscreen," says Villeneuve.

A popular belief is that chemical sunscreen 'breaks down' once exposed to the sun, while a mineral sunblock is a physical barrier that can protect the skin, is it safe to say that mineral ones perform better than chemical ones?

For this we'd have to go by our skin's needs and what we are looking for in sun protection, answer our experts. Physical sun blocks, while generally photo stable and tolerated by most skin types, can leave a white cast after application and tend to be thicker in texture, although spreading it out can be tricky. And while chemical sunscreens can irritate some skin types, they are easy to apply and not noticeable upon application.

Since they each have their pros and cons, and because it is technically difficult to build a high SPF plus a great UVA protection, many of today's sunscreens contain both physical and chemical UV filters.

Sun damage to the skin is cumulative, but it can be prevent-

ed and even reversed.

"Interventional skincare regimens that combine high performance active ingredients like Hydroquinone and Glycolic Acid can help transform the appearance of aging skin," says Villeneuve.

The key is to protect the skin for further damage and work at correcting the damage it has suffered thus far. This would entail a better and more regimented skincare routine that corrects hyper pigmentation and uneven skin tone and moisturizers that can plump up the skin, ease fine lines and wrinkles.

This summer, resolve to shop smart, protect yourself and your loved ones better and make the most of your summer. Days out in the sun should only leave pleasant memories in your minds, not on your face or body.



# SUNSILK

## EXPERT STUDIO

I will bring the  
**SUNSILK EXPERT STUDIO**  
to your city!

The more messages you send, the more the  
chances of the Expert Studio visiting your city.

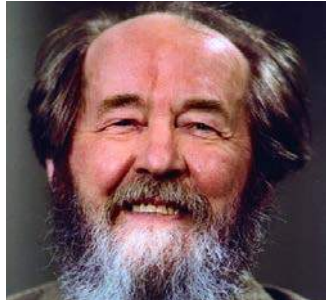
Simply SMS "**SUNSILK**" to **8006**.

This is your chance to get all your hair problems  
solved, so **get texting girls!**



# quote/unquote

## *Travel*



*"Own only what you can always carry with you: know languages, know countries, know people. Let your memory be your travel bag."*

*Aleksandr Solzhenitsyn*



*"Two roads diverged in a wood and I – I took the one less traveled by."*

*Robert Frost*



*"We live in a wonderful world that is full of beauty, charm and adventure. There is no end to the adventures we can have if only we seek them with our eyes open."*

*Jawaharlal Nehru*



*"Like all great travelers, I have seen more than I remember, and remember more than I have seen."*

*Benjamin Disraeli*



*"Too often travel, instead of broadening the mind, merely lengthens the conversation."*

*Elizabeth Drew*

INNOVATION

## *Ever Matte*

*Say no to shine,  
yes to flawless skin.*

*Want the glow without the shine? Trust Clarins Ever Matte, the new foundation incorporating all our skin care expertise. Within its lightweight, oil-free formula, the "Skin Detox" complex of purifying plant extracts helps keep shine at bay all day and helps skin breathe. Your skin feels fresh, pores appear refined for a naturally smooth, flawless finish. Your complexion is perfect, comfortable and ever matte. Also available as mineral pressed powder. Clarins, No.1 in European luxury skin care\*.*

*\*Source: Euromonitor Parfums*

*Shop at [www.clarins.com](http://www.clarins.com)*



# CLARINS



# Give Hope

When millions of Syrian refugees felt forgotten, the world responded. That glimmer of hope is keeping them going.

Your donation to the World Food Programme could make a huge difference by providing Syrian refugees with vital food vouchers to buy food.

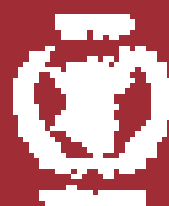
No refugee should go hungry.

**WE NEED YOUR HELP**

[wfp.org/Syria](http://wfp.org/Syria)

or text "RELIEF" to 45678  
to donate \$10.

WFP is the world's largest humanitarian agency providing food assistance to some 100 million people in 120 countries.



**World Food  
Programme**

**ONE FUTURE #Zaid-Innoc**



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of FIFA WM



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of WFP