

VITA

YOUR LIFESTYLE SUPPLEMENT FROM VITADAILY.CA • NOVEMBER 2019

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ISSUE

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EDITOR'S DESK



There's a commercial on TV right now that perfectly sums up my feelings about the coming of winter: thanks to snugly sweaters, piping-hot drinks and plenty of crackling fireside moments, this coldest of seasons hardly lacks warmth. To that end, to honour the time of year, we're making this issue of *VITA* a tribute to some of our very favourite wintery things.

Alongside our top "warm and cosy" picks we're reporting on freeze-worthy fashion (in the form of **Max Mara's** iconic Teddy Bear coat) and taking a fresh look at the stylish versatility of wool. Plus, beauty reports on the next generation of peer-to-peer brands and **La Prairie's** latest eye-opening release. But, first, I'm putting four fab local launches in the spotlight in my editor's picks (right)—and giving you chances to win them all! Stay warm!

Noa Nichol
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BEAUTIFUL BLING
Sydney Socias' collab with **Lavender & Grace Jewelry** has yielded a capsule collection I can hardly wait to wear. Among the five delicate, dainty and super-pretty core pieces (three necklaces and two pairs of earrings, from \$45), the 11:11 pendant guarantees a wish is always nearby. Lavenderandgracedesigns.com

PHOTOS: MELISSA SKODA

STUNNING SCARVES
Passionate about all things sustainable, Sandy Manj of slow-fashion brand **Abbott** has launched a line of alpaca blanket scarves (\$210 each) I've been enveloping myself in ever since the weather turned. The company works directly with Bolivian artisans, creating luxurious handwoven wraps that are both stylish and ethical. Abbott.design



PHOTO: KRISTINE COFSKY

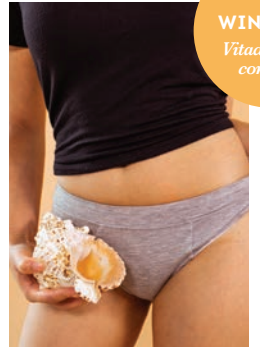


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AMAZING ART
Founded on the notion that choosing art should be based on "duende"—the mysterious power of art to deeply move a person—**Duende Curation** is the online gallery of my dreams. Launched by interior designers and lifelong BFFs Rachel Harrison and Jennifer Scott, find a select set of rotating limited-edition prints from favourite fine artists and photographers. Duendecuration.com

HEALTHY UNDIES
Certain there could be a better way (read: a better pair of panties), Alexa Suter set out to create the world's first pH-balancing undies (from \$20 each). Free from toxic, harmful fabrics that can lead to infection, odour and discomfort and infused with healthy zinc, I believe **Huha** is set to start a full-fledged down-under revolution. Hu-ha.com



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VITA

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ON THE COVER **MAX MARA FALL-WINTER 2019** CANADA POST PUBLICATIONS MAIL AGREEMENT #42849020

Jacquard
mohair
turtleneck
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FASHION & SHOPPING



Madison Hope Veitch

@MADISONANDSUCH

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INFLUENCER PICK

While I'm not one to go overboard when decorating for the seasons, I do believe that updating your textiles is essential to bringing in the cozy vibes as the temperature starts to drop. Lately, to this end, I've been totally obsessed with online pillow shop **Uusi Studio**. It's got a great selection of fabrics and styles, the quality is top notch and each pillow is handmade in Canada.
[Etsy.com](https://www.etsy.com)

OH DEER

This touching, minimalist portrait of a doe with her fawns (\$150 at **Simons**) is the perfect accent for your rustic-chic winter décor. **1060 Park Royal S., West Vancouver, 604-925-1840. Simons.ca**



Warm & Cozy

THESE SEASONAL PICKS ARE WHAT WINTER'S ALL ABOUT

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BOOT CAMP

Don't be fooled. These soft and warm Vivian boots (\$225) by **Cougar** come in fash-forward, fun and playful colours (like this gorgeous indigo blue) without compromising on function. Waterproof and temperature rated to -24 C, they're lightweight, anti-slip and perfect for the winter months.
[Cougarshoes.com](https://www.cougarshoes.com)

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BLANKET STATEMENT

Not only does this cosy hand-knit throw, in a chunky rope stitch, add understated texture to a bed, sofa or bench, for each **Treasure & Bond** piece sold **Nordstrom** donates a percentage to organizations that work to empower youth.
799 Robson St., 604-699-2100. Shop.nordstrom.com

SUNNY DAYS

It may be months till we get to soak up any vitamin D again, but this **Sesame Street** collab with romper-maker **Smash + Tess** is sure to bring a little sunshine into your winter life.
[Smashandtess.ca](https://www.smashandtess.ca)



OVER COAT

Not only is **Hunter's** hybrid Hero jacket (\$375) designed to be worn in temps as low as -25 C and coated for water resistance, its fleece-lined, fake-fur-trimmed hood can be zipped up around the neck, nixing the need for a scarf.
[Hunterboots.com](https://www.hunterboots.com)



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ETERNAL FLAME

This patch-pretty Flower Shop candle (\$53 at **Bella & Wren**) by **East City Candles** is sprinkled with dried lavender and scented with essential oils.
2-9110 Glover Rd., Fort Langley, 604-380-4484. Bellawren.ca



SOME MITTS

Fall for these infinitely soft ribbed chenille mittens (\$12 at **Simons**), featuring bouclé terry lining and available in five fab colours. **1060 Park Royal S., West Vancouver, 604-925-1840. Simons.ca**



HAT HEAD

Toss out all your old ideas about **Tilley**. The longtime hat-maker's new range includes this pink merino wool toque (\$48) that's soft, warm and breathable. [Tilley.com](https://www.tilley.com)



November's It Bag

BY ALEESHA HARRIS



The warm-and-cozy feeling doesn't have to end with chic coats and fuzzy knits; it can extend to your favourite accessories, too. This season, pretty much every brand has released its own version of a shearling-accented handbag, but we're partial to this bold-blue option from Italian fashion house **Marni** (\$3,300 at **Nordstrom**). In a word, the design is electric. The woollen exterior is soft and stylish—not to mention eye-catching thanks to the officially dubbed “astral blue” hue. The soft butterscotch leather trim and gold-accent hardware serve to elevate the design, ensuring that this fuzzy bucket style feels more chic than cartoon character. **799 Robson St., 604-699-2100. Shop.nordstrom.com**

Bear Necessity

MAX MARA'S TEDDY COAT RETURNS—AND IT'S MORE ICONIC THAN EVER
BY NOA NICHOL

E

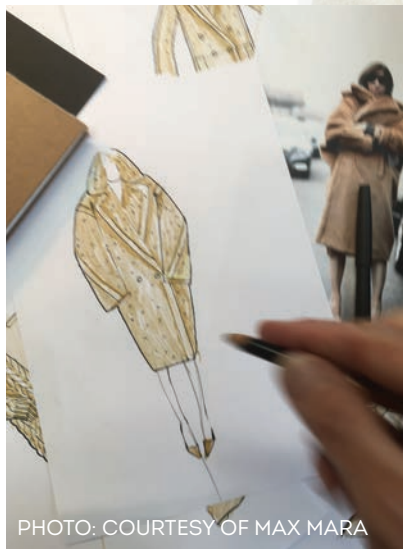
Every winter (since its debut in 2013) we wait with bated breath for it to emerge from—albeit reverse—hibernation, to see what newness is in store when it comes to **Max Mara's** Teddy Bear icon coat.

This year, creative director Ian Griffiths added a rainbow of options to the classic trio of camel, black and red—think bright turquoise, royal blue, canary yellow and rosy coral in various snugly silhouettes (from \$3,390), plus a special vanilla-hued Cashmere edition (\$9,990) in fur-effect cashmere and silk, with a lapel collar, drop set-in sleeves and welt side pockets. Also, a range of “teddy” accessories: soft bags, cuddly mittens, fluffy earmuffs and even plush heels.

An ode to extravagance in both form and fabric, it's no wonder this Teddy Bear is a must-have for women worldwide—Kim Kardashian and Rita Ora among them. Ca.maxmara.com

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Wool Picking

CAST YOUR NOTIONS OF ITCHY, SCRATCHY, GRANNY-KNIT SWEATERS ASIDE—THE NEW WOOL IS ELEGANT, VERSATILE, ARTISANAL AND AS HIGH FASHION AS IT GETS

BY AILEEN LALOR

T

There's a material that can be used to make the airiest camisoles, comfiest sports bras and most winter-proof coats. It's the key component of everything from **Chanel** tweed suits to Cowichan sweaters. It keeps you cool when it's warm and toasty when it's cold, and wicks sweat away from skin. It is naturally flame resistant, antimicrobial, usually machine washable and from a sustainable source. Take care of it (it's quite low maintenance) and it'll last for generations, but it's also biodegradable and even enriches soil. And it's not some high-tech flashy discovery. It's been used for millennia. It's wool.

Why did wool fall out of favour in the first place? In some ways, it didn't. Thanks to its versatility, designer brands have never stopped using it. But, certainly, customers turned away from wool in recent decades. "I think people were holding on to this archaic point of view that wool was uncomfortable because they remember childhoods full of scratchy coarse sweaters," says John Muscat, co-founder of Toronto's Line the Label. "Modern technology allows us to make the fibres extremely fine and blend with other materials, so wool now can be as soft as any synthetic."

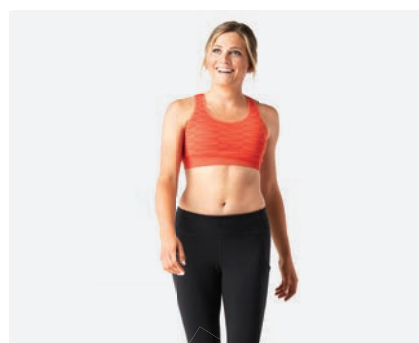
There's also the fact that wool from different parts of the world has different properties. Matthew Rowe, head of external relations for The Princes Trust Canada, which is supporting the Campaign for Wool, says wool from northern countries tends to be lofty—thick and resilient. Merino, traditionally from New Zealand and Australia, is softer so it's ideal for Line the Label's luxe designs. Its temperature regulation and odour-resistance properties mean it's also found in outdoor gear and performance sportswear—even undies.

"Merino wool is so well known and loved for its comfortable, cosy properties in the winter that most people don't know it's equally functional in warmer weather. It's actually temperature regulating rather than insulating—when worn close to the skin, it keeps the body at its optimal temperature," explains Marie-Elizabeth Lajoie, marketing manager at Smartwool, which specializes in activewear that incorporates merino.

Wool has a lower environmental footprint than most materials—it doesn't contribute to plastic pollution like synthetic fabrics and requires less water than most natural ones. Many brands also outsource their knitting to local craftspeople, supporting local economies. It's sustainable (sheep are always growing wool) and efficient—the yarn from one sheep can make seven or so sweaters. Sheep can graze on land that isn't for any other purpose, so wool is efficient from that POV, too. Brands like **Smartwool** even detail their full product life cycle online so customers see exactly the process from sheep to shop.

Conscious consumers are happy about all that—but what about the animals? Sheep farmed for wool aren't slaughtered for meat so, in that respect, wool is cruelty free. But people always have questions about animal welfare. This is a subject that Carey Melnichuk, owner of Vancouver concept store **Secret Location**, is passionate about.

"I come from an agriculture background; my aunt was a sheep farmer," she says. "Most varieties of sheep don't naturally shed their wool. They need to be shorn, otherwise they will have health problems. In this country we have expert shearers, so shearing is quick and completely



painless for the animals. Also, most farmers in this industry are wonderful people that take care of their animals and ensure they have a good life. People have these ideas of factory farming from having watched Netflix documentaries ... but in this country farmers are part of a natural infrastructure. Many of them are working on sustainability initiatives to save certain parts of wildlife. Apart from the fact that they care about their animals, they're invested because it's their livelihood. If the sheep aren't making wool and the farmers aren't there to tend them and make money from them, those sheep just won't exist."

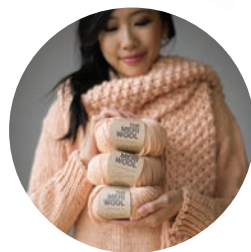
The Responsible Wool Standard (RWS) is a new initiative to try and ensure best practice in the wool supply chain. Vancouver's own Mountain Equipment Co-op was a member of the steering committee that developed the standard.

"The standard encompasses both environmental management and animal welfare, ensuring that the farming practices used don't interfere with the five basic freedoms of animal welfare: freedom from hunger and thirst; freedom from discomfort; freedom from pain, injury, or disease; freedom to express normal behaviour; and, freedom from fear and distress," says Joël Mertens, product engineering and compliance manager for MEC. "If a product is certified with the RWS logo, every stage of its supply chain has been audited by a third party to ensure that it meets those standards of best practice."

Farmers are audited for animal welfare and land-management standards, while traders, sourcers, wool producers and fabric makers are assessed to make sure there's no mixing of non-certified materials with the certified ones. "It's about ensuring transparency for customers and adding to the level of truth in our industry," Mertens explains, adding that MEC will be launching its first own-brand RWS-certified product in 2020, with more to come as the supply chain gets its certification in place and RWS wool becomes more commonplace.

And what of your granny's old sweater, which doubtless still exists because wool is extremely resilient? Melnichuk says even that can be given a fashion edge. "Tuck a turtleneck into printed trousers and wear it with loafers. Layer the turtleneck under a crewneck and pair it with a single-pleated wide-legged trouser and some boots. Wear a boyfriend-fit cardigan over a dress," she says. "Wool pieces are so much more about the person wearing them than the piece itself. They're timeless." ♡

We Wool



CRAFT WORKS

Along with the rising interest in wearing wool clothing has come a resurgence in making it. **We Are Knitters**, new to Canada, makes it easy with kits that supply everything you need: a pattern, handmade needles, Peruvian wool and even an eco-friendly bag to store it all in. There are kits for every ability level, and you can choose from fashion, décor items and accessories. Weareknitters.ca



FIRST CLASS

In rethinking travel comfort, Quebec company **Volprivé** creates cosy-soft accessories from extra-fine merino wool. These fashionable (washable) blankets, pillows, eyeshades and socks provide ultimate in-flight comfort and warmth—wooll-come aboard! Volprive.ca



COUNTING SHEEP

Stylish, Canadian-made **Anián** shirts are made from old wool socks, sweaters, men's suits and more that are milled into a reusable fabric. Turning trash into treasure, designer and founder Paul Long wants to create awareness around the wasteful textile industry. Each shirt is 100 per cent Melton wool, perfect for long hikes, brisk sails, drinks by the fire—or all of the above. Aniannmfg.com

Décor Diva

HOW A LOCAL CONTENT QUEEN CREATED
THE HOME-FOR-NOW OF HER DREAMS
BY NOA NICHOL

E

Erin Sousa is a content-creation whiz, counting **Smash + Tess**, **The Pie Hole** and **Vintner's Daughter** among her clients, but she may as well do interiors as a side gig—so keen is her eye. Working with brands like **Coast Appliances**, **Aquabross**, **CF Interiors**, **Pacific Rug Gallery**, **Bradford Hardware** and **Lower Mainland Ceramics**, she set out to re-create the home of her dreams—at a time when doing so was key to her overall well-being.

Why this reno ... and why now?
We've lived in our condo for the better part of five years ... but we'd been putting things on hold for the last three years with fertility treatments—always waiting for things to work out. When our round of IVF wasn't successful due to miscarriage in early 2019, we decided to put our time and energy into creating a space we loved. We focused mostly on the kitchen for a full-out reno, keeping the same layout but ripping everything out. We also refreshed our living room with a new couch, rug and coffee table, which means that space got a facelift, too.



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What was your "vision" for the reno?

We are real homebodies. Our couch is like an island for us and we can spend hours relaxing there (cue "eating blanket!"). Since I love spending a lot of time at home and also work from home, I wanted a simple and clean esthetic. We really love a fresh, white and bright space. It's important for my space to feel very open and clutter free. We had envisioned a really fresh palette of whites, creams and golds. A West Coast feel, but also a design that felt really comfy—and never too precious.

Can you delve into the details?

I love that our canvas is super simple and pretty classic with the whites, and our finishes could really shine. The brushed-gold faucet and our cabinet hardware are some of my fave items. I also love the large undermount sink! I love that our stove looks like a gas range, and the open corner shelving adds a real custom and decorative touch. Our couch really brings our space together—it's so cushy and cosy looking—and the new area rug is the perfect size for the space whereas our old one was much too small. This makes the room look larger!

How has this changed your life?

Well, it makes for better Instagram photos! I shoot client content in my home, and the kitchen makes for a great studio. Our new fridge is a dream because it makes water and ice—small detail but it's a first for us! The new couch really is a dream to nap on ... the corner chaise is my fave Saturday afternoon nap spot. ♥



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Peer Factor

DIRECT-SALES BRANDS LIKE AVON HAVE BEEN AROUND FOR DECADES:
NOW, A NEW GENERATION OF BEAUTY BRANDS IS
CHOOSING THE SAME APPROACH
BY AILEEN LALOR

A

Avon is an iconic brand. Around for 130-plus years, it invented the peer-to-peer (P2P) model that used women's close personal networks to sell products and, in doing so, gave them their own business, autonomy, and an income. But for a period of time in the '90s and noughties, it looked like this method was on the outs. Why would you want to buy beauty products at your door or a party when you could get them just about anywhere else on the high street, from drugstores to department stores and Sephora to Safeway?

"The Avon Lady ... has evolved to a digitally enabled, social-selling influencer who can market across Canada," explains Roberta Lacey, head of marketing for Avon Canada. "The one-to-one relationship, defined by high-quality, personal service, is still at the core of Avon's business, but it's enhanced by digital tools that allow these beauty entrepreneurs and their customers to connect, communicate, share and shop."

In fact, for dermatological label **Rodan + Fields** and clean specialist



Beautycounter, P2P is the best way to make relationships with customers. "If you've ever stood in a drugstore looking for a beauty product, you know how daunting the choices can be. When you visit a beauty counter, you're unlikely to see the same sales rep more than once. Our independent consultants interact with their customers in a personalized and authentic way," explains Janine Weber, Rodan + Fields' SVP of U.S. sales.

For Beautycounter, the P2P method, facilitated by social media, is also a way of spreading its activism (the brand is lobbying North American governments to better regulate the beauty industry). "It's a powerful way to build an authentic connection based on shared interests," says chief field development officer Gina Murphy. "Consultants can reach out, connect and interact with their friends, followers and likeminded communities. They can share their stories and show what sets Beautycounter products apart and the many ways to get involved."

Of course, the sales method is not without problems. In some brands' consultants buy their inventory and are often unable to sell it, so they're left with thousands of dollars in product they can't shift. The knock-on effect can be damaging to their relationships as they spam their networks in an attempt to sell to them and recruit more consultants.

Reputable brands like Avon, Beautycounter and Rodan + Fields don't work like that—consultants take orders directly from their customers or through their e-stores, and these are fulfilled by the brands—and, in fact, if potential sellers are asked to pay out for stock up front, alarm bells should ring.

There are other ways to check if a brand is legit. If they're members of the **Direct Selling Association of Canada**, like Avon, **Arbonne** and **Mary Kay**, they've agreed to abide by a business code of ethics. Lacey says it's also good to check their return policies and how long the company has been in business. Of course, both customers and consultants need to know that the products are good, which is where online reviews and testimonials may be helpful.

Lacey points out that companies like Avon are also known for creating cutting-edge products: "Our state-of-the-art R&D facility in New York introduces new products every year to ensure that Avon is at the forefront of innovation—in fact, it was first to market with AHAs back in 1992."

Rodan + Fields hasn't been around as long (it was established in 2002, sold to a larger company and then repurchased by its founders and launched as a P2P brand). However, it, too, has quite the pedigree. Those founders, Katie Rodan and Kathy A. Fields, are Stanford-educated dermatology professors who also created **Proactiv**. While Beautycounter is a relative newbie, established only in 2013, it's got a huge fanbase and last year was the most-Google'd beauty brand in all of North America.

P2P sellers need to network—and to use their social networks as selling opportunities—and that doesn't suit everyone. But successful consultants say there's a way to do it without annoying all your friends. "I have never had a friend or customer express that they felt pressured. I would hate for someone to buy a product they didn't actually want or need. Pressuring someone into a purchase or to become a consultant is a waste of my time and energy," says Vancouver-based Rodan + Fields consultant Stephanie Godoy.

The P2P space continues to evolve. In May, **Natura&Co**—a Brazilian company that specializes in peer-to-peer retail and owns **Aesop** and **The Body Shop**—announced its intention to acquire Avon. In a press release, executive chairman Roberto Marques said: "Avon is an amazing company, an iconic brand, with passionate associates and over five million representatives who also believe in the power of relationships." ♣

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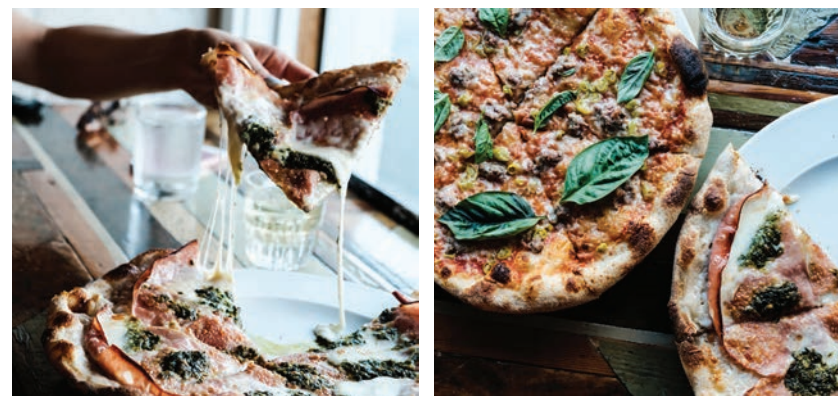


New Noshes

WHERE AND WHAT TO EAT THIS MONTH
BY NOA NICHOL

FREEBIRD CHICKEN SHACK

By the chef who brought us **Maenam**, **Sen Pad Thai**, **Fat Mao Noodles** and **Longtail Kitchen**, **Freebird** is a Taiwanese-style rotisserie-chicken shack serving up free-range, hormone-free birds with tasty sides of rice, soup and salad. Located in historic Chinatown and marked by an ultra-colourful mural exterior wall (you can't miss it), Angus An's menu features, yup, poultry, and lots of it, salt-rubbed, hung dry and slow-roasted till golden—the kind of simple Asian street food An says he craves the most. Whole and half chickens are sold hot out of the oven at noon daily for eat in or to take home and again at 5 p.m. The shack's also open mornings for French-press coffee from **East Van Roasters** and fresh (albeit chicken-free) croissants and cookies from **Elmo Baking Co.** **188 E. Pender St., 604-553-1382. Freebirdchickens.com**



FARINA A LEGNA

A new edition of Vancouver's **Pizzeria Farina** is open on the North Shore. Meaning "flour on wood," **Farina a Legna**'s menu features a variety of insalate like burrata caprese and gli spinachi, antipasti such as polpetta a legna, and other fare that changes with the seasons. The main focus, though, is on northern Italian-style hand-tossed pizza prepared in a brick, wood-fired oven that's kept at a lower temp of 600 F to achieve a lighter and slightly crispy crust with a good chew. Order old faves from the Main Street location, or try new additions like prosciutto and arugula. The space, filled with curios, photos and vintage pieces provided by local antiques dealer Scott Landon, also features a grocery with handmade dry pasta, olive oil and assorted dry goods for purchase (and, of course, pleasure). **119 2nd St. E., North Vancouver, 604-980-3300. Pizzeriafarina.com**

IKEA FOODBOX

We all know people who go to **Ikea** just for the food (guilty as charged). Now, anyone can get said fare—including a just-launched plant-based Växt burger on a vegan bun with lettuce, tomato, red onion, vegan mayo and plenty of love for the planet—at the Swedish brand's Coquitlam **Foodbox**. This permanent outdoor dining experience (the first of its kind in Canada) is open at noon daily and also serves Kött beef burgers, Nanaimo bars, fro-yo cones, sundaes and espresso drinks. Can you say, "Smaskigt?!" **1000 Lougheed Hwy., Coquitlam, 866-866-4532. Ikea.com**



BEETBOX

A counter-service concept in a bright, open, West End space, fully plant-based **Beetbox** offers a menu of mouthwatering meat-alt dishes, including: a must-try fried "chick-un" sandwich of breaded seitan, a crispy gordita with mixed oyster mushrooms and black beans and chorizo verde on a bun topped by crispy fried onions. While there's (sensational) salad aplenty, other sides include chili cheese fries, tempura onion rings and a satay rice cake with rice furikake. The best way to wash all this veg-friendly goodness down? A shake crafted from locally made nut, cashew or oat milk, of course. **1074 Davie St., 604-233-8269. Beetboxveg.com**

Arclinea

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Meets the Eye

A LOOK AT LA PRAIRIE'S LATEST LAUNCH
BY AMANDA ROSS

B

Beauty is in the eye of the beholder ... but what about the eyes of the eye of the beholder? With more than 22 muscles around the average human eye pressed into service daily (we blink 10,000-plus times a day), no wonder your peepers are the first place to show your age.

Luckily, with **La Prairie's** launch of its **Skin Caviar Eye Lift** (\$625 at **Holt Renfrew**), that oh-so-delicate area around your eyes meets its match in the anti-aging power of a caviar-infused serum created by a pioneering process called cellular therapy, said to slow signs of aging through stimulation of the immune system.

Born in Montreux, Switzerland, La Prairie's innovative roots date back to 1931, when trailblazing doctor Paul Niehans believed a precise combo of science and precious ingredients (think gold, caviar and platinum) could halt the aging process—a de facto key to the fountain of youth. Following a treatment given to Pope Pius XII in 1953, Niehans' clinic's popularity exploded and, soon, royalty and celebrities alike descended.

The La Prairie clinic still stands,



just as the heritage skin-care line born in 1978 still embodies the same pioneering ethos: rare ingredients and boundary-pushing science that continues to evolve.

"[Niehans] believed you could affect the skin on a cellular level, which was an incredibly audacious idea at the time considering that antibiotics were not yet even introduced," says Dr. Daniel Stangl, La Prairie's long-serving director of innovation. "And the cellular complex that was born back then is still part of La Prairie's formulations today."

When it was first introduced in the

1980s, caviar slathered on your face was certainly boundary pushing, but the cutting-edge biotechnical research behind it proved a winning factor. La Prairie's products are formulated with a patented "exclusive cellular complex" that protects skin against aging and damaging environmental influences with ingredients like platinum peptides, botanical stem cell extracts, vitamin C, gold (to brighten complexions) and golden caviar pearls (an antioxidant that reduces inflammation while serving up a protective barrier). The caviar extract in the new Skin Caviar Eye Lift is

packed with vitamins, minerals and omega-3 fatty acids that all lift and firm the eye area—even the brow.

"La Prairie is the finest, most precious, most rarified skin-care brand in the world," Stangl says. "Think of it like the **Hermès Birkin bag** ... an icon."

But La Prairie is more than just a luxury maison for skin care. "We claim we're the undisputed leader," Stangl explains, "but this would be arrogant unless you can prove it."

As such, there are four pillars the brand believes are part of its success: place and time (Switzerland circa 1931); medical heritage (pioneering cellular therapy); savoir faire (the patented formulation that delivers as promised); and culture (art).

From its package and bottle design—all inspired by the balance and simplicity of Bauhaus forms and colour—to seasonal launches, La Prairie closely aligns itself with art and, especially, the iconic Art Basel.

"The world's first contemporary art fair originated in Switzerland so there's a strong Swiss connection," explains Francois Le Gloan, president of the Americas for La Prairie. As such, La Prairie is a sponsor of Art Basel Switzerland, Hong Kong and Miami, offering up VIP lounges and commissioning artists to create works that resonate around its impending launches. For last fall's Skin Caviar Eye Lift, the company engaged three emerging Swiss female photographers to craft a fitting "Eyes in Focus" exhibition celebrating the power of the female gaze.

So, it would seem that beauty—aided by La Prairie eye cream—is, indeed, in the eye of the beholder. ♣



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