

# VITA

YOUR LIFESTYLE SUPPLEMENT FROM VTDAILY.CA • SEPTEMBER 2019

*inside the*  
**SEPTEMBER**  
*ISSUE*

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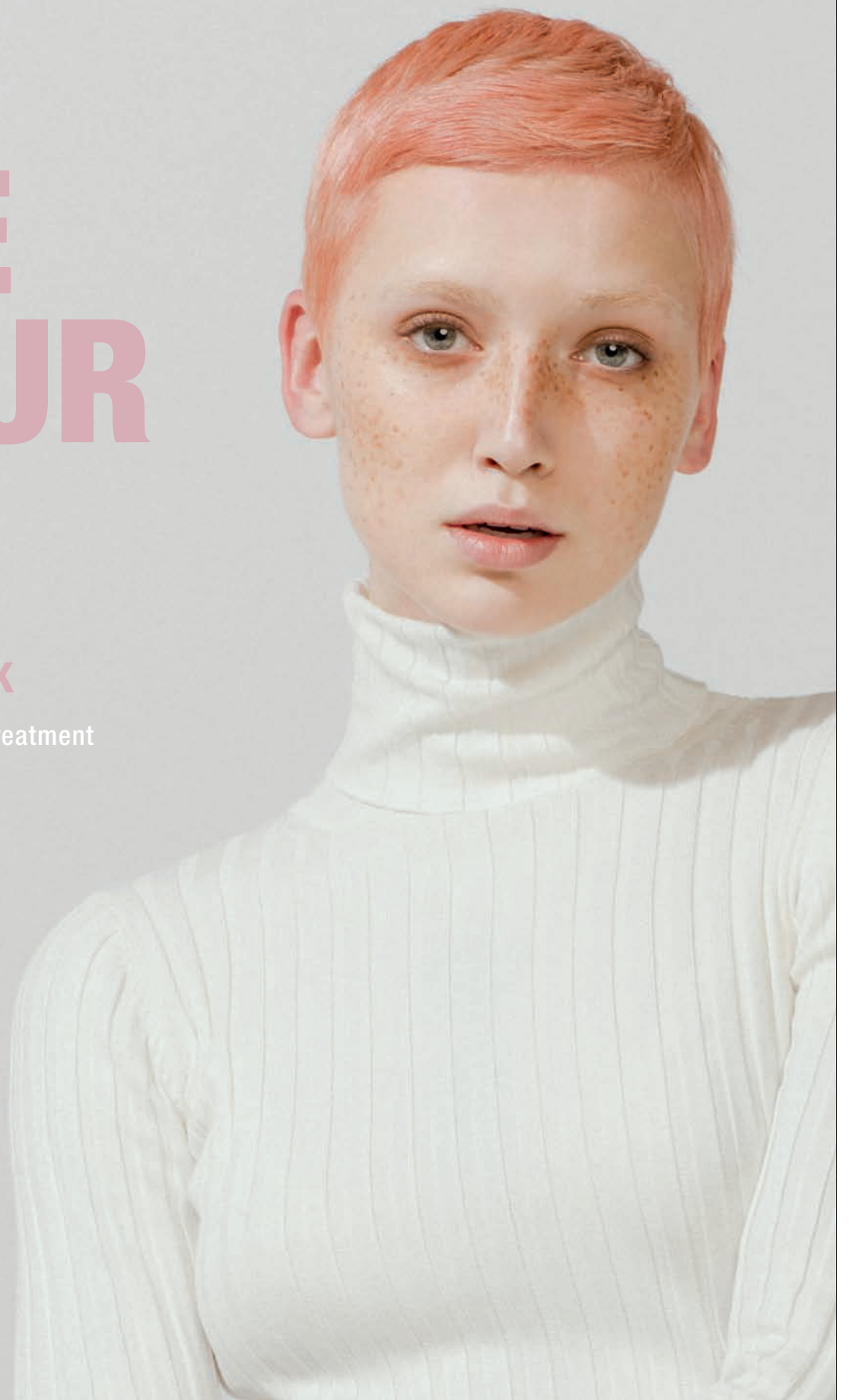
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# EDITOR'S DESK

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## editor's letter

Sustainability: if it's not on your mind, it should be. Given the warnings (less than a dozen years left, say some, to prevent irreversible damage from climate change—yikes) we really can't ignore the impact we're having on our planet any longer. And, though *VITA* is a magazine with a focus on, well, stuff, I do believe the kind of stuff we choose to buy, to bring into our lives and to use, can be part of the solution.

That said, our September issue stars companies (and a cover designer) that are making the environment a main part of their mandates, plus goods that cherish Mother Nature (huge thanks to local influencer Randa Salloum, who helped curate our shopping guide). Also: the luxe evolution of thrifting, beauty brands that are mixing plastic packaging, and enough sustainable wines to fill your cup. Go green!

*Noa Nichol*  
EDITOR-IN-CHIEF

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### FREQUENT FLYER

With a flurry of fall trips planned, I've switched out my old luggage for a couple cool new pieces from **Away's** limited-edition The Great Point collection, inspired by the natural beauty and seasonal changes of New England (a destination that's definitely on my bucket list).  
[Awaytravel.com](http://Awaytravel.com)



### EXTRA! EXTRA!

Did you know you can keep up with *VITA* between issues via your inbox by subscribing to one of our e-newsletters? Canadian content—and a plethora of contests—are as close as a click away! [Vitadaily.casubscribe](http://Vitadaily.casubscribe)



### CUSTOM D.O.S.E

Pinpointing the exact cocktail of serums, oils, creams, peels and scrubs to keep my skin radiant, clear and hydrated can be exhausting (translation: confusing). That's why I love **SkinCeuticals'** new Custom D.O.S.E concept; available exclusively, in all of Canada, at **Project Skin MD** (\$295), the process sees a pro analysis of your skin fed through a series of algorithms to find a perfect, personalized formula of tried-and-true actives (think skin-smoothing and brightening ingredients like glycolic acid, retinol and niacinamide), which is then precisely measured, blended and dispensed by a machine into a glass bottle bearing a label printed with your name, the full ingredient list and a customized ID for refills. Goodbye guesswork, hello sensational skin. **1495 W. 11th Ave., 604-732-0800. Projectskinmd.com**

### CHAIN REACTION

It's been a minute since I've worn an anklet but, thanks to **Mejuri's** new collab with **Jimmy Choo** co-founder Tamara Mellon, this is a throwback-me look I'll be rocking anew. The two special-edition anklets, in yellow gold, are called **I Mean Business** (\$254) and **Bold Moves** (\$234), both in celebration of badass women everywhere!  
[Mejuri.com](http://Mejuri.com)



### SUSTAINABLE SUIT

If you, like me, are still in need of swimwear this September, **Aqua Bay Swim Co.** honours all shapes and sizes, says no to Photoshop and is made in Vancouver from recycled materials. [Aquabayco.ca](http://Aquabayco.ca); [virtuouscollection.com](http://virtuouscollection.com)

# VITA

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# FASHION & SHOPPING



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**Randa Salloum**  
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**INFLUENCER PICK**  
The **Stojo Biggie Cup** (\$19 at **Indigo**) makes it easy to be more sustainable. Collapse it, toss it in your bag and tote it around town. It's environmentally friendly, can be easily cleaned and comes in a tonne of colours, too. **2505 Granville St.; 1033 Robson St. Chapters.indigo.ca**

## green GOODS

PICKS THAT PROVE  
SUSTAINABLE CAN BE STYLISH

### UP CYCLE

Nespresso's collab with **Vélosophy** has born a stylish bike (\$1,850) made from used aluminum coffee capsules. The very limited-edition **RE:CYCLE** in bright purple (a nod to Nespresso's popular Arpeggio coffee) boasts a basket, capsule-shaped bell and, for every bike sold, another is given to a schoolgirl in Africa to improve her access to education. **Velosophy.cc**



### IN THE BAG

No excuse to leave the house without a reusable tote: **Baggu** makes beautiful bags in all shapes and sizes, like this bestseller (\$15 at **Indigo**) that holds several plastic grocery bags' worth of stuff and folds into a flat pouch (it's made from 40 per cent recycled nylon sourced from pre-consumer waste, to boot). **2505 Granville St. and 1033 Robson St. Chapters.indigo.ca**



### H2O TO GO

Refillable and reusable is really the only way to go when it comes to toting drinks. **SodaStream**'s new (and more-compact) **My Only Bottle** (\$16) comes in two models (loop and sport) and lets you take the brand's sustainable, sparkling bevies with you—everywhere. **SodaStream.ca**



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### FACE TIME

Why bottle things up when some products are perfect in the buff? **Naked** facial oil bars by **Lush** (from \$13) come with benefits for all skin types—and without the usual packaging waste. **1020 Robson St.; 2248 W 4th Ave. Lush.ca**

### CLOSE SHAVE

Not only does **Well Kept**'s safety razor (\$68) provide a smooth shave and reduce irritation, its solid-brass handle is made to last, reducing the plastic waste generated by disposables. **Keepwellkept.com**



### IT'S A WRAP

Skip the Saran and go natural when it comes to food storage. **Abeego** beeswax wrap (\$15 at **Gourmet Warehouse**) protects and breathes like nature's peels and rinds to preserve edibles longer than you've ever imagined, and without plastic waste. **1340 E. Hastings St., 604-253-3022. Gourmetwarehouse.ca**



### BRUSH UP

**Brush Naked** produces toothbrushes (\$7 at **Harlow**) with handles made of 100 per cent bamboo, and nylon, plant-based and charcoal bristle options to keep you smiling. **655 E. 15th Ave., 604-428-8684. Harlowskinco.com**



### HAIR CARE

**Unwrapped Life** shampoo bars (from \$18 at **Green Beauty Collective**) come "naked" (without single-use plastic packaging) and provide up to 75 washes with proper care and storage, replacing two to three 16-ounce bottles of traditional liquid product. **109-237 E. 4th Ave., 604-914-2159. Thegreenbeautycollective.com**



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## September's It Bag BY ALEESHA HARRIS

While an increasing number of fashion brands are adopting a more sustainable approach to accessories (e.g., going fur and exotic-skin free), British designer **Stella McCartney** (on our cover) has long touted an animal-friendly approach. Since launching her eponymous brand in 2001, McCartney's collections have featured pieces that eschew the use of animal byproducts—without sacrificing style. While her most iconic handbag silhouette is undoubtedly the chain-accented **Falabella**, we're loving this monogram shoulder bag (\$1,290 in rose or sand at **Saks**). Featuring a canvas monogram print crafted from 75 per cent organic cotton, the design is structured without being too severe. And the gold-chain detail adds a subtle touch of Earth-lovin' luxe. **Saksfifthavenue.com**

# Hot Shops

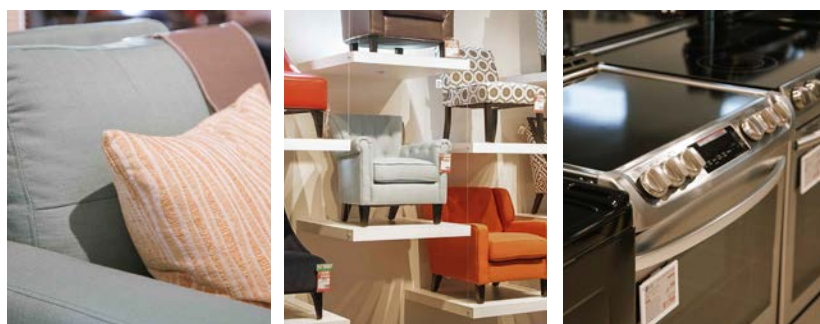
VANCOUVER'S GREATEST AND LATEST RETAILERS

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## BELLA BEAUTY

The sister store to Fort Langley fashionista favourite **Bella & Wren** is truly a beautiful place. Situated just a few units down from the main shop, **Bella Beauty** is a 600-square-foot slice of skin-care heaven, with a focus on clean and sustainable stock. A range of natural products from brands like **Henné Organics**, **French Girl**, **Glo Minerals** and locally made **K'pure Naturals** can be played with and test-driven before you take them home, beauty station style. The thoughtful curation of items is meant to facilitate finding gems that best suit your needs, and the gorgeous décor (case in point: chandeliers to rival Jillian Harris') create a feminine ambience that makes this the perfect place to bring your girlfriends for an afternoon of face-forward fun. **4-9110 Glover Rd., Langley, 604-371-0028. Bellawren.ca** NOA NICHOL



## LEON'S FURNITURE

Despite the fact that a recent marketing campaign sees shoppers referring to this 110-year-old family-owned Canadian furniture company with a fancy French accent, we think that **Leon's** is chic enough to pronounce exactly as is. Proof: its new store in Coquitlam (a quick rip up the highway from Vancouver) is bursting with delights ... and we're not just talking about the stunning collection of trendy, top-quality home furnishings, accessories and appliances. The space (a relatively small one for the cross-country brand, clocking in at just 15,000 square feet) boasts tech features to make the furniture-shopping experience as smooth and seamless (not to mention enjoyable) as possible. An 11-foot video wall at the entrance allows customers to view Leon's full roster in larger-than-life style, while XL tablets and smart e-tags throughout the bright and sunny store provide even more info (and reduce paper waste, to boot). And we haven't even mentioned the sales reps: dazzlingly knowledgeable in product and design and possessing a "we'll do anything to make you happy" attitude. Don't miss the "vertical" chair gallery (it takes wall art to a whole new level) and be sure to check Leon's website on your iPhone for an augmented reality experience that makes furnishing your home a beautiful breeze! **1395 United Blvd., Coquitlam, 236-428-6812. Leons.ca** NOA NICHOL



## REINVENTING OAKRIDGE

Any mall that's been going strong since the 1950s is definitely overdue for a facelift, but **Oakridge Centre** is going a lot further than that. Work is underway on the shopping centre's complete transformation into a community hub by 2026 (don't panic: the mall is still very much open for business in the meantime). A new civic centre will feature Vancouver's second-largest library, a community centre, a seniors' centre and a day care. **Goh Ballet** is moving in, complete with an arts academy and a live-performance venue. A biodiverse nine-acre park will be abuzz with people walking, running and playing, enjoying picnics and outdoor concerts under the canopy of a thousand new trees. The 2,600 homes being built include 290 units of market-rental housing and another 290 below market value. And what about the shopping that Oakridge is best known for? Envision luxury brands galore, flagship stores and exclusive retailers from around the planet, all enticing shoppers to explore a million square feet of retail space. And the food! In addition to its expansive food-and-bev space, the transformed Oakridge will tempt foodies with farmers' markets, cooking classes, a rooftop garden and al-fresco dining in the park. The year 2026 can't come soon enough. **650 W. 41st Ave., 604-261-2511. Oakridgecentre.com** SHERI RADFORD

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# Modern Thrifting



BUYING PREVIOUSLY OWNED CLOTHING HAS STEPPED ONTO THE LUXURY STAGE  
BY JEANINE GORDON

C



traditional thrift shops and those that cater to high-end luxury goods.” So, who among us loves resale these days? The truth is, there is no single face of the modern second-hand shopper. It’s women (and men) who want luxury bags and accessories at a fraction of their retail price. It’s fashion lovers with the constant desire for something new. It’s social media influencers and their fans who covet the latest pieces to wear once or twice before moving onto the next trend.

Consignment. Resale. Second-hand. Call it what you will, buying gently used clothing and accessories has become a covetable shopping experience in its own right, and it’s nothing to be embarrassed about. No more hunting through cluttered thrift shops for junky items—times have changed in the most fashionable way as buying previously owned clothing steps onto the luxury stage.

Courtney Watkins, owner of **Mine & Yours** says, “People that haven’t shopped with us before might think that you can’t have a high-end shopping experience at a second-hand store, but we are changing that!”

Indeed, over at **Turnabout**, owner Joy Mauro offers in-house cappuccino bars and personal-styling services to create a first-class shopping experience. And, with thousands of designer items hitting his sales floor each day, Tony Shumpert, vice-president of recycling and reuse at **Value Village**, says, “One of the misconceptions that is being dispelled is the idea you can’t find on-trend or relevant items. There are so many emerging second-hand platforms that are getting consumers more comfortable with exploring second-hand shopping, for both



“Consider it the *best-kept secret* for dressing like a fashion influencer on the *average girl’s budget*”

“Women don’t want to continue wearing the same outfit, they are often looking for something new,” Watkins says. “If you’re wanting quality items, this becomes really expensive.”

In her 42 years as a consignment store owner, Mauro has seen women’s “appetite for something new to wear” increase rapidly, while their clothing budgets have not. Unlike celebrities who never wear the same item twice, most of us are limited in what we can spend. Second-hand shopping gives us that fashion fix or the designer item we’re lusting after, at a price we can afford. Consider it the best-kept secret for dressing like a fashion influencer on the average girl’s budget.

A fashion influencer in her own right, Randa Salloum and co-founder Kelly Turner created **Archive**, a bi-annual Vancouver consignment pop-up event. Salloum says, “We no longer need to wait for large brands to tell us how to shop. Consignment shopping is the best way to locate a gem of a piece that nobody else will have, or your chance to grab that item that you could no longer find in stores.” Last season’s sold out **Celine** it-bag? The sandals you’ve been coveting since **Valentino**’s 2017 spring collection? Luxury resale shopping puts them within your reach.

And, if you think that second-hand clothing is all moth-eaten T-shirts, you’re fashionably wrong. In today’s modern resale scene luxury reigns supreme, with a healthy dose of contemporary labels in the mix. Mauro lists brands like **Lululemon**, all **Aritzia** labels and **Chanel** as her best sellers.

For Watkins, the number of designer pieces in store is only increasing. “The first couple of years we would be lucky to get in 10 Chanel bags in the whole year and now we usually have 20-plus on hand,” she says, listing other high-end highlights like **YSL**, **Chloé** and **Hermès**.

The thrifty takeaway here? Whether it’s the thrill of scoring luxury for less or being able to wear a new outfit every day, the resale market is thriving—and any fashionista worth her **Louboutins** is savvy enough to get in on the action. ♡



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## Second-hand SAVVY

**AUTHENTICATION** High-end designer accessories and apparel will be verified by the store’s buyers, often coming with certificates of authenticity or serial numbers from the design house.

**QUALITY** A quick browse through resale boutique will give you a sense of the quality of its items. Look for stains and general wear and tear. Most second-hand clothing and accessories are final sale, so give any purchases a once-over to make sure you’re buying a great product.

**REVIEWS** Any high-quality resale shop will have an impeccable online reputation that speaks for itself when you’re not able to flip through items in person before purchasing.

# FASHION & SHOPPING

CONTINUED FROM PAGE 5



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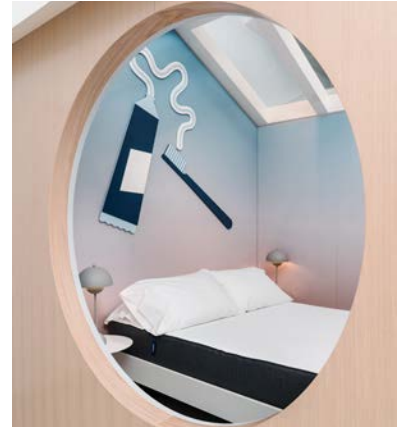


**VIRTUOUS COLLECTION**  
Show of hands: who wishes there was a place to purchase all of the latest and greatest ethical (read: vegan, fair-made, eco-aware) fashion and beauty products with no strain, effort and guesswork required? **Virtuous Collection**, just launched by Vancouverites Rachel Venner (a writer, blogger and corporate insider) and Charlotte Doering (an ethical fashion model who you can see doing her thing with **Aqua Bay Swim Co.** on page 3), is a curated online store that offers just that, by partnering with style-forward businesses, designers and brands that share a commitment to people, animals and the planet. Not only that, the shopping site advocates for every body—all shapes, sizes and heights—via tall and extended size collections. Our top picks that spread Virtuous Collection's message perfectly: the Je Suis Vegan faux leather jacket by **Vegan Club** (\$175) and **Axiology's** adorable Bunnies Over Profits makeup bag (\$13). [Virtuouscollection.com](http://Virtuouscollection.com)  
NOA NICHOL



**FYNE**

Not a new bricks-and-mortar but a just-launched brand, **fyne** is **Blubird's** newest collection, made from lush, soft fabrics and, this season, combining the nostalgia of a '90s street-style pastel palette with the polish of feminine Parisian flare for an elevated-but-down-to-earth collection of fall essentials. Dreamed up in Vancouver and created by the fashion retailer's buyers (and found exclusively at its stores, *natch*), **fyne** includes elevated, on-trend investment pieces that mix in seamlessly with the rest of the **Blubird** assortment—think Australian wool teddy coats, a faux-shearling and natural-down aviator jacket and plenty of cashmere and wool-blend knits perfect for cosying up in cooler temps. **1108 Alberni St. and 650 W. 41st Ave. Blubird.ca** NOA NICHOL



**CASPER SLEEP SHOP**

Seeking sweet dreams? You'll find them at the **Casper Sleep Shop**—quite literally. The bed-in-a-box brand recently opened its first Vancouver retail store, and the inviting spot features several miniature homes that can be booked for a nap. Test drive the Essential mattress, with its three layers of foam; the Casper, with four layers; or the Wave, with five snooze-inducing layers. Developed in-house, the foam is designed to work for back-, side- or stomach-sleepers, and it's breathable, which means an end to sweaty nights of tossing and turning. After catching some zzzs, check out the rest of the superbly somnolent shop. It has everything needed for a good night's slumber, from pillows and sheets to blankets and duvets. And it's all interactive, inviting you to touch the blankets, hug the fluffy yet supportive down pillows, smell a spritz of the pillow spray—and maybe take another nap. Even Fido and Rover can get in on the shut-eye, because the shop sells beds for dogs, too. Sleeping Beauty, meet your new favourite Kitsilano destination. **2294 W. 4th Ave., 604-334-9530. Casper.com**  
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# Waste NOT

BEAUTY BRANDS LARGE AND SMALL ARE TAKING SERIOUS STEPS TO REDUCE PLASTIC POLLUTION  
BY AILEEN LALOR

# M

Make no mistake: it's not like we didn't know that massive overconsumption of plastics wasn't a good idea (plastic pollution in the ocean was first identified in the late 1960s). It's not even like brands haven't been trying to do something about it. Some have prioritized low-waste and recycled or recyclable packaging from their inceptions. So what's with the sudden flood of info and fear about the subject?

"I think we as a society are just becoming a bit more thoughtful about the things that we consume, and maybe there's a desire to live a more minimalist lifestyle," says Melodie Reynolds, founder and CEO of Victoria-based **Elate Cosmetics**. "Also, there's been a lot of really great information from environmental groups both internationally and at a grassroots level—for example, **Dogwood** here in B.C. They are putting the facts out there that previously only a few people were considering, and these days we're all able to share knowledge more easily and more widely."

The most recent stats around waste from the cosmetics industry are scary. Campaign group **Zero Waste Week** says more than 120 billion units of packaging are produced every year by the global cosmetics sector, the majority of which will end up in landfill. And, despite all the panic about the subject right now, things are probably getting worse, not better.

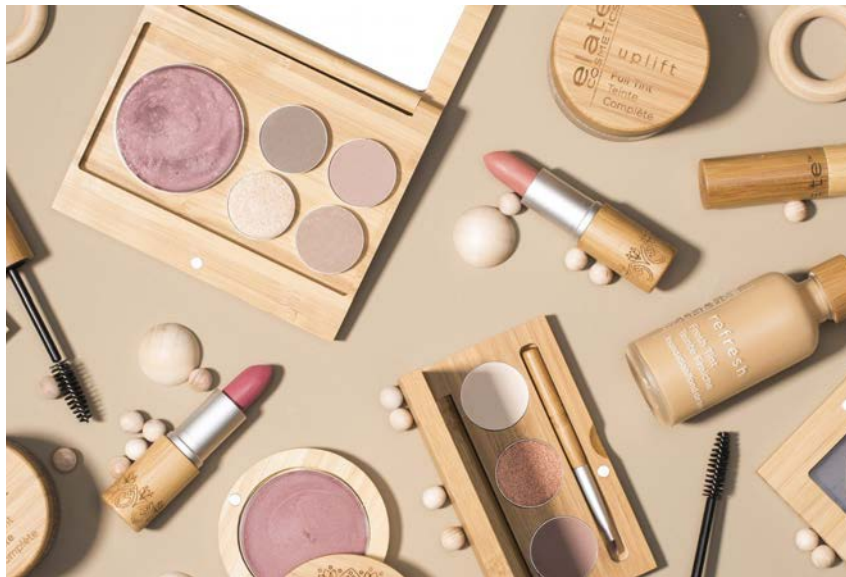
"From what I've seen, packaging and plastic pollution has increased, mostly down to our fast, convenience-focused culture," says Katrina Shum, director of sustainability for **Lush**.

There's a lot that individual consumers can do to reduce their personal impact. Buying less and breaking the habit of mindless consumption is key. However, major change also needs to happen on a corporate level, and that can be problematic for businesses that, after all, need to make money.

"A number of years ago [in 2011] **Patagonia** had an ad called Don't Buy This Jacket, which I have posted in my home office," says Reynolds. "It lists all the reasons you don't need to buy it. It's a brilliant marketing strategy because it speaks to the longevity of the product but, also, encourages you to think about what you need. I think about that a lot: the capsule beauty bag. If you have more than five or six makeup items, it's probably too many. These are nice to have but you don't need them, and if you want them, that's great, but do it responsibly. There's no badge of honour for having five lipsticks in your purse. So, actually, we want you to buy less, buy products when you need them and keep coming back to us, so you're a customer forever."

Her brand has sustainability woven into its fabric: refillable and compostable packaging, the very minimum amount of plastic and a constant search to replace it, educating customers and retailers about recyclability and, the latest initiative, display units made from recycled chopsticks collected from restaurants.

Lush is in a similar position. "Sustainability has been a core value for us from the beginning and we've always offered products with minimal



"There's no badge of honour for having *five lipsticks* in your purse..."



packaging, post-consumer-recycled plastics and paper, compostable items, plant-based packing peanuts and a take-back program that allows customers to return black pots to stores," says Shum. "It's exciting to see our founders now pushing the envelope, going back through all our products and thinking creatively about how to reformulate them to remove water so we can offer solid versions without packaging. One thing that's happening globally is our naked shops, where everything comes with zero packaging. The one in Japan has been received really well, and we're looking to open one in North America in the near future."

Brands like Elate, Lush and **Kevin Murphy**, which is in the process of converting all its packaging to ocean-waste plastic, or Calgary's **Unwrapped**, see sustainability as a tenet. Others have integrated sustainability throughout their business; **AG Hair**, for one, uses biodegradable ingredients and fully recyclable packaging, and its new Coquitlam HQ is designed for maximum energy efficiency.

Small brands' impact in terms of plastic consumption and reduction is actually relatively tiny compared to conglomerates. But that doesn't mean they don't matter. What they and others have done is shout loud about the issues, making the media and customers care, so the whole environment changes and other brands begin to see that, in fact, sustainability makes good business sense. As Patagonia founder Yvon Chouinard told *Grist* magazine a full 15 years ago, "Every time I made the decision because it was the right thing to do, I've ended up making actually more money."

When the big brands decide to get on board, ripples are felt across the whole industry. The **L'Oréal Group** has set targets that, by 2025, 50 per cent of the plastics used in its packaging will either be of recycled origin or bio-sourced and, by 2025, 100 per cent of its plastic packaging will be refillable, rechargeable, recyclable or compostable. For a brand that creates more than 100,000 tonnes of plastic a year, that's huge. There are specific processes set out for achieving those goals and milestones are being met—for example, packaging for **Garnier's** Whole Blends range is now 50 per cent recycled plastic, **Redken** is 94 per cent and **L'Oréal Professionnel** is 100 per cent.

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# BEAUTY & BITES

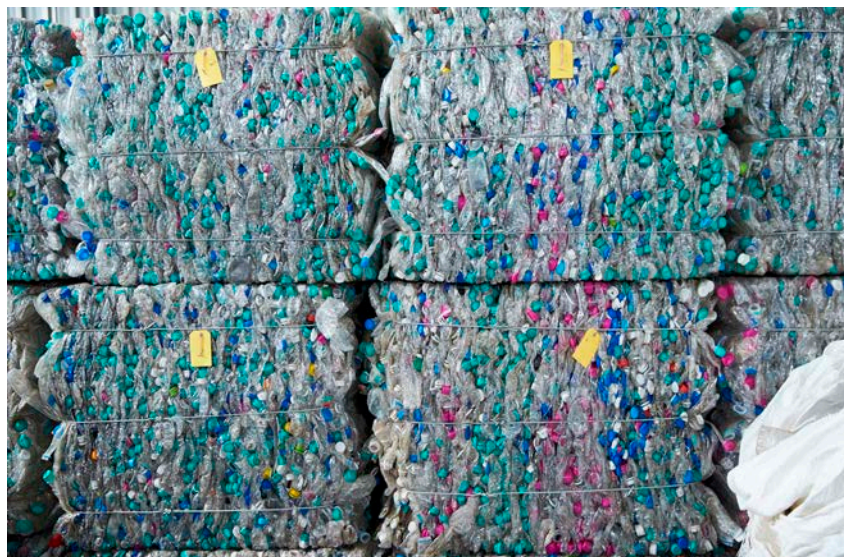
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The Body Shop, always a pioneer with its cruelty-free and fair-trade philosophy, has created the world's first community trade recycled plastic program, using plastic collected by marginalized waste pickers in Bengaluru, India, and purchased at a fair price to make packaging for new products.

"The trade partnership provides local waste pickers with access to a fair price and income, more sanitary working conditions, access to social benefits such as health care and education and the respect and recognition they deserve," says Hilary Lloyd, vice-president of marketing and corporate responsibility. The Body Shop 60 ml, 250 ml and 750 ml bottles are now 100 per cent recycled, saving 580 tonnes of new plastic year-on-year. It's all part of a company-wide transformation with the goal of offering a closed-loop system, where all packaging will be recycled or repurposed by 2030.

Another element of The Body Shop's initiative—its "Return. Recycle. Repeat" program, in which any brand's packaging can be returned to bins in stores—is facilitated by private recycling business TerraCycle, which also works with brands like L'Occitane and Herbal Essences. This is particularly welcome, given public mistrust around domestic recycling since the *Globe and Mail's* exposé in May of just how little of what we toss in the blue bins is actually recycled.

"Everything is technically recyclable, but someone has to be willing to pay for it," says TerraCycle's global project manager Sarah Teeter. "Most of the plastic produced, such as plastic packaging, is not considered recyclable municipally because the cost of collecting and processing it is greater than what it can be sold for as material for new production." TerraCycle can take virtually any packaging, including pump bottles, toothbrushes, plastic wrap and lipstick tubes, and turn them into something else. You can either buy its boxes, or use one of the



brand partnerships, which will either involve returning packaging to bins in store (as for The Body Shop and L'Occitane) or shipping packaging to TerraCycle free of charge (as for eos, Burt's Bees, Gillette and many more).

Herbal Essences and TerraCycle have offered recycling by shipping for a while, and recently partnered on a project using beach plastic. The limited-edition Bio:Renew bottles were made from 25 per cent plastic recovered from beaches, oceans, rivers and lakes, and the banks of those waterways. It was a short-term initiative (the products were available from June to August this year), but it's just a small part of what Herbal Essences' parent company, P&G, is doing to improve sustainability. Pampers is working on sustainable solutions (it's already reduced the amount of material used in its diapers), Olay is piloting refillable packaging and, last year, Tampax introduced its first menstrual cup. Even ultra-luxe brands are getting in on the act; Charlotte Tilbury's Hot Lips 2 collection of lipsticks is refillable.

Meanwhile Unilever, owner of 400-plus brands including Dove, announced at the end of July that it would sell any brands that don't take steps toward sustainability.

"We will dispose of brands that we feel are not able to stand for something more important than just making your hair shiny, your skin soft, your clothes whiter or your food tastier," chief executive Alan Jope said to media at the time. "I would imagine that in a few years' time we will look at our portfolio and the dramatic majority of our brands will be competing with a clear view on what little good they can do for society or the planet."

All this is, of course, good news, especially for those of us experiencing daily (hourly) anxiety about the fate of the world. But it may be that most people don't actually care that much about sustainability. A survey of more than 7,000 U.S. women discovered the top three drivers to purchasing a beauty product are efficacy, price and positive reviews. Convenience came in fifth, ranked as important by 26 per cent of consumers, while sustainable packaging was near the bottom of the list, an issue for just 3 per cent of the people surveyed.

The study concluded that being greener and opting for more responsible choices is attractive to consumers, but it won't change their purchasing behaviours—at least, not if they have to compromise on efficacy, price or convenience. "I think it's an issue if the right thing is harder to do than the wrong thing," says Shum. "There's a segment of society that will change thanks to viral images and documentaries that connect with people on an emotional level. But I think there is a responsibility for businesses to make products that are both convenient and environmentally friendly, to lead with the effects customers are looking for for their hair, skin and body."

Teeter agrees: "The key to providing consumers ways to change their behaviour is to meet people where they are, offer them the virtues of convenience and functionality they have become accustomed to, and make it more worth their while."

On an individual level, for those who do want to do more, Shum says you should go with your passions. "Politically active people can push for systemic change to the laws around packaging. There are some people who are hands-on and want to see the direct impact of what they do, and they can get involved in beach cleanups and community activity. Gravitate to the thing you connect with most," she says.

Reynolds says it's important to decide on your own values when you're making purchases, too.

"Determine what is important to you. No chemicals, only natural ingredients? Awesome. Sustainability of packaging? Find out about it. Do research. We get emails every day and will happily explain everything we do and offer suggestions about what customers can do to make a difference," she says.

"And give yourself a break. You don't have to do everything all at once. A hundred people doing zero-waste perfectly is nowhere near as effective as one million people doing just one thing. I commend that approach, but I think it scares as many people as it inspires. Just slow it down, take some time and try to take small steps toward a better lifestyle." ♻️

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# New Noshes

WHERE AND WHAT TO EAT THIS MONTH

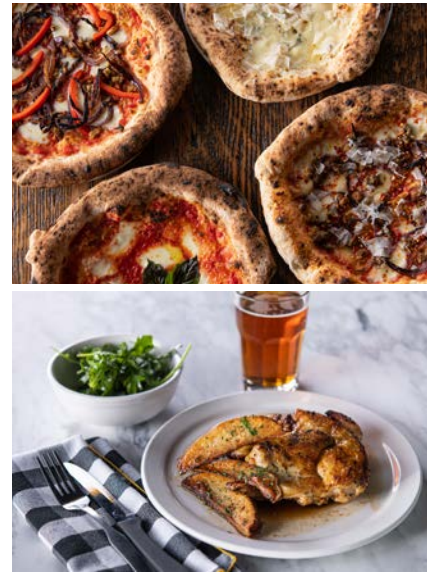
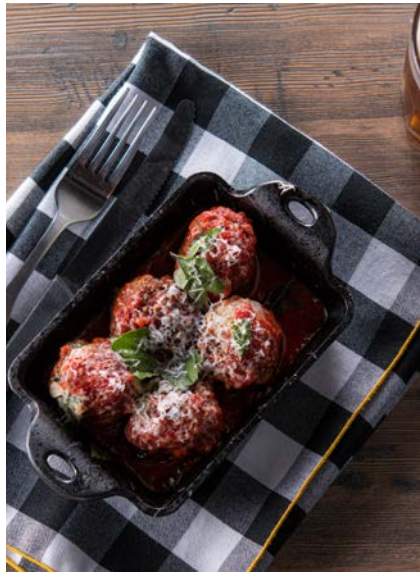


## OH SWEET DAY!

A blog, a book and now a bakery—Fanny Lam has been busy! Her recently launched walk-in, **Oh Sweet Day**, just off Commercial Drive, means customers can purchase her Insta-worthy goodies fresh from the oven. On any given (sweet) day, the bakery features 10 flavours of her trademark light and fluffy mini cheesecakes (\$6 each; lemon and espresso are best-sellers, and the gluten-free dark chocolate is delish). Shortbread cookies come in six editions and sell for \$5 a half-dozen, and Lam recently launched a new decadent mashup—shortbread cheesecake sandwiches. A selection of teas, coffees and other bevies are also on offer, as well as local products made by artisans befriended over the years that Lam sold her treats at farmers' markets. **1706 E. 1st Ave., 604-423-4833. Ohsweetday.com** NOA NICHOL

## DO CHAY SAIGON VEGETARIAN

Vegans and gluten-free dieters, rejoice: **Do Chay Saigon Vegetarian** serves an array of appetizing dishes just for you. The petite plant-based spot on Kingsway whips up tasty Vietnamese street food, noodle bowls and rice bowls, and most of the options are vegan and gluten free. The coconut rice cakes with cabbage and green onions have been known to convert even the most committed of carnivores, while the hand-wrapped XO potstickers have prompted many return visits. Other tempting tastes include the vegan pho with avocado, lemongrass tofu rice bowl, seitan calamari lotus salad, and black garlic eggplant rice bowl. When Patrick Do opened the restaurant with his partner, Amanda Clark, and his mom, Yen Do, his goal was to create a plant-focused menu filled with mouthwatering Vietnamese fare that remains true to his family's roots. Our taste buds all agree he's achieved that goal. And the fact that everything is served in charming little room with a Zen vibe? Delightful indeed. **1392 Kingsway, 604-225-8349. Dochay.ca** SHERI RADFORD



## SPREZZATURA

Some say pizza's not quite right if it's not Neapolitan authentic (à la Julia Roberts' scene in *Eat Pray Love*)—and we agree. **Sprezzatura** brings the real deal to Mount Pleasant, with certified Verace Pizza Napoletana dough baked in a custom wood-and-stone oven that churns out mouthwatering margheritas in mere seconds (pie aside, the roast chicken boasts the crispiest skin possible without frying. So stop by this effortlessly chic casual eatery, roll up your sleeves and be prepared to eat folded-up slices with your bare hands—how molto Italiano! **265 Kingsway, 604-876-6333. Sprezzatura.ca.** MIRANDA SAM

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# Magic Carpet

A RUG COULD BE THE COOLEST WAY TO REFORM YOUR ROOM THIS FALL

BY ISABEL ONG



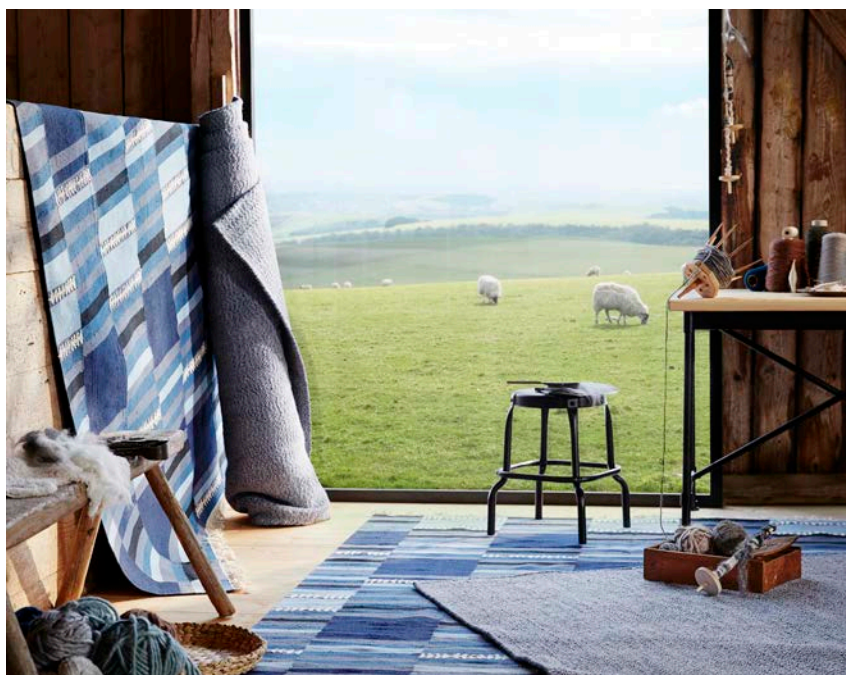
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These days, a beautiful rug in your home is more than just, well, a rug. Yes, it offers a host of functional benefits, like providing insulation and dampening sound, but there's a more aesthetically pleasing purpose behind this décor trend.

"Rugs are like the icing on the cake when it comes to completing your space," says Tara Sidhoo Fraser of **East India Carpets**. "A rug will either soften the tone of your space, help tie everything together or be the art piece of the room."

**Ikea Canada's** product placement specialist Heena Saini elaborates: "With a rug, you can totally transform the aesthetic and feeling of a space. It adds texture, colour, warmth and depth in one quick fix."

That said, handmade rugs are one of the hottest décor accents to incorporate this season. "They are the ultimate 'slow' art form. They take months to complete, they are warm and tactile and they can last for centuries," says Saini. Ikea's Tranget wool rug (\$229) and Brönden wool rug (\$399), for instance, are hand-woven by skilled craftspeople in India.



East India Carpets, too, only offers hand-woven or hand-tufted wool, silk, bamboo silk and sari silk rugs from India. This fall, the store will bring in gorgeous pieces from **Jaipur Rugs'** collaboration with Italian artist Matteo Cibic, which captures the beguiling architecture and colours of Jaipur, the "Pink City" in Rajasthan.

There's also been a shift toward mixing contemporary and classic influences in the home by situating vintage-looking rugs in a modern setting. **Pacific Rug Gallery's** business manager Shahab Pezeshk says that "vintage-design Persian rugs that are repurposed and overdyed with colourful trendy patterns are extremely decorative and popular at the moment."

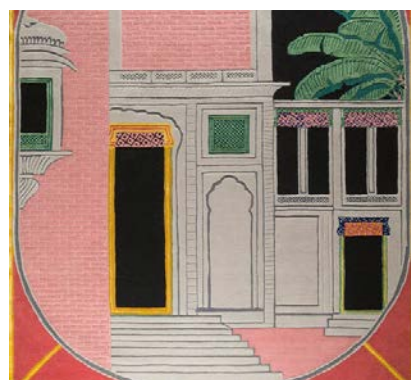
Another big design trend to get in on, according to **LivingSpace's** sales and design consultant Albert Yee, are 3-D or highly textured rugs, which combine different weaves, thicknesses and materials in one piece. "People may choose a solid-coloured rug, but with a lot of variation in texture and weave that give it so much character in a subtle manner," he says, adding that the store retails **Golran's** Lake rug (prices start at \$6,000 for a two-by-three-metre rug), which adopts a visual technique called lenticular illusion so the rug looks different depending on what side you view it from.

But it's not just rug designs that will elevate your space. How you style them matters, too. Yee suggests placing a rug just under the front of furniture to "frame, not fill, the room," and Saini proposes layering them. "Start with a rug that's simple yet modern, and find a second rug with a bolder, textured feel."

Don't let the room dimensions confine (or confuse) you, either. "A rectangular-shaped room would look great with a square or circle rug for symmetry and balance," Saini reveals. "For spaces with more unconventional shapes or multipurpose living, choose a focal point."

Sadly, beauty doesn't last—which is why making sure your rug maintains its quality is another essential aspect to take note of. Yee advises to be aware of how sunlight affects your rug, while Pezeshk recommends vacuuming the back of the rug occasionally to remove dust lodged in its pile and ensure its colours stay vibrant.

Saini, finally, highlights the importance of using the right cleaning tools: "Many vacuums and other cleaning devices have heavy-duty brushes and bristles, which can potentially have long-term damaging effects on rugs. Once you have the right vacuum to clean your rug with, it will increase the rug's longevity." ♡



## ON A Roll

Ikea's short-term Markerad collaborative collection with Virgil Abloh will, this November, include two carpets—Wet Grass and Ikea Receipt—by **Louis Vuitton's** famed artistic director. Prepare to be floored (while supplies last). **1000 Lougheed Hwy., Coquitlam, 866-866-4532. Ikea.com** NOA NICHOL



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# Lab Assistant

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BY NOA NICHOL

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When eos invited Vancouver influencer Sydney Socias to New York to co-create its 2019 Flavor Lab collection of balms, she smacked her lips at the chance. We chatted with @theworkinggirl.ca about her experience—and tried to get her to pick her fave from this juicy range! [Evolutionofsmooth.com](http://Evolutionofsmooth.com)

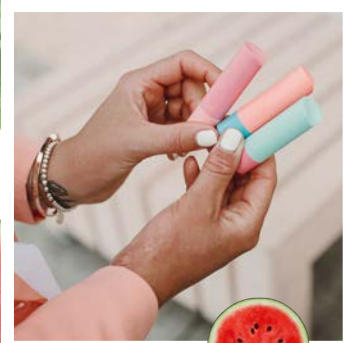
**How did this collab evolve?**  
Nineteen influencers from nine countries were asked to participate in #eosflavorlab and I was one of three from Canada and the only influencer from the West Coast, which was like getting the golden ticket!

**What was the experience like?**  
We spent time in the lab learning about the company's best practices and trend forecasts and were encouraged to get hands-on mixing up different flavour profiles and concoctions based on what we personally like, keeping our audiences in mind. We even got to wear custom pink lab coats embroidered with our names and Instagram handles!

**What was your input when it came to helping eos trend cast and co-create the flavours?**



PHOTOS: MELISSA SKODA



I know what I like and what I'm naturally drawn to. I also pay very close attention to my audience—what they tell me, what their preferences are, what they like. Keeping all of this in mind, it was easy to incorporate those hot points when selecting ingredients and flavour profiles for the new balms. Using ingredients like

mint, eucalyptus, coconut, English rose, watermelon and raspberry really appealed to me; I knew I wanted to create something fresh, fun and energizing.

**How did you document and share the experience socially?**  
I shared the whole trip on Instagram

but also made sure to continue the conversation once I got the first samples back from the lab, while I was testing the samples and when the final balms had been created. My audience has been along for the whole ride!

**Your favourite part of the journey?**  
I am super proud of my partnership with eos. Getting to be hands-on in the creative process was a huge thrill and a great learning opportunity.

**What do you continue to love about eos as a brand?**  
I have been religiously using the signature round balms since they first came out. I have one practically everywhere you can imagine: in my purse, on my bedside table, in my car, on my desk! They deliver long-lasting moisture and are created with natural ingredients and without parabens and phthalate. I also love the company's transparency and attention to detail. They look into things that other companies miss; for example, they did a really deep dive into my social accounts and my blog and because of that I feel like they were able to understand me, as a creator, which ultimately makes the partnership so much stronger. I don't have a hundred thousand followers on Instagram but eos sees the value, and that's a partnership I want to continue to water and nurture and grow.

**If you could choose just one, which Flavor Lab creation is your fave?!**  
I actually do love how they all turned out but my current faves are the Watermelon Frosé, Lychee Martini, Beach Coconut and Eucalyptus. I hope you find at least one that you love, too! 🍷



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# TRIPS & SIPS

## Wine and Wed

AN OKANAGAN FARM PROVES TO BE THE ULTIMATE DESTINATION-WEDDING VENUE

BY JORDEN HUTCHISON

# T

The South Okanagan has, in recent years, become an increasingly popular destination for couples to tie the knot. The region has always been a favourite vacation spot of ours, so choosing to host our wedding there was one of the easiest decisions of the entire planning process! From sun-kissed beaches, sprawling lakes and 40-plus wineries to choose from, our guests were in-store for an epic weekend.

### THE VENUE

A fourth-generation farm run by Gene and Shelly Covert, **Covert Farms Family Estate** is an organic farm and winery situated in Oliver, B.C. The 650-acre property is surrounded by unique desert landscapes, dramatic rivers, mountains and lakes and lush vineyards. Having visited the farm a number of times before—and with my soon-to-be husband having grown up on his grandparents farm—we knew this was the perfect place to host one of the most important occasions of our lives. We went for a September wedding to take advantage of fall harvest and the juicy grapes nearly exploding off the vine. The farm hosts spring, summer and fall weddings and, in addition to overseeing the farm with her husband,



PHOTOS: WONDERLUST PHOTOGRAPHY



Shelly also assists couples with their wedding from start to finish as the full-time onsite wedding co-ordinator.

### THE CEREMONY

Our early evening ceremony took place in a field situated between lush vineyards, along with expansive water views below and n̄aylntn (also known as McIntyre Bluff) in the backdrop. Surrounded by our closest family and friends, it was one of the most special moments of the entire experience (and, as our photographer remarked, one of the most beautiful). There's no need for spending much money on décor here: the magical views speak for themselves, and our floral arrangements strung along the wood-beam arbour were all that was needed. Insider's tip: take advantage of the Coverts' cherry red '52 Mercury truck. Wedding packages include access to the open-air truck and a driver for two hours, which we used for our ceremony arrival (talk about an entrance!) and for photographs after the wedding.

### THE COCKTAIL HOUR

After exchanging our vows, our guests made their way to the reception area (a short walk from the ceremony site) where they played a variety of lawn games ranging from bean bag toss to bocce and jumped on the Covert's massive bouncy pillow. They also snapped plenty of selfies with the resident farm animals, including roaming llamas, sheep and cattle. Here we served up a variety of cocktails at the self-serve station, along with long boards of artisan charcuterie, a variety of B.C. cheeses and pickled farm vegetables.

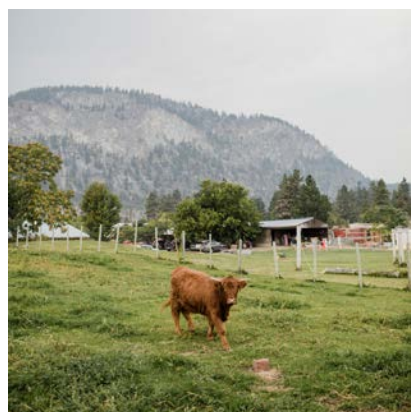
### THE RECEPTION

The Coverts' open-air, log barn strung with glimmering white lights makes for an awe-inspiring night. Easily accommodating our 130 guests (parties of up to 180 can be hosted here), we went for a long-table communal-style dinner reception. Our guests dined on a menu of casual farm-to-table eats prepared by acclaimed local chef Campbell Kearns of **The Wienery**, featuring **Two Rivers** smoked roast beef with chimichurri, adobo and honey-braised chicken, vegetarian croquettes and a selection of farm-fresh salads and sides—all complemented by the Coverts' 100 per cent estate-grown wines. We danced the night away under the twinkling stars, and the barn's sliding canvas walls were also a huge perk for keeping our guests cosy once the sun had set (not to mention it provides the couple with a stress-free, weather-proof wedding).

### THE SOUTH OKANAGAN INTEL

Oliver and Osoyoos offer a number of accommodation options to choose from, ranging from quaint winery guest houses and B&Bs to luxe hotels. We stayed at Osoyoos-based **Watermark Beach Resort**—we love the resort's beachfront location right along Osoyoos Lake, the condo-style accommodations and outdoor pool. The South Okanagan is also easily accessible to visiting friends and relatives; it's a quick five-hour drive from Vancouver, and accessible by air via direct flights to nearby Penticton and Kelowna airports. Make the most of your stay by checking out sites like [destinationosoyoos.com](http://destinationosoyoos.com), [oliver.ca](http://oliver.ca) and [oliverosoyoos.com](http://oliverosoyoos.com)—all excellent resources for mapping out accommodation, activities, restaurants and wineries in the area. ♥

To learn more, or to book your wedding, visit [covertfarms.ca](http://covertfarms.ca). Select bookings available in 2020; accepting bookings for 2021.



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FLORALS: **Polka Dot Door**

CATERING: **The Wienery**

MUSIC: **DJ John Bird/Instant DJ**

## TRIPS & SIPS

# Sense in Sustainability

GREATLY UNREGULATED AND EVEN MORE MISUNDERSTOOD, SUSTAINABILITY IN WINE IS A NOTION WORTH KNOWING

BY LAURA STARR

# G

Greatly unregulated and even more so misunderstood, sustainability in wine is a notion worth knowing; it is often categorized alongside words like organic, biodynamic and natural, but it is actually a concept that goes beyond, incorporating a circular philosophy of sustainability in earth, product and business—or, more simply stated, from soil to shelf. This means not only are the farming practices sound, but so, too, are the production methods and the business principles.

Sustainability has gained traction over the years, but all around the world you will find an excess of different standards and certifications. It can make your head spin, this constant and dynamic evolution of what sustainability is, but it also speaks to the growing interest of consumers caring about what they drink and how it was made. Since we are lucky to live in a burgeoning wine region ourselves, what does sustainability look like for wines made in B.C.?

To Gene Covert of Oliver-based **Covert Farms** (organic and biodynamic) the crux of sustainability is regenerative agriculture—an approach to farming that centres on restoring soil health. “Regenerating



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our soils will make our vineyards more climate resilient and provide a viable resource to future generations,” he says, adding that his focus is also on ensuring Covert’s business practices are sustainable and economically viable so future generations are set up to succeed. This means educating, providing opportunity to and inspiring new generations of winemakers.

Kelowna’s **Tantalus Vineyards** is B.C.’s first LEED-certified winery. In addition to a list of sustainable practices, including a one-of-a-kind wastewater treatment system, nesting boxes for birds, bats and a beehive partnership, Tantalus also founded an online resource and self-assessment for wineries interested in sustainability practices. **Sea Star Vineyards** grows its grapes organically on Pender Island land that’s also home to adorable Babydoll Southdown sheep, which work as clean, green lawnmowers (Tesla drivers, there are charging stations for you, too).

With sustainability certification coming soon we can expect more wineries to take action but, for now, applaud those who are carving the green path. ♡

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