

VITA

YOUR LIFESTYLE SUPPLEMENT FROM VITADAILY.CA • SEPTEMBER 2020

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VANCOUVER Pacific Centre | www.marc-cain.com

EDITOR'S DESK

PHOTO: HAYLEY HUDSON



Raising the Brow



COMMITMENT ISSUES? BENEFIT COSMETICS GETS IT, AND HAS LAUNCHED AN INNOVATION THAT GIVES THE LOOK OF MICROBLADED EYEBROWS WITHOUT THE PESKY PERMANENCY. NATIONAL BROW ARTIST BREIGH BELLAVANCE FILLS US IN ON THE BEAUTY BRAND'S NEW MICROFILLING PEN (AND GIVES AN UPDATE ON HER POST-PANDEMIC BROWS).

The September issue of *VITA* is dedicated to sustainability—a word that, to me, encompasses a spectrum of good-for-the-planet endeavours, including environmental, animal-welfare and humanitarian pursuits. In the photo above, my daughter and I are rocking a new mom-and-me release from fashion-brand **Marc Cain** that has a kid-worthy charitable spin. For each girl or grownup feline-styled T-shirt sold, partial proceeds will benefit **Plan International Germany** in honour of World Children's Day. Find these pieces (sold separately) online and in select stores from September 17th.

Also inside: our top sustainable style picks (with inp eco-minded influencers Jen Pistor and Randa Salloom weighing in), the (r)evolution of secondhand shopping, how to build a conscious closet, what clean beauty really means and local travel that treads lightly. Oh, and sustainable-fashion guru Stella McCartney graces our cover. Enjoy!

Hi Breigh! How are you and your beautiful Benefit brows doing?

Thank you so much for saying that because my brows haven't been getting their usual TLC! Nonetheless, me and my Bene-brows are doing great and we are so excited about our new brow launch!

Right! Tell us everything you know about the Microfilling Pen!

The Brow Microfilling Pen was inspired by microblading! **Benefit Cosmetics'** main mission was to give customers the benefits of microblading—a natural-looking, sculpted brow look that lasts—without the pain, cost or commitment!

Let's dive a little more into the details: we hear this pen's custom applicator is a tiny wonder. Tell us about the multi-length tips, why they're special and what they do.

The unique custom tip truly is a tiny wonder! It took two years to develop the Brow Microfilling Pen, and the most challenging part was developing the custom tip. The tip needed to allow the formula to flow through evenly, while also being firm enough to draw clean lines yet flexible enough to create a natural-looking arch. The three multi-length prongs create the illusion of real hair, creating three ultra-fine lines in one stroke! The best part: by simply turning the pen sideways you can also draw individual hair strokes!



How in the world can this pen give us natural-looking brows that last a full 24 hours?!

The Brow Microfilling Pen's formula is incredibly lightweight, buildable and also glides smoothly onto brow hairs. Not only that, it adheres directly to skin, which mimics the long-lasting effect of microblading. The fluid formula is able to settle into the skin, which allows the product to last a full 24 hours! No joke, those strokes are there to stay!

And the four shades—is there a pen for every brow colour?!

Unlike pencils, powders and waxes, which often have a heavier payoff, brow pens tend to have formulas that are more sheer, which allows for much more flexibility and buildability. The Brow Microfilling Pen is available in four shades that can flatter different brow tones ranging from light to medium to deep, depending on how the product is layered and the desired brow effect! [Benefitcosmetics.com](https://www.benefitcosmetics.com)

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VITA

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SUSTAINABLY

September

PICKS TO PLEASE THE PLANET

READ MORE!
Vitadaily.ca
lifestyle

Jen Pistor

@JENPISTOR



INFLUENCER PICK

“What I love about **Milky Sands’** Boob Equality Tee (\$44 and a bestseller on **Etsy!**) is that it’s both vintage and new. This original done-by-hand graphic is printed onto a secondhand shirt, embodying everything I love: making the old new again, body acceptance and supporting a small Canadian business. It comes in white (the one I bought last month) and pink; the latter is dyed using food scraps!”
Etsy.com

TEAM PICK | LYNDI



“Toronto-based **Kotn** creates clothes that are truly sustainable. By working directly with small family-run farms in Egypt, the label can trace just where its super-soft fabrics and products come from—it’s like farm-to-table, but for your clothes! This fall, I’m excited to get cosy in the super-soft Essential sweatshirt (\$68): durable and breathable, with a sleek yet comfy fit that’s perfect for cooler temps.”
Ca.kotn.com

Go back to school with this vegan-leather Charlotte backpack (\$140) by Canadian brand **Lambert**. Made with animal ethics and environmental practices in mind, it’s sturdy, stylish, smart and super sustainable.
Designlambert.com



WIN THIS!
Vitadaily.ca
contests

We’re always reminded of the harms of plastic on our planet. **Harper** floss is made from 100 per cent natural compounds, so it’s fully biodegradable. Keep it within reach in the provided glass jar, and via the brand’s novel subscription service (from \$12 to start) that sees refills delivered right to your door—like Mother Nature magic.
Harperfloss.com

Giorgio Armani’s My Way fragrance (from \$120 at **Sephora**) is designed with sustainability in mind. A white-flowers bouquet, the scent’s glass flacon stands out for its striking contrast between the cap’s expressive curves, the bottle’s sleek, clean lines and the vibrant pink juice. Oh, and did we mention? It comes in a cellophane-free box and is refillable.
1045 Robson St., 604-681-9704. Sephora.com



Bar soap is best when it comes without packaging, and these babies by **Unwrapped Life** (\$16 each at **Indigo**) are simply beautiful.
1033 Robson St., 778-783-3978; 2505 Granville St., 604-731-7822. Chapters.indigo.ca



Join the refill revolution! **The Bare Home** makes (in Canada) eco-cleaners and natural soaps from sustainably sourced essentials that are safe for you, your space and the earth (triple win!). We love the lavender and sage laundry detergent (\$20)—the one-litre glass bottle does 40 loads and benefits from the brand’s unique at-home refill system of boxed product.
Thebarehome.ca



Stop trashing your period with new-by-**Knix** super leakproof underwear—ultra-absorbent undies (from \$34) that hold up to 40 ml of liquid (eight regular tampons’ worth), replacing the need for disposable period and bladder-leak products (they come in various styles and colours like sweet fig and seaweed, too).
2076 W. 4th Ave., 604-336-9261. Knix.ca



TEAM PICK | MADISON

“As cosy season approaches I’m starting to stock up on candles, and a sustainable Vancouver brand is on my list! **Relix** creates candles out of thrifted, vintage and other one-of-a-kind vessels that add something truly special to your space. These candles are so much more than seasonal décor—they are pieces to love, treasure and repurpose around your home. They even offer refills!”
Relixcandle.com



TEAM PICK | VICKI

“I’ve always loved **Ilia** multi-sticks for their versatility and ease of use. So when this clean-beauty brand dropped a liquified cream version I knew it’d become an instant staple in my makeup routine. Color Haze (\$46 at **Sephora**) is a multi-use pigment that stays dewy as a blush and dries down to a soft demi-matte on lips. It contains jojoba, coconut and linseed oil for hydration and conditioning, and can be applied with a light touch for just a hint of colour or built up to pack a punch!”
1045 Robson St., 604-681-9704. Sephora.com



WIN THIS!
Vitadaily.ca
contests

Sip-ably sustainable, **Earth’s Choice** coffee (\$14) strikes the right balance between great-tasting beans and being great for the planet. **Rainforest Alliance**-certified, it comes in biodegradable packaging that breaks down within five years (compared with more than five centuries for standard coffee bags), which helps reduce landfill accumulation—plus, it’s directly sourced from farm co-ops in Central and South America and roasted right here in B.C. **Earthschoice.ca**



TEAM PICK | NOA

“This fall, I’m setting my space abloom with **Cadine**—hand-picked and hand-tied bouquets (from \$85) available by complementary delivery in the Lower Mainland and in-store at **Caffe La Tana** on Commercial Drive. These in-season flowers are grown in the field sans chemicals, with the Vancouver-based team intentionally leaving one-third of the buds uncut for the bees (now that’s sustainably buzz-worthy).”
Shopcadine.com



In small, medium, large or jumbo, use **Nature Bee’s** wax wraps to protect foods and cover leftovers sustainably while adding a pop of colour to your kitchen.
Naturebeewraps.ca



September’s It Bag

BY ALEESHA HARRIS



Dior has been on a roll lately with its handbags. The French fashion house’s accessories creations, including the book tote and revamped saddle bag, have been spotted all over social-media feeds in recent seasons, on the arms of notable fashion influencers and celebrities. The latest covetable Dior design to debut is the Bobby bag. Designed by creative director Maria Grazia Chiuri, the half-moon-shaped saddle bag is said to be an “emblem of timeless modernity.” Crafted in Italy from structured box calfskin leather, it features sleek design details such as the CD initials and 30 Montaigne—a nod to the Paris address 30 Avenue Montaigne, “the birthplace of each and every Dior icon”—along with functional elements such as a snap closure and a shoulder strap. Available in several colours and finishes, we’re partial to this smooth leather option with a blue Dior oblique embroidered strap (\$5,900), which perfectly merges sleek minimalism with a touch of lingering logomania.
900 W. Georgia St., 604-891-1810. Dior.com

The Past is Fashion's Future

WITH TRADITIONAL RETAILERS CARRYING SECONDHAND APPAREL, SUSTAINABILITY SHOPPING IS MORE ACCESSIBLE—AND FUN—THAN EVER
BY JEANINE GORDON

W

When news broke that **Nordstrom** would begin carrying secondhand clothing in its U.S. stores, it sparked news headlines. However, selling pre-owned apparel and accessories is not a new concept, even for big-name traditional retailers that are getting on board and offering previously owned pieces. With terms like “sustainability,” “pre-loved” and “circular fashion” swirling around, the modern consumer is presented with an entirely new and exciting way to shop.

Fast fashion is quickly becoming taboo. Between wasteful production practices and poor quality, fast fashion is giving way to sustainable alternatives—some of which are small businesses, while others are retail heavy hitters like **Holt Renfrew** and **Simons**, which are now selling pre-owned or vintage clothing in their stores.

Simons currently offers a selection of secondhand clothing under its private label, Twik. For Richard Simons, vice-president of merchandise and co-owner, “This was born out of our ongoing effort to serve our customer, who is clearly saying that they have continued interest in style, but they’re questioning how they consume.”

The timing is perfect. As Simons says, “This is a time when we’re asking ourselves, ‘Is there a better solution to what we’re doing now?’ We’re always seeking to adapt to our customers, and vintage and secondhand clothing fits into a time where we’re questioning how we consume. Recycling is a major part of the equation.”

Circular fashion is more than just a passing fad. This concept of reusing, repurposing and recycling clothing when the wearer no longer wants it is gaining momentum at a rapid pace. Cameron Silver, founder of **Decades** vintage boutique in Los Angeles, names resale as fashion’s biggest-growing industry, anticipating it surpassing fast fashion in the next few years.

Silver’s luxury shopping experience recently trickled into Vancouver by way of a Decades vintage pop-up collection at Holt Renfrew, a model which he sees as “the future of retail.” Silver goes on to say that, “Our cancel culture where we discard pieces as soon as we move into the next season is over. To repeat is chic. The zeitgeist of how people consume is to mix something new with something old, something high-end with something affordable.”

Shopping for pre-owned clothing is playtime for today’s modern customer. Simons understands his customers’ desires well, saying, “People are always looking for new ways to mix and have fun with fashion. Mixing different decades with more-modern shapes makes shopping and getting dressed fun.”

For the woman who doesn’t want to spend her weekend digging through thrift shops, curated collections at traditional retailers marry the best of both worlds: new pieces from contemporary designers mixed with unique gems from the past.

Silver sees things like the Decades pop-up (which will hopefully return to Vancouver in future) as “a natural, convenient option when new and old are combined under one roof. Women can have it all without compromising a luxury experience.”

To encourage circular fashion choices Vancouver’s **Two of Hearts** boutique offers customers the option to recycle pre-loved garments from its in-house label, Cici. Bringing their gently-worn Cici pieces back to the store allows customers to re-sell them as well as see five per cent of the sale



go to charity. “The inspiration comes from making shopping fun again and protecting the planet. With circular fashion, we can love shopping, have fun and find something unique,” says owner and designer Jenny Yen.

The concept of what makes sustainable fashion is changing. For Silver, sustainability “isn’t just wearing clothing made of mushrooms. It can also mean buying something, even something new, and having it in your closet for a long time. Sustaining means lasting. Asking how a piece will live in your closet is the sustainable way to shop.”

Yen agrees, offering this important and timely advice: “Buy only what you love and will wear. Buy things that will last.”

For Simons, longevity is a major key in the sustainable-style equation. “There’s a coolness factor in finding something unique, but ‘quality’ is also an important word,” he says. “Build wardrobes that are lasting.”

“ Sustainability isn’t just wearing clothing made of mushrooms. It can also mean buying something, even something new, and having it in your closet for a long time ”



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The Science Bit

IS THE CLEAN-BEAUTY INDUSTRY ALL IT'S CRACKED UP TO BE?
BY AILEEN LALOR



If you've ditched your old favourite cosmetics in favour of "clean" ones, you're not alone. Last year, a survey of American women by **NPD Group** revealed that 46 per cent of facial skin-care users report purchasing products free of sulfates, phthalates and/or gluten. Brands at all levels of the market have been ditching "problematic" ingredients left, right and centre in order to get rubberstamped by one of the different clean-beauty schemes, from Clean at **Sephora** to EWG Verified.

"There's no question that, right now, consumer demand for what is natural, organic, clean, gluten free, grass fed is at an all-time high. I saw it every day in my office—patients asking about ingredients and organic or clean options," says cosmetic dermatologist Shannon Humphrey. But according to independent scientists, there are myriad problems around the clean-beauty industry, and they'd like consumers to do a little more digging before they completely overhaul their beauty closets.

For one thing, the definition of "clean" is varying and imprecise. Some brands ban just a handful of ingredients, while others omit hundreds. Some have issues like ethical sourcing and recycling as brand pillars, while others ironically make their products less sustainable and recyclable in an effort to use only natural ingredients and zero preservatives. Then there's the oft-repeated claim that the beauty industry is completely unregulated, but that's not true. While only a handful of ingredients are outright banned in the United States, there are strict regulations governing concentrations of ingredients and how products should be labelled, and these are ever evolving.

Another myth is that certain ingredients can build up in the body, causing problems over time. In fact, concentrations are regulated to take this into account, so that cumulative exposure is not problematic. "The dose makes the poison, and the regulations are there," says Jennifer Novakovich, an independent formulation chemist and science educator who hosts *The Eco Well* podcast. "Ingredients are safety tested to ensure that with the cumulative dose you have from daily usage, it would be safe. By and large, as long as they are adhering to regulations, cosmetic products are demonstrably safe"

The current big bad wolf in the cosmetics world is parabens: preservatives that have been found to interfere with hormone production (and therefore could theoretically increase your likelihood of getting hormone-related cancers such as breast cancer) and linked to fertility problems. They're known as endocrine-disrupting chemicals (EDCs). But Novakovich points out that studies supporting this were done in rats, exposed to massive doses of parabens that humans would never encounter through a lifetime of paraben use.

In fact, concerns over ingredient safety can be unpicked for virtually every "dirty" ingredient; generally, it comes down to the fact that the studies have been done using higher concentrations of ingredients. Replacing ingredients could actually do more harm than good.

"Parabens are very effective at low concentrations but have been replaced with less-effective and less-tested ingredients," says Michelle Wong, a science communicator with a PhD in chemistry and her own blog, *Lab Muffin*. "Without effective

“ We have so much more information at our fingertips, and so much more misinformation ”



preservatives, products can be contaminated and that can lead to, for example, corneal ulcers: eye infections that can cause blindness and that were quite common before parabens were introduced, decades ago. To some extent, parabens have been a victim of their own success, like vaccines, in that people have forgotten how bad measles was because they've never had to experience it."

If there's an abundance of science suggesting that these beauty ingredients are safe, why do people remain suspicious? "Our brains are belief engines, and emotions are more palatable because they mean we're human," says Novakovich. "We make decisions based on emotions and not evidence, because evidence is complicated. That's human nature. When someone is confidently saying, 'This is this,' whereas another person is saying something complex with words you can't pronounce, you're more likely to listen to the simple answers. The Internet definitely plays a part in it, too; we have so much more information at our fingertips, and so much more misinformation."

If you've found clean-beauty products that feel nice, smell lovely and seem to work, where is the real harm? "The downside for me is that this fear of anything not-from-nature limits therapeutic options for some patients," says Humphrey, who also points out that some natural ingredients such as essential oils can irritate skin and even cause allergic contact dermatitis. There's a larger problem, too, about our mistrust of science and scientists, which runs throughout society—think climate-change denial and the anti-vax movement. "I've had people say to me and colleagues that, 'Oh, you're a scientist in the industry that's poisoning us.' It's hard to respond to that," says Novakovich. "If regulations change and they ban ingredients, in fact, I'll make money as an independent chemist because we'll have to reformulate everything!"

So where can people go for unbiased, science-based information on this subject? The **Environmental Working Group** (EWG)—a lobbying group that aggregates scientific information on ingredients—is often

referenced by media and academia. But it gets short shrift from Wong. "It applies the science in a way that science is not normally interpreted—its methods are not correct. For example, it ignores principles like, 'the dose makes the poison,' and has a massive natural bias. It's important to note also that it's largely funded by the organic industry."

While EWG has started partnering with universities on its own research, Wong says she's seen no improvement in the science so far. Instead, Novakovich recommends Cosmeticsinfo.org—a website sponsored by the **Personal Care Products Council** where you can research ingredients and find out more information about regulations, testing and safety.

As we currently sit in the midst of the Covid-19 pandemic, more people are turning toward scientists for their information—witness the rise of the celebrity **Twitter** epidemiologist—and there's a whole new respect for health professionals. Humphrey believes this is an encouraging sign.

"It does provide a really timely and thoughtful platform for science, safety and evidence-based medicine that has previously been outshone in a capitalist marketplace where the newest, shiniest, most-marketed concepts get the most airtime," she says. Novakovich also sees this silver lining. "Science is having a moment, and it's refreshing to see our leaders in Canada putting scientists' guidance ahead of their own opinions," she says.

Social-media companies have also been quick to clamp down on fake news about Covid-19 in a way they never did with misleading information about vaccinations or dodgy face creams. There have been plenty of conspiracy theories around the virus, plus the tedious rise of the armchair epidemiologist, and some mistrust of scientists because, in this evolving space, advice is changing. But the consensus—here, at least—is that we should listen to our public-health leaders.

How might this impact the cosmetics industry? Certainly in the first weeks, people's fear of "dirty" beauty ingredients vanished as they became more anxious about what soaps and sanitizers worked best against Covid-19. Novakovich noticed, at least in her own circles, that people became more curious about how things worked.

"Then again, there are still people drinking bleach," she points out. "People are more interested in credentials and more aware of information sources. I hope that people will become more accepting of certain ingredients and will go in a more science-based direction and be more inclined to look at evidence. I hope that will happen—but, alas, I don't have a crystal ball." ♡

New Noshes

WHERE AND WHAT TO EAT THIS MONTH
BY NOA NICHOL

TUTTO

Provare un po' di tutto—try a little of everything. That's the motto at **Tutto** (which, in fact, means “everything” in Italian), located in Yaletown but designed to transport patrons directly to Italy (much needed, with most of us grounded). Arched lintels, coursed stone stills and exposed brick paired with an open kitchen, long oval bar and outdoor patio offer a variety of vantage points to experience the eatery's vibrant scene (check out the classic Italian *forno*, where Roman-style pizzas—with olive oil added to the dough so that it can be stretched super thin—are cooked to perfection). The menu profiles dishes made famous in all provinces of Italy, from bucatini all'amatriciana to bistecca fiorentina. Try signature items like alla fiorentina steak, calamaro and casarecce con salsiccia—truly, “everything” at Tutto is *molto delizioso!* **901 Homer St., 604-633-8868. Tuttorestaurant.ca**



STRAIGHT & MARROW

A new evening eatery is open in Vancouver's East Village. **Straight & Marrow** pays homage to chef Christopher Lam's Asian heritage while championing a sustainable, nose-to-tail dining philosophy that reduces food waste by highlighting unique and unusual cuts of meat and offal. The dinner-only menu includes **Two Rivers** charcuterie selections and a range of plates: lamb sweet breads, bone marrow with chicken crackling, beef-heart tartare with crispy sunchoke and cured egg yolk, and uni gnocchi. To complement the meat-forward menu, a dozen signature libations are prepped with house-made infusions and syrups, including a namesake cocktail that blends marrow-infused white rye with Benedictine, lemon, orange and red wine. Not a night owl? Watch for a weekend brunch launch soon. **1869 Powell St., 604-251-4813. Straightandmarrow.com**

MILA

In Chinatown, **Mila** is an herbivore haven of plant-based fare, made with ingredients that don't harm the planet. Sister resto to **Virtuous Pie** (where pizza and ice cream have hooked vegans citywide), this menu boasts an Asian flair that nods to the neighbourhood—mushroom and sausage tagliatelle with pistachio pesto cashew cream and fresh parm, plus a “smash burger” with double-smash patties, black garlic-chive aioli and pickles on brioche. Sushi includes a roll made with heart-of-palm crab mix, sambal crunch, spicy mango mayo and shredded nori. Pair your food with a cocktail like the Orange Crush (pale ale, gin, cane syrup and blood orange soda) and, if you can tear your eyes away from your plate, admire the suspended light feature populated with plants—a perfect reflection of the eatery's ethos. **185 Keefer St., 604-844-8040. Milaplantbased.com**



GOLDIE

When Costa and Jody Gavaris of Okanagan Falls winery **Rigour & Whimsy** offered restaurateurs Mike Robbins and Jeff Parr the chance to choose a favourite “lucky” barrel to bottle as an **AnnaLena** exclusive, a beautiful bottle was born. “Each barrel is inscribed with its own insignia: there was a Care Bear, a unicorn and the infamous dragon Trogdor of early '90s Internet fame. Trogdor was the selected barrel,” Costa recalls. The result, Goldie, is a golden-hued single-vineyard Viognier with notes of fuzzy peach, rose, grapefruit and beeswax, created with sustainable farming practices (no herbicides or pesticides). Available exclusively to patrons of AnnaLena, **Hundy** and **Their There**, this wonder wine pairs particularly well with dishes suggested by the AnnaLena team. **1809 W. 1st Ave., 778-379-4052. Annalena.ca**

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THE MODERN STYLE AESTHETIC INCLUDES
BEING KIND TO MOTHER EARTH
BY JEANINE GORDON

F

Fast fashion. It's inexpensive, trendy and readily available to buy—but there's a dark side that's garnering attention among shoppers, designers and retailers alike. The environmental impact is one of the biggest issues, as fast-fashion manufacturers are notorious for creating huge amounts of pollution as well as textile and water waste. In response, sustainable brands are blowing up in a big way, putting conscious-chic clothing in the fashion spotlight.

Influencer and entrepreneur Randa Salloum is a passionate eco-friendly fashion advocate. "The current industry hinders the environment through [the] pollution of water, air and soil. Sustainable fashion uses biodegradable materials and conscious manufacturing to serve the planet and its people," she says.

Vancouver-based **Londre Bodywear** targets water pollution, making chic swimwear from recycled plastic water bottles. In addition, all water used in production of its sellout suits is safe for reuse. Founders Ainsley Rose and Hannah Todd cite sustainability as a core value that they refuse to compromise on. "We founded Londre thinking about a problem we wanted to solve, and we created a way to be part of the solution," Rose says.

Obakki, a local luxury fashion brand founded by Treana Peake, also sees a systemic problem in the fashion industry. Says Peake, "Fast fashion is driven by trends, over-consumption and a swinging closet door, with a constant desire to have something new."

For that reason, responsible makers like Todd and Rose view sustainable fashion through a holistic lens. "We offer high-quality, long-lasting pieces that have the lowest possible environmental impact," Rose says.

Peake agrees. "Small-batch production and more-meaningful products are the foundation of what we do," she explains, adding that organic fabrics, natural dyes and working with small-scale global artisans round out Obakki's philosophy. "If I'm in the fashion space, I'm ensuring that my place doesn't harm the environment or the people within it."

If you're passionate about shopping sustainably, there's no shortage of options. Education is everything. "Know your supply chain," Peake says. "Know the hands that touched it and who made it."

Salloum concurs: "The most important thing you can ever do to



PHOTO: CIEL CREATIVE / RANDA SALLOUM

PHOTO: CIEL CREATIVE / RANDA SALLOUM

shop sustainably is educate yourself. Who makes your clothes? Where do your clothes come from? What are they made of? If you don't know, ask or research."

You might have to go the extra mile, but Peake believes it's worth it. "Source out brands that are sustainable and do your research online. Find out which companies are making an effort and support them. If they align with your morals, they're a brand worth buying."

Shopping sustainably, she adds, also means choosing quality over quantity. "Save up and buy special pieces that you can keep and wear for years to come. Buy less and stop chasing trends."

Todd and Rose also make a case for conscious shopping. "Be mindful of your purchases. Buy investment pieces you'll have in your closet for years," says Todd. Rose is a strong advocate for versatility. "All of our swimsuits also double as bodysuits, going from the beach to your day-to-day. We even had a client style one for a black-tie event with a pair of flowy silk pants and a chunky Chanel necklace."

Looking ahead, Peake sees sustainable-chic fashion continuing to thrive. "There are so many beautiful natural fabrics and ways to get vibrant colours naturally. The modern style aesthetic includes being kind to the earth, and it's exciting to contribute to that."

Salloum sums it up perfectly: "Sustainability, luxury and style are not separate from one another. To me, luxury means high-quality pieces that will last a lifetime. This is exactly what you're going to find when you choose to support a sustainable clothing company." ▼

Local Brands to Love

WE'VE GIVEN YOUR SUSTAINABLE STYLE HOMEWORK A HEAD START. WITH RANDA SALLOUM REVEALING A FEW OF HER FAVE B.C.-BASED ECO-FRIENDLY BRANDS—PLUS A FEW OF OUR TOP PICKS, TOO.



Harly Jae. Zero-waste small-batch clothing and accessories created from fabric scraps and natural materials.

Jessica Redditt. Hand-dyed boho-chic clothing made in Vancouver of organic materials and plant-derived colour.



Sonya Lee. Luxe handmade leather bags made with minimal waste and designed to last a lifetime.



M-A by Melissa Araujo. Chic, slow and sustainable women's apparel favoured by A-listers like Chrissy Teigen and Emma Roberts.

Healthy & Stylish

YOUR HOME-GYM EQUIPMENT NEED NOT CLASH WITH YOUR DÉCOR
BY SHERI RADFORD

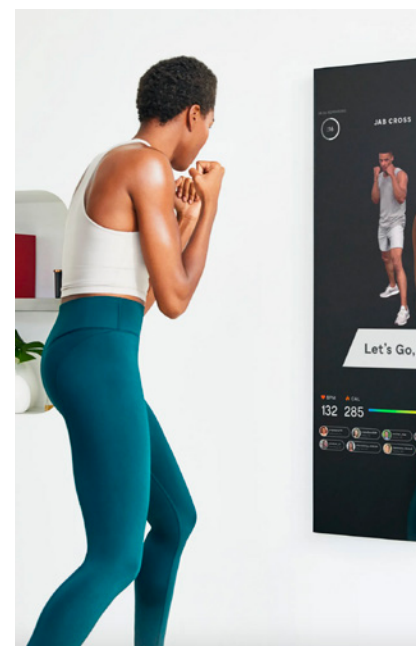
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When is a piece of fitness equipment also a work of art? When it's a set of dumbbells from **Louis Vuitton** or a sterling-silver golf tee from **Tiffany & Co.** They wouldn't look out of place in a Gastown loft or Coal Harbour townhouse, and they don't need to be tucked out of sight when not in use.

One of the themes that's emerged in the "new normal" of the last few months is a focus on the home as a place to do absolutely everything: live, work, play, learn, teach ... and exercise. Local interior-designer and stylist Jennifer Scott has seen a shift in the way people are designing their homes that goes far beyond the much-talked-about home office.

Scott has noticed that dining areas in small Vancouver apartments are increasingly being used to house yoga mats and **Peloton** bikes instead of dinner tables. These spaces often are situated close to a patio, and the abundance of natural light and fresh air make them ideal as a home gym/meditation space. "It makes it a nice experience, even better than the gym," she says.

She's also a fan of the trend toward producing exercise bands, balls and other gear in neutral or co-ordinating colours: "People have some choice to integrate the colour palette of their house and not have these things stand out as an eyesore." Additionally, she likes exercise equipment that's intended as a statement piece, such as the striking yoga mats designed by Vancouver artist Dana Mooney in collaboration with **Sugarmat**.



“ People have some choice to integrate the colour palette of their house and not have these things stand out as an eyesore ”



Larger equipment no longer needs to be banished to the basement or carport, either—fortunate, since few Vancouverites have that kind of space. Ross Bonetti of **LivingSpace** is a fan of **Technogym's** functional-but-beautiful equipment.

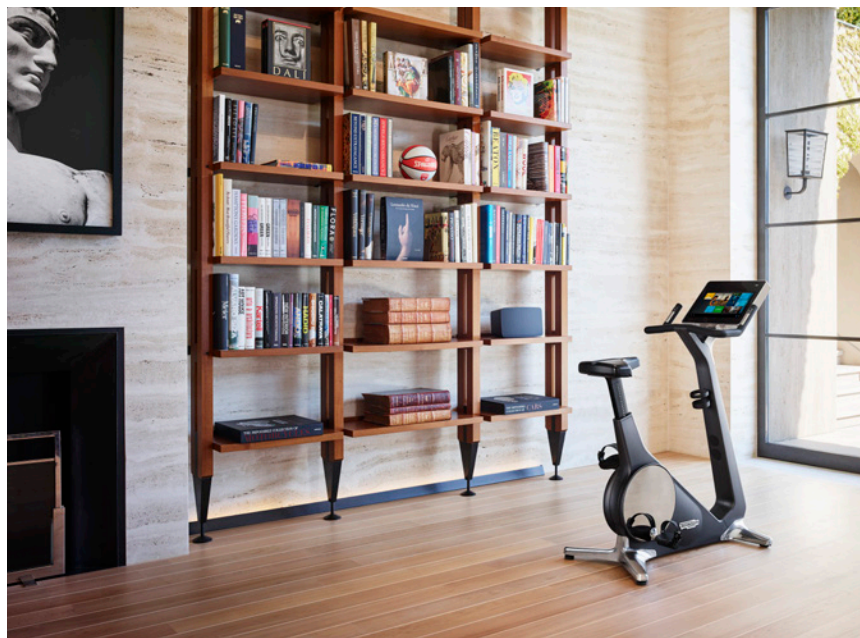
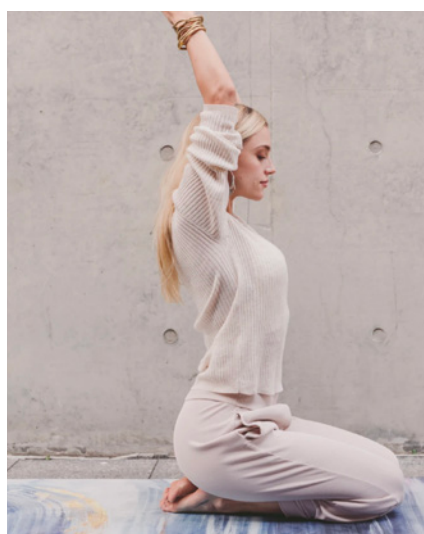
"I was drawn to the brand because of the design of it," he says, adding that his store's Technogym sales have almost tripled this year. Of particular interest to design aficionados is the Italian brand's Personal Line, crafted in partnership with esteemed interior-designer Antonio Citterio. Bonetti especially likes the Personal Line's whisper-quiet elliptical, which could easily become the centrepiece of any stylish living room. "It's this very, very cool design piece, that's part of your interior," he explains.

In Bonetti's own open-concept home, he's set up both an office and a Technogym that are highly visible, and he's enjoying the flexibility this affords him to more-easily integrate work and exercise into his life. Given the current state of the world (the "new normal" of life), he says that many of his customers are now putting new thought into how they want to use the space in their homes.

"A lot of the gyms that people have at home are an afterthought. They're in a basement, in a windowless room. I think that people are really going to start thinking about those spaces and where the gym is going to be."

Equipment that looks as good as Technogym's state-of-the-art treadmills and cross trainers, Peloton's elegant bikes or the Mirror—a futuristic panel that can stream fitness classes and personal-training sessions—are far too attractive to be hidden away. And (bonus!) exercise equipment displayed prominently in the home is far more likely to be used frequently.

Our prediction: even long after the world gets COVID-19 under control, people won't be in any rush to return to crowded, noisy gyms—especially when the at-home alternatives look so darned appealing. ♡



The Great RV Escape

OUTDOORSY IS CHANGING THE TRAVEL GAME
BY KATIE NANTON

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When it comes to sloughing off the stress of isolation and—dare we say it?—travelling during a pandemic, the safest place to be is outside. As the weather turns crisp, RV-rental companies like **Outdoorsy** are making it that much easier to plan an open-road adventure, lodging in tow.

A head-turner on the highway, Goldie is a creamy beige, wide-bodied 1988 **Dodge** Islander Goldstream RV. She's full of vintage personality and kept in perfect working order by two devoted owners. But, for a few sun-drenched days, Goldie is our mobile isolation bubble, booked through peer-to-peer rental platform Outdoorsy.

My husband and I are en route to Montague Harbour Marine Provincial Park on Galiano Island, with a fully stocked fridge, cosy queen bed, propane stove—even a flat-screen TV. A forest of firs surrounds us on all sides as Goldie zips us along the two-lane road that cuts the island. Eighties tunes blare from the speakers, and it's the freest we've felt in months.

Local trips take on the guise of grandiose escapes in these anxious times, especially as many have no plans to hop on a plane or train any time soon. But, an RV? Absolutely. Before Covid-19 struck, renting an RV had never crossed my mind; I'm not alone. From late



March to June 2020, Outdoorsy saw 4,500 per cent-plus growth. Founded by Jeff Cavins and Jen Young, Outdoorsy is based in Texas, though its roots are British Columbian: the idea was hatched while the duo was visiting North Vancouver. Today, the platform

operates across 14 countries, serving up everything from glitzy new motorhomes to bohemian campervans, trailers and more. There is also a “delivery” option, where the owner will fully set up the vehicle at your chosen destination. Prior to hitting the road, Goldie's

owners meet us to go through her amenities and ensure we're completely comfortable behind the wheel. All parties are masked up, and they point out hand sanitizer, disinfectant spray and liquid soaps for our use on-board. Naturally, Outdoorsy has a full pandemic plan in place, and has always been known for fully vetting owners and renters for mutual peace of mind. The booking-verification process is thorough; for instance, the driver must upload three photos to ensure they are the person in their driver's licence. Outdoorsy also sets itself apart by providing up to \$1 million in episodic insurance coverage per trip, and free 24-7 roadside assistance.

As for our Gulf Island excursion, it's nothing but bliss: plucking wild sea asparagus by day and trailing our hands through salty phosphorescence under the Perseid meteor shower at night. The natural salve of the outdoors is punctuated by reading and cooking in the comfy microcosm of Goldie. With a flick of a switch water runs from the taps, and a lighter ignites our propane burner for Philly cheesesteak snacks and ravioli dinners.

On our final early morning drive to the Sturdies Bay ferry terminal, low-lying fog lingers over fields dotted with deer. Once onboard, we take advantage of new **BC Ferries** regulations allowing passengers to stay inside vehicles, and pull out Goldie's bed. Lying supine, watching the horizon for orcas, we fall asleep to the lull of the ocean cloaked in a bubble of freedom we won't soon forget. **Outdoorsy.com**



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