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VITA

Pantone's
pinkish-purplish-red
Colour of the Year
is open to
tint-erpretation

The
march
Issue

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BEAUTY Double down on *extraordinary* skin with *Clarins Double Serum*

TRAVEL *Fiji is fun* for the whole family

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Editor's DESK

A Note From Noa

For me, March is a mixed-feelings month. It includes my birthday, which I love, but by this time of year I am ready as can be to say goodbye to winter and welcome warmer weather. Luckily, this issue of *VITA* is packed with colour and content that makes me look forward to spring and, eventually, summer. We start with our influencer of the month, Gurnaz Sandhu, who talks about representation among content creators—and gives us her top beauty pick pertaining to Pantone's Viva Magenta. Next, we round up our favourite Colour of the Year finds, talk about sustainable footwear and fashion NFTs, do a denim double-take and take you on a fam-jam trip to Fiji. Flip the page for more!

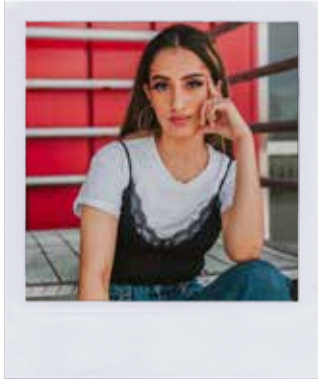
Noa Nichol EDITOR-IN-CHIEF



Our featured influencer this month is Gurnaz Sandhu, who's making a splash on social media with her makeup tips and comedic bits. We met this heart-of-gold gal on a flight to Paris in the fall and can tell you that, despite a massive online following, she's as down to earth as it gets.

Gurnaz Sandhu

@ITSGURNAZ



Hi Gurnaz! Tell us a little bit about you and what do you do.

I'm a South Asian actress and lifestyle content creator currently residing in Vancouver. I make videos on the Internet ranging from beauty reviews and tutorials to relatable rants, comedic skits, trendy transitions and travel vids! Anything that's fun and entertaining is my forte. I'm primarily active on Instagram and TikTok, and I've been creating

content for around eight years (since the Vine days)! I'm so grateful to have built such an amazing family online, which has grown and learned with me, and has allowed me to become the person I am today.

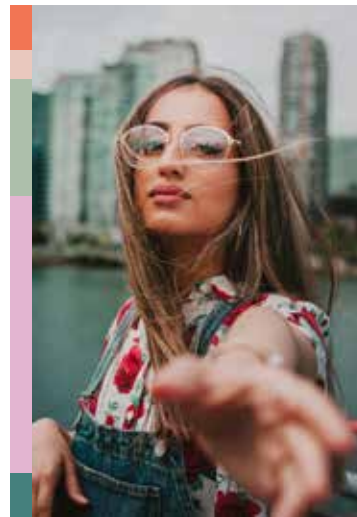
How do you use your platform to impact those who follow you?

My message has always been to be kind and spread love. My digital diary is a fun place to laugh and learn. If my skits can bring a smile to someone's face, or my vulnerability makes someone feel seen and heard, then my work is done. I try to keep everything as real as possible, and share what I think #unfiltered. I truly believe that representation in the media can change peoples lives, so I strive to be the person I never saw growing up. A Punjabi, South Asian, Desi, Brown, Canadian from an immigrant family. A simple girl with big dreams and a cha addiction. I hope that one day people will be able to look at me and say, "If she can do it, then I can do it."



What's your personal beauty/style mantra?

Keep it classy. And remember to stay true to you. Your style really impacts your mood, and when my fits look cohesive and I feel comfortable in them, I know I'll feel confident. I keep my outfits simple so I can go crazy with my makeup!



Pantone's Colour of the Year is Viva Magenta, a pinkish-purplish-red hue. Love it or hate it?

Love it! I'm so happy brighter colours are making a comeback because they just bring everything to life! Black and white can get a little boring. Magenta really makes a statement. It's such a fun colour, and it really makes you the life of the party!



Any top beauty picks in that colour for us?

The Live Tinted Huestick in the shade Free is an ultra-creamy face multi-stick with natural pigments and skin-loving ingredients. Swipe some on your cheeks, eyes and lips for a flush of colour. If you're feeling brave, add a few layers for an even bolder lip! This brand is so inclusive, and is founded by a South Asian woman.

What's your actual favourite colour, and why?

Although I love my neutral colours, I think my favourite colour at the moment has to be green. It's scientifically the most easy and relaxing on the eyes (nature, duh), but I love it because it complements my brown skin and really makes it pop. ♡

THE MAKING OF THE
March Issue

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Viva Magenta

Pantone's *pinkish-purplish-red* pick for 2023 vibrates with vim and vigour, and is open to some *tint*-erpretation

1. KITCHENAID HIBISCUS ARTISAN SERIES 5 QUART TILT-HEAD STAND MIXER, \$545 This eye-catching fuchsia is bound to stand out on your countertop, just as it does in nature. [Kitchenaid.ca](#)

2. BIRKS OMI PRIVÉ OVAL PURPLISH-PINK STAR SAPPHIRES DIAMOND RING, \$32,600 This beauty boasts an oval purplish-pink star sapphire accented by round pink sapphires and diamonds. [Maisonbirks.com](#)

3. DYSON SUPERSONIC, \$550 In fuchsia, this tool brings extra tech to the way you dry your hair by measuring the temp of the air to ensure it's never too hot or too cold. [Bestbuy.ca](#)

4. SIELLA LACE TRIANGLE BRA, \$48 This Canadian lingerie brand marries sexy with comfortable via a triangle bra, bikini and thong. [Mysiella.com](#)

5. NESPRESSO COLOMBIA, \$14 You may pick up hints of candied apples and red berries in this washed Colombian coffee. [Nespresso.ca](#)

6. FREDERIQUE CONSTANT CLASSICS CARREE LADIES WATCH, \$1,195 The Carrée collection evokes glamour with its square shape, white dial showcasing intricate "clous de Paris" decoration, red leather strap and traditional Roman numerals. [Maisonbirks.com](#)

7. GUCCI MID-HEEL SLIDE SANDAL, \$1,360 These fuchsia sequin silk sandals are bunny-ear inspired. [Gucci.ca](#)

8. VICHY IDEALIA MOISTURIZING DAY CREAM FOR COMBINATION SKIN, \$49 An antioxidant-rich formula to boost your overall glow. [Vichy.ca](#)

9. CLARINS LIP COMFORT OIL, \$32 A nourishing oil for shiny, enhanced lips, in a juicy raspberry hue. [Clarins.ca](#)

10. OPI FLASHBULB FUSCHIA, \$14 This flashy pink-purple polish loves the paparazzi. [Opi.com](#)

11. DIPTYQUE TUBÉREUSE CANDLE, \$142 A classic scent in a red-coloured glass container. [Holtrenfrew.com](#)

12. GUCCI ROUGE À LÈVRES MAT LIPSTICK, \$57 This lipstick, in 404 Cassie Magenta, delivers vibrant colour with a soft, velvety feel. [Gucci.ca](#)

13. CHANEL PILOT SUNGLASSES, \$750 Acetate blue and pink, with grey, gradient lenses, this quilted pair protects your peepers from UVA and UVB and are prescription friendly. [Chanel.ca](#)

14. GIORGIO ARMANI ARMANI/PRIVÉ MAGENTA TANZANITE, \$355 A tribute to the vivid colours of Africa, here's a unique blend of tobacco leaf and coffee with a spicy top of cardamom, ginger and bergamot. [Holtrenfrew.com](#)

15. LG MOODUP LG Electronics has an exciting, new colour option for its groundbreaking refrigerator with MoodUP: Viva Magenta! is a brave and fearless crimson red that injects excitement and drama into home interiors, energizing any environment with its dynamic vibrancy. [Lg.com](#)

16. WEEKEND MAX MARA SEQUIN SKIRT, \$445 We're loving this long pleated skirt in a sequin-embroidered tulle fabric. [Ca.maxmara.com](#)

17. AMINA MUADDI DALIDA PATENT LEATHER PLATFORM MULES, \$1,160 These sky-high platforms exude a vintage-inspired charm. [Holtrenfrew.com](#)

18. CHANEL 19 LARGE HANDBAG, \$7,000 Corduroy, gold-tone, silver-tone and ruthenium-finish metal. [Chanel.ca](#)

19. PAUL SMITH SOCKS, \$40 This pattern, called "abstract rose garden," features blooming burgundy, scarlet and magenta on a soft pastel-pink background. [Simons.ca](#)

20. ESTÉE LAUDER PURE COLOR LIPSTICK IN CONFIDENT, \$46 Striking colour, statement-making shades and the beauty brand's most long-wearing, lip-adoring formula. [Esteeauder.ca](#)

March's It Bag

BY ALEESHA HARRIS

Pink can feel like a solid sartorial statement—so a petite accessory is the perfect way to add a pop of the hue to an outfit without feeling overwhelmed. This design from Italian fashion brand Valentino leans into the Pantone pink moment, offering the saturated magenta shade with a simply chic silhouette. Dubbed the Loco Small Shoulder Bag (\$3,090) the bag features additional eye-catching details such as a bold gold cross-body chain strap and the brand's gilded logo to really make it pop. A detachable top strap allows this perfectly pretty piece to be worn a few different ways for added functionality. [Valentino.com](#)

Best Foot *Forward*

Sustainability in the footwear world has reached mind-boggling levels of innovation. Here's a look at why

BY AILEEN LALOR

Sustainability has become a huge priority for apparel brands, thanks to consumer demand. Fortunately, there's plenty of innovation taking place that may reduce the industry's environmental impact, from new materials to carbon offsetting, but one of the most exciting areas is footwear. Why? For starters, shoes need to perform at a higher level than a lot of clothing. They must protect and support your feet under heavy duress—think about what your tootsies go through taking those 10,000 steps a day. That means they're a lot more complicated than your average T-shirt.

"Footwear has this level of complexity that apparel doesn't because of the number of components," says Lauren Hood, sustainability manager of Portland-based Keen. Shoes can have dozens of parts to them—some we've heard of, like the tongue and heel, and some head-scratchers, like the foxing and the vamp. Vessi founder Mikaella Go says the more parts a product has, the more capacity there is for waste—especially with complex performance shoes. The Vancouver brand has reduced wastage with its innovative knit fabric. "We only produce what is required to make those areas of the shoe, instead of producing a lot of fabric, cutting what is needed and discarding the rest."

Hood adds that putting multiple components together can also involve hazardous glues and other chemicals. But it doesn't have to be that way—and brands like Keen see this as an opportunity for change. "PFAs or forever chemicals are often used for waterproofing footwear. They can leach into the ground and waterways and, once the product is shipped, they can still leach off. We started removing them from shoes in 2014 and today five of the six classes have been eliminated." Recycled materials are incorporated, too, for example, as insulation in winter boots. And, the brand only sources its leathers from Leather Working Group-certified suppliers that are audited for how they manage chemicals and water.

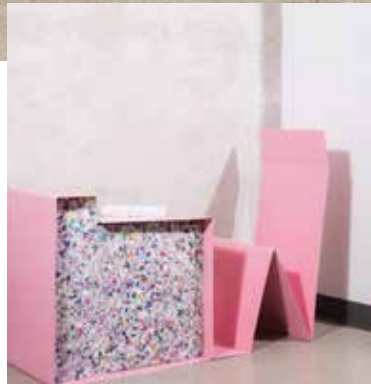
Leather-wise, iconic European shoe-maker Dr. Martens just launched a limited-edition collection, Deadstock, which uses surplus leathers to create one-of-a-kind boots with exaggerated stitching, colour variation and unfinished edges. It's only the start of the heritage brand's journey into repurposing materials.

Back to Keen's Hood, who says one thing that will determine how environmentally friendly any product is, is how often you have to replace it. A well-made quality product that can be worn for many years or even passed on or resold is innately more sustainable than one that will wear out in months.

In Vancouver, local maker Native Shoes' products are a completely different kettle of fish to most footwear. The brand specializes in light shoes made from EVA (a tough plastic that has a lower environmental footprint than materials like leather or cotton). Many parents will be familiar with its Jefferson shoes, a staple at the beach, pool or waterpark. "Our most popular styles are injection moulded and they typically have three components, so the whole process of manufacturing, we've cut down massively," explains co-founder Tom Claypool. "The amount of footwear that ends up in landfills is significant but, fortunately, society has become more aware of the issue of waste and what happens at the end-of-life of a product."

Claypool says his customers are motivated to buy sustainable products. "Our community shares a lot of our thought around what's important from a values perspective as brand. Living lightly is our philosophy around everything, and certainly a big part of that is not treading too heavily on the planet."

Native's shoes are washable, and are often passed down from kid to kid; when they do wear out, the brand has a recycling program, the Remix Project, where old shoes are taken back and upcycled into things like playground flooring. They've even been used as part of an art installation by Portland artist Irina Flore. Now, Native is moving into innovative materials such as a Sugarlite, a sugar-derived EVA plastic, and Bloom, which is made from algae combined with traditional EVA. "The algae is harvested from different waterways and estuaries that are experiencing blooms that can choke aquatic life," says Claypool. "The water is cleaned and returned



to that environment, which becomes viable again."

Another shoemaker that is really thinking big in terms of new materials is Swiss brand On, which is working on technology to create plastic out of thin air—or, to be more precise, carbon emissions. "About five years ago we realized that, to move away from petroleum as raw material, we need to find alternative carbon sources. The dream was born to take carbon emissions from the air and turn them into running shoes," says Ilmarin Heitz, global head of innovation.

The dream is on its way to becoming reality: in partnership with companies that specialize in engineering, AI and renewable plastics, the brand has now created CleanCloud, an EVA-equivalent made from carbon emissions, which has been used in a proof-of-concept shoe, Cloudprime. "We are discussing how to scale this to possibly make a significant share of our products from CleanCloud in the mid-term future," Heitz says. A pair of Cloudprime takes around 360 grams of CO2 equivalent out of the atmosphere; 23 billion pairs of shoes are made every year, of which a large proportion are sneakers, so imagine if this technology could be widely adopted by the whole footwear industry?

There's certainly the appetite for innovation among consumers and, the brands say, manufacturers, too. Hood says the sustainability space is pre-competitive and peers are helpful, so she often works with other makers to come up with ideas. It's also to do with how footwear design is being taught. "There is a focus on circularity and sustainable materials and a shift in mindset," says Claypool. "It does seem like there's more of that happening in our space than other consumer goods. It's a hotbed for it. And it's what makes the industry so interesting, too." ▽

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Liquid Lady

With International Women's Day in sight, we're shining the spotlight on Amy Paynter, winemaker, at Liquidity Wines in Okanagan Falls

BY NOA NICHOL

Hi Amy! Tell us about yourself.

I studied winemaking and viticulture at university in New Zealand. I was drawn to it as it encompasses three aspects that bring me great joy: being creative, being analytical and a little mad scientist-y, and being out in nature. I spent 10-plus years in the industry in New Zealand, South Africa and California before feeling an increasing desire to get back into cool-climate varieties. I'd heard a bit about the Okanagan Valley, but hadn't had the chance to taste any wines from there. A three-day visit was all it took for me to fall in love with the area, the wines and the incredible soils. To be a part of a winemaking region with such diversity—both climatic and varietal—was an opportunity I couldn't miss! I joined the Liquidity team in April of 2021 and haven't looked back since.

What's your day-to-day like?

One of the best parts of winemaking is that there is really no set average day. I might start my week off focusing on marketing projects, mid-week be doing blending trials and, by Friday, cleaning empty barrels! The variability of my days keeps everything fresh and fun!

What makes winemaking at Liquidity so special?

My goal is always to make wines that are bright and fresh, with concentration and balance that showcase the soils and climate they are grown in. The fruit should always be the star of the show, and our viticulture team puts so much hard work and soul into growing us beautiful fruit it would be a shame for me to come in and smother that with excessive winemaking influence. It's an honour to be able to take the fruit grown so meticulously here and make wines that bring people happiness and joy.

When you hear the term "women in wine" what does it mean to you?

To me personally the first word that



comes to mind is inspirational. It's for sure a challenge being female in a male-dominant industry, and seeing the achievements of women around me in the industry is a constant reminder that heck, yeah, we can do this!

Any special challenges, or benefits, to being a woman in wine?

There's always an element of discrimination when you're a physically demanding and mentally challenging role—whether that's wine or other industries. I was lucky enough to work for a women-owned-and-run winery as my first venture into the industry, and they all instilled very strong ideals in me. You'll very rarely find me asking for help lifting something heavy, and it's al-

ways a delight to see the occasional look of surprise on people's faces when I tell them I can drive a forklift and a tractor. But I feel very fortunate that my positive experiences in the wine industry significantly outweigh the negatives. The wine industry is still a very male-dominated one, but I love seeing the progress and continued spotlight on this issue.

How do you maintain a work-life balance?

To be very honest, I'm terrible at this, and it's definitely something I'm working on. But the support of my co-workers, friends and loved ones sure helps. Our Liquidity family here is also fantastic—during harvest our hospitality team will do a daily mental health check-in with our winery

team, to make sure the grapes haven't gotten the better of us!

In your opinion, what is the perfect Liquidity wine with which to raise a glass to women?

Our handcrafted 2021 Estate Viognier, for which each block of fruit was carefully handpicked, sorted and whole-cluster pressed. The flavour profiles being expressed by the fruit called out for stainless-steel fermentation, but we did add some new French oak barrels in there, too—just to give the wine an extra boost of luxuriousness.

We know why people should taste Liquidity's wines, but why should they visit the winery?

In general, we have an absolutely incredible view from the tasting room, unparalleled in the Okanagan Valley. Our tasting experiences offer a chance to get behind-the-scenes information on our vineyards, organics, our winemaking decisions, plus access to limited, tasting room-exclusive wines. In terms of special events, we'll be releasing our 2022 Rosé of Pinot Noir at the end of March, and in summer we might have a secret new rose that you'll have to come visit us to try and buy!

Last but not least, we hear there's going to be an exciting culinary opening at Liquidity this spring?

Yes, the secret's out! The Restaurant at Liquidity will open on April 15, five days a week, for a two-course wine-paired lunch! Using a wine-led philosophy, chef Joshua Mueller will serve up dishes full of freshness and creativity, staged with colour, flavour and subtleties to stir your senses and enchant your palate. And, of course, our masterfully crafted wine will play a focal point in harmoniously portraying the essence of Liquidity Wines' terroir. Yet another great reason to come and visit us! Liquiditywines.com

Passport to Beauty

Shalini Vadhera's versatile cosmetics line is all about paring down to get ready to go

BY JILL VON SPRECKEN

VITA X READY SET JET

The old adage is true: less is more. Our beauty routines are no exception—whether it's time spent perfecting a look, or the number of products in our makeup bags. With the merits of minimalism in mind, entrepreneur Shalini Vadhera launched beauty brand Ready Set Jet.

"I wanted to help beauty lovers say goodbye to complicated beauty routines," Vadhera explains. Her unique resumé had her perfectly poised to do that. At the age of 19, her dad sent her to India to start her own business. "I cried the whole way thinking they were arranging my marriage," she says. But her first love was beauty, so she picked up part-time work at a Clinique counter before finally landing The Tonight Show with Jay Leno—her "big break" as a celebrity makeup artist. Eventually she added philanthropist and book author, Passport to Beauty, to her credentials.

Ready Set Jet's less-is-more approach is based on two space-saving products: Beauty Batons (\$44 each) and Color Stacks (\$17 each). "One of our Beauty Batons replaces four to six products," she explains. The chunky, multipurpose makeup sticks have a product at each end. "My producers in Amsterdam used one balm to groom their brows, hydrate their skin, seal split ends, moisturize chapped lips and cuticles." That was the inspiration for the Hydrate and Glow Beauty Baton, just one in a lineup of batons to choose from. Together, they form an entire routine—from initial cleanse and hydration to final cheek and lip stain.

To make eyes pop, the Color Stacks are a smart upgrade to traditional eyeshadow palettes. "I hate when I buy an eyeshadow palette and use the same three colours and never touch the other nine," Vadhera admits. Up to 10 customizable shades can be snapped together for a mix-and-match palette of your choice. Plus, they do double-duty thanks to skincare ingredients like hyaluronic acid, vitamin E and



jojoba oil. Not to mention it's the sort of brand we want in our makeup bags. The products are vegan, cruelty-free and paraben-free, and the refillable model (that's also recyclable) means less ends up in the landfill. "All of our products are also waterless, making them more concentrated with a longer lifetime."

As an Indian-American, Vadhera knows how important diversity is in cosmetics. "I was never able to find colours that matched or complemented my skin tone," she says. So it's no surprise that an inclusive colour palette is foundational to the brand. "I spend a lot of time creating high-pigment products and shade ranges that truly celebrate the global citizen."

An antidote to product pile-on, Ready Set Jet is about paring down. Whether it's to save time in the morning or space in our bag—or both. "The number 1 request I always get from time-starved women is how to shorten their beauty routine," she says. "Hybrid products are truly the best because you get multiple uses. Less is more!" Readyssetjetofficial.com

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1. Internal Clarins sales & data - Worldwide, Double Serum range, 2021.

2. Satisfaction test - multi-ethnic panel - 362 women.



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Green *Leans*

BY ALEESHA HARRIS

A redirection of denim is underway

Few pieces of clothing are as ubiquitous as blue jeans. Since the first patent of the Levi's 501 jean in 1873—often credited as the blueprint for modern-day denim—jeans have become a versatile sartorial staple worn pretty much the world over.

"I wish I had invented blue jeans. They have expression, modesty, sex appeal, simplicity, all I hope for in my clothes," legendary French designer Yves Saint Laurent is rumoured to have said. From utilitarian workwear item to full-on fashion piece, the blue jean has evolved in elements such as fit, rise and finish since those first riveted and button-flied blue jeans created by Levi Strauss, a dry-goods merchant, and tailor Jacob Davis in San Francisco 150 years ago.

"The product that we're most proud of, the Levi's 501, it has taken 150 years to design it. And it's still a work in progress," Paul Dillinger, vice-president of global product innovation at Levi's, says, adding that, these days, a key area of consideration isn't the classic conundrum of skinny leg or straight, wide leg or flared, but, rather, sustainability. Much of the innovation at Levi's focuses on this front, with concerns around the use of water-intensive cotton and elastane top of mind for Dillinger's team, which works out of the Eureka Innovation Lab in downtown San Francisco. The space is home to textile, design, product quality testing and production innovation—not to mention hot-button discussions around the aim to phase out elastane, the synthetic fibre that gives jeans their stretch.

"It has to be designed out somehow," Dillinger says of the material, which doesn't break down in landfills and compromises the ability of a denim material to be recycled or repurposed. The only problem: many customers want stretch in their jeans. Noting he understands the draw of comfort afforded to rigid denim by elastane, Dillinger says consumers should understand the perils of the material in the long term—and should try to limit how many garments they purchase containing it: "Everyone should be aware that when they buy stretchy jeans, they are fundamentally degrading the value of the future vintage ecosystem by buying stretch that will eventually wear out."

Indeed, considering the lifespan of denim over several generations similarly drives the innovation at San Francisco-headquartered brand Everlane. "We like to think about Everlane denim as 'future vintage,'" Katina Boutis, the company's director of sustainability, says. "The question we ask ourselves is, 'How do we develop sustainable, high-quality styles that strike the right balance between feeling current and being timeless classics, so that in 40, 50, 60 years people are shopping for Everlane denim in vintage stores.'"

Through its curated selection of denim styles—like the Way-High and '90s Cheeky—the company uses organic cotton and partners with factories that emphasize sustainability in production processes, including reduced water consumption and contamination. "When done the conventional way, denim can be a dirty business, but we're on a mission to clean it up," Boutis says. "To do this, we pay close attention to the ingredients we use—like certified organic, recycled and regenerative cotton, and innovations in stretch technology—and the amount of water and chemistry used to create our styles and washes."

At the Los Angeles factory of Saitex, a manufacturing partner of Everlane since the company launched its denim line in 2017, a closed-loop water system



"Given the amount of clothing that ends up in the landfill, investing in well-made garments is one of the single greatest things we can all do to decrease waste"

is used to achieve desired washes, recovering 98 per cent of the water used in the process, which Boutis says is "arguably the most impactful" part of the manufacturing process.

"By comparison, the next-most-efficient denim manufacturers can only recycle about 60 per cent of the water used in their processes, making Saitex the leader in this type of water-conservation technology," she says. "The wash water is cleansed through an on-site recycling system and reused again and again in subsequent production runs."

A 30-year industry veteran whose father was also a denim supplier before him—"I suppose it was in my blood"—Gary Lenett has seen a lot change in the industry, including with his own line, the Vancouver-headquartered brand Duer. The company is doubling down on textile innovation—Duer has developed six new fabrics for its performance apparel designs in recent years—in an effort to ensure the future of fashion and blue jeans is green.

"Lower-impact manufacturing processes, like the use of non-toxic dyes, for example, are going to be table stakes for brands moving forward, as customers are more discerning than ever about the direct effects their purchases are having on the environment," Lenett says. "Moving toward natural-based clothing is a future looking goal. The more we understand about the impact of microfibres on the environment, the more we see this as a place for us to have an impact and lead the charge with natural alternatives to synthetics."

As denim companies eye innovation for their designs, Lenett is encouraging shoppers to do the same the next time they head out to find that perfect pair. "At the highest level, we need to be encouraging consumers to purchase higher-quality denim that will last," Lenett says. "Given the amount of clothing that ends up in the landfill, investing in well-made garments is one of the single greatest things we can all do to decrease waste." V



The beauty of *Denim*

Blue jeans get reimagined in a beautiful way this summer thanks to the French beauty brand Guerlain. The vision of creative director of beauty, Violette Serrat, the makeup collection sees the packaging of products including the Rouge G lipstick case, \$48, and the Eyeshadow Quad, \$105, each decorated with denim swatches boasting fresh floral blooms. The bold strokes of flowers and vines were created by Toronto-based artist Laura Gulshani to add a cool Canadian twist to this chic denim beauty story. Guerlain.ca



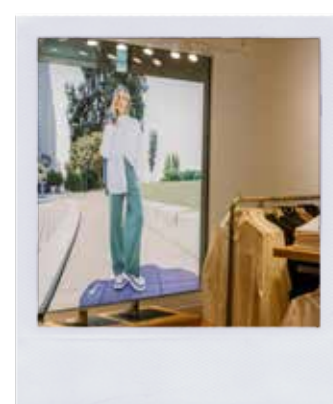
Hot Shops

Vancouver's latest and greatest retailers

BY VICKI DUONG

MERCURIAL

It's late-winter gloomy out, but your wardrobe doesn't need to be drab, too. Former retail buyer and Mercurial owner, Alex Chichak, wants to infuse some fun into your rotation. New to Vancouver, the boutique offers homeware and clothing that's sure to collect compliments at your next dinner party. Labels like House of Sunny and Faithful the Brand bring bold prints and unique silhouettes to your closet while an assortment of ceramics and candles elevates your home. The space itself invites you to be a more mindful shopper; its intimate layout and finely curated selection offer a no-fail formula for finding a stylish ensemble. *218 E. 28th Ave., 236-466-0490. Shopmercurial.com*



PHOTOS: MARIEL NELMS

ATHLETA

Vancouver is known for its athleisure and commitment to fitness, but just because you like to keep things comfy doesn't mean you have to sacrifice style. Athleta, a Gap Inc. brand, has opened a new location on Robson Street, making finding your next gym fit easier than, well, doing all those reps. Reasons to love the brand: it maintains a high standard of social and environmental practices and offers inclusive sizing, from 3XL to XS. Indeed, Athleta aims to offer choices for the way you move, whether it's high-intensity interval training or child's pose. Best of all? A full junior line means you can match your mini without (ironically) breaking a sweat. *1035 Robson St., 604-337-8660. Athleta.ca*

THE GOOD SAUNA

Ready to dip your toes (and body) into an ice bath? Every Sunday, fitness studio Feel Good converts to a pop-up sauna and cold-bath experience, open to the public for communal drop-ins and private sessions. The Good Sauna, an outdoor space, offers thermal therapy: an ancient practice that utilizes a cycle of hot, cold and rest to amp up your body's natural immunity, relieve stress and leave you feeling relaxed. In need of a break from the great outdoors? Entry also gives you access to the studio space where you can work on your breathwork or stretch it all out. Whether you're looking to heat things up or cool things down, The Good Sauna will have you feeling, well, good. *1024 Main St., 604-771-3005. Thegoodsauna.com*



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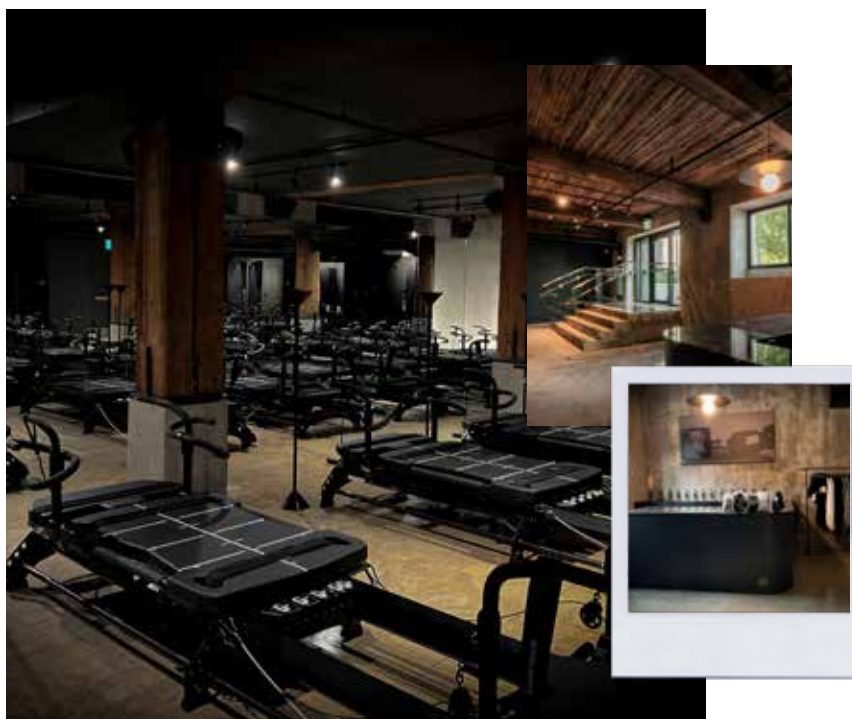
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TERREX BY ADIDAS

Helping customers better access Mother Nature is what Terrex by adidas, new to West 4th Avenue, does best. The Kits store (the very first of its kind in Canada) offers gear to get out and enjoy the great outdoors, plus ample space to try on and trial, including a textured pebble floor to test out footwear. Whether you're looking to beat your last Grouse Grind record or take a nature stroll in Squamish, Terrex can get you outfitted right. *2235 W. 4th Ave., 778-309-4898. Adidas.ca/terrex*



LAGREE WEST YALETOWN

Lagree West continues to take over the Lower Mainland with its sixth location; boasting rows of Megaformers, fitness fanatics can expect a full-body Pilates burn with the sleek décor details the studio's known for. The workout itself never gets easier but, with consistency, you'll find yourself gaining strength and the ability to fine-tune your moves. Concrete floors, fully mirrored walls and wooden beams create a no-fuss atmosphere, while over a dozen brand-new machines help deepen your curtsy lunges and more. When it comes to stretching and getting toned, West is best. *1287 Hamilton St., 604-243-1708. Lagreewest.com*

New Noshes

Where and what
to eat this month
BY VICKI DUONG

DAIGYO

Already a hit in Toronto, Daigyo has opened its Vancouver outpost on Robson, much to the delight of eager foodies and tea-enthusiasts alike. Best known for its use of ceremonial-grade, premium, organic matcha from Japan's Shizuoka region, this Japanese café offers two signature matchas: a sweet and vibrant-green spring edition and a bitter winter version perfect for lattes. Hungry? Order a pressed Japanese sandwich filled with crispy shrimp, purple sweet potato or spicy fried octopus, and a matcha-based parfait with customizable mix-ins or a yuzu smoothie topped with matcha soft-serve—a perfect matcha. **2-1725 Robson St., 604-628-5966. Daigyo.ca**



PHOTOS: JANIS NICOLAY

EARLS

How do you refresh a legacy chain without losing what's at its heart? It's no small feat, but Earls was up to the challenge with a recent revamp of its Test Kitchen location in Yaletown and opening of a brand-new Brentwood destination. The new look for Earls utilizes low-profile seating, ample greenery, local artwork and natural light to create a space made for mingling—while also blending the line between indoor and outdoor ambiance. On the menu: Earls classics alongside new additions; try the West-Coast inspired prawn pizza or shareable seafood platter, featuring ocean faves like lobster and oysters—definitely #instafood worthy. **905 Hornby St., 604-682-6700 | 3850 Lougheed Hwy., Burnaby, 604-205-5025. Earls.ca**

WILDLIGHT KITCHEN + BAR

While UBC may evoke memories of campus life and the Stair Climber-like trek up from Wreck Beach, the Pattison Food Group is determined to make it a foodie destination, too, with its new Wildlight Kitchen + Bar. West Coast-driven, the menu is a marriage between land, sea and sky, with chef Warren Chow focused on sustainable regional and seasonal ingredients, including produce from nearby UBC Farm. Taste exceptional ocean-sourced offerings (the pescatarian charcuterie board with housemade salmon pastrami, beet-cured ling cod, marinated Salt Spring Island Mussels, smoked albacore tataki, cod rillette and more is a must try) and land-based dishes featuring Fraser Valley duck breast and Rosstown Farms chicken. It's no wonder we're wild for Wildlight. **107-5380 University Blvd., 604-915-0722. Wildlightrestaurant.ca**

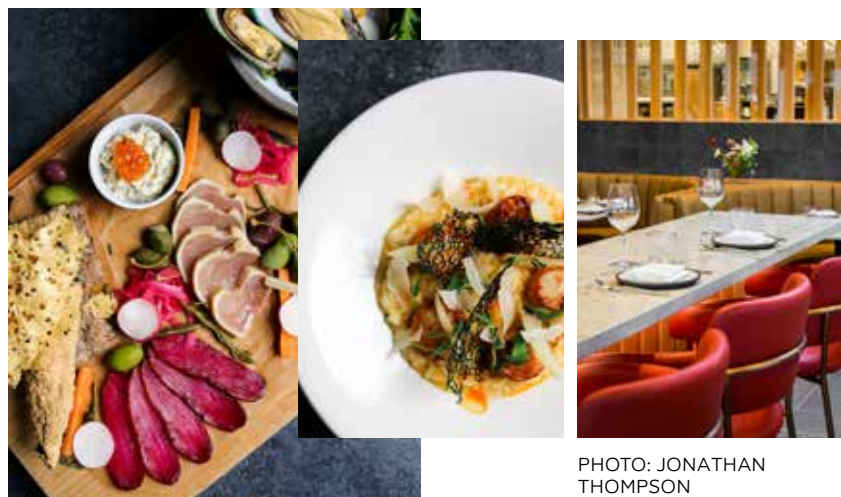


PHOTO: JONATHAN THOMPSON



THE DARKSIDE

Although they say that lightning rarely strikes twice, that's exactly what Kevin Lin and Steph Wan did with their second restaurant, The Darkside—a new Asian Gastropub in Chinatown. While the duo's first restaurant, Land & Sea, boasts fine-dining offerings and an impressive wine cellar, this opening is a playground for experimental combos in a more-casual setting. Classic cocktails get an Asian flare, like a spicy marg made with gochujang and an espresso martini with evaporated milk. Looking for a spicy kick and a dish ready to be shared on IG? Look no further than Nemo's Arch-Nemesis: fried dace and black bean tacos served in a tin can. **219 Union St., 604-428-8660. Darksideyv.com**



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NFT Fashion

Exploring style's new frontier

BY SHERI RADFORD

There's no need to travel to Paris or New York to discover what's new and hot in fashion. Nowadays, the hottest trends are as close at hand as your phone or laptop. Companies ranging from everyday brands to luxe labels are jumping into the virtual world with attention-grabbing experiences in the metaverse. Think NFT releases, digital runway shows, gamification and more.

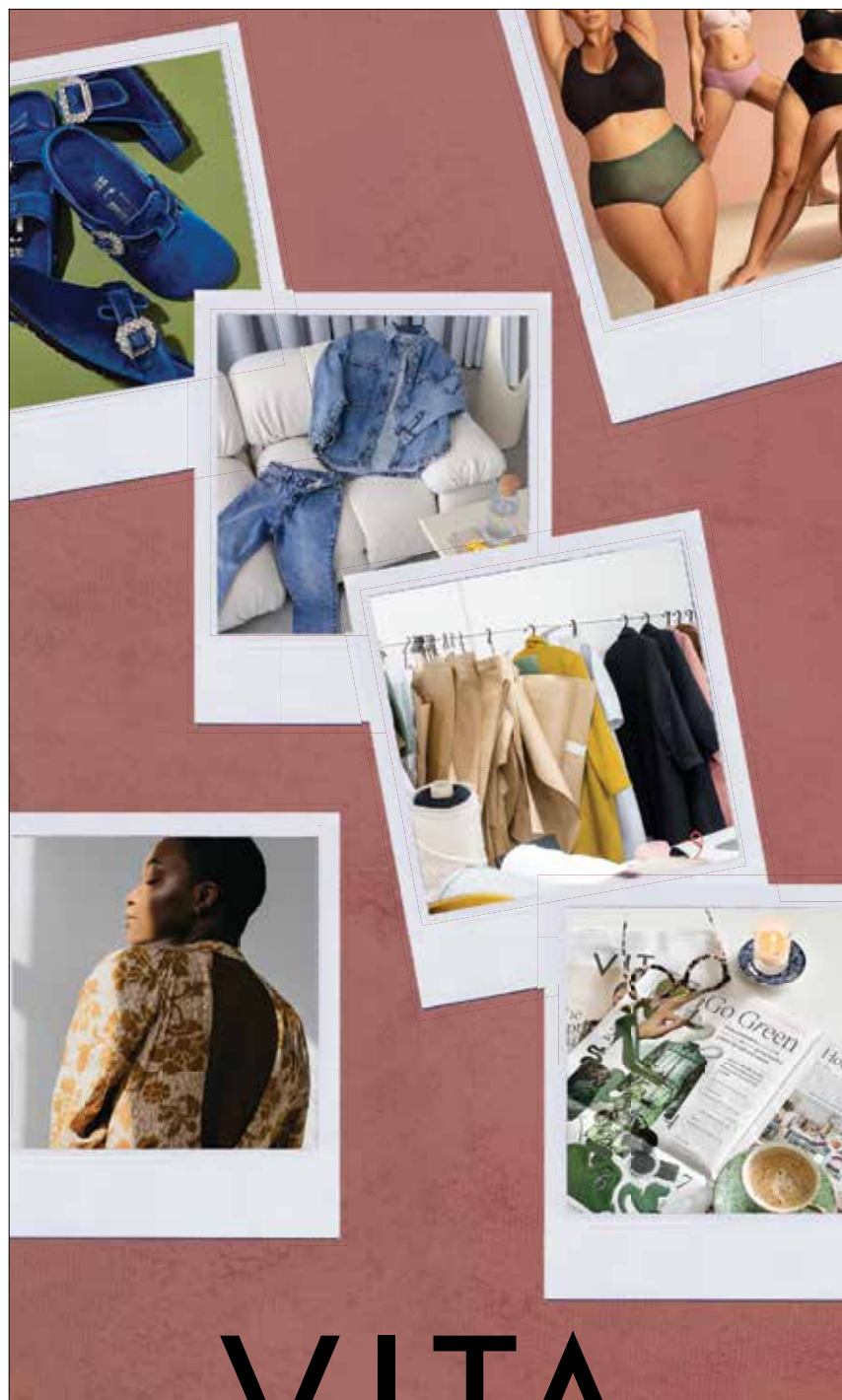
Gap Inc. is just one of the companies making a splash virtually. Last year, the company launched limited-edition collections of non-fungible tokens (NFTs) with "Frank Ape" artist Brandon Sines, hip-hop fashion innovator Dapper Dan and former pro-soccer player Demit Omphroy, and the resulting collectible hoodie digital artworks were made available to consumers via the open-source blockchain Tezos. Gap invited artists to reinterpret the brand's iconic logo, then encouraged customers to vote to determine what three designs would become both NFTs and physical hoodies. The brand launched a Discord server, to allow customers to connect easily online and form a community. And, Gap ventured into the world of Roblox online gaming, setting up the Club Roblox Boutique, where teens' avatars could try on virtual outfits from the summer collection, snap photos and play games.

"Gap Inc. is exploring new ways to bring our brands and iconic product to new and existing customers in a rapidly evolving digital ecosystem," explains a company spokesperson. And, regarding NFTs in particular: "As with all our partnerships with artists, we really look to them to put their own spin on whatever it is we are creating."

Gucci has also been exploring the metaverse in a big way. The luxury brand teamed up with Superplastic (which creates animated celebrities and digital collectibles) to launch Super-gucci: CryptoJanky NFTs paired with ceramic sculptures handmade in Italy. Members of Gucci's Discord community were granted early access to purchase coveted limited-edition NFTs. Gucci also



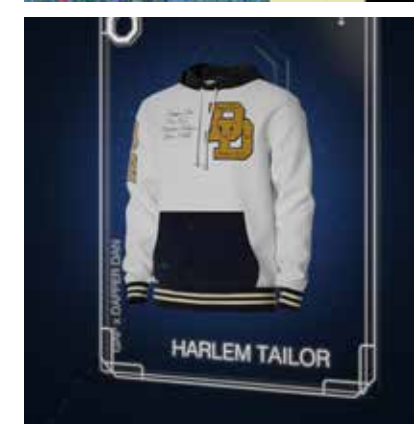
"Fashion has always been about pushing boundaries, taking risks and exploring what's new"



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partnered with SuperRare to exhibit The Next 100 Years of Gucci in the Gucci Vault experimental online space, auction off a selection of NFT artworks and host Twitter Spaces conversations featuring participating artists. Plus Gucci collaborated with digital artisan Wagmi-san on 10KTF Gucci Grail, an NFT collection of digital clothing available only to an extremely select group of individuals: members of the Gucci Vault community on Discord; those already inhabiting New Tokyo, where Wagmi-san lives; and those who already have a Picture For Proof (PFP), the NFT version of a profile pic.

Closer to home, Vancouver brand Cape de Coeur launched, last year, three limited-edition NFTs based on both its signature capes and a special digital artwork video. Company president Bettina Mueller Reichl describes the NFTs as "something truly special and innovative" and "an exceptional opportunity to introduce Cape de Coeur to the world in a unique way."

What's possible in the metaverse just keeps expanding. Online games such as Fortnite and Minecraft have done partnerships with fashion labels. An increasing number of brands are experimenting with accepting cryptocurrency as payment. And runway shows that blend IRL and digital elements are bringing high fashion to anyone with an internet connection.

Fashion has always been about pushing boundaries, taking risks and exploring what's new. The last three years have been an especially challenging time for fashion houses and retailers, with ongoing supply chain and staffing issues, not to mention people abandoning their chic outfits to work from home in yoga pants. Many overseas clothing factories continue to face issues surrounding working conditions and sustainability. Forays into the metaverse are an ingenious way to offer new experiences to large audiences in an eco-friendly (and surprisingly affordable) manner.

It doesn't hurt that Gen Z is the perfect audience for these types of virtual experiences. A highly ethical and environmentally concerned cohort, Gen Z is less driven by material acquisition than older generations. They're constantly looking for new experiences. And they live online, by some estimates spending half of their waking hours each day on social media.

If the thought of all these experiences leaves you more confused than enticed, rest assured that the big brands are already hard at work on an adventure that will draw you into the metaverse. V

Fiji Forward

The warmth of this 330-island South Pacific paradise goes far beyond the weather

BY NATALIE PREDDIE

If Fiji isn't on your bucket list, it should be. Year-round sunshine, crystal-clear waters, luscious green rainforests and award-winning beaches are just a few reasons why this South Pacific country continues to draw travellers from all over the world. And, for the first time in 14 years, Fiji Airways is flying direct from Vancouver, making it easy for Canadians to enjoy the 330 islands that make up this lush paradise.

Fiji is full of five-star resorts, brimming with beauty, luxury and the friendliness of Fijian culture. The country prides itself on its ability to be both an ideal family getaway and a romantic honeymoon destination. The Intercontinental Fiji Resort & Spa is located on the award-winning, Natadola Beach, a stunning lagoon of glistening aquamarine protected by a colourful reef. Resting among 35 acres of lush tropical gardens, this property has a spa, golf course and a lively kids club. Water-wise, enjoy plunge pools, a kiddie pool and an adults-only infinity pool that, at dusk, reaches into a dramatic sunset of red, pink and orange.

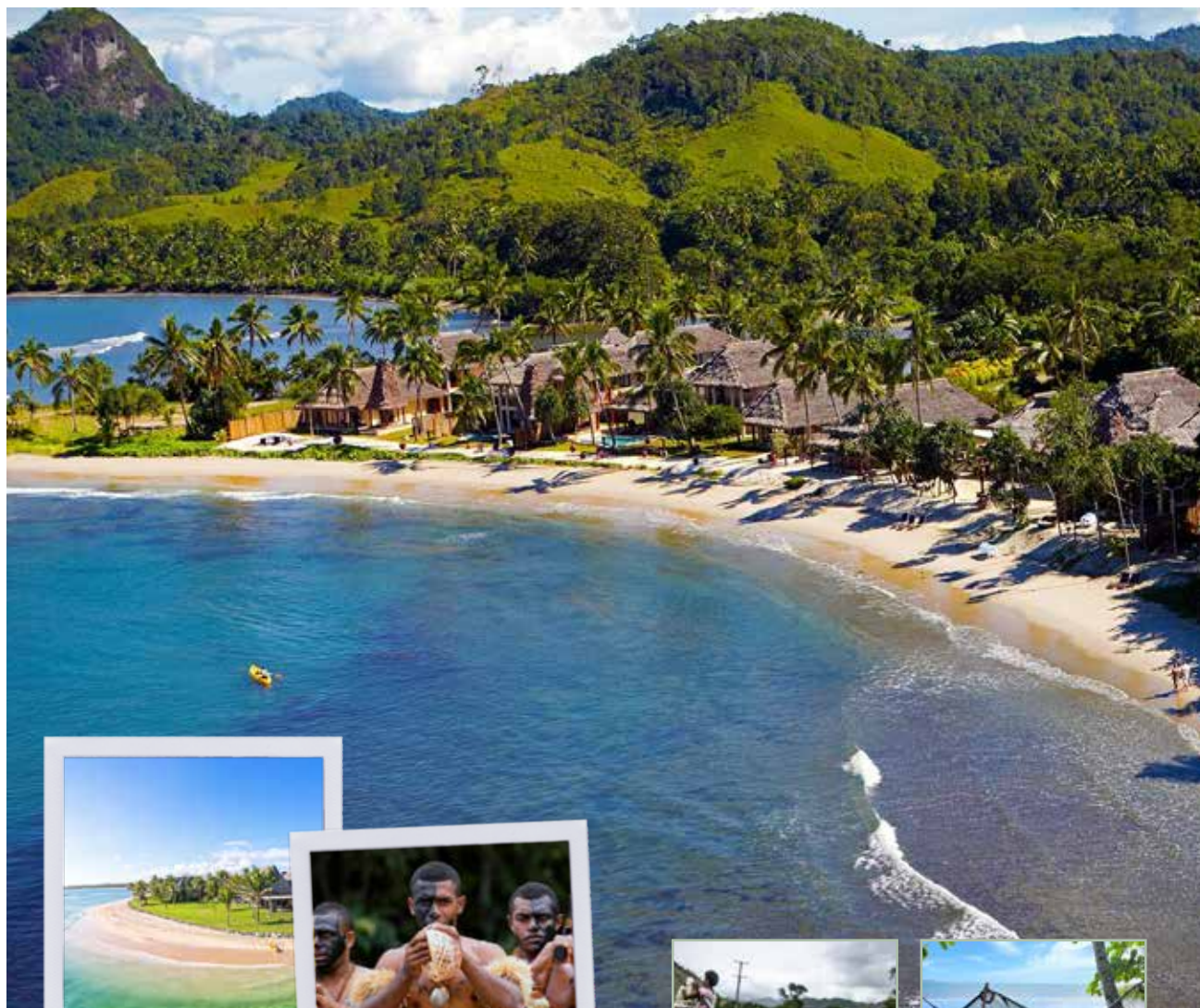
For a more intimate feel, nothing tops Nanuku Resort—the definition of barefoot luxury. This oasis is nestled oceanside on a 500-acre Fijian estate and boasts suites with outdoor showers, private pools and paths that meander through green gardens, leading to your own stretch of sparkling sand. Voted the No. 2 resort in the entire South Pacific by *Condé Nast Traveler Readers' Choice Awards* and nominated for Best in the World 2023 by *Travel + Leisure*, this place continues to collect accolades for luxury, hospitality and sustainability.

Beyond the aesthetics, Nanuku employs a sustainability manager responsible for maintaining a healthy connection to the land, community and staff. In this vein, the resort creates reef rebuilding programs, provides health care for employees and their families, donates to local schools and offers traditional Fijian experiences to guests. You can learn to cook barbecue prawns the customary Fijian way or snorkel the legendary reefs of Beqa Lagoon, weave Indigenous baskets and bead traditional necklaces, or indulge in a private island escape for a snorkel and picnic in the sand. This property offers many opportunities to immerse yourself in the earnest and gracious Fijian culture.

Off resort, the land is mountainous and green—a beautiful living being inviting you to explore and discover. Many visitors come here to hike through the lush rainforest in search of fresh inland waterfalls, fully accessible hot springs and mud pools full of minerals that will cleanse and exfoliate your skin. The tropical birds will call as you zipline through the trees, and some will even swoop down to chat face-to-face. At times, you will have to pinch yourself to remember that yes, this is real life.

Fiji's distance from other countries means that most food is grown on island or caught in the surrounding ocean. The fruit is juicy and sweet, the vegetables crisp and fresh and the seafood buttery and flaky. Bananas and papayas hang from tall trees that frame the winding roads, and pineapples burst from earth, ready to eat. One of the most popular dishes is kokoda: a raw fish salad with coconut cream, onion, tomatoes and chillies served over fluffy steamed rice. It is deliciously creamy and sumptuous while also being light and fresh, epitomizing Fijian food in each and every bite.

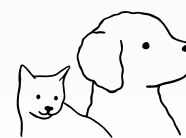
Last but certainly not least, Fijian hospitality is unlike anything else you've ever experienced. Guests to the island are greeted by a traditional welcoming ceremony, where a group of warriors in grass skirts and shell necklaces chant, play conch shells and beat long cylindrical wooden drums. "Bula!" they shout—a word that, although it directly translates to "hello," indicates a more fulsome sentiment of acceptance, love and joy. Indeed, Indigenous traditions are alive and well in Fiji, all grounded in the importance of family and community. This genuine respect for human connection and reverence for both earth and spirit is what fuels the Fijian people—a warmth that's felt from the villages to the mountains. It is this pure beauty and enveloping authenticity that continually draws tourists to this perfect piece of paradise. ▽



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It Takes *Two*

Double down on extraordinary skin with Clarins Double Serum

BY NOA NICHOL

We've all heard expressions like "it takes two," "two is better than one" and "two thumbs up." Now, let's add another "terrific two" to the list, courtesy of Clarins Double Serum—the most complete and innovative anti-aging concentrate on the market, boasting a unique and natural double formula that stimulates the skin's five vital functions to leave skin looking radiant, instantly.

If you're saying to yourself, "But, I've heard of or used Double Serum before," you're not wrong. This latest formula represents the eighth generation of Clarins' iconic "two serums in one" product, which was first formulated 38 years ago in 1985—a feat made possible thanks to a pioneering double formula inspired by biomimicry and based on the skin's own oil-in-water nature. Indeed, Double Serum offers exceptional results on all the different signs of skin aging, including wrinkles, fine lines, loss of firmness, lack of radiance and visible pores.

So, how does it work? Clarins Double Serum combines the best water-soluble and oil-soluble ingredients that target signs of aging and help stimulate skin regeneration, oxygenation, nutrition, hydration and protection. This most-natural-formula-possible includes organic ingredients like leaf of life, quinoa, marsh samphire, kiwi, Mary's thistle, Goji berries, edelweiss, ginger lily and green banana, plus 11 additional potent plant extracts. At the heart of this latest version: turmeric, highly concentrated in turmerone, which supports the skin's own formation of oxidative defense systems and improves the radiance and evenness of skin tone. And the results? Skin looks radiant, immediately. In just one week, visible pores and fine lines are diminished. In one month, skin looks visibly smoothed and firmed.

Knowing that, when it comes to skincare, the sensorial experience is nearly as important as efficacy, Clarins



Double Serum combines the richness of an oil (without any greasy residue) with the smoothness of an ultra-comfortable gel texture to immediately smooth the skin and promote an unequalled feeling of well-being. To preserve the integrity of the liposoluble and hydrosoluble ingredients, the two phases in the Double Serum mix together upon application, thanks to Clarins' unique double pump system. This push-button system automatically delivers just the right amount

of each phase: two-thirds water-based ingredients and one-third oil-based ones. In fact, the adjustable push button makes it possible to customize the amount of product used depending on the skin's needs or the climate/seasons. Just a drop: normal to combination/oily skin, hot climates. Power shot: normal to dry skin, cold climates. Both phases mix together at the last minute to offer an extraordinary feeling upon application, almost like a second skin.

For best results, Clarins has developed a unique application method that includes three steps. Start by dispensing Double Serum into your palm. Warm the mixture in your hands to bring it to skin temperature, so that your skin accepts it instantly (three seconds). Next, use the natural weight of your hands to distribute the product evenly over your face and neck (eight seconds). Finally, apply draining pressure three times on the cheeks, three times on the forehead and three times on each side of the neck (15 seconds).

Last but not least, this should be combined with Clarins' recommended complete skincare routine. First, smooth the eye contour with Double Serum Eye. All the power of the iconic Double Serum, for the eyes. It smooths wrinkles, reduces puffiness and dark circles and strengthens the skin around the eyes. Instantly, eyes appear more radiant and youthful. Next, boost the efficacy with Double Serum. Then, moisturize with a Clarins anti-aging cream that perfectly targets the skin's needs. Choose from the following:

- From 30 years old: Multi-Active. Targets and reduces the first signs of fine lines and wrinkles by preserving the skin's natural moisture.
- From 40 years old: Extra-Firming. Visibly firmer, smoother and radiant skin.
- From 50 years old: Super Restorative. Leaves skin feeling lifted and looking replenished.
- From 60 years old and up: Nutri-Lumière. Restores luminosity to undernourished skin, leaving the complexion revitalized, hydrated and radiant.

Double the serum, double the pleasure, all the best skincare results. No wonder Clarins Double Serum is the complete age-control concentrate women of all ages, ethnic groups and skin types, even sensitive skin, can't live without! Clarins.ca

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