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Issue

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Editor's DESK A Note From Noa

If you closely scoured every corner of the cover of this, the summer edition of *VITA*, you'll have noticed that we've reached a milestone: our 100th issue (of the British Columbia version of the magazine, at least)! My love for *VITA* has only grown since I sent the very first issue to press, in 2014, and I sincerely hope you've enjoyed reading along with us. Despite ups and downs, changes in ownership and economic ebbs and flows, I'm proud of the work we've done to keep this print publication afloat and amazing. I thank my team members, partners, advertisers and supporters for all their support, hard work, devotion and love, and I look forward to the next 100 issues. In the meantime, happy summer!

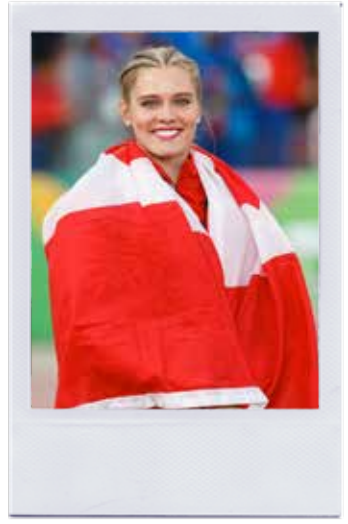
Noa Nichol EDITOR-IN-CHIEF



SUMMER PICK:
Jenny Bird's Dylan Ear Cover (\$150)

Alysha Newman is a Canadian track and field athlete who specializes in the pole vault. She competed at the 2016 and 2020 Olympic Games and was the 2018 Commonwealth Games champion in the women's pole vault, where she set a new Games record of 4.75 metres. She's also a special friend of Swiss watch brand Rado.

Alysha Newman
@ALYSHANEWMAN



Can you break down your daily routine by the minute?!
I wake up around 8 a.m. and jump into my cold tub for three minutes to activate my body. I take my dog Aussie for a 20-minute walk and then it's healthy breakfast time. My breakfast consists of a chai latte, avocado toast with smoked salmon and two eggs. I always mix in responding to emails and attending meetings before I head to training. Once I'm done at the track, I normally head for a recovery session (massage, physio, chiropractor or whatever the body needs) and return home for a sauna and/or a nap in my hyperbaric chamber. I'll take care of social media posting before having dinner and always enjoy some downtime by watching a movie on Netflix or journaling. I'm normally in bed by 10 p.m.



With smartwatches on the rise, why do you still love wearing a traditional watch? There's something so unique about traditional watch styles and the overall history and art of watchmaking. I also find the materials, parts and mechanisms of timepieces way more interesting to look at. This is especially true for me with Rado, and why I chose to have a relationship with the brand. Known as the Master of Materials, I appreciate the exceptional quality of the materials Rado uses, and its unique, innovative designs. Rado feels so good on my wrist and pairs better with my style, fashion sense and lifestyle.

What are some of your favourite Rado timepieces, and how do you style them? Currently I love the Anatom for its incredible history and new fashionable look and colours. I've been a big fan of the Rado Captain Cook x Marina Hoermanseder Heartbeat watch as well. In terms of styling, I really wear them with anything and everything—they look just as cool with a t-shirt and jeans as they do with a little black dress.

What's coming up next for you? I'll be competing in the World Indoor Championships. I'll come back to Canada in the spring to fine-tune my training before starting competition on the Diamond League circuit. My year will culminate at the Paris Olympics in August! This year, 2024, will be one of my best years yet. v

Hi Alysha! How did you fall in love with pole vaulting?
I found track and field through a gymnastics injury that resulted in the end of a young career as a gymnast. After a year of recovery from my lower back, my English teacher told my parents that I should try track and field because he saw a talented young child with lots of speed and competitiveness—especially with the boys at recess. I got started right away. I won my first pole vault meet that year and broke the meet record. The rest is history.



VITA X WALMART

5 Italian-Inspired Summer Pieces for your Next Mediterranean Getaway

With summer at our doorstep, many Canadians are looking forward to jetting off on a Mediterranean adventure, to take in the fresh blue waters and enjoy the beautiful landscapes Europe has to offer—because there's truly nothing that screams summer more than gelato, beaches and a sunset ride on a Vespa with a seaside view. Since Italy is known to have hot and vibrant summers, colourful apparel naturally fills the city streets and beaches—which is why we've rounded up five must-haves that you need to pack for your next getaway, all from Walmart Canada. [Walmart.ca](https://www.walmart.ca)

1. NO BOUNDARIES WOMEN'S TRIANGLE BIKINI TOP, \$14:

Turn heads at the beach or pool with the stylish No Boundaries women's triangle bikini top. Made of tricot knit, this bikini top features a flattering plunge neckline and spaghetti straps with a tie for adjustable comfort and support.



2. NO BOUNDARIES WOMEN'S STRING BIKINI BOTTOM, \$14:

The No Boundaries women's string bikini bottom is the perfect addition to your swimwear collection. Made from a comfortable tricot knit, it features an elasticized waistband and leg holes for a secure fit. The adjustable side ties add a stylish detail to this classic bikini bottom.



3



3. WILD SKYE WOMEN'S EMPIRE-WAIST DRESS, \$24.98:

Make a style statement with Wild Skye women's empire-waist dress. Crafted from rayon crinkled fabric, this dress offers a lightweight and breathable feel. It features a sweetheart neckline, short sleeves an empire waistband, plus a cute all-over print for added Italian charm.

4. GEORGE WOMEN'S LINEN SHIRT, \$22:

Elevate your casual holiday style with George women's linen shirt. Composed of a comfortable fabric, it'll be perfect for all-day wear. This versatile shirt features a pointed collar, long sleeves fitted cuffs for a polished look, a chest patch pocket and a full-button closure.



5. GEORGE WOMEN'S LINEN SHORT, \$16:

The George women's linen short is a wardrobe must-have this season. Crafted from a breathable fabric, this pair of shorts is the perfect choice for when it's warm outside. These shorts feature an elasticized waistband with a drawstring for the perfect fit, rolled cuffs for a super trendy touch and a relaxed fit.



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THE MAKING OF THE BRITISH COLUMBIA

Summer Issue

No. 100 ————— 2024

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Face Time

What will it take for the beauty industry to embrace size inclusivity?

BY ANDRÉANNE DION

Scroll through almost any makeup, skincare or bodycare brand's social media and it's obvious that, for all the recent progress made, beauty standards remain stuck in the past. In the best-case scenario, digital content and ads might showcase a range of skin tones but, more often than not, the aspirational image we're presented with is still a young, able-bodied, cisgender and thin woman.

Beauty products don't come with a size tag, yet change has been slow when it comes to size diversity. The fashion industry has made some headway: curvy runway models, extended sizing and more diverse marketing campaigns. But the beauty sector still lags. "We just don't really see plus-size people selling [beauty products]," says content creator Alicia Gilby of Curvy Chronicles. "We've been told that plus-size bodies aren't marketable."

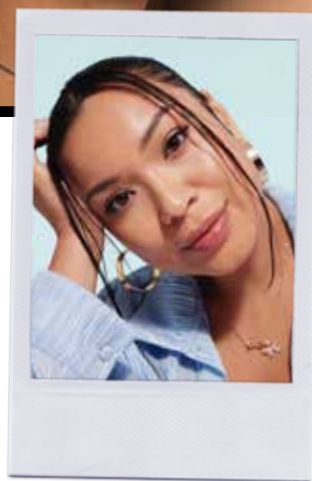
Gilby runs an Instagram series called Fat Auditing Beauty Brands, where she analyzes makeup companies' social feeds based on three criteria: how long she has to scroll before seeing a curvy person, the percentage of plus-size models or creators featured in a total of 50 posts showing people, and if the brand includes anyone who looks like her—what she calls a "larger fat" (she wears a size 26).

The results have been eye-opening. So far, the brands Gilby's audited have ranged from zero to six per cent size inclusivity, with one standout featuring 22 per cent plus-size models and creators. No brand has featured someone close to her size. "It's minimal effort on their part—they'll use a model who's a size 14 or 16, which is still considered plus-size ... but is at the very low-end of the range," she says. Plus-size folks with more acceptable features—curvy hourglass figures and thinner face shapes—are favoured over those with tummy rolls and round faces. "We're still not seeing true body diversity."

For Stephanie Valentine, a plus-size content creator, inclusivity starts in the boardroom. "The people behind the brands need to look like us and know



PHOTO BY COURTNEY MICHAUD FOR CHEEKBONE BEAUTY



STEPHANIE VALENTINE, @GLAMZILLA

ALICIA GILBY, @CURVY_CHRONICLES



JENN HARPER, FOUNDER OF CHEEKBONE BEAUTY



the importance of inclusivity to truly take a step forward," she says. Jenn Harper, founder of Cheekbone Beauty, agrees, adding that part of being inclusive as an industry leader is recognizing your blind spots—even as a brand founder aiming to empower those relegated to the sidelines of the beauty industry. "I had a marketing manager early on that explained to me the importance of [featuring plus-size models] and it was a learning experience for me," she says. "You do get set in your patterns. It's really important to be aware of it and figure out who is being left out."

Those who are actively seeking more diverse models might find it challenging to achieve their vision. Says Breann Rogers, executive assistant at Cheekbone, "Even if you're hiring a plus-size model, you're still getting a cookie-cutter image of what everybody is looking for these days." And when you're looking to hire a plus-size model who's a person of colour or part of an older demographic, the lack of diversity on agencies' books is glaring. "The modelling industry still has a lot of work to do."

As such, Cheekbone's been relying on its community when creating campaign content, often casting employees and customers to reflect the diversity of its team and fan base. Inspired by her own experience, Harper recently designed a wider face chart (used by makeup artists to plan looks) that more accurately represents her own facial structure and that of many of the models and creators her team works with, so they can see themselves represented behind the scenes as well.

But, she says, "Big organizations with huge budgets should be leading the way because they have the power to do so, and it's truly tragic that that's not happening." As a mom to an 18-year-old daughter who consumes and is influenced by such content, Harper believes it's the beauty industry's responsibility to showcase a full spectrum of diversity. Instead, it is perpetuating a standard that's outdated and harmful.

Valentine believes the best way to fight this is by taking control of the narrative. "[Watching] one-minute videos every day can have a large impact on your self-worth and body image," she says. She had never dreamed she could be a beauty creator because no one else in the space looked like her, but she now has 2.2 million followers on TikTok. "Spend that minute on someone or something that will empower you or make you feel better about yourself."

Another way consumers can help move the needle, says Harper, is by spending their money with companies that reflect their values. It's also worth engaging with brands you think could be doing more and providing feedback. In her videos, Gilby encourages her followers to reach out to brands and let them know they want to see more size diversity on their feeds. She hopes brands will start to recognize that plus-size consumers deserve to feel beautiful and seen, and that she might see more bodies like her in advertising.

Valentine has a message for brand founders. "All humans want to feel included the first-time round—we aren't an afterthought. If you feel like the step to true inclusion is 'too far' for your marketing teams and boardrooms, maybe that's exactly the step you should take," she says. "We all belong in beauty." V



PHOTOS BY COURTNEY MICHAUD

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Screen Time

After a now-notorious interview in which influencer Kristin Cavallari questioned the need for sunscreen, we talked to an expert to set the SPF record straight

BY AILEEN LALOR

On her *Let's Be Honest* podcast in January, Kristin Cavallari (not a dermatologist) told an Eastern medicine practitioner named Ryan Monahan (also not a dermatologist) that she doesn't wear sunscreen. Monahan made some claims about living an anti-inflammatory lifestyle, the importance of antioxidant supplements and learning to tolerate the sun by building a base coat, and suggested that he could be "in the sun for the whole day without any sunscreen." So we asked Dr. Katie Belezny (a dermatologist) for her thoughts on this.

First off, we know that ultraviolet light is a carcinogen—its cancer-causing potential was first identified in 1928 and has since been confirmed many times. "While some people on social media talk about skin cancer being a more recent phenomena, there have been reports of melanoma being found in the skeletons of mummies from more than 2,000 years ago" says Dr. Belezny. We also know that UV rays—specifically UVA—can cause premature aging of the skin.

And what's the idea behind the base tan? The thinking is that melanin produced in response to UV exposure can be protective to skin, but Dr. Belezny says that it's equivalent to about SPF 3 or 4—nowhere near enough to actually prevent sun damage. And what about the fact that some people feel like their skin is healthier after sun exposure? Sorry to poop on your party, but all tans are DNA damage, and even if you see some improvement in conditions like acne, the long-term risks of UV exposure outweigh any benefits.



Being in the sunshine can make you feel happy, and that's not to be sniffed at, but Dr. Belezny says you don't need significant amounts to feel the positive effects. "A few minutes of sun in the early morning, when UV rays aren't as strong, can be beneficial," she says. As to vitamin D, sunlight encourages its production, but getting it from a supplement is just as good as getting it from the sun—and even more so during the winter when Canadians don't see much sunlight anyway.

With regard to antioxidants, there's some evidence that a topical vitamin C can offer some UV protection, but only as an adjunct to sunscreen rather than a replacement. And there's no evidence to support the idea that sunscreens can be more harmful than UV exposure. "Much of the discussion around 'risks' of sunscreen stems from data showing that chemical UV filters can be detected in the bloodstream, and that in studies of rats where they were administered exceedingly high doses of these UV filters there was an incidence of cancer," says Dr. Belezny. There are plenty of good mineral sunscreens if you're worried about using a chemical one or you find they irritate your skin.

When choosing a sunscreen, Dr. Belezny says you need at least SPF30—even higher if possible—and the words "broad spectrum" should be on the label. That means it protects against both UVA (aging) and UVB (burning), since the sun protection factor (SPF) relates only to UVB. You need more than you think—about a quarter to half a teaspoon for the face and neck, and 1 ounce for the body—and to reapply every couple of hours or after swimming or sweating, even if you have a water-resistant screen. As well as sunscreen, stay out of the sun when it's hottest (the middle of the day) and wear hats, sunglasses and UPF clothing.

The big question: do those of us that live in Canada need sunscreen all day, every day, every season? Or is it more a question of creating a good habit so that you're well protected when you are exposed to UV? "Many dermatologists, including myself, recommend daily sunscreen in part to form the habit and ensure you are protected," says Dr. Belezny. "That said, I do believe in being pragmatic and if you are getting virtually no UV exposure, either because the UV index is zero or one or because you are inside all day (and away from windows that let in UV), then there is minimal risk if you are not wearing sunscreen. The issue is that people may think, 'Well I work in an office and so I don't need it,' but then are outside walking to lunch and so on, and tend to underestimate UV exposure." The message? Sunscreen won't do you any harm, and it could save your life—so slap it on. ▽



Shields Up

The best sunscreen is the one you'll wear. Here are six for every skin type and preference.



FOR STRONG PROTECTION

Australians know sun protection, which is why we're big fans of Ultra Violette, a sunscreen that's just landed at Sephora. Its star product is Supreme Screen SPF50, which is a light, hydrating, antioxidant enriched combo of chemical sunscreen, moisturizer and primer.



FOR SENSITIVE SKIN

Sensitive-skinned folk often do better with a mineral sunscreen. Our favourite is Dr. Dennis Gross All-Physical Lightweight Wrinkle Defense Broad Spectrum Sunscreen, which leaves no white cast, doesn't irritate and makes a lovely base for makeup.

FOR EVERYDAY PROTECTION

For a hint of colour with your sunscreen, there's Eminence Organics Daily Defense Tinted SPF, which offers all-mineral protection with a sheer tint and a lightweight finish.



FOR TOPPING UP ON THE GO

Sticks are the perfect option for topping up sun protection on the go. Avène's Mineral Sunscreen SPF50 is suitable for sensitive skin and water resistant for up to 80 minutes.



FOR THE FINAL GLOW

To finish the look, Nudestix offers a Blush Tint (six shades) and Lip Primer (one shade), both with SPF30. Both are sticks for easy app.

Ad Hock

Marketing strategies encourage us to buy, buy, buy—leaving the planet to foot the bill

BY JILL VON SPRECKEN

We can all agree: ads are getting a tad stalker-y these days. Let's say you're looking to buy a new bathing suit. Peruse a few sites, look at a few options, and the next thing you know that bathing suit is following you around the Internet. It's in your inbox, popping up in your social media feeds and making appearances on the websites you visit. Order the item or not—it doesn't really matter. The ads persist, until you look at something else—and a new stalker takes its place.

Marketing professionals call this “personalization,” a strategy that leverages a potential customer's buying habits, interests and demographics to serve up ads that are tailored to what they are interested in—and spending money on—right now. “More than three-quarters of consumers prefer personalized items or personalized options in their feed, as opposed to non-personalized,” says Jen Park, assistant professor of marketing and behavioural science at UBC's Sauder School of Business. “So we know consumers like that.”

Here's how it works: the customer enters a website, where cookies track them. Then businesses purchase ads that show them the product again ... and again. “We live in a very busy world where consumers are getting bombarded with thousands of sales pitches per day. As consumers, we've gotten really good at filtering these pitches out,” says Rebecca Coleman, a marketer and instructor of social media marketing at the British Columbia Institute of Technology. She explains that, on average, a customer interacts with a brand eight times before a sale, which is why businesses attempt again and again to capture your attention. “It sounds kind of creepy, but it's actually quite effective.”

Peter Pernot-Day, head of strategic and corporate affairs for North America and Europe at fashion juggernaut Shein, says there is value to targeted ads. “The idea is to try to understand who our



customers are, what they're interested in and what they resonate with, so we can tailor both our clothing and our advertising content to those needs,” he explains. “That's one of the powers of social media. It allows us to have insights into what our customers are actually thinking, doing and want to see.”

The bottom line is that all these marketing efforts work—and well. “Algorithms and personalized marketing are hugely successful,” says Park, adding that the reason for this is, in part, because customers are so bombarded by ads that they “don't have the bandwidth to [decipher whether] 'is this an item that I really need at this point?'" And as overconsumption surpasses overpopulation as the greatest driver of the planet's eco-crisis, it's safe to say that these marketing strategies have a larger impact.

We are consuming at a breakneck pace, and the planet is paying the price. The UN warns of the threat of overconsumption and its contribution to what the organization calls the “triple planetary threat” of climate change, biodiversity loss and pollution. Other organizations, too, are sounding the alarm. Population Media Center, whose aim is to build a healthier, more equitable and flourishing world through storytelling, states: “Aggressive marketing campaigns that promote conspicuous consumption fuel societal norms centered around materialism, driving individuals to consume beyond their actual needs.” It's one factor (of many) that explains why, as per Earth Overshoot Day—which annually marks the date when humanity's demand for ecological resources and services in a given year exceeds what Earth can regenerate in that year—eight months into the year, we will have depleted a year's worth of the planet's resources.

The antidote to overconsumption, of course, is to consume less. And if being stalked by potential purchases online isn't going to help keep that credit card sheathed, there are a few things you can do. First, Canada has anti-spam laws in place that make it easier to defend against stalker ads—although the protections are flimsy. “It just requires anyone sending out these marketing emails to have people's consent,” says Park. “And the definition of consent is very blurry.” She recommends taking the time to hit the “unsubscribe” button on marketing emails and cautions against sites that don't give you a chance to reject cookies. “It's just not worth it to browse through these websites that use suspicious and vague wording for how your data is going to be used.”

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“We live in a very busy world where consumers are getting bombarded with thousands of sales pitches per day”



When federal protections aren't cutting it, web browsers can pick up the slack. “A few years ago, Apple started giving its users more control over how websites could track cookies,” Coleman says. “You can now ask your phone and your Safari browser ‘not to track’ cookies, and that makes it difficult to retarget ads to those customers.” Soon, she says, Google's browser will follow suit—watch for that.

“We are living in strange times where we are getting bombarded. We feel like we're used to it, but I feel like the bubble is going to burst very soon,” Park commiserates. “As soon as we have more regulation, as soon as we find more green practices, these annoying emails should be stopped.” V

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Style Life

How one of Canada's best-dressed does it

BY LAUREN WALKER-LEE

Minimal, '90s, cool and boyish is how designer Alydar Twack-Hansen of Nena Hansen describes her personal style. "Simplicity and comfort are my top priorities. I feel like my style tends to be pretty laid back; because of that I try to buy pieces that are cool on their own so I don't have to do too much to make an outfit." The Vancouver-based sustainability champion and pro-thrifter is known for her re-worked pieces created from secondhand button-down shirts. Each piece tells a story: a blend of craftsmanship, sustainability and creativity.

For Twack-Hansen, the label was born naturally, a collision of passions and interests. "Fashion, sustainability, thrifting, textiles, and design—all these threads wove together to create something unique." The pandemic played a pivotal role in her foray into fashion. With more time at home, she dusted off her sewing machine and began experimenting. Inspired by the growing trend of reworked fashion, she envisioned a brand that breathed new life into existing garments. "Why start from scratch when you can reimagine what already exists?" In the spring of 2022, the designer crafted her first piece: a playful bungee top that is now her signature style.

With a generous offer from Gastown retailer One of a Few, Twack-Hansen stocked her first pieces: "They were my first store and I will be forever grateful to them for giving me such a good start." The line, now carried by more than 50 stockists in Canada and the U.S., had sustainability built in right from the start. "My parents were into [it] before it was cool so it feels like second nature at this point. I feel like I really chose it for myself when I was a teenager and got into thrifting. Sustainability and inclusivity in fashion is a non-negotiable for me; I simply don't buy from brands that don't make a reasonable effort to be both of those things."

Her recently opened studio and shop is a slice of New York on West Pender Street; it's filled with marble accents, brass details and expansive windows



that flood the space with natural light. "It's not just a workspace," she says of the space. "It's a canvas for ideas." The studio doubles as a pop-up place, inviting other small brands to showcase their creations. "Collaboration fuels innovation," Twack-Hansen emphasizes.

As to her personal style, this unique designer exudes the same effortless cool that defines her brand. Think oversized blazers, vintage denim, and perfectly worn-in sneakers. "Fashion should feel like an extension of yourself," she says. "It's about self-expression without sacrificing comfort."

Though she primarily shops second-hand, Twack-Hansen counts Baserange, a French/Danish label with a focus on natural fibres and sustainable practices, as a favourite brand. When asked whose personal style she admires most, she says, "My friend Danica has the best style—the perfect mix of fun, sporty, sexy and elegant. She is great at mixing designer and vintage in a way that makes you think the whole outfit cost a million bucks." ▽

Snag Her Style

Mini hoop earrings
\$360 @ Noon Jewellery

Cardigan with bow
\$320 @ Pearle Knits

Nena Hansen bungee top
\$160 @ TUU by Coutukitsch

Samsøe Samsøe shades
\$180 @ One of a Few

Baserange dress
\$310 @ SSENSE

VITA X THAI RICE



The Best Part of a BBQ? *The Sides!*

Try this summer-friendly side dish from Thai Rice

Where there's a BBQ, there are endless side dish possibilities (and we all know the sides are the best part!). Up your grill game with the vibrant flavours of Thailand—like this refreshing Summer Thai Rice Noodle Salad. Created with delicious rice from Thailand, it pairs perfectly with grilled meats and seafood. Authentic, delicious Thai Rice products, including rice noodles in various widths, can be found at grocers across Canada, both mainstream and ethnic. Happy summer side dishing! #ThinkRiceThinkThailand

Ingredients


<p>SALAD</p> <ul style="list-style-type: none"> 1 package of Kosa Rice Vermicelli 3 mm 50 g asparagus tips 50 g sugar peas, ends trimmed 50 g snap peas, ends trimmed 50 g edamame, shelled 1 spring mint, leaves removed and julienne 1 bunch cilantro, rough chop 1 tsp sesame oil 2 tbsp Spicy Lime Vinaigrette Ice cubes 	<p>SPICY LIME VINAIGRETTE</p> <ul style="list-style-type: none"> 100 g sugar 1/4 cup hot water 1 tbsp fish sauce 2 garlic cloves, smashed 2-3 birds eye chili, diced and seeds removed 1/2 lime, juiced
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Directions

Soak rice vermicelli noodles in water: 6-8 minutes. While rice vermicelli is soaking, prepare Spicy Lime Vinaigrette. Mix sugar with hot water and mix well until dissolved. Add in fish sauce, garlic, birds eye chili and half lime juice. Mix well and taste. Adjust heat level as desired. Set aside. Boil water in a medium pot over high heat. Add rice vermicelli to boiling hot water and cook for 30 seconds to 1 minute. Do not overcook. Remove from heat, run under cold and toss in ice cubes to stop the cooking. Drizzle sesame oil to help the noodles from sticking to each other. Boil another pot of water, and quick blanch asparagus tips, sugar peas, snap peas, and edamame for 30 seconds or until bright green. Add in asparagus tips, sugar peas, snap peas, edamame, mint leaves, cilantro and Spicy Lime Vinaigrette to rice vermicelli and gentle fold.

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Picture Perfect

Despite a pretty darn good camera on most smartphones, more and more people are turning back to film

BY CHRISTINA ARMANIOUS

In an era dominated by digital innovation, where every moment is captured and shared instantly via smartphones and social media, an unexpected trend has been steadily gaining momentum: the resurgence of film photography. It's a striking contrast—setting aside one's cutting-edge iPhone in favour of capturing moments with a Fujifilm or Polaroid camera, despite the less-than-perfect image quality.

According to camera pros, this revival is more than just a nostalgic nod to the past or a quirky, nonconformist trend; it is a cultural shift that speaks volumes about our relationship with technology, art and authenticity, reflecting a deeper longing for simpler times and resonating strongly with today's cultural zeitgeist.

Anthony Jackson, a training specialist at Henry's Camera, observes that the trend of seeking out film photography is particularly prevalent among younger people due to their heavy engagement with social media and the challenges they face in disconnecting from their devices. He reasons, "They want a camera, but they also almost need a smartphone. To disconnect from their smartphone, they need to choose [another device] like a film photography camera."

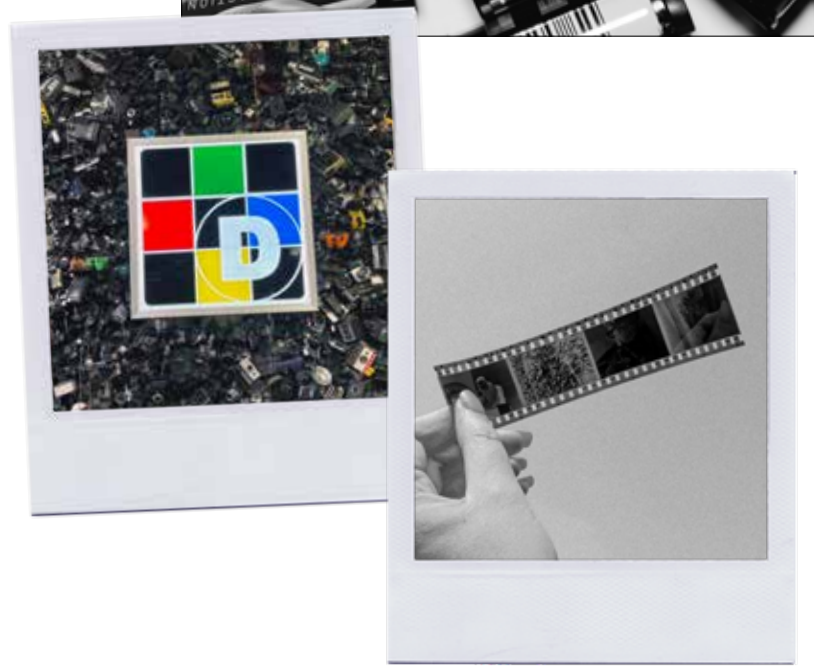
Shooting with film also demands patience and presence, encouraging folks to focus on the moment and the subject rather than the screen. "When you're taking pictures, you're really not thinking about anything other than composition and colours; you're out there in the real world, seeing people face-to-face" and providing a refreshing break from the always-on nature of smartphones, Jackson adds.

While digital cameras can also create a sense of detachment, Claudia Mac, manager of Downtown Camera, an independent photography store in the heart of Toronto, highlights the distinct charm of film photography. She points out that the rise of social media has fostered an "obsession with perfection." AI, filters and editing apps contribute to meticulously curated feeds that present a polished-yet-often-unrealistic portrayal of life. In contrast, film photography "embraces imperfections." Blurry shots, unexpected double exposures and subtle colour variations are celebrated rather than corrected, allowing photographers to capture moments as they truly are without the pressure to conform to social media standards.

Mac likens this appreciation for imperfection to "shopping for vintage clothing [with signs of age]" or "listening to vinyl records with scratches and echoes." She adds, "There's something about imperfection that makes it real. And I think we should all embrace it. Nothing should be perfect. Because nobody's perfect."

The process of film photography, albeit rewarding, comes with a caveat: it is time consuming, costly and, as Jackson puts it, "a little bit of a guessing game." He says, "You could either think of it as really cool or the worst thing ever," depending on your artistic expression. He points out that a standard roll allows only 36 photos, equating to about a dollar per shot. "So you certainly [have to] think before you shoot more"—a contrast to the infinite shutter clicks of modern cameras that we are acclimated to.

The full process includes loading a roll of film, manually adjusting camera settings and waiting for the developed photos. "It's 20 times more risky [than a digital camera]," says Jackson, because



you won't know if you got the shot until it's developed, and "you still have to pay for those photos to get back and realize [they might all be] destroyed."

Mac shares that when her team is developing film, they often have to be "the bearer of bad news, and [many times] the shot is from a very special occasion." She adds, "You have to accept that you're taking a risk, or you shouldn't be shooting with film photography."

Younger photographers are increasingly drawn to the unpredictability and the intentional approach of shooting with film compared to other demographics—a trend Mac's noticed among her clientele. She recalls a specific encounter where an older customer, purchasing a digital camera, observed a younger client picking up freshly developed film. Surprised, the older man declared he would never shoot with film again, citing its difficulty and praising the convenience of modern technology. In contrast, the younger client passionately defended film, arguing that the time and effort invested in each shot make one appreciate the resulting images more.

This generational contrast in artistic expression highlights the principles of slow living and instant gratification. Mac explains, "[Gen Z] love shooting on film because analog photography is a surprise in a world where everything is so instant." Jackson agrees, pointing out that the younger generation, especially Gen Z, is "dying for this type of interaction with a camera" more than any other demographic, as they are the first to have grown up entirely in the digital age.

Mac uses the analogy of cooking a meal to further illustrate this point. "We have amazing microwaves and stoves that can cook our food instantly. Why do we still barbecue?" She explains that we're more likely to appreciate what we cooked when we spend more time and effort on the process: gathering and heating the charcoal, cleaning and oiling the grill and then cooking the food. She also notes that barbecued food has a distinct taste and the ambiance is different. Instead of preparing and eating the food in the kitchen, you are outdoors, enjoying the experience.

Aesthetics and artistic expression aside, in a time when tech is constantly changing and devices quickly become outdated, many prefer the manual nature of film cameras and the stability of "[purchasing] something once that is going to last much longer" over the fleeting lifespan of modern gadgets, explains Jackson. Mac adds that many photographers value the reduced electronic footprint and the chance to repurpose and reuse equipment.

As more photographers embrace film, they not only revive what she describes as a "disappearing" art form, but also foster a community built on shared values and a passion for creativity and "something real." This revival is not just about capturing images; it's about capturing moments, stories and emotions in a way that's deeply personal and profoundly meaningful. "I always describe that film kind of feels like Christmas morning to those people getting their rolls back from the lab," Jackson reflects, noting how some "forget what they've actually taken on that roll," allowing each image to gain value and evoke emotional resonance over time. Indeed, the enduring charm of film photography lies in its ability to enrich our present and inspire our future—in a snap. V

Snag an Analog Take a shot with Jackson and Mac's favourite film cameras for preserving memories this summer



FUJIFILM X-T5



FUJIFILM X-T30 II



NIKON Z F



NIKON Z FC



DIANA F+ CAMERA AND FLASH
BLACK JACK



PENTAX - K1000



POLAROID NOW I-TYPE



LOMOGRAPHY LOMOAPPARAT
21MM WIDE-ANGLE CAMERA



KODAK EKTAR
H35 HALF-FRAME



YASHICA MF-1 SNAPSHOT
RELOADABLE 35MM

Summer time

Best beverage suggestions for every summer occasion

& the sipping is easy

PICNIC IN THE PARK

Gathering with pals for a sun-drenched picnic? Cupcake 201 Sauvignon Blanc is a vibrant, crisp wine with flavours of Meyer lemon, white nectarine and key lime that integrate with subtle hints of grapefruit, gooseberry and citrus, culminating into a long, balanced finish. Lobster rolls and potato salad would be divine park pairings for this whimsical white! Cupcakevineyards.com

BEACH DAY

Is there anything better than a summer Saturday when the sun is shining and the only thing on your agenda is to hit the beach? Saturday Sun's Laidback Rosé has notes of melon and red fruit, pairing well with beachy bites like charcuterie and watermelon feta salad. Just don't get any sand in your glass!

CAMPING OUT

When you gear up to head out to your local campground, pack the cooler with Dillon's canned Vodka Cocktails, starring an award-winning vodka that's made from fresh Canadian rye grain and vapour distilled through oak for natural smoothness. Fun flavour combos include Blueberry, Peach & A Twist of Lemon, and Raspberry, Lemon & A Hint of Lavender. Crack one open and let the camping good times roll! Dillons.ca

BY THE POOL

Nothing says summer like a poolside lay-out! The perfect wine to accompany this hot-weather endeavour is Josh Cellars Rosé, boasting a bright nose with aromas of fresh strawberries, white flowers and stone fruits and, on the palate, citrus, white peach and strawberries. Pair it with a poolside platter of fresh berries and chilled seafood, like shrimp or ceviche. Joshcellars.com



AT THE CABIN/COTTAGE

A cabin or cottage getaway, complete with cool lake dips and crackling fires, calls for a winning whisky. Jura 12 Years is the perfect accompaniment to such a summer pastime. Gold-hued, with dark chocolate, honey, walnut and soft citrus on the nose and flavours of coffee, salted bananas, licorice and brown sugar, pour a glass, kick back and relax! Jurawhisky.com

DINING AL FRESCO

When you can finally feast with family and friends outside, reach for CedarCreek Platinum 2023 Pinot Noir Rosé: powerful, ripe and savoury, with notes of crushed stone, aged citrus rind and potpourri. Serve it with an al fresco menu of salad, mildly spiced chicken or fish, or a Thai green curry. Cedarcreek.bc.ca

BARBECUE BYOB

Whether you're hosting or heading to a friend's place, do not barbecue without a bottle of Lost Peak 2019 Cabernet Sauvignon. This smooth sip shows hints of black cherry and plum, with soft tannins and undertones of chocolate and coffee. It's the perfect match for steak, prime rib and hard, full-flavoured cheeses.

VITA X SKYE AVENUE KITCHEN & LOUNGE

Discover the Culinary Magic of Skye Avenue Kitchen & Lounge

Surrey's dynamic Central City neighbourhood is buzzing with edible excitement thanks to Skye Avenue Kitchen & Lounge, which offers an exceptional dining experience that rivals Vancouver's finest. This 6,000-square-foot restaurant promises to be a gathering place for friends and family to enjoy the best of West Coast cuisine, creative cocktails and a vast selection of wines and craft beers.

Leading the charge in the kitchen is executive chef Valerio Pescetelli. An Italian-born culinary maestro, Pescetelli honed his skills at prestigious establishments like Gordon Ramsay's Michelin-starred Savoy Grill in London, and has brought his expertise to Canada, creating culinary magic at renowned Vancouver spots such as Per Se Social Corner and Acquafarina. At Skye Avenue, he introduces his famous burger, a legend from his tenure at Per Se, now available without the need to trek to Vancouver. This 8-ounce organic grass-fed house-ground beef burger, with Fontina cheese, truffle aioli and crunch onions, is a must-try for burger aficionados.

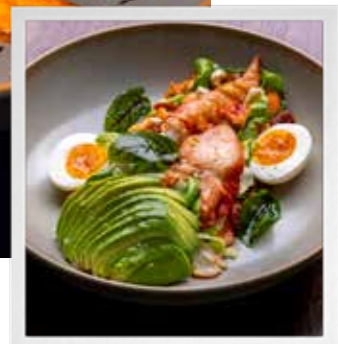
Joining Pescetelli is Richard Goodine, Vice-President of Hospitality Development, whose extensive experience spans over three decades in the hospitality industry. Goodine has played pivotal roles at Steel Toad Brewing Co., The Post Hotel & Spa in Lake Louise and at Vancouver's The Cannery and Joe Fortes. His passion for wine and food, combined with

his global expertise, brings a unique touch to Skye Avenue. His philosophy of celebrating classic culinary skills while maintaining an unpretentious attitude is the driving force behind the restaurant's welcoming atmosphere.

Indeed, Skye Avenue is not just about great food; it's about unforgettable dining experiences. The restaurant's menu showcases the best local ingredients, from fresh-caught halibut to hand-made pasta. Signature dishes include the Wagyu beef carpaccio, tuna tataki, soy-glazed salmon and the decadent Rocher tart. The Whisky Lounge, open on weekend nights, offers an impressive collection of more than 3,000 whiskies from around the world, catering to both peated and non-peated palates.

For those looking to enjoy a delightful brunch, Skye Avenue serves up classics and contemporary favourites like Skye eggs Benny, French toast banana rocher and crispy chicken waffles, paired with tableside mimosas and a variety of sweet and savoury Caesars.

"At Skye Avenue Kitchen & Lounge, dining is all about gathering together around the table, relishing exceptional cuisine and sharing those unforgettable experiences that unite us all," says Goodine. "Whether it's for lunch, dinner, after-work drinks or a weekend outing with friends and family, we're excited to welcome everyone for truly memorable dining experiences with a side of West Coast hospitality."



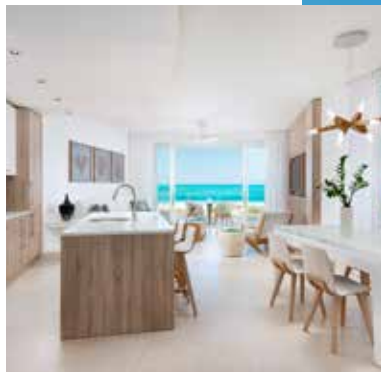
Reservations can be made via OpenTable or by phone. For private events or group bookings, contact info@skyeavenue.com. Stay updated on the latest news by following @skyeavenuesurrey on Instagram and /SkyeAvenueSurrey on Facebook. Welcome to Skye Avenue Kitchen & Lounge, where every meal is an experience to remember. 13450 102 Ave. #190, Surrey, 604-590-0900. Skyeavenue.com

Turks *Two* Ways

Resort or villa, you can't go wrong
with a stay at Wymara Turks and Caicos

BY NOA NICHOL

Set on Grace Bay, which was named the world's best beach in 2022 by Tripadvisor, Wymara Resort + Villas Turks and Caicos is the tropical escape you've been searching for. The best part? You can do it two ways. [Wymara.com](https://www.wymara.com)



THE RESORT

From a variety of accommodations to choose from around the island, we think Wymara Resort should be your go-to. This gorgeously appointed (and recently renovated) hotel considers sun, shade and breeze in its design, so there are always multiple areas to enjoy the outdoors on property—plus, multiple amenity areas to keep everyone in the group engaged and content. “We strive to have our guests keep coming back for more, while constantly improving each experience,” says owner Bruce Maclaren. “We want to wow our guests from the moment they arrive until they depart.”

Indeed, Maclaren has made good on his vision is to create the perfect home away from home. A place where guests can get an emotional high from the beautiful turquoise waters and idyllic weather Turks and Caicos is renowned

for. A place to recharge their batteries and enjoy quality time with loved ones. “We want everyone who visits to feel part of our Wymara family with our wonderful staff and caring and attentive personalized service,” he says.

Truly, Wymara Resort is an oasis for all—and countless details make it so. Among our favourite below-the-radar features: genuinely friendly service from each and every staff member encountered, Dyson hairdryers in every room, an organic-certified spa offering luxe treatments and an on-site restaurant, Indigo, where every meal, made by executive chef Andrew Mirosch, is magic (Mirosch's World's Best Ice Cream lives up to its name. Insider tip: check the hotel schedule to join in on lively, weekly, al fresco beach barbecues, featuring live music and a bountiful buffet served up on the white sands of Grace Bay.

VITA X LAMBERT

Hold on to *Golden Hour* with these top summer bags

Get a grip on summer with a new bag ... or two! Canadian vegan bag brand Lambert has launched its Golden Hour collection. The vibrant hues in this range, reminiscent of the colourful landscapes of summer, are perfect for a day at the beach or an evening in the city. Explore new silhouettes, from handbags to travel items; our five faves below! [Designlambert.com](https://www.designlambert.com)



1. THE MAUDE - RASPBERRY VEGAN LEATHER BACKPACK, \$145 Both minimalist and refined, this 3-in-1 backpack is equipped with a front zippered pocket, a spacious interior in which to store your tablet, wallet and other personal effects, and delicate adjustable and removable straps that allow it to be worn three ways. The Maude is a truly timeless and versatile accessory.

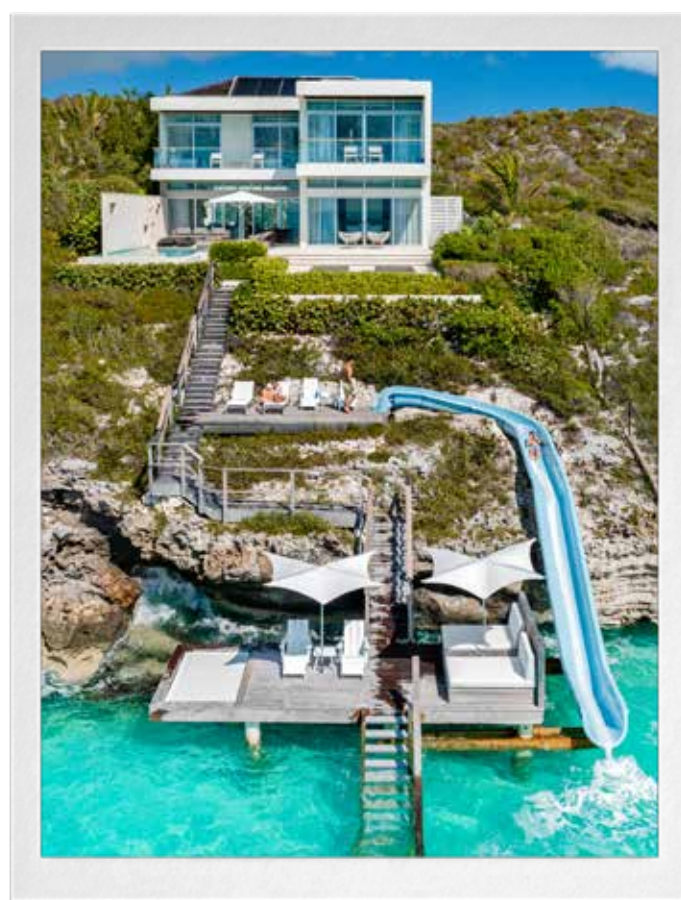
2. THE MARINA - AGATE VEGAN LEATHER WAIST BAG, \$95 Minimalist and compact, the Marina provides storage space for your phone, wallet and keys. Its modern and sleek design makes it perfect for city outings or outdoor escapades. With its adjustable strap, the Marina waist bag combines functionality and elegance to accompany you wherever you go.

3. THE BALI - AFFOGATO CARRY-ON, \$280 Designed for the traveller, Bali is the ideal carry-on suitcase for all kinds of escapades. With two large main compartments, you will enjoy maximum storage capacity. You can also carry your 15" laptop thanks to the

front pocket designed for work and/or leisure tools. Travel in style and peace of mind with the Bali suitcase, which meets most of the airline requirements for carry-on luggage.

4. THE ARIA - AGATE 3-IN-1 RECYCLED NYLON BACKPACK, \$140 This backpack is the perfect combo of functionality and style. Made with recycled nylon, it offers exceptional durability while remaining lightweight. The interior compartments provide organized space to carry all your essentials. Whether for a day in the city or a casual getaway, the Aria, which can be worn two ways, is the ideal companion for summer.

5. THE FELICIA - LIGHT DENIM VEGAN LEATHER HANDBAG, \$113 Minimalist and elegant, the Felicia adds sophistication to your OOTD. Despite its compact size, it offers clever space for cards, a small wallet, keys and a mobile phone. It can be worn either as a wristlet or over the shoulder, and is the essential accessory for those who seek both elegance and practicality in a small handbag.



WYMARA AMUSE VILLA

THE VILLAS

Looking for something even more luxe? A short drive away, Maclaren has developed a collection of private and secluded luxury villas that are nothing short of spectacular—and when their owners are away, they're available to rent. “Wymara Villas offers guests the best of both worlds, total privacy and seclusion in a very luxurious setting with high-service and easy access to all of the amenities and services of the resort,” he explains. “Our villa guests enjoy exclusive enjoyment of Sunset Cove Beach Club with its private and pristine beach, the Caribbean's first in-ocean swimming pool, lap pool and world-class fitness facilities. It's a very special vacation experience.”

It's a sentiment we can't argue with: the villas include full, beautiful kitchens (you can cook, or order meals and snacks throughout the day delivered to your door), stunning amenities, entertainment technologies, multiple private pools and, at three of the seven multi-bedroom, multimillion-dollar properties, a salt-water slide that shoots you directly into a must-be-seen-to-be-believed crystal-clear Caribbean Sea. For the enjoyment of all villa owners and guests, the new ocean pool, spanning nearly 3,900 square feet, is a stunning swimming spot with a soft, sandy bottom. It gets replenished with fresh seawater from the Atlantic, is carved out of the coastal rock and lined by an expansive timber deck that spans the entire length. Featuring a tiki bar and stylish sun loungers and umbrellas for shade, take breaks from sipping spritzes to dip in and out of the refreshing, salty sea while soaking in the serene views. The vibrant, rich colours of the pool's sea-fed waters are the perfect spot to cool down, minus the need to worry about waves crashing into you.

Anchored by the iconic coastline, Maclaren's ocean pool is a true labor of love. It's been built to facilitate an intimate encounter with the landscape while offering safe, sublime waters with boundless sea-and-sky views. And there are more villa plans in the works: “Looking ahead, we're excited to introduce new five- and six-bedroom villas this summer,” he reveals. “These will be among the most stunning on the island and offer unbeatable views over the turquoise waters that Turks and Caicos is best known for. Next, we're launching a new dining concept at our villa beach ... conceived by Wymara's acclaimed executive chef, Andrew Mirosch. Watch for its debut in fall 2024.”



LAMBERT



JURA™

SINGLE MALT SCOTCH WHISKY

MADE BY A SCOTTISH ISLAND COMMUNITY



jurawhisky.com