

FLAUNT

ISSUE #1

MARCH 2021

THE PANDEMIC ISSUE

trends / lifestyle / art / fashion

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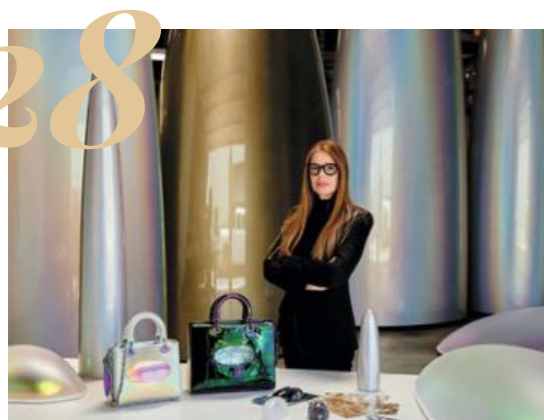
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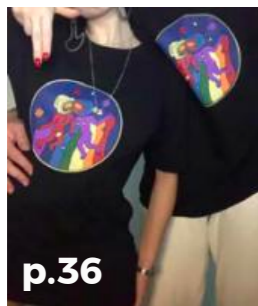
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FEATURE STORY

While we are locked down, love blossoms in different ways throughout the pandemic. Some love is created. Some lovers are separated and longing for each other. As we navigate through these uncommon times, our relationships come out in the most unexpected ways. These two couples were kind enough to tell us their inspiring love stories, which will definitely make your heart feel warm and fuzzy. Check their beautiful love stories in this month's feature story.

LOCKDOWN LOVE STORIES
PAGE 36



Editor's Letter

If this pandemic has taught us something, it's definitely patience. As I write this note, we've gone full circle into 12 months of the pandemic, when March 2020 seems to be repeating itself in 2021.

There is hope in sight, but still no clear end, and we're all trying to make peace of this situation the best we can. I've enjoyed the warm weather of July, put autumn decorations in my outdoor patio in October, prepped for the Holiday season in the coziest way as possible, being far from my loved ones. I've hollered out my window on New Year's Eve cursing the year of 2020, drank countless bottles of wine during Zoom get-togethers, and of course, cried myself to sleep a few days. As we navigate this unprecedented time in history, we've gathered stories of love, tips of places to go in the not-so-far future, a tad on TV, and comfort recipes to warm your heart and tummy while things don't fully back to normalcy.

We hope that Flaunt distracts you, makes you smile and find a spark of joy. Here's to a safe, healthy, and happy return!



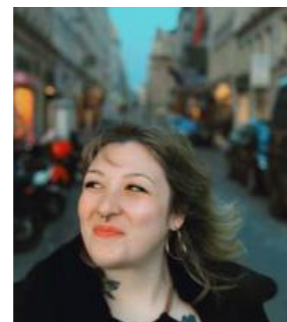
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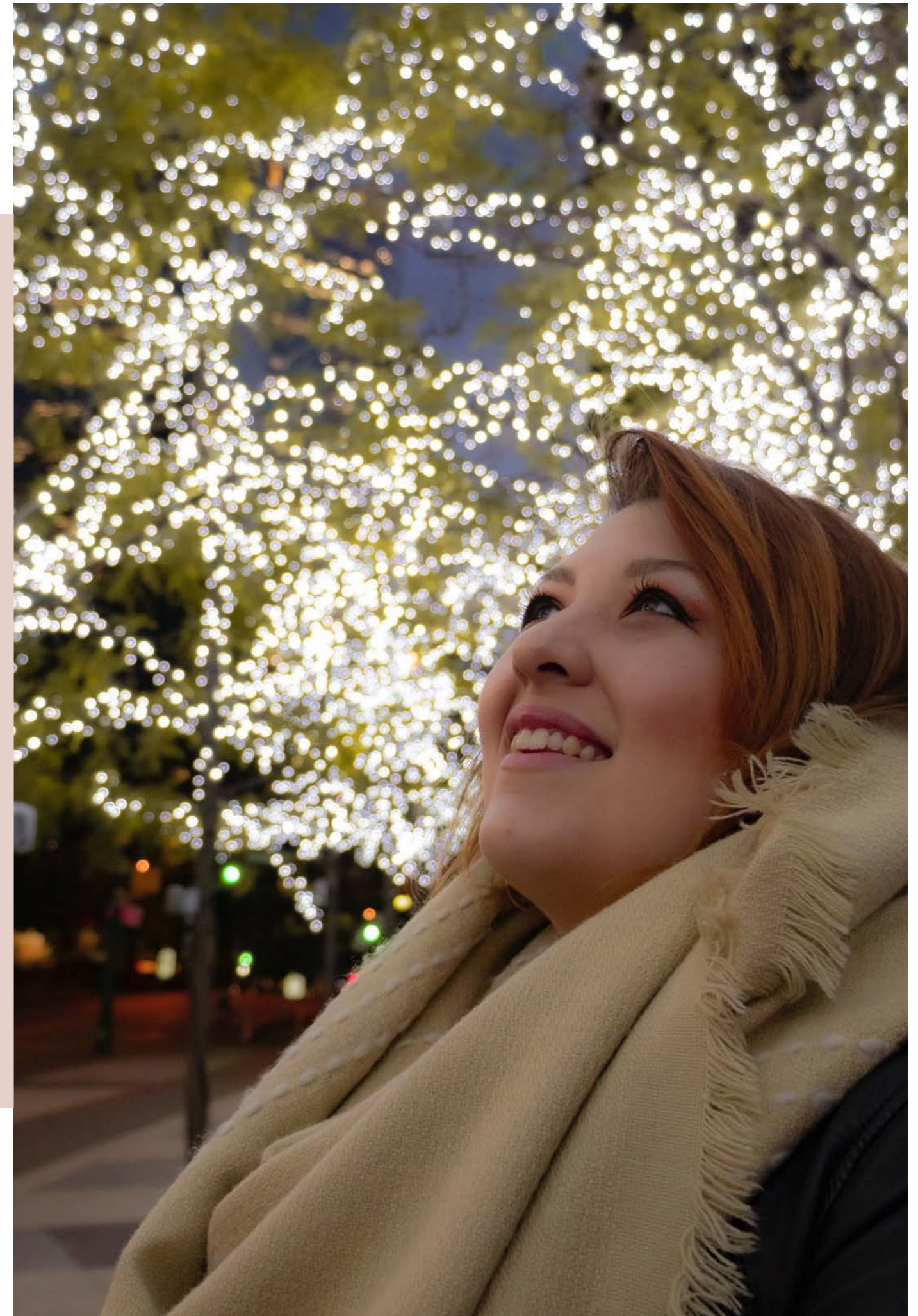
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SÃO PAULO

The tenth-largest city in the world and the largest in the Americas, São Paulo is a unique place. Its size, diversity, and energy outweigh its traffic and concrete jungle. Here you can spend months visiting museums, theatres, concerts, restaurants, and parks without running out of things to do. Go to Vila Madalena and immerse yourself in the street art and charm of this vibrant neighbourhood. Then visit Campus São Paulo and use the Beer or Coffee app to find cafes and exciting people, or stop by Sofá Café to experience the Brazilian way of preparing coffee. Startups or multinationals, hippies or hipsters, tech or business, you'll find it all in this city that produces 40 percent of Brazil's patents.

Touristy must-do: Sunday at Paulista Avenue

Every Sunday, this São Paulo flagship street is closed to car traffic. Along this avenue, you can visit several museums, see street musicians, ride a bike, or just wander and appreciate São Paulo's diverse population.

Local must-have dish and where to get it: Pastel de Feira

With 11 Michelin-star restaurants in São Paulo, this might sound crazy. Still, you have to go to one of the many street markets (Feira livre) and try the pastel: a savoury dish made from dough folded in half, filled with cheese, meat, or assorted fillings, then fried in vegetable oil and served wonderfully crispy.



This kit was inspired by São Paulo and is perfect to urban destinations; it contains nine travel-sized essentials to ensure your grooming abroad remains impeccable wherever you are. C.\$90.00+tax



Nashville is on a roll that just won't stop. Country-music stars are slapping their names on brand-new honky-tonks. Boutique hotels seem to open monthly. Bachelors and bachelorettes are arriving in hordes to party. Acclaimed chefs go far beyond the meat-and-three, though biscuits and hot chicken are doing just fine.

Honky-tonks, boutique hotels and chef-driven restaurants are opening at a head-snapping pace, welcoming bachelors and bachelorette parties galore and a gobsmacking stream of brand-new residents.

The music scene today is as vibrant as ever: seven days a week, the neon lights and beer-perfumed air of Lower Broadway draw crowds of grinning music-lovers into its rumbling honky-tonks, while just to the south the vast, undulating roof of Music City Center imprints a giant guitar shape onto the skyline. The Grand Ole Opry wows guests at Opryland and Ryman Auditorium, and hordes of country-music fans descend on the city for the CMA Music Festival. Several country stars have recently opened their own clubs on Broadway.

If you need a break from bachelorette-party shenanigans or a boring convention panel, step outside for natural distractions aplenty. An ever-growing network of pedestrian and bike-friendly greenways links Nashville's city parks, which unfurl over rolling hills and lush riparian landscapes. B-Cycle bike-rental stations are conveniently placed at greenway trailheads. Nature and outdoor centers inside the larger parks offer kid-friendly activities and nature walks. In total, the city's park system sprawls across more than 12,000 acres in 108 parks, with 19 greenways. Kayaking and canoeing trips on the gentle Harpeth River are well suited to families.



This Nashville-inspired travel kit is tailored to warmer climates; it contains nine travel-sized essentials made specially for normal to combination skin in the Two Minds range with Hair, Body and Personal Care staples. C\$90.00+tax

MONTRÉAL

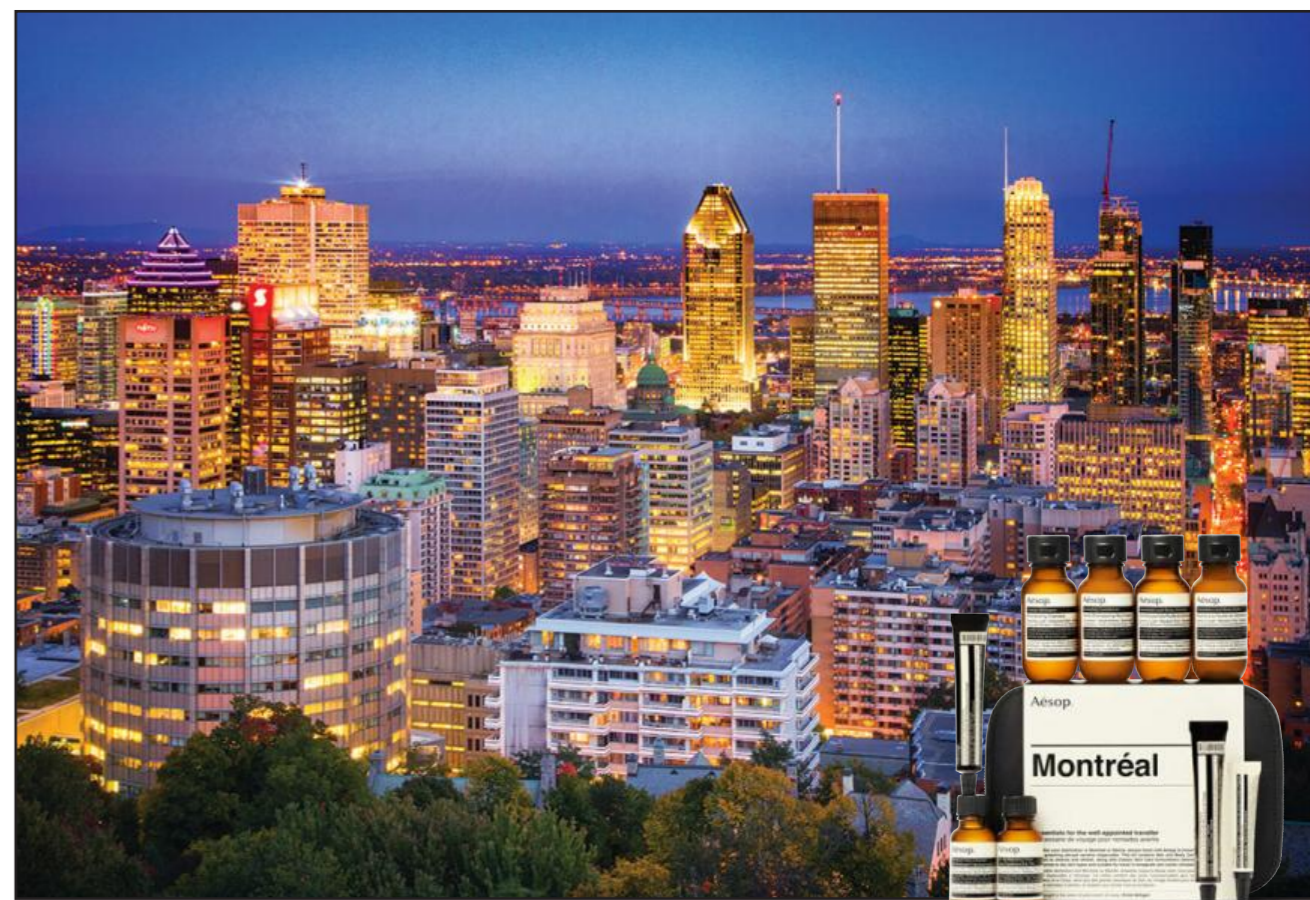
Witness a French-infused city that's in love with festivals, the arts, good food, living well and enjoying life to the hilt.

Blessed with one of the most exciting food scenes in North America, Montréal brims with temples dedicated to Kamouraska lamb, Arctic char and, of course, poutine (fries smothered in cheese curds and gravy). You'll find irresistible patisseries, English pubs, 80-plus-year-old Jewish delis and magnificent food markets reminiscent of Paris. There are hipster bars with tiny bowling alleys, vegetarian options galore and innumerable cafes to while away a lazy afternoon. And there are late-night eateries where you can linger over wondrous combinations of food and drink that you'll find nowhere else on earth.

Montréal is a slice of old Europe in a pie of contemporary design. A day's wander might take in the photogenic 18th-century facades of Old Montréal before a cycling tour of the lovely Canal de Lachine, or a wander through the glittering shops and restaurants

of downtown before ending at the inviting terraced cafes of Plateau Mont-Royal. The city's architectural sweep takes in a wealth of heritage churches such as the breathtaking Basilique Notre-Dame, as well as 20th-century icons like the Stade Olympique and Habitat 67. Montréal's hotels and museums additionally push the edges of contemporary interior design.

The Québécois love their summers and autumnal colours, but it is the winter that defines much of their lives, which slow down and become more insular in the grip of those long, dark months. With that said, the passion for life that animates Canadian-francophones does not dim in the cold but is instead celebrated around cozy fireplaces, in friendly pubs, steaming sugar shacks, and, of course, on the slopes of local mountains via skis, snowboards and toboggans. **12**



The Montréal travel kit is made for temperate and cool climates; contains nine travel-sized essentials made tailored for normal to dry skin in the Classic Care range for wherever you are, your skin is well-taken care of. C\$90.00+tax

#AboveTheKeyboard



As we all go back to work after the holidays, 2021 seems to be a year of renewal. With the hope of the vaccine soon being widely available and our lives coming back to some semblance of normal, now is the time where people are buying new accessories to showcase, both on and off our beloved Zoom. The coziness of January weather brings soft light, and comfortable fabrics in neutral shades counteract the fact that we've seen minimal sun after being stuck at home for extended periods. For those looking at an indefinite or even permanent home workspace, investing in tech accessories is necessary for influencing our surrounding aesthetics. Here, we've gathered some must-haves for the Winter months, whether you're on a couch, behind a screen or imbibing at a socially-distanced happy hour. 🍷



TECH BUT MAKE IT CUTE

Always misplacing your AirPods? This adorable little case will be your life-saver. Built-in strong 2-piece urethane, it absorbs impact and shields your AirPods against everyday drops, scratches and scrapes. It also features a clip to attach securely to your laptop case, handbag, or even your belt loops, for easy access. Besides its beautiful design, it's also conveniently wireless-charging compatible, making it perfect for the fast-paced work-from-home dynamic.

Available at www.katespade.com



FROM DRAB TO FAB

Let's be honest: between Zoom meetings, we just want to wear comfortable clothes at home. Staying in sweatpants and sweatshirts all day is now a reality, but sometimes we want to appear less drabby, right? When you need a quick fix, rather than changing clothes and getting into uncomfortable blouses simply to turn on your webcam, these cute collars are sure to save you time and comfort, transforming any sweatshirt into a nice outfit from the waist up in seconds! Pop one on top of your shirt et voilà! You've got a romantic blouse without the hassle. Available in blue denim and white at www.monki.com



WINTER SKIN NO MORE

Despite the cozy warmth of the holidays, when the chilly temperatures hit, your skin can suffer. This serum is a remedy we can swear by: with its ultra-rich formula made from organic saffron, this elixir will strengthen your skin's resistance to daily damage, all while keeping your skin visibly firm and reducing the appearance of wrinkles. The hyaluronic acid present in the formula also keeps your skin weightlessly smoother and brighter. Available at www.korres.com



COZY AND CLASSY

The scarf is an inconspicuous piece of anyone's wardrobe. It's simple, but it's a great way to shape your look and become a layering piece. This 100% cashmere scarf is soft, neutral, and great for keeping warm. It will double as a classy statement piece, perfect for on-screen impact as your virtual work meetings go throughout the day.

Available at www.mango.com



COLOURFUL GARNISH

This 100% silk light scarf is a versatile piece sure to hold a special place in your accessories drawer. Its bright colours make it perfect for adding some frills into a neutral look. It converts from a neckpiece to a headpiece, bandana, or hairband in virtually seconds, jazzing up your outfit and making sure you won't be the same from one meeting to another!

Available at www.mango.com

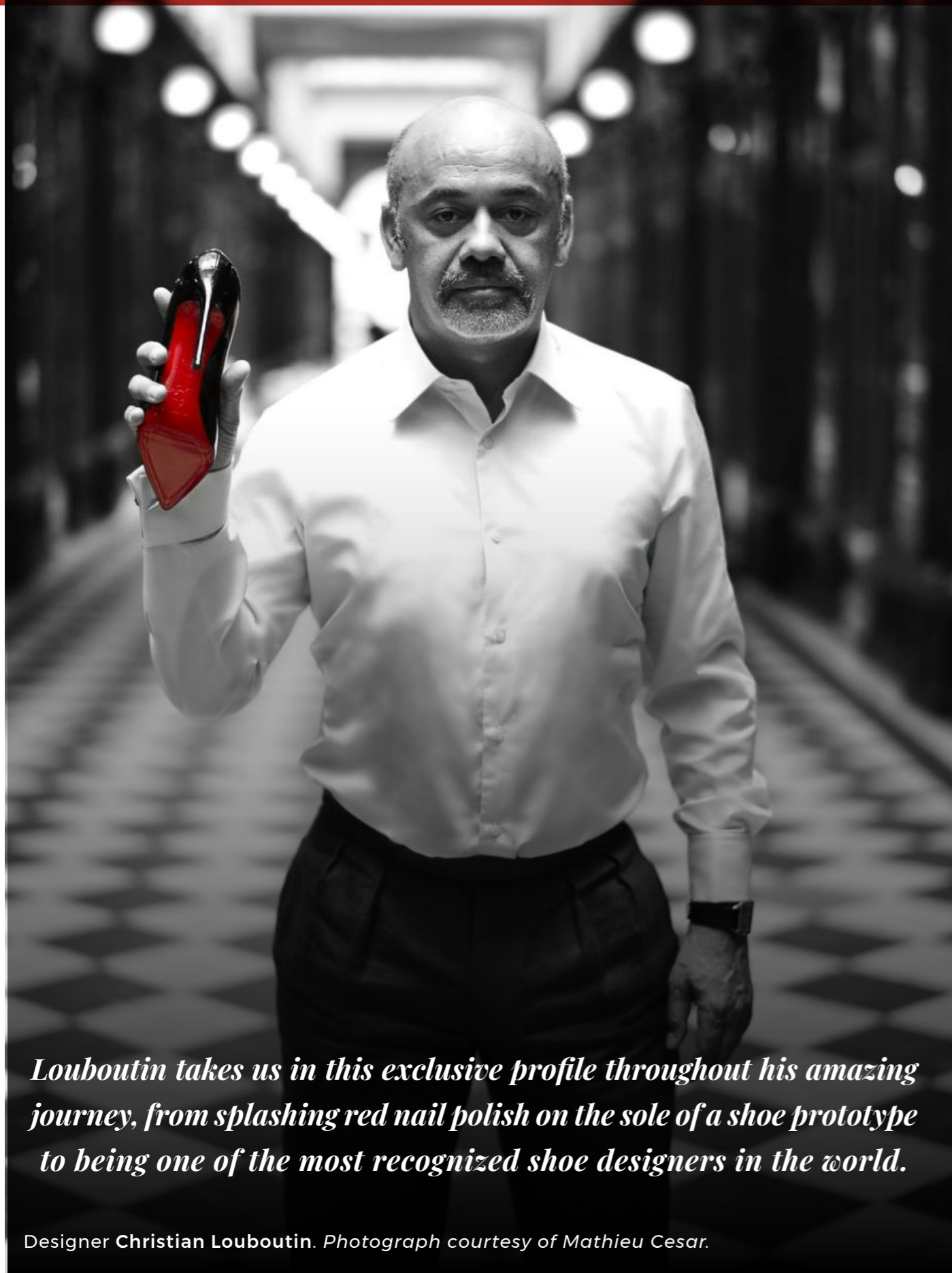
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The King of Heels



Louboutin takes us in this exclusive profile throughout his amazing journey, from splashing red nail polish on the sole of a shoe prototype to being one of the most recognized shoe designers in the world.

Designer Christian Louboutin. Photograph courtesy of Mathieu Cesar.



So Kate model, Christian Louboutin. © Photograph courtesy of christianlouboutin.com.

The moment your feet slip into a pair of the famous, expensive, bright-red soled shoes, you're hooked. Author Simon Doonan jokes: "Louboutins are a total drug, and there is no methadone." The addiction is such that women sometimes will even hand over rent or savings in order to buy into the "dream of having Louboutins. It's clear that they aren't simply shoes: they are a symbol.

1991 was a pivoting year for Christian Louboutin. His mother had passed away, and he was thrust into adult life; "and once you're an adult, you have to work," Christian says. That tragic event was his motivation to create his company. As Louboutin explains, "she always motivated me by telling me that

my designs were beautiful; she was so enthusiastic that I owed it to her to try."

Since then, his company grew to the point of becoming a household name, as well as a definite achievement in life: when you've managed to buy Louboutins, you know that you got somewhere in life. "It shocked me at first, but now I find it cute. I never liked my last name or my first name, but it's not as bad as Frigidaire, so it's fine.", he jokes.

When asked about why are women so addicted to Louboutins, he jokes about the fact that a woman in Dallas was so obsessed with his shoes that she went to prison for embezzlement – she took



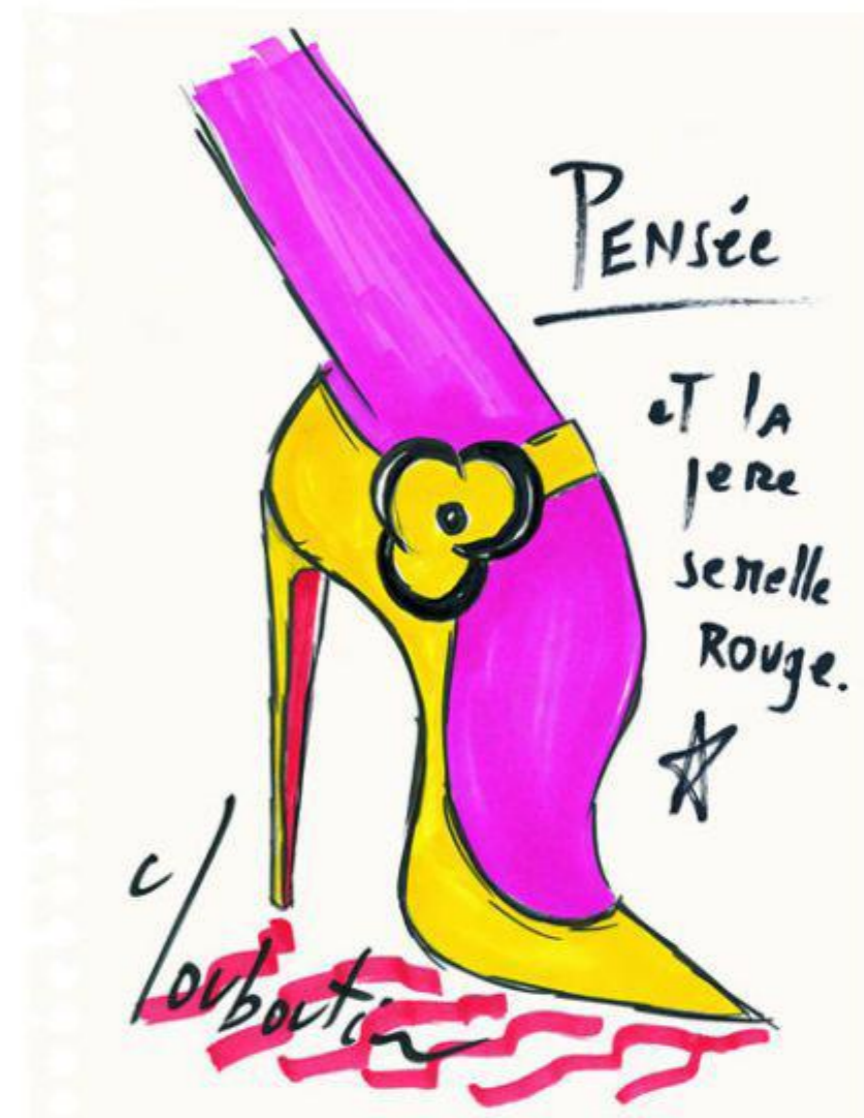
the money from the company where she worked and wired it into a Neiman Marcus account to buy shoes! “When a woman buys shoes, she takes them out of the box and looks at herself in the mirror. But she isn’t looking at her shoes – she’s looking at herself,” he says. It’s about the feeling of feminine power.

“I owed it to [my mother] to try.”

Christian has a particularly happy outlook on life. He attributes it to his mother. He’s the youngest kid, 20 years younger than his eldest sister. The pampering and freedom guaranteed him what he refers to as an “almost unbreakable backbone,” and it shows in his work.

Even after thirty years in the fashion market, he hasn’t grown bored. He says the original desire to make shoes is still the same and adds that when you are tired or burnt out, people will notice it in the design. “Fashion isn’t interesting when it comes from an uninspired place.”

Christian Louboutin in the “Exhibition[niste]” exhibition in Paris, held from June 2020 to January 2021 in Palais de La Porte Dorée as an homage to Louboutin’s work and creativity. © Courtesy of Christian Louboutin.



One of his many sketches. © Photograph courtesy of Christian Louboutin. (above)

When asked if he prefers heels or flats, Christian responds fast: “high heels, by far.” He hates the idea of natural things, citing as an example his preference for gardens rather than wild nature, stating that he likes to see the human touch in things.

“The shiny red colour of the soles has no function other than to identify to the public that they are mine,” Louboutin says. “I selected the colour because it’s engaging, flirtatious, memorable, and the colour of passion.” These elements aren’t there by chance: they are a symbol. A symbol of luxury, that their wearer is part of an in-group of glamour and status that most people can only lust after. 14

Mangia in Gastown



Elizabeth Olsen

From the shadow of her sisters Mary-Kate and Ashley to Marvel Studios' Wandavision

© Photography: Disney+

Elizabeth Olsen first starred in the *Marvel Cinematic Universe (MCU)* in 2014, as the Sokovian Wanda Maximoff, dotes with a thick Slavic accent she had to learn with her dialect coach and would sound similar to Slovakian.

This year, Disney+ launched its first Marvel Original, *WandaVision*, based on American sitcoms throughout the decades and a side story of the whole Avengers series.

It revolves around Vision, created in past movies of the MCU as an all-powerful android with a strong English accent, and Wanda, the Scarlet Witch. They explore a suburban married life, going through several decades of sitcom clichés in a fun and lovey-dovey way.

Olsen is no stranger to sitcom sets, though. As a young kid, her older sisters Mary-Kate and Ashley were cast on *Full House* as Michelle Tanner, from 1987 to 1995.

Elizabeth was born in 1989, three years younger than the twins. She even admits to “never having grown out of it”: at 31, she is still obsessed with her older sisters’ brand The Row. “Everything my sisters have worn in my entire life I have wanted to wear still as an adult today. I want their coats. I want their shoes. I want their dresses,” the *Ingrid Goes West* star jokes.

Despite the jokes about still being very inspired by her sisters, many things have made her feel unique and a separate individual from her sisters.



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Her love of theatre is one of them: Olsen says her sisters were not as fond as her of the live stages and audiences. While she was more fearless, her sisters were quite shy and got nervous. She even made everyone in the family go and watch her perform a musical created in two weeks, and went as far as to her family having to see three of these musicals every single summer and every single dance performance.



Left: Marvel Studios' *Avengers: Endgame* promotional poster, featuring Olsen. © Marvel Studios

Right: Elizabeth and her celebrity sisters, Mary-Kate and Ashley. © Getty Images

This trait was unique to her, since her sisters belonged more to the screen universe. She loved theatre, dancing, and singing. This fact made her feel like paving her own path wasn't "like a following", because she felt like hers was different than her sisters.



Olsen children from left to right: Ashley, Mary-Kate, Elizabeth and Trent. © Personal Archive

In *Avengers: Age of Ultron* casting, she barely knew which character she was even auditioning for. She met the director and only knew they were introducing two new characters.

Her first appearances in the movie were very sincere, a feeling which Olsen tackled beautifully. Her brother Pietro Maximoff is killed and Wanda has a power breakthrough in her grief.

Left: *WandaVision* promotional shot, featuring Elizabeth Olsen as Wanda and Paul Bettany as Vision. © Disney+



On *WandaVision*, the viewer will know her better and get the love and levity that is within her too.

"We laughed all the time, it was so bonkers and fun", she says about playing with Paul Bettany, her beau Vision onscreen.

"You get to allow yourself to really lean into the cheesiness of it all, which is damn fun and you don't get that opportunity quite a lot", she adds. She also had quite some fun with her character's wardrobe and undergarments: "We had a lot of fun trying to be as authentic to each decade as possible, but for the '50s and '60s the bras are just hilarious - a very strange cone shape. Why were they even a thing?!"

The first four episodes of *WandaVision* are now available on Disney+. 📺



OAK + FORT



MEJURI

Post-Pandemic Fashion Prep

History has a record of fashion recreating itself in times of turmoil. After using sweatpants for over a year and barely meeting people outside of video calls, this shift is more than welcome.



LADY DIOR + GISELA COLÓN
\$10,500
This Lady Dior bag blends the futuristic art of Gisela Colón with the classic essence of Dior itself, in holographic lambskin with a tonal metal ellipse inlay which evokes a crystal ball, this bag is sure to be a conversation starter.
www.dior.com



CHRISTOPHER KANE COAT
\$830
This eye-catching trench coat in fluid chiffon was a statement in the label's experimental SS19 show. It features a detachable waist tie to temper the silhouette, with an iridescent shimmer.
www.matchesfashion.com

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\$430
This delicate yet futuristic sterling silver ring features a halo of pink sapphires and cradles an iridescent opal in its center, shifting flashes of different colours dancing to the lights you shine on them.
www.mgn-shop.com



ACNE STUDIOS WHITE SHIRT
\$760
This pearlized long sleeve shirt is both serious and fun, incorporating the excitement of an exciting finish into an otherwise sober white collared shirt one would use for work.
www.acnestudios.com

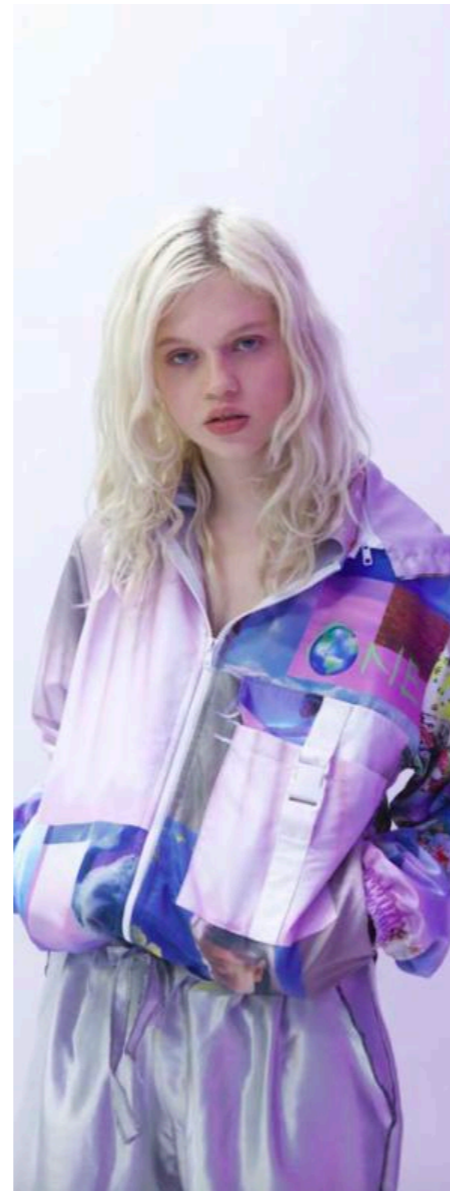
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KATE SPADE CROSSBODY
\$348

The fun and cute strawberry milk carton design ensures a few looks. It puts that special pizzazz on your look, also featuring three interior card slots and an adjustable strap for practicality.
www.katespade.com



ESQAPE TREQ JACKET
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Besides its dreamlike print, this jacket is made from recycled plastic bottles; its futuristic, purple design evokes the colours of the early 2000s while taking advantage of the modern recycling technologies available.
www.esq4pe.com

Y2K IS BACK IN ALL THE RAGE WITH THE GEN Z INFLUENCERS' HELP, WHO GAVE THEIR NEW TWIST TO ITEMS SEEN FREQUENTLY DURING THE LATE 90S AND EARLY 2000S. STATEMENT DESIGNS, VIBRANT PALETTES, AND EYE-CATCHING DETAILS ARE INJECTED INTO FOOTWEAR AND ACCESSORIES, WHICH BRIDGES THE PHYSICAL WORLD INTO THIS LOOK'S VIRTUAL AESTHETICS.



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www.blackcurrantpop.com



CHRISSA SPARKLES SWEATER
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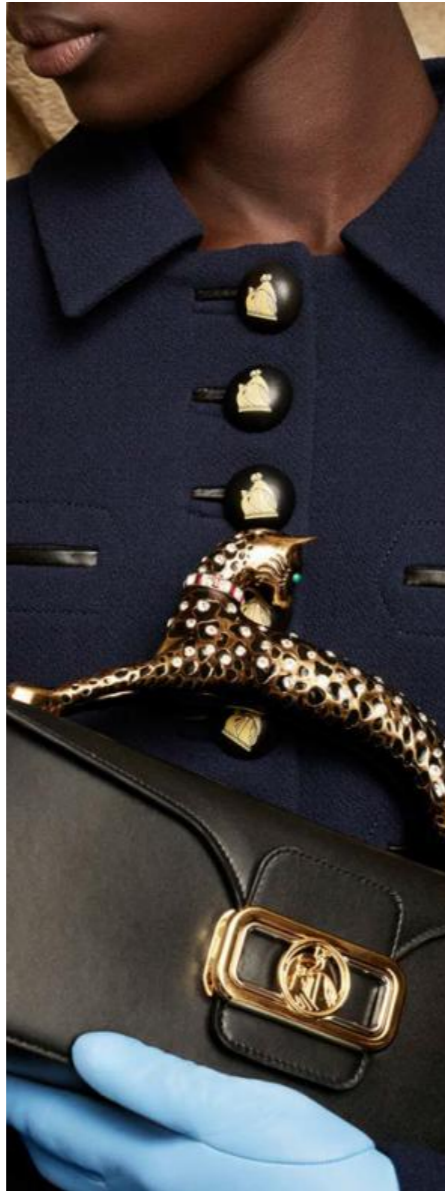
Don't let the cuteness fool you from afar; this sweater has a definite declaration on it. Its sarcastic statement blends both the tiredness that women face with catcalling every day and the kitty's adorableness on the phone.
www.shop.chrissasparkles.com



WOLF&BADGER FACE EARRINGS
\$312

These faces are sure to cause a stir! These fun earrings are handmade in 24k gold-plated silver and will most certainly highlight your creativity and originality when it comes to fashion.

www.wolfandbadger.com



LANVIN PENCIL CAT BAG
\$7990

This unique bag in calfskin leather is a collection item, featuring a sculptural handle in the shape of a cat. Its beautiful cat handle is embellished in rhinestones, giving the bag an extra captivating aesthetic.

www.lanvin.com

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These hand-painted leather mules are one-of-a-kind! Their simple and straightforward design features a beautifully painted, uncannily realistic eye on each shoe, showing attitude in a subtle, chic manner.

www.alepel.com



SCHIAPARELLI CARDIGAN
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Crafted from cashmere, this soft cardigan pays homage to Schiaparelli with its contrasting brass buttons making an ode to the Maison symbols, including an enamel surrealistic Cocteau eye, a signature of the Schiaparelli universe since 1937.

www.schiaparelli.com

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Lockdown Love Stories

Dating has never been easy, but the pandemic put yet another hurdle in an already challenging life aspect. These four stories will follow four completely different paths, contemplating changes that lockdown imposed on these people's love lives.



Lissa and Giordano. © Courtesy of Lissa Morini

Lissa and Giordano

Lissa is a 27-year-old fashion designer by formation who became a digital marketer by chance. She and Giordano, 32, share similar professions; he's an adman, she's in social media strategic planning. But their relationship didn't start there: they met in April 2019, while Giordano was an acquaintance of Lissa's now ex-boyfriend. They had met a few times, with him even attending her 26th birthday party. Still, their relationship had never developed past that.

When Lissa broke up her abusive relationship around February 2019, she decided to go back into social life and attend a party, and that was when they met again. Their conversations, as always, were very casual, practically only existing in the realm of Instagram reactions and the occasional comment.

The spark began when Giordano uploaded a job posting on his Instagram and, sharing similar professions, Lissa saw the chance to strike up a conversation, and it was only uphill from there. At one point, he flirted with her very blatantly, but she had to confirm he was actually hitting on her – to which he answered a cryptic “let it happen naturally.”

They progressively began to communicate frequently, and by June 2020, they openly shared details and



Lissa and Giordano. © Courtesy of Lissa Morini

aspects of their own quarantined lives. At this point, Lissa had already opened up about her toxic past relationship. After several years in a relationship and had an unplanned child suddenly become a part of his life, Giordano was single. Their conversations would last hours, them being drawn to one another, admiring each other's intelligence, humour, and wit. Their mutual comprehensiveness made them feel embraced by the others' understanding – Lissa with her traumas caused by the relationship she had just gotten out of and Giordano with his newborn son. The latter was a definitive change in his life. Even locked down, the feelings began to blossom.

Between cute “good night” texts and cheesy “good morning” messages, they began living a long-distance-like-relationship, even though they were nearly

next-door neighbours. He sent her a beautiful breakfast basket for her birthday, with a note thanking her for being “such great lockdown companion,” which melted Lissa's heart then and there. Their conversations went from heartfelt to steamy, trading pictures and very intimate texts, and still hadn't had the chance to have a proper date. They had, though, met several times due to a fortunate small detail: Giordano didn't have a printer, and Lissa did. Whenever he needed anything printed, he would use it as an excuse to see her and drive 5 minutes to her place. However, they barely touched due to Lissa's nervousness! One day, while playfully flirting, she said that she would hand him his papers with a kiss. Can you guess?: she got too nervous and didn't even try.

After this frustrating episode, Lissa felt somewhat defeated by her anxiety, but lo and behold, an event saved the day once again: Giordano's father would have to undergo surgery in September, and he would care for his dad for the next few days. To go through surgery, they needed to be tested for Covid. Cleared: they both tested negative; this was the perfect opportunity for them to have a proper date since Lissa had been self-isolating since March. She had mixed feelings about the invite, though, not only regarding the pandemic situation. Despite having dreamt about meeting him several times, there was a fear that their chemistry would not match. She caught herself anxious thinking, “what if he's plain crazy and attacks me?” and overall felt that they could have been building up too much expectation about their first meeting.

Despite her fear, she decided to go, and they hit it off instantly. Instead of replicating a movie and ripping each other's clothes off, they talked for hours, shared interests, and bonded listening to their favourite artists. For weeks, Lissa would go to Giordano's flat and spent the whole day with him, frequently going home very late in the night. That is, until the day where it was so late that he simply asked her to stay.

The usually scary part of meeting families was a breeze, and their relationship started to build stronger foundations by this point. They would begin hanging around Giordano's apartment every weekend, cooking, watching funny movies, and having home dates with great food and wine. Besides spending it together, they shared significant gifts during the holiday season, which made it very clear that their relationship was solidifying more and more every day that passed. This made the feeling of falling in love again the most exciting experience of their lives.

Their lockdown love story shows us how even in the most unexpected places, feelings will find their way to grow and blossom into something beautiful.



Daniela and Diego. © Courtesy of Daniela Tegen

Daniela and Diego

They fell madly in love right before she left for Canada, and then the borders closed. Daniela, 25, was all set to come to Canada in January 2020 and was taking her sweet time to say her goodbyes, partying with friends and having barbecues every weekend. She had already met 27-year-old Diego online, and they had flirted briefly, but they always would fail to encounter each other when they tried to meet, but that was about to change.

In October 2019, they would finally manage to meet each other in person, and they simply clicked. When he went home with her that night, they just thought of it as a one-night stand, yet Diego kept returning to her apartment, again and again, every week. When they realized it, the whirlwind of love had already taken them away, with two months to go before she left Brazil and moved to Toronto. The couple then decided that he would come after her and began researching for Diego's documentation to come. As funny as it may seem, he was afraid of expressing how much he was head over heels about Daniela, and today regrets not having asked to go steady with her before she left; he did, though, ask her to marry him – after she was already in Canada!

Dani left in January, leaving a heart ached but hopeful Diego behind. Still, they felt confident and knew they would meet again soon: he had most of his documentation complete. He was only awaiting the biometrics and interview process at the Canadian Visa Application Centre to leave, with everything being organized for him to depart in May. However, they didn't expect the international borders to close and for Canada's VACs to close along with them.

That took a strain in their relationship due to it being long-distance indefinitely, but the couple still perseveres throughout time zones and lockdowns. Though sometimes it's hard, it'll be worth it. Meanwhile, both Daniela and Diego pamper each other with tiny surprises by mail, UberEats, or arranging birthday surprises from overseas with her friends' help. For her birthday in February 2021, he surprised her with a customized charcuterie board, which he had her roommate make in secret. They video-chat whenever they can and spend their whole days texting each other. The time zones don't even bother them so much since Diego has a fairly unconventional sleeping schedule.

Even though there are 10.000km between them, their hearts are very set on feeling hope and happiness, looking forward to the future where they'll finally be able to get married and start their life together in Canada. Knowing that Dani is here waiting for Diego moves him and makes him keep his optimism towards the still undefined future, which hopefully comes soon. Not even lockdown can separate two souls who are meant to be together. 🍷



As of now, video calls are common and very much necessary between the couple. © Courtesy of Diego Machado

MORE BEAUTY, LESS WASTE

How the beauty industry is revamping its eco-friendly factor.



THIERRY MUGLER'S *LA FONTAINE*, THE INNOVATION LAUNCHED YEARS AGO, AND THE NEW COVID-FRIENDLY BOTTLES FOR HOME REFILLS.



In the past few years, sustainability has been an increasing - and necessary - trend. Consumers are aware of ecological issues, alerted to how our planet has been suffering from excess waste, carbon emissions, and other harmful practices that companies have done for years. Even we as consumers have impacted women on average go through 3 to 4 mascaras each year. That ramps up to 200 plastic packages thrown out and becoming waste, per woman, in a lifetime. Consider there are 3.8b women on the planet - that measly 200 becomes a much scarier number. What can we do to change this? The younger generations have been demanding more sustainable practices from companies and transparency, and the market has finally begun to respond accordingly. Traackr has recorded that the word recyclable has had a 202% increase in web searches during 2019. Their data shows 82% of consumers have

been actively trying to reduce the amount of waste they generate. That's good news.

For years now, brands have come up with new ideas and innovations in packaging development, from easily recyclable or multi-use packaging to refillable jars. Single-use products that have more significant issues with reusable packaging have higher recyclability. In contrast, products with continuous use have more extensive investments in materials such as aluminum or glass casings to hold the product inside. A brand that has practiced early

environmental awareness for over 25 years is L'Oréal-owned Thierry Mugler. For years, their stores have been featuring La Fontaine: a fountain for their most popular fragrances, Angel, Alien, and Aura. They can be fully refilled in-store while the customer only pays for the liquid, rather than paying for the whole packaging. It is an exciting premise, but 2020 has brought this to a halt due to the pandemic.

COVID has brought back single-use plastics quickly, as they are the safest and most hygienic option for now. Plastic screens, disposable masks and gloves, as well as excess packaging for online orders, have jettisoned plastics back into our daily routine, all just as companies were beginning to abolish single-use containers from the shelves. Consumers are wary of going out – even more so to just get a refill for cosmetics. Many brands have taken notice of this. They're using transparency to explain their

hygiene standards and practices and offering at-home options for consumers. Mugler, for example, now provides refill bottles for a more extensive selection of fragrances, which can be ordered from the comfort of your couch. Olay, YSL and Lancôme have launched refill options that you can order from home: pop your empty container in the post, which then gets cleaned and reused, and receive a new one for the price of a refill and peace of mind.

Kjaer Weiss, a Danish makeup brand, is a pioneer in makeup, launching in 2010 beautiful chrome-looking refillable packaging meant to be kept and reused as heirlooms. Initially, the brand struggled at first to steer its consumers into understanding this. People would toss the packaging as soon as it had a scratch or a scuff – also a small fail in execution, by using zamac rather than brushed steel or another more resistant metal. Zamac is a heavy and expensive-looking material, but it is very easily scratched inside a makeup pouch in a woman's bag, for example. The challenge of educating consumers was happily accepted by the brand. Now, refill purchases (a whole



DOVE'S STAINLESS STEEL REFILLABLE DEODORANT PACKAGING, FEATURING SEVERAL REFIL AROMAS AND MEANT TO BE KEPT FOR LIFE.





KJAER WEIS, THE DANISH MAKEUP BRAND, USES ZAMAC PACKAGING ON THEIR LIPSTICKS, MASCARAS, FOUNDATIONS, AND BLUSHES. THEIR PACKAGING IS MEANT TO BE KEPT FOR LIFE AS WELL, WITH THE BRAND NOW EXPLORING THE POSSIBLE OPENING OF A REPAIR SHOP FOR THE BEAUTIFUL, GLOSSY METAL CASINGS.

30% cheaper than buying a brand-new compact) are a significant part of the brand's sales. They are even exploring a repair shop idea to care for their palettes similarly to a piece of jewelry.

Other brands such as L'Occitane offer flexible pouches, a commonly used type of packaging for refills. They reduce drastically the amounts of plastic being fed into the environment and extra materials and produce fewer carbon emissions due to less energy waste. They are also straightforward to print on and very easy to use and store, but they have a catch: there are no actual public recycling processes since they are made with non-recyclable mixed materials. Dior has opted for packaging that is wholly and quickly disassembled for recycling separately. Other brands have been investing in biodegradable packaging that can be composted later. Still, their challenge is to make them stylish and eco-friendly since many brands rely heavily on their packaging aesthetic - the #shelfie factor - as well

as the product itself. P&G has been searching for more sustainable plastic solutions in the beauty market. They have projected that these initiatives could help eliminate a whopping 94% of plastic waste in the beauty industry. If 5 million jars were replaced with refill pods, that could save over 1,000 pounds of plastic - that is very significant in a global scenario.

All of these initiatives have merit - aiming for progress rather than perfection is a mantra for Anitra Marsh, associate director of global sustainability and brand communications at P&G Beauty. The industry has taken strides towards innovation, and despite the flaws, every one of these solutions has its worth. Kristen Kjaer Weiss, from the eponymous brand, states that "consumers will only change their behaviour if the sustainable option is actually the better option overall," and has proven this to be right: her brand managed to transform 25% to 30% of the company's income into refill

purchases. "Refillable systems have to lock consumers in, and it's on the brand to do that, to create value for refills."

In the end, it comes down to the consumers and their wants and needs. With the rise of Gen Z into the market, brands have been demanded to show honesty, transparency, ethics, and sustainability. This has led to innovation in legacy companies and the birth of new brands that offer direct-to-consumer service to meet demand. Consumers use their power because it drives change, and brands understand that this is a two-way dialogue. When brands manage to drive glamour and excitement while being sustainable, they win. **TA**



LANCÔME HAS ALSO VENTURED INTO THE REFILLABLE PACKAGING WORLD, OFFERING IN-STORE REFILL FOUNTAINS FOR THEIR NEWEST FRAGRANCE IDÔLE, AS WELL OFFERING A REFILLABLE OPTION FOR A FACE CREAM.





FOOD FOR THE SOUL

some comfort food recipes from readers across Canada to warm your heart and soul while restrictions are still in place

Cinnamon Rolls

THESE WARM AND DELICIOUS CINNAMON ROLLS WILL SURE WARM YOUR HEART AND LEAVE YOU WANTING MORE. THE SOFT, DELICIOUS DOUGH AND WILL FOR SURE BE PRESENT AT EVERY HOLIDAY AND SPECIAL OCCASION IN THE FUTURE!

INGREDIENTS

DOUGH

- 1 cup of warm milk
- 2 tsp of baking powder
- 1/2 cup of granulated sugar
- 1/3 cup of butter, melted
- 2 eggs
- 3 cups of flour

FILLING

- Brown sugar
- Butter
- Cinnamon

FOLLOW THESE STEPS

After combining all of the ingredients, mix until the dough doesn't stick to your hands. If needed, add more flour, little by little.

Knead the dough over 10 to 15 times and let rest in a bowl greased with oil. Cover with a cloth and let rest in a warm and dark environment until it doubles its size (around 1h).

Powder flour on a clean surface, and using a rolling pin, open the dough in a rectangle +/- 0,5cm thick. Brush butter over the whole rectangle and sprinkle brown sugar and cinnamon to taste.

Roll the dough and cut into thick, 1-inch pieces. Let the rolls rest on a baking dish for one more hour. Preheat the oven to 200°C and leave the rolls baking for 30 minutes.

Serve warm, accompanied by coffee or cappuccino.



Caldo Verde

CALDO VERDE IS A TYPICAL PORTUGUESE SOUP, VERY APPRECIATED AS A LIGHT BUT SAVOURY MEAL. IT'S EASILY TRANSFORMED INTO A SPECIAL DINNER WITH THE FAMOUS PORTUGUESE VINHO VERDE AND SOURDOUGH BREAD, AND IT'S SURE TO MAKE YOUR COLDER NIGHTS EXTREMELY COZY.

INGREDIENTS

- 1/4 cup extra-virgin olive oil
- 10 ounces/280g Spanish chorizo, Portuguese-style or Polish sausage cut into 1/4 inch pieces
- 4 slices of bacon, cut very thinly
- 1 large onion, diced
- 3 garlic cloves
- 6 medium potatoes
- 4 cups water with chicken stock
- 1 pound kale or collard greens
- freshly ground black and white pepper
- salt to taste

FOLLOW THESE STEPS

De-stem your kale and cut it into thin pieces
Cut your potatoes in chunks and put them into the pressure cooker for 20 min with the chicken broth.
While the potatoes cook, warm the olive oil and braise your sausage for about 5 mins. Take them out and reserve.

Dice your onions and braise them in the sausage fat on the pan. Dump the bacon together and cook until the onion is softened and translucent.

Set aside 1 cup of the bacon and onion mixture.
Braise the kale in another pan with the separated bacon and onion.

When the pressure cooker cools down a bit, purée the broth and the potato mixture with a wand blender.

Finally, mix the puréed potatoes, the braised kale, the bacon, onions, and sausage together in a large pot in medium heat until it comes to a boil.

Serve hot, with sourdough bread and a glass of wine. Serves four people.

CAROLINA MARTINS'
(@ACAROLETA)
CALDO VERDE



Homemade Green Tagliatelle

THIS SLIGHTLY DIFFERENT TAKE ON PASTA MADE FROM HOME IS SURE TO MAKE YOUR SOUL REJOICE WITH THE SLIGHT TASTE OF SPINACH HARMONIZING WITH SOME WHITE WINE AND *BÉCHAMEL* SAUCE. PERFECT FOR A SPECIAL DINNER OR SUNDAY LUNCH.

INGREDIENTS

SPINACH PASTA

- 100g of spinach
- 3 eggs
- 2 cups of flour
- 1 tbsp olive oil
- salt to taste

BÉCHAMEL

- 2 tbsp butter
- 2 tbsp flour
- 3 cups milk
- salt and pepper to taste

FOLLOW THESE STEPS

PASTA

Boil a large pan of water and throw in the spinach leaves for a few seconds. Take them out and throw them into cold water. Rinse the leaves, press them firmly to take most of the water out. Mix them with a tbsp of olive oil in a processor and reserve.

In your mixer bowl, put flour and salt and mix well. Open a hole in the middle and set your eggs. Mix on low speed. Mix in the spinach paste and let mix for 10 minutes. If too sticky, add more flour, 1 tbsp at a time. Let the dough rest for about 30 minutes before rolling and cutting.

When rolled and cut, put the pasta into boiling water for about 5 minutes until it's al dente. Reserve.

BÉCHAMEL

Melt the butter in low heat and put the flour into the pot. Mix well with a fouet until golden. Put the milk at once, put in medium heat, add salt and pepper and mix well until homogeneous.

Serve the pasta with béchamel harmonizing with white wine and enjoy a simple, chic and fully homemade meal. 🍴

BIANCA BITTENCOURT'S
(@BIAYVR)
GREEN TAGLIATELLE



“yes.”



MOON MAGIC
JEWELRY