

LIVING

BEAUTY

The sweet smell of passion

Trend-setting cosmetics store opening tomorrow is guided to life by Toronto beauty maven

DAVID LIVINGSTONE
SPECIAL TO THE STAR

Shelley Rozenwald's sudden departure as senior vice-president of cosmetics at Holt Renfrew was the talk of the Canadian beauty biz in 2007. Today, Rozenwald is at her shrewd and charming best when she comments on that event.

"I say a couple of things. I say I had a fantastic career at Holt Renfrew. I say that the best thing that could have happened to me was meeting Jürgen Schreiber."

Rozenwald, who spent 29 years at Holts, and Schreiber, president and CEO of Shoppers Drug Mart, met by chance at an industry function that fell two years ago.

In Schreiber she encountered, for the first time, someone to match her excitability. And what had him so excited was a new concept in beauty retail that was yet unnamed when Rozenwald was appointed president in March, 2008.

It's a series of stand-alone stores called Murale. The first Toronto store — 6,000 square feet in the Shops at Don Mills — opens tomorrow. Other Murale locations are in Ottawa (with a second on the way in December) and Montreal. Others are coming next month to Calgary (two) and Vancouver.

In recent years, the beauty market, which encompasses skin care, cosmetics and fragrance, has become madly competitive.

Department stores are being given a run for their money by drug-stores such as Shoppers Drug Mart, which brings prestige brands into the realm of mass-merchandising through the beauty boutiques featured in more than 200 of its stores.



The look is sleek at Murale, which has stores in Montreal, above, and Ottawa. Toronto's first store opens tomorrow at the Shops at Don Mills. Shelley Rozenwald, inset, developed the idea with Shoppers Drug Mart.



And then there's Sephora, the chain that sells nothing but beauty, and in dazzling array.

So, what does Murale have that Sephora doesn't? Rozenwald, of course, who boasts Lifetime Achievement honours at the Canadian Fragrance Awards.

Points of differentiation, Rozenwald says, are service, expertise, environment and assortment.

Services include those provided by staff pharmacists and estheticians. Expertise is embodied in employees called Beauty Masters, men or women — wearing tool belts filled with brushes to use for make-up applications — who are conversant in all brands and who will teach beauty tips.

The environment is by Burdifilek, the Toronto firm that is among the country's leading designers of retail space. White light shines upon

white floors — sleek. Counters are circular and traffic lines are curved to avoid anything as pedestrian as an aisle.

As for the assortment, Rozenwald promises it's a mix you won't find anywhere else in North America. It covers dermatological science and the art of the brow and includes a wide range of products from both niche labels and power brands.

This season, Rozenwald is telling everybody about 3Lab, a growing skin-care company that has been doing well in the U.S. at Barneys and Nordstrom. Among the anti-aging attributes of its Super H Serum is a trademarked ingredient said to be derived from the stem cells of a rare variety of apple.

As well, the bold, 1980s edge in favour for fall makeup is especially achievable with the Noirs Obscurs collection from Chanel, which — in

products for eyes, mouth and nails — explores the nuances of sinful black.

From État Libre d'Orange, the devilish French fragrance house that enjoys a laugh as much as Rozenwald does, she is looking forward to its latest creation, done in collaboration with style icon Tilda Swinton, which is said to be coming soon.

Meanwhile, Rozenwald has had a whiff of the newest from Issey Miyake, A Scent, which arrives at Murale next month. She's enjoying the greenness of it and wonders if it signals a major new direction in scent.

No small part of her talent is a curious nose that is always alert to what six months from now will smell like.

LOOSE THREADS



Katie Holmes danced her fashionable way across the stage on *So You Think You Can Dance*.

Katie's a designing woman

Katie Holmes is whipping up her own fashion label with stylist Jeanne Yang, debuting this fall exclusively at high-end Los Angeles boutique Maxfield, *WWD* reports.

The Holmes and Yang premium designer line will include women's wear inspired by Holmes' own classic sense of style, as well as a children's line modelled after her trend-setting tot.

Holmes and Yang have already collaborated on a couple of designs, including the white strapless jumpsuit Holmes wore last year to the Broadway premiere of *All My Sons*.

It's the latest in many hats Holmes has worn, from her role on Broadway, to running the New York City Marathon, and a cameo on *So You Think You Can Dance* last month.

New York Daily News

Celebrity designer jailed for 59 years



A celebrity Los Angeles fashion designer will spend at least 59 years in jail for sexually assaulting and raping more than a dozen aspiring young models.

Jon Alexander

Anand Jon Alexander, 34, an Indian-born fashionista who designed clothes for Paris Hilton and Mary J. Blige, and was featured on the hit television show *America's Next Top Model*, was found guilty of 14 counts of sexual assault including forcible rape between 2002-2006.

Thirteen of his victims held hands and cried as Superior Court Judge David Wesley issued the sentence.

Los Angeles Times

Fashion house flounders

Italy's Mariella Burani Fashion Group SpA became the latest apparel manufacturer to need a debt-restructuring plan Monday after posting a first-half loss, while its auditors warned of uncertainty over its continued operations.

Shares of the company — which has licensing deals with A-list designers like Giambattista Valli, John Galiano and Vivienne Westwood — have been suspended from trading.

Wall Street Journal

Shop from anywhere

Fashion web retailer Net-a-Porter jumped to the small screen in early July with a free mobile application, called Net App, which offers shoppers access to all its high-end products from any location. The app also features content from Net-a-Porter's weekly online content and its popular wish-list. In the first week, 20,000 people downloaded the program, officials said.

Facing up to your hormones

SKIN from L1

teenage years aside, hormones work to age us unknowingly: When we're under stress, or pregnant or menopausal, our hormones and natural body chemicals are released, says Holly Sherrard, education manager for the International Dermal Institute in Toronto. "This causes irritation to the skin, and when the skin is irritated and in a constant state of inflammation, aging occurs."

The major culprits? A list of well-known hormones. Here's how they can speed up the hands of time:

• **Elevated insulin levels:** Caused by a spike in blood sugar from tasty, but not skin-friendly pastries, muffins, white bread and pasta — it can create inflammation in our bodies.

• **Cortisol, histamine and adrenaline:** They are released under stress, increasing inflammation, exacerbating rosacea and even, says Sherrard, diminishing vital skin regeneration processes at night. In fact, "cortisol is one of the biggest culprits of dull, thin or sagging skin," Turner says.

• **Levels of DHEA:** A naturally occurring steroid hormone that actually turns on oil production to combat age-related dry skin, but decreases with stress as well as menopause.

• **Estrogen and progesterone:** The two main hormones for women, both take a dip with age. According to Turner, with the decrease of estrogen during your mid- to late-40s, comes a decline in collagen and elastin, the building blocks of skin. Progesterone, vital for keeping skin supple and glowing from increased circulation, drops off even earlier. "Progesterone levels often begin to decline in women in their mid to late 30s, which leaves skin looking dull."

• **Growth hormones:** Essential for skin cell repair and can prevent saggy skin but, according to Turner, like estrogen and progesterone, levels of this repair hormone drop with age. "Its production is closely linked to our well-being and nutritional habits," she warns. "So if we fail to exercise, sleep well or consume enough protein we are literally accelerating the aging process."

Together with a diet proven to reduce skin inflammation — a restric-



Clockwise from top right: Guerlain Success Age Splendid balm, \$205, The Bay; RéVive Moisturizing Renewal Cream, \$200, Holt Renfrew; Elemental Herbology Facial Glow, \$75, Holts; Dermalogica Soothing Protection Spray, \$45.50, dermalogica.ca.

tive regimen of no red meat, dairy, sugar, caffeine or alcohol — Turner stands by herbs such as milk thistle or turmeric to successfully "reset" hormonal balance and improve the skin's appearance in just a few weeks.

Our bodies' ebb and flow of hormones also presents a huge opportunity for the anti-aging industry. More and more companies are focusing on creating products that claim to reduce hormone-related skin complaints or even pack beau-

ty creams with the depleted hormones themselves.

Clarins' Super Restorative Replenishing Comfort Mask is true to its name, using Japanese persimmon (also called kaki), to nourish skin devitalized by age-related hormonal changes. Dermalogica's Soothing Protection Spray is rife with anti-inflammatory Canadian willow herb and cucumber, as well as green tea and licorice — a key ingredient to calm skin and protect it from free radicals and sugar-related aging, says Sherrard. Guerlain's Success Age Splendid Night Care balm banks on magnolia concentrate to target skin hormones and restore balance. And doctor-created brand, RéVive, incorporates a Nobel-prize winning human growth hormone in its Moisturizing Renewal Cream that the company says will speed the skin's own healing process.

A British brand has even based its entire line on the potential for our hormones to be our skin's worst nightmare.

"In many ways, hormonal imbalances can play a role on par with sun damage in the aging process," warns Kirsty Goodger, founder of Elemental Herbology. "Our lives are becoming increasingly stressful; longer working hours, poor diet, lack of sleep, which all throw off our hormones and subsequently our skin."

The formulas are concocted to help the skin find its equilibrium when affected by these hormonal changes. Two treatments from this natural brand to keep on hand include the decongesting and exfoliating Facial Glow and the ultra-comforting Facial Soufflé.



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