



## WILD AT HEART

Beauty entrepreneur Laura Whitaker's gift sets capture her brand's ever-greener ethos

**W**hen Laura Whitaker decided to make the switch to natural skincare products 10 years ago, she found her options were limited. "At that time, there were the standard health food store brands and then some really expensive, boutique brands," she says. Recognizing the need for something in between, she began tinkering with concoctions in her downtown Toronto kitchen and, in 2014, Wildcraft was born. With her collection of more affordable, natural products, Whitaker was part of a new wave of skincare: formulas made with quality natural ingredients that offer the allure of their luxury counterparts.

A Haudenosaunee woman and member of the Mohawk nation, Whitaker grew up east of Algonquin Park in Ontario, an area known for its picturesque landscapes. "I spent a lot of time camping and canoeing when I was younger," she says. Her love for the planet is the reason why Whitaker has opted to use glass packaging and responsibly sourced ingredients from day one. It's an approach that's resonating with customers across

the country. Today, Wildcraft is available in approximately 150 stores including Hudson's Bay, Indigo, the Detox Market and Well.ca. "I've always thought that the Canadian consumer is pretty hip to the natural wellness movement," she says.

For the holiday season, Whitaker has put together three gift sets that highlight Wildcraft's most popular products, including face masks, body care and a complete regimen for the face. She's also debuting a low-waste collection that allows returning customers to purchase products without plastic droppers or atomizers and plastic-free packaging for all online orders. Her partnership with 1% for the Planet directs one per cent of Wildcraft's gross sales to environmental causes. "We're going to keep pushing ourselves to be more environmentally friendly," she says. "This is just the beginning for us." – **CAITLIN AGNEW**

Wildcraft Get the Glow Gift Box, \$125 through [wildcraftcare.ca](http://wildcraftcare.ca).



## SMALL WONDER

Dior's minaudiere packs an array of festive hues

As the craze for tiny purses continues, Dior is reintroducing a sophisticated vintage take: the minaudiere. Dating back to the 1930s, these jewel-like boxes traditionally carried a woman's evening essentials. Dior's design is tailored to tote its Rouge Dior lipstick collection. Crafting this opulent objet involves the careful assembly of 23 different pieces to form a case that can be held like a clutch or worn over the shoulder. Engraved with an illustration of Dior's 30 Avenue Montaigne boutique in Paris, it has space for three lipstick refills. The bullets include shades of Pink Rose, a satiny pink, matte Red Pansy, Winter Poppy, a fiery red with a velvet finish, and Sparkling Peony, a blue-based red with a metallic glint. A built-in mirror helps with any touch-ups before a rendez-vous under the mistletoe. – **C.A.**

Dior Rouge Dior Minaudiere, \$240 at [Holt Renfrew \(holtrenfrew.com\)](http://HoltRenfrew.com).

## LET THERE BE LIGHT

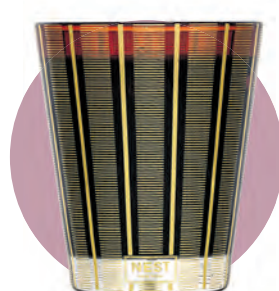
Warm up a space with a candle that captures your favourite scent



### INTO THE WOODS

Featuring festive illustrations by Julia Mercanti on its packaging, Toronto-based Lohn's trio of holiday candles includes this homage to a wintry woodland, a medley of Siberian and balsam fir, cedar wood and thyme.

Lohn Evergreen candle, \$44 through [shoplohn.com](http://shoplohn.com).



### FEEL THE BURN

Channel the warmth of an open fire with Hearth, Nest's combination of oud wood, frankincense and smoky embers.

Nest New York Hearth Classic candle, \$59 at Sephora, Nordstrom and Saks Fifth Avenue ([nestnewyork.com](http://nestnewyork.com)).



### ROSE ACCORD

For a floral take on the season, Gucci's Murano glass *bougie* blends notes of violet leaf and resinous galbanum.

Gucci Freesia medium Murano candle, \$410 at Gucci ([gucci.com](http://gucci.com)).



### ROYAL TREATMENT

Part of Ginori's collection dedicated to Catherine de' Medici, the notes in Black Stone – nutmeg, cloves, cinnamon and amber – were inspired by a talisman given to the noblewoman by an astrologer. – **C.A.**

Ginori 1735 Black Stone La Dama, US\$185 through [ginori1735.com](http://ginori1735.com).