

SEE DONALD DRAW

Insta-famous fashion illustrator Donald Robertson teams up with FLARE for a very Canadian lipstick collabo

BY CAITLIN KENNY

WHETHER HE'S sketching a couture-clad Anna Dello Russo doing yoga or a long-legged chicken called Karlie Kluck, Donald Robertson is satirizing the sartorial set—and they're laughing with him. When he recently drew Carine Roitfeld alongside E.T. ("she's the first person to tell you she looks like him!" he explains) and posted it on Instagram (@drawbertson), the Parisian editrix regrammed it right away. But before his work went viral, the Toronto-born artist was illustrating runway looks for *FLARE* in the '80s. Now we've teamed up again to craft a limited-edition red lipstick with Smashbox, in time for Canada Day.

Outside Robertson's nine-to-five as creative director for Estée Lauder (which owns Smashbox), the California-based father of five gets up at 4 a.m. to start the first of the nine cartoons he usually draws per day. This morning, we've

met up at Smashbox Studios in L.A. (the beauty brand also runs an Annie Leibovitz-approved space for photo shoots) to form our Canuck collabo, for which Smashbox will mix the shade and Robertson will illustrate the packaging. We plan to match our lippie to the exact Pantone colour of the Canadian flag but Smashbox's makeup developer, Lori Taylor, knows better. "The original hue contains more orange, which can

be hard to wear," says the global pro lead artist. "We'll add a bit more blue for a true primary red that will suit all."

Next, Robertson decorates the lipstick box with gaffer tape (traditionally used by film crews) and marker—his go-to tools since childhood. "My father wouldn't buy me art supplies," Robertson says, "but he had a Grand & Toy card I could use to get legal paper, pens and Sharpies." With a few strokes our Canadian flag-wearing character is born—but with one major upgrade: the foliage is replaced with Robertson's signature lip motif (which he also painted on a Cadillac for Smashbox; see left). "The maple leaf in the middle—it's a little craft fair-y," he jokes. Forget "O Canada." How about "Haute Canada"? ♦

▶ To go behind the scenes of our beauty collabo and hear Robertson reminisce about the first time he worked for FLARE (it was the '80s!), check out flare.com/video



SMASHBOX + FLARE X DONALD ROBERTSON
Be Legendary
Lipstick in Canadian
FLARE, \$23
(available May 21)



ONLY THE BRAVE

For our Summer edition, we're celebrating
courageous women and Canadian pride

“Why don't you talk about all the brave ladies in the issue?” suggested entertainment editor Briony Smith, moments before I shut my office door to crank out this editor's letter. Good advice, considering the magazine you're reading is full of fearless women—Smith included.

In “The L Word” (page 90), she bares heart and soul as she tackles the last single-lady taboo, loneliness. While challenging the current crop of books celebrating solo-hood (*Spinster* being the most recent), Smith offers a lively—and, at times, wrenching—account of what it's really like to be single these days.

“Brave” is also the opportune word to describe cover girl Eugenie Bouchard, who at the time of this writing is the No. 7-ranked female tennis player in the world. After a stellar 2014, the 21-year-old Canadian is under serious pressure to perform; her every move, both on and off the court, is scrutinized—including (still!) the infamous Twirlgate incident from January's Australian Open. What did Bouchard really think when a male reporter asked her to do a pirouette to show the crowd her clashing yet comely tennis outfit? Turn to page 102 to find out.

Speaking of bold looks, in “How to Kill It This Summer” (page 96), *FLARE* editors test drive some of the season's most daring trends. While deputy editor Maureen Halushak was able to achieve hair nirvana by getting a perm—turns out it's surprisingly low maintenance, and it shaved 25 minutes from her morning routine—assistant fashion editor Jillian Vieira drew mostly stares (and sweat) as she took a fashion-forward plastic dress for a spin outside the office.

Though Vieira would suggest skipping the see-through frock, not to worry; this issue features more than 100 other ways to kill it this summer. A good start would be swiping on some Canadian *FLARE* (page 66), our new lipstick in collaboration with Smashbox and Toronto-born fashion illustrator Donald Robertson, whose hand-drawn lettering adorns this page and the cover. Hitting Sephora stores nationwide on May 21, the powerful red shade takes its colour inspo from Canada's national flag—perfect for the women of the True North, strong and free.

FLARE

Insta-famous fashion
illustrator Donald
Robertson customized
the *FLARE* logo above
using a Sharpie and
a tube of Canadian
FLARE, our new lipstick
collabo with Smashbox!

Happy summer, everyone!

Cameron

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