

# FLARE 30 YEARS

## FASHION



p.40

Recessionistas rejoice! Flare shows you what to save (or splurge!) on this month. Whatever your budget, our selection of hot new items and our shopping tips will keep you style savvy.

## DESIGNER SPECIAL

Flare's turning 30! Celebrate Flare and the history of fashion this month with our Canadian Designer Special. Bernadette Morra looks back a 30 years of Canadian Fashion.



p.96



p.96



## ON THE COVER

Colour, textures and accessories collide in Flare's photo shoot with model Jessiann in sunny Aruba.

p.66



## BEAUTY

Learn how to get the season's easy makeup looks in minutes. From nude lips to fresh eye colours, get the scoop on the nine items we're craving to rock the hottest looks.

## MEDIA CONTACTS

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*flip for more* →

**ABOUT FLARE & FLARE.COM** Flare is the # 1 selling fashion and beauty magazine in Canada. With more female readers 18+ than any other Canadian fashion magazine, Flare is Canada's best selling and most popular fashion and beauty magazine. It features international and Canadian trends, with an emphasis on merchandise available at Canadian retailers. Flare also features coverage about beauty, fitness, entertainment, careers, celebrities and a popular where-to-buy "Stylesource" guide. Flare.com is one of the most visited fashion web sites in Canada by women over 18 offering timely style information Canadian women have come to rely on from the experts at Flare. In January 2008 Flare was named one of the most influential magazines in Canadian publishing history, by Masthead Magazine - the watchdog of Canada's periodical industry.

Sources: PMB 2008, ABC June, 2008 Statement, comScore Media Matrix, All Locations, Jan08 - June08, Average, Women 18+. Comparison sites: [louloumagazine.com](http://louloumagazine.com), [ellecanada.com](http://ellecanada.com), [elle.com](http://elle.com), [fashionmagazine.com](http://fashionmagazine.com), [wish.ca](http://wish.ca).

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## FLARE MAGAZINE CELEBRATES 30 YEARS!



FLARE, Canada's first fashion & beauty magazine will celebrate its 30th Anniversary in 2009. For over three decades FLARE has remained the style authority for Canadian women, offering a uniquely Canadian view and inspiring readers from coast to coast to create their own personal style in all aspects of their lives.

"As Canada's leading fashion magazine for the past 30 years, FLARE has launched the careers of the country's most sought-after designers, photographers, models and editors," says Lisa Tant, editor-in-chief, FLARE Magazine. "At home and abroad, FLARE is recognized not only as Canada's style authority but a world-class destination for the best the fashion industry has to offer."

First published as Miss Chatelaine in 1964 (changing its name to FLARE in 1979), FLARE now boasts a monthly readership of 1.5 million readers. Always original, innovative and trend-setting FLARE's tremendous success was recently honoured - being named one of the most influential magazines in Canadian publishing history by Masthead: the watchdog of Canada's periodical industry.

Not only a leader in anticipating trends, FLARE has also set them. 1996 saw the launch of flare.com, one of the first fashion magazines to go online and just last year teenflare.com was introduced. The ever popular and often-copied Style Source shopping directory remains a FLARE staple and the magazines commitment to showcase the original work of Canadian talent remains unmatched.

"Today, FLARE maintains its #1 position by continuing to listen to its readers and this has kept FLARE strong and will continue to do so into the next decade," says Orietta Minatel, publisher, FLARE Magazine. The anniversary celebrations have already launched and will include special promotions, new editorial features, enhanced web initiatives, contests, prizes, a unique special edition and soon to be announced A-List Gala celebration.

Remaining a champion of Canadian talent, continuing to celebrate the diversity of its readers and the reality of their ever-changing lifestyles, FLARE's iconic history and continued success will be celebrated throughout 2009. From the emerging career woman of the 70's to today's savvy recessionista, FLARE's 30th Anniversary issues will feature an entertaining look at its past and an informative look forward to the next 30 years.

