

Trinket

SUMMER 2021

ISSUE 1

THE SUMMER SPECIAL



- 4 COCKTAIL HOUR *(or Whenever)* MUST-HAVES
- 10 BEACH READS AND VACATION FLICKS
- 3 MAKEUP MULTITASKERS

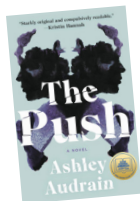
(If You're Even Wearing Makeup)

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WITHOUT ACTUALLY
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Want to work with Trinket? Check out page 19 for how to get in touch.

Trinket's Fab Founders



Remember when you were a kid and you saved all of your babysitting or newspaper route cash to buy something special? You probably weren't rolling in it given that the going rate for babysitting in the '90s was \$3 an hour, so it was likely a cassette tape from a band you loved (NKOTB, perhaps?), or a copy of *YM* or *Rolling Stone*. If you saved for 147 months, maybe you bought yourself a Gameboy or a pair of trendy sneakers. Whatever it was—that little thrill you got from having something all for you...that's Trinket.

We created Trinket at the beginning of the second wave of the pandemic when we couldn't handle the doom-scrolling anymore. Everything seemed negative. The days were dark and so were the news cycles. We were both out of patience for pretty much everything but *Schitt's Creek*. One day, our all-day texting habit just organically turned to, "What if we filled the void? What if we created something that was based solely on joy? Something that is pretty to look at and fun to read." Our pillars—lovely, nifty, happy, yummy and cheeky—quickly emerged in the brainstorm that followed.

It hasn't been a smooth start, we admit, given that the pandemic pressure cooker raged on around us, but we're so pleased to present this little taste of Trinket in a summer teaser mag, to give you a sense of what's to come. Tell your friends. Follow us wherever you do your scrolling. The nostalgic pop culture references alone will make it worth your while.

Katie and Lisa

Co-founders

@thisistrinket

MEET THE MAKER IN ONE MINUTE

Dope Haus Co.

Toronto's Cas Wilson, founder and maker of Dope Haus Co., is just as funny as her line of products.

Written by Lisa van de Geyn

@DOPEHAUS.CO HAS A
TON OF FUNNY SHIT



TRINKET: What made you start Dope Haus?

CAS WILSON: I've literally had this idea for years! I wanted to create a platform for women where I could share my mistakes and missteps. Throughout the years, I kept a note on my phone with all the cool ideas I'd pour into Dope Haus if I ever found the time. Well, in 2020, the time found me, and I've been loving it ever since!

T: What's your style when it comes to your work?

CW: My style grows and morphs. If you look at some of my earlier designs, you'd be like, "WTF? The same girl made these?" I love being able to transform. Right now, I'm all about vector images and clean, flat

illustrations. Most of my designs include curse words and images that'll make you look twice.

T: Your cards are hysterically funny. What's the best part of coming up with your products?

CW: Everything! I'm inspired by anything and everything. Whether it's a conversation with friends, or cool songs, shows, movies and pop culture, it's all about relatable content and novelty. I'm certified type A (the fun kind...the cool kind, don't worry) so I find so much joy in colour-coded brainstorm sessions, then moving my ideas onto a spreadsheet, and then development. Ohhh, baby. I'm getting hot just talking about it. **7**

THE ROUNDUP

4 Sweary Kitchen Accessories

We know you need something bloody funny to deal with life right now (we know that because we need it, too). That's why we're sure as shit you'll love these f*&% 'n hilarious kitchen bits and bobs.

Curated by Lisa van de Geyn



BITCHES GET STUFF DONE OVEN MITT,
BLUEQ.COM



SWEAR MUGS,
WHEELHOUSESTUDIO.CA



SHUT THE FUCUPCAKES APRON,
REDBUBBLE.COM



GET THE HELL OUT OF MY KITCHEN,
DISH TOWEL, ALWAYSFITS.COM

Happy

5 Books You're Gonna Wanna Read in August

We love a book that feels like a vacation, whether or not you're on a beach or a dock. These reads are the perfect summer escape (psst...we've got more online, too!).

Written by Bernadette Bloom & Whitney Hiltz





BEACH READ BY EMILY HENRY

January Andrews is a jaded romance writer who's not feeling like love is even a thing any-

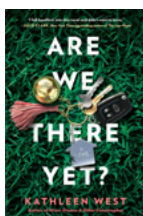
more. Augustus Everett is a best-selling author who prefers writing about dark and disturbing relationships with no happily-ever-afters in sight. They are polar opposites and find themselves living in neighbouring beach houses for the summer. Suffering from writer's block, they decide to challenge each other to write for each other's genre. Gus must write a romance, and January has to produce something gritty and real.



WHEN THE STARS GO DARK BY PAULA MCLAIN

Anna Hart is a detective whose specialty is finding lost teenagers. When she suffers a personal

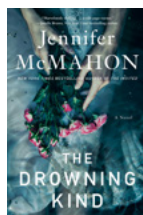
tragedy, she heads to her hometown of Mendocino, California, to recover. The day she arrives she learns a local teenage girl has gone missing, and her childhood friend is working the case. Anna can't help but offer her services, since it reminds her of a case that rocked the area when she was young.



ARE WE THERE YET? BY KATHLEEN WEST

If you've got social media-aged children, this is the cautionary tale we've all been waiting for. During a routine

parent-teacher conference, Alice Sullivan discovers her daughter is struggling in the second grade. Then, she gets a call from her son's school telling her he's been accused of bullying. From that point on Alice becomes gossip fodder for the other moms. Then, her mother reveals a family secret that shakes Alice to her core.



THE DROWNING KIND BY JENNIFER MCMAHON

The magic and mystery of Sparrow Crest's natural spring water has brought miracles into

people's lives for almost a century. In two equally enthralling storylines, we're taken from 1929 to present day where sisters Lexie and Jax have grown out of touch... and, for one of them, seemingly completely out of reality. But something sinister is happening in the water and we're taken on a journey to figure out what truly lies beneath the surface.



THE PUSH BY ASHLEY AUDRAIN

If you thought your family was dysfunctional, think again. A Toronto native, Audrain writes a compelling,

heart-wrenching story about the disintegration of a marriage and the unsure footsteps of motherhood. The stylistic choice to be written as a letter from the main character, Blythe, to her husband gives the reader insight into her paranoia surrounding her daughter's behaviour. 7



4

Coming-of-Age Summer Movies You Need to Revisit

Written by
Katie Dupuis

STAND BY ME (1986)

Best line: “Here’s what we got for you, kid—try not to lose it.”

Star power: River Phoenix, Kiefer Sutherland, Corey Feldman, Wil Wheaton, Jerry O’Connell

The plot: Four kids set out to find the body of a missing kid in the summer of 1959.

Why you need to watch it again: Sure, the premise is morbid, but it’s also the kind of flick you never, ever forget.

DIRTY DANCING (1987)

Best line: “Nobody puts Baby in a corner.” (Obviously. Close second—“I carried a watermelon.”)

Star power: Patrick Swayze, Jennifer Grey

The plot: Frances “Baby” Houseman visits Kellerman’s resort with her family in the summer of ’63 and falls in love with dance instructor Johnny Castle.

Why you need to watch it again: You probably don’t need a reason, let’s be honest. The nostalgia alone is enough to have you popping the popcorn.

MYSTIC PIZZA (1988)

Best line: “Jesus Christ, these shoes are killing me...” (You gotta watch for the rest.)

Star power: Julia Roberts, Annabeth Gish, Lili Taylor, Vincent D’Onofrio

The plot: Three 20-something servers at the best pizza place in Mystic, Connecticut, figure out their futures.

Why you need to watch it again: Firstly, Julia Roberts swears her face off, which makes for an entertaining 104 minutes, but secondly, the chemistry between Roberts, Gish and Taylor is a total delight.

MY GIRL (1991)

Best line: “Get outta here! And don’t come back for five to seven days!”

Star power: Anna Chlumsky, Macauley Culkin, Jamie Lee Curtis, Dan Aykroyd

The plot: Vada Sultenfuss, the quintessential ’70s kid, spends the summer with her father, funeral director Harry; Harry’s girlfriend, Shelly; and her best friend, Thomas J.

Why you need to watch it again: We hesitate to tell you to watch it again because, chances are, you know how it ends. But up until the last 30 minutes? Total magic. 7

WE CALL IT EFFICIENT:

Lemon Juice



in the Microwave


Written by Katie Dupuis

We've all seen "the lazy girl's guide to..." whatever—fitness, cooking, cleaning, etc. We don't see it that way. If you can hack something and make it easier for yourself, that's not lazy—it's genius. And efficient. And deserves to be shared.

Microwaves get gross. They just do. It's easy to remove something hot, close the door and walk away without a second thought. So whatever spillage (or minor explosion) just dries in place, or gets baked

on further with the next thing you nuke.

So, what to do? Put away your scrub brush, dear. Instead, fill a large bowl with water and the juice from one lemon (strain out the seeds because I don't trust that they won't blow up). Put the bowl in the microwave, uncovered, for 10 minutes.

Voilà. Anything yucky will loosen up and you'll be able to wipe it out with paper towel. That's it. Seriously. Thanks for coming, grab a business card on your way out. 

THE ROUNDUP

3 Makeup Multitaskers We Love

It would probably surprise people who know me to learn that I wear makeup every day. Even during pandemic lockdowns, it was foundation/blush/mascara. (I also wear jeans like other people wear leggings. I know, I know, I'm the weirdest.) That said, my products have to work hard for my money (you know you sang that). Here are three of the multitasking go-tos that streamline my makeup routine to just minutes. Seriously, it takes me longer to brush my teeth.

Written by Katie Dupuis



OLAY TOTAL EFFECTS TINTED TONE CORRECTING

MOISTURIZER WITH SPF Once in a while, I'll fuss with primer, foundation, spot concealer...the whole nine. But not every day. I just don't have time (or I don't make time, I suppose). A colour-correcting (CC) cream does the trick for me, to smooth out and hydrate this mug. I also love the SPF coverage with this option, because I'm basically see-through and burn easily.



BURT'S BEES ALL AGLOW

Blush makes me look awake, and this one has a subtle shimmer that makes me feel young and ready for anything (when really I'm old and too tired for everything). The tint is subtle, so sometimes I'll layer the colour. In the Before Times—read: before masks—a little dab on my lips was a nice pop, too.



MAYBELLINE GREAT LASH CLEAR

When it comes to a dual-use product, a clear mascara is a great addition to the makeup bag for both lashes and brows. I admit this works for me because I already have dark eyelashes—this product just gives them a little lift and curl. It's more about keeping my unruly eyebrows in place. (I'm vain about one thing, and it's my eyebrows.) I like that I don't need much and it doesn't feel stiff or go flaky. 7

Throw it in Your Bag

It's summer and some of us are prone to accidents. Might as well build a cute first aid kit.

*Written by
Lisa van de Geyn*



If you're like us and seem to need a Band-Aid more often than not, it's time to invest in a simple DIY first aid kit. Start with one of Cottage CLOTH's sweet pouches. Kailey Stewart is the Toronto-based creator behind this line—she makes these one-of-a-kind accessories (and so many others) herself from start to finish, and she's all about ensuring her products are eco-friendly (she uses 100 percent organic cotton fabric and low-impact ink). You can feel good about supporting a local artisan and being prepared (and stylish) in case of emergency. The anxious part of me loves this. 

FROM \$25, @COTTAGE_CLOTH.



12 COLOURS TO
CHOOSE FROM



Love Letters

Jamie Gircys, the mind behind Cedar + Mint Co., is awesome, and her letterpress and hot foil-stamping is what makes her a standout in custom stationery.

Written by Lisa van de Geyn

TRINKET: You're a creative designer who works on magazines and branding for businesses, but now you're also a bona fide entrepreneur who creates the most sublime invitations and cards.


JAMIE GIRCYS: I fell head over heels for traditional printing methods like letterpress and hot foil-stamping and everything just came together. My husband found someone who was selling their collection of letterpress and foiling equipment, so I took a risk with no knowledge of what I was doing and bought his collection. There's no easy way to learn using this press—most of that knowledge has stayed with the older generation who used to do this before digital was a thing.

T: We need to know more about your press.

JG: Hot foil-stamping requires each colour to be printed individually, as each design requires its own metal plate to be made of magnesium or copper. These metal plates get heated on my press to 230°F to 260°F. Once the plate is heated, it uses air pressure from a compressor to press the plate, foil and paper together. The settings for every design that gets mounted is different and there is no simple formula to apply to make things just magically stamp beautifully the first time.

T: That doesn't sound super simple, but you must get pumped when you're creating such important pieces, like wedding invitations, for people.

JG: It's a dream. My favourite thing in the

world is helping people tell their stories, but I'm terrible with words. I believe our unique differences should be celebrated and shared with one another. Cedar + Mint Co. is all about celebrating your personality and sharing the things that make you happy, even if they aren't what's super trendy. Your story and your personality deserve a voice and I think it's so cool that I get to help people amplify and share that story with others throughout the most important moments of their lives. 

THE FOILING PROCESS



GET MORE BEHIND-THE-SCENES INTEL WITH PROCESS PICS AND PRETTY FOIL REVEALS ON INSTAGRAM @CEDARANDMINTCO.



ON THE BRIGHT SIDE

The pandemic has been pretty darn bad for all of us. But some incredible small businesses (ahem, Trinket!) have also come out of the time at home, and that definitely doesn't suck. We've rounded up a handful of them to give a silver lining to the shitstorm.

Written by Katie Dupuis



MOODbeads

For maker Hailey Biback, MOODbeads wasn't a foregone conclusion. She wasn't someone who always had something crafty on the go, and she didn't daydream about leaving her corporate job to start a jewellery company. It all started with a necklace—on someone else. She was chatting with a neighbour in the spring and found herself fixated on the piece her pal was wearing; by the end of the conversation, Biback went away wondering if she could make something like it. She hadn't beaded in years, so she had to remember what she knew and experiment with new skills. She also began researching materials, ordered a few items and set her mind to trial-and-error. She knew she wanted to create fun, versatile, affordable pieces that made people feel good, but she also knew she needed something to set her apart. Her solution was to give each piece a word, a mood, in recognition of the rollercoaster of emotions caused by COVID. Soon the concept of "MOODbeads: Wear your feelings" was born. MOODbeads and Biback's skills have both evolved to include her regular creations and custom work (a nice surprise she didn't expect!). @MOODbeads

Butter Box

Yes, this is exactly what it sounds like but in the best possible way—a box filled with delish, buttery creations. Butterbox, a Toronto baked-goods company, is the brainchild of owner Liza Cooperman. Cooperman has always loved to bake—she's the colleague who brings in incredible treats for staff meetings—and the pandemic found her working from home and looking for an outlet. With the kitchen as her happy place and the time to give something new a shot, a delicious treat company was born. Customers have been able to buy items from the regular menu as well as special The Bachelorette-themed boxes (yes, seriously!), New Year's Eve treats and Valentine's Day yumminess, as well as custom orders for birthday treats and more. @butterboxbaking





Bug & Bird Events

Who said you can't have a party in a pandemic? Okay, fine, the government said that. And they were right, of course. But that didn't mean celebrations were off the table. Tanya Todd, the creative brains behind Bug & Bird Events, realized that birthdays would still happen, babies would still be born, kids would still graduate, and she wanted to help families mark these milestones. Todd, who started to create themed parties for people juuuust before the pandemic hit, quickly realized she could package up a party in a loot bag format that the "host" could socially distantly drop off to "guests." (Each bag includes games, props, treats, fun surprises and more.) Then, at a certain date and time, the virtual party convened with activities that everyone was doing together (apart). In a time when we were alone, this was a pretty ingenious way to connect. The parties aren't just for kiddos either—Bug & Bird has an '80s-themed party, complete with retro cocktail recipes, that we can't wait to try. [@bugandbirdevents](#)

Tin Whistle Brewing

Sorry, non-BC Trinketeers, this one is for our West Coast fans. Imagine losing your job during the pandemic and deciding to answer that challenge with a terrifying, brand new venture: buying a brewery. That's exactly what Alexis Esseltine and her husband, Tim Scoon, did. The pair bought the The Tin Whistle Brewing Company, in Penticton, BC, with ambitious plans to give the business—one of the oldest breweries in the Okanagan—a new lease on life. The Tin Whistle has two SKUs in government liquor stores in BC and a range of products available on site, as well as a taproom. When in doubt, buy a brewery? We like it. [@thetinwhistle](#) 🍷





THE BAKE

S'mores Bars

S'mores are delicious. This is pretty universally accepted. But they aren't always convenient to make. Everyday campfires aren't really a thing. Luckily, this recipe delivers all the flavour without the rigamarole.

Written by Melissa Tayar

Ingredients


1 cup	all-purpose flour
1 cup	graham cracker crumbs
½ tsp	baking powder
¼ tsp	cornstarch
½ cup	softened butter
¾ cup	brown sugar
1 tsp	vanilla extract
1	egg
1 ½ cups	marshmallow fluff
1 ¼ cups	milk chocolate chips (semisweet chips work, too)

1. Preheat oven to 350 F. Line a 9 x 9 square pan with foil, making sure some foil hangs over the edges, and spray with some cooking spray.

2. In a bowl whisk together the flour, graham cracker crumbs, baking powder and cornstarch. Set aside.

3. With a stand mixer or hand mixer, cream together the butter and sugar until smooth. Add the vanilla and egg. Mix until combined, scraping down the bowl as necessary. Slowly add in the flour mixture until just combined.

4. Press about $\frac{2}{3}$ of the dough into the bottom of the baking dish in an even layer. Spread the marshmallow fluff on top of the dough. Sprinkle chocolate chips on top of the marshmallow fluff. Add the remaining dough in clumps ovetop.

5. Bake for about 25 min, or just until lightly golden. Let cool for at least 10 min before cutting into 16 squares (or, like, one huge one for you and 12 others to share). 

THE ROUNDUP

Summer Booze *Must-Haves* I'm Definitely Trying from the LCBO

I figured it was time to share a few of my favourite bevies I'm totally drinking this season. (Or right now.)

Oh, and since we're sticklers around here for drinking responsibly, please drink responsibly.

Written by Lisa van de Geyn



CANADA DRY CLASSICS GIN & TONIC

Lisa also loves herself a classic G&T, extra lime. (Why am I talking about myself in third-person?) This new line of bevies pays homage to the iconic brand that started more than 100 years ago in Toronto. Their tonic pairs beautifully with gin. Like, there hasn't been a better pairing since, well, usually I'd say gin and tonic here, so that should give you an idea.



DIABLA RED SANGRIA

Allow me to toot my own horn: I make a killer sangria. But when I don't have time to get one together for card night with my bestie, this traditional Spanish number works great. It's full of blood orange, grape and apple flavours and it's spritzzy and tangy, like any good red sangria. (And, as we all obviously agree, red is the preferred sangria. Don't @ me.)



GOOD FORTUNE RASPBERRY HIBISCUS SPARKLING WINE

I'll be honest: I sometimes judge my coolers by their packaging. I did exactly this when I tried Good Fortune. Their packaging is stunning, with pretty florals covering their cans. I'm happy to report the taste didn't disappoint. This has beautiful notes of hibiscus and raspberries, with a light wine finish.

Trinket

for the Holidays



MORE
DETAILS
COMING
SOON!

You know there's gonna be *food*. And *booze*.
And all kinds of *cute gift ideas*. It's basically
a *holiday party* in magazine form.

Do you have a product to pitch? Or are you looking to boost sales of your business? Get in touch! There are lots of ways to work with us.

Drop us a line at heytrinket@gmail.com.