

CONSUMERS LESS CONFIDENT/2 COACH NET VAULTS 87%/2

Women's Wear Daily • The Retailers' Daily Newspaper • July 31, 2002 Vol. 184, No. 22 \$1.75

WWD WEDNESDAY

Sportswear

Tangerine Dream

NEW YORK — Bright colors are rockin' for resort. And while the shades may scream for attention, the shapes stay sleek with subtle feminine touches — a ruffle or two. Here, Carol Horn's rayon bouclé dress.



Boneparth's Campaign Plan at Jones: Double-Digit Growth

By Kristin Larson

NEW YORK — There's a new Jones Apparel Group, which is undergoing a dramatic change of leadership, while enhancing its recent strategy of being a multi-channel brand

conglomerate.

Leading the evolution in its corporate philosophy and business model is the company's new chief executive officer, Peter Boneparth, who succeeded founder Sidney

KimmeI as ceo in May.

Boneparth said Jones will continue a "fairly intense" diversification strategy, one that will cut across distribution channels and product

See **Boneparth**, Page 10

Consumer Confidence Plunges

By Jennifer Weitzman

NEW YORK — Consumer confidence paralleled the stock market in July, dragging the monthly measure of public economic sentiment to its third biggest drop in the past 12 months and its lowest reading since February, and placing spending for the second half at greater risk of a downturn.

The Conference Board's index of consumer confidence, which is based on a representative sample of 5,000 U.S. households, fell a worse-than-expected 9.2 points this month to 97.1 from a downwardly revised 106.3 in June.

July's decline does not include the equity markets' extreme volatility between July 19 and 22. The reading dropped 11.7 points in October and 17 points in September 2001. February's mark was 95.0.

"The erosion in consumer confidence represents a significant deterioration in consumer attitudes," said Lynn Franco, director of The Conference Board's Consumer Research Center. "The continued decline in the value of stock market portfolios, coupled with ongoing reports of corporate scandals, have taken a toll on consumer confidence."

The result for July puts the

spotlight on August, when economists and investors will be anxious to see if consumer confidence rebounds or continues on a downward path. While July's reading is not alarming by historical standards, a continued slide could jeopardize the economic recovery.

Acting to reassure investors against the backdrop of corporate accounting scandals that have pummeled the markets, President Bush signed into law Tuesday a far-reaching statute that seeks to crack down on corporate fraud.

"This law says to every dis-

Continued on page 13

Coach Posts 87% Rise in Profits

By Vicki M. Young

NEW YORK — Consumers may be less confident about the economy, but that didn't stop them from spending their hard-earned cash at Coach.

The American luxury goods manufacturer on Tuesday reported an 87 percent spike in fourth-quarter income over the prior-year period, as well as a gross-margin increase of 400 basis points.

For the three months ended June 29, income was \$17.3 million, or 19 cents a diluted share, compared with \$9.2 million, or 10 cents, a year ago. Excluding a tax benefit from reorganization

charges related to the closing of manufacturing facilities in Florida and Puerto Rico, in 2001 and 2002 respectively, income was up 80.3 percent to \$16.6 million, or 18 cents, which was still a penny higher than the consensus estimates among analysts polled by Thomson Financial/First Call. Earnings-per-share numbers have been adjusted for the 2-for-1 split effective on July 3.

Sales in the quarter rose 29.6 percent to \$171.4 million from \$132.3 million. Gross margin in the period increased to 66.6 percent from 62.6 percent, driven by the consolidation of Coach Japan Inc., sourcing cost initiatives and modi-

fications in its merchandise mix.

Direct to consumer sales, primarily at Coach Stores, rose 20 percent to \$106.5 million from \$88.6 million. New and expanded stores and a 9.5 percent increase in comparable-store sales produced a 14.8 percent rise in retail stores and 4.4 percent gain at factory stores.

Indirect sales via the wholesale channel jumped 49 percent to \$64.9 million from \$43.7 million. The firm posted strong gains in both the Japanese and U.S. wholesale businesses, and reported double-digit gains in comparable location sales. In

Continued on page 15

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WWD WEDNESDAY

Sportswear

GENERAL

- 6** FASHION: Peasant tops are among the best items around, and at next week's Intermezzo, designers continue to focus on these ethnic beauties for spring.
- 1** Peter Boneparth, the new president and chief executive officer of Jones Apparel Group, discusses his strategies for the powerhouse company.
- 2** Coach on Tuesday reported an 87 percent spike in fourth-quarter income over the 2001 period, and a gross margin increase of 400 basis points.
- 2** Consumer confidence echoed the stock market in July, dragging the monthly measure to its third biggest drop in the past 12 months.

SUZY HAS THE DAY OFF

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In Brief

● **WAL-MART'S APPEAL:** Wal-Mart isn't giving up on its bid to open an urban Supercenter near downtown Dallas. The world's largest company was dealt a humbling setback on June 6 when the Dallas Plan Commission denied the \$218 billion retailer a zoning change required before the radical two-story Supercenter can be built near Love Field Airport in the trendy Oak Lawn neighborhood. On Tuesday, a Wal-Mart spokeswoman said the chain has appealed the commission's ruling and plans to take the matter before the Dallas City Council for a deciding vote sometime this fall, though the date hasn't been confirmed. Opposing neighborhood groups are expected to be out in force at the meeting.

● **SPLITSVILLE:** Shares of Chico's FAS split 2-for-1 Tuesday, its second split this year. The Fort Myers, Fla.-based specialty chain, which caters to women over 35, announced June 27 its intent to split the stock. As a result of the stock split, the number of outstanding shares of common stock will increase to about 82.4 million from approximately 41.2 million. Chico's split 3-for-2 on Jan. 18. Chico's shares closed at \$17.70, down 34 cents, or 1.9 percent, in New York Stock Exchange trading Tuesday.

● **THOUGHT FOR FIT:** The Fashion Institute of Technology said it has received \$588,732 worth of Microsoft software to be used in the School of Continuing and Professional Studies' Enterprise Technology Center — the school's department for entrepreneurial business. The software is designed to support e-commerce Web sites, among other uses. This is the second grant that FIT has received from Microsoft's Working Connections program, which supports information technology programs at community colleges and was created in 1997 with the American Association of Community Colleges. In 2000, FIT got \$275,000 to get the school's Internet Business Strategies and Internet Business Design noncredit certificate programs off the ground.

Corrections

Lynda Galayda has been named executive vice president of new business development at Lennie for Nina Leonard Moderate Dress Co. and Metro 6 Better Priced Sweater Co. This was incorrect in a story on page 6, July 30.

The surname of John Kourakos, president of sportswear at the Warnaco Group, was misspelled in a story on page 3, July 30.

WWD Stock Market Index for July 30

Apparel Mfg.: 170.79	Retailers: 256.77	Textiles: 14.23
↓ -0.55	↓ -3.67	↑ 0.62
Department Stores	213.20	-4.14
Off-Pricers	316.59	-13.47
Discounters	327.63	-3.10
Specialty Stores	110.51	-2.54

Index base of 100 is keyed to closing prices of Dec. 31, 1993.

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Gucci Group Shuffles Stores On Tony Via Montenapoleone

By Luisa Zargani

MILAN — Gucci Group is playing musical stores with its real estate on the city's high-end Via Montenapoleone, and in the process is emerging as one of the most prominent players on the tony street.

Windows of the Gucci brand have been a fixture on the street for years, but new boutiques for Yves Saint Laurent, Boucheron, Bottega Veneta and Alexander McQueen — all under the group's umbrella — will open over the next few months and next year.

In addition, the Gucci boutique is undergoing renovations and expanding its selling space. By the end of the year, when the work is expected to be completed, the Gucci boutique at number 5 and 7 Via Montenapoleone will be the biggest in the world, with 19,000 square feet, four floors and items from all divisions — a Gucci addict's paradise. Although the store's concept by Gucci Group creative director Tom Ford and architect William Sofield has not been dramatically changed, a few modifications have been created to update the boutique. A

concrete floor with inserted river stones replaces the carpeting, and the crystal glass formerly used for windows and displays is now a darker brown. There is also new seating in different shapes and materials, such as a soft, buttery leather, crocodile-printed leather, ribbed mohair or velvet.

The store opens onto Via Verri, on the corner of Via Montenapoleone, with Gucci jewelry in the windows.

Meanwhile, on Via Verri, an Alexander McQueen boutique will replace the current Yves Saint Laurent shop. The McQueen store will open next year and cover 2,270 square feet.

In the next few months, a new YSL boutique will reopen at 27 Via Montenapoleone, replacing a former Gucci site. The two-story boutique, also designed by Ford and Sofield, will cover 8,700 square feet.

As part of the relaunch, expansion and retail strategy for Boucheron, the jewelry brand purchased by Gucci in May 2000 — a 1,200-square-foot boutique — will open on Via Montenapoleone, on the corner of Via Manzoni, in November. As reported, the Boucheron

shop here is one of the 40 free-standing stores and in-store shops Gucci Group plans to open for the brand over the next three years, adding to 20 existing ones.

The revamped accessories brand Bottega Veneta will open at 5 Via Montenapoleone, close to the Gucci boutique, taking the place of a bank. The 2,580-square-foot boutique is modeled on the concept stores in London and Paris that were designed by BV's creative director, Tomas Maier, and Sofield.

A spokesman for the group did not reveal the total amount of these investments, but said they were part of the roughly \$200 million in capital expenditures announced by chief executive Domenico De Sole two years ago. All spaces are rented, but directly controlled by the group.

The spokesman declined to elaborate about the existing Bottega Veneta store on Via Spiga or on the future of the building at 12 Via Montenapoleone that the group bought for about \$75 million last year. That space currently houses Christian Dior and Corneliani boutiques, among others.

Flight 001 Arrives Inside Henri Bendel

By David Moin

NEW YORK — For its jet-setting shoppers, Henri Bendel on Friday will open Flight 001, a travel shop selling luggage, accessories, gifts, cosmetics and aromatherapy, including essential oils to relieve stress.

It's all about helping to make travel easier, less stressful and more fashionable. "This is a very heavily requested category," said Ed Burstell, Bendel's vice president and general manager.

The shop is modeled after the Flight 001 stores at 96 Greenwich Avenue in the West Village here and in San Francisco, and represents an extension of Bendel's "street of shops" merchandising format.

The second-floor shop has 350 square feet, designed in the form of a jet fuselage, with overhead bins and curved shelves, as well as a "ticket counter" where customers purchase items. Hats, previously merchandised in that spot, have relocated to an open-sell environment.

Flight 001 will sell skin care facial mists, at \$27.50, and small leather goods, priced from \$35 to \$100, including passport holders

and bill folders. There are also spa kits with moisturizer and mist, \$22; a sleep set with oil and an eye mask, \$24; jet lag roll, \$9; mouth freshener \$7; facial water sprays, \$20, as well as neck pillows, games, gifts, travel bags and travel accessories like clocks and maps. About half the merchandise is under the Flight 001 label.

Burstell has frequented the Flight 001 shop ever since it opened in 1999 downtown, near where he lives. "I did a lot of undercover work," he said. The business was founded by Brad John and John Sencion and is named after Pan Am Flight 001, which was the first commercial flight to circumnavigate the globe, stopping in different cities.

Bendel's hopes to do between \$650,000 and \$750,000 in annual sales for the shop, in line with volumes generated by other shops in the store, according to sources. Bendel's owns the merchandise and runs the shop, while Flight 001 trains sales associates and merchandises the shop. Burstell says the agreement is on an annual basis, but if things work out, it's possible Bendel's will keep it going after a year.



The Flight 001 shop at Bendel's is shaped like a jet fuselage.

Coty Adds Celine Dion to Stable

NEW YORK — First J.Lo, now Celine — Coty Inc. is snapping up pop stars left and right.

On Tuesday, Coty announced it had signed an exclusive global licensing agreement with Canadian songstress Celine Dion to develop and market a fragrance line. The scent collection, to be marketed within the Coty Beauty division — the fragrance firm's mass market arm — is expected to be launched in the second quarter of 2003. The fragrance introduction will coincide with Dion's debut with the Cirque de Soleil show in Las Vegas.

"As part of our strategy, we have been looking at celebrities because we felt that it is really those types of personalities that create a lot of buzz and resonate in consumer life today," said Eric Thoreux, president of Coty Beauty Americas. Coty's

Lancaster unit recently launched a fragrance with singer/actress Jennifer Lopez, aka J.Lo, called Glow.

Thoreux said that Dion is "perceived by the consumer as a very experiential and balanced person in the way she has achieved success on the professional side but balance in her personal life — even stopping her career to raise her child."

He continued: "All of this is an incredible way of going through the complexity of modern life with elegance. At the same time, her music strikes a deep emotional chord in her audience."

To start, the fragrance will be distributed in upper-end mass market stores like J.C. Penney Co., Sears and Shoppers Drug Mart in Canada, and will likely be expanded into traditional mass stores such as Walgreens and CVS.

Dion is said to be deeply involved in the creation of the fragrance. She was not available for comment, but in a statement said: "I wanted to partner with a beauty company that would develop a product in line with my values. Like creating music, it is important that beauty products appeal both to one's senses and emotions."

Thoreux said he spent a day last week with Dion's marketing team in Canada to work on the project. "She is involved in every step," he said. Fragrance house Creations Aromatique is working with Coty and Dion on the juice.

Thoreux said the fragrance will have a "prestige image," adding, "it was very important to her [Celine] that it can be affordable. She has always had an accessibility factor."

— Laura Klepacki

Club Monaco Moves to 57th St.

NEW YORK — The new home of Club Monaco's flagship is 37 West 57th Street, but it might be just a stopover while the chain searches for more permanent digs.

The site was the former home of the defunct chain Cosmetics Plus. As reported, the Club Monaco flagship was housed in the St. Regis Hotel at 699 Fifth Avenue and 55th Street, but the site was sold to Boucheron, a unit of Gucci Group.

Faith Hope Consolo of Garrick-Aug Associates represented the landlord in the

transaction. According to Consolo, Club Monaco is set to open the doors to its new home "in the next couple of days."

Club Monaco officials declined comment.

The new space totals 3,500 square feet comprising three levels, ground, mezzanine and basement. At the St. Regis, Club Monaco occupied 12,000 square feet, but that also included two floors of office space, Consolo said.

While retail rents begin at \$750 a square foot along Fifth Avenue and run higher for the best locations, the amounts along West 57th Street plateau

at between \$200 and \$250 a square foot, the broker added.

"We'll see how it works out. Club Monaco, like Gucci and Burberry, signed a short-term lease for a year," Consolo reported.

Gucci had occupied 12 West 57th Street, the former Henri Bendel location, while its Fifth Avenue flagship was undergoing renovations. The same site is now host to Burberry, while its store on East 57th Street is being renovated. Burberry is expected to remain at the 12 West 57th Street location until Spring 2003.

— Vicki M. Young

Gadzooks Sales Slump

NEW YORK — Gadzooks Inc. lowered its second-quarter earnings and sales estimates as July sales fell below expectations.

The Dallas-based specialty retailer reported Tuesday that July sales are trending significantly lower than the company had forecast, with month-to-date comparable-store sales for July down approximately 9 percent. As a result, Gadzooks now expects total July sales to be in the range of \$23.5 million to \$24.2 million, and from \$76.1 million to \$76.8 million for the second quarter.

With the lower sales, the company now projects second-quarter earnings per share of breakeven to a 4-cent loss, substantially lower than the Wall Street estimate of 7 cents. As of May 8, Gadzooks had forecast second-quarter EPS of 8 cents.

On a day when retail shares were moving lower anyway, Gadzooks lost 18.2 percent of its value, ending the day at \$9.04, down \$2.01, in Nasdaq trading.

"We had anticipated that comparable-store sales for the second quarter would increase a low-single-digit percentage, but despite entering fiscal July with a low-single-digit quarter-to-date comparable-store sales increase, current month sales trends have been significantly lower than expectations, prompting us to lower second-quarter projections," said chief executive officer Jerry Szczepanski in a statement.

Gadzooks attributed the lower sales, in part, to Florida's decision not to hold a sales tax holiday this year and a change in Texas law that moved back the date of the start of the public school year compared with last year.

Dana Buchman Previews Fall for Saks Fifth Avenue

NEW YORK — For the scores of Saks Fifth Avenue department managers in town this week for meetings, Dana Buchman worked hard to give about 200 of them a good time Monday evening.

She rocked the crowd with a “salon preview” of her fall deliveries at her Seventh Avenue showroom, then bused them all to Jimmy’s Downtown on East 57th Street for drinks, dinner, and the launch of her fall 2002 image video.

“I want everyone to turn off your right brain and go to your left brain,” said Buchman, acting as master of ceremonies for the evening.

“We’re here to see beautiful clothing. You’ll see all the trends today — the romantic, the textured, the seductive.”

It was the first time the Dana Buchman division of Liz Claiborne Inc. staged the event for Saks, believed to be its biggest account, and the bridge designer used the occasion to spotlight the newest elements to her collection — outerwear and spawear.

The runway show featured lots of earth-toned, textured looks as well as black-and-white ensembles.

The 50-year-old Buchman said that as a “feminist from the Seventies, I’m proud of the fact that I design for real women. I don’t need to dress stick figures.”

“This was great,” Buchman said afterward. “I know all of

the department store managers so I spend a lot of time on the road. These managers are on the front lines. Saks is a major customer for us. I’d love to do this again next year, but no one ever thinks so far ahead.”

But as with any first-time events, there’s always a glitch or two, and it happened at Jimmy’s. About two minutes into the image video, Joan Kaner, fashion director from Neiman Marcus, appeared on screen, drawing some dissent from the surprised crowd. About a minute

later, it dawned on Buchman’s team that the wrong video was playing — the one for Neiman’s, not the one for Saks.

Fortunately, the embarrassment quickly melted, the right video was played, and a big round of cheers went up when Jaqui Lividini, Saks’ senior vice president of fashion merchandising and communication, popped on screen, to give the SFA point of view about Buchman. The one they wanted.

— **David Moin and Kristin Larson**



Dana Buchman and Paul Charron



PHOTOS BY STEVE EICHNER

From Dana Buchman’s fall collection.

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INTERMEZZO PREVIEW

HOT TOPICS

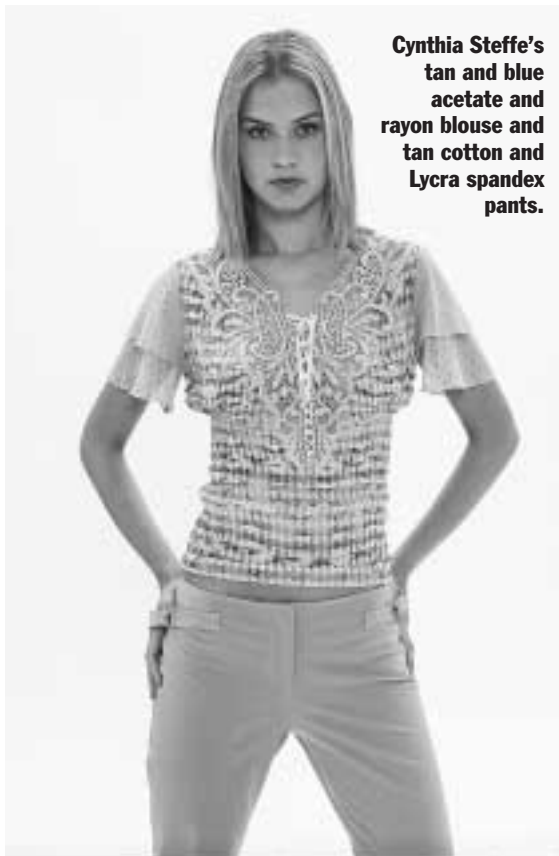
NEW YORK — Call it the sizzle factor. Right now, peasant tops are some of the best items around. At Intermezzo, which runs from Aug. 4 to 6 at the midtown Show Piers, designers are continuing to focus on these ethnic beauties for spring, doing arts and crafts styles, tie-dyed versions or more romantic looks with looser sleeves. The show is sponsored by ENK International.



Follies Paris' tie-dyed brown polyester blouse with Red Engine's cotton denim jeans.



Custo Barcelona's tie-dyed white cotton top and cream cotton pants.



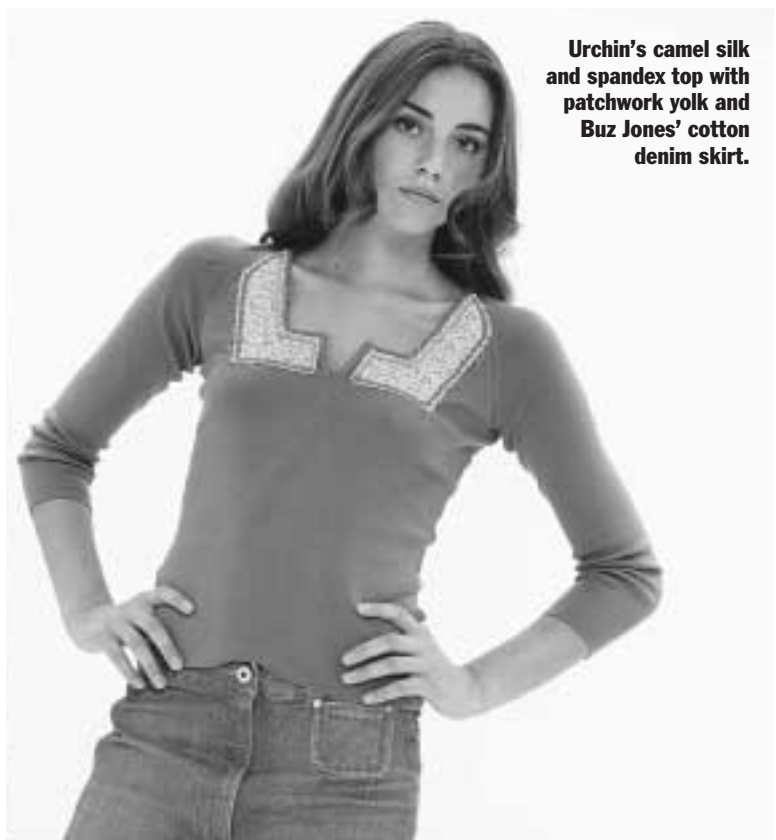
Cynthia Steffe's tan and blue acetate and rayon blouse and tan cotton and Lycra spandex pants.



Hype's navy silk blouse with Buz Jones' cotton denim jeans.



Sharagano's red and brown viscose and elastin satin blouse with brown cotton and spandex jeans.



Urchin's camel silk and spandex top with patchwork yolk and Buz Jones' cotton denim skirt.

INTERMEZZO PREVIEW

CLASSICALLY TRAINED

NEW YORK — Designers are clearly studying the classics this season. Not only are they doing lots of basic black must-haves, but they're also striping everything from rainbow-colored dresses to sexy knit sweaters and sailor tops.



Essendi's black-and-white silk and spandex sweater and Isabel's black leather-trimmed cotton and elastin pants.

James Perse's black Tencel dress.



Autumn Cashmere's red-trimmed, blue-and-white cashmere halter with Buz Jones' blue cotton jeans.





Nanette Lepore's rainbow-striped cotton and nylon dress and viscose and nylon shawl.

Saja's black silk chiffon top and skirt.



Linda Segal's black microfiber mesh and spandex shirt and polyester and spandex skirt.



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Boneparth Ushers In H

Continued from page one

categories. The company is interested in brands, he stressed, that can transcend product segments, and its plan for the long haul is to layer in appropriate acquisitions with the goal of achieving a double-digit growth rate.

"If you really look at the history of the company, it did a transforming event when it bought Nine West and got into the footwear business in '99," Boneparth said. "Sidney Kimmel had the vision to recognize that the long-term success of a publicly traded apparel company was going to be based on diversification and balance. It was no question that you had to have as many eggs in as many different baskets as possible.

"We're not trying to be a moderate company and we're not trying to be a better company or a footwear company. We're trying to be a balanced company. When you look at the landscape out there, which is constantly consolidating, you have to have as many arrows in your quiver as possible, to hit as many different stores with as many different products to ensure success.

"Let's face it, the long-term likelihood of success for a single brand company is really fairly limited," noted Boneparth. "It's very hard to grow one brand forever at double-digit growth rates, and it's almost impossible in a declining or consolidating retail environment."

Exceeding \$4 billion in annual revenue today, Jones Apparel Group is four times larger than it was just seven years ago. Its vast stable of 28 brands span all distribution channels. They include: Jones New York, Lauren by Ralph Lauren, Polo Jeans Company, Ralph by Ralph Lauren, Todd Oldham and Rena Rowan in better; Joneswear, Evan-Picone, Norton McNaughton, Miss Erika, Energie, Nine & Co., Gloria Vanderbilt and LEI in moderate; and Nine West, Easy Spirit, Enzo Angiolini, Bandolino, Esprit and Napier in footwear and accessories.

For the first quarter ended April 6, income fell 26.5 percent to \$70.7 million from the year-ago quarter. Revenue in the quarter was up 4.6 percent to \$1.13 billion.

Boneparth said Jones is "opportunistic, liquid" and "looks at a lot" of possible acquisitions. On the acquisition front, he said there's competition, but much less than what one might expect.

"The characteristics of this industry are there are lots of sellers and very few buyers," he said. "Maybe one or two other people are the acquirers of choice at this point. We're not interested in buying labels, we're interested in buying brands."

He hinted that men's apparel might be an avenue that Jones might pursue, as well as budget selling to retailers like Target and Wal-Mart.

"Historically, we have shied away from that [budget retailers] business given the profit challenges. But given the footsteps going through that channel in America today, if you ask me five years from now if we'll be involved in that business in a meaningful way, it would be inevitable that we would have to go there," said Boneparth, adding that the company continues to believe there's more opportunities in the shoes, accessories and jewelry businesses.

Following Jackwyn Nemerov's resignation as president in March, Boneparth was named to succeed Kimmel, who founded the company in 1970, as ceo, while he succeeded Nemerov as president. Kimmel is still the chairman of Jones.

In that time, Boneparth has brought a team spirit to the company and is focused on redirecting some of the authority and decision-making responsibility back down to the players.

"It's very hard to manage a business this large, this diverse, in moderate [women's apparel], shoes, retail, better apparel, with having one or two people make all the decisions at the top," said Boneparth, smartly dressed in a business casual ensemble of a blue oxford shirt, dotted yellow tie and relaxed twill pants on a July morning at Jones' Manhattan offices.

"The management style before I got here was very centrally controlled, and so it was perceived that every



PHOTO BY TALAYA CENTENO

“It’s incredibly important that my success is predicated almost exclusively on the people that work with me, I really believe that.”

— Peter Boneparth

decision was made at the very highest level,” he said. “So it was hard for an outsider like myself to understand who really got the work done, who was running these divisions and what the talent level was. So we’re pushing some of that authority and decision making responsibility back down to the division level, really to empower these people to do more and run their businesses.”

Perhaps because of a change in management style, the 43-year-old former lawyer and investment banker said he thinks there’s an energy level at Jones that hasn’t been present in a while and he wants that momentum to continue.

“Clearly, there has been a very big sea change,” he said. “My own philosophy is you try to be as responsive as possible to people, and you’ll gain a lot more credibility by talking to people. They understand when you can’t say something. What they don’t understand is when you haven’t made the effort. [Before,] I don’t think the company didn’t want to make the effort, I just think in some cases it was a misperception of what the best thing to do was.”

Todd Slater, retail and apparel analyst with Lazard Freres, said Boneparth is a strong addition to Jones, bringing a different and much needed point-of-view.

“He’s an outsider who has had enough time on the

inside to be of value,” Slater said. “He sees the industry more objectively than other insiders do. He’s also a consensus builder and people like working for and with him. He’s not bound by traditional apparel operating styles, which is good, because the apparel world is dramatically different than when Sidney created the company. Sidney was right for Jones in the Seventies, Eighties and Nineties, and Peter is the right kind of manager for the 00s.”

But Boneparth isn’t a complete outsider. Five years ago, the New York native became president and chief operating officer of McNaughton Apparel Group and later became that company’s chief executive officer. Jones purchased McNaughton in April 2001, which significantly upped its presence in the moderate sportswear arena.

Interestingly, Boneparth first met Kimmel while he was still an investment banker about seven years ago. That meeting apparently left a big impression on Kimmel.

“Sidney and I, and Wes Card [chief financial officer] had met, and I think we had a very good discussion,” Boneparth recalled. “As Wes likes to say ‘Sidney remembered that discussion’ and when they saw that I had moved to McNaughton, I think Wes brought Sidney an idea like ‘Hey, remember that guy Boneparth? Well, he did this in moderate, and we want to be in moderate, and so forth.’”

Fast-forward to the present, and Boneparth is poised and ready for the challenge of leading one of the preeminent apparel firms into the future.

To get acquainted with his new role, he’s spent the last few months trying to meet with all the company’s division heads, retail partners and investment community, in addition to traveling to every distribution center. Just back from Hong Kong, Boneparth said he can’t describe a typical day because he travels so much, and each day is different from the last — the variety, he said, is something he enjoys.

“You try to touch as many people as possible to make sure they understand what I am about as much as possible,” said Boneparth, who lives in the New York area with his wife Heather, also a former investment banker, and three children: Caroline, 14, Pammy, 12 and Neil, 8. His family is his life outside of work, and his hobbies include coaching youth soccer teams and getting in the occasional round of golf.

“Ultimately, you want them to trust you and you want them to know you’re on the same page,” he said. “As a ceo, you represent not only the stockholders, but your employees. You’re really their advocate, and if they feel I’m their advocate, which I feel strongly about, it ultimately helps the success of the other constituencies, the stockholders.”

There’s no question the business skills Boneparth acquired from the three years spent as a lawyer and 10 years on Wall Street helped prepare him for his role today. Fashion apparel companies, like any capitalist endeavor, require managers that understand the complicated issues of accounting and acquisitions — long gone is the apparel cottage industry that permeated the Forties through the Seventies before importing and big brands came to the forefront.

“This industry, like any other industry, tends to be very Darwinian: It evolves, and the strong tend to survive,” Boneparth said. “It’s a business, and my job is to make it a business, but it’s also to make sure we have the best merchants and design team. When you don’t, it doesn’t matter how good you are with numbers, it’s always about the product.”

“It’s a complicated process, and it means that organizations are much more complicated and require much more management skill,” said Boneparth. “The best organizations, Jones and Liz [Claiborne Inc.] win because at the same time they’re able to attract and retain the best design and merchandising teams. It all has to work together.”

As do the people that make up the team. During the interview, it became apparent that Boneparth doesn’t like to blow his own horn. Rather, he wants the world to

igh-Profile Era at Jones

know about the people behind Jones Apparel Group, the 13,000 or so employees that comprise the behemoth organization. "Cheerleading" the company is something he did a lot while at McNaughton, and he said he plans to continue that spirit at Jones.

"It's incredibly important that my success is predicated almost exclusively on the people that work with me, I really believe that," he said. "It's like the quarterback of a football team. They're neither solely responsible for putting you in the Super Bowl, and they're not responsible when you go 0-11 either," added Boneparth. "But you're there and you're the quarterback, and you tend to get a disproportionate amount of the credit or blame. The reality is, if you have a great team, you're going to win more often than lose."

But being a ceo of a leading public company today comes with great challenges, especially during a time when corporate scandals have rocked the business world — placing microscopic scrutiny upon management integrity and ethical behavior.

Boneparth has not been immune to this scrutiny. Not long after being promoted to president of Jones, there was media attention regarding his compensation package. Specifically, that he would receive \$2 million in signing bonuses spread over two years and options this year on three million shares — on top of his salary of \$1.5 million, which rises to \$2.5 million in 2004. While not disputing the salary reported, Boneparth denied the

other amounts reported, saying the signing bonuses were falsely represented.

"It's like anything: If you know you're honest and have integrity, you sleep at night. And I don't have any problems sleeping at night. Do I like the scrutiny and the intrusion into my personal life? No, but it's part of the job, and you cannot possibly sign up for this duty and feel you're not open season," he said.

"If you look at some of the largest abuses, you understand why this happens because it's truly criminal behavior. But when it all settles, people will come back to the perception that people who run companies in the United States are honest, decent people," Boneparth said. "There have been a few, very big, bad eggs that colored the landscape unfortunately."

He didn't grow up in the garment center, but Boneparth did grow up in the retail business, which he said gave him a high degree of sensitivity with regard to sales and moving products out the door. His father had a furniture business, where Boneparth got his first job at an early age working on the delivery trucks and selling furniture.

"You have to deal with customers, figure out how to sell them and figure out how to deliver the goods," he said. "My father grew up with this mentality, as a retailer does, he had a little black book that said 'Beat Yesterday.' That's what they think, and that's what it's about."

Jones Apparel Group's Brands

Better Apparel: 38%

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Lauren
Polo Jeans Co.
Ralph by Ralph Lauren
Rena Rowan
Todd Oldham

Gloria Vanderbilt
GLO
LEI

Footwear and Accessories: 21%

Nine West
Easy Spirit
Enzo Angiolini
Bandolino
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Judith Jack
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Rossi Expansion Hits Beverly Hills

By Kristin Young

BEVERLY HILLS — Sergio Rossi might not have the kind of name recognition in the U.S. it enjoys in Europe, but, backed by Gucci Group's retail infrastructure, that's about to change.

The Italian footwear and accessories brand opened its newest boutique at 366 North Rodeo Drive last Saturday, the second of three boutiques to open in the U.S. this summer.

As reported, a door in Honolulu opened on July 20. On Aug. 3, the New York boutique at 833 Madison Avenue will close after five years and reopen five blocks away in an 1,800-square-foot space on the corner of Madison Avenue and East 66th Street.

"We consider the U.S. a major market for us and the most important one in which to expand," said Gianvito Rossi, who works with his father, creative director and president Sergio Rossi, in the business. The younger Rossi was on hand for the Saturday afternoon opening here.

It was a low-key affair, with customers enjoying champagne and hors d'oeuvres as they shopped. The store will mark its arrival officially in October with a party.

In 1999, Sergio Rossi SpA recorded revenues of \$60 million, and in November that year, Gucci Group bought a 70 percent stake in the company. (Gucci does not break out division volumes.) Rossi credits Gucci for taking the company up a notch in its retail operations. By the end of this year, there will be 35 directly oper-

ated stores worldwide, more than doubling the size of the fleet in two years.

"Our experience has been very much about the collection and production. In retail, we were not so experienced," Rossi said, noting that Gucci has eased expansion by helping secure store locations, arranging for product shipments and managing the store's merchandising.

Rossi said the company plans to open more locations in top American markets as real estate becomes available. He declined to give a specific time frame. The company waited more than a year for the Rodeo Drive location, a former Benetton store.

The store interior lives up to its tony address. The design concept, first unveiled in April 2001 in Japan, was conceived in-house.

Natural light floods in to the 1,600-square-foot space from the two story-high glass facade. Light also comes from the recessed ceiling panels and table lamps made of stretched fish skin.

Brushed and bronzed brass frames the large entrance, oversized mirrors and trims the modern teak furnishings. On facing walls, cascading curtains of silver and brass metal beads hang from the ceiling. The space is finished with teak wood paneling, brown suede and pony-skin armchairs.

And, as in all Sergio Rossi stores, there is the stack of leather shoe boxes rising to the ceiling, a kind of sculpture that's become a signature.

"We wanted it to be a lounge with soft ambience," said Rossi.

As for the merchandise, the fall and



From left: Gianvito Rossi; the new Sergio Rossi store in Beverly Hills.

winter collections take their cue from European style at the turn of the century. Standouts for women include a rounded toe perforated like a traditional man's wingtip in black leather retailing at \$410, and a trench-coat boot in a black waterproof canvas-like fabric for \$835 or in brown suede for \$930. Bags range from a large black soft tote for \$715 to a black beaded evening clutch for \$835.

Rossi declined to speculate on the boutique's first-year sales. Local real estate sources, however, say the store could pull in sales between \$1,000 and \$1,500 a square foot annually, based on the per-

formance of similar stores in the neighborhood. That would put the shop's volume between \$1.6 million and \$2.4 million.

The company is forgoing a big advertising campaign for a significant public relations push. Celebrities are part of the plan — Julia Roberts, Uma Thurman and Catherine Zeta-Jones have already test-driven Rossis on the red carpet.

The store features a VIP dressing room — a first for the company — as well an area for special orders on different hides, colors or heels on any of the season's existing models. On average, it costs about 20 percent more for custom-made shoes.

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Consumers Feeling Doubts

Continued from page 2

honest corporate leader: You will be exposed and punished," Bush said before the signing in the East Room of the White House. "The era of low standards and false profits is over. No boardroom in America is above or beyond the law."

Nevertheless, investors hoping to see Monday's rally sustained for a second session were disappointed. Instead, the Dow Jones Industrial Average finished the day at 8,680.03, down 31.85 points, or 0.4 percent, as the Nasdaq managed a 8.94, or 0.7 percent, gain to close at 1,344.19.

The close association between consumer confidence and spending was reflected in a drop in the Standard & Poor's Retail Index, which declined 3.36, or 1.2 percent, to 286.42.

In the Conference Board survey, consumers' assessments of current and future conditions were both less favorable in July, suggesting that consumers might curb spending in the absence of offsetting incentives. The Present Situation Index, the evaluation of ongoing conditions that constitutes half of the overall index, fell 5.7 points to 99.2 in July from 104.9 in June. The Expectations Index, the outlook for the next six months that constitutes the other half, dropped 11.5 points to 95.7 from 107.2.

Calling the monthly reading a "worrisome development," John Lonski, an economist with Moody's Investors Services, said, "The warning here is U.S. consumer spending is vulnerable to a near-term slowing, especially as long as we have weakness in the equity market." He noted he was hoping the index would manage to stay above 100 points.

Lonski noted confidence peaked along with the equity markets in March. However, since then, stock prices are off 22 percent in value and consumer confidence has slid 12 percent.

Consumers' latest attitudes about the labor market are also a concern as a smaller percentage said jobs were plentiful and a larger number characterized them as hard to get, the weakest assessment since November 2001, despite the fact that the number of applications for jobless claims has been declining for the past two months and initial state unemployment claims have dropped. "You look at the equity market and consumers concluded it is getting harder to get a job," Lonski said.

For retailers, the selling environment will remain challenging as consumer spending at stores in July slowed, reinforcing the drop in confidence. According to The Instinet Research Redbook Average of retail chain sales, month-to-month comparable-store sales in July were up 1.7 percent from last July, compared with a 2.4 percent target, and down 0.4 percent from June.

On the bright side, Lonski said the consumer confidence index for July was still above its average from the final quarter in 2001, in the immediate aftermath of Sept. 11. Also, although the reading was down significantly from June, Lonski said it is still better, by a whopping 49 percent, than the average reading from the first 33 months of the previous economic recovery from 1991

to 1993. "Consumer confidence during the early stages of the new economic recovery is faring much better than it did during the first several years of the previous one," Lonski said.

Consumers' expectations for the next six months have soured. Those expecting business conditions to deteriorate increased to 9.2 percent from 7.1 percent. Those anticipating an improvement in the months ahead fell to 20.9 percent from 23.7 percent.

The employment outlook also slid in July. The percentage of consumers expecting fewer jobs to become available in the next six months increased to 17.1 from 14.3. Consumers expecting more

jobs to become available declined to 17.3 percent from 20.4 percent. About 19.5 percent of consumers expect their income to rise over the next six months, down from 20.9 percent last month.

from 19.9 percent. Consumers reporting jobs were "hard to get" rose to 24 percent from 23.2 percent. Those claiming jobs were plentiful fell to 18.8 percent from 20.1 percent.

“Consumers concluded it is getting harder to get a job.”

— John Lonski, Moody's Investors Services

Queried about present circumstances, those rating current conditions as "bad" climbed to 22.1 percent from 19.5 percent. Those rating current business conditions as "good," however, increased slightly to 20.1 percent

In Washington, Republican and Democratic lawmakers and top administration officials joined Bush for the signing of the new business practices bill, but corporate executives were conspicuously absent.

The corporate scandals are one of several issues that many experts say could threaten the economy from making a full recovery and that, in turn, has taken a toll on Bush's popularity.

Bush is hoping the bill will lift the economy and restore battered consumer confidence.

The measure tightens regulation of companies' financial reporting and provides new oversight of independent auditors.

"Under this law, CEOs and chief financial officers must personally vouch for the truth and fairness of their companies' disclosures," Bush said. "Every corporate official who has chosen to commit a crime can expect to face the consequences. No more easy money for corporate criminals, just hard time."

— With contributions from Kristi Ellis, Washington, and Arnold J. Karr



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Wal-Mart Exec Warns Of Tax Repeal Fallout

By Joanna Ramey

WASHINGTON — An executive for Wal-Mart joined other executives Tuesday in warning a Senate panel that U.S. companies with foreign operations could lose millions and be less competitive globally if Congress isn't careful in fixing a tax break deemed by the World Trade Organization to be an illegal subsidy.

Lawmakers are under pressure to repeal a tax break for foreign-generated corporate income. If a fix isn't in place by mid-August, the European Union will be able to retaliate against U.S. exports, including some apparel.

It's been seven months since the WTO ruling, and EU officials continue to say they won't retaliate as long as U.S. lawmakers are making progress in finding a legislative fix. However, so far a fix supported by business — a way to cut corporate taxes in another area while repealing the offending tax — has been elusive.

"It is vitally important for Congress to develop legislation that will not only assist those sectors of the U.S. economy that currently benefit from the (current tax break on foreign income), but which will enhance the competitive position of all American businesses in the global marketplace," David Bullington, vice president for tax at Wal-Mart Stores, told the Senate Finance Committee.

Bullington said a simple solution would be to reduce the corporate tax rate across the board, which would benefit all businesses. However, Bullington said he realized "that such a reduction may not be feasible in today's environment."

Cutting corporate taxes, always a contentious issue in Washington, has been set aside as a GOP priority since federal coffers are being hit by the slow

economy and the cost of the war on terrorism.

Bullington suggested other solutions to the foreign-income tax conundrum. They involve the labyrinth of tax rules covering capital investment, sales and income, and when exceptions are granted to foreign operations in order to avoid being taxed by both the U.S., as well as a foreign country. An estimated 4,000 U.S. corporations now benefit from the foreign income tax break.

"Congress should eliminate or at least reduce substantially situations that can result in double taxation," said Bullington, adding that provisions in the tax code "inappropriately compromise American international competitiveness."

Executives from The Boeing Co., Caterpillar Inc. and Hewlett-Packard also testified.

The House Ways and Means Committee, where any tax change must originate, has been working on changing the tax code. Committee Chairman Bill Thomas (R., Calif.) has introduced a bill that calls for outright repeal of the offending tax break, but his proposal is meeting with opposition among GOP colleagues in the Republican-controlled House.

Senate Finance Committee Chairman Max Baucus (D., Mont.), whose committee also has jurisdiction over taxes, appeared frustrated by a lack of progress on the issue.

"Number one, we have to find a solution. Number two, there is none," said Baucus, who plans to create a Capitol Hill-Bush administration task force to address the issue.

As far as a pending trade war with the EU, Bob Zoellick, the U.S. trade representative, said his EU counterpart, Pascal Lamy, isn't eager to retaliate.

The next step in the dispute is next month when the WTO is expected to decide the value of U.S. products the EU could retaliate against, equal to the edge the foreign-income tax break supposedly provides the U.S. The U.S. claims the value is \$1 billion and the EU argues it's \$4 billion.

Charges, Sales Drop Deplete Bebe Profits

NEW YORK — Charges took a bite out of Bebe Stores Inc.'s fourth-quarter profits while the firm also struggled with same-store sales declines.

Earnings for the period dropped 31.6 percent to \$4 million, or 15 cents a diluted share, from \$5.8 million, or 22 cents, a year ago. The result was 3 cents below analysts' expectations.

Levied on the quarter were charges of \$1.7 million, or 4 cents a share, for the write-off of information-technology projects and new-store development costs.

Sales during the quarter ended June 30 grew by 5.4 percent to \$73.5 million from \$69.7 million a year ago. Comparable-store sales for the quarter fell 7.9 percent.

Zapping profits, on top of the charges, was a 500 basis-point drop in gross margins to 43.7 percent of sales. The drop off was attributed to reduced merchandise margins and negative occupancy leverage.

Inventory-per-square-foot at the end of the quarter was down 28.2 percent compared to a year ago. Chief financial officer John Kyees noted on a conference call, "Our planning really takes us, in many cases, to somewhat down inventory because a year ago we were a little heavy."

For fall, inventories-per-square-foot are expected to be down about 10 percent.

For the year, earnings dipped 4.8 percent to \$26.5 million, or

\$1.02 a diluted share, from \$27.8 million, or \$1.08, in the preceding 12 months. Sales fattened 8.8 percent to \$316.4 million from \$290.8 million last year.

July comps are expected to be down in the high-single digits. Kyees acknowledged, "We did have some late deliveries at the end of the quarter that really weren't anticipated." These delays were attributed to the initial difficulties some vendors had filling unexpectedly heavy orders of especially intricate merchandise.

Kyees noted that while comps for July are down, so are clearance inventories, therefore Bebe will "pick up part of that gap with better margin performance than a year ago."

Lehman Brothers equity analyst Kimberly Greenberger said, "The late shipments contributed to the decline in inventory. I don't think that right now inventory is back to where they'd like to be."

This fall, Bebe said it will be offering more "sophisticated" merchandise with a Victorian feel. "The company will be very differentiated in the marketplace," said Greenberger. "We're already seeing signs of that in the stores and that's very encouraging."

The differentiated product "should help same-store sales turn positive as they work through these inventory and sourcing challenges," said the analyst.

For the year, Bebe is looking for earnings of \$1.25 to \$1.30 a share.

Blair Net Up, Sales Fall

NEW YORK — A double-digit sales decline was insufficient to prevent Blair Corp. from reporting an even larger increase in second-quarter net income.

For the three months ended June 30, the Warren, Penn.-based multichannel direct marketer reported net income increased 28.4 percent to \$7 million, or 88 cents a diluted share. That compares with last year's profits of \$5.5 million, or 69 cents.

Sales for the quarter diminished 10.1 percent to \$147.5 mil-

lion from \$164.1 million last year.

Earnings for the year-ago quarter included \$4 million of pretax interest income resulting from a favorable Internal Revenue Service tax settlement. Excluding that income, Blair would have posted a 140.8 percent increase in net income.

"Despite generally weak economic conditions, we continue to generate positive bottom-line results by further reducing overall operating expenses, while continuing to implement our strategic marketing efforts for future growth," said chief executive officer John Zawacki in a statement.

Operating costs, which include advertising, general and administrative and interest expenses, decreased 14.7 percent in the quarter and 12.5 percent for the first half of the year. Moreover, cost of goods sold as a percentage of net sales decreased to 46.7 percent in the second quarter and to 47.2 percent in the six months. Blair said the cost reductions were attributable to more effective inventory management, which led to lower inventory liquidation costs.

Overall, for the six months ended June 30, Blair reported earnings gained 140.8 percent to \$12.6 million, or \$1.58 a diluted share. That compares with last year's same-period profits of \$5.3 million, or 66 cents. Excluding the aforesaid one-time gain in interest income, the company would have posted much more modest profits of \$2.7 million, or 34 cents, in the year-ago period, and this year's earnings would have more than quadrupled.



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Coach Net Jumps in Quarter

Continued from page 2

fiscal 2002, international sales contributed nearly 20 percent of total revenues, up from 14 percent a year ago.

Highlights in the quarter included the opening of 20 new North American stores, the completion of the Coach Japan acquisition, the opening of the Ginza flagship in May, and the completion of a store renovation program begun in 1999.

Lew Frankfort, chairman and chief executive officer, said in a conference call to Wall Street analysts, "We are delighted with the strength of our U.S. full-priced businesses, which enjoyed increases in both traffic and conversions in our own stores and significant increases in sales in U.S. department stores."

For the year, income was up 34 percent to \$85.8 million, or 94 cents, from \$64 million, or 76 cents. Excluding the tax benefit, income would have risen 31.4 percent to \$88 million, or 97 cents, from \$67 million, or 75 cents. Sales for the year increased 19.8 percent to \$719.4 million from \$600.5 million.

He added that although the new year has just begun, the momentum across all business channels has continued through July, and that Coach is confident of its outlook for fiscal 2003.

First-quarter fiscal sales are projected to rise 19 percent to at least \$180 million, with earnings-per-share (EPS) of around 18 cents. For the year, sales are expected to increase between 12 to

15 percent to between \$805 million to \$830 million. The company's guidance for EPS was pegged at between \$1.13 and \$1.15, along with gross-margin improvement by 100 basis points.

Robert Drbul, analyst at Lehman Brothers, wrote in a research note, "Given the company's continued compelling performance, we have an even higher level of confidence in the company's ability to achieve our new top-line estimate of \$825 million for 2003 (14.7 percent growth). We believe that this revenue number is achievable without any major recovery in tourism, which could provide further upside to both revenue and earnings estimates."

Frankfort said during the conference call that same-store sales comparisons at typical tourist shopping districts such as in San Francisco and Manhattan were trending lower than at other store sites.

Sales, the chief executive said, continue to be driven by purchases in handbags and small leather goods, and by the introduction of categories such as footwear and hats.

Coach's plans include doubling the number of U.S. retail stores over the next four to five years to at least 250. "This year we will add at least 20 new retail stores, of which we expect about 12 to open in time for the holiday season," Frankfort said. "Most of our new stores will be located in existing cluster markets, consistent with our expansion strategy."

During fiscal 2003, the company plans to expand its most productive locations, modernize its factory outlet stores and renovate between 30 to 35 shops in U.S. department stores situated in major metropolitan areas.

Other growth vehicles on Coach's agenda include the expansion of its most productive stores in the U.S. and the doubling of market share in Japan from the present 2 to 3 percent levels to at least 6 percent in the next few years.

For its holiday advertising campaign, Coach will again be going to the dogs. "We've had a lot of fun with Eddie, our Coach mascot. You will be seeing a version of Eddie, more than one Eddie," the ceo said.

The company is also working on a new men's collection, which it will introduce in spring 2003. While the men's accessories business is strong, it represents between 10 to 15 percent of sales.

In contrast, the Signature line, recently introduced, represented 36 percent of sales for the quarter and 30 percent of sales at the Coach stores. Frankfort expected those percentages to decline somewhat once the new leather groups are introduced. Signature is not sold at the factory stores, and the ceo said the company had "no intention" of moving the line to the outlets at all this year.

Coach shares closed off \$1.20, or 4.9 percent, at \$23.52 in New York Stock Exchange trading Tuesday.

Giorgio Armani Launches Emporio Armani Jewelry

MILAN — Giorgio Armani has taken on another project — Emporio Armani fine jewelry.

The first collection of 60 pieces includes rings, earrings, bracelets and chains and will bow in November. It will be available in the company's 114 Emporio Armani boutiques, plus about 500 jewelry stores worldwide.

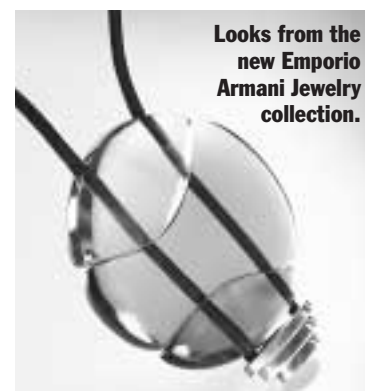
"This linear and graphic collection is made with beautiful materials and implicit references to different cultures," said Giorgio Armani. "It features small treats for young people to add a unique and personal touch to their appearances and their identity."

The jewels blur the line between modern and ethnic style, with silver taking the lion's share, followed by yellow and white gold and ebony. Some pieces are jazzed up with colored quartz.

For the production of the debut collection, Armani has collaborated with Fossil, the watch manufacturer that already makes Emporio Armani watches. The line is made in Italy. Retail prices start at \$100 for a silver band and climb to \$2,000 for a gold necklace.

"I approached the world of jewelry as a question of light and decoration, one step at a time, and with this line I'm offering a more eclectic line to a wider public," said Armani.

— **Alessandra Ilari**



Looks from the new Emporio Armani Jewelry collection.



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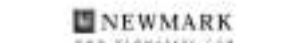
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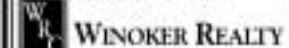
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Retail Planner

Our unique, friendly environment presents several opportunities for talented professionals to perform and play a role in the continued growth and success of our company. The ideal candidates will have 3+ years of multi-store experience planning, analyzing and controlling retail apparel programs. Candidates MUST have a strong understanding of OTB and GM with PROFICIENCY in MS Excel. Knowledge of Access db a++.

Based in mid-town Manhattan, we offer a competitive salary based upon experience and a great benefits package. Please fax resume, w/salary history, to 212-221-9006 ATTN: HR/SBH Or e-mail to planner@moret.com

First Patternmaker

5 yrs. min. exp. for hip, better contemporary sportswear/dress line of wovens & knits. P/T or F/T. Fax: 212-840-7818

Foundation/Bras \$100K

Technical Designer. Must Have Pattern Making Experience & Grader Knldge. ToddWayne1@aol.com 212-947-3400

Franchising Specialist

Accredited, leading Colombian men's, women's and children's apparel manufacturer needs professional advice, from experienced individuals, to design store formats and visual merchandising practices to develop a Latin American franchise network. For more info pls. send your resume by fax to 305-682-8655 or E-mail Ycoco34@aol.com

Designer/Merchandiser

Major Accessories firm Launches Fashion Picture Frame Division. Seeking designer/merchandiser to head product development. Graphic experience preferable. Please call Kenny at: Tel: 212-244-2456 ext. 159 or Fax resume to: 212-244-2341

Designer/Merchandiser

Major Knitwear Importer seeks designer with outstanding mdsing skills and a unique flair for forecasting trends to keep us on top of the market. Must have exceptional communication and computer skills plus the ability to present major programs. Please fax resume to: 413-622-0718

DESIGNER

PRODUCT MGR/ TECHNICAL DESIGNER

Coordinating position with a successful swim wear dsgr/mfr. Will work with creative designers for multiple lines and handle scheduling, tracking, lab management, sourcing and pattern making. Computer graphics, PC or CAD experience required. Send/fax (631-420-8836) resume and salary reqs to: Swimwear Anywhere, Inc., Attn: Director of Admin, 85 Sherwood Ave, Farmingdale, NY 11735. EOE Email: hrd@swimwear-anywhere.com Swimwear Anywhere, Inc.

DESIGNER

Successful Dress/Sportswear Co. seeks seasoned professional designer. Extensive domestic & import fabric knowledge in knit & woven a must. Print exp. a plus. Good w/trim & strong color sense. Must be able to do board presentations. Must be a team player. Top salary & opportunity. Fax resume to: 212-869-0246

DESIGNER

To oversee Disney license division of a large children's accessory Co. based in Elizabeth, N.J. Responsibilities will include concept through final product. Creative individual will have to oversee graphic designers and work with team to merchandise line. Must be highly organized. 3-5 years license and industry experience a must. Please fax resume to: (413) 431-1215

DESIGN JOBS NYC LOC.
*Graphic Artist*Design Assistant*
Designers(3-5yrs. exp) Must have current Handbag, Belt or Accessory experience only! Immediate
Fax resume to (914) 962-2257
Email: Raskin914@aol.com

Design Assistant

Novelty contemporary knits & woven blouse co seeks individual with 2 years knit & woven exp. Must be creative, organized, computer literate & have excellent sketching skills. Team player a must. Fax resume with salary req to: (212) 398-2225

Design Associate

"ONE TUFF BABE"
Progressive Jr / Girls' Jeanswear Co. seeks an exp'd. design associate. Must have import & tops exp. Fax resume to Jerry at: 917-342-9167

Designer \$40-90K+

SWEATERS KNIT\$

fgellis@winstonstaffing.com
Post your resume at: jobads1.com

DESIGNER

Better dresses and sportswear.
7th Avenue experience.
Please fax resume to: (516) 829-7881

DESIGNER

Better Sportswear Line - Immed Hire
Apparel Staffing, Ltd. Fax (212) 302-1161

DESIGNER

Dress designer with min. 3 yrs updated moderate/better exp. needed. Will be responsible for line development from concept to finished garment. Prefer exp. working in sample room. Fax resume with salary history to: PIs. Fax resume to Lynn: 212-302-2399

DESIGNER

Dress/Sportswear Designer. Must have 5 years exp and great sketching ability. Excellent oppty. Fax: 212-382-3623.

DESIGNER-INTIMATE APPAREL

JONES NEW YORK INTIMATES Licensed by Madison Maidens Inc. Designer - Minimum 3 yrs. exp. designing better sleepwear for knit & woven satin/cotton fabrics. Excellent color sense, sketching ability & computer skills req. (Photoshop/Illustrator/PDM knowledge). Must be a good communicator, adhere to schedules & be team player. Please email resume with salary requirements to Julio@jny.com.

Collections Manager

We provide credit insurance and A/R management services to top European fashion suppliers. We are looking for a manager experienced in A/R management, collection, legal files, able to lead staff, monitor activity and get results in this fast paced environment. Individuals must be dynamic, open minded, well organized with college level communication skills. Experience at a factor a plus. Italian &/or French languages a plus. Email resume to cbspec2002@yahoo.com

Computerized Digitizer, with making and grading experience

High end women's apparel company is looking for a digitizer/grader to digitize, adjust and transmit to offshore factories as well as do grading for domestic work. At least 5 years experience with better highly detailed patterns is required. We use the Gerber Accumark system but translate to and from Lectra. Please fax resume with salary requirements to: 212-921-8344

DATA ENTRY

Experience with Retail Pro software. Working knowledge of Excel Spreadsheets. Fast paced environment. Attention to details important. Co. benefits. Fax resume Attn: Estelle 212-869-1938

Design Assistant

Andrew Marc seeks a creative design asst. with entry level to 3 yrs. exp. for the Men's & Ladies Dockers Outerwear division. Must be highly organized, have great sketching & communication skills, overseas factory knowledge, and be Mac literate. Fax resume to Patrick: 212-704-0962

DESIGN ASSISTANT

Major apparel company seeks individual to act as a liaison b/t design and production. Responsibilities include assisting designers with concepts/layouts, pricing inquiries and maintaining fabric room. Must have knowledge of Photoshop and/or Illustrator. Please fax resume to 212-239-2766

BROWNSTONE STUDIO

Leading women's clothing catalog co. in Greenwich, CT has the following opportunity available:

BUYER

Overall responsibility for dresses; responsibilities include product development, sourcing & business analysis. 5+ years buying experience. PC skills a must. Fax/Email resume/sal reqs to (203) 661-3524

resumes@bedfordfair.com or mail to: LM&B Attn: HR 2 Greenwich Office Park Greenwich, CT 06831 (203)

JOBS JOBS JOBS

*Artists: Junior or Boy or Girl
*Design Director or Mdsr Boys-Girls
*Designer Jr. or Girls Cut/Sew Knits
*Designer Girls 4/16 Activewear
*Designer Girls 7/16 Character or Brand
*Designer or Associate - Boy/Girl N-I-T
*Designer or Associate - Accessories
*Merchandiser or Product Mgr or Coord
*Production Coordinators and Assistants
*Production Mgr Cut/Sew Knits - Import
*Production Mgrs Childrens - Import
*Technical Designers-Exp'd & Entry Level
Call (212) 643-8090 or fax 643-8127 (agcy)

Jr, Missy & Plus Size Buyer Wanted!!

Great opportunity for an Asst/Assoc Buyer to become a Buyer. We are looking for someone with knowledge of the Ladies market who is ready to come join a small but growing chain!

Please fax resume & sal reqs to William: 212-947-3110

MARKER/GRADER

Women's mgfr seeks exp'd indiv to handle Grading and/or Marking using Lectra System. Fax Resume with sal req to: 212-302-1860

MERCHANDISE COORDINATOR

Location: Metro New York. Regional Merchandise Coordinator, responsible for maximizing selling, maintaining in-store merchandise presentations, and developing relationships with store personnel. Flexible hours. FAX Resume 212-401-2459

MERCHANDISER/DIV HEAD

Backpacks* Product Development
Lenore@thefashionnetwork.com
201-503-1160 Fax 201-503-1070

Merchandising/Costing Asst.

Entry Level - Est'd. children's wear mfr. seeks enthusiastic, organized individual to join our production staff. Will train the right person to learn all facets of production & purchasing. Computer knowledge a must. Fax resume to Cindy at: 212-967-4915

NYC ladies better sportswear co seeks:

TECHNICAL DESIGNER

Issue detailed spec package, evaluate fit, write tech reports, comm w/ pattern maker, sample studio and overseas factories. Exp'd only. (Job code: TD)

CUSTOMER SERVICE

Exp'd w/good comm skills, knowledge of charge back, R/A. Position interfaces w/sales & shipping. (Job code: CS) FAX RESUME WITH JOB CODE TO: 212-391-9641

Office Assistant

Lingerie showroom needs experienced office assistant. Must be self-motivated and a team player. Responsibilities include (but not limited to) clerical and sales support. Fax resume to Human Resources at: 212-889-8411

PATTERMAKER

For Couture Bridal House. Must have 5 years experience and be fast and accurate. Must be able to work with Designer. Fax resume to: 212-921-7608

PATTERNMAKER

Strong background with production and fit patterns. Great benefit and salary package. Please fax resume to: (212) 391-3803

PATTERNS/SAMPLES

PATTERN MAKER

Non-traditional women's evening wear designer seeks high-energy, creative, dynamic person w/good attitude, open mind, and min. 1 yr. exp. w/high-end fabrics. Good salary. True oppty. for the ambitious.

SAMPLE MAKER - F/T

Experience w/luxurious fabrics & French seaming. Reliable. Must speak some English. Opportunity for perks & bonuses based on performance.

SAMPLEMAKER - Freelance

Looking for additional reliable help Aug. thru Nov. Flexible hours. Fax resume to: 212-730-2839

Private Label Merchandiser

Exp'd. & motivated. Also seeking Designers for contemporary career-wear separates. Fax resume to: 212-564-6166

Help Wanted

sr. account executive
travel retail

Feel the energy driving the industry's top talent at Monet, a division of Liz Claiborne, Inc. You will achieve up-to-date sales goals while maximizing account/brand profitability; sell the line of products to worldwide travel retail accounts; and identify new accounts and sell-in opportunities. You will also execute marketing and business strategies; and communicate with accounts regarding business, order flow, and product sell-through on a regular basis. To qualify, you must possess at least 5+ years' experience as a travel retail account executive, along with retail math experience. The ability to problem solve, balance and prioritize multiple assignments, and take initiative are required. Outstanding communication skills and knowledge of MS Office (Word and Excel) are essential. For consideration, please fax or email your resume, including salary requirements, to: Liz Claiborne, Inc., Dept. MAE/KM, [212] 628-5527; Email: staffing@liz.com. Visit our Career Page at www.lizclaiborne.com. **No phone calls, please.** Only candidates who are being considered will be contacted. We are committed to a diverse workforce. EEO/AA/MF/DV.

MONET

Help Wanted

Help Wanted

TECHNICAL
DESIGNER

Seeking an organized Tech Designer w/ a min of 3-5 yrs exp. Candidates must be knowl. in patternmaking, specs, garment construction, fittings, graded specs and detailed corrections. Tech pkgs, strong comm & computer skills are essential.

ASSOCIATE
DESIGNER

Seeking an Associate Designer for a young men's denim/sportswear line. Must have two yrs experience, be well organized and able to assist in all phases of design including flat sketching & specing. Knowledge of MAC & IBM programs a must.

GRAPHIC DESIGNER
Seeking a creative and motivated Graphic Designer for the young men's division; able to design graphic logos, etc. Candidate must be Mac proficient in Illustrator and Photoshop.

Please fax resume to:
212-719-5353
Jean Design Ltd.

PRODUCTION
COORDINATOR

Major apparel Co. seeks production coordinator for busy men's sportswear department. Must have production experience in knit garments and good communication skills with overseas suppliers, be detail oriented, organized, and manage work in process reports. Fabric knowledge is essential. Must have excellent computer skills; Windows, Email, Excel and Word. SAP a plus. 3+ yrs. exp.
Please fax resume with salary requirements to (212)-290-8176

Production Coordinator

Min. 3 years exp. in imported sweaters or wovens, follow-up communications, product development, costing, specs, and production schedules. Must be detail oriented, organized and know E-mail, Excel/Word. Pls. fax resume to: (212) 736-1022 or
E-mail: markup@intres.net

ELIETAHARI
PRODUCTION

Elie Tahari, a high-end women's sportswear manufacturer, seeks experienced production control manager to complement our growing staff. We are looking for someone with 5+ years experience in wovens with emphasis on tailored pieces. Ideal candidate must be detail oriented with extensive understanding of the production process and sourcing. Please fax resume with salary requirements to: 212-763-2450 or
email:jobs@tahari.com

PRODUCTION

Fast-growing NY sweater firm seeks coordinator. Organized, detail-oriented, Excel/Outlook a must, communicate w/buyers and factories, great potential. State salary requirement. Fax or E-mail: 212-921-3609
MChang@VerticalMode.com

Production Coordinator Immediate
COORDINATOR \$50K
IMPORT ASS'T \$35K
jrentner@winstonstaffing.com
Post your resume on jobads1.com

PRODUCTION
MANAGER

Seeking a dedicated, organized, detail-oriented manager to oversee domestic production of high-end womens wear collection. Responsibilities include working closely with domestic factories to ensure quality production, tracking pieces from conception to completion & supervising the production staff. Must have experience with construction of high-end garments and be an excellent team player. Please fax resume & salary requirements to Stephanie @ 212-564-8458.

Production Mgr.

Estab. Infants Wear Co. seeks indiv. w/min. 3 yrs. related exp. Daily corresp. to factory, handle garment from product develop. to ship. knowldg of imports. Strong computer & organizational skills. Travel exp is a +. Please fax resume to (212) 714-0401, Attn: Stefaine

Help Wanted

Prod/Workroom Coordinator

Designer Fur/RTW/Access House seeks exp'd., organized person to assist designers from collection inception thru prod. Responsible for sample/ prod. schedules, coord. raw materials/ trims, maintain cost sheets, comm. w/factories. Must have designer mkt. exp., strong computer skills, ability to handle fast pace. Fax res./sal. req. to: 212-268-7425
CASSIN

QC INT'L \$45K
Travel 5 Trips to H.K. Mandarin Speaking, Strong in Needle
ToddWayne1@aol.com or 212-947-3400

RECEPTIONIST

Fast paced showroom needs a hard working, self motivated individual looking for an opportunity for growth. You must possess excellent phone manners, word processing skills and be able to operate in a quick moving environment.
Please fax resume to (212) 221-5909 or email: sonny@atlast1.com

RECEPTIONIST

Major Apparel Company seeks a Receptionist with professional front desk appearance and experience in an office environment. Responsibilities include routing telephone calls & coordinating maintenance personnel. Must have good communication skills.
Please fax resume to: 212-239-2766

RELOCATION

MASSACHUSETTES
Spec Techs Dress/Sportswear \$48 K
Sourcing Manager \$100K
Sportswear Tops, Bottoms International
PHILADELPHIA
Pattern Makers, Sportswear \$75K
MIDWEST
Head Pattern Maker Sportswear \$125K
Foundation Tech Designer \$80K
Sweater Production Coord. \$80-90K
ToddWayne1@aol.com or 212-947-3400

RETAIL LINK

Apparel company seeks individual with knowledge of apparel business and high volume accounts. Excellent communication and computer skills. Walmart/RetailLink experience a plus.
Please fax resume to: 212-239-2766

SALES ASSISTANT

Accessory Showroom/To \$50K
Great oppoty in leading accessory co For "Pitch In type" Sales Asst. Work w/a number of house accounts, bring in new busn, organize showroom, & help w/photography. Req: Some accessory related showroom Sales Asst exp pref. Email: resumes@ccburke.com
Fax 212-725-7116, Tel: 212-481-1941

SALES ASSISTANT

Major intimate apparel manufacturer seeking organized and self motivated individual to work with account exec. on major national accounts. Assist in all phases of sales and cust. service. Proficiency in Microsoft Word and Excel a must. Apparel experience required. Fax resume and salary reqs: (212) 481-1438

Sales Reps & Designer

Wanted by import house. For men's and women's sportswear. High commission. 5 yrs exp a must. Fax: 888-998-9099

Sample Maker

Experienced with fine fabrics and/or drapery making. Good english.
Call White Workroom at:
(212) 941-5910.

SAMPLE MAKER

TAILOR/SEAMSTRESS
Wanted by Designer Sportswear Co.
Call (212) 253-0095

Spec Technician

Better Dress Manufacturer seeks spec technician for their product department. Position requires strong computer skills with knowledge of Microsoft Excel, Word and e-mail. Must be able to measure garments and e-mail overseas factories with comments concerning all garment construction and pattern corrections. Organizational skills are a must to file and track production books. Please fax resume and salary requirements to:
Attn: HR 212-869-3311

SPEC TECHNICIAN

NYC based major children's wear company seeks an experienced person within production department. Position prefers a very detail oriented person, and will entail specing of garments as well as utilizing your technical experience in garment construction and production. Experience in girl's 4-16 size is a plus, but sizes covered will include from newborn through big girl's and big boys (4-20). Candidate will assist with fittings and make spec revisions to garments. We prefer an organized and independent person. We offer a very competitive salary and benefits, including 401K.
Fax resume with salary history to: 240-331-6341.

SWEATER DESIGNER

Great American Sweater Co. looking for an experienced energetic Junior Designer. Must be knowledgeable in Imports and Domestic. If you want to work with a great team, please call Sara Smith: 212-221-7460 or fax 212-768-7856

Help Wanted

Technical
Designer

Coach is looking for a talented individual to join our Product Development Team as Technical Designer for the outerwear category.

This position will assist the PD Manager in all technical aspects of development in the Outerwear, Apparel, Hats & Gloves. The position also requires creating and maintaining all technical aspects of above categories.

Responsibilities also include developing specs, assisting with fit sessions, measuring & evaluating samples prior to fittings, recording all styling changes and fit comments and communicating them to factories and preparing detailed technical sketches using Micrographics Designer.

A degree in Patternmaking and 3-5 years tech design experience with sportswear, coats & suits are required. Solid understanding of garment construction, workmanship, fit and strong knowledge of flat patterns & grade rules. Good organizational and follow-up skills. Well developed computer skills. Please Fax or E-mail your resume to Attn: C. Leyva at: 212-631-2850 / cleyva@coach.com

TECHNICAL DESIGNER

Established denim company is looking for a technical designer w/ 3-5 years of experience, strong spec knowledge, production background, & strong communication skills, as well as knowledge of Excel & Word.

Fax: 212-840-6135 Attn: M. Russo or E-mail to violashmu@aol.com

Technical Pattern
Making Assist. to VP of Mfg

Movie Star, Inc. seeks exp. pattern maker to assist in managing pattern making dept. Min 10 yrs exp w/ strong knowledge of graded specs, garment construction, live model fittings, and flat sketches. Must be able to solve technical & operational problems in a high volume fast paced environment. Gerber PDS exp. pref. Fax resume with salary req. to: HR 212-684 3295

TRIM BUYER

Leading suit manufacturer seeks highly motivated individual with 3-5 years experience to purchase, source and develop trim for both sampling and production. Must be able to work with designers and suppliers. Excellent communication and follow up skills are a must. The candidate will be communicating with suppliers both domestic and overseas. Computer skills required. Please Fax resume with salary requirements to: 212-763-2450

Warehouse Manager to \$45K
Middlesex County NJ. Receiving orders, Pick pack, EDI, supervise 8-10.
Call 973-564-9236 Jaral Agy

SALES HELP
WANTED

Sales Help Wanted

Account Executive

Due to our phenomenal growth, we are in need of an experienced seller (5+ years) to help expand our thriving updated missy division. This is an exciting opportunity with huge potential. Only those with current major contacts need apply. Excellent salary and benefits. Fax resume to: 212-719-3014

Account Executive

Successful, established juniors co. seeks additional sales professionals for its New York showroom. Must have current relationships with major department and specialty stores and at least 5 years experience. Excellent salary and benefits. Fax resume to: 323-589-1200

Contemporary/Jrs.

We are looking for a sales manager to help us launch a Contemporary/ Jr. line. Rep. must have strong mass market, specialty chain, dept. store in eastern territory. Salesperson either provide showroom or ready to setup New York showroom with us.
Contact Michael at: (323) 277-1080 or
Send resume to: (323) 277-1081

Corporate Sales Rep

LA based, young, thriving & financially stable junior denim company seeks corporate sales rep with substantial sales experience in Junior denim/sportswear to manage NY showroom. Ability to acquire & develop new business a must. Motivated & hard-working individual with strong work ethic desired. Interviewing week of 8/5-8/9.
Please fax your resume on/before 8/3 to (323) 581-2955. After 8/3, please fax to (212) 869-1839. Indicate the dates and times you would be available for an interview.

Director of Sales & Marketing
8-10 yrs plus. Sales, marketing & advertising. Consumer products exp.
A. Platt *Just Mgmt*
800-544 5878 Agcy www.justmgt.com

EVERLAST
WORLDWIDE INC.

Sales Assistant
Leading Athletic Company seeks a detail oriented person with strong organizational & communication skills to assist the sales team in daily activities (sales orders, follow up, spreadsheets, samples, administrative duties, etc). Able to handle multiple tasks and work well in a very fast paced environment. Excel, Word and E-mail knowledge a must. Great opportunity for the right person. \$30k plus benefits.

Please e-mail resumes to:
rosef@everlast.com or fax to 212-239-4261

Sales Help Wanted

F/T-P/T Sales Associate

Lester's - N.Y.C./L.I. Metro area's best upscale children's, Jr.s., & contemporary women's retailer seeks highly motivated, fashion oriented Sales Help. Must possess strong customer service & selling skills. Min. 1 year exp. in high fashion retail sales req'd. Contact Mark at:
Call: 718-375-9213
Or Fax resume: 718-627-3974

GREAT OPPORTUNITY!!

Domestic sportswear co looking to expand into specialty and mass merchants. High commission. Fax: 212.768.3021

Intimate Apparel

Great opportunity for Sales professional experienced in bras to hook up with established, successful company. Interested parties fax: 201-750-7178

National Sales Reps Wtd.

Major moderate and Sportswear Co.
Please fax resume to: (516) 829-7881

Outerwear Sales

M. Hiday seeks Sales Pro to handle Dept. Stores and National Accts. N/B-16 Childrens for branded outerwear division.
Pls. call Alan Shamah: (212) 736-6540.

SALES GIRLS SPTS \$HI\$
Growing imp't'r seeks sharp 4-14 Sales Pro for Mass Merchants.
A.D. FORMAN ASSOC.
450 7th Ave. (AGCY) 268-6123

SALES MGR.

Major moderate dress manufacturer Must have management relationships.
Please fax resumes to: (516) 829-7881

Salesperson

Established California junior dress company, 11 years in the biz, seeks an individual to sell girls 7-16 dresses. The position is based out of NY showroom. The company already has a successful junior dress business and is looking to expand its girls 7-16 division. The candidate must have at least 5 years selling experience in the girl's market, as well as established relationships with dept/specialty stores. Travel req'd as needed. Salary plus commission. Great working environment.
Please fax resume to 212-764-3051

SALESPERSON

Simon Duncan, manufacturer of ladies & men's apparel, seeks a Sales Pro. Must have strong contacts w/dept. chain stores & capable of opening new accounts. Please fax your resume to: 718-783-8042

Sales Positions * Immediate
All types of accessories. NYC loc.
Must have current contacts with Mass & Specialty Fax resume to
(914) 962-2257/ Raskin914@aol.com

Sales Rep Wanted

MANUFACTURER SEEKS Experienced Independent Sales Rep who is already attending MAGIC SHOW Aug. 26-29 for established French label's ladies outerwear line. Commission based. Pls contact Ms. Niki @ 212.245.8877 or fax: 212.245.0438

Sportswear Sales

Well est'd. Jr. Outerwear Co. seeks aggressive Jr. Sportswear Salesperson with at least 5 years exp. Must have well est'd. contacts w/specialty, chain & dept. stores. Fax resume: 212-719-0660

SWEATER SALES

Base on commission
Have jobbers and stores' sweaters orders on hand, we pay commission of each order. We keep confidential. Interested parties e-mail:
raymondlu@garmentworldwide.com
Or Fax: 212-354-6148.
Attn: Mr. Raymond Lu

Textile/Men's Casual Wear

Sales Rep for men's/women's specialty fabric (computer jacquard knit). Also seek Sales Rep for men's wear. Fax resume to June at: 323-269-0090

TOP COMMISSION

Textile Design Studio seeks a self-motivated salesperson to sell original designs for home fashions.
Call 212-947-9777

TO PLACE A

"SALES HELP WANTED"

CLASSIFIED AD

CALL

MS. CHUNG

1.800.423.3314

Fairchild Classified.

Sales
GROW WITH A LEADER

Fairchild Publications, Inc., the authority on retail and style, is looking for an inside sales account executive in our NYC headquarters to sell classified and some display advertising in Women's Wear Daily and our business publications covering fashion and retail.

We're the best at what we do. And you should be the same: a motivated, energetic inside-sales champion who is eager to work hard to take a top product and make it better. We expect you to cold call to new prospects and upsell our existing account base while keeping the customers' needs in focus. You should have at least one year of sales experience and be comfortable with a daily deadline, computer, and a supportive, upbeat management team that sets clear, attainable goals and expects success.

We offer a competitive salary and commission plan, an excellent benefits package including medical, dental, 401k and other goodies, a fun and stimulating work environment, opportunities for advancement, and a chance to stand out and shine in a vital and growing department in a leading publishing company.

Email your resume with cover letter to:
publishing@advancemags.com or
Fax it to 212-450-0953. Please put Fairchild Classified in the subject line. No phone calls, please.

We're an equal opportunity employer.

PRODUCT
DEVELOPMENT-V.P.
JONES NEW YORK INTIMATES
Division of Madison Maidens Inc.

Leading well-established firm located in NYC, seeking an exp'd individual responsible for Intimate division. Right individual will establish direction and execute creative vision based on current trends, knowledge of retail marketplace, and selling history; as well as possess outstanding leadership skills to manage staff. Will oversee all aspects of product development including developing time lines and meeting completion dates; conduct meetings from concept stage through hand off to production. Qualified candidate must have 5 years management experience, high-level computer skills, be well organized, have excellent written/presentation skills. Some travel required. Experience in Intimate Apparel, casuals, dresses, a plus. Salary and benefits excellent.
Email resume to: hr@jnyc.com
Subject: MM - Your name

Production \$40-90K+

SWEATERS
KNIT\$

fgellis@winstonstaffing.com
Post your resume on jobads1.com

PRODUCTION
ASSISTANT

Looking for a reliable and organized Production Assistant to handle fast paced work environment. Knowledge of Wal-Mart (Consumer Testing Lab) experience required. References and qualifications a must. Please fax resume to:
212-730-8432; Attn: Aisha Cowart

Production Asst.

Growing Junior Import Co. seeks exp'd Chinese/English speaking person with computer skills. Must be organized and detail oriented. Please fax resume: (212) 764-7245

Cost Controls, Diversification Lead Kenneth Cole Up 36%

NEW YORK — Vigorous revenue growth boosted the bottom line as Kenneth Cole Productions Inc. produced substantial earnings and sales gains in the second quarter of fiscal 2002.

For the three months ended June 30, the New York-based footwear, apparel and accessories marketer reported net income swelled by more than a third, gaining 36 percent to \$5.4 million, or 26 cents a diluted share. That compares with last

strength in our diffusion business and our profitability was enhanced by expense leverage. We also expect further improvement in our business as a result of a significant increase in marketing activity through the back half of the year."

Broken down by segment, KCP's wholesale revenue increased 28.2 percent to \$53.6 million from \$41.8 million last year. Consumer direct sales tapered 3.2 percent to \$39.6 million from

ries dropped 11.5 percent on a per-square-foot basis.

High revenues and lower expenses added up to a gross margin increase of 20 basis points to 46.4 percent of revenue as compared with 46.2 percent last year.

"Our business is trending in a positive direction," said president Paul Blum in a statement. "We are operating more efficiently and bringing better product to market."

Corporate attention is currently directed at the launches of boys' apparel under the Reaction brand and the Kenneth Cole New York fragrance in September.

"The fragrance launch will include an aggressive national print and outdoor campaign as well as the company's first-ever television advertising," Blum said.

Overall, for the first six months of the fiscal year, KCP reported net income expanded by more than a quarter, rising 28.1 percent to \$10.9 million, or 53 cents a diluted share. That compares with last year's earnings of \$8.5 million, or 40 cents. Net revenue for the period ticked up 3.2 percent to \$192.2 million from \$186.1 million a year ago.

In guidance, KCP once again raised its outlook and now expects better third-quarter results. Given that the company's wholesale backlog orders were up 34 percent at the end of the quarter, KCP now anticipates third-quarter EPS of 38 to 40 cents on revenues of \$117 million to \$122 million. Previously the company had forecast EPS of 35 to 37 cents on sales of \$112 million to \$117 million. KPC reaffirmed projected fourth-quarter EPS of 30 to 32 cents and total revenues of \$103 million to \$108 million.

Revenue growth was driven primarily through strength in our diffusion business and our profitability was enhanced by expense leverage.

— Kenneth Cole

year's profits of \$4 million, or 19 cents. Earnings per share beat Wall Street forecasts by a penny and met the company's own most recent revised guidance issued July 19. Previously, KCP had expected to earn 20 to 22 cents a share.

Total revenues for the period rose 11.9 percent to \$99.3 million from \$88.7 million a year ago.

KCP released its earnings after the close of the market Tuesday. In New York Stock Exchange trading earlier in the day, its shares closed off 10 cents, or 0.4 percent, at \$26.80.

"Our brand and product diversification and cost-control measures have begun to pay off as evidenced by our better-than-expected second-quarter results," said chief executive officer Kenneth Cole in a statement. "Revenue growth was driven primarily through

\$40.9 million in the year-ago period. Licensing revenue remained essentially flat with last year at \$6 million, while comparable-store sales slumped 10.1 percent for the quarter.

Greater efficiency accrued to the bottom line as well. Despite the 11.9 percent spike in revenues, selling, general and administrative expenses grew a comparatively moderate 7.8 percent. As a percentage of revenues, SG&A improved 150 basis points to 38.1 percent compared with 39.6 percent last year.

Moreover, KCP's consolidated inventories of \$50.1 million as of June 30 were approximately flat with the year-ago level despite the sales increase. Wholesale inventories were down 3.7 percent to \$27.3 million from \$28.3 million last year, while consumer direct invento-

Fashion Scoops

SPOTTING MADONNA: Where do you go in L.A. after a hard day's shoot? **Madonna** and **Guy Ritchie** headed for L.A.'s Locanda Veneta, the popular Italian bistro on Third Street, after shooting the October cover of *Vanity Fair* all day on Saturday. Perched in a little corner near the window, the couple dined late, Midge donning tight low-waist black pants and a cropped black top, her hair styled in a tightly curled chin-length bob, à la her "Dick Tracy" period. Diners hardly noticed the low-key couple — but the paparazzi sure did. Ten photographers had gathered in front of the restaurant by the time the two finished their meal.

FULL FRONTAL DRESS: One of the possible side effects of running a hip boutique in Los Angeles is that you just might be scooped up by Hollywood. That, apparently, is what happened to designer **Nathalie Seaver**, owner of Seaver at 8360 West Third Street, who was plucked by director **Steven Soderbergh** for "Full Frontal." The film opens Friday and stars **Julia Roberts** and **Mary McCormack**. Soderbergh commissioned the designer to create

an over-the-top black sequined halter dress for an Eliza Doolittle-esque scene in which a sweats-clad McCormack transforms herself. Seaver even got a cameo. "It's really like a **Liza Minnelli**-Halston dress from the Seventies," she said. "It's one of those things that someone who doesn't know what to pick will think is the right thing." For all the wrong-pickers of the world, Seaver is selling custom versions at the store for between \$375 and \$425.

SEVEN UP: Maybe it's just a great excuse to showcase Latin jazz artist **Johnny Polanco** and his acclaimed band. The CaliforniaMart is feting seven Los Angeles-based designers of Latino heritage on Aug. 9, the first day of the fall 11/holiday market, with a party. There will even be salsa tips by choreographer **Albert Torres** for those buyers who might know more about retail than dancing. "I guess it's trendy to be Latino," mused designer **Estevan Ramos**, who is represented in the Circle 5 Showroom and is also being honored along with **Alicia Lawhon**, **Eduardo Lucero**, **Alan Del Rosario**, **Cynthia Vincent**, **Tova Celine** and **Freddi Rojas**.

Solid Advance for Tod's

MILAN — Boosted by strong sales in European markets outside its home market of Italy, leather goods group **Tod's SpA** saw its preliminary first-half sales rise 14.2 percent to \$164 million from \$143.4 million.

While sales in Italy advanced 4.1 percent to \$68.2 million, revenues in the rest of Europe skyrocketed 34.3 percent to \$57 million. Dollar figures have been converted from the euro at current exchange rates.

Tod's said currency fluctuation had no effect on sales because of the concentration of business activity in Europe. Sales in North America rose 3.6

percent to \$28.9 million as sales in Asia and the rest of the world rose 28.9 percent to \$9.8 million.

Meanwhile, Tod's chairman and chief executive **Diego Della Valle** has joined the board of **Ferrari**, which is controlled by **Fiat**, a Ferrari spokesman confirmed. Della Valle is a close friend of Ferrari ceo **Luca Cordero di Montezemolo**, and last year Della Valle rolled out a line of limited edition Ferrari shoes and accessories. Ferrari plans an initial public offering next year, the spokesman said. Della Valle is also on the board of **LVMH Moët Hennessy Louis Vuitton**, which holds 3.5 percent of **Tod's**.

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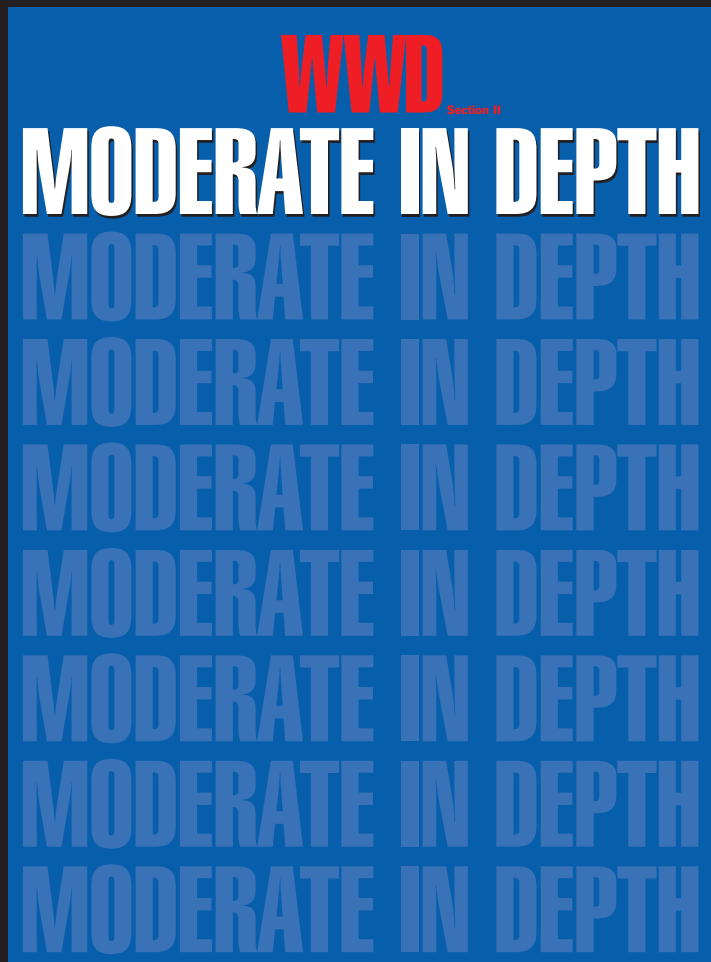
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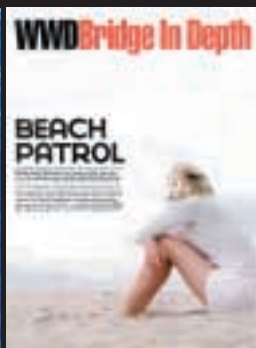


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