

THE EURO'S PLUS SIDE/2 WET SEAL HONES IN ON NEW CEO/2

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# WWD WEDNESDAY

Sportswear

## Inside Out

NEW YORK — Madonna wearing her Jean Paul Gaultier-designed cone bra is about as iconic as it gets. She and Gaultier turned the fashion world inside out, literally, in 1990, and it's still feeling the effects today with all the sexy lingerie-inspired looks. Here, Y & Kei's leather and silk lace corset and satin cargo pants and Tommassini's earrings, photographed at 60 Thompson. For more, see pages 4 and 5.

## Fashion's New Mass: Oscar, J.C. Penney Said in Talks

By Eric Wilson

**NEW YORK** — The rush to mass may soon have two new partners — J.C. Penney Co. and Oscar de la Renta.

Sources said Tuesday that the designer, whose signature coats,

dresses and suits routinely retail for four figures and beyond, has held serious talks with Penney's about the possibility of launching a new label at the chain.

"It is something he is considering,"

a close source said, "but the truth is, he doesn't have any contractual arrangement with anyone at this point."

While negotiations could take

*See Is Penney's, Page 8*

# The Ups and Downs of the Surging Euro

By Robert Murphy

**PARIS** — The surge in the value of the euro to a record high Tuesday may be causing headaches for European luxury firms, but it's a windfall for the other end of the fashion spectrum.

The Continent's largest fast-fashion firms say the plunging value of the dollar is a boon that has driven down overseas production costs in regions where the euro has climbed in value some 25 percent over the last year. On Tuesday, it reached a record high of \$1.1914 in Far Eastern trading before sliding back in Europe to close at \$1.1884, up from \$1.1857 on Monday. And currency prognosticators say the bulked-up euro could go even higher against the dollar — bringing tears or cheers to the fashion set.

"A strong euro is positive for our customers," commented Leif Persson, chief financial officer at Sweden's Hennes & Mauritz. "Production prices have dropped for us. Commensurately, prices in



our stores will drop. We'll pass those savings on to our clients."

H&M purchases roughly half of its garments in dollars, with the rest purchased in euros and Hong Kong dollars, said Persson. "We've already seen lower prices coming in the stores," he commented. "We believe that lower prices for garments in the stores will translate into higher volume."

While European luxury firms from LVMH Moët Hennessy Louis Vuitton to Compagnie Financière Richemont SA depend on clients

from Taipei to Honolulu, Europe's cheap-chaic chains are lightly exposed to business in Asia and the United States.

With 849 stores, H&M operates only 55 units in the U.S. Inditex, which operates the Zara chain, operates 1,648 doors globally, of which 1,340 are in Europe.

"Eighty percent of our volume is made in euros," said an Inditex spokesman. "Europe is the main center of activity of our company, containing the majority

*Continued on page 10*

# Consumer Confidence Uptick

By Jennifer Weitzman

**NEW YORK** — Consumer confidence hit a six-month high this month as reservations about current circumstances were muted by budding optimism about the future.

With the end of military action in Iraq receding into memory, consumers were more mindful of the nation's economy in May. While a bit solemn about the present, they viewed the future positively, allowing the Conference Board's survey of 5,000 households to notch up 2.8 points to 83.8 in May. The gain follows a 19.6 point surge in April which provided a pleasant postwar surprise for economists and analysts.

However, the increase in May was driven entirely by the advance in consumers' expectations, which offset the more

dour assessment of current conditions. The Expectations Index advanced 9.6 points to 94.4 this month from 84.8 points last month, while the Present Situation Index retreated 7.3 points to 67.9 from 75.2, suggesting consumers won't be abandoning their relatively thrifty spending habits anytime soon.

"The postwar euphoria experienced last month has quickly given way and consumers' focus has returned to matters on the home front," said Lynn Franco, director of The Conference Board's Consumer Research Center. "Labor market conditions continue to be of concern, but consumers anticipate a turnaround in the coming months."

John Lonski, an economist with Moody's Investors Service, said while he is encouraged that consumers haven't lost hope that hiring activity and income

growth could soon be ready to advance, he cautioned they are not pleased with the current labor market conditions.

"Consumers believe that the same easy monetary policy that allowed mortgage yields to drop to their lowest levels since the Sixties, along with low interest rates and the forthcoming tax cuts, should be enough to rejuvenate the U.S. economy," Lonski said. "The increase from the previous month is nice, but it's still significantly below where it was one year ago."

Lonski noted that, while the index rose by 3.5 percent in May from the previous month, it is still 24 percent below the 110.3 point reading of May 2002.

He warned that although spending might increase in the second half of this year, the rate of growth will still be under its

*Continued on page 10*

# Wet Seal CEO Search Narrows

By David Moin

**NEW YORK** — The Wet Seal is honing in on a new chief executive officer, with Peter Whitford the top candidate, according to a source.

Whitford last week resigned as president of The Disney Store chain, which is downsizing and looking to sell off its sites. Both retailers are based in California, with Wet Seal in Foothill Ranch and Disney in Anaheim.

Whitford would succeed Kathy Bronstein, who was forced out in February as Wet Seal's vice chairman and ceo. She catapulted Wet Seal into one of America's hottest specialty chains in the Nineties, largely by taking over other chains and connecting with America's contemporary youth market. It be-

came a standout destination in many of America's malls, with its high-energy, colorful store presentations.

However, in the months preceding Bronstein's departure, comparable-store sales deteriorated while competitors such as Hot Topic, Pacific Sunwear, American Eagle and Abercrombie & Fitch posted gains. Wet Seal reported a first-quarter loss of \$8.5 million, reversing a year-ago profit, and same-store sales dropped 25.5 percent. Wet Seal last year posted about \$600 million in sales.

Currently, Irv Teitelbaum, chairman, who's also chairman and ceo of Canadian apparel and lingerie chain La Senza, serves as interim ceo. He couldn't be reached for comment Tuesday afternoon.

Asked if Wet Seal had a new

ceo, Katy Wallace, of investor relations, said, "We do not. Our chairman is our interim ceo." Asked if Whitford was being considered, she replied, "I don't know anything about it." She referred the inquiry to the human resources officials, who could not be reached.

Wet Seal really became a national force in 1995, when it purchased and eventually converted 245 Contempo Casual stores. It also acquired 78 Britches stores in 1999, and 18 Zutopia stores in 2001, and launched the Arden B. division in 1998.

Wet Seal specializes in contemporary apparel and accessories, and operates a total of 618 stores in 47 states, the District of Columbia and Puerto Rico, including 486 Wet Seal stores, 101 Arden B. stores and 31 Zutopia stores.

# WWD WEDNESDAY

Sportswear

## GENERAL

- 4** FASHION: Sportswear designer are looking inward for inspiration this season, putting a lingerie spin on everything from corset dresses to silky slipdresses.
- 2** Consumer confidence hit a six-month high in May as reservations about current circumstances were muted by budding optimism about the future.
- 1** J.C. Penney and Oscar de la Renta are said to be in talks about bringing the designer's cachet to the chain through the launch of a new label.
- 2** The surge in the value of the euro may be causing headaches for European luxe firms, but it's a windfall for the other end of the fashion spectrum.
- 15** WEST: The nation's shopping center industry is grappling with issues such as the dichotomy of scare real estate and high vacancy rates.

## SUZY HAS THE DAY OFF

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## In Brief

● **HOME RUN:** GUS plc, the retail and business services group that owns a majority stake in Burberry, has announced plans to sell its home shopping and home delivery division for approximately \$968 million to March U.K. Limited, a newly incorporated company controlled by Sir David Barclay and Sir Frederick Barclay — the owners of Littlewoods Ltd., the British retail chain and home delivery business. The businesses that March U.K. will acquire include GUS's U.K. home shopping catalog operation (which includes Kays, Great Universal, Choice and Innovations); its home shopping businesses in Ireland and Sweden; and the Additions brand and business in the U.K. GUS will receive about \$738 million in cash on completion of the transactions and an additional, unconditional sum of about \$230 million payable in May 2006.

● **ADLER LEAVES BG:** Katherine Adler, Bergdorf Goodman's vice president and divisional merchandise manager of fine and fashion jewelry, left the luxury retailer earlier this month, WWD has learned. Adler joined the specialty store in 1999 and is widely credited for spearheading the transformation of the main floor, doubling the fine jewelry real estate and bringing in some of the hottest names in jewelry such as Stephen Webster and Julie Baker. Adler was hired in 1999 despite having no experience in the classification. She had run an investment group headquartered in Beijing, and before that, held marketing posts at Avon and the Echo Design Group. Bergdorf's has not yet named a replacement.

● **JAPAN QUAKE:** More than 100 people were injured Monday, some seriously, from an earthquake that struck the northeastern region of Japan's main island of Honshu. The quake destroyed a water purifying system at a Fujitsu, Ltd., semiconductor plant in Iwate with a workforce of 2,000, forcing the plant to halt operation. It was unknown at press time when the plant would resume operation. Otherwise there were no immediate reports of major damage to factories or stores in the quake-affected region. The epicenter of the earthquake, which registered six on the Japanese intensity scale of seven, was located 12.5 miles off the city of Kesennuma, Miyagi Prefecture, some 44 miles under the seabed, the Meteorological Agency said. The quake was felt as far away as Kobe. In Tokyo, people on higher floors of office buildings could severely feel a big sway. The quake disrupted railway services in the region, but they were restored Tuesday, according to the East Japan Railway Co. Airports were temporarily closed.

## WWD Stock Market Index for May 27

Composite: 103.81 ↑ 1.20	Broadline Stores: 103.77 ↑ 1.28	Softline Stores: 99.25 ↑ 1.80
Vendors: 106.28 ↑ 0.57	Textiles: 107.35 ↑ 0.27	Index base of 100 is keyed to closing prices of Dec. 31, 2002.



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# Lounge Act

**NEW YORK —** This season, sportswear designers are looking inward — literally — for inspiration. They're putting a lingerie spin on everything, whether it's a laced-up corset dress or a skimpy, silky slipdress.

M-A-G's fox-trimmed wool and cashmere sweater; John Galiano's silk satin camisole; Birkitt's wool briefs. Tommassini necklace.

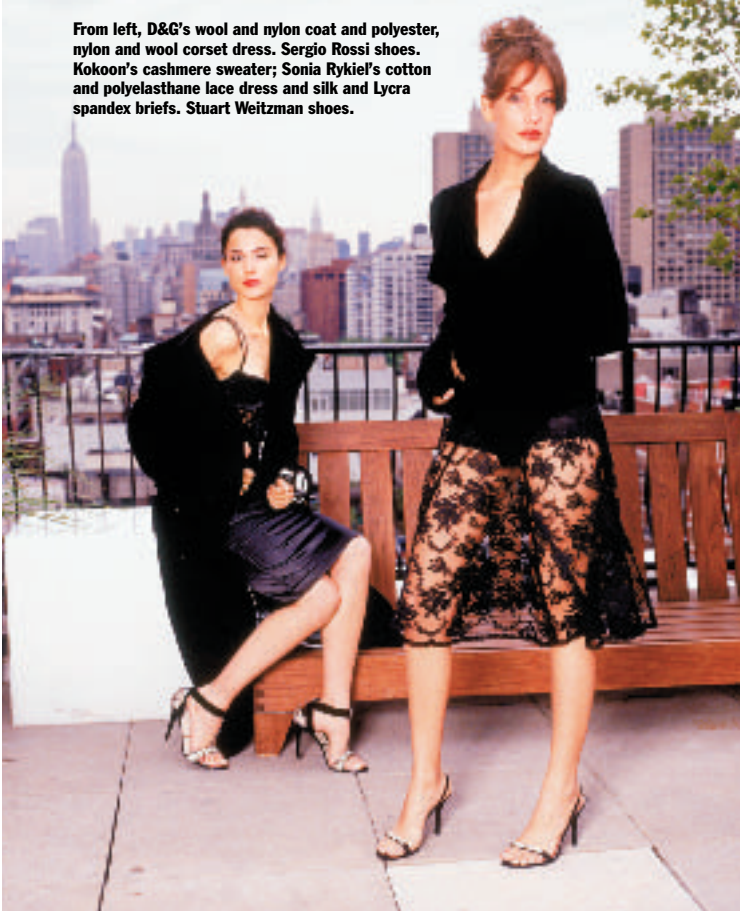
Tracy Reese's Lurex, nylon and rayon lace camisole. Tommassini earrings.



Vince's cashmere top; Betsey Johnson's nylon and spandex bra; cotton and cashmere pants from F.A.L. by Jeffrey Grubb. R.J. Graziano bracelet.



From left, D&G's wool and nylon coat and polyester, nylon and wool corset dress. Sergio Rossi shoes. Kokoon's cashmere sweater; Sonia Rykiel's cotton and polyelasthane lace dress and silk and Lycra spandex briefs. Stuart Weitzman shoes.



BCBG's silk dress and acrylic, nylon and wool scarf from BCBG by Max Azria. Tommassini earrings; BCBG Max Azria shoes.



PHOTOGRAPHED BY ROBERT MITRA AT 60 THOMPSON; MODELS: LOUI CHAGANOV, SUPREME AND SCHVAERDELTE; HAIR BY RAMONA ESCHBACH/DUMBLE AND DUMBLE; MAKEUP BY ROSANNA WARETT/TROJAN MANAGEMENT; FASHION ASSISTANT: MARY MCCONNELL; STYLING: DONOVAN; ARTIST: MARY MCCONNELL; SARDINE

# French Bred

**NEW YORK** — She was only 16 in 1798, but the young French aristocrat Adèle d'Osmond had already realized that her exiled parents were in a difficult financial situation, and resolved to do something about it. The Comte de Boigne was a wealthy 49-year-old (the equivalent of about 75 today). Originally from a lower-middle-class family, he had made a fortune in India, then bought a title, and he was visiting friends in England when he met and took a fancy to Adele. He proposed, and she accepted on the condition that he guarantee her parents an ample income. They were married 12 days after they met.

She describes her gambit in "Memoirs of the Comtesse de Boigne," edited by Anka Muhlstein and published in two volumes by Helen Marx Books. The Comte thought he was getting a gentle, shy, well-brought-up girl. The new Comtesse was well-bred, but also extremely well-educated since, as she noted later, while in exile, her father had the time to tutor her. She had read widely, spoke several languages and was no shrinking violet. The marriage proved so stormy that the pair separated after just 10 months. A few months later, they were reunited, but they continued to quarrel and to separate over the years until they set up discrete establishments in 1812.

The Comtesse de Boigne, however, was no Consuelo Vanderbilt, scarred by an ill-advised marriage. Her husband's wealth, in fact, left her free to live the life she wanted, as did the understanding they eventually reached. Actually, she had a great life, one that's delightful to read about. She makes, as Muhlstein, who edited her books points out, a good memoirist partly because she didn't have an axe to grind. This differentiates her from most memoir writers of the period (1781 to 1830), a particularly turbulent one in French history. She was well-connected, both by birth and by interest and inclination. Her house was one of the few where people of all shades of the political spectrum met. She also had a love affair for almost 40 years with Etienne-Denis Pasquier, who eventually became chancellor of France and a duke.

Muhlstein believes that the Comtesse's perspective owes a great deal to the 14 years she spent in England, where she was exposed to a more democratic society, and the fact that, although from a very old family herself, she was married to one man of the new age and engaged in a long-term love affair with another. As Muhlstein writes in an afterward, "The French Revolution, when it swept away the Ancien Régime, did more than take away the privileges of the nobility — it also ended what could almost be called the professional status of aristocratic women. The position and ancient nobility of Mlle. d'Osmond's family would have assured her of a grand marriage and a place at court; and that, in turn, would have given her influence, a role, a job." Fortunately, she was resourceful enough to reinvent herself in the new society.

The Comtesse de Boigne is tart and funny about people. She notes, for example, that Madame de Staël, though brilliant and winning, dressed oddly and carelessly. Then there was the Queen of Sweden, who began life as Désirée, the daughter of a Marseilles merchant who married Bernadotte, an army officer who then unexpectedly became king of Sweden. Désirée became obsessed with the Duc de Richelieu and stalked him, literally, taking rooms near his apartment in Paris, going into the same shops after him, even following him when he went on vacation, staying in the same inns. No matter where he went, her carriage followed his. The Comtesse also describes the legendary beauty Emma, Lady Hamilton as practically illiterate but exquisite and able to bend any man within reach to her will. Hamilton could also be mean-spirited and cruel, and died penniless and in disgrace.

There were strange goings-on in Turin, Italy, too, where the Comtesse's father was posted as ambassador for several years, and she served as his hostess. King Vittorio Emmanuel had just returned from exile, and insisted on putting everything back to the way it had been when he had left 20 years before. Career military men, for example, who had achieved high ranks in the intervening years had to accept being demoted to subalterns or leave the service. The king went so far as to have an important ornithological



Anka Muhlstein at home.

PHOTO BY ROBERT INTRA

Arts  
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collection that had been assembled by the French destroyed. From these shenanigans, the Comtesse writes, she learned the pitfalls of giving one man absolute power.

She also lived through other, even more dramatic, events. When Charles X, for example, was about to be deposed, he was said to be spending all this time playing whist in his apartments at Versailles and avoiding speaking to anyone who came from Paris, so that he didn't have to hear any bad news.

Paris at the time was a small world, and people visited and wrote each other frequently. The Comtesse herself wrote Pasquier every morning, as today one might telephone someone daily. Then, too, as Muhlstein says, "Social life was a full-time occupation, and you needed to know how to do it."

Muhlstein is a writer who won the Prix Goncourt for a biography of the travel writer Astolphe de Custine and has also won the French Academy's history prize twice. She is married to the noted writer and lawyer Louis Begley, and they share a spacious, well-appointed apartment on Park Avenue with two charming Abyssinian cats. This is a second marriage for both of them. They met in France, where Muhlstein was working as an editor; but because she needed to look after her own two children and three stepchildren when they married, she opted for the greater flexibility writing offered. After their children were grown, her husband began to write, too, on weekends and vacations. The pair have done a book together about a favorite city, Venice — he covered its literary history and venues, she its restaurants.

Have they ever been competitive as writers? "Not at all. We don't write in the same language," says Muhlstein, who usually writes in French. "And he's a novelist and I'm non-fiction. We both read each other's stuff while we're writing it. We're secure enough in ourselves and about each other to do that.

"Actually, there's a big advantage in being married to another writer, because you know, for example, that when you're writing, time doesn't really exist. Writers have a floating schedule, and besides, most of them don't talk that much, because they're thinking about what they're writing. My husband and I take walks where we don't exchange a word. That might be disorienting for somebody else."

— Lorna Koski

## The Fashion of Architecture

By Melissa Drier

**BERLIN** — It should come as no surprise that Louis Vuitton has a 25-person architectural department, given that the French luxury goods brand owns and operates more than 300 stores worldwide and continues to expand and renovate between 50 to 100 stores each year.

But, as an exhibit on Louis Vuitton architecture in Berlin makes clear, building a strong brand identity doesn't mean cookie-cutter building design.

"Inclusive: 1 Brand, 6 Architects, 11 Projects" at the Aedes Architectural Gallery in Berlin Mitte through July 5 presents models and 1:1 scale prototypes of the facades of Vuitton's newest building projects in Nagoya, Tokyo; Kochi and Kobe in Japan; Seoul; Hawaii; New York, and Hong Kong. The facades are not only one of the buildings' most fascinating features, though; while they all play with the Vuitton Damier checkerboard pattern, they are nonetheless a constant variable in Vuitton store design.

In Jun Aoki's concepts for the company, for example, the 1999 Nagoya Tokyo shop featured a moiré Damier patterned facade, whereas he used a horizontal bar and vertical braided metal mesh for the 2002 Omotesando Tokyo store. Aoki's Ginza Namiki Dori Tokyo store, due to open in 2004, calls for a terrazzo facade embedded with translucent marble squares. And in New York, Aoki will replace part of the facade of the Thirties skyscraper on 5th Avenue and 57th Street with a white glass wall incorporating graduated degrees of transparency for the flagship set to open there next year.

Other Vuitton "store skins," or facades, include Eric Carlson and David McNulty's mosaic tile shell wrapped in stainless steel metal fabrics for the Seoul Vuitton shop, or their flexible facade system composed of interlocking conical forms sandwiched between the existing building structure and outer glass skin for the 2004 Hong Kong store; the pixelated screen of 20,000 parallel glass tubes for the facade of the 2003 Roppongi Tokyo store by Aurelio Clementi, Aoki and Eric Carlson, and Philippe Barthélémy's and Sylvia Grino's open louvred Damier checkerboard for the Kobe Japan building.

All the featured architects, including Carlson, who heads up the Vuitton architectural department, were in Berlin for the opening last Friday and the preceding lecture series at the Berlin University of Arts. Asked about the preponderance of Japanese projects on display, Carlson said, "The Japanese [fashion] clientele is very sophisticated and demand more. They want to be moved — not only via interior design, but through architecture."

However, while a recent Vuitton architectural exhibit in Tokyo was, with one exception, thoroughly Japanese, "now, six to eight months later, the new projects are not all in Japan. The rest of the world is beginning to embrace building projects," Carlson commented. "New York and South America are coming around, but luxury neighborhoods in Europe are generally historic neighborhoods which don't welcome new buildings."

As for Germany, Vuitton has a new large-scale store opening June 11 on Neuer Wall in Hamburg. "That's our next big project [in Germany]," said Gabriele Schnitzler, manager of Louis Vuitton Germany. "We've gone from 650 square feet to over 5,000 square feet and while it's not a new house, the entry facade has been designed by Vuitton."

Berliners, on the other hand, will have to wait until 2004 for the second Berlin Vuitton branch to open at Quartier 206 on Friedrichstrasse. The two-floor space, next door to Gucci and cater-corner to Yves Saint Laurent, formerly housed Donna Karan.



The Omotesando Tokyo store, above, and a plan for the New York store.



Photography - Andrew Shapter



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WT01

# Is Penney's Set for Oscar-Winning Role?

Continued from page one

another season to conclude and could turn into something else or fall apart entirely, sources said the parties involved will present a concept for an Oscar de la Renta spinoff within a matter of weeks in the moderate-to-better price zone for spring 2004 retailing. It would have a new, as yet undecided, name that would be positioned so that it does not compete with or compare to de la Renta's existing license for bridge sportswear under the Oscar by Oscar de la Renta label.

Adding a de la Renta concept to the store would be a major coup for Penney's, which has been striving to recreate its image as a fashion-oriented, moderate-priced department store for the masses with the introduction of new and exclusive labels over the past year. In February, the store launched its exclusive Bisou Bisou contemporary collection, designed by Michele Bohbot, in about half of its 1,048 stores, and the next month announced an exclusive rollout of a plus-size collection called True Beauty by Emme.

The de la Renta concept is said to be priced a tad higher than the basic moderate zone, playing off the prestige of the designer's \$600 million fashion empire, although it could not be immediately learned just what type of customer Penney's has in mind or whether flamenco skirts and ruffled blouses would really translate to the \$100-and-under crowd.

But one thing for certain is that under the strategy led by Allen Questrom, chairman and chief executive of the Penney's corporation, and Vanessa Castagna, chairman and ceo of stores, catalog and Internet, there's no intention of repeating the company's designer albatross of the Eighties, when the store failed to drive sales with watered-down Halston and Mary McFadden collections.

In December, when Questrom

and Castagna outlined their plan to bring exclusive lines into the stores, they indicated that one of their goals is to bring the store into the competitive world of fast-fashion, currently dominated by H&M and Zara, and is putting a particular focus on the contemporary category. At the time the deal was announced with Bisou Bisou, which pulled its merchandise from stores like Nordstrom and Bloomingdale's to sole distribution at Penney's, the store acknowledged it would be looking for other labels to modernize its other top in-house brands: St. John's Bay, Stafford, Worthington, Delicates and J.C. Penney Home Collection.

The exclusive deal for True Beauty by Emme was announced in February and came with an option to renew its contract with the supplier, Kellwood Co., after a year. Kellwood is a major supplier to Penney's, selling its Sag Harbor, Koret, Vintage Blue Bottoms and Energy labels to the chain, leading to some speculation that de la Renta's project could be connected to the moderate apparel specialist. Kellwood also has produced bras and panties under the Oscar de la Renta name under license through its Biflex division since last year.

However, insiders insisted as far as the development of a new product was concerned, "There's nothing concrete about it. We haven't answered, 'Who is the manufacturer? What is the distribution?'"

Some also questioned what would be the appeal of such a deal to the designer. Noting how quickly deals were struck with Bisou Bisou, which was in financial trouble, and with Emme, they said the uncertain and slow talks with de la Renta indicate the conclusion of such a designer-to-mass collaboration might just be as unlikely to ever happen.

On the other hand, the designer industry seems to have suddenly discovered gold in the



Will Oscar de la Renta products soon hang in Penney's?

mass and better zones. Marc Jacobs said he wants to go there and hopes to have a licensee for better-price sportswear lined up within a year, while Calvin Klein Inc. is expected to announce a women's licensee for a new better concept within a month, following its acquisition by Philips-Van Heusen in February. Kellwood also recently launched an Izod women's collection, and Perry Ellis, a new introduction in the category, is gaining momentum with the addition of Patrick Robinson as its designer.

A new venture also might make financial sense, as de la Renta has resisted many attempts to sell his firm in recent years, refusing to yield control of the 38-year-old brand. His licensing business is quite lucrative and well organized, and the designer could stand to reap huge rewards from royalties if a Penney's deal should go through, considering the chain's national presence.

For instance, Bisou Bisou was projected to become a \$500 million business within three to five years at Penney's as it ex-

pands into other categories. De la Renta's name is more broadly known — and that's outside of the teen- to twenties-oriented contemporary category — and could potentially have a bigger impact in the mass channel. Of course, the companies would have to keep a tight control on image to avoid the pitfalls that have historically befallen designer brands that have been licensed out into too many categories.

— With contributions from Joshua Greene

## Oscar Scores \$2.4 Million at Bergdorf's

**NEW YORK** — Edging past his previous record, Oscar de la Renta pulled in \$2.4 million worth of fall orders at a trunk show at Bergdorf Goodman this month. Last year's fall collection generated \$2.25 million.

The trunk show took place May 5-9, with an additional two days last Wednesday and Thursday. Bestsellers included a black leather motorcycle jacket with studded embroidery and rabbit-fur trim for \$4,800; a long, embroidered suede, camel-colored coat with rabbit-fur trim for \$9,500; a red brocade cocktail dress for \$3,800, and jeweled cashmere sweaters — turquoise was the most popular color — for \$1,800 apiece.

"We always do really well at Bergdorf Goodman," said de la Renta. "It is a great store with an affluent customer. [Bergdorf's chairman and chief executive officer] Ron Frasci has been a wonderful friend and we've been able to build a great business together."

With the item-driven best-seller list — the motorcycle jacket and bejeweled sweaters, for example — de la Renta has crafted his collection with options for three types of women: the daughter, the mother and the grandmother.

Robert Burke, vice president and senior fashion director at BG, said de la Renta knows how to take separates and make them essential items for his customer's wardrobe, while maintaining

his suit and evening business. What gives de la Renta the ability to successfully design this way is that he lives the same lifestyle as his customers, Burke asserted.

"Oscar oftentimes anticipates the needs of customers even before they do and designs accordingly," said Burke. "What more can a customer ask for than a designer who understands her needs? Whether Oscar does a motorcycle jacket, sweater or fur-trimmed coat, they become essential fashion items."

In addition to the two extra trunk show days last week, de la Renta was on the go, staging a fashion show at the 2003 Continuum Breast Service Luncheon at the Pierre Hotel last Wednesday. The event helped to benefit the Comprehensive Breast Programs of Beth Israel Medical Center, St. Luke's and Roosevelt Hospitals of Continuum Cancer Centers of New York.

Earlier in the week, de la Renta played host to a bevy of fashion industry types, society members and top New York interior designers — including Mario Buatta, John Rosselli, Bunny Williams, Milly de Cabrol, Alexa Hampton Papageorgiou, Miles Redd, David Netto, Albert Hadley and Markham Roberts — who mingled at the New York launch of the Oscar de la Renta Home Collection, which is licensed to Century Furniture.

— J.G.



Oscar de la Renta at the Continuum Breast Service Luncheon.

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# Billy Martin's New Game



A look from Billy Martin's USA.

By Kristin Larson

**NEW YORK** — If Billy Martin were still alive, the big news on the sports pages might be that he was returning to manage the New York Yankees once again, given the Bronx Bombers' performance of late.

But the feisty fireplug's days have passed, leaving the fashion brand he co-founded with Doug Newton 25 years ago to carry on his headline-making legacy.

Western brand Billy Martin's USA, whose cowboy boots and belt buckles have found a following with celebrities and artists such as Angelina Jolie, Jewel and Christie Brinkley, has signed a licensing deal with Los Angeles-based Wyler Team International to produce a better-price sportswear line.

The casual lifestyle collection, focused around denim and suede jackets with western details, vintage-inspired shirts and flat-front pants in fabrics like leather and corduroy, is seeking to dress a woman roughly 35-to-50 years old, said Carolyn Palmieri, executive director of Billy Martin's USA.

"A lot of these pieces don't read 'Western' because of the way they are presented, such as a red pigment-dyed classic-styled western shirt or a swiss dot western shirt," said Palmieri, at the company's showroom at 552 Seventh Avenue, which looks more like a Colorado cabin, with a mural of the Rocky Mountains, log wood table and rustic leather couch.

"This woman is a soccer mom, but she's not so traditional," she said. "There's people out there who want the

essence of the West, but not in a hardcore way. These are really just comfort clothes."

Focused on key items, the line features about 20 styles, such as quilted corduroy jackets and belted trousers. The entire collection is washable and about 90 percent of the fabrics feature stretch for extra comfort. Prices wholesale from \$25 to \$40 for woven shirts, \$29 for denim pants, \$40 for a quilted jacket and \$75 for a leather jacket. The line is launching at retail for holiday and is targeting better department stores.

In terms of volume, the goal is to achieve \$2 million wholesale during its first year and \$3 million after that.

Palmieri said she thinks she's struck a chord with American shoppers, taking note of the recent proliferation of murals depicting natural, outdoorsy themes in Manhattan restaurants like Butter and Gramercy Tavern, as well as the rise in popularity of country and western music.

"People are just looking for more calming messages during this stressful time," she said. "And look at what Shania Twain and Sheryl Crow wear — they all shop at Billy Martin stores. This line is meant to complement what is sold at the Billy Martin stores, which is mostly accessories. Western wear is also one of the hottest trends in Europe now. This is a South Hampton crowd for sure — the name Billy Martin has a lot of significance in New York City."

There are four Billy Martin's USA stores: one in Beverly Hills, Palm Springs, East Hampton, and on East 60th Street in Manhattan.



Carolyn Palmieri



Another Billy Martin's USA look.

## Ire Over Workers' Comp Costs

By Nola Sarkisian-Miller

**LOS ANGELES** — About a decade ago, apparel manufacturers marched in Sacramento to protest rising workers' compensation costs, and this year may call for a repeat.

Or at least a surge in local rabble-rousing at state congressional offices to reform the system, according to speakers from the political action network, the Independent Business Coalition, who spoke to a sparsely attended meeting last Wednesday of the Garment Contractors Association of Southern California. Already beset by an unfriendly economic climate and stringent state regulations, apparel firms are having trouble weathering skyrocketing premiums — with increases ranging from 20 percent to 250 percent — for workers' compensation.

"A lot of people aren't here because they're demoralized, but we have to remember that nothing is more terrifying to these politicians than grassroots attacks on them," said Irwin Trester, a labor law attorney and adviser of the coalition. He demonstrated his activist bent by putting on a white shirt sporting the words "workers compensation fraud" crossed out by a red circle over his dress shirt and tie.

His message, delivered in tandem with coalition president Thomas Hagerman, to the dozen attendees was to push advocacy in the form of writing letters to congressmen, spreading the word to colleagues and creating a deafening noise that Sacramento can't possibly ignore.

Much of their frustration lies in the inefficacy of some of the 60 workers' compensation-related proposals up for consideration. For instance, they believe SB 228, a bill proposed by state Sen. Richard Alarcon seeking to contain medical costs in order to lower insurance premiums, doesn't go far enough.

"He's looking to save 10 to 15 percent of costs and we need that number to be 50 percent," said Hagerman.

The group has already sponsored AB 431, authored by assemblyman Dennis Mountjoy, which aims to limit borderline and marginal claims of injury. The bill redirects "liberal construction" back to benefits, the original intent of workers' compensation laws, and away from eligibility for benefits, as has become the practice over time. Essentially tabled in the Assembly's Insurance Committee about one month ago, the proposal could still provide useful language for reform initiatives put forth by Gov. Gray Davis or California Insurance Commissioner John Garamendi, Hagerman said.

One takeaway from the gathering was that the apparel industry can't do it alone.

"Even if we manage to reach these officials, it's not enough," said Joe Rodriguez, executive director of the Garment Contractors Association. "We need help from other industries and need to reach out as a cohesive business entity."



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# Euro Hits High vs. Dollar

Continued from page 2  
of our stores, and where we intend to keep concentrating the majority of our openings in the following years. The impact of the dollar-euro [exchange drop] is very limited."

Zara is unique in that it is a totally vertical operation, producing most of the products it sells in its stores. A large portion of its production is in Europe, which would be another factor limiting its exposure of its operations on the Continent to fluctuations in the value of the euro.

As for the United States, where the firm operates 10 stores, the spokesman added that prices haven't changed. "Our price policy is determined by the market and by our competitors, and carried out in an independent manner in each of the markets where we are present. Variations in the exchange rates do not imply variations in our prices."

Ditto for H&M, which has been cautious about keeping prices stable in the U.S.

"It becomes more of a challenge for the buyers [in the U.S.]," said Persson. "They have to be very sensitive to costs to make sure prices don't inflate. Overall, though, the effects have been negligible in the U.S. We still plan to open 20 stores in the U.S. this year, of which 10 have already opened."

Inditex has suffered some, though, in Latin and South America, where it operates 185 stores. "The currency depreciations [there] had an impact on 2002 sales and profits," admitted the spokesman.

But if the euro's newfound strength is a plus for fast-fashion, it's a major headache for European luxury houses, which have already begun strategizing over how to take the weak dollar by the horns. Companies such as LVMH commonly hedge their currency exchange rate positions. Many are already negotiating currency positions for 2004.

That stance presses harder daily. Economists believe that the euro will continue to ascend this week against the dollar and the yen. Before hitting a new high against the U.S. currency on Tuesday, its previous peak was \$1.1888, which it reached early in January 1999. Since the beginning of the year, the euro has climbed 14.5 percent against the dollar and 10.9 percent against the yen.

While hedging currency positions may limit some of the fallout, luxury houses are still expected to see continued profit

erosion from a bullish euro.

Nathalie Schneider, equities analyst at HSBC in Paris, said current trading levels of the euro are already having a "significant" effect on the sector.

"Over the last two years, currency fluctuations have weighed on average 18 to 20 percent on EBITA," she said. Schneider said some companies would be hit harder than others.

LVMH, for example, which has hedged its currency exchange rate positions, won't be hurt so much this year. On the other hand, Gucci Group and Hermès, whose positions are more weakly hedged, should feel more of an impact, while Richemont, which is lightly hedged, will be the most severely affected, according to Schneider.

Many firms already are elevating their prices to counteract the weak dollar. Longchamp, the Paris accessories house, raised its prices in the U.S. by about 8 percent this January. As reported, Louis Vuitton, among others, increased its prices in the U.S. this February by about 5 percent, effective with its fall collections, although many other European luxury and designer companies said they would hold their prices for fall. The increases followed a 21 percent rise in the value of the euro against the dollar between January 2002 and January 2003.

"The euro had already appreciated a lot at the beginning of the year," said Jean Cassegrain, Longchamp managing director. "But it continues to get stronger. We haven't increased prices again yet, but if the situation continues we might have to consider it."

Cassegrain added that the firm, which generates some 15 percent of its sales in the U.S., also has been battered by depreciations among Asian currencies.

"The drop in tourism has hurt, too," he said. "Tourism to Paris is bad. Nothing about a strong euro is good for our business right now."

A spokeswoman for Swiss watch conglomerate Swatch Group said the growing strength of the euro is just the latest of a string of tough blows for the sector, including the war in Iraq and SARS. "It is affecting the tourist business," she said. "Every company selling consumer goods will feel the impact."

Francoise Montenay, president of Chanel, added that the house already has seen a sharp reduction in tourist activity recently, especially

among Americans.

Some firms, such as Swatch, have begun to cut costs to keep price increases at bay. But while many insist the weak dollar will not drive up prices, others recognize increases have become a necessary evil. At a shareholder's meeting recently, LVMH chairman Bernard Arnault said that besides hedging, the company could modify prices to reflect the changes in currency trading rates.

"We believe our products are so special and unique that we can raise the price and consumers will still buy," said Arnault. "Customers know it's a temporary situation. When the currency rates level out, we modify prices down accordingly."

But some analysts cast skepticism on that prospect. "Traditionally, the U.S. customer is very sensitive to price increases," said Schneider. "Additionally, it's probably not the time to increase prices for French brands, which are already under fire in the U.S. But in Japan, changing prices to cover currency fluctuations is more common."

Higher prices mean lower volume for European firms. Vittorio Missoni, sales manager at Italy's Missoni, said sales have already begun to suffer.

"We aren't happy because our prices are in U.S. dollars," he said. "The strong euro has meant a 7 to 8 percent drop in sales this season." Nonetheless, Missoni said the house would eat the loss for the moment and not raise its prices.

Meanwhile, companies that set prices in euros are faring better.

Francesco Dalla Rovere, a board member of SINV Holding, which controls Sportswear International and Neo Res, licenses for Voyage Passion. See by Chloé and Krizia Jeans, among others, said since the company sells in euros, "our business is not suffering in that sense — we are not overexposed in the U.S. [either]."

Yet Dalla Rovere still worries that the strong euro could just add wood to the fire already fanned by a chain of global crises.

"Obviously, such a strong currency [will] affect business. We are in a wait-and-see mode, but we are now offering promotions and discounts in Southeast Asia to help our partners there afflicted by SARS repercussions."

— With contributions from Luisa Zargani, Milan, and Sarah Harris, London

# Consumers Confident in Future

Continued from page 2  
average rate of growth in the late Nineties to early 2000.

Putting the situation in athletic terms, he added, "It is more the case that consumers are trying to grind out a first down, while setting aside hopes for a dramatic touchdown anytime soon."

Consumers' attitudes toward current conditions were less favorable than last month. Those rating present business conditions as "bad" rose to 28.4 percent from 23.9 percent.

Those rating conditions as "good" remained virtually unchanged at 16.1 percent. Labor market conditions also deteriorated. Consumers reporting jobs are hard to find jumped to 32.6 percent from 29.4 percent. Those claiming jobs are plentiful slipped to 12.6 percent from 13 percent.

Consumers' short-term expectations posted another significant improvement. Those anticipating an improvement in the business conditions over the next six months rose to 22.8

percent from 18.9 percent. Consumers anticipating conditions to worsen fell to 9.7 percent from 12.3 percent.

The employment outlook was also more favorable. Consumers anticipating more jobs to become available increased to 17.3 percent from 16.4 percent, while those expecting fewer jobs fell to 17.6 percent from 20.9 percent. The proportion of consumers anticipating an increase in their incomes slipped to 17 percent from 17.2 percent.

# Fashion Scoops

**SHOP TALK:** Talk about pent-up demand. The John Galiano boutique in Paris, under construction for more than a year on Rue Saint Honoré, quietly opened for business on Tuesday — and had a crowd of shoppers waiting at the door by 11 a.m. It's no wonder. The two-level boutique is practically all windows, and people in the neighborhood have been scrutinizing its progress for months. Later in the day, there was no mistaking the presence of Galiano himself, who stopped by for an inspection in his signature newsprint cap, jeans and a black vest. A true fashion celebrity, he welcomed a steady stream of well-wishers, and even young fans asking him to autograph their purchases. The designer plans to officially inaugurate the boutique during couture week in July.



Model Gerren Taylor, who is 12.

on ABC's 20/20, whose producers have been following the Los Angeles native for an as-yet unscheduled profile. Neiman Marcus representatives, who said they weren't aware of Taylor's age until the day of the show, didn't appear undone. "The most exciting thing about fashion is being able to discover new talent," said a spokesman. But Taylor's agent, **Crista Sides Klayman** of L.A. Models, conceded even seemingly shockproof companies have been scared off. Gucci recently backed out of hiring Taylor to informally model during an alcohol-laden cocktail party at the Beverly Hills store. "Sometimes the client gets uncomfortable," Klayman said.

**PHONE HOME:** Milan **Vukmirovich** is fashion's most recent missing person. Last spotted in New York, Vukmirovich is nowhere to be found, skipping town immediately upon the news last week that **Jil Sander** was returning to the Prada-controlled company that bears her name. Vukmirovich's contract as creative director of Jil Sander doesn't officially expire until June, but Prada didn't just pull the plug on it. Vukmirovich reportedly used a Prada-owned cell phone and the company has disconnected that number.

**MASTER MCQUEEN:** **Alexander McQueen** is making the most out of his upcoming trip to New York, where he'll accept the CFDA's International award next Monday. Besides hosting a CFDA after party for friends at the Soho House, the designer will touch down in time for a trunk show and cocktail party at his Meatpacking District boutique on Thursday. McQueen's loyal New York customers, including **Karen Groos**, **Yvonne Force** and **Lillian von Stauffenberg**, are all planning to make the trip downtown, with personal shopper **Willie Lima** leading the way.

**NEW TWEEN:** **Gerren Taylor**, touted as the next **Naomi Campbell** or **Tyra Banks**, was a fixture during Los Angeles fashion week in April and, more recently, spotted walking the Roberto Cavalli fall 2003 fashion show presented by Neiman Marcus in Las Vegas. But Taylor is 12-years old and admittedly still plays with dolls. It's a juxtaposition of worlds not lost

# Next Up for O'Neill: Women's Swimwear

By Nola Sarkisian-Miller

**LOS ANGELES** — O'Neill Clothing, a label founded a half-century ago and known for its Neoprene wetsuit, is finally diving into women's swimwear.

The Irvine, Calif.-based surf brand announced Friday a multi-year licensing agreement with Raj Manufacturing Inc., which will codesign, make and distribute the juniors swimwear line set to bow at the cruise 2004 Swimwear Association of Florida show July 19-23 in Miami.

"The [juniors] line has evolved and become more fashion forward, so swim is just a natural extension of the brand," said Malia Alani, O'Neill's juniors marketing director.

Aimed at the 15- to 24-year-old girl, the line's eight to 10 separate sets will blend performance and fashion elements, Alani said. Sport-bra tops and swim trunks will complement halter and tie-side bottoms with beading in sturdy tricot fabrics. Lisa Bhathal Vogel, Raj's executive vice president, said the partners also will test run a one-piece suit for the active surfer. O'Neill has produced board shorts for men and women, but this is its first foray into traditional swimwear.

Prices will range from \$68 to \$82 for a suit, with shipment beginning in fall to surf shops and department store accounts. O'Neill also plans to promote the line in surf and mainstream publications in the next few months.

Vogel projected \$7 million to \$10 million for the swimsuits at retail the first year.

In spite of heavy competition from established lines like Roxy and Billabong, Vogel sees the line tracking immediately, owing to the swell in popularity of surf brands.

"We hope to take it to the level of Guess Swimwear, which became a top line in three years," she said, referring to Raj's other license.

Meanwhile, Tustin, Calif.-based Raj plans to launch its Next by Athena collection at the Miami show, as well. Geared to the Generation X female shopper, it will offer about 14 styles with retail tags of \$68 to \$101 for better positioning at high-end department stores. It will replace the misses'-oriented Athena Collection that began in 1982, but Raj will continue the contemporary line, Athena Pick Your Fit.

"Based on our research, that Baby Boomer isn't buying as many suits and we saw more opportunities with the new line," Vogel said.

# WWD

# International Trade Shows Section II



## THE SHOWS MUST GO ON

Though the effects of the SARS scare are still being felt, international trade shows are forging ahead with a sharpened category and fashion focus.



INTERNATIONAL TRADE SHOWS



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## SPOTLIGHT ON EXHIBITORS

Jean-Brice Garella, approaches fashion like a record producer

# Best of Fashion

**1970**  
Born in Gardanne (Bouches-du-Rhône, Provence). JJ Garella label set up by father, Jean-Jacques.

**1993**  
Launches Indies, a younger and more refined line.

**1996**  
Marries Sandrine, designer of Indies.

**1999**  
Takes over and expands Parisian designer Nathalie Garçon.

**2000**  
Jean-Jacques Garella steps down and Jean-Brice takes the helm of the group, becoming CEO.

**R**ather than working oneself into the ground to revamp give an old company, it's better to create new labels capable of meeting current demands." This view, in direct conflict with accepted opinion in the financial world in Paris, comes from Jean-Brice Garella, an energetic 33-year-old entrepreneur from the South of France. Using the JJ Garella label created by his father as a launch pad, the young man has developed a clutch of brands that have found their niche between the luxury marketing heavyweights and the high-street fashion chains.

Jean-Brice Garella discovered fashion as a child, when he was trailed around fabric shows and dyers. He left school at the age of 14 to join the family business. "I started off unloading the rolls of fabric from lorries and packing deliveries." With the launch of Indies in 1993, a clean-cut line made of technical fabrics, Jean-Brice Garella laid the foundations of his empire. Next came Batiste, fashion that combines ethnic and eighteenth-century influences; Bleu Blanc Rouge, Baroque-style clothes; Anakapalle, a range with the accent on pleats; Sylla, a collection of deconstructed knitwear; and of course Nathalie Garçon, the darling designer of actresses, whose label he bought in 1999. "We rarely promote the group – each label has its own identity. The design offices are independent: Bleu Blanc Rouge is based in Nice, Nathalie Garçon in Paris, and Batiste and Indies in Gardanne." However, all the collections are characterised by a Mediterranean feel, with strong colours and plea-



"The PRÊT À PORTER PARIS® show gives us the chance to compare ourselves to the rest of the market. When we haven't got catwalk shows on, it's important for us to exhibit our products, not to be cocooned in our own little world."

ted, smocked and embroidered fabrics.

"Our designs have high added value and are created using traditional French expertise." The family-run SME employs 180 people and produced 750,000 items in 2002 with a turnover of €38m. "I don't consider myself a manufacturer," Jean-Brice Garella nevertheless admits, "I approach fashion more like a record producer. The actual manufacturing process is subcontracted to workshops, 80% of them in France and 20% in the rest of Europe, so our business is very logistical. By lending our marketing and distribution expertise to creative labels, we are helping them find their public." The labels are sold in about ten boutiques in Paris, but the Garella group's driving force are its 1,800 customers. "Our success depends on independent multi-brand retailers that distribute original products."

Garella exports 50% of his turnover to Europe (including Central and Eastern Europe), the Middle East and Asia.

"All our labels have a presence at the PRÊT À PORTER PARIS® show, each in different sections: Indies, Batiste and Nathalie Garçon are in Atmosphère; JJ Garella and Bleu Blanc Rouge are in Expression. The show gives us the chance to compare ourselves to the rest of the market. When we haven't got catwalk shows on, it's important for us to exhibit our products, not to be cocooned in our own little world."

Jean-Brice Garella has been in charge of the business for three years, since his father retired. His latest challenge is to launch a menswear collection in two years, "so men can benefit from technological advances like microfibrés, as women have done for years". The father of five-year-old twin girls and a four-year-old

daughter, Jean-Brice Garella shares his love of fashion with his wife Sandrine, designer of the Indies label. "We don't wait for the weekend to escape. Our projects are our dreams."

Photo: Pierre Gayet

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## INTERNATIONAL TRADE SHOWS

## SCENE

## ROYAL AMBITIONS

**T**he **Prince**, a new boutique hotel in the Melbourne suburb of St. Kilda, appears to be the retreat of choice for globe-trotting Australian expatriates. Hotel regulars include actresses Rachel Griffiths and Toni Collette, as well as pop diva Kylie Minogue.

Housed in a space that formerly occupied a drag club and a bar, the building was bought and then revamped in 2000 by a pair of local restaurateurs, brothers John and Frank Van Haandel.

The hotel, which overlooks picturesque Port Phillip Bay, was designed by architects Alan Powell and Wood Marsh and interior designer Paul Hecker. Contemporary touches abound from Marc

Newson chairs in the foyer to Aesop fixtures in the bathrooms. Guest rooms, many of which overlook a central courtyard, feature Bose stereo systems, DVD players and high-speed Internet access. The hotel's luxe amenities include cotton waffle-weave

bathrobes and in-rooms bars stocked with Campari and Louis Roederer Champagne. Room rates start at \$139 (Australian dollar figures converted using current exchange rates).

The **Prince** houses the **Aurora Spa Retreat**, Australia's largest urban holistic spa. It offers traditional mud treatments from Aboriginal luxury spa line Li'Tya. Circa, the property's subterranean restaurant, serves Australian cuisine with French accents. Those who have paid a visit to the restaurant include Sting, Mick Jagger, Michael Shumacher and Charlize Theron. 2 *Acland Street, St. Kilda*, (61) 3-9536-1111, *thep-rince.com.au*.



The Prince hotel in Melbourne.

## RETAIL HIGH

**A** must-visit for fashionistas heading to Auckland is High Street, the epicenter of New Zealand's fashion scene. This little fashion nexus boasts flagships for nearly every major local designer, including Zambesi, Kate Sylvester, Nicholas Blanchet, Karen Walker, World, Carlson, Morrison Hotel and Gubb & Mackie.

During the 2000 and 2003 America's Cup regattas, many of the well-heeled participants and spectators visited the area, and many of the stores reported large sales increases.

Of particular note, is the **Pauanesia** boutique at 35 High Street, which offers shoppers a quick hit of Polynesian culture. The store's offerings include woven flax and pandanus bags and baskets, as well as handmade paua shell and greenstone jewelry. On the home front, **Pauanesia** carries handpainted and screen-printed cushion covers and tablecloths. **Pauanesia** also carries Fijian beauty brand **Reniu**, whose offerings include a range of coconut lotions, oils and rubs made from sugar cane granules.

## MILAN'S TRIPLE BILL

## BALI OR BUST

**My Bali**, one of the latest entrants to Milan's culinary scene, is quickly garnering a reputation among the city's fashion flock as a must-visit. On any given night, the likes of Stefano Gabbana and Giorgio Armani can be spotted dining amongst models and Italian soccer stars.

Arrive at the impressive statue-bedecked entrance and saunter down a red carpet framed by a series of fragrant cinnamon candles and gold fabric-draped walls that lead to a massive ornate dining room.

**My Bali's** menu offers an eclectic mix of Indonesian and Italian fare, including fried rice, shrimp with coriander and white chocolate mousse.

A band playing on a raised floor in the center of the main dining room entertains patrons, and the musical options are as eclectic as those who visit the restaurant, ranging from jazz to Argentinean dance to hip-hop. *My Bali, Via Padova 13/A, 20127, Milan*, (+39) 0228940530, *mybali.it*.



Top: My Bali. Above: Mast's nautical-themed bar.

## FERRÉ'S 'NATURAL EVOLUTION'

Gianfranco Ferré in May expanded his fashion empire by opening an eponymous day spa adjacent to his boutique on *Via Sant'Andrea* in Milan.

"It's a natural evolution to the lifestyle concept," said spa manager Tiziana Pini. "When you enter Ferré, you can experience anything from amazing shopping to complete relaxation within one space."

In typical Ferré style, the spa features a glass mosaic floor and walls covered in tiny black, gold and brown tiles. The 1,615-square-foot space includes two treatment rooms, a vitality pool, an ice room, a steam room and a hydro massage shower infused with natural oils.

Treatments at the spa include the **Holistic Balance with Hot Stone Therapy** and the **Totally Blissful Back, Face and Scalp Massage**. *Via Sant'Andrea 15, 20121, Milano* tel: (+39) 0276017526.

## SAIL AWAY

Sweeping sails appropriately grace the entrance of **Mast**, a nautical-themed bar that opened recently in Milan near the **Parco Sempione**.

The space features leather chairs from the Sixties grouped into various colors, including black, white, beige, red, yellow and brown, creating a very Mod atmosphere. Equally retro are the silver lamps that grace each table.

Adding to the calming environment is the guitar music that softly plays in the background, soothing the caipirinhas-sipping crowd. For patrons interested in chatting — not chilling — there's a separate, quieter bar situated under an impressive low-hung glass chandelier. *Mast, Via Agudio 3, Milano* (+39) 023490046.

## HOW LOW CAN YOU GO?

**B**ecause the impact of SARS is still being calculated here, no one knows how many of the city's 10,000 restaurants will be left standing or how many retailers will still have shops come autumn. It made for a depressing spring, but the good news for visitors this fall is that there are bargains everywhere.

Indeed, Hong Kong's five-star hotels are the place to start looking for a deal. Having suffered through occupancy rates as low as 5 percent in April, they are all offering discounts, special packages and unusual gifts through December to help lure guests back to the city.

The picks of the bunch are the **Peninsula Hotel** and the **Mandarin Oriental**, both celebrating milestones this year. The Pen turns 75 in December and has a host of tea parties and celebrations lined up to mark the occasion. Visitors can book a table at Gaddi's or Felix (and only pay 75 percent of the listed price), pick up some famous Pen chocolates, or listen to music composed by the Hong Kong Academy of Performing Arts just for the Pen. Better still, book a heritage package stay at the Pen — it includes a junior suite, cocktails and dinner, a heritage walk led by local historian Jason Wordie and a Rolls-Royce pick up at the airport. *Salisbury Road, Kowloon*. Get details at *peninsula.com* or ring (852) 2315-3135.

Similarly, the **Mandarin Oriental**, is celebrating its 40th anniversary this year. If you want a great souvenir or are looking for an unusual gift, pick up a copy of "Mandarin Oriental Hong Kong — The Cookbook," a cool tome featuring 40 favorite recipes from the hotel's famed restaurants. Among the many highlights are The Grill's beef Stroganoff, The Chimney Bar's warm Stilton soup, and Vong's warm Valrhona chocolate cake. The Mandarin also has lots of great deals for a stay at the hotel — check the Web site for details on upgrading to a harbor-view room, complete with balcony. 5 *Connaught Road, Central*, (852) 2810-6190, *mandarinoriental.com*.



Hong Kong's Peninsula Hotel.

## VITAL SIGNS

**W**hat could be better than a bath of rose petals followed by a hydrating body massage? Opened late last year, Madrid's first — and only — day spa is called **Chi Spa**, a catchy play on words: "chi" means vitality or universal energy and "chispa" means spark in Spanish.

The two-level spa is a soothing combination of milky white walls, dark woods, camel upholstery and steel and glass tables by Eileen Gray. There are four "suites" — and one Jacuzzi — per floor with luxurious custom-made beds, graduated lighting, music, showers and plush towels.

Treatments, for women (upstairs) and men (downstairs), include anti-stress and detox massages, rejuvenating facials (\$132), shiatsu (\$68), antiaging manicures and the most fragrant pedicure in town with thin cucumber slices, eucalyptus oil and fresh mint applied to combat foot fatigue (\$40).

Spa hours are 10 a.m. to 9 p.m. Monday through Friday and Saturday 10 a.m. to 6 p.m. Booking suggested. *Conde de Aranda, 6; Tel: (34) 91-5781340*.

## CLUB CUSHY

Tired trade show attendees, take note: **Nektar**, a new Munich nightclub lets patrons put their feet up while enjoying a wide range of hipster diversions.

First, there's dinner in the form of Chef Markus Huschka's four-course, \$42 prix fixe dinners (a sample menu: scampi on potato pancakes with arugula sorbet, followed by morrel-stuffed cannelloni in truffle foam, veal medallions with pea pods and asparagus pockets, and a chocolate parfait with asparagus-strawberry sauce) served on small tables perched atop Nektar's large, bed-like banquettes. One hundred twenty people can be accommodated in Nektar's Salle Blanche, an all-white room lit by florescent colored tubes that functions as restaurant, kitchen and performance space. The club's other rooms include the Salon Orange, with a decidedly Jetsonesque decor; Le Cabinet Plasma where video

artists show their stuff on the newest Sony plasma screens, and the many-pillowed Le Club Blanc, also designed for lounging, dining and/or partying. For a high-tech twist on the velvet rope, there's a "Porte Privée" where 150 "friends of the house" can separately enter the premises — after, that is, they've been identified by a handscanner imported "direct from the Pentagon," according to the owners. Finally, the computerized billing system takes note of each guest's preferences regarding their choice of wine, table, etc. so that they'll be instantly called up the next time he or she materializes. With all that, who needs room service? *Stubenvollstrasse 1, 81667; (49-89) 459 11 311.*

Lounging at Nektar, Munich's club du jour.



## PICTURE THIS

Located off a quaint Parisian alley in the 14th arrondissement, the new Henri Cartier Bresson Foundation celebrates the famous eye, and personal tastes, of the renowned French photographer. More a powwow for photography connoisseurs than a museum, the first two floors of the sun-filled building will be dedicated to exhibits, while the remaining three floors will be used to bring together photographers, designers, architects and filmmakers for discussions, seminars and the like. The first exhibit showcases a personal selection by Cartier Bresson of more than 90 photographs from such greats as Dorothea Lange, Robert Doisneau and Man Ray. Alas, there is nary a Cartier Bresson in sight. For those, rush to the National Library of France, which is hosting a major retrospective until July 27.

*Foundation Henri Cartier-Bresson, 2 Impasse Lebovius, (331) 56 80 27 00*

*National Library of France, Quai François-Mauriac (331) 53 79 59 59. — C.G.*



A photo of Mariene Dietrich by Martin Munkacsy, taken in 1931 in Liberia, is on display at the Henri Cartier-Bresson Foundation in Paris.



Breadhead Eric Kayser.

## ON THE RISE

With bakers in his family stretching back four generations, Eric Kayser was practically born with a rolling pin in his hand. Twelve years in the business, he boasts 25 stores worldwide and 60 signature breads. Now his latest creation, also named Eric Kayser, is a slick bakery-cum-restaurant in Paris' trendy eighth arrondissement. Whether it's an endive salad, steamed salmon or a steak, each dish comes with one or two special breads.

How does Kayser account for the legions who line up daily for a loaf? "Most of all, it's passion," he said. Thanks to a special liquid yeast Kayser invented, his bread is lighter and tastier. So it should come as no surprise that celebrity chef Alain Ducasse, ahem, "kneaded" Kayser to supply him with bread for the sandwiches served at his Be Grocery store, which opened last year. So what's next for his expanding bread empire? Bakeries in America, he hopes, as well as a new product line. "We'll soon make our own jam and we are working on bread knives and cutting boards," Kayser said. "We have a big demand for those." No one can accuse him of...loafing. *85 Boulevard Malesherbes, (331) 45 22 70 30.*

## SLEEPING WITH CORBUSIER

Berlin's chic new hotel, **Ku'Damm 101**, owes its color scheme to none other than Le Corbusier. As for its witty interior, that came courtesy of young Berlin design firm Vogt + Weizenegger, who created the sci-fi lobby and lounge, with its endless curves of dark plum banquettes, white floor-to-ceiling lamps that look like mutant fishnets and columns with slightly virulent accents of acid yellow. On the ground floor, there's also a hip bar serving fresh fruit cocktails, and a minimalist backgarden is in the planting.

Upstairs, the 171 guest rooms team up design classics like Arne Jacobsen chairs with clever contemporary objects such as Lemon Grass Group's Micky Mouse table, featuring three adjustable circular parts that can be moved around depending on whether one's eating, working, writing or reading. Ku'damm 101 also has rooms specially designed for blind guests, with tactile brush insets to aid orientation, and there are treatment rooms for massages and other forms of bodywork, as well as an aromatic steam bath.

This is one hotel, however, where you won't want to order breakfast from room service. The breakfast room on the top floor has a superb view of the rooftops of Berlin. And on a clear day, you can see all the way to Alexanderplatz. Singles from \$105, doubles from \$125. *Kurfürstendamm 101 10711 Berlin (Wilmerdorf); 49-30-520055-0 Fax: 49-30-520055-555www.kudamm101.com.*



Berlin's Ku'damm 101 hotel.

## ISN'T IT GRAND?

Never mind the slowdown in luxury tourism. The **Grand Hotel Intercontinental**, a 19th-century landmark on Place de l'Opera in Paris, just reopened after a 15-month renovation. Interior designer Pierre Yves Rochon was entrusted with the decor for the hotel and the Café de la Paix, the hotel's luxurious brasserie. Most of the 480 rooms are equipped with the latest technology, Second Empire décor and marble bathrooms. Standard rooms start at \$750 and a suite runs to \$1,200 per night. Meanwhile, Parisians and tourists have found their way back to the legendary Café de la Paix, which serves in grand style from 7 a.m. to midnight.

*2 Rue Scribe, (331) 40 07 32 32.*



The remodeled Café de la Paix in Paris.

## INTERNATIONAL TRADE SHOWS

## BETTER DAYS AHEAD

By Constance Haisma-Kwok

Organizers of Asia's trade fairs are optimistic that this autumn's events will be successful, but all have one overriding concern — the impact of SARS on the confidence of exhibitors and visitors alike. Though last week, the World Health Organization lifted the travel advisory against nonessential travel to Hong Kong, the announcement did not come in time to prevent the cancellation of the already-once-rescheduled Asian Pacific Leather Fair. As reported, exhibitors who planned to show at the rescheduled APLF, which was to have been held June 26-28, were being given options of refunds for the canceled fair or transferring their payment to the October or 2004 APLF, to be held in March. Would-be exhibitors also can get product information and photographs from a new online product directory at [aplfc.com](http://aplfc.com).

SARS has impacted other shows, as well. In March, visitors shied away from Interstoff Asia. Only 6,966 buyers turned up at that event, a 25 percent decrease from last year. But the Hong Kong Trade Development Council insists that its trade fairs, including Hong Kong Fashion Week in July, will go ahead as scheduled. So will June's two jewelry and watch fairs, which, like the canceled APLF, are organized by CMP Asia.

Indeed, Hong Kong's biggest annual trade show went ahead during the last week of April, with predictably disappointing results. The Gift & Premium Fair was combined with the Hong Kong Houseware Fair and drew only 460 exhibitors — a 90 percent drop from the previous year. The HKTDC, which organizes the event, gave exhibitors the option of attending the April show, joining the newly added July show, attending both or canceling altogether. So far, more than 3,600 companies have signed up for the July edition — an indication that the situation is improving.

Nonetheless, at press time the WHO had left in place its advisories against travel to Taiwan, Beijing and four Chinese provinces, and all passengers arriving to, departing from or transiting through Chep Lap Kok will have their temperatures taken in an effort to screen possible SARS cases. (A high fever is an early symptom of the disease.)

Once in the city, including at the Convention Centre, there are other safety measures in place. Hotels, restaurants and public facilities have all been scrubbed clean and are regularly disinfected. Anne Chick, senior exhibitions manager for the TDC, said the health measures at the Convention Centre are comprehensive and intended to help reassure exhibitors and buyers. "We have face masks and hand wipes for anyone who wants them. There are infrared thermometers for taking temperatures and even doctors are available on-site. We also have pamphlets on the disease and its prevention. Plus, the Convention Centre has stepped up its cleaning," she said, noting that it is already a large, airy space and no one who has attended an event there has become ill with SARS.

From July 8-12, the HKTDC will host Hong Kong Fashion Week at the Hong Kong Convention & Exhibition Centre. This is an interesting time for Hong Kong Fashion Week, as many cities in the region are vying to make their fashion fairs the most important in Asia, especially in the run-up to 2005 when trade quotas are lifted. So far, Hong Kong's remains key, primarily because it does not rely solely on domestic buyers, as is the case in Bangkok, Manila and Seoul. Indeed, Hong Kong Fashion Week has been a steadily growing fair over the last few years and only SARS has led organizers to revise their estimations for the upcoming edition. Said Chick, "Without SARS, the number of exhibitors might have been over 700." As it stands, visitors can expect to find more than 470 manufacturers

Hong Kong Fashion Week will feature over 470 labels from 11 regions and countries.



from 11 countries and regions.

The fair will be divided into three major sections: Fashion Gallery, featuring high-end fashion and brand names; International Fashion Designers Showcase, comprising designer labels from all over the world, and Garment and Accessories Mart, showing fashion and clothing accessories. There also will be seminars on fashion and color trends and important runway shows, chief among them the awards for Hong Kong New Fashion Collections, the Korean Fashion Designers Show and the International Fashion Designer Shows. The dates for those shows have not

yet been confirmed.

September will bring a big opportunity for leather buyers headed to China, when three shows take place simultaneously. Moda Shanghai, the China International Footwear Fair and the All China Leather Exhibition will be held at the Shanghai New International Expo Center Sept. 3-5. The ACLE will focus on the raw materials and manufacturing side of the industry, while CIFF is a first-time event that will provide footwear suppliers and buyers the chance to see all kinds of shoes from Chinese, Asian and international manufacturers. Among those confirmed to take part are China's Wenzhou Fapai Fapashoes Co., Kangai Group Co. and Qingdao Hengda Group Co. A separate section will showcase international brands looking to break into the Mainland market. Moda Shanghai will feature leather garments, accessories, handbags and travel goods.

The only question about the three-in-one fair is whether it will take place at all. If SARS spreads to Shanghai (to date, there have only been seven confirmed cases in the city), plans may be altered. "So far, it seems there hasn't been any interruption to business in China," commented Perrine Ardoin, senior event manager for CIFF, "but we'll have to see how things are closer to the time."

Katy Lam, general manager of trade fairs for Messe Frankfurt, which organizes Interstoff Asia, is also keeping a close eye on the spread of SARS. She expects that by October, when Interstoff Asia Autumn is held, the situation will be improved. In fact, she is now more worried about the U.S. economy. "I actually think that our business won't be too bad — especially if the U.S. economy really starts to pick up and the demand on textiles increases," she said.

Interstoff Asia will take place at the Hong Kong Convention & Exhibition Centre Oct. 7-9 and will have a Functional Fabrics feature pavilion. The pavilion is expected to boast participation from the Taiwan Textile Federation and the Korea Fashion Textile Association. Both Taiwan and Korea are looking to push their technical fabrics in an effort to compete with China come 2005. Apart from the feature pavilion, there will be about 350 exhibitors showing all kinds of fabrics and textiles for ladies', men's and children's wear, as well as lingerie.

The following week many of the same exhibitors will be found at Intertextile Shanghai, taking place at the Shanghai New International Expo Center Oct. 14-16. Said Lam, "Last year we had almost 800 exhibitors and we had planned on 30 percent growth. We had four full halls last time and this year we will have five full halls plus a temporary hall. But it's early to predict what will happen." Thirty-eight thousand visitors attended the last edition. The fall show will have all kinds of textile suppliers, plus trend forecasts and a special focus on home textiles. Seminars, conducted in Mandarin, will be targeted to the domestic audience.

Finally, the APLF will hold its Fashion and Finished Products show Oct. 6-8 at the Hong Kong Convention & Exhibition Centre. The fair will feature Top Style Hall, which showcases high-end and designer brands mostly from Italy, Spain and Turkey. Most Asian manufacturers of footwear, handbags, accessories and small leather goods, will be located in the main hall. Between the two sectors, look out for a trend showcase put together by the Spanish footwear producers. Also of interest this autumn will be the increased presence of South American — particularly Argentine and Brazilian — manufacturers.

Exhibitors should be assured that security will be tight. Guards will be on the lookout for anyone taking photographs of products via watches, cell phones or cameras. Organizers say lawyers also will be present at the exhibition to deal with any exhibitor concerns.



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## INTERNATIONAL TRADE SHOWS

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**By Ellen Burney**

**W**ith memories of Emap Fashion's trade event, 40 Degrees, quietly gathering dust, the new kid on the block, For Attention Of, is filling its shoes quite snugly. The street and casualwear show, FAO — launched in February 2003, only one season after 40 Degrees, the main London-based casualwear show that had been running for 13 seasons — finally closed its doors.

FAO, organized by Brand Progression, is the sister show of To Be Confirmed, a juried trade show that launched five seasons ago in February 2001. FAO invites only exclusive exhibitors, buyers and press, with 100 contemporary labels showing at the August show, including Clarendon, Noah, Rosasen and Diesel Style Lab.

FAO's February launch saw more than 2,000 guests file through its South London doors. This season, the event will be held Aug. 10-11 in the Truman Brewery — an exhibition hall on East London's fashionable Brick Lane.

The show will be extending its exhibitor list from 50 to 80 brands, including Komodo, Criminal, Red Tape and Guide. Covering only 50,000 square feet of exhibitor space, the FAO exhibitor lineup is tightly edited and reassessed for each event, with a selection criteria based upon a brand's importance in the market, as well as the potential of new, upcoming brands.

FAO has fresh appeal working in its favor, and has created a modern image in the market. All creative work for the show is produced by the design agency Hingston Studios, whose clients include Harvey Nichols, Christian Dior and the Rolling Stones. Exhibitors' logos are projected sequentially, as a visual backdrop throughout the event and professional digital photography of the event and stand is offered to all exhibitors free of



Entering its fourth season, Moda UK — the mainstream women's wear show — will be held at Birmingham's NEC Exhibition Center Aug. 10-12. Show organizers ITE Moda Ltd., a member of the ITE Group, would not release attendance figures, though it noted that last February's show drew 600 labels showing from more than 13 European countries, as well as Canada and the U.S.

The event will expand in August, by introducing two new areas, Moda Bride, a bridal show, and Moda Modern, a casual-wear event. "In response to the requirements of the industry, we will have all our collections under one roof on the same date," said a company spokesperson.

There was an increase in overseas visitors last season — almost doubling the total from August 2002, though organizers would not provide exact figures. North American brands such as Betmar New York and Piccadilly made up 4 percent of exhibitors.

Emap Fashion has been having an identity crisis as of late, closing first its 40 Degrees show and then Face Up and finally deciding to put all its efforts into the Pure women's wear show, its venture with the Igedo Company, scheduled to run Aug. 17-19, covering a 248,400 square feet of space at the Olympia Exhibition Center in West London.

40 Degrees was closed after the August 2002 event, with a statement saying the show had run its course. Emap Fashion then announced "exciting plans" for Pure Spirit — a new teen-focused event that launched alongside Pure Women's Wear in February 2002 — and Face Up — a show that ran alongside 40 Degrees and shone the spotlight on contemporary labels. Within months, the company released another statement announcing the closure of Face Up and stressed a new focus on Pure Spirit.

There are now six areas within the Pure lineup: Pure Accessories, carrying brands

such as Butler & Wilson, Cosmopolitan and Ollie and Nic; Pure Spirit, with younger labels such as Soochi, Giant and Arrogant Cat; Pure Vision, a range of designers with a focus on creativity and original detail, such as Sophia Swire and Kyros; Pure Life, which exhibits unisex lifestyle brands, including CCDK, Mark O' Polo and Great Plains; Pure Elan, which shows contemporary brands such as Gotham Angels, Noa Noa and Nougat, and Pure Essentials, a high fashion and casualwear range of labels including Pinstripe, Nomads and Vibe.

This season will see Pure Spirit housed in a 43,200-square-foot arena within the National Hall, adjacent to the main hall and accessible from all other sections of the exhibition. Pure Accessories also has its own 47,520-square-foot floor: "Buyers will see an increase in quick-delivery brands, enabling retailers to compete with the high street," said Louise Young, Pure's event director.



**Risqué runway moments from Pure, which will be spotlighting six categories this season.**

charge. FAO will keep its database up to date throughout June and July with information on new signings and event developments.

TBC has a strict no-marketing policy and allows exhibitors only one to three garment rails.

"The aim is to focus solely on the product," said a spokesman for the show. In contrast, FAO exhibitors can use flyers, posters and campaigns within their stand, which is available in a pre-built format to make exhibiting easier for some of the smaller brands and particularly those coming from abroad. TBC will run on the same dates as FAO, to be held at the Atlantis Gallery space, also on Brick Lane.

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INTERNATIONAL TRADE SHOWS

# TALE OF TWO CITIES

By Barbara Barker

In an effort to raise awareness of Spain's fashion and manufacturing capabilities, the country's trade show producers are changing the format of shows, forming strategic marketing relationships and upgrading the quality of exhibitors.

At Madrid's *Semana Internacional de la Moda* (SIMM), slated for Aug. 29-Sept. 1, *Espacio Hombre* will make its debut. The fair-within-a-fair will feature 40 men's wear exhibitors spread over 6,000 square feet in

pavilion 1 of the Juan Carlos I fairgrounds. The new show joins SIMM's women's wear exhibitors in pavilions 2, 4, 6, 8 and 10. Both sectors are expected to stretch over 344,445 square feet, a marginal increase over February.

According to a spokesman for IFEMA, the organizer of SIMM, *Espacio Hombre* is a result of the men's wear industry's need of "a consolidated commercial forum" and he called SIMM "an efficient instrument to promote the sector's international projectile." He said both Spanish and Portuguese firms have requested booths in the new space. As of press time, Donna Karan, through

a Spanish distributor, is the only U.S. exhibitor.

Meanwhile, SIMM is blossoming into the Spanish apparel industry's largest and most significant venue. Last February's edition hit record highs with exhibitor and attendance figures climbing 6 percent and 13 percent, respectively, over the previous year.

While SIMM is the second largest show of its kind in Europe — after Düsseldorf's *cpd* — with 875 exhibitors from 29 countries, it is relatively small by German standards. *Cpd*, produced by Igedo Co., is more than twice the size with a vendor roster of roughly 2,000 from 46 countries.

But SIMM and Igedo Co. have joined forces in a mutual agreement to stimulate the promotion and development of both fairs. Short- and long-term objectives include stronger publicity campaigns in Spanish and German trade catalogs, press conferences during show dates, interchangeable information booths at respective fairs and the establishment of banner ads and links on the SIMM and *cpd* Web sites.

Foreign attendance at the previous edition of SIMM was encouraging, with an increase of almost 32 percent, to 2,991 from 68 countries, including Portugal, Mexico, France, Italy and the U.K.

Wrapping up February's Madrid Fashion Week was *Pasarela Cibeles*, a series of SIMM-sponsored runway presentations. It featured 26 designers and 21 runway shows. The next installment of *Pasarela Cibeles* is slated for Sept. 23-26.

As part of its continued efforts to put Spain on the fashion radar, IFEMA will continue its "Madrid Lives Fashion" campaign at a purported cost of \$744,640. Dollar figures are converted from euros at current



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At the February edition of Madrid's *Pasarela Cibeles* runway shows, designer David Delfin goes retro.

exchange rates.

In February, the fair organizer sponsored a retrospective of Manuel Piña in Madrid's Circulo Bellas Artes. The late designer's knitwear and innovative silhouettes are legendary in Spain. As part of the campaign, IFEME in September will stage a footwear exhibition consisting of vintage shoes and artisan tools.

Given its wide array of activities, it comes as no surprise that IFEMA is one of Europe's trade show powerhouses. IFEMA hosted 302 trade events in 2002 including 11 international fairs.

One of the most successful fairs is La Semana Internacional de la Piel, or International Leather Week, which was staged March 28-30. It includes Iberpiel Marroquineria, a small leathersgoods show that featured 113 exhibitors, and Modacalzado, the only Spanish shoe show, with 595 vendors stretched. The combined fairs recorded a 24 percent increase in visitors, to 22,458. Of that figure, almost 13 percent, or 2,847, were foreigners.

But because of hostilities in the Middle East, fewer foreigners attended, ultimately affecting business. "It was a weaker show than last year because of the war," said Carmen Salas, the Spanish-based U.S. agent for Rebeca Sanver, an upscale women's wear exhibitor. "Regular customers from Kuwait, Greece and Turkey, for instance, were afraid to fly."

While Madrid has its fair share of fashion drama, so does its coastal sibling, Barcelona. The city's annual fine and costume jewelry fair, Barnajoya, has canceled its fall edition. "We're taking a year off to reflect on the development of a more stimulating formula for exhibitors and visitors," said director Silvia Mas. "In the present format, the fair has not had a favorable evolution and, at the same time, the domestic market is not particularly good." She said competition with Madrid's International Jewelry Week traditionally held in January was not a factor in the decision to drop Barnajoya from this year's trade calendar.

Moda Barcelona's International Bridal Week, or Noviaespaña, kicks off July 9 with three days of runway presentations in the Catalan capital's historic Casa Llotja de Mar, formerly the Barcelona stock market. Scheduled for July 11-13, Noviaespaña is expected to draw 150 exhibitors, half of whom hail from Europe.

Another draw to Barcelona is the city's fashion week, slated for Sept. 8-13, which typically features more than 30 runway presentations from local designers. Occurring simultaneously, will be Play — formerly called Spoko — a show for junior apparel that will be incorporated into Salon Gaudi, fashion week's major trade event.

Barcelona Fashion Week's executive director, Alex Flaqué, said, "In September, Barcelona Fashion Week's upgraded product offering will integrate contemporary lifestyles with maximum design potential for women's and men's wear, young talents, lingerie, swimwear and accessories."



Madrid's Semana Internacional de la Moda (SIMM) is slated for Aug. 29-Sept. 1.

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## INTERNATIONAL TRADE SHOWS

# THE WAITING GAME

By Phyllis Macchione

Italian fair organizers and fair exhibitors are facing difficult times. The recent military action in Iraq pushed the Italian textile and yarn industry into a state of suspended animation. Predictions of an economic recovery, particularly in the U.S. markets, seem less and less likely, and the boost in consumer confidence predicted to occur following the end of the short-lived war in Iraq has yet to materialize.

In spite of the gloomy outlook, most Italian producers

are managing to remain positive. "We are living a particular moment in history," said Rodolfo Botto Poala, owner of Botto Poala SpA, and president of the Como-based yarn fair, Filo, "and we just have to wait and see what the future brings. Most certainly fewer orders are being written and the market is in a state of flux. Plus, there is more competition now and we need to develop long-term strategies to deal with all of these changes."

The long-term strategy some fair organizers were considering was to direct marketing and promotional activities eastward and away from the United States, the market

of choice for many years. A weak dollar and the stagnant American economy has prompted the Italians to shift targets and look toward Japan, as well the emerging markets in China and Russia, to replace the business they are not writing in the U.S. The Italian Trade Commission, along with various fair organizers, has been sponsoring groups of Asian buyers as part of an initiative to help promote sales of Italian textiles and yarns in Asia, and many Italian producers have participated in trade shows in China.

Though by all indications, the spread of SARS in Asia is being contained, with the number of new cases reported in Hong Kong dwindling daily and cases in other cities slowly being brought under control, it is unclear how long it will be before a SARS-induced slump in business travel subsides.

Flights in and out of Asia have been greatly reduced. Travelers arriving at any of Italy's international airports are being checked by health officials. But just how this will affect fair attendance in Italy this summer and next fall remains to be seen.

According to Mario Boselli, president of the Camera Nazionale della Moda Italiana,



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if buyers from the Far East are unable to attend the fashion shows sponsored by CNMI, it's possible that fashion show organizers will take the shows to them.

"It is difficult to predict the course SARS will take, and even more difficult to predict just how many people from the Far East are planning to attend fashion shows that will take place six months from now," he said. "But if the SARS emergency isn't under control by the time the fashion shows take place in late September, we are prepared to broadcast, via the Internet, live coverage of the shows to buyers who are not able to attend the shows in person.

"The broadcasting system was developed after 9/11, and it was designed to be used if there was an increase in the number of terrorist attacks around the world," he added. "Thankfully, that didn't happen, but the system is in place and if we need it, we can use it," he added.

Raffaello Napoleone, managing director of Pitti Immagine, which organizes a variety of trade shows at the Fortezza da Basso in Florence, said he has faith in the health controls that have been implemented at all of Italy's international airports. Napoleone said he was not overly concerned with the epidemic and he felt the situation would be under control well before the men's wear show. He said he is greatly encouraged by the number of new applications Pitti Immagine has received from producers who are interested in participating in future Pitti fairs. Other Pitti shows include children's wear event Pitto Bimbo, June 27-29, and the yarn fair, Pitti Filati, scheduled for July 24 at Fortezza da Basso, Florence. Umberto Amato, one of the owners of Amato Studios, the company that organizes Shirt Avenue, which showcases shirt fabrics and tie silks, said he is also encouraged by the large number of applications received from potential

exhibitors at the next edition of Shirt Avenue, which will be held at Villa Erba in Cernobbio, Sept. 10-12. "Our sector continues to do well in spite of poor economic conditions, so it is possible the next Shirt Avenue fair will grow from 33 exhibitors to 40 or more," he said. "We are carefully checking the applications. We are encouraged because out of the 2,100 qualified buyers in the shirt sector that are invited to attend Shirt Avenue each season, between 1,900 and 2,000 attended the last edition."

Also waxing optimistic is Dr. Armando Mammina, director of Expo Cts, a Milan-based company that produces trade fairs. Expo Cts has added three fairs to the already crowded Italian fall fair calendar; all to be held at the Milan fairgrounds: Undress, a lingerie and swimwear fair (Sept. 14-16, in Milan), Milanovendemoda, featuring women's ready-to-wear (tentatively scheduled for Oct. 3-6) and Expo Textile, a fair dedicated to retail mass marketing (Nov. 11-13). Undress has stepped in and taken the place of the now-defunct Intimare, but according to Mammina, it will be a more upscale and fashion-oriented fair, with increased international participation. More than 100 brands, including Blumarine, Dior and Gianfranco Ferré, will share the 7,500-square-foot exhibition space set aside for this fair at the Milan Fairgrounds.

The second fair Expo Cts is promoting is Milanovendemoda, a women's ready-to-wear fair, which has replaced Moda Milano. Once again, Mammina's goal is to bring in new designers and increase the level of international participation. During the course of the fair, several fashion shows will be featured, including American designer Susan Cianciolo's Run Collection and a selection of fashions carried by Showroom Seven in New York. Three hundred and forty fashion exhibitors are expected to occupy the 30,000 square feet of exhibit space reserved for this fair.

The first edition of Milanovendemoda, which was held the first week of March 2003, was attended by more than 11,000 buyers from Germany, England, France, Spain, Greece, Russia, Japan and the U.S.

Mammina's third entry is Expotextil, a fashion fair for large chain stores, retailers and wholesalers who deal in volume. The fair features outerwear, knitwear, accessories, sleepwear and lingerie, socks and stockings for men and women. Approximately 25,000 square feet of exhibition space has been devoted to the first edition of Expotextil, which will take place Nov. 11-13. More than 250 exhibitors will show their collections for fall-winter 2004-2005.



A scene from Pitti Filati, scheduled for July 2-4 in Florence.

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## JUNE - JULY 2003

### FASHION SHOWS

#### MEN'S FASHION

2004 Spring-Summer Collections  
June 28 - July 1

#### HAUTE COUTURE

2003/2004 Fall-Winter Collections  
July 7-10

#### For information, please contact :

Fédération Française de la Couture,  
du Prêt-à-Porter des Couturiers  
et des Créateurs de Mode

- Tel. : +33 (0)1 42 66 64 44
- [www.modeaparis.com](http://www.modeaparis.com)

### TRADE SHOWS

#### CASABO HOMME

June 28-30  
Hôtel Saint-James & Albany  
• Tél : +33 (0)1 44 94 70 35

### CULTURAL EVENTS IN PARIS

#### ● BALLETS

##### OPÉRA NATIONAL DE PARIS BASTILLE

Ballet de l'Opéra de Paris - Maurice Béjart

##### THÉÂTRE DE LA VILLE

Pina Bausch  
Meg Stuart

#### ● OPÉRA

##### OPÉRA NATIONAL DE PARIS BASTILLE

La Traviata by Giuseppe Verdi  
Le Nozze di Figaro by Mozart  
Don Giovanni by Mozart

##### OPÉRA NATIONAL DE PARIS GARNIER

Così fan tutte by Mozart

#### ● CLASSICAL CONCERT

##### ORANGERIE DE BAGATELLE

20th Chopin festival

#### ● JAZZ/ROCK/POP

##### ZENITH

Tricky  
Deep Purple

##### LA CIGALE

Eric Truffaz

##### OLYMPIA

Moby  
Rolling Stones

##### BERCY

Rolling Stones

##### STADE DE FRANCE

Johnny Hallyday

#### ● EXHIBITIONS

##### CENTRE GEORGES POMPIDOU

Nicolas de Staël

##### MUSÉE MAILLOL

Raoul Dufy  
Jean-Michel Basquiat

##### GRAND PALAIS

Chagall

##### GALERIES NATIONALES DU JEU DE PAUME

Magritte

##### MUSÉE DU LUXEMBOURG

Gauguin

#### For further information, please contact :

The Office de Tourisme de Paris  
• [www.paris-touristoffice.com](http://www.paris-touristoffice.com)



[modfrance@defimodfrance.com](mailto:modfrance@defimodfrance.com)

### FRENCH FASHION IN AMERICA

Major french fashion and textile companies are also present at american trade shows

#### ● EUROPEAN PREVIEW

The Premier European Textile Workshop  
July 16-17

Altman building & Metropolitan Pavilion  
125-135 West 18th Street

- Tel : (203) 422 04 73

#### ● THE COLLECTIVE

July 20-22

Pier 94 New York

- Tel : (212) 759 80 55

## INTERNATIONAL TRADE SHOWS

## CALENDAR OF EVENTS

## JUNE

**1-3**, Moda Prima (knitwear — formerly known as Esma), Milan Fairgrounds, Milan. Contact: Efima. Tel: (39) 02 6610 3555. Web site: [www.fieramilano.it](http://www.fieramilano.it)

**2-4**, Gulf Beauty 2003 (fragrance, cosmetics and body care), Dubai, United Arab Emirates. Contact: Justin Boutros. Tel: (971 4) 2824737. Fax: (971 4) 2825757. E-mail: [channels@emirates.net.ae](mailto:channels@emirates.net.ae). Web site: [www.channelsexhibitions.com](http://www.channelsexhibitions.com)

**6-9**, Chibidue and Chibimart (jewelry and accessories), Milan Fairgrounds, Milan. Contact: Fiera Milano. Tel: (39) 02 485501. Web site: [www.fieramilano.it](http://www.fieramilano.it)

**7-9**, Hair Expo Australia, Sydney Convention and Exhibition Centre, Darling Harbour Sydney, NSW. Contact: Hair Expo Australia. Tel: 61-7-33717955. Web site: [www.hairexpo.com.au](http://www.hairexpo.com.au)

**7-10**, National Association of Chain Drug Stores Marketplace (cosmetics, skin care and toiletries), San Diego, California. Contact: Bill Sittman. Tel: (703) 837 4161. Fax: (703) 549 6357. Web site: [www.nacds.org](http://www.nacds.org)

**7-12**, Vincenza Oro 2 (jewelry) Vincenza Fairgrounds, Vincenza. Tel: (39) 0444 969111.

**10-11**, Luxe Pack Monaco (packaging), New York, New York. Contact: Annik Klein. Tel: (212) 925-2869. Fax: (212) 925-2507. Web site: [www.luxepack.com](http://www.luxepack.com)

**11-13**, Salon Luxe, Santé, Beauté (fragrance and cosmetics), Paris, France. Contact: Ourihya Guerdane. Tel: (33-1) 41 40 41 40 Fax: (33-1) 42 70 96 83. Web site: [www.golding.fr](http://www.golding.fr)

**17-19**, Expofil (fibers and yarns), Paris Nord Villepinte Halle 1, France. Contact: Marie-Odile Verrier/Expofil SA. Tel: (33-1) 47 56 31 63. Fax: (33-1) 40 87 16 22. E-mail: [expofil@expofil.com](mailto:expofil@expofil.com). Web site: [www.expofil.com](http://www.expofil.com)

**17-19**, Heimtextil Japan Interior Lifestyle International, Tokyo International Exhibition Center, Big Sight, Ariake, Tokyo, Japan. Contact: Messe Frankfurt. Tel: (49-69) 75 75 0. Fax: (49-69) 75 75 64 33. Web site: [www.messefrankfurt.de](http://www.messefrankfurt.de)

**17-19**, Fashion Shoe (footwear), Bologna Fairgrounds, Bologna. Contact: Bologna Fiera Tel: 051 282111. E-mail: [fashionshoe@bolognafiere.it](mailto:fashionshoe@bolognafiere.it)

**19-22**, Pitti Uomo (men's wear), Fortezza da Basso, Florence. Contact Pitti Immagine. Tel: (39) 055 36931. Web site: [www.pittimmagine.com](http://www.pittimmagine.com)

**19-22**, Hong Kong Jewellery and Watch Fair, Hong Kong Convention and Exhibition Center, Hong Kong, China. Contact: CMP Asia Ltd. Tel: (852) 2827 6211. Fax: (852) 2827 7831. E-mail: [jenniferip@cmpasia.com](mailto:jenniferip@cmpasia.com)

**19-22**, Asia's Fashion Jewellery and Accessories Fair, Hong Kong Convention and Exhibition Center, Hong Kong, China. Contact: CMP Asia Ltd. Tel: (852) 28 27 6211. Fax: (852) 2827 7831. E-mail: [jenniferip@cmpasia.com](mailto:jenniferip@cmpasia.com)

**21-23**, Hair Color USA (hair color and accessories), Miami Beach, Fla. Contact: Dana Laupton. Tel: (203) 882-1300. Fax: (203) 882-1800. E-mail: [dlaupton@advanstar.com](mailto:dlaupton@advanstar.com). Web site: [www.haircolorusaevent.com](http://www.haircolorusaevent.com)

**22-24**, Kid's Fashion Brussels, Brussels Kart Expo, 11, Avenue Gossetlaan 1702, Groot-Bijgaarden / Brussels (Belgium). Contact: Brussels Fashion Fairs. Tel: (32 2) 376 57 47. Fax: 32 2 332 0880. E-mail: [info@bff.be](mailto:info@bff.be)

**22-27**, Milano Collezioni Uomo (men's wear shows), various locations in Milan. Contact: Camera Nazionale della Moda Italiana. Tel: (39) 02 777 1081.

**25-28**, IF International Istanbul Ready-to-Wear Fair, TÜYAP Fair, Convention and Congress Center, Beylikdüzü Istanbul, Turkey. Contact: Basak Ozgürgan. Tel: 90-212-8866843/1321. Fax: 90-212-8866715. E-mail: [basakozgugergin@tuyap.com.tr](mailto:basakozgugergin@tuyap.com.tr). Web site: [tuyap.com.tr](http://tuyap.com.tr)

**27-29**, Pitti Bimbo (children's wear), Fortezza da Basso, Florence. Contact: Pitti Immagine. Tel: (39) 055 36931. Web site: [www.pittimmagine.com](http://www.pittimmagine.com)

**28-30**, International Congress of Esthetics-

*Editor's Note: Show data is subject to change and attendees are urged to confirm dates and locations. All international phone numbers save for those in Canada may be dialed with the prefix 011 plus the number as listed.*

Montreal Fashion Week gets rolling Sept. 2-5.



West (skin care and spa products), Long Beach, Calif. Contact: Elsa Herrera. Tel: (305) 443-2322. Fax: (305) 443-1664. Web site: [www.ineonline.com](http://www.ineonline.com)

**28-30**, Casabo (men's fashion), Hotel Saint-James Albany, 202 rue de Rivoli, Paris, France. Contact: Casabo. Tel: (33-1) 44 94 70 35. Fax: (33-1) 44 94 70 06. E-mail: [info@casabo.net](mailto:info@casabo.net). Web: [www.casabo.net](http://www.casabo.net)

**29-July 1**, ISPO International Fair for Sporting Goods and Sports Fashion, New Munich fairgrounds at the former Riem airport, Munich, Germany. Contact: Messe München. Tel: (49-89) 94 90 1. Fax: (49-89) 94 92 07 29. Web site: [www.ispo.com](http://www.ispo.com) or Dieter Trimp, ISPO USA. Tel: (415) 868-8882

## JULY

**2-4**, Shoes & Leather Vietnam. CMC International Exhibition & Convention Center, Ho Chi Min City, Vietnam. Contact: Top Reput Co., Ltd. Tel: (852) 2851 8603. Fax: (852) 2851 8637. Web site: [www.toprepute.com.hk](http://www.toprepute.com.hk)

**2-4**, Pitti Filati (yarns), Fortezza da Basso, Florence. Contact: Pitti Immagine. Tel: (39) 055 36931. Web site: [www.pittimmagine.com](http://www.pittimmagine.com). E-mail: [filati@pittimmagine.com](mailto:filati@pittimmagine.com)

**4-6**, Kind & Jugend, International Children's Fashion Fair, Cologne fairgrounds, Cologne, Germany. Contact: Mode Messe Cologne. Tel: (49-221) 8210. Fax: (49-221) 821-2574. Or Cologne International Trade Fairs in N.Y. Tel: (212) 974-

8836. Fax: (212) 974-8838. Web site: [www.koelnmesse.de](http://www.koelnmesse.de)

**5-7**, Mode et Mariage, Paris Expo Porte de Versailles, Paris, France. Contact: Sandrine Dupreux or Nicaro SARL. Tel: (33-1) 49 59 30 51. Fax: (33-1) 01 49 59 30 30. E-mail: [nicaro.fr@bedouk.com](mailto:nicaro.fr@bedouk.com). Web site: [www.modeetmariage.com](http://www.modeetmariage.com)

**7-10**, Paris Haute Couture Collections. Various locations, Paris, France. Contact: Chambre Syndicale. Tel: (33-1) 42 66 64 44. Fax: (33-1) 42 66 94 63. E-mail: [info@modeaparis.com](mailto:info@modeaparis.com). Web site: [www.modeaparis.com](http://www.modeaparis.com)

**8-11**, Hong Kong Fashion Week Spring/Summer 2003. HK Convention & Exhibition Centre, Hong Kong. Contact: HK Trade Development Council. Tel: (852) 2240-4527. Fax: (852) 2824-3041. E-mail: [exhibitions@tdc.org.hk](mailto:exhibitions@tdc.org.hk). Web site: [www.tdctrade.com](http://www.tdctrade.com)

**9-13**, Moda Barcelona including NOVIAESPAÑA (bridal) and PASARELA GAUDI NOVIAS runway shows. Montjuic 1 — Palacio de la Metalurgia and Casa Llotja de Mar, Barcelona, Spain. Contact: Flaqué Internacional (Alejandro Flaqué). Tel: (34) 93-2093639 or 93-2011230. Fax: (34) 93-2021378. E-mail: [moda@moda-barcelona.com](mailto:moda@moda-barcelona.com) and Web site: [www.moda-barcelona.com](http://www.moda-barcelona.com)

**12-15**, The Brisbane Reed Gift Trade Fair, Brisbane Exhibition and Convention Centre Corner Merivale and Glenelg Streets, Brisbane, Queensland. Contact: Reed Exhibitions. Tel: 61-

2-94222500. Web site: www.reedexhibitions.com.au  
**13-17**, Alta Moda Roma (haute couture shows), various locations in Rome. Contact: Camera Nazionale della Moda Italiana. Tel: (39) 02 7600 0244. Fax: (39) 06 678 1313

**18-20**, Bread & butter (selected brands), Siemens Kabelwerk, Gartenfelder Strasse 28, Berlin Spandau, Germany. Contact: Bread & butter GmbH. Tel: (49 221) 690 5238. Web site: www.breadandbutter.com

**18-20**, Premium Sportswear Couture (men's and women's fashion), U-Bahn-Tunnel Potsdamer Platz, Berlin, Germany. Contact: Premium Exhibitions GmbH. Tel: (49 30) 247 230 31. Web site: www.premiumexhibitions.com

**23-24**, Turquality Fashion Show, London, Olympia2. Contact: Sabhanur Erdemli. Tel: 00 90 212 663 0945. Fax: 00 90 212 663 09 73-74. Web site: www.Turquality.org. E-mail: info@cnr.net

**23-25**, International Fashion Fair (women's, men's and children's wear, innerwear, shoes, accessories, leather goods), Pacifico Yokohama Exhibition Hall, Yokohama, Japan. Contact: Senken Shimbu Co., Ltd. Tel: (81-3) 3263 6881. Fax: (81-3) 3263 7537. E-mail: iff@senken.co.jp. Web site: www.senken.co.jp/iff/

**27-29**, The Sun and Swimwear Show, Nine King's Suite Royal Lancaster Hotel, London W2. Contact: Janie Fox Brintex Ltd. Tel: +44 (0) 207 973 4691. Web site: www.swimwear-show.com

**27-29**, Women's & Men's Wear Brussels & 4th Avenue, Brussels Kart Expo, 11, Avenue Gossetlaan, 1702, Groot-Bijgaarden/Brussels (Belgium). Contact: Brussels Fashion Fairs. Tel: (32 2) 376 57 47. Fax: 32 2 332 0880. E-mail: info@bff.be

**27-30**, Cosmoprof North America (fragrance and cosmetics), Las Vegas, Nevada. Contact: Valentina Rubboli. Tel: (480) 281-0424. Fax: (480) 905-0708. E-mail: info@cosmoprofnorthamerica.com. Web site: www.cosmoprofnorthamerica.com

## AUGUST

**2-6**, The Reed Melbourne Gift Trade Fair, Melbourne Exhibition and Convention Centre, 2 Clarendon Street, Southbank, Melbourne, Victoria. Contact: Reed Exhibitions. Tel: 61-2-94222500. Web site: www.reedexhibitions.com.au

**2-6**, Melbourne Gift & Homewares Australia Trade Fair, Melbourne Exhibition and Convention Centre, 2 Clarendon Street, Southbank, Melbourne, Victoria. Contact: The Australian Gift & Homewares Association. Tel: 61-2-94375233. Web site: www.gpoint.com.au

**3-4**, Mode Fabrik (women's and men's wear, footwear, accessories), Anthony Fokker Business Park, (former Fokker aircraft hangar), Building 3, Fokkerweg 300, Schiphol Oost, The Netherlands. Contact: Stichting Modiefabrik. Tel: (31-20) 442 1960. Fax: (31-20) 442 1961. E-mail: mmf@modiefabrik.nl. Web site: www.modiefabrik.nl

**3-5**, CPD woman•man duesseldorf (women's wear and men's wear), Düsseldorf Fairgrounds and Fashion Houses I and II, Düsseldorf, Germany. Contact: Igedo International Modemesse Düsseldorf. Tel: (49-211) 43 96 01. Fax: (49-211) 43 96 345. Web site: www.igedo.com

**3-5**, CPD fabrics duesseldorf (apparel fabrics), Düsseldorf Fairgrounds, Düsseldorf, Germany. Contact: Igedo International Modemesse Düsseldorf. Tel: (49-211) 43 96 01. Fax: (49-211) 43 96 345. Web site: igedo.com

**7-10**, CPH Vision (men's and women's sportswear, jeanswear and collections by emerging designers), Oksnehallen, Halmstorvet 11, Copenhagen, Denmark. Contact: Exhibition Professionals, Jan Busch Carlsen. Tel: (45) 39 64 85 86. Fax: (45) 39 64 85 87. E-mail: info@ephvision.dk. Web site: www.ephvision.dk

**7-10**, Copenhagen International Fashion Fair (women's, men's and children's wear, accessories), Bella Center, Copenhagen, Denmark. Contact: Dansk Textil & Beklaedning. Tel: (45) 32 52 88 11. E-mail: info@textile.dk. Web site: www.textile.dk

**9-11**, Leipzig Fashion Fair (women's, men's children's, accessories, leathers and shoes), New Leipzig fairgrounds, Leipzig, Germany. Contact: Leipziger Messe GmbH. Tel: (49-341) 678-8230. Fax: (49-341) 678-8232. Or in Atlanta: Tel: (404) 525-7230. Fax: (404) 525-6658

**10-11**, For Attention Of (Contemporary labels), Truman Brewery, 152 Brick Lane, London E1 U.K. Contact: Gary Bott. Tel: +44 (0)207 257 8884

**10-11**, To Be Confirmed (High-end contemporary labels), Atlantis Gallery, Truman Brewery, 146 Brick Lane, London E1 U.K. Contact: Brand Progression. Tel: +44 (0)207 247 7642

**10-12**, Jewellery World Expo, National Trade Center, Toronto, Canada. Contact: Reed Exhibition Co. Tel: (416) 491-7565. Fax: (416) 491-6540/5088. E-mail: jk-lackey@reedexpo.com. Web site: www.reedexpo.com

**10-12**, Mode Accessories Show, International Plaza Hotel, Toronto, Canada. Contact: Alice Chee and Ann Dutchburn. Tel: (416) 510-0114. Fax: (416) 510 0165. E-mail: twoplusone@mode-accessories.com. Web site: mode-accessories.com

**10-12**, Moda UK (Women's wear), Halls 18,19,20, Birmingham NEC Exhibition Center, Birmingham U.K. Web site: www.moda-uk.co.uk (no contact - all online)

**17-18**, ABC Salon (bridal, cocktail and evening-

wear), MOC Sports and Fashion Center, Munich, Germany. Contact: Messe München. Tel: (49-89) 94 901. Fax: (49-89) 94 92 07 29. Web site: www.messe-muenchen.de

**17-19**, Pure Womenswear (Formal and contemporary labels), Grand Hall Olympia, London W14 U.K. Contact: Raphael Orsini, Emap Fashion. Tel: +44 (0)207 391 3375. Web site: www.purewomenswear.co.uk

**19-21**, ASRA Sport & Apparel Buy Mart Big Four Building, Calgary, Alberta. Tel: (403) 253-8783. E-mail: asra1@telusplanet.net

**23-25**, Can-Am Western Apparel Trade Show, Spruce Meadows Equiplax, Calgary, Alberta. Tel: (403) 995-2135

**26-29**, MODA Moscow Autumn 2003 (women's and children's wear, sportswear, jeanswear, innerwear, footwear, accessories, fur, leather goods), Gostiny Dvor, Moscow, Russia. Contact: ITE Group. Tel: (7 095) 935 7350. Fax: (7 095) 935 7351. E-mail: moda@ite-expo.ru. Web site: www.moda-expo.ru

**29-Sept. 1**, SIMM (Semana Internacional de la Moda de Madrid), Madrid International Fashion Week including IMAGENMODA trade event, INTIMA-MODA-BAÑO (swimwear and lingerie); CIEN X CIEN (jeans and sportswear). Juan Carlos I fairgrounds, Madrid, Spain. Contact: Ifema (Pola Iglesias). Tel: (34) 91-7225070. Fax: (34) 91-7225789. E-mail: semanamoda@ifema.es and Web site: www.semanamoda.ifema.es

**29-Sept. 7**, Du und Deime Welt (cosmetics, health and fitness products). Contact: Sonja Tegtmeier. Tel: (49) 040 3569 2112. Fax: (49) 040 3569 2159. E-mail: DDW@hamburg-messe.de. Web site: www.hamburg-messe.de

**29-31**, Tracht and Country Classics (women's and men's country and folkloric wear), Salzburg Fairgrounds, Salzburg, Austria. Contact: Reed Messe Salzburg. Tel: (43-662) 44 77 0. Fax: (43-662) 44 77 161. Web site: www.reedexpo.at

**31-Sept. 3**, The JAA Australian Jewelry Fair, Sydney Exhibition Centre, Darling Harbour, Sydney, Australia. Contact: Expertise Events. Tel: (612) 9939 4445. Fax: (612) 9939 4229. E-mail: info@expertiseevents.com.au. Web site: www.expertiseevents.com.au

## SEPTEMBER

**1**, Journées Fournisseurs (textiles), Palais des Congres, Paris, France. Contact: Isabelle Vermeulen. Tel: (33-1) 47 56 32 32. Fax: (33-1) 47 56 32 99. E-mail: ivermeulen@la-federation.com. Web site: www.journéesfournisseurs.com

**1-7**, Melbourne Spring Fashion Week (consumer), Venues around Melbourne. Contact: Spin Communications Melbourne. Tel: 61-3-95292233. Web site: www.spin.com.au

**2-3**, Tissu Premier (textiles), Grand Palais, Lille, France. Contact: Marion Tezenas du Montcel. Tel: (33-1) 47 56 32 32. Fax: (33-1) 47 56 32 99. E-mail: tissupremier-visiteurs@la-federation.com. Web site: www.tissupremier.com

**2-4**, Poznan Fashion Week (women's, men's and children's wear, footwear, textiles, accessories), Poznan Fairgrounds, Poznan, Poland. Contact: The Poznan International Fair Ltd. Tel: (48-61) 869 2515. Fax: (48-61) 869 2951. E-mail: ptm@mtp.com.pl. Web site: www.jesien.pl/en

**2-5**, Montreal Fashion Week, Hotel St. Paul. Tel: (514) 392-0500. www.montrealffashionweek.info

**3-5**, Munich Fabric Start, International Preview Fabric Fair, MOC Sports and Fashion Center, Munich, Germany. Contact: Messe München. Tel: (49-89) 94 90 1. Fax: (49-89) 94 92 07 29. Web site: www.messe-muenchen.de

**3-5**, All China Leather Exhibition (leather goods, related materials), Shanghai New International Expo Center, Pudong, China. Contact: China Leather Industrial Association. Tel: (86) 10 65 26 19 35. Fax: (86) 10 65 23 16 98

**5-6**, Beauty Prague (skin, nail, and hair care, fragrance, cosmetics, accessories and salon equipment), Prague, Czech Republic. E-mail: expona@expona.cz. Web site: www.expona.cz

**5-8**, Casabo Homme by Casabo Femme (men's and women's fashion), Paris-Expo, Hall 7, Porte de Versailles, Paris, France. Contact: Casabo. Tel: (33-1) 44 94 70 35. Fax: (33-1) 44 94 70 06. E-mail: info@casabo.net. Web site: www.casabo.net

**5-8**, Premiere Classe, Paris Expo, Hall 7, Porte de Versailles, Paris, France. Contact: Charlotte Fortunet. Tel: (33-1) 40 13 74 70. Fax: (33-1) 40 13 74 80. E-mail: charlotte@whosnext.com. Web site: www.premiere-classe.com

**5-8**, Prêt-à-Porter Paris, Paris Expo Porte de Versailles Hall 7, Paris, France. Contact: Sodes. Tel: (33-1) 44 94 70 00. Fax: (33-1) 44 94 70 05. E-mail: exhidept@pretparis.com. Web site: www.pretparis.com

**5-8**, Tranoi Preview (women's intermediate collections, accessories), Bourse de Commerce, Paris, France. Contact: Mariel Gamboa or Iris Le Floch. Tel: (33-1) 53 01 84 93. Fax: (33-1) 42 71 07 03. E-mail: tranoi@fairteam.com

**5-8**, Who's Next (women's and men's wear, sportswear, jeanswear, juniors and accessories). Paris Expo,

Hall 3, Porte de Versaille, Paris, France. Contact: Charlotte Fortunet. Tel: (33-1) 40 13 74 70 Fax: (33-1) 40 13 74 84. E-mail: dezalay@whosnext.com. Web site: www.whosnext.com

**5-8**, Bijorhca / Eclat de Mode (silver, costume jewelry and accessories). Paris Expo, Porte de Versaille, Paris, France. Contact: Reed Expositions France. Tel: (33-1) 47 56 52 82. Fax: (33-1) 47 56 24 92. E-mail: info@bijorhca.com. Web site: www.bijorhca.com

**5-8**, Bijorhca / Montres & Bijoux (watches and fine jewelry). Paris Expo, Porte de Versaille, Paris, France. Contact: Reed Expositions France. Tel: (33-1) 47 56 52 82. Fax: (33-1) 47 56 24 82. E-mail: info@bijorhca.com. Web site: www.bijorhca.com

**5-8**, Bijoux (costume jewelry), Milan Fairgrounds, Milan. Contact: Fiera Milano. Tel: (39) 02 48550311. www.fieramilano.it. www.fmi.it

**5-9**, Maison & Objet, (home design), Paris-Nord Villepinte Parc des Expositions, Paris, France. Contact: SAFL. Tel: 01 44 29 02 00. Fax: 01 44 29 02 01. Web: safalons.fr

**6-8**, Interfilere Lyon (textiles), Eurexpo Center, Lyon, France. Contact: Anne-Lise Thuvin. Tel: (33-1) 47 56 32 32. Fax: (33-1) 47 56 32 99. E-mail: althauvin@la-federation.com. Web site: www.interfilere.com

**6-8**, Lyon Mode City (Intimate Apparel & Swimwear), Eurexpo Center, Lyon, France. Contact: Claire Jonathan. Tel: (33-1) 47 56 32 32. Fax: (33-1) 47 56 32 99. E-mail: lmc@la-federation.com. Web site: www.lyonmodedecity.com

**6-8**, Salon de la Maroquinerie (leather goods), Paris Expo, Porte de Versailles, Paris, France. Contact: Sedim/Federation Francaise de la Maroquinerie. Tel: (33-1) 42 44 22 44. Fax: (33-1) 42 44 22 45. E-mail: maroquinerie.francaise@wanadoo.fr. Web site: www.fmaroquinerie.fr

**6-8**, Midec International Shoe Fair, Paris Expo, Hall 4, Porte de Versailles, Paris, France. Contact: Midec Paris. Tel: (33-1) 44 71 71 71. Fax: (33-1) 44 71 71 84. E-mail: org@midec.com. Web site: www.midec.com

**6-11**, Oragemma Vincenza fairgrounds, Vincenza Tel. (39) 0444 969 111

**7-8**, International Congress of Esthetics-Southwest (skin care and spa products), Dallas, Tex. Contact: Elsa Herrera. Tel: (805) 443-2322. Fax: (805) 443-1664. Web site: www.ineonline.com

**7-8**, Professional Nails 2003 (nail products), London, England. Contact: Melody Johansson, Bruce Ferguson, Mike Cunliff. Tel: (44 207) 610 3001. Fax: (44 207) 610 3566. E-mail: melodyj@tradesexhibitions.com. Web site: www.professionalbeauty.co.uk

**8-11**, Pasarela Gaudi runway shows, Montjuïc 1 — Pabellón Italiano, Barcelona, Spain. Contact: Flaqué Internacional (Alejandro Flaqué). Tel: (34) 93-2093639 or 93-2011230. Fax: (34) 93-2021378. E-mail: moda@moda-barcelona.com and Web site: www.moda-barcelona.com

**9-11**, Fashion China, Intex Shanghai, 88 Loushanguan Road, Shanghai, China. Contact: Igedo International Modemesse. Tel: (49-211) 43 96 01. Fax: (49-211) 43 96 345. E-mail: fashion-china@igedo.com. Web site: www.igedo.com

**9-11**, Moda In (fabrics) Milan Fairgrounds, Milan. Contact: S.I.Tex. Tel: (39) 02 66103820. Web site: www.fieramodain.it. E-mail: www.modainfair.com

**10-12**, Shirt Avenue Tie Blvd. (shirt fabrics, tie silk), Villa Erba, Cernobbio. Contact: Amatostudio Tel: (39) 02 4817207. Web site: www.shirt-avenue.com. E-mail: shirtavenue@asstex.it

**10-12**, Japan Jewellery Fair 2002. Tokyo Big Sight, East Exhibition Hall 2&3, Tokyo, Japan. Contact: Mr. Daisuke Nagata. Tel: (81-3) 5551 9535. Fax: (81-3) 5551 9495. E-mail: dice@icon.ne.jp. Web site: www.jjf.ne.jp.international.htm

**11-13**, Moda Barcelona including GAUDI MUJER (women's ready-to-wear); GAUDI HOMBRE (men's ready-to-wear) and ESPACIO GAUDI INTIBANO (swimwear and lingerie). Montjuïc 1 - Palacio 1, Barcelona, Spain. Contact: Flaqué Internacional (Alejandro Flaqué). Tel: (34) 93-2093639 or 93-2011230. Fax: (34) 93-2021378. E-mail: moda@moda-barcelona.com and web: www.moda-barcelona.com

**11-14**, Baltic Textile & Leather, Lithuanian Exhibition Centre (LITEXPO), Vilnius, Lithuania. Tel: (370-2) 250 726. Fax: (370-2) 233 700. E-mail: info@lithuania.messefrankfurt.com. Web site: www.heimtextil.de

**11-15**, Alberta Fashion Mart, Northlands Agricom, Edmonton. Tel: (780) 484-7541. E-mail: afm@shaw.ca. Web site: www.albertafashion.ca

**11-15**, International Jewelry Week including IBER-JOYA (fine jewelry, silver, watches) and BISUTEX (costume jewelry). Juan Carlos I fairgrounds, Madrid, Spain. Contact: Ifema (Pola Iglesias). Tel: (34) 91-7225070. Fax: (34) 91-7225789. E-mail: semanamoda@ifema.es and Web site: www.semanamoda.ifema.es

**12-14**, Cosmetics Wiesbaden (cosmetics, skin, nail and foot care, tanning solutions), Wiesbaden, Germany. Contact: Nathalie Bock. Tel: (49) 072 259 16 150. Fax: (49) 072 259 16 179. E-mail: bock@ki-verlag.de. Web site: *Continued on page 18*

## INTERNATIONAL TRADE SHOWS

## CALENDAR OF EVENTS

Continued from page 17  
www.ki-online.de

**12-14**, Pitti Casa (houseware), Fortezza da Basso, Florence. Contact: Pitti Imagine. Tel: (39) 055 36931. Web site: www.pittimagine.com

**12-15**, Cosmoprof Cosmetica (fragrance, cosmetics, hair accessories and body care), Sao Paulo, Brazil. Tel: (39 02) 796 420. Fax: (39 02) 795 036. Web site: www.cosmoprof.com.br

**14-16**, Undress (swimwear and lingerie), Milan Fairgrounds, Milan. Contact: Iniziative Fieristica (39) 0233103420. Web site: www.iniziativefieristica.com

**14-16**, Expo Cycle Place Bonaventure, Montreal. Contact: Sumar Clarke. Tel: (905) 853-5031. Fax: 905-853-7632. E-mail: Info@btac.org. Web site: www.btac.org

**14-16**, Fashion Exposed Autumn/Winter 2004, Melbourne Exhibition and Convention Centre, 2 Clarendon Street, Southbank Melbourne, Victoria. Contact: Australian Exhibitions & Conferences. Tel: 61-3-96547773. Web site: www.aec.net.au

**14-18**, International jewelry week including Iberjoya (fine jewelry, silver, watches), and Bisutex (costume jewelry and accessories). Juan Carlos I fairgrounds, Madrid, Spain. Contact: Ifema. Tel: (34) 91-7225000. Fax: (34) 91-7225792. E-mail: iberjoya@ifema.es. Web site: www.iberjoya.ifema.es

**16-19**, Texworld (textiles), C.N.I.T. Paris La Defense, Paris, France. Contact: Mr Michael Scherpe. Tel: (33-1) 55 26 89 89. Fax: (33-1) 40 35 09 00. E-mail: info@france.messefrankfurt.com. Web site: www.messefrankfurt.com

**17-19**, Cuir (leather tradeshow), Paris Expo, Porte de Versailles, Paris, France. Contact: Societe International du Cuir. Tel: (33-1) 43 59 05 69. Fax: (33-1) 43 59 30 02. E-mail: contactsic@sigroup.com. Web site: www.lecuiraparis.com

**17-19**, Cosmeeting Beyond Beauty (fragrance, cosmetics, hair accessories and body care), Paris, France. Contact: Anne-France Mareine. Tel: (33-1) 44 69 95 55. E-mail: anne.france@cosmeeting.com. Web site: www.cosmeeting.com



Spain's Semana Internacional de la Moda is slated for Aug. 29-Sept. 1.

**17-20**, Mod'Amont (textiles, fibers, supplies), Parc d'Expositions de Paris-Nord Villepinte, Paris, France. Contact: SEPIC. Tel: (33-1) 44 71 71 71. Fax: (33-1) 44 71 04 04. E-mail: info@modamont.fr. Web site: www.modamont.net

**17-20**, Premiere Vision (textiles), Parc d'Expositions de Paris-Nord Villepinte, Paris, France. Contact: Laurence Teinturier c/o France Ligne, Inc. Tel: (203) 861 2082. Fax: (203) 629 9157. E-mail: premierevision@franceligne.com or info@premierevision.fr. Web site: www.premierevision.fr

**17-20**, Indigo (textiles), Parc d'Expositions de Paris-Nord Villepinte, Paris, France. Contact: Carole

Jolley. Tel: (33-3) 20 63 78 32. Fax: (33-3) 20 63 78 34. E-mail: carol-indigo@lille.cci.fr

**17-20**, Asia's Fashion Jewellery and Accessories Fair, Hong Kong Convention and Exhibition Center, Hong Kong, China. Contact: CMP Asia Ltd. Tel: (852) 28 27 6211. Fax: (852) 2827 7831. E-mail: jenniferip@cmpasia.com

**17-21**, Hong Kong Jewellery and Watch Fair, Hong Kong Convention and Exhibition Center, Hong Kong, China. Contact: CMP Asia Ltd. Tel: (852) 2827 6211. Fax: (852) 2827 7831. E-mail: jenniferip@cmpasia.com

**18-20**, Fil Event (yarn), Parc d'Expositions de

**poznań fashion week**

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Paris-Nord Villepinte Hall 6, Paris, France. Contact: Fil Event SAS. Tel: (33-1) 47 56 31 30. Fax: (33-1) 47 56 31 92. E-mail: fil-event@fil-event.com. Web site: www.fil-event.com

**18-21**, GDS International Shoe Fair, Dusseldorf fairgrounds, Dusseldorf, Germany. Contact: Messe Dusseldorf. Tel: (49-211) 45 60 01. Fax: (49-211) 45 60 668

**19-29**, Western Apparel Markets Show, The Fashion Center, Vancouver, B.C. Tel: (604) 682-5719 www.passporttofashion.com

**20-23**, Ontario Fashion Exhibitors Market, Toronto Congress Center. Contact: Serge Micheli. Tel: (416) 596-2401. E-mail: ofe@on.aibn.com

**20-23**, Mipel (leather accessories), Milan Fairgrounds, Milan. Tel: (39) 02 584511. www.fieramilano.it www.mipel.com email: segreteria@mipel.com

**20-23**, Micam (footwear), Milan Fairgrounds, Milan. Contact: Anei. Tel: (39) 02 438 291. www.fieramilano.it www.mipel.com. E-mail: segreteria@mipel.com (two web sites?)

**20-25**, London Fashion Week (Venue TBC). Contact: Rosie Davis, Single Market Events Ltd. Tel: +44 (0) 208 332 7236. Web site: www.londonfashionweek.co.uk

**21-26**, Montreal Market Week, 555 Chabanel West. Contact: Eyal Cohen. Tel: (514) 381-5921. E-mail: Cohen@555chabanel.com. Web site: www.canadafashionmart.com

**22-24**, Ideabiella (fabrics), Villa Erba, Cernobbio. Contact: Ideabiella. Tel: (39) 015 84831.

**22-26**, Toronto Fashion Week, Liberty Grand and various locations. Tel: (416) 954-9896. E-mail: fdcc@sympatico.ca. Web site: www.torontofashionweek.com

**23-25**, Textilmoda, textile fashion fair, Juan Carlos I Exhibition Centre, Madrid, Spain. Tel: (34) 91 722 53 52 or (34) 91 722 50 00. Fax: (34) 91 722 57 64/82 or (34) 91 721 22 50. E-mail: infoifema@ifema.es. Web site: www.textilmoda.ifema.es

**23-25**, Textilmoda (textiles for apparel), Juan Carlos I fairgrounds, Madrid, Spain. Contact: Ifema (Felix Perez-Fajardo). Tel: (34) 91-7225180. Fax: (34) 91-7225789. E-mail: infoifema@ifema.es and Web site: www.textilmoda.ifema.es

**23-26**, Collection Premiere Moscow CPM (fashion), Expocenter, Hall 7, Moscow, Russia. Contact: Igedo Company Dusseldorf. Tel: (49 211) , 4396 01. Fax: (49-

211) 43 96 345. Web site: www.igedo.com

**23-26**, Heimtextil Rossija (home and interior textiles). Moscow, VVC, Hall 70 Center Moskva, (VVC), Moscow, Russia. Contact: Messe Frankfurt. Tel: (49-69) 75 75 0. Fax: (49-69) 75 75 64 33 E-mail: textilexpo@textilexpo.ru. Web site: www.textilexpo.ru

**23-26**, International Apparel Textiles Salon, Heimtextil Rossija (home textiles, floor coverings and interior furnishings), All Russian Exhibition Center 9WC, Moscow, Russia. Contact: Messe Frankfurt. Tel: (49-69) 75 75 0. Fax: (49-69) 75 75 64 33 or www.messefrankfurt.de

**23-26**, Techtexile Rossija (technical textiles and nonwovens), All Russian Exhibition Center 9WC, Moscow, Russia. Contact: Messe Frankfurt. Tel: (49-69) 75 75 0. Fax: (49-69) 75 75 64 33 or www.messefrankfurt.de

**23-26**, Pasarela Cibeles runway shows, Juan Carlos I fairgrounds, Madrid, Spain. Contact: Ifema (Pola Iglesias). Tel: (34) 91-7225070. Fax: (34) 91-7225789. E-mail: semanamoda@ifema.es and Web site: www.semanamoda.ifema.es

**24-28**, Portojoia (jewelry, gold, watches), Exponor, 4450 Leça Da Palmeira, Porto, Portugal. Tel: (351-22) 998 14 00. Fax: (351-22) 995 74 99. E-mail: visit.portojoia@exponor.pt. Web site: www.exponor.pt

**25-26**, Moda Pelle by Pitti Immagine (leather) Fortezza da Basso, Florence. Contact: Pitti Immagine. Tel: (39) 055 36931. Web site: www.pittimmagine.com

**25-28**, Luxury China (jewelry and watches), Shanghai New International Expo Center, Pudong, Shanghai, China. Contact: Messe Muenchen. Tel: (49) 89 949 20 180. Fax: (49) 89 949 20 189. E-mail: newsline@messe-muenchen.de. Web site: www.messe-muenchen.de

**26-28**, Semana Internacional de la Piel (International Leather Exhibition), including MODA-CALZADO (footwear) and IBERPIEL MARROQUINERIA (small leathersgoods). Juan Carlos I fairgrounds, Madrid, Spain. Contact: Ifema (Pola Iglesias). Tel: (34) 91-7225070. Fax: (34) 91-7225789. E-mail: semanamoda@ifema.es and Web site: www.semanamoda.ifema.es

**26-29**, Heimtextil India, India International Trade Fair for Home and Household Textiles and Accessories, Pragati Maidan, New Delhi, India. Contact: Messe Frankfurt. Tel: (49-69) 75 75 0. Fax: (49-69) 75 75 64 33. Web: messefrankfurt.de

**27-30**, International Leather Goods Fair (leather goods and accessories), Offenbach, Germany. Contact: Offenbacher Messe Gesellschaft. Tel: (49-69) 829 75 50. Fax: (49-69) 829 75 560

**27-30**, Sydney Gift & Homewares Australia Trade Fair, Sydney Showground, Sydney Olympic Park, Sydney, NSW. Contact: The Australian Gift & Homewares Association. Tel: 61-2-94375233. Web site: www.gpoint.com.au

**27-Oct. 1**, The Sydney Reed Gift Trade Fair, Sydney Convention and Exhibition Centre, Darling Harbour Sydney, NSW. Contact: Reed Exhibitions. Tel: 61-2-94222500. Web site: www.reedexhibitions.com.au

**27-Oct. 5**, Moda Donna (women's wear shows), Milan, various locations. Contact: Camera Nazionale della Moda Italiana. Tel: (39) 027 600 0244

**28-29**, ABA Saskatoon (hair, nail and skin care), Saskatoon, Canada. Contact: Marc Speir. Tel: (905) 568-0158. Fax: (905) 568-1581. Web site: www.abacanada.com

**28-29**, Professional Beauty 2003 (cosmetics and hair care), Contact: Bruce Ferguson. Tel: (44) 207 610 3001. Fax: (44) 207 610 3566. E-mail: brucef@tradesexhibitions.com. Web site: www.professionalbeauty.co.uk

**30-Oct. 2**, Prato Expo (fabrics), Fortezza da Basso, Florence. Contact: Prato Trade. Tel: (39) 0574 455 280. Web site: www.pratoexpo.com

## OCTOBER

**1-2**, Online Marketing Duesseldorf, Trade fair for Advertising and Marketing in the Internet, Dusseldorf fairgrounds, Dusseldorf, Germany. Contact: Igedo International Modemesse Dusseldorf. Tel: (49-211) 43 96 01. Fax: (49-211) 43 96 345. Web site: www.igedo.com

**3-5**, Accessoire and Mode München (trade fair for jewelry, accessories, fashion and gifts), MOC Sports and Fashion Center, Munich, Germany. Contact: Messe München. Tel: (49-89) 94 92 07 20. Fax: (49-89) 94 92 14 19 or www.messe-muenchen.de

**3-6**, Moda Milano MODIT (women's RTW), Super Studio Piu, Milan. Contact: Efima. Tel: (39) 02661631. www.fieramilano.it www.sistemamodaitalia.it

**3-6**, Milanovendemoda (women's RTW), Milan Fairgrounds, Milan. Contact: Iniziative Fieristica. Tel: (39) 0233103420. www.expocets.it

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- Clothing Findings Trimmings & Accessories
- Hosiery

## INTERNATIONAL TRADE SHOWS

## CALENDAR OF EVENTS

Continued from page 19

**3-6**, White (women's RTW), SuperStudio Piu, Milan. Contact: Tel: (39) 39 02 661 631. E-mail: info@whitemilano.it

**5-7**, Golf Europe 2002, International Trade Fair for the Sport of Golf (including apparel), New Munich Fairgrounds at the former Riem airport, Munich, Germany. Contact: Messe München. Tel: (49-89) 94 90 1. Fax: (49-89)94 92 07 29. Web site: www.messe-muenchen.de

**6-8**, Asia Pacific Leather Fair (APLF) Fashion and Finished Products Show (footwear, leather goods, accessories), Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: Asia Pacific Leather Fair Ltd. Tel: (852) 2827 6211. Fax: (852) 2827 7831

**7-9**, Active Collection (sportswear, activewear, outerwear, equipment). Tokyo Big Sight, 3-21-1 Ariake, Koto, Tokyo, Japan. Contact: Mediahouse Co., Ltd. Tel: (81-3) 3813 3601. Fax: (81-3) 3813 3188. E-mail: info@activecollection.com. Web site: www.activecollection.com

**7-9**, Interstoff Asia Autumn (textiles), Convention & Exhibition Center, Hong Kong China. Contact: Messe Frankfurt. Tel: (49 69) 75 75 0. Fax: (49 69) 75 75 64 33. E-mail: info@hongkong.messefrankfurt.com. Web site: www.messefrankfurt.com

**7-10**, Ambiente Russia (hair, nails and accessories), Moscow, Russia. Tel: (46 69) 7 095 721 1057. Fax: (46 69) 7 095 721 1057. E-mail: info@russia.messefrankfurt.com Web site: www.ambiente.messefrankfurt.com

**7-15**, Paris Ready to Wear Collections. Various locations, Paris, France. Contact: Chambre Syndicale. Tel: (33-1) 42 66 64 44. Fax: (33-1) 42 66 94 63. E-mail: info@modeaparis.com. Web site: www.modeaparis.com

**8-10**, Ideacomo (fabrics), Villa Erba, Cernobbio. Contact: Ideacomo. Tel: (39) 031 513312. Web site: www.ideacomo.com

**8-12**, Workshop (women's wear, accessories, home accessories), Cercle Republicain, Paris, France.



Bread &amp; Butter Berlin will be held July 18-20.

Contact: Workshop Salons. Tel: (33-1) 44 54 10 90 48. Fax: (33-1) 44 54 09 48. E-mail: contact@workshopsalons.com Web site: www.workshopsalons.com

**9-11**, IOFT, Tokyo Big Site, Tokyo, Japan. Contact: Reed Exhibitions Japan Ltd. Tel: (81) 3 3349 8505 Fax: (81) 3 3345 7929

**9-11**, Pirmasenser International Leather Week/Salon Euro-shoe-Design, Pirmasens fairgrounds, Pirmasens, Germany. Contact: Pirmasenser Messe GmbH. Tel: (49-6331) 55 33 00. Fax: (49-6331) 65758

**9-12**, Tranoi Femme (women's wear, accessories), Espace Austerlitz, Paris, France. Contact: Mariel Gamboa or Iris Le Floch. Tel: (33-1) 01 53 01 84 93. Fax: (33-1) 42 71 07 03. E-mail: tranoi@fairteam.com

**9-12**, Tranoi Shoes, Bourse de Commerce, Paris,

France. Contact: Mariel Gamboa or Iris Le Floch. Tel: (33-1) 01 53 01 84 93. Fax: (33-1) 42 71 07 03. E-mail: tranoi@fairteam.com

**10-12**, Moda Made in Italy (International trade fair for shoes), MOC Sports and Fashion Center, Munich, Germany. Contact: Messe München. Tel: (49-89) 94 92 07 20. Fax: (49-89) 94 92 14 19 or www.messe-muenchen.de

**10-13**, Atmosphere d'Ete (women's wear), Hotel St. James & d'Albany and Jardin des Tuileries, Paris, France. Contact: Sodes. Tel: (33-1) 44 94 70 00. Fax: (33-1) 44 94 70 05 E-mail: exhibdept@pretparis.com. Web site: comexpo-paris.com

**10-13**, Paris Sur Mode (women's wear), Jardin des Tuileries, Paris, France. Contact: Muriel Guyot. Tel: (33-1) 45 62 44 08. E-mail: muriel.guyot@

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**10-13**, Premiere Classe (accessories), Jardin des Tuileries, Paris, France. Contact: Charlotte Fortunet. Tel: (33-1) 40 13 74 70. Fax: (33-1) 40 13 74 80. E-mail: [charlotte@whosnext.com](mailto:charlotte@whosnext.com). Web site: [www.premiere-classe.com](http://www.premiere-classe.com)

**10-13**, Premiere Classe (accessories), Jardin des Tuileries, Paris, France. Contact: Charlotte Fortunet. Tel: (33-1) 40 13 74 70. Fax: (33-1) 40 13 74 80. E-mail: [charlotte@whosnext.com](mailto:charlotte@whosnext.com). Web site: [www.premiere-classe.com](http://www.premiere-classe.com)

**10-13**, Istanbul Fashion Week

**12-13**, Mondial Coiffure Beauté (salon products and equipment). Contact: Robert Marachal. Tel: (33-1) 42 61 53 24. Fax: (33-1) 40 15 00 11. E-mail: [mcb@dial.com](mailto:mcb@dial.com). Web site: [www.salonsmcb.com](http://www.salonsmcb.com)

**12-13**, Professional Beauty North (fragrance, makeup and skin care). Manchester, England. Contact: Bruce Ferguson. Tel: (44) 207 610 3001. Fax: (44) 207 610 3566. E-mail: [brucef@tradesexhibitions.com](mailto:brucef@tradesexhibitions.com). Web site: [www.professionalbeauty.co.uk](http://www.professionalbeauty.co.uk)

**14-16**, Intertextile Shanghai Autumn. Shanghai New International Expo Centre, Pudong, Shanghai, China. Contact: Messe Frankfurt. Tel: (49 69) 75 75 0. Fax: (49 69) 75 75 64 33. E-mail: [info@hongkong.messefrankfurt.com](mailto:info@hongkong.messefrankfurt.com). Web site: [www.interstoff.com](http://www.interstoff.com)

**16-20**, IKME (knitwear machinery), Milan Fairgrounds, Milan. Tel: (39) 02 584511. [www.fmi.it](http://www.fmi.it)

**19-24**, L'Oréal New Zealand Fashion Week Autumn/Winter 2004, Auckland Town Hall, The Edge Auckland, New Zealand. Contact: New Zealand Fashion Week Limited. Tel: 64-9-3778033. Web site: [www.nzfashionweek.com](http://www.nzfashionweek.com)

**20-22**, Montreal Market Week, 555 Chabanel West. Contact: Eyal Cohen. Tel: (514) 381-5921. E-mail: [Cohen@555chabanel.com](mailto:Cohen@555chabanel.com). Web site: [www.canadafashionmart.com](http://www.canadafashionmart.com)

**22-25**, Luxe Pack Monaco (packaging). Grimaldi Forum, Monaco. Contact: Annik Klein. Tel: (1 212) 925 2869. Fax: (1 212) 925 2507. Web: [luxepack.com](http://luxepack.com)

**24-27**, Tax Free World Exhibition (cosmetics and fragrance). Cannes, France. Contact: Rowena Holland. Tel: (44) 16 89 84 35 82. E-mail: [contact@tfwa.com](mailto:contact@tfwa.com). Web site: [www.tfwa.com](http://www.tfwa.com)

**25-26**, Cosmetic München (cosmetics, fragrance, skin and nail care). Munich, Germany. Contact: Natalie Lubral. Tel: (49) 07 21 165 150. E-mail:

[Natalie.lubral@health-and-beauty.com](mailto:Natalie.lubral@health-and-beauty.com). Web site: [health-and-beauty.com](http://health-and-beauty.com)

**25-27**, Designers & Agents (Spring 2004), Aoyama Bell Commons, 2-14-6 Kita Aoyama — Minato-ku, Tokyo. Tel: (212) 302-9575. Fax: (212) 302-9576. E-mail: [da@designer-sandagents.com](mailto:da@designer-sandagents.com). Web site: [www.designerandagents.com](http://www.designerandagents.com). PR contact: Company Agenda. Tel: (212) 358-9516

**25-28**, Silmo, Salon International de l'Optique Lunetterie (eyewear, related equipment). Paris Expo, Porte de Versailles, Paris, France. Contact: Isabella Ferreira. Tel: (33-1) 4909 6126. Fax: (33-1) 4909 6106. E-mail: [iferreira@comexpo-paris.com](mailto:iferreira@comexpo-paris.com). Web site: [www.silmo.fr](http://www.silmo.fr)

**26-29**, Mercedes Australian Fashion Week Autumn/Winter 2004, Federation Square Melbourne, Victoria. Australian Fashion Innovators, Melbourne. Tel: 61-3-95292233. Web site: [www.mafw.com.au](http://www.mafw.com.au)

**27-28**, Como Crea (textile), Villa Erba, Cernobbio. Contact: [comocrea@apacomo.it](mailto:comocrea@apacomo.it)

**28-30**, Lineapelle (leather, hides and accessories), Bologna Fairgrounds, Bologna. Contact: Areapelle. Tel: (39) 02 8807711. E-mail: [milano@lineapelle.it](mailto:milano@lineapelle.it)

## NOVEMBER

**4-6**, Interselection (textiles). Parc d'Expositions, Paris-Nord Villepinte, Paris, France. Contact: Eurovet. Tel: (33-1) 47 56 32 32. Fax: (33-1) 47 56 32 99. E-mail: [interselection@la-federation.net](mailto:interselection@la-federation.net). Web site: [www.interselection.net](http://www.interselection.net)

**4-7**, 10th Annual National Fragrance Week (retail fragrance events). Contact: Mary Ellen Lapansky. Tel: (1 212) 725 2755. E-mail: [info@fragrance.org](mailto:info@fragrance.org). Web site: [www.fragrance.org](http://www.fragrance.org)

**5-7**, Hong Kong Optical Fair, Hong Kong Convention Center, Hong Kong, China. Contact: Hong Kong Trade Development Council. Tel: (852) 22 40 45 27. Fax: (852) 2824 30 41. E-mail: [exhibitions@tdc.org.hk](mailto:exhibitions@tdc.org.hk)

**5-7**, Filo (yarn) Villa Erba, Cernobbio, Italy. Contact: GB Studio. Tel: (39) 02 76018402. E-mail: [info@filo.com](mailto:info@filo.com)

**6-8**, Fatex (textiles). Parc d'Expositions, Paris-Nord Villepinte, Paris, France. Contact: Samia Bouaricha. Tel: (33-1) 40 20 03 98. Fax: (33-1) 40 20 05 18. E-mail: [pro.fatex@wanadoo.fr](mailto:pro.fatex@wanadoo.fr) / [samia.bs@wanadoo.fr](mailto:samia.bs@wanadoo.fr). Web site: [www.fatex.fr](http://www.fatex.fr)

**11-13**, Techtexil South America, International Trade

Fair for Technical Textiles and Nonwovens, ITM Expo, São Paulo, Brazil. Contact: Messe Frankfurt. Tel: (49-69) 75 75 0. Fax: (49-69) 75 75 64 33. Web site: [messefrankfurt.de](http://messefrankfurt.de)

**11-13**, Expo Textile, Milan Fairgrounds, Milan. Contact: Iniziative Fieristica (39) 0233103420. Web site: [www.iniziativefieristiche.com](http://www.iniziativefieristiche.com) E-mail: [modaimco@bo.ca.it](mailto:modaimco@bo.ca.it)

**12-14**, Cosmoprof Asia (natural beauty). Hong Kong, China. Contact: Valentina Rubboli. Tel: (852) 282 76221. Fax: (852) 282 77831. E-mail: [comoaisa@cmpasia.com](mailto:comoaisa@cmpasia.com). Web site: [cosmoprof.com](http://cosmoprof.com)

**20-23**, Beijing International Jewellery Fair: China World Trade Center, Beijing, China. Contact: Neway Fairs. Tel: (85-2) 2561 5566. Fax: (85-2) 2811 9156. E-mail: [info@newayfairs.com](mailto:info@newayfairs.com). Web site: [www.newayfairs.com](http://www.newayfairs.com). Fax: (632) 750-8585/887-1305

**23-26**, Malaysia International Jewelej, Putra World Trade Centre, Kuala Lumpur, Malaysia. Contact: Hong Kong Asia Exhibition Company. Tel: (852) (852) 2591 9823. Fax: (852) 2573 3311. E-mail: [hkexhi@hka.com.hk](mailto:hkexhi@hka.com.hk). Web site: [www.hka.com.hk](http://www.hka.com.hk)

**28-29**, Exit (clothing, knitwear, handbags, accessories), Bologna Centergross, Bologna. [www.bo.can.it/exit](http://www.bo.can.it/exit)

**30-Dec. 2**, Modaprima (Knitwear), Milan Fairgrounds, Milan. Tel: (39) 02 584511. [www.fieramilano.it](http://www.fieramilano.it)

## DECEMBER

**1-2**, Hair and Style Management (hair and nail care, cosmetics and accessories). Contact: Katja Huber. Tel: (49 711) 2589 729. Fax: (49 711) 2589 758. E-mail: [katja.huber@messe-stuttgart.de](mailto:katja.huber@messe-stuttgart.de). Web site: [www.messe-stuttgart.de](http://www.messe-stuttgart.de)

**2-6**, Journées Dermatologiques de Paris (skin care). Contact: Marie Jo Dinant. Tel: (33 1) 43 27 01 67/56. Fax: (33 1) 43 27 01 86. E-mail: [jdp2@wanadoo.fr](mailto:jdp2@wanadoo.fr). Web site: [www.sfdermato.org](http://www.sfdermato.org)

**9-11**, Expofil Spring/Summer 2004 Collections (textiles, fibers, supplies). Parc d'Expositions de Paris-Nord Villepinte Hall 1, Paris, France. Contact in France: Expofil. Tel: (33-1) 47 56 31 63. Fax: (33-1) 40 87 16 22. Contact in U.S.: KX Klein-Xuereb Associates. Tel: (212) 755-9197. Fax: (212) 755-7710. E-mail: [kxassocinc@aol.com](mailto:kxassocinc@aol.com) or [expofil@expofil.com](mailto:expofil@expofil.com). Web site: [www.expofil.com](http://www.expofil.com)

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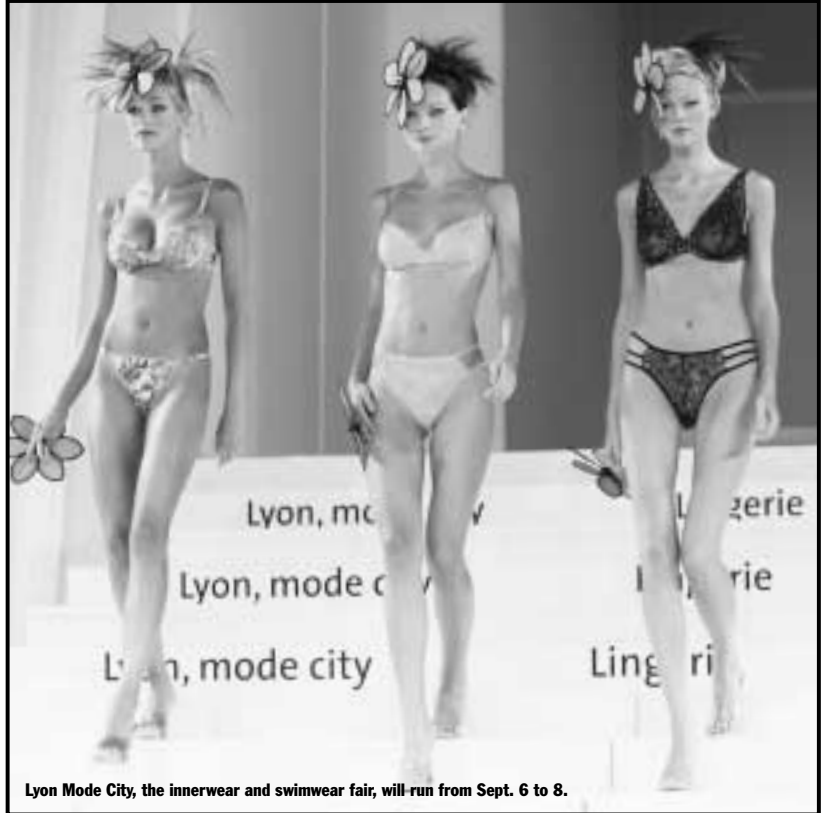
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INTERNATIONAL TRADE SHOWS



Pret-à-Porter will be introducing several new fashion forums.



Lyon Mode City, the innerwear and swimwear fair, will run from Sept. 6 to 8.

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**HONING THEIR STYLE**

By Robert Murphy

With Franco-American relations uncomfortably tense and SARS disrupting travel around the world, French trade show organizers face stiff challenges for the upcoming season. Nonetheless, organizers voiced optimism and said they will do everything possible to calm visitors' fears and frayed emotions. They're also promising sharper merchandising, often by price category, to make shopping trips more efficient.

"In many ways, this short war [in Iraq] has been a blessing," said Stephanie Keukert, director of Texworld, the textile fair organized in Paris by Messe Frankfurt. "A long war would have done more harm than anything else."

As for SARS, which recently wreaked havoc on Baselworld, the Watch & Jewellery Show, when the Swiss government banned exhibitors from affected Asian countries, Keukert voiced confidence that the epidemic would soon be controlled.

"We just hosted a show in Hong Kong and it went relatively smoothly," she said. "For Texworld, we will take all of the necessary steps to assure safety. But we believe the situation will have improved by then."

Texworld, with some 630 participants, features exhibitors from countries including China, South Korea, Indonesia, India, Turkey and Brazil. It will convene at the CNIT complex at La Defense, the business district just west of Paris, from Sept. 16 to 19.

Other organizers expressed more caution about SARS. At Lyon Mode City, the innerwear and swimwear fair in Lyon from Sept. 6 to 8, director Claire Jonathan said the fair has yet to accept exhibitors from infected regions in Asia.

"It's a very delicate situation," said Jonathan. "Our policy is to wait and see how things evolve before we confirm exhibitors from infected countries. We want to avoid what happened at Basel. It's better to look the situation in the eye and face the consequences than to pretend it doesn't exist."

Jonathan said potential fallout from SARS remained small for the fair, which runs concur-

rent with its sister event, Interfilière, an innerwear fabric and yarn show. Only 10 firms from Asia, out of 850 exhibitors, have been put on standby for the event.

"Otherwise, on a more positive note, the shows just keep growing," said Jonathan. "We're adding 10,000 square feet of exhibit space to both Interfilière and Lyon Mode City."

In other developments, Lyon Mode City will partition exhibitors by category this year, from high-end to junior. "Our aim is to make the show easier to shop," said Jonathan. "Overall, we want the show to get younger and more energetic."

Meanwhile, Jonathan said Lyon Mode City wanted to smooth over tensions between American and French fairgoers, stemming from diverging foreign policies on the war in Iraq.

"America is of utmost importance to us," said Jonathan. "Not only for business, but as a friend. We want to do everything we can to welcome Americans very warmly this time around. We don't want any hard feelings."

At Bijorhea/Eclat de Mode, the jewelry forum at the Porte de Versailles, Sept. 5 to 8, marketing director Patrice Sinton also spoke of efforts being made to appeal to Americans.

"We're trying to make sure they feel welcome at the fair," he said. "We're contacting people directly to help with planning and facilitating the registration process."

Sinton said the fair would continue to feature fashion and creativity. "People come to Paris for creativity," he said. "We can't let them down. That's the best service we can provide."

Sinton added that he hoped SARS would be brought to heel by September. "I was at Basel and it was a ghost town," he said. "It could have a big impact on the high-end jewelry sector."

For the upcoming session, Sinton said brand-name fashion houses, such as Christian Dior, Nina Ricci, Christian Lacroix and Balenciaga, would be grouped together near the fair's entrance.

Meanwhile, the fair is co-sponsoring an exhibit with Swarovski, the crystal company, of 30 designers who will be commissioned to create accessories according to five themes, including



opulence, mysticism and optimism.

Renewal efforts have preoccupied organizers at Paris' trade shows over the last few seasons. Nowhere has change been as drastic as at the Pret, the premiere ready-to-wear show here.

Since the arrival of a new management team two years ago, the show has grown, improving its selection and services.

Armand de Boissiere, the show's managing director, said the house cleaning would continue this fall, when the show convenes Sept. 5 to 8 at the Porte de Versailles.

Two new forums — Jardin Secret, for romantic young women's apparel, and Pick-n-Mix, for young men's and women's separates, will replace Les Halles, a forum that had lost its appeal.

A forum for high-end accessories, called La Gallery, will also be introduced.

"We want to continue to get better," said De Boissiere. "The competition around the world is stiff. And to get people to come, we have to have the most appealing products."

Meanwhile, De Boissiere voiced optimism for the fair's ability to attract international visitors. "We could look around and say that everything now is so bad that it's no use trying to attract new business," he said. "But we're not giving up."

De Boissiere said the fair had targeted some 2,000 trendy shops in the U.S. as potential visitors.

"SARS could be a big problem if they don't find a vaccine," said De Boissiere. "Some 3,000 people from Asia come to the Pret. We have 100 exhibitors from the region. We're waiting to see how the situation evolves before we make any binding decisions."

Xavier Clergerie, who runs the Premiere Classe accessories show with Bertrand Foache, said SARS could have a "very big" impact. "But I have a wait-and-see attitude. We can't cry wolf yet."

Meanwhile, Clergerie said the difficult global economy has forced the fair to become stronger each season. "We have been breaking our backs to assemble the best exhibitors. Quality and creativity are the only things that bring people to your shows."

Premiere Classe will convene with some 200 exhibitors from Sept. 5 to 8 within the larger Pret show. It will gather from Oct. 10 to 13, on the heels of Paris' runway shows, in the tents in the Tuileries Gardens.

Clergerie said he was preparing big changes for Premiere Classe in January, when the show

will decamp from within the Pret and move to a separate hall at the Porte de Versailles.

"We're also planning big changes in January for Who's Next," said Clergerie, who also administers that fair, at the Porte de Versailles from Sept. 5 to 8.

"This season's an intermediary one," he said. "But that means we have to be very strong to weather the challenges."

At Europe's foremost high-end textile fair, Premiere Vision, Daniel Faure, president, said, "We're not going to be pessimistic. We're going to be realistic and we're going to fight to remain a strong show."

Despite the current problems between France and America, Faure said he hopes the American contingent will not forego PV. "In any case, PV takes place in Paris, but it is a European fair," said Faure. "There are more Italian mills at the fair than French ones. We also have a big British contingent."

Faure said his main concern for business was the weak dollar. "That could have a big impact on business for European mills," he said.

PV will be held Sept. 17 to 20 at the Villepint exhibit halls just north of Paris.

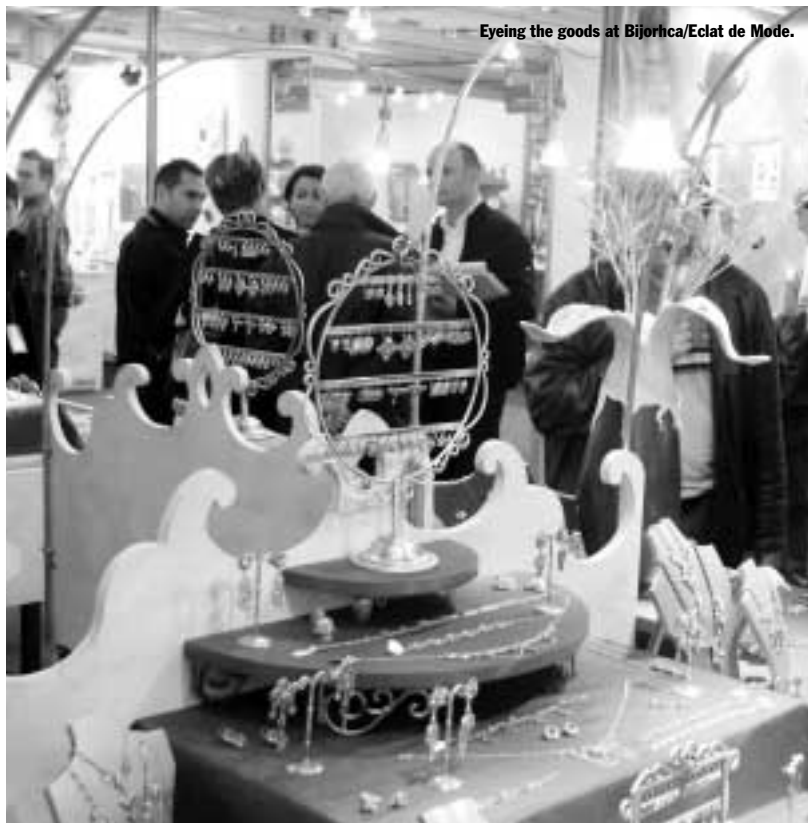
Expofil, the yarn fair, will run at Villepint, June 17 to 19. About 160 exhibitors are set to show. "This season we've grouped exhibitors according to sector," said a spokeswoman. "We want to make the show easier for exhibitors to shop."

Paris is also known for its innovative small fairs. Workshop, the designer forum run by Sarah Tenot, is getting bigger. For its next edition, Oct. 8 to 12, it will convene at its usual Cercle Republican venue, on the Avenue de l'Opera, but it will also add a new venue, at the salons at the Regina hotel.

"The Regina will feature about 30 accessories collections," said Tenot. "Last season we had 70 exhibitors at the Cercle Republican."

Meanwhile, Tranoi, the fashion fair organized by Muriel Gamboa, intends to show at the Espace Austerlitz from Oct. 9 to 12. Tranoi Shoe, dedicated to footwear, will show at the same time at the Bourse de Commerce, while Tranoi Preview, with some 30 exhibitors, will convene Sept. 5 to 8 at the Bourse de Commerce.

Muriel Guyot will also gather about 80 exhibitors in the tents at the Tuileries Gardens Oct. 9 to 12 for her Paris Sur Mode designer fashion show.



Eyeing the goods at Bijorhca/Eclat de Mode.



Illustration: Pierre-Jean MASTIA

**PREMIERE CLASSE**  
 10 - 13 October 2003  
 JARDIN DES TUILERIES, PARIS, FRANCE

## INTERNATIONAL TRADE SHOWS



The cpd woman • man show is adding sport and children's wear segments to its Aug. 3-5 edition.

# THAT LITTLE SOMETHING EXTRA

By Melissa Drier

After the seismic changes of the last two seasons, the German trade show landscape is geographically consolidating in Düsseldorf, Munich and Berlin. Tweaks to the calendar and many new features, however, promise to give the upcoming round of shows a continued element of surprise. Ispo, the Munich active sportswear show, has pushed up its dates to June 29-July 1, now making it the German season opener. Next is Bread & Butter, the trade show for "urbanwear and street couture," and the Premium Sportswear Couture exhibition, both running July 18-20 in Berlin.

And at the Düsseldorf mega fair cpd woman • man, the palette of product offerings continues to broaden. The Aug. 3-5 event, which just one year ago united women's and men's wear in Düsseldorf, now also will add sport fashion and children's wear to its offerings of men's, women's, juniors, bridal and cocktail, body and beach fashion, plus accessories and fabrics.

Although business conditions at home remain difficult, and the repercussions of international crises like SARS are difficult to gauge, Germany's trade show organizers are waxing positive about the season ahead. Most are projecting steady to slightly increasing attendance on the part of retailers, and exhibitor bookings are, at this stage, proceeding to plan.

A few projects, however, have been put on hold. Ispo Vision, a "new trade show for lifestyle in street, denim and club fashion," which was to run concurrent with Ispo, has been postponed until next season. And the event has been reconceived as a platform where suppliers can present their latest display and POS concepts.

"It's not a show, but a city for sportswear-inspired casual lifestyle brands that can demonstrate how to position themselves at POS. We talked to 30 to 40 leading manufacturers," said Peter Knoll, Ispo's project director, "but the timing was too short. We're so early this year as it is, and we prefer not to rush. So we're postponing it."

Ispo, the active sportswear fair at the new Munich fairgrounds, will feature about 1,100 exhibitors on approximately 1 million square feet of exhibition space. "We see a consolidation toward the A brands, and we'll probably have 90 percent of the top 30 brands in sports and sports fashion," Knoll reported. Leading brands such as Adidas, Arena, Asics, Chiemsee, New Balance, Reebok, Nike, Speedo and Venice Beach have confirmed their participation in Munich. Their presence and the fair's earlier timing means that "for the first time, Ispo will be a real

launch platform for new products," he stated.

Apparel devoted to such sports as running, football, cycling, skateboarding and swimming will be shown in a show-within-a-show format. There is, however, no specific women's sports segment.

"Women's has been the talk of the town for the last two years, and you'll hardly find a manufacturer not doing women's these days. But we talked to makers and they said no to a women's hall. The importance is to show relevance in one's category," Knoll said.

Bread & Butter Berlin surprised everyone, including the organizers, with the resounding success of its first show in Berlin last January. About 15,000 buyers made their way to Berlin for Bread & Butter's mix of jeans and street fashion, and while there were calls to expand the show to accommodate demand, the BBB team has decided to keep the show at its current level of around 300 exhibitors.

"Is there enough space? No, but that's the idea," BBB co-founder Karl-Heinz Müller remarked. "This is very clearly a selective market and we want to keep it that way." The summer edition will run July 18-20 in about 215,000 square feet of space in the old industrial Siemens Cableworks buildings in Spandau, an outer district of Berlin. But if Bread & Butter is situated in the middle of nowhere, visitors also will discover it's just a short boat ride away from the Berlin airport. A boat shuttle service is being arranged, one of the playful extras that has made BBB so popular. The outdoors area surrounding the Cableworks is going to be transformed into a fun park this summer with an adjoining "summer camp" for those visitors who want to rough it.

Twenty thousand buyers are expected to attend Bread & Butter in July, which presents a mix of the trendsetting jeans — Sixty, Pepe, Levi's Red and Edwin Japan, for example — to edgy newcomers such as Florida Schnitzel, Junk De Luxe and Arrogant Cat. This season, young designers will be integrated into the main show, and five will be awarded a grant to help them finance their stands.

In addition, Bread & Butter is organizing a "road show" for smaller brands after the July event. It will be an organized tour through Germany, Austria and Switzerland for 30 to 50 small companies that don't have agents or the marketing clout to follow up on contacts made at Bread & Butter.

Premium Sportswear Couture, which premiered last season with 70 selected brands in the subway tunnels underneath Potsdamer Platz, will be back July 18-20 with 120 to 130 labels this season. "The concept is to get even more high quality," said organizer Anita Annic,

who noted that the eveningwear Talbot Runhoff collection is among the newcomers for the July 18-20 edition.

A 50-50 mix of men's and women's wear companies, Premium Sportswear Couture features contemporary collections such as Betsey Johnson NY, Buddhist Punk, Closed, Juicy Couture, Mik Serfontaine, Puma Nuala and Tatami by Birkenstock. There is a strict buyers-only door policy, as the show is primarily a working/writing fair. Several fashion shows are being planned, though the location has not yet been determined, and the organizers are hoping to get permission to set up a tent above the tunnel entrance for a more summery catering setup.

The Igedo Company's cpd woman • man show continues to morph into the department store of apparel fairs. After integrating men's wear last summer, the megafair, which is housed in more than 2 million square feet of exhibition space on the Düsseldorf fairgrounds (plus additional showroom space in the two Düsseldorf Fashion Houses), is adding special sport and children's wear segments to its Aug. 3-5 edition.

CPD Sport Fashion in Motion will feature between 50 and 100 sportswear collections that have an active lifestyle slant, such as La Coste, Chiemsee, Think Pink and Timberland. Some were already cpd exhibitors, but as Igedo head Manfred Kronen explained, it's important to put them all together to make this direction — and its potential — more visible to the retailers. "When we started with accessories," he added, "fashion stores weren't selling accessories. Stores need to have an overview of all areas, and manufacturers are looking for new points of sales. The potential is there."

Children's wear, however, is a totally new entry into the world of cpd. "Major manufacturers asked us to do something, as they didn't want to show together with hardware [buggies, carseats, furniture, etc.] ranges in Cologne," Kronen noted. He expects about 100 children's wear makers to show in Düsseldorf this season.

In the meantime, Messe Cologne, which will present Kind + Jugend July 4-6 at the Cologne fairgrounds, said the show will feature about 500 companies who produce children's and maternity wear, along with other child-related products. The fair will be held in Halls 13 and 14, and boasts a total of almost 650,000 square feet. In 2004, the show will be pushed up to Jan. 9-10 and June 18-19.

Of all the German fairs, cpd is the one most vulnerable to the SARS crisis, as large groups from the affected regions in Asia have often showed in Düsseldorf. About 100 Chinese exhibitors had intended to show at cpd, some with very large stands, Kronen said. But, "if the situation isn't brought under control, we won't accept them.

Just the possibility that there might be a health threat would be a big problem for our visitors," he stated. But cpd has shown considerable flexibility in adjusting to the ups and downs of the market, and in this instance, "we'll balance [the loss] with kids' and sports," he said.

The Igedo Company also organizes trade fairs in China, and the September Fashion China show in Shanghai may also fall victim to SARS. "We don't know yet if we'll even be permitted to stage a fair, or if anyone will be willing or allowed to travel."

While the depressed German market isn't helping business at home, Kronen noted that cpd's nondomestic buyers help take up the slack. Thirty three to 35 percent of cpd's 60,000 visitors come from abroad, and Kronen said he expects overall attendance to be steady next season. The show organization is also continuing to expand into other markets, and announced the launch of CPM-Collection Premiere Moscow Sept. 23-26.

Meanwhile, back in Düsseldorf, Reevolutions, a show of niche brands and a cooperation between the Igedo Company and a trio of agents, will be expanded for its August edition concurrent with cpd.

The Reevolutions tent will now be pitched directly on the Düsseldorf fairgrounds, and at 15,000 square feet, is more than double the size of its maiden run last season.

Moreover, the exhibitor count has grown from 40 to 80, said organizer Mark Grüters, and will feature collections such as Dunlop, Woolrich, Toni Gard, Go and sneakers from Walsh.

"We're striving for a lively mix of niche collections. Stores here in Germany are currently keen on widening their assortments, and they're looking for things that stand out," he said. Reevolutions also will be setting up a special area for "more designerish collections," he said.

In the fabric market, Munich Fabric Start has quietly grown from a minipreview with 40 exhibitors seven years ago to a fabric fair of 500 participants and about 7,500 visitors. To be held Sept. 3-5 in Munich's MOCenter, the show features a 60-40 mix of women's-men's international fabric collections.

"We're at the starting point of the European fabric show cycle, and while the collections often aren't 100 percent complete, the buyers are used to it. They know they can start their work here, and finish up two weeks later in Paris [at Première Vision]," said the show's spokesman.

## POLAND SEEKS FASHION FAME



The Poznan International Fair, slated for Sept. 2-4, will highlight Poland's burgeoning young designer crowd.

Poland is angling for a spot on the fashion radar. Organizers of the Poznan International Fair, a biannual event slated next for Sept. 2-4 in the western Polish town of Poznan, said they hope to showcase the best of the country's fashion. The upcoming edition will feature some 400 exhibitors, 250 of which are based in Poland. The remainder largely hail from other Eastern European nations.

Organizers hope to create a buzz about the country's young designers by staging fashion shows, trend forums, young designer contests and lectures on industry issues.

"Polish fashion isn't as well known as it should be,"

said Elizabieta Roeske, who manages the fair. "But it has a lot to offer."

Roeske said most of the brands showing at the fair already have established businesses in Eastern Europe. "Germany, the Czech Republic and Russia are the biggest clients to the show," she said. "But we are trying to bring in more Americans and people from the United Kingdom."

Roeske said fashion has grown in importance in the domestic market during the last five years. "Stores have been opening and the market has been vibrant," she said. "It's been more difficult this year. But I think that's the case everywhere."

— Robert Murphy

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## INTERNATIONAL TRADE SHOWS

## SOUTHERN EXPOSURE

By Patty Huntington

**A**lthough at press time Australia was considered SARS-free — with some cases reported but all since recovered, and no local transmission — the epidemic has nevertheless exacted some toll on the local trade-show sector.

According to a recent report by the Westpac Bank, SARS could reduce Australia's economic growth this year by 0.3 percent. The travel industry is likely to be the hardest hit, with arrivals estimated to fall by 1.7 percent this year and outbound travel by 2 percent, compared with a pre-SARS forecast of a 0.8 percent rise. A separate survey by the State Chamber of Commerce found that 15 percent of businesses were facing losses of up to \$32,973 as a result of SARS, with 10 percent facing losses of up to \$659,419 — notably those businesses exporting to Asia.

If insurance fails to adequately cover losses, Melbourne-based Australian Exhibition Services could find itself in the latter basket. On May 6, the company announced it would be canceling this year's IMPEX event, scheduled to run June 3-5 at the Melbourne Exhibition Centre.

An annual umbrella event embracing three industry shows spanning more than 9,000 square feet of exhibition space — TCF International, Gift & Homeware International and Furniture & Interiors International — IMPEX reports exhibition revenues of \$659,419. Established in 1996, the volume end-focused TCF International is touted as Australia's largest international exhibition for the textile, clothing, footwear and fashion accessories industries, attracting 300 exhibitors from 20 countries and 7,000 buyers and delegates from 15 countries. Asian exhibitors account for 75 percent of the exhibition, with China accounting for 60 percent of that Asian exhibitor block.

When AES was faced with a 50 percent exhibitor drop-off for the June show because of SARS, the company was forced to cancel. On Nov. 13-20, AES' parent company, the Portland, Maine-based Diversified Business Communications, is rolling out the three-show IMPEX concept for the first time to another market: ironically, Toronto, Canada. At press time the company was still going ahead with the Canadian show, taking many of the Australian and European exhibitors who normally show in Melbourne with them.

Although IMPEX was, according to AES managing director Graeme Selby, "uniquely vulnerable," it is, he said, the only major Australian trade event he is aware of that has been canceled thus far because of SARS.

Coincidentally also the president of the Exhibition and Events Association of Australia, Selby said the impact of SARS on the Australian exhibition industry is negligible. Most shows in Australia don't yet have an overwhelming proportion of Asian exhibitors or international delegates. Some show organizers may even experience a bump in attendance as a result of the SARS crisis, said Selby — citing one conference originally scheduled to take place in Hong Kong, which was recently rescheduled for Melbourne. Noted Selby, "Australia is seen as a safe haven, a safe destination — both in terms of the SARS issue and also in economic

Here and right, looks from NomD and World at L'Oréal New Zealand Fashion Week.



stability, Australia has a very good image."

Mercedes Australian Fashion Week organizers say they had approximately 12 last-minute cancellations from key European and Asian delegates citing SARS concerns before the MAFW spring-summer 2002-2003 show, which ran May 5-8 in Sydney. One Hong Kong delegation, in fact, experienced one of their best Sydney seasons in terms of sales and publicity, according to the Hong Kong Trade Development Council. Apart from the mandatory temperature checks required of all outgoing Hong Kong passengers, the delegation not only organized its own health certificates before leaving Hong Kong, they also arranged for additional medical checks upon arrival in Sydney. Designer Pacino Wan even displayed his health certificate on his MAFW show stand.

Turning the SARS situation around to a publicity vantage moreover, eveningwear designer Dorian Ho took a

gamble in sending two models down the runway in beaded SARS masks to match his beaded evening gowns. The risk paid off: His pictures traveled around the world.

"Before we came, we were actually very worried that we would be not so much boycotted, but that people would stay away," said HKTDC manager of fashion services Patrick Chan. "What happened in Switzerland was really a shock [when Swiss health authorities placed a last-minute ban on a 300-strong delegation from Hong Kong at the Basel World Watch and Jewellery fair in April this year]. But we know what to do now. That's why we took all the necessary steps to allay any fears. We are very welcome here, so that is good."

Australia's largest fashion trade event, the mid-market-aimed Fashion Exposed, which is held twice a year in Melbourne, started taking bookings for its upcoming September show on May 14 and at press time had already sold close to 80 percent of the floor plan — 45,000 square feet, up 20 percent from the size of last winter's fair. "Demand for space is very strong," said Tammy Walsh, project manager, Fashion Exposed. "We've actually had a number of calls from overseas from exhibitors who obviously need to expand beyond their own markets."

Reed Exhibitions, which organizes biannual Gift Trade Fairs in Sydney, Melbourne and Brisbane, believes its next six months' worth of shows may see a SARS-related spike in attendance, in particular, the July show in Brisbane, which will be Reed's first Gift Fair since the SARS outbreak. Accessories, fashion jewelry and beauty account for 15 percent of the exhibitions, and that percentage is growing.

"We actually believe that SARS will have a positive effect on the Brisbane Gift Fair; the reason being that a lot of our buyers would normally travel overseas, particularly to Asia, in order to do buying," said Debbie Evans, Reed Gift Exhibition Director, adding that Reed is considering installing health check facilities on site for anyone who may have just traveled from SARS hot spots. It's possible that the Melbourne fair in August may also see improved business."

L'Oréal New Zealand Fashion Week organizers say it's too early to tell what impact SARS will have on their third annual show, which runs Oct. 19-23 in Auckland. "We would like to think the SARS issue will have moved on by October; however, we aren't fortune tellers," said event spokesperson Cathy Campbell.

Organizers say they had a positive response from Asian buyers and media to their LNzFW stand at the new World Boutique event in Hong Kong in January — with some HK manufacturers even inquiring about exhibiting in Auckland. The World Boutique stand was part of an international marketing campaign launched since last October's LNzFW, which also has included a New Zealand government-sponsored fashion presentation in New York in February, an LNzFW stand at the Designers & Agents Week in Los Angeles in March and in late April, another NZ designer showcase in London.

Improvements made to this year's show include an extra day of runway shows, 2,100 square feet of exhibition space, which will house 50 exhibitors (compared with 2002's 35) and bigger catwalk seating capacity in the exhibition marquee to encourage more foot traffic.

Although still in its infancy, LNzFW 2002 managed

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At Mercedes Australian Fashion Week, designer Dorian Ho featured models wearing SARS masks.

to attract a handful of northern hemisphere retailers, including London's Selfridges, House of Fraser and Question Air and Miami boutique Foxy Lady. The lion's share of the buyers nevertheless came from Australia, which accounts for 70 percent of New Zealand fashion exports, according to Trade New Zealand.

Up-and-coming Auckland handbag manufacturer Roanne Jacobsen says she will be back this year with her Saben brand with, at the very least, another trade fair stand and possibly even her own runway show. Considering one of the highlights in Sydney in May was a shoe show — the Terry Biviano spectacular, produced by Baz Luhrmann collaborators Tony Assness and Anton Monsted — a handbag show may not be as implausible as it sounds. Saben currently boasts 50

accounts in New Zealand, Australia and Denmark and, according to Jacobsen, her production has increased 150 percent during the past 12 months. How much of that she can attribute to LNZFW, it's hard to tell, she says — although the exposure certainly can't hurt.

"My experience is that you get out of these events what you put into them — certainly I generated a lot of press in the last three months of 2002, but then I worked hard to make sure that everyone knew what I'd been doing," said Jacobsen, whose three-year-old company turns over under \$586,616.

"I picked up several small international stockists that I can attribute directly to the [LNZFW] stand. But I think in general, having something which focuses all that attention on the fashion industry for one week of

the year each year has got to help."

Any internationals thinking of heading down to LNZFW might be interested to know that the two-week gap between LNZFW and the new MAFW fall show schedule in Melbourne has now been closed. In 2003, the two events will be back-to-back.

At press time organizers said they were confident that MAFW fall 2004 — which runs Oct 26-29 at the new Melbourne arts complex, Federation Square — will attract a 25 percent increase in international attendance and 80 to 100 exhibitors, compared with 35 at the inaugural event last year. To accommodate exhibition newcomers, organizers say they are looking at using several other recently completed Federation Square rooms and venues.

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# WWD Walkthrough: H&M and Zara

By Anamaria Wilson

**NEW YORK** — Talk about guerrilla shopping.

Lured into H&M by some of my fashion-conscious co-workers' great finds, I attempted to go foraging on my own. My first attempt was the Fifth Avenue store at 51st Street, which had a line out the door because spokesmodel Heidi Klum was making a personal appearance. Not surprisingly, it was packed during lunch time, and a pass through the store was nothing short of a sensory assault. The lights were exceedingly bright, racks were stuffed with clothes and hard to rifle through, the lines for the fitting rooms and the cashier were a mile long and the music (Red Hot Chili Peppers) was blaring. After a couple of loops, nothing caught my eye to buy, so I literally ran for the door.

After recuperating, I hit the H&M in SoHo several days later. It was a bit more palatable than the Fifth Avenue store because it was a Saturday morning and shoppers had only just started to trickle in. Lesser crowds made for easier shopping, as I sifted through equally overstuffed racks of linen tunics, cargo everything, embroidered dresses and tops, "club kid" styles, prairie dresses, ethnic pieces, athletic leisurewear, an array of Eighties-style knits from the "Flashdance" oeuvre and printed tops. I spotted a beautiful nude-colored, drapery, Grecian-inspired top made of Modal, a fine knit, and a matching sleeveless top with twisted straps, which got filed away as future purchases.

Despite these finds — and plenty more to hunt through — H&M is something best taken in small doses, so I stopped looking and resolved to return in another few days. Indeed, a few days later I popped into the SoHo store to pick up the two tops. Total cost: \$28 even.

Determined to wade through all the merchandise at H&M, I ventured into its store on 34th Street. It was raining, so that kept the usual crowds out of the store. After a quick pass of the first floor, my arms were filled with a bunch of really cute things. It's still unclear why the clothes seemed so much more appealing than they did a mere week before, but perhaps shopping at H&M takes some getting used to, or it's that one's eye adjusts to the massive amount as well as the variety of the clothes.

Thankfully, there was no line at the fitting rooms on this day and there was no limit on garments in the dressing rooms. If I had had to put anything down, I never would have been able to find it again.

The selections included everything from floral sundresses to cargo skirts to solid and printed knit tops. The sundresses, cargo skirts and a silk dress cut on the bias didn't work at all (bad fit). However, the



White thong sandal from Zara, \$55.

knit shirts not only looked great on and had beautiful floral prints, but also the material felt really fine and, dare I say it, almost as good as a Rick Owens knit.

The huge mound of clothes averaged a mere \$15 per item — and I tucked it under my arm to explore the second floor. Proceeding upstairs, I became uncomfortable, hot, overburdened and the racks were overflowing with even more merchandise. It was impossible to quickly identify a particular style in solid black as shoppers are met with racks of ebony apparel. Yet in the sea of clothes I did manage to ferret out a lightweight black parka à la Marc by Marc Jacobs and a black knit V-neck blouse.

This trip proved more fruitful, shopping-wise. The cashier line took about 10 minutes and the grand total was \$123 for eight items — a printed tunic dress, a parka, a black tank top, a black V-neck knit, a gray, drapery T-shirt with diamanté sprinkled on it, a printed brown tank, a floral blouson tank and a white and gray flowered top.

The styles throughout the store varied widely.

There were some extremely fashion-forward, runway-inspired looks that they pulled off beautifully like a satin cargo skirt, embroidered, Asian-inspired jackets and zippered jumpsuits. They also referenced styles from lines like Marc by Marc Jacobs with printed tops and military jackets. Other looks that didn't work as well included their kimono jackets, chinoiserie knickers and crocheted tops that looked cheap.

Their fabrics ran the gamut from really sumptuous to others which felt and looked rather chintzy. Also, the care instructions seemed curious — like washing rayon in warm water. A friend told me she'd shrunk several of her H&M purchases by following its washing instructions. But how much can you complain when everything is so cheap? Interestingly, after looking at so many low prices, one becomes conditioned to expect them. About an hour in, even \$29 started to seem expensive.

In the hunt for smart designer knockoffs and just plain good clothes, I also browsed through Zara. There were none of the freaked-out feelings like at H&M. Instead, its Lexington Avenue store made one feel literally giddy at its fashion possibilities. Zara has almost cornered the market in designer knockoff know-how. There were bouclé jackets reminiscent of this season's Marc Jacobs collection, swirly polkadot skirts, utility pants and silk chiffon blouses. The clothes were very fashion forward, yet work appropriate, and had either a very romantic feel or a harder, more utilitarian bent.

I twirled around the store scooping up silk camisoles, flirty skirts, a bouclé mini, fitted striped shirts, clingy knit cardigans and loose, silk utility pants.



Printed tunic, \$19, from H&M.

The tops seemed to run rather small, though. The overall feeling at Zara was a touch frantic as finding small sizes was difficult, especially in the Marc Jacobs knockoff jackets, and so women were furiously rifling through racks for sizes.

After another lap through the floor and a quick try-on of a pair of lime green stilettoes (neon is in for spring after all, but I decided they'd likely be wildly uncomfortable),

I headed downstairs with a load of clothes. The dressing room attendants were very nice and helpful. Quarters were a bit cramped, so you could overhear scads of women complaining about their figures and loathing the way things fit.

Downstairs was less alluring, with clothes that were very casual and a bit

sportier. But I did find a great-looking satin bomber and a pretty Asian-print wrap top. There were also denim pants that were making a big splash in the store as one diminutive shopper modeled them for her friend.

The store was filled with women from all age groups — literally from late teens to those well into their fifties. The quality and the detail on the clothes were great and subtle on many items. Some had unfortunate flaws like buckled zippers and seams, but largely, the styles were truly spot-on. Yet Zara's secret is that while it does have great-looking stuff, it's by no means inexpensive. My purchases in the end were a silk cami, an Asian wrap top, a silk bomber, a silk polkadot skirt, a white cotton skirt and a striped pink shirt. The bill came to \$417, which was quite pricey compared with H&M.

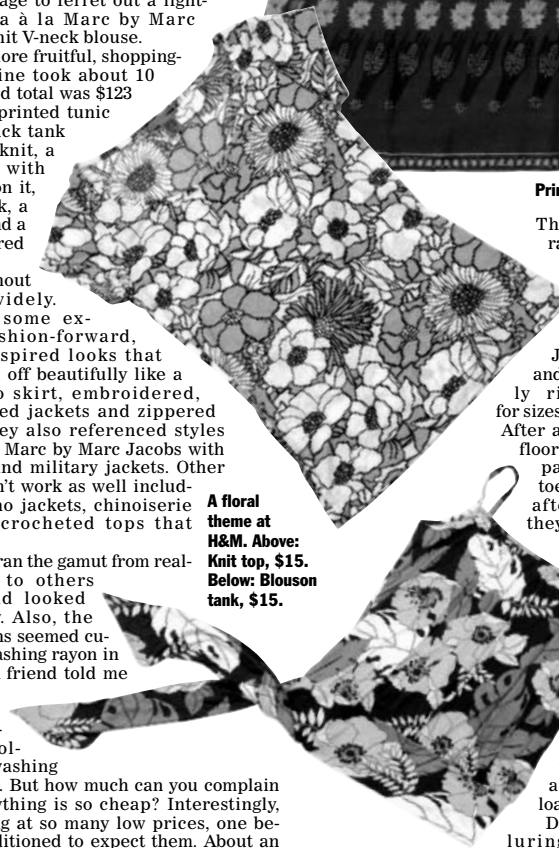
That said, I was pretty happy — even if I did return the white skirt at the Zara on 34th Street because the zipper not only buckled but created a tent-like effect in the back. A smaller size worked better — and, of course, while there, I did even more shopping, picking up a pair of white thong sandals which look like this season's Prada for \$55.

So, the two queens of fast-fashion: Crowded, hot and like a scavenger hunt — but worth every mere penny.

Yellow silk camisole, \$44, and polkadot skirt, \$89, from Zara.



A floral theme at H&M. Above: Knit top, \$15. Below: Blouson tank, \$15.



# Media Plays: More Acts Required

By Valerie Seckler

**NEW YORK** — Just what the beleaguered magazine world needs: yet another reason for companies not to advertise.

With time fast becoming the chief currency of an increasingly complex and demanding fashion consumer, the days of reaching this customer primarily through magazine ads are drawing to a close — and will be superseded by an era of using a wider range of tactics to target narrower consumer niches.

Even more significant for the apparel business than share-of-wallet challenges it faces from other products and services, asserted Dan Stanek, an executive vice president at Columbus, Ohio-based consultant Retail Forward, is the emergence of a multidimensional consumer whose evolving mind-set and lifestyle choices are informing shopping behavior and purchasing decisions while making them less predictable.

Not surprisingly, a broader array of media are becoming necessary to reach this increasingly varied audience. Magazine ads, long the backbone of fashion marketing campaigns, while still important, are being challenged for effectiveness by word of mouth, celebrity exposure, and grassroots promotions, among other tactics that are more narrowly targeted than a print ad in a national magazine.

For example, “what celebrities wear” was cited as an influence by 41 percent of the 18- to 29-year olds surveyed last September by RoperASW — 22 percentage points higher than the demographically representative sample of 1,000 adults. For Hispanics, the celebrity influence factor climbed to 43 percent. That means celebrities had

## Leading Fashion Influences on the Most Fashion-Conscious (Americans ages 18 and older)

INFLUENCE: WHAT CELEBRITIES WEAR		
Demographic	Share Influenced	Increase vs. Average Response
18- to 29-year olds	41 percent	22 percentage points
Hispanic Americans	43 percent	24 percentage points
INFLUENCE: TELEVISION		
Demographic	Share Influenced	Increase vs. Average Response
18- to 29-year olds	52 percent	18 percentage points
Annual HH income \$75K+	39 percent	5 percentage points
Hispanic Americans	51 percent	17 percentage points
African Americans	47 percent	13 percentage points
INFLUENCE: MAGAZINE ADS		
Demographic	Share Influenced	Increase vs. Average Response
18- to 29-year olds	49 percent	11 percentage points
Annual HH income \$75K+	47 percent	9 percentage points
Hispanic Americans	55 percent	17 percentage points
African Americans	46 percent	8 percentage points

SOURCE: ROPERASW, SEPTEMBER 2002, STATE OF APPAREL SPENDING

**Celebrities wielded significantly more influence on the style of the most fashion-conscious adults than they did on average. That star power rose most strongly with Millennials, the youngest Gen-Xers and Hispanics.**

the most clout, among various influences, with those self identified as the most fashionable. Next came TV, followed by magazine ads and magazine articles. (The most fashion-conscious consumers — those who say they dress somewhat or very fashionably — were 18- to 29-year olds, 72 percent of whom defined themselves that way, versus 56 percent overall; African Americans, 71 percent, and Hispanic Americans, 69 percent,

according to the September 2002 RoperASW State of Apparel Spending study.)

For the overall adult population, RoperASW found friends and family rated as the leading fashion influence, with 58 percent citing them, then merchandise catalogs, named by 50 percent, and magazine ads, 38 percent.

Also holding sway is the proliferation of hip-hop fashion lines, which have stirred a greater sense that apparel bearing leading la-

## Behold the Mayo

**NEW YORK** — What's the ultimate challenge in building brand loyalty? Health care services, no doubt, says one marketing expert.

The reason, observed Ohio State marketing professor Neeli Bendapudi, is that “when someone visits a health care provider, it's about the least fun they can have as a consumer.”

With that in mind, Bendapudi teamed up with Texas A&M marketing professor Leonard L. Berry to conduct an ethnographic study of the Mayo Clinics in Rochester, Minn., and Scottsdale, Ariz. (Ethnographic research aims to reveal how people use a service or product, in context.) The goal: to see which practices in those high-stress environments could be applied to make stores more pleasing to customers.

Sound like a stretch? Not so, said Bendapudi, who maintained stores, too, are stressful settings. Like a hospital, a store is a complex environment that thrives on giving visitors clues about what to expect of the experience, rather than leaving it entirely to chance. “If all the plants in a doctor's waiting room were dying, it would make patients feel uncomfortable, if only subconsciously — even though it could mean nothing more than the doctor's a poor gardener,” Bendapudi said, in arguing against the random approach.

At the Mayo Clinics, in contrast, doctors clue in patients by using personal pagers instead of stressful public address systems and by wearing business suits instead of hospital whites to foster communication. Similarly, at Chico's stores, mirrorless dressing rooms compel shoppers to enter mirrored communal areas where they can get feedback from fellow shoppers and where salespeople can suggest additional items.

Such tactics are growing more important for all marketers, Bendapudi emphasized, as the 71 million Millennials, now ages 8 to 25, “are less moved by ads than by their experience of brands.”

—V.S.

bels is attainable by most consumers — much unlike the rarified world of 30 years ago, when such items, carrying designer tags, could only be had by the most affluent. Observed retail anthropologist Paco Underhill: “I'm happy J.Lo and P. Diddy are getting a piece of the action. It is time for a new generation. They have a better idea [than the designer establishment] of who they're targeting: mainstream America.”

“In that sense, I'd rather see hip-hop brands get the business than, say, an Oscar de la Renta or a Calvin Klein.”

For his part, however, J. Walker Smith, president of Atlanta-based market researcher Yankelovich Inc., sounded a cautionary note. “You can get away with a celebrity brand if it has a sense of authenticity about it. P. Diddy had experiences that gave him street cred and J. Lo had the kind of media exposure that established her credentials early on,” Smith noted. “Avril Lavigne said recently she dresses in her own clothes for photo shoots. These things convey a sense of authenticity.”

“Coca-Cola is using this strategy in its ‘Real’ campaign, which shows people experiencing authentic moments and the Coke just happens to be there,” Smith continued. “There's a shared psychological benefit people enjoy when they experience a moment that seems real and true, even if it doesn't portray a particular person precisely.”

If these emerging 21st-century consumers do share a frame of reference, it's that their shopping is becoming more purposeful, efficient and productive, rather than leisurely or purely entertaining, counseled Stanek, a specialist in consumer behavior. They are visiting an expanding range of stores that mesh with their more sophisticated attitudes

and streamlined lifestyles, even as they spend less time shopping.

As Wendy Liebmann, president of WSL Strategic Retail, pointed out, “We're just starting to see people who are overstuffed with purchases and emotions simplify their lives after talking about it for a long time.” Indeed, an online poll of 1,000 men and women, ages 18 and older, conducted in February by Manhattan-based consultant WSL, found 44 percent were “actively simplifying” their lives.

For one thing, people are placing a greater priority on savoring time as well as simply saving it, said Andrea Newman, a senior account director, specializing in apparel and retail, at the Roper Reports unit of RoperASW. That could mean choosing to eat in a fast-casual restaurant like Cosi, rather than a fast-food outlet like McDonald's, or eliminating extraneous activities to create time for more important things — say, curbing one's magazine intake and spending more time with one's family instead.

These values are emerging across all generations, marketing observers noted. And they help explain the slide in consumer spending on apparel in 2002 to \$163 billion, which marked a decline of 2 percent from spending in 2001, according to Port Washington-based market researcher NPD Group.

With such shifts occurring in the foundation of consumer culture, Smith observed, “People will start to shop for meaning more than just stuff. There's still a desire for material things of high quality that express people's egos, particularly things that appear unique,” he added. Still, Smith expects those things to become a more significant reflection of how people spend their time than their money.

### STATISTICAL SNAPSHOT: U.S. Population Projections by Age Range: 2000-2010 (Population in thousands)

AGE	2000	% OF TOTAL	2005	% OF TOTAL	2010	% OF TOTAL	2000-2010
0-4 years	20,421	7.2%	21,166	7.1%	21,885	6.9%	7.2%
5-9 years	21,087	7.4%	20,727	6.9%	21,457	6.8%	1.8%
10-14 years	20,691	7.3%	21,747	7.2%	21,360	6.8%	3.2%
15-19 years	20,119	7.1%	21,638	7.2%	22,656	7.2%	12.6%
20-24 years	19,118	6.7%	21,020	7.0%	22,502	7.1%	17.7%
25-29 years	19,511	6.8%	19,979	6.7%	21,834	6.9%	11.9%
30-34 years	20,745	7.3%	20,145	6.7%	20,566	6.5%	-0.9%
35-39 years	22,821	8.0%	20,946	7.0%	20,331	6.5%	-10.9%
40-44 years	22,736	8.0%	22,753	7.6%	20,898	6.6%	-8.1%
45-49 years	20,469	7.2%	22,529	7.5%	22,555	7.2%	10.2%
50-54 years	17,654	6.2%	20,179	6.7%	22,224	7.1%	25.9%
55-59 years	13,700	4.8%	17,232	5.7%	19,723	6.3%	44.0%
60-64 years	10,930	3.8%	13,127	4.4%	16,555	5.3%	51.5%
65-69 years	9,563	3.4%	10,193	3.4%	12,304	3.9%	28.7%
70-74 years	8,896	3.1%	8,561	2.9%	9,196	2.9%	3.4%
75-79 years	7,460	2.6%	7,457	2.5%	7,251	2.3%	-2.8%
80+ years	9,079	3.2%	10,638	3.5%	11,627	3.7%	28.1%
<b>Total</b>	<b>285,000</b>	<b>100%</b>	<b>300,037</b>	<b>100%</b>	<b>314,924</b>	<b>100%</b>	<b>10.5%</b>
<b>Median Age</b>	<b>35.2</b>		<b>35.9</b>		<b>36.3</b>		

SOURCE: DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS, U.N. SECRETARIAT

**The 50- to 69-year-old set is projected to see the greatest cumulative growth for the first decade of the new millennium, followed by those turning 15 through 29 between 2000 and 2010.**



**Beauty****Affleck to Model for L'Oréal Paris**

**PARIS** — Ben Affleck is the latest star to join L'Oréal Paris' constellation of spokespeople.

The American actor has signed on to represent the French brand's products worldwide, except for North America and Mexico, the company said. Affleck will shoot an ad for an Elseve shampoo in June, which will air in the coming months.

The star of "Daredevil,"

"Good Will Hunting" and "Pearl Harbor" will no doubt be able to pick up some modeling tips from his fiancée, Jennifer Lopez, who is a former L'Oréal Paris spokesmodel. Lopez's contract with the brand ended in 2001. Michael Schumacher, Catherine Deneuve and Beyoncé Knowles are among the other personalities that represent the brand.

**Miuccia Wins Talley Award in Savannah**

By Georgia Lee

**SAVANNAH** — Miuccia Prada, on her first sojourn to Savannah, oohed and aahed all the way in from the airport. Never having set foot in the Deep South, she was wowed by the lush foliage, the architecture and was looking forward to some authentic Southern cooking.

"I'm taking her to my favorite downtown canteen, Lady & Sons," said André Leon Talley, who brought Prada to Savannah over the weekend to accept the André Leon Talley Lifetime Achievement Award at the Savannah College of Art and Design. "The last time, I had the best grouper and vegetables, but everything is wonderful. I go there every time I'm here."

Talley also took Prada to view a 300-year-old moss-draped oak tree, along with a few of the city's most spectacular houses.

But they had to wait until Sunday to chow down and commune with nature. After flying from Milan via New York on Saturday afternoon, Prada arrived just in time to change clothes at Casey House, a beautifully renovated guest house owned by SCAD. She emerged in a white satin two-piece cocktail dress with black circles on the skirt, carrying a white fur wrap — glamorous, but totally superfluous for the city's steamy climate. Prada was accompanied by Ingrid Sischy, editor of Interview magazine, and publisher Sandy Brant.

Talley has become the patron

saint for SCAD. Since the Talley award's initiation three years ago, he brought in Oscar de la Renta in 2001, who donated fabrics for design students to use, and last year mounted an exhibit of photographs by Karl Lagerfeld, though Lagerfeld didn't attend. Prada, one of his favorites, was a coup for the school.

"She has the best ankles and legs, better than any supermodel, and I know all the supermodels," said Talley during his introduction at the packed awards ceremony at the Trustees Theater downtown. "She constructs collections the way Tolstoy constructs sentences. Her tastes are the top of the top."

At Casey House before the show, Talley raved about the designer, adding, "Anna Wintour lives in Prada." Asked about the new book, "The Devil Wears Prada," by former Vogue assistant Lauren Weisberger, Talley said, "We don't read that book — Anna hasn't read it, I haven't read it. It's written by a real person, but I don't know her."

On another slightly sensitive topic, Prada, asked about Jil Sander's return to the firm, announced last week, brushed off the question. "I'm not here to talk about Jil Sander," she said, laughing.

She did want to talk about the student show. At the post-show party, she and Talley sat on a bench, too tired to stand, and held court. Prada smiled and gave everyone her full attention.



Miuccia Prada and André Leon Talley

"It's wonderful to see young designers with their dreams and fantasies," she said. "I like to see the designers come out with their models on stage, because you can see how their clothes reflect their own style."

Talley was a bit more realistic in his comments.

"There was less attention to construction this year, and the tailoring was lacking," he said, but added, "it was fun, upbeat, and full of possibility." He singled out Whitney Haines' pink and black wool suits, as an exception, along with Kevin Dopp's tailored punk leather collection.

Prada, working on her spring collection, described it as "starting from many elements, and changing every day. There are no rules now. In uncertain times, everyone likes to have options."

**Expofil, PV Entwine Shows**

**PARIS** — Expofil, the French yarn fair, is weaving a link with Europe's foremost fabric fair, Première Vision.

Philippe Pasquier, head of the show, said Expofil would match its dates with PV starting next February. Traditionally, Expofil has convened in June and December while PV gathers September and February.

The edition scheduled for June 17-19 will proceed as planned at the Villepinte exhibit halls, just north of Paris. The staging of Expofil that had been scheduled for December 9-11 has been scrapped. The first concurrent edition of the two shows will be Feb. 25-28, 2004. (These changes are not reflected in the International Trade Show calendar, Section II, which was printed before this news was disclosed.)

Pasquier characterized the change as driven by recent

changes in the fabric and yarn markets.

"Many companies are cutting costs and want to save by having all their buying teams together at one major venue," he said. "The move strives to create synergies and help companies better organize their buying trips."

Expofil has had a link with PV already for two seasons through its smaller preview show, Fil Event. The next edition of that show is scheduled for Sept. 18-20, inside PV. In the meantime, Pasquier said PV and Expofil were in merger negotiations. "There is strength in numbers," he added. "We want to create the best possible fair. By teaming up with PV we hope to bring in more international visitors. PV is the must fair and the only such fair that attracts as many people from all over the world."

— Robert Murphy

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# Weak Sales Sink Gottschalks Net

**NEW YORK** — The usual suspects — weak economy, war and bad weather — depressed Gottschalks Inc.'s same-store and net sales in the first quarter, deepening its net loss.

For the three months ended May 3, the Fresno, Calif.-based regional department store chain said its net loss expanded to \$4 million, or 31 cents a diluted share, versus the loss of \$2.7 million, or 21 cents, in the first quarter of 2002.

Total revenues for the period fell 6.5 percent to \$142.8 million from \$152.8 million, as same-store sales declined 4 percent. Gottschalks said the sales decrease was partly because of its closure of seven underperforming stores since the year-ago quarter.

"Despite the lower-than-anticipated sales, we are very pleased with the results being generated at the majority of the remaining 21 stores in the Pacific Northwest," said chief executive officer

**Total revenues for the period fell 6.5 percent to \$142.8 million from \$152.8 million, as same-store sales fell 4 percent.**

Jim Famalette on a conference call. "Our stores in this region turned in a good performance during the first quarter, generating a comparable-store sales increase. The results from our six Alaska stores were particularly strong, where we achieved a 6 percent increase in sales for

these six stores compared with the same period last year."

Further deepening the loss was a 140 basis point increase in cumulative costs, which include cost of goods, as well as selling, gener-

duced SG&A costs by \$15 million last year and restricted planned capital expenditures to cover the maintenance and improvement of the existing store base.

Additionally, the retailer, in an effort to differentiate its offering, will more aggressively pursue private label brands. Private label sales in 2003 are slated to grow by 15 percent to about \$80 million, or almost 12 percent of total owned sales.

Looking ahead, Gottschalks expects second-quarter comps to be flat with a slight improvement in gross margins and reductions in expenses. As a result, Gottschalks said it forecasts second-quarter results to be better than last year's \$2.1 million loss.

— Dan Burrows

# Donna Karan Names Trio To Top Spots

**NEW YORK** — Donna Karan International has recruited three top product and sales executives as part of the company's continuing push to put some muscle behind its collection business.

Pam Alvick, who was vice president of product development at Calvin Klein, was named vice president of women's and men's product development for Donna Karan New York, according to a company spokeswoman.

Patrick Adent, a director of men's and women's sales for Armani's Black Label collection, was named vice president of women's and men's ready-to-wear sales for Donna Karan New York, and Elizabeth Clapp, a former director of sales at Loro Piana who had recently joined the company as a director, was promoted to vice president of shoes, handbags and accessories sales for the women's and men's collections.

All three report to Melissa Parker-Lilly, president of Donna Karan New York, who has made some major strides in reorganizing the operations and clarifying job functions and responsibilities for the brand since she was brought on board from the Italian knitwear company Agnona last year. Part of that drive has been to improve relations with retailers and key department store accounts, making executives more readily accessible to service and react to the accounts.

# Rue 21 Exits Bankruptcy

**NEW YORK** — Pennsylvania Fashions Inc. has emerged from bankruptcy proceedings with a new name, Rue 21 Inc.

As reported, Rue's parent, Pennsylvania Fashions Inc., filed for Chapter 11 in February 2002. The company elected to begin the new chapter of its retail history under its better-known nameplate.

Attorney Rob Feinstein of Pachulski, Stang, who represented the unsecured creditors committee, said it was still unclear how much unsecured creditors would be able to recover. As part of the company's plan of reorganization, it contributed \$1.5 million in cash and notes to a litigation trust in connection with claims against former shareholders of Pennsylvania.

According to bankruptcy court documents, there is also the possibility that a "fraudulent conveyance" lawsuit might be filed against the former shareholders in connection with the recapitalization of the company several years before it filed for bankruptcy.

The recapitalization, Feinstein said, resulted in private equity firm Saunders Karp & Megrue becoming the majority shareholder. The equity firm is still Rue 21's largest shareholder.

According to Feinstein, Rue 21, based in Warrendale, Pa., operates 169 stores in 37 states and caters to customers between the ages of 15 and 30.

— Vicki M. Young

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WWD West

# ICSC: A Conclave of Concerns

By Kristin Young

**LAS VEGAS** — As large parcels of land suitable for new malls become scarce, and as retail continues to be tumultuous with vacancies rising at a higher rate than leases get signed, the nation's shopping center industry grapples with how and where to grow.

The angst was evident at the International Council of Shopping Centers spring convention here May 18-21, where a total of 30,848 mall developers, retailers, brokers, public officials and financing executives weighed their next moves, as they do each year at the huge annual event. Blighted downtown communities, the overstored suburbs, overseas opportunities, lifestyle centers and other emerging formats, were all debated.

According to the ICSC, there are 45,721 shopping centers in the U.S., and they're still the dominant format for retailers, accounting for \$1.2 trillion in sales in 2002, up 4.2 percent from 2001. Nonenclosed centers comprise some 95 percent of all malls in the U.S., according to the ICSC.

"Retailing is tough, but it is not that bad when you compare it to other sectors," observed Tony Deering, chairman of The Rouse Co. "Retailing is hanging in."

While heartened by low interest rates and a consumer who still spends, Deering cautioned, "We must be very careful not to get in trouble. Interest rates are so low people think they can do things that later on, in retrospect, were too adventuresome."

At the convention, "There are a lot of projects looking for tenants as opposed to tenants looking for projects," said Jeffrey Paisner, executive managing director at The Lansco Corp. "Tenants are being more aggressively pursued."

Alan Smith, executive vice president of Konover & Associates, said the problem could be fixed by simply reading the telephone book and considering hospitals, clinics, churches and daycare centers as tenant options. New and smaller store prototypes being tested by Old Navy, Dillard's, Robinsons-May, Macy's West and Sears are other options, he said.

Anticipating how a retail space could be divided, even if a retailer's departure is five years away, should be done as soon as possible. "Don't wait," cautioned Stephen Hopkins, president of Hopkins Real Estate Group.

"It's never if a retailer vacates, it's when," added Michael E. McCarty, president of Simon Property Group.

The hastening of "lifestyle centers," defined as a 300,000 to 400,000 square foot collection of upscale specialty stores with dining and entertainment features, is another problem hitting the industry. The issue surprised many, considering that at last year's convention, lifestyle centers were touted as a hot segment. But this year, some at the convention contended that developers lack sufficient research on demand before entering a market.

"Anything where there is not a restraint on expansion generally gets overbuilt in the real estate industry," said Deering. "You can pretty much secure a 30-to-40 acre parcel of land and call it a lifestyle center. As long as capital is plentiful, facilities get built regardless of underlying market support. It's turning out to be a more difficult business than people perceived it to be originally."

Keith Eyrich, president of The Irvine Co., said some lifestyle centers are considering integrating discount stores into the format alongside high-end specialty stores, though one of his own properties, The Irvine Spectrum in Irvine, Calif., is not included in that kind of plan. "My sense is that it is all part of the process to try to get a finger on the pulse of the customer," he said. "That's what this business is all about — getting the right retail in the right environment at the right time."



Traffic at ICSC was strong, but retail tenants were cautious signing new leases.

Several politicians at the trade show suggested public and private partnerships are a growing opportunity for mall developers. "Clearly this is a big story," noted Brad Hutensky, president of The Hutensky Group real estate firm. "The ICSC convention used to attract [just] leasing agents. Now you see more public officials. They realize what an important addition to economic redevelopment retail can be."

Some 41 cities were represented in the municipality section of ICSC's leasing mall, up from 23 cities last year. They came to create projects that would revive tax bases, provide jobs and help blighted areas.

"They're one of the fastest growing sectors of our membership base," noted ICSC spokeswoman Patrice Duker. "I think what it really proves is that both the private and public folks have different issues, but they both want to take on downtown redevelopment."

Indeed, 35 mayors assembled in a seminar promised less red tape in the bureaucratic permitting process and more public money for the development of inner city retailing.

"If a mayor wants to get it done, it gets done," vowed James Garner, mayor of Hempstead, N.Y., pledging to break down political barriers and sweeten the pot with a 50 percent tax abatement on new developments.

Inner cities represent enormous buying power, according to Mayor Harvey Johnson Jr., of Jackson, Miss. "We're concerned that those residences will go outside the city to shop," he said.

Mayor Rita L. Mullins, of Palatine, Ill., exclaimed, "Give me retail or give my city the budget death knell."

Meanwhile, developers and retailers sat a little straighter in their chairs upon hearing the U.S. Hispanic population has soared to over 33.5 million people in the last 10 years and represent some \$580 billion in retail sales, according to data from University of Georgia's Selig Center for Economic Development. The Latino market is expected to increase by over 60 per-

cent in the next five years.

"That really gives you an idea about the potential of this audience represents to shopping center developers and retailers," noted James King, a real estate strategy manager for J.C. Penney Co. Inc.

Selig Center's numbers indicate more than half of all Latinos live in Texas and California, and five states account for 75 percent of this population — Texas, California, Florida, Illinois and New York. Seven states have tripled their Hispanic population in the last 10 years — Nevada, Alabama, Arkansas, North Carolina, South Carolina, Tennessee and Georgia. "There's movement beyond the traditional immigrant gateway markets," noted King. "And that has implications down the line for retailers and shopping centers alike."

According to research culled by Penney's, Hispanic women spend more on clothes than any other ethnicity. And the Plano, Tex.-based retailer, with 1,049 stores, has been actively catering to this group with Spanish advertising, Hispanic model searches and clothing earmarked to their tastes. "We're trying to get customers for life," noted Christie Byrd Smith, a Penney's spokeswoman, said during a session.

Esperanza Carrion, marketing director at Goya foods, suggested linking with this customer by emphasizing family matters, the immigrant experience, communicating in Spanish, particularly through Spanish media, food, music and sports, community support, and identifying the brand as "caring."

By the year, 2050, between 80 and 90 percent of Hispanics will have been born in the U.S. and will relate as much, or more, to the American culture as to their Latino roots.

"My own family is Cuban, but I have more in common with a Mexican living in East L.A. than with my relatives in Cuba," said Betty Cortina, editorial director of New York-based *Latina Magazine*.

— With contributions by David Moyn

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Cut/Sew/Ship Small or big lots. We do markers and samples too. Call 973-266-0901

Consultant Available Large size specialist with extensive resume in the Full Figure field.

FASHION TRAINING Computer Aided Design \*\*Photshop 7.0 & Illustrator 10.0\*\*

Business Services ALLSTAR TKG & WAREHOUSE Import/Export, Dist., GOH & Cartons

COMPUTER PATTERNS GerberPDS2000, pattern, sample & production. Call 212-594-3595

LETTER OF CREDIT We arrange letter of credit and purchase order financing 888-783-4188

PATTERN/SAMPLES Reliable. High quality. Low cost. Fast work. Custom-made Bridalw 212-629-8908

PATTERNS, SAMPLES, PRODUCTIONS All lines. Any styles. Fine Fast Service. Call Sherry 212-719-0622.

Office Space Available

REGIONAL VP OF SALES Footwear Specialties International is a leader in the work place footwear industry. We are devoted to innovative applications and original products that offer real performance benefits to our clients and business partners.

Leases For Sale

RETAIL LEASES AVAILABLE High Profile Retailer Closing 80+% of Its Mall Portfolio!! 34 PRIME RETAIL LEASES IMMEDIATELY AVAILABLE

Business Services

PATTERNS/ SAMPLES PRODUCTIONS Call (212) 268-9126

PATTERNS/SAMPLES PRODUCTION Specializing in small productions. Samples, duplicates, patterns. Full service shop to the trade. Fine fast work.

Trade Shows

ASAP Show The World's Largest Garment & Textile Sourcing Show AUG. 24-27, 2003 Las Vegas Hilton 626.636.2530 www.asapshow.com

Capital Wanted

Investment Oppy 4yr old outerwear co seeks equity investor w/investor exp. great oppy!

Career Services RASKIN EXECUTIVE SEARCH Apparel/Accessory/Textile Specialists

RESUMES THAT WORK! SINCE 1970 Updating/Phone Interviews PROFESSIONAL RESUMES, INC.

Office Space Available

Help Wanted Assistant Buyer Ashley Stewart a division of Urban Brands and a fashion leader in Plus Size Women's Apparel has an opportunity for an Assistant Buyer in our Secaucus, NJ Head Office.

Leases For Sale

Women's-SLEEPWEAR-Men's Komar Sleepwear, Licensee of America's favorite Lucky Brand Dungarees, has an exciting opportunity for a CAD/Graphic Designer. Ideal candidate: Must be proficient in Photoshop/Illustrator or U4ia.

Business Services

HELP WANTED Contemporary label seeks experienced indiv. to handle all phases. Best include: order entry/ maintenance, RTV approvals, showroom liaison.

DESIGN ASSISTANT Major apparel company seeks individual to act as liaison between design and production. Responsibilities include assisting designers with concepts/ layouts, pricing inquiries and completing production packages.

Help Wanted

A1 TECH DESIGNER NEEDED! \$50K Mass Mkt Mens. Cut & Sew Knits Must Have 3-5yr P.D.M. Exp. Fax Resume Attn Ruth Nally 201-894-1186

AA/Production Coordinator For a High-End Interior Design Workroom/Showroom. Must be smart, articulate, multi-tasked & visual. Position requires extreme attention to detail, excellent communication skills and good follow-thru.

Administrative Asst Major Ladies P/L Import Co. seeks org. & detail oriented person with Excel computer skills. Responsible for all reports, filing, typing, emails support to merchandising & sales, 1-2 yrs. exp. preferred but will consider recent grad. Pls fax resume to Yvette 212-944-8409.

ALLOCATION SUPPORT

Major apparel company seeks individual to assist Allocation department with maintenance on EDI orders. Responsibilities include cross checking confirmation orders against original buy and creating Excel sheets for customers. Great opportunity. Fax resume to 212-239-2766

ART DIRECTOR

Legendary worldwide modeling agency seeks Art Director to assume creative responsibility for model presentation and agency branding. Three years of fashion/beauty Art Director experience a must. Pls. fax resume to Michelle @ (212) 343-3984

ARTIST - FREELANCE

Freelance Artist to interpret ideas for denim jeans line. Must have tech knowledge and sense of color and design. Photoshop/Illustrator literate. Exp. in denim jeans. Email: gail@loungejeans.com

ARTIST Major Outerwear Co seeks cand w/ min 5 yrs exp in design. Boy/Girl; sizes 1F-20. Illustrator, Freehand, Photo-shop req. Must have a good hand in Urban Brands and the ability to create logos/embroidery. Salary plus benefits BOE. Fax Resume to 212-564-9507 Attn: d55

Help Wanted

BUYERS: Off-Price Exp in Women's & Kids Leading NY Based Off-Price specialist seeks brand apparel Buyers. Must have previous off-price exp. Top salary & benefits. Please fax resume: 212-629-4027

CAD/Graphic Design AMERICA'S FAVORITE BRAND Women's-SLEEPWEAR-Men's Komar Sleepwear, Licensee of America's favorite Lucky Brand Dungarees, has an exciting opportunity for a CAD/Graphic Designer.

Customer Service/Data Entry Contemporary label seeks experienced indiv. to handle all phases. Best include: order entry/ maintenance, RTV approvals, showroom liaison.

DESIGN ASSISTANT Major apparel company seeks individual to act as liaison between design and production. Responsibilities include assisting designers with concepts/ layouts, pricing inquiries and completing production packages.

Design Assistant Mod. priced dress co seeks organized asst. w/min. 2 yrs. exp. Good sketching skills & knowledge of trim market necessary. Sweater background a plus. Fax resume: 212-719-5669

DESIGN ASSISTANT Sportswear Co. seeks highly motivated individual with strong organizational skills to assist design team. Proficient in Photoshop and Excel. Must be a team player with good flat sketching, presentation & illustration skills. Min 2 yrs exp required. Fax: 646-435-7412

DESIGNER \$80K Junior & Tween Knits & Sweaters FASHION NETWORK 201-503-1060/Fax 1070

DESIGNER Assistant Designer Major apparel company seeks highly detailed assistant to join our team. Proficient in Illustrator on Mac a must. Photoshop & Quark skills a plus. Excellent organizational and communication skills required. Email: bhjng@happykids.com Fax 212-736-5839 attn: Blue Jung

DESIGNER-BACKPACKS Well established import co. seeks experienced Designer to join our team. Must have computer skills working with Illustrator and Photoshop. Great benefits, great opportunity. Fax resume to: 212-269-8189. Must include salary requirements.

DESIGNER Boys active sportswear/outerwear Designer for branded alternative sports co. CAD design a must, some travel for sample development. Graphic ability a plus. Salary based on exp. Please fax resume in conf to: 212-921-4653

Designer-Fit Tech Fast growing ladies sportswear importer seeks "hands on" tech: Q.C. detail flats, fitting & spec prod control. Communicate with factories & customers. Min 5 yrs exp. ASTORIA QUEENS loc. Fax resume, cover letter & salary history to: 718-726-7953

DESIGNER HANDBAGS Can you design to meet brand image at value price points? Must have handbag construction knowledge, clear hand sketching ability, and the ability to produce results in a fast-paced but in a beautiful environment. Fax resume to 212-564-2882

Help Wanted

MANAGER OF TECHNICAL DESIGN AND QUALITY ASSURANCE TravelSmith, located in beautiful Marin county, is the premier catalog and e-commerce retailer of travel apparel and accessories. We are seeking an experienced Manager of Technical Design and Quality Assurance for our Women's Apparel division, reporting to the Director.

In addition to offering comprehensive benefits package incl. 401K plan with co. match, TravelSmith offers unique benefits such as adventure travel days; community service days and a sabbatical program.

- Some of the primary responsibilities include: - Improve return rates while working closely w/ merchandising team to ensure level. is consistent w/ merchandising vision & direction. - Manage technical design personnel. - Monitor and improve top of production processes and procedures with distribution center & serve as primary contact for quality issues. - Analyze reasons for high return rates in women's product areas and work with technical designers and product developers to find solutions to improve return rates.

Qualifications:

- Min. 3-5 years of technical design and QA exp. in catalogue & exp managing tech design team required. - Previous experience managing technical design team. - Exp. with target woman customer regarding construction and drape. - Exp. generating final technical specification packages with computerized sketches; knowledge of different software applications. - Factory certification experience in Canada and overseas. - Strong proficiency in MS Excel and MS Word. - Strong initiative, demonstrated accuracy & proven ability to meet deadlines. - Can work both independently and in a team environment. - Exceptional communication skills, both verbal and written.

Resumes should be sent to jobs@travelsmith.com as a MS Word attachment, Fax 415-884-1608 or mail to: TravelSmith Outfitters, HR, 60 Leveroni Court, Novato, CA 94949. EOE

Help Wanted

Assistant Technical Designer AMC, a global sourcing company, has an opening in our Technical Services area. As Assistant Technical Designer you will enter fit reports and comments onto (computer) system; assist in fit sessions and measure garments as needed. The ideal candidate has a degree with a concentration in technical design, garment construction/pattermaking, as well as 2-3 years' related experience. Experience with RTW a must. Excellent communication skills, attention to detail and the ability to work in a fast paced, deadline-oriented environment are also essential. Please forward your resume and salary requirement to: Associated Merchandising Corporation 500 7th Ave, H.R., Dept TD-5/03, New York, NY 10018 Fax: 212-819-6706 or Email: hr.amc@hotmail.com Only candidates selected for further consideration will be contacted. E.O.F.

Assistant Technical Designer

AMC, a global sourcing company, has an opening in our Technical Services area. As Assistant Technical Designer you will enter fit reports and comments onto (computer) system; assist in fit sessions and measure garments as needed.

The ideal candidate has a degree with a concentration in technical design, garment construction/pattermaking, as well as 2-3 years' related experience. Experience with RTW a must. Excellent communication skills, attention to detail and the ability to work in a fast paced, deadline-oriented environment are also essential.

Please forward your resume and salary requirement to: Associated Merchandising Corporation 500 7th Ave, H.R., Dept TD-5/03, New York, NY 10018 Fax: 212-819-6706 or Email: hr.amc@hotmail.com Only candidates selected for further consideration will be contacted. E.O.F.

DESIGNER HOME FURNISHINGS Small select top of bed co. seeks designer w/modern sensibility. Duties: Prepare concept boards for private label customers. Collaborate on co. product development. Textile design exp a +. Optimal full or Part-time. Fax resume: 718-361-6746

Designer Merchandiser to \$150K+/-, Current exp. in home furnishing req'd. Curious, Sketching, Boarding, etc. Take charge of fashion vision. Far East travel exp. Midtown Co. Call 973-564-9236 Agency

Designers Immed \$50k Technical \$50k Graphic Open \$35K Asst-boys jrentner@winstonstaffing.com

Designers Immed \$80K WOVENS \$80K JR'S/GIRLS \$65K MATERNITY \$60K PDM-ADMIN \$50'S TECHNICAL-Better Gds \$40's sppielman@winstonstaffing.com

Designer to 80K Womens hosiery, Weaves & jacquards. Jennifer-Just Mgmt. \* 800-544-5878 Jennifer@justmgt.com

BCBGMAXAZRIA DISTRICT MANAGER Seeking an experienced District Manager to manage a territory covering the New York/New England area. A minimum of 5 years experience in multi-store management within a specialty retail environment. Please send resumes to: retail.careers@cbcg.com or fax: (323) 277-5454. EOE

FITTER Experienced fitter for Madison Avenue Couture Boutique. Will supervise fittings and alterations. Salary based on skill. Fax resume w/ salary req. to: 212-583-1715 or call 212-583-1700.

Foot Model wanted! NYC based Size 7 Foot Model needed! Must be willing to travel to Europe. Other responsibilities include ongoing runway and showroom work. Great atmosphere! Excellent opportunity to work directly with designer! E-mail: donaldjpliner@pliner.com DONALD J PLINER

Freelance Designer PRETEEN DRESSY 201-567-5008

Baby Togs Childrenswear GRAPHIC ARTIST CAD - Childrenswear Leading childrenswear mfr searching for a Graphic Artist/CAD Artist for our Liz Claiborne Kids Division. Candidate will work along side the Sr. Designer in the development of prints, embroideries, appliques and mock sketched bodies for girls designs newborn thru 6x. Will be responsible for the development of wovens & board presentations projects. Must have extensive working knowl of Illustrator, Photoshop & U4ia. Email resume: holt@babytogs.com or fax: 212-643-2826. No calls please. EOE.

Graphic Artist Large Children's Co. looking for girls 4-16 creative graphic artist to do young to trendy looks in screens, embroideries and prints. At least 3 yrs exp in photoshop/illustrator a must. Your resume will be treated as confidential. Fax Trend Zone @ 212-967-2949

Graphic Artist Leeward International Inc. seeks experienced artist for licensed character children & J. sleepwear. Must be proficient in Photoshop & Illustrator. E-mail resume to: go@leewardinc.com or Fax: 212-869-3938

Graphic Artist Major apparel company seeks artist skilled in Photoshop and Illustrator. Must have experience with girls-infant and toddlers. Please fax resume to 212-239-2766.

Graphic Designer A leading trend setting co seeking a highly motivated and energetic designer to join our studio that specializes in fashion acc, home decor, intimate apparel and prints for girls and juniors. Must have experience with Illustrator and Photoshop. Please fax 212-643-0684.

**Help Wanted**

**GROMWELL GROUP**  
**CAREER OPPORTUNITIES:**  
 \*MGR OF RETAIL DEVELOPMENT...\$60-70K  
 (Exp w/Mktg services/Retail Staffing)  
 \*ADMIN COORDINATOR...\$45-50K  
 (Assist Dir. of Retail Operations)  
 \*TEXTILE SALES AE...\$ to 60K  
 \*PRODUCTION/TECH DESIGN...\$40-60K  
 (Bi-Lingual Chinese Necessary)  
 \*CAD DESIGNER...\$40-60K  
 (Oppty's in men's/women's/urban  
 exp in Photoshop, Illustrator, or UJAI)  
 \*PRODUCT DEVELOPMENT...\$60-100K  
 (Accessories or Gift Items)  
 \*DESIGN ASSOCIATES...\$45-70K  
 (Men's, Women's, & Children's)  
 \*DESIGNERS (3)...\$60-100K  
 (Boy's wear/Activewear/Urbanwear)  
 \*DESIGNERS...\$50-100K  
 (Women's dresses/swimwear/sportswear)  
 \*PRODUCTION...\$30-100K  
 (10 pos in Wovens, Cut & Sew Knits, Denim)  
 \*RETAIL ANALYST/PLANNER...\$50-80K  
 SALES...\$60-100K  
 (Women's, Children's, & Juniors)  
 \*TECHNICAL DESIGNERS...\$40-80K  
 (Men's Bottoms or Juniors)  
 Temp and Freelance available.  
 Please call 212-972-9300 or e-mail:  
 tom@gromwell.com

**Head Designer**

Outerwear Co seeks mfr with min 5 yrs exp. We design/mfg several nat'l brands. Boy/Girl; Size ranges Inf - 20. Must demonstrate a strong ability in Urban/Non-Brandwear. Min 3 yrs exp. Freehand, Photoshop req. Strong ability to run a dept. Must be a team leader. Fax Res to 212-964-9507 Attn: d55

**Import/Production Manager**

Secaucus, New Jersey Company seeks a Team Leader with 5+ yrs experience in luggage or related with a hands-on approach to coordinate and direct others. Detailed individual with ability arrange ocean shipping, logistics, customs documents, LC, purchase orders, projections, and communications with factories. Must be excellent communicator. Bi-lingual a plus. (Word/Excel)  
 Please email all resumes with salary requirements to [kassociates@yahoo.com](mailto:kassociates@yahoo.com)

**JOBS JOBS JOBS**

\*College Grads: Production-Sales-Technical  
 Artists: Boys or Girls or Yg Mens or Juniors  
 \*Designer Assists Boys/Yg Mens & Girls  
 \*Designers: Assists- Assoc - Boy or Girl  
 \*Production Mgrs: Assists  
 \*Production Coord - Bilingual Chinese  
 \*Sales Assistants - Private Label exp  
 \*Technical Designers & Assistants  
 Call (212) 643-8090; fax 643-8127 (agency)

**MERCH/PROD ASSTS 30K**

Established Men's Sleepwear and Underwear Co seeks motivated individuals to work with merchandiser in creating line-involves tech design, PDM packages for initial sample requests, color corrections, ordering, and tracking. Must possess clear written comm, computer skills, self-motivated, w/effective follow-up with overseas factories. Resumes and references to: 212 868 1755

**Pattern Director to 100K**  
 Strong tech/mgmt skills. Gerber exp.  
 Allen\*Justmgt. # 800-544-5878  
 Allen@justmgt.com

**Patternmaker/Couture/RTW**  
 5 Years Experience  
 Women's Eveningwear.  
 Fax resume to: 212-575-0034

**PATTERNMAKER/MARKERS**

Experienced on Lectra System, F/T position, Brooklyn location.  
 Call Sion at (718) 382-1777

**Senior Planner/Allocator**

Ashley Stuart, a division of Urban Brands and a fashion leader in Plus Size Women's Apparel, has an opportunity for a Sr Planner/Allocator in our Secaucus, NJ Head Office.

We are seeking a high-energy individual with 8-10 years of experience with strong analytical skills to develop sales and inventory plans in achieving company sales, margin, turnover and flow objectives. This individual will be responsible for determining and ensuring consistent focus on flow and turnover as it relates to margin opportunities. Provide detail financial plans and forecast sales.

We offer a competitive salary and comprehensive benefits package. Please submit your resume to [jserrano@urbanbrands.com](mailto:jserrano@urbanbrands.com) or fax at 201-863-3276, EOE

Production Coordinator \$50,000  
 Nice Firm  
[jentner@winstonstaffing.com](mailto:jentner@winstonstaffing.com)

**Production Assistant**  
 Established daytime & evening ladies apparel company seeking Production Asst. Knowledge of Chinese language, import & 5 years experience required.  
 Fax resume to: 212-382-3623

**Production Assistant**  
 Wal-Mart Retailer MUST. Responsibilities include entering supplier quotes, tracking selling. Office responsibilities include product packs, ordering & tracking of samples, lab dips, and acting as assistant liaison between NY and Far East. Basic computer skills necessary (Word, Excel, Access). Min 1 year experience. Wonderful Opportunity!  
 Fax resume to: 212-997-7996

**Production Coordinator**  
 1-2 yrs ordering and follow up w/ overseas garment factories. Detail oriented and strong computer skills a must.  
 Fax: 212-382-1916

**Help Wanted**

**PRODUCTION COORDINATOR**  
 Major Childrenswear company seeks individual with 2 years experience. Responsibilities include ordering and tracking of fabrics, samples, lab dips and accessories. Excellent communication and computer skills.  
 Fax resume to 212-239-2766

**Production Coordinator**  
 Small, contemporary label seeks exp'd self-motivated indiv. for domestic prod. Person must be able to meet deadlines, multi-task and work/make independently. Responsibilities include: analyzing reports, ordering and tracking of fabrics and trims, scheduling cuts, maintain fabric inventory, create contractor packages. Strong PC skills a must. Fax resume 212-840-7818

**Production Coordinator**  
 Young designer dress collection seeks highly organized indiv. to coordinate all plan or prod'n. Min 2-3 yrs exp. Fax resume/salary req. (mandatory) to: 212-947-9188

**PRODUCTION MANAGER**  
 Private Label Bkgnd-Better Price Mfr Apparel Staffing, Ltd. Fax (212) 302-1161

**PRODUCTION PATTERNAKER**  
 Well known label and private label moderate sportswear mfr seeks highly skilled Patternmaker to join our Production team. Candidate should have knowledge in handling of knit and woven fabrics as well as complete knowledge of garment construction. Must be fluent in English.  
 Please fax resume to 212-302-4193

**Baby Togs**

**PRODUCT MANAGER SOURCING DIVISION**

Leading childrenswear mfr is seeking a highly motivated, detail-oriented individual to work in our Sourcing Division. Should have min 3 yrs exp in the apparel industry. Responsibilities: maintain & handle vendor costing, line plans, otie, and trim pricing, and seasonal status reports; daily communication with vendors; maintaining sample lines and on-tim product delivery. Office skills req'd including working knowl of AS400 & MS Word & Excel.  
 E-mail resume: [holt@babytogs.com](mailto:holt@babytogs.com) or fax: (212) 643-2826. No calls please. EOE.

**Baby Togs**

**Sweater Product Manager SOURCING DIVISION**

Leading childrenswear mfr is seeking a highly motivated, detail-oriented individual to work in our Sourcing Division. Should have min 3 yrs exp in sweater production. Responsibilities: maintain & handle vendor costing, line plans, style, fabric & trim tracking, and seasonal status reports; daily communication with vendors; maintaining sample lines and on-tim product delivery. Office skills req'd including working knowl of AS400 & MS Word & Excel.  
 E-mail resume: [holt@babytogs.com](mailto:holt@babytogs.com) or fax: (212) 643-2826. No calls please. EOE.

**PROGRAMMER**

Major apparel company seeks a strong EDI AS400 programmer. Garment industry experience necessary.  
 Fax resume to 212-239-2766

**Public Relations Director CHAIKEN**

Ideal candidate will have agency and client side experience - minimum 5 yrs. Must have strong contacts with fashion magazines, media, stylists, etc. Email your resume, cover letter and salary requirements to: [pr@chaikenchai.com](mailto:pr@chaikenchai.com) (office is located in Soho)

**BALLY**

**Assistant Store Manager New York, NY**

Bally is seeking an individual with at least 2 years experience in high-end luxury retail management for asst. general manager position in its Madison Avenue store. Candidates must have excellent client development and customer service skills, as well as proven sales leadership abilities.

Competitive compensation / benefits package offered. Fax resume to: (212) 751-9126

**Baby Togs**

**Retail Planner/Analyst**  
 Leading childrenswear mfr has an excellent opportunity for an indiv who can plan and analyze retailers' businesses and interpret information to maximize sales. Will be resp for collecting data from accounts, developing annual door sales & turn projections, and creating retail plans & summary reports for management. This position may be req'd. Excellent salary & benefits.  
 Email resume: [holt@babytogs.com](mailto:holt@babytogs.com) or fax: 212-643-2826. No calls please. EOE.

**Help Wanted**

**Help Wanted**

**Help Wanted**

**Help Wanted**

**Fashion Home & Beauty Career Expo**

Wednesday June 18th • 2pm - 7pm The Metropolitan Pavilion  
 • 110 W. 19th St. between 6th & 7th Ave, NYC • Only \$5 Admission  
 Meet these companies

A/X ARMANI EXCHANGE • CHICO'S FAS • ECKO UNLTD • FRENCH CONNECTION GROUP  
 J CREW • JONES APPAREL GROUP • KELLWOOD • KIDS HEADQUARTERS • LAND'S END  
 LIMITED BRANDS • LIZ CLAIBORNE • I. I. BEAM • POLO RALPH LAUREN • PHILLIPS - VAN HUESEN  
 QVC • TARGET CORPORATION • TOMMY HILFIGER • WALMART STORES

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- Graphic Artists • Production Managers • Retail Executives
- Retail Planners • Art Directors • Illustrators • Quality Control
- Color Analysts • Marketers • Supply Analysts
- Technical Designers • Buyers & Asst. Buyers • Web Designers
- PDM Specialists • Store Managers • Fabric Designers
- Merchandisers • Showroom Sales • Product Managers
- CAD Designers • Visual Merchandisers • Patternmakers
- Merchandise Coordinators and more...

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 Call Seth Berk @ (212) 655 4505 x 244



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 pre-register, search jobs & submit your resume on  
[www.24SevenOnline.com](http://www.24SevenOnline.com)

**VALENTINO**

is looking to fill the following three positions at our boutiques NATIONWIDE:  
**ASST STORE MANAGER SALES ASSOCIATE SHIPPING/RECEIVING MGR ALTERATIONS MANAGER**

Positions require a minimum of three years experience with high end boutique. Excellent Salary/Benefits.  
 Fax Resumes: 212-628-0554  
 No Phone Calls Please

**SENIOR SPEC TECHNICIAN**

Major apparel company seeks Spec Technician with 2-5 years experience. Must have knowledge of flat sketching, grading and garment construction. Must be detail oriented and have good communication skills. Good salary and benefits.  
 Fax resume to 212-239-2766

**SENIOR SPEC TECHNICIAN/PRODUCTION**

Major Jr Apparel Company is seeking 2 dedicated, focused Senior Spec Technicians with min 5 years exp in production preparation for multiple factories. one position is available in each cut&sew and sweater divisions. responsibilities include grading specs, color & cloth approval & conducting fit sessions with design team. you will follow orders from 1st fit sample to final production. Requires ability to follow timelines, manage all technical issues, multi-task efficiently & excellent follow-up skills. Must be self motivated & highly organized with ability to work independently and communicate effectively with the design /technical team as well as import & domestic factories. Proficiency in Excel is a must.  
 Please fax resume w/salary history to 718-706-0946, attention: human resources

**SOURCING OPPORTUNITIES**

Women's specialty catalog co. seeks the following candidates:  
**Sourcing Associate**  
 3-5 yrs direct import exp & expertise in Knits & Wovens.  
**Sourcing Assistant**  
 2-4 yrs direct import exp & expertise in Jeans, Knits & Wovens.

Candidates should have expertise in product development from technical through production stages including: flat sketching, specific knowledge, lab dip & strike-off approvals, price negotiations & counter sample follow up. Strong organizational & communication skills are req'd. We offer competitive salary w/ comprehensive benefits & an excellent growth opportunity. For consideration, send resume w/ salary requirements to:  
 Newport News, Inc.,  
 711 Third Ave. NY, NY 10017  
 Fax: (212) 916-8320  
 email: [hry@newport-news.com](mailto:hry@newport-news.com)  
 Visit us at [www.newport-news.com](http://www.newport-news.com)

**SPEC TECH**

Ladies dress & sportswear co seeks individual w/min. 3 yrs experience. Technical garment construction knowledge, especially silk chiffon bias dresses a MUST. Experience with fittings, grading specs, and e-mailing comments overseas is required. Excel and Word knowledge also needed.  
 Fax resume to J Lodge @ 212-424-6824 or [JLodge@iceapparel.com](mailto:JLodge@iceapparel.com)

**Spec Tech**

Major Jr. Apparel manufacturer is seeking dedicated and focused Spec Tech for cut & sew department. The right candidate must be able to work in a multi-task, environment efficiently. College degree in pattern making with a minimum 5 yrs experience in spec'ing garments, creating detailed spec packs, making corrections with Designers & Technical Production team and communicating with domestic and import factories. Must be proficient in Excel, Flat sketching, Illustrator, and highly organized. Only qualified applicants need apply.  
 Fax resume w/ salary req. to 718-706-0946, attn: human resources

**SPEC TECHNICIAN ASSISTANT**

Leading Childrenswear Importer of Girls & Boys @BX-7 knit and woven sportswear seeks Spec Technician Asst. Candidate should have related background in grading specs, garment construction and able to develop spec sheets from sketches. Illustration skills a must. 2-3 years experience required. knowledge of excel a plus.  
 Please fax resume to with salary reqs to (212) 967-8108 Attn: Angela

**Sr. Account Executive**

Jacques Mart, Inc., a major activewear co., is seeking a Sr. Account Executive to drive sales for our Women's mass-market private label division. In this newly created position, we are seeking 5 or more yrs. mass-market activewear sales experience. This qualified candidate will have the proven ability to leverage past success, build new business relationships, and possess strong business management skills. Excellent communication skills & detailed analytical experience is required.

We offer a unique environment with competitive salaries & comprehensive benefits. Send resume with salary history to: Jacques Mart, Inc., 1411 Broadway-Dept. LAE-8th Floor or Email to: [Acct.Exec@moret.com](mailto:Acct.Exec@moret.com)

We will only contact those candidates for further consideration.  
 Equal Opportunity Employer M/F

**catherine malandrino Studio Coordinator**

Women's fashion design house seeks talented studio coordinator with design skills, fitting experience & ability to delegate & manage a team. Clear communication skills and ability to meet deadlines a must. Minimum of 5 years similar experience. Fax resume: attention Alexandra 212-269-7508

**SYSTEMS SUPPORT/TRAINER**

Manufacturing company seeks individual with apparel industry background to help train and support employees on current systems. Must have excellent communication abilities and good analytical skills. Excellent salary and benefits package.  
 Please fax resume to 212-239-2766

**PLUGG**

**SENIOR RETAIL PLANNER**

PLUGG, a leader in Young Mens/Boys and Juniors/Girls sportswear is seeking a highly qualified individual to join our team in a newly created position of Senior Retail Planner.

This is an excellent opportunity for a take charge type of person to work with the sales team and key retail accounts to maximize growth and profitability. Qualified candidate must have 5+ years experience in planning with prior experience working with dept. stores in apparel. Strong analytical ability and computer proficiency are essential. Excellent interpersonal and communication skills are a must. Salary based upon experience.

Please forward resumes to [terri@plugg.com](mailto:terri@plugg.com) or fax to 212-840-6714, Attn: Terri.

**Baby Togs**

**TECHNICAL DESIGNER FREELANCE**

Leading childrenswear mfr is seeking a freelance Technical Designer for 2-3 days per week. Provide spec development, fit analysis, on-line flat sketching, pre-occurring specs, organize accurate packages and provide tech/dvlpmt support for design & merchandising team. Working knowl of fit, construction, patterns, grading & computer skills a must.  
 E-mail resume: [holt@babytogs.com](mailto:holt@babytogs.com) or fax: (212) 643-2826. No calls please. EOE.

**TECHNICAL DESIGNER**

Rapidly growing men's importer (Nassau County) seeks talented tech designer. Knowledge of garment construction & able to interpret design sketches into complete Tech Package for overseas production. Exp in tech & flat sketching, graded specs & garment fittings. Exp. w/Excel, Word & knowledge of Photoshop. Fax resume/sal req: 516-621-2251 Attn: Mel

**Technical Designer**

Swimwear manufacturer seeks F/T Tech Designer with min. 3 yrs. exp. in swim or intimates. Must be able to interpret design sketches into complete package for overseas production. Responsible for following garment from developments through production. Patternmaking skills, knowledge of garment construction and graded specs required. Knowledge of Excel, Illustrator, and comparable software also necessary. Salary commensurate with experience.  
 Fax resume to: 212-840-3318

**Dillard's**

**Women's Sportswear Designer**

Dillard's seeks a self-motivated Creative Designer for the Women's Sportswear area.

Position requires 2-5 years of experience including the ability to identify emerging trends and silhouettes. Strong sketching, communication, organizational and follow-up skills. Worldwide Travel.

Requires relocation to Little Rock, Arkansas. We will contact only those persons selected for further consideration. No phone calls please.

**DESIGN**

For immediate consideration please e-mail or fax to: [pdcareer@dillards.com](mailto:pdcareer@dillards.com)

Vice President of Product Development

Dillard's Product Development 1600 Cantrell Little Rock, AR 72201

Dillard's is an equal opportunity employer

**At Last Sportswear Designer - Knits**

Leading missy/plus size woven top company is expanding it's Knit Div. Candidate must be able to sketch and spec along w/full knowledge of fabric and garment construction. Minimum 5 years experience w/ imports travel to India & overseas required.

Send resume to: Fax: 212 3821469 Attn: MM email: [designer1500@yahoo.com](mailto:designer1500@yahoo.com)

Help Wanted

**ACCOUNT EXECUTIVE** PARAMUS, NJ

Movado Group, Inc. designs, manufactures and markets watches from five of the most recognized and respected names in time: Concord, Movado, ESQ, Coach Watch and Tommy Hilfinger Watch. We currently seek a professional with strong analytical and communication skills to play a key role with business development of our ESQ brand.

With responsibility for sales and administration of National Accounts, your focus will be to build and increase retailer's businesses. You will develop new acquiring vehicles; monitor weekly/monthly retail sales trends, and inventory position; prepare sales projections, product forecasts and business plans; develop strong relationships with buyers; communicate among Account Reps and internal departments regarding customer specific projects.

You need to possess: strong sales experience in retailing and/or wholesaling; advanced proficiency with Word and Excel, Access and PowerPoint proficiency a plus.

We offer highly attractive compensation and benefits. For immediate consideration, please send resume, with salary history/requirements a MUST, to:

dmazur@movadogroup.com • Fax: 201-267-8070  
 Movado Group, Inc., Human Resources, Dept. AE-WWD  
 650 Road Road, Paramus, NJ 07652

Equal Opportunity Employer M/F/D/V

Only candidates selected for further consideration will be contacted. No phone calls, please.

**MOVADO GROUP INC.**  
 Movado Group, Inc. is publicly traded on the NYSE. Visit us at www.movadogroupinc.com

Help Wanted

Sales Help Wanted

**NAUTICA JEANS CO. ACCOUNT EXECUTIVE**

Exciting opportunity in Men's Jeans. Responsibilities include coordination and management of sales activities for major accounts and specialty stores. Must have 3-5 years apparel experience. Good communication and computer skills required. Email resume to: [humanresources@nautica.com](mailto:humanresources@nautica.com) EOE

Baby Togs

**ACCOUNT EXECUTIVE**

A leading Manhattan based childrenswear co. is currently seeking a high-level motivated children's apparel Account Executive. Will be resp to develop & maintain strong sales relationships w/ existing & new customers. Must have extensive children's apparel contacts and sales exp. Will track retail sales & maintain appropriate stock levels. Involvement with knowledge of retail product development. Must be able to travel. Excellent salary & benefits. Please email your resume to: [hobabytogs.com](mailto:hobabytogs.com) or fax resume to (212) 643-2826. No calls please.

**SALES EXECUTIVE**

Est'd Import Co. seeking exp'd Sales Exec to sell popular price Jr/Missy/Plus Size line. Must have knowledge of retail programs from our showroom. Must have est'd contacts w/ major chains & specialty stores. Competitive Sal/Comm+benefits. Fax resume: 212-940-6796; email: [rignv@aol.com](mailto:rignv@aol.com)

**AZALEIA USA ACCOUNT EXECUTIVE**

Women's moderate comfort shoe brand is seeking an experienced Account Exec. to manage and develop territory in the NE/Mid-Atlantic. Only highly motivated individuals with knowledge of retail math need apply for this commission sales opportunity. Please send resume and references to: 2021 Professional Drive, St. Louis, MO 63146 or [jhenricks@azaleiausa.com](mailto:jhenricks@azaleiausa.com)

**BILLY Martin's USA**

Wholesale Division  
 Dynamic Sales Executive with Specialty Store Following Great Environment and Opportunity. E-mail: [CP.INFOCUS@verizon.net](mailto:CP.INFOCUS@verizon.net)

**Body Glove Swimwear Management/Sales Opportunity**

Leading NYC based Swimwear Co. seeks experienced Sales Manager w/working relationships and contacts with major dept. and chain stores. Girls' swimwear background a must. Fax/E-mail resume: 212-967-2025 / [del6538@hotmail.com](mailto:del6538@hotmail.com)

**Est'd. Children's Wear Co.**

Seeking aggressive salesperson to launch Jr brand for kids. Salary based on experience. Fax inquiries to Mr. Shuman at: 212-967-5054

**FIBERS Showroom Sales**

We are a well established better-priced West Coast sportswear company. We are expanding our NY presence with the opening of a corporate showroom. We need the right people to join our sales team. Candidates will need experience with retail specialty stores and traveling to regional markets. Working with larger retailers, developing new business and running a showroom are essential. This is a fantastic opportunity to join an established company in the midst of growth. We will be in NY in mid June for interviews. Only qualified candidates should fax resumes with a cover letter to: (212) 748-5449

**TEXTILES**

**HUGE SALARY POTENTIAL!**  
 Exp'd Salesperson wanted for est'd, upscale retail agency, carrying over 90 mills in total. Well known Japanese & European lines as well as China, Korea, & Taiwan. Every fabric category available to sell for both ladies & men's markets. Exp. preferred, but will train eager, motivated candidate. Fax resume: 212-302-6851

**J. Mendel**

Experienced sales professional needed for our Aspen and New York stores. Fur experience a plus. Fax resume to (212) 244-5136.

Sales Help Wanted

**keelergordon**

A leading UK Textile Design studio requires SALES/PERSON To be based in London, but to travel extensively in the USA and Europe. Is this you? Dynamic, ambitious with excellent communication skills. Some knowledge of Textile Fashion design and willing to travel. If the answer's yes, then write to: Tony Keeler, keelergordon, 31-37 Hoxton St., London N1 6NL. E-mail: [keeler@aol.com](mailto:keeler@aol.com) or Fax: 44 (0) 20 7729 2609

**Major Dress Co.**

Seeking experienced Salesperson with current working relationships/contacts with major dept. & chain stores. Please Fax resume to: 212-869-0246

**Management/Sales WINTER ACCESSORIES**

Leading NYC based manufacturer/importer seeks experienced Sales Manager/Merchandiser with working relationships & contacts with major chains & dept. stores. Must have Glove/Hat/Scarf background. Please Fax/E-mail resumes: 212-967-2025 / [del6538@hotmail.com](mailto:del6538@hotmail.com)

**Merchandiser/Account Executive**

Minimum 5 years experience w/handbag background. Must have contacts w/major retailers. Some travel required. Email resumes to: [gyeu@shaw.ca](mailto:gyeu@shaw.ca) or fax to: 732-345-0984

**Merchandiser/Account Executive**

Minimum 5 years experience w/better handbag background. Must have contacts w/major retailers. Some travel required. Email resumes to: [gyeu@shaw.ca](mailto:gyeu@shaw.ca) or fax to: 732-345-0984

**MISSES UPDATED SPORTSWEAR**

Est'd domestic mfr. seeks professional seller, with following, to work nat'l acct's. From Co. NY showroom. Salary plus. Fax in confidence @ (310) 327-8070

**National Sales Manager**

N.Y. based better Women's Sportswear Co. seeks an individual experienced at managing both National Accounts and Sales Reps. Send resume to: **Box #M 1073** c/o Patchell Publications 7 West 34th Street, 4th Fl New York, NY 10001

**Private Label Sales**

Leading Indian based manufacturing agent with diverse production capabilities, including knits/ wovens/ outerwear/ activewear. Seeking Sales Manager with NY office/showroom seeking Sales Persons for better and mass market Missy, Jr's, Men's, Kids Apparel. Candidates must have excel. contacts with Dept./ Specialty/Discount Stores. Pls. fax resumes to: (212) 564-4661

**Karen Kane**

RETAIL MERCHANDISE COORDINATOR (New York/New Jersey Area)

Apparel Mfr is seeking motivated self-starter to maximize retail sales. Responsibilities include: presentation of merchandise, interfacing w/ store management and educating sales associates. Travel required. FAX OR MAIL RESUME. Attn: G.O. 2275 E 37th Street Los Angeles, CA 90058 323-584-5955 NO PHONE CALLS

**Sales Executive**

Import/Export Co. with extensive product lines seeks an experienced in-house Sales Manager to market our kids cosmetics & hair accessories/caps to the mass market. Proven record, established customer base a must. Fax resume to: 212-447-1182

**SALES EXECUTIVE**

Seeking highly motivated individual with active contacts in junior knit, activewear, & sweater. Excellent salary & benefits. Qualified candidate should forward a resume to 212-997-0060.

**SALES**

Fast growing missy denim co. seeks aggressive sales professional. Branded & Private Label. Fax resume and salary requirement to: 212-704-4234

**COSABELLA**

**Sales Manager (Corporate)**

Seeking an experienced professional to manage & grow business to the next level in our Miami corporate office. Qualified candidate must be detail & results-oriented w/ excellent communication (written & verbal), organizational, & computer skills. Travel required. Please send resume w/ salary requirements to fax: 305-253-1286 / email: [miami@cosabella.com](mailto:miami@cosabella.com)

Sales Help Wanted

**Mainetti Hanger Group**

We are an international company serving the fashion industry at manufacturing and retail levels. Due to our expansion in the USA we are seeking to fill the following position.

**FAR EAST SALES REPRESENTATIVE (Job #MUSA103)**

We are seeking a career minded self-motivated individual to represent us in a specified market in the United States. The position involves travel throughout the USA and some travel to the Far East. Candidates with relevant job experience are encouraged to apply. Salary is dependant on experience.

This position is based in our Irvington, NJ office (border Maplewood/Irvington). We offer a competitive salary, medical benefits, bonus and 401K plans. When applying, indicate Job # and salary expectations.

Email resumes to: [araymond@usa.mainetti.com](mailto:araymond@usa.mainetti.com)

**NEW DIVISION OPPORTUNITY ACCOUNT EXECUTIVE**

Min 3 years experience in Bridge Market. Must have ability to develop concepts and drive sales. Major store experience required. Please fax resumes 212-764-6912

**BCBGMAXAZRIA**

Sales Help Wanted

**SALES PRO**

Experienced salesperson with Print design & textile background. Good presentation and organizational skills required. Knowledge of heat transfer printing a plus. Great work environment with good benefits. Please fax resume: 212-967-5099 attn: Office Mgr.

**Sales Professional**

Fast growing missy private label co seeks aggressive sales professional. Prior experience in product development required. Please email resume with salary requirements to: [Mahesh@vishalnet.com](mailto:Mahesh@vishalnet.com)

**SALES**

Suit mfr. seeks F/T inside and outside Salespeople. Current account list a plus. Salary plus Commission

**ADMIN. ASST.**

To assist in import/prod'n. Person should be organized & detail oriented. Please fax resume to (212) 840-1161

**SPORTSWEAR SALES/PERSON/MERCHANDISER**

Established, financially strong Dress Manufacturer seeking to develop sportswear division, is looking for an experienced Sportswear Salesperson/Merchandiser. Person must have affiliations with major retailers and discounters. Incredible opportunity for skilled individual. Fax resume, and customer affiliations to (212) 594-8369

**POSITIONS WANTED**

Lines Offered

**NOMINATION Jewelry Sales Rep.**

San Francisco, Wash. DC, Dallas; Atlanta; Los Angeles; Chicago; Boston; Canada; Fax recruiting Italian Jewelry Co. seeks sales rep to service existing fine jewelry stores and open new accounts. Must be autonomous, self starter. Please Fax or E-mail resume & salary requirements to: 212-989-5421 [anneb@nominationjewelry.com](mailto:anneb@nominationjewelry.com)

**POSITIONS WANTED**

\*\*\*APPAREL EMPLOYERS\*\*\*  
 Do you need exp'd DESIGNERS, PRODUCTION, ACCOUNTING, TECHNICAL, etc. staff?  
 \*\*\*CALL 973-564-9236 Jara Fashion Agcy.\*\*\*

**Positions Wanted Agencies**

**CFO/Controller/VP Finance & Operations**

CPA w/ bkrd in mfg & imports. Heavy factoring, CB's, L/C's, comp. systems, banking, inventory controls & costing. Resp for all accounting, credit, MIS, HR & Admin. Call (718) 763-0934

New York based, bilingual (Mandarin) jewelry/technical designer. Very creative mind w/excellent technical design skills specifically in silver & costume jewelry. Email: [yudean@hotmail.com](mailto:yudean@hotmail.com)

**YEOLLEE**

**Sales Manager**

Must have designer market experience. Opportunity for driven individual with analytical merchandising skills. Fax cover letter w/ resume to 212 244 6598

**Well-known label wants you!**

Immediate opening for Jr and Missy knit tops & sweaters. Fast-growing, well-known label. Great oppty to grow with a really creditable resource. Must have min. 3-5 years exp with solid contacts. Fax resume: 212-214-4449

**Let us help you build your business.**

For information on placing a classified ad, call us toll-free

**1.800.423.3314**

**HOW TO ANSWER BOX NUMBER ADS:**

All replies to box number ads should be addressed exactly as indicated in ad copy. For those box numbers without a street address, mail to: Box WOMEN'S WEAR DAYLY 7 West 34th Street, New York, NY 10001.

**IMMEDIATE OPENING**

**FIT Fashion Institute of Technology**  
 State University of New York

**EXECUTIVE STUDIES PROGRAM DIRECTOR**

FIT is seeking an Executive Studies Program Director. Reporting to the Dean of Continuing and Professional Studies, the Program Director will direct and manage the marketing, advertising and operational strategies for Executive Studies Programs. The Director will be responsible for assessment and enrollment goals, and for developing marketing and recruitment initiatives.

**Responsibilities:** Meet with corporate clients and professional organizations to increase awareness of the Executive Studies Program and to develop professional relationships. Participate in recruitment and outreach events. Manage the short and long-term growth of the Executive Studies Program. Assist in developing new program opportunities based on market and industry demands. Direct the recruitment, development, and retention of program leaders for the Executive Studies Program.

**Qualifications:** Master's in Business Administration (MBA) or Master's degree in field related to FIT programs preferred. The ideal candidate will have executive level experience in the fashion and design industries. Ten years of progressively responsible experience in directing administrative activities. Must possess strong marketing and operations management skills. Excellent organizational, interpersonal skills required

Qualified candidates who are interested must submit a letter of interest that details experience and accomplishments relevant to the qualifications listed above, resume and contact information for five references (including names, titles, addresses, phone numbers and e-mail addresses) to: **The Office of Personnel Administration, FIT, Seventh Avenue @ 27th Street, NYC 10001-5992. Fax: 212-217-5616.** Please visit FIT'S website at: [www.fitnyc.suny.edu](http://www.fitnyc.suny.edu)

FIT is an Equal Opportunity/Affirmative Action Employer

**TECHNICAL DESIGNER**

Russell Corporation is an international branded apparel company specializing in activewear, casualwear and athletic uniforms. Our major brands include Russell Athletic, Moving Comfort, Jerzees and Cross Creek. Currently, we are seeking a Technical Designer for our Moving Comfort division, the premier women's performance apparel brand that is located in Chantilly, Virginia. Products range from sports bras to outerwear.

Individual will be responsible for the product development specification packages from Merchandising into the Global Sourcing Team and creating the technical measurements and construction detail necessary on garment spec sheets. Direct ongoing product management functions include working with outside patternmakers and factories during the initial development phase and pre-production.

**REQUIREMENTS INCLUDE:**

- BS degree in Marketing, Merchandising, Business, Fashion Design or Textile Management or an equivalent directly related to work experience
- Five-to-seven years of professional technical design experience, including new product sourced globally
- Experience in garment specification systems and CAD
- Knowledge of knits and wovens
- Strong organizational and problem solving skills
- Should be detail-oriented and able to work in a team environment

If interested, please E-mail your resume to: [Ornela.Nicollette@russellcorp.com](mailto:Ornela.Nicollette@russellcorp.com). Please reference 'Technical Designer' in the subject line when applying. EOE

**Sweater Production Coordinator**

Fast growing aggressive junior sweater division seeking experienced, organized executive to run domestic & import sweater production. Candidate must be knowledgeable in yarn, gauge and have high standards for quality. Must be detail oriented with minimum 3-10 years experience. Fax resume: 212-768-8264. Attn: Sara

**SALES HELP WANTED**

**Sales Help Wanted**

**MISS SIXTY**

**ACCOUNT EXECUTIVE Footwear - NYC**

Italian fashion brand seeks highly-motivated individual in the footwear division. Must have 1-2 years experience with established relationships with high-end specialty stores and department stores. Please fax resume: 917-934-2898

**ACCOUNT EXECUTIVE Accessories**

Great oppty! Fast growing Access. Co. seeks an aggressive, well-connected individual w/ Jr. chains (ie: Wet Seal, G&G) to expand private label Jr. biz. MUST HAVE At least 3 yrs exp. Email resume to [coadesign@aol.com](mailto:coadesign@aol.com)

**CONFIDENTIAL SERVICE:** To answer box number ads and protect your identity: (1) Seal your reply in an envelope addressed to the box number; (2) In a separate note, list companies and subsidiaries you do not want your reply to reach; (3) Enclose both in a second envelope addressed to: CONFIDENTIAL SERVICE, WWD, Classified Advertising, 7 West 34th Street, New York, NY 10001

**GET RESULTS! PHONE YOUR AD TO WWD TOLL-FREE:**

**(800) 423-3314 or (212) 630-4610**

**FAX: (212) 630-4634**

**DEADLINE: NOON (ET) DAY PRIOR TO DATE OF PUBLICATION**

**GET RESULTS! PHONE YOUR AD TO WWD TOLL-FREE:**

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**Let us help you build your business.**

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2002 Keynote Speaker,  
R. Brad Martin,  
Chairman and CEO, Saks Inc.

**On the changing landscape:**

"To maintain or gain share in this climate, we have to run our retail enterprises with a very clear focus and, in many instances, we must do so differently than we ever have before."

**Brad Martin** **did it.**

He joined more than 150 of the industry's most influential executives at the 2002 **WWD | DNR** CEO Retail | Apparel Summit. Don't miss the next Summit this November in NYC. **Your business can't afford to miss it.**

**For more information, call (212) 630-4779 or e-mail [ceoapparel@fairchildpub.com](mailto:ceoapparel@fairchildpub.com)**