

WWW.WEDNESDAY

Sportswear



The Latest Models

NEW YORK — Celebrities may be turning up on many more magazine covers these days, but fashion is still on the prowl for the next generation of models. And, as ever, there are some new stars in the making. Here, a roundup of fresh-faced young stunners who are already well on their way, in clothes they chose themselves. From left, Vanessa Perron of Next in a Rebecca Taylor tank, DKNY pants and Manolo Blahnik shoes; Valerie from Elite in Tocca's dress; IMG's Ujjwala Raut in Free Love's cami, FRX's mini and Hollywood's shoes, and Iselin from Supreme (front) in an Ella Moss top, a mini by Citizens of Humanity and Brian Atwood shoes. For more on this quartet, see pages 4 and 5.

Mixed Retail Results in 2nd Quarter Don't Dampen Hope for Fall

By Dan Burrows and Arnold J. Karr

NEW YORK — Stores are happy to have the first half behind them.

Although unseasonable weather and unrelenting markdown pressures took their toll on retailers' profits

during the second quarter, the first smattering of earnings results for the period indicated things could have been worse.

J.C. Penney Co. managed to break even after a year-ago loss despite

difficulties at its Eckerd drugstore division, but write-offs for store closures at Lord & Taylor sent May Department Stores deeply into the red. The TJX Cos. was unable to

See **Penney's**, Page 6

DTI-Koch Deal Seen Likely, But Public Offering Doubtful

By Joshua Greene and Scott Malone

NEW YORK — Koch Industries seems to be a suitable parent to adopt DuPont Textiles & Interiors. DTI, currently a unit of chemical giant DuPont, and Koch Industries confirmed Monday that they were in talks about the sale of the \$6.3 billion business. This confirms previous reports in WWD that it intended to sell or spin off DTI by the end of 2003 and that the two firms were in discussions.

Competitors called the move logical, if for no other reason than there are few other companies with the wherewithal and interest to buy the hefty DTI fiber operation, which produces spandex, nylon and polyester.

"It makes sense," said James [Rusty] Ford, vice president of Hyosung (America) Inc., the Charlotte, N.C.-based arm of the South Korean synthetic-fiber maker, in a Tuesday interview. "Probably the biggest reason that it makes sense is there is no one else that can swallow the giant pill."

Privately owned, Wichita, Kan.-based chemicals giant Koch (which is pronounced the same as "Coke") is said to have revenues of around \$40 billion — a mark that even outstrips Wilmington, Del.-based DuPont, which last year

racked up \$24 billion in sales. Bill Ghitis, president of global apparel at DTI, said Monday, "We are at a stage where Koch will start a due diligence process, then there will be a negotiations process that will either take us to an acquisition or not."

Koch's research will include visiting some of DTI's 60 factories around the world to come up with an offer. The negotiations will not likely begin until October, according to DTI, though an outcome is expected by the end of the year. Neither firm would comment on the value of a potential deal, but Koch is said to be looking at all of DTI's assets, in branded and generic polyester, nylon and spandex, including the Lycra brand.

Koch has considerable holdings in oil and gas, chemicals, minerals and securities, and is controlled by brothers Charles and David Koch, whose father, Fred, started the firm in 1940.

On the fibers front, Koch owns Houston-based polyester manufacturer KoSa. Since Koch is primarily an oil company, DTI's strength in nylon — which, like polyester, uses petrochemicals as a key raw material — would round out the company's strength in oil-based fibers.

"Combining the capabilities of KoSa with DTI's strengths,

Continued on page 8

Personal Touch Is Best Approach To Millennials

By Georgia Lee

ATLANTA — Millennials are turning fashion marketers into rule breakers.

While fashion has yet to fully exploit the consumption behavior of the lucrative 25-and-under demographic, now 71 million strong, style makers are starting to seek new ways to reach them. Necessity, once again cast as a mother of invention, is spurring the fashion crowd to stretch beyond traditional vehicles, like ads in fashion magazines. Those methods by themselves often fail to trigger purchasing among teens and young adults.

"Millennials want to feel involved with and in control of the message — not that they are being dictated to," observed Ted Murphy, president and chief executive officer of MindComet, an Orlando, Fla.-based marketing firm that specializes in consumers age 25 and under. Rather than simply hewing to pop culture icons and images, as have previous generations of youths, Murphy noted, "Millennials love [reality TV] contests, like 'American Idol,' where they can choose the next hero."

Or become the next hero. That was the proposition presented this spring by Sunset

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FASHION

4 Each year, hundreds of hopefuls arrive in New York dreaming of modeling stardom. Here are a few who might actually get their wish.

GENERAL

- 1** While bad weather and markdown pressures hurt retailers' second-quarter profits, initial earnings results indicated things could have been worse.
- 2** Observers say the deal for Koch Industries to buy DuPont Textiles & Interiors makes sense, but that an IPO for DTI is unlikely.
- 2** While fashion has yet to fully exploit opportunities with the lucrative 25-and-under set, style makers are starting to seek new ways to reach them.
- 7** Even though it lost the race to acquire Kasper, Kellwood Co. has at least a couple of deals in the works, with one expected to close by year-end.
- 10** WEST: With a shift in trends in the wild, buyers at the recent holiday-resort market in Los Angeles were hunting for items to build wardrobes.

SUZY IS ON VACATION

Classified Advertisements 11-15

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Tropical Sportswear Blows Out Top Execs

NEW YORK — Storm clouds gathered over the corner offices at Tropical Sportswear International Corp.'s Tampa headquarters Wednesday.

The firm's board said after two months of reviewing strategic options for the company with hired investment bankers Merrill Lynch, it had decided to ax several top executives.

In a statement, the company said it was firing president and chief executive officer Christopher B. Munday, executive vice president and chief financial officer N. Larry McPherson and executive vice president and general counsel Gregory Williams. All the terminations are effective Friday.

In addition, the maker of branded and private label apparel said Michael R. Mitchell, president of its Savane division, has agreed to step down.

In further changes, the company said Michael Kagan has given up his role as chair-

man, but will remain as ceo and retain a seat on the board. Following the recent wave of corporate scandals, more U.S. firms have looked at separating the positions of chairman and ceo in an effort to prevent the abuse of power.

Eloy S. Vallina-Laguera, a director of the firm since 1989, has been named chairman. Vallina-Laguera had a long tenure in the Mexican apparel manufacturing industry. In addition, Richard Domino, former president of the company's private label operation, was named president of the corporation. Robin J. Cohan, formerly senior vice president of finance, was named chief financial officer and treasurer.

The company's share price has tumbled over the past year, closing Tuesday at \$5.42 in Nasdaq trading, up 25 cents for the day, but down 72.9 percent from its 52-week high of \$19.99, set in August 2002.

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WWD Stock Market Index for August 12

Composite: 116.73  1.99	Broadline Stores: 118.01  2.18	Softline Stores: 117.96  2.91
Vendors: 111.01  0.73	Textiles: 121.34  0.66	Index base of 100 is keyed to closing prices of Dec. 31, 2002.

Douglas Sales Gain Lambert's Long-Awaited Moment

BERLIN — The 767-door Douglas Perfumery chain bucked the going trend and grew sales 5.1 percent to \$628.3 million, or 529 million euros, in the first half of 2003. On a same-space basis, sales grew 0.2 percent. Dollar figures have been converted from the euro at current exchange.

The more than 400 Douglas doors in Germany increased sales 1.2 percent, while outside of Germany, sales rose 12.1 percent.

Profits before interest, taxes and depreciation for

the Douglas Group, which also includes fashion, book, candy and jewelry retail operations, reached last year's level of \$48.8 million, or 43.2 million euros. Profit figures for the perfumery division were not released.

Chairman Henning Kreke said longer store hours, which have already led to 10 to 15 percent increases in Saturday sales, should help to maintain Douglas' positive momentum.

The company's shareholders have approved a change in Douglas' fiscal year, which will now run from Oct. 1, 2002 to Sept. 9. For this period, Douglas is forecasting flat sales and operating profits. The company pointed out that the new fiscal year would not include the 2003 Christmas season, the period in which the company traditionally generates all of its profit. Christmas will now fall in the first quarter of the fiscal year ending in September 2004.

— **Melissa Drier**

Beiersdorf Results

The strong euro hampered Beiersdorf cosmed-division sales in the first half of 2003 1.6 percent to \$1.8 billion, or 1.62 billion euros, although sales for the period rose 4.5 percent at constant exchange rates. Dollar figures have been converted from the euro at current exchange.

Cosmed earnings before interest and taxes for the period reached \$247.5 million, or 219 million euros, down 2.8 percent from \$255.4 million, or 226 million euros.

Beiersdorf said cosmed sales were down in Germany, Russia and the U.S. Elsewhere in Europe, as well as Africa, Asia and Australia, sales grew significantly, the company said without releasing specific figures.

Nivea remained the motor of sales, increasing sales 9.8 percent when adjusted for currency effects, followed by Labello which grew currency-adjusted sales of 5.8 percent.

For the year ahead, Beiersdorf is projecting group sales growth of 5 percent on a currency-adjusted basis, and an EBIT return on sales of 10 percent. Net profits are expected to remain at about 6 percent of sales.

BEAUTY BEAT

The Hamburg-based group said it expects sales in Germany to remain weak, but said the outlook for economic developments in the American market for the second half "remain positive."

Beiersdorf remained silent on recent reports that the firm is interested in acquiring SSL International plc, a British health care group that owns Durex condoms. A source close to the company said SSL's product ranges were not in with Beiersdorf's medical product range.

— **M.D.**

More Allou Woes

NEW YORK — Federal prosecutors on Tuesday indicted eight people, including three former top executives of bankrupt Allou Healthcare Inc., in connection with a fire at the firm's Brooklyn warehouse last September that destroyed much of Allou's inventory. The former executives who were arrested on fraud charges were Victor Jacobs, chairman, and his sons, Herman, Jacob and Ari. Of the three sons, only Herman and Jacob were officers of the company. As reported, turnaround expert Richard Sebastiao in late April fired the executives, although they retained their board positions. The three Jacobs family members are the controlling stockholders of Allou. Allou, as reported, was forced into bankruptcy in April after its lenders — Congress Financial Corp., Citibank and LaSalle Business Credit Inc. — filed an involuntary Chapter 11 petition against the firm in April. The three forced Allou into a Brooklyn bankruptcy court after discovering that the beauty distributor's assets and inventory were insufficient to satisfy their claims, which total at least \$67.7 million.

— **Vicki M. Young**

Kasper Sees 2nd-Quarter Profit

NEW YORK — Kasper A.S.L. Ltd., set to be bought in a bankruptcy auction by Jones Apparel Group for \$216.6 million, said Tuesday that it expects net income of \$1 million to \$7 million for the second quarter ended June 28, according to a filing with the Securities and Exchange Commission.

For the same period a year earlier, Kasper posted net income of \$6 million, the filing said.

Kasper, which has been operating under Chapter 11 bankruptcy protection since February 2002, also said it couldn't file its Form 10-Q on time with the SEC because its management has been occupied with the company's reorganization. Kasper's purchase by Jones is expected to be confirmed Thursday by the court.

Meanwhile, the Anne Klein di-

vision of Kasper said Tuesday it was entering men's wear through two licensing agreements.

It will launch Anne Klein New York men's apparel for spring with Peerless Clothing and casual outerwear for fall 2004 with Herman Kay Bromley, which already holds the license for Anne Klein women's coats.

The men's wear line from Peerless will include suits, sport coats, tailored pants, tuxedos and overcoats. Lisa Bromberg, vice president of Anne Klein Licensing, said the firm also is pursuing a license for men's shirts and ties.

The Herman Kay-produced line will feature casual jackets in leather, suede, down, nylon, microsuede and wool.

— **Arthur Friedman**

NEW YORK — What's the best thing about turning 100? In Eleanor Lambert's case, it could well have been the gifts.

Her Fifth Avenue apartment was quickly filled with boxes and bags on Monday night, mixing with the stifling humidity of summer that made it difficult to take two steps without landing on toes, as the decorator Mario Buatta discovered, sweating his way into the crowd to deliver a carefully wrapped package at Lambert's side. He stopped to greet another veteran fashion publicist, Helen O'Hagan, and handed her the box to hold as he reached to dab his brow. Only O'Hagan didn't realize this, and the box went crashing to the floor with a sound of broken glass.

"That was an antique," he cried, shaking its remnants.

He again made his way toward Lambert and this time handed the package to Cece Cord, who also missed. Buatta picked it up again, and extended the box toward Lambert's grandson, Moses Berkson, and dropped it, but by then it had become clear the whole thing was a gag and that there was nothing but broken glass in the box in the first place.

The rest of the crowd — John Loring, Mary McFadden, Carmen Dell'Orifice, Amy Fine Collins, Anne Slater, Pamela Fiori, Harold Koda, Kenneth Jay Lane, Enid Nemy, June Weir and that sort — turned back to the party, munching on some of Lambert's favorites such as garlic shrimp, peanut butter and bacon on toast, meatloaf and crates of Dom Perignon donated by the firm.

Last Thursday, Lambert, whose actual birthday was Sunday, celebrated with a slightly



Eleanor Lambert and Cathy Hardwick

more low-key affair at Swifty's, surrounded at the window table by designers Cathy Hardwick, Monika Tilley, McFadden, Han Feng, Mary Ann Restivo and Patricia Underwood, part of an annual tradition where they discuss jewels and travel plans.

McFadden had the best — a giant JAR ring of pavé sapphires and earrings made of blue diamonds the size of pet-store turtles, a remnant of her first marriage to Philip Harari, an executive with De Beers who brought her to South Africa. Tilley's necklace was a rope made of gold threads. Underwood and Restivo wore pearls and summer hats. Hardwick, wearing simple earrings, announced she had just returned from a vacation in Beirut.

"Oh, that's the best party town," said McFadden, and the designers compared notes on various trips to Venice, Copenhagen, St. Petersburg, Argentina, China and Hong Kong.

"We should open a travel agency," Tilley suggested.

After crab cakes, corn fritters

and cheese soufflé, it was time for presents. Underwood had made a chenille turban, Restivo gave Lambert a fur-and-lace-trimmed shawl of her own design, Feng's gift was a dance music CD, Hardwick gave sachets and soaps, and Tilley had ordered a copy of the front page of The New York Times from Aug. 10, 1903, the day Lambert was born.

Again, McFadden stole the show, as Lambert unwrapped a porcelain figure that McFadden identified as Ming Dynasty. "Oh, dear," Lambert said.

Not to worry. Earlier, McFadden had confessed that she had been in Hong Kong at the time of its handover to China, and sensing an opportunity, she offered several dealers half price.

"That's the basis of my Buddhist collection," she said.

"But how did you get them back?" Tilley asked.

McFadden looked at her with a smile and said, "I smuggled them, as always."

— **Eric Wilson**

By the Numbers

• **SPIEGEL SINKS:** Reorganization costs stemming from its bankruptcy proceedings pushed the The Spiegel Group Inc. deeper into the red in the second quarter. For the three months ended June 28, the Downers Grove, Ill.-based Eddie Bauer parent reported a net loss of \$146.6 million, or \$1.11 a diluted share. By comparison, last year the company had a loss of \$56.1 million, or 42 cents. Reorganization items of \$84.4

million, including those for the closure of 80 Eddie Bauer retail and outlet stores, accounted for the bulk of the loss. Net revenues for the period fell 21.9 percent to \$472.9 million from \$605.6 million a year ago. For the first half of the fiscal year, Spiegel recorded a net loss of \$277.5 million, or \$2.10, versus a loss of \$99.4 million, or 75 cents, a year ago. Reorganization items contributed a net of \$98.4 million to the loss. Revenues for

the six months fell 25.9 percent to \$906.3 million from \$1.22 billion last year.

• **SPLIT DECISION:** High-flying Hot Topic declared 3-for-2 stock split in the form of a 50 percent stock dividend payable on Sept. 2 to shareholders of record Aug. 21. Fractional shares shall be converted into cash based upon Hot Topic's closing price on the Nasdaq on the distribution date.

Arnault, Owen-Jones Honored by Fortune

PARIS — It's accolade season for European fashion and luxury executives.

A week after Institutional Investor anointed Gucci Group's Domenico De Sole as Europe's best luxury goods chief executive, Fortune magazine this week gave kudos to "the 25 most powerful business leaders outside the U.S."

Bernard Arnault, chairman of luxury giant LVMH Moët Hennessy Louis Vuitton, was one of two recipients in the sector, ranking 14th and cited for being "tenacious in pursuit of his global ambitions."

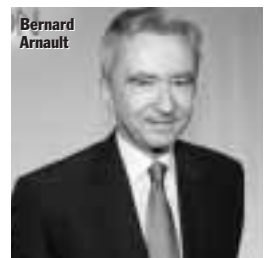
L'Oréal's Lindsay Owen-Jones came in at No. 21, praised

for 18 consecutive years of double-digit profit growth.

Neither Arnault nor Owen-Jones could be reached for comment.

Fortune editors based the ranking largely on the executives' ability to affect the behavior of other people, "whether in a company, an industry or the world at large."

Topping the Fortune foreign list was John Browne of British petroleum powerhouse BP and Nobuyuki Idei of Sony in Japan, followed by an international Who's Who from such diverse industries as automotive, banking, telecommunications, pharmaceuticals and advertising.



In its U.S. list, Fortune ranked Wal-Mart coe Lee Scott third behind Warren Buffett of Berkshire Hathaway and Microsoft's Bill Gates.

The New Kids On the Block

Modeling is a profession that epitomizes the axiom that many are called and few are chosen. Each year, hundreds of young women come to New York hoping to model. But, even of the dozens picked by Manhattan agencies, only a handful become stars. Here, from the Class of '03, some of the most likely to succeed — wearing clothes they selected themselves.

NAME: VANESSA PERRON
AGENCY: NEXT
AGE: 18
HOMETOWN: CHICOUTIMI, CANADA
MODELING FOR: SEVEN MONTHS
STYLE: PLAYFUL/FLIRTY

Thanks to her high school teacher, who encouraged her to send her pictures to Next, Vanessa's career is well on its way. She has photo spreads upcoming in Numero, shot by Patrick Demarchelier; Italian Vanity Fair, shot by Pamela Hanson; Italian Vogue, shot by Paolo Roversi, and Amica, shot by Patrick Ibanes. When she did these WWD pictures, Vanessa had just flown in from Paris, where she appeared in her first two couture shows — for Chanel and Givenchy. In the French capital, however, locals find her French-Canadian accent difficult to understand, and they often ask her to speak English.

Here, she wears Ruth's cotton and spandex top with silk trim.



NAME: ISELIN
AGENCY: SUPREME
AGE: 17
HOMETOWN: HARSTAD, NORWAY
MODELING FOR: JUST OVER A MONTH
STYLE: TOMBOY

For the short time she has been in New York, Iselin has received a lot of attention. She's on hold to shoot with Miles Aldridge for Italian Vogue and for the Penny Black ad campaign with Terry Solis. Prada, Miu Miu, Calvin Klein, Jil Sander and Helmut Lang all have options on her to walk their runways for fall. Not bad after a little more than a month on the job. When she first started working, however, Iselin was afraid to wear high heels; they're uncomfortable, and she'd never walked in them before. That's something she'll just have to get used to.

Here, Iselin wears Mint's striped cashmere tube top and cotton overalls.

— PRODUCED BY NORAH ZIS
AND ANTONIA SARDONE





NAME: VALERIE
AGENCY: ELITE
AGE: 20
HOMETOWN: ST. PETERSBURG, RUSSIA
MODELING FOR: 10 MONTHS
STYLE: CASUAL CHIC
Though she hails from the country of Peter the Great, this young Russian actually grew up in the Garden State and worked as a dental hygienist. That all changed 10 months ago when she went to an open call at Elite, got a contract and tossed away her latex gloves in favor of something more delicate. Valerie has already worked with Patrick Demarchelier, Miles Aldridge and Ruven Afanador. She has appeared in i-D, German Vogue, Amica, Elle and Italian Glamour, and in ads for Custo Barcelona, Les Copains, La Perla Swim and Aldo.
Here, she chooses C. Ronson's striped cotton dress.

NAME: UJJWALA RAUT
AGENCY: IMG
AGE: 23
HOMETOWN: MUMBAI, INDIA
MODELING FOR: OUTSIDE INDIA, JUST OVER A YEAR
STYLE: SEX KITTEN

Ujjwala Raut is the oldest and most experienced of the group. Her career first began to soar when Tom Ford cast her in his Yves Saint Laurent Rive Gauche shows for spring and fall 2003, and he went on to make her the face of Saint Laurent cosmetics. She has appeared on numerous other runways, too — Emanuel Ungaro's, Missoni's, Roberto Cavalli's and Victoria's Secret's among them. Ujjwala has worked with photographers Patrick Demarchelier, Carter Smith, Robert Erdmann, Alex Cayley and Philippe Cometti and appeared in Allure, Italian and German Vogue and Italian Marie Claire. While she was shooting last week in Harlem for Surface magazine, she was wearing extensions. As she tossed her head for the camera, they flew off — and the crowd went wild.
Here, Ujjwala in Lisi's crystal-studded wool jersey tank and Vince's nylon skirt.



Penney's Flat, May Co. Down in 2Q

Continued from page one
match its year-ago profit performance, but Abercrombie & Fitch managed a double-digit increase in net income despite a drop in comparable-store sales.

A nearly universal theme sounded by stores Tuesday was a feeling that sales at the start of the third quarter had been markedly stronger than those that preceded them, as the dog days of summer arrived along with fall and back-to-school shipments.



Allen Questrom looks to increase Penney's fashion quotient in certain markets.

J.C. PENNEY CO.

Tax rebates and a careful balance between basics and fashion have J.C. Penney Co. feeling bullish about the back-to-school shopping season after the firm trimmed its second-quarter loss beyond Wall Street's forecast.

While Penney's department stores and catalog business more than doubled its operating profits, earnings erosion at Eckerd drugstores dragged down overall results.

For the three months ended July 26, the Plano, Tex.-based national chain said bottom-line results broke even in dollars and registered a loss of 2 cents a diluted share. That beat the Wall Street consensus estimate by 3 cents, and was an improvement over last year's loss of \$6 million, or 5 cents.

Operating income at the department stores and catalog business shot up 131.8 percent to \$51 million from \$22 million a year ago, but the Eckerd division took a chunk of that back, as operating profits plunged by more than a quarter, or 26 percent, to \$54 million from \$73 million last year.

Consolidated sales ticked up 1.6 percent to \$7.31 billion from \$7.2 billion a year ago. Department stores and catalog sales rose 1 percent to \$3.66 billion versus \$3.62 billion, which was outpaced by net sales at Eckerd where revenues grew 2.3 percent to \$3.66 billion from \$3.58 billion. Comparable-store sales, however, were another matter, as a 2.1 percent bump at the department stores was partially offset by a 0.8 percent drop at the drugstore chain.

Investors traded down the firm's shares 31 cents, or 1.7 percent, to land at \$17.76 in trading on the New York Stock

Exchange Tuesday.

Penney's management was happy with the department store and catalog's second-quarter results and said an improving retail environment, tax rebates and its "fashionable, trend-right products for moderate customers" formula bodes well for b-t-s, fall, and the third quarter in general.

"We are off to a good start in August," said Vanessa Castagna, chief executive officer of Penney's stores, catalog and internet on a conference call. "We believe our customers benefit from the tax program. The checks that are being mailed now are well-timed for back-to-school purchases, as our target customer tends to spend this cash on their kids and families."

Allen Questrom, chief executive of J.C. Penney Co., added that Penney's moderate customer "is about spending what she gets, and when she has it, she's going to spend it on her family."

To insure those customers spend those checks in Penney's stores, Castagna said the company needs to continue to strike a balance between basics and more fashionable trend-right products for moderate customers, with national, private and exclusive brands being the key. Penney's sold about \$1 billion in private label apparel during the quarter, she said.

"Private and exclusive brands represent 40 percent of our sales. Clearly the customer is looking for exclusive brands," Castagna said. "We believe we've made progress with our assortment and we are focusing on brands that are important to the moderate customer."

Castagna cited Bisou Bisou, Mixit and its exclusive deal with BCBG Max Azria's Parallel line as examples.

Fleshing out the strategy, Questrom said: "The middle of America is basically J.C. Penney's home, and so we are never going to be the most fashionable store in America and that's not our intention. But we do believe that on the coasts and in certain markets we need more fashion to give the store a more updated feel."

As for Eckerd, Questrom and division ceo Wayne Harris were frank about the drugstores' lackluster results, citing uncompetitive pricing and other merchandising and marketing problems.

"It shouldn't have happened. We screwed it up," said Questrom. "It was a matter of execution. Issues of pricing and out-of-stock were a problem three years ago and shouldn't have come back."

Looking at the quarter in more detail, in addition to the 2.1 percent improvement in department store same-store sales, catalog and Internet sales comped up 3.1 percent. Castagna said all merchandise divisions generated same-store sales gains, with the best performing categories being kids, men's and family footwear. Fine and fashion jewelry also comped up, she said.

Overall, for the first half of the year, Penney's profits fell 23.8 percent to \$61 million, or 18 cents a diluted share. By comparison, last year the company recorded net income of \$80 million, or 24 cents. By segment, the department stores and catalog group saw operating earnings fall 25.1 percent to \$134 million,

while Eckerd's operating income ticked down fractionally, or 0.6 percent, to \$172 million.

Consolidated sales for the six months dipped 0.8 percent to \$14.81 billion from \$14.93 billion a year ago. Department store and catalog sales fell 3.3 percent to \$7.38 billion, which was partially offset by a 1.8 percent gain at Eckerd to \$7.43 billion.

In guidance, Penney said third-quarter EPS is forecast at 25 to 30 cents, and full-year earnings are expected to be \$1.25 to \$1.35 a share.

MAY DEPARTMENT STORES

The May Department Stores Company swung to a loss in the second quarter as charges from the impending closure of 32 Lord & Taylor Stores, as well as two other doors, more than eradicated any earnings.

For the three months ended Aug. 2, the St. Louis-based parent of L&T, Filene's and Kaufmann's, among others, registered a net loss of \$110 million, or 39 cents a diluted share. That compares with last year's profits of \$69 million, or 22 cents. Excluding charges accruing to \$318 million, or 69 cents, for asset impairment related to the shuttering of the 34 stores, net income would have been \$92 million, or 30 cents, which beat the Wall Street consensus estimate by 3 cents. Excluding charges in last year's quarter, as well, net income fell 13.2 percent from \$106 million, or 34 cents.

As reported, when the store divestitures are completed, May expects to save \$50 million, or 10 cents a share, annually.

Net sales for the quarter fell 1 percent to \$3 billion from \$3.03 billion a year ago, as same-store sales declined 3.1 percent.

May's stock took advantage of a late-day rally, rising 19 cents, or 0.7 percent, to close at \$26.37 in Tuesday's New York Stock Exchange session.

However, not all observers were so impressed.

"Earnings are in secular decline, brought on by weak leadership as manifest in dull merchandising and lackadaisical store-level execution," wrote A.G. Edwards & Sons analyst Robert Buchanan in a research note to investors. "May's private label programs are among the least defined and most poorly executed in U.S. department store retailing. Editing of branded assortments is too loose — speaking to a lack of intimate knowledge of the customer base of this or that particular store. Customer service is perfunctory and slow."

For the first half of the fiscal year, May posted a net loss of \$38 million, or 16 cents, compared with last year's profits of \$139 million, or 45 cents. Excluding special items in both periods, income decreased 18.9 percent to \$163 million, or 53 cents, from \$201 million, or 65 cents. Net sales for the six months dropped 4.1 percent to \$5.87 billion from \$6.13 billion a year ago, and comps fell 6 percent.

TJX COS.

Growth at its "younger" divisions couldn't quite compensate for lower profits at Marmaxx Group, leaving TJX Cos. with lower earnings during the second quarter.

In the 13 weeks ended July 26,

the Framingham, Mass.-based off-price giant saw net income drop 4.9 percent to \$123.3 million, or 24 cents a share, 1 cent above revised consensus estimates. In the year-ago quarter, profits hit \$129.6 million, or 24 cents.

Top-line results were considerably better as net sales rose 10.2 percent to \$3.05 billion from \$2.77 billion in last year's quarter, and were up 2 percent on a comparable-store basis. TJX's sales in the quarter exceeded the \$3 billion reported by May Department Stores.

On a conference call with analysts, Edmond English, president and chief executive officer, blamed much of the profit decline on "unseasonably cool and rainy weather" during the quarter.

"The summer season basically didn't happen until after Father's Day," English told analysts. "The reality was that, when the weather broke, we were already in markdown mode. We hit it early, we hit it hard and it's behind us."

But TJX also hit it at a cost, especially at Marmaxx, the combination of T.J. Maxx and Marshalls, where segment profit dropped 9.3 percent to \$191.8 million, as sales picked up 4.3 percent to \$2.3 billion and comps were flat.

Marmaxx accounted for 75.6 percent of consolidated sales and 84.8 percent of consolidated segment profits, down from 79.8 percent and 90.6 percent, respectively, a year ago.

However, all other TJX business segments produced profit improvement to go with sales increases. The youth-focused A.J. Wright, budgeted for a \$4 million loss, moved to a \$1.8 million profit from a \$3.1 million year-ago loss, partially because of a benefit from store closures. Sales at the 84-unit urban apparel chain rose 60.8 percent to \$96 million and were up 11 percent on a same-store basis.

English disclosed that the A.J. Wright division, which has grown from 56 doors one year ago, will finish the year at about 99 units and keep growing from there.

"Ultimately, we believe the U.S. market can support more than 1,000 A.J. Wright stores," he said.

Foreign operations benefited from currency fluctuation. Segment earnings at Winners and Home Sense in Canada rose 11.5 percent to \$18.1 million, as sales rose 3.3 percent to \$245.8 million and comps ascended 16 percent. T.K. Maxx, in the U.K. and Ireland, generated a 20.1 percent profit increase to \$8.2 million, as sales rose 33.3 percent to \$209.9 million and comps were up 14 percent, or 4 percent in local currencies.

U.S.-based HomeGoods more than tripled its profits, to \$6.1 million from \$1.9 million, as sales grew 23.1 percent, to \$193 million, and comps advanced 4 percent.

English said the firm believes that Marmaxx, now with 1,376 stores, can expand to 1,800 units.

He said that, as sales momentum established in July has carried into August, comps this month are expected to finish ahead 3 to 5 percent. September comps are budgeted at 3 to 6 percent ahead while October should range from 2 percent down to 1 percent ahead. In all cases, the more mature Marmaxx is budgeted to lag corporate comp performance by 1 percent. TJX ex-

pects comps to finish 2 to 4 percent ahead during the current third quarter, when earnings per share are slated to land at between 34 and 36 cents versus 28 cents in last year's third quarter.

English indicated that TJX is ready to seize any buying or selling opportunities that present themselves in the back half of the year. "Frankly, we have a lot of open-to-buy," he said, "a lot of flexibility to chase wherever the trends may take us."

So far, for back-to-school, jeans and leathers have tracked well.

Wall Street liked the results and guidance and sent TJX shares up \$1.13, or 5.7 percent, to close at \$21.05 in New York Stock Exchange trading Tuesday.

For the six months, net income dropped 14.4 percent to \$236.8 million, or 46 cents a diluted share, from \$276.7 million, or 51 cents, in the comparable 2002 period. Sales moved ahead 7.4 percent, to \$5.83 billion from \$5.43 billion, while comps were flat.

ABERCROMBIE & FITCH

Abercrombie & Fitch, lately known as much for its lawsuits and racy catalog as for its preppy, all-American clothing, said late Tuesday income swelled 11.8 percent in its second quarter.

For the three months ended Aug. 2, the New Albany, Ohio-based specialty retailer, which operates a fleet of 625 stores, including 112 Hollister stores, posted earnings of \$34.8 million, or 35 cents a diluted share, a penny above Wall Street's best guess of 34 cents and 2 cents higher than forecast by the company last week. That compares favorably to year-ago income of \$31.1 million, or 31 cents.

Sales for the quarter rose 8.1 percent to \$355.7 million from \$329.2 million, while same-store sales went in the opposite direction, falling 8 percent. Hollister continued to shine as comps rose by double digits, both in its men's and women's division, offset by a negative low-double-digit-comp decrease at A&F stores, as men's results continued to be difficult.

"The sales environment has clearly been challenging," Mike Jeffries, chairman and chief executive, acknowledged on an afternoon conference call. "I am not satisfied with the level of business and am adjusting inventory content to take advantage of classifications where I see trends."

He noted that A&F's nonpromotional stance, including not repeating last year's 15-percent-off back-to-school direct mailer, has made interpretation of results difficult. He also said, although A&F's men's business remains difficult, he believed there is a strong fashion in women's that could drive the business.

Still, Seth Johnson, chief operating officer, said last week that July's sales results "reflect strong demand for spring-summer clearance and disappointing sales of full-price fall merchandise."

For the first half, income rose 10.9 percent to \$60.4 million, or 60 cents a diluted share, compared to income of \$54.4 million, or 53 cents, in the comparable period last year. Sales rang in at \$702.4 million, a 9.4 percent increase over year-ago sales of \$641.9 million.

— With contributions from Jennifer Weitzman

Kellwood Digests Deals, Still Hungry

By Evan Clark

NEW YORK — Kellwood Co. not only has a big appetite, but a big stomach, as well.

While the St. Louis-based firm was outbid for Kasper A.S.L. at auction last week, that doesn't mean Kellwood has lost its hunger. Jones Apparel Group, as reported, snatched Kasper out of bankruptcy, along with its signature suit and Anne Klein businesses, with a total bid of \$216.6 million. That bid is set for approval at a court hearing on Thursday.

Kellwood has a full plate even without another acquisition and at least a couple of deals are in the works, with one expected to go through by the end of the year.

To feed the beast of growth, Kellwood has taken on a myriad of new licenses recently. Among them are Liz Claiborne dresses and suits, a Calvin Klein better women's line and an Izod moderate women's line from Phillips-Van Heusen, XOXO junior apparel from Global Brand Holdings, Run Athletics and Def Jam University sportswear from Russell Simmons, and Dockers' tops with Levi Strauss & Co.

Together, licenses for XOXO, Dockers tops, Run Athletics and Claiborne dresses and suits are slated to bring in revenues of \$100 million next year for the firm. Kellwood also acquired pants and skirts maker Briggs New York Corp., a \$200 million business, in February.

Last year, the company's top line came in at \$2.2 billion.

During the first quarter ended May 3, Kellwood's net income shot up 143.7 percent to \$20.8 million, or 78 cents a diluted

share. Sales for the quarter increased 20.8 percent to \$689.2 million.

With a vast corporate empire spreading from Sag Harbor moderate apparel and the forthcoming Calvin Klein line to the David Dart and David Meister bridge businesses, analysts said the coordination of so many moving parts brings along risk. However, the consensus is that Kellwood has the proper structure in place to manage its newer businesses.

Kellwood, along with other large apparel manufacturers, is forced to take on new projects and acquisitions to supplement the industry's usually tepid organic growth.

"All of the major players are bound, forced to acquire," said industry consultant Emanuel Weintraub. "They have to acquire because Wall Street is what the game is about. It's not about making apparel. It's about the stock and Wall Street's opinion of that stock...and the stockholders want a return."

Investors acknowledged Kellwood's growth initiatives by driving up its shares 36 percent over the last year to close at \$33.93 on Tuesday. By comparison, the Dow Jones Industrial Average rose 7.1 percent during the same period. Among the firm's competitors, which also have been actively vying for growth, shares of Liz Claiborne Inc. increased 21 percent while Jones' stock slid 10.5 percent.

"At this point, I don't see any problem with the increased risk due to the last couple of acquisitions and the licensing agreements," Sidoti & Co. analyst Christopher Ragazzo said of Kellwood's recent moves.

"The licensing agreements have very

little risk because the customer base is already there," he noted, adding that the new Klein license does bring with it some uncertainty while expectations run high.

Kellwood will hit the stores with a selective offering of better-priced goods under the Klein name for spring, with a major launch to follow in fall 2004. The collection, though, drops into the middle of a better turf war, with square footage in department stores and sales dollars up for grabs.

As reported, the spring will see the first showing of Lauren by Ralph Lauren under the administration of Polo Ralph Lauren Corp., which recently took control of the brand amid a flurry of legal actions. Jones, which had held the Lauren license, will meet the collection head on with Jones New York Signature. Also enhancing its position in better is Tommy Hilfinger Corp. with its expanded H line that falls into the higher end of the price zone.

With so many question marks in the better world this spring, Ragazzo said Kellwood is "looking at this as an opportunity."

"I would think they're going to try to grab as much of the market for this segment as they can right off the bat and try to get a foothold," noted the analyst. "A lot of retailers are looking forward to getting the Calvin Klein brand in there."

While Kellwood hasn't officially stated its sales goal for the line, Ragazzo said he was assuming the Klein business would bring \$50 million into the firm if it were up and running for the full year.

The Klein license, though, is now just one of the higher-profile happenings at Kellwood.



Kellwood's looking for growth with its Liz Claiborne suit license.

Hal Upbin, chairman and chief executive officer, said last week that a couple of other acquisitions that were placed on the back burner during the firm's pursuit of Kasper would come to the fore again.

"We'll pick it up," he said. "We're looking at the men's portfolio, young women's and accessories portfolios." The ceo expects to complete another acquisition by yearend. "We have the financial capability and have the interest."

Wall Street's keeping a close eye on the firm's expansion.

"If it were up to one person to keep track of all of these new things that they added, yeah, my risk alarm would be going off," said C.L. King & Associates analyst Thomas Lewis. "As long as every
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Koch Kicking Tires: To Tour DTI Plants

Continued from page 2

brands and leadership in the nylon and spandex side, you end up with a leading diversified company in resins and fibers globally," a Koch spokeswoman said Monday. "DTI has a lot of superb capabilities and their brands are among the world's most known. We see expansion and investment opportunities."

In a cyclical business like the fibers market, where oil prices fluctuate, the spokeswoman said being a private company is an advantage.

"We have a long-term focus," said the spokeswoman. "We think we can be very responsive to market developments and take actions to create superior value to customers. Some of those [actions] are unique because we're privately held."

If the deal with Koch falls apart, however, an initial public offering would be the next logical step, according to Ghitis, and would likely take place in early 2004.

DuPont executives have been adamant since revealing their plans to part with the DTI business that an IPO is an option. Yet the market for textile stocks has been bleak for the past several years — only five U.S. textile companies with apparel operations retain their listing on major U.S. exchanges, and Tuesday all their share prices

closed well below the \$11 mark.

For the six months ended June 30, DTI reported aftertax operating income of \$12 million, compared with a \$30 million operating loss a year earlier. Sales were \$3.5 billion, up 12 percent.

With the U.S. textile industry facing the end of quotas on textiles and apparel among World Trade Organization members in 2005, observers said it's unlikely the climate for a textile IPO would be rosy.

"Today, you don't see very many people investing in the textile companies," said Hyosung's Ford. "The outlook is completely foggy."

"The IPO didn't seem to make a lot of sense. Who would want to buy stock in a textile company?" consultant Nick Hahn, of Stamford, Conn.-based Hahn International, asked rhetorically. "Other than spandex, I don't know where there's a lot of money to be made."

Ghitis said DuPont's corporate management is overseeing the sale process, leaving DTI executives to focus on their business.

"What's important is that we continue to run our business intentionally by bringing market innovations and we are very active in expanding our manufacturing capabilities," said Ghitis. "Whether in transition or not, we're here to service our customers and make them successful."

Cone's Bakane Blasts Kozberg's 'Pointless' Suit

NEW YORK — Firing back at dissident director Marc Kozberg, Cone Mills Corp. chairman, president and chief executive officer John Bakane released a statement late Monday claiming Kozberg filed a "pointless" lawsuit to have a court set a date for Greensboro, N.C.-based Cone's next annual shareholders' meeting.

Bakane said the meeting has already been set for Sept. 25. Typically, Cone's annual meetings have been held in March. Its last fiscal year ended Dec. 29.

Kozberg, together with a group of other investors, owns a 9.5 percent stake in the mill. He's been a major shareholder since 1998 and in 1999 made an offer to take the company private, which was rejected. As reported, last week he filed a proxy statement seeking the election of three directors.

"Cone considers this action to be solely to gain publicity for Mr. Kozberg and his group," Bakane said in the statement. "It appears to me that Mr. Kozberg enjoys lighting fires so that he can take credit for putting them out."

Bakane also complained that Kozberg has criticized the company's failure to recapitalize, but opposed a deal earlier this year to sell \$27 million in convertible debt to W.L. Ross & Co., the firm that plans to buy Burlington Industries out of bankruptcy.

U.S., Canada and EU Offer Tariff-Cut Deal

By Kristi Ellis

WASHINGTON — The U.S., Canada and European Union presented a joint proposal Tuesday on lowering tariffs on industrial products, such as apparel and textiles, in an effort to jumpstart stalled discussions on opening markets in the global round of trade talks.

Negotiators from 146 countries deadlocked last May on how to reduce and eventually eliminate industrial tariffs in the current World Trade Organization round of talks, and the U.S., Canada and EU attempted to nudge the talks forward with their blueprint in advance of a crucial meeting of ministers in Cancun next month.

The three trading powers did not offer a time frame or figures for tariff elimination in the joint paper, which Peter Algeier, deputy U.S. Trade Representative, called "a simple, ambitious, harmonizing formula" that is intended to lead to steeper cuts on high tariffs. The U.S. originally proposed eliminating tariffs on all industrial goods, including apparel and textiles, by 2015.

Algeier said the joint-formula approach to cutting tariffs must be balanced by "special and differential treatment" for least-developed countries, which means some of the poorest countries could negotiate longer tariff phaseout schedules.

This new proposal could still

be a hard sell to make to developing countries. Poorer WTO members have resisted opening their markets to developed countries' products and argue tariffs are an important source of revenue.

"What we attempted to do in this paper is provide a way for a high level of ambition and yet be sensitive to various concerns and sensitivities of developing countries," Algeier said on a conference call. "Rather than reducing everything to the lowest common denominator, the way is to have flexibility built into the negotiations."

The U.S., Canada and the EU are still pushing the controversial proposal to eliminate all duties in various sectors, including textiles, clothing and footwear. However, India and other developing countries have stressed that a sectoral approach to tariff elimination should be voluntary.

"What we have heard for decades from countries that are exporters of textiles and apparel is that their primary area of competitiveness," Algeier said. "But they have been frustrated in exercising their competitiveness by barriers in developed countries."

Algeier said the U.S. is willing to open its textile and apparel markets to foreign competition in the form of eliminating tariffs, provided that other countries "open their markets and ideally eliminate tariffs."

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Milliken's 'Smart' Move

NEW YORK — Milliken & Co. jumped into the stain-resistant fabric business Tuesday, introducing StainSmart, a treatment the Spartanburg, S.C.-based firm said makes fabric less susceptible to being stained and more likely to release stains in the wash.

Milliken plans to unveil the technology, on a nylon fabric, at the Outdoor Retailer trade show in Salt Lake City on Thursday.

"Repelling against stains is only half the battle," Brenda Burris-Drake, merchandising director for the company's woven fabric business, said in a statement. "Now, even if you spill your favorite campfire dinner on your shirt, you can rest assured it

will come out in the wash."

Noting the company was still awaiting the approval of a patent on the technology, a spokeswoman offered few details on how the technology works. She said it involves the application of chemicals in a layered structure to fabrics that is intended to last the life of a garment. She said it could be applied to other synthetic fibers, as well as blends of synthetics and natural fibers.

The company also has rolled out a series of other new technical fabrics, including Visaendurance, which the company said offers odor control and moisture management properties.

— Scott Malone

Kellwood: Growing and Growing

Continued from page 7

new property finds a home so you have one incumbent company being held accountable for its integration, it's probably manageable. This is a company that spent a lot of years putting themselves in a position where they could be acquisitive like this."

Though Lewis sees Kellwood successfully managing all of its various projects, he asked, "Could they go out and make a couple of more acquisitions and tip the balance? Absolutely."

Lazard Frères & Co. analyst Todd Slater said, "There are clearly some risks, but the acquisitions and investments that the company has made have been low cost, therefore mini-

mizing the risk of not achieving required return on capital."

Neither Kellwood's acquisitions nor its licensing deals have gone too far afield from its operating strengths, noted Slater, which also mitigates any possible risk.

The abundant acquisition opportunities driven by a difficult economy should persist for a couple years, noted the analyst.

"Weak economic times are very active consolidation periods, very active acquisition periods, for apparel manufacturers, and so these big apparel companies are positioning themselves for their next leg of growth during the slow, soft economic environment," Slater added.

Marketing

Break Out to Connect With Millennials

Continued from page 2

Beach, a junior swimwear label owned by Warnaco's Authentic Fitness unit, which sponsored a "Design Your Own Bikini" contest. More than 1,000 contestants vied for a \$1,000 prize. Five entrants, whose designs were deemed strongest, were flown to Los Angeles to work with Sunset Beach's designers and pattern makers for three days. The swimsuits they designed during the experience are now part of the brand's 2004 Cruise Collection.

The contest was promoted in ads in Gadzooks stores nationwide and in YM's April edition. The event also garnered editorial coverage on TV programs such as "Good Day Live," and in stories in contestants' hometown newspapers.

"The publicity went beyond anything we expected; we were surprised," said Kathy Van Ness, president of the designer division at Authentic Fitness. "Something like this is more difficult than traditional [marketing], but it allowed us to become part of our customers' lives, and let us in on what they think."

Gadzooks itself is planning a fall ad campaign, slated for Seventeen, Teen People, YM and Lucky, enabling its target teen customer to personalize the ads' message, by filling in the blank in the tag line: "As...As You Want to Be."

Working with The Richards Group, a Dallas-based branding firm, Gadzooks is aiming to further engage teens by boosting the interactivity of its Web site. It recently added a "Style Guru" advice column, and earlier this summer it posted a Dear John e-mail girls can customize (think Mad Libs) when breaking up with their boyfriends. They took down the e-mail form in late July.

One reason Millennials like to play a more active part in marketing than prior generations is they're quicker to see through the poses struck in traditional marketing messages, sources pointed out. That's largely because of the information saturation they're experiencing as the first generation to grow up online and with 24/7 news — media that's numbing them to the messages in traditional ads.

Authentic Fitness' sister company, Speedo, for one, has been striving to boost the brand's swim cred with its young customer target through event sponsorships and online marketing. "We have to become embedded in an event or show," acknowledged Craig Brommers, Speedo's vice president of marketing, referring to raising the brand's profile with Millennials. For example, Speedo was an unpaid sponsor of the movie, "Swimfan," which premiered last August as a "dive-in" movie, screened at a swimming pool on the U.C.L.A. campus. Speedo also is aiming to make a splash via Internet chat rooms and message boards on a new Web site, targeting teen swimmers, set to go live in September at speedo-swimming.com.

For most Millennials, marketing with an aura of authenticity rules. If they haven't seen it all by their teen years, they've seen a lot more than their predecessors had at the same age. Subsequently, it takes more to move them.

"This group is bombarded with more information than any generation. Traditional forms of advertising are no longer effective," noted Marshal Cohen, chief industry analyst at NPD Group, a Port Washington, N.Y.-based market researcher. And the Millennials' skepticism-to-outright-rejection of traditional marketing messages, he said, signals a need for customized marketing to the cohort.

"Bigger is out," Cohen counseled. "Advertising is evolving toward a more personalized approach. In about five years, ads will be tailored to individuals. With a card or a key, one will be able to get a whole program addressing his or her interests."

That approach is akin to existing personalized media, such as cable TV on demand, and downloading music from the Web into MP3 players, but the technology costs for customizing ads are still prohibitive, marketing experts said.

Ironically, the need to augment mass marketing aimed at Millennials with downsized, localized and interactive ads, sponsorships and promotions has posed a particularly significant challenge for fashion's biggest players, observed Marc Gobe, president and chief executive officer at brand-image creation firm desgrippes/gobe.

As a result, Gobe said, "Department stores have missed this customer."

Despite existing communication gaps, Gobe sees an opportunity for department stores to lure teens by operating more like specialty stores, as well as using alternative methods of marketing. A case in point: La Foret Roppongi, a Tokyo-based department store devoted entirely to teen product, including music, movies, and fashion.

One department store player making such an effort in the U.S. is Saks Inc., which held casting calls on Aug. 2 at the Parisian store in Madison Square Mall, Huntsville, Ala., for fledgling actors and actresses, ages 18 to 25, interested in walk-on rolls in various TV shows on the WB Network. The event drew several hundred young adults to the auditions.

The WB event was preceded by a grassroots promotion mounted this spring by the Profit's/McRae's unit of Saks, pairing activewear with competitions in a trio of outdoor sports. The event, dubbed Bikes, Boards and Blades, or B3 competitions, drew 5,000 spectators and participants, ages 6 to 16, to the events, held in the parking lots of four Profit's stores. The effort was tied to the opening of 16 B3 activewear shops in the Profit's/McRae's division.

In-store and Internet tie-ins, including sales promotions and online links to fashion Web sites, complemented both the Warner Bros. and B3 events. Brands aiming to strike a youthful marketing profile participated in the events, as well, including Oakley, MAC and Clinique.

Online apparel shopping and the spread of product placements in TV shows and movies only hint at new ways in which media will enable fashion brands to communicate with consumers, with a big assist anticipated from the coming changeover to digitally based, high-definition TV, and its eventual convergence with online technologies.

As for virtual entertainment, the joint venture between America Online and Teen People, which went live Tuesday, hints at the possibilities, offering users a



Nascent jeans brand Xvala is seeking exposure via product placements in rock bands and on TV.

virtual fashion show, with teenage models, in full-motion video and still shots that can be viewed up close — and the option to buy online the styles modeled, with a few clicks of the mouse.

And despite the proliferation of product placement in entertainment vehicles, apparel marketers have simply scratched the surface of the tactic, sources said. Today, for instance, the Manolo Blahniks worn on "Sex and the City" by Sarah Jessica Parker's character, Carrie Bradshaw, may show up in fashion magazines weeks later. Several years from now, what people see in programs will be available for purchase instantly.

"There are big opportunities down the line, with HDTV, to click on an outfit during a show and order," said MindComet's Murphy. "Right now, we're looking at immediate rebroadcasts online of top episodes of a hit show like 'Sex and the City,' maybe sponsored by a store, where consumers could buy online most of the products featured."

In addition, product placements and celebrity tie-ins can be incorporated into local events and public relations campaigns to create a buzz, in lieu of a costly blitz of traditional ads. Monkeys in Pants, an Atlanta-based product placement company, has brought smaller players, like niche jeans and accessories lines, exposure through TV, special events and celebrity tie-ins. Leveraging contacts she made as a costumer and publicist in Los Angeles, company president Beth Beasley sends product placement candidates directly to stylists and celebrities, rather than taking the more circuitous route, through producers.

For instance, Beasley has placed Culturalpersona, an Oklahoma City-based jeans line, on such TV shows as "Will & Grace," "Friends" and "Sex and the City." Currently, she is working with p.r. firms to help launch Xvala, Culturalpersona's new jeans brand targeting 14- to 30-year-olds, by seeking product placements on TV, with high school trendsetters, and in rock bands like Atlanta's The Hiss, who wore them recently on an international tour. And a pair of Culturalpersona jeans have been known to appear in goody baskets at celebrity-dotted events and parties, such as Beyoncé Knowles' 21st birthday fete held last summer at an Atlanta roller skating rink.

Beasley said she charges clients anywhere from \$1,500 per show, for a guaranteed product placement, to a \$3,500-to-\$5,000 package that adds monthly fees for p.r. and branding efforts. By comparison, sources said, major product placement firms in Hollywood charge around \$50,000 for placements in a dozen TV shows over the course of a year, or about \$4,200 per placement.

Naturally, executing an effective apparel placement in entertainment vehicles is trickier than placing, say, a box of Captain Crunch or a can of Coca-Cola, as, beyond the fashion cognoscenti, most people are unlikely to know one fashion item from another — unless they feature a logo or other unmistakable marker, like Burberry plaid.

Beasley's solution? "That's where public relations comes in."



Gadzooks' fall magazine ads will encourage teens to express themselves.

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Shifting Trends Spur Item Search

By Nola Sarkisian-Miller

LOS ANGELES — Like anxious party hosts, show organizers and exhibitors of the holiday-resort market that ended Tuesday revved up the marketing machine, even serving beefcake with hunky bartenders at no fewer than three “happy hour” areas.

A few shifts in the hot trends were apparent, such as a softening of denim and cargoes, so buyers were on the hunt for new items. But retailers weren't parting with their dollars so easily.

“With two weeks before MAGIC, it's tough,” acknowledged Loretta Kendrick, a partner in the LKW Sales showroom at the California Market Center. “Retailers have less disposable income to go to all the shows.”

Citing the cyclical nature of the business, however, industry veterans said a strong June market helped offset business.

“June was great, so it's typical that August is a little soft,” said Michael Cohen, who owns a New Mart showroom bearing his name. Cohen remained optimistic, citing business up 40 percent year-to-date. “I feel good. Buyers were cautious, taking a second look at their orders, but they were buying.”

Squandered time it wasn't for the vendors and retailers who said the cargo's gradual exit from the fashion sphere has opened up floor space for women to think a little harder about wardrobe building with strapless, jeune fille dresses, updated tweeds and cashmeres, skirts with swing and asymmetry, and furs dyed to make a splash, like Shine's hot pink rabbit fur bomber.

Among the notable frocks were Gigi's “Wonder Bread” sateen dress and pink silk charmeuse camis and dresses with black lace overlays, Ana Capri's tulle skirts and scoop neck, empire waist dresses by Adrienne Bui.

The touch of the season could have pirouetted straight off the ballet stage. Ballerina trims included lace-up corsets, sash belts, satin ribbon belts — including Poppie's ribbon tank with handmade, dipped silk flowers and Allen B.'s nylon colorblock tube tops with satin ribbon accents. Even asymmetric skirts, borrowing from the effortless craze of denim and cargo dressing, abounded with Christina Cord's layered tunics over miniskirts and Tiffany Alana's broached wrap skirts in a riot of stripes.

“I think shock treatment is doing well” in clothes that offer drama, said Barbara James, who runs the Barbara James & Co. showroom in the New Mart. “[The customer] wants to mix hard and soft, sophisticated and girly.”

A top draw in her showroom was True Meaning, a collection from Bisou Bisou that bowed in New York, featuring tweed, fitted blazers with raw edges and ribbon trims, silk halters and tanks embossed to resemble lace blocking and tuxedo slacks detailed with pink satin-lined back pockets.

Vendors brought cashmere's price points down to earth. Shine's satin-lined hand-beaded sweaters and QI Cashmere's Johnny collar cashmere sweaters in sherbet striping offered wholesale price points from \$41 to \$48.

The New Mart's Designers & Agents Annex staged its biggest August show yet in terms of exhibitors and attendees, according to vice president Barbara Kramer, drawing Barneys Japan and international buyers from Germany, Italy and France. Traffic bustled on Saturday.

“It's unusual for August, and it shows that more and more people think L.A. is the place to see what's to come,” Kramer said.

Shauna Stein, owner of On Beverly Boulevard in Los Angeles, stopped in for tunics to match the tapered, ruched FRX jeans she had picked up. “Bottoms are getting narrower as tops get longer and proportions change,” she said.

Clique's cashmere shells and Lemon's Asian print skirts, and tube tops were top finds for Edna Hart, who owns a boutique in the edgy eastside Los Angeles neighborhood Silver Lake. “We're looking for pieces — things to dress up or down — because we don't think people are getting too dressy this season,” she said.

By and large, most of the market's retailers hailed from the West Coast, and in an encouraging sign, a number of new specialty stores also attended.

“We found the right location and knew we had no choice, despite the economy,” said Casey Rosen, owner of Blush, a boutique opening in November in

Denver. Rosen's purchases included Sanctuary cargoes, Notice's dresses accented with bows and White + Warren's cable knit cashmere sweaters.

Denim wasn't on most shopping lists.

“We're not doing denim,” Rosen stressed. “There's enough out there.”

Notably, those selling denim were mostly denim veterans and not the me-toos. Blue Cult was pushing its trouser jeans with angled pockets and its holiday skirt with split layered pleats. Clean, whiskerless jeans from Mavi Jeans, rhinestone-loop jeans at Allen B. and lightweight denim jeans minus the rivets from AG were also top sellers.

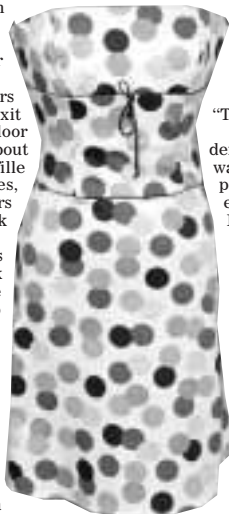
The contemporary designer areas On 5 — the name given to the CMC's fifth floor showrooms — and the Focus collection in the building's Fashion Theater weren't as busy as hoped, but Ana Capri and Pomelo Studio were among the dozen vendors who said buyers shopping were serious.

“I met with boutiques from northern California and they were placing orders,” said Cindy Hau, whose six-month-old line, Pomelo Studio, featured black-and-white pieces including bias-cut polyester crinkle skirts with satin trim and bamboo print mesh shirts with stretch knit overlays.

In moderate, buyers were receptive to basics with a twist. Sherpa tracksuits with leg buckles were draws at XCVI from hotel and resort buyers while heat-transfer floral sweaters by Victor Carlini and monogrammed sweaters and expanded tanks with sheer polka-dot trim and flower details by Banzai were top sellers, Kendrick reported. “Banzai is more form-fitting and younger in look, and that's what buyers are looking for in the misses' market,” she said.

Edgy eveningwear at Mandalay, like the silk chiffon “bondage” dress with a leather corset overlay, and stretch satin and silk chiffon blocked skirt sets dazzling with paillette clusters were top sellers, according to owner Glenn Kay, whose showroom is in the CMC. His diffusion line, Julian Joyce, which began shipping last month to Nordstrom and Bloomingdale's and wholesalers for about 40 percent less, also was on display with one-piece, embroidered dresses.

“Mandalay has strong ornamentation and this line could be more palatable to a broader audience,” said Kay, who hopes to open it more to department stores nationwide.



A look from Gigi.



Julian Joyce



PHOTOS BY DONATO SARDIELLA

FASHION SCOOPS

NARCISO'S ANGELS: Demi Moore missed him by a day, but Angelino fans Jacqui Getty and Kelly Lynch made darn sure to get face time with Narciso Rodriguez during his two-hour visit last Friday afternoon — his first on the West Coast and part of a two-day trunk show at Barneys New York in Beverly Hills. In all, the event rung up slightly more than \$200,000, with such top sellers as a black stretch cashmere coat, \$2,380; a sleeveless black beaded dress with pink insets, \$3,295; a sleeveless black dress with white insets, \$1,295 — the same style Renee Russo wore the evening before at the Barneys-hosted dinner in the designer's honor, and a black wool cotton velvet jacket, \$1,425, and matching A-line skirt, \$795. Lynch, among the dinner's guests, popped in the next day so

Rodriguez could personally fit the cocktail look she's wearing this month at the Venice Film Festival for the premiere of “Lost in Translation,” the Sofia Coppola-directed film produced by her husband, Mitch Glazer. “Narciso's my new favorite designer,” said the fashion-loving actress, who was meeting Rodriguez for the first time despite owning several of his pieces. “These new reshaped vintage clothes by other designers aren't speaking to me. But his clothes are so sexy without being vulgar. He gets a woman completely.”

EXPRESS GETS THE GREEN LIGHT: Never thought you'd hear Express in the same breath as Ben Affleck? It's true. Although the Hollywood hunk has been known for sporting YSL and Gucci lately, his independent filmmaking venture with Matt Damon, “Project Greenlight,” has partnered with the retail chain for its second

film, “The Battle of Shaker Heights,” which premiered Monday night in Universal City. Although Affleck and Damon wore their own casual duds at the 90-degree premiere, the producers, directors, screenwriter and film's male star, Shia Le Beouf, all sported Express duds. And the film's female star, Amy Smart, mixed in Express pieces with her vintage wardrobe, styled by costume designer Bega Metzner, daughter of fashion photographer Sheila. The Ohio-based chain has been making inroads into the world of independent film, having sponsored the Independent Spirit Awards for the past four years, and providing wardrobes for 10 independent films made this year, with Kate Winslet, Naomi Watts and Gretchen Mol among the stars to don Express. Express also can be seen in the current art house hit, “The Secret Lives of Dentists,” on the backs of Campbell Scott and Paul Rudd.

MAXED OUT: So what if the new Max & Co. store in the Beverly Center was still days away from being opened? Karolina Kurkova only needed to charm the visual display team dressing the windows to let her in for a little shopping. Max Mara USA president Guglielmo Melegari — in town for the week to oversee the opening of this unit and another at South Coast Plaza — was promptly called in to assist the Czech lovely, who purchased a coat, leggings and miniskirts. In fact, at about \$125 a pop, the short skirts in denim and tartan proved an unexpected hit when the doors finally opened last Saturday. (Another two units open on the West Coast in the coming weeks in Palo Alto, Calif., and Las Vegas.) While the registers were already in place, not everything was customer-ready: the shopping bags had yet to arrive, so Kurkova had to carry out her buys on hangers.

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GUESS?, Inc. is an internationally recognized fashion leader. We are seeking motivated, talented individuals to join our Los Angeles based team.

DIRECTOR OF QA AND TECHNICAL SERVICES

Ensure product integrity/quality standards are met from pre-production through mass production. Direct Sample Sewing, Technical Services, Sample Rooms, Marking and Grading, Fabric Integrity, Cutting and QA departments; evaluate new/vintage factories; establish present cost/QA procedures; and lead corporate technical services. Requires 10-15 years experience with fabrics, dyeing, pattern-making, garment construction and quality control; 5 years management experience; and a Bachelor's degree.

DENIM DESIGNER

Design contemporary fashion denim products aligned with GUESS? vision and current trends. Requires 7 years denim design experience; proven ability to develop market right silhouettes; knowledge of garment construction; and a degree in fashion design. Portfolio/illustrator knowledge a must. Portfolio/work samples requested.

ASSISTANT DESIGNER

Work with Designers to develop fashion apparel products. Requires 1+ years design experience for the contemporary/fashion market; fashion design degree; and Photography/illustrator knowledge. Portfolio/work samples requested.

BUYER

Manage product assortment for retail stores. Involved analyzing trend/historical data to create effective seasonal buys; reviewing sales/inventory against financial goals for the Open to Buy process; and developing plans to meet financial targets/GMROI goals are achieved. Requires 7 years experience as a Buyer; knowledge of merchandise trends; apparel merchandising/planning knowledge; and a Bachelor's degree.

Send resume and portfolio/work samples (if requested) to jordanh@guess.com or fax to (310) 744-7802. Only qualified candidates will be contacted.

FILA USA Inc., one of the fastest growing athletic brands in the country is seeking to fill two positions in our **New York City Design Center**.

Product Manager

Responsible for the line of products, you will create complete style development ideas for each style including detailed sketches, fabric, color and measurement specifications; oversee development of styles including daily communication with overseas manufacturers and domestic production manager; approve fabric, trim, fit, drape, etc.; track styling, buying samples, registration of prep and delivery; work with marketing department to determine style layout, create copy, create correct art and details for labeling systems; and prepare copies upon launching of groups; and collateral materials for sales training preparation. Must have a Bachelor's Degree or equivalent and a minimum of 1-3 years of related experience.

Manager of Materials Research and Sourcing

You will perform the sourcing process of active apparel fabrications and oversee including development of new fabrics for each season work closely with design and manufacturing teams to understand the needs, work like a real trend-watcher for new concepts, consistently identify and research new trends; establish requirements, timelines and methods for seasonal approval prior to the best sources; track database of record keeping and fabric libraries; maintain color palette and all color standard systems; monitor development of fabric and trim involving daily communication with overseas and domestic manufacturers and developers; and approve lab dips. Must have a Bachelor's Degree or equivalent and a minimum of 1-3 years of experience in this field.

Both positions require excellent communication skills with the ability to manage projects effectively.

We offer a truly diverse creative environment with growth opportunities and opportunities for growth. Please send resume with salary requirements to: hr@fila-usa.com EOE No phone calls please.



CAD DESIGNER

Fast paced women's swim & knit mfr. seeks CAD Designer. Must have excellent color sense and exp. on prima plus. Please fax resume to: 212-221-9393

CRB Apparel Search

A full service search and recruitment firm has openings for **freelance and full-time opportunities**. We are currently searching for: ***Designers and Technical Designers** Must have 3+ year's experience ***Graphic Artists & Accessory Dsgars** For more information regarding these positions please call Cindy Beckwith 877.371.9975 or e-mail resume to beckwith@crbapparel.com

DATA ENTRY ASST

For this belt distributor located in Nassau county, Long Island, EDI Exp. a must. Order processing. Salary \$25-\$38K. Medical. If interested, e-mail your resume bjorman@lernercombo.com

Asst Tech Designer

Amerex Group, is looking for outstanding manufacturer is growing for an organized & detailed **Asst Tech Designer** for our NYC office.

This candidate should know basic garment construction/pattermaking, how to spec a garment, fit comment along with other duties. The ideal candidate must have at least 3-5 yrs experience and know Excel.

We offer a competitive compensation package with benefits such as medical, dental and 401k.

Please send your resume to hr@amerexgroup.com or fax to (732) 499-8529.



Design Assistant

CHILDRENSWEAR
Flat sketching on computer required for this job. Illustrator/Freehand & Photoshop. Fax resume to: 212-868-9279

DESIGN ASSOCIATE

Missy Sportswear Co. seeks efficient, creative team member to work w/ Design staff. Responsible for trims, costing, boards, re-colorings Working knowledge of knit, woven fabric a must. Proficient in Adobe Photoshop, Illustrator. Import experience preferred. Excellent on experience for up + coming designer. Fax Resume: Alan 212-704-0784

Designer and/or Artist (Boys)

Newborn Infant/Toddler An est. childrenswear importer seeks a FT Boys Designer/Artist. Exp. on PhotoShop & Illustrator (MAC) necessary. Fax resume to Michelle: 646-827-9016

DESIGNER

Branded womenswear co. seeks designer with minimum 3 years experience in the junior market. Import experience preferred. Excellent sketching, technical specs, fittings, & computer literate a must. Fax resume to Lynn 212-302-2399

DESIGNER

Est'd watch co. seeks a fashion school grad w/degree in merchandising / business to analyze, merchandise, design, spec core product line & GWP designs. Must have 1 yr work exp, good fashion sense and be computer literate. Benefits. Fax resume: 212-947-7601.

The best full time and freelance jobs.

The best jobs with the best companies.

The best experience with senior managers.

The most experienced recruiters.

More than a job, a career.

Send your resume now and we'll start working for you. We have immediate openings in the following areas:

- Allocation Planner to \$90K
- Merchant Planner to \$20K
- Retail Coordinator to \$55K
- Store Manager to \$75K
- Sales/Account Executive (Retail) - Womenswear and Accessories
- Apparel Designer to \$75K
- Knitwear Designer to \$90K
- Womens denim designer to \$105K (LA)
- Technical design position to \$85K (LA)
- Men'swear Designer to \$110K (LA)

For an email resume now New York: 212-856-2313
Los Angeles: 310-382-2756 janet@trist24seven.com



Designer

Hot Shot Inc.

Domestic Girls' toddler through 16 Knit Sportswear Mfr. seeks Creative Senior Designer w/knowledge of domestic piece goods & trim market. Take charge person required. Minimum 5 years experience. Fax resume to: 212-868-9014

DESIGNER-JR KNITS

Domestic background only CADS, PhotoShop, Illustrator. Great environment with excellent benefits. Fax Gary 212-819-1912

DESIGNER

Leading Childrenswear Mfr. seeks talented outerwear designer. Boys' 2-20 & Girls' 2-16. Must be creative & motivated w/experience in Children's industry. Fax resume to Barry at: 212-736-5839

DESIGNER

Leading Missy Modest Manager seeks professional w/ 5+ yrs exp. Knowledge of garment construction & ability to communicate with accurate diagrams & written instructions. Good sketching ability, detail oriented and computer literate. Must have an eye for print selection and color-coding. Please fax resume to: 212-768-3588 Attn: Sandy U.

DESIGNER

Major apparel co. in BOSTON AREA seeks candidate to create new updated contemporary missy/moderate label with 5-7 years exp. Must have strong background in woven bottoms, skirts, & jackets. The ability to identify emerging trends & silhouettes is required. Must possess great color, print, & pattern sense w/the understanding of fabrics. Must be organized, detail-oriented, able to meet deadlines, & be a team player. Knowledge of fit & specs. Must have excellent computer skills. We are a major apparel co. with a great work environment, excellent benefits & salary. Fax resumes to HR: 617-382-3200

Designer/Merchandiser

Apparel company seeks talented creative Designer/Merchandiser with experience for girls 4-16. Fashion Denim background with experience a must. Urban or Athletic background a plus. Must be proficient in PhotoShop and/or Illustrator. Great opportunity. Fax resume to 212-239-2766

DESIGNER - SAMARA

Childrenswear designer w/ a minimum of 5 years experience. PhotoShop and Illustrator required. Must have graphic ability for applique/embroidery designs. Must be creative. Good communication skills, team player, detail oriented and strong computer skills. Email resume to Gary@Samara.com or Fax to 212-695-0287

DESIGN



Leading childrenswear mfr is looking for talented Designers:

- BOYS DESIGNER** Boys apparel newborn - size 7.
- GIRLS DESIGNER** For zana'di Girl Division Girls sizes toddler - 16.

Must be creative & motivated indiv with min 5 yrs exp in the childrens apparel industry for both positions. Will be resp for product design process incl. market research, mood board creation, design, sketching, concepts, fit sessions & issuing final approval for sample fit.

Email resume: holt@babytoys.com or fax: 212-643-2826. No calls please. EOE.

Design your future Immediate placement opportunities available from **GROMWELL GROUP**

Full Time Designers
125K Strong denim designer - Urbanwear 100K High End Bra for evening gowns and wedding dresses
95K Senior Designer, Menswear 85K Jewelry-Immediate Opening 90K Branded Handbags, Fabrics/Leather 90K Girls, Mostly Wovens, Infant/Toddler 90K Golfwear, Women's-high end 80K Men's Knits, Streetwear - Urbanwear 70K Accessories-Jewelry, Handbags 70K Junior look Handbags 65K Boys, Branded, Urban, Hip-Hop 60K Denim Washes, Fabrication 65K Mens, wovens, and knits 50K Children's wear 40K Young Men's 35K Entry-level Handbags

GRAPHIC DESIGNERS Immediate Opportunities. Must be creative, fresh and have good computer abilities in Urban, Newborn plus Infant, Skate street look, plus T-Shirt Market

Technical Designers 80K Must be a doer. 3+ yrs exp. Cut & Sew Knits and Wovens 75K+ yrs exp. Large sizes a Must. Denim, Pattermaking Bkgd 70K 3+ yrs, all tech and quality control, knitwear, Cut & Sew, Camera + 60K Yrs Sewster Bkgd. Some overseas exp. Works w/top designers 50K New line, denim, bottoms & jackets. Wovens, print 50K Private label for a major dept. store, childrens a must. 38K Assistant-Men/Women, Cut & Sew, Knits, Wovens, speeing, pattermaking.

Temp and Freelance positions also available. Please call 212-972-9300 or e-mail: tom@gromwell.com

Export/Import Mgr \$70-\$85K

Track, Allocate, Trimmings & Garment SusieJesslyn@aol.com Call 212-947-3400

FASHION EOE

Fashion Co has two full-time openings:

CONSUMER SERVICE SEWING REPRESENTATIVE Must be detailed-oriented with in-depth knowledge of home sewing. Duties include responding to consumer inquiries and promoting company product to consumer and education markets. Qualified candidates must have excellent writing and oral communication skills and extensive knowledge of clothing construction. Basic computer skills required.

FABRIC LIBRARY ADMINISTRATIVE ASSISTANT

Will process all fabric and notions orders; physically maintain the library and provide secretarial support for the department. Knowledge of fabric and Microsoft Word essential. Excel and QuarkXpress a plus.

We offer a good benefits package including summer hours. Please fax resume to: (212) 465-8991

GOSSAMER WINGS

SAMPLEMAKER Relocate to Santa Fe, New Mexico! Couture house of suedes & leathers needs professional level samplemaker. Minimum 5 years experience. Please fax resume to: (505) 474-3777

Graphic Artist

Boys' Wear Co. seeks talented boys' Graphic Artist with strong urban background to join our creative team. Book must have an Ecco, Akademiks, EYCE feel. Strong Illustrator & PhotoShop skills needed. Fax or E-mail resume to: 212-967-1447

hr@parigroup.com Attn: Design Director

GRAPHIC ARTIST

Hi-end Streetwear brand in SF Bay Area seeks Graphic Artist. Ability to do a variety of illus. styles to create fashion-forward, concept-driven T-Shirt designs. Send resume & work samples to info@prophetic.com

GRAPHIC ARTIST

Major accessory company seeks creative and organized graphic artist with strong licensed skills. Must be proficient in Illustrator and PhotoShop. Must be a team player and able to handle multiple tasks. Please fax resume and salary requirements to Ashley at: (212) 736-2649.

GRAPHIC DESIGNER

Est'd watch co. seeks fashion college grad to devel. graphics for packaging, create storyboards & design labels, logos, etc. Must be Illustrator & PhotoShop savvy. No work exp req'd. Benefits. Fax resume: 212-947-7601.

Import Coordinator.....60K Apparel or Textile exp req'd. Raskin Executive Search Ed Kretz Fax: 732-556-4770 Tel: 212-213-6384

Internet Marketing Analyst \$50K

Northern NJ Retailer is seeking degreed indiv. w/ 3-5 yrs exp. managing internet affiliate programs and creating web centric marketing programs. Responsibilities include developing internet promotions, develop/planning internet marketing plans, vendor relations. Must have strong analytical/communications skills. E-mail resumes to: jrc@accsny.com

Jeanwear T.D. \$75-80K

Patternmaking Experience A+ ToddWayne@aol.com or 212-947-3400

JOBS JOBS JOBS

- *Artists - Boy - Girl - Jr - Missy
- *Designers - Assist. - Assoc - Boy or Girl
- *Dgrm Girls 4-16 Knit Tops/Activewear
- *Designer Missy C/S Knits
- *Import L/C Coordinator
- *Production: Coords + Assistts
- *Production Mgrs: Import C/S Knit & Swtrs
- *Technical Designers & Assistants

Call (212) 643-8090; fax 643-8127 (agency)

Mama Size Maternity T.D.

Contemporary Vertical Bridge Mfg. 870-83K ToddWayne@aol.com Call 212-947-3400

Marketing Manager

Renfro, a global marketer & manufacturer of socks, is seeking an experienced Marketing Manager. Mount Airy, NC based position. Salary commensurate with experience. Submit resume along with salary requirements to: Renfro Corporation, 137 Riverside Dr, Attn. Donna Mabe, Mount Airy, NC 27030 or donnamabe@renfro.com

Men's Associate Designer

Jacques Moret, Inc., a major apparel co., is seeking an Associate Designer for our athletic footwear brand account that has 125 years heritage in the sporting goods business. Qualified candidate w/ a min. of 4 yrs. exp. in mens sport apparel design and will work with major sporting goods accounts in athletic specialty and dept stores. Responsibilities will include: design development, board presentations, communication w/ overseas agents, market research, color development, technical skills for fittings, and knowledge of garment construction, fabrics and trim. Candidate must have BA/BS degree in fashion design and computer skills in MAC Illustrator and PhotoShop.

We offer a unique environment with competitive salaries & comprehensive benefits. Send resume with salary history to: Jacques Moret, Inc. 1411 Broadway 6th floor, NY, NY 10018 or Email to: Assoc.Designer@moret.com We will only contact those candidates for further consideration. Equal Opportunity Employer

BUYER

Assistant Buyer

Ashley Stewart, a division of Urban Brands and a fashion leader in Plus Size Women's Apparel, has an excellent opportunity for a high-energy individual with a strong sense of fashion in our Secaucus, New Jersey Head Office.

At least 2 years' experience in a major retail organization is required. You should also possess strong administrative, computer, and oral/written communication skills; specialty store experience would be a plus.

We are an equal opportunity employer offering a competitive salary and a comprehensive benefits package. Please send your resume to:

jserrano@urbanbrands.com or fax: 201-863-3276 EOE



Help Wanted



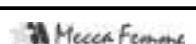
The world's leading resource for kids, babies, and kids is a leading retail fashion brand leader in the global marketplace, with over 200 stores internationally. Our kids' T-shirts division seeks talented professionals to work at our new corporate campus in Waco, TX.

ASSOCIATE SOURCING MGR.

You will manage the product development for private label children's apparel. You will manage product development in developing the final product for distribution. Duties include sourcing new fabrics and suggesting costs. Will coordinate with design team, operating on cost, quality control, compliance & product realization. Will assist with production planning & final approval process. Requires min. 4 year experience in production & garment construction. Strong MS Excel & Outlook skills. We Code SP001-MA001.

TECHNICAL DESIGNER

We seek detail-oriented candidates with a min. of 30 years of industry experience in management. Must be able to work without direct supervision of Greater PDM for some flat pattern is preferred. Your background must include garment construction, industry leading brands, such as retail, and a strong understanding of fabric and trim. Must have strong verbal and written communication skills. Industry leading brands, such as retail, and a strong understanding of fabric and trim. Must have strong verbal and written communication skills. Industry leading brands, such as retail, and a strong understanding of fabric and trim. Must have strong verbal and written communication skills.



DESIGNER/MERCHANDISER

Seeking creative designer/merchandiser with a strong track record in women's urban apparel. Must have ability to coordinate line development, forecast trends and source fabrics. Knowledge of Photoshop/Illustrator a +. Salary based on exp. No calls. Fax resume to: **hr@khy.com** or fax (212) 656-1935 or e-mail to: **careers@meccafemme.com**

Merchandise Coordinator

Major children's apparel company seeking an in-store merchandiser to service its branded businesses in NYC. Send resumes to: **hr@khy.com** or fax (212) 736-1753 EOE M/F/D/V



MERCHANDISE PLANNER

Leading childrenswear mfr seeks a Merchandising Planner. Candidate should have extensive collection and classification exp. Will develop Style/Sku plans, determine price strategy, develop & maintain merchandise line plans for each season. Individual will be resp for providing all depts w/ retail & market feedback & prepare info needed for Market (incl line sheets, final price assortments & key trends), issuing style numbers & color codes and analyze selling from all major accts. Should have extensive infant thru size 16 exp. Send resumes to: **hult@babytogs.com** or fax: 212-643-2826. No calls please. EOE. A Division of Baby Togs, Inc.

MERCHANDISING ASST.

Est'd watch co. seeks a fashion school grad w/ 1-2 yrs exp. Must have excellent follow-thru skills. Resp. for laying out product presentations/rollouts. Must have a strong merchandiser's taste/eye. Benefits. Fax resume: 212-947-7601

Merchandising Coordinator

Merchandiser seeks experienced individual to act as liaison between design, production and sales. Must have product knowledge. Must be detail oriented and have good communication and computer skills. Fax resume to 212-239-2766.

Help Wanted

MAKE A SMART MOVE

Gap, Inc. is a global company with three distinct brands - Gap, Banana Republic and Old Navy. We have the International Headquarters in San Francisco, CA.

Fashion Director/Marketing. Provide styling POV for the brand, determined at NY Product presentation. Develop key partnerships with design, merchants, marketing and visual merchandising. Min. 5 years senior level fashion marketing experience, 5 years experience in retail and 4 years managing people.

Interested! Email your resume to **careers@gap.com** or fax (415) 427-7009. Please reference AA-307186 & NEW WWD. Or www.gap.com



Knitwear Design Assistant

cK CALVIN KLEIN JEANS, division of Warnaco Inc.

cK Calvin Klein Jeans has several opportunities in both our Womens and Mens Design Departments for talented knitwear designers who possess 1 - 3 years of related apparel experience working with sweater or knitwear lines. Qualified candidates will work closely with all members of the design team to develop seasonal lines. Candidates must demonstrate a high taste level combined with a great sense of color and style. A demonstrated ability to produce flat sketches along with solid organization and computer skills (e.g. PDM, Photoshop, etc...) are necessary for success in this team-oriented environment. Basic experience with fabric and trim is a big plus.

Please fax resume along with salary requirements to (212) 287-8752 or e-mail as an MS Word attachment to **SportswearHR@Warnaco.com**.

Production Artist

Major children's wear company seeking Production Artist. Highly motivated, detail oriented, working knowledge of screen printing and color separation (spot, CMYK, simulated spot process) and proficiency in Illustrator and Photoshop (Mac). Fast paced environment.

Send resumes to **hr@khy.com** or fax (212) 736-1753 EOE M/F/D/V

MERCHANDISING TRAINER

Women's catalog company seeks highly motivated entry-level assistant to work in the Merchandising dept. Candidate should be detail-oriented, w/ excellent communication/organizational skills. Computer knowledge req'd. College degree in fashion or merch. Preferred.

For consideration please fax/send your resume, including salary history to:

Newport News, Inc.
711 3rd Ave., 4th Floor
New York, NY 10017
Fax: (212) 916-8320
email: **hrny@newport-news.com** visit us at: www.newport-news.com

New Positions

Exciting new product development company - fun working environment - and opportunity to grow - seeking the following personnel:

Assistant Designer N.Y.C based - FT

Candidate must be self-motivated and have great communication & follow-up skills. Req'd technical sketching using Illustrator or comparable software and Photoshop. MS Office a BIG plus. Neat, organized work habits a must. Some knowl. of fabrics & trim market, and willingness to dig in and learn! Great opening position! 1-3 yrs exp.

Admin Project Mgr N.Y.C based - FT

Strong, detail oriented person with impeccable follow-up & interpersonal skills to assist in client management. Candidate will liaison between directors and clients managing time and action calendar deliverables, assist w/ presentation preparation, and reporting. Some travel req'd to off-site meetings. MS Office skills required - Word, PowerPoint, Excel, Outlook. 5 yrs+ exp in merchandising, retail or sales.

Please fax resumes to: 212-594-3983 or email to: **spilbernes@earthlink.net**

Help Wanted

VICE PRESIDENT OF REAL ESTATE

Urban Brands a leader in women's specialty retail located in Secaucus, New Jersey has an opening for a Vice President of Real Estate. This position will oversee all aspects of the organization's real estate operations for both domestic and its Puerto Rico operations. The individual will be responsible for directing all new stores site evaluations, acquisitions and leasing. This individual will also be responsible for managing all aspects of existing portfolio including rentals, options, buyouts terminations and kickouts.

We require a bachelor's degree and a minimum of 5 to 8 years' experience in retail real estate. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. A demonstrated ability to think strategically, provide clear direction and leadership while managing a process to achieve desired results.

We offer an opportunity to call on the full scope of your ability and enjoy a compensation package designed to attract the right individual.

For immediate consideration, e-mail your resume to **jserrano@urbanbrands.com** Equal Opportunity Employer

JONES APPAREL GROUP

WOVEN/KNITWEAR ASSOCIATES NEEDED

A division of Jones Apparel Group Inc, is currently looking for highly motivated, and organized team players with 3-5 years experience, who thrive in an upbeat and fast paced environment. Must have technical knowledge of spacing, experience with lab dips, flat sketching, layouts and worked with agents and mills in Asia. Must be computer literate, and AI knowledge preferred.

Jones Apparel Group, Inc. offers an excellent benefits package and an exciting work environment. EOE.

For confidential consideration, please fax or e-mail resume with salary requirements to: **212-947-0277 hr@nortonmcnaughton.com**



Product Director (soft accessories)

PD/ Production professional needed to manage each phase of the product cycle from conception through to delivery. Categories are inclusive of coats, hats, scarves, gloves, blankets, belts, shoes. Must be strong in Microsoft. Candidate must have strong technical background and will work closely with design, sales, and merchandising. Must be a highly motivated self starter with the ability to multi-task. Minimum 7 years experience in knit wear with flat sketching, experience in Adobe Illustrator/Photoshop, Quark, and applicable degree a plus. Must be post. Please fax resume to: **Attn: Jennifer at: jzazzaro@katespade.com** or Fax to: 212-206-3985

Production Assistant

Dress Mfr seeks production asst. Must have exp. w/import prod, strong follow-up, computer literate. Please call: (212)279-2340 or fax (212)279-2460

Production Coord \$35K

AS400, Time & Action. Calendar **SusieJeslyne@aol.com** Call 212-947-3400

PRODUCTION COORDINATOR

ActiveWear Mfr. w/ Walmart & Target **Apparel Staffing, Ltd. Fax (212) 302-1161**

Production Coordinator

Major apparel company seeks Production Coordinator with two years experience. Responsibilities include tracking all programs from conception to delivery, updating sales on a weekly basis, and document tracking. Must have 2+ years experience in a plus. Excellent computer skills. Fax resume to 212-239-2766

Receptionist-Administrative Assistant

Large Apparel Co. seeks energetic, hard working individual to handle busy phones and various admin. duties. Excellent com. and typing skills a must. Fax resume to: (212) 279-6817

RECEPTIONIST

Major Apparel Company is looking for a well organized individual to manage the front desk and day to day administrative duties. Must have excellent phone manner and front desk appearance. Fax resume to: 212-239-2766

RETAIL FASHION GEORGIU

Career opportunities at our Roosevelt Field loc. for committed & results oriented Mgrs. Will be resp for collecting data from accounts, developing annual door sales & turn projections, and creating retail plans & subbudgets com. w/ management. Some travel may be req'd. Excellent salary & benefits. Fax resume to 212-643-2826. No calls please. EOE.

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 & subbudgets com. w/ management. Some travel may be req'd. Excellent salary & benefits. Fax resume to 212-643-2826. No calls please. EOE.

Help Wanted

Help Wanted

SQUEEZE

National Jr. Jean Co. has the following positions available:

Technical Designer
Minimum 5 years exp. in fitting Jr. Woven Bottoms a must. Must be proficient in Illustrator & Excel.

Assoc. Designer/Asst. Designer
Minimum 3-5 years in Jr. Bottoms preferred. Must have a strong sense of fashion and be proficient in Illustrator & Photoshop.

Receptionist
Front desk position. Must be organized, multi-tasked and proficient in Excel & Windows.

E-mail resume: **JOBS@SQZ.COM**

TEXTILE DESIGNERS NEW JERSEY

Local international printer of fabric goods with 20+ years experience in textile design. Ability to create fabric capabilities overseas as well as in the U.S.A. If you want to explore this exciting opportunity, please fax your resume to: 212-947-4506 or email to: **miaf43@aol.com**

RECRUITMENT MANAGER

Frank M. Serrano Esq. Inc.
566 Prospect Street
Metuchen, NJ 08840
Fax: 732-996-6661
E-MAIL: **frank@frankm.com**
VISIT OUR WEBSITE AT: www.frankm.com EOE

Sweater and Knit Pro

Missy and/or Junior
Are you tired of selling product from a line? Are you capable of selling sweaters and t-shirts that create in partnership with the retailers? If so we want to talk with you. We are a well established knit company with production capabilities overseas as well as in the U.S.A. If you want to explore this exciting opportunity, please fax your resume to: 212-947-4506 or email to: **miaf43@aol.com**

SWEATERS

T.D. Better Pvt Label\$70K
Pro'n Mgr Design\$70K
Spec Tech Bridge Pvt Label\$70K
ToddWayne@aol.com Call 212-947-3400

TAYLOR HODSON INC. FASHION FREELANCERS

Seeking Designers, Pattern Designers, Production, Sketchers, Spec Techs, Patternmakers, Cutters for fabulous Tech Packs & permanent fashion opportunities. Contact our Fashion Division, **Fax Emily Koch @ (212) 924-1503 or E-mail: ekoch@taylorhodson.com**

Technical Assistant

Need organized & neat person with min. 3 yrs. exp. in measuring & grading garments, be able to sketch, make comments & corrections. Knowledge of Knits & wovens. Must be proficient in Photoshop & computer. Please fax resume to: (212) 398-0029. Attention Jack or E-mail: **Jack@milanold.com**

Technical Designer - MEN'S

Candidates must be detail oriented, organized team players, with strong communication skills. Must be able to translate design sketches into complete Tech Packs & follow through on all aspects of sample development, fit, specs, technical sketches & production. Computer skills a must, with emphasis on Excel/Word/Illustrator/PDM/OutLook. 3-4 years minimum experience. Fax resume with salary requirements to: **917-777-0510**

Technical Designer

Well established, dynamic NYC based women's knitwear co. seeks an experienced designer. Min. 3 yr exp. Highly proficient in Photoshop and computer. Fax resume to: **212.695.9483**

Technical Designer

Women's Import Apparel Co. seeks Tech. w/ 3 yrs exp. in wovens. Must be able to work with design to develop proto specs & follow up thru to prod'n. Will handle all fittings, overseas communications, fit sketches & tracking of samples. Fax resume: 212-302-8266.

UNIQUE OPPORTUNITY FOR ALL FASHION & ACCESSORY DESIGNERS

Emerging Designer Opening Night
Date: Thursday, August 21st
Place: 30 Vandam (6th & Varick)
For further details please call: T: 212-699-4400 or (917) 640-6075 or E-mail: **pherman@another.com**

Retail Planner

Handbook Importer / Retail Planner analyst. The right person knows retail math, is positive, energetic, well organized, detail oriented, minimum of five years in Retail Planning. Work is very computer intensive, and experience working with Wal-Mart is a big plus. Send your resume along with salary requirements to: **michael.heyer@aeny.com**

VERA WANG

We are accepting resumes for the following opportunities at our Madison Avenue Boutique:

Bridal Sales Consultant
Bridesmaids Sales Consultant
Stylist
Administrative Support

All positions require prior experience in a similar retail setting. To find out more forward your resume to **hr@verawang.com** with salary expectations. Absolutely no phone calls please. We will only contact candidates selected for interviews. EOE

Sales Assistant REVOLT JEANS

Fast paced Jr. & Kids' Denim Company seeks very detail oriented, organized man player for growing company. Please Fax resume to: **212-944-2055**

SALES ASSISTANT

Swimwear manufacturer in mid-town area seeking bright & experienced sales assistant. Must be numbers oriented, computer savvy & a team player. Responsibilities incl heavy excel spreadsheets & maintaining accts. Fax resume to J.S. (212) 819-0438.

VERA WANG Samplemaker

Needed for couture eveningwear and bridal gowns. Full time position with benefits available. Overtime required in busy season. Please fax resumes to: **212-968-9798**
No phone calls. EOE

Sewer & Alterations

Robert Dana Couture Co. seeks expert sewers in silk chiffon & luxury fabrics. Excellent salary & benefits. Please contact at 212-941-5682.

SHABBY CHIC

Leading home furnishings company, has seeking part time and full time sales people at the following locations: Malibu, Santa Monica, Newport Beach and New York. Looking for aggressive sales people with retail sales experience preferably in home furnishings. Please email: **hplatt@shabbychic.com**

SOURCING PROFESSIONAL

Ctrl NJ Apparel Mfr. seeks experienced well organized professional to develop prospects maintain supplier matrix, negotiate price/delivery for Intl. Full Package resources. Must have established network for 5 years. Fax resume to: **212-947-4506 or email: bginsberg@gmail.net**

SALES HELP WANTED

Sales Help Wanted Sales Help Wanted

COLE HAAN

Cole Haan, a leader in branded luxury footwear, accessories and outerwear is looking for a talented individual to join our exciting new G Series brand in the following capacity:

Account Executive

This position, preferably based on the West Coast, will drive sales nationally for the G Series product line - Cole Haan's exciting new brand. This position requires 3 or more years outside sales experience in a dual gender capacity. This qualified 'urban specialist' must have the ability to leverage past success and relationships in the high-end footwear industry. In addition the proven ability, enthusiasm, and business management skills to help successfully launch a new product line.

To apply for this position please forward your resume to: colehaan.hr@colehaan.com or fax to (207) 846-3477 Please visit colehaan.com for information about Cole Haan products.

We are an equal opportunity employer.
M/F/D/V

A·B·S
by Allen Schwartz

NEW YORK
Dress Account Executive

Well established International Dress company has an immediate opening for experienced Account Executive. Candidate must have a minimum of three years experience with both specialty and department stores. Strong retail planning and account management skills are required. Position is based in New York and some travel is required.

Please call New York Showroom at (212) 398-0330 or fax resume to (212) 840-0092 for an appointment with Lloyd Singer.

JONES NEW YORK INTIMATES
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**ACCOUNT EXECUTIVE
RETAIL ANALYST**

With continued growth - leading, established Intimate Apparel Co. seeks motivated Sales Executive & Retail Analyst with the following responsibilities: manage and grow existing department store account base, including financial, and manage the launch of a new division. Must have great communication/presentation ability, combined with strong retail math capabilities. Excellent computer (Excel spreadsheets, Word, Email) skills a must. Minimum 5 years experience selling department stores, or in buying office. Excellent salary & benefits. For consideration, please email resume with Subject Header: Act Exec or Retail Analyst, Your Name to: hr@jnyc.com

**West Coast Sales Manager
Los Angeles Based**

BCBG Max Azria, the leader in contemporary design, seeks a sales driven indiv. to manage our L.A. showroom. The ideal candidate will possess 5 + yrs wholesale apparel sales exp. & will be directly resp. for off price biz, major store biz & supervision of specialty store acct executives. Interested candidates fax resume & salary history to: (212) 764-6912 E.O.E.

BCBGMAXAZRIA

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www.WWD.com

Sales Help Wanted **Sales Help Wanted**

Sales

Fairchild Classified.

GROW WITH A LEADER

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

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

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

Email your resume with cover letter to: jobs.03@fairchildpub.com. No phone calls, please.

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Missy Sweaters, Moderate Mkt, Solid C, FASHION NETWORK 201-505-1060/Fax 1070

PARIS BLUES
SALES EXECUTIVE - KNITS
A West coast based company that is a leader in the Junior arena seeks NY based SALES EXECUTIVE who is thoroughly knowledgeable in all aspects of the knit business. Must be savvy with department, mid-tier and chain stores. Must be a team player and organized with great communication skills.
Please fax resume to (310) 605-1751

Baby Togs.
The Leading Brand

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 merchandising and product development. Must be avail to travel. Excellent salary & benefits.
Please email your resume to hol@babytogs.com or fax resume to (212) 643-2826. No calls please.

Account Executive
High Growth Intimate Apparel Co. Feminine Intimates looking for highly motivated, energetic, & well connected team player to maximize the Feminine brand label. Min 5 yrs exp in sales, mktg, & merch. w/ following from major chains, & specialty stores a MUST. Competitive salary w/ commission. Please e-mail hr@feminawoman.com. FAX: 325.277.1061

**ACCOUNT EXECUTIVE
PRIVATE LABEL**

Expanding private label ladies sportswear co seeks a team player who can follow through on programs from concept to delivery. Product development experience with established contacts preferred. Please fax resume to (212) 268-3654

Paula Huan

Est'd. Women's Designer Collection, expanding nationally, has immediate position available for a results driven, seasoned Account Executive. Please Fax resume to: 215-487-2825

Italian Jewelry Designer
Seeking VP of Sales & Marketing w/ 5 years exp. in industry. Excellent salary/comm./bonus. All corporate expenses paid. Relationship w/ high-end dept. stores required. Please Call or E-mail to: **011-39-044-613-000**
risorseumane@piagnegonda.com

JUNIOR SALES
Denim / Knit Mfr. with showroom in 1407 B'way seeks exp'd salesperson w/ existing contacts in chains, specialty & discount mass markets. Salary + comm. Fax resume to: 212-827-0011 or E-mail: parisapparel@aol.com

Large Apparel Sportswear Mfr.
Seeking Salesperson w/strong contacts w/Kohl's, Target, JCP or Sears. We are looking to cultivate new & maintain existing accounts. High energy & strong follow-up skills a must. Also seeking Salesperson w/following for Maternity Division. Fax resume w/salary requirements & account list to: 212-575-0069

Salesperson
Established handbag manufacturer seeks experienced salesperson. Must be organized, self-motivated and computer savvy for Sales/Administration. Handbag experience a must.
Please fax resume to: 646-452-5503
E-mail resume: bdx35@yahoo.com

Sales
Well established NYC based women's knitwear co. seeks an experienced sales person. Grow with us if you are HIGHLY motivated, organized and hard working.
Fax resume to: 212.695.9483

Sales Help Wanted **Lines Offered**

Upscale Mortgage Broker
Looking for sales associate seeking a new career. Require 3 years minimum outside sales experience. Fax: 212-466-5607

LINES

Lines Offered

PARIGI GROUP LTD.
JLO PUMA

Independent Sales Reps
Tri State - Southeast - Midwest

Parigi Group Ltd., a childrenswear company, is seeking agencies or individuals to represent our kids brands in select territories. We are looking for detail oriented & analytical people with children's contacts in the specialty store/chain stores within the territories listed above.

Please fax your company's credentials to **212-564-7404** attn: Anthony or email info to: asala@parigigroup.com
See us at Magic Booth #ST31927

SALES REPS
Aggressive Global Trim Company with a strong Asian presence is looking to expand its domestic sales force. In doing so we are looking for self starting well connected sales reps in the following areas: New York City & Columbus, OH
Fax or email your resume to: 714-545-8951 or hr@brandidusa.com
See www.e-brandid.com for more info

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Req'd by domestic Canadian mfr. of updated missy-contempo blouses, t-shirts & novelty tops. Strong following w/ independents, catalogue, specialty & private label accts. N.Y. based.
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