

Women's Wear Daily • The Retailer's Daily Newspaper • September 9, 2003 Vol. 186, No. 51 \$1.75

# WWD WEDNESDAY

Ready-to-Wear/Textiles

## Rudi Revisited

PARIS — Rei Kawakubo is channeling Sixties fashion innovator Rudi Gernreich this season. Teaming up with Peggy Moffitt, the late designer's muse, favorite model and the keeper of his archive and fashion legacy,

Kawakubo is reprising or reinterpreting Gernreich's iconoclastic designs for Comme des Garçons, among them the topless swimsuit from 1964, shown here. The first photo of the original suit appeared in WWD. For more on Kawakubo's collaborations, see pages 6 and 7.

## Jones' Better Sequel: Writing a New Script With Signature Launch

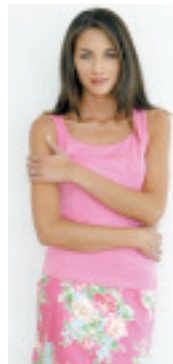
By Evan Clark

NEW YORK — Jones Apparel Group now has its new better baby.

The Jones New York Signature better-priced line bowed Monday, entering a segment of the market that had been sleepy, but is now waking up with a slew of new and revamped lines from various manufacturers.

Adding a little extra spice, Claudia

See **Jones**, Page 26



A spring Signature look.

PHOTO BY PATRICK KATZMAN; MODEL: KAROLINA BING; MAKEUP BY ANGELIK IFFENCKER; HAIR BY FREDERIC MENETRIER; BOTH FOR STREETERS; STYLED BY LAURENT TOUCHER

# Burberry Opens Flagship in Milan

By Amanda Kaiser

**MILAN** — Burberry has shown its Prorsum collection here for the last four years, but only now does the British brand have its own retail space in Italy's fashion capital.

Today, Burberry opens the door of its newest flagship, a sprawling space of more than 8,300 square feet in Via Verri, which crosses Via Montepoleone. Although Burberry has been selling in Italy for years through a hodgepodge of independent retailers, the flagship is clearly a watershed for the brand.

"If you came here and wanted to buy Burberry, you didn't know where to go," said chief executive Rose Marie Bravo in an exclusive interview at the

three-floor store on Saturday.

That's no longer a problem. The gargantuan store is a one-stop shop for all things Burberry, including the women's and men's London and Prorsum collections, home furnishings, a bespoke men's suit area and a customized trenchcoat service. The flagship also carries a wide range of scarves and leather goods and is the first store in the world to carry the brand's new line of candy pink checked accessories.

"It strikes us that Italians will appreciate the longevity of this brand," Bravo said.

Bailey said the brand's first Italian store was a rather "personal project" for him. His grandmother was Italian and Bailey splits his time between Milan and London. His new

showroom will be located on the top floor of the flagship.

"There are so many similarities between Italy as a country and Burberry as a company," he said. "They both have a big respect for heritage. There is a traditional part of both cultures. They are both very aesthetic and very design-oriented."

Burberry turned to architects Virgile & Stone to rework traditionally British materials into a clean, contemporary interior. Hues for the walls and display cases tend toward the neutral in tones like amber and bone. Floors are made of Welsh slate or oak. The minimalist decor is peppered with British country touches like leather couches, tartan throws and fur-covered

*Continued on page 27*

# IT Holding Closing In On Sale of Gigli Brand

By Luisa Zargani

**MILAN** — Sources here say IT Holding is close to signing an agreement to sell its Romeo Gigli business to Go & Create Investment, a Luxembourg-based investor group.

A spokeswoman at IT Holding, a public company listed on the Milan Stock Exchange, said the group does not comment on rumors, while Go & Create investors could not be reached.

In June, Go & Create acquired Maska from Cerruti parent Fin.part for \$30.3 million. Go & Create is among the latest investment funds emerging in Italy, together with the Arpels group, which took control of Alessandro Dell'Acqua and Bologna-based leather goods firm Redwall, which produces clothing and ac-

cessories brands Borbone and Redwall; Charme, which counts investors such as Ferrari chief executive Luca di Montezemolo and Tod's chief Diego Della Valle, and Equinox Investment, which this year took a 45 percent stake in English footwear brand Church's.

While one source said that "the combination of Maska's strong manufacturing units and industrial structure with a designer label could turn out to be very productive," another viewed the arrangement as "purely financial."

IT Holding acquired the Gigli name for \$33.3 million in 1999, a pivotal year for IT Holding president Tonino Perna, who started on an acquisition spree to create a luxury conglomerate. Gigli was the first designer of the group, which has since grown to include Gianfranco Ferré, Malo and Gentry Portofino.

One source said that the sale of Gigli will help IT Holding honor the deadline of a three-year \$174.1 million bond issued in 2002, and that Perna is focusing on the more profitable businesses of the group.

"The line is not a high-volume business and the collections were very intellectual and hard to sell, with excessive details and difficult fittings and shapes," the source said.

Gigli has his supporters in retail circles, however. Rosi Biffi, owner of the boutique bearing her name, said Gigli "created a new kind of fashion that had never been done before, with new egg-shaped designs and very small shoulders." Biffi praised the designer's fabrics research and innovation in the use of "typically Indian colors."

A fashion analyst here estimated that Gigli's business currently amounts to about \$25 million. This is the latest step in Gigli's tumultuous history. IT Holding acquired Gigli from EVCH III, a Geneva-based closed-end investment fund that rescued the designer's fashion house from financial collapse in 1997.

Gigli launched his first signature collection in 1985 and also designed the Callaghan line from 1986 to 1994, succeeding Gianni Versace.

# Review at Escada Results in Exit Of Caryn Lerner

By Eric Wilson

**NEW YORK** — Escada said Monday that the German company has set out on a review of its overall business practices following a tough period for the brand, a new strategy that will include the departure of Caryn A. Lerner, one of the co-presidents of its U.S. division.

Escada said in a statement that Lerner, a seven-year veteran of the firm, would leave to pursue other opportunities.



Caryn A. Lerner

Susan C. White, vice president of human resources at Escada (USA) Inc., declined to elaborate on the nature of Lerner's departure or whether she would be replaced, saying that an additional announcement would be forthcoming as early as this week. According to sources, the company has been conducting a search to fill a position of a greater scope than Lerner's current responsibilities, what they described as a merchandising chief who would be charged with unifying the operations of the German company and its U.S. subsidiary.

Lerner, who joined Escada as president of its Sport Division in 1996, was named president and chief marketing officer for the U.S. business in 1998, when Lawrence C. DeParis was concurrently named president and

*Continued on page 14*

# WWD TUESDAY

Ready-to-Wear/Textiles

## FASHION

**6** Rei Kawakubo and Peggy Moffitt are introducing a Peggy Moffitt/Comme des Garçons line inspired by Rudi Gerreich's headline-grabbing archive.

## GENERAL

- 1** Jones New York's Signature better-priced line bowed Monday, entering a market segment that's starting to burst with a slew of new entries.
- 2** In setting out on a review of its overall business practices, Escada said Caryn A. Lerner, one of the co-presidents of its U.S. division, will leave.
- 2** Sources say IT Holding is close to signing an agreement to sell its Romeo Gigli business to Go & Create Investment, a Luxembourg investor group.
- 8** TEXTILES: The stage is set but expectations have dimmed as trade ministers gather in Cancún Wednesday to decide the fate of a global trade pact.

## EYE

**4** Designing Alain Ducasse's latest eatery... Trudie Styler gets back into the act... the latest from Venice.

A preview of the *Première Vision* textile show appears on pages 15-23.

Classified Advertisements ..... 30-31

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## In Brief

• **SPROUSE-ING UP DIESEL:** People passing by Diesel's Union Square store in Manhattan Friday morning can be excused if they think a particularly persistent graffiti artist has targeted the store. That's because on Thursday evening artist Steven Sprouse, best known for his vibrant, street-inspired prints, will be installing an art piece that will completely cover the store's windows, as well as portions of the inside. The work is entirely sanctioned by Diesel and to mark the occasion, that store, as well as some of the company's other boutiques, will be stocking a limited collection of Sprouse-designed garments — one style each of women's and men's jeans, one style each of women's and men's T-shirts and a hat. The paint will stay up for about three weeks and Diesel is planning a party at the store to celebrate the new look on Friday night.

• **BYE-BYE BULEY:** Beryl Buley, Kohl's Corp.'s director of stores and an executive vice president, has resigned to pursue other interests, according to the Menomonee Falls, Wis.-based retail chain Monday. The store operations group will report to chief executive officer Larry Montgomery on an interim basis.

• **RED TAG:** Following the success of its stretch waistband product partnership with Dockers, trim vendor Tag-It Pacific Inc. said it has signed a letter of intent with Levi Strauss & Co. to develop additional waistband applications for the jeans giant's lines. The partners created samples using Tag-It's TekFit technology on the men's line, taking rigid denim and adding stretch to the waistband for an extra inch of space. Next up is consumer testing, then an eventual rollout to women's, according to Herman Roup, president of the TekFit division. Starting with last spring, Levi shipped its Dockers' Individual Fit Waistband pants for men and women that were developed with the TekFit technology. Tag-It also opened a lab in Santa Barbara last week to service the growing TekFit division. The 2,000-square-foot facility will eventually employ up to five technicians to oversee product testing.

## WWD Stock Market Index for September 8

<b>Composite: 117.20</b>	<b>Broadline Stores: 118.48</b>	<b>Softline Stores: 116.27</b>
↓	↓	↓
-0.44	-0.48	-1.32
<b>Vendors: 112.97</b>	<b>Textiles: 126.18</b>	
↑	↑	
0.28	0.84	

Index base of 100 is keyed to closing prices of Dec. 31, 2002.





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# Styler Style



**NEW YORK** — From 4 Times Square to a meeting with Martha Nelson and on to the offices of Marie Claire, Trudie Styler has been making the rounds, delivering her message direct.

While as a movie producer she has put out a string of high-profile films, including Guy Ritchie's "Lock, Stock & Two Smoking Barrels" and Michael Apter's award-winning documentary "Moving the Mountain," Styler has recently returned to acting. So instead of hitting the fashion shows, she'll travel to the Toronto Film Festival this week to promote "Cheeky," a black comedy that Styler produced and costarred in as Nancy, a wacky game show contestant. "She's a feisty, loud-mouthed, rather tragic, hard working nurse," says Styler, taking another meeting in the lobby of the Chambers Hotel, dressed in her sleek Balenciaga gear.

But then Styler wasn't the only one mult-tasking on the "Cheeky" set. Director David Thevlis wrote the screenplay and stars in the film. "We had a lot of things going against us," Styler says. "But it didn't seem to bother Luc Besson, God bless him. He put up half the money to make the film."

While in Toronto, Styler hopes to generate financial support for her next project, "A Guide to Recognizing Your Saints," which she'll coproduce with Robert Downey Jr. But after that, Styler, who acted for 17 years before becoming a producer, promises she'll only develop films that provide a juicy



Trudie Styler lounging at the Chambers Hotel.

role. Take "Alpha Male," for example, which Styler will begin filming next year, playing a woman who is "very envious, very angry, bubbling inside and hugely jealous of her well-off sister."

Styler rediscovered her love of acting two years ago, while performing in "Me Without You."

"I said to myself 'Damn, this is fun,'" she remembers. "I love full immersion into character. I'm not interested in the least in playing anyone who has my lifestyle or is anything like me. I like very wild characters."

Of course, the character Styler is most often associated with is the one she laughingly calls Mrs. Sting. "I say Mrs. Sting with lots of affection because I'm very happy with my status as Sting's wife," says Styler, who has been involved the rock star for 23 years. "I can smile about it because I actually feel very secure. I make my own mark in the world. I don't feel like 'Oh I wish they wouldn't keep bringing his name up.' We're a team, him and me."

Still, as a jet-setting producer and wife-of, Styler has advantages over most actresses who might decide to get back into the game after an eight-year hiatus. Before reading for Thevlis, Styler called in the big guns. "I'm in a very fortunate position," she admits. "I had a master class with Dustin Hoffman before I went in for my reading. We worked on the character and broke it down. He really put me back in the saddle, and how."

— Jessica Kerwin

## High Wattage

**VENICE** — Naomi Watts dazzled in an array of outfits at the Venice Film Festival: A demure green Collette Dinnigan dress to meet the press; a sizzling black Gucci number for the premiere of her movie "21 Grams," and a soft white Chanel for the award ceremony. And just what is she wearing to the Oscars?

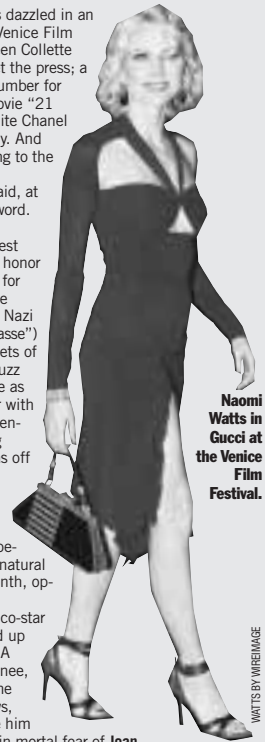
"Oh quit," Watts said, at the mention of the O word. "But thank you."

Watts didn't win Best Actress in Venice (the honor went to **Katja Riemann** for her performance as the Aryan wife of a Jew in Nazi Germany in "Rosenstrasse") but she received buckets of praise — and Oscar buzz — for her performance as a middle-class mother with a reckless past in the ensemble drama. Jetting from Venice, Watts was off to the Toronto Film Festival for the Canadian premiere of the film and then to New York, where she begins filming the supernatural thriller "Stay" this month, opposite **Ewan McGregor**.

**Sean Penn**, Watts' co-star in "21 Grams," picked up the Best Actor trophy. A three-time Oscar nominee, Penn routinely skips the Hollywood award shows, so, don't expect to see him there in 2004. "I live in mortal fear of **Joan Rivers** so I can't," Penn explained. "She's scary to me. Joan Rivers is the only thing I fear."

Luckily for him, Rivers wasn't in Venice to corner him on the red carpet. "On the way in the door, nobody asked me who I was wearing as though I was Hannibal Lecter or something like that," he said.

Meanwhile, **George Clooney**, who has spent the whole summer in Italy, has been planning to put an editing bay in the back of his Lake Como villa, where **Steven Soderbergh** can work on a sequel to "Ocean's 11." "I'd love to do as much in Italy as I possibly can because I think [things are done very well] in this country," said Clooney. "I'd love to become more and more part of the culture. I'm trying to learn the language, which I'm an idiot at. But I've got all the discs. I just keep saying, 'Non parlo Italiano molto bene.'"



Naomi Watts in Gucci at the Venice Film Festival.

WATTS BY WIREIMAGE

## All Mixed Up

**NEW YORK** — When Patrick Jouin, 36, first visited the space he was to reimagine for Alain Ducasse's new restaurant, Mix, the flash of inspiration came quickly. The French-born designer took one look at the exposed-brick wall that now serves as a centerpiece of the restaurant, and in less than a minute, he says, decided that it should be painted white and covered with a sheet of pink glass so it resembles an enormous mural.

"Exposed-brick walls are very New York. We don't have them so much in Paris," Jouin said Monday at the recently opened restaurant, where intermittent fire alarm testing was taking place. "They're like those big, beautiful steel plates on the cement in the street. A truck goes over them and BLAM! I love this noise. It's incredible. In France, the streets are narrow and they don't do that sort of thing."

Jouin has found that the streets in Paris aren't necessarily the only things that are narrow. So, sometimes, are the tastes. He says that working in New York gives him more room to play around. "In Paris, when you need to drill something outside, you're not authorized. It's very traditional. They don't care about the decor, they only care about the food," he explains. "Here, there's a different spirit. You can do something unusual. You can do more modern and futuristic things."

Jouin's background is in furniture design — he worked for many years with Philippe Starck before teaming with Ducasse for the Hotel Plaza Athénée restaurant and bar in Paris — and the personal touches



Interiors at Mix.

at Mix, Jouin's first project in New York, are apparent in objects throughout the restaurant. In fact, the only things that Jouin didn't design are the flatware and the Alessi salt-and-pepper shakers. "I didn't want to design everything," he jokes. "If you design everything, then it's overdesigned."

"A restaurant is more than just tables and chairs," Jouin continues, "So I invent new tools." He gestures to the seven "drink sticks" in front of the bar. Imagine pillars descending from the ceiling with ledges at various heights for resting beverages. "This way, you



JOUIN BY THOMAS DUVAL

don't have to hold your glass when you're with your friends. You can put peanuts there, too."

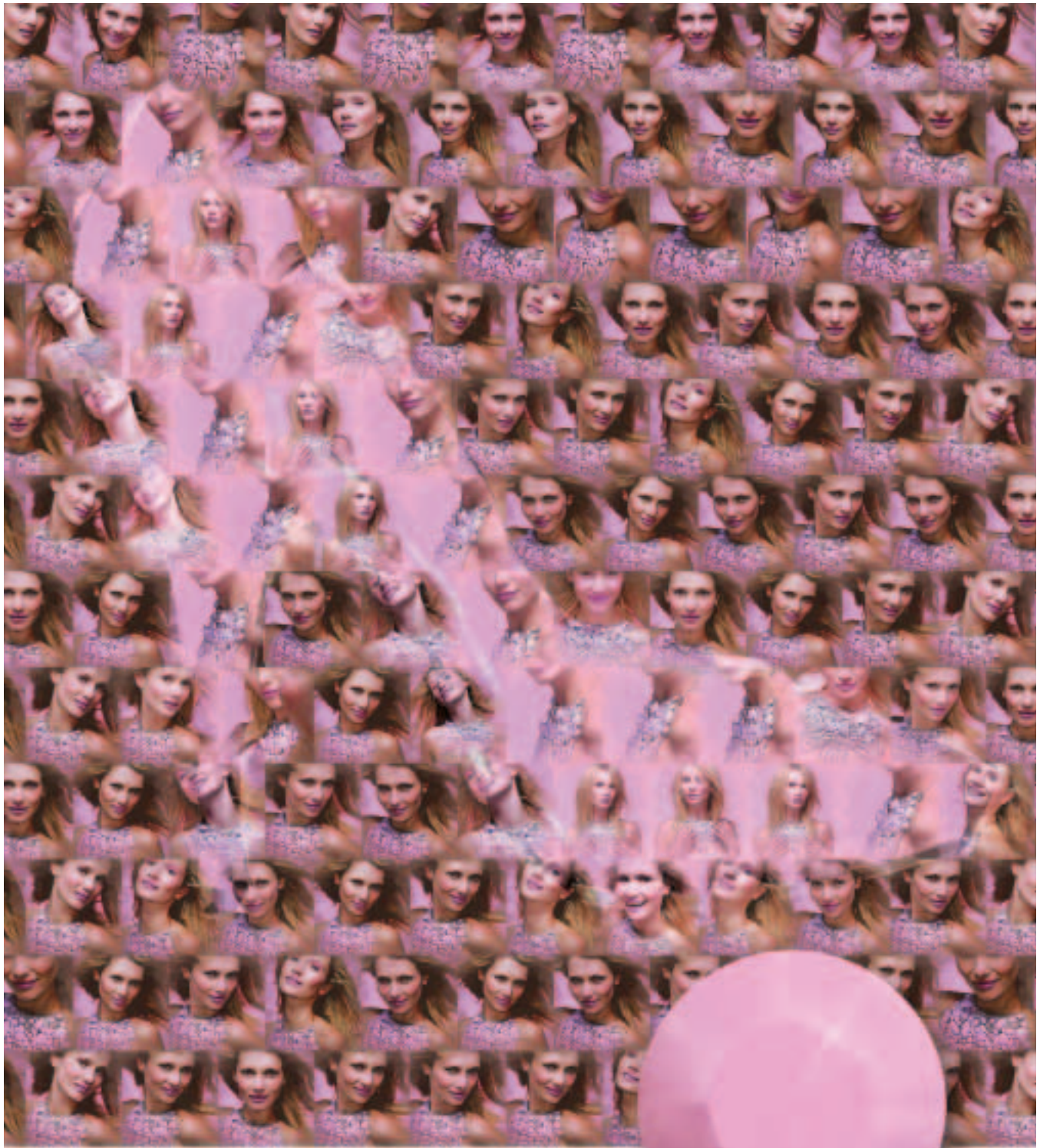
Jouin also created a foldable table — a platter with crevices for dishes and an X-shaped base — which his father, a craftsman, manufactured for him in Paris. "We put dishes here, like in a Chinese restaurant. You don't need the menu, you just choose what you want by sight." And then there is the two-toned, wide-back dining chair that Jouin feels should put even the most anxious

patron at ease. "It's sort of like a Cadillac. It's simple, like in a diner," he explains. "It says, 'Don't worry,' because when some people come in, they are stressed with modernity."

The Jouin touches continue into the bathrooms, where even the toilets are furniture. "We sit on the toilet often — why can't it be a real chair, too?" is the philosophy. And so is having a sense of humor about the austerity of designing a space for Ducasse. "We are doing everything perfect," he smiles, "but we are not serious."

— Marshall Heyman





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# The Kawakubo Connection

**PARIS** — Peggy Moffitt, the heavy-lashed model who was the muse of California-based designer Rudi Gernreich, had serious trepidations back in 1964 when Gernreich proudly revealed his latest creation: a maillot that left the breasts exposed. "I said, 'Who are you going to get to model that?'" Moffitt recalls, her voice exuding fresh incredulity. "And he said, 'You!' I practically fainted. He would have been perfectly happy with me putting on that suit and marching down Main Street, which is something I would never do. I was terrified that it would be the end of my career."

Never mind that Gernreich and Moffitt were so like-minded aesthetically that they once discovered they owned the same potholder, bought in hardware stores at opposite ends of Los Angeles. After two months of wrangling over the question — to bare or not to bare — Moffitt capitulated to Austrian-born Gernreich's deep conviction about the suit as a social statement about women's freedom. She posed for photographer William Claxton, her husband and the third element in the Gernreich legacy, who documented every collection from uniforms to unisex from 1962 on.

The image of Moffitt in the topless swimsuit, which was first published in WWD, caused, in fashion terms, a big bang. The Vatican denounced it, women were arrested for wearing it and the Soviet newspaper, *Izvestia*, derided its invention as another sign of "the decay of the moneybag society." "I knew it was going to be a bombshell," Moffitt recalled over the line from her home in Beverly Hills. "But I don't think anyone could have been prepared for the impact it would have. I really think it was the start of modern thinking about clothes."

Unknown to Moffitt, that photo would cause a later, but equally seismic, reaction in the mind of one of fashion's present-day iconoclasts, Rei Kawakubo of Comme des Garçons. "It is one of the most beautiful and strongest images of the 20th century," Kawakubo said of that notorious photo almost 40 years later. "I admire the fact that [Gernreich] always tried to do something that was new at the time."

Thanks to Kawakubo, his time has come again. This fall, she's introducing a hotly anticipated Peggy Moffitt/Comme des Garçons label with designs inspired by Gernreich's rich and headline-grabbing archive, which spans such famous looks as the thong, the see-through shirt and psychedelic his-and-hers caftans. The first Kawakubo offering reprises the topless swimsuit, along with less scandalous *trompe l'oeil* interpretations, versions of some of Gernreich's racing-striped pieces and a T-shirt featuring Moffitt's face. Come January, a second mini collection will appear, this one inspired by Gernreich's typeface print from 1968, which foreshadowed the recent designer logo craze by about three decades.

Moffitt, who holds the trademark on the Gernreich name, has made relaunching her friend's designs a personal mission ever since his death in 1985. In her effort to do so, she says she contacted nearly everyone she knew in the fashion business. "Every single person would say, 'That's a perfect idea — and now is the perfect time,'" she recalls. Then nothing would happen. But finally Comme des Garçons came to Moffitt with a solid proposal to reinterpret items from Gernreich's archive and produce them in its factories in Japan. About 25 stores — among them Barneys New York, Mix in Houston, Ikram in Chicago and Susan of Burlingame, Calif. — leapt at the chance to carry looks inspired by one of the most prophetic designers of the 20th century.

"This is even fresher today than when it first came out," says Janet Brown, owner of the eponymous boutique in Port Washington, N.Y. "The clothes were very, very advanced for the time. Who doesn't go topless in the South France today?"

Well, Brown for one. Still, she says she'll stock the infamous maillot with pride. "Of course, I'll sell it," she says. "I have the most extraordinary walk-on-the-wild-side girls. Today we live in controversy. This is a fabulous rebirth."

Although no fan of the overused term, "muse," Moffitt allows that she and Gernreich were an early example of what a creative fashion collaboration can produce. With her signature concave bangs and kooky limbs-akimbo poses, she stars in some of the most seminal fashion images of the Sixties and Seventies. Moffitt and Gernreich



▲ A T-shirt and racing-striped pieces, from Peggy Moffitt/Comme des Garçons. ◀



▲ An Azzedine Alaïa/Comme des Garçons T. ▼



Polos from Fred Perry/Comme des Garçons Shirt. ▼







## Textile &amp; Trade Report

# Not-So-Sunny Forecast for Cancún

By Kristi Ellis

**WASHINGTON** — The stage is set but expectations have dimmed as trade ministers from around the world gather in Cancún, Mexico, Wednesday to decide the fate of a global trade accord designed to further open markets to foreign trade.

Trade ministers and diplomats from 146 countries, still sharply divided over opening markets in agriculture and industrial goods, will kick off the crucial five-day World Trade Organization meeting Wednesday amid a cloud of uncertainty, thousands of expected antiglobalization protesters and fissures in the global round, especially in farm trade talks.

Cancún is the midway point in the Doha Round of global talks launched in the Qatari capital in 2001 that aim to create new trading rules in a global accord by early 2005. Nepal and Cambodia are expected to join the WTO in Cancún, which would bring the total number of countries to 148.

This watershed conference promises to be a contentious affair and a battle of wills that could affect how U.S. apparel and textile makers, as well as retailers, operate around the globe in the years to come. It comes at a time when the world economy is flagging and many countries are coping with internal strife and their own market reforms.

Trade officials have set modest goals for Cancún as they struggle to make ground on missed deadlines and keep the talks on track. The top trade chiefs of the U.S. and European Union have already lowered their expectations and claim they will settle for a blueprint for reducing subsidies and tariffs on agriculture products and industrial goods in Cancún, as reported.

The Bush administration is even threatening to forge ahead with free-trade agreements on a country-by-country or regional basis if the WTO round collapses.

"We will find countries that want to open up markets with the United States," U.S. Trade Representative Robert Zoellick told an audience at a trade forum in Washington last week. "I hope they will be in the WTO, but if they are not, we are not stopping. We are moving with the countries that are willing to go."

Domestic constituencies and politics could have the biggest influence on the outcome of the Doha Round, which was billed as a development round to give credence to the priorities of the Third World. To that end, rich countries led by the U.S. and European Union have pledged to give "special and differential treatment" to developing countries.

The make-or-break issue will be agriculture, but negotiations are currently at an impasse. Developing countries, which dominate the Doha round in terms of numbers, maintain they will not move on other issues, such as tariff reduction, in industrial products until developed countries make more progress on agriculture. China, Brazil and India have said the developed world needs to do more to slash farm supports and give up protections for politically sensitive crops, such as grain, cotton, rice and sugar.

In Cancún, trade envoys will decide whether to agree to blueprints on how to move negotiations forward in agriculture and industrial goods, but the skeletal blueprints will not contain details such as deadlines or formulas on reducing subsidies and tariffs. If the countries fail to reach a consensus on the frameworks, the entire Doha Round could be in jeopardy.

Apparel and textile issues will figure prominently in the talks in Cancún because many economies in the developing world are inextricably tied to those exports. For the U.S. apparel and textile industries, the big questions are whether industrial tariffs will be reduced or eliminated, whether rules blocking U.S. retailers in foreign countries will be loosened and whether subsidies for cotton farmers will be eliminated.

The paramount WTO issues for the U.S. apparel and textile industries in Cancún can be reduced to six:

- Market access and tariffs: whether to completely eliminate tariffs on apparel and textiles, make sharpest cuts on the highest tariffs and bring developing coun-

tries are removed because prices, which they claim have been kept artificially high by quotas, will drop dramatically. Domestic textile groups oppose any weakening of the laws, which could be their only protection against cheap imports if tariffs are reduced and eliminated.

- Agriculture: various proposals that would end farmer and export subsidies. These could affect U.S. cotton production, and the export and import of cotton textiles and apparel.

- Intellectual property rights protection: whether to strengthen rules governing intellectual property rights, which are pirated in many countries.

- Trade facilitation and customs harmonization: whether countries will agree to uniform customs rules that govern how to bring products in and out of a country. Complex customs procedures often act as a barrier to trade.

The global talks could define trade for the next decade and executives from several major retail and apparel manufacturing companies, including J.C.

Penney, The Limited, Gap Inc., Wal-Mart, Liz Claiborne and Sara Lee Corp. plan to attend the Cancún meeting. Trade and lobbying groups from all sectors of the twin industries also will be in Cancún to angle for important issues and concerns.

In general, importers and retailers favor a quick elimination of tariffs on apparel, textiles and footwear, and will be on hand to ensure those sectors remain in the blueprint on industrial market access. The textile industry is resisting such changes and is insisting the U.S. demand other countries lower their tariffs to U.S. levels before it makes any more reductions.

Textile makers appear to have an ally in Zoellick, at least on the issue of tariffs. Zoellick said last week that the U.S. sides with the views of the domestic textile industry in demanding that other countries lower excessively high tariffs on apparel and textiles to U.S. levels. However, calls by the domestic industry and some developing countries to extend quotas beyond 2004 — an issue that could be raised

in Cancún — is not supported by the Bush administration.

"We've heard that, but that is something the U.S. government is not involved in," said Jim Leonard, deputy assistant secretary of textiles, apparel and consumer goods at the Commerce Department.

Importers will apparently not have an ally in the Bush administration on the issue of quotas in 2004, which they plan to raise in Cancún. This is not officially on the agenda, so importers will discuss it in side meetings with U.S. officials and other foreign officials.

Quotas on apparel and textiles will be tight in 2004 because countries will not be allowed to borrow quotas from the next year through a provision known as carry forward. On average, countries have been allowed to borrow up to 6 percent of the following year's quotas on apparel and textile categories.

"There should be flexibility to ensure we don't have a more restrictive situation in 2004 that goes back from the concept of gradual elimination," said Brenda Jacobs,

*Continued on page 13*



Trade officials from the 146 World Trade Organization nations are headed to Cancún for a WTO meeting.

PHOTO BY AP/WIDEWORLD

tries, many of which have excessively high tariffs in the 60 percent range, in line with developed countries. The blueprint on the table in Cancún also calls for giving developing countries "special and differential treatment," which means longer tariff phaseout schedules and special treatment for sensitive products.

- Quotas: Quotas are not officially on the agenda in Cancún and are not up for negotiation. The WTO sanctioned the elimination of textile and apparel quotas in a previous trade round and they are set to expire at the end of 2004. However, developing countries and U.S. textile groups could raise the issue in a bid to extend quotas in Cancún. It appears that an earlier bid to accelerate the phaseout has been abandoned.

- Antidumping/countervailing duties: whether to loosen these trade provisions that permit nations to apply hefty duties to products sold at unfairly low prices with the aim of undercutting domestic and other foreign manufacturers. Importers are concerned the domestic textile industry will bring scores of these cases once quo-

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Textiles & Trade

Prada Goes Psychedelic



**NEW YORK** — Miuccia Prada knows how to get people talking — even if it's about a tag on a dress. In stores now, some pieces from her fall lineup feature two tags: one, the signature, navy-stitched Prada, and just below, another in flourishing script that reads "Holliday & Brown London Specially Re-edited for Prada."

Highlighting the designer's fall 2003 ready-to-wear collection are an array of eye-popping prints inspired by some of textile's most graphic eras — the Art Nouveau age and the swinging, psychedelic Sixties. The prints Prada used are replicas of Holliday & Brown designs from the Sixties, when the London-based, high-end neckwear manufacturer poured popping colors into turn-of-the-century William Morris-inspired floral prints. Now owned by Como, Italy-based Mantero, Holliday & Brown continues to be one of the only companies manufacturing ties by hand.

In November, 2002, Marco Mastroianni, in charge of Prada's fabric research, visited Mantero to garner ideas for the new line. Luigi Turconi, Mantero's co-owner, showed him the Holliday & Brown archives, which include more than 135 books, and offered the looks as an exclusive to Prada. Thrilled with what he saw, Mastroianni took the books back to Miuccia, who then selected several prints to be included in both collections.

The reproduced looks made their first appearance on the men's runway in January, then again during women's fall fashion week. For the women's wear collection, Prada partnered button-front blouses featuring the Holliday & Brown prints with classic tweeds, plaids and other men's wear fabrics, as well as on key items such as a skirt and dress. And, remembering the importance of accessories, Prada also designed bags, shoes, hats and even umbrellas, all using the prints.

Turconi, for one, couldn't be happier. "I have to give Miuccia credit," he said. "Everyone says there is no excitement in fashion today. Well, I think this creates a lot of excitement. It's different and it's a very aggressive stance, which I think is needed in fashion today." He likens the collaboration between Holliday & Brown and Prada to that of Marc Jacobs and artist Takashi Murakami for Louis Vuitton. "That was something that really exploded and I think this has the same potential."

Fiona Killoran, creative director at Holliday & Brown, couldn't agree more. "We've gotten so many calls about those prints," she said. "It's definitely caused quite an interest and I think other designers will certainly follow suit."

— Daniela Gilbert



From top: The "Specially Re-edited for Prada" Holliday & Brown label; one of the bold prints on the Prada runway, and a statement shoe — a platform sandal featuring a Holliday & Brown print.

STILL LIVES BY THOMAS ANAGNONE; RUNWAY PHOTOS BY DELPHINE ACHARD

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APLF has developed over the years in response to changing industry needs and today, in its 20th year, it genuinely covers all aspects of the leather sector, drawing top exhibitors and buyers from around the world. It is backed by a complementary seminar programme on technical and economics topics and annual meetings of important international bodies such as the International Council of Tanners and the International Council of Hide Skin and Leather Traders Associations. It is truly a world event.

The outbreak of SARS in late 2002 caused widespread disruption in Asian trade and the global leather industry suffered with the cancellation of the April 2003 edition of APLF. However, these events are now a distant memory and the Jan-April 2003 statistics of China's leather sector, showing some 23% growth in import and exports, demonstrate the underlying strength of China's and the regional economy. International observers note that economic growth is on the up again, providing exciting prospects for suppliers across the board.

**APLF 2003 October Show**  
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APLF has been quick to take advantage of this situation on behalf of its customers - exhibitors and buyers alike - with the inclusion of a Raw Materials and Manufacturing sector at the APLF Fashion and Finished Products Show on 6-8 October 2003. On top of the fabulous range of new designs of footwear, handbags, travel-wear, leather garments and fashion accessories in the Fashion and Finished Products Show, the fair will also feature high quality leathers from Australia, France, Italy and South Africa, synthetic leathers for shoes, handbags and leathersgoods from Taiwan and China, chemical products and systems from USA and components for footwear, handbags and leathersgoods from Hong Kong and Taiwan.

There will also be a series of seminars including "Revol Building in Mainland China" presented by Hong Kong-based fashion retailer Mirole. Additionally, a seminar on "Franchising and Chain Development of Fashion Goods in Mainland China" will be presented by Dr Wang, Principal Consultant of The American Consultants League SCAP Westernizer Associate Company. Last but not least, there will be the indispensable Fashion Trend Forecast seminar "Peelers Paris/Fall Winter 2004 'V08: Colours, Material Trends and Influences" by Ms Mary Yin Yin Chan, Exclusive Agent of Peelers Paris: Hong Kong/Singapore/Thailand.

This will be the first time that the October edition of APLF will cover all aspects of the leather sector, bringing a new seasonal dimension to the fair and heralding an exciting new development for the fair.

Michael Duck, Managing Director, APLF Ltd, said: "The Asia Pacific Leather Fair has been a catalyst in building up a robust rapport between international suppliers and Asian customers. We intend to maintain this position, responding quickly and effectively to new industry needs whenever they occur."





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# Yeohlee: Conceptually Speaking



Taroni's multicolored silk plaid was used on this wrap coat.

**NEW YORK** — Yeohlee loves to talk fabric. But for spring 2004, her collection is full of textiles that have a language of their own.

"This collection is about duality," she said. "The fabrics have characteristics where both the front and back is used. Beyond that, there is a lot in the way of color contrast as well as contrasts in structure and drapability."

The three examples shown here each use fabric to convey a different concept. The first, a silk and cotton blend from Italian mill Canepa, is used on separates that can also be worn as a suit. Four squares of light and dark gray are mixed together on a vest, while four rectangles are used for the jacket. The slim pants — which sit on the waist, as opposed to low-slung, because, as she said, "In these difficult times, I think it offers the wearer a sense of security" — are constructed using just one shade of the cloth. The contrast creates both a play on shape and geom-

etry, but the fabric also promotes a structured look. "I love the weight of this fabric," she said. "It's very finely woven."

A more fluid look can be seen in a black silk satin organdy mini skirt made of two fabric squares that are dimensionally layered atop one another. Courtesy of Como-based textile mill Taroni, the silk complements the shape perfectly, she said. "This fabric is so light, it floats."

For her lightweight wrap coat, Yeohlee also turned to Taroni for a multicolored, checkered silk with gold metallic highlights. "I really like that the checks are woven into the fabric instead of constructed. It's more subtle that way." The look, she added, is very drapery, yet structured. "But it still looks soft."

Yeohlee will show her collection on Sept. 15 at the Bryant Park tents.

— Daniela Gilbert



Taroni's silk satin organdy on a black skirt and white tank.



A vest and pant made of Canepa's gray silk and cotton.

PHOTOS BY KENNETH SMITH

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## Textiles &amp; Trade

# WTO Ministers Set For Cancún

Continued from page 8

trade counsel for the U.S. Association of Importers of Textiles & Apparel.

Jacobs said importers advocate the use of a "fictional" carry forward provision to ensure quotas are not smaller in 2004 than they were in 2003. Leonard said the position at Commerce is that in 2004, there will be no carry forward.

"Everyone knew that going in and if countries made conscious decisions in 2003 to use carry forward from 2004, which would reduce their base limits in 2004, that was a decision they made," Leonard said.

In addition to tariff and quota elimination, the other major issue concerning importers is antidumping rules, which are on the WTO agenda and under negotiation.

"One of our goals is to make sure there is a clear understanding that the quota phaseout...could be interpreted by some to create a situation of dumping, because there will be price decreases when quota and administration costs are eliminated in 2005," said Julia Hughes, vice president of international trade at USA-ITA. "There should be a moratorium of some sort on the table."

At the National Retail Federation, Erik Autor, vice president and international trade counsel, said the association's priorities fall under five broad categories, including: the quota phaseout, which NRF does not want to see disrupted; the quick elimination of tariffs; strengthening intellectual property right protection; harmonizing customs rules and practices, and reforming antidumping rules to give importing interests a say in administrative proceedings.

The American Textile Manufacturers Institute's principle concern is tariffs, although any weakening of antidumping rules is also a top issue.

"We insist our government open other markets before it contemplates opening ours further," said Cass Johnson, interim president at the ATML. "You can conceive of an instance of major textile export countries hardly cutting tariffs at all where the U.S. is required to cut its in half."

Augustine Tantillo, Washington Coordinator of the American Manufacturing Trade Action Coalition, said he will work in Cancún to encourage developing countries to raise the issue of a quota extension.

"There should be a healthy discussion on China's massive and devastating impact on world markets in the textile and apparel fields and other sectors," Tantillo said. "Small developing countries will not be able to compete in 2005 any more than we will be able to in the U.S., so this is a classic test of whether the WTO will serve the interest of two or three big players or serve the interests of 146 players."

He said developing countries will have the power to push their agenda in Cancún, and added: "The question is whether or not they will exercise it or realize it."

Jock Nash, Washington counsel for Milliken & Co., said he also will meet with many developing countries to "suggest to them that this [quota elimination] will be the biggest disaster."

"This is supposed to be a development round for developing countries, but this is going to be development for a few countries such as China, Pakistan and India," Nash said.

Still, he is unsure whether any-

thing will come out of Cancún.

"There are decreased expectations because they have wanted to have blueprints since they launched the round in Doha in 2001, and obviously they have not been able to come up with an idea about what to do with agriculture, industrial tariffs or trade remedies," Nash added.

Mark Levinson, chief economist at Unite, who also will be on hand in Cancún, said the issue of quotas is the most significant.

"If this is raised in a serious way in Cancún, countries will be put on notice about what is at stake and there will still be time to do something about it," Levinson said. "I think there should be a permanent system that manages and spreads production around the world. I'm not trying to stop the change. Quotas can increase over time, but they should not just be eliminated."



Mexican authorities are taking extensive security precautions in Cancún to ensure the WTO negotiations are not disrupted by protesters.

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## Ellesse USA Taps President

**NEW YORK** — After 21 years at the Sporting Goods Manufacturers Association, Maria Stefan is moving on and will become Ellesse USA's president.

She will leave her post as executive director and vice president of global business development of the SGMA Monday and plans to start Oct. 1 at Ellesse, a tennis and skiwear label owned by Pentland Brands plc. Her replacement has yet to be named.

Stefan will be based at Ellesse's office at 141 West 36th Street here, and she will report to Andrew Leslie, president of Ellesse International, who previously oversaw the U.S. business. Initially, she will divide her time between New York and Palm Beach Gardens, Fla., where she lives.

"I had a great job, but I was looking for a new career step. This is a fantastic opportunity to help rebuild and relaunch a brand in the world's largest market," Stefan said.

Andy Rubin, chief executive officer of Pentland said, "We believe Maria's experience, indus-

try relationships and marketing savvy will create a new direction and future for Ellesse in the U.S."

Having served with Stefan on the SGMA's board of directors, George Horowitz, president and ceo of Everlast Worldwide, praised Stefan for pressing companies to develop more stylish women's activewear, apparel for senior citizens and attracting apparel and textile firms to The Super Show, the industry's annual trade show.

Stefan will continue to serve as chairman of the committee on development of the world federation of the Sporting Goods Industry; on the board of trustees of the Women's Sports Foundation; board member of Gifts In Kind International; on the national advisory committee of the Robert Wood Johnson Foundation Active for Life program; member of the World Health Organization and Centers for Disease Control Collaborating Committee on Physical Activity; and co-chair of the global sports philanthropy initiative, Sporting Goods To Go.

## Temperley to Open N.Y. Studio

**NEW YORK** — Alice Temperley is bringing her party to New York.

The English designer, known in London for entertaining and dressing a roster of social clients and fashion models at her Notting Hill studio, is opening her first showroom in New York today in a 5,000-square-foot loft in SoHo. The concept is similar to her London headquarters, where the space is geared as much to throwing events as it is to selling clothes.

"It's more like you're inside of a big, fancy dress box," Temperley said. "The idea works beautifully for us in London, where it's a showroom where we also can sell one-of-a-kind pieces or do commissions for private clients because it doesn't look like a commercial project."

Temperley, 28, has built a reputation in three years by approaching fashion in her own way, independently and with a sense of fun. Her signature collection, which includes dresses and sportswear ranging from \$100 to \$4,000, is carried in 50 stores

around the world, including Henri Bendel, Language, Scoop and Intermix in the U.S. Servicing those accounts was one of the primary reasons behind opening the U.S. showroom, but Temperley also said she wanted to enjoy some of the glamour of New York, where she plans to spend about one-third of her time.

She originally considered opening a strictly retail space in the city, but could not find a site she felt was appropriate for the range of products in her own line, as well as items she plans to carry from friends, like knitwear by Alex Gore-Browne, accessories by Francesca Amfitheatrof and boots from Jane Brown, all London designers. When Temperley found the SoHo space, at 453-455 Broome Street, she decided to replicate the approach of her London studio, where she hosts parties that double as trunk shows and morning shopping parties called "Breakfast at Temperley's."

"It also makes me feel like I'm not in the fashion industry," Temperley said. "I see myself as



PHOTOS BY THOMAS IANNAKONE

more of a textile designer than a fashion designer. The fashion industry terrifies me."

Temperley and her husband and business partner, Lars Von Bunnigen, have gutted the space, filling the loft with sofas the size of mattresses, antique gilded mirrors and a big plasma screen to play movies and fashion shows along one wall. To inaugurate their work, they are, naturally, throwing a party tonight in their new locale.

— Eric Wilson

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## MEMO PAD

tabloid empire and the newsstand didn't go up? Well, that may be what's happening.

In the 10 weeks Fuller has been at American Media top editing the Star (the company has said she will move to the National Enquirer and the Globe once the Star has been turned around), the magazine has been selling what several sources in the publishing industry — including two from competing publications who have seen scan data — say is a figure around 910,000 (while such data can be preliminary, in the case of the tabloids and weeklies selling at supermarkets, it tends to be more accurate). On a year-to-year basis, that's a whopping drop of about 240,000 copies from last year's second-half average of 1.15 million, though most industry experts agree a more apt measure would be to look at the last eight weeks compared with the first half of this year, in which case the drop would be more moderate, at about 110,000. So what is the problem? Well, it's threefold. In the 15 years Bonnie Fuller has been in the U.S., she's presided over six magazines, all of which had dramatic gains on newsstand because she took them downscale. At her Marie Claire, Cosmo and Glamour, you had lubricious celebs in slinky dresses accompanied by coverlines about how to have 15 orgasms in 15 minutes. At Us Weekly, instead of how to have better sex, the coverlines teased about the sex celebrities were already having (which — naturally — was better than yours).

Now she is at the Star, trying to boost the newsstand by taking it upscale, while competing with a newsstand phenomenon she created (Us) and another celebrity weekly (In Touch), which has been holding its own. At Us, Fuller also was aided by a predecessor, Terry McDonnell, who seemingly couldn't have done a much worse job, and a company, Wenner Media, which bought

### FALLING STAR:

What if you hired **Bonnie Fuller** to take over your ailing magazine? Well, that may be what's happening. In the 10 weeks Fuller has been at American Media top editing the Star (the company has said she will move to the National Enquirer and the Globe once the Star has been turned around), the magazine has been selling what several sources in the publishing industry — including two from competing publications who have seen scan data — say is a figure around 910,000 (while such data can be preliminary, in the case of the tabloids and weeklies selling at supermarkets, it tends to be more accurate). On a year-to-year basis, that's a whopping drop of about 240,000 copies from last year's second-half average of 1.15 million, though most industry experts agree a more apt measure would be to look at the last eight weeks compared with the first half of this year, in which case the drop would be more moderate, at about 110,000. So what is the problem? Well, it's threefold. In the 15 years Bonnie Fuller has been in the U.S., she's presided over six magazines, all of which had dramatic gains on newsstand because she took them downscale. At her Marie Claire, Cosmo and Glamour, you had lubricious celebs in slinky dresses accompanied by coverlines about how to have 15 orgasms in 15 minutes. At Us Weekly, instead of how to have better sex, the coverlines teased about the sex celebrities were already having (which — naturally — was better than yours).

### STALKING GAWKER:

Envy Elizabeth Spiers, who appears to have turned her ability to spout bitchy, witty takedowns of trucker hats and Soho House into a plum job. She just doesn't seem to know it yet. Spiers, the editor of the trendy media blog, Gawker, is "on vacation" in the offices of New York magazine, where she'll be cowriting the Intelligencer column with Deborah Schoeneman for the near future. Spiers insisted she's still technically a Gawker employee, but publisher Nick Denton has already filled her job and a New York spokeswoman expects Spiers to be working there for quite a while. A permanent job at New York would be a huge coup for Spiers, whom Denton plucked from obscurity to be editor when he launched the site last winter and who would be the first blogger to land a high-profile media gig on the merits of her musings. New editor **Chore Sicha** was originally brought on board to run Denton's upcoming upscale porn site, "Fleshbot," which will likely have as many socially redeeming qualities as his next project: Gawker L.A. — Greg Lindsay

scores of extra pockets at the newsstand when she arrived to help boost the sale. But the Star's parent, American Media, owns more newsstand pockets than anyone, providing an inbuilt advantage for Fuller. Making matters worse, her biggest sale at the Star so far has been a cover of an overwrought **Kobe Bryant** and his wife with a headline that said "Cheaters" in bold letters, adding credence to the fact that you don't get your biggest sales by going upmarket.

"What it tells me is that you have to know who your readers are," said Wenner Media general manager **Kent Brownridge**.

An American Media spokesman said, "We all know how popular and successful she is and I find it flattering that they're taking her temperature after six weeks on the job. That **Angelina Jolie** issue [from two weeks ago] sold over a million." Fuller could not be reached for comment. — Jacob Bernstein

## Escada's Lerner to Step Down

*Continued from page 2*  
 chief operating officer. She was responsible for sales, merchandising and marketing functions for the company. Lerner could not be reached for comment.

The company also said that it would begin a review of its business operations in light of its lagging performance in recent years. Wolfgang Ley, chairman of Escada AG, said in the statement, "In connection with Escada AG's mission to restore acceptable levels of profitability after a difficult economic period, our U.S. organization will undergo a comprehensive review of all

its business operations, as will all operations of Escada AG. A close collaboration and seamless integration of functions between Escada AG and Escada USA is a core component of this mission, and entails the reevaluation and adjustment of structures and responsibilities throughout our organization."

Escada remains one of the leading European designer brands in the world, with \$840.6 million in sales last year, down from \$977.4 million in 2001. Despite strong orders for the fall and spring, however, Escada said this year it will not reach its prof-

it targets for 2003. The company has attributed a soft performance in recent seasons to the negative psychological influences of the Iraq conflict, political tension in North Korea and SARS, noting that Asia had been a major market for the company.

White said its anticipated review would encompass all areas of operations.

"Like any other review, we will be looking to see where we can economize throughout our systems and our businesses," she said. "We are looking at how we can operate the most effectively and efficiently as possible."

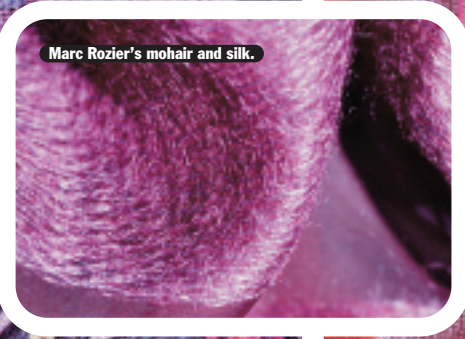


Première Vision Preview

Pensez Pink



Solstiss' nylon, rayon and metallic polyester.



Marc Rozier's mohair and silk.

**NEW YORK** — Fall 2004 is chalking up to be one colorful season. At next week's **Première Vision** — held at Paris' Parc d'Expositions — color will be popping up just about everywhere, especially pink. Rosy hues and purple are key in a variety of shades that include raspberry and fuchsia, as well as plum and eggplant. Also thrown into the mix are multicolors and prints using those shades on neutrals such as rich chocolate brown.



Gamma Seta's silk and wool.

Guigou's wool and acrylic.

PHOTOS BY JOHN AQUINO; FASHION ASSISTANT CLAREBEL HERRIQUETZ; STYLED BY DANIELA GILBERT



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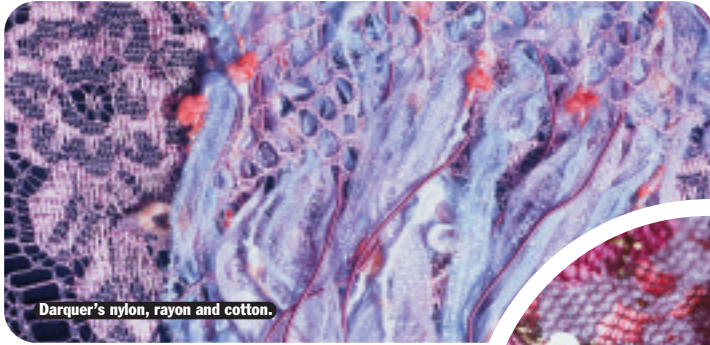
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Première Vision Preview

# Pensez Pink



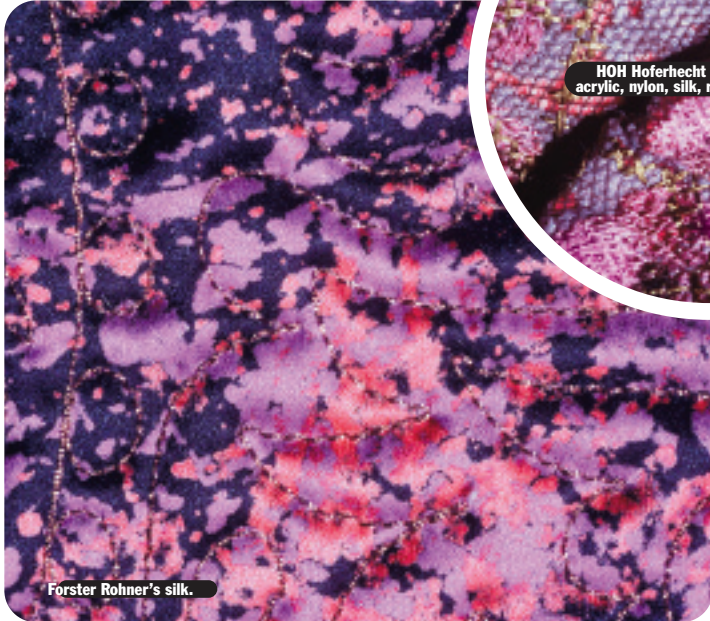
Darquer's nylon, rayon and cotton.



Laurent Garigue's wool and rayon.



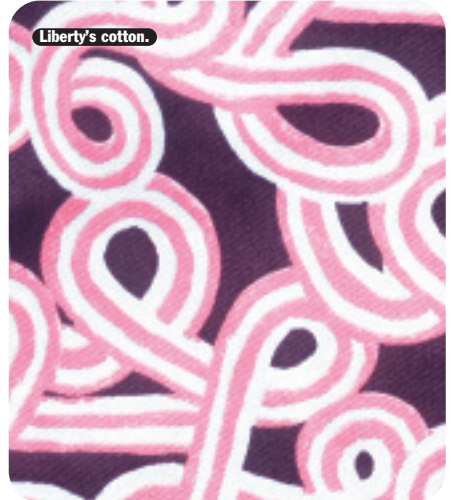
HOH Hoferhecht Broderies' wool, acrylic, nylon, silk, rayon and polyester.



Forster Rohmer's silk.



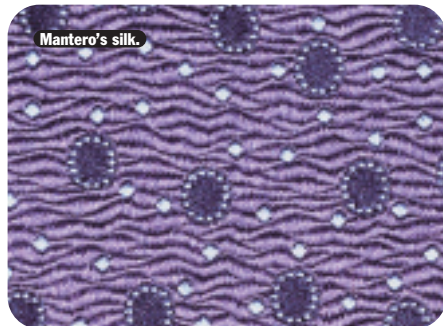
Robert Noble's wool.



Liberty's cotton.



Mahlia's polyester, acetate, rayon and acrylic.



Mantero's silk.





























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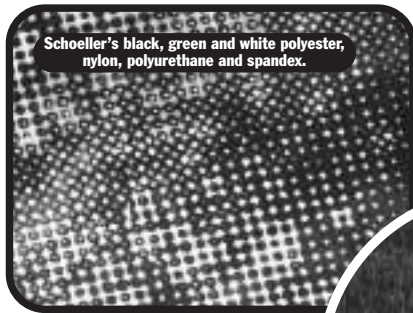
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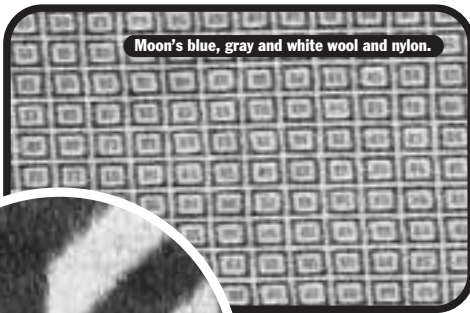


make everyday easy

Première Vision Preview



Schoeller's black, green and white polyester, nylon, polyurethane and spandex.



Moon's blue, gray and white wool and nylon.

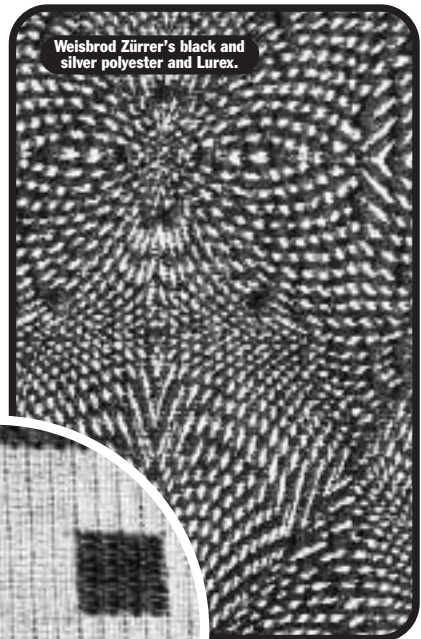


Marioboselli's black and gray wool and acrylic.



Jules Tournier's brown and camel baby alpaca and wool.

Get ready to focus at next week's **Première Vision**. Many exhibitors will be showing bold, graphic designs on wool, cotton blends, silk and even lace. Abstract in design, many of the looks feature squares, dots and orbs in mostly neutral color combinations. Also on the horizon: blanket looks with large tribal-like patterns.

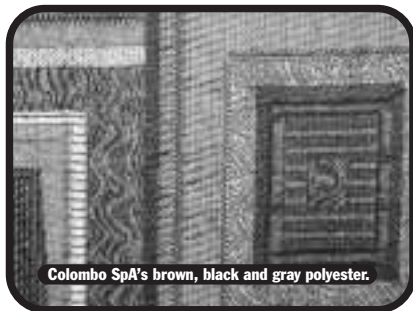


Weisbrod Zürrer's black and silver polyester and Lurex.

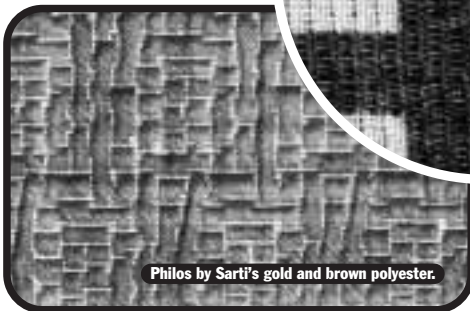
# Optical Illusions



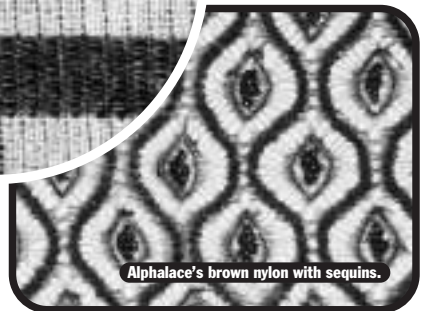
Alexanders' brown and ivory wool.



Colombo SpA's brown, black and gray polyester.



Philos by Sarti's gold and brown polyester.



Alphalace's brown nylon with sequins.

PHOTOS BY JOHN AQUINO; FASHION ASSISTANT: CLARIBEL HENRIQUEZ; STYLED BY DANIELA GILBERT

DESIGN

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September 29 - October 1, 2003

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Colombo SpA's brown, black and gray polyester.

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Philos by Sarti's gold and brown polyester.

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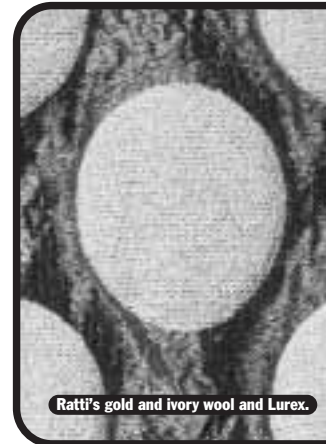
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Première Vision Preview

# Metal Mix

**Metals are moving ahead for fall 2004. In place of allover patterns, the look is being mixed into a variety of designs, both knitted and woven. Most notable are glossy sheens on men's wear pinstripes and checks, copper tones peeking out of a jacquard and traditional embroidered looks with fake leopard-printed fur flower appliques. And for futuristic fashion lovers, there's even a space-age dotted look in a structured Lurex blend.**

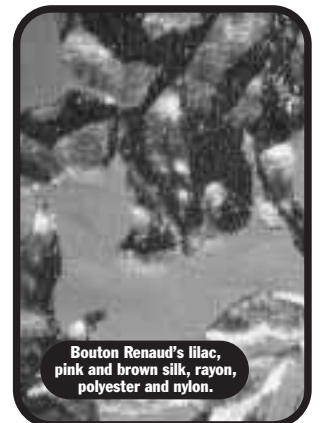
PHOTOS BY JOHN AQUINO; FASHION ASSISTANT: CLARIBEL HENRIQUEZ; STYLED BY DANIELA GILBERT



Ratti's gold and ivory wool and Lurex.



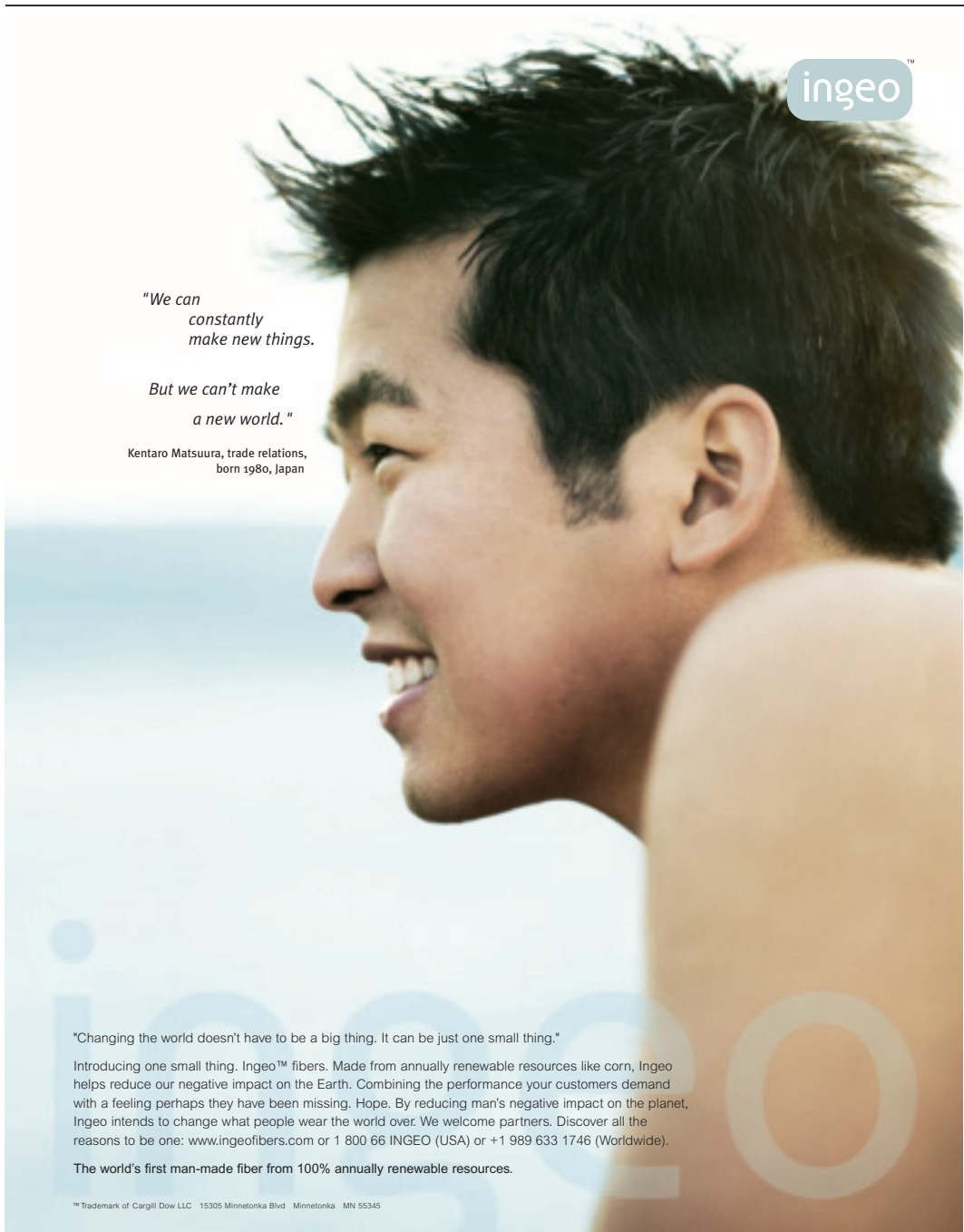
Jakob Schlaepfer's camel, black and gold cotton, rayon, nylon, polyester and metallic fiber.



Bouton Renaud's lilac, pink and brown silk, rayon, polyester and nylon.



Weisbrod Zurrer's burgundy, olive and orange wool, acetate and metallic fiber.



*"We can constantly make new things."*

*"But we can't make a new world."*

Kentaro Matsuura, trade relations, born 1980, Japan

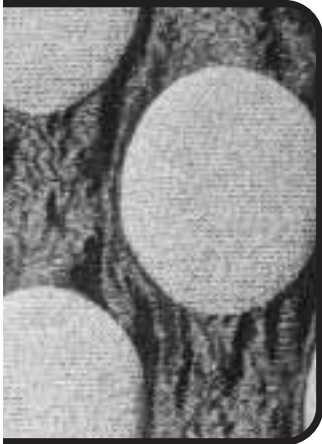
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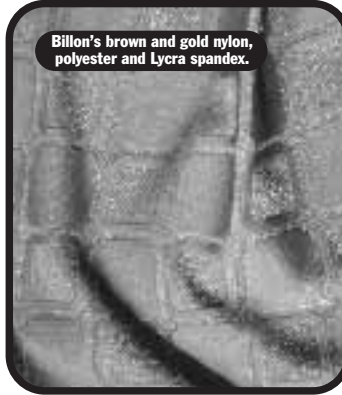
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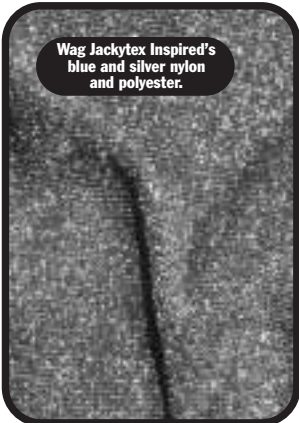
Seterie Argenti's brown and gold wool and polyester.



Billon's brown and gold nylon, polyester and Lycra spandex.



Sophie Hallette's silver rayon, nylon and polyester.



Wag Jackytex Inspired's blue and silver nylon and polyester.



### Look ahead

Sophie Hallette's silver rayon, nylon and polyester.

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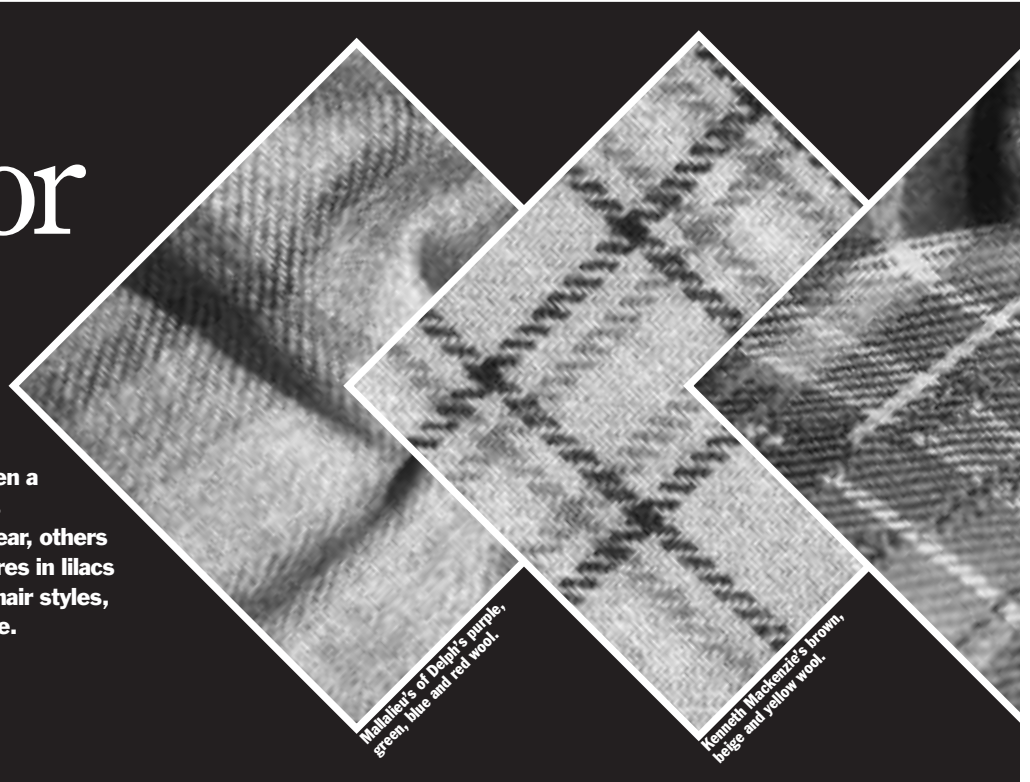
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Première Vision Preview

# Mad for Plaid

After seasons of dots and stripes, it seems that plaids are back. While some mills have taken a more traditional route with looks borrowed straight from men's wear, others are recoloring luxurious cashmeres in lilacs and pinks. Also fun are cozy mohair styles, perfect as a cold-weather favorite.



Mohair's of Delhi's purple, green, blue and red wool.

Kenneth Mackenzie's brown, beige and yellow wool.

**Pantone comes out of the closet with a new arrangement.**

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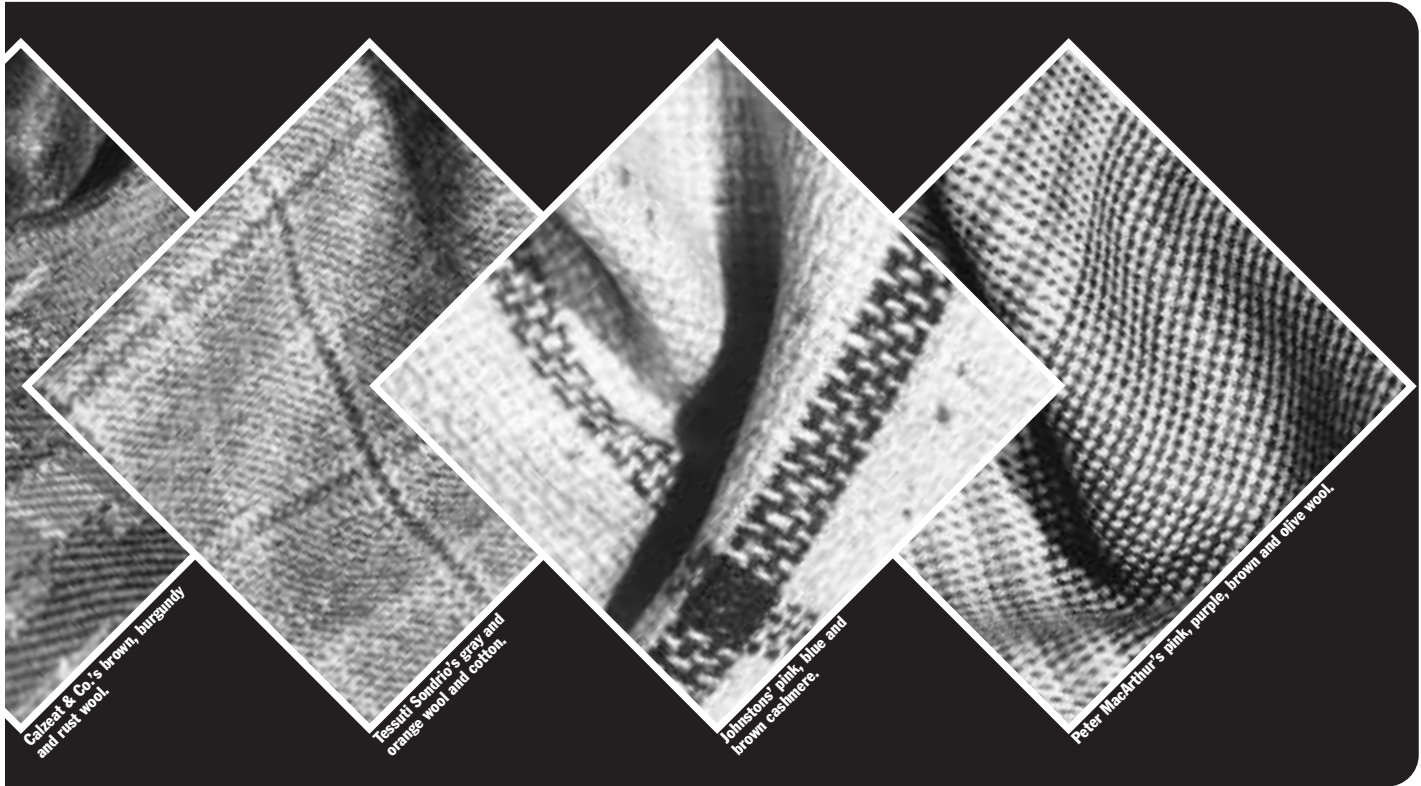
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Calzeat & Co's brown, burgundy and rust wool.

Tessuti Sordiro's gray and orange wool and cotton.

Inhactors' pink, blue and brown cashmere.

Peter MacArthur's pink, purple, brown and olive wool.

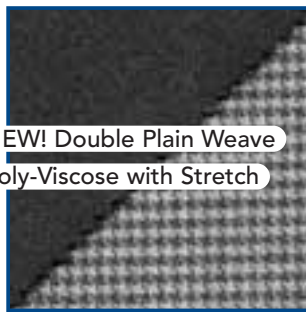
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# Fabrics by **BOSSA**

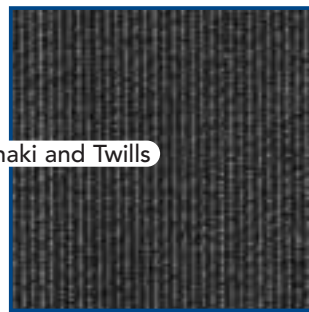
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Outerwear Report

# Palmer Ushers in New Era at Amerex

**NEW YORK** — After 71 years, the Amerex Group, a privately owned outerwear powerhouse, is striving to be nimble in an unpredictable category.

The \$200 million-plus company is now looking to leverage its proprietary brands Gerry, Weather Tamer, One Madison, Static, Alpine Studio and Mulberry Street, while growing sales at its licensed women's outerwear lines for Jones New York, Gloria Vanderbilt, Rampage and Mudd.

Glenn Palmer, who joined the company less than two years ago as president and chief executive officer, has been working to build up Amerex's own brands, streamline operations, restructure staff, install new technology and improve inventory control.

"This is an evolution not a revolution. We're

evolving the company," Palmer said during an interview in his Empire State Building office. Key strategies include:

- Reducing the number of manufacturing facilities to get a better handle on quality control.
- Hiring new salespeople, merchandisers and designers.
- Bolstering marketing to support and upgrade the image of its brands.
- Editing collections to give labels a more defined point of view.
- Considering new acquisitions and licenses.
- Opening a new showroom on Seventh Avenue within a year.

"We're in the business of theater and have to have a new show all the time," Palmer said.



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"Retailers want to be excited about the product and the presentation. Certainly, if it's executed well, that gets translated to the selling floor."

Outerwear makers have added the responsibility of keeping current with fashion trends instead of just providing good, warm winter coats, he said.

"It's no different than what's happening with sportswear," Palmer said. "Stores want new fabrics and something that will be compelling to differentiate a brand from what's on the racks today."

The company whittled 60 days out of its production cycle by upgrading its technology. Its Web site, amerexgroup.com, has become slicker, such as using magazine-type photos instead of standard online shots, under the direction of Monica Alvarez-Mitchell, who was recently promoted to vice president.

To return Gerry to the strength it showed in the late Eighties, the collection now has a two-tiered approach. There's performance-oriented skiwear for more serious athletes and a more volume-oriented group for recreational skiers. Palmer's daughter, Samantha, a member of Killington Mountain School's prestigious ski team, offers her insight and wear-tests the product.

Gerry has signed on as the sponsor of the NASTAR, a recreational ski racing program in 26 states and Canada. As the NASTAR sponsor, Gerry will suit up race officials and will have signage at NASTAR events. There are also plans for in-store displays through partnerships with select stores, Palmer said.

Founded in 1945, Gerry is the brand Sir Edmund Hillary wore on his first ascent of Mount Everest. In the Seventies, the brand built a following for its colorful down jackets, which have seen a resurgence in recent winters, especially among teenage city dwellers. Amerex bought Gerry five years ago, and the skiwear label now generates annual sales between \$25 million and \$30 million, Palmer said.

Last month, Amerex signed a deal with Debonair Creations, a Canadian import business, to market Amerex's proprietary brands in Canada, as reported. Toronto-based Debonair is part of the Wertex Group. Amerex's initial distribution in Canada will focus on its Gerry, Weather Tamer, One Madison, Alpine Studio and Static brands.

Also in August, Amerex inked a strategic marketing deal for



Weather Tamer with Earthbound LLC, a brand management and licensing group that pitches several labels, including Isaac Mizrahi for Target and XOXO. In addition to marketing and brand-extension advice, Earthbound will look for licensing opportunities for Weather Tamer. Sportswear, hats and gloves are among the areas being explored, Palmer said.

"The most challenging thing is you still have to place the product at retail and establish partnerships to present a compelling story," he said. "Otherwise, why should someone purchase Gerry or Weather Tamer or any other brand? It has to be a complete process."

Manufacturers and retailers need to drop the barriers and communicate effectively about sell throughs, inventory and developing new customers, Palmer said. That is something that mass marketers have mastered, he added.

Internally, Amerex employees are encouraged to voice their ideas instead of relying on senior management. Compensation is now based on division's performance versus an individual's. That has helped to create more of a team environment.

"Before, we had more fiefdoms," Palmer said.

Palmer said the company's owners, Ira Ganger and Fred Shvetz, have recognized the need for change.

"They grew up in this company, but they realized the need for some outside perspective to help move them to the next level," Palmer said.

Amerex is trying to empower its 200-person employee base through new technology and accountability. The staff was reduced last year, but Palmer declined to give specifics other than to say it is "staffed adequately" now.

The women's and men's divisions were consolidated to centralize administrative functions. Amerex also has a significant children's business and the combination is something that appeals to time-starved retailers, Palmer noted.

— Rosemary Feitelberg

## G-III Apparel Sees Profits Reach \$2.7M

**NEW YORK** — G-III Apparel Group Ltd. on Thursday posted second-quarter profits that nearly quintupled.

For the three months ended July 31, net income rose 372 percent to \$2.7 million, or 37 cents a diluted share, versus \$576,000, or 8 cents, in the year-ago quarter. Sales rose 13.2 percent to \$45.3 million from \$40 million.

Morris Goldfarb, chief executive officer, said in a statement, "Our profit growth was driven by continued strength in our sports apparel business, which saw both significant new accounts as well as increased penetration. The sportswear component of our sports apparel business attained higher gross margins compared to our other businesses."

He added that based on feedback from customers on "product assortment and a good order book, we are well positioned for the fall season."

The company issued fiscal 2004 guidance for earnings per share in the range of \$1.10 to \$1.15 and sales of \$220 million.

For the six months, income was \$91 million, or 1 cent, against a loss of \$3.6 million, or 54 cents, last year. Sales rose 21.4 percent to \$64 million from \$52.7 million.

The firm manufactures leather and nonleather outerwear, as well as apparel under its own, licensed and private labels. Company-owned labels include Black Rivet, Colebrook, Siena Studio and G-III. It holds licenses with Kenneth Cole, Nine West, Timberland, Cole Haan, Jones Apparel Group, Sean John, Bill Blass and James Dean. It also has sports licensing agreements with various major league sports associations as well as more than 50 universities.

— Vicki M. Young

## Kazu Launches With Rainwear

**NEW YORK** — In Japanese, "kazu" means number, and a new rainwear company by the same name hopes that translates into robust sales.

Owned by Lana Winer International, the Kazu Apparel Group aims to be a sportswear label, but is starting with a 14-piece rainwear collection. Instead of traditional trenches and black overcoats, there are patent leather coats, canvas coats with Liberty of London print trims, a safari jacket and other stylish options created by designer Marlene Middlemiss.

"It's for the customer who likes European clothes, but doesn't like the prices," said Herb Frichner, vice president of the Kazu Apparel Group.

During an interview at Kazu's West 37th Street showroom here, Martin Richter, vice president of LWI, acknowledged the challenge of diving into the outerwear business in the spring, which is typically a five-week selling season.

"In a very tough market and in a very difficult time, those are the times when there's receptiveness. That's opposed to good times, when no one is doing anything," Richter said. "People don't go into the coat business. It's a heck of a statement on our behalf in an industry that has been dramatically consolidated."

Women between the ages of 25 and 50 are the targeted customer base, especially those not searching for more youthful silhouettes. Kazu rainwear will be sold at 25 better specialty stores this spring, such as Nordstrom and Bloomingdale's. Wholesale prices range from \$60 to \$75.

By owning factories in Hong Kong, Kenya, Guatemala and Macedonia, the company has better control over its production and design, Richter said.

Kazu's strategy is to offer sportswear-inspired outerwear this spring and then to follow up with sportswear that coordinates with the outerwear this fall. LWI, a \$60 million operation, specializes in private label sportswear and sells to the likes of Lands' End, Saks Fifth Avenue and the Limited.

First-year projected wholesale volume for outerwear is about \$1.25 million, Richter said.

— R.F.



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# Jones Writes a Sequel With Signature

*Continued from page one*  
Schiffer, who is more often associated with Guess or Versace, will appear as the face of Signature in the line's advertising campaign.

"We see this as a lifestyle brand bridging the gap between Jones New York Collection, which is really true career, and Jones New York Sport, which is very true casual, key items and related separates," said Susan Metzger, president of the Signature brand, in an interview Monday at the line's 1411 Broadway showroom here.

"If traditional is middle of the road, than Signature will steer a little bit to the left. It will be a little bit more updated. It's getting away from what real traditional is and just giving it enough spin that it's becoming what we have called new classics. We will build this line with a more relaxed jacket sensibility and certainly will never be a strictly career line, as Jones New York Collection is the leading brand in those classifications."

Signature is an opportunity for Jones to operate in this portion of the better zone with offerings under its own name. It's also an effort to recoup some of the \$548 million of revenue lost when the Lauren by Ralph Lauren label reverted back to Polo Ralph Lauren Corp. in June amid a flurry of legal actions.

Jones is looking for Signature to produce a volume of at least \$200 million next year. It will launch in February in 700 misses' doors, while 200 to 250 doors will carry special sizes from the brand.

During the interview, Metzger was called away briefly and, working on her feet, called across the

showroom that if there is anything that defines her team it is that "they can turn on a dime."

And that's exactly what they have done. The same group of people who launched and produced the Lauren collection until the license transferred put together Signature. They were able, though, to do some advance work on the line as the Lauren storm was brewing. Still, it's been a summer of long nights and no vacations.

Metzger said, "We've all obviously been very excited from the start, knowing that we can now control our own destiny and that this brand and our company can carry the Jones New York brand to another level."

Signature is planned to be a cornerstone for the firm, which last year had total revenues of \$4.34 billion, 37.7 percent of which came from the sale of better apparel.

Chief executive officer Peter Boneparth said, "We have enormous brand equity that, as a company, we underinvested in and we're dramatically changing that and I think overinvesting over the next couple of years."

The quality and the fit of the Signature line will be consistent with the Lauren line Jones had been producing, but prices will be about 15 percent lower. The average retail price for the line is roughly \$68.

"There's no question that by having this team build, since 1996, the Lauren brand as it was known, we had a lot of experience and a lot of history, a lot of sales information," said Metzger.

Stacy Lastrina, Jones' senior vice president of corporate marketing, said the expansion of the Jones New York brand would stay true to the con-



Signature's face: Claudia Schiffer.

Four looks from Signature's spring line.



PHOTOS BY TALAYA CERVENO



sumer's understanding of the brand's classic sensibility. "As long as you stay within your brand promise, you don't run the risk of growing to the point where you hurt your [brand] equity," said Lastrina.

Each layer of the Jones New York brand will have a distinctive ad campaign.

Signature will be supported by national and regional advertising, as well as grassroots and event-based marketing and promotions.

The campaign with Schiffer will bow in March magazines such as Vogue and In Style and will show the supermodel in a timeless, classic environment. Watercolor artwork also will be a hallmark of the marketing push, which will come with the "What's Your Signature Style?" tag line.

Also making the scene in better this spring will be Liz Claiborne Inc.'s new line Realities, a new Calvin Klein line from Kellwood and Tommy Hilfiger Corp.'s revamped H collection.

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# Burberry's New Milan Palazzo

Continued from page 2

pillows. Things are kept simple, which complements this season's neon assortment of bright trenches and colorful knits.

"We wanted the store to be something individual and exclusive to Milan," said Bailey, who added that Burberry wanted a modern store with a connection to the past. "We wanted everything to have a history to it."

Its history in outerwear is a focal point of the store and Burberry is hoping to leverage that expertise to win over Italians with made-to-measure raincoats. The ceiling of the hallway leading to the "Art of the Trench" area is lined with television screens broadcasting images of falling raindrops and swaying tree branches.

Men's wear plays a prominent role in the store, which fits in with Burberry's objective to reach out to one of the label's core customers. Bravo said she and her team initially focused on women's wear to tap into the lucrative accessories market, but "now we are ready to position men's wear more importantly."

Italy, and Milan more specifically, could prove fertile ground for doing just that, according to Stan Tucker, vice president for men's wear worldwide.

"[Italian men] are the best dressers in the world because they care about the way they dress," he said. "They may buy only one suit but it will be impeccable."

Bravo said Italians' sense of style and appreciation for quality materials helped guide the company to reposition the brand and its subsequent relaunch.

"There was a class we saw here that gave us an inspiration," she said. "It is our impression that [Italian consumers]

are among the most sophisticated."

Indeed, their reverence for English style makes Italy Burberry's second-biggest market in Continental Europe after Spain. Burberry doesn't break out sales figures on a country-by-country basis. On a consolidated level, the men's, women's and accessories businesses each generate about a third of the brand's overall revenue, which

and whether Burberry can secure a return on its investment.

"We're a profit-oriented company," she said.

She would not give specific financial forecasts for the group but she did indicate that macroeconomic conditions are improving.

Having a flagship in such a major luxury goods market is a critical step for the

It also is a big step for Italy. The Burberry store opening comes amid an internationalization of the Milan's downtown shopping center, currently dominated by a bevy of Italian labels and many fewer French brands.

That's changing and fast. Brooks Brothers and Jimmy Choo are slated to open doors here in the coming months



PHOTOS BY DAVIDE MAESTRI

**Burberry expects its first store in Italy will do in excess of \$1,100 a square foot.**

totalled \$943.4 million, or 593.6 million pounds, for the year ended March 31.

Burberry estimates the Milan store will do in excess of \$1,100, or 1,000 euros, in sales per square foot "sometime in the near future," a spokeswoman said. Other stores in Italy are a possibility down the road, but Bravo said it all depends on loca-

tion and whether Burberry can secure a return on its investment. Distribution through small, third-party retailers was fine to start off with but it was not the best long-term solution for the brand, said Merrill Lynch analyst Antoine Colonna.

"This is a big step forward for them," he said. "The bottom line is that they are starting with a much more visible concept."

and Polo Ralph Lauren plans to open its first Italian store in Milan next year.

In the meantime, cheap and chic H&M will shake up a very different, but still formidable, chunk of the market when it opens the doors of its first Italian store here later this month, following on the heels of Zara's Milan opening last year.

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# Fashion Scoops

**A SALE, IN THEORY:** Stretch sportswear line Theory, which has grown into a department store staple since being founded by **Andrew Rosen** and **Elie Tahari** in 1997, is expected to be sold today to Link International, the brand's licensee in Japan, as well as several other parties, WWD has learned. Speculation about a potential sale had made the rounds in the market, though the company had declined to comment. A source close to the situation said at least one of the parties is publicly traded, which is why the company has been so tight-lipped about the negotiations. An announcement is expected to be released today.

**SHOPPING IN ITALY:** It looks like LVMH has gone to Italy to fill its latest designer vacancy. Sources said the French group has zeroed in on **Antonio Marras** as artistic director for Kenzo. Neither Marras nor Kenzo officials could be reached for comment, but sources said an announcement is expected shortly. Marras designs and shows a collection under his own name in Milan. He also has designed the Trend Les Copains line.

**GIORGIO OF BEVERLY HILLS:** May-December marriages are such a common sight these days that one couldn't really fault 90210's vice mayor, **Mark Egerman**, when, in front of a group of fashion fans, city dignitaries and the international press on Monday afternoon, he introduced **Roberta Armani**, the designer's much younger niece there to serve as his translator, as the designer's wife. The crowd knew better, as the buzz indicated, and so the unveiling of the brass plaque to be embedded into the sidewalk as the first of the Rodeo Drive Walk of Style went on. **Giorgio Armani** is being feted in grand

form this evening with a gala fashion show and dozens of A-listers — from **Sophia Loren** to **Michelle Pfeiffer** — joining 500 guests in a two-block, tented stretch of Rodeo Drive, which has been closed to traffic since Saturday night. Monday's induction ceremony at the corner of Via Rodeo, across from the giant nude torso sculpture by **Robert Graham** that also will serve in mini form as the statuette, also declared today as **Giorgio Armani Day** in Beverly Hills. But it was a restaurant outside of the famous



PHOTO BY DONATO SARBELLA

Giorgio Armani unveils his brass plaque.

area code where Armani and 30 of his pals dined Monday night, at **Ashton Kutcher's** side project, **Dolce**.

**MAKING AN IMPRESSION:** Trust **John Galliano** to make a museum souvenir chic. Word has it in Paris that the Christian Dior couturier has designed a scarf to mark the upcoming **Paul Gauguin** exhibition at the Grand Palais in Paris, sponsored by LVMH Moët Hennessy Louis Vuitton. The exhibition, expected to travel to Boston's Museum of Fine Art next February, bows Oct. 3, with the fashion pack invited to a private viewing Oct. 7 during Paris fashion week.

**NOT A PRETTY PICTURE:** Harper's Bazaar's decision to put **Madonna** on September's cover might have reeked of commercialism, but perhaps the magazine just wanted to save itself a ton of trouble by using one of Gap's spiffy shots. Apparently, the aging Material Girl needs ever more work done on her image in post-production. "You don't put Madonna in front of a camera and expect she's going to look great. She has a lot of work to do," said **Pascal Dangin**, the digital retoucher who's fashion photography's man-behind-the-curtain, at Tokion's "Creativity Now" conference on Sunday. Dangin sat on a panel along with **Jeremy Scott**, **Camilla Nickerson**, **Inez van Lamsweede** and **Vinoodh Matadin** discussing "making the fashion image," which soon dissolved into trashing celebrity covers. "You can put 20 of them on the floor and they will all look bad [without retouching]," Dangin continued. "You don't want to put these people on the cover raw. They don't look so good."

**MY WEATHER WITH ANDRE:** "Good Morning America" viewers, do not adjust your television sets if Wednesday you spot **André Leon Talley** predicting sunny skies for fashion week. He

and the show's regular weatherman, **Tony Perkins**, are trading places for the day as part of GMA's annual "Job Swap" stunt. The partners this year are other Times Square employers, so, while Talley crosses the street to study meteorological charts, Perkins will presumably spend the day RSVPing to the Vogue editor at large's show invitations. **Isaac Mizrahi** also is slated to drop by that morning to shill for Target, so expect Talley's talents to be on display in front of more than just a map later in the hour.

**FRENCH CONNECTION:** Louis Vuitton is about to welcome a new communications director. **Mimma Viglezio**, presently in the same capacity at Bulgari, is expected to join the French luxury brand shortly, according to a Paris source. She will succeed **Paul-Gerard Pasols**, a longtime Vuitton collaborator, who is expected to stay on and help the brand celebrate its 150th birthday next year.

**OPEN SEASON:** What is it about watching tennis that inspires nonathletes to don whites and pick up a racket to play...badly? "I tried to play with him and I was terrible. Ask him why we're here," said **Edie Falco**, pointing to actor boyfriend **Stanley Tucci**, who was busy gobbling chili at the pre-party for the U.S. Open Women's Final on Saturday night. "I played tennis when I was a kid," Tucci said, "and when I grew up, men still wore whites. Today, I like whoever wears white. And they should bring back long pants for the men." While Falco was there to take a break from "Sopranos" filming, Tucci was resting up before beginning production next month on "Terminal," next summer's **Steven Spielberg** project that stars **Tom Hanks** as a man trapped inside a New York airport without the valid papers to enter the country. "It's not heaven or hell that's traumatic," Tucci said. "It's limbo."

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# LVMH Confirms Baxter Hire

**PARIS** — LVMH Moët Hennessy Louis Vuitton confirmed Monday that it has appointed Pamela Baxter as president of the Perfumes & Cosmetics Group for the U.S., a newly created position. She will oversee LVMH's American beauty businesses.

This confirms a report that appeared in WWD Friday, page 1. Baxter, who will move into her new LVMH role on Jan. 1, has been president of the specialty group worldwide at Estée Lauder Cos. since May 2001. She will leave Lauder Sept. 30.

Prior to being named to her present post at Lauder, Baxter served as general manager of Aramis and Tommy Hilfiger and assisted with the leadership of La Mer, Jo Malone, Donna Karan Cosmetics and Kate Spade Beauty. When she moved up to president, Baxter retained worldwide responsibility for those four brands while also adding Prescriptives.

Baxter joined Aramis in California in 1981 as an account executive. She transferred to New York in 1990 to lead development of the Tuscan Per Donna fragrance. Baxter was named vice president for marketing of Aramis in 1994 and became the brand's national sales manager in 1995. She became general manager of Hilfiger and Aramis in 1997.

LVMH said Monday that Baxter's experience and insight into the North American market

will help LVMH "intensify the development of its Perfumes and Cosmetics business, notably in the U.S."

— **Pete Born**

## Fantastic Sams Sold

**NEW YORK** — The owners of Cheveux LLC have finalized the purchase of Fantastic Sams, a leading full-service franchise hair salon company. Cheveux, which is based in Peabody, Mass., paid approximately \$17 million for Fantastic Sams on Aug. 5, according to a company spokesperson. The purchase was made from Opal Concepts, which filed for Chapter 11 Bank-

ruptcy in July 2002. Cheveux was formed three years ago when it purchased Fantastic Sams' New England region.

Fantastic Sams was founded in 1974 in Memphis and is now reportedly the world's leading value-priced, full-service hair franchise with more than 1,300 salons in the U.S., Canada and Asia. The majority of salons are individually owned and operated by entrepreneurs.

Jack Keilt, a founder of Cheveux, is now the president and ceo of Fantastic Sams. In a statement, Keilt said Cheveux plans to "dedicate substantial resources to hiring additional employees, training at all levels of

the operation, developing new product and expanding the number of salons." Equity funding for the purchase was helped in part by Cheveux's four principles, Tim Halvorsen, Anne Halvorsen, Jack Keilt and Stephen Freyer, as well as Pouschine Cook Capital Management LLC, a New York-based, middle-market private equity firm.

— **Andrea M.G. Nagel**

## Burt's Bees Still in Play

**NEW YORK** — Burt's Bees is still weeks away from signing on the dotted line with a purchaser, according to sources. Recent reports said the company would close on a deal this week with New York-based buyout firm AEA Investors. Roxanne Quimby, co-owner and founder of the Durham, N.C.-based personal care company would not comment on rumors, which she called "completely speculative." Quimby is currently at a trade show in Washington D.C.

As reported, Burt's Bees, a maker of natural cosmetics, lip balms and salves, has been on the selling block since April. The company has for the past several years strategically broadened its product categories to include color and more upscale skin care products to make it more attractive as a complete beauty brand. The company generated as much as \$90 million in sales in 2002, and could fetch as much as \$200 million.

— **A.M.G.N.**

# ASIA WATCH



**KARAN'S LAND:** Donna Karan, working through its Tokyo-based Donna Karan Japan, is opening two directly managed stores in Tokyo in the next two weeks. A Japanese spokeswoman said Donna Karan Japan's first directly managed shop under the DKNY Jeans name will open for business in Shibuya on Friday, to be followed by the launching of a Donna Karan New York shop in the plush Omotesando area of Tokyo on Sept. 20.

The two-story, 2,240-square-foot Donna Karan Jeans shop will carry women's and men's wear, bags, shoes, men's underwear and accessories including belts, hats, mufflers and gloves, according to Donna Karan Japan.

Shibuya is one of the most popular places in Tokyo for young people. The Donna Karan New York shop, which will be a one-story, one-level store with 3,600 square feet of floor space, will offer five lines of merchandise — Donna Karan New York, comprising women's and men's ready-to-wear, bags, shoes and leather products; Donna Karan Black Cashmere, covering fragrances, body care products and candles; Donna Karan Intimates innerwear; Donna Karan Hosiery stockings, and Donna Karan Eyewear sunglasses and frames. — **Tsukasa Furukawa**

**DICKSON BULLISH ON ASIA:** Dickson Poon, group executive chairman of Dickson Concepts (International), said his company plans to invest up to \$12.7 million, or HK\$100 million, to open 59 shops in Asia by early next year. Dickson operates numerous luxury brands in Southeast Asia including Bulgari, Escada and Polo Ralph Lauren. The new stores will bring its total in the region to 438.

At a news conference detailing the company's annual report, Poon said opening stores in the region now is timely. "Independent travelers from the Mainland will have a positive impact for local retailers, especially high-end ones, since prices are 30 to 50 percent higher for luxury goods in China [than in Hong Kong]." He was referring to a new policy in Hong Kong that will allow mainland visitors to enter the territory without joining a tour group.

Poon also said he was paid more than \$894,000 (HK\$7 million) for his work last year — the first time he has received a salary since he acquired a majority stake in the retailer in 1985. He currently controls 54 percent of Dickson Concepts through a trust.

Dickson Concept sales for the year ended March 31 (which does not take SARS into account) rose 4 percent from a year earlier to about \$313 million (HK\$2.45 billion). — **Constance Haisma-Kwok**



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Call 212-986-7328 or Fax 212-986-7708

Division Manager - Men's Underwear/Loungewear
Saramax, a leading supplier of Women's & Men's Underwear, Daywear and Loungewear is looking for a Division Manager to propel its Men's Underwear Division to the next level. The right candidate will have a strong sales and merchandising background servicing national chains, specialty stores and mass merchants and be able to provide focus and leadership to an energetic staff. This business opportunity is a once in a lifetime chance to really make an impact.

This position reports to the President of Saramax. Compensation is commensurate with the candidate's experience and educational attainments. Fax resumes to: 212-842-4016 or Email: greenstein@saramax.com. All replies will be held in the strictest confidence. EOE.

Embroidery Designer
Major women's apparel Co. located in NYC is seeking experienced embroidery designer with at least 3 yrs exp. Actual hand embroidery as well as lay out on garment. Moderate to better missy markets a plus. Fax salary requirements & resume to 201-454-4834

FASHION FACULTY
Private college seeks faculty for fashion program. Ph.D. degree preferred. Master's degree required, along with significant industry experience. Knowledge of textiles, product development, buying, visual merchandising, merchandising planning and control. Send resume to: Fashion Search, Berkeley College, 48 El Camp Road, West Paterson, NJ 07424. Email: ga@BerkeleyCollege or Fax: 973-276-0080 or Fax: 973-276-0080

Graphic Designers
Trendy fast growing jr co needs freelance+ft imv. Must have good eye & excellent computer skills. NYC location - Fax: 718-788-4998

Graphics \$55K
CHILDRENS
jrentner@winstonstaffing.com

GROMWELL GROUP
DESIGN OPPORTUNITIES:
Men's wear Outerwear.....\$65K
Men's wear Sportswear.....\$85K
Womenswear Bottoms.....\$125K
Children's Outerwear.....\$55K
Children's HI-end.....\$55K
Newborn, Infant Toddler.....\$100K

\*Immediate technical design position available!
Temp and Freelance positions also available. Please call 212-972-9300 or e-mail: antonia@gromwell.com

Help Wanted

Help Wanted

Starcrest Products of California, Inc., a major Retailer located in Southern CA is seeking someone to manage our very unique merchandising environment. Due to our continued growth, we need an experienced merch for our fast paced merchandising department within our national mail order distribution company.

Major Responsibilities include responsible for appropriate quantity of merchandise including product re-ordering, inventory turn, vendor communication and managing of up to 4 supervisors and a staff of 40 employees.

If you are a savvy professional who enjoys working in a fast paced, deadline oriented environment, possess strong negotiation and communication skills and think quickly on your feet this is the job for you!

Candidate must have 10+ years in merchandising with Retail/Buying experience. Excellent negotiation, analytical, interpersonal and leadership skills required. Ability to define problems collects data, establish facts, and draw valid conclusions. Must be polished, professional, and savvy

Starcrest offers comprehensive benefits and is an equal opportunity employer with a diverse workforce providing a drug & smoke free environment.

Please email resume to getajob@starcalif.com w/salary history & expectations, or mail resume, salary history & expectations to: Starcrest Products of California, Inc., 3660 Brennan Avenue, Perris CA 92571

IMPORT ASSISTANT
Must have min of 3 yrs exp. & knowl of impo documentation including opening & negotiating letters of credit, clearing shipments through US Customs, incl. follow through to warehouse. Convenient midtown location. Sal Open. Call 212-221-1542 Ext 0

Import Coordinator
Women's apparel mfr. in Chicago. Must have min. 3 yrs exp. & knowl w/ Far East import document, incl. L/C's, clearing shipments through US customs; incl. follow through to warehouse. Able to multi task in fast paced environment, excel. comm. skills & ability to coord. w/ brokers. Sal. open. Qualified candidates fax resume to: HR Dept. @ 212-648-4309

Baby Togs
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 inventory 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 prices, 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: holt@babytogs.com or fax: 212-643-2826. No calls please. EOE. A Division of Baby Togs, Inc.

MERCHANDISER --ROSETTI--
HANDBAGS & ACCESSORIES
Great oppy to join merchandising team of successful handbag co. Job requirements include:
\* Min 1-2 yrs exp in handbag buying or product development
\* Self-motivated
\* Extensive Orient travel
Send resumes Attn: Maureen Schwartz Email: maureen@rosetti.com or Fax: 212-279-3224

PATTERN MAKER
Ladies dress designer/importer on 7th Ave seeks a detail-oriented individual who is able to work directly with Orient vendors independently. At least 8yrs. exp needed with specialty in eveningwear design. Pattern making and clear fit comments are a must. Prer computer literacy, including Excel. Resume fax to 212-985-1761 or Email to joblist@yahoo.com.

PLAN AHEAD!!!
All levels of PLANNERS.....40-85K
"ON THE MARKS"
Call 212-986-7328 or Fax 212-986-7708

Help Wanted

Help Wanted

Merchandising Executive
Starcrest Products of California, Inc., a major Retailer located in Southern CA is seeking someone to manage our very unique merchandising environment. Due to our continued growth, we need an experienced merch for our fast paced merchandising department within our national mail order distribution company.

Major Responsibilities include responsible for appropriate quantity of merchandise including product re-ordering, inventory turn, vendor communication and managing of up to 4 supervisors and a staff of 40 employees.

If you are a savvy professional who enjoys working in a fast paced, deadline oriented environment, possess strong negotiation and communication skills and think quickly on your feet this is the job for you!

Candidate must have 10+ years in merchandising with Retail/Buying experience. Excellent negotiation, analytical, interpersonal and leadership skills required. Ability to define problems collects data, establish facts, and draw valid conclusions. Must be polished, professional, and savvy

Starcrest offers comprehensive benefits and is an equal opportunity employer with a diverse workforce providing a drug & smoke free environment.

Please email resume to getajob@starcalif.com w/salary history & expectations, or mail resume, salary history & expectations to: Starcrest Products of California, Inc., 3660 Brennan Avenue, Perris CA 92571

ALFRED DUNNER, INC.
TECHNICAL DESIGNER/LADIES SPORTSWEAR
\*Min. 5 years experience.
\*Must be PC proficient
\*Issue detailed spec package with trim, fabric & embroidery
\*Evaluate fit & garment construction
\*Review prod'n & quality control

For confidential consideration, fax resume to 212-575-8605

Vendor Compliance Manager
40M Apparel Mfr. seeks 3-5 yrs exp'd Mgr. to resolve compliance issues, implement preventative QC procedures, reverse chargebacks. Fax Attn. V.C.M 232-919-0658 knoyes@giemall.net

PRIVATE LABEL WOVEN DESIGNER
KNITWEAR DESIGNER
PRODUCTION COORDINATOR
7 WEST 34TH AVENUE
WOMEN'S APPAREL COMPANY
P/L specialists must have 3-5 years minimum exp. Technical knowledge/experience for both a must. Must be computer literate. Please send resume to:
Box#M 1111
c/o Fairchild Publications
7 West 34th Street, 4th Fl
New York, NY 10001

Production \$80K
GREAT FIRM
jrentner@winstonstaffing.com

Production Coordinator
Well est'd. Uniform Mfr., located in Long Island City, seeks a hands-on individual who is knowledgeable about men's & ladies' garments, can write specs, has costing experience, and can schedule work flow. Report directly to Production Manager. Excellent benefits. Reply to: Box#M 1111 c/o Fairchild Publications 7 West 34th Street, 4th Fl New York, NY 10001

Production Mgr \$75-100K
Budget Moderate Sportswear Mfr. Costing, Time & Action, Wash Goods, Placing Prodn. ToddWayne1@aol.com call 212-947-3400

Baby Togs
Retail Planner/Analyst
Leading childrenswear mfr has an excellent oppy 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 order sales & turn projections, and creating retail plans & summary reports for management. Some travel may be req'd. Excellent salary & benefits. Email resume: holt@babytogs.com or fax: 212-643-2826. No calls please. EOE.



Help Wanted

Help Wanted

Sales Help Wanted

Sales Help Wanted

**VISUAL MERCHANDISER  
BEST & CO**

**Is growing!** The children's department store wants an organized, detailed and energetic self-starter to assist the Creative Director. Design in-store display, help create and schedule installations, coordinate apparel, maintain merchandise presentation and set the standard for retail. Experience in an upscale venue and solid retail history is a must. Travel between NYC and Fairfield County is required. Please provide your salary requirements / history.

Fax or e-mail your resume (WORD format) to:  
203-661-6909 / bestandco1537@yahoo.com  
Mail: Hank Cochran, Best & Co, 289 Greenwich Ave.,  
Greenwich, CT 06830. No phone calls please.

**SALES ASSIST \$\$\$\$**  
Great Opportunity/Diversified Responsibilities  
FASHION NETWORK 201-963-1868/Fax 1070

**SALES REP**

Private Owned Apparel Co. seeks highly motivated Sales Rep w/ exp in specialty stores business, dresses. Good manner & communication skills. Some domestic travel. E-mail: CeciliaN@floridazucca.com

**Sampmaker/Fitter**

For Couture Evening oc. Needs very experienced worker. Excellent salary.  
Call 212-944-7144

**Sourcing/Fabric**

3 Years + experience in the fabric sourcing area. Negotiate prices, maintain fabric library. Experience with PDF plus.  
Email: antonia@gromwell.com

**TECH DESIGNER  
MENSWEAR KNITS \$80K**

ToddWayne1@aol.com Call 212-947-3400

**Technical Designer**

Cut N Sew Knit Exp. M/R Company  
Apparel Staffing, Ltd. Fax (212) 392-1161

**Technical Designer**

FRX seeks detail-oriented, organized individual w/ tech. exp. Must be prof. in Excel & Igraphic. Pls fax resume w/ sal. req. to 212-398-3076 att: Kim.

Technical Designers \$60K  
**CHILDRENS**  
jrentner@winstonstaffing.com

**SALES HELP  
WANTED**

Sales Help Wanted

**AGGRESSIVE SALES  
PRO**

Wanted for a fast growing established junior sportswear label. Relationships in junior sweaters, knit tops, or sportswear bottoms required. Min. 5-7 yrs. sales exp. Import experience helpful.  
Fax to 212-764-6698.

**CP Shades**

ENTRY-LEVEL SHOWROOM POSITION  
Motivated, positive person with good attitude wanted. We are a California based company with our national sales based in New York. Fax resume to David:  
212-869-9802

**EVERLAST  
WORLDWIDE INC.**

**Sales Assistant**  
Leading branded company seeks detail oriented person with strong organizational & communication skills to assist the sales team in daily activities (sales orders, follow up, spreadsheets, samples, etc). Able to handle multiple tasks and work well in a very fast paced environment. Excel, Word & E-mail knowledge a must. Great opportunity for the right person. 30K plus benefits.  
Please e-mail resumes to:  
roses@everlast.com or fax to:  
212-363-8334

**Fabric Sales**

Leading Textile Co. & Importer, of high-end European & Japanese fabrics, seeks an enthusiastic Sales Pro to cultivate new (& grow existing) accounts. Must have previous fabric sales experience & strong customer base. Salary + commission (with benefits). Fax resume to: 212-840-2657

**HOT BRAND  
REVOLT JEANS**

ROAD REPS NEEDED  
All territories open for a dynamic fast paced junior and jr. plus sportswear company. Please forward resumes to:  
212-944-2055

**Textile Converter**

Textile converting co. seeks converter who is self-motivated, organized, detail oriented and good with figures. Import experience & computer skills a MUST. Please Fax resume to: 212-354-1350

**Traffic Manager**

Hi-volume 3rd party So. Brunswick wise, seeks highly motivated, aggressive individual with min. 3 years clothing exp. Duties include trouble shooting, overseeing customer service dept., and daily traffic functions. Must be extremely organized w/management abilities. Fax or E-mail resume/salary to:  
732-422-4018 / r.sokoloff@felogistics.com

**TUTTLE  
AGENCY  
NEW YORK**

Tuttle has immediate openings in the following areas:  
DESIGN ASST. (3 positions) 30-45K  
Must Know All Programs  
SALES (3 positions) 90-120K  
(Menswear/Loungewear/Accessories)  
TECH DESIGNER (2 positions) 30-80K  
(Wovens/C&S Knits/Sweaters)  
PRODUCTION (4 positions) 45-70K  
(Sweaters/Wovens/Children & Import exp.)  
\*\*See our website for immediate openings\*\*  
www.tuttleagency.com  
Fax resumes: 212-499-9164 Attn: Chris  
Or email: tritolo@tuttleagency.com  
(Please define what position you're applying for)

**WAL-MART WAL-MART**  
Production Coordinator \$45K  
Must Know All Programs  
SusieJesslyn@aol.com Call 212-947-3400

**SALES HELP  
WANTED**

Sales Help Wanted

**Luxury Sales Executive**

Apprev, intl expanding luxury brand seeks exceptional Sales Executives w/ excellent selling skills & amazing personal presentation. Send resume to:  
Sendtohr@yahoo.com or  
Fax (212) 246-3133. EOE

**Missy & Special Size**

Young missy moderate company seeks aggressive & exp'd salesperson to join our team. Must have strong connections in missy & special size divisions.  
Please fax 212-575-5519

**NEED A CHANGE? Exp'd Sales/Mktg Pro**

learn promotional products. Work for multi-million L1 ad specialty co. Car req. 50% comm vs draw. Fax res: 631-423-1389 or e-mail: dcc@awadv.com

**SALE & RECEPTION**

Established Import House, specializing in Missy & Plus Sportswear in Denim & Dresses, seeks highly organized & motivated Account Exec. Must possess excellent communication skills & have merchandising knowledge. Established contacts with specialty & chain stores a must. Experience in apparel is required.  
Fax in confidence to: 212-391-2385

**Baby Togs**

Leading childrenswear mfr is looking for a professional Sales Asst to work for the Account Executive in the daily execution of duties including audit & control and shipping and distribution of merchandise. Retail exp a plus. Must be proficient in all admin duties incl. excellent written & verbal communication and Microsoft Word & Excel. Excellent salary & benefits.  
Email resume: hotto@babytogs.com or fax: 212-643-2826. No calls please. EOE.

**Who Says There Aren't  
Great Jobs Open in  
Magazine Publishing?**

There's one right here at Fairchild Publications, the publishers of Women's Wear Daily, W, Jane, and other leading trade and consumer magazines. We're looking for an experienced, fast, aggressive, and results-oriented sales account executive to work on WWD's Children's Business, the leading monthly children's publication. You will handle a solid account base of existing business, and you will cold-call to a great army of exciting new prospects. Account categories include children's apparel, footwear, and licensing. Some travel required (30%) to trade shows, Canada and Europe. Great opportunity for an aggressive and marketing savvy individual. Experience prospecting and selling in the Children's industry required. We'll give you a very competitive salary and commission package plus generous benefits. If you can make the most of an outstanding opportunity, send a resume and cover letter to jobs@fairchildpub.com or fax to 212-630-4285. We're an equal opportunity employer.

Fairchild Publications

Sales Help Wanted

**LINES**

Lines Offered

**Sales Asst/Jr Salesperson**

Multi line accessories showroom seeks entry level sales assistant/junior salesperson. Some exp. a plus. Growth opportunity for motivated individual. Excellent follow up and organizational skills. Fax resume to: 212-665-1681.

**Sales**

**Key Account Sales**  
Work existing & expand branded & private label men's/boy's jeanswear business with major accts. Co. is rapidly growing & looking to add the right indiv to our team. Great opportunity for just the right person-exp within type of business a must.  
**Sales Assistant**  
To handle & communicate w/major nat'l & regional accts. Detail oriented & good communication skills.  
Please fax resume to 212-760-9705

**SALES / PLANNERS**

Major denim co embarking on a new license in the Jr. arena. Collection background a plus. Exciting opportunity for the right person. Candidate must have min 5-7 yrs dept store selling exp.  
Fax resume 212-944-2055

**SALES/SALES ASSISTANT**

A + A+, a div of Jamatex Inc. makers of junior novelty lounge/sleepwear and sportswear is in seeking cand to work in NY showroom assisting Sales Mgr. Cand must have knowl of apparel industry as well as being organized, detail oriented, self-motivating and able to understand the younger mindset of the junior/tween customer. Please fax resume to: 212-719-9328 or e-mail to: Littlelitesales@aol.com

**Sales/Sweater Pvt Label**

Better Bridge Mfr. Must Have Pvt Label Exp.  
ToddWayne1@aol.com Call 212-947-3400

**Senior Account Executive**

Leading Branded Childrenswear Company is searching for highly motivated and aggressive sales exec for an expanding sales force. Candidate must have strong experience working with major department and specialty stores. Highly competitive sal/comm. Email resume in confidence to: hfar@habibnusa.com or Fax: 212-643-1345

**SWEATER SALES**

Leading sportswear co. is expanding their women's /jrs sweater division. Great opportunity for experienced private brand sales pro. Major store relationships necessary.  
Fax resume in confidence to PDI at (212) 398-4651

**QUIKSILVER/ROXY**

Roxy Accessory and Footwear Division is seeking a sales professional for the Midwest Region. Candidate must have 3 - 5 years sales experience handling specialty stores within the territory. Qualified applicants please e-mail resume to  
Susan.Branch@quiksilver.com

**QUIKSILVER/ROXY**

Roxy Accessory and Footwear Division is seeking a sales professional for New York & New England. Candidate must have 3 - 5 years sales exp. handling specialty stores within the territory. Qualified applicants please e-mail resume to:  
Susan.Branch@quiksilver.com

**Hot Junior Line / Road Reps Needed**

Well est'd jr co w/ hot jr sportswear, activewear & resort lines (also plus size) seeks dynamic & exp'd road reps for all territories. Fax res: 212.869.9135

**JEWELRY REPS**

Small designer jewelry co. seeking independent sales rep. Must have contacts w/ department stores, boutiques, and catalogues. Please email resume to lbethune@earthlink.net.

**Regional Sales Reps**

All territories. Mod. priced Intimate Apparel co. Fashion forward & basics. Send qualifications/resume. Fax: 201-756-1819 or e-mail: lmk@cybernet.net

**POSITIONS  
WANTED**

Positions Wanted Agencies

\*\*\*APPAREL EMPLOYERS\*\*\*  
Do you need emp'd DESIGNERS, PRODUCTION, ACCOUNTING, TECHNICAL etc. staff?  
\*\*CALL 973-564-9236 Jara Fashion Agency.\*\*

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**(800) 423-3314 or (212) 630-4610**

**FAX: (212) 630-4634**

DEADLINE: NOON (ET) DAY PRIOR TO DATE OF PUBLICATION

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WOMEN'S WEAR DAILY  
7 West 34th Street, New York, NY 10001



## forecast

When it comes to the latest news in cotton fashion trends, look no further than Cotton Incorporated. Our information about leading-edge color direction, sourcing, and new fabric concepts can help keep you ahead of your competition. All you have to do to learn about our fashion forecast services and THE COTTONWORKS® Fabric Library is contact us at (212) 413-8300 or at our website, [www.cottoninc.com](http://www.cottoninc.com)

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***Come visit us under the tents.***