

WWD FRIDAY

Beauty

All That Glitters

NEW YORK — In a nod to Hollywood's glamour, YSL Beauté has named its new women's fragrance Cinéma, which will be launched at Saks Fifth Avenue on Sept. 12. YSL hopes the scent will land in the spotlight of a top-five ranking. For more, see story on page 6.



The L'Oréal Connection: Firm Seeks Brand Boost With Move Into Retail

By Andrea Nagel

NEW YORK — L'Oréal Consumer Products, which generates an estimated \$2.5 billion in annual retail sales, must maintain the individuality of its brands to compete with its top rivals, such as Procter & Gamble, L'Oréal Consumer Products Group president Joseph J. Campinell said.

"Our guiding principle is to develop brands with their own unique personalities for each division, and to not become a central function that consolidates its divisions' marketing and sales efforts," Campinell said during an interview in his 28th-floor Manhattan

See **L'Oréal**, Page 9

J. Crew in L.I. — Just a Phone Call Away

NEW YORK — It's special delivery, Hamptons style, for J. Crew. Sure, traffic is often a nightmare during the summer on the chic East End of Long Island, but that isn't deterring J. Crew from delivering a limited selection of summer goods, door-to-door on weekends, in a restored 1988 Jeep Grand Wagoneer with wood sideboards.



"We've got the back roads down," said Margot Brunelle, head of marketing for J. Crew. "Traffic hasn't been a problem yet."

Crew's "beach delivery system" has been running smoothly so far, officials say, though it's more of a promotional vehicle than volume driver. The vintage station wagon can be loaded with at least 25 deliveries in a day, Brunelle said.

"This is something we wanted to do to have fun and expose J. Crew to a market where we don't have a store," she said. "We have an appreciation for the demographic. We know there are J. Crew customers out there, so this is a unique way to

tap into the market. The lifestyle out there parallels the J. Crew mind-set. It's about summer vacations, the beach and being active. We're looking into the possibility of doing this in other resort communities, possibly Aspen."

J. Crew instructs customers to call in orders between 9 a.m. and 1 p.m. on Friday or Saturday, to get a free delivery by 6 p.m. the same day and to beat some of the evening tie-ups on Montauk Highway. The service

began on the July 4 weekend, and is scheduled to run through the second weekend of August.

Bestsellers so far have been flip-flops, priced at \$12.50; madras blazers, \$228; pigment-dyed one-pocket girls' T-shirts, \$24.50, and sun-washed polos, \$29.50.

Asked if J. Crew plans to open a Hamptons store, Brunelle said, "There are no immediate plans. It's very hard to get space there, but never say never."

— David Moyn

WWD FRIDAY

Beauty

GENERAL

- 1 **BEAUTY:** L'Oréal's consumer products group president said the \$2.5 billion unit must maintain the individuality of its brands to compete with top rivals.
- 2 **Homeland Security Undersecretary** Asa Hutchinson said the agency is focused on balancing port security with the flow of global commerce.
- 2 **Target Corp.** may be considering the acquisition of Canadian retailer Zeller's, A.G. Edwards & Sons analyst Robert Buchanan said in a report.
- 6 **The fall launch of YSL Beauté's** new women's scent, called Cinéma, is a critical chance for the fashion and beauty trailblazer to reassert itself.
- 8 **Ralph S. Mason** has been named ceo of Cradle Holdings, the parent firm of skin care brand Erno Laszlo, Penhaligon's and L'Artisan Parfumeur.
- 14 **Marks & Spencer** shareholders will seek a new M&S to emerge in the next 12 to 18 months, with rising sales and a share price above \$7.40.
- 17 **Wholesale prices** for domestically produced women's and girls' apparel fell 0.4 percent in June, the Labor Department's PPI revealed Thursday.
- 17 **Gildan Activewear** said it is closing its controversial El Progreso sewing plant in Honduras on Sept. 30, and laying off 1,800 workers.

SUZU

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Zellers Could Be Next Target

NEW YORK — Target Corp. may be considering the acquisition of Canadian retailer Zellers, said A.G. Edwards & Sons analyst Robert Buchanan in a report to investors.

Target's bid for Zellers could come as early as next month, Buchanan's Canadian sources indicated.

"Soon to be flush with cash from the pending sale of Marshall Field's and likely sale of Mervyn's, Target is in a strong financial position to buy Zellers," said Buchanan. "With Hudson's Bay's enterprise value just \$921 million, we believe such a deal would be accretive over time, even taking a premium valuation for Zellers."

Canada's Hudson's Bay Co. currently owns Zellers, which last year recorded operating

profits of \$91 million on \$3.5 billion in sales. The retailer operates 312 stores encompassing 29 million square feet. Its stores are located throughout Canada, with concentrations in Ontario, Quebec and the western region.

Zellers would likely be a good fit for Target for both expansion and merchandising purposes, Buchanan noted.

"Having until now opted not to enter Canada, Target will at some point approach saturation in the U.S. vis-à-vis the general merchandise realm," said Buchanan. "Like Target in the U.S., Canada's Zellers is positioned as an upscale alternative to Wal-Mart, which ended last fiscal year operating 231 stores in Canada."

Target currently operates 1,248 stores, including approximately 125 Super Targets.

Zellers management was unavailable for comment on a possible deal, Buchanan said, while Target's executives were reached but declined to comment.

Despite its \$3.5 billion in annual sales, Zellers has struggled for years, giving Hudson's Bay added incentive to sell.

Target, meanwhile, struck a \$3.24 billion deal with May Department Stores Co. for 62 Marshall Field's stores and nine Mervyn's locations, meaning its coffers will soon be very liquid. Moreover, Buchanan believes Target will eventually sell its remaining Mervyn's stores for upward of \$2 billion.

Buchanan reiterated his "buy-conservative" recommendation on Target shares with a 12- to 18-month price objective of \$63.

— Dan Burrows

Hutchinson Talks Port Security With Retailers

By Kristi Ellis

WASHINGTON — Seeking to reassure retailers, Asa Hutchinson, the Homeland Security Department's Undersecretary for Border and Transportation Security, said Thursday the agency is focused on increasing antiterrorism measures without disrupting global commerce.

"Congressional language says to protect our borders and transportation systems from terrorists or weapons of terrorists that will hurt America, and then it says to do it in a way that is consistent with the free flow of commerce," Hutchinson told about 75 retail executives at the National Retail Federation's Washington Leadership Conference. "We do not accomplish our mission if we simply isolate America and secure America at the cost of our commercial markets."

The need to balance security and commerce is vital to retail

and apparel executives in attendance from firms such as Target Corp., Macy's East, Liz Claiborne Inc. and Wal-Mart Stores. The U.S. each year imports textiles and apparel valued at \$77 billion. The majority arrives by ship, so a terrorist attack on a port or a sharp slowdown in ocean freight traffic because of security measures could severely hurt retailers.

Nate Garvis, vice president for government affairs at Target, told Hutchinson he is concerned about reports that the Pentagon is pressuring the Coast Guard and Customs — two Homeland Security divisions — to "tilt the balance" toward security over the flow of goods.

"I wonder what role we should be playing on behalf of both parties to make sure the balancing act you are engaged in is performed more seamlessly," Garvis said.

Hutchinson said his agency is coordinating security measures

and the movement of ships among three divisions: Customs & Border Protection, the Coast Guard and Transportation Security Authority.

He also said the agency is working with industry groups to develop technologies and more secure container locks.

"The industry is getting a little ahead of us [on container security technologies]," he said. "The industry tells us it already has new technology and wants to implement it, but is afraid we will implement federal standards that are in a different direction."

For example, Customs has been experimenting with cargo container seals developed in the private sector that are designed to detect tampering, and hopes to deploy it on all U.S.-bound containers next year.

Erik Autor, vice president and international trade counsel at the NRF, questioned how

Continued on page 14

Quote of the Week

"I'm interested in doing a Paris Hilton [lingerie] line. After all, we do a lot of work with Bentonville, Ark.-based Wal-Mart, and Hilton hangs out a lot in Arkansas in her TV show. They must have something in common."

— Richard Leeds, chairman of Richard Leeds International



PHOTO BY JAMIE MCCARTHY/WIREIMAGE

In Brief

• **EYEWEAR TO YACHTS:** Oxford Industries Inc. said it inked licensing deals for its Tommy Bahama brand that include extending into segments such as eyewear and ceiling fans, as well as entering a new category: sailing yachts. Tony Margolis, president and chief executive officer of Oxford's Tommy Bahama Group, said the deals extend the brand "in a smart and complementary way and we are excited to develop new points of contact with the lives of our consumers." For eyewear, Altair Eyewear was granted the license for a collection of sunglasses and ophthalmic frames. Emerson Fans has the license for a collection of ceiling fans and Beneteau U.S.A. Inc. will roll out the Tommy Bahama Beneteau 423 and 473 sailing yachts.

Elaine is wearing Almay Clear Complexion makeup in Neutral and concealer in Light. ©2004 Almay, Inc.



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SOUSA

By Aileen Mehle

eye **Sir Elton John**, in a long-tailed black jacket by Hedi Slimane with embroidered flowers creeping up his sleeve, wowed the audience at his Radio City Music Hall opening Tuesday night. The finale was Elton's first big hit, "Your Song," which he sang with Juilliard alumna **Renée Fleming**, the gorgeous soprano who wore a midnight blue chiffon off-the-shoulder beaded dress by Gianfranco Ferré. For the dinner after the concert at the Rainbow Room, Renée changed into an Issey Miyake creation that she called her "romaine dress," as it was the exact color of the lettuce you either love or hate.

The night raised \$1.3 million, to be split evenly between The Juilliard School and The Royal Academy of Music, where Elton studied.

Cornelia Guest, in a striking yellow flower-dotted coat and matching skirt by Dolce & Gabbana, was the chairman of the evening, along with Elton's partner, **David Furnish**, in a sequined black tuxedo jacket by Yohji Yamamoto. As for the honorary chairmen, **Evelyn Lauder** wore a beautiful white silk blouse and a black satin skirt and **Cynthia Lufrin** was in a hot pink paisley sheath by Ferré.

Then there were **Lauren Bush** in Zac Posen; **Gillian Hearst-Shaw** in Escada; **Amanda Hearst** in Christian Dior; **Eva Dillon** in a long lavender Vera Wang; **Michele Klein** in Lacroix's pink and gray patchwork jacket; **Julia Wallace** in a flowered gown by Karl Lagerfeld; **Bettina Zilkha** in Versace, and **Dayssi Kanavos** in a pink Valentino.

Among the guests leading the standing ovation in Radio City Music Hall were **Candice Bergen**, in an acid green satin jacket; **Sharon Bush**; **Ashley Bush**; **Deborah Norville**; **Dylan Lauren**, in hot pink and a black shawl designed by her daddy, and last but not never least, set designer **William Ivey Long**. It was a night to remember and a performance to treasure. Renée Fleming certainly thought so. She kissed Elton at the dinner and said, "It was an honor to sing with you tonight. You are a legend and an icon and I love you." Me too.

● **Gwyneth Paltrow** and **Chris Martin** will move out of



Sir Elton John, Cornelia Guest and David Furnish.



Deborah Norville



Lilly Pulitzer

their house in London's Belgravia and move into **Kate Winslet** and **Sam Mendes'** place in Belsize Park. The Martins bought the five-story town house from Kate and Sam for \$5 million and will spend maybe another million for renovations.

The Mendeses will move into a 14th-century, eight-bedroom manor on 22 acres in the Cotswolds with a barn they've turned into a movie theater and rehearsal room, for which they've shelled out \$7 million. Who doesn't know they can afford it.

Brad Pitt and **Jennifer Aniston** are investigating summer houses on Lake Como. B and J were caught taking detailed pictures of Villa Pliniana, a lakeside Renaissance beauty, from their speedboat. The 16th-century palazzo is one of the most famous properties in Italy and has played host to the likes of Franz List, Byron, Shelley and Stendhal. The villa is for sale for \$10 million. And who doesn't know they can afford it.

● A great, glittering gala, opening the fall season, will be held at Sotheby's on Sept. 20. The American Friends of the Hermitage, Russia's famous treasure trove, are hosting a benefit for the world-famous Museum, the jewel of St. Petersburg. Ten of the reasons the gala will glitter is because 10 masterpieces from the Hermitage's treasury are to be presented for the delectation of the guests. Also, a concert will be performed featuring members of the Hermitage Orchestra and **Alexander Pirozhenko**, the prize-winning young Russian concert artist.

Governor and **Mrs. Pataki** are the honorary chairmen and **Mikhail Piotrovsky**, director of the Hermitage, is the chairman of the committee of such worthies as **Prince Nicholas Romanoff**, **Princess Firyal of Jordan**, **Dr. Edward Pillsbury**, **Mrs. Edmond Safra**, **Mrs. Charles Wrightsman**, **Beatrice Stern**, **Mrs. Leon Black**, **Patricia Patterson**, **Pierre Durand**, **Alexis Gregory** and **Mrs. Peter Gregory**. Those not wearing black tie to the gala will be poleaxed at the door.

This extravaganza will be a prelude to Hermitage

Week at Sotheby's, when guests of the gala will be invited to hear a lecture by **Robert Massie** on Catherine the Great, as well as a concert by the Hermitage Orchestra. Oh, and for those who delight in contemplating dream cars that cost a fortune, a Maybach will be on display at Sotheby's throughout the week.

● **Lilly Pulitzer** is a fashion icon and really that's that. This is the designer who created a darling little short, printed sundress years ago and called it a "Lilly." It became a runaway success and a brand name. A look that women addicted to chic and easy lifestyles loved. Not only in Palm Beach where she lives, but in many smart places everywhere the sun shines.

So it's no wonder that the Historical Society of Palm Beach will celebrate her with an exhibit and a dinner-dance on Dec. 2, to be called "Lilly Pulitzer: The Look of Love." Although her delicious designs through the years will be showcased, it will not be called a retrospective. She is too active and vibrant and of-the-moment for that. What it is, is a salute to the lady "as a creator, a businesswoman and a citizen," says **Steven Stolman**, the chairman of the evening.

Of course, *le tout* Palm Beach will be there — already one hears that Club Colette, the resort's beautiful party place, is much too small. But Lilly, who — imagine this in the fashion world — is reluctant to draw attention when it comes to her personally, has promised an intimate evening. Her acceptance went like this, "Oh, all right — as long as I don't have to say anything." In a me-me-me society, she is one of Palm Beach's truest treasures.

● **Lorraine Bracco** will slip into a long white sheath by Douglas Hannant and a pair of diamond earrings by Gilan when she attends the Parrish Art Museum Gala on Saturday night in Southampton. The artists' committee includes **Chuck Close**, **Eric Fischl**, **April Gornik** and **Cindy Sherman**.

The gala's theme will be executed by **Antony Todd** in black and white and **Bentley Meeker** will do the lighting.

Suede



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YSL Puts a New Scent in the Picture

By Pete Born

NEW YORK — YSL Beauté's new women's fragrance, called Cinéma, is designed to shine with the glitter of light and the dazzle of celebrity. Its launch this fall is also a critical opportunity for the venerable fashion and beauty trailblazer to reassert itself in the crucial women's fragrance market.

"It's key for us," said Chantal Roos, chairman and chief executive officer of YSL Beauté, who took the helm four years ago with the mission of restoring the luster of YSL's beauty business after it was acquired by Gucci Group.

Cinéma is designed to fill the bill. It will be launched in the U.S. on Sept. 12 with a two-week exclusive break at Saks Fifth Avenue before rolling out Oct. 1 to a total of 211 department and specialty store doors that carry YSL's makeup and treatment line, as well as its fragrances. The scent will make its debut in the rest of the world Oct. 1.

This will be the first launch in the last four years that will be powered by a TV commercial, which was produced by Jean-Baptiste Mondino, who also shot the print advertising. Although YSL declined to break out budgets or projections, industry sources estimate the fragrance could do 40 million euros, or \$49.5 million at current exchange, at wholesale globally for the first four months from launch to the end of YSL's fiscal year. More than 20 million euros, or \$25 million, reportedly have been earmarked for advertising and promotion. In the U.S., since distribution is so tight, the share of global volume is estimated at about \$6 million retail. About half that amount is expected to be spent in advertising and promotion. The U.S. media plan includes four or five national magazines.

In its position and formulation, the scent represents a bold evolutionary step in the history of the YSL fragrances, which always celebrated women in all of their seductiveness. "Today, what makes women dream is a star," Roos said, acknowledging that Saint Laurent had dressed Catherine Deneuve throughout her film career. "Every woman wants to be desirable, every woman wants to see how beguiling she is in the eyes of men." She added, "A star is glittering, it's dazzling, it's all about light." Also, Roos noted that movie statuettes are always made of gold.

Hence, a perfume bottle made of gold-colored metal, bearing the letters YSL in raised script running along the surface. The glass eau de parfum bottle also has raised script running along the back with the name in gold leaf on the front. The packaging was inspired by a piece of jewelry made by Line Vautrin, a Parisian sculptor who worked in the Fifties and was known as "the poetess of metal." YSL acquired the rights to her jewelry designs.

The fragrance, created by Jacques Cavallier of Firmenich, is somewhat of a departure for YSL, which always has been known for sensuous scents. Roos described one aspect of the formula as "a sunny scent in a bottle." It is a sensual, transparent floral with top notes of clementine, almond tree blossom and cyclamen. The departure is in the "fresh and happy" elements. The heart is floral with "sunny and spicy" notes. Amaryllis adds the sunshine, while sambac jasmine provides "sensuous texture" with a little peony added. Sensuality is accentuated by the drydown of amber, white musks and bourbon vanilla.

A half-ounce perfume will be priced at \$170 and a 1.6-oz. and 3-oz. eaux de par-

fum will be priced at \$60 and \$82, respectively, in the U.S. There will also be a 6.6-oz. shower gel for \$40 and a 6.6-oz. body lotion for \$45.

In addition to the 30-second TV commercial, which has been scheduled for Europe, there will be a 45-second version for showing in theaters.

The use of TV now not only underscores the importance of this launch, but also demonstrates that the business has grown healthy enough in the past four years to support it. Roos said that in 2001, when she and then-creative director Tom Ford launched Nu as YSL's first stab at a fragrance comeback, the resources were not available for a major electronic advertising campaign. "Now we have improved," she said, "and have done a lot of things that were needed."

Cinéma was a project that was coming to fruition last spring as Ford was leaving Gucci. Roos credited him with providing the initial impetus for the direction of the fragrance's development.

Roos was candid about the need for Cinéma to do well. The house has made headway with its color cosmetics line, rising to number three in France, according to market tracking firm Secodip, for the first half of the year through June 30. That put the brand ahead of Chanel, she noted. And the men's fragrance category has done better than expected. But Roos indicated that YSL still doesn't have a strong enough foothold in men's to suit her, and she wants to deal with that issue after tackling the women's arena.

"YSL has always been strong in women's fragrances," Roos declared. "This is where we have to show the world that we know how to use our know-how."

She admitted, "We have not been able to demonstrate our know-how in women's fragrance. We lost a little bit of ground."

In the U.S., management and marketing consultant Allan Mottus noted that Nu "didn't do well." He maintains, however, that YSL has made such strides under the previous U.S. president Alain Denoly in cleaning up distribution and putting emphasis on color and skin care, that the stage is set for a comeback. "If she gets a big one, she'll be back in the game," he said.

Dianne Barber, senior account manager of NPDBeauty, agreed with Mottus that YSL's makeup and treatment business is doing well in the U.S. In fact, she asserted, "the company overall is doing well."

Denoly's successor, U.S. chief executive and managing director Maggie Ciafardini, is now prepared to pick up the pace. While the possible use of TV in the U.S. is still being discussed, she is moving ahead with plans to promote the launch with magazine advertising complete with scented strips. There also will be heavy sampling. She said her strategy is "to put the fragrance on a pedestal."

In Europe, the launch will be backed with scent seals and even billboards. Roos is aiming to land in the top five of doors where YSL does business in its foreign markets and in the top 10 in the 211 Beauté doors in the U.S. The brand is distributed in only 15,000 doors around the world.

Roos senses that the wind is shifting in YSL's favor. The new Boucheron fragrance, Trouble, that the house launched earlier this year, is selling "way above budget." The new Oscar de la Renta fragrance looks promising. And now comes a new YSL fragrance showing all the glitter of gold.



Above, YSL's Cinéma eau de parfum. Below, Chantal Roos.



LICENSE LOOKOUT

It's hard to keep up with beauty licenses these days. Following the flurry of activity over the past quarter — from Inter Parfums' takeover of Lanvin's beauty license to mounting speculation over the status of Gucci Group's license with Wella to the termination of Helmut Lang's beauty license with Procter & Gamble — market observers are waiting to see what's next.

Versace's Jeans Couture Glam.



Among brands on the radar is Pierre Cardin. The French designer, who has been actively shopping around his fashion empire since April, added the beauty element to his offer in June. (Yet even if Cardin's beauty business were to be purchased, it would not affect his multitude of existing licensing contracts, according to Multipartner, the Italian consultancy hired to broker a deal. Cardin's sprawling empire includes licenses with Coty and The Northern Group, among others.)

And, as reported, rumor has it that Versace is on the verge of selling its beauty business, Giver Profumi, to a major industry player. An announcement is expected within two weeks, according to sources. Executives at Versace could not be reached for comment.

—Brid Costello and Stephanie Epiro

LAUNCH MANIA

Grab your life preservers. An enormous swell of eaux is about to flood perfumery shelves this fall. Most of the industry's biggest European names will launch a fragrance in the run-up to the holidays.



Among the major scents set for introduction are, for women, Christian Dior's Pure Poison, Giorgio Armani's Mania, Prada's eponymous signature scent and Yves Saint Laurent's Cinéma. On the male front will be Burberry Brit for Men, Guerlain's L'Instant de Guerlain Pour Homme, Jil Sander's Jil Sander Pure for Men, Ferragamo's Incanto Pour Homme and Thierry Mugler's BMen.



The Pout beauty boutique.

SINGLE-BRAND SHOPS

There's an increased focus on free-standing single-brand beauty stores in Europe these days.

In London, three years after its debut, Pout's beauty boutique is getting a makeover by architect Angus Pond. The 1,000-square-foot store set to reopen in October is designed to highlight the Pout brand. Decor will include mirrors suspended by crystal rope swings and wall paintings. The space will also have a pampering lounge.

In Italy, Diego Dalla Palma is planning to revamp its Turin location in the same vein as its newly renovated Milan flagship — replete with a streamlined look thanks to marble fixtures and wooden movable shelving — either later this year or in early 2005. Next year the company also plans more such stores in other Italian cities.

And Brazilian natural beauty brand Natura will open its first boutique, in Paris, next February. The 2,150-square-foot space will sell the brand's Natura Ekos line of skin and hair care products and feature a textures bar, where customers can discover the brand's products.

There will be a cultural space to house art exhibitions and a room for mini-massages.

—E.B., S.E. and B.C.

CELEBRITY AND STYLE

Call it the In Style-ization of the beauty industry: The hottest trend this year is to attach a celebrity creator to an upcoming product, and the movement seems to be gaining speed as the second half of 2004 approaches.

Entertainer Jennifer Lopez — with the success of her Glow by J.Lo and Still Jennifer Lopez scents — is credited with kicking off the latest avalanche of celebrities entering the category. And while it's rumored that additional celebrities will soon join in the beauty fray — both Kimora Lee Simmons and



Aveda's newest spa.

SPA SURGE

The European spa market is heating up this half with a rash of new and revamped institutes.

The renovated L'Institut Lancôme in Paris is scheduled to reopen in September replete with a new look and layout like that of the Lancôme concept store that debuted in Hong Kong last year.

Also in Paris, the Murano Urban Resort hotel that opened this week will inaugurate a spa in September. The 4,840-square-foot space will have six treatment rooms for face and body treatments, using Anne Semonin products, as well as a swimming pool, hammam and jacuzzi.

Over in Ireland, Aveda will open its 15th international Concept Spa Resort in September. To celebrate the debut of the 10,000-square-foot center at the Aghadoe Heights Hotel in Killarney, the brand will introduce the Precious Stone Therapy treatment, using crystals, single-note aromas, plus light and sound therapy. Also on offer in its 11 rooms will be face, body and hydra treatments, plus manicures and pedicures.

—B.C. and Ellen Burney





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The Beauty Report

Cradle Reorganizes Top Management

NEW YORK — Ralph S. Mason has been appointed chief executive officer of Cradle Holdings Inc., which is the parent company of skin care brand Erno Laszlo, fragrance and accessories label Penhaligon's and L'Artisan Parfumeur.

Former ceo Robert Nielsen, who has a financial interest in the privately held company, has been named vice chairman of Cradle Holdings. Jane Terker, who held the title of president and chief operating officer, has left the company. Nielsen and Terker were the firm's ranking executives when Cradle was founded in November 2001.

Saul A. Fox, chairman of Cradle Holdings and ceo of private equity firm Fox Paine & Co., Cradle's principal shareholder, stated, "with Bob [Nielsen's] continued oversight of Cradle's evolution, we have every confidence Rip [Mason] will further Cradle's great beginnings — given Rip's recent success leading Jafrá Cosmetics to record sales and profitability."

Mason joined Cradle from Jafrá Cosmetics International, a direct sales beauty marketer, where he spent six years, most recently as vice chairman and executive vice president. In 1998, the Gillette Co. sold Jafrá to New York-based private equity firm Clayton, Dubilier & Rice. This spring, Germany-based Vorwerk and Co. acquired 100 percent of the Jafrá shares from CD&R, which held 84 percent, and Mason, who held an undisclosed stake.

“We have every confidence Rip [Mason] will further Cradle's great beginnings.”

— Saul A. Fox, Fox Paine & Co.

Cradle's brands will be overseen by three separate executives, two of whom have already been installed. As reported, Jana Reichle was appointed president and general manager worldwide of Erno Laszlo last month. Remi Clero, who joined Cradle's French operations early last year, remains as president of L'Artisan. The search is under way for a president of Penhaligon's, while Robert Trauber, executive vice president of finance and operations, oversees the brand on an interim basis.

Mason was eager to make the jump from a \$420 million direct sales company to overseeing a firm whose brands are carried in specialty store distribution, where they reportedly generate total sales of \$50 million.

"What excited me about Jafrá excites me about Cradle," Mason said during an interview Wednesday. "They are excellent brands with terrific longevity. I think the challenges will be minimal. There is a mutual desire on the part of retailers to allow the brands to flourish."

— Matthew W. Evans



Ralph S. Mason

PHOTO BY KYLE BERGASSEN

NPD Has It Made in the Shade

NEW YORK — NPD Beauty, the beauty tracking division of the NPD Group, now has the ability to provide data on makeup sales down to the shade level. The company added this service to its PowerView makeup database earlier this year.

"NPD PowerView is a multidimensional data analysis tool wherein our clients have access to better gauge the [performance of the] entire prestige industry — makeup, skin care and fragrance — by creating and executing their own data inquiries," said Timra Carlson, president of NPD Beauty. She explained that the enhancement allows subscribers to review sales volume for shades within each product, by brand as well as across products and brands. The service can also help customers manage shade portfolios based on consumer demand, identify which shades drive a product's success, track trends over time and identify seasonal demand.

"Up until this point, the most granular level of information we reported was the product level," said Carlson. "Hearing the needs of our clients to have more finite information, we created shade level reporting to meet their needs." And clients concur that it has done so.

"It's a great service that NPD is providing," said Beth Spruance, executive director of makeup marketing for Clinique. "It's going to better analyze our business across the board, from identifying trends to ensuring that our consumer needs are met and helping us better understand our consumers' shopping behaviors. Across the board, it's a win for everybody. It's the greatest level of detail they could possibly give us."

For example, Spruance said, the shade level data helped Clinique determine if its customers' foundation shade needs were being met, and it also allowed the brand to determine its bestselling shades. "We're [also] taking a very serious look at seasonality with foundation," she said. "A lot of women we talked to in focus groups actually have two or three foundations that they go back and forth between. The shade analysis is going to be able to help us really drill down and see how that shift happens."

Elizabeth Park, senior vice president of makeup marketing for Lancôme, said that "so far it's definitely been very helpful because it lets us look at different segments of the market."



Timra Carlson

PHOTO BY JONATHAN BRESSE

It helps us look at shades that are more appropriate for the mature market" as well as "compare shade sales to different target markets."

The shade level data became available in the first quarter of 2004 and was included in NPD Beauty's March database, available to clients in April for the lip gloss, lip color, eye shadow, foundation and blush categories. The remainder of the categories that NPD Beauty tracks for makeup — mascara, eyeliner, eyebrow, powder, concealer and lip liner — were added in June. The shade level data is available only to clients who purchase a full makeup database subscription.

Carlson maintains that the advantage provided by this data is that it gives manufacturers the ability to see that shades are driving sales both on a seasonal level and as a whole. She noted that NPD Beauty is "always analyzing the information, keeping abreast of trends" and that though the data has been available for a limited amount of time "so far clients have been pleased."

In other NPD news, the company has produced "Beyond Botox: Understanding the StriVectin-SD Consumer." The report is currently available for purchase, and Timra Carlson will be speaking about it on the CBS Evening News tonight at 6:30 p.m.

— Kristin Finn

Continued from page 6

Sarah Jessica Parker are said to be working with Coty Beauty Inc. on fragrance deals — there are already more stars in this trend than in your average constellation.

Beauty ads featuring an actress or a model are nothing new, but the trend toward involving these stars in the development process is a new twist. While further details have not yet been released, it is known that Flirt!, the second of the Estée Lauder Cos. BeautyBank brands that will launch in Kohl's Department Stores this fall, will feature a seasonal nail polish line created by musician Michelle Branch, with shades named for Branch's songs.

Britney Spears, who signed a deal with Elizabeth Arden in March to create fragrance, color cosmetics and skin care bearing her name, will release Curious Britney Spears, her first fragrance, in September. Another high-profile blonde, Paris Hilton, will be hitting stores around the same time with a fragrance bearing her name; Hilton signed a deal with Parlux in May.

As well, singer Jessica Simpson recently released bath and body line, Dessert Beauty, will spin off a second line, called Taste by Jessica Simpson, next month. Taste will launch with three products: Kissable Fragrance, which features Simpson's favorite ingredients, Tahitian vanilla, white chocolate, apricot and honey; Powdered Sugar Kissable Body Shimmer, and Plumming Fragrance Lip Gloss. All three products will be sold via dessert-beauty.com, as well as through Sephora, Nordstrom, Frederick's of Hollywood, Ulta, QVC and Holt Renfrew.

And one of the most hotly anticipated star-power entries will come in 2005, when entertainment mogul Sean "P. Diddy" Combs unleashes the first products under his Sean John beauty deal with the Estée Lauder Cos. Combs is working



William Lauder and Sean "P. Diddy" Combs

closely with John Demsey, president of MAC Cosmetics, to create the products.

These deals are in addition to the slew of new celebrity spokesperson deals signed since last fall — including Nicole Kidman for Chanel No.5, Scarlett Johansson for Calvin Klein's Eternity Moment, Beyoncé Knowles for Tommy Hilfiger's True Star, Elaine Irwin Mellenkamp for Almay, and Missy Elliott, Christina Aguilera, Chloë Sevigny, Linda Evangelista and Boy George for MAC's Viva Glam.

— Julie Naughton

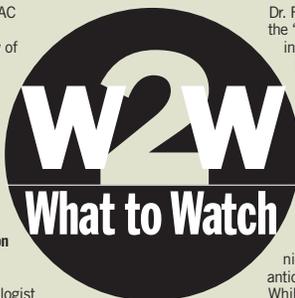
SKIN CARE BREAKTHROUGHS

It has been widely predicted that dermatologist and high tech skin care brands will do for the skin care business what makeup artist brands did for cosmetics in the Nineties. The movement is already gaining momentum, and a breakthrough in the second half is expected.

Dr. Nicholas Perricone will open a 2,100-square-foot store in New York on Madison Avenue at 67th Street in early September. The new flagship will serve as both a library and information center as well as a store for Perricone's cosmeceuticals.

In addition, Perricone will add a Contour Cream and an Eye Contour Cream to the Neuropeptide line of facial skin care products this fall. "The hot thing right now is peptides and very specifically neuropeptides, which are probably the most sophisticated things you can put on the skin right now," said Perricone.

Regarding what to expect on the skin care horizon, "because of the increase in the number of procedures we are seeing every day, in terms of skin, we are probably going to see an outcropping of a number of products that will be based on some very active ingredients that may help us maintain youth without having to get procedures," said Perricone.



Dr. Fredric Brandt, who is frequently referred to as the "Baron of Botox," said that trends to watch for in the second half "are things that are more in line with doctor's procedures like peels, microdermabrasion, and Botox cream — all things that mirror the treatments we are doing."

He also expects to see a lot of products that repair sun damage — like retinol, bleaches and antioxidants. He will add "products that are more intense collagen stimulators to the skin. We are going to be creating products that mimic the effects of office treatments — like eliminating redness in the face and a hair treatment line for thinning hair. We will have a lot of different types of antioxidants, which haven't been out before."

While dermatologist brands continue to pick up speed, the superstar of skin care products this year was none other than StriVectin-SD from Salt Lake City-based Klein-Becker USA. The product, priced at \$135 for a 6-oz. tube, achieved over \$13 million in department store sales between its launch date in May 2003 and December 2003, according to The NPD Group.

The study (see above) also noted that in the first five months of 2004, sales of StriVectin-SD has already generated \$30 million, compared with other successful new skin care products that generally generate \$20 to \$30 million their first year in department stores.

Louis Rinaldi, director of Product Development and Acquisitions for Klein-Becker USA, said the company is launching a follow-up product. The StriVectin-SD Eye Cream For Orbital Area Application, which costs \$59 for a 1.3-oz. tube, is said to have the same active formula as the original without aromatic oils. Rinaldi added that he does not see the momentum of StriVectin-SD slowing down any time soon: "As a matter of fact I don't think the product is anywhere near peaked yet — it still has a long way to go."

— K.F.



Skin care's latest prescriptions.



Candace Matthews



Karen Fondu



Carol Hamilton

L'Oréal Takes Aim at Mass Treatment, Hair Care

Continued from page one

office. "We need to focus on our brands, which is what the consumer knows."

As part of that effort, L'Oréal in September will open its first retail store in Los Angeles' Beverly Center. The shop will feature the L'Oréal Paris brand, and its estimated 2,500 square feet will be filled with L'Oréal Paris hair color, cosmetics, skin care and hair care items.

The venture seeks to bring the beauty giant precisely what Campinell wants to impress upon consumers — brand identity in a prestige environment. L'Oréal, an upscale mass beauty brand with technology-driven products, will feature items such as the Féria, Preference and Excellence hair color brands; L'Oréal Colour Riche lipstick; True Match foundation, and Dermo-Expertise skin care products.

The store might deliver for L'Oréal as much as for consumers. The potential for what the company stands to learn about customer shopping habits, merchandising and marketing issues, and what the consumer wants in terms of product, might even make L'Oréal's main competitor, Procter &

Gamble, among the most innovative companies in terms of data collection and consumer focus groups, stand at attention.

"We do think the L'Oréal stores will provide some interesting insight on consumer behavior and product education opportunities," said a beauty executive at a leading national drugstore chain. Translating L'Oréal's in-store experience to the drugstore industry's limited beauty environment must remain realistic, the executive said, in terms of service and displays for the store's data potential to pay off.

Campinell, who took over as president two years ago after 18 years with the company, said that news of the store — and another location to follow in Farmington, Conn. in November — has gone over so well with retailers that several larger chains are inquiring how they could fit a L'Oréal store-within-a-store version in their units.

"That's how intriguing it is," Campinell said. "The economics are tough, but there's going to be an evolution in retail, and we're going to be a part of it wherever it makes sense."

Carol Hamilton, president and general



Joe Campinell

gain from opening a single store in a single city," he said. "I don't see what it brings to the table."

While the idea of a retail store that bears the name of a mass beauty brand may be novel to mass, it's one that has worked in the prestige industry. L'Oréal's Biotherm brand already operates stores in Hong Kong and the U.K. A Glendale, Calif.-based Biotherm store in the Glendale Galleria is planned for September.

Lancôme, another prestige L'Oréal property, is giving its Institut Lancôme a facelift on the Rue du Faubourg Saint-Honoré in Paris, which is set to reopen in September. The brand also recently opened a concept store in Shanghai and is planning one in Seoul, plus a third Hong Kong door by year's end. A New York version is on the way, too, according to published reports.

Clearly, consumers are already familiar with L'Oréal's different product brands and offerings. L'Oréal Consumer Products' business has generally produced double-digit year-in, year-out retail sales for the last 18 years.

L'Oréal Paris maintains a 15.6 percent dollar share of beauty, an \$11 billion category for 2003. Its size is attributable to its successful entry into every beauty category, and its products deliver. All rank in the top five in the categories in which they compete.

In hair color, the division's largest segment, L'Oréal Paris captures 47 percent of dollar share of the market. It makes three out of the top four hair color brands: Preference, Excellence and Féria. (Company-wide, L'Oréal's dollar market share, which includes sales of Garnier hair color, bumps up to 55.2 percent.)

In cosmetics, L'Oréal Paris' share has grown about a half a point to 15.5 percent dollar market share. True Match, a 24-item foundation line launched this year, already claims a 6 percent dollar market share. The division's lipstick business has grown about 0.7 of a share point this year to 16.2 percent.

Skin care, an area where L'Oréal Consumer Products sees the most opportunity for growth, has reached consumers well. L'Oréal Paris' Wrinkle De-Crease, a technology to help reduce expression lines, has jumped to about a 4.5 percent dollar share since its launch, and Revitalift, L'Oréal's number one skin care brand, is up 27 percent, year to date, with a 5.9 dollar share of moisturizers-treatments.

The Maybelline New York-Garnier division, led by president Karen Fondu, has been effective in reaching consumers, too. Maybelline New York has garnered a 19.1 percent market share and claims the lead in cosmetics. In addition to growing its own brand, Maybelline New York has contributed to category growth.

"If you look at the actual growth over the span of time, Maybelline has contributed 41 percent of growth to the category," said Fondu, who explained she

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BEAUTY BRANDS EXPERIMENT WITH PACKAGING

NEW YORK — To card or not to card, that is the question being put to mass beauty manufacturers regarding their products. While most agree products look more elegant when they aren't affixed to a peg card, open-sell products are harder to sell in a mass environment since they can't be hung. Also, conventional wisdom is that pilferage rises with uncarded merchandise.

Revlon and L'Oréal are experimenting with carding merchandise that hasn't traditionally been packaged that way. L'Oréal is starting a new carded program for lip, eye and nail. Fred's in Memphis plans to sell the carded L'Oréal items for \$2, a sharp price drop for the brand.

Revlon is also adding more carded goods. The first step will be a carded eye shadow program that Paul Murphy, executive vice president of sales, said would help Revlon expand into new doors such as more supermarkets.

While Revlon and L'Oréal add cards, Procter & Gamble is ripping its packages open. Retailers said P&G is planning an uncarded program complete with a new upscale fixture for Cover Girl. A P&G spokeswoman would not elaborate, stating that details have not been finalized. Buyers said P&G is asking for more real estate in many cases to add the new display.

— Faye Brookman

FROM DERMS' OFFICES TO DRUGSTORES

As dermatological and cosmetic procedures gain favor with Americans, a host of skin care vendors in the second half of 2004 are churning out at-home kits to cater to the masses, who are well informed about facial treatments such as microdermabrasion.

Most recently, Woodridge Labs' Vita-K brand debuted its \$20 At-Home Micro-Dermabrasion Kit, which includes a Resurfacing Cream formulated with vitamins K and C, a Derma Brush to remove older skin cells and a Smoothing Serum to apply over treated areas.

This month, L'Oréal Paris staked out its space in the DIY skin treatment segment with ReFinish Micro-Dermabrasion Kit for \$24.99, a kit that claims to use the same types of fine crystals in its formula that is used in a dermatologist's office.

Piggybacking off the stretch-mark-turned-wrinkle cream trend jump-started by StriVectin-SD, University Medical has expanded its Face Lift line with a Face Firming Activator Kit for \$19.99, which will begin shipping to stores next week. This two-part system includes Cell Regeneration Activator Serum and Intensive Wrinkle Reducing Cream, mixed together in the palm of the hand and then applied to the face. — Molly Prior



manager of the L'Oréal Paris division of the L'Oréal Consumer Products Group, is most proud that L'Oréal has been able to design the store, and its merchandising capabilities, from the bottom up. Being a complete beauty brand — L'Oréal offers products in every beauty category, from nail care to hair care — will allow the store and L'Oréal to offer head-to-toe beauty in a way that's new to the consumer.

"The value in this is that L'Oréal owns everything, and for the first time, we will be able to put our products in the environment we think is consistent with our image," she said. "We've never had a three-dimensional space to express the core values of the brand. This will allow us to understand the brand and also to evolve the brand in a very important way."

"[Retailers] assume we are going to bring them great products. We have some expertise in that area, but what I feel is that we will be able to be a much more valuable partner because I'll be dealing with [some of their issues] and we will come up with solutions."

William Steele, a consumer analyst at Bank of America who covers Procter & Gamble, said P&G likely wouldn't follow L'Oréal's lead in this area, instead continuing to rely on its extensive focus groups to garner opinion.

"[The L'Oréal store] is an interesting initiative, but I really don't see Procter getting into the retail business," he said.

Steele said that several years ago, P&G did open a single Reflect.com store — a brick-and-mortar version of its online beauty store — in San Francisco, but it was short term.

"From a mass market perspective, I don't know what Procter & Gamble would

The Beauty Report

L'Oréal Goes After Brand Boost

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calculated that number by taking the growth of the category versus the growth of the brand.

Maybelline is also a brand that is beyond being known for mascara. Its Express Finish nail line was the first fast-drying polish, and its Easy Shade Finder in-store displays have helped make the selection of foundation easier for consumers in the mass environment.

Garnier is the division's brightest star. Launched in the U.S. in 1999 with Nutrisse Hair Color, which is represented by spokeswoman Sarah Jessica Parker, the brand in 18 months has penetrated the hair care and styling categories. Garnier's distinct position, one that's young and a bit irreverent, is a beauty business, that, like L'Oréal Paris, is primed to be in every beauty category.

Soft Sheen-Carson, the beauty industry's leading maker of ethnic products with 25.1 percent of overall dollar share, is celebrating the success of HiRez hair color, which now claims a 5 percent dollar market share. Recently, the division reformatted its Dark & Lovely relaxers to address all of the issues around the dryness and lack of body when consumers relax their hair. Most notably, the company has signed Kelly Roland of Destiny's Child as D&L's new spokeswoman. Candace Matthews, president of Soft Sheen-Carson, said that its retail efforts of growing the ethnic category's overall space in stores is finally coming to play, too.

"We've got several line reviews, several business reviews and several category reviews with retailers throughout the summer so that we can help them with their sets for next year," Matthews said.

But what will take L'Oréal into the future? More and more manufacturers and retailers talk about the importance of technology being present in new products. While color stories define a trend from season to season, shades are not what drive consumers back to a brand.

Ingrid Jackel-Markens, senior vice president of marketing at Physicians Formula, a small cosmetics brand, concedes it is the manufacturer's "responsibility to make the fun in shopping what it used to be."

And, despite Campinell's objectivity toward his group, technology is where he believes L'Oréal has the upper hand, too. "The difference be-



Maybelline New York's Dream Matte.

Soft Sheen-Carson's new Optimum Oil Therapy line.



tween L'Oréal and others is that, if you don't have great technology that you can bring to the market, you don't have a sustainable business," he said. "It's an extremely important part of what I've learned here and what I instill in people, especially new people, who think sometimes marketing is really about the right red for the lipstick, or the right fragrance for the shampoo, or the right texture of the skin care product. Yes, those are all important, but if you don't have something that really is a performing technology, you have no chance of sustaining the business."

In the next year, L'Oréal Paris plans to continue on Colour Experte's multitalent success, which has achieved a 6.5 percent dollar market share, with a new rendition. A new teen hair color brand is in the works, as is a dedicated men's hair color brand to be launched in April. In cosmetics, there are plans to take True Match's stockkeeping-unit count up to 30 from 24, closer to prestige brand MAC's 35-sku count, which is the broadest shade range in beauty. And, this month, Cashmere Perfect — a cream foundation without water in formula — hits stores. It will retail for \$12.95.

While it's "quite unusual" for L'Oréal to launch two foundations in the same year, Hamilton believes the more innovations that hit the market, the more growth the category will see.

Also, L'Oréal is finally entering the transfer proof lip segment. "We really didn't want to enter this [segment], which has been one of the most competitive, until we felt we had a technology that was [worthy]," Hamilton said.

Endless Kissable, as it will be called, has a satin finish, so it doesn't look dry. "It's very romantic, which is why it's called kissable," Hamilton said.

L'Oréal also is launching the first two-step microdermabrasion kit in the mass market. The same irregular-shaped aluminum oxide crystals used in dermatologists' offices are used in ReFinish's formula to exfoliate the

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L'Oréal's ReFinish Micro-Dermabrasion Kit.

L'Oréal Protects Salon Brands

NEW YORK — The Professional Products Division of L'Oréal is stepping up measures to keep its salon brands out of chain drug stores or any retail outlet where the brands don't belong.

On Wednesday, the division served a motion for contempt against Quality King Distributors Inc., and related companies, for repeated violations of an injunction preventing the wholesaler from buying and selling L'Oréal's Matrix professional salon brand in the gray market.

"We want to send a clear message that the L'Oréal Professional Products Division will not tolerate diversion of our products," said David Craggs, president of the division. "We have a very robust antidiversion program in place and we will do everything in our power to protect our legitimate channels of distribution and our relationship with genuine salons and hair dressers."

According to the court papers, Quality King, based in Ronkonkoma, N.Y., along with several other companies, violated a longstanding court order prohibiting it from acquiring and redistributing the Matrix brand.

The L'Oréal division also filed a lawsuit in state court in Manhattan charging Quality King with breach of a settlement agreement in which the wholesaler agreed not to buy and sell its ARTec products.

The motion follows a long-term search by L'Oréal USA's security department that, according to L'Oréal's professional division, substantiated Quality King's violations of the Matrix injunction and the ARTec settlement agreement.

The Matrix contempt motion is to be argued before the United States District Court, Eastern District of New York, on Long Island. L'Oréal filed the ARTec Complaint on behalf of its Professional Products Division, in New York Supreme Court in Manhattan on Wednesday, July 14.

Quality King could not be reached for comment.

— Molly Prior

W2W What to Watch

CLEARASIL FOR GUYS

Men may make up 70 percent of Clearasil's customer base, but the brand hasn't launched a line of products specifically for them — until now. Clearasil has entered the shave segment with a new line, Clearasil for Men, which executives expect to reach full U.S. distribution by September.

In a nod to the brand's antiacne heritage, the four



Clearasil for Men's new shave line.

shave items have a zit-prevention bent, including Skin Clearing Shave Gel and Energizing Acne Scrub, with 2 percent salicylic acid. Look for the quartet, which targets 16- to 24-year-old guys, to initially boost sales of Clearasil to the tune of about \$12 million, according to industry estimates.

The men's launch is just the latest step since U.K.-based Boots plc acquired the brand from Cincinnati-based Procter & Gamble in 2001. In the last three years, Clearasil products were repackaged, and a line called Total Control was created for 16- to 20-year-old women.

— Matthew W. Evans

MS. MANICURE DOES MAKEUP ACCESSORIES

Not many promotional items have legs long enough to become full-on lines. But cosmetics accessories maker Paris Presents has bucked the trend. Its Ms. Manicure line, which launched three years ago as a limited selection of emory boards, will become a three-brand Ms. franchise this fall. The Ms. Manicure line of nail implements first gained in-line space in mass retailers and drugstores by injecting fashion into a functional category. Paris Presents expanded the concept in early 2004 with Ms. Pedicure, a line of implements, foot tools and accessories. The latest addition is Ms. Makeup, a collection of 20 stockkeeping units, ranging from puffs and sponges for less than \$2 to a \$7.99 brush set.

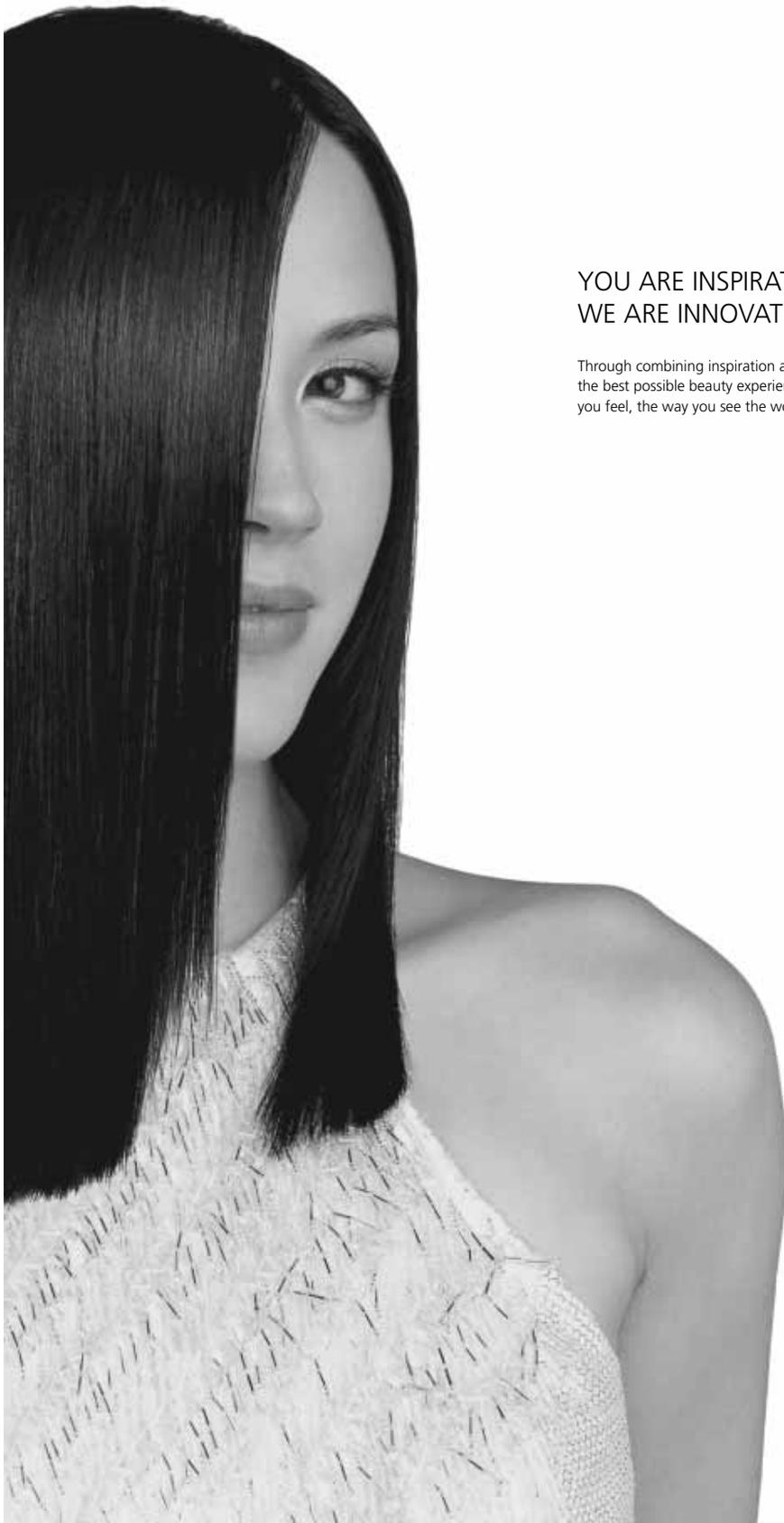
The line will bow in the U.K.'s Boots the Chemist in two

weeks. "One of the things Boots was drawn to is that we brought a new customer to the manicure and pedicure category," said Beth Cassidy, vice president of marketing for Paris Presents.

The company began shopping around the Ms. Makeup line — complete with cosmetics how-to tips on the packaging — to retailers at NACDS Marketplace last month. Teen People Trendspotters gave the Ms. Makeup minibrush set Night On the Town a nod of approval by awarding it a Hot Pick. — M.P.



Ms. Makeup's new cosmetics accessories.



YOU ARE INSPIRATION.
WE ARE INNOVATION.

Through combining inspiration and innovation, our hope is that we provide the best possible beauty experience – changing the way you look, the way you feel, the way you see the world and the way the world sees you.

P&Gbeauty

The Beauty Report

Technology Paces Growth

Continued from page 10

skin, lifting up the dead skin cells from the skin's surface and absorbing oil. ReFinish also uses Biosaccharide Complex, a proprietary sugar derivative that helps prevent irritation and soothe the skin.

The kit's second step is a post-treatment protective moisturizer with SPF 15 to seal in moisture.

Maybelline New York, which is 90 years old, requires a slew of new technology to keep the brand fresh. Dream Matte is Maybelline's answer for the back half of the year, being that it is a foundation in a mousse. Dream Matte will retail for \$8.95.

Maybelline's second big launch for the period is XXL Volume, a mascara designed to give extraordinary volume.

While many cosmetics brands are facing losing space on the beauty wall, Maybelline is enjoying the fruits of its growth.

"I think, in some respects, there is an opportunity to consolidate [some brands] and really put a focus against the brands that are investing in terms of technology, as well as investing to help drive consumers [to stores], because there is a lot of complexity in the cosmetics categories in the mass market, and I think to simplify and to focus more, I think would be an opportunity for our customers," said Fondu.

And, Garnier has launched 100% Color as its new hair color for the year.

In the fall, Soft Sheen-Carson is launching a new product targeting the hairdress category, called Optimum Oil Therapy. It has four different natural oils for nurturing hair without heavy buildup. There are five sku's. It will retail for \$3.99

Inarguably, technology is what drives the beauty business, but sometimes too much of a good thing can



Garnier's 100% Color.

backfire. Take, for example, the Garnier Lumia and L'Oréal Open hair color brands, which subsequently were taken off the market following poor performance.

"The problem with [Open] is that it was caught between two technologies, and we had difficulty in creating enough distance between the two. From an end-result standpoint, it was hard for the consumer to really understand [it]," said Hamilton.

In regard to Cashmere Perfect, while it offers a powdery, matte finish, Hamilton explained that its technology is not very compatible with truly dark skin tones. "Because there's a powdery finish, it can bring up ashier tones in African-American skin."

With the two anchor brands in cosmetics and hair

color, and a lead in ethnic beauty, it would seem that Campinell is sitting pretty. But there are two areas, clearly, where there's room for his group to grow: hair care, which has a very modest position and about a 5 percent dollar share of the market, and skin care.

"In the mass market, skin care has never been at the potential that we felt existed, because if you look at some statistics in department stores, skin care is larger than cosmetics. In the mass market, cosmetics is much larger than skin care, and there's no reason for that. The interest in skin care today is dramatic across all economic levels, all age levels. The category is the fastest-growing mass market beauty category."

But selling skin care is made much easier by the use of beauty advisers, an advantage department and specialty stores clearly have over mass stores. Getting mass retailers to stop treating skin care like a commodity has been the trick. Some stores, such as Walgreens and Eckerd, have made efforts at putting beauty advisers in stores. But further efforts are needed, especially when drive-in pharmacies make entering a drugstore unnecessary for many potential beauty customers, and retailers such as Wal-Mart price many items cheaper.

Campinell said the creation of an economic model that would allow more retailers to test in-store beauty advisers needs to be established, one that would outline how many sales need to be generated to make the initiative cost effective.

"The big guys will support it," Campinell said. "We'll pay what it will cost for a 10-store test."

The evolution could make all the difference for many cosmetics players, as well as for retailers that, year after year, lose customers to other outlets.

Speaking of evolution, Campinell recalled a time when L'Oréal had doubts about selling to the world's largest retailer:

"When I joined here, we didn't want to sell Wal-Mart. Why not? Well, they didn't have the assortment we wanted. I had big screaming matches with people."

How things have changed. — With contributions from Carrie Melago

the perfect fusion

curative skin therapies

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Media/Advertising

Fashion Mags Take the Short View

NEW YORK — Over the past three years, magazine publishers have frequently resorted to that hoariest of business clichés — “cautious optimism” — when asked to prognosticate about the advertising economy. It seems they may finally have learned their lesson. Heading into yet another uncertain fourth quarter, publishers of the major women's fashion and beauty titles are expressing a bit less optimism and a bit more caution.

That's not to say that the ad climate is any worse than it has been since the economy first began to sour in 2001. While beauty and retail spending have been down for most titles this year, those declines have been offset by gains in apparel, jewelry and watches, and secondary categories such as technology and liquor. Through the first nine months of 2004, four of 11 titles in the category were down in overall pages versus the same period last year, five were up and two were flat, according to publishers' estimates. Fat September issues will bring a slight lift to the numbers: All 11 titles logged more pages this September than last, with Vogue and W publishing their heftiest issues ever. (Vogue, W, Glamour and Allure are all owned by Advance Publications, parent of WWD.)

But it would be unwise to read too much into those pumped-up page totals, said Alyce Alston, vice president and publisher of W. “That's part of what's happening with advertisers — they're allocating more to March and September,” she said. “What really matters is the bigger picture. I wouldn't say it's any kind of bonanza out there. The market is more depressed than it looks.”

An even more significant development is the way marketers in all categories are increasingly viewing their magazine buys as a means of moving product, not just building a brand. This shift in thinking is closely tied to the rising population of shopping magazines such as Lucky and Hearst's new Shop Etc., which pitch themselves to advertisers as the

ultimate tool for converting readers into buyers. Internet advertising has also played a part in encouraging marketers to demand a more immediate, measurable return-on-investment — not something historically associated with print ads. “I'm noticing that sell-through is more important this year than ever before,” said Bill Wackermann, Glamour's vice president and publisher. “When people had a lot of dollars, they were spending more on image.”

“Basically, there's a new formula out there — a new model,” agreed Valerie Salembier, senior vice president and publisher of Harper's Bazaar. “And that is if your pages sell product, the advertisers will keep coming back.”

ident and publisher. That, in turn, makes it harder for publishers to get any firm sense of what the future holds. “It used to be you could forecast your business in a much clearer way,” said Salembier. “Now it's a challenge to forecast even issue by issue.”

All that said, early indications are that the fourth quarter will bring a slight improvement in publishers' fortunes. Beauty spending, which was down sharply for most books in the first half, is expected to rebound somewhat thanks to a number of foundation and treatment launches. Through September, Allure is down 2.5 percent in ad pages, but Nancy Landsman Berger, the title's

THE SEPTEMBER SCORECARD

	SEPTEMBER 2004 AD PAGES	% UP/DOWN VS. SEPT. 03	YTD PAGES THROUGH SEPTEMBER	% UP/DOWN VS. 2003
ALLURE	137	4	890	-2.5
COSMOPOLITAN	200	4	1,336	1
ELLE	342	16	1,228	6
GLAMOUR	184	3	1,125	-2.3
HARPER'S BAZAAR	252	17	1,004	15
IN STYLE	378	15	2,325	7.2
JANE	113	2	573	-9.9
LUCKY	258	31	1,177	12.5
MARIE CLAIRE	192	6.6	1,020	-6.3
VOGUE	647	12.7	2,125	-0.3
W	413	11	1,372	3.5

NUMBERS REFLECT PUBLISHERS' BEST ESTIMATES.



Allure's September cover.

This heightened emphasis on bang-buck ratio has everything to do with the pressures marketers themselves are feeling to show immediate results, given the unpredictability of the current economy. “People used to assess the bottom line a couple times a year,” said Sandy Golinkin, vice president and publisher of Lucky. “Now it's assessed daily, monthly, constantly.”

As ad buys become ever more closely linked to the fluctuations in merchandise sales, publishers find their lead times collapsing. “We're closing issues a week after close,” said Katherine Rizzuto, Marie Claire's vice pres-

ident and publisher, said she expects to finish the year 2 to 3 percent up thanks to strong fourth-quarter beauty spending.

Retail, which has been spotty in 2004, is also showing signs of improvement. “People are shopping, and it's not just main-floor business,” said Salembier. “When you go up to the third or fourth floors, there are now people there.”

W's Alston sums up the overall mood best: “We keep saying it's a challenging market. But when has it not been a challenging market?”

— Jeff Bercovici



April covers of Men's Health and Men's Fitness.

MEMO PAD

HEALTHY CONFLICT: For all the excess testosterone sloshing around, it looks like Men's Health and Men's Fitness are ready to settle their differences like gentlemen. Men's Health editor in chief David Zinczenko and Tom Beusse, president of Rodale's Men's Health & Sports Group, made their way over to the offices of American Media to meet with Men's Fitness editor in chief Peter Sikowitz and others on Tuesday afternoon. On the agenda was Rodale's claim that Men's Fitness had based its new look a little too closely on the larger and more successful Men's Health. In March, Rodale gave notice of its intent to sue for trade dress infringement, although it has yet to file an actual complaint. Asked about what went down at the summit, Sikowitz merely joked, “It was our regular poker game.” According to a source with knowledge of the talks, however, the two editors discussed how to resolve their dispute without resorting to a court fight. While no definitive agreement was reached, the meeting did produce the beginnings of an understanding as to how similar is too similar, said the source. A Rodale spokeswoman put it somewhat differently: “We continue to vigorously pursue the trade dress case and look forward to a resolution.” — Jeff Bercovici

FOR YOUR NOSE ONLY: Chanel is handling the fall ad campaign for its No.5 fragrance with the kind of secrecy normally reserved for Navy SEAL missions. Beauty journalists who attended a screening of the campaign's centerpiece — a two-minute commercial starring Nicole Kidman — were asked to sign a confidentiality agreement prohibiting them from publishing anything about what they'd seen in any issue with a cover date earlier than October. Anyone who wished to receive a press kit for the campaign also was asked to sign a nondisclosure form. This struck some reporters as odd, to say the least, the purpose of a press kit normally being to garner, well, press. “I've never heard of anything like this,” remarked one veteran fashion journalist. Asked about the unusual measure, a Chanel spokeswoman said the gag sheets were made necessary by the terms of the company's deal with Kidman and director Baz Luhrmann, who shot the spot. “Basically, we are bound contractually by our legal agreements with talent of when the film can be viewed, aired or discussed in print,” she said. A version of the film — which is being touted as the trailer to a movie that was never made — will be shown in cinemas beginning Oct. 29; it breaks on TV Nov. 11. But don't tell anyone. — J.B.

BECKMAN UPPED: In a move intended to spread the corporate marketing love, Advance Magazine Group yesterday appointed Richard Beckman president of the Condé Nast Media Group, an entity created to handle corporate sales and integrated marketing for its various divisions (WWD is part of AMG). Beckman, who also was named an executive vice president of AMG, was previously chief marketing officer for Condé Nast. The shuffle means that Parade magazine, the newspaper supplement with a circulation of 35 million, will be part of AMG's corporate marketing efforts. “We have, from a sales perspective, been marketing the company collectively,” said Beckman. “This formalizes that. It's clearly a much more effective setup to have the Condé Nast Media Group as a separate entity that can equally represent the assets it's responsible for.” — J.B.

PEACE OUT: A year after he was kicked upstairs into a nebulous “brand development” job, Emil Wilbekin is leaving Vibe. Wilbekin, who as editor in chief led the hip-hop title to its first ASME General Excellence award two years ago, is joining Marc Ecko Collection as vice president of development, effective Aug. 2. Of course, that still leaves the small matter of what, exactly, it means to work in development. “It's everything from hiring designers to overseeing ad campaigns and p.r. to developing book projects,” Wilbekin explained yesterday. He'll also have a spot on the editorial board of Complex, Ecko's men's fashion magazine. Wilbekin scored the job by borrowing a move from Dick Cheney: When Marc Ecko told him he was thinking of hiring a right-hand man, Wilbekin offered himself. “He was shocked because he thought I'd never leave Vibe,” recalled Wilbekin. “But I've been here for 12 years, so I was kind of interested in expanding my own horizons.” Of his new boss, Wilbekin said, “I like that he's kind of fashion-forward, but in a very reverse way.” — J.B.



Emil Wilbekin

Green Fallout: Rose Must Produce at M&S

By Samantha Conti

LONDON — Shareholders in Marks & Spencer, Britain's largest clothing retailer, said they will seek a new M&S to emerge in the next 12 to 18 months, with rising sales and a share price above the \$7.40, or 4 pounds at current exchange, that retail tycoon Philip Green had promised them before giving up his fight Wednesday to take over the ailing chain, financial experts said.

"Green did M&S shareholders a huge favor in providing the catalyst for management change," said David Cumming, head of U.K. equities at Standard Life Investments, which holds a little more than 2 percent of M&S shares. "It is now up to [chief executive] Stuart Rose to deliver the recovery."

Green, who walked away from the takeover attempt after the M&S board refused to provide financial information to him, vowed to fight back with better products at his stores, which include Topshop and Dorothy Perkins.

"We'll battle it out on the high streets," said Green, the billionaire businessman known for his sourcing and merchandising skills and hands-on involvement. "The customers will be the winner. We are going to be a contender. The customers will be doing the voting, and they haven't been voting for Marks & Spencer lately."

Rose's job isn't getting any easier: On Thursday, M&S shares fell 5.22 percent, closing at \$6.38, or 3.45 pounds, as short-term M&S investors and hedge funds jumped ship the day after Green renounced his seven-week pursuit of the iconic retailer.

Richard Ratner, head of equities re-

“We are very conscious of the need to get this business moving....M&S should stand for stylish clothes that are beautifully made and offer fantastic value.”

— Stuart Rose, Marks & Spencer

search at Seymour Pierce in London, said Rose has a good strategy. "But talk is cheap. Now, he's got to deliver." Ratner said he believes the M&S share price will climb to \$6.29, or 3.40 pounds, in the short term. "And if everything goes right with the new strategy, we could see the price rise to 4 pounds in 12 months' time. If it doesn't, then Philip Green could be back again in 12 to 15 months."

Green said Wednesday his firm, Revival Acquisitions Ltd., reserved the right to come back with an offer within six months — the cooling-off period set out by U.K. stock market regulators.

Industry experts said they did not expect other bidders to soon emerge for M&S. "If anyone else was going to come forward with a bid, they would have done so already," an analyst said.

M&S chairman Paul Myers said in a statement Thursday the board is "fo-

cused on improving the performance of Marks & Spencer and delivering long-term value."

However, Green made three bid proposals in six weeks, the last of which was an all-cash offer of \$7.44, or 4 pounds, a share, or \$6.23, or 3.35 pounds, a share and a 30 percent equity stake in a new M&S business. M&S rejected all of them, saying they undervalued the group and its prospects significantly.

Rose, who has resumed his meetings with M&S' institutional investors, told the store's private shareholders during the annual general meeting Wednesday that he expected to see sales growth beginning with the 2005-2006 fiscal year. "We are very conscious of the need to get this business moving," he said.

Rose wants to turn M&S into a stylish — and well-oiled — machine. At his first major news conference Monday, Rose

said he expects to save \$462.5 million, or 250 million pounds, in the 2005-'06 fiscal year; and a further \$592 million, or 320 million pounds, the following year because of more favorable deals with suppliers, a more efficient supply chain, clothing markdowns and lower food waste.

He also wants to win back the 35- to 55-year-old age group with a better, more focused clothing offer. "M&S should stand for stylish clothes that are beautifully made and offer fantastic value," Rose said Wednesday.

Rose also pledged a cash return of \$4.25 billion, or 2.3 billion pounds, to shareholders, which will be enacted via a tender offer equivalent to \$1.85, or 1 pound, a share in September.

Rupert Trotter, an analyst with Isis Asset Management, which is an M&S shareholder, said, "We need to give Rose at least 12 months to improve top-line growth. Retail is a business with long cycles, and I don't think we'll start seeing any changes until spring 2005 at the earliest."

Earlier this week, after listening to Rose's strategy plans, Trotter calculated that Rose could boost M&S shares to \$7.77, or 4.2 pounds, to \$7.95, or 4.3 pounds. However, he is waiting for more details from M&S before adjusting those numbers.

In the 2003-2004 fiscal year ending April 3, M&S' share of the clothing market declined 0.2 percentage points to 11 percent. Clothing sales rose just 1.4 percent to \$7.45 billion, or 4.03 billion pounds, from \$7.36 billion, or 3.98 billion pounds, in the 53 weeks. Overall sales rose 3.52 percent to \$15.35 billion, or 8.3 billion pounds, from \$14.84 billion, or 8.02 billion pounds.

“Green did M&S shareholders a huge favor in providing the catalyst for management change. It is now up to [chief executive] Stuart Rose to deliver the recovery.”

— David Cumming, Standard Life Investments

Balancing Commerce and Security

Continued from page 2

Homeland Security is prepared to handle diverting cargo to other ports in the event of a terrorist attack, and whether the agency has developed procedures to reopen ports if they are forced to close.

"It would not be our desire to have a broad-based closure of ports," said Hutchinson. "Everyone knows how devastating it would be to our economy even if we had to close one port, not to mention multiple ports, and quite frankly this is a very serious concern."

He acknowledged, however, that coordinated attacks by al-Qaeda, which carried out the terrorist attacks in the U.S. on Sept. 11, 2001, could create significant delays in processing cargo at ports.

"If they carried out a synchronized attack at multiple ports at the same time, the first thought would be how many other ports are in jeopardy and the natural inclination would be to close all ports," Hutchinson said. "The other option would be to increase inspections 100 percent or keep ships out of ports pending Coast Guard inspections."

Edward Jay Goldberg, vice president of consumer and government affairs for Macy's East, said in an interview after the conference that the antiterrorist measures have not slowed down the movement of goods from Asia and other regions to store shelves in the U.S.

"The retailer obviously is always concerned about the ability to receive goods and certainly we don't want to see anything interrupt the flow," Goldberg said. "At the same time, we are very much

Customs has stepped up inspections of cargo containers.



concerned about the real-time environment, with our stores opening every day in malls and downtown shopping areas, and I can't say this should be given greater emphasis or that should be given greater emphasis because it's all important."

An alleged terrorist plot to blow up a shopping mall in the Columbus, Ohio, area is "the kind of thing that can shake the confidence of the consumer and shake the foundation of the retail industry," said Goldberg. "The suburban mall is the economic and social center of our communities, and if people become afraid that it's not a safe place to go, I don't have to tell you what that means for us."

Strong Sales, Cost-Cutting Buoy Charlotte Russe Net

NEW YORK — Higher sales and lower costs ignited earnings for Charlotte Russe Holding Inc. in the third quarter.

For the quarter ended June 26, the San Diego, Calif.-based value-priced specialty retailer saw earnings soar 98.8 percent to \$5.5 million, or 23 cents a diluted share, compared with earnings of \$2.8 million, or 12 cents, in the year-ago period, while sales spiked 24.1 percent to \$133 million from \$107.2 million. Comparable-store sales gained 7.1 percent.

"The retail environment for our chains continues to improve, and our customer is gravitating toward more feminine and pretty fashion trends," said Mark Hoffman, chief executive officer, in a statement.

While sales ballooned, the company successfully whittled costs. Cost of goods sold, at \$96.7 million, declined 280 basis points to 72.7 percent of sales from 75.5 percent, or \$80.9 million, in the year-ago quarter.

Hoffman said the company is beginning to see the benefits of a new strategy focused on improving merchandise assortments, store organization and technology. Since last fall, the company added five executives to its senior management team, including two general merchandise managers, a supply chain and systems vice president, a real estate and construction position and a stores organization leader.

"The collective impact of our changes, I would assess, we are currently only about a third of the way there," said Hoffman on the company conference call with investors.

S.G. Cowen analyst Lauren Cooks Levitan characterized the results as a near-term victory, but believes competition in the segment could limit the extent of the turnaround. "Further multiple expansion will require evidence of improved competitive positioning as well as sustained restoration of positive comps and earnings growth," said Levitan in a report following the call. "As such, we await consistency in the business before getting more positive in our long-term outlook."

Earnings for the nine months to date were even more impressive, vaulting 127.7 percent to \$12.1 million, or 51 cents a share, from \$5.3 million, or 23 cents, in the same period a year ago, while sales rose 20.2 percent to \$401.1 million from \$333.6 million.

— Ross Tucker



WWD BEAUTY BIZ

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For more information, contact Sarah Murphy, publisher WWDBeauty Biz, at 212/630-4656, or your WWD sales representative.

Emmys Get Ready for Closeup

By Marcy Medina

LOS ANGELES — The 56th Annual Emmy Awards nominations announced Thursday have the feel of a much-loved rerun. But that won't stop red carpet watchers come Sept. 19, when ABC is to broadcast the show live at 8 p.m. EST from the Los Angeles Shrine Auditorium. While television icons Sarah Jessica Parker and Jennifer Aniston will live on in syndication, new talents such as Jennifer Garner and Amber Tamblyn have shown they are ready to step into the fashion limelight. We're hoping that designers and stylists will do their parts to light up the Emmy evening, as well.

Lead Actress, Comedy

Jennifer Aniston, "Friends," NBC

Patricia Heaton, "Everybody Loves Raymond," CBS

Bonnie Hunt, "Life With Bonnie," ABC

Jane Kaczmarek, "Malcolm in the Middle," FOX

Sarah Jessica Parker, "Sex and the City," HBO

Lead Actress, Drama

Edie Falco, "The Sopranos," HBO

Jennifer Garner, "Alias," ABC

Mariska Hargitay, "Law & Order: Special Victims Unit," NBC

Allison Janney, "The West Wing," NBC

Amber Tamblyn, "Joan of Arcadia," CBS

Lead Actress, Miniseries or Movie

Glenn Close, "The Lion in Winter," Showtime

Judy Davis, "The Reagans," Showtime

Helen Mirren, "Prime Suspect 6: The Last Witness," PBS

Meryl Streep, "Angels in America," HBO

Emma Thompson, "Angels in America," HBO

Supporting Actress, Comedy

Kim Cattrall, "Sex and the City"

Kristin Davis, "Sex and the City"

Megan Mullally, "Will & Grace"

Cynthia Nixon, "Sex and the City"

Doris Roberts, "Everybody Loves Raymond"

Supporting Actress, Drama

Stockard Channing, "The West Wing"

Tyne Daly, "Judging Amy," CBS

Drea de Matteo, "The Sopranos"

Janel Moloney, "The West Wing"

Robin Weigert, "Deadwood," HBO

Supporting Actress, Miniseries or Movie

Julie Andrews, "Eloise at Christmastime," ABC

Anne Heche, "Gracie's Choice," Lifetime

Anjelica Huston, "Iron Jawed Angels," HBO

Angela Lansbury, "The Blackwater Lightship," CBS

Mary-Louise Parker, "Angels in America"



Mariska Hargitay



Jennifer Aniston



Jennifer Garner



Amber Tamblyn



Edie Falco



Sarah Jessica Parker

Guest Actress, Comedy

Christina Applegate, "Friends"

Eileen Brennan, "Will & Grace"

Georgia Engel, "Everybody Loves Raymond"

Cloris Leachman, "Malcolm in the Middle"

Laura Linney, "Frasier," NBC

Guest Actress, Drama

Louise Fletcher, "Joan of Arcadia"

Marlee Matlin, "Law & Order: Special Victims Unit"

Sharon Stone, "The Practice," ABC

Betty White, "The Practice"

Mare Winningham, "Law & Order"

Costumes, Series

Ruth Myers, Terry Dresbach, "Carnivale," HBO

Katherine Jane Bryant, "Deadwood," HBO

Patricia Field, Molly Rogers, "Sex and the City"

Juliet Polcsa, "The Sopranos"

Melina Root, "That '70s Show," FOX

Costumes, Miniseries, Movie or Special

Eduardo Castro, "And Starring Pancho Villa as Himself," HBO

Ann Roth, "Angels in America"

John Mollo, "Horatio Hornblower," A&E

Caroline Harris, "Iron Jawed Angels"

Consolata Boyle, "The Lion in Winter"

Hairstyling, Series

Matthew Kastan, "Mad TV," FOX

Kerry Mendenhall, "Carnivale"

Clariss Morgan, **Michael Anthony**, **Linda Rice**, "Saturday Night Live," NBC

Josee Normand, "Deadwood"

Michael Reitz, "Alias"

Hairstyling, Miniseries, Movie or Special

Linda Bourgon, Marie-Ange Ripka, "The Reagans"

David Brian Brown, "Angels in America"

Cydney Cornell, "Tracey Ullman in the Trailer Tales," HBO

Martial Corneville, **Silke Lisku**, "The Lion in Winter"

Réjean Forget, "DreamKeeper," ABC

Paul Pattison, **Kimberly Spiteri**, "Ike: Countdown to D-Day," A&E

Makeup, Series

Steve Artmont, "Carnivale"

Marie Del Prete, "Gilmore Girls," The WB

Eryn Krueger, "Nip/Tuck," FX

Nick Pagliaro, "CSI: Crime Scene Investigation," CBS

John Rizzo, "Deadwood"

Makeup, Miniseries, Movie or Special

Ken Diaz, **Carlos Sanchez**, "American Family," PBS

Stephan Dupuis, "The Reagans"

J. Roy Helland, "Angels in America"

Dorothy Pearl, "And Starring Pancho Villa as Himself"

Manlio Rocchetti, "Caesar," TNT

Sally Sutton, "Tracey Ullman in the Trailer Tales"

Fashion Scoops



Roberto Cavalli

CAVALLI'S HORSES: His clothes may be covered in leopard spots and zebra stripes, but **Roberto Cavalli's** favorite animal is much tamer. With a last name that means horses in Italian, it's no surprise the designer not only raises horses, but has been collecting statues of them for most of his adult life. Now, however, Cavalli is putting his money where his name is by taking his passion to the next level — racing. On Wednesday night, for the first time, Cavalli's horse, Love Money, not only raced at Milan's Hippodrome, but won. The jockey, **Mirco**

Demuro, took his fashion cue from Cavalli and sported a leopard print jacket and берет.

MOVIES AND MAGS:

Who'd have pegged **Sissy Spacek** for a party hopper? Wednesday night she walked the press line at a screening of her new movie, "A Home at the End of the World," in a black suit and on the arm of her daughter,

Schuyler Fisk, who sported a black Marc Jacobs dress. Skipping the movie entirely,

the pair changed into jeans (at least Fisk's were Abercrombie) and zipped to the Hotel Gansevoort for the launch of the A&F Magazine in which Fisk is featured as an up-and-comer. (Though she has yet to release an album, she compares her sound with **Sheryl Crow's**.) "It's just been such a busy night for both of us," Spacek said as she raced to the Maritim for the after-party for the film. "So many parties!"

Also at the Abercrombie launch were showbiz offspring **Dimitri Hamlin** (son of **Harry**), **Jack Huston** (grandson of **John**, nephew of **Anjelica**) and **Ivanka Trump** (daughter of **Donald**), as well as Abercrombie shutterbug **Bruce Weber**.



Sissy Spacek and Schuyler Fisk

night's rain was nothing a little Cointreau and charitable shopping couldn't brighten up. The British handbag maven, dressed in a chic black dress, pearls and red lipstick, welcomed guests at her Bleecker Street boutique to honor her participation in Cointreau's "Cointreuvernal" ad campaign. Warmed perhaps by Guinness' sangria (Remy Martin, Piper Heidsieck, Cointreau, grape juice and fruit) and snacks from Da Silvano, guests such as **Charlotte Ronson**, **Lucy Sykes** and her pregnant sister **Alice** spilled out of the tiny boutique and onto the sidewalk. Fifteen percent of the sales inside were donated to Safe Space, a New York City charity for underprivileged and abused children.

GOODBYE, FERRAGAMO: Four months into the job, **Fulvio Zendrini** has resigned as international head of communications and advertising at Ferragamo, just as the Ferragamos are investing to build a solid management team to be more competitive and boost sales.

Zendrini was part of a trio hired by the family, which includes **Herve Martin** as product general manager and **Nathalie Gervais** as creative director. The family made no secret of wanting to give the appointees more authority and control. A source close to the \$600 million luxury goods group said Zendrini, whose versatile characteristics spilled over to other sectors, resigned because of conflicting viewpoints with Martin and other key staff members.

Zendrini was not available for comment.

Hot Topic Sees Lower July Same-Store Sales

NEW YORK — Hot Topic's cool sales prompted the trendy teen retailer to lower its sales and earnings expectations for the rest of the year.

Citing problems incorporating preppy styles into its women's and men's fashions, the City of Industry, Calif.-based company anticipated that same-store sales for July will drop 6 to 8 percent compared with the same period in 2003.

Hot Topic expects second quarter sales to be about \$136 million, with net income for the quarter around 10 cents per diluted share.

The company also expects comparable-store sales for the third and fourth quarters of 2004 to either remain flat or decrease by as much as 3 percent. Net income for the third and

fourth quarters is expected to range from 30 to 33 cents per share and 49 to 52 cents per share, respectively.

Company officials said while their music-related categories and plus-size Torrid concept are exceeding expectations, their major clothing classifications haven't shown improvement.

"We continue to experience difficulty translating the current 'clean and preppy' fashion trends to styles that appeal to our core customer base," said chief executive officer Betsy McLaughlin in a statement.

Same-store sales have been disappointing for the mall-based retailer. Through July 14, month-to-date same store sales dropped 4 percent, while comps fell 0.4 percent for the month of June.

— Carrie Melago

Classified Files Injunction Against Del Laboratories

NEW YORK — Two brands of spray-on foundation is one too many for Classified Cosmetics.

The creator of ERA Face, the first foundation in an aerosol can, is trying to stop Del Laboratories from manufacturing and selling two spray-on products.

Los Angeles-based Classified filed a motion for preliminary injunction against Del, charging that Del's Sally Hansen Fast and Flawless Airbrush Make-Up and Sally Hansen Airbrush Legs products infringe on a Classified patent.

A hearing on the motion is scheduled for Aug. 9 in the U.S. District Court of California, Central District, Western Division, in front of Judge A. Howard Matz.

Patented in July 2003, Era Face was designed by celebrity

makeup artist Yoland Halston to spray a fine mist of makeup on the face and quickly provide an airbrush finish.

"Classified pioneered this technology. The company's founders spent many years and their own money bringing this product to market and perfecting the product," said Gary Hecker, managing director of Los Angeles-based patent, trademark and copyright firm The Heck Law Group, which is representing Classified.

But Del, which was recently purchased by DLI Holding Corp. for \$385 million, disputes the motion's claims.

"Del has denied the merits of their requests," said Jeff Eichen, attorney for Del Labs. "They intend to defend this vigorously."

— C.M.

Burton in Snowboard Deal

NEW YORK — Burton Snowboards said Thursday it will acquire four snowboard brands from Four Star Distribution, an action sports company based in San Clemente, Calif.

The companies being purchased are equipment brands Forum and Jeenyus and outerwear labels Special Blend and Foursquare. Terms of the deal were not disclosed, and company executives declined to give sales information.

"The acquisition of Forum, Special Blend, Jeenyus and Foursquare presents an excellent opportunity for us," Laurent Potdevin, president of Burton, said in an interview. "We feel we can expand on what they have built and take it into wider distribution."

Potdevin said the acquisition is going to add "relatively small" revenues but will provide Burton the opportunity to continue to further its reach in the snowboard arena. He

noted these brands will stay based on the West Coast but will move from their current location. Four Star also owns Circa, a skateboard brand.

Burton has been building its business in recent years, and now has a stable of brands, including Analog, Gravis Footwear and Anon Optics. The company, which has estimated sales of about \$300 million, has also been pumping up its women's business with more fashion-forward offerings and a broader array of products.

Jack Burton, founder and owner of Burton, said in a statement: "I think I speak for all of us when I say that we have gotten tired of watching ski companies buy up snowboard brands. Forum is a company we have always respected, and it is a brand that needed to stay in the hands of snowboarders." The deal is expected to close on Aug. 15.

— Melanie Kletter

Gildan Closing Honduras Plant

By Brian Dunn

MONTREAL — Gildan Activewear Inc. said Thursday it is closing its El Progreso sewing plant in Honduras on Sept. 30 and laying off 1,800 workers because the factory is no longer cost-effective.

The site is one of three that Montreal-based Gildan operates in Honduras. The plant has been the focus of allegations that the company fired some workers in 2002 for trying to form a union. Gildan has denied that the workers were cut for union-related reasons.

The shutdown was driven by economic, not union issues, said Laurence Sellyn, Gildan's executive vice president of finance. The plant produces several T-shirt types and Gildan needs more efficient single-product plants to lower its cost base, he said.

A Toronto-based workers' rights group charged that the plant closing is an effort to avoid unionization.

"Gildan's announcement sends a clear message to workers in all the company's offshore factories that if they attempt to organize they will be fired, and if they complain about violations of their rights, Gildan will close their factory and eliminate their jobs," said Lynda Yanz, co-coordinator of the Maquila Solidarity Network.

However, Sellyn said that El Progreso has become the company's highest-cost facility and that the machinery at the plant will be transferred to Gildan's operations in Haiti and Nicaragua.

"The lease at El Progreso expires on Sept. 30 and rather than renew it, we decided to consolidate production in Haiti and Nicaragua," he said.

El Progreso produces about 36 million T-shirts a year. Two-thirds of production will be shifted to Haiti and the remaining third to Nicaragua. Once full production is under way, Gildan expects an annual cost savings of \$1.5 million, Sellyn said.

"Another factor in our decision to move production is that we are starting a new textile manufacturing facility in the Dominican Republic in the fourth quarter, which will feed our facilities in Haiti and Nicaragua," he said.

Sellyn added that militant action by workers in neighboring, unrelated plants in the same industrial park where El Progreso operates was another reason Gildan decided to close the plant.

"Workers at other factories would often block access to the park," he said.

Gildan last year became a member of the Washington-based Fair Labor Association. Sellyn said the company has already addressed several concerns raised in an initial FLA assessment of its Honduran operations.

The union-backed Quebec Solidarity Fund in November sold its 11.2 percent stake in Gildan after conducting its own investigation last year. It said it had concluded the company fired about 40 workers for union activity, which Gildan denied.

The head of FLA said Gildan could face a 90-day probationary period or expulsion from the group if it is deemed to not respect the organization's goals.

"Here's a company that says it wants to do the right thing and then turns around and closes its factory," said FLA executive director Rut Tufts. "We have concerns about that."

Apparel Prices Dip in June

By Kristi Ellis

WASHINGTON — Wholesale prices for domestically produced women's and girls' apparel fell 0.4 percent in June, after edging up in May, while retail prices have increased for three straight months, according to the Labor Department's Producer Price Index released Thursday.

Prices for U.S.-made apparel and textiles have generally been falling for years because of low-cost import and retail price pressures. The 0.1 percent rise in May suggested some stabilization in pricing. There are no year-over-year cost comparisons in the majority of categories because many of the textile and apparel price sectors were reclassified this year by the Labor Department.

Producer prices for all U.S.-made apparel, which now represents less than 10 percent of clothing sold in the country, dropped 0.5 percent in June against May and were down 0.3 percent against June 2003. For all finished goods, producer prices declined 0.3 percent last month, primarily because of falling gasoline prices.

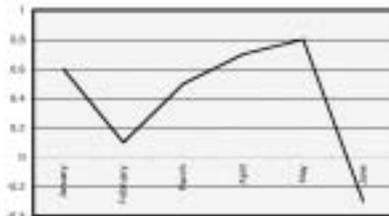
"You have an ever-increasing number of places in which you can produce an acceptable quality of apparel and textiles," said Carl Steidtmann, chief economist at Deloitte Research. "As apparel becomes more of a free-trade item [with quotas being eliminated on Jan. 1], it will be reflected in declining prices and it will continue."

Steidtmann said retailers and wholesale producers have both lost pricing power, although merchants have been gaining some strength in the last couple of months.

"If you go back to 1995, prices at retail have fallen faster than prices at wholesale," he said. "It's only been in the last couple of months that we have seen wholesale prices fall faster than retail. That means apparel retailers are actual-

Falling Prices

PPI One-Month Percent Change



SOURCE: BUREAU OF LABOR STATISTICS

ly adding a little to their margins."

Retail prices for women's apparel rose 1.3 percent in May against April and increased 2 percent compared with a year earlier, according to the Consumer Price Index. The Labor Department is set to release the June CPI today.

Among other categories for which the new index does provide year-over-year comparisons, wholesale prices for greige fabrics rose 1.8 percent in June and increased 4 percent against a year ago. Finished fabric prices edged up 0.1 percent last month and remained even compared with June 2003, while prices for yarns increased 0.3 percent in June versus 4.7 percent a year ago.

In the women's and girls category, which includes apparel cut and sewn in the U.S., prices for skirts, tailored jackets and vests, jeans and slacks, swimwear, knit and woven shirts, and blouses and underwear remained flat in June. Wholesale prices for bras rose 0.4 percent in June, but were down 0.1 percent against a year ago.

In another new category based on apparel made in knitting mills, prices for sweaters, knit shirts, underwear and nightwear remained unchanged last month, while prices for pantyhose and tights fell 0.2 percent and prices for finished sheer hosiery dipped 0.6 percent.

Forecasting Luxe Growth in Asia

By Courtney Colavita

ROME — After a debilitating period marked by the SARS epidemic and terrorism, Italian fashion executives and leading Asian merchants and distributors spoke positively about 2004 during an Altgamma round-table held here last week.

While sales in the region are up, industry leaders stressed that future growth depended significantly on how well fashion brands understand the intrinsic challenges and needs of individual markets, whether in Japan or China, Singapore or South Korea.

Consumption of luxury goods throughout Asia registered double-digit growth in the first five months of the year, according to a new index compiled by Altgamma, the Italian consortium of luxe brands, and American Express. Sales rose 21.5 percent in Japan, 55.1 percent in Singapore and 56.2 percent in Hong Kong.

While the latest preoccupation is China, Bulgari's Francesco Trapani said the Japanese were still the reigning consumers of luxury goods.

"Let's not forget that Japan is still the largest luxury market," Trapani said. "It's an enormous market that in some ways is mature. It's sophisticated and Japanese clients are not only buying products but really buying a concept, a lifestyle behind it."

Japanese retailers and industry executives agreed that unlike the Chinese, Japanese shoppers were out to buy much more than a bag or piece of jewelry.

"Japanese consumers are creating their own lifestyle and really understand what is good for them and bad for them," said Paul Tange, president and architect of Tange Associates.

“The mood of consumers is changing. It no longer depends on product and price but really the cultural background.”

— Nobukazu Muto, Isetan

At Isetan, a leading Japanese department store, management said its primary objective is to fulfill the need for beauty and culture that their consumers look for in products.

"The mood of consumers is changing," said Nobukazu Muto, president and chief executive of Isetan. "It no longer depends on product and price but really the cultural background of a product."

Muto said sales of Italian products were up 10 percent this year compared with 2003, but hedged when it came to predicting next year's growth. "It's difficult to make a forecast, but there's real hope growth will continue in the long term," Muto said.

Trapani, upbeat for the re-

mainder of the year, also expressed moderate optimism for 2005. "The market is definitely more dynamic and fluid in the U.S. and Asia," Trapani said. "Of course everything also depends on terrorism and the war [in Iraq]. With such factors it's difficult to give good, precise guidelines."

Today's chairman Diego Della

Valle, who warned colleagues not to abandon Made In Italy just to improve balance sheets in the short term, said signs for '05 were positive. "We're mobilized for future growth next year," Della Valle said.

If Japan is the most mature market in Asia, then South Korea and China provide new revenue opportunities.

"Korea is much smaller [than Japan], yet there's a strong foreign presence and it's becoming an increasingly interesting market," Trapani said. "There are huge growth rates in Korea, whereas in Japan growth is much smaller and really to increase growth there you almost have to rob market share."

In-Won Lee, president and ceo of Lotte department stores in South Korea, said luxury goods sales were "bucking the general downtrend this year."

Lotte's sales are down 7.3 percent this year, yet luxury goods sales rose 2.3 percent. "In the near future we forecast a significant increase in the number of luxury consumers," Lee said.

propelling both men's and women's wear sales.

Plaza 66 opened in 2002 with sales of \$180 million. Ho said revenues are expected to reach \$600 million in 2005.

While most fashion brands are just beginning to conquer Beijing, Shanghai and Hong Kong, both Wong and Terry Sio, founder and president of the Macau-based Rainbow Group, said China's 75 other cities with a population of one million or more should not be overlooked.

"A fashion company's strategy alone could be to focus on China's secondary cities," said Sio. The Rainbow Group has opened franchise stores for Ermenegildo Zegna and Max Mara, among other brands, throughout China.

China may offer many opportunities, but merchants agreed that styles and needs vary from region to region.

"Market segmentation must be understood," Wong said, noting the extreme climate difference between northern and southern China.

Although China is also becoming more important for sourcing, panelists said affluent Chinese don't want to buy Made In China.

"Chinese recognize craftsmanship and quality," Wong said. "They're buying a product that is a status symbol and they want to buy luxury products: Made In Italy; made outside of China."

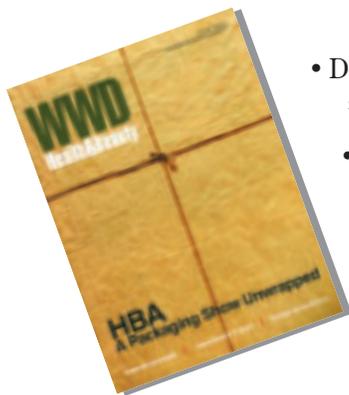
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