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WWD WEDNESDAY

Sportswear

The Flowering

PARIS — He did it. On Tuesday, John Galiano surprised and delighted his audience by showing a beautiful spring Christian Dior collection based on real clothes, a mix of tailoring and flou. There were sweet combinations of knits, lace and flowers, bright Barbie argyles and hippie looks. Here, his faded-denim blouson coat with blossoms. For more on the season, see pages 4 to 8.

Stepping on the Gas: Chloé Gets the Cash To Become \$1B Brand

By Miles Socha

PARIS — It's truly a pregnant moment for Chloé.

Not only is creative director Phoebe Philo expecting her first child in two months — and working on an infants' line — the high-flying French firm is embarking on an aggressive expansion drive that could see it become a billion-dollar baby for parent Compagnie Financière Richemont.

"We multiplied the sales by five in the last five years, and we plan to do that again," said Ralph Toledano, chairman and chief executive officer. "Chloé could

See **Chloé**, Page 9



Tumi Sold to Private Equity Firm

NEW YORK — Tumi has found a new traveling partner.

London-based independent private equity firm Doughty Hanson & Co. agreed to purchase the accessories company, best known for its black ripstop nylon and napa leather luggage, from majority owner Oaktree Capital Management LLC and other shareholders. Oaktree bought a majority stake in the company in 2002.

The acquisition, still subject to regulatory approval, is expected to be completed next month. Deutsche Bank Securities Inc. consulted Tumi on the transaction.

"We don't see any fundamental changes in our strategic direction," Laurence Franklin, Tumi's chief executive officer, said Tuesday. "The investment was predicated on management continuing and maintaining the operating and strategic platform that we have put into place these past couple of years."

A selection of Tumi products to mark Breast Cancer Awareness month.



Tumi, which expects to generate \$300 million in retail sales this year, recently jazzed up its assortment to target



Tumi's Paris store opened earlier this year.

more women with fashionable business cases, drawstring totes, whimsical coin purses and makeup kits. It also is looking to develop watches, writing utensils and umbrellas.

Doughty Hanson's prior investments include rug and carpet maker Balta, battery business Saft, and car parts provider ATU.

The private equity firm is expected to collaborate with Tumi's management to steer the company's growth, including its retail network, which currently has 25 stores, and its presence in both Europe and Asia. Besides the U.S., Tumi has flagships in Paris and Tokyo and wholesales its merchandise to department and specialty stores worldwide, including Bloomingdale's, Neiman Marcus and Lane Crawford. Tumi is scheduled to open a store in Munich this fall.

"Right now we are being sold in almost 40 countries," Franklin noted. "We see continued strong growth in Asia in all key markets including Japan. We also expect to enter mainland China beyond Beijing."

— Marc Karimzadeh

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GENERAL

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- 3** Dolce & Gabbana's net profits jumped 34 percent to 55.5 million euros for the year, as sales climbed 23 percent to 585.1 million euros.
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In Brief

• **HAPPY HOLIDAYS:** Wal-Mart Stores Inc. chief executive officer Lee Scott told analysts during a conference at the retailer's headquarters in Bentonville, Ark., that he was optimistic about the upcoming holiday shopping season despite higher energy prices impacting the retailer's core customers. The ceo also said he sees strength in the economy and expects the company to finish the year on a high note. For the third quarter, earnings per share are pegged to come in at the low end of the retailer's forecast of between 52 cents and 54 cents. EPS for the year are expected to be between \$2.36 and \$2.40.

• **DROPPING WET SEAL:** Wachovia Securities dropped coverage of The Wet Seal Inc. on Tuesday. Analyst Joseph Teklits said the retailer "is either headed for Chapter 11, which is why we have maintained our 'underperform' rating, or will be acquired by a strategic or financial investor for a value that exceeds what is justified by the company's valuation on a stand-alone basis." He said in his research note that Wet Seal has "deteriorated significantly" under new leadership, and that the new merchandising changes for fall "failed badly." Teklits noted there are private equity groups and competitors who are likely trying to gauge whether there is sufficient value in the Arden B. division to offset the risks of running the Wet Seal store operation. Unless a buyer sees value for the chain, he wrote, shares of Wet Seal could be "worthless over the next 12 months."

• **HOMeward BOUND:** Gottschalks Inc. named Donald Engelman as vice president and general merchandise manager of the company's home store division. Engelman will oversee the unit and its mix of housewares, tabletop, textiles and furniture. A 25-year veteran of the retail industry, Engelman was formerly the vice president and divisional merchandise manager of tabletop and gifts at the May Department Stores Co. Fresno, Calif.-based Gottschalks operates 73 units and is celebrating its 100th anniversary this year. Engelman will report to Gary Gladding, executive vice president of merchandising.

Corrections

A story on Sept. 30, page 6, incorrectly stated that Barry Kiesselstein-Cord was looking to lease his space on West Broadway. Kiesselstein-Cord relocated his store from West Broadway to Prince Street in January 2003, where he plans to remain. He is also pursuing a second location on Madison Avenue.

The image of Sarah Jessica Parker that ran on page 3, Tuesday, should have been credited to Alex Oliveira/Startraksphoto.com.

Dolce & Gabbana Profits, Sales Rise

By Amanda Kaiser

MILAN — Dolce & Gabbana published its third-ever annual report and once again the company showed double-digit growth in both profits and sales.

The designer company posted a 34 percent jump in net profits to 55.5 million euros, or \$65.5 million, for the year ended March 31. Sales climbed 23 percent to 585.1 million euros, or \$689.2 million. Currency conversions were made at average exchange rates during the period.

The growth in those figures is slower than the 78 percent net profit leap and 50 percent revenue jump the company saw the year before, but the results were still enough to earn Dolce & Gabbana an award for having the best Italian balance sheet. Consultancy Bain & Co. and financial newspaper *Il Sole 24 Ore* are honoring the company tonight.

The report said that earnings before interest and taxes grew 38.5 percent to 99.8 million euros, or \$117.8 million. Earnings before interest, taxes, depreciation and amortization advanced 34.5 percent to 120.2 million euros, or \$141.8 million.

"The results for fiscal 2003-04 are the outcome of an investment strategy focused on the core business, which, over the years, has enabled Dolce & Gabbana to win growing market approval," the annual report stated.

Neither the designers themselves nor company executives could be reached at press time regarding the report.

Looking at consolidated revenues for the year, industrial sales — or wholesale — made up 51.4 percent of the total, while retail sales made up 36 percent. Licensing revenue comprised 12.6 percent.

Retail sales grew 41.5 percent to 210.7 million euros, or \$250.1 million. In particular, Italian retail sales advanced 19.9 percent and those in the rest of Europe increased 27.7 percent. Sales in the U.S. grew 15.6 percent despite a weak dollar-to-euro exchange. Sales in Japan doubled as the company consolidated stores there it has recently bought back from licensees.

The company also revealed that wholesale revenues, meaning sales of Dolce & Gabbana and D&G branded products, both by the group and through its licensees, rose 15 percent to 867.5 million euros, or \$1.02 billion.

Ready-to-wear, which made up 50 percent of the total, saw its wholesale sales grow 10.7 percent to 434.7 million euros, or \$512.9 million. Sales of fabric accessories increased 15.5 percent to 44.4 million euros, or \$52.4 million, while those of leather goods and footwear



Domenico Dolce and Stefano Gabbana

PHOTO BY MARIO MAESTRI/STYLING.COM

A look from spring '04.

rose 12.5 percent to 69.3 million euros, or \$81.8 million. Revenues from fragrances, eyewear and watches, which collectively make up a significant portion of the whole, climbed 22.2 percent to 319.1 million euros, or \$376.5 million.

At the wholesale level, the Dolce & Gabbana brand made up 54.2 percent of sales, while D&G generated the remaining 45.8 percent. Meanwhile, the company's strategic focus on men's wear is increasing sales in that market. Women's lines accounted for 61.5 percent of wholesale

volume, while men's accounted for 38.5 percent, up 3.8 percent from the previous year.

Other salient components of the report include an in-depth look at the company's investments in communications. Dolce & Gabbana said it invested 65.8 million euros, or \$77.6 million, last year, up about 8 percent from the previous 12 months, on advertisements, fashion shows, publicity events and the production of communications materials.

The company spent most of its communications budget in Italy and the rest of Europe, representing 22.9 percent and 44 percent, respectively. The U.S. made up 19.5 percent, and Japan, 4.5 percent. Another 2.7 percent of the budget went toward the rest of Asia and 6.4 percent was designated to other countries of the world.

The company said that media spending accounts for about 85 percent of the budget with the focus on periodicals, though it is buying more ads in daily newspapers to target certain markets where Dolce & Gabbana has stores. The company said that advertising spending is rising in certain countries earmarked for growth and decreasing in more mature markets such as Italy.

Other significant business developments and events published in the 64-page glossy volume include:

- Making capital expenditures of about 39 million euros, or \$46 million, including 25.1 million euros, or \$29.6 million, for expanding production plants and other tangible assets. The remaining 21.7 million euros, or \$25.6 million, went toward opening stores.
- Opening 19 stores, including the first Dolce & Gabbana and D&G stores in Germany and a D&G store in London. The total store count at the end of March was 41 Dolce & Gabbana stores and 32 D&G stores.
- Reducing net debt by 58 million euros, or \$69.6 million, to 33.8 million euros, or \$39.9 million.
- Writing down the value of its 5 percent stake in eyewear licensee Marcolin by 2.5 million euros, or \$3 million, to 700,000 euros, or \$826,000.
- Creating two new offices within the company, one to handle development in Asia and the other to coordinate international brand image.

Laundry Weds Bridesmaid With Contemporary

By Nola Sarkisian-Miller

LOS ANGELES — Five years after its purchase by Liz Claiborne Inc., Laundry by Shelli Segal is finally stepping out for its dance with expansion.

The contemporary brand of dresses and sportswear has made a licensing deal for bridesmaid dresses and plans to add more products. A retail push in the U.S. and abroad is in the works, with a Miami store to debut in November.

Until now, the line's sister companies under the Liz umbrella captured much of the spotlight, including Sigrid Olsen, Lucky Brand Dungarees and most notably Juicy Couture. Industry executives downplay the pecking order, citing differences in the companies and their direction.

"It depends on the momentum" at the time of purchase, said Mark Vidergauz, managing director of the Sage Group LLC, which brokered the acquisition between Liz and Juicy last year. "Juicy shows no signs of slowing down. But another company may not be ready for such a quick push or may first need internal adjustments. Liz has a formula for exploding brands at their own pace."

Laundry's president, Paula Schneider, former president of sales at BCBG Max Azria, replaced Andrew Cohen three years ago. Ira Goldspiel, hired in 2000 as senior vice president of merchandising and marketing,

left for Delia's Inc. a year later. In addition, designer Segal has taken on a consulting role in the last two years. Officials said a team oversees the line, producing items that typically retail from \$79 to \$450.

The result is a look that's more youthful, retail consultants said. A few highlights recently at Nordstrom and Neiman Marcus include a demure, bouclé coat with a matching, Empire waist sheath, a wine-hued ombre silk dress with crystal-studded spaghetti straps and a flouncy, beaded silk dress in bubble gum pink.

"It's younger than it used to be and that's a good thing when it comes to the contemporary woman," said Sandy Richman, principal at buying office Directives West.

That's just what Schneider wants to hear.

"Our customer is very current, sexy and girly," she said. "There's been an evolution of the line in step with the trends. The androgynous look was big six to seven years ago, where she was partial to a black jacket and slacks. Now it's about beading and heavy embellishments."

Schneider said she sees "nothing but upside" for the brand, which has had sales of \$75 million to \$100 million, since its purchase, said a person close to the company.

Retailing and licensing are opportunities for growth. A shoe license was announced in May with Titan Industries of Huntington Beach, Calif., and the brides-

maid line was licensed to dressmaker Bill Levkoff Inc. in Elmsford, N.Y. Unlike Laundry's current dress selection, the new product will target 300 upscale bridal retail stores, including Renee Strauss in Beverly Hills and Bridals by Lori in Atlanta, and compete against brands such as Waters & Watters, Amsale and Lazaro. Wholesale prices will range from \$110 to \$145.

"This is a dress line that can outfit a girl's entire wedding party, catering to all body shapes," Schneider said, noting bridal gowns may eventually be added to the mix.

The collection, shipping to stores in January, will offer 15 to 20 different styles in satins, chiffons, crepes and organzas, much of it designed to capture a retro glamorous feel. Brooches, ruching and beading are among the embellishment touches.

Deals are in the pipeline for outerwear and swimwear, Schneider said.

On the retail front, Laundry will unveil its newest store in Miami's Aventura Mall. In contrast to its three minimalist stores in New York and California, the 2,500-square-foot space will embrace a warmer aesthetic with an interior of blush tones, dark hardwoods, antique furnishings and dressing rooms using velvet curtains.

Laundry has created a retail footprint overseas with plans for 15 to 20 stores in the next two years. A shop opened in Kuwait in March and Dubai in September. Next year, two units will bow in Asia and Singapore. Laundry's international distribution includes Mexico, the United Kingdom at Harrods and Selfridges, Spain and Germany.

Schneider said global sales might represent 30 percent of the business in two to three years, up from 12 percent. "The contemporary world is just hitting other countries and California resources are leading the way," she said. "It's an exciting marketplace."



A bridesmaid gown from the new Laundry partnership.

Dior's Reality

Christian Dior: Thank-you, John. Thank-you. Thank-you. Thank-you. Thank-you. Thank-you. Thank-you. Who hasn't longed for John Galliano to stage an antic-free Christian Dior collection focused solely on his fabulous clothes?

In the weeks preceding Galliano's show for the house on Tuesday, rumors buzzed that this would be it — a full-on celebration of honest-to-goodness real clothes, clothes for women to buy and wear by day as well as night, the better to flaunt the designing side of his genius. (He reminds us constantly of the showmanship side.)

In most walks of life, such information would be met with a quizzical, "Huh?" But for those of us in fashion, this is big news. Retailers and editors long ago grew itchy for a change, and Galliano knew it. Perhaps because of such outside urging or internal pressure, if such existed, or maybe simply because he felt ready to move on, he decided finally to change his m.o. for spring. In fact, he had hinted at the change with his jacket initiative for November delivery, with ads featuring Riley Keough set to break in December magazines. The shift exploded into full flower on the runway, without compromising a bit of the Galliano essence. He put his fancy, his guts, his *joie de mode*, his remarkable imagination and skill all on proud display, and it made for gleeful viewing.

An idea-a-minute man, Galliano presented the collection in four sections inspired variously by Keough, Kirsten Dunst, Kate Moss and Gisele Bündchen, some more obviously than others. But no matter the clarity of source, the core message tolled loudly from the first look out, a denim-trimmed ivory bouclé suit fluffed up with little wafts of fringe: These are real times chez Dior.

Galliano offered a gentle mix of tailoring and flou in combinations unfettered enough to allow the audience to take in at least some of the intricate glories of the clothes: a crocheted cardigan and organza dress, both trimmed with ribbons; a coat made of alternating bands of white leather and lace over a bouclé dress; an A-line dream coat in floral-embroidered denim. He went sweet with those mixes of knits, flowers and lace; feisty with tight, bright Barbie argyles, and even tough with megaspangled tailoring, perhaps the show's only jarring note. But then, he had a point to make: There is no one Dior woman; rather, wildly diverse types can turn to the house for their fashion fill. And that includes satiating their ever-expanding accessories yen, most notably with his terrific bag-of-the-season candidate, a roomy two-pocket affair with a square, zip-off bottom, overstuffed with chic and functionality.

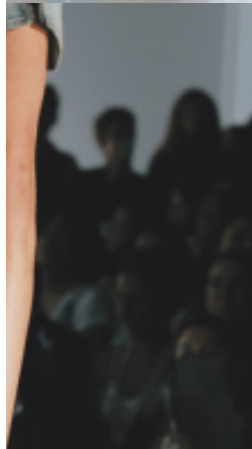
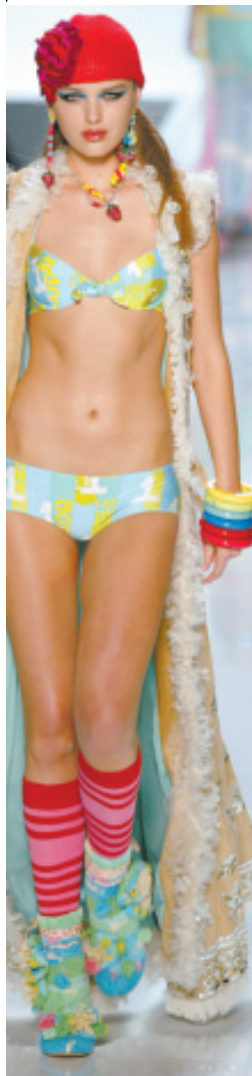
Galliano finished with a flower-child brigade, some of whom worked chichi jackets atypical of the original Scarborough Fair set. Others wore Ts decorated with the slogan, "Dior not war." This made for a bit of irony as, while the designer flashed his antiwar message from the runway, outside the tent, his steadfast antifur foes protested his work. But whatever one's politics, there's no arguing Dior's new showtime platform, one that will translate so beautifully at retail come spring.



paris



y Show



Fashion Scoops

SOPHIA'S CHOICE: Sophia Kokosalaki had some intriguing characters in the front row of her Paris show Tuesday night: Givenchy president **Marco Gobbetti** and LVMH Moët Hennessy Louis Vuitton talent scout **Concetta Lanciaux**. Asked if they were considering the London-based designer to fill a slot vacant since **Julien Macdonald** exited in April, the pair demurred, waving off the question with a laugh. "I don't like naming names," Gobbetti said. He only promised to make an announcement "by the end of the year." It is understood that Givenchy is still evaluating several potential candidates, including **Isaac Mizrahi**, **Zac Posen** and **Roland Mouret**.



Dean and Dan Caten with Alek Wek.

in a cafe to chill. Instead, the twins hosted a raucous party at the VIP nightclub on the Champs-Élysées and busted moves with model **Alek Wek** until the wee hours.

TAKE ONE: **Viktor Horsting** and **Rolf Snoeren** of Viktor & Rolf are ready for their close-up. A camera crew is tracking the Dutch design duo in Paris for a documentary slated to run on Dutch television next spring. "They've been following us for over a year now," Snoeren said, by this point oblivious to the microphone forever hovering a few inches above his head. No doubt the cameras will be whirring overtime today, as the crown princess of The Netherlands, **Mabel Wisse Smit**, whom they dressed for her wedding last April, is expected to sit in the front row.



CHIC CRITIQUE: **Isabelle Adjani** is the latest film star to play fashion editor for a day. At Dior Tuesday afternoon, the actress said she'd review **John Galliano's** collection in an upcoming edition of *Citizen K* magazine. And what's her idea of a good show? "It has to be fun and beautiful," said Adjani on her way to her front-row seat in the sweltering venue. "And I'd like the temperature to be cooler than this." Meanwhile, actress-designer **Milla Jovovich** said she was hoping to pick up an idea or two for her signature line. "You never know what to expect with Galliano, that's the best part of it all," she said, adding that she's in Paris to promote her latest film, "Resident Evil: Apocalypse."

AMERICAN IMPORT: **Sofia Coppola** has settled into an apartment on Paris' Boulevard St. Germain, just above the Café Flore, sources say. The "Lost in Translation" director will live in the City of Light while she prepares to film a feature on the life of Marie Antoinette with **Kirsten Dunst**.

INVESTIGATING CARDIN: Few know the exact number of licenses **Pierre Cardin** has. And apparently the designer doesn't know, either. Officials in Paris have opened an investigation into whether Cardin falsified accounts after complaints that he had granted exclusive licensing agreements for the same products to two separate companies. A spokesman for Cardin declined to comment. The investigation, being headed by hard-nosed financial judge **Renaud Van Ruymbeke**, stems from a complaint by Switzerland's MMS International that it had the same exclusive sportswear license with Cardin as Greece's Surant. Cardin, 82, has been trying to sell his empire for several years now. In early September, he moved to accelerate the process by holding a fresh round of talks in Paris with bankers trying to round up a buyer. Retail sales of Cardin products are estimated at \$1.5 billion. But the designer insists on running virtually every aspect of his company himself secretly, and some recent reports have suggested Cardin is heavily in debt. With some 800 licenses, his business interests also include the Maxim restaurants, hotels and a theater in Paris.

HOT TO CHILL: Designer duo **Dan and Dean Caten** of DSquared decided to make a pit stop in Paris before heading across the channel for the inauguration of a new corner at Harvey Nichols in London. "We didn't have time to relax in Milan and that's exactly what we're doing now," Caten said. Not that the designers plunked themselves

AND TWO: Speaking of documentaries, **Karl Lagerfeld's** couture collection for Chanel last July is the subject of a five-part series to be aired on Europe's Arte channel in the next months. Paris fashion journalist **Mademoiselle Agnes** charted the collection from its inception to the runway. "We spent two months following Karl and all of the process," said Agnes. "I was most impressed by the atelier and the quality of its handiwork."

ELECTRIC DREAMS: Trust **Nicolas Ghesquière's** gaggle of Parisian friends to dabble in the experimental. To wit: **Joanna Preiss**, a sometime runway model and muse of the Balenciaga designer, plans to collaborate with several French experimental electronic artists for her next album, due out in January. She described the concept as "pop songs revisited." Rounding out Ghesquière's front row were **Charlotte Gainsbourg** and **Françoise Hardy**. Missing in action was **Robert Polet**, Gucci Group's new chief executive officer, who is slated to be at Stella McCartney today.



Joanna Preiss

CROSS-DRESSER: Every year at least one strapping actor crosses his fingers for an Oscar nomination and dresses as a woman for a role. This year's candidate is **Billy Crudup**, who, in "Stage Beauty," plays a 17th-century actor known far and wide for his interpretation of Desdemona.

"I'm very grateful I'm a man," Crudup said Monday night at a party for the movie at the Asprey store on Fifth Avenue. "Those torture chambers that women wear — corsets — are horrific." Crudup, who had his fair share of corsetry for the film, was wearing the same Banana Republic suit he had bought in graduate school. "I could use a new suit, could use new shoes," he added.

Also celebrating were co-stars **Rupert Everett** and **Claire Danes** (who is currently dating Crudup), director **Richard Eyre** and **Liam Neeson** and **Laura Linney**, who headlined Eyre's Broadway production of "The Crucible" in 2002.

Pump Up the Volume

Nicolas Ghesquière focused on big-volume, high-chic shapes for Balenciaga...Yohji Yamamoto explored asymmetry and layering once again...Rei Kawakubo's Comme des Garçons collection featured round neoprene skirts...and Junya Watanabe piled on the fabric.

Balenciaga: Who doesn't want to impress the boss — especially if he's rumored to have concerns about your commercial savvy? It's difficult to imagine Robert Polet being anything other than thrilled with the captivating — and clearly consumer-friendly — collection that Nicolas Ghesquière showed on Tuesday morning. Ghesquière is among fashion's true inventors, an intense and deliberate craftsman. When he talks shop, he's likely to focus on cut and proportion rather than on his inspirational reverie du jour; this season the Arcadia, a pirate spaceship from an Eighties cartoon. And increasingly, he invokes the name of the house founder with surety. "The bridge is growing. I feel more comfortable now working with the archives of Cristobal Balenciaga," Ghesquière said the evening before his show. "The real clothes — not just the image."

To best reveal his focus on shape, Ghesquière worked in black, white, gray and navy, done up with enough brass buttons to suit the River City Boys Band, though the likeness ended at the buttonholes. With volume swooshing its way to Trendville in the early going in Paris, he delivered it at its best and most modern by far. He took the deb-dress template to grown-up sophistication with a trio made from subtle fabric mixes and cinched in croc. And who would imagine that that traditional fashion fright, the between-the-legs dress, could look something other than awful? Ghesquière made it sensational, in multifabric "turban" shapes that twisted, turned, folded and looped every which way, allowing for graceful movement — and perhaps just a bit of that *arrgh* swagger. He also introduced naughty-girl slip dresses that "have linings for production." (Duly noted, Nicolas.)

As for the jacket-and-slouchy-pants combos with their souped-up cuts and gold galore in buttons and braids, one girl's pirate is another's admiral. But whether marauder or military, the clothes radiated refinement, high chic — and high invention — from one of the most intriguing designers out there.

Yohji Yamamoto: An invitation printed with lace prettily veiling a suggestive, yet hazily feminine, Peter Lindbergh photo set expectations for Yohji Yamamoto's spring show. Would he, could he, deliver the romantic blockbuster his stalwart fans have been hoping for during the past few seasons? While it didn't have the heart-stopping, adventuresome grandeur of some of his best collections, Yamamoto hinted toward a move in that direction. He's still got a way to go, but the designer wisely steered clear of the athletic, street-inspired collections he's been showing since his own romance with Adidas heated up a few years ago. Instead, he veered into abstract territory and revisited some of his favorite themes — asymmetry, layering and suits.

The look was unmistakably Yamamoto. Sculpted jackets as well as reconstructed men's shirts were austere, yet hardly minimal, while tops twisted around the



Junya Watanabe

Balenciaga

Balenciaga

paris

Volume



Yohji Yamamoto



Comme des Garçons



Yohji Yamamoto

Junya Watanabe

body or were hung with a panel of pleats. There were pieces done in Yamamoto's favorite bright red, like a gown with flattened ruffles down its front worn under a straight gray velvet skirt. And, while the show itself was low-key, under different circumstances, say, should the girl pull a comb through her hair, dump the sneakers and put on a pair of proper shoes, some of his dresses would have looked downright glamorous — especially the gorgeous finale gown in delicate black lace over white.

One experiment that should have been abandoned were über-droopy pants, cut low, low, low in the seat so that the wearers waddled. For the most part, however, Yamamoto covered ground that he has traveled before, and offered plenty of wearable wardrobe options for the artistically inclined clientele along the way. Meanwhile, the editors pining for something to swoon over are still waiting for their romantic hero to make his valiant return.



Comme des Garçons: Only Rei Kawakubo could reimagine the "Swan Lake" corps de ballet as a flock of tough chicks in powdered George Washington wigs. And, to be sure, only an avant-garde powerhouse such as Kawakubo could make such a sight not only ridiculous but sublime. To Tchaikovsky's famous tunes, the designer's pretty-ugly ducklings took center stage in variations on her new look: a sculpted leather jacket lashed together with giant stitches and worn with a stiff tutu over bike shorts or netted pants banded with ruffles beneath. In cotton-candy pink, khaki, black and white, Kawakubo spun her magic, granting the best ballerina a white tutu stitched along its sides with silky gossamer wings. Skeptics might say the market for tutus is a slim one, and might even suggest that a grown woman dying to wear a tutu outside of Lincoln Center should have her head examined. But Kawakubo's fabulous jackets could easily find their way into any woman's wardrobe, no questions asked.

How to follow that daring flight of frilled fantasy? As only Kawakubo could. Her second act came courtesy of defiantly round neoprene skirts, odd, globular items stitched like big baseballs, but dented in like whiffle balls that had felt the smack of one too many bats. Either way, this season, Kawakubo hit a homer.

Junya Watanabe: The fact that a copy of Edgar Allen Poe's poem, "To Helen," was included in Junya Watanabe's invitation suggested that the designer's show would be something other than a laugh riot. Poe penned the verse for a woman to whom he became engaged but who eventually dumped him. So the engagement led nowhere good, and neither did this collection.

Which is not to say the clothes were bad. On the contrary, some looked quite beautiful, or at least as indicated by the partial vision afforded those guests on the wrong end of the models' diagonal stroll across a square floor. That floor, by the way, was located in a sweltering space in the East Jesus arrondissement, selected no doubt for the keen manner in which its six-sided blackness and plank benches heightened the morose mood. (Memo to all advocates of such spaces: When the show's over, if you're standing by the light switch, turn it on.)

Watanabe opened with white shirts cut and detailed to distinct perfection, worn with heavy, drapy-droopy black skirts. He then moved on to long, sorry dresses, all in black save for the occasional spark of dull gold. Even a move to white for his elaborate pillings of fabrics offered little relief from the mournful desolation, which is a shame. Watanabe is a master of the kind of mesmerizing construction that provides no obvious boundaries to a single garment, and possesses limitless imagination. Time and again, he has proven his power to enthrall when he wants to. True, fashion serves many purposes, and a designer is hardly under an obligation to deliver a get-happy message every time out. Nevertheless, most women look to fashion for the feel-good fix rather than for yet another reason to run for the razor blades. That delivery of happy distraction is what feels right now.

Incremental Changes— and Others

Jun Takahashi's Undercover collection was poetic and over-the-top...Vivienne Westwood revisited boudoir dishevelment... Marithé & François Girbaud offered ergonomic cuts...and Vanessa Seward broadened the scope of the Azzaro collection.

Undercover: Jun Takahashi, the Japanese designer behind the Undercover brand, said his collection was an homage to Jan Svankmajer, an obscure enough reference to those not up on their experimental Eastern European film. Google Svankmajer and you find he's an avant-garde Czech animator with a bizarre, surrealistic aesthetic. In that case, Takahashi offered a fitting tribute: His clothes were confounding, over-the-top and, ultimately, difficult to understand. But they were also poetic, sometimes violent, and intensely imaginative. Chiffon dresses ruffled with lace with a Thirties' Paris feel had charm, as did a pair of eyeballs playfully embroidered on the back of a jacket. Trenchcoats, ripped open and filled with lace, looked like peeling paint, while conceptual dresses had trousers spilling out of the waists. Silhouettes seemed purposefully heavy, and it may be hard to find many girls who'd want to wear a dress that has intestines exploding out the side. But it's fashion fodder. To wit: The last look was an intricate skirt sculpted of wood with a scarecrow-like jacket bursting with hay.

Vivienne Westwood: A disheveled boudoir look is familiar territory for Vivienne Westwood, and this season, she termed her show "ultra femininity," saying that she was inspired by a Boucher exhibit running at the Wallace Collection in London. The result was tousled taffeta gowns with a libertine flair and flowing chiffon dresses in a fetching marble print. They had their charm. But the knitwear was better, such as the sweaters with trompe l'oeil military details and a long black cardigan tied in front. Fashionistas are sure to scramble for Westwood's towering platform shoes emblazoned with beer logos.

Marithé & François Girbaud: Mixing easy sportswear with ergonomic cuts, the Girbauds showed a confident collection of low-slung trousers and skirts and distressed leather military coats. They waxed feminine with frilly negligee tops and filmy dresses with cute ruffles, and added a vintage touch with worn-in fabrics and embroidery details. There were also plenty of jeans, and the designers worked their signature denim into breezy, street-smart pants with overstitching, paired with little jackets with ruffles in the back. Loose, striped trousers and a trench with an asymmetric hem are sure to resonate with young clientele.

Azzaro: Decor in the high-glam, mirrored atelier on the Faubourg St.

paris



Undercover



Vivienne Westwood



Marithé & François Girbaud



AF Vandevorst

Honoré remains the same, but Vanessa Seward is making some subtle changes at the house of Azzaro. Since taking the reins nearly two years ago, Seward has broadened the base of the collection, offering ready-to-wear instead of solely made-to-measure, and day-to-evening options beyond the full-fledged va-va-voom gowns that made Monsieur Azzaro famous.

Seward has softened those Seventies-era classics that for spring meant eveningwear with a Cher-when-she-was-kind-of-chic aura. Simple

cocktail dresses were trimmed with luxe golden cords and tassels. Ombred evening gowns came twisted at the bodice just so, and, while her beautiful plissé goddess number might take the atelier's skilled team a week to make under France's 35-hour work week, it's well worth the wait.

This season, Seward broadened the scope of the collection by offering some great new swimsuits and a handful of sweaters and skirts. Her next challenge will be taking the house's range even further, bringing in still more daywear and still more of

her own charming sensibilities.

AF Vandevorst: Against a backdrop of colorful blinking bulbs, Antwerp duo AF Vandevorst and Filip Aricx mixed masculine tailoring and feminine frills in an effective collection. Sporty sweatshirts were paired with ruffled skirts, while military jackets topped skinny trousers. Knee-length sweatpants were worn under all of the skirts, giving the silhouettes a street-smart appeal. Standouts included a fetching trenchcoat and a cardigan decorated with leather straps.

Chloé Steps on the Accelerator

Continued from page one

be a billion-dollar company if you include all licensed products.”

Toledano outlined a multiyear plan that includes:

- Leveraging brand awareness by more than doubling communication and advertising spending.
- Expanding into costume and fine jewelry, watches, lingerie and baby apparel.
- Kick-starting its diffusion and fragrance businesses.
- Expanding the retail network, starting with flagships in Beijing and Tokyo in 2005.

Although he declined to give precise figures, Toledano revealed that parent Richemont would invest “tens of millions of euros” during the expansion phase — and he allowed that profitability at Chloé would be compromised in the near term.

“The group is supporting us because they see we have a major growth opportunity,” he said in an exclusive interview at his sparsely furnished office above the Chloé boutique on Faubourg Saint-Honore here. “I think Chloé is now a fashion leader. What we have to do is take advantage of that. What we have to do now is increase the brand awareness. It’s key to our future growth.”

To that end, spending on communications will more than double and advertising budgets will triple next year, he said. The former category includes runway shows and the public relations functions.

Market sources estimate the Chloé brand generates wholesale volume of about \$200 million, with Europe and the Middle East representing about 40 percent of revenues; the U.S. and Japan, each 25 percent, and Asia-Pacific, 10 percent.

Over the past five years, Chloé’s annual growth rate stood at 36 percent, and Toledano said a 35 percent pace is a sustainable goal for the coming years.

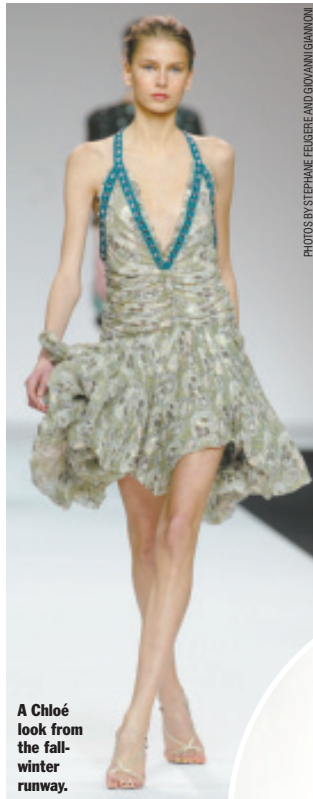
So far, he’s off to a good start. Philo’s acclaimed fall-winter collection of delicate, bow-festooned dresses, dashing capes and wide-legged trousers is proving a hit with more than just fashion editors. Brand sales in July and August were up 55 percent over a year ago, placing the brand on track to post plus-50 percent growth this year.

“We know our clientele,” Toledano said. “Now we have to expand our clientele.”

The explosive sales growth in recent years largely reflects a diversification effort on the product side. For example, handbags and small leather goods, once nonexistent, today represent about 30 percent of direct revenues, driven by such hits as bracelet, sling and camera styles. Licensed products also multiplied, including the See by Chloé diffusion line and eyewear.

Ready-to-wear represents about 70 percent of direct sales, with the balance being handbags and leather goods.

As for future product expansion, Toledano said costume jewelry and baby clothing would be introduced for spring 2005 retailing, the latter initially in Chloé stores only. Others,

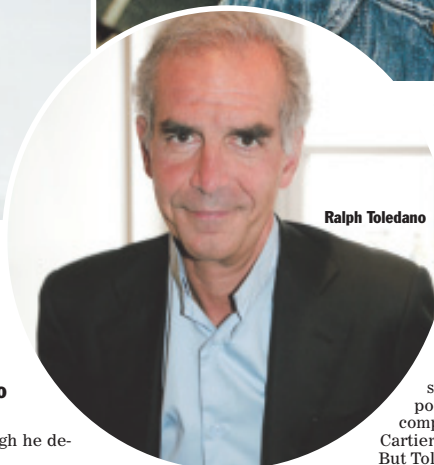


A Chloé look from the fall-winter runway.

PHOTOS BY STEPHANIE FEJERSKE AND GUY ARIANZ/AGENCE



Phoebe Philo



Ralph Toledano

“I think Chloé is now a fashion leader. What we have to do is take advantage of that. What we have to do now is increase the brand awareness. It’s key to our future growth.”

— Ralph Toledano

like watches and fine jewelry, will be layered on in the next two years.

Toledano said fragrance, licensed to Unilever, is also a top priority, though he declined to give specifics about any forthcoming launches.

“This business is a major growth opportunity for us and it will have to move fast and big time,” he said. “Chloé will move in this area.”

Believed to generate some \$110 million only a decade ago, Chloé’s fragrance business has dwindled in recent years amid management turmoil at Unilever.

Direct retail, which generates about 40 percent of Chloé revenues, is another priority. At present, Chloé operates freestanding stores in Paris, New York, London, Hong Kong, Taipei, Munich, Moscow, Monte Carlo, Dubai and Kuwait — plus about 40 leased departments, about half of them in Japan.

Besides Beijing and Tokyo openings in 2005, Toledano said a larger Paris boutique is a priority, along with new headquarters for a company that is bursting at the seams in its current location.

Toledano has a strong track record of picking design talent prior to joining Chloé in 1999, having plucked a then-unknown Alber Elbaz from the studio of Geoffrey Beene for Guy Laroche, where Elbaz catapulted on to the international fashion radar.

“When I hired Alber, it was based totally on intuition. You have to believe your intuition,” he stressed. “I respect [designers] and I trust them.”

Appointing Philo, who worked invisibly as Stella McCartney’s assistant at Chloé before McCartney exited to launch her own label with Gucci Group, as Chloé’s new design leader looks like another perfect match.

Indeed, Toledano praised Philo’s growing maturity and design confidence. “She’s now really self-assured,” he said. “She has a clear understanding of what the brand is; she makes decisions; she knows what she wants. She’s very focused.

“We now have in this company a team. We have very clear guidelines in terms of

creation, in terms of marketing, in terms of communication,” he continued. “We have built the foundation for a very interesting growth.”

For many years, some in the industry assumed Richemont might dispose of Chloé, the only women’s rtw business in a group prized for its clout in hard luxury with brands such as Cartier, Montblanc, IWC, Dunhill, Van Cleef & Arpels and Piaget. Richemont chairman Johann Rupert for years downplayed the importance of Chloé to the group as its jewelry, watches and leather goods businesses went from strength to strength. Even after McCartney was appointed Chloé’s designer, Rupert said the company’s sales barely equalled those of one Cartier boutique.

But Toledano said Rupert never considered selling Chloé and that the group now more than ever recognizes the important role of creativity, in addition to marketing.

“Johann Rupert knows the fashion industry very, very well,” Toledano said. “I feel extremely well at Richemont because of the culture of the company. They respect individuals and they take a long-term view.”

And Rupert clearly is bullish on Chloé. Commenting on Richemont’s strong financial performance in the last fiscal year, Rupert said this summer: “Maybe it’s time to put our foot on the accelerator there; I’m looking forward to discussing future plans with the Chloé management.”

Asked if he felt alienated or conspicuous within the organization, Toledano retorted by saying he receives tremendous support from Richemont’s administrative and legal teams, plus its regional organizations. “It’s because we are different, all these people are very curious about what we’re doing,” he said. “We’re not just another watch company.”

Toledano acknowledged that many smaller European fashion brands have had a tough time in recent years. Chief among the challenges is a dwindling specialty store market which makes heavy investments in direct retail a must — an onerous undertaking for some firms.

However, he said the fundamentals for success — desirable products, creative and talented teams and rigorous management and logistics — are the same for megabrands or niche players.

“We have to stop saying it’s impossible for small companies to grow,” Toledano said. “The next big companies are the small ones.”

Star Wattage Flickers at Shows

By WWD Staff

WILL NICOLE SAVE THE DAY?

As the fashion season enters its final furlong, the one common denominator across all the major cities has been the dearth of A-list celebrities in the front rows. Sure, J.Lo and Jennifer Connolly popped by shows in New York, but the few and far between megastars competed with the Us Weekly and Star set of Jessica Simpson, the Olsen twins and Paris Hilton.

Even in Milan, where Giorgio Armani and Versace once seemed to guarantee Oscar-winning spectators, there was nary a modern star in sight. Armani mustered Duran Duran and, as always, Sophia Loren, and Dolce & Gabbana got Victoria Beckham and the Presley clan — Priscilla, Lisa Marie and her daughter, Riley Keough. But the new, more focused Versace skipped the celebrities in the hope the lenses would concentrate on the clothes.

So far in Paris, there haven't been any major global stars, either. At Dior on Tuesday, the front row included French A-lister Isabelle Adjani, but she was about the only big celeb seen throughout the day.

Nicole Kidman remains the primary hope for the season, since she's expected to attend the Chanel show on Saturday. But there's a commercial reason for her appearance — she's the new face of Chanel No.5.

And that seems to be the answer these days. While in the past, stars went to fashion shows because they were, um, fun, now there tends to be a business reason. J.Lo made the rounds of New York shows this time because she's becoming more involved in her fashion company, Sweetface Fashions, while Paris Hilton is signing licenses left and right for everything from jewelry to a fragrance.

So it could be a conflict between interests. The fashion houses, on the one hand, want the publicity a megastar attracts by sitting in the front row. Remember Julia Roberts and Gwyneth Paltrow at Armani? Or the publicity Donatella Versace received from making over Chelsea Clinton during her White House years? Those celebrities cost money, though — stars don't fly coach or stay in bed-and-breakfasts, and they often demand free clothes and holidays in exchange for showing up.

Those freebies are becoming scarcer in these penny-pinching times. And, from the fashion houses' viewpoint, is it worth the investment if the star is then going to go out and promote her own fashion or accessories line, which is often competing with theirs? The answer increasingly appears to be "no."

As Dan Caten designer of DSquared, said, "We're relatively new to the world of fashion shows, but for us, a celebrity is the link between the fashion world and the real world. If Madonna wears a pair of DSquared jeans, that's a huge vehicle that brings us closer to our consumer. We're flattered if a star comes to us, as long as she pays for everything, including the clothes. We're small and we certainly can't afford to pay for hotels, meals or plane tickets. And then it wouldn't be fair for the kid who saves up to buy our clothes."

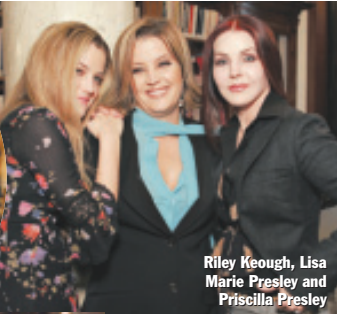
A spokeswoman for Chloé said the house prefers to dress stars than to have them at the show. Vuitton said that, while having stars at the show increases the brand's visibility, the house refuses to pay celebrities to attend. "Sometimes we miss opportunities for this reason," said a spokeswoman. "Of course, we try to be generous with our supporters with gifts that we like seeing them wearing."

Of course, the Europeans always have had a different attitude. The one place where celebrity madness still seems to reign is New York, where, during New York Fashion Week, a show wasn't a show without some B- or C-list celebrity pushing her way through and plopping down in the front row. Marc Jacobs drew a star-studded crowd that included J.Lo, Liv Tyler, Kate Hudson, Winona Ryder and Natalie Portman. But the rest of the week was decidedly the In Touch set, to the point where one wayward socialite, after being pushed and pushed for several minutes at the Oscar de la Renta show, blurted out, "Jessica Simpson is a fire hazard!" over and over.

It's been the trend of New York Fashion Week in the past few years: celebrities pushing socialite clients — not to mention retailers, fashion editors and stylists — out of the front row. It's not rocket science to decipher that in our culture, even a C-list celebrity trumps all. But for this round of shows, the celebrity brouhaha reached fever pitch. The most obvious reason is that stars shuttle regularly between New York and L.A. Manhattan is ground zero for promoting their projects. And for many



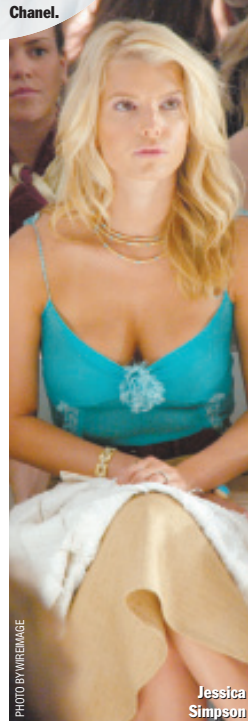
Nicole Kidman: Due at Chanel.



Riley Keough, Lisa Marie Presley and Priscilla Presley



Winona Ryder



Jessica Simpson



Victoria Beckham



Paris Hilton

Jennifer Lopez

celebrities, as soon as you roll out the red carpet, they'll be in line to tread on it.

"At this point, if Ruth Buzzi showed up at a fashion show, I wouldn't be surprised," said Simon Doonan, the director of merchandising at Barneys New York. "Nobody quite understands what it's got to do with next season's clothes."

Though Doonan grouched that the whole scene is the fashion industry's punishment for lionizing even the most B-list star — say Elisabeth Rohm — he thinks it distinguishes New York's fashion culture, which is generally considered to be less creative than Paris and Milan. What's more, the attention encourages new designers (good and bad) to join the fray. "New York Fashion Week used to be the stepsister," he explained. "But maybe this is the role New York is going to occupy. We may not have the most original talent, but we have the biggest circus."

And the New York shows were often as much about relationships, or relations, as they were about fashion. Some are more obvious, like Jack Nicholson, who stood on the runway for photographers at his daughter Jennifer's, presentation. Claire Danes hits Zac Posen's show whenever she's in town. They have been friends for years, though it didn't hurt that she has two movies out this fall, "Stage Beauty" and "Shoppgirl." Michael Vollbracht has designed gowns for Patricia Clarkson, so she attended Bill Blass. Lopez has been featured in ads for Vuitton, also designed by Jacobs, while Coty produces fragrances for both of them. As Robert Duffy, president of Marc Jacobs, said, "She's in the family."

Other links seemed more tenuous, like Tori Spelling at J.Mendel, Jennifer Connelly at Vera Wang, Amanda Peet at Peter Som or Stephen Dorff at Luella.

What many of these stars — or their publicists — will say is that their clients love fashion or they're attending to support their designer friends. And undoubtedly, a

few pictures of a celebrity can get a designer's name out there. It certainly helped with Jeffrey Chow, who had Olympic gold medalist Michael Phelps sitting with Lenny Kravitz and Ian Crocke.

"I really didn't know what to expect, other than I was interested to see some new fashion," said Phelps.

When asked how the Olympians made it to his show, Chow admitted, "I'm not 100 percent sure. I think my p.r. people pulled it off."

But a celeb is often just gravy. The clothes that are on the runway are considerably more important. Who cares if Christina Ricci goes to Benjamin Cho if nobody buys his gowns? Lest we forget, a fashion show is, at its core, a trade presentation for retailers and journalists.

"I do not think that celebrities understand that shows can make or break the season for a designer," said one fashion publicist. "They're out to promote themselves."

For some, though, the overexposure issue is a problem. As a result, one publicist, who declined to be named, said it's his job to step in to prevent it. "Sure, I've told my clients, 'Don't go.' I think it can diminish you as an actress. You don't see Meryl Streep sitting next to Paris Hilton." On the other hand, he has at times encouraged clients without much visibility to attend.

"I have one client whom everyone thought was just this L.A. girl, and I said, 'Put your hair back and go to Calvin Klein.' And it was really good for her."

Most, though, especially the major A-listers, have learned the lesson, that it's not worth all the trouble despite the free flight, hotel, holiday and wardrobe. Even Rose McGowan, who's not known to stay home a lot, has had enough. "Mostly because I find it intimidating," she said.

"I don't think it helps your career, but I think it can help you get free clothes," McGowan added. "A very fair trade, but sometimes I'd rather pay and not be a whore."

PHOTO BY WIREIMAGE

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D&A's Bohemian Rhapsody

By Evan Clark

NEW YORK — Buyers flocked to Designers & Agents last week buoyed by strong fall sales and found a slate of bohemian-inspired fashions for spring.

The show, which featured 121 booths with about 200 collections, ran Sept. 27-29 at the Starrett-Lehigh Building in Manhattan and drew 2,200 attendees. D&A's promoters estimated the show produced sales of \$20 million for its exhibitors.

"It's a little bit more bohemian than we thought spring would be," said Courtney Reynolds, a buyer for Hysteria in Alexandria, Va., of the fashions on display.

The bohemian look — characterized by flowing silhouettes and embellished styles — was a point of interest for several buyers, who said the trend was more prevalent than they expected. Many of the styles had a deconstructed look, such as unfinished edges, as well as vintage-looking fabrics.

"Business has been great," said Reynolds. "It picked up immediately, as soon as September hit."

She echoed several other buyers in noting that the show had strong traffic, which bodes well for business overall.

"It's a lot busier than last year," said Sofia McDonald, a buyer for Della Moda in Highland Park, Ill.

McDonald was at D&A looking for "easy throw-ons for the spring," such as simple dresses. The show had lots of yellow and green, and vintage-inspired prints, she said.

"We're having a great fall season," said McDonald. "There is so much color out there and everything feels so new and fresh, and different."

Consultant Pamela Lysohir, who was keeping in touch with trends at the show, said there was a "multinational vibe" with "a lot of different cul-

“There is so much color out there and everything feels so new and fresh.”

— Sofia McDonald, Della Moda

tural influences, but very modern." She described the key looks as ornate and eclectic.

"It's not simple stuff," said Judy Hazbún, a designer and retailer from Colombia, who was shopping D&A for everything from bags and shoes to shirts and jackets.

"People are making real quality, different, individual looks," she said. "I like it a lot."

Still, Hazbún noted, some of the looks were priced too high.

Lynn Ellenberger, owner of Flirt in Chicago, said D&A had styles that weren't necessarily available at other venues.

"Everything is overembellished," she said, pointing to the abundance of lace, sequins and embroidery.



A look from Rachel Mara, one of the brands showing at D&A.

She liked skirts that fall just a little below the knee and are flattering on many body types. Ellenberger opened her store in July and said sales have been strong.

All of the buyer traffic seemed to be a boon for the vendors.

Viveka Willner, national sales director for Alvin Valley, said, "I think I booked more new stores than I have in any D&A show. The traffic was amazing."

Stephanie Larrowe, owner of And Cake, which specializes in shirts with details such as embroidery, said the show was "amazing." The line put in its best performance in seven or eight seasons at D&A.

"We just keep taking a bigger booth and then just being jammed," she said. "We had four people working the show and they were basically [working] nonstop. We probably could have used even one more person."

Aiming to Nail the Vote

NEW YORK — The shape of the election is in the hands of women — or so contends a newly formed campaign called Nail the Election. The effort was launched by 1,000 Flowers, a six-month-old nonprofit organization billing itself as nonpartisan, and Designers & Agents, the fashion trade show organizer.

The campaign has enlisted all U.S. locations of The Body Shop to set up voter registration information displays in-store. In addition, it has distributed the displays, which contain voter registration forms — and nail files — to 1,700 independent hair salons and beauty shops in low voter registration areas in California, New York, Oregon, Ohio, Pennsylvania, Florida, Nevada and New Mexico. As registration deadlines approach and pass in these states, organizers are shifting efforts to election day turnout, and will begin using the tag line "Nail the Vote."

California-based 1,000 Flowers, which was formed to cultivate voter awareness among women, has hooked up with D&A to target some 16 million single women who aren't registered to vote and 22 million single women who didn't exercise their right in the 2000 presidential election, according to Women's Voices Women Vote, which tracked the data.

"Now, more than ever, women's issues are at a critical juncture," said D&A co-founder

Barbara Kramer. "Women must have a voice in determining the direction our government takes." The initiative

was formed when Kramer heard about the efforts of Deborah Moore and Francesca Viteor, the duo that founded 1,000 Flowers, and decided to help with the Nail the Election campaign. Kramer further noted, "Even when it's too late to register, it won't be too late to remind people to go to the polls."

D&A kicked off the nationwide campaign during its fashion, design and lifestyle trade show Sept. 27-29, here (see D&A story, this page). An opening party showcased vote-inspiring — or vote-inspired — pieces by participant fashion designers. The Nail the Election campaign also will be highlighted at D&A events in Tokyo Oct. 20-22 and in Los Angeles Oct. 29-Nov. 1, where designers will exhibit and raffie off their works during the L.A. leg of the effort.

Through 1000Flowers.org and its participating retail venues, 1,000 Flowers encourages women to hold manicure parties, among other ideas, to motivate others to make their voices heard in November. The first 100 women to volunteer to hold a manicure party — a key element of Nail the Vote — will receive nail kits from 1,000 Flowers that include voter information, polish in a patriotic color scheme and nail decals that spell "vote" to further spread the message. 1,000 Flowers is also encouraging women to take to the polls by using the slogan "Arrive With Five," suggesting women make a group event out of election day and bring four friends with them on Nov. 2.

— Holly Miller

BEAUTY BEAT

Givaudan Names New Chairman

NEW YORK — Givaudan's chairman, Henri B. Meier, will retire next spring as part of a long-term succession plan, the company said this week, and the fragrance supplier's current chief executive will be named chairman. Juerg Witmer, the Geneva-based firm's current ceo, will be appointed chairman upon Meier's retirement, which is to be effective on April 27 — the date of Givaudan's next general assembly, it said on Tuesday. Succeeding Witmer in the ceo post will be Gilles Andrier, who is currently head of Givaudan's global fine fragrance business.

Two BAA Executives Add Duties

LONDON — Two managers at BAA plc, which runs the major U.K. airports and operates related retail space, will have their duties expanded.

Mark Riches, currently managing director of World Duty Free, will take on the additional role of managing director of Global Airport Retail. He now also will be responsible for retail businesses outside the U.K., which include operations at airports in the U.S., Australia, Oman and Italy. He also will join BAA's international board.

Colin Hargrave has been named managing director of U.K. airport retail. Currently in charge of e-commerce and commercial telecoms, Hargrave will take charge of Terminal 5 retail. Heathrow's Terminal 5 will be completed in late 2007 or early 2008.

Both will report to Brian Collie who, as reported, will retire at the end of the year and is working with BAA management to choose his successor.

IN THE MIDDLE

MORE FAME: Business Journals Inc. is expanding its Fashion Avenue Market Expo trade show. Starting next year, there will be exhibitions in January and May in addition to the March and August shows. FAME will run concurrently with AccessoriesTheShow and Moda Manhattan, also produced by Business Journals.

The additional shows will make FAME a place to shop during the four main market weeks in New York, chief executive officer Britton Jones said in a statement.

Next year, FAME will run Jan. 9 to 11, March 13 to 15, May 1 to 3 and July 31 to Aug. 2 at the Jacob K. Javits Convention Center in Manhattan.

GEORGIA ON LIZ'S MIND: The Atlanta offices of the Liz Claiborne brand have moved to 260 Peachtree Street from its location in the AmericasMart. The 12,000-square-foot space includes corporate offices and a showroom for Liz Claiborne apparel and accessories, as well as Monet jewelry.

"We are now able to combine Liz Claiborne accessories and apparel in one showroom, presenting a strong lifestyle message," Ned Goepf, vice president of regional offices for Liz Claiborne brands, said in a statement. "The convenience of one space, along with its proximity to AmericasMart, where our customers do other buying, allows us to best serve our Southeast region retail partners."

Claiborne's other divisions will continue to show at the AmericasMart.

LAURELS FOR A TURNAROUND: The Turnaround Management Association, an international nonprofit organization, will present Michael Appel, managing director of Quest Turnaround Advisors, with its Large Company Turnaround of the Year award for his efforts with Kasper A.S.L.

Appel was retained by Kasper's ad hoc bondholder's committee in December 2000 and eventually laid out a plan to replace senior management, initiate an operating and strategic about-face and eventually sell the firm. Kasper filed for Chapter 11 bankruptcy protection in February 2002 under a heavy debt load. The company, which, in addition to its namesake brand included the Anne Klein labels, was sold to Jones Apparel Group in December 2003 for \$232.5 million.

Tarrant Warns of Likely \$96.9M Loss

NEW YORK — The Tarrant Apparel Group is expecting to post a steep loss for 2004 as the apparel supplier records currency-related charges to its books.

The company also is anticipating significantly softer sales in the second half as retailers were less aggressive following a lackluster back-to-school shopping season.

As a result, for 2004 Tarrant is looking at a net loss of \$96.9 million to \$98.9 million on revenues of \$157 million to \$162 million, which compares with a net loss in 2003 of \$35.9 million on sales of \$320.4 million.

The fourth-quarter loss for 2004 is projected to be in the range of \$23.1 million to \$22.1 million on sales of \$40 million to \$45 million. The loss for the third quarter of 2004 is expected to be around \$3 million to \$4 million on sales of \$37 million to \$40 million.

Barry Aved, president and chief executive officer of the company, said in a statement that the "revised guidance for the second half of the year reflects several factors: First, generally softer-than-expected back-to-school selling has made many retailers more conservative in their positions for the holiday selling season;

second, certain of our larger customers also have been faced with internal challenges, which have subsequently caused them to reduce their holiday orders with us, and lastly, significant and increasing congestion of the West Coast ports has caused less predictable delivery times and has resulted in increased cancellations and charge-backs."

Aved went on to say that, due to the "elimination of quota for next year, a number of retailers have significantly reduced their spring merchandise receipts for the fourth quarter, pushing them into the first quarter of 2005."

Regarding the anticipated loss for this year, the bulk of it relates to a noncash charge of \$22.6 million, which is "expected to be incurred in the fourth quarter, resulting from a reclassification of foreign currency translation adjustments presently recorded on the balance sheet as a reduction of stockholders' equity," the company said.

Tarrant explained that, when it liquidated its Mexico business, the funds relating to the currency translation adjustment "will be removed from the separate component of stockholders' equity and recorded as a loss in

the statement of operations."

The projected loss for 2004 also includes a \$64.3 million charge from the second quarter relating to \$78 million worth of impairments on the appraisal of its fixed assets in Mexico. Excluding these charges, Tarrant expects a loss of \$500,000 to a gain of \$500,000 in the fourth quarter of 2004 as well as a net loss of \$10 million to \$12 million for the year.

For 2005, the company projects sales to be in the range of \$220 million to \$240 million with net income coming in between \$7 million and \$11 million.

— Arthur Zaczewicz

Large Sizes Need Focus, Russell Says

NEW YORK — With competition for consumer spending intensifying, apparel retailers and vendors can eke out growth by more effectively targeting the special-sizes market, Judith Russell, president of the consultancy Markthink Inc., said on Tuesday.

Russell addressed a seminar at the Fashion Institute of Technology entitled, "All Sizes, for All Styles, for All Women, the Opportunity in Special Sizes."

Retailers to some degree are resistant to the plus-size business, often placing assortments in out-of-the-way areas of the store. Russell said this is partly because of a lack of understanding of the large-size business, though misses' manufacturers are picking up some of the slack with larger cuts and more pieces in the 16 to 18 size range.

Large-size sportswear — apparel labeled as plus sized and women's, sizes 16 and up in misses' and XXL and above — is an \$8.3 billion market, Russell said, citing figures from STS Market Research. The overall women's sportswear market last year pulled in sales of \$38 billion.

It is a segment of the market that has been embattled, however, weathering a 10 percent sales drop from 2002 to 2003, while sportswear overall slid 1.5 percent.

The large-size market, which she described as "unbelievably undeserved," offers opportunities for vendors and retailers to take share through the use of better branding campaigns and sharper fashions.

Brands such as Talbots, Ralph Lauren and Dana Buchman have been successful with brand extensions through re-proportioned and restyled collections, she said. Others, such as Lane Bryant and Torrid, have focused strictly on large sizes.

Finally, Russell pointed to firms that have approached the consumer more subtly, like Chico's, where the traditional misses' sizes 14-16 are referred to as a size 3.

The American Apparel & Footwear Association and the National Retail Federation were among the seminar's sponsors.

— Evan Clark



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In Lone Star State, San A

By Holly Haber

SAN ANTONIO — Stanley Marcus, the visionary retailer, visited this city about 35 years ago to scout for a store location. His conclusion: It wasn't Neiman Marcus territory.

Times have changed.

San Antonio, the second fastest-growing major U.S. city after Phoenix, is emerging as a retail center that generated a total of \$7.2 billion in revenue last year compared with \$4 billion in 1992, according to San Antonio Convention and Visitors Bureau statistics.

Neiman Marcus and other retailers have taken notice. The high-end chain will open its first store here next September at The Shops at La Cantera, a 1.3 million-square-foot open-air center being built by Rouse Co. that also will be anchored by Dillard's, Foley's and San Antonio's first Nordstrom.

"San Antonio is really a city that took its time getting through the 20th century, but it is going to hit the ground running in the 21st century," said Travis Tullos, a partner in Texas Perspectives, an economic research firm based in Austin, Tex. "We're on the radar screen in a way that we weren't 10 or 12 years ago."

While The Shops at La Cantera is in the city's northern tier, a growing white-collar residential community, developers also are trying to revitalize the downtown business district, which has about an 80 percent occupancy rate for both office and retail space on the streets near the River Walk promenade.

They have renovated several properties on Houston Street, where the slick Hotel Valencia Riverwalk opened last year with most of the facade of the 1922 high-rise intact and a transformed interior featuring waterfalls and mood lighting. The new contemporary Tex-Mex restaurant Acenar is next door.

Several condominium and apartment projects are under construction or planned, including the conversion of the Frost Brothers department store into 45 luxury condos to open late this year, and 250 apartments are being built at the north end of downtown, said Ben Brewer, president of Downtown Alliance, a consortium of firms advocating development.

"We're looking at soft goods retailing coming up next downtown, because there is more of a movement to downtown living," said Mona Lowe,

president of Reata Property Management, which oversees buildings on Houston Street as well as the suburban Alamo Quarry Market and Alamo Crossing shopping centers.

Though developers enthuse about a boom, some economists are more cautious.

"We've had steady, good growth, but not anything major," said Keith Phillips, senior economist with the San Antonio branch of the Federal Reserve Bank of Dallas. "Due to changes in Medicare spending, we are seeing good growth in health care, and generally we are doing pretty well."

In fact, San Antonio is faring better than some of its urban rivals in Texas, Tullos said.

"We maintain indexes on the rate of overall growth, considering employment and retail sales tax base, and if you look at that, San Antonio is in a stronger position now than Austin or Dallas in terms of the steadiness and progressiveness of its growth," Tullos said.

In June, San Antonio passed Dallas as the eighth-largest U.S. city, reaching a population of 1.2 million, according to U.S. Census data. Dallas fell behind by 6,407 residents, though its metropolitan area has triple the population of San Antonio's 1.7 million. And San Antonio draws 20 million visitors a year, including 450,000 Mexican nationals.

The population has grown as the economic base broadened. In the past few decades, the city has shed some of its reliance on military bases, though they are still important in a place that is known to members of the armed forces as "Military City, U.S.A." There are three Air Force bases here — Brooks, Randolph and Lackland — and Fort Sam Houston Army Base.

Some veterans like the area so much that they return once their working days are over, according to the Greater San Antonio Chamber of Commerce. A poll this year by armytimes.com named Fort Sam Houston as the number one retirement choice because of its weather, amenities and services.

The medical community since the opening of the University of Texas Health Science Center in 1969 has expanded to become the top economic producer in the city. Medical treatment, biotechnology and cancer therapy research pump \$12 billion into the economy each year and offer high-paying jobs.

Most medical facilities are concentrated near the South Texas Medical Center, about 10 miles northwest of downtown. The area houses the University of Texas Health Science Center, the university's San Antonio Cancer Institute and nine hospitals. Outside its perimeter are several other medical facilities, including the Brooke Army Medical Center at Fort Sam Houston, the major training center for Army medics and the home of the Army Medical Service.

While many people come for medical treatment, most visitors are drawn by the city's gracious, easy lifestyle that blends the laid-back influences of southwest Texas and Mexico.

The River Walk downtown is the heart of the city's renaissance as a tourist destination. The 2.5-mile promenade curving along both sides of the San Antonio River below street level has outdoor cafes and bistros as well as hotels and shops. With its frequent tour boats, festivals and souvenir peddlers, the River Walk has something of a festival atmosphere, which is not surprising considering its overall plan was conceived in 1961 by Marco Engineering Co. of California, which engineered Disneyland.

San Antonio has plenty of other attractions that make it popular with families, including the revered Alamo mission, where 189 men held off a Mexican army of 5,000 for 13 days in 1836 during the Texas War of Independence until all of them were killed. The downtown historic site gets 2.5 million visitors a year.

Tourism and business appear to have increased this year, said Jay Adelman, who owns J. Adelman Antiques, Art and Estate Jewelry in the historic Menger Hotel on Alamo Plaza, where Teddy Roosevelt recruited many of his Rough Riders. "We have people coming from all over the U.S., and they are spending money on big-ticket items," Adelman said.

Most of the better stores are about a 10-minute drive north of downtown around the affluent neighborhoods of Alamo Heights, Olmos Park and Lincoln Heights.

The granddaddy of retail is North Star Mall, built in 1960 and located 7 miles north of downtown and less than a mile south of San Antonio International Airport. Anchored by Saks Fifth Avenue, Macy's, Foley's, Dillard's and Mervyn's, North Star averages \$540 a square foot in sales, which have edged up 2 percent this year, mall officials said.

A few miles southeast of North Star is the Alamo Quarry Market, which opened in 1998 in a former rock quarry, retaining the towering smokestacks of the old concrete plant as its signature. Alamo Quarry, located in Lincoln Heights, mixes specialty stores with big-box retailers in an open-air center flanked on two sides by golf courses. Women's fashion tenants include Tootsies, Harold's and White House Black Market, while the behemoths are Whole Foods, Office Depot, Bed Bath & Beyond and Borders Books.

"Gross sales have been on a steady rise," said Lowe of Reata Property Management, noting that average sales per square foot are \$400. "It is a rock-solid market ensconced in high-end neighborhoods."

Sixteen high-end housing developments are situated in this area and north along Interstate 10 and the outer loop of Highway 1604. These clusters are about a 20-minute drive from downtown — outside of

San Antonio Facts

City population: 1.2 million
Metro area population: 1.7 million
Rank among 10 largest U.S. cities: 8
Household median income: \$36,706
Texas household median income: \$41,376
U.S. median income: \$42,228
Unemployment: 4.8 percent
Annual tourists: 20 million
Visitors from Mexico last year: 450,000
Top economic generators: Health care and bioscience, especially cancer therapy; tourism.
Famous residents: Tommy Lee Jones, Dixie Chick Emily Robison, country singer George Strait.
Most famous landmark: The Alamo
Metro area ethnicity:
Hispanic: 51 percent
White, non-Hispanic: 40 percent
Black: 7 percent
Other: 2 percent

SOURCES: U.S. CENSUS, U.S. DEPARTMENT OF LABOR, SAN ANTONIO CONVENTION AND VISITORS BUREAU, TEXAS WORKFORCE COMMISSION, GREATER SAN ANTONIO CHAMBER OF COMMERCE, NORTH STAR MALL.



Rivercenter Mall stretches across the San Antonio River.



Giant boots mark the entrance to the North Star Mall.

San Antonio's Retail on the Rise

rush-hour traffic. And that's where The Shops at La Cantera center is under construction.

The Shops at La Cantera will be a pedestrian-friendly, village-style center in a planned entertainment district. Its neighbors are a popular luxury golf resort, the Westin La Cantera, and Fiesta Texas amusement park.

"It's unusual to find a market such as San Antonio that, for all practical purposes, is really under-retailed," said Bill Hecht, vice president of leasing at Rouse Co., which owns North Star and is developing La Cantera with USAA Real Estate. "Given our results to date on leasing, we will activate our expansion of the project sooner than we thought we would."

Traditional mall stores and theme restaurants have leased 70 percent of the 1.3 million square feet of space, and Hecht's team is focusing on luxury tenants. Next year he expects to shift their attention to a 250,000-square-foot expansion. He declined to reveal any tenants except the four anchors.

The Rouse Co. is styling La Cantera with clusters of buildings, covered walkways, gardens, fountains and a playground. It even uprooted and maintained 40-year-old oak trees that will be replanted on the property.

"The timing was right," said Neva Hall, executive vice president of stores at Neiman's. "The economy has been strong, and San Antonio is one of the fastest-growing cities in Texas and probably the number one tourist destination in the state."

Neiman's 120,000-square-foot unit here is expected to perform among the chain's middle stores, which would put it at about \$55 million in annual sales, though Hall declined to project revenue. It will be one of a handful of Neiman's to have a full-line Hermès shop.

"We didn't think the market was strong enough for our own store, but we think we will do very well within Neiman Marcus," said Robert Chavez, president and chief executive officer of Hermès USA, who grew up in San Antonio.

While acknowledging that competition will stiffen, city retailers welcome Neiman's and La Cantera.

"The more retail that comes, then the more ambience there is," said Steve Skoda, merchandise manager for Julian Gold, a better and bridge women's fashion chain based in San Antonio with stores in Austin, Corpus Christi and Midland. "Our business is great."

Julian Gold has prospered this year by adding Armani Collezioni and concentrating on mother-of-the-bride dressing to complement its three-year-old bridal salon, he said.

But there's some question about how interested the local market will be in designer duds. Houston-based Tootsie's, for instance, phased out almost all designer labels at its San Antonio unit over the past three years.

"There are a handful of people who can afford it, and [some] of those people shop out of town," store co-manager Sharon Sizemore said. "San Antonio is really laid back, so we do a huge business with our contemporary lines, jeans and T-shirts, though we do sell dresses and cocktail suits for events."

Chico's FAS Inc. is considering opening a White House Black Market boutique at La Cantera but has to "make sure the economics work," said Mori Mackenzie, executive vice president and chief stores officer.

"For the first time, San Antonio will have a mall with great luxury anchors so that is very exciting," Mackenzie said. "I think the challenges will be, is the center a little too early or too high end? We see it as a new race car — fast, prestigious and everybody will want to test drive it."

Chico's has one White House Black Market unit at Alamo Quarry that performs at the chain's national average, as well as four Chico's in San Antonio that are at or above average, she said, without citing figures.

The Saks at North Star is strategizing about how to maintain momentum when La Cantera opens next year. Plans call for remodeling the store and adding 8,000 square feet for designer assortments.

"Our overall business has been extremely good," said Bobby Dees, vice president and general manager. "Prior to this [spring] season, we had been outpacing the company."

He attributed some of the gains to beefing up the selection of handbags by Chanel, Gucci, Prada and Louis Vuitton and adding Jimmy Choo and Christian Dior shoes.

San Antonio is quick to jump on trends partly because of its 51 percent Hispanic population — many of whom have been in the city for generations — and Mexican tourists, retailers said.

"Latinas adapt fashion early, and they want to lead it," said Manny Fernandez, multicultural-specialty marketing director at J.C. Penney, which has five stores in the area and is building a full-line store at Rolling Oaks Mall in the north-east area of the city.

"People are getting a lot more trendy and knowledgeable and up-to-date on what's in," said Vanna Organ, co-manager of Tootsie's.



Claina Llanes and Francisco Santos shop at the North Star Mall.



J. Adelman Art, Antiques and Estate Jewelry in San Antonio.

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PHOTOS BY GEORGE HENSON

Marketing

Brands Trump Ads in Bridge to Consumers

By Valerie Seckler

NEW YORK — When it comes to things that influence consumers to buy luxury goods, advertising ranks dead last.

That's one key finding in "Let Them Eat Cake: Marketing Luxury to the Masses — as Well as the Classes," by luxury marketing specialist Pamela N. Danziger, slated to be published in January by Dearborn Trade Publishing. Danziger gave WWD an exclusive look at Chapter 10: "Promoting Luxuries — Myths and Mysteries of Luxury Branding."

Ads placed eighth among consumers, who were asked to rank eight influences on their last purchase of personal luxuries such as fashion, home luxuries and experiential luxuries.

Indeed, Danziger, who is president of Stevens, Pa.-based consultant Unity Marketing, estimated an eye-opening 80 percent of ads in traditional mass media — including those for luxury goods — are ineffective marketing vehicles. "The whole system of mass media advertising is just not working anymore," Danziger said in an interview.

For example, in an index with a baseline of 100, ads for personal luxuries rated a 76, meaning consumers were 24 percent less likely than average to be influenced by them in making decisions to buy such things as apparel, accessories, beauty products and cars.

The leading influence over personal luxury purchases is the reputation of a brand or a company, which indexed 133, or eight points higher than the factor's 125 rating in Danziger's overall Influencers Index, which also comprises influences on home and experiential luxuries. The reputation of a brand or a company was followed by price-value relationship, which rated 127; the reputation of a store where a luxury purchase is transacted, 124; information from a salesperson, 90; recommendations of friends, 86, and articles, reviews and information conveyed on the Internet, 82.

The three leading influences on purchases of personal luxuries — brand and company reputation, price-value relationship and store-dealer reputation — are also the leading influences on home

and experiential luxuries, forming what Danziger has dubbed luxury's triple play. The relative importance of those factors, which, she said, work synergistically, shifts along with the type of luxury a person is considering buying: price-value relationship is the leading consideration among purchasers of home luxuries, followed by brand-company reputation and store-dealer reputation, while store-dealer

the interview that consumers buy such luxuries primarily because of their passions and desires, as reflected in a brand, rather than because of the cachet of a brand name per se. Although women surveyed by Danziger about preferred luxury brands had few strong favorites in the apparel arena, DKNY and St. John Knits were ranked highly in that segment.

"Just because most advertising doesn't

apply storytelling techniques to touch what Danziger describes as deep places in the human psyche, as she conveys the recent findings of Josephine Tyler, founder of Humanizing Business, a Lancaster, Pa.-based consultancy, and adjunct professor at Columbia University and Penn State. Such stories in advertising yield both personal relevance and a call to action, two fundamental qualities missing in most ads today, Tyler relates. Establishing a personal connection enables people to imagine themselves in an advertiser's story, while a call to action connects consumers with the goal of the advertiser, enabling them, as Tyler puts it, to "understand how this story is important to what I have to do."

Prime practitioners of such storytelling in their advertising include Polo Ralph Lauren and Nike. Polo Ralph Lauren ads tell a story so consumers make emotional connections to it, imagining themselves as a part of Ralph Lauren's worlds, while Nike ads describe how the brand affects who the consumer is, how she defines herself and how other people think about her, Tyler observes.

"Ralph is famous for saying, 'It's not about fashion, it's about living,'" Jeffrey D. Morgan, president of Polo Ralph Lauren's product licensing division, says in "Let Them Eat Cake." "Fashion often implies of-the-moment. Our sensibility is about living, and living is fundamental."

When it comes to establishing loyalty in fashion customers — a particularly difficult feat for a business built on rapidly changing styles — the strongest influence on consumers becomes stylish design, which makes a 33 percent contribution to it, according to Robert Passikoff, president of customer loyalty specialist Brand Keys and a contributor to "Let Them Eat Cake." Stylish design is followed by fit, which makes a 26 percent contribution to customer loyalty; reasonably priced-easy to find, 22 percent, and quality materials, 19 percent.

In a sidebar in "Let Them Eat Cake," entitled "Personal Perspective on Luxury," Passikoff points out, "These drivers define how the consumer looks at [a product] category and how they compare offerings within a category."

INFLUENCES ON LUXURY PURCHASERS

| INFLUENCERS INDEX | PERSONAL LUXURIES | HOME LUXURIES | EXPERIENTIAL LUXURIES | TOTAL |
|----------------------------|-------------------|---------------|-----------------------|-------|
| Brand-company reputation | 133 | 121 | 122 | 125 |
| Price-value relationship | 127 | 131 | 118 | 125 |
| Store-dealer reputation | 124 | 121 | 126 | 124 |
| Recommendations of friends | 86 | 88 | 106 | 93 |
| Articles and reviews | 82 | 90 | 98 | 90 |
| Internet | 82 | 92 | 80 | 85 |
| Salesperson's information | 90 | 86 | 73 | 83 |
| Advertisements | 76 | 71 | 78 | 75 |

SOURCE: "LET THEM EAT CAKE: MARKETING LUXURY TO THE MASSES — AS WELL AS THE CLASSES," SLATED TO BE PUBLISHED IN JANUARY 2005

“Just because most advertising doesn't work to generate sales doesn't mean that luxury companies should necessarily stop advertising. Rather, they need to create ads that resonate and are relevant to the passions, desires and fantasies of the consumer.”

— Pamela N. Danziger, Unity Marketing

er reputation carries the most clout among acquirers of experiential luxuries, followed by brand-company reputation and price-value relationship.

Recent market research has found a decline in the influence brand names have over apparel purchases, despite Danziger's finding that it was the top consideration in purchases of personal luxuries such as apparel. However, she said in

work to generate sales doesn't mean that luxury companies should necessarily stop advertising," Danziger writes. "Rather, they need to create ads that resonate and are relevant to the passions, desires and fantasies of the consumer." Advertising ought to be so compelling, Danziger continues, "that the consumer becomes part of the brand story."

Luxury advertisers, among others, can

Winning Over the Moneyed Masses

NEW YORK — Approximately \$76 billion in potential sales of apparel evaporated from 1999 through 2002 as share of consumers' disposable income spent on the category continued a long-time slide.

So said Paul Nunes, co-author of the just-published "Mass Affluence: 7 New Rules of Marketing to Today's Consumer" (Harvard Business School Press: \$29.95).

During that four-year period, the share of disposable income spent on apparel by people in top-quintile income households, or those with annual income north of \$65,000, dropped to 3.5 percent from 4.8 percent.

The bottom line, Nunes advised in "Mass Affluence," is that the dramatic shift in Americans' income distribution over the past three decades has not been fully exploited by marketers. In his book, the author, an executive research fellow at the Accenture Institute for High Performance Business, lays out a plan by which businesses can win over the group he describes as the "moneyed masses" —

those who are spending relatively less on various products.

In the mid-Eighties, the top 20 percent of households by income were spending about three-quarters, or 74 percent, of their disposable income on products and

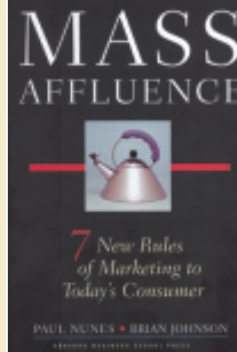


Paul Nunes

services, rather than allocating it elsewhere, such as to savings and investments. By 2002, the share of disposable income allotted to consumption of goods and services had fallen to 66 percent. If expenditures by the top quintile of households by income were still 74 percent today, Americans would be spending another \$100 billion a year on consumption of goods and services, Nunes estimated.

The decline in spending on apparel came even as the top 20 percent income households accounted for 63 percent of Americans' household income in 2000. That's a significantly greater share of the country's income than the 32 percent that top-quintile households accounted for back in 1970 (in year-2000 dollars).

Further, between 1989 and 2002, top-quintile income households increased their annual outlays for apparel by only 8 percent, to an average of \$3,478 in 2002, from an average of \$3,227 in 1989 — even as the segment's income grew by 49 percent.



"Mass Affluence": Capturing more of consumers' disposable income.

The unrealized spending on products like apparel can be captured, in part, by applying three rules of designing offerings, advised Nunes and co-author Brian Johnson:

- Designing things for occasional use by making special versions of everyday items, like Nike's Aqua Sock, made for use in and around the water.
- Introducing a new math of ownership that makes a wealthy lifestyle and real luxu-

ries affordable to the masses, such as the offer at a ski resort to rent for, say, \$200, ski gear and apparel that would cost \$2,000 to purchase.

- Growing the return on consumption by marketing products as investment opportunities, as does Patek-Philippe in positioning watches as items to be passed down, by portraying their lasting value and timelessness.

By applying these principles, businesses are most likely to capitalize on the growing demand for products that lie on what Nunes and Johnson dub the new middle ground — the turf below ultrapremium offerings and above the best of middle-market offerings — such as Lacoste polo shirts, once made of a cotton-polyester blend and now fabricated of Swiss yarn with mother of pearl buttons. With an average price of \$70, the shirts appeal to middle-ground consumers who do not want a decidedly mass-market polo shirt for \$50, but do not want to pay more than \$100 for a polo shirt from a luxury label like Burberry, Brioni or Zegna.

— V.S.

What makes a statement?

A Beauty Makeover...

Lancôme's Brand New Fall 2004
Creative Campaign



MAKE A STATEMENT. **W**

WWD West

Trading Spaces, Vuitton-Style, on Rodeo Drive

By Michelle Dalton Tyree

BEVERLY HILLS, Calif. — In the retail equivalent of an extreme makeover, Louis Vuitton today is unveiling the transformation of its space on Rodeo Drive, the luxury goods company's second North American flagship.

This was no nip-and-tuck job. Vuitton, which is celebrating its 150th anniversary this year and has maintained a presence on the famed Beverly Hills shopping street since 1982, traded up to 12,700 square feet of retail space from about 1,000 square feet. The reconfigured store comes in at a total of about 16,000 square feet, which puts it among Vuitton's five largest locations. The worldwide flagship at 1 East 57th Street in Manhattan, which bowed in February, is the biggest store at 20,000 square feet.

"Our business in the U.S. is booming for the moment," Vuitton president Yves Carcelle said during the Christian Dior fashion show in Paris on Tuesday. "And Los Angeles has always been an important market."

The opening comes as the luxury sector — despite economic uncertainty, the U.S. presidential election, terrorism and the war in Iraq — shows few signs of cooling off in 2005, experts say. Louis Vuitton, which has 332 boutiques worldwide, has opened 15 stores since the beginning of the year and is to launch its unit in Johannesburg, South Africa, at the end of this month. The company in September christened a 9,700-square-foot unit in Shanghai as the latest arrival in that booming market.

As another measure of thriving luxe, Ralph Lauren in September opened Polo's first store in Milan, a 16,000-square-foot palazzo that is believed to be the designer's most expensive store to date, and Fendi is said to be planning 15 new stores a year for the next three to four years.

The three-floor Vuitton shopper's fantasy is the latest high-profile addition to Rodeo Drive, which has undergone an \$18 million renovation that heralded the arrival of newcomers such as the 24,000-square-foot Prada Epicenter designed by Rem Koolhaas and Ole Scheeren, which opened with a flourish in July.

While the design of the Prada store seems to focus more on the architecture and, in turn, almost appears to keep the clothes — and the customer — at arm's length, the Vuitton space, designed by architect Jun Aoki, is intended to maximize product viewing at every turn.

"We're bringing it to the flagship level," said Jean-Marc Gallot, chief executive officer for Louis Vuitton North America. "We are already way over projection on business in New York and...will soon be in the top five stores in the world in terms of business — and definitely the number two store in North America."

Customers enter a two-floor rotunda, which has as its showpiece a two-floor wall display of vintage steamer trunks dating from as far back as the 1880s. Display cases and shelves with the must-have bags of the season are on either side of the steamer trunks.

The store's facade, a stone rendering of the luxury house's checked Damier print, is the work of Peter Marino, who also designed the outside of the Manhattan store, among others.

But that's about as simple as it gets. VIPs — this is Hollywood, after all — can be escorted by a sales associate into one of the store's design gems: a 1,500-square-foot all-glass lounge on the third floor that overlooks Rodeo Drive.

Dubbed the "Magic Cube" by Vuitton, the room, decorated with white leather couches, a white leather rug and a monogram fur thrown in for good measure, plays on the company's iconic steamer trunk design. The glass walls feature decals of the company's Fleur design that are 11-feet in diameter and impart an airy atmosphere that is unmistakably Southern California.

A 2,000-square-foot patio with a wall of night-blooming jasmine and river rocks extends off the cube and will serve as the locale for events such as Tuesday night's VIP dinner.

Gallot, who said that Vuitton was expecting a lot of A-listers — he wouldn't name names — and wants to court some red-carpet business, hopes that "this location will be a way for [celebrities] to have a private and intimate shopping experience."

The VIP rooms, which many stores now see as a necessity to serve their Hollywood clientele, are not a completely new idea, said Gilbert Dembo, a partner at Dembo & Associates, a Beverly Hills real estate company. "The VIP room seems to be the new trend," he said. "Chanel was the first one to put a VIP lounge in, now several stores have them."

Retail experts estimated that the old Vuitton store brought in about \$25 million per year. The company declined to disclose projected new figures for the revamped site. Louis Vuitton has seen a U.S. sales boom, posting record sales growth



The "Magic Cube," a 1,500-square-foot VIP room at Vuitton's Rodeo Drive flagship.



The two-floor rotunda at Vuitton on Rodeo Drive.

PHOTOS BY DONATO SARDIELLA



A miniature steamer trunk in a display case is a showpiece for Fleur drop earrings.

in the last quarter of 2003 — in excess of 50 percent — and its Manhattan flagship has been key in helping to accelerate increases in the U.S. marketplace.

Vuitton, which is offering the full collection of handbags, ready-to-wear and shoes on Rodeo Drive, also is banking on a little bling to expand and vary its offerings. The company has launched the Emprise jewelry collection for the first time on the West Coast. The collection, designed by Marc Jacobs, is the first full jewelry line for Vuitton and will offer an array of items, from chokers to oversized rings and pendants ranging from \$1,000 to \$250,000. Vuitton's one-of-a-kind, bezel-set diamond solitaire for \$252,000 is on display and for sale.

The few jewelry styles that Jacobs had available before — charm and monogram-style bracelets — were on most-coveted lists before they even began hitting stores a couple of years ago, and the company expects that these new designs also will be as good as gold.

"In fine jewelry, we are definitely making an entrance which is a strategic one, and we want to make it a substantial part of our business in the next three years," said Gallot, who declined to release projected sales figures for the collection, but cited the retailer's success in the shoe arena as a benchmark. "It's quite difficult to quantify [the sales of jewelry], but what is amazing and spectacular is that we have been in the shoe business only six years and we are already perceived as a key player in the shoe industry."

If the rampant knockoffs of the handbags have been any indication of the cachet that the Vuitton name carries, then replicas of the jewelry collection could be considered a bellwether of the success of its new venture as well. But for parent company LVMH Moët Hennessy Louis Vuitton, imitation is not the highest form of flattery.

LVMH filed a complaint in Manhattan federal court on Sept. 30 accusing Wet Seal of selling copies of its Theda and Sac de Nuit handbags, as well as a copy of Jacobs' Ventia bag. According to the complaint, the items were sold at Arden B. stores. Last month, Vuitton failed to win an injunction against Dooney & Bourke for allegedly copying its Murakami handbag design.

A paralegal representing Wet Seal said that the company had issued a recall of the items. "The company is now thinking about what comes next and how to address this challenge," Gallot said of the lawsuit. "Unfortunately, sometimes this is the price to pay for success."

While Vuitton's designs may be in jeopardy from copycats, the luxury market is not in any danger at the moment, analysts said. Rodeo Drive shoppers are going strong and paying homage to their favorite brands.

"Our expectation is that [luxury's] a part of the market that's going to continue to do well and it's going to continue to be strong," said Richard Giss, retail analyst with Deloitte and Touche. "The street is going to do well for [Vuitton]. It really speaks to that target audience, and high-end retailers want to have a presence on that street."

— With contributions from Miles Socha, Paris



The Emprise Jewelry collection at Vuitton in Beverly Hills.

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Must have ability to interpret creative energy to comprehensive tech packs. Flats, specs, fitting and sample development to production. Detail oriented with great follow through. Computer Literate. 3-5 yr exp.
Fax resume to 201-461-6629

DCC
PRODUCTION MANAGER FINE KNITS AND SWEATERS

CANDIDATE SHOULD HAVE 4 - 5 YEARS EXPERIENCE IN HANDLING PRODUCTION FROM INDIA, CHINA, HONG KONG, TURKEY, AND DOMESTIC FACTORIES; KNOWLEDGE OF COSTING FABRICS, YARNS, GARMENTS, YIELD ESTIMATION; ABILITY TO PLAN AND MONITOR TIME AND ACTION CALENDER; TESTING, PACKING REQUIREMENTS FOR VARIOUS STORE CHAINS; PLEASE E-MAIL RESUME TO: svij@depa1.com 355

Design Asst./Associate
Sweater company seeks motivated, eager to learn person who is able to work independently to join our team. A fabulous growth opportunity for the right person. Must have knowledge of forming color palettes, spotting trends, creating inspiration boards, flat sketching, generating specs and commenting on lid's. Must be organized, detail oriented and able to go with the flow.
Queens location. Email resume to: exactasherry@yahoo.com or Fax: (718) 418-9354

Design Asst./Graphic Artist
Great opportunity for candidate with Jr. Denim exp. & knowledge of CAD. Photo-Shop/Illustrator req'd. Fax/E-mail to SE: 212-719-2653 / jeansalesjob@aol.com

Creative Design Director
Leading Global Sweater Mfr, seeks Design leader for our nat'l. headquarters in NYC. Min. 5 years experience in specialized knitwear, or the equivalent, in specialty retail stores req'd. Exceptional communication & leadership skills necessary. Fast pace environment. Must be able to manage a tight deadline schedule. Interfacing with global design team and accommodate the needs of the US sales team customer specific. Fax/E-mail resumes to: 212-889-6389 / mohika@msn.com

Designer \$80 to \$100K. Current exp. in contemporary missy full fashion sweaters. Must hang without fold. Marc by Marc Jacobs, Sleeping on snow, BCBG, Language, Vince etc. Call 973-564-9236 Jara Agency.

DESIGNER
Major private label women sportswear co. seeks talented designer. Position requires strong private label product development exp., excellent presentation & communication skills. Responsibilities include executing concepts thru style & fabric researches, sample developments, managing lab-dy handloom & print processes. Knowledge of moderate retail & fabric mkt's is plus. Please fax resume & salary history to: 212-259-1610

DESIGNER
Moderate sportswear manufacturer looking for highly motivated designer. Must be able to work independently, possess great follow through skills and be able to interact with customers. The ideal candidate will have experience in both private label and branded line development. Minimum 5 years exp required. Fax resume to: 212-719-5547.

Designer to \$90K. Current exp. in better to bridge contemporary cut & sew tops. Fashion vision similar to Theory. Strong knowledge of cut & sew fabrics devel. Import co. Call 973-564-9236 Jara Agency

Design
We're seeking dynamic, talented professionals to join our **ST. LOUIS DESIGN TEAM**. We offer an exciting, fast-paced creative environment where you will work in partnership with our merchants and overseas offices. We currently seek the following high-energy individuals:

Textile Designer - Kids/Juniors
Responsibilities include creating color art work for prints, patterns, yarn dyes and embroideries. You will also research trends, approve layouts and prepare presentation boards, as well as communicate and collaborate with design, merchants and overseas. May include overseas travel. The successful candidate will have a Bachelor's degree in Design, as well as a minimum of 2 years' experience as a Textile Designer. Must be detail oriented with strong organizational skills and computer proficient in CAD, U4ia & plus. Strong communication skills a must.

Import/Traffic Coordinator
Import established, seeks organized, detail oriented individ. w/ Traffic, LC's, Customs, experience. Strong computer literate and able to work in a fast paced environment. Fax resume in confidence to: 212-869-4371

GERBER SYSTEMS MGR \$80K
Train Staff on System & PDF
ToddWayne@aol.com; Call: 212-947-3400

Import/LC
Growing Textile Company seeks import/export person with strong LC experience. Must be detail oriented and computer literate and able to work in a fast paced environment. Fax resume in confidence to: 212-869-4371

Import/Traffic Coordinator
Import established, seeks organized, detail oriented individ. w/ Traffic, LC's, Customs, experience. Strong computer literate and able to work in a fast paced environment. Fax resume in confidence to: 212-869-4371

Apply Now! Please send, fax or e-mail your resume to:
May Merchandising Company
Recruiter-Textile Designer
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St. Louis, MO 63101
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E-mail: recruiting@maymerchandising.com
EOE

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Tech Design-Activewear
Tech Design-Intimates
Tech Design w/Illustrator
Wovens Tech w/WePDM

Spec Tech
Knit Tech
CAD Trainers ex-Adobe Illustrator, Micrografe, U4ia, Nedgraphics
WePDM Trainers
Access Techs
Patternmakers w/Access
WePDM-All essential levels

Fax or email your resume now in
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Email: candidates@24seveninc.com

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Director of Visual Merchandising
This role is instrumental in creating the upscale, inviting boutique environment that defines the bebe concepts. You understand the evocative imagery that defines bebe and can work closely with Merchandising, Planning, and Store Operations to direct and communicate the visual direction across our 200+ stores. Your attention to detail and ability to lead effectively will ensure that your team creates sophisticated visual direction, including window displays, fixture design and holiday displays for the three bebe concepts. Your creativity will directly impact sales and keep the bebe brand top of mind. Your background should include a Bachelor's 10 years of edgy, height-impact visual merchandising experience and strong managerial skills. Please e-mail or fax your resume, indication Director Visual Merchandising in the subject line of your correspondence, to: jobs@bebe.com, (415) 657-4445. EOE

EDI ADMINISTRATOR
Hi Volume, Multi Divisional Branded Sportswear Company Seeks Experienced HI-End individual to work busy data dept. Must have extensive knowledge of EDI systems, Bar coding etc...
Knowledge of import, logistics a plus.
Excellent Orgny.
Fax Resume: attn Josh 212-221-9287

**EXCITING OPPORTUNITIES!!!
TAYLOR HODSON**
Designers- Men's Outerwear & Bottoms (120K)
Men's Knits (85K)
Fabric & Trimmings- Women's Better (75K)
Tech Designers- Women's (75K)
Product Mgrs- Women's Bottoms (70K)
Buyers- Women's Sportswear (60K)
Freelance Design & Merchandising Assists
fax: (212) 924-1503
e-mail: ebeneey@taylorhodson.com

FABRIC ASSISTANTS (2) \$25-45K
BETTER DESIGNER MARKET
SusieJeslyn@aol.com; Call: 212-947-3400

Fabric Coordinator
NY based Women's Wear Mfr. seeks an individual w/min. 5 yrs. exp. Candidate must be organized w/strong communication & follow-up skills. Will initiate development of colors, fabric, and approvals; fabric tests; etc. Contact w/European & Asian mills a plus. Fax: 212-561-8641

FIT TECHNICIAN
Growing Jr. sportswear co. seeks fit tech to work with designer on fittings & adjust patterns based on fit comments & corrections. Must know how to spec garments & provide graded specs. Moderate knowledge of production is required. Great working environment. Pls. fax resume: 212-391-5520

GERBER SYSTEMS MGR \$80K
Train Staff on System & PDF
ToddWayne@aol.com; Call: 212-947-3400

Import/LC
Growing Textile Company seeks import/export person with strong LC experience. Must be detail oriented and computer literate and able to work in a fast paced environment. Fax resume in confidence to: 212-869-4371

Import/Traffic Coordinator
Import established, seeks organized, detail oriented individ. w/ Traffic, LC's, Customs, experience. Strong computer literate and able to work in a fast paced environment. Fax resume in confidence to: 212-869-4371

Longo

Division Head-Bongo Handbags
Seeking professional to take the lead in this newly created division. Candidate must have strong sales background with Mid-tier and some experience with department store accounts. We are seeking a self motivated individual with the leadership skills to manage both the product Development and sales process. Inventory management and sales planning experience a must.

We offer a fantastic working environment along with a competitive salary and benefits package. E-mail a cover letter and resume, along with your salary history to: opportunities@aeny.com

Join our team!

JOBS JOBS JOBS
*Artists - Boy - Young Men- Girl- JR
*Allocator - merchandise
*CAD Designer - Entry Level
*Designer of Assoc Swimwear
*Designers-assists-asso boy-girl-yr-yg men
*Merchandiser Head Jr. Denim
*Product MGR or Coord. bet. Design/Sales
*Production coords - bilingual chinese
*Production mgrs & coords & assists
*Retail Planners - Analysts SHH
*Sales assist or Assoc Showroom exp
*Technical Desgn&Assists&entrylevel
*Technical Designer Sweaters (req'd. agency)
Call (212) 643-8090; fax 643-8127 (agcy)

Logistics Coordinator
A European luxury brand seeks a Logistics Coordinator for their NY Office to track and monitor shipments. An organized and detail oriented person with 1+ year experience a must! Salary is \$38 - \$40K. Excellent benefits. Please send resumes to: aboule@strategieworkforce.com

MERCHANDISER
NY based Ladies' Contemporary Sportswear Mfr. seeks an individual w/Design background. Must have strong organizational skills and knowledge of all aspects of design. Fax resume to: 516-561-8641

Merchandising Manager
Lounge, a trendy, upscale Soho lifestyle emporium seeks an aggressive Ladies' Merchandising Mgr/Buyer w/extensive market knowledge & vendor contacts. Must be energetic & entrepreneurial. Excellent follow-up & organizational skills req'd. Qualified candidates, please Fax or E-mail resumes to: 212-997-5229 / jm@bangbang.com

LOUNGE
593 Broadway, Soho, New York
MERCHANDISING MGR \$150K
New Jr. Collection, Product Dev Line Planning, Interface w/Prod/Design
SusieJeslyn@aol.com; Call: 212-947-3400

PATTERNMAKER GAIN IN GALE
High-end women's wear company seeks PATTERN MAKER with min. 10 years exp. Salary commensurate with experience. Fax or e-mail resumes to: 212.768.0675 or maria@gainingle.com

PATTERNMAKER
Head Patternmaker needed. Experience in sportswear. 1st pattern thru production & fittings. Bilingual: English & Chinese. Fax: 212-278-8557.

Patternmaker/Production
Branded sportswear & private label co. missy/women's/pepites. Maintain consistent fit, specs, grading. Knowledge in knits/wovens, fabric testing/shrinkage. Brooklyn location. Fax resume w/ salary requirements: 718-499-4895 Attn: Tony.

PATTERNMAKERS
*Head Patternmaker-Couture Runway Collection, Jackets Exp. \$150-\$175K
*Head Pattnkr-Dress, New Div \$120-125K
*Head Pattnkr-Couture Bridal Dress \$120K
*Moderate Sportswear Patternmaker \$100K
*PDS Sportswear Designer Lectra \$100K
*PDS Mod-Better Sportsw Lectra \$80-100K
ToddWayne@aol.com; Call: 212-947-3400

Patternmaker/Tailor
Hi-End Fashion Co. seeks Patternmaker / Tailor, w/ a min. of 6+ yrs. exp. good in jackets, trousers, coats-(hard pieces).
Fax resume w/cover letter: 212-398-9895

PLANNER/
REPLENISHMENT ANALYSIS
Design and implement forecasting strategy. New York Location.
Fax Patti @ 973-812-1731

PRODN MGRS (3) \$175K
#1-Domestic Womens Knits Division
#2-Domestic Junior Womens Division
#3-International Womens Division
All Jobs: Costing, Time & Action
Some Travel. Jean Experience A+
ToddWayne@aol.com; Call: 212-947-3400

Product Development Eng
Major intimate apparel co seeks a Product Development Engineer or Industrial Engineer w/2-5 years exp in apparel industry. Midtown NYC location. Responsibilities include: sewing methods, materials, costing, fittings & quality. Pls fax/mail resume w/ salary req; Wacoal America, Inc. One Wacoal Plaza, Lyndhurst, NJ 07071. Fax: (201) 555-0208. NO PHONE CALLS PLEASE

Product Devel to \$110K. Current exp. in popular priced ladies suit manufacturer seeks detailed oriented individual for computer entry & daily email communications with overseas factories. Ideal candidate must possess good communication & computer skills. A minimum of 2 yrs exp in piece goods or production is a must. Great work environment w/ full benefits package.
Pls fax resume: (973) 258-0978

Production Asst Piece Goods
Leading ladies suit manufacturer seeks detailed oriented individual for computer entry & daily email communications with overseas factories. Ideal candidate must possess good communication & computer skills. A minimum of 2 yrs exp in piece goods or production is a must. Great work environment w/ full benefits package.
Pls fax resume: (973) 258-0978

Production Coordinator
Womens Apparel company seeking experienced, detail oriented person to assist with all aspects of production follow up. Prod. Development background helpful. Must have good communication and computer skills.
Please fax resume to 212-382-2421
Attn: Susan

Help Wanted



Coach sets high standards for our products and our people. We recruit intelligent and collaborative individuals with diverse experiences and backgrounds who are interested in joining our dynamic team. We currently have openings for the following:

SENIOR MANAGER OF FABRIC MANAGEMENT

As a key operational member, you will develop, plan and manage the commercialization of all fabrics satisfying Coach's design process and mass production needs. You and your team will work with production partners to coordinate material development through finished goods production while ensuring that cost, timeline, aesthetic and technical goals are met. It is essential that candidates possess prior experience working with European and Asian suppliers as well as converter knowledge. A Bachelor's degree plus 6 years of experience in the textile or fashion accessory industry are required. Candidates must be detail oriented self-starters with strong organizational and communication skills. Some travel is required.

Please forward your resume including salary requirements, specifying Senior Manager of Fabric Management as your position of interest, to: **Email: kforbes@coach.com**

FABRIC MANAGEMENT COORDINATOR

This position is responsible for managing the development status of men's fabric, all linings, trims materials, and webbings. Additional responsibilities include providing administrative support in maintaining various tracking reports, managing the fabric library, data entry and reporting in various systems, and day-to-day communications within Coach and overseas offices, suppliers, and local agents. Candidates must possess a Bachelor's degree plus 2-3 years experience in a fabric procurement, textiles, or garment/accessories production. Solid Excel skills are essential: experience in Karat, SAP a plus. Applicants must be detail-oriented with excellent organizational, multi-tasking, and analytical abilities.

Please forward your resume including salary requirements, specifying Fabric Management Coordinator as your position of interest, to: **Email: kforbes@coach.com**

PUBLIC RELATIONS ASSISTANT MANAGER, EVENTS

In this role you will coordinate and execute logistics for all domestic and international PR-related and Coach corporate events. Key responsibilities include managing all event details, working with talent, managing event budgets, and coordinating details for Japan Press Events in New York and Tokyo. A Bachelor's degree plus 2-3 years of event experience are required. Candidates must be highly organized with the ability to juggle multiple priorities and work in a fast-paced environment.

Please forward your resume including salary requirements, specifying Public Relations Assistant Manager, Events as your position of interest, to: **Email: recruiterc@coach.com**

While we appreciate every applicant's interest, only those under consideration will be contacted. We regret that phone calls will not be accepted. EOE/AAE/M/F/D/V



SUSANANO CO.
Production manager
 contemporary sportswear individual; must be organized/detail oriented and have technical capabilities for knits & wovens.
 •7+ years experience
 •sourcing domestic/overseas production
 •delivery tracking
 •scheduling
 •factory management
 •quality control
 •strong pc background
 please e-mail resume to: **elsam@susananoco.com**
 no phone calls

Production Manager
 We are seeking a knowledgeable person with five years minimum experience in detailing orders to overseas factories / agents. Extensive follow through on purchase orders, specs, approvals, and daily communication for our extensive line of branded sportswear. Ideal candidate must be a detailed oriented individual with good communication skills and able to work under pressure. Must be a team player.
Fax Resume: 212-221-1561

PRODUCTION MGR.
 Est'd children's apparel Co. seeks exp'd person to oversee Asian production. Candidate will manage day-2-day operations incl creating, tracking & follow up of delivery schedule; quality assurance & vendor compliance. Must possess tech knowledge of garment production. Travel required. Excellent Benefits.
Please fax resume to: (212) 594-7356 or Email: childspapparel@aol.com

Production Mgr./Outerwear
 Established outerwear mfr seeks candidate with min 5 years experience working in production. Knowledge of fabric, garment construction and costing for coats. Overseas and domestic travel required. Good salary & benefits for the right candidate. Email resume to: **outerwearmgr@aol.com**

PRODUCTION
 Prod Mgr-Import Woven Sportswear Exp.Sourcing Prod. Coord.Bi-lingual-Sp/strw Exp. Apparel/Staffing, Fax Resume to (212) 302-1161

Production/QC
 Freelance production/QC specialist for women's bridge to better wovens in NYC area. Overseas QC at marker, grading, & sewing contractors as needed. Must be highly organized and have thorough knowledge of QC procedures, patterns, garment measurements, spec sheets, sewing, finishing techniques, and fit. Only highly qualified need apply. Send resumes to Carol Bates at: (613) 845-2460

PUBLICIST PR ASSISTANT
 People's Revolution, fast-paced fashion lifestyle agency seeks Publicist & PR Asst. for our NY office. Must be able to multi-task & work in a dynamic environment. Duties include database mgmt., press & special events. Excellent writing & communication skills mandatory. Competitive Salary. Only est'd Pro's with impeccable ref's need apply. **Please fax resume to: (212) 274-0448**

RAINFORST
 Leading men's outerwear / sportswear firm has the following opportunities available:
Front Desk Receptionist
 The qualified candidate must be highly motivated, possess excellent communication skills, PC proficient, ability to multi-task and take initiative. Fax or email resume to: Fax: 212-575-7630 Email: info@rainforst.com

Receptionist/Fit Model/Office Assistant
 Exciting updated knit company seeks size 8, 5'7" female to fit clothing and handle phones. Will pay based on experience. Great benefits.
Fax resume to: 212-221-1353

Help Wanted

New York's **LARGEST** career fair for the Fashion Industry
Fashion Career Expo
 This Thursday, Oct 7th, 10am-6pm
 The Metropolitan Pavilion, 125 W. 18th St. NYC
 Travel Directions: 212.463.0200
 Designers • Account Executives • Graphic Artists • Retail Store Managers • Sales Associates • Planners • Art Directors • Illustrators • Color Analysts • Product Managers • Technical Designers • Fabric Designers • Merchandisers • Production Managers • CAD Designers • Visual Merchandisers • Patternmakers
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 Polo Ralph Lauren
 Quiksilver
 Saks Fifth Avenue
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 QVC is a show, a network, a retail store, and the nation's #1 electronic retailer with nearly \$5 billion in sales and a live-TV broadcast reaching 85 million U.S. households. If you're looking to make the most of your career in an environment like no other, our West Chester, PA world headquarters has 2 Buyer opportunities in the following categories:
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 Candidates will identify and source product from around the world; negotiate price and terms; identify buy, develop and execute new products, concepts, shows, brands, and ideas that will be successful in Electronic Retail; create proprietary brands; analyze sales trends; monitor inventory levels; and oversee staff.
 Required qualifications include a Bachelor's degree or equivalent training and experience; 5 or more years in a retail environment, preferably buying either footwear or Misses' Apparel related products; excellent negotiation, analytical, communication and leadership skills; and computer proficiency to include spreadsheets. Product development and Domestic/Import buying experience highly desired.
 QVC offers a competitive salary and comprehensive benefits including a 401(k) plan and employee discount. Please apply online by visiting the Careers page at **www.QVC.com**. EOE. Drug Free/Smoke Free Work Environment. Pre-employment drug screening required.

QVC
 a great place to work

Receptionist/Sales Assistant
 Ladies' Cashmere & Knit Co. seeks an eager, organized, detail oriented individual with excellent computer skills. Must be able to multi-task. Chinese speaking a plus, but not required. Please Fax all resumes to: **212-575-6788**

RECEPTIONIST/SALES ASST
 Accessory Co. seeks hardworking and dependable, multi-tasked person to work in busy, quick-pace atmosphere. Good computer skills in Word, Excel & e-mail. Responsible for phones, correspondence & general office duties.
 Fax resume: 212-302-2753

Receptionist/Showroom Sales
 Moderate sportswear co needs energetic, motivated and organized individual with good communication skills. Responsibilities include general office duties and showroom sales. Must have computer skills, sales experience a plus. Salary plus benefits.
Fax resume to 509-757-7084 or E-mail: BILLG1411@AOL.COM

RETAIL SALES
 Upscale bridal & evening wear salon seeks individuals with exp. at high-end specialty salons or fine dept. stores. Right candidates must present a professional demeanor and have good communication skills. Fax resume with sal. req. to 212-202-4837.

Sales Asst/Receptionist
 Fast growing women's sportswear co seeks energetic indiv in our NY showroom w good comm skills. You must be organized, detail oriented, personable and comp lit. team player. This is a great oppy for the right person with lots of room for growth in sales. Please fax resume to: 212-940-5809.

SALES EXECUTIVE
 Established import junior denim designer line co. seeks an aggressive Sales Exec in mass market outlets with a strong following w dept/chain stores. Excellent potential and benefits.
Fax Resume: (212) 764-6674

Help Wanted

SALES EXECUTIVE
J.I. S.T.I.C.K.E.R.T
 Seeks organized, motivated professional w/great communication ability, strong follow-up and computer skills and min 3 yrs experience in a designer market. Must have established relationships w/dept. and specialty stores. Fax resume to 212-921-2850

SALES
 Leading bridal design house seeks sales professional with min. 3 yrs exp in wholesale and trunk shows. Strong background with independent salons and dept. stores essential. Computer literate. Fax resumes with sal. req. to 212-202-4837.

SALES
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Imagine a company that recognizes your individuality and passion, and gives you the opportunity to contribute in meaningful ways from day one. A company devoted to building and shaping your future. A company exists, that company is L'OREAL USA.

LANCÔME
Manager of Sales Promotion
 L'Oréal USA is seeking a Manager of Sales Promotion for its Lancome division based in New York City. This position reports to the Assistant Vice President of Sales Promotion. You will be responsible for reporting actual spending against various codes; maintaining NAO, LIA & team budget; and the ISD system; communicating field descriptions to Accts Payable; approving T&E and Seagate travel invoices; running reports detailing actual spend in co-op system; evaluating Broadcast Buys from retail accounts; coordinating tagging of radio & TV and traffic tapes & budget; and assisting Dir. in distributing & managing regional budgets.

Qualified candidates must possess a Bachelor's degree, along with a minimum of 3-5 years related work experience. Must be detail-oriented, flexible to work in a team environment, and able to set priorities. Excellent organizational, communication and computer (Word, Excel and PowerPoint) required.
 L'Oréal USA offers a competitive salary and benefits package including medical/dental/life, education assistance, company-matched 401(k), pension plan, and much more! For consideration, please email your resume to: **usloreale@rpc.webhire.com**. Subject line of email must read WHN# 1448347.

To learn more about L'Oréal USA and our careers, visit:
www.loreaulsa.com

SAMPLEMAKER
 ENGLISH SPEAKING.
 KNIT / LINGERIE EXP. A PLUS.
 Call 212-921-2233

Shipping Manager
 Est'd. & growing NYC Designer/Mfr. seeks an aggressive & exp'd. SHIPPING MGR. for Dept./Specialty Store acct. Salary commensurate w/experience. E-mail resumes to: **frenchdesign7@yahoo.com**

"On the Marks"
 an agency
 Sr. Production (Jrs exp).....125k
 Merch./Prod. Devl. Mgr.100-125k
 Dsgn Dir. (Men's high end exp).....120k
 Fabric Print Mgr.....80-95k
 Prod Mgr. (Multiple areas).....70-80k
 Tech designers (All areas).....70-85k
 Planners.....45-85k
 Product Mgr(Boys).....60-65k
 Exec Asst.....40-50k
 HR Coord.....40-45k
 Merchandise Allocator(EDI).....35-40k

Additional positions available (Please define which position you're applying for)
 Email them to: **otm@a.com**
 Fax 212-986-7708
 Call 212-986-7329

RACHEL ASHWELL SHABBY CHIC
STORE MANAGER
 Rachel Ashwell Shabby Chic is seeking dynamic, sales driven store manager with presence for SoHo location. Provide professional leadership, build sales team, uphold company vision, and have 3-5 years management experience in high end retail environment.
 Generous compensation package.
 Please email resume with salary requirements to: **hr@shabbychic.com**

Help Wanted

Clothing Technician
 Technician required for men's tailored suits. Understanding of full and semi constructed jackets / pants, both dress and casual make. Overseas travel required. Full or part time position. Salary commensurate with experience.
 Please fax resume to 212-643-0593

Tech Designer
 1. Missy sweaters/ knits
 2. Jr. woven tops/ jackets
mfeig@theinteracorp.com

TECH DESIGNERS (2) \$60K
 KNITS/SWEATERS & STRETCH KNITS
 Fashion Network: 201-503-1000/Fax 1070

TECHNICAL DESIGNER
 Fast paced importer of women's Sleepwear/Intimate Apparel seeks Technical Designer to develop and grade specs, review and comment on fit samples and communicate with overseas factories. You will be responsible for fit process through production, must have previous experience, computer skills including Excel, be well organized and detail oriented. We offer a great working environment and benefits package.
 Fax resume to 212-448-0926

Technical Designer
 Ladies' Mfr. seeks exp'd, detail oriented Tech w/strong knowledge of garment construction, fit, and grading from development through production. Must be able to work in a fast paced environment. Min. 7 yrs. Excel exp. Fax: 212-558-9287

Urban Access. Rep Wanted
 Well established Urban Access Co. expanding. Seeks a rep w/ 2 yr exp. dept stores/specialty store. Great benefits & excellent compensation. Email resume: **sales@naindustries.com**

SALES HELP WANTED

SALES HELP WANTED
HYDRAULIC
The Best Iron Standard
 Dynamic Junior denim company has the following positions opening in our New York office:

SALES EXECUTIVE
 Junior Denim, min 3-5 yrs. denim experience.
SALES ASSISTANT
 Assist Sales Manager
GIRLS 7-16 SALES EXECUTIVE
 Denim, Minimum 3-5 yrs. experience
ORDER FULFILLMENT
 Assist EDI Coordinator
 Please fax resume to Human Resources @212-719-1521

FREE COUNTRY
Director Of Sales Division Children's
 Pro wanted w/ 5 yrs + exp in children's outerwear. Must have dept & chain store contacts, be aggressive and be a team player. Great working environment.
Fax or email resumes to: 212-719-2051 or jasonw@freecountry.com

Major Jr. Sportswear Co.
 Seeking Sales Manager w/minimum 10 years experience & proven track record to continue building our growing business. We are fully vertical, both in Knits & wovens, with sourcing offices in 10 countries. Six figure salary & benefits. Please Fax resume to: **212-563-4262**

Sales Help Wanted

As the leader in contemporary design, we continue to grow and are looking to add exceptional talent to our team.

Division Director of Sales (ad #162)
Seeking highly qualified individual to direct the efforts of major dept. store & specialty shoe business. Position will be resp. to develop sales strategy, plan & monitor sales/product projections and manage regional Account Executives. The ideal candidate MUST have a min. 5 yrs. sales experience; 1 yr. in management with a background in trend/fashion product. Strong retail math & knowledge of store plans is required.

Account Executives (ad #163)
Seeking energetic, sales driven individuals with 3-5 years wholesale sales experience for both major department store & specialty shoe client base.

Qualified candidates, please fax resume, salary history & ad # attn: Patricia (212) 764-6912 (EOE)

BCBGMAXAZRIA

JONES NEW YORK INTIMATES
Licensed by Madison Intimate Brands

As a leader in Sleepwear/Intimates, we seek highly motivated Sales professionals to join our expanding Sales team!

ACCOUNT EXECUTIVE/DEPT. STORES
Must have strong working knowledge of retail math, ability to develop seasonal buy plans. Minimum 5+ years experience in Sales or buying office position. Intimates background a must.

SPECIALTY STORES
Must enjoy providing superior customer service, strong follow-up skills. Minimum 3+ years selling to Specialty stores and boutiques. Intimate experience, preferred.

Positions require great communication and presentation ability; along with superb computer skills (excel spreadsheets, word, email). Excellent benefits and salary, commensurate to experience. Email resume with Subject Header: **Acct Exec or Spec St**: Your Name, to: **hr@jniny.com**

SALES REPS WANTED
You Can Make \$1,000,000.00

Required by huge China Int'l vertical denim/knit mfg group. If you have program/private label orders, please contact us. Our factories are approved by all stores. We produce jeans, sweaters & cut/sewn knits. We pay high comm. plus sharing profit, order by order. You can be our partner and make a million if you have the orders.

Please reply to fax 201-883-0837 or E-mail: **sparkleapparel@aol.com**

Director of Sales
Rapidly expanding established NY high-end Eveningwear Company has an immediate opening for a hands-on Director of Sales to strengthen our sales team.

We are seeking an individual w/ ability to bring in new accounts to impact the sales growth of our company. Individual will work closely with Design and Production department. Must have exp. with merchandising, sales projection, budgeting, customer service, calendars and imports. Candidate must have extensive experience working with department and specialty stores with knowledge of replenishment business as well as private labels. Excellent communication, analytical, follow-up and computer skills required. Requires minimum 5 years experience as Sales Executive.

Please fax resume and salary requirements to (212) 575-1644

PRIVATE LABEL GARMENT SALES
New York based company seeks highly experienced aggressive seller for garment production. Must have strong established contacts with major retail / apparel manufacturers. Men's/Women's wear - all categories. Position offers large salary / commission oppoys. Please send resume in confidence, attn. Gloria Rooks @

Fax: (212) 868-3717

SALE REP
NY based off-priced apparel dist. seeks FT Reps to sell name brand apparel to discount retailers. Apparel sales exp. a plus

Email: **rebbecca@felpapparel.com** or Fax: (714) 619-7403
Interviewing 10/6-8 in New York.

SALES-ACCOUNT EXECUTIVE LADIES' SPORTSWEAR
Bernard Fashions, a leader in better ladies' and men's outerwear for over 20 years is seeking an experienced salesperson for our highly successful, fast-growing ladies' sportswear division.

This is a great opportunity for a highly motivated individual. The ideal candidate will have 5+ years experience in sportswear sales. You will also possess strong current retail contacts in the better sportswear market including relationships with Nordstroms/P.O.V., Federated and Saks Inc. Prior exp. with Liz or Jones a plus. Fax resume to: Attention SportsWear 212-594-3999.

Sales Assistant
Fast paced accessory to seek a fire-cracker sales assistant to multi task and follow up with accounts. Must be super organized and have excellent computer skills. Some travel a great opportunity to grow.

Fax resume: 212-268-0479

Knitting Mill
Triots Liesse a vertical knitting mill seeks aggressive salesperson who strives to earn top dollars. Must have textile exp. If you are that person, fax your resume Attn: Tiffany 212-239-2257 or tiffanyb2@juno.com

"MAGIC JEANS"
Sales Executive
Fast growing jeans mfr seeks salesperson to sell novelty/chain stores. Fax resume 212-827-0011 E-mail: **magicjeans@aol.com**

Part Time Sales Person
Needed For Newly Launched Men's Accessory Line EXCELLENT OPPORTUNITY To grow with a New Company. Experience Necessary/Contacts a Plus. Email: **fivestaronline@hotmail.com**

Sales Help Wanted

Sales Coordinator
With a 100-year history of innovative design, Steuben Glass, a division of Corning Incorporated, is known for creating some of the finest glass in the world. Join us now as a Sales Coordinator at our magnificent flagship store in Manhattan where we have truly made an art of success.

This position requires the minimum of a two-year Business degree and 2-8+ years of direct experience in luxury retail sales. Candidate must be a well-organized team player with an appreciation for art, PC proficiency, and an understanding of retail sales operations.

For immediate, confidential consideration, please apply online at **www.corning.com/careers** and refer to opening # 8901. Corning is an equal opportunity employer with a strong commitment to workplace diversity.

steuben.com

SALES
Eveningwear manufacturer on 7th Ave. seeks experienced person. Trunk shows a must. Please fax resume (305) 826-6028

Sales Executive
Bridge designer sportswear seeks exp'd bridge sales pro with strong store contacts. Fax resume to (212) 695-9483 or email **emhring@yahoo.com**

SALES EXECUTIVE
Est'd importer of novelty sweaters/knits seeks exp'd pro w/ strong dept/specialty chain contacts to cultivate new and maintain existing accounts. Positive energy and strong follow-up a must.

Call or fax resume to Lisa Cheung at Tel: 212-302-3744/Fax: 212-302-8589 email: **lisa@liscem@aol.com**

SALES EXECUTIVE
Missy embroidered dresses & sportswear co. seeks sales pro. Good relationship w/ better specialty chains & boutiques. Salary + commission. Some travel. Fax resume: 212-736-1686.

SALES EXECUTIVE Sales Associate
Rapidly growing designer jewelry brand seeks dynamic and energetic sales professional to direct all national sales related activities including strategic business development, analysis, assortment planning, forecasting and account management. Five to 7 years sales management experience required in designer jewelry or related industry. Sales Associate with excellent organization, communications and follow-up skills needed for territory sales responsibilities. Three to 5 years experience in jewelry or related industry required.

E-mail resumes to:
Jessica@slaneandslane.com or fax to (212) 691-5994

PGA SALES MANAGER
Seeking a seasoned professional w/ strong customer base and established relationships with Major Dept Stores and Specialty Chains. Individual will work closely with Exec Mgmt and will be responsible for generating new business accounts. Sales exp in Sportswear apparel req'd. Must be aggressive, enthusiastic and detail oriented. Highly competitive salary & incentives. Fax: 310-866-3070 or E-mail: **hr@ektl.com**

Sales Professional
1407 Showroom seeking highly motivated indiv who has contacts with chain/specialty stores for woven top/bottoms missy/plus sizes. Salary + commission. Fax resume (516) 822-8152

SALES PROFESSIONALS
Great opportunity for talented Sales Reps who are energetic, motivated, work well in a fast paced environment, and most importantly have a sense of humor.

TERRITORIES NEEDED:
Northeast, Mid-Atlantic, Southeast, Midwest, West Coast

Richard Leeds International is the leading creative house for Men's, Junior's, and Kids daywear, sleepwear and intimates. Our brand portfolio offers endless opportunities for strong Sales Reps with extensive Specialty, Better Specialty and Chain Store relationships.

We offer a market competitive commission structure, excellent sales tools, as well as key market support.

Please email resume to: **brian@richardleeds.com**

Sales Representatives
A prestigious garment manufacturer of footwear & sportswear, with facilities in Africa, China, Taiwan, Vietnam, Cambodia, Philippines, Thailand, Mexico & USA, is looking for Sales Reps with customer base or good relationships with Buyers. Please send resume to:

Fax: (626) 579-5279

Sales Help Wanted

SENIOR ACCOUNT EXECUTIVE
LUCKY BRAND has an outstanding career opportunity for a Senior Account Executive based in New York. This position will be responsible for the Nordstrom, Bloomingdale's and Macy's West women's accounts.

Should have a minimum of 3 years related experience. Must have excellent analytical skills and be highly motivated. Should possess strong organizational, communication and computer skills. Must have the ability to multi-task and work comfortably in a fast-paced environment. Previous experience with Nordstrom and a denim background preferred.

For consideration, please fax resume and salary history to:
(323) 589-2460 or email:
Lucky_Jeans_HR@luckybrandjeans.com

Lucky Brand is an Equal Opportunity/Affirmative Action Employer (M/F/D/V).

LINES
Lines Offered

TOMMY BAHAMA
is seeking sales help for northeast. Strong Specialty & better Department store background needed. Minimum (5) yrs. exp. Denim exp. will be a great asset. Email resume / info to: **paul.fine@tommybahama.com**

VP SALES & MERCHANDISING
Est'd Import Co. is looking for the right candidate to lead a team of Sales Execs. We have product for Missy / Jrs. / Plus Sizes, Womens & Knits. We need a leader with a proven track record & solid contacts to manage NY showroom & direct Sales.

Email: **sportswear@optonline.net** or Fax: (212) 221-0244, Attn: Sid

WANTED SALES REP IN THE U.S.
Leading Woven apparel manufacturing company in India, exporting clothing to leading European departmental, chain stores and brand labels for their Men's, Women, and Children range.

With comprehensive manufacturing factories including cut to pack, embroidery, washing and various other value added facilities all COC AND GPQ compliant. Pls email us with your interest at info@birdy-fashion.com.

Retail Sales Help Wanted

Great Salesperson
No one answers retail ads anymore but Malawi is a special place where you can be wonderfully creative with our eclectic mix of clothes. We seek an excellent salesperson with a funky sense of style, a gift for merchandising and a twinkle in your eye. We're worth traveling to Queens! Please call: 718-456-9699, Fax: 718-454-7162 or email: **malawi718@aol.com**

BVLGARI Sales Professionals
Bulgari Contemporary Italian jeweler seeks talented Sales Professionals for our flagship 5th Ave store in NYC. Ideal candidates will have at least 5+ yrs of high-end luxury jewelry & watch sales experience, with proven sales records. Must have exceptional social skills, client contacts and the ability to attain sales goals. We offer superior work environment and benefits package. EOE.

Fax resumes to 212-861-7696 or E-mail: **bca.hr_recruiting@bulgari.com**

Store Manager
Joseph. (London) High-end retail Clothing Co. seeks an accomplished individual with a minimum of 5 years solid managerial experience and a successful sales record. Must be energetic, with good sense of fashion, style, and store merchandising ability. Excellent organizational, communication, and interpersonal skills are required. Fax/E-mail resumes: 212-274-1142 / **mkatjoseph@aol.com**

LINES
Lines Wanted

West Coast Sales Pro
Seeking Updated & Contemporary Casual Lines. Moderate - Better price points. Calmart Showroom & Road; Showing in L.A., S.F., L.V., and Scottsdale. Please Contact Fred at: 213-629-2133

LINES
Lines Offered

SALES AGENTS
Ladies' wear supplier from China **www.intelcd.com** **ssk@direon.co.uk**

Lines Offered

SALES REP--SHOES
Well established European Luxury Shoe Brand seeks commission rep with strong contacts - department stores and upscale multi mark retail. Line includes bags and other accessories. Possibility of showroom a +. Fax Resume to 212-274-9383

SIDELINE REP WANTED
Fashion-forward women's junior's shoe distributor seeking independent sideline sales reps in the following markets: Chicago, Miami, LA, NYC to place shoes in key market apparel boutiques. Candidates must have boutique sales experience. Position is commission based, preferred candidates are currently selling apparel to boutiques and do not have a competing shoe line. Interested Candidates fax resumes to: 212-213-5460 or email: **wwd0ct2004@yahoo.com**

POSITIONS WANTED
Positions Wanted

PATTERNMAKER
20 years experience from lingerie to haute couture evening and bridal. Please call Lucy at 718-239-9423

FOR MORE APPAREL AND RETAIL INDUSTRY JOBS, CHECK OUT DNR CLASSIFIED IN PRINT OR ONLINE AT **www.DNRnews.com**

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www.DNRnews.com

For All Classified Advertising Rates And Information, Call 1.800.423.3314

CONFIDENTIAL SERVICE: To answer box number ads and protect your identity: (1) Seal your reply in an envelope addressed to the box number; (2) in a separate note, list companies and subsidiaries you do not want your reply to reach; (3) Enclose both in a second envelope addressed to: CONFIDENTIAL SERVICE, WWD, Classified Advertising, 7 West 34th Street, New York, NY 10001

GET RESULTS! PHONE YOUR AD TO WWD TOLL-FREE: (800) 423-3314 or (212) 630-4610 FAX: (212) 630-4634

HOW TO ANSWER BOX NUMBER ADS: All replies to box number ads should be addressed exactly as indicated in ad copy. For those box numbers without a street address, mail to: Box WOMEN'S WEAR DAILY 7 West 34th Street, New York, NY 10001.

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

Rod's Real World ● Art and Ambassadors ● Love Blooms for Kate and Orlando

STAR

By Aileen Mehle

eye Rod Stewart turned down a \$40 million offer from one of the cable channels to star in his own reality show with his girlfriend, **Penny Lancaster**, and his five children: **Kimberly, Sean, Ruby, Renee** and **Liam**. The producers also hoped he'd convince such ex-wives and lovers as **Alana Hamilton, Kelly Ermerg** and **Rachel Hunter** to drop by and make cameo appearances. Rod, speaking as a chap who already has a sizable fortune, a Victorian castle in England and a Beverly Hills mansion that is gracing the cover of the current *Architectural Digest*, claims he just doesn't want his personal life invaded, although he does find the idea interesting. Still, if you don't mind, he'd like to keep his private life private. He says every time he looks at his lovely California house, even though there are hundreds of hairs on everything (all his kids have chihuahuas) he just wants to keep it for their eyes only. Do I hear \$50 million?

All is not heated and hostile politics in our lovely capital of Washington, D.C. Believe it or not, culture and the arts are alive and kicking, as witnessed last week by the artistic events in the wake of the Foundation for Art and Preservation in Embassies, known as FAPE, whose purpose is just what the name heralds, keeping our embassies all over the world beautiful with the help of famous Americans, who donate their works to the project.

The evening began with a reception given at the residence of the German Ambassador and Mrs. **Jutta Falke-Ilschinger**, followed by a dinner that evening at the State Department hosted by **Secretary of State** and Mrs. **Colin Powell** where all hands dined deliciously on ceviche, rack of lamb and a dessert called Jamaican Snowball. (Don't ask).

The evening ended with a perfectly lovely serenade played by all 20 members of the U.S. Air Force Strolling Strings. But not before **Jo Carole Lauder**, the guiding spirit of FAPE, unveiled **Alex Katz's** "Marigold," a screen print of yellow blossoms on a deep green background donated by the late Lee Kimchee McGrath from her collection of original prints. FAPE also commissioned two major wall



Kim Basinger



Kate Bosworth



Infanta Dona Cristina

sculptures from **Ellsworth Kelly** for the new U.S. Embassy to be built in Beijing plus two sculptures by **Louise Bourgeois** for the same embassy.

FAPE was established in 1986 by **Lenore Annenberg, Wendy Lures** and **Carol Price**, all wives of former U.S. ambassadors. Jo Carole Lauder is the wife of **Ronald Lauder** and she is the brilliant chairman of this organization along with **Ann Gund**, the foundation's president.

Among the guests attending the festivities were **Lenore Annenberg; Wendy Lures** and her husband, the **Hon. William Lures; Vera Blinken** and her husband, the **Hon. Donald Blinken; Carol Price**; board member **Buffy Cafritz** and her husband, **William Cafritz; Alma Gildenhorn** and her husband, the **Hon. Joseph Gildenhorn; Harriette Levine** and her husband, **Noel Levine**; the **Hon. and Mrs. Kenneth Duberstein**; artists **Beverly Pepper** and **Elyn Zimmerman; Alyne Massey; Jill Sackler**; former ambassador **Lucky Roosevelt**, and foreign ambassadors from all over the globe.

Orlando Bloom, whom you will soon see in his knickers as part of the new Calvin Klein underwear advertising campaign, has just proposed to his girlfriend of two years, actress **Kate Bosworth**. Orlando is the one who says he got into acting "for the women," thinking a movie career would help him get the woman of his dreams.

Kate happily accepted his hand and what was in it, a

\$300,000 diamond engagement ring set in platinum with a diamond band. She says it's the most beautiful thing she's ever seen. "All you see is diamonds," she said of her blinding bauble.

They are already planning two ceremonies: one in Los Angeles, Kate's hometown, and one at a country estate outside of London, which all of Bloom's family and friends will attend. The first of these is expected to take place in June. Kate has said in the past that Orlando was the best ever boyfriend you could want. How much was that ring again?

Her Royal Highness the **Infanta Dona Cristina** and her husband, **Iñaki Urdangarin**, are the guests of honor at the Queen Sofia Spanish Institute's Gold Medal Gala at the Plaza on Nov. 10. The fiesta will honor **Santiago Calatrava** and **Richard Meier**. The chairmen of the evening are **Pepe** and **Emilia Fanjul, Annette** and **Oscar de la Renta, Beatrice** and **Julio Mario Santo Domingo, Leopoldo Rodes** and **Jean Herrick Van Waveren**. All the directors of the Spanish Institute will be there plus such fans as **Alejandro** and **Andres Santo Domingo**; maybe the **Henry Kissingers; Dr. and Mrs. Valentin Fuster; Carolina** and **Reinaldo Herrera**, and **Princess Firyal of Jordan** with **Lionel Pincus**.

Kim Basinger wants to spend as much time as she can with her daughter, **Ireland**, whose daddy is Kim's ex-husband, **Alec Baldwin**. So while filming her latest movie, "Cellular," where she spends most of her time talking on the phone, Kim had the studio hire a \$100,000 stunt double to take her place when her face was not shown, or in other words, all the rear views.