

WWD FRIDAY

Beauty

Under Repair

NEW YORK — With savvy skin care consumers demanding products akin to surgical solutions in a tube, manufacturers are continuing to turn up the heat on their research labs to find the next generation of solutions, forming a deepening trend in the market. The latest approach: formulas that purport to plump wrinkles from the base to the skin's surface. Coming in March: Clinique's Repairwear Deep Wrinkle Concentrate for Face & Eye, Estée Lauder's Perfectionist CP+ and Givenchy's No Surgetics Night. For more, see page 4.

Limited's Time Machine: Building Bigelow's Future By Tapping Into Its Past

By Pete Born

NEW YORK — The Limited Brand's Bath & Body Works division unveiled its long-awaited C.O. Bigelow beauty line this week, embarking on a brand reincarnation that ultimately could spark new trends in beauty retailing.

Limited's chairman and chief executive officer Leslie H. Wexner is famous for plucking an inconspicuous label, such as Victoria's Secret, and building it into a blowout brand. Thus, industry interest has mounted on Bigelow.

His new strategy honcho, Neil Fiske, is at work transforming BBW into a

See **Limited**, Page 18



J.C. Penney Chiefs Look Back, Ahead

By Rusty Williamson

DALLAS — Allen Questrom, J.C. Penney Co. Inc.'s departing chairman and chief executive officer, and his successor, Myron E. Ullman 3rd, reflected on the past and looked toward the future on Thursday at the new J.C. Penney Archives at Southern Methodist University's DeGolyer Library here.

It was Ullman's first official appearance since joining Penney's Dec. 1 and one of Questrom's last — he's retiring Dec. 31. Questrom said the \$15 billion chain is on plan to finish December with sales 2 to 3 percent higher than the same period last year, and that business is solid across all categories, especially women's apparel and the Internet.

"We've had a very strong December so far," Questrom said. "It's all about offering customers the hottest items and the right products at the best prices."

He plans to spend his last weeks on the job touring stores with Ullman, including a trip to South America to visit Penney's Lojas Renner department store chain.

Ullman, 57, kept a low profile, saying, "It's day eight on the job, so I'm still getting used to everything. But I'm very honored and happy to be at J.C. Penney and looking forward to my future there."

Questrom, 64, orchestrated a complete revamping of the retailer since assuming the company's top posts in September 2000 and shares tripled under his leadership.

Questrom and Ullman joined about 200 people to christen the J.C. Penney Archives, which chronicle the history of Penney's and its founder, James Cash Penney. It includes more than



SMU president R. Gerald Turner and J.C. Penney's Allen Questrom.

20,000 photographs, advertisements from 1903 to the late 1990s and more than 1,500 linear feet of speeches, ledgers, catalogs and company publications documenting more than a century.

"This collection reflects Mr. Penney's fundamental values, which are still applicable and play a key role in the continuing success of the company," Questrom said. "He was dedicated to delivering good value to customers and operating a business with integrity. Mr. Penney also believed that businesses should give back to the communities they serve."

In 2001, Penney's donated \$1 million to endow the J.C. Penney Retail Center, which offers programs for students pursuing retail careers.

The DeGolyer Library also houses the archives of another retail legend, Stanley Marcus, donated by his widow, Linda Marcus, in 2003.

Gap Appoints Ex-YSL Exec

By Michelle Dalton Tyree

LOS ANGELES — Gap Inc. has hired Joshua Schulman, former executive vice president of worldwide merchandise at Yves Saint Laurent, to be senior vice president of international strategic alliances, a new position.

"He will be leading some exploration into new business models," said Gap spokeswoman Kris Marubio. "He'll be looking at wholesale, partnership and franchising opportunities in markets where we might consider that owned retail didn't make sense."

Asked whether Schulman's hiring is part of a new strategy, Marubio said, "We're looking at a lot of different strategies. [Schulman's] worked at world-class companies and proven himself at building wholesale channels as well as directly operated stores."

Gap Inc., based in San Francisco, reported last month that its third-quarter earnings increased less than 1 percent.

Schulman, who will start his job early next year, joined YSL in 2000 from Gucci where he had been worldwide director of women's ready-to-wear. He is the latest top executive to leave the Gucci Group since its parent, Pinault-Printemps-Redoute, parted in the spring with former Gucci chief executive officer Domenico De Sole and ex-Gucci creative director Tom Ford.

Gucci's worldwide merchandising director, Tom Mendenhall, left in October after president and ceo Giacomo Santucci was let go. Others who have quit this year include: Gian Giacomo Ferraris, Gucci's director of worldwide apparel operations, who became ceo of Jil Sander AG, and Robert Singer, Gucci Group's chief financial officer, who became Abercrombie & Fitch's president and chief operating officer.

- 1** West Village apothecary C.O. Bigelow and Limited ceo Leslie Wexner have teamed up on a new product line and retail concept for Bath & Body Works.
- 3** Christmas is coming early to foreign retailers in China, with restrictions set to be lifted Saturday allowing them to enter and expand there more easily.
- 8** BEAUTY: Radiant Red, John Frieda Professional Hair Care's new color-protective line, is giving fiery types a permanent home in the spotlight.
- 9** Dove's expansion into hair care, skin care and deodorants has helped to double its U.S. sales in the last five years to the \$1 billion mark.
- 22** Industry firms filed hundreds of pages of public comments on six of nine safeguard petitions that seek to curb imports on a range of Chinese goods.
- 22** Malden Mills is facing a strike by its unionized workforce, which was set to vote Thursday evening on whether to accept a new three-year contract.
- SUZU**
- 24** Sophia Loren and Giorgio Armani lead the dignitary parade for the reopening of La Scala... The life and times of Christian Lacroix... The new rat pack.

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VOLUME 188, NO. 121 WWD (ISSN # 0149-5380) is published daily except Saturdays, Sundays and holidays, with one additional issue in January, May, June and November. Two additional issues in February, April, September, October and December, and three additional issues in March and August, by Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc. PRINCIPAL OFFICE: 7 West 34th Street, New York, NY 10001. Shared Services provided by Advance Magazine Publishers Inc.: S.I. Newhouse, Jr., Chairman; Steven T. Florio, Vice Chairman; Charles H. Townsend, C.O.O.; John W. Beland, Executive Vice-President and C.F.O.; Jill Bright, Executive Vice-President, Human Resources; John Buese, Executive Vice-President, Chief Information Officer; David Orr, Senior Vice-President, Strategic Sourcing; Robert Bennis, Senior Vice-President, Real Estate; David B. Chernidin, Senior Vice-President, General Manager, Advance Magazine Group Shared Services Center. Periodicals postage paid at New York, NY, and at additional mailing offices. Canada Post Publications Mail Agreement No. 40032712. Canadian Goods and Services Tax Registration No. 88654-9056-RM0001. Canada post return undeliverable Canadian addresses to: 4960-2 Walker Road, Windsor, ON N9A 6J3. POSTMASTER: SEND ADDRESS CHANGES TO WOMEN'S WEAR DAILY, P.O. Box 15008, North Hollywood, CA 91615-5008. FOR SUBSCRIPTIONS, ADDRESS CHANGES, ADJUSTMENTS, OR BACK ISSUE INQUIRIES: Please write to WOMEN'S WEAR DAILY, P.O. Box 15008, North Hollywood, CA 91615-5008; Call 800-289-0273; or visit www.subnow.com. Four weeks is required for change of address. Please give both new and old address as printed on most recent label. First copy of new subscription will be mailed within four weeks after receipt of order. Address all editorial, business, and production correspondence to WOMEN'S WEAR DAILY, 7 West 34th Street, New York, NY 10001. For permissions and reprint requests, please call 212-221-9595 or fax requests to 212-221-9195. Visit us online: www.wwd.com. To subscribe to other Fairchild magazines on the World Wide Web, visit www.fairchildpub.com. Occasionally, we make our subscriber list available to carefully screened companies that offer products and services that we believe would interest our readers. If you do not want to receive these offers and/or information, please advise us at P.O. Box 15008, North Hollywood, CA 91615-5008 or call 800-289-0273. WOMEN'S WEAR DAILY IS NOT RESPONSIBLE FOR LOSS, DAMAGE, OR ANY OTHER INJURY TO UNSOLICITED MANUSCRIPTS, UNSOLICITED ART WORK (INCLUDING, BUT NOT LIMITED TO, DRAWINGS, PHOTOGRAPHS, AND TRANSPARENCIES), OR ANY OTHER UNSOLICITED MATERIALS. THOSE SUBMITTING MANUSCRIPTS, PHOTOGRAPHS, ART WORK, OR OTHER MATERIALS FOR CONSIDERATION SHOULD NOT SEND ORIGINALS, UNLESS SPECIFICALLY REQUESTED TO DO SO BY WWD IN WRITING. MANUSCRIPTS, PHOTOGRAPHS, AND OTHER MATERIALS SUBMITTED MUST BE ACCOMPANIED BY A SELF-ADDRESSED OVERNIGHT-DELIVERY RETURN ENVELOPE, POSTAGE PREPAID.

Firms Hiring Less and Later for Holidays

By Dawn S. Kissi

NEW YORK — Retailers are hiring holiday workers later in the season and taking on fewer of the part-time employees compared with previous years.

Analysts and consultants said the reason is that retailers are fretting over rising operating costs in a soft sales environment.

"There are concerns," said John Challenger, chief executive officer of consulting firm Challenger, Gray & Christmas. "Retail in particular is essential to the shopping season, but from what it looks like, many will be very cautious this year."

Challenger said firms are keeping a closer eye on margins, operating costs and sales trends.

"The state of hiring reflects the state of the economy," said Emanuel Weintraub, founder of Weintraub Associates. "With everyone watching the bottom line, hiring will be done, but only after every last expense is taken into consideration."

Tim Lyons, senior public relations manager for J.C. Penney Stores, said the company is

staffing up for the holidays. "We are looking mainly for restocking and replenishing the sales floors," he said. "We know it's peak season, and every store is looking to add help."

Meanwhile, Sears, Roebuck & Co. said it has been hiring on a store-by-store basis. This year, the company initiated a more aggressive approach early on in the season, reaching out to 45,000 retired Sears employees. Its plan was to hire early and hire more.

Hoping to cover all levels of customer service, Sears began hiring early in October as a way to better train associates.

Other retailers have augmented their ranks with seasonal workers, but consumers may not notice the extra help because the part-timers are typically scheduled only during high-traffic times, such as a few evening hours and on the weekends.

As a result, analysts are saying this year will go down as one of the more lackluster in terms of seasonal hiring. For shoppers, a dearth of sales associates can be irritating.

"Our research shows con-

sumers complaining of long lines," said Britt Beemer of America's Research group. "Retailers might have geared up for the season, but staffing is much lower than years past."

For those looking for work, it's a "buyers market." With job-seekers outnumbering seasonal openings, very little recruiting is needed by the larger companies. Retailers such as Target and J.C. Penney can reach people on short notice and staff up quickly through online job postings.

And while it's too early to determine a retention rate of those hired as seasonal help, some retailers intend to keep some of these workers into the new year.

"From an employers' view, they can watch and see who the best of the winter seasonal hires were," Challenger explained. "It's at their discretion who they keep on board after the holidays."

A strong holiday shopping season is what the economy needs right now, analysts said. Strong sales into January may provide a lift for retailers and help to retain some of the temporary staff that was brought on board.

Quote of the Week
"China continues to be our most exciting opportunity."
 — Robert Toth, president of Avon International

In Brief

- **CULT STATUS:** Blue Pen Inc., the parent company of contemporary and juniors' brands Blue Cult, Sacred Blue and Blue 2, has promoted Scott Drake to the new position of president of sales and marketing. Drake, formerly president of Blue 2, will coordinate the company's selling efforts by creating a team consisting of heads of each brand. He co-founded New York Jean Co. and did private label work for Kenneth Cole, Bebe and Federated Department Stores Inc. Blue Pen is a five-year-old company begun by husband-and-wife team David Mechalay and Caroline Athias. It has annual sales of about \$75 million.
- **CREW SALES UP:** As total revenues rose 36.4 percent — including a same-store sales gain of 30 percent — J. Crew Group Inc. posted a third-quarter net loss of \$10 million, which compares with a loss of \$24 million last year. Operating income in the period ended Oct. 30 also improved, coming in at \$13 million, versus a loss of \$6 million last year. Revenues were \$206 million, which compares with \$151 million in the prior year. For the nine-month period, New York-based J. Crew widened its net loss to \$47 million, reflecting an additional interest expense of \$23 million, from \$30 million a year ago. Operating income in the nine months came in at \$19 million, which compares with an operating loss of \$32 million last year. Total revenue for the period rose 12.7 percent to \$540 million.

Correction
 A photo of Kmart and Sears executives that appeared on page 32 Thursday was taken by Peter Morgan/Reuters/Landov.

China to Kick Off a Retail Revolution

By Betsy Lowther

BEIJING — Christmas is coming early this year to foreign retailers in China.

Restrictions will be lifted Saturday on foreign-invested companies with retail interests in China, allowing them to enter and expand in the market much more easily.

The long-anticipated policy change, part of China's agreement when it joined the World Trade Organization three years ago, isn't expected to create any sudden shifts in the Chinese retail market. Still, experts are predicting that the removal of a lot of red tape will entice more foreign-owned retail outlets — from luxury boutiques to all-in-one supercenters — to soon develop in China.

"This will give foreign investors more opportunities to do business in China," said Jie Tang, a partner in the Beijing offices of Coudert Brothers LLP. "From a legal perspective, foreign investors in the Chinese retailing business will now be on equal footing to that of Chinese companies."

Until now, foreign retailers seeking to do business in China were required to enter into joint ventures with local partners to open retail outlets. In addition, those foreign-invested stores were restricted to China's major cities and limited to a small number per city. As of Saturday, the third anniversary of China's WTO entry, such rules will no longer exist.

Lifting restrictions also opens up opportunities for foreign companies in wholesale, commission-based and — once government-approved regulations are adopted — franchising areas.

The biggest beneficiaries are likely to be megastore chains such as Carrefour and Wal-Mart, which have launched aggressive expansion plans in China and are looking for more places to develop their businesses. Carrefour is the fifth-largest retailer and the largest foreign retailer in the country, with revenues of about \$935 million in the first half of 2004, according to the Ministry of Commerce. Wal-Mart, the world's largest retailer, had revenues in China of about \$448 million for the first half of 2004, according to the ministry.

"We welcome the policy change, though it is too early to predict what will happen as a result," said Todd Wang, a spokesman in the Shanghai headquarters of Carrefour's China operations, which oversees 53 main stores in the country as well as other chains. "Certainly, the new policies will provide us with more opportunities within China."

In cities such as Beijing, where

Carrefour has five hypermarkets, the demand for such megastores has been astounding. Customers often face long lines and heavy crowds, but that hasn't seemed to reduce the numbers of people who frequent the all-in-one shopping spots. As the removal of restrictions opens up more cities to similar expansion, retailers such as Carrefour could find an enormous amount of new customers. By sheer numbers alone, China's potential consumer base is staggering: The country has at least 40 major cities with a population of more than 1 million, according to the government-owned China Daily newspaper.

Wal-Mart, which operates 42 stores in China, already is preparing for a push after the retail opening. Last month, the company announced plans to open as many as 15

retail ventures, such as boutiques."

Already, foreign luxury brands have begun spreading their stores to provincial capitals such as Harbin, Hangzhou and Shenyang, and such development plans could become easier and more expansive after tomorrow's retail opening. Schaub predicts that the number of well-known luxury labels already growing in China could soon be joined by an influx of small, foreign-owned boutiques. Foreign investors could be especially drawn to building small businesses, he said, because the policy changes will include substantially lowering the amount of initial capital investment required by foreign companies in China from about \$6 million to about \$36,000.

"Now, it will be easier [for a foreigner] to set up their own little shop," says Schaub. "They

Deleens, who cites her previous local knowledge and Mandarin language skills as major assets to starting her business in Beijing. "If it becomes easier, I think there will be more people looking here in the future."

Given China's recent building boom — especially in its major cities — retailers are now finding more location options from which to choose. In construction-heavy Beijing, for instance, developers are eagerly tearing down dilapidated structures in the city's downtown to make room for more commercial spaces with central locations.

But for now, it's clear that the one group that does not stand to gain from the change in restrictions is Chinese retailers. The increased competition from more experienced outside companies is a real threat, and one that many Chinese businesses are trying to actively combat. China's largest retailer, the Shanghai-based Bailian Group — which competes with Carrefour and Wal-Mart — recently announced that it plans to increase its number of outlets by about 50 percent to 10,000 stores by 2010, in hopes of creating a strong stake in the local markets. Smaller retailers who don't have the benefit of sheer size have begun creating alliances to help them prepare for a potential onslaught.

"The competition [for Chinese companies] is about to become more fierce," Tang said. She predicts that government support, such as favorable bank loans, might be put in place to help keep Chinese companies afloat as they adjust to the newly competitive market.

Despite the positive change for foreign-owned businesses, a true opening to the China markets isn't expected to happen right away. A Carrefour executive has already said the company is likely to keep its Chinese joint venture partners after Saturday — even though it would no longer be required — as they provide the company with better access to local governments and stronger local retail perspective. Other companies are already reporting paperwork delays in their expansion plans or are waiting for the government to issue central guidelines on changes to areas such as business licenses and taxes.

Though the removal of restrictions is a welcome change, the Chinese market still requires some careful navigating. "With the relaxation of the law after Saturday, [companies] do have the legal feasibility to enter into the Chinese market," Tang said. "But, to ensure business success in China, they still need to do a lot of homework."



Chinese shoppers stock up on consumables at a Sam's Club in Beijing.

stores in China next year, including a new outlet in Yuxi, a city of 1.9 million in Yunnan Province, where it previously had not been allowed to expand.

Carrefour's most recently opened hypermarkets have all been 70,000 square feet or larger. Wal-Mart's most recent stores have been nearly 200,000 square feet.

Despite the anticipated boost for big retailers, other retail businesses may also see major changes after the removal of regulations. "Stores like Wal-Mart have already found ways to be successful in China under the old restrictions, so this change isn't as crucial for them right now," said Mark Schaub, a lawyer in the Shanghai offices of King & Wood. "Where the new legislation could really help is with smaller

won't have to put up as much capital as before, or be as dependent on Chinese partners."

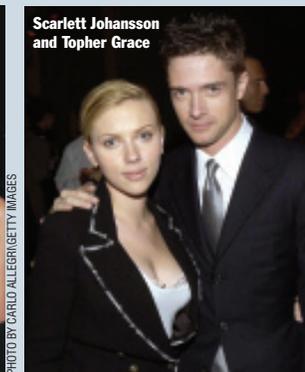
In Beijing, such types of small foreign-owned stores are scarce. One of the only small foreign retailers is French fashion designer Caroline Deleens, who has owned her own clothing label, Mushi, and its downtown boutique, for the past two years. Though such businesses are unusual in Beijing, Deleens — who does not have a Chinese partner — could envision a rise in small boutiques, especially as operating a retail business in China becomes less complicated. The market may be ready for such specialized stores: About 70 percent of Mushi's target customers of professional women are Chinese.

"I think a lot of people view doing business in China as being quite difficult," said

Fashion Scoops



Brad Pitt and Catherine Zeta-Jones



Scarlett Johansson and Topher Grace

DYNAMIC DUOS: Catherine Zeta-Jones and Brad Pitt shared more than just a red carpet at the "Ocean's Twelve" premiere in Los Angeles on Wednesday night — they also shared Versace. Zeta-Jones, escorted by husband Michael Douglas, posed for the paparazzi in a pink silk chiffon Atelier Versace evening gown bedecked with crystals.

Co-star Pitt took his laid-back style to another level by sporting a custom-made tuxedo topped with a black leather trench. It's the first time Pitt has worn Versace as a layman, but his character wears it in the movie.

Earlier in the week, on Monday night, Scarlett Johansson and

and designers, give them a simple holiday assignment to benefit a charity and the results are bound to be impressive, or just plain odd. At least that's the case with a new drive for the Lustgarten Foundation for Pancreatic Cancer Research, which reached out to a number of famous people and asked them to create one-of-a-kind holiday cards that are going up for auction today on e-Bay.

While Donald Trump, Chris Rock, Diane von Furstenberg, Lindsay Lohan, Karolina Kurkova, Molly Sims, Cynthia Rowley and others sent tidings of cheer, budding designer Jessica Simpson took the opportunity to poke fun at her own lack of culinary

Topher Grace also had a fashion moment at the "In Good Company" premiere, sponsored by DKNY Jeans, at Grauman's Chinese Theater in Hollywood. Johansson turned up in a Chanel jacket paired with jeans, while Grace opted for a Prada suit. The two, who appear on Teen Vogue's February cover, spent the evening surrounded by friends like Selma Blair and Seth Green as well as the requisite entourage of managers and publicists.

PEACE IN A POD: Wrangle a bunch of celebrities

expertise and created a card that wishes "Peas on Earth." At least she meant to do that, it would appear, as the card features a small green planet topped by a trio of pea-green dots. Get it?

KARL'S NEXT STEP: The man won't stop. Fresh from hosting the Chanel opening in Tokyo, Karl Lagerfeld is expected back in New York to join Ingrid Sischy and Sandra Brant in Interview's celebration tonight of the republication of issues from the magazine's first decade, coming from Lagerfeld's Edition 7L. Now, who was it again who said that thing about being famous for 15 minutes? Also expected are a roster of designers and Interview subjects of the past 35 years, including Donna Karan, Helmut Lang, David Bowie and Iman, Michael Stipe and Zac Posen. Meanwhile, Lagerfeld also is slated to finalize details for the upcoming Chanel exhibition at the Metropolitan Museum of Art's Costume Institute. Lagerfeld says the concept is "very modern," with an emphasis on high-tech animated visuals "more than dresses." And his Manhattan adventure may not stop there. The designer said he's mulling showing his Lagerfeld Gallery collection during New York Fashion Week instead of Paris, possibly as early as February.

MAN OF LETTERS: Marc Jacobs the bookish type? You bet. Only weeks after Assouline released a book about his fashion career, the designer was approached by Rizzoli to do another. The concept, Jacobs said, would be to showcase the many creative people who inhabit his universe, from Kate Moss and Jarvis Cocker to Kim Gordon and Sofia Coppola. But the type doesn't stop there. Jacobs' beloved bull terrier, Alfred, is featured in another new Assouline book about dogs belonging to famous people. "We feel like we've all been published," Jacobs quipped. The Assouline dog book also features poodles owned by Azzedine Alaïa and Yves Saint Laurent.

ESTÉE LAUDER

NEW YORK — Estée Lauder is taking another stab at perfection.

The brand plans to unveil Perfectionist CP+ — which will replace its existing Perfectionist serum, launched two years ago — in March. Perfectionist CP+ is intended to help mitigate lines, wrinkles and age spots and is a “second generation” to the first product, which is currently the brand’s best-selling antiaging stockkeeping unit, said Peter Lichtenhal, senior vice president of global marketing for Estée Lauder.

“Our goal is to remain at the cutting edge of skin care technologies,” said Lichtenhal. “Because these technologies are evolving at such a rapid rate, we made the decision to replace our first version of Perfectionist with Perfectionist CP+, which takes the original to a new level. While the original has been a great seller, we want to continue to offer our customers the most efficacious product.”

In fact, Perfectionist CP+ contains five technologies and ingredients that are proprietary to Lauder, said Daniel Maes, the company’s global vice president of research and development. “Wrinkles are caused by the constant folding and unfolding of skin, which creates weak spots — micro-tears — in the skin,” said Maes. “That inflames the cells, and puts the cells at the bottom of the skin’s surface under incredible stress. Our objective with this technology was to see how we could stop the squeezing of the cells.”

The brand’s Flexible Elastomer Technology is designed to immobilize wrinkles, reducing the strain on cells, while Poly-Collagen Peptides, intended to mimic collagen fragments similar to those found in the skin, are said to boost collagen production and fill in wrinkles.

Three additional proprietary ingredients are also included. Triple Enzyme Technology with apigenin, siegesbeckia and boswellia extracts is said to help peptides retain their full strength as they are disseminated; a second-generation BioSync Activating Complex combines two proteins, integrins and laminins, and Cell Vector Technology to boost ingredient delivery, and an antioxidant blend is intended to neutralize free radicals. Added to this potent cocktail is melanase. “This breaks down abnormal pockets of melanin, which helps to lighten age spots,” said Maes.

Perfectionist CP+ will be available in two sizes — 1.7 oz. for \$80 and 1 oz. for \$55 — in Lauder’s full U.S. department store distribution, currently about 2,200 doors.

The current Perfectionist user is 28-plus, noted Daniel Anness, vice president of marketing, North America, for Estée Lauder. “However, it’s likely that we will draw in younger consumers as well with this new product,” he said. “The U.S. consumer, in particular, is especially interested in line prevention, and she is turning to antiaging products at a younger age.”

National print advertising featuring spokesmodel Carolyn Murphy is set to break in April fashion, beauty and lifestyle magazines. As well, upward of three million samples — mostly BeautiSeals in national magazines — are expected to be distributed. While none of the executives would comment on projected sales or advertising spending, industry sources estimated that Perfectionist CP+ could do \$20 million at retail in the U.S. in its first year, and that about \$7 million would be spent on advertising and promotion.

The ad visual, featuring Carolyn Murphy.



Smoothing the Lines

As the dermatological skin care craze continues to build, technology advances apace. The latest crop of wrinkle-fixers reach to the heart — or base — of the problem. By Julie Naughton

CLINIQUE

NEW YORK — Clinique is adding a new wrinkle to its Repairwear franchise this spring.

In March, Repairwear Deep Wrinkle Concentrate for Face & Eye will become part of the nearly two-year-old Repairwear line.

Designed to be used twice a day under moisturizer, the wrinkle concentrate joins Repairwear day and night creams, launched in December 2003 and December 2002, respectively.

Deep Wrinkle Concentrate’s key selling point is that it addresses wrinkles at their base, said Susan Akkad, vice president of global treatment marketing for Clinique. “We’re taking a bottoms-up strategy — this technology, as a whole, hoists the wrinkle up from the base of the skin to the surface,” she said.

Proprietary targeted technology accounts for the results, said Debbie D’Aquino, vice president of global product development, treatment, for Clinique. “Wrinkles start at the base of the skin,” she explained. “Repetitive facial motions stretch and compress collagen fibers, eventually breaking them down. Then those compressed cells cut back on collagen production, which worsens the problem.”

Clinique addresses these issues with a quintet of key ingredients, ranging from calming the skin to helping it regenerate, said D’Aquino. “First, the skin is calmed with algae extract, sucrose and siegesbeckia orientalis extract. Secondly, collagen is relocated with a proprietary peptide complex we’ve developed, amino C and caffeine. Next, skin is energized with yeast extract and artemia extracts, and moisturized with sodium hyaluronate, shea butter and glycerin. Finally, skin is brightened and filled in with a mix that includes silica complex, mica and optical brighteners.”

Amino C and caffeine are especially important, noted Akkad, because they trigger the production of fibronectin, a key foundation upon which collagen is built. “Fibronectin is like the drywall on which collagen is laid,” she explained. And the technology as a whole, she said, signals to the skin where these repairs need to take place, providing targeted results.

Repairwear Deep Wrinkle Concentrate will retail for \$52 and will be available in Clinique’s full U.S. department and specialty store distribution, about 2,200 doors. It will also be available at clinique.com. It is expected to appeal most strongly to those over 30, although Akkad noted that savvy twentysomethings are becoming “more aggressive” about damage prevention, so it is likely to appeal to this age group, as well.

National advertising will begin running in March fashion, beauty and lifestyle magazines, including Allure, Vogue, Redbook and O, The Oprah Magazine. The brand is also planning to include BeautiSeal samples in selected magazines, with a total of two million samples expected to be disseminated.

While executives declined to comment on projected sales or advertising spending, industry sources estimated that the product will do upward of \$20 million at retail in its first year, and that about \$3 million will be spent on advertising and promotion.



The Repairwear Deep Wrinkle Concentrate ad.



The Royal Promotion Group



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GIVENCHY

NEW YORK — Givenchy’s latest night cream aims to give consumers the chance to eradicate wrinkles in their sleep — sans surgical intervention.

No Surgetics Night, the newest addition to the brand’s plastic-surgery-in-a-jar-positioned No Surgetics franchise, launches in the U.S. in March.

Key ingredients are Skin Peel, Collagen Up and D’Compress, three proprietary concoctions that together form the brand’s Triple Anti-Wrinkle Action, said Sheila Cutner, vice president of marketing and public relations for Guerlain and Parfums Givenchy in the U.S. Simply put, she said, the ingredients work in tandem to plump wrinkles from the bottom up.

Skin Peel provides light peeling action using Vitamin A palmitate, intended to smooth the skin’s surface. Collagen Up, a combination of centella asiatica and eihbin, is designed to stimulate support fibers in the skin, addressing deep wrinkles by stimulating collagen production and slowing its deterioration, said Lena Lee, marketing manager for Givenchy. “The result is wrinkles that are significantly reduced in length and depth,” she said. The third piece of the equation, D’Compress, is an “herbal Botox-like” ingredient driven by calmosensine, a peptide that is said to reduce tension on the skin caused by stress, said Lee. It also relaxes expression lines, she added.

No Surgetics Night’s key users are expected to be in the 35-plus age range, although Cutner noted that

the brand’s franchise is also experiencing increased growth in the 25- to 34-year-old age range. “Skin care, now more than ever, has become an aspirational category,” said Cutner. “Consumers are realizing at younger and younger ages how important it is to care for their skin.”

A 50-ml jar of No Surgetics Night will retail for \$100, on a par with the other stockkeeping units in the No Surgetics range — the line’s serum, day cream and eye cream retail for \$110, \$100 and \$80, respectively. The first No Surgetics products launched in France in 2002; the serum, the next most recent addition to the lineup, launched in October in both in the U.S. and in France.

While neither executive would comment on projected sales for No Surgetics Night, industry sources estimated that it could do \$1 million at retail in its first year on counter in the U.S.

In the U.S., No Surgetics Night will be available in just two doors, Saks Fifth Avenue in New York City and Beverly Hills, and on saks.com. Givenchy’s recently revamped Le Makeup is also available in those doors only, although both the skin care and the makeup will enter at least four additional doors in the U.S. in spring 2005, said Cutner. “Controlled distribution takes time, and our aim is to make sure we’re in the right doors,” she said. “We’re willing to take the time to do it right.”

Due to the brand’s very selective distribution, national advertising for the No Surgetics franchise is not currently planned, Cutner added.

SYMBIOSIS MAKES THE FINER FRAGRANCE
shall we dance?



PHOTOGRAPHY BY FABRIZIO FERRI

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The Beauty Report

MALLY'S MOMENT

NEW YORK — Watch out, Scott Barnes: another celebrity makeup artist, Mally Roncal, is jumping on the QVC bandwagon for the launch of her line, Mally Beauty. Roncal, known as much for her vivacious personality as for her work with celebrities such as Beyoncé Knowles, Kelly Osbourne and now — gasp — Jennifer Lopez (whose latest video she just finished), worked with industry veteran Don Pettit to develop a line that features user-friendly powder formulas and shades that work on many different skin tones. Products range from \$19.50 for the Life, Love and a Really Great Lipgloss to \$95 for the Paint the Town brush kit. Roncal developed many of the products to mimic looks she has created for her clients; the Shimmer, Shape and Glow face defining system, \$49.50, creates a very Beyoncé, shimmery look with three cheek powders and three separate brushes. "It's not like the industry is lacking in actual product, but it was missing the makeup artist tricks," said Roncal. While Roncal will make a brief QVC appearance in February, she will launch the line officially in an hour-long program on the channel in March. Pettit was hesitant to discuss any future retail partners beyond the QVC launch, but he did say, "We have all sorts of plans."

— Bryn Kenny



Mally Roncal

PHOTO BY KYLE ERICKSEN



CELEB-O-METER

NEW YORK — Shocking as it sounds, there are still a few celebrities out there who don't have beauty contracts. Big ones, in fact. Falling into the head-scratcher category — as in "why haven't they been snatched up yet?" — are Angelina Jolie, a pair of Jennifers (Aniston and Garner), a pair of Kates (Hudson and Beckinsale), Lindsay Lohan and music world crossovers Eve and Gwen Stefani. Another hottie from musicville, Fergie of the Black Eyed Peas, also seems ripe for the picking — especially if an ab cream figures into a brand's '05 marketing mix.

Despite all the untapped potential, the market is fixated on a star who already has one beauty gig, not to mention a beyond-ubiquitous fashion campaign: Sarah Jessica Parker. The superpopular face of Garnier Nutrisse, SJP has yet to ink a fragrance deal. And therein lies an endless source of speculation, none of which Parker has categorically dismissed. "I don't know how cagey to be," she said, when pressed on the issue at last June's FiFi Award ceremonies. She was more definitive on the topic of whether her olfactory debut would be a men's or women's scent. "Selfishly," Parker noted, "I'd like to start with my own sex."

Although Coty recently unveiled plans for moderately priced bicoastal scents from teen queens Mary-Kate and Ashley Olsen, rumor has it a prestige fragrance project is on the drawing board. Also on deck for next year — at least theoretically: a megawatt female counterpart for new Stetson face Matthew McConaughey.

— D.W.



Angelina Jolie



Fergie from the Black Eyed Peas.

LABEL LAWS

PARIS — New labeling for beauty products sold within the European Union will be de rigueur this spring.

Following the implementation of European legislation passed in 2003, manufacturers and importers selling fragrance containing any of 26 potentially allergenic ingredients in the EU's 25 member states must list the possible allergens on product packaging by March 11.

A beauty product's expiration date also will be required on its packaging. That information is to be indicated by a symbol resembling an open cream jar on which there's a number followed by the letter "M" to show the number of months the item may be used after opening.

— Brid Costello

MEN'S SPRINGBOARD

NEW YORK — Call it March Madness in the men's category.

The usual beauty suspects — L'Oréal USA, The Estée Lauder Cos. and Shiseido, among others — have an unprecedented lineup of men's grooming entries for the spring, including several major introductions that are slated to hit the market in March. This comes at a time when the men's prestige treatment arena is experiencing double-digit growth. For the first half of the year the category was up 18 percent, to \$27 million.

Lauder's Clinique brand will re-launch its Skin Supplies for Men collection in March internationally and in the U.S. in

April. And, L'Oréal Paris has slated the launch of a men's grooming line, which Kyan Douglas of "Queer Eye" will represent. Moreover, Anthony Logistics for Men is said to be in an exclusive deal with May Department Stores Co. for a new brand called Anthony Sport for Men.

While Shiseido will introduce its globally popular Shiseido Men collection in the U.S. in March, one question remains: Will Lancôme eventually bring the men's line it markets abroad to the U.S.? In any event, the men's prestige launches next spring promise to shake up the men's treatment landscape in U.S. department stores. Madness indeed.

— Matthew W. Evans

THE GREAT OUTDOORS

NEW YORK — Looming over Times Square in all her crinkled glory, 96-year-old "Irene" — one of the stars of Dove's buzzy Campaign for Real Beauty — has been literally stopping traffic since her debut on a massive billboard there. Through the wonders of short-message technology, passers-by have been weighing in on a running ticker, casting their vote in the "wrinkled" or "wonderful" slot.

According to Kimberly Ramser, director of marketing and research for the Washington-based Outdoor Advertising Association of America, beauty marketers are funneling an increasingly larger portion of their total ad budgets into outdoor media. "The beauty industry is not only spending more than the industry average of 2.6 percent, but they're branching out into alternative and mobile forms of outdoor advertising," said Ramser. "Over the last four years, the beauty industry has spent on average 6.7 percent of their ad budgets on outdoor advertising."

Like Dove and Neutrogena, which recently deployed New York taxi-tops to spread the word for its Visibly Even line, Lancôme is also embracing the great outdoors. For the launch of Juicy Wear, the brand augmented a traditional print campaign with a host of atypical media. In addition to two enormous L.A. billboards overlooking Ventura and Robertson Boulevards — a first for the brand — Lancôme also marshaled New York buses and taxi-tops and 20 "mallscapes" across the country. While technically indoor advertising, the mallscapes, which are essentially tiny freestanding billboards, are stellar at reaching mall-happy younger consumers who may not shop at department stores.

— Dana Wood



A Juicy Wear billboard.

NEEDLE POINT

NEW YORK — In a sign their crystal balls are working, some of the savviest skin care marketers began adopting an "antineedle" stance long before those worrisome botulism cases surfaced in southern Florida late last month.

Case in point: Olay, the maker of the megahit Regenerist. Positioned from its 2003 launch as an alternative to cosmetic procedures, Regenerist is now the top-selling antiaging facial treatment in the mass market, according to Information Resources Inc.

With retail sales in excess of \$50 million, Regenerist is clearly striking a chord. "In our consumer research conducted among women bothered by the signs of aging, 79 percent said they'd like their skin to look and feel new," said Olay brand manager Chris Heiert. "But 85 percent said they would not undergo a cosmetic procedure to achieve that result."

Launched with needle imagery, the Regenerist advertising is softer, like the current "Have Work Done" campaign. "While some women are having work done," reads the copy, "other women are discovering Olay Regenerist."

In prestige, Givenchy appears to be leading the charge with its No Surgetics line. "Our goal was to provide women with an alternative to cosmetic surgery," said Sheila Cutner, vice president of marketing and public relations. "Even though cosmetic surgery has become mainstream, there are still costs, risks and psychological implications to consider."

Spa brands also are tapping into the new mindset. "I've been getting feedback from our aestheticians that there's a big Botox backlash happening," said Charles Mizelle, national director of corporate development for Sothys. "The comment they typically hear is, 'I don't want to look Hollywood.'"

— D.W.



The Regenerist ad.

DYE DEFENSE

NEW YORK — Nearly 55 percent of women fork over their hard-earned dollars to color their hair, and only 12 percent of them use shampoos and conditioners specially formulated to protect that investment, according to Procter & Gamble research. In the first half of 2005, a swarm of beauty companies will launch color-protecting hair care lines intended to tap into the underdeveloped market.

Many of these new offerings seek to duplicate the success John Frieda has had with Sheer Blonde and Brilliant Brunette, product ranges that rely on noncolor-depositing technology. John Frieda will grow the franchise this spring with the introduction of Radiant Red.

Pantene, the largest hair care brand in the U.S., will flex its muscles in the niche segment with Pantene Pro-V Expressions in Blonde, Brunette and Red, slated to bow in February. Each of the three collections, which include shampoo, conditioner and styling aids, are designed to reduce color fade by 70 percent.

Last month, Cristophe Beverly Hills nabbed more space in CVS stores with Color Extending, a three-item line said to slow down the oxidation of hair dyes.

Several salon brands also have identified color protection as a high-growth segment and plan to launch ambitious lines of their own. Matrix will kick off 2005 with its biggest innovation for the year: the five-item Color Smart Protective Luminating System. A new player, called Colortech, also is working to make inroads in the salon channel with a line that utilizes color-retention technology similar to the kind used in long-wearing lipstick.

— Molly Prior

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Racers and Bikers in Beauty's Fast Lane

NEW YORK — Just as automobiles come in all shapes and sizes, so do the fragrance deals that hinge on them.

Last week Avon became the latest beauty company to join the automotive fray by signing Kasey Kahne, a rising star with the NASCAR series. The news follows Hummer and Jaguar fragrance launches this year by Riviera Concepts and Cosmopolitan Cosmetics, respectively. Additionally, another NASCAR star, Jeff Gordon, was signed by Elizabeth Arden for its Halston Z-14 scent earlier this year. Kahne, 24, will be the spokesman for Avon's Pro Sport Daily Performance men's fragrance and grooming line.

Kahne, who won Rookie of the Year honors for the NASCAR season that recently ended, will appear on the cover of the third installment of "M — The Men's Catalog," due out in April. While Avon does not break out financial arrangements of endorsement deals, industry sources estimated the one-year pact could be worth roughly \$500,000.

Separately, in a new variation on the automotive theme, motorcycle gurus Paul Teutul Sr. and Paul Teutul Jr., the bike-building duo of the Discovery Channel reality series "American Choppers," have launched a scent called — what else? — Full Throttle.

True to its name, the scent got off to a quick start as the two Pauls appeared at the Danbury Fair Mall in Connecticut last month for a Filene's launch event. Within a crowd of thousands, 700 people got to meet the Teutuls after purchasing the scent. Industry sources estimated that sales for the day exceeded \$35,000. They added that the scent could generate first-year retail sales of \$25 million. Pedal to the metal.

Paul Miller, general manager for the Teutuls' licensee, Monte D Cosmetics, noted that Monte D founder Michael Malcolm formed the company to launch Full Throttle. The idea was to create a scent under license from Orange County Choppers, the Teutuls' bike-building operation in Montgomery, N.Y.

"I thought it was a cool idea," said Teutul Sr., who, along with son "Paulie," has created everything from the Fire Bike, a memorial motorcycle built in honor of the firefighters lost on 9/11, to the 4-Up Softail, a bike featured in visuals for the scent.

"People look at [fragrance] as feminine," added Teutul Sr., a self-proclaimed fan of cologne.

This meticulous groomer of a modified handlebar moustache continued, "I think I'm pretty far from being feminine, if you know what I'm saying."

Meanwhile, for the Avon deal, Kahne will represent seven Pro Sport stockkeeping units with an average price point of \$5.70. "I use the face wash, body wash and the deodorant," the fresh-faced, Seattle-born racer remarked. Pro Sport also features a 4.2-oz. eau de toilette spray, a fresh fougere scent, for \$12.99.

Full Throttle, which is also in the fougere family — a "cooling aromatic fougere" by Takasago,

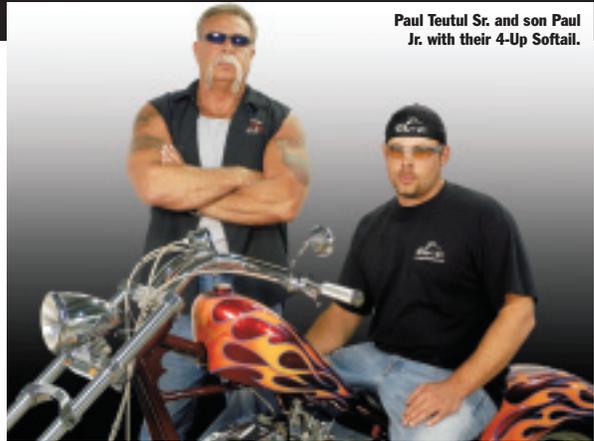


MEN'S CORNER

Monte D's Miller noted — has been launched in 1,000 department store doors, including Belk, Dillard's, Kaufmann's, Famous Barr, Foley's and Rich's-Macy's. Plans call for a rollout to 2,000 doors by the end of 2005. About \$3 million will be spent to promote Full Throttle, which will come in three cologne sprays: 30-ml., 50-ml., and 100-ml. versions priced

at \$25, \$32 and \$46, respectively. Paltry numbers compared with the price tag of an Orange County Choppers custom bike, which can run anywhere from \$50,000 to \$100,000 or more.

— Matthew W. Evans



Paul Teutul Sr. and son Paul Jr. with their 4-Up Softail.

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John Frieda: Keeping Red Real

By Dana Wood

NEW YORK — By dint of the rarity of their hair color, redheads are natural attention-grabbers. And now, with a new range of color-protective products dubbed Radiant Red, John Frieda Professional Hair Care is doing its bit to see that fiery types have a permanent home in the spotlight.

The third entry in a "trilogy" of color-specific hair care collections, Radiant Red follows in the successful footsteps of six-year-old Sheer Blonde and year-old Brilliant Brunette, both of which have helped push Frieda's U.S. retail volume past the \$200 million mark. In particular, the brunette range has been a standout, and is expected to exceed first-year sales projections by 30 percent.

Launching at the end of January, Radiant Red is aimed at an admittedly small slice of the consumer pie. According to Frieda's research, only 14 percent of the U.S. population has red hair. Within that group, only 2 percent are natural redheads. But evidently, those who are red by design tend to be hypercommitted to their color.

"Women who decide to be redheads — and the majority of them are color-treated — have such passion for their color," said Brigitte King, assistant vice president of marketing for Frieda. "We've traveled the country talking to redheads, and there's this whole psychology attached to being a redhead. They're all about their hair color."

And they're all about keeping that color, too. Per Frieda's research into dye technology, red pigments are smaller than those used to create blonde and brunette shades. Consequently, during the everyday shampoo and rinse processes, red dyes tend to leach out twice as quickly, kicking off rapid color loss. "Fading is the number-one problem for redheads," said King. "And because so many of them are color-treated, their hair fades faster than blondes, faster than brunettes."

Another fading-related redhead woe is what King describes as "color shifting." "Color goes brassy, or they may get more brown than they'd like, or orange," she explained. "Those shifts really bother redheads."

To keep red color-true, Frieda has developed shampoo technology that both prevents the swelling of the hair shaft and makes dyes less water soluble. Via two types of silicones, the conditioners act as a further pigment trap. Even the styling products are laced with a proprietary "red defend" ingredient complex.

In total, there are six Radiant Red items, each priced at \$6.50: Color Keep Anti-Fade Shampoo and Color Last Conditioner for brighter, more vivid shades; Color Envy Daily Color Sealer, and Color Finish Super-Hold Hairspray.

In a continuation of the "House of Experts" approach to brand development that aligned Sally Hershberger with Sheer Blonde and Richard Marin with Brilliant Brunette, Frieda has tapped editorial superstar Kerry Warn as the guiding light behind Radiant Red. London-based Warn, a hairstylist who has been affiliated with Frieda since 1991 and holds the title of international creative consultant, has numerous magazine covers to his credit, as well as ad campaigns for Prada, Chanel and Gap.

But perhaps more importantly, Warn is the go-to guy for one of the world's most prominent redheads: Nicole Kidman. Since parking himself on the set of "Eyes



The Radiant Red collection.

Wide Shut" for nearly two years in the mid-Nineties, he has collaborated with Kidman on virtually all of her recent movies, including "The Hours," "Stepford Wives" and the upcoming "Bewitched."

"Kerry has been a wonderful contributor, in terms of helping us evaluate what redheads really care about," said King. "The opportunity to work with him made this a very creative, fun project."

To support the launch, Frieda will break a print campaign in April books. Shot by Patrick Shaw, the ad visual features a model sporting what Frieda determined is the "most aspirational" shade of red. "We wanted really flowing, vibrant red hair," said King. "But we also wanted a very impactful visual, because redheads have a lot of attitude."

Boasting a streamlined, sophisticated look with a colored background, the Radiant Red ads were the catalyst for a subtle tweaking of both the Sheer Blonde and Brilliant Brunette imagery. By mid-2005, the entire color care lineup will be unveiled in a new multipage campaign. "We'll lead the portfolio with the red image, followed by the brunette and then blonde," said King. "I think we'll see a real John Frieda impact in print that we haven't had before."

Although Frieda executives would not discuss figures, industry sources forecast a first-year retail volume of \$20 million for the Radiant Red collection.

"Radiant Red completes the vision," said King. "When we launched Sheer Blonde, we were targeting the 21 percent of Americans who are blonde. With Brilliant Brunette, we reached another 60 percent. Now, with Radiant Red, albeit so much smaller, we're addressing an additional 14 percent. So when you add up those numbers, John Frieda finally has a voice for 95 percent of the population. We've reached critical mass."

Multiple Beauty Merchant Moves

NEW YORK — Several respected cosmetics merchants have moved to new companies. Early next year, Kathy Steirly will relocate to Illinois to join Walgreen Co. as divisional merchandise manager for beauty. Steirly was recently vice president of merchandising for Eckerd Corp. prior to the company's sale to CVS Corp. and Brooks Pharmacy. She is credited with revamping Eckerd's cosmetics department and elevating the position of beauty in the chain. Steirly replaces

Cheryl Schultz, who will assume the role of divisional merchandise manager for fashion.

Marti Bentley is now the director of beauty at Brooks Pharmacy, which is busy absorbing a portion of the Eckerd stores. Bentley was recently merchandise manager for Duane Reade. She helped launch Duane Reade's Apt. 5 beauty and bath line as well as develop upscale skin care centers at the Manhattan-based chain.

— FB.

Sponges' New Twists

FLEMINGTON, N.J. — At a recent overnight camping trip, 11-year-old Sarah Saltsman had something that none of her bunkmates had in their grooming kits — a foam bath sponge in the shape of a flower. Amidst the plethora of mesh sponges, Saltsman's stood out.

Marketers are seeking ways to turn these commodity items into fashion purchases. Crabtree & Evelyn will begin marketing the flower sponge, called Shower Flower, early next year to bring interest to the category.

Pinnacle Development, the company behind the sponge, is credited with bringing innovation and sex appeal to sponges. "A sponge is a sponge," explained Rosemarie Zarrillo at Victoria's Secret Beauty. "You need a reason to encourage someone to pay \$6 for a sponge. [Pinnacle] did that for us with a two-layer pink polka-dot sponge that took sponges up a notch."

Pinnacle has many more sponges in its bag of tricks, including a foam sponge shaped like a butterfly with one side covered with a scrubbing surface. The company also is experimenting with fabrics such as velvet to complement bath liquid products set to debut next year.

"We work with clients to find ways to make sponges unique to their products," explained Steve Lazar, vice presi-



Foam bath sponge by Pinnacle.

dent for Pinnacle, which runs U.S. operations from this suburban New Jersey town.

Developing new twists on sponges is critical to building sales in the \$70 million market. Most mesh sponges don't wear out very quickly, so customers must be enticed by newness. Retailers see more potential in bath sponges than bath liquids, since Americans use the sponges in baths and showers.

Pinnacle got into the business in the early Nineties when mesh sponges exploded onto the retail scene. The company linked up with retailers such as Bath & Body Works that were looking for novel items to add to the growing ranks of bath liquids. Sometimes the sponge was a gift-with-purchase; other times, colorful sponges were merchandised to match the color of bath

products. Consumers snapped them up and a new category was born.

Like many categories with meteoric rises, the sponge category became the victim of low-quality products. Some inferior products left consumers angry and retailers fed up with the category. Now, firms such as Pinnacle are looking for new ways to make sponges fresh.

One idea was to treat sponges with skin care formulas. "We think there is potential in using technology and sponges to link to skin care — for example, a sponge for lathering and exfoliating," explained Robert Tyska, project manager for Pinnacle. There are also sponges for applying other products such as self-tanners.

Consumer interest in duplicating the spa experience at home is also a potential boost to sponge sales, as well as ancillary tools such as bath massagers. Pinnacle hopes to find placement in chic spas and hotels that will eventually translate into at-home sales.

Critical Mass
By Faye Brookman

Dove's Great Expansion

By Molly Prior

NEW YORK — Since Dove expanded beyond the confines of the personal cleansing aisle nearly five years ago, the Unilever brand has found a welcome home in each new category where it has gained shelf space — namely, hair care, skin care and deodorants.

Its new real estate holdings and fattened product portfolio have doubled Dove's U.S. sales within the last five years, pushing them to the \$1 billion mark. Dove plans to augment its growth in the first half of 2005 with an aggressive new product lineup.

While research and development increasingly play a role in Dove products, executives say they do not use technology for technology's sake. Rather, they let the consumer decide how far to push the envelope.

Dove's U.S. brand director Philippe Harousseau explained, "We launched a [beauty] bar almost 50 years ago based on a single promise — that it would not dry out your skin like other bars. And it didn't. It truly set the stage for the contribution of research and development for our brand. Since the Fifties, science has evolved and accelerated, and the position we've taken is that these brands are going to deliver a noticeable difference. We take a very careful and responsible approach to science to make sure we've leveraged our resources without creating unnecessary products."

He added that each new product must reflect Dove's brand position by delivering a clear benefit in a simple, straightforward way. Dove realized its positioning had legs beyond cleansing when it began developing its hair care collection for the U.S. market. That insight paved the way for a facial care collection, which bowed in June 2003.

Two years after launching Dove Hair Care, the Unilever brand has identified hair styling as the next frontier to penetrate.

Its new 12-stockkeeping-unit styling collection will use technology found in Dove's shampoos and conditioners: Weightless Moisturizers, ingredients designed to style and condition hair simultaneously.

Delivering on the line's claim of "style with natural feel and movement" was a tall order. "All of the styling products have undergone three years of development to find the right balance of long-lasting hold and volume control — which are key elements of styling — and natural movement," said Joanne Crudele, senior development manager, global technology center, Dove.

"These products dispel stereotypes that if you want hold, you have to deal with the negative, stiff feel [of styling products]," declared Sarah Jensen, newly appointed brand development director of Dove Hair, who previously oversaw Dove's deodorant business.

Dove Styling includes five hair sprays and seven styling aids, including two mousses, two gels, a pomade, an antifizz cream and a straightening cream, priced at \$3.50 each. Industry sources estimate the hair styling line could reap \$75 million in first-year retail sales.

Dove executives point to Precision Volume Lift & Hold Hairspray as the star product. Its patented nozzle, bent at an angle, was designed to target the root of the hair to achieve volume. What separates this delivery system from similar offerings on the market, said Crudele, is its uniform spray, as opposed to a concentrated stream of product.

The company's consumer research indicates that, as women become more adept at hair styling, they are moving away from hair spray as their sole styling aid. And, as the products in the category broaden, so does

the competitive landscape. In early 2003, Dove and L'Oréal's Garnier Fructis both brought their hair care offerings stateside. While Dove was busy launching its facial care line later that year, Garnier Fructis staked out room in a crowded segment for its 13-sku hair-styling line, which bowed at the start of 2004. Garnier Fructis has a handful of launches slated for this spring, as well.

The flood of newness has left some retailers frustrated as they try to figure out how to clear space for these products in an overcrowded category. A buyer from one of the top three drugstore chains said that, rather than growing the category, the new launches simply swap consumer dollars among brands.



Philippe Harousseau standing alongside Dove's new styling line, and Dove's Cool Moisture.

While it's a new player in hair care, Dove maintains it is committed to the category. "We are very responsible in the way we grow categories. And we are also responsible in the way we focus on what consumers want and in the way we bring products to retail customers," noted Harousseau.

Dove will aggressively promote its new styling line in-store, creating styling stations where shoppers can receive hair makeovers, styling tips and free samples.

To bolster its credibility in the category, Dove has recruited hair and makeup artist Eva Scrivo, whose eclectic celebrity clientele ranges from Carmen Electra to Hillary Clinton. Dove signed Scrivo, owner of an eponymous salon in New York City's West Village, last January to develop styling tips and act as a liaison to the consumer press.

"Aside from the fact that she is a great expert, Eva also embodies Dove's beauty philosophy, and she has a similar attitude and mind-set about helping women feel more beautiful every day," commented Jensen.

Dove also will expand its facial care line, Essential Nutrients, with a three-item antiaging regimen called Fresh Radiance.

Each product in the line, scheduled to bow in January, is designed to enhance skin's radiance and is formulated with natural illuminators such as milk peptides and conjugated linoleic acid, a patented antiaging ingredient said to increase the rate of cell turnover. The complexity of antiaging products available on the mass market prompted the company to create a "simple, Dove-like" offering, said Harousseau, consisting of a daytime moisturizer with SPF 15; an eye cream with SPF 8, said to brighten the eye area, and a night cream designed to replenish skin lipids and nutrients.

Fresh Radiance's reliance on technology and patented ingredients has allowed Dove to push the price point to \$11 each, up from \$7 for products in its original skin care line. Marketing support will begin in January and will rely on more targeted initiatives such as direct mail.

Other launches planned for the first half include Cool Moisture beauty bar and body wash and Radiant Silk Anti-Perspirant.

"Cool Moisture is the most radically different Dove bar we've ever launched," said Craig Slavtcheff, director of skin-cleansing development, global technology center, Dove. He added, "The objective of Cool Moisture was to formulate something that was as mild and moisturizing as the current bar, but that also gave a fresh, cool sensory experience that consumers were looking for."

According to Dove, consumers interested in "freshness" had to make a trade-off. "What they are currently offered on the market is an active sense of invigoration — almost like a slap in the face," said Harousseau. Cool Moisture is designed to take a more feminine approach. Advertising, which will break at the end of January, will highlight Cool Moisture's dual attributes of freshness and moisture. Dove spent the better part of two years formulating Cool Moisture, testing the bar and body wash in several global markets, including Latin America, Asia and Europe.

Dove's cleansing business generated \$282.5 million (excluding Wal-Mart) for the year ended Oct. 31, according to Information Resources Inc.

The company will continue to build its five-year-old deodorant business with Radiant Silk Dove Anti-Perspirant in a new floral and fruity Oriental scent.

"Dove was the first brand to talk about skin care in a category that was all about odor and wetness protection," said Jensen. "Radiant Silk includes silk powders to improve the condition of skin after shaving."

All of Dove's new initiatives will happen against the backdrop of Dove's Campaign for Real Beauty, a global branding campaign that broke in October.

The campaign is designed to broaden the world's definition of beauty beyond physical attractiveness with print advertisements featuring nonmodels, ranging from a plus-size woman to a wrinkle-faced 96-year-old.

Harousseau declared, "We see Campaign for Real Beauty as a long-term initiative. I would argue that the campaign started when we launched the brand 50 years ago, because Dove has always had a special relationship with women."

Clairol Rolls Out Red Carpet for Louvet

NEW YORK — Clairol gave its new leader, Patrice Louvet, a very ceremonial introduction to beauty editors Wednesday, taking over the Presidential Suite at the Ritz Carlton Hotel for the occasion. The French-born Louvet assumed his new role as general manager, Global Design & North America Retail Hair Color, Procter & Gamble's Clairol division, this fall, following the retirement of Robert Matteucci from the post of vice president, Global Retail Hair Color and Professional. Louvet reports to Marc Pritchard, president of Global Cosmetics and Retail Hair Colorants.

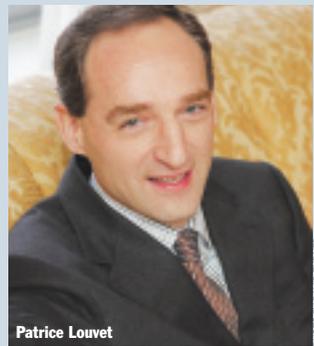
Prior to joining Clairol's corporate offices in Stamford, Conn., the P&G executive was based in Japan and served as general manager, Northeast Asia Hair Care.

His first order of business, said Louvet, "is to understand the category and the portfolio we need to meet consumers' needs." During his U.S. retail tour (Wal-Mart is scheduled next), Louvet said he found that retailers are looking to manufacturers, such as Clairol, to grow hair color sales — category sales are flat over last year, according to ACNielsen. To bolster sales, Clairol plans to enhance the hair color

shopping experience in the same way that its parent company, P&G, has done in the hair care aisles. It also has a full slate of launches planned for spring — the most notable of which is Nice 'n Easy Root Touch-Up, a kit designed to cover roots in 10 minutes that could potentially bring salon-goers to the hair color aisle of chain drugstores.

Louvet used his first official event with the editors to press for placements, commenting "Hair color is the No. 1 category women spend money on," politely adding that it gets the least area of coverage in beauty books.

— M.P.



Patrice Louvet

PHOTO BY DAVID TURNER

When the Stars Come Out

LOS ANGELES — Come Monday, the nominations for the 62nd Golden Globes — honoring the best in television and cinema — will be announced here, sparking a chorus of telephone rings as stars, publicists and fashion designers try to reach Hollywood's power players of the moment: the stylists.

Here, profiles of the key clothing and beauty stylists working with A-listers are featured. Some are new, others beyond experienced, and all are contributing to the way celebrities dress, wear their hair and get made up — and how consumers might react at store registers.

The avalanche of Oscar contenders out now has meant overtime for these stylists and artists, as they prep their glamorous clients for press junkets and premieres worldwide. With awards season just around the corner — the Globes kick off Jan. 23, the Grammys follow on Feb. 13 and the Oscars wrap it up on Feb. 27 — it's only about to get busier.

RACHEL ZOE ROSENZWEIG
Agent: Margaret Maldonado Agency

Rachel Zoe Rosenzweig admits to many favorite red-carpet moments that she was behind: Salma Hayek in Loris Azzaro at the "After Sunset" premiere, Cameron Diaz in white Louis Vuitton at Cannes, Brittany Murphy in the mint Dolce & Gabbana for the Golden Globes, a pregnant Kate Hudson at the premiere of "Le Divorce" in Chanel couture.

But it's one off the red path that elicits a giggle: "We were at a major resort before a big event, and I had to change my client from one look to another. We had to grab this 500-pound security guard to block off the public and the paparazzi from getting in."

The New York native has become among the busiest of the pack, with Jennifer Garner, Jessica and Ashlee Simpson and, occasionally, Mischa Barton among the cadre of Hollywood beauties she dresses. Her signature Seventies glamour of vintage Halston, YSL and Karl Lagerfeld-designed Chloé has rubbed off on a few — particularly her affinity for vintage. "I'm a huge fan of mixing current designers with vintage. It's the way to maintain individual style."

Rosenzweig, now a full-time Angeleno, developed her own sense of style from her "total fashionista mom." So right after earning her degrees in sociology and psychology, she decided to sow her own fashion oats by taking a job assisting at YM. She left four years later as senior fashion editor and turned to freelance styling for editorial and celebrities.

"It's been a marathon," she admitted. "I haven't taken a vacation in two years. It's a lot of work and a lot of drama. But if you're working with great girls, then it's fine. I know this sounds sappy, but I wouldn't trade it for anything."

ESTEE STANLEY AND CRISTINA EHRLICH
Agent: Magnet LA

Somewhere in the stylist handbook, it insists success means going above and beyond. Tag-team Estee Stanley and Cristina Ehrlich did just that in September when they squired clients Mary-Kate and Ashley Olsen, Mandy Moore, Eva Mendez and Rosario Dawson as a group to five shows during New York Fashion Week. Each time it involved dressing them in the designers they were seeing, including Oscar de la Renta, Ralph Lauren and Narciso Rodriguez, and ensuring they made it backstage for a meet-'n'-greet and photo op.

"We tried to make it a positive thing about girls being together and into fashion and having fun," said Ehrlich, who grew up between her native New York and Beverly



Alexandra Keeling



Estee Stanley and Cristina Ehrlich



Cher Coulter



Jennifer Rade

PHOTOS BY TYLER BOYE

Lisa
Michelle
Boyd

Hills before shifting from dance to styling.

"We have hot girls," admitted Newport Beach, Calif.-born Stanley, who met her future partner when Ehrlich pulled samples from Stanley's long-defunct streetwear line. "It's a heavy load, but we love doing what we're doing and everyone's so different, style-wise, that it's fun to experiment."

In recent weeks, they tended to the press junkets and premiers for Sarah Michelle Gellar for "The Grudge," Rosario Dawson for "Alexander" and Penélope Cruz for "Don't Move" and "Noel." Upcoming events are on tap for Jessica Biel in "Blade" and Moore's "Cigarettes and Romance."

As if life wasn't jam-packed enough, the pair also design costumes for film and TV, and they've expanded into home interiors for a client or two. And they recently introduced a line of skirts and dresses cut from vintage silks called Miss Robinson. It begins selling at Fred Segal in January.

LIZ MCLEAN

Agent: In Clover

"I like dressing models, but the idea of working one-on-one with a person who has her own sense of style is more appealing," said Brooklyn, N.Y.-based stylist Liz McLean, who works with locals Maggie Gyllenhaal and Drea de Matteo.

"It started out with loving films and loving personalities," she said of her career, which, like many wardrobe stylists, ranges from print editorials to commercials. "It's not like I am telling them what to wear. It's more that I understand what they like."

McLean also put her FIT design degree to use and started her own ballerina-inspired clothing line, Some Odd Rubies, which she sells in New York boutiques and hopes to concentrate more on next season.

So does she heed the fashion police and those endless best- and worst-dressed lists? "Half the time I think the 'misses' are great. I don't think I would be offended if someone I worked with was on that list."

ALEXANDRA KEELING

Agent: Avant Groupe

There are a number of "don'ts" on Alexandra Keeling's list, but two stand out for the Mobile, Ala., transplant:

"I don't want to style everyone in Hollywood. That's not my goal. I want two, three A-list people I can devote my time to. It's about their entire image."

And two: "I don't want to send my assistant to dress somebody. I want to be hands-on."

This, and a policy where she guards the identity of her clients who request it, has put the mild-mannered Keeling in demand. She's the go-to stylist for Alicia Silverstone, among a couple of other A-plus actors, who appreciate her self-made role as facilitator more than fashion dictator. "A lot of actors are getting sick of stylists being so demanding and pushing certain things and then taking credit. I don't have a hidden agenda."

The former preschool teacher dabbled in designing dresses before moving to Los Angeles in 1997. The manic travel schedule working on costumes for films, however, led her to a brief apprenticeship with celebrity stylist Kithe Brewster before she split off on her own. Over the years, she's seen to Kirsten Dunst, Amy Smart, George Clooney and, most recently, Hilary Duff.

In between the promos and premieres for her clients, Keeling continues to collaborate on music videos and magazine editorials, and she recently styled Louis Verdad's presentation at Los Angeles Fashion Week.

"My only goal," she said, "[is] for my client to get great press and for both of us to walk away happy."

Continued on page 12

HALL OF FAMERS

Jessica Paster and L'Wren Scott consistently rack up the hits.

L'WREN SCOTT (United Talent Agency)

It's not just an A-plus roster of fashion's "It" queens — Nicole Kidman, Sarah Jessica Parker — that has L'Wren Scott standing well above the rest. Her staggering stature — she's 6-foot-4 — is also an oft-cited and discussed feature of this former model, whose life of late has become as much tabloid fodder as her clients', despite her efforts to keep her three-year relationship with Mick Jagger away from the spotlight.

Scott's always kept an elusive, some would say aloof, persona, which has only added to her mystique. After hours, among those she knows, however, she can be wildly funny.

She's also just plain wildly busy. In recent years she's trekked between Los Angeles, Paris and London. She styles shows and shoots for Karl Lagerfeld, along with lending her vision to Vanity Fair, French Vogue, Rolling Stone and many others. She's also served as creative consultant on campaigns for Chanel, Lagerfeld, Calvin Klein, Tag Heuer and the Pirelli calendar, along with costuming characters or casts for "Eyes Wide Shut," "Diabolique" and "Mercy."

Cinching a consulting gig, design or otherwise, has been an aim for Scott in recent years, and she's already racked up design credits for Bulgari and Steinmetz. In 2000, she was appointed official stylist for the Academy Awards, serving as a liaison between fashion and Hollywood.

L'Wren
ScottJessica
Paster

JESSICA PASTER

(Luxe)

If there are any good-luck charms regarding awards shows, for many trophy hopefuls it's Jessica Paster, a pioneer in the modern Hollywood stylist category. She started her career in 1995 and year after year ends up with several nominees — and winners — both on stage and on the red carpet.

Right now, her hot list includes Cate Blanchett, Kate Beckinsale, Kate Bosworth, Jewel, Minnie Driver and Sandra Bullock, among others, and many count her as a good friend.

Paster's success has also made her among the most controversial in the styling crowd. Some of her competition and publicists have accused her of everything from bad practices to

bad manners. But those who work closely with her insist her passion and drive for her clients is often misunderstood. Paster's even modeled some and appears all the healthier for it.

She's hosted parties for designers such as Lulu Guinness at her Hollywood Hills home, and squeezes in editorial and ad campaigns between her clients' needs. Offers to do books and consult at fashion houses also continue. "I love styling," she said, "but I am in my early thirties, and I need to consider what I want to do when I can't do to the schlepping anymore."

The Angeleno native's big break came on her first solo effort, when she hit a triple at the 1998 Oscars: Kim Basinger in yellow Escada, Minnie Driver in a red Halston and Linda Hamilton in Pamela Dennis. "I haven't had a day off since," she sighed.

When the Stars Come Out

Continued from page 11

ANNABEL TOLLMAN

Independent

Every stylist tells tales of their brushes with disaster, but Annabel Tollman can't seem to pinpoint one.

"My life is a string of fashion emergencies," sighed Tollman, fashion director of Interview magazine and stylist for Scarlett Johansson. "But I'm happy to limp from one to the next."

Tollman appears to have always had good timing: The Central St. Martins grad was one of the founding editors at Wallpaper, where she worked for six years. In 2002, she moved to New York and began freelance styling Johansson for the cover of Interview. She eventually joined the magazine full-time. But she relishes balancing the two worlds.

"Celebrity styling is more about the person and less about pushing your agenda. I couldn't do it if I didn't adore that person."

She calls Johansson "a mini Liz Taylor" and says her favorite outfits include the Imitation of Christ shorts and Proenza Schouler tank top that Johansson wore to the MTV Awards, a brown lace Dolce & Gabbana dress for the Venice Film Festival and a champagne Prada dress from last year's "Lost in Translation" premiere.

She does admit to sometimes being surprised at how Johansson wears the pieces when left to her own devices. "She puts things together in a totally different way, which I find charming. The real star comes from within," she said. "You can't buy it."

CHER COULTER

Agent: Avant Groupe

The leap from designer to stylist was short for Cher Coulter, who studied men's fashion design at Central St. Martins, where she graduated in 1996 (she and Tollman were classmates).

Coulter designed a line called FAA, but stopped after six years because selling to a handful of boutiques like Colette in Paris wasn't profitable. Instead, she began to channel her creativity into dressing natty blokes like Richard Ashcroft of The Verve and Hugh Grant.

"But London is a very clique-y scene," she observed.

So she moved to L.A. two years ago, ran into old friend Orlando Bloom and ended up styling him for a Flaunt magazine cover. That led to covers for Val Kilmer and Jude Law. "I credit Flaunt for getting me started," she said.

Today, her clients include Bloom, Jared Leto and Diane Kruger, "the more indie characters," as she calls them. "I'm quite picky. The people I choose to work with are quite into fashion, even if they don't admit it. I just clean them up slightly."

She specializes in mixing less glitzy designers like Helmut Lang and Costume National with such local brands as surf-skate Volcom. The key, she said, is keeping it real: "If there's anything you don't want, it's to be 'Look Number 27' from a catwalk catalogue."

TOD HALLMAN

Agent: In Clover

Amber Tamblyn's trajectory from soap opera unknown to prime-time red-carpet princess had a little help from a pal she met before her "Joan of Arcadia" star rose — though stylist Tod Hallman demurs at the suggestion.

For this year's Golden Globes, he dressed the 21-year-old in Reem Acra, then for the Emmys brought on one-time award king Randolph Duke for a collaboration that put her on best-dressed lists.

So, too, was Portia de Rossi, who went to TV's biggest award show in Givenchy. "People dressed differently at one time in this town," said Hallman, who styled Kevan Hall's recent runway show here. "The studios ensured they look groomed, elegant. When women have the opportunity to look that way, I want to help get them there."

Men, too, are part of his repertoire, and Hallman worked on Owen Wilson for the cover of new men's magazine Giant. He also recently finished styling Artful Living, a new American Express magazine.

If it's grace and poise he encourages of his clients, it might have to do with his dancing days. A "country boy" who grew up in the small town of Dickerson, Md., he took off for college in Pittsburgh to study theater and dance. He moved to L.A. in 1985



Annabel Tollman

and discovered visual display. Under celeb publicist Kelly Bush, Hallman got his first taste in producing shoots, which he segued into assisting stylist Deborah Waknin.

"You have to work very hard at this. I don't know if everyone understands this is a business," he noted. "But I keep doing it because it's the only thing I found that I love as much as I love dance."

JENNIFER RADE

Agent: Margaret Maldonado Agency

Few stylists arrive at the Oscars with Busta Rhymes, but Jennifer Rade launched her career seven years ago working on videos for Rhymes, Dr. Dre, Tupac Shakur and Bel Biv DeVoe. "I was known as the Jewish girl who did rap," she laughed. That is "until [video director] Paul Hunter was cool enough to give me a Marilyn Manson job. Then I became the rock girl."

Last year, when Angelina Jolie guest-starred in a Korn video, she forged a relationship with the Oscar winner. "She wanted someone with a rock background and we hit it off," Rade said.

Rade felt enormous pressure to pull every available gown, "But I guarantee no other stylist would have called Marc Bouwer for the Oscars. They get very snobby about labels. Luckily, Angie is the polar opposite." In addition to Bouwer's white draped gown, she's gotten Jolie to try new looks — such as a Michael Kors minidress and a sparkly Jill Stuart slip. She's also working on her first feature film, "Wannabe," starring Ashlee Simpson, and has styled TV spots for Apple's iPod and Target.

What's more, Rade is finding herself in front of the camera, too, hosting FOX's "Dress Like a Star" and E's "How Do I Look?" Despite all this, she's hunting for more clients. "I need more to be neurotic about. It's my nature."

LISA MICHELLE BOYD

Agent: Magnet LA

Dressing an Oscar winner is probably the easiest way to become one of the most sought-after people in town, at least by fashion standards. Lisa Michelle Boyd's client, Charlize Theron, was hardly unpopular before her win for "Monster," but the massive press campaign and the international flurry of festivals and premieres gave designers even more reason to pursue the actress, and in turn, Boyd.

"I think I've had about five days off in the past year," said the Shaker Heights, Ohio, native, who took off the last year to travel around the world with Theron for her various appearances and ad campaigns for L'Oréal and Christian Dior. "My phone never stops ringing and I'm never home."

It's hard to go wrong when you're dressing someone tall, slim and gorgeous, but Boyd's keen eye knows what's best for Theron, whether it's a Giorgio Armani slip dress, a Christian Dior corset or a YSL gown. "A lot of people think she's very Old Hollywood, but she doesn't have one style," she said. Nor does Boyd have a favorite type of job. "I like to touch everything, whether it's a commercial or an album."

— Rose Apodaca and Marcy Medina

RACK AND FILE

While their ranks are growing, the style makers actually working with the film, TV and music industries' elite are an elite bunch themselves. Here, a few newcomers and some veterans working with Hollywood's hottest.

ANDREA LEIBERMAN

Agent: Margaret Maldonado
Clients: Gwen Stefani, Jennifer Lopez, Gwyneth Paltrow

ARIANNE PHILLIPS

Agent: Beauty & Photo, Los Angeles; Katie Barker, New York
Clients: Madonna, Lenny Kravitz

CLARE AND NINA HALLWORTH

Agent: Bardeen
Clients: Julianne Moore, Jennifer Aniston, Brad Pitt, Kirsten Dunst

DEBORAH WAKNIN

Agent: The Wall Group
Clients: Lindsay Lohan, Halle Berry, Marg Helgenberger, Anjelica Huston, Mena Suvari

INGA FONTEYN

Agent: Jed Root
Clients: Catherine Zeta-Jones, Kyra Sedgwick

JILL SWID

Agent: Margaret Maldonado
Clients: Uma Thurman, Kate Winslet, Virginia Madsen, Brooke Shields

MARY ALICE STEPHENSON

Agent: Ray Brown Agency
Client: Liv Tyler

PATTY WILSON

Agent: Management Artists
Client: Alicia Keys

PENNY LOVELL

Agent: Cloutier
Client: Keira Knightley

VINCENT BOUCHER

(independent)
Client: Teri Hatcher

VIVIAN TURNER

Agent: Factory Artists
Client: Sharon Stone, Paris Hilton

RICCI DEMARTINO

Agent: Cloutier
Clients: Patricia Heaton, Jane Kaczmarek

AS SEEN IN VOGUE

TINA CHAI, SAMIRA NASR, KATE YOUNG

This trio of Manhattanites toiled as fashion assistants at Vogue in the late Nineties, then used their know-how and connections to score styling jobs on their own. With a burgeoning number of movie stars residing in New York, it's no surprise that several stylists have switched from glossies to glamour girls.

Chai has styled her friend and Columbia University classmate Amanda Peet for years. Nasr works with up-and-comer Kerry Washington. And Young juggles Jennifer Connelly, Salma Hayek and Natalie Portman.

Since these ladies are so familiar with Seventh Avenue's showrooms and racks, they're favorites among fashion publicists, many of whom used to work at — guess where? — Vogue. "Sometimes cutting history classes together can pay off," joked Chai.



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Kathy Jeung

PHOTO BY TYLER BOYE



Elaine Offers



Erin Ayanian



Ian James



Mark Townsend

MARK TOWNSEND

Hairstylist Townsend's frequent-flier-mile account gets filled fast: At press time, he was juggling marathon movie press junkets for three of his A-list clients, which meant zigzagging the coasts and Paris in a matter of days. No wonder he limits his film projects to one a year now. But Townsend, who keeps homes in both New York and Los Angeles, remains cool, collected and even jovial under pressure. The Florida native trained at Oribe in New York under his hero-then-mentor Danillo before coming out to Los Angeles in 2000 to work on "Vanilla Sky." Today, he keeps his bags perpetually packed; but he's forced to check in at least one suitcase: "Scissors. I can't carry them on and I can't leave them behind."

Agency: Magnet
Clients: Natalie Portman, Hilary Swank, Hilary Duff, Selma Blair, Mary-Kate and Ashley Olsen, Jennifer Garner, Penélope Cruz

KATHY JEUNG

Yes, she's that Kathy Jeung — once linked to George Michael (they were just good friends, obviously) and the one starring in his "I Want Your Sex" video. So, too, the DJ of many a legendary Eighties club in L.A. — at Helena's, she inherited the turntables from Madonna.

But for the last two decades as a makeup artist, Jeung's primarily focused on faces from Uma Thurman to Iggy Pop, Brad Pitt to Janet Jackson, and her credits include an endless roster of music videos, feature films and TV ads. After a three-year hiatus, she returned to her kit and has barely been home. Two months ago she met Gwen Stefani, who's usually done her own makeup. When the singer was in need of some powder on a video shoot, Jeung pulled out her own. She's been on the road full time ever since as Stefani promotes both her first solo album and first film role in "The Aviator," including a Rolling Stone cover. "She's so creative," Jeung said of Stefani. "She changes every day."

Agency: Margaret Maldonado
Clients: Gwen Stefani, Ashanti, Carmen Electra

ENZO ANGILERI

Angileri began working in his native Milan with photographer Fabrizio Ferri in the mid-Eighties. In 1990, he moved to Los Angeles, and before long Demi Moore asked him to style her hair for "A Few Good Men." Annette Bening and "An American President" followed, then Moore's "Striptease" and HBO's "If These Walls Could Talk," for which he received an Emmy nomination. He also received nods for his work with Renee Russo in "The Thomas

Crown Affair" and Charlize Theron in "The Italian Job." "I like work that makes my adrenaline go," he said from the Berlin set of Theron's latest flick, "Aeon Flux."

Agency: Cloutier
Clients: Charlize Theron, Holly Hunter, Lucy Liu, Faith Hill

IAN JAMES

James insisted he hadn't heard of Scarlett Johansson when he started styling her hair at last year's Toronto Film Festival. Now his star client takes up most of his time, with three films opening in the last month and awards season just around the corner. "She lets me do everything I'd ever want to do as a hairstylist," he said, citing looks for her that have run from dreadlocks to soft Jean Harlow waves. "We've never repeated anything." The only thing that remains the same are his products. "I only use organic stuff from Whole Foods. It's trickier, but I don't like the smell of hair spray."

Agency: Exclusive
Clients: Scarlett Johansson, Joan Allen, Heather Graham, Mischa Barton, Jennifer Jason Leigh

KARA YOSHIMOTO BUA

More than a decade before enlisting her box of tricks to bring out the natural loveliness among a cadre of A-listers, Bua underwent beauty boot camp as a traveling consumer artist for Chanel and YSL Beauté. "That was really a valuable experience — I would have to use colors that I didn't want to use and make them work," she laughed. Bua continues to do editorial work, including Elle covers. "But living in L.A., it's a lot of award shows, film publicity and premieres." It's also juggling motherhood, with the arrival this Halloween of her first child. Prepping for this latest role, Bua immersed herself in the arts of body detox and aromatherapy, along with using organic products, which the vegan has since passed on to her celeb clients, including Alicia Silverstone. "I believe in making the people I work

with not only beautiful, but [ensuring] that they also feel comfortable and feel good."

Agency: Avant Groupe
Clients: Hilary Swank, Selma Blair, Alison Lohman, Megan Mullaly, Bryce Dallas Howard, Naomi Watts, Jessica Biel, Rosario Dawson, Sarah Michelle Gellar

DAVID BABAI

It was while observing a John Galliano shoot at the Paris hotel where Babai was food and beverage director seven years ago that he saw his future flash before him. "I realized then I wanted some beauty in my life," recalled the London-born hairstylist. His mum, a former assistant to Vidal Sassoon, hooked him up with studies at the namesake schools in London and Los Angeles, and after a couple of years of editorial work, he landed his first star client, Kate Hudson, in 2001. "She's been so supportive of my career," he gushed. A busy Babai's brushwork appears on 22 magazine covers in the coming three months. And he still stays in touch with the man who kicked it all off, Galliano.

Agency: Avant Groupe
Clients: Kate Hudson, Uma Thurman, Sandra Bullock, Scarlett Johansson, Kate Beckinsale, Kate Bosworth, Gwyneth Paltrow, Angelina Jolie

ELAINE OFFERS

The movie work has been great — Offers' résumé includes nearly all of Julianne Moore's films since 1999, among many others. But with the hectic film schedules, the California native has been seeking some "balance and more time home" by adding on more red carpet gigs, along with editorial. "It's fun, because it's these girls' time to be a princess," said Offers, who's prepped Moore and Scarlett Johansson for their turns before the paparazzi. Offers took a 10-week night course in makeup and then spent the better part of the late Eighties making up neo-glam rockers Poison, Mötley Crüe and vets Aerosmith. "All

those boys wearing makeup? Yeah, those were the days," she laughed.

Agency: Exclusive
Clients: Julianne Moore, Diane Lane, Cate Blanchett, Meg Ryan, Mena Suvari, Jennifer Jason Leigh

ERIN AYANIAN

When she started doing makeup 11 years ago, Ayanian was doubtful. "I thought, 'Who, me?'" I couldn't possibly make a living at this," recalled the former illustrator and assistant designer for Azzedine Alaïa. But she happened to have a model friend who brought her to shoots, and she built up a portfolio. During a print job with Lucy Liu, the actress asked her to work on "Charlie's Angles: Full Throttle." There she met Demi Moore, who recruited her for "Half-Light," which just wrapped. Ayanian says her secret is to use a light hand for maximum impact. And to have fun: "I always show up early so we share a glass of wine and make it a celebration."

Agency: Cloutier
Clients: Demi Moore, Maria Bello, Amanda Peet, Pink

MATTHEW VANLEEUWEN

He started his makeup career relatively late — at the ripe old age of 26. The former tuba player with three degrees (fine arts, marketing and musical performance) said it was "a force of nature" that drew him to the Barneys New York Make Up Forever counter 12 years ago, where he built a following among publicists and actors, and was soon enlisted to work with Drew Barrymore for the "Scream" press tour. Then came a little-known actress named Jennifer Lopez who was starring in "Selena." In 1996, he headed to Hollywood, where relationships are everything. "Having a good fit with a client is like having a really good Wonderbra," he mused.
Agency: Avant Groupe
Clients: Scarlett Johansson, Annette Bening, Sandra Bullock, Salma Hayek, Kelly Preston, Marisa Tomei

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MEMO PAD

VUITTON'S CHOICE: Marc Jacobs first encountered **Uma Thurman** some 20 years ago, when the Parsons fashion graduate scored a design job at the contemporary sportswear firm Sketchbook on 38th Street in New York.

"This package came from Click agency and her card was in there," Jacobs said, recalling the days when Thurman launched a modeling career. "I really wanted her to do my show, but I could never get her."

Today, Jacobs clearly has no such problems. As creative director of Louis Vuitton, he has made Thurman the star of Vuitton's spring-summer 2005 print campaign. Images are slated to break in February magazines.

During an exclusive preview on Thursday, Jacobs described the campaign as "a really straightforward exercise. We all agreed it was about beautiful Uma Thurman."

And with her seductive blue eyes, blonde hair and endless legs, the 6-foot actress is unmistakably herself.

"It wasn't about transforming Uma into another character, or her playing a role," Jacobs explained. "It was about showing how beautiful she is. She just looks so perfect and sexy and beautiful and deluxe and gorgeous and iconic."

Vuitton regulars **Mert Alas** and **Marcus Piggott** photographed Thurman in London on an industrial set composed of concrete benches and columns. Jacobs said the actress, who just wrapped up shooting the romantic comedy "Prime" with **Meryl Streep**, was "extremely professional" and "in great spirits."

Of course, the other "stars" of the campaign are Vuitton's iconic handbags, including one decorated with smiling cherries and others with the famous monogram rendered in denim. One of the designer's favorite images is a close-up of Thurman wearing Vuitton's newest brand extension: sunglasses designed in collaboration with hip-hop impresario **Pharrell Williams**.

Jacobs has taken the celebrity route for several seasons at Vuitton, thanks to a blockbuster reception to the fall 2003 campaign featuring **Jennifer Lopez**. Last season, **Scarlett Johansson**, **Chloë Sevigny**, **Christina Ricci**, **Diane Kruger** and **Hayden Christensen** shared modeling duties.

"An iconic face is perfect for Vuitton," Jacobs said. "And **Mr. Arnault** [LVMH chairman **Bernard Arnault**] has always been very keen on Uma Thurman."

The budget for the campaign was not disclosed, but analysts estimate Vuitton spends around 185 million euros (or \$240 million) annually on advertising, or about 6 percent of sales.

Meanwhile, for his signature collection, Jacobs lined up a superstar from the art world — **Cindy Sherman** — who collaborated with photographer **Juergen Teller** for the Marc Jacobs spring 2005 campaign.

Jacobs said he has yet to review the final images, but said Sherman — famous for her transformations — would model women's wear and men's wear. — **Miles Socha**

VOGUE SPAWN: It is looking increasingly likely Vogue's male spin-off is getting strong enough to stand on its own two feet. As WWD reported in early November, Condé Nast is looking to expand **Vogue Man**, the marquee fashion title's male-oriented outsert, which has been published three times since October 2001. Now a Vogue spokesman has confirmed that the next issue, renamed **Men's Vogue**, will be a stand-alone with its own newsstand presence. Sources said Vogue publisher **Tom Florio** is looking to hire someone to head up sales for the spin-off. If the debut performs well, a second stand-alone would likely follow in March 2006. After that, the magazine could go monthly, though business sources at Condé Nast have said a bimonthly launch is more realistic. One source added that Men's Vogue could have a qualified controlled portion to its circulation, similar to the model used by **Vitals** (also part of Fairchild and Advance Publications Inc.). **Jay Fielden**, Vogue's arts editor, will edit the title under the supervision of editor in chief **Anna Wintour**. Men's Vogue will have a mix of sophisticated fashion and features aimed at the 35-and-older male audience. — **Sara James**



A VERY VOGUE WEDDING: Meanwhile, even Vogue is getting involved in the media frenzy over the impending wedding of **Donald Trump** and **Melania Knauss**. The high-fashion bible will publish an article in its February issue about the future Mrs. Trump's trip to the Paris couture shows in the summer, in the company of **André Leon Talley**, Vogue's editor at large. As Star magazine reported this week, Talley helped Knauss select her gown for the Jan. 22 event.

And that may not be the end of it. The couple is currently in talks to grant exclusive photo rights to the wedding to an undisclosed magazine, according to Trump's spokeswoman. While the gossip magazines are usually first in line to snap up such photos, sometimes at a cost of six figures or more, none of them is believed to be in the running at the moment. One rumor making the rounds has Trump giving Vogue the photos, possibly in exchange for a promise to put Knauss on the cover. A Vogue spokesman declined to comment on this possibility, but editors who have been in close contact with the Trump camp say it adds up. "Donald doesn't need the money — he needs the respectability," said one. "He wants to make Melania a star."

What's clear is that Trump has been cultivating a closer relationship with Vogue. On Dec. 17, cast members from the new season of "The Apprentice" will walk in a fashion show at Macy's Herald Square hosted by Vogue and sponsored by Jones



An Image from Louis Vuitton's spring campaign, starring Uma Thurman.

New York, Kasper, Anne Klein Suit and Enzo Angiolini footwear. None of this is to say that Trump will necessarily succeed in getting his bride on the cover. But wouldn't that be a sweet wedding gift? — **Jeff Bercovici**

RIP TIDINGS: In Style's founding design director **Rip Georges** is leaving the magazine once again. After launching the Time Inc. title a decade ago with then-managing editor **Martha Nelson**, Georges left for several years in the Nineties only to return to the design director post in 2000. Since then, he's been commuting, first on a daily basis between East Hampton and the magazine's Midtown offices and, more recently, week to week from his home in Pasadena, Calif. Now Georges will return to the West Coast full-time. "I'm going to form a magazine consulting group," he said. "I'm also doing two books that are interior-oriented and building a new house in Pasadena."

A spokesman for the magazine said current managing editor **Charla Lawhon** is in no hurry to find a replacement for Georges heading into the holidays. He added that the art department is in the capable hands of deputy design director **Garrett Yankou** for the time being. However, several In Style edit employees believe Lawhon has already started interviewing candidates from outside the company and will fill the position in a matter of weeks. "They want a big name," said an inside source. Georges' last day is Dec. 17. — **S.J.**

NIP/TUCK: Beauty is only skin deep — unless you count Botox, collagen, liposuction, etc. It is with an eye to the increasing popularity of such procedures that Boca Raton-based Sandow Media is launching **New Beauty**, a consumer magazine about "cosmetic enhancement." The first issue hits Jan. 4, with one more scheduled for 2005 and a print run of 500,000. Publisher **Adam Sandow** said the title will have a strong grounding in medical science. "This is not fluff. This is not cutesy," he said. "There's a lot of conflicting information out there, and we're trying to help people sort through it."

Melissa Foss, a former beauty editor at Harper's Bazaar, was initially hired as editor in chief but parted ways with Sandow several months ago. Foss declined comment on her departure; Sandow said she "was taking it in a direction that wasn't providing enough information to the reader." Foss hasn't been replaced, but Sandow has hired **Paige Herman** from Gotham to be managing editor. — **J.B.**

HOUSE BROKEN: At first glance, there seemed to be an awful lot of fur mufflers circulating upstairs at Matthew Marks gallery on Wednesday night — not so unusual considering fur pelts have succeeded last year's poncho and the fringed pashmina as the current wrap of choice. But then several of the mufflers began licking the other guests.

Four attendees at House & Garden's first annual tastemakers party brought dogs to the lofty gallery space (House & Garden, like WWD, is a unit of Advance Publications Inc.). The reason for the high canine turnout? "We are a dog-loving magazine," editor in chief **Dominique Browning** said proudly, pointing out that H&G famously put a dog on the cover in the mid-Nineties and will feature a second pooch on the cover in February.

On Wednesday, **Ernesto De La Torre** was escorted by his Yorkie and gallerist **Julie Saul** brought her dachshund. Meanwhile, a wiry Jack Russell named **Anchovie** was accompanied by one of the magazine's 2005 tastemakers, interior designer **Celerie Kemble**. "I bring her mostly out of necessity because I work downtown," said Kemble. "If I don't have time to go home after work, she comes to play with me...She likes to be near the hors d'oeuvres, even if she can't actually have them," she said of Anchovie after the dog nearly snaked a mini cheeseburger from a passing waiter's tray.

Architect **Tim Haynes** said to Kemble as his border terrier **Wiggles** politely reacquainted himself, leaning in to kiss Anchovie's yap: "[They] got it on all over the lawn this summer [at the House & Garden showhouse]." Kemble noted their reunion probably wasn't quite as intense. "You take the butt-sniffing out of play, and it's just not as much fun for them." — **S.J.**



WWD **BEAUTYBIZ**



February Issue

PHOTOS BY GEORGE CHINSE

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The Beauty Report

Limited Places a F



Ian Ginsberg and Neil Fiske



Pouring the new cold cream into jars.



New packaging borrows stylistic elements from the past.

Continued from page one
multibrand retail power, and the advent of a C.O. Bigelow Apothecary personal care line is the first major salvo of that campaign.

Based on the practices and recipes of the venerable Greenwich Village pharmacy that dates back to 1838, Bigelow has reached back to the pre-Civil War touchstone of its beginnings to fashion a modern cosmetics line that seems fresh and disarmingly authentic, amid the inebriation of today's celebrity-crazed marketing.

The personal care range consists primarily of skin and body care — aimed at both genders — based on old formulas. Executives proudly point to the lettering on the new line's packaging that derived from the time when Herman Melville was still writing. And with ingredients like rose water, lemon extracts, peach-nut oil and witch hazel, the Bigelow line is designed to evoke a feeling of purity from a long-gone era. The executives proudly point out that no color cosmetics or fragrances have been included, except scents given off by necessary ingredients. With names like Dr. Keightley's Mouthwash Concentrate and Dr. Galen's Herbal Skin Tonic, Limited is clearly betting on old-time religion turning today's jaded consumers into believers.

But Fiske, ceo of Bath & Body Works, and his partner, Ian Ginsberg, president of the family-owned Bigelow pharmacy, are tackling the challenge in a methodical fashion. During an interview this week at Limited's headquarters in Columbus, Ohio, Fiske said the Bigelow line will make its debut Jan. 18 with a soft launch.

Fiske is pondering the ultimate shape of distribution. Now, he says, the line will initially be launched in January in Bigelow's existing New York flagship, a new-generation store that Limited opened in the Easton Town Center in Columbus in October and in Henri Bendel, another Limited division. A smaller product assortment will be launched in the nearly 70 Bath & Body Works flagships in January and an even smaller product set will go on sale in the 1,600 core stores of BBW. The 90-plus stockkeeping unit line will

go into the entire distribution by the end of February.

Fiske said it will take six to nine months of selling to determine the final shape of the distribution. He theorized that there are two possible formats with a variation. Either the Bigelow products can be merchandised in a two-tier distribution, or a three-tier setup with a layer of Bigelow stores added. Fiske added that there also could be conversions of BBW flagships into Bigelow units. However, Fiske added that he feels no pressure on that score since the BBW business is developing well. "We are not in a hurry," he said. "We're happy with the flagships."

The ceo said he intends to build two Bigelow stores, as a test, to compete head to head with BBW flagships "to see if the market can support both. There's tremendous elasticity in the market."

Fiske noted that he expects that Bigelow could thrive in both mall and urban settings. Fiske said that the Bigelow products will be merchandised on the walls of BBW stores. But there will be no shops within shops. He also indicated that eventually executives might consider outside distribution in other apothecary-type boutiques.

The Bigelow store in Easton was the brainchild of Wexner, Ginsberg noted, and is meant to update the apothecary boutique beauty retailing that was pioneered in the original store. Bigelow, located on Sixth Avenue, south of Ninth Street, still does nearly 20 percent of its volume in beauty while still driving a high-ticket pharmacy business. Like its East Village rival, Kieh'l's, Bigelow has built a strong following over the decades. Part of its appeal is based on the quality and originality of its beauty assortment, which runs the gamut from iconic brands like Christian Dior to offbeat items, like fragrances from the Hotel Coste and Colette in Paris.

Fiske indicated that an aggressive three-year development plan has been mapped out for Bigelow. But he firmly declined to give a sales projection. Industry sources, however, said that BBW had built up one of

the largest aromatherapy businesses in the U.S. with sales of \$250 million to \$300 million at retail. They speculated that Limited would not be satisfied with anything less for Bigelow in the U.S. The target is undoubtedly higher.

Bigelow's contemporary business was developed by Ginsberg, a frustrated musician who nonetheless entered the family business by becoming a pharmacist. That quickly gave way to his entrepreneurial élan. In addition to roaming Europe looking for unexpected items to retail at home, he also opened a Bigelow boutique in the trendy Jeffrey, his downtown neighbor.

Mostly, Bigelow's appeal lies in the store's apothecary-style problem-solving merchandising approach. The customers, many of them young women aged 25 to 28, often come in complaining of itchy skin or chapped hands.

The reinvented Bigelow store in Easton has a far broader assortment, counting 100 brands ranging from in-house names like Henri Bendel to third-party propositions like Nars, L'Artisan Parfumeur and Acqua di Parma.

Ginsberg has been involved in developing the product line for the year since Limited inked its deal with Bigelow. Fiske, a thoughtful and soft-spoken man, warmly describes their relationship as both a licensing deal and a true partnership. Limited invested its resources into the product development and Ginsberg led the way, aided by Betsy Schmalz and her product development squad at BBW.

"Ian is the guiding force and provided the bridge into the history of the company," said Fiske, who offered with a smile that they still like each other despite a year of making products.

In the beginning, the executives went through Bigelow's archives searching for old formulas, bottles, photos and evidence of famous customers like Eleanor Roosevelt, Mark Twain and Thomas Edison.

Fiske said the objective was to develop a line that was as natural and authentic as possible to live up to its apothecary positioning as a problem-solving brand



New ideas take a page from the past.



Original Bigelow products.

Big Bet on Bigelow



The colorful new Skin Tonics.



New fresh breath remedies.

with historic roots. Fiske stressed the importance of “a notion of truth” in making claims and clearly and accurately listing the level of key ingredients. “We know the therapeutic threshold,” he said, then made a backhanded reference to the “world of hope in fairy dust.”

“The whole line is [built] around problem solutions,” Fiske said. When asked what need he thinks the new line can fill in the market, he replied that there are false claims being made by marketers. “Very few deliver against an authentic credo,” he added, asserting that Bigelow “says what it does and does what it says.” He then proudly pointed to the 2 percent peppermint oil prominently printed on the front of the label of Mentha Lip Shine.

Prices range from \$5.50 for a 0.5-oz. tube of lip balm to \$32 for a 7.5-oz. size of a deluxe moisturizer. Rose Wonder Cold Cream, one of the star products, is \$15 for 3.35 oz., and a 4-oz. aftershave lotion retails for \$24.

Fiske sees the brand’s personal care positioning as having legs. He said that one additional category that has been targeted for the future is hair. But again, only from the brand’s problem-solving vantage point, as in a remedy for itchy scalp. Another area of opportunity is to find a way to fragrance the body. Fiske quickly added, however, that such products would be natural in orientation, such as cucumber, and lightly scented.

Fiske also indicated that there are more rose products on the way for spring. Like the “formularies” obtained out of hand-scrawled pages of musty books, a big talking point of the brand lies in the product groups built around versatile natural ingredients, such as lemon and rose.

During a lab presentation and demonstration put together this week in New York for the press, Ginsberg, clad in a white lab coat, whipped up a batch of lemon body cream from a circa 1870 recipe. There also was discussion of Lothio Mentholis, which is designed to ease itchy, flaky skin. It’s formula incorporates menthol, camphor, thymol and eucalyptus with sensicalmine entelnine added for soothing. Executives say it is effective as an over-the-counter product and that route is being explored.

In addition to reviving old-time formulas and ingredients, Bigelow also resurrected a product term jettisoned into the past — cold cream. Ginsberg said women stopped using the term because the name sounded like “your grandmother’s Crisco.” Bigelow makes it a part of the rose story because the pink petals provide a balm for dry patchy skin, making it a good ingredient for a moisturizer. And rose water makes a tonic.



PHOTOS BY TALAAR CHERENO AND THOMAS IANNACCONE

PHOTO BY JOHN CALABRESE

In the Winners' Circle With Beauty's Best

NEW YORK — More than **100 beauty executives** flocked to Le Parker Meridien Hotel here yesterday for the second annual WWD Beauty Biz Awards. Among those on hand: L'Oréal's Jean Paul Agon, Estée Lauder's William Lauder, Chanel's Maureen Chiquet, Bloomingdale's Michael Gould, Revlon's Jack Stahl and Procter & Gamble's Ann Martin. Also making the trip were Cheryl Mahoney from CVS, celeb hair and makeup artists Ken Pavés and Scott Barnes, respectively, and Neil Fiske from Bath and Body Works.

In total, **25 awards** were given. The winners were, by award:

Breakthrough Product of the Year, Mass: L'Oréal Paris ReFinish Micro-Dermabrasion Kit (skin care), Sally Hansen Airbrush Legs (color cosmetics), Spirit Antonio Banderas for Men (fragrance) and Flawless by Pavés Professional (hair care)

Breakthrough Product, Prestige: Prescriptives Px Custom Concentrates (skin care), Estée Lauder Prime FX (color cosmetics), Curious Britney Spears by Elizabeth Arden (fragrance) and Bumble and bumble's Bb Treatment (hair care)

Retailer of the Year: Bloomingdale's SoHo (prestige), CVS (mass) and L'Oréal USA (specialty/indie)

Most Innovative Marketer of the Year, Mass: Jill Scalandre, group vice president, Avon (person), Procter & Gamble (company)

Most Innovative Marketer, Prestige: Neil Fiske, chief executive officer, Bath & Body Works (person), BeautyBank (company)

Newcomer of the Year: Kenzoki by Kenzo Parfums (products), Scott Barnes (company)

Most Innovative Ad Campaign: Revlon (mass), Chanel No.5 (prestige)

Best Executed Launch Strategy, Mass: Neutrogena Advanced Solutions Facial Peel (skin care), L'Oréal Paris True Match Super-Blendable Makeup (color cosmetics), All My Children Enchantment (fragrance)

Best Executed Launch Strategy, Prestige: Clinique Dramatically Different Moisturizing Gel (skin care), Lancôme Juicy Wear Ultra-Lasting Full Colour and Shine Duo (color cosmetics) and Prada Fragrance (fragrance).

For full coverage, see today's issue of **WWDBeauty Biz**.

Deeda Blair's 'A

By Susan Watters

WASHINGTON — “I don’t care to glitter,” says Catherine “Deeda” Blair, dressed in monochromatic gray Chanel, accented by a signature thin plume of gray cigarette smoke encircling her bouffant coiffure.

Her life would appear to say otherwise. Blair, for decades known as one of Washington’s leading socialites and icons of style, has always been a peacock among the wrens, a shade too sophisticated for the nation’s capital — couture shows in Paris, summers in the South of France and, most recently, mingling with biotech pioneers. She seems to have had an endlessly charmed life.

But no one would describe her that way after the last year. Last May, she and her husband, former Ambassador William McCormick Blair Jr., lost their only child, William McCormick Blair 3rd, 41, to suicide. “The moments of grief are rather unpredictable,” Blair says, her reed-thin figure looking frailer than usual. “Different things can suddenly generate overwhelming sadness.”

Her son, who had owned a fashionable dog-walking business in Georgetown, suffered from bipolar disorder. He had attempted suicide with an overdose of sedatives a few weeks earlier in California, and succeeded in killing himself en route home to D.C. His body was discovered on a terrace at Chicago’s Le Meridien Hotel, where he had jumped out of a window.

Then, in October, the planned sale of the Blairs’ \$7.25 million, Thirties Georgian mansion, decorated by Billy Baldwin, fell through and their plans to relocate to New York City’s River House Condominium were put on hold. The Blairs had planned to relocate after 37 years as one of the capital’s most elegant globe-trotting couples because of the retirement of their longtime household help and a need to simplify their lives.

“To have all these horrible things come crashing down on her, it’s unspeakable,” says her good friend Catherine Graham, daughter-in-law of the late Washington Post publisher Katharine Graham.

Blair insists she is doing fine, and that she and her husband are still moving to New York as soon as they have settled the issue of their house. In the meantime, the D.C. doyenne is keeping more than busy, planning the details of her new home in New York and continuing her work of the past two decades as a biotech entrepreneur. Blair credits her unlikely career with helping her deal with her son’s death. “Going back to work was very important,” she says. “I went to a meeting at the National Institutes of Health and saw that I could stay all day and function. It’s a terrific distraction. Very few people know it, but I work seven days a week.”

It is this work that distinguishes Blair almost more than her love of Chanel, antiques and other fine things in life. Her hairdo may still be vintage Sixties — relatively unchanged apart from a few streaks of gray since the couple’s storybook wedding in Fredericksburg Castle, just months after William Blair arrived as President John F. Kennedy’s ambassador to Denmark — but Deeda Blair is firmly part of the 21st century. As a philanthropist and a spotter and investor in scientific talent, she serves on boards for the Harvard AIDS Institute, the Scripps Research Institute (a nonprofit biomedical research organization), the Foundation for the National Institutes of Health and, until recently, the Albert and Mary Lasker Foundation (which administers the prestigious Lasker Awards for achievements in medical research).

These days, it is Deeda Blair who is the couple’s breadwinner — and she’s not afraid to let anyone know it. At a recent Kennedy Center party, a friend congratulated Ambassador Blair, now 88, on looking so well. “Of course he looks wonderful,” Deeda Blair quipped. “He’s not the one who is working.”

What few people know is that she had little choice. William Blair, a well-connected Kennedy insider, suffered a number of financial setbacks after his father’s death in 1982. Blair family members say the bulk of the senior Blair’s estate went to the Art Institute of Chicago. While his two brothers maintained their partnership positions in the family’s investment bank of William Blair & Co., the former ambassador, as a public servant, found himself at a financial crossroads. It was then that Deeda Blair gave up her unofficial position as Washington doyenne, sold a pair of 22.4-carat Van Cleef & Arpels diamond earrings given to her by her husband several years after the wedding and embarked on her new career.

She credits her resolve to her mentor, the late

Mary Lasker, ardent Democrat, philanthropist and advocate for the National Institute of Health, the woman who trained Blair to be a tough negotiator. Lasker also gave Blair the wherewithal and the social cachet to establish herself on the international scene as a player independent of the confines of Washington society.

“Mary always felt a woman needed to be responsible for her own finances,” says Blair, who based her decision to sell her earrings on the notion that jewelry, unlike drawings, porcelain or a fine piece of furniture, generally tends to depreciate in value.

It was an attitude that once again caused Blair to stand out from the other Washington political wives — and not always in a good light. She and her husband first met in the Fifties at the Chicago home of Eunice and Sargent Shriver, when William Blair was working as a lawyer in Adlai Stevenson’s firm



after moving into the governor’s mansion, where he managed Stevenson’s two unsuccessful presidential bids against Dwight D. Eisenhower.

At the time, Deeda was battling through a scandalous divorce from Charles Jelke, heir to an oleomargarine fortune, who was drinking his way through his family inheritance. Born Catherine Gerlach (“Deeda” is a childhood nickname), Blair was 25 when she obtained an injunction tying up a million dollars in four trusts and restraining her 30-year-old husband from proceeding with his own divorce suit filed in Florida. She had moved back home with her parents, where the Shriveres were neighbors. Throughout her courtship with William Blair, Eunice Shriver was assigned as official chaperone.

She first came to Washington in 1963, and while first ladies from Jackie Kennedy to Nancy Reagan were hounded by the press for sneaking frocks from European designers like Valentino and Givenchy into their White House closets, Blair became a regular at the Paris shows. While the locals rallied around presidents and their first ladies, who honored the traditional holidays by supporting national symbols — sparing a turkey’s life on Thanksgiving Day, traveling to the Ellipse to perch on ladders and light the national Christmas tree — Blair served lobster for Thanksgiving and never allowed a Christmas tree in her home. In summers, when Washington’s elite trekked off to all-American enclaves like Martha’s Vineyard, Nantucket, Sun Valley or the Hamptons, Blair and her husband left their son with his Uncle Edward in Northeast Harbor, Maine, to tag along with Lasker to Venice, England and the South of France. At Lasker’s villa in Cap Ferrat on the French Riviera, the Blairs met Greta Garbo, Cecile Beaton and surgeon Michael De Bakey.

When Lasker traveled to Europe, Blair pored over books about the arts. When Lasker fought to win support for the National Institute of Health, Blair scoured the latest scientific journals. And when the celebrated philanthropist joined the

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fight to conquer cancer, Blair was perfectly positioned to stake a claim in the biotech gold rush — pairing scientists up with joint-venture capitalists.

Blair's biotech career started in 1983 with an exhibition of 30 years of Givenchy couture staged in Washington's gilded Departmental Auditorium. For co-chair Bunny Mellon, the show was an occasion to celebrate her great friend, designer Hubert de Givenchy. For others, it was a chance to raise money for the projected National Women's Museum. For Blair, it was also an opportunity to impress a top pharmaceutical executive, whom she met when they served together on a Federal Drug Administration committee.

"We had all our customers from the textile industry there, along with congressmen, members of the Supreme Court, senators. It certainly put our name on the map," says Max Link, at the time the head of the American division of Sandoz

letters to Evelyn Waugh demonstrate — writes about "a particularly ghastly Mrs. Blair," whom she met in July 1967 when she was staying in Venice with Anna Maria Cicogna, along with fellow houseguest J. Carter Brown, the late director of the National Gallery of Art in Washington.

Blair tells her about a recent visit to Chatsworth, the home of the Duchess of Devonshire. "I said, Pity Debo wasn't there," Mitford writes. "She said, in strong American dialect I can't write so will translate, it was a mercy because we didn't have to be polite, we could concentrate on the art. I furiously told Carter (staying here) this piece of effrontery & he said My dear, Americans don't spend their time reading Debrett; she can't have known you were sisters. Still, I said 'Debo' so she must have known I was a great friend. Quelle insolente."

Mitford's comments aside, others also aren't fans of the Blair touch. "Deeda's charm is the charm of a dinner party," says one Lasker Foundation insider. "She's good at putting people together, but she gives the illusion of being conspiratorial."

Still, Blair will always have her devoted admirers. Telecommunications whiz Lynn Forrester de Rothschild remembers her encounter with Blair's unique business style four years before she married Sir Evelyn de Rothschild. Introduced through a mutual friend, Blair volunteered to induct Forrester into the wonderful world of haute couture in return for dealmaking advice.

"Deeda makes everything special. She's a really magical person and an icon in all aspects of style. She introduced me to the couture in 1996. She took me to all the shows, to Chanel, Balmain, Yves Saint Laurent, Givenchy, Valentino, the whole week. I had never been there before. We met Karl Lagerfeld. We stayed together at the Ritz. We went antiquing," recalls Lady Rothschild, who characterizes Blair as someone who always knows exactly what she wants.

"No one else compares with her," says James Watson, the legendary co-discoverer of DNA. "I've always liked to look at beautiful women, being an appreciator of style. A lot of scientists have no sense of taste whatsoever. She's one of the best-dressed women in the world. When she walks into a room, she is noticed. She has great style and a great commitment to medical research. You always look forward to sitting next to her."

Bill Haseltine, a former Harvard professor and an entrepreneur who benefited from Blair's access to start-up capital, warns anyone who would ever consider underestimating her influence. "The way Jayne Wrightsman is a connoisseur of Louis XV furniture and plays some role in the French antique market, Deeda is a connoisseur of the very best work and the very best people in biomedical science," says Haseltine.

Still, the criticism of her only increased after her son's death. Blair spoke publicly about his mental illness at the time, leading to criticism in the tabloids and among his friends for downplaying her son's first suicide attempt. Friends of the couple say that although the ambassador shared a close bond with their son, Deeda's relationship with him was strained.

"People portray her as a terrible mother," says Catherine Graham. "She wanted to be a good mother. She really did. But people with bipolar illness are very difficult to deal with."

"Our culture doesn't welcome people talking about their depression," concedes Blair. "Maybe it would have been different under different circumstances, if I'd been just a housewife or lived in the suburbs."

"Since William's death, I'm really contented to slow down a bit," she continues. "It is time to simplify."

She is looking forward to her move to the exclusive River House condo (also home to Henry Kissinger and de Rothschild) and a more pared-down lifestyle. "I want a library dining room where we can have only three or four people over," says Blair, who is collaborating with architect Daniel Romualdez and decorator Howard Slatkin, an old friend. She says she couldn't find an apartment in Washington to suit her: "A lot of the places at the Watergate have triangular rooms. And I'm terribly symmetrical."

New York just seemed to call her, she explains — even though, just Thursday, she was spotted having to stand outside the Spice Market restaurant in the Meatpacking District to smoke a cigarette.

"I adore pavement, looking in store windows, walking to the Frick," Blair says. In New York, she adds, "I envision that life can change. I can just feel it. We'll just have to wait to see exactly how.



Deeda Blair in her Washington home.

PHOTO BY DEAN KAUFMAN

Pharmaceuticals, now called Novartis, a Swiss-based drug company. Two years later, he followed up with a lucrative consulting contract.

Blair has gone on to earn fees or stock from at least a half-dozen drug and biotech companies, from Novartis (where she still consults) to smaller firms like Advancer. She is unapologetic about her success. "I began a professional career doing many of the things I'd worked on with Mary Lasker without compensation. I was asked to consult for a venture capital group and to consult for one of the largest pharmaceutical companies in the world," says Blair.

Still, some say her mixing of philanthropy and consulting might create the appearance of a conflict of interest. As one fellow board member of the Scripps Research Institute observes, "You don't always know the terrain."

But Blair says she is well aware of the ethical constraints. "I am very aware of conflicts of interest," she says. "If you have any kind of [personal] interest in a company, and the [philanthropic] board has any decisions related to that company, you excuse yourself from the room."

Occasionally, Blair's ability to home in on the subject can leave even the most sophisticated social arbiter gasping for relief.

A family scrapbook of the Blairs' charmed life includes a printout of an e-mail from a British admirer reporting on an uncharacteristically gushy letter purportedly published in a collection of letters written by the celebrated British intellectual and wit Nancy Mitford. Charlotte Mosley, the official editor of Mitford's letters, contacted about the reference to Mitford marveling over the elegance of a certain American woman traveling on Charles Wrightsman's yacht, reports there is no such letter in the collection. Instead, she received permission from the Duchess of Devonshire, Mitford's sister "Debo," and the executor of her letters, to share the contents of the unpublished letter, which paints a very different picture.

Mitford — not exactly a fan of Americans, as her

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Comments on Safeguards Heat Trade-Debate Rift

By Kristi Ellis

WASHINGTON — The debate over free trade versus controlled trade has intensified as apparel, retail and textile firms filed hundreds of pages of public comments in response to six of nine safeguard petitions under review that seek to curb imports on a range of Chinese goods.

The responses on the first petition covering cotton trousers illustrate the explosive nature of the issue. Thirty-one respondents commented, including the Chinese government, Abercrombie & Fitch, Columbia Sportswear, Kellwood Co., Avondale Mills and Mount Vernon Mills.

The coalition alleges the Chinese mislabeled the trousers to circumvent quotas on cotton trousers set at 2.5 million dozen pairs and man-made fiber trousers set at 2.9 million pairs.

China agreed to the safeguard mechanism when it joined the World Trade Organization in 2001. The safeguards are temporary, one-year quotas that an importing nation may impose on certain Chinese goods if it determines they are severely injuring or threatening to injure the domestic industries.

A coalition of textile, apparel and fiber groups and the union representing the industry has filed 12 safeguard petitions overall based on the threat of market disruption, which has caused a firestorm. The petitions target about \$1.9 billion in imports from China.

The federal interagency committee for the Implementation of Textile Agreements is to make determinations on the first set of safeguard cases in February. CITA must also respond by Wednesday to a lawsuit filed by the U.S. Association of Importers of Textiles & Apparel seeking an injunction to halt consideration of threat-based petitions.

Many industry executives said the petition covering cotton trousers will set the precedent for threat-based cases and may signal how the administration will treat the other petitions. The petition was filed by the American Manufacturing Trade Action Coalition, the National Council of Textile Organizations, The National Textile Association, SEAMS and UNITE HERE.

The petitioners asserted in the cotton trouser and man-made fiber trouser petitions that the decline in imports to the U.S. is because of the misclassification of millions of pairs of trousers as being made of linen, silk and ramie, which are not under quota, as well as the transshipment of goods through Hong Kong.

Chinese exports of cotton trousers to the U.S. were down 31 percent for the year-to-date through September and by 34 percent, or 930,000 dozen, in the same period, according to the Commerce Department.

“At worst, the implications regarding misclassification of these garments borders on libel.”

— Wendy Wieland Martin, Kellwood Co.

The coalition alleges the Chinese mislabeled the trousers to circumvent quotas on cotton trousers set at 2.5 million dozen pairs and man-made fiber trousers set at 2.9 million pairs. Imports from China of silk, linen and ramie trousers increased more than 2,000 percent in less than four years, from 11 million pairs in 2001 to an annual rate of 229 million pairs for 2004.

“If simply 3.5 percent of Hong Kong’s cotton trousers are Chinese in origin and only 1.5 percent of [the silk, ramie and linen trouser category] are misclassified, then the Chinese cotton trouser ‘downturn’ disappears,” the petitioners stated in their comments.

Auggie Tantillo, executive director of AMTAC, said in an interview that it is “beyond comprehension” to believe such an increase in imports of silk and ramie trousers is legitimate.

Apparel executives fired back in their public comments.

“At worst, the implications regarding misclassification of these garments borders on libel,” said Wendy Wieland Martin, vice president for international trade at Kellwood Co., in her written public comments. “Since it is the major U.S. apparel companies, including Kellwood, who are the importers of these products, the implication is that we are falsifying legal claims to U.S. Customs & Border Protection. Our excellent reputation with CBP and the extraordinary scrutiny by that agency to assure that apparel is correctly classified and valued belies the unsubstantiated and irresponsible charges made by the petitioners.”

Carl K. Davis, vice president of corporate affairs for Columbia Sportswear, claimed in his comments that the petition is “fraught with inconsistencies and nonfactual information in an ineffective attempt to persuade [CITA] of the alleged threat of Chinese imports.”

“It utilizes inflammatory language such as ‘misclassification’ to describe completely legal imports of trousers made of materials other than cotton,” Davis said.

WTO Chief: End of Quotas ‘On Track’

By John Zarocostas

GENEVA — World Trade Organization chief Supachai Panitchpakdi said Thursday at a special session on the Jan. 1 end of the quota system on textiles and apparel that it “will not only contribute to increasing trading opportunities, but will also be of major systemic importance.”

Supachai, the WTO director-general, said the completion of the 10-year quota phaseout “will put an end to a special and discriminatory regime that has lasted more than 40 years,” and that the demise of the system “is on track.”

His remarks came near the end of a year when industry associations from some of the WTO’s 148 member countries raised concerns that much of the developing world is not prepared for the competitive surge that is likely to follow lifting restrictions on trading. Some experts have said the fragile economies of many smaller developing nations could be shaken by the transformation.

Supachai said he understood the concerns of poor countries such as Mauritius, Bangladesh and Sri Lanka. However, he added that the WTO’s mis-

sion was not to address those issues. The concerns of members “can probably be best responded to by institutions that can make appropriate means available with a view to reducing the burden of the adjustment costs,” he said.

The International Monetary Fund and World Bank are two institutions trade experts have said could step in to assist poor countries.

With the WTO close to accomplishing the end of the quota system, Supachai said he believes the current Doha round of trade talks would continue smoothly and wrap up by the end of 2006 with major breakthroughs in liberalizing trade in agriculture, goods and commercial services.

“I have found a firm determination at the political level to press vigorously with the negotiations and ensure that there is no wasted moment in 2005,” he said.

Linnet Deily, deputy U.S. Trade Representative, said at the WTO that with the U.S. presidential election over, finishing the Doha round is a top priority for the Bush administration.

“In the U.S. today the picture is much clearer,” Deily said. “We continue to be ambitious and aggressive. We see no obstacles to progress.”



Malden Facing Potential Strike

By Scott Malone

NEW YORK — Malden Mills Industries faces a possible strike by its unionized workers, who were to vote Thursday night on a three-year contract.

The proposed contract includes a total 7 percent pay boost, but also calls for a rise in workers’ health insurance contributions, a Malden spokesman said.

The increase in health insurance costs has been a sticking point in the negotiations and has prompted the workers to reject previous proposals. Their previous contract expired Nov. 30, but operations have continued under an extension.

Voting was expected to extend past 8:30 p.m., with about 450 UNITE HERE members casting ballots at the end of their shifts, a spokesman for the Lawrence, Mass.-based company said.

Warren Pepicelli, manager of the New England joint board of UNITE HERE and a union vice president, said, “This is a vote to accept the contract or to go on strike.” However, he said it’s possible that the workers might not strike immediately if they vote down the contract.

Staffing at Malden’s plants varies with each season and can reach about 700 workers, the Malden spokesman said.

Asked how a strike would af-



Malden Mills

fect the company’s operations, the Malden spokesman said, “We’ll be prepared to talk about that tomorrow. Hopefully, we won’t have to.”

The potential walkout marks a low point in relations between the mills and its workers. Saturday will mark the ninth anniversary of a fire that destroyed most of its manufacturing facilities. Then-chairman and chief executive officer Aaron Feuerstein won the loyalty of many workers — and plenty of positive publicity — by continuing to pay his 2,400 workers through the holiday season and rebuilding the plant in Lawrence rather than moving it to where wages were lower.

While that deed made Feuerstein widely admired, it also set the stage for serious financial trouble. The company racked up a heavy debt load during the re-

building process, and in the late Nineties, faced an enormous competitive surge as scores of Asian mills began turning out polyester fleece that undercut Malden’s Polartec brand on price.

By November 2001, Malden could no longer handle its debts and sought bankruptcy court protection. Feuerstein made efforts during the court proceedings to buy back the company his grandfather founded in 1906, but failed to retain control.

When the mill exited bankruptcy in October 2003, its creditors stripped Feuerstein of executive power, allowing him to hold the honorary titles of chairman and president. A few months later, Feuerstein retired, and in July, the company appointed Michael Spillane, a former Tommy Hilfiger executive, as president and ceo.

Controller at Hilfiger Resigns

NEW YORK — James P. Reilly resigned Tuesday as vice president and corporate controller of Tommy Hilfiger Corp., according to a filing with the Securities and Exchange Commission.

Reilly, who was with the firm about 10 years, accepted a post as chief financial officer at a privately held firm, said the filing. His duties will be temporarily taken over by Joseph Scirocco, Hilfiger’s chief financial officer, senior vice president and treasurer.

It could not be learned what company Reilly has joined.

The U.S. Attorney’s Office in Manhattan is currently investigating the appropriateness of the rate of commissions paid by Hilfiger’s sub-

sidaries for services such as quality control and product development.

The company has been subpoenaed for documents related to the commissions back to 1990. Former and current executives at the company have also received subpoenas. Hilfiger has said it is cooperating with the probe. A spokeswoman had no comment as to whether there was any connection between the investigation and Reilly’s departure.

Reilly, along with other Hilfiger executives, is named as a defendant in several shareholder lawsuits filed against the firm in the wake of the investigation.

— Evan Clark

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STYLING

By Aileen Mehle

eye **Sophia Loren**, in a black beaded gown with a plunging neckline (as always), sheer off-the-shoulder sleeves and a blinding diamond necklace and earrings arrived arm-in-arm with **Giorgio Armani** for the grand reopening of La Scala, the legendary theater, which has always been considered opera's spiritual home. Of course, it's not all that spiritual when enraged audiences have been known to fling comestibles at the singers when they don't like what they're hearing, but never mind all that. La Scala has just been renovated at a cost of \$77 million, and among those admiring its beauty at the opening were **King Harald** and **Queen Sonja** of Norway; **Prince Emanuele Filiberto** and his wife, the former French actress **Clotilde Courau**, and Italy's flamboyant Prime Minister, **Silvio Berlusconi**. They led the 12 minutes of applause and 15 curtain calls for **Maestro Riccardo Muti** and the cast after their performance of Antonio Salieri's "Europa Riconosciuta," the piece that first opened the opera house in 1778 and had not been performed since, for whatever reason. This is the second time La Scala has been restored. It was destroyed by a bomb during World War II and reopened in 1946 with a concert under the baton of the world-famous director **Arturo Toscanini**.

● **Muffie Potter Aston** and her husband, **Dr. Sherrell Aston**, the noted plastic surgeon, didn't have to go to a baby-naming book to decide what to name their twin daughters, who are officially expected in the middle of January. They decided to name the little ones **Ashleigh Tatiana** and **Bracie Potter Aston**. Tatiana is Muffie's mother's name and Bracie is Sherrell's mother's maiden name, so it's all in the family. When the twins come, they won't have to worry about being lavishly outfitted, judging from the gifts Muffie received at the first of three baby showers. **Anne Hearst**, **Blaine Trump**, **Lynn Wyatt**, **Carolyne Roehm**, **Vera Wang**, **Anne Eisenhower-Flottl**, **Cece Cord**, **Daisy Soros**, **Karen LeFrak**, **Shirley Lord Rosenthal**, **Torunn Berge**, **Soffia Wathne**, **Susan**



Coco Kopelman

Hess, **Phyllis George**, **Julia Koch**, **Cynthia Lufkin**, **Faye Wattleton**, **Lyn Revson**, **Coco Kopelman**, **Grace Meigher** and the twins' maternal grandmother all came laden with pink cashmere baby outfits, sterling silver rattles, cups, spoons and whatever else babies can put in their mouths or throw around the room.

Georgette Mosbacher's far-flung Fifth Avenue apartment was the site of the shower, which was cohosted by **Beth Dozoretz**, the big Democratic fund-raiser. But let's hasten to add the party was 100 percent bipartisan.

Georgette herself wore a pink cashmere top and pink shantung trousers, and scattered throughout the apartment was what looked like every last pink blossom on the planet.

Want to know what they ate? Well, anyhow, the buffet table was centered with a towering gingerbread castle, with a little baby Noah's Ark of stuffed kangaroos, lions, monkeys, giraffes, zebras and bears — each mother with a little baby in its pouch or arms. Now don't tell me that isn't cute. Muffie wore Oscar de la Renta's pale gray pinstripe suit with a mink collar and told one and all that she has just put the finishing touches on the twins' nursery, a bower of robin's egg blue, creamy white and pink.

"Auntie" **Georgette** made Muffie promise to let her have **Ashleigh** and **Bracie's** first birthday party at her house, and you will be thrilled to hear that the twins will be getting their second shower, hosted by a cornucopia of pals — including **Maria Cuomo Cole**, **Felicia Taylor** and **Susan Fales-Hill** — at the Four Seasons next week.



Muffie Potter Aston

Catch me, I'm falling.

● **Christian Lacroix**, the most brilliant of designers and one that I love, has written his autobiography, which details the intimate years of his childhood in Arles in the Fifties. The name of the book is "Qui est là?" and it has just been published in France, and the designer has been talking to publishers in America. Those who've seen the galleys are comparing it with something of a Greek tragedy, mainly because of his recounting of family suicides and his grandfather's bizarre methods of trying to teach him to fight. "When I was very little, my grandfather once took me to a local gypsy neighborhood and pushed me in the middle of the gang, saying, 'Start a fight and then try and defend yourself,'" says Lacroix. Of the actually writing, he says, "It was not a gentle therapy, because I wanted to talk about what was very personal for me, but I didn't want to expose that part of my life completely, either." May we hope a sequel is on the way?

● **Jamee Gregory** slipped into a white lace blouse by **Chloé** and a black caviar-beaded coat to greet 400 guests at the Boy's Club of New York's preview party for the **Wendy Antiques & Design** show at the Park Avenue Armory. She was the honorary chairman, and among the connoisseurs she welcomed were **Carroll Petrie**, in a lilac suit with a matching fur collar, and such young collectors as **Harrison LeFrak**, **Melissa Berkelhammer** and **Amanda Meigher**. Naturally, Jamee invited all 400 of them to the signing of her glamorous coffee table

book, "New York Apartments," at **Bergdorf Goodman** on Dec. 18. When a girl writes a book, the idea is the girl's got to sell the book.

At the Armory, **Muffy Miller**, who can never get enough of things Venetian, bought an exquisite 18th-century Venetian chest, and **Hilary** and **Wilbur Ross** placed the winning bid on **Philip Baloun's** elegant topiary Christmas tree. You will be tickled to hear the night raised more than \$100,000.

● **Kate Winslet** will be the voice of a cute little sewer rat named Rita in a new animated rags-to-riches comedy called "Flushed Away." **Hugh Jackman** will play the voice of an upper-class rat who lives in a penthouse until he is flushed down the porcelain convenience and forced into a life of poverty. But never mind all that, because he finds true love with Rita, a rat with a heart of gold. No one will say who inspired this story, but if it isn't funny, tough box office for them.

● Interior designer **Lisa Jackson** will celebrate Christmas at home at her Park Avenue apartment with such guests as **Sally** and **Rufus Albemarle**, **Tory Burch**, **Tiffany** and **Louis Dubin**, **Bettina Zilkha** and **Dominique Browning**. On the other hand, downtown on Elizabeth Street, **Richard Mishaan** will open the new outpost of his home furnishings boutique, **Homer**, followed by a hot meal at the **Kitchen Club** with such pals as **Pamela Fiori** and **Jane Pauley**, whose New York penthouse he's just signed on to design.