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WWD FRIDAY

Beauty

Green Acres

NEW YORK — BeautyBank, a division of Estée Lauder Cos., is aiming to appeal to the entire family with its newest line for Kohl's Department Stores. Called Grassroots, the 76-item lifestyle line launches in August and will include categories for women, men, children and even pets. It could do \$15 million to \$20 million in its first year on counter. For more, see page 7.



Skinner Named Kellwood CEO; First-Quarter Net Falls 50%

By Amy Zimmerman

ST. LOUIS — The handover continued at Kellwood Co. Thursday, as the company reported a 50 percent drop in first-quarter earnings.

Robert C. Skinner Jr., the

company's president and a board director, was named to the additional post of chief executive officer on Thursday, succeeding Hal Upbin, who will continue as chairman through January.

"I can think of no better hands in which to put Kellwood's future," said Upbin, who made the announcement at the company's annual meeting here. Skinner's

See **Skinner**, Page 20

Lacroix's 'New Beginning' With Falic

By Miles Socha

PARIS — "I am very happy. It's a new beginning," Christian Lacroix declared Thursday, having completed an employment contract with Falic Group, the Florida-based travel retail firm that bought his fashion house last January.

The five-year, renewable agreement secures the future of Lacroix's couture collection, with his next show slated for July 7 here. It also gives what the designer described as a chance for his 18-year-old brand to get the attention it deserves.

As artistic director of Lacroix, the designer will also continue to design all ready-to-wear and accessories lines that bear his name.

Lacroix, 54, who had been vocal about lackluster development of his brand by the previous owner, luxury giant LVMH Moët Hennessy Louis Vuitton, on Thursday praised the "entrepreneurial, pragmatic and realistic" approach of the Falic brothers and their vow to invest to rapidly develop the business.

Lacroix described his upcoming couture show as the "first step" in his new relationship. But several projects are said to be in the works, including new fragrances and leather goods lines.

The Falic family could not be reached for comment. However, in a statement, the family said it would concentrate initially on developing the Lacroix brand in the U.S., while consolidating its presence in Japan and South Korea. The Lacroix brand is in about 1,000 doors worldwide, including 20 brand boutiques.

Lacroix's new contract came after protracted negotiations.



Christian Lacroix

According to sources, key issues for the designer were the preservation of couture, the length of his contract and approval rights for future management hires. Shortly after acquiring Lacroix, the Falics were said to have identified a new management candidate and presented it as a fait accompli, which rankled the designer.

Under LVMH ownership, Lacroix had a revolving door of chief executives — nine over 18 years. At present, the chief executive is Geoffroy de la Bourdonnaye, who joined Lacroix in 2003 from the merchandise and retail division of Euro Disney.

LVMH head Bernard Arnault launched Lacroix to fashion stardom in 1987, plucking him from Jean Patou and setting up a couture house just for him. Thanks to sensations like the pouf skirt and the designer's rich, baroque style inspired by the South of France, Lacroix quickly became a darling of the fashion press and international society.

However, translating his romantic vision into commercial success proved challenging, and LVMH endured many years of steep losses.

Last month, LVMH said it would take a 12 million euro, or \$14.6 million, provision for capital loss related to the Lacroix disposal. Documents filed with France's official government publication of record, "Balo," notes LVMH sold the house to Falic Group for a "symbolic" amount, which typically means one euro, or \$1.21, at current exchange.

Still, Lacroix maintains ties to LVMH as the rtw designer of high-flying Emilio Pucci, where sales almost doubled in 2004, gains management attributes to Lacroix's artistic vision and prowess with color and pattern. He joined the Italian house in 2002 and his contract runs through March 2006.

On Thursday, a spokeswoman for Lacroix said it was "business as usual" for him at Pucci.

Federated to Sell Credit Operations for \$4.5B

By David Moin

NEW YORK — In a complicated three-step deal, Federated Department Stores Inc. will sell off its credit card portfolio, including its receivables and those from May Department Stores Inc., to Citigroup for about \$4.5 billion.

The sale will help fund and pay off the debt from Federated's \$17 billion acquisition of May, expected to be completed in November. It could also help Federated buy back stock.

Citigroup will operate Federated's proprietary and cobranded Visa credit card businesses and provide Federated with payments based on sales through those cards and other performance metrics of the credit portfolio after the receivables sale is completed. In addition, the two companies will collaborate on marketing initiatives. The payments will continue for 10 years; the deal includes an option to renew for three more years.

Federated's Financial, Administrative and Credit Services division, in suburban Cincinnati, will continue to manage customer service functions. No job losses are expected and no changes are planned to Federated's credit card or loyalty programs.

"It's a big, up-front chunk of change that Federated can use to expand and improve their primary business — retail — and to deleverage its balance sheet from debt service for the May acquisition," said Arnold Aronson, managing director of retail strategies, Kurt Salmon Associates.

The deal is complicated because it has three separate closings. First, it involves selling Federated's proprietary and Visa credit operations to Citigroup.

Secondly, some of the receivables generated by Federated's retail operations have long been owned

by General Electric Capital Corp. The GECC portfolio, with \$1.2 billion in receivables at the end of Federated's fiscal 2004, will be bought back by Federated and then resold to Citigroup.

And thirdly, Federated said within 12 months following the May closing it will sell to Citigroup the May credit portfolio, which included \$2.2 billion in receivables at yearend. "This series of transactions leaves us in a great position," said Karen Hogue, Federated's executive vice president and chief financial officer, during a conference call Thursday. She said it will enable Federated to still provide "high-level service" to its credit customers, and will "strengthen our balance sheet in a material way." Furthermore, the deal enables Federated to continue to participate in the profitability of the credit card business, she added.

Hogue said its arrangement with GECC was coming to an end early next year anyway. However, "we were not just looking to sell the credit card business. We were looking to see if we could find a partner...and forge a new and deep long-term relationship beneficial to customers and top-line sales." She characterized Citigroup as the largest issuer of credit cards in the U.S., with 120 million accounts.

Federated, with corporate offices in Cincinnati and New York, has annual sales exceeding \$15.6 billion. With the acquisition of May, sales will exceed \$30 billion and Federated will operate more than 950 department stores and about 700 bridal and formalwear stores. In addition, Federated will be operating stores in 15 more states, adding to its existing 34-state base. Alaska will be the only state in which Federated will not have a presence. However, the combination is under governmental review and it is expected that Federated will have to shed many stores in malls, possibly around 100.

WWD FRIDAY

Beauty

GENERAL

- 1 Hal Upbin's eight-year reign as ceo of Kellwood Co. ended Thursday, as company president Robert Skinner was named to succeed him.
- 2 Christian Lacroix finalized an employment contract with Falic Group, the Florida-based travel retail firm that bought his fashion house in January.
- 4 Comps at specialty stores outperformed the rest of the retail market in May, led by Wet Seal and Bebe Stores, while luxury sizzled at Neiman's and Nordstrom.
- 7 BEAUTY: Estée Lauder's BeautyBank division is launching Grassroots, a lifestyle brand offering a wide range of products, at Kohl's in August.
- 24 SUZY: The London Symphony Orchestra will celebrate its centenary year with a great crescendo...Rolling out the red carpet for the Tony Awards.

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Quote of the Week

"When I design for men, I design under the personality of Sean John. When I'm doing this line, it's another part of my personality. It's been very intimate and very romantic in a way because I just want to please women."

— Sean Combs on his new women's collection

In Brief

• **SISLEY SHEETS:** Benetton-owned brand Sisley has inked a four-year licensing deal with Turkey's Zorlu Holding for a line of bedsheets and home linens. Benetton said each Sisley Casa collection will draw on themes from the clothes and create an "avant-garde look." The home items will be grouped into five lines called Black & White, Vintage, Soft, Shiny and Basic. The new products will bow this August in five of Benetton's flagships, in Paris, London, Madrid, Milan and Palermo, Italy. The lines will be sold in Sisley stores, department stores and other specialized retail outlets, first in Europe and eventually elsewhere. A Benetton spokeswoman said prices range from 3 euros, or \$3.69, for a small towel to 300 euros, or \$369.24, for a bedspread. She was unable to provide sales forecasts for the line.

• **SEVEN'S GAIN:** A French appeals court this week canceled the "Seven7" trademark of Seven Licensing and ordered the company to pay the legal fees of LKoral Inc., originator of Seven For All Mankind jeans. The companies were embroiled in a three-year trademark infringement lawsuit. Maurice Ohayon, the founder of denim line Notify, was the original owner of the Seven7 mark and filed the lawsuit in 2002 against LKoral. He lost in 2003 and in the interim sold the licensing rights to Gerard Guez, chairman of Tarrant Apparel Group. The cancellation of the Seven7 trademark means that Guez' company no longer has any trademark rights in France. The decision could have a domino effect on other jurisdictions, said Bruce Wessel, attorney for LKoral, which has cases pending in the U.S. and Belgium.

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May Comps Shine for Specialty Retailers



Wet Seal's spring merchandise offerings.

By Meredith Derby

NEW YORK — Lousy weather doesn't necessarily mean lousy comps, especially among fashion and luxury retailers.

The specialty segment outperformed the rest of the retail market in May, as Wet Seal Inc. and Bebe Stores Inc. posted eye-popping same-store sales gains of 56.9 percent and 40.3 percent, respectively. Luxury continued to sizzle with standouts including The Neiman Marcus Group, with an 11 percent gain, and Nordstrom Inc., with a 7.4 percent monthly increase.

But the overall trend for May's sales showed mostly a mixed bag with positive and negative segments in each sector. On the downside, Saks Department Store Group posted a 2.6 percent decline in the month's comps. Aeropostale Inc. had a 4.9 percent decrease and Gap Inc.'s U.S. Gap division posted a 9 percent decline while Old Navy stores saw an 8 percent drop.

Positive players in the month were J.C. Penney Co. with a 3.5 percent increase, and Abercrombie & Fitch Co. with a 29 percent advance.

Among the 49 retailers tracked by WWD, 34 posted positive same-store sales in May, while 15 had a decline. Specialty retailers — bolstered by the increases from Wet Seal and Bebe — significantly outperformed the department store and mass merchant sectors with a 7.9 percent average increase, the highest aggregate increase in nine months. Department stores as a whole had a 2 percent same-store sales increase while mass merchants posted a 0.5 percent aggregate May increase.

Many retailers cited May's below-average temperatures and higher markdowns for the sales weakness, but denim proved a strong seller among retailers with positive results.

Because colder weather and rain have often been cited since late March for poor sales levels, apparel retailers had little excuse for not having the right mix of unique and more weather-appropriate merchandise on hand, said Holly Guthrie, senior vice president at Morgan Keegan & Co., who covers the specialty retail segment.

"How can people complain about the weather when Bebe did a 40 [percent comp]?" Guthrie said. "Everybody knows that May will bring different kinds of weather. If you're a good merchandiser, you carry some long-sleeved knits and light sweaters...and the better retailers [in May] did that."

Mark Rein, senior manager in Cappgemini's global retail practice, said May's sales results reflect a larger problem, which is that retailers are not successfully localizing weather-appropriate assortments in different regions of the country.

"You would not believe how many retailers still send the same assortments at the same time to all their stores," Rein said. "You certainly can look at year-over-year trends and understand that you do need those long-sleeved Ts in Chicago and Minneapolis until the end of May, whereas you probably need to get rid of them sometime in March if you're in Florida."

The International Council of Shopping Centers noted in its monthly same-store sales report that, according to

SDI/WeatherTrends, May's weather was the coldest in 22 years. Nevertheless, aggregate comps rose 2.9 percent for the 67 chain stores the ICSC follows, which was on top of a 5.7 percent rise in May 2004.

Specific to the monthly performance at Wet Seal and Bebe, Rein said he's seen a trend where fashion apparel retailers are now accurately focusing on the customer's needs, which "is a big switch from just saying, 'We're creating fashion,'" he said.

"People are starting to really understand what certain segments of the population are looking for. The ones that are really focusing on a specific niche are really knocking it out of the park right now," Rein said.

For its part, Wet Seal's 56.9 percent May comp advance is jaw-dropping given that the retailer just returned to positive levels in January after posting roughly 30 months of declines. In May 2004, for example, the specialty retailer had a 7.8 percent decline, which was on top of a 25 percent comp-sales drop in May 2003.

Wet Seal's new chief executive officer, Joel Waller, told WWD in early March — after just three months as ceo for the company — that "what we really did was change the focus of who we were going after and adjusted our prices," which, he said, reflect "great value." The company, which is the subject of an informal inquiry by the Securities and Exchange Commission, recently reported an improved first-quarter loss to \$8.6 million from a loss of \$20 million in the year-earlier quarter.

As for Bebe, Morgan Keegan's Guthrie said denim, handbags and accessories, as well as the success of the company's Bebe Sport division, have positively affected recent sales levels. She added that Greg Scott, ceo of Bebe, "has done an incredible job at including more of the aspects of the different lifestyles of his customers," such as suits, dresses, skirts and sport apparel.

In the mid-tier department store sector, which includes retailers such as Dillard's, Gottschalks, Federated and J.C. Penney, "They've been working on execution and improving their assortments and forecasting capabilities," said Rein. "I think that's starting to pay off."

Looking at the mass merchants, several of whom rebounded from disappointing April sales, Rein thinks they "have now had a chance to understand what's going on with [the] broader economy," which is helping return sales to more historical levels. Target Corp. had comps that rose 5.1 percent in May, versus a 1.3 percent April increase, and Wal-Mart Stores Inc. saw an increase of 2.7 percent at its U.S. discount stores, compared with a 0.1 percent rise in April.

Chris Connelly, a partner in Accenture Ltd.'s retail practice, noted that May is typically a good month at discounters for sales of seasonal products like home and garden tools.

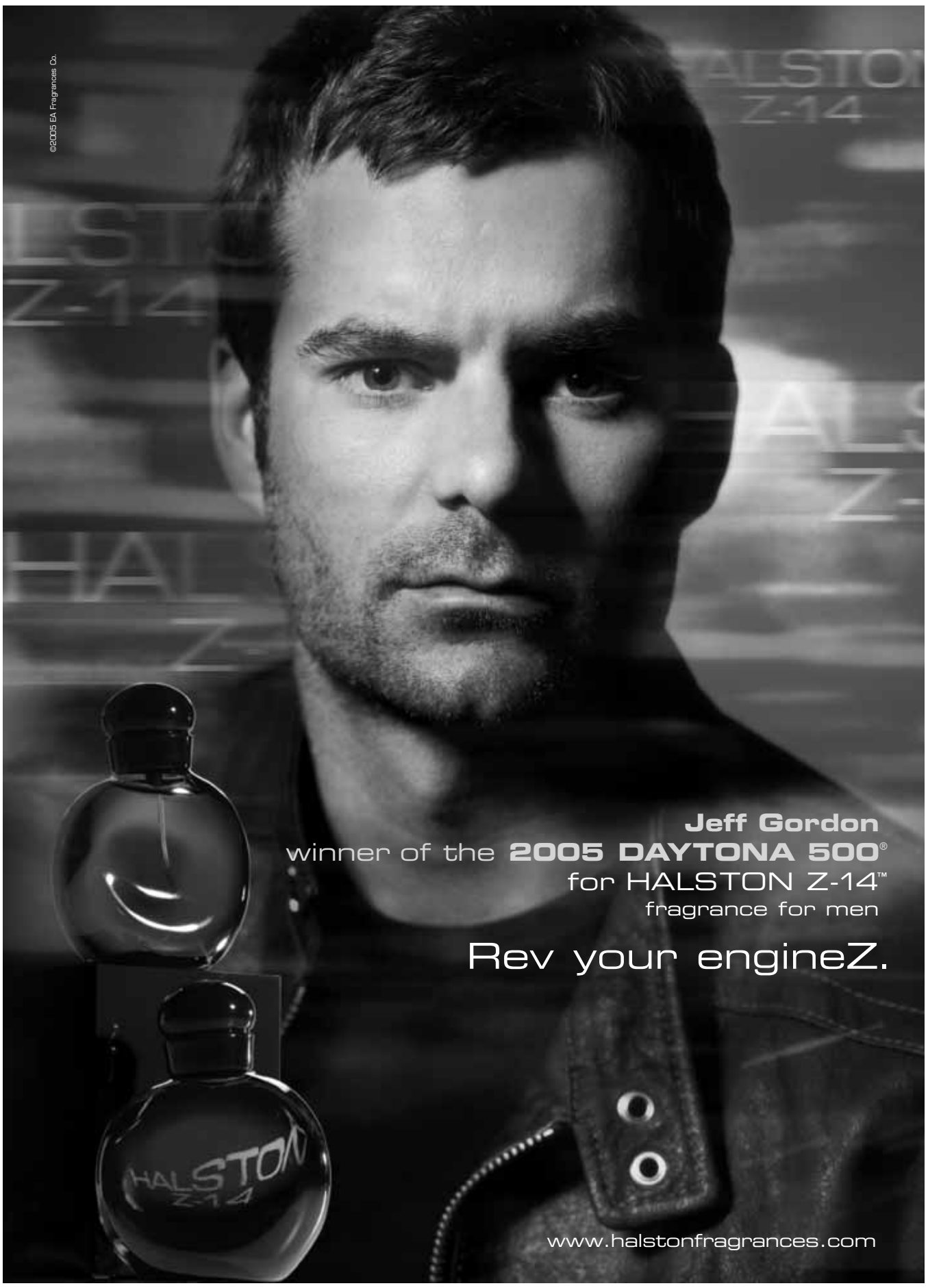
Looking to June, Connelly said that retailers who haven't successfully captured the season's apparel/merchandise trends may be in for at least another month of sales weakness. "We're right in the middle of the summer [apparel selling] season so some of these [sales] trends might continue for another month or so until these stores can refresh with fall product," he said.

MAY SAME-STORE SALES

	MAY		APRIL	MARCH
	2005 % Change	2004 % Change	2005 % Change	2005 % Change
DEPARTMENT STORES				
Bon-Ton	-6.1	2.6	4.9	-3.6
Dillard's	1.0	-5.0	-6.0	-8.0
Federated	0.8	2.9	2.8	3.4
Gottschalks	4.2	-7.6	1.9	-2.4
Kohl's	0.2	5.0	8.0	-1.0
May Co.	-2.9	-3.8	1.5	-10.8
Neiman Marcus	11.0	8.5	14.2	3.4
Nordstrom	7.4	9.4	6.9	5.5
J.C. Penney	3.5	9.1	3.6	0.1
Saks Dept. Store Group	-2.6	3.1	-5.4	1.8
Saks Fifth Ave. Enterprises	0.8	19.4	7.1	2.9
Sears Holdings	NA	-3.7	NA	NA
Stage Stores	7.0	1.0	-2.5	12.1
Average:	2.0	3.1	3.1	0.3
SPECIALTY CHAINS				
Abercrombie & Fitch	29.0	1.0	16.0	21.0
Aeropostale	-4.9	27.0	-5.7	6.8
American Eagle	17.1	11.4	20.0	29.2
Ann Taylor	7.1	9.9	-3.0	-1.7
Banana Republic	-7.0	8.0	-6.0	-1.0
Bebe	40.3	10.2	31.2	30.6
Buckle	8.6	8.3	4.0	8.0
Cache	10.0	4.0	-3.0	0.0
Cato	-1.0	4.0	-10.0	2.0
Charming Shoppes	-2.0	5.0	3.0	-3.0
Chico's FAS	13.6	17.9	15.5	7.8
Christopher & Banks	7.0	-6.0	3.0	2.0
Claire's	3.0	10.0	-2.0	10.0
Deb Shops	2.7	-2.3	10.3	10.2
Dress Barn	1.0	4.0	3.0	7.0
Gap (U.S. stores)	-9.0	10.0	-9.0	-1.0
Goody's Family Clothing	-9.1	1.3	-12.1	-9.2
Guess	1.9	14.6	-1.2	6.7
Hot Topic	-1.9	-0.5	-4.1	5.3
Limited Brands	-1.0	3.0	-4.0	-7.0
Mothers Work	-8.1	-3.0	3.1	-3.0
New York & Co.	0.6	NA	-0.7	2.9
Old Navy	-8.0	4.0	0.0	-9.0
Pacific Sunwear	0.4	7.8	-6.4	4.8
Talbots	4.1	8.1	7.1	0.9
United Retail	10.0	-1.0	11.0	9.0
Walgreens	8.8	8.5	5.3	11.6
Wet Seal	56.9	-7.8	35.7	36.3
Wilsons	11.0	-6.4	13.0	27.0
Average:	7.3	5.4	3.9	7.0
MASS MERCHANTS				
Family Dollar	0.2	3.5	0.9	2.4
Retail Ventures	-3.2	1.9	-0.7	-6.5
Ross Stores	7.0	-1.0	1.0	3.0
ShopKo	-7.2	3.2	-11.1	-0.6
Stein Mart	0.4	11.1	6.2	-0.9
Target	5.1	5.8	1.3	8.2
TJX Cos.	-1.0	5.0	4.0	1.0
Wal-Mart (discount stores)	2.7	4.8	0.1	4.8
Average:	0.5	4.3	0.2	1.4
Tally:				
Up	34	37	30	32
Flat	0	0	1	1
Down	15	12	18	16
Total	49	49	49	49

SOURCE: COMPANY REPORTS

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The Beauty Report

Guerlain, Patou: Scent of Couture

By Brid Costello

PARIS — Haute couture may be practiced by an ever-decreasing circle of designers, but haute perfumery is starting to relive its glory days here.

Guerlain, the tony LVMH Moët Hennessy Louis Vuitton-owned beauty brand, will unveil its newly renovated Champs-Elysées flagship, dubbed La Maison Guerlain, next Tuesday, complete with a made-to-measure fragrance service.

The Jean Patou beauty brand, owned by Procter & Gamble, introduced a similar concept late last year in its refurbished store just off the swanky Place Vendôme.

Offering a personal touch in a high-glamour locale helps set a brand apart in today's fine fragrance market, which has lost its luster due largely to the never-ending flood of new eaux.

For Guerlain, the refurbishment of its flagship at 68 Avenue des Champs-Elysées, which was first opened in 1914, is considered an opportunity to fully express the brand's values in one location.

"It's not a museum, not a place for training — it's not just a concept. It's a living space, a boutique, a place where we can do many things," said Renato Semerari, Guerlain's chief executive officer. "It is a boutique that will properly speak about luxury perfumery."

He noted that, through the renovation, Guerlain plans to focus the spotlight on its perfume patrimony through the store's architecture, product innovations and emphasis on service.

Interior designer Andree Putman and architect Maxime d'Angeac remodeled the three-story, 6,458-square-foot space under the supervision of French government agencies in charge of historic buildings.

On the ground floor will be the boutique, replete with marble floors and fixtures. An opening in its ceiling reveals a chandelier, which hangs from the second-floor mezzanine ceiling. A staircase leads to that story, which features a gold-accented hallway with undulating walls, where the brand's fragrances are showcased.

On the store's windows will hang rows of beads that act as curtains and resemble drops of rain or scent.

A spa is located on the third floor, which boasts 10 treatment rooms, including one for VIPs and two for water-based treatments. Guerlain beauty coaches will be on hand to offer advice and to give massages using a technique specific to Guerlain. The spa will open its doors in July.

The mezzanine level is in part dedicated to Guerlain creations of yesteryear. A number of scents will be plucked from the brand's archives and re-



Guerlain's new flagship.

worked by Jean-Paul Guerlain for visitors to the store to discover. Each will be set on its own display unit and packaged in an engraved glass bottle.

There also will be fragrances from the past that will be available for purchase. The first to be reissued as limited editions will be Le Mouchoir de Monsieur, for men, and La Voilette de Madame, for women, first introduced in 1904. While Le Mouchoir de Monsieur is actually available today, both fragrances will be repackaged in numbered Art Nouveau-style bottles. The eaux de toilette will sell for \$979, or 800 euros at current exchange, per 100 ml.

Also in the fragrance room will be a scent organ and fountains, where customers can have their Abeille, beehive-shaped Guerlain bottles, refilled with a chosen scent.

For those eager for the full custom service, made-to-measure scents are on offer. Sylvaine Delacourte, head of fragrance development at Guerlain, will be charged with orchestrating the creative process and guiding customers in their selections. The process takes several months to complete and requires numerous one-on-one meetings with Delacourte.

On completion, the client has a 500-ml. Baccarat crystal bottle as well as 20 60-ml. sprays and three 30-ml. bottles of eau de toilette or eau de parfum. The service starts at 30,000 euros, or \$36,780 at current exchange.

However, for consumers not willing to wait so long for a scent to call their own, Guerlain will have on hand a set of six Private Collection fragrances — each from a different olfactive family. Once someone buys one of the scents, it becomes theirs exclusively, and Guerlain replaces it with another new fragrance.

Numerous other products will be introduced exclusively to the store and will later be rolled out to other Guerlain points of sale. Among them are a trio of fragrances — Rose Barbare, by Quest's Francis Kurdjan; Angélique Noir, by Givaudan's Danièle Andrier, and Cuir Beluga, by International Flavors and Fragrances' Olivier Polge. They will sell for \$171, or 140 euros, per 100-ml. eau de parfum spray. Also in the works is a children's scent, called Baby Guerlain. There also will be a line of scented products for the home, including candles, soaps, room sprays and incense, which will range in price from

\$43, or 35 euros, for a pack of four soaps, to \$73, or 60 euros, for one scented candle.

To fete the refurbishment of the Guerlain flagship, Jean-Paul Guerlain concocted a limited-edition fragrance, named Plus Que Jamais Guerlain (More Than Ever Guerlain). It will retail for \$318, or 260 euros, for a 60-ml. eau de parfum spray.

"When I create a fragrance, I try to remember a moment of perfect happiness," said Guerlain in a press statement. "The idea is to forge a passionate bond between a woman and her fragrance. Their love affair is expressed in floral, chypre or oriental notes. Plus Que Jamais Guerlain is my new *parfum d'amour* [fragrance of love]."

The scent includes notes of Calabrian bergamot, Tunisian neroli, ylang-ylang, jasmine, iris and Bourbon vanilla. Sixty-nine limited-edition bottles of extract will be available in a 500-ml. Baccarat crystal flacon, while the eau de parfum will be in a smaller, 60-ml. spray version.

Meanwhile, Jean Patou Paris is taking things personally, as well.

Jean-Michel Duriez, master perfumer of Patou, and Gerd Finke, marketing director for the Patou, Lacoste and Yohji Yamamoto brands, are offering a tailor-made fragrance service out of Patou's boutique and laboratory, which opened in October on Paris' 5 Rue de Castiglione. Duriez, who joined the house in 1997 after working as a perfumer at Kao for

eight years, has created at least half a dozen perfumes for the three brands, including Enjoy for Patou in 2003.

Duriez now is focusing on Patou, he said, and has launched the made-to-order program that draws upon a history of couture perfumery dating back to 1925. Duriez said he works personally with clients in designing their own private fragrances. The process can take six months to a year, he said, since it is a process of discovery and accommodation.

"She needs the time to get along with the fragrance," said Duriez. "I am completely devoted to the project."

The amount of time and intensity explains the price, which weighs in at \$51,400, or 42,000 euros. For this, a client has exclusive use of the perfume, while the house retains ownership of the formula. The price tag includes the fragrance in three bottles — a purse spray, a regular-sized bottle and a 90-ml. Baccarat crystal flacon. Refills later can be obtained at regular market prices.

Due to the labor-intensive nature of the project, the number of clients is being limited to eight or 10 a year.

"Beyond, there's a waiting list," Duriez remarked. "We don't want to make the business purely for money," he added. "We want to bring back the spirit of couture."

— With contributions from Pete Born

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PHOTO BY ROBERT MITRA

Jean-Michel Duriez

A Grassroots Effort for BeautyBank

NEW YORK — After launching three targeted beauty brands in quick succession, BeautyBank is aiming to draw in the entire family — including the dog.

The division of the Estée Lauder Cos., which launched Flirt, American Beauty and Good Skin exclusively at Kohl's Department Stores last October, will offer a wide range of product categories with Grassroots, the lifestyle brand it will launch in the retailer's doors in August. The offerings include bath, body and hair products, as well as specialized categories for children, pregnancy and post-pregnancy and even for pets.

"This brand is meant to bring a smile to your face," said Jane Hudis, president of BeautyBank, calling Grassroots a "lifestyle and family brand which augments categories we don't already have [for BeautyBank]."

Dan Brestle, chief operating officer of the Estée Lauder Cos., said that the company is very pleased with BeautyBank's progress thus far. "These products were created to turn mass consumers into prestige consumers, rather than try to convince prestige customers to trade down," he said, noting that the brand's pricing is more expensive than products at the high end of mass, but less expensive than most department store lines. "All indications are that it's working well." However, he declined to cite sales figures.

With more than 700 products among four brands, BeautyBank will focus on these lines for the next year and a half to two years, said Brestle, who added that it was unlikely that a fifth brand would make a debut before fall 2007.

There are 76 products in the new Grassroots line, ranging in price from \$7.50 to \$18; most average around \$12.50. They are broken down into seven categories: Face, which has 24 stockkeeping units; Body, with 19 sku's; Hair, with 18 sku's; Post Pregnancy, with four sku's including a belly cream; Baby, with four sku's; Kids, with four sku's, and Pets, with three sku's. Each has a catchy name — For Crying Out Loud is an ice pack in the kids' line, while Best Seat in the House is a diaper rash cream in the baby line — and a label clearly stating, right under that name, exactly what the product is intended for. The labels also feature lifestyle photographs — everything from sunflowers to men giving women piggyback rides, depending on the product.

The products are all infused with essential oils, such as vanilla, rosemary and lavender, noted Debbie Druker, brand head for Grassroots. Packaging is simple and recyclable.

The brand's tag line is "naturally sourced products to bring joy to everyday life."

While Hudis emphasized that she expects the line to appeal to "a wide age range," she said that the brand's core audience is likely to come from



One of the brand's in-store visuals.

consumers in their 20s, 30s and 40s.

While no national advertising is planned, the Grassroots effort will include sampling as well as a presence in the retailer's marketing vehicles. As well, a collateral piece that Druker calls a "magalogue" will be a key piece. More than 500,000 pieces of the 28-page brochure will be produced. Sampling will also be emphasized. "That's key for this consumer," said Hudis. "She likes products and demonstrations, and we're going to give that to her."

The products will be merchandised on a free-standing wood display unit that features the brand's tag line and mission, as well as lifestyle photos like those on the products' labels. "We're planning to capture all of her senses with this launch," promised Druker.

None of the executives would comment on projected sales, although industry sources estimated that Grassroots would do about \$15 million to \$20 million at retail in its first year on counter.

The brand will also have a freestanding Web site, grassrootslife.com, for information. It will contain a link to kohls.com for both store location information and e-commerce. The Grassroots Web site will also have a blog at launch that will be written by Jay McGraw, son of Dr. Phil and author of "Renovate Your Family."

— Julie Naughton

Paco Rabanne Is Back in Black

PARIS — Paco Rabanne is targeting bad boys with hearts of gold with Black XS, starting this summer.

The brand, which is owned by Barcelona-based Puig Beauty & Fashion Group, will introduce the scent as a follow-up to its 1993 XS men's fragrance.

The new scent targets a young consumer, aged 18 to 25 years old, compared with XS' core consumer, who is about 35.

"It's the man of the 21st century, explained à la Rabanne," said Vincent Thilloy, international marketing director at Paco Rabanne Parfums. "He's a sensitive bad boy."



The Black XS ad.

To illustrate such duality, the word "black" is written in gothic lettering and is intertwined with roses on the scent's tall black bottle.

The Black XS flacon, which is of heavy glass decorated with vertical grooves, is topped with a black flip-top cap.

The fragrance's advertising also attempts to capture the multiple facets of the 21st-century man. Shot by photographer Matthew Brookes, the campaign features model Will Chalker.

"In the visual, we wanted to show the very sensual side of the Black XS man, but also the bad boy side," said Thilloy.

The print ad will break as single and double pages, as well as posters. The campaign will be accompanied by a sampling effort that will include vials.

Black XS' juice, a fresh sensual woody, was concocted by Firmenich's Olivier Cresp. It features top notes of Calabrian lemon, kalamansi, tagete and sage; heart notes of cinnamon, tolu balm, black cardamom and praline, and base notes of palissandre wood, black amber, patchouli and ebony wood.

The eau de toilette will be available as 50- and 100-ml. sprays that will retail in France for 39 euros and 49 euros, respectively, or \$48 and \$60 at current exchange. The ancillary line comprises a 100-ml. aftershave lotion for 40 euros, or \$49; a 100-ml. shower gel for 21 euros, or \$26; a 150-ml. deodorant spray for 21 euros, or \$26, and a 75-gram deodorant stick for 18 euros, or \$22.

Thilloy declined to give sales projections. However, industry sources estimate the fragrance will generate 20 million to 30 million euros, or \$24 million to \$37 million, in wholesale volume its first year on counter.

The fragrance will be introduced at the end of July in France and will be launched internationally in September through October.

— Brid Costello

Skin Doctors Cosmeceuticals Targets Quick-Fix Consumers

NEW YORK — Skin Doctors Cosmeceuticals, a line of solution-specific antiaging products from Australia, was started almost by accident. Now it's available in 139 May Department Stores Co. doors and is rolling out to 10 Ulta doors next month.

When native Aussie and co-founder Sonia Amoroso was a marketing and advertising student at university in Sydney in 1996, she met her future business partner, Peter Nicholas, and the two paired up to write a book on cosmetic surgery and alternatives to cosmetic surgery. As research, they hired chemists to formulate some antiaging creams and had volunteers try the creams for a 30-day period. "I fully expected them to say, 'Well, this was a lovely moisturizer, but it didn't have any effect on my skin,'" she said. "But what we found was quite the opposite."

On a \$700 budget, the two decided to sideline the book plans and start a problem-specific skin care company together: Their first product, dubbed Vein Away, was an instant hit, according to Amoroso. "Within six weeks, we were suddenly a brand," she said.

Nine years later, Skin Doctors Cosmeceuticals is not just a brand, it's a multimillion-dollar global company with a total of 21 stockkeeping units, from a 12-week, five-piece facial peel kit to a one-step resurfacing cream.

The line had a soft launch with May Department Stores in October, including stores such as Robinsons-May, Meier & Frank and Filene's. Next month, Skin Doctors Cosmeceuticals will be part of a new May Department Stores concept called Clinical Skincare Installations, in which cosmeceutical skin care brands are highlighted in seven store locations. The launch is currently being supported by print advertising in women's fashion, beauty and lifestyle magazines.

ion, beauty and lifestyle magazines.

Prices range from \$20 for the Zit Zapper, a spot treatment that promises to clear blemishes in eight hours, to \$120 for the Potent C+ Skin Renewal kit, a five-step antiaging kit that includes a serum, accelerator, day cream, night cream and eye gel, all of which contain high concentrations of vitamin C and green tea. All of the products fall under the "quick-fix" umbrella, including Vein Away Plus, a \$35 spider vein treatment, and Perfect Pout, a \$30 lip plumper.

Amoroso added that keeping the prices within a reasonable range was a key aspect in developing the line. "They are prestige products, but I didn't want to make them inaccessible," she said.

And, while both fast results and antiaging beauty products are not unfamiliar concepts for many Americans, Amoroso is confident the company will offer the U.S. consumer a unique experience.

"What makes the line different is that it addresses every single beauty problem a woman can have," she said.

She also explained that the brand takes a "relationship-centered" approach to the consumer: "We try and educate them about the different reasons why skin ages, et cetera," she said.

Keeping in line with that philosophy, Amoroso is looking into both QVC and HSN home-shopping TV channels as outlets, and is planning on doing an infomercial with a "prominent" dermatologist, she said.

For the future, Amoroso said she does plan to finish the book that started the brand in the first place. "We'll hopefully finish it by next year," she said.

— Bryn Kenny



Products from Skin Doctors Cosmeceuticals.

Calgon Begins Its World Tour

NEW YORK — Coty Beauty's Calgon brand wants to travel the world, with plans to hit a slew of breathtaking locales along the way.

Leaning on its ubiquitous tag line "Take Me Away," the specialty bath line will venture into territories that play on destination and escape, explained Roslyn Griner, vice president of bath and body for Coty Beauty. "We have a category that's declining so we have to take more risks," she declared.

Calgon's more adventuresome spirit is geared at grabbing a younger consumer, one born after the brand's heyday in the Seventies (women 16 to 24 years of age).

The first stop on Calgon's world tour is Asia. Called Ahh...Spa Asia, the collection is the latest addition to the brand's Ahh...Spa line, which the company introduced in May 2003 to tap into the growing spa market.

The collection is intended to move Calgon in a more sophisticated direction, noted Paul Sepowitz, vice president of product development for Coty Beauty. Each of the four products is formulated with Skin Radiance Complex, an ingredient blend based on vitamins C and E, antioxidants and Asian botanicals, such as ginger and ginseng. For instance, the Creamy Moisturizing Oil body lotion is formulated with sesame seed oil. The remaining products include Foaming Body Wash with ginseng, Detoxifying Bath Soak with rice extract and Energizing Body Mist with ginger.

Coty is giving the line a fine fragrance treatment, working with Takasago

International to develop the products' crisp, fresh scent. The fragrance is described as a citrus accord of mandarin, bergamot, wrapped with ginger flower, jasmine, orange blossom and freesia, with a dry down of Asian amber and patchouli leaf.

The line — an intended departure from Calgon's typical fruity-floral scents — seeks to tap into the mystique of Asia's ancient beauty secrets, noted Sherryl Zucker, group marketing director global fragrances, Coty Beauty. That positioning is magnified in the collection's advertising visuals. Print ads, slated to break in September beauty books, include the tag line, "Skin as smooth as silk." Products featured in the ad are grouped alongside a woman demurely showing off radiant skin. Zucker commented, "Everybody sees themselves in beautiful skin."

Next up on Calgon's tour is an escape to the beach. Calgon will expand its traditional scent collections with the introduction of Perfect Bliss, described as a clean scent of fresh citrus and sheer floral. Coty worked with Symrise to develop the fragrance that has top notes of juicy tamarin, ruby red grapefruit and sparkling orange; a heart of velvety jasmine, elegant rose and delicate muguet, and bottom notes of sheer musk, warm vanilla and sandalwood.

The collection includes Instant Refreshment Body Mist, 24-Hour Moisture Body Lotion, Moisturizing Body Wash and Powder Milk Bath. In keeping with its destination and escape theme, the packaging image is a photo of a white Adirondack-style chair set on a nondescript beach. Ads will break in September beauty books and appear on a rotating basis with Ah...Spa Asia ads until December.

The two collections — which bow in August — arrive on the heels of Calgon's packaging revamp in February, which sought to simplify packaging, leverage the brand's tag line "Take Me Away," and tout product benefits, such as 24-hour moisture. Calgon is scouting out new destinations by asking visitors to its Web site, take-meaway.com, to choose their dream destination from a list of far-off regions.

Griner promised more dramatic changes next year, but refers to the current initiatives as "an evolution, not a revolution." She commented that the success of Jessica Simpson's Dessert Treats, the mass-market version of Dessert Treats, may have succeeded in showing retailers that making room for an entire collection can bolster category sales. Several drug stores promoted the Dessert Treats, which bowed this spring, in front windows and merchandised all products together — including ancillary items such as lip gloss — in one cohesive display.

Griner explained that by cherry-picking items, retailers have fragmented the category, and that brand equity of specialty bath lines has suffered as a result. Thus far, Coty has chosen not to leverage its stable of celebrities in the specialty bath arena. Griner acknowledged that the company is looking at the concept, but added that the big takeaway from Simpson's entry is that nontraditional items may help liven up the soggy category. Excluding Wal-Mart, specialty bath sales (which includes bath fragrance and bubble bath) slipped 7.4 percent to \$88.8 million for the 52 weeks ended April 17, according to Information Resources Inc. Calgon sales dipped 7.8 percent, without Wal-Mart, to \$34 million. While Griner would not comment on overall sales, she reported Calgon sales at Wal-Mart are up 12 percent year-to-date. Industry sources forecast that the addition of Ah...Spa Asia and Perfect Bliss will generate \$15 million in first-year retail sales.

Tapping into Coty's fragrance heritage, Calgon moved into the fragrance business with an eau de parfum spray based on Calgon's Tahitian Orchid scent, which was introduced in May 2004. The fragrance, called Tahitian Orchid Intense Eau de Parfum Spray, bowed in February alongside Calgon products in the specialty bath category. The Perfect Bliss collection will include an eau de parfum for the holidays.

— Molly Prior



Calgon Ahh...Spa Asia collection.

PHOTO BY THOMAS ANNACCHIONE

The Sunny Side of Sharps

NEW YORK — Niche men's grooming marketer Sharps Barber and Shop is getting into sun care while eyeing locations for — what else? — a barbershop.

First up for Sharps, which is projecting wholesale revenues of \$3 million this year, is a July launch of the brand's fifth skin care product, an addition to its Daily Prep treatment line that's dubbed Oil-Free Lotion SPF 15 — aka Take Cover.

"We wanted to create a daily SPF lotion that didn't feel greasy and that was superlight," said Larry Paul, Sharps' president and creative director.

Oil-Free Lotion SPF 15 is perhaps most similar to Sharps' existing Daily Prep Tuning Lotion, a facial moisturizer that was launched along with three other Daily Prep products last year. However, Tuning Lotion is a "vitamin-packed moisturizer that has oil in it," noted Paul, unlike Oil-Free Lotion SPF 15.

Additionally, Oil-Free Lotion SPF 15, which is priced at \$24 for 1.7 oz., features active ingredients such as gotu kola extract to soothe, arnica Montana flower extract to heal and wheat extract to firm.

Unlike sunscreens that can leave behind a white film, Paul claimed, Oil-Free Lotion SPF 15 "feels like a regular moisturizer." And, while many sunscreens use the ingredient zinc oxide, the active sunscreen ingredients found in Oil-Free Lotion SPF 15, which is designed to provide wide-spectrum protection, include a 7.5 percent concentration of octinoxate and a 2 percent dose of avobenzone.

Last month, Sharps launched a bar soap called Happy Me All Over Soap. The item is a variation of Happy Me All Over Wash, which was part of the original half-dozen products Sharps launched in fall 2003. While the soap and wash both contain extracts of papaya, grapefruit and ginseng, the bar soap boasts mango butter. Sharps' 15 products are expected to be carried in at least 340 doors by yearend, including Barneys New York, Paul Smith and Sephora.

As for plans for the company's first freestanding barbershop, ideas are on the drawing board and Paul, along with co-founder Oliver Sweatman, who is chairman and ceo of Sharps, are searching for a location. "We'd love to launch the first location in New York," Paul confided. "It's very likely to be next year."

— Matthew W. Evans



Sharps Daily Prep Oil-Free Lotion SPF 15.



SHARPS PHOTO BY JOHN ADRIANO

ShiKai Adds Styling to Color Reflect

By Andrea Nagel

NEW YORK — Fresh from launching Color Reflect, a line of natural hair care products, ShiKai is now focusing on styling.

Beginning in September, a six-item styling line will bow, designed not only to maintain and hold any hairstyle, but to protect hair against the environment with heliogenol, a natural concentrated sunflower extract. Formulas are also designed to prevent the damaging effects of the sun, to preserve color and add moisture.

ShiKai, a family-owned and -operated company based in Santa Rosa, Calif., is overseen by Dr. Dennis T. Sepp, a PhD in organic chemistry, who has taught at the University of Minnesota. During his tenure there, Sepp was intrigued by several plants growing in the Far East, particularly the powdered fruit of the shikai plant. Shikai extract became the soap- and detergent-free

base for his first beauty line — and company — which launched almost 25 years ago in health food stores.

Today, the company makes hand and body lotions, shower and bath gels and specialized body care products, including Borage Dry Skin Therapy, a line for chronically dry skin formulated with omega 6 oils. In June 2004 the company launched a color extending line, Color Reflect. ShiKai looks to end 2005 with \$20 million in sales, an increase of 25 percent over last year, due mainly to the Color Reflect business.

Color Reflect Style comprises a Volumizing Mousse, Maximum Hold Styling Gel, Maximum Hold Hair Spray, a Shine Serum, a Curl Enhancer and a Hot Oil Treatment. Some star products include the Shine Serum, which is formulated to turn dry hair into shiny tresses with only one drop. ShiKai maintains that the serum also "literally extends the life of color treatments with special UV filters." There's also



ShiKai's new Color Reflect styling products.

the Hot Oil Treatment, a three-minute deep conditioning treatment for dry, overprocessed, hair.

Color Reflect styling products join Color Reflect shampoos and conditioners in natural products retailers such as Whole Foods, as well as at Ulta, Trader Joe's and Longs Drug Stores. The Color Reflect line is priced at \$8.25 each.



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When Retail Buyers Become Suppliers

NEW YORK — Chris McClain's six years at Wal-Mart trained him not only to be a shrewd merchant, but a savvy marketer as well.

He's just one example of many industry executives who have successfully transitioned from the buying side of the retail equation to the selling side. Those who've done it assert that a buyer's eye for products translates into marketing prowess, as well.

After departing Wal-Mart, McClain joined Naterra International as president. While there, he helped build two brands — Skin Milk bath products and Timeblock skin care — to sales exceeding \$15 million. The brands were so attractive, they were snapped up by Helen of Troy last year.

McClain is working his magic again, this time at Advanced Beauty Systems. Purchased from vitamin power Leiner, Advanced Beauty Systems is flourishing under McClain's watch as he updates the line to reflect important market needs. The company's flagship is Cantu, a collection of hair care products for African-American and Hispanic consumers.

Walgreens, CVS and Wal-Mart are among the retailers adding the collection, which features shea butter. McClain realized a market void for updated, quality products for blacks and Hispanics. "There has been a lack of innovative formulas in the category," said McClain. "Retailers are realizing they have multicultural consumers looking for new products. Much of what is out there is dated."

With shea butters growing in demand, McClain was quick to differentiate his with a higher concentration of shea butter in the line called Shea Soft. Crossing over to the general market, McClain sees potential with Doctor Teal's, a vapor bath line that has helped establish Advanced Beauty Systems outside of the ethnic market.

Perhaps the most potential is behind Bodycology, a collection of 60 bath items that McClain is steering past the \$10 million sales mark. Among the items is a unique glycerin soap sponge that does not harden like others on the shelves, said McClain.

"We see Bodycology as a lifestyle brand — a mass comparison to Bath & Body Works," said McClain. With his second sense for what buyers want, McClain is also looking to launch a product in hair coloring, as well as innovations in skin care.

He shrugs off the problems many fledgling firms cite in dealing with megachains such as hefty return policies or pay-on-scan, an initiative that requires manufacturers to own inventory until the retailer sells it. Again, his buyer training prepared him for the new buyer and seller rules. "We are well capitalized and we knew what kind of cash and speed we need to deal with chains," said McClain.

McClain is joined by numerous other buyers who have become sellers. Most admit that their days behind the buying desk established contacts and knowledge

Bodycology's Coconut Lime collection, here, and Shea Soft Mango Body Butter by Advanced Beauty Systems, below.



Critical Mass By Faye Brookman



a common bond."

It is that bond that has helped smooth the transition for many other beauty executives who started out on the buying side, including L'Oréal's Lorraine Coyle (Eckerd), Del Laboratories' Stephanie Hayter (Genovese) and the company's John Mirmelstein (Gray Drug). Then there's Beth Kaplan for CVS and went on to Meijer, where he is now president.

Perhaps one of the best-known buyers who traded in her buying budget and tried her hand as a rep is Jeanette Solomon, who put in more than 30 years at K&B.

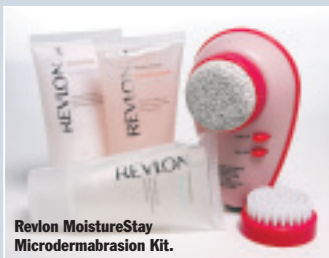
This weekend, she'll once again trudge through the miles and miles of trade show space at the National Association of Chain Drug Stores' Marketplace meeting in her hometown of New Orleans. She provides what is perhaps the most poignant pearl of wisdom for those who were once buyers: "You really know who your true friends are because once you don't have the power of the pencil anymore, many forget who you are."

Marketplace kicks off Saturday with more than 800 manufacturers across 12 categories. The retailers attending represent more than \$523 billion in annual buying power and more than 100,000 retail outlets. Changes slated for this year include on-floor merchandising demonstrations.

SNIPPETS

CONVERTIBLE HAIR: Celebrity hairstylist Ken Pavés — the man behind Jessica Simpson's enviable do's — has partnered with Chrysler Group, billed as "America's Convertible Company," to promote driving with the top down this season. Tooling around in a 2005 Chrysler Crossfire Roadster convertible, Pavés will travel the talk show circuit to teach women how to create windblown-friendly hairstyles. As far as this Detroit native is concerned, the essential tool for these styles is Pavés Professional Flawless Convertible-Proof Hairspray. Pavés' hair care products are sold in Walgreens and Ulta stores. Pavés kicked off the tour in Tampa, Fla., last week and plans to hit 10 markets by the end of June.

MORE MICRO: Revlon will throw its hat into the microdermabrasion ring, a category carved out by L'Oréal and Neutrogena, with a derm offering of its own called Revlon MoistureStay Microdermabrasion Kit. The kit, micro-manufactured by Revlon licensee Helen of Troy, contains a cleansing cream, an exfoliation scrub, a moisturizer cream and a battery-powered palm-sized exfoliating applicator. Each product — along with a cotton headband to pull back long hair — is housed in a clear acrylic case. The kit will bow in the fourth quarter and sell for a suggested retail price of \$29.99.



Revlon MoistureStay Microdermabrasion Kit.

SPRING FEVER: Rite Aid will expand its private label specialty bath line in August with Pure Spring Green Apple, an eight-item collection that, for the first time, adds shampoo and conditioner to the Pure Spring assortment. The balance of the line includes Shimmering Body Wash, Skin Softening Peel-Off Mask for oily skin, Anti-Aging Body Lotion Formula, Whipped Body Butter, Restore Hand & Cuticle Cream and Alcohol-Free Body Mist. Since its inception four years ago, Pure Spring has grown to include more than 70 items in 10 scents — such as Honey and Pomegranate — and more than 25 bath and spa accessories.

CITRUS CLEAN: Noxzema wants to get the dirt out. Its latest product, Noxzema Continuous Clean Citrus Scrub, aims to do just that. An exfoliator fortified with vitamin C delivers tingles to the skin. Available in stores beginning in July, the scrub will retail for \$3.99 per 5-oz. tube.

PANTENE CURLS: Pantene is adding four new products to its Pantene Pro-V Hydrating Curls line just in time for fall's voluminous looks. Coming to drugstores in July are a Curls Defining Comb-In Treatment, Intensive Curl Hydrating Mask, Styling Milk and a Styling Serum.

Items are priced between \$3.99 and \$5.99 and are formulated with an amino Pro-V Complex.

NATURAL PREGNANCY: Natural products brand California Baby has introduced its first line of pregnancy products,

Natural Pregnancy. The line, which features a Body Wash (\$12.50) and Intensive Oil (\$19.95), was formulated with the heightened senses of pregnant women in mind. In turn, each scent, from lemon to tangerine to peppermint, is meant to calm, refresh and soothe without bringing on bouts of nausea or other adverse reactions. California Baby founder and president Jessica Iclisoy, who has two children of her own, said, "Women have special skin care needs [when they're pregnant]." California Baby products are sold in the Whole Foods Market chain and specialty stores.

STATE OF BEAUTY: The June issue of Allure, which, like WWD, is a unit of Advance Publications Inc., features its first Allure State of Beauty Study, a compilation of beauty data on men and women, including spending habits, preferences and debunked myths. This is the first time the editorial and advertising sides of the magazine have come together to work on a study, according to publisher Nancy Berger.

ROCKER CHICKS RULE: In a duet with MTV's Video Music Awards, Revlon will introduce a color collection in August called Rocker Chic. The glitzy assortment takes its cues from rock and rap divas, and will coincide with the VMAs, scheduled to take place in Miami on Aug. 28. Rocker Chic includes a slew of limited-edition hues such as Super Lustrous Lipgloss in Gold Bling, Rocker Chic and Rock Royalty for \$6.99 each; Illuminance Crème Shadow in Rocker Chic and Berry Glam for \$6.50 each; Liquid Eyeliner in Gold Glitz, Bronze Glitz and Plum Glitz for \$7.39 each; Lash Fantasy in Bronze Remix for \$7.50, and \$4.79 Nail Enamel in Gold Bling, Rocker Chic and Rock Royalty.

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Spa Treatments Go High-Tech

By Kavita Daswani

LOS ANGELES — Cutting-edge technology is being found in spas more than ever before. As the arena of medical spas continues to expand, spa equipment manufacturers are coming up with increasingly high-tech ways to help people relax and to speed up the efficacy of their treatments — be it with newfangled devices that use broadband wavelengths, or chairs that provide music to jive with a user's personality. Here, some of the latest innovations.

The Titan was designed to tone up loose skin, especially in people who have lost a lot of weight rapidly, or for those who are predisposed to sagging arms and necks. Produced by Cutera, a company based in Brisbane, Calif., the Titan is essentially a device that looks like a projection screen. An attached handpiece is held against the skin, and cold and hot pulses are alternately applied to the epidermis using infrared light. Anu Momi, a laser specialist at the Davis Cosmetic Spa in Cherry Hill, N.J., where the Titan was recently introduced, said this is a completely nonsurgical way to tighten and tone up skin, often after just one session.

"If there is fat in the skin, there won't be a good result," said Momi. "The skin needs to look like paper to begin with."

Two-second pulses heat up the water inherent within the third layer of the skin, causing the collagen to "denature," or thicken and elongate collagen fibers. There are no side effects, said Momi, adding that the most damage that could happen from the exposure is a slight, temporary blistering. "It's completely safe, and 80 percent of people see results right away," she said.

Treatments using the Titan are often recommended monthly for three months. Each session lasts between 30 and 40 minutes. Prices for the treatments vary according to the part of the face or body being treated, running from about \$800 for the forehead to \$1,500 for the full face.

Another noninvasive therapy, La Fleur Repärer, uses electrical currents to stimulate pores and cells, rejuvenating and toning the skin. The system also "reads" cells that are not functioning at their peak and automatically releases the right amount of electrical stimulation to redress any imbalance.

"The technology has been in the clinical and medical fields for two decades," said Cynthia Loeffler, owner of La Fleur, the Minneapolis-based company that makes the equipment.

Metal electrodes are placed on the surface of the skin, allowing the instrument to analyze the epidermis as if it were reading from within the tissue.

"What we're trying to do is supply the correct amount of energy so the skin can dump out its toxins and turn on the mechanisms that are appropriate for healing," she said.

The machine costs \$15,000, and is currently in a few spas around the country, including the Standard Hotel in Miami and the Fountain Spa in New Jersey. Treatments can cost anywhere from \$30 to \$150, but the various attachments with the machine allow it to be used for any number of applications: anti-aging, acne control, stress management and cellulite treatments. "We've been able to deal with some of the problems medicine

has had difficulty with, like muscle/disk problems or pinched nerves," said Loeffler. A series of gels, creams and other products were recently introduced to be

used in sync with the procedures.

Instead of the standard reclining chairs seen in most spas, often used before and after treatments, SO Sound Solutions in Lafayette, Colo., has come up with what it describes as "the Ferrari of chairs."

Based on the principles of sound healing, and designed to be a treatment in itself, the chair is made of carbon fiber (although a less expensive wooden one is also available). Music comes through something called "sound hearts" — transducers that are similar to speakers, located at points on the chair that resonate with different aspects of the human body. Gentle vibration also helps to relax and soothe.

"This chair was designed from scratch, to elicit certain musical tones and really to honor a full range of musical vibrations," said Suzannah Long, the company's co-founder. She claims that after a few minutes in the chair, the heart rate starts to level out, brain waves become more balanced and coherent, and people breathe more deeply.

The carbon fiber model, specifically molded to the human anatomy, sells for \$7,700, with the wooden version available for about half that. Now in use in a few spas in Colorado, California and Atlanta, a stint on the chair goes for around \$40 to \$60 an hour.

Nearly deep-freezing the skin is the idea behind some equipment being introduced to the spa market by Integree USA, based in Irvine, Calif. The Italian-made Criosystem machine, which recently debuted in the U.S., is the core component in a roster of products put out by the company, designed to treat everything from cellulite and stretch marks to acne and scarring. The machine, which has a price tag of \$25,000, has an ice cylinder attached to it, which draws on pulsing currents to distribute frozen active ingredients to deep skin tissue. Although the mechanics remain the same, different ingredients treat different beauty issues, so treatments can be customized.

"The results are more effective than a traditional facial, because the products are applied to the skin using a higher current than any other machine out there," said Nancy Lin, Integree's technical director. The company's product lines, designed to work with the equipment, include cleansers, anti-wrinkle creams and essential oils.

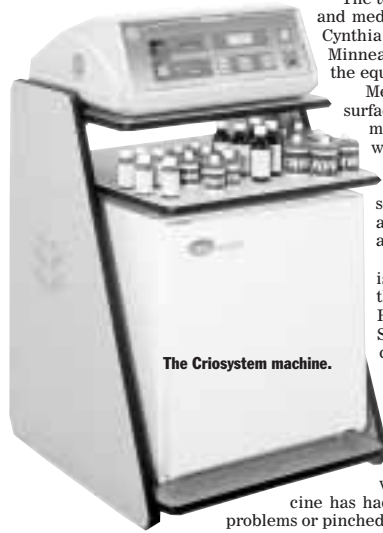
The concept of cryonics in spa treatments appears to be catching on. Kelly Kinetics, a company in Minnesota, has created a device that was originally used by sports therapists but is now popping up in spas. The handheld device comes with two silver rods; one heats up, the other is immersed in ice cold water before being applied to the body. "The steel holds on to the heat and cold for a very long time, and the combination of heat and coolness on the body is very therapeutic," said Jamie Ahn, owner of the Acqua Beauty Bar in New York, which has created the Acqua Cryo Thermal Massage based on the system. She has used it on clients with neck and back aches, and says the technique is something of a "medical massage."

"The heat helps to loosen up muscles, and it's a very smooth-flowing machine," she said.

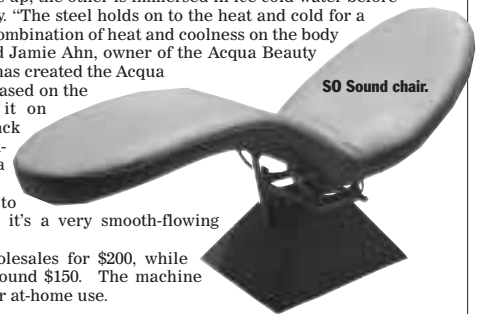
The device itself wholesales for \$200, while massages with it cost around \$150. The machine can also be purchased for at-home use.



The Titan by Cutera.



The Criosystem machine.



SO Sound chair.

Biolage Offers New Treatment Options

By Andrea Nagel

NEW YORK — Biolage is catching on to the in-salon treatment craze. The \$200 million brand has recently launched Cera-Repair Pro4, its first treatment formulated specifically for professionals. Pro4 uses a patented ceramide formula in combination with citrus, green tea and hibiscus. The 10-minute treatment is applied following a shampoo.

"We looked at the brand and did tons of research and found there is a huge equity in the brand regarding high quality and trust. But where we wanted to push it is in the professional business. We saw an opportunity in giving the stylists additional tools to cement their relationship with consumers," said Francesca Raminella, vice president-general manager Matrix U.S., of the new in-salon treatment.

While Pro4 looks to boost Biolage's image as a high-



Biolage's Cera-Repair treatment.

tech brand with stylists, consumers are being targeted with an at-home version, called simply Cera-Repair. The cream gel formula is less intense and is designed to be used once a week for five weeks, until the next salon visit.

Cera-Repair for home and salons is available in three different formulas. There's Hydrathérapie, for dry, damaged hair; Colorcathérapie, infused with rosemary, hibiscus and chamomile to add shine to colored hair; and Fortethérapie, designed to strengthen weak hair with ginseng and mango.

Cera-Repair Pro4 and Cera-Repair are currently rolling out to approximately 50,000 salons nationwide. Pro4 prices range from \$15 to \$25, depending on the salon. Cera-Repair retails for \$14.95 for five tubes.

Biolage will feature Cera-Repair in new permanent merchandising displays, organized by therapy.

Industry sources said Biolage could expect 2005 sales to jump between 10 and 15 percent, in part because of the new Cera-Repair treatment offering.

Biolage was launched in the Eighties as a scientific, high-tech brand, combined with botanical ingredients. It is the largest brand under the Matrix umbrella, which is a division of L'Oréal Professional. Other Matrix brands include CurlLife, SleekLook, ColorSmart, Trix and Amplify. Biolage competes largely with Paul Mitchell, Graham Webb and Back to Basics.

Biolage has refreshed packaging by introducing enhanced color codes on boxes to differentiate each therapy to professionals and users. Biolage still touts a vertical logo and its signature green leaf.

Ad visuals, which began appearing in beauty magazines last month, portray a woman with wet hair enjoying an in-salon pampering experience at the salon's back bar. The ads are a major shift from the usual dry-haired beauty who is styled and ready to go.



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September 2005



Media/Advertising

Editor Face-Off

By Sara James

NEW YORK — One is a guarded editor who doesn't self-promote. The other courts his own fame even as he skewers the famous. So who are they? Step forward Adam Moss and Maer Roshan. If their DNA were spliced, they just might make the perfect editor. Alone, their strengths — respectively, a head-down work ethic and a heat-seeking personality — often seem their biggest weaknesses.

Since the media world is filled with foils and careers in lockstep — not to mention countless knock-offs of other magazines — here, the first in an occasional feature in which WWD will compare talked-about people, trends and titles. Call it the media version of physicists' parallel universe.

		
	ADAM MOSS	MAER ROSHAN
PARALLEL UNIVERSE		
Currently editing	New York magazine	Radar
Interviews given in the last year	5	16
Gawker mentions in the last year	22	67
Issues published in the last year	48	1
Age	48	37
Astrological sign	Taurus Taurus traits: placid, determined, self-indulgent	Leo Leo traits: enthusiastic, creative, bossy, dogmatic
Education	Oberlin College	New York University
First job in media	Copy boy at The New York Times.	Messenger at Details.
Became editor in chief of	7 Days, in 1988	NYQ (QW), in 1991
Worked together on	2004 New York magazine Republican National Convention daily	
Guiding philosophy	"When I read [magazines], I get very excited. They are emotional things for me." — The New York Times, April 4, 2005	"I think magazines today are much too serious and much too soulless. I feel there is another voice that needs to cut through." — The New York Sun, May 18, 2005
Gives good	meetings	parties
Dislikes	gossip	schedules
Aspires to be	Joseph Lelyveld	Tina Brown
Recent thorn in his side	Michael Wolff	Kurt Andersen
	"[New York has] repositioned itself as a worthy satellite of The New York Times...But it isn't funny. It's completely in earnest. It's serious about its job, grim in its efforts to elevate the metropolitan-area upper middle class." — Wolff in Vanity Fair, June 2005	"At a time when glossy journalism tends to be very dull and similar, Radar is, alas, a wholly recursive exercise in recombinant magazine-making." — Andersen in New York magazine, May 27, 2005
Unlikely benefactor	Bruce Wasserstein	Mort Zuckerman
Likely cover subjects	children	Paris Hilton
Plagued by comparisons to	The New York Times Magazine	Spy, Talk, Radar I

MEMO PAD

WHAT'S THE FREQUENCY, DENNIS?: It's looking increasingly likely that Time Inc. or Hearst Magazines, or both, will

launch weekly men's magazines in the not-too-distant future. Two former Maxim editors are heading up the projects: **Mark Golin** at Time Inc. and **Keith Blanchard** at Hearst. So where does that leave the company that actually owns Maxim, Dennis Publishing? Surely it won't be content to sit on its hands while other publishers plunder the market that it essentially created.

Apparently not. According to several sources, Dennis is looking into shifting the frequency of one of its two men's titles to biweekly from monthly. Insiders consider Stuff a likelier candidate for the frequency increase than Maxim, which is far too lucrative to mess with. A biweekly makeover also would provide an opportunity to let some air out of Stuff's rate base. Its current level of 1.3 million demands large infusions of agent-sold subscriptions, making it expensive to maintain.

But any move to a new frequency faces hurdles. While men's weeklies Nuts and Zoo have been hugely successful since they made their debuts in the U.K. last year, the publishing economics are very different in America, where magazine retail purchases are mainly driven by women. The male-oriented titles that have succeeded here at higher frequencies — the weekly Sports Illustrated and biweekly Rolling Stone and ESPN The Magazine — are mainly reliant on subscriptions, and even the monthly lad magazines are gradually trading newsstand buyers for subscribers.

Asked about the speculation, a Dennis spokesman said, "We do not tinker with successful magazines and both Maxim and Stuff are very successful. We also do not believe that a weekly men's magazine in the States is a viable business." Sure — but tell that to Hearst and Time Inc. — **Jeff Bercovici**

NO LONGER TEEN QUEEN: Teen People's six-year reign as the newsstand champ in its category is over. Through May, the Time Inc.-owned title is averaging single-copy sales of about 370,000, according to its own estimates.

That's down from 416,000 in the first half of last year, according to its official circulation report. Meanwhile, Cosmogirl has been selling more than 400,000 copies per issue (up from 380,000 last year), making it the new category leader. The Cosmopolitan spin-off outold Teen People in February, April and May. Observers speculate that Teen People's celebrity focus has made it vulnerable to stepped-up competition from celebrity weeklies, especially In Touch, with its teen-friendly \$1.99 cover price. Teen People also has been without a publisher since March, when **Jack Rotherham** left to start a new regional magazine for Californians.

Elsewhere in the category, publishers' estimates show that Seventeen is selling upward of 310,000 an issue, slightly ahead of last year's average; Teen Vogue is averaging just more than 200,000, down from 240,000 in first-half 2004, and Elle Girl is beating last year's pace by 7 percent, selling about 150,000 copies an issue. All the publishers confirmed the estimates except for Teen Vogue, which declined to comment. — **J.B.**

MIU MOVES: Inez Van Lamsweerde and Vinoodh Matadin just shot Miu Miu's fall ad campaign at Drive In Studios in New York. The ads will feature **Selma Blair**, **Evan Rachel Wood**, **Lou Doillon**, **Eleanor Friedberger** and **Lukas Haas**. Haas, who played an Amish boy in the 1985 movie "Witness" with **Harrison Ford**, also just did a fashion shoot for L'Uomo Vogue while in Cannes promoting "Last Days" by **Gus Van Sant** and the indie film "Brick." — **Sara James**



FASHION

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Old Navy Ads Get New Look

By David Moin

NEW YORK — Gap Inc., already high profile and celebrity-oriented with its advertising, is getting even more marketing-driven as it builds a roster of agencies working for its brands.

It's an attempt to resonate with target audiences after recent disappointing sales, which fell 4 percent in the first quarter and 8 percent in May, on a comp-store basis.

In the latest move, the Old Navy division hired the StrawberryFrog agency to create a fall print and TV campaign. StrawberryFrog has done campaigns for Sprint, Mitsubishi, IKEA and MTV among others.

However, the parent Gap Inc. said Old Navy will continue to utilize Deutsch Inc., which began working with the chain last fall. Deutsch produced the fall 2004 "Feel Good Fashion" campaign for Old Navy and will be focusing on interactive and specialized advertising for teens, according to Gap.

"Deutsch is still one of our agency partners. It's an Old Navy strategy to have a small group of highly creative agencies to work with — rather than one agency of record. It's not a Gap Inc. strategy," said spokeswoman Kris Marubio.

Deutsch's campaigns involved gypsy skirts last summer and tunic outfits last fall. At Old Navy, "We are moving to a model of a roster of agencies," utilizing different agencies depending on the campaign, Marubio said.

Old Navy, which has about 900 stores in North America, is opening 200 new stores through 2007 and is planning brand extensions, such as maternity, plus sizes, accessories and personal care.

This year, the Gap brand also began utilizing more than one agency. It uses Laird & Partners for Gap Women's, GapBody, and babyGap, as well as Gap men's wear internationally, and Crispin Porter+Bogusky for men's wear in North America. Goodby Silverstein & Partners is Banana Republic's advertising agency.

There have been questions about the effectiveness of some recent campaigns, based on company performance. The Sarah Jessica Parker campaign ended about two months ago, after concluding a three-season contract. Parker was replaced by musician Joss Stone.

As previously reported, one of Gap's marketing strategies is to create interactive experiences for its customers, including "guerrilla marketing and grassroots tactics" for jeans, as well as spending more in nontraditional media. The company also announced a fourth brand, Forth & Towne, which will cater to women ages 35 and older and which will start opening stores in the fall.

Import Surge Causing Trickle-Down Effect

By Evan Clark

WASHINGTON — As a trade storm brews over surging Chinese imports, the long-term ramifications of buying the vast majority of apparel from abroad are rippling through intertwined segments of the economy.

Employment is one area that economists watch closely to gauge the nation's fiscal health. It is also an area that is influenced by trade — whether positively or negatively is an issue of considerable debate.

The U.S. economy added 274,000 jobs in April, holding unemployment steady at 5.2 percent. New job figures for May come out today and will be closely watched for signs of further strengthening, although domestic manufacturing will likely continue its downward employment trend.

Domestic producers, however, have long argued the imports have increased their job losses. U.S. apparel and textile plants cut 3,300 jobs in April, making for total employment of 666,500, down from more than 1.5 million employees 10 years earlier.

"If we could have held imports constant over the last 10 years, textile and apparel would have added jobs," said Charles McMillion, president and chief economist of MBG Information Services.

But the debate rages over the impact of free trade on U.S. production and whether the American economy can thrive without a strong manufacturing sector. This divisiveness is seen in the discussions over the merits of the Central American Free Trade Agreement, as well as the need to place more restrictions on textile and apparel imports from China.

"A lot of U.S. apparel employment is very closely and positively tied to imports," said economist Laura Baughman, who is president of the Trade Partnership, an economic consulting firm. "The U.S. apparel industry, for the most part, has gone international."

The nations of the World Trade Organization dropped quotas on Jan. 1, breaking down barriers for global trade. This allowed Chinese apparel and textile imports into the U.S. to shoot up 60.5 percent to \$4.77 billion in the first quarter.

The intensity of the increase prompted the Bush administration to implement new import restrictions last month — a 7.5 percent increase cap — on \$1.31 billion worth of goods to protect the domestic textile industry, which has already been decimated by closings of mills and steep job losses.

This safeguard action has the Chinese government complaining that the U.S. should have done more to ease its transition into the post-quota world and dangling the possibility that it will bring a case against the new restrictions to the WTO.

Politics aside, Baughman said imports on the whole help keep prices down, which benefits consumers and checks inflation. In turn, that helps restrain interest rates and the cost of borrowing money for things like homes, she noted.

Major fashion companies such as Gap Inc. and Liz Claiborne Inc. produce their wares overseas, but have large domestic workforces that do everything from working the stores to marketing, design and distribution. For instance,



PHOTO BY GILLES HINSAISON/GETTY IMAGES

Import dominance has helped retailers keep prices down.

about 60 percent of Claiborne's 14,000 employees work in the U.S.

"There are a lot of positive feedbacks throughout the economy through imports and especially for imports from China," said Baughman. "Imports from China tend to be of products that are not made in the United States, so consumers are able to get goods that they wouldn't otherwise be able to have at prices they can afford."

Relying increasingly on imports, retailers are a main source of job growth — department stores, and apparel and accessories stores added 4,700 jobs in April, in all employing 3 million. That marks an increase of 44,600 jobs from a year ago and a bump of 126,400 from 1995.

Many of the lost manufacturing jobs have been replaced by lower-paid service-oriented employment.

"We're undermining consumer purchasing power by shifting jobs from higher paying, more highly productive manufacturing to lower paying and less productive retail and other services," said McMillion.

Economists have also contended that manufacturing creates jobs to support the production process, whereas the service sector doesn't.

Increased consumer borrowing, with low-interest credit cards and loans, has helped prop up demand for goods like apparel, McMillion said. Sales of apparel and accessories in April stepped up 2.8 percent to \$16.7 billion, while department store sales advanced 1.3 percent to \$18.1 billion.

Part of the upswing can be traced back to the overall increase in jobs, said John Lonski, senior economist at Moody's Investors Service.

"If people have more jobs, that's always a positive for spending on apparel," said Lonski.

A further testament to the strength of the consumer, sales picked up steam despite higher prices. The consumer price index for apparel rose a seasonally adjusted 0.3 percent during the first four months of this year. Women's apparel was up a 0.6 percent. But over the long term, apparel prices haven't kept up with inflation or the cost of living, slimming profit margins for vendors, while competition for a shrinking retail pie increased.

Fashion Scoops

FASHION'S CROWD: Monday's 2005 CFDA Fashion Awards look set to become a star- and crystal-studded gala.

Among those said to be attending are **Linda Evangelista** with Lanvin, **Rachel Weisz** with Coach and **Evan Rachel Wood** with Prada. **Behnaz Sarafpour** is bringing **Amanda Hearst** and **Claire Danes**; **Michael Kors'** date for the night is **Joan Allen**, while **Yigal Azrouël's** is **Eva Mendes**. **Theodora** and **Alexandra Richards** are to be guests of Kellwood, and both are rumored to be wearing **David Meister**-designed dresses. **Swarovski**, which underwrites the awards again this year, has **Karolina Kurkova** at its table.

As for the night's decor, the Austrian crystal company worked with **Solange Azagury-Partridge** and Dutch design team Studio Job on details for the New York Public Library. "We wanted to have their input into this event as product and jewelry designers, and the creative direction was totally up to them,"

Nadja Swarovski, a vice president for the crystal firm, said.

Tickets for the event were sent out with a crystal grape cluster paperweight designed by Azagury-Partridge, who drew her inspiration from a chandelier she had designed for Swarovski's Crystal Palace collection. The 50 tables will have a centerpiece crystal lamp resembling roses on a vine with yellow crystals and charms. The night's pièce de résistance arguably will be a 750-pound crystal "Magic Mirror" frame by Studio Job featuring more than 20,000 crystals, which will be placed in Astor Hall. It will transmit live coverage of the red-carpet arrivals.

For those who just love the decor, the table lamps and paperweights will be available to purchase at Moss next week.



The crystal-adorned crystal frame will show red-carpet arrivals inside the library.

JUST FRIENDS: Like any smart professionals, **Tom Ford** and **Domenico De Sole** have a talent for preserving their relationships with old friends and former colleagues. So it should come as no surprise they're still speaking to **Marco Franchini**, the chairman and chief executive officer of Bally, and **David Bonderman**, a founding partner of Texas Pacific Group, which owns Bally. Before joining Bally, Franchini worked for the duo at Gucci Group, and still admires them. (Franchini's wife, **Karen Joyce**, is also a Gucci veteran and is friendly with Ford and De Sole). Bonderman is an old buddy of De Sole's from their days at Harvard. Lest anyone think Ford and De Sole are ready to grab the reins — creative or otherwise — at Bally, here's what a spokeswoman for the two had to say: "Tom Ford and

Domenico De Sole are not official consultants for Bally. They're old friends with Bally's managers. They talk with them frequently, but it's always on an unofficial basis and in the spirit of friendship." In April, De Sole and Ford announced the launch of the Tom Ford brand, starting with a Tom Ford for Estée Lauder collection, and an eyewear license with Marcolin.

SOMETHING DIOR?: As if **John Galiano** doesn't have enough design projects, might he be dreaming up a wedding dress for **Delphine Arnault**? The house is mum, but Arnault, who works for Christian Dior's leather goods department and sits on the board of LVMH Moët Hennessy Louis Vuitton, is expected to turn to Galiano for her rumored September nuptials to **Vallarino Alessandro Gancia**. Word has it the ceremony will take place at Chateau d'Yquem, the wine estate owned by her father, LVMH kingpin **Bernard Arnault**.

BRAVA BRAVO: Less than a year after Burberry opened its first Rome store on Via Condotti, its ceo, **Rose Marie Bravo**, ventured back to the Italian city this week to host an in-store cocktail party Tuesday to fete the premiere of a play that will raise funds for young immigrants. The company is sponsoring the play, a first-time production by **Sophie of Hapsburg** called "Scacco al Matto," which is an Italian play on the words meaning checkmate. The psycho-thriller's plot centers on a clinically depressed countess who is tormented by the thought that someone is trying to kill her for her riches. Proceeds from the play, which opens Tuesday at Rome's Teatro Valle, will benefit Foundation Faro. Founded by **Susanna Agnelli** in 1997, the foundation provides vocational training for young immigrants from places such as war-torn Sudan and Nigeria. "I thought it was the perfect thing for Burberry. It's a really good cause to help these young people find a place in life," Bravo said.

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Lena Bryant Descendants Continue Family Tradition

By David Moin

NEW YORK — Michael and Nicholas Kaplan like to talk about their great-grandmother, Lena Bryant, who, like Demi Moore, felt women should celebrate impending motherhood, not conceal it. A pregnant Moore appeared naked on the cover of Vanity Fair, while Bryant shook up turn-of-the-century society by inventing an evening dress for pregnant women.

"At that time, pregnant women were not supposed to be seen in public. But my great-grandmother catered to society women, with 'the number 5 tea gown,'" created in 1901, said Michael Kaplan. "She was known for lace trims and fine attention to detail, and wanted maternity wear to be appropriate for an evening out."

Bryant, an immigrant from Lithuania, started her design business in 1899 by pawning her diamond earrings for a sewing machine so she could make a living. Her second husband, Albert Malsin, saw his wife's maternity business as expandable to large sizes, and they opened their first store in 1904, on New York's 38th Street and Fifth Avenue, called Lane Bryant. It was supposed to be called Lena Bryant, but she misspelled her name on a bank loan.

The company grew for decades, went public, was once owned by Limited Brands and has been owned by Charming Shoppes since 2001.

The Kaplans, who are in their 30s, never knew their great-grandmother, though the family had plenty of stories about her. Inspired by her entrepreneurial spirit, the brothers last November opened Fashion to Figure, a store selling special sizes from 14 to 26. Located in the Palisades Center in West Nyack, N.Y., the 3,500-square-foot shop, with 3,000 square feet for selling, displays large photos of the late Lena Bryant that don't cite her name because of legal concerns with the Lane Bryant chain.

The Fashion to Figure store is projected to post between \$1 million and \$1.5 million in sales its first year in business.

"We are in the final stages [of signing a



lease] for a second store," which will be in New Jersey, Michael said. A third location is being eyed. Michael was a Lazard analyst, and co-founder of alightcomp, a plus-size Web site developed by RRE Ventures, where he was an associate. Charming Shoppes purchased the site in 2000.

Prior to opening Fashion to Figure, the brothers ran what they describe as a "guerrilla retail business" selling large sizes, taking short-term leases and running sample sales in temporary retail spaces.

"We always felt a passion for this business," said Nicholas, the head merchant at Fashion to Figure who has also been a Saks Fifth Avenue department manager and buyer, general merchandise manager at Bluefly and sales associate at a Tommy Hilf store.

It's not like the country can't use a few additional stores catering to large-sized women, the Kaplans contend. "Sixty million American women are size 14 or over," said Nicholas.

The brothers said they have created a store that's different from the competition.



Lena Bryant's tea gown.

They consider Fashion to Figure value-oriented, even more so than Lane Bryant. The average retail price is \$50 for two items. Denim is priced from \$25 to \$36; woven tops range from \$18 to \$30; skirts are priced \$20 to \$35; accessories, including handbags, scarves and jewelry, sell mostly from \$18 to \$39; outerwear, \$49 to \$109, including jackets for \$79, and reversible fake-fur jackets in the fall for \$109.

The store is merchandised to emphasize outfits and items that work together, and brands. Competitors such as Lane Bryant and Catherines sell their own private brands, but Nicholas says the market offers plenty of plus sizes. "There are tons of people making plus sizes," he said. "I am in the market about two days a week," shopping Erika, Stephanie Rogers Plus, Venessa, Pink Girl, Apollo Jeans, Jason Woman, Harve Benard, Crest Jeans, Robbie B., L.E.L., Gloria Vanderbilt Jeans, August Silk and Club Z, among others.

According to Nicholas, compared with the vertically situated large chains, "We can react much quicker to trends. We do not work with storyboards 15 months out. For us, it's a more free-thinking way of merchandising."

The Kaplans like to think Fashion to Figure is in "the experience business," which means customers leave the store with a positive impression, said Nicholas. The experience is shaped by three to five "stylists" on the floor at any time, providing "empathy for guests and advice on product," Nicholas said. "They also help merchandise the floor, and shop the market like assistant buyers." In addition, large-size model Audrey Smaltz serves as the spokeswoman and stages makeovers at the store.

There are other special touches. "We keep the store at a constant 65 degrees," Nicholas said because he's noticed that the plus-size customer tends to get warmer a little quicker than others. In addition, the fitting room is a square foot bigger, he added.

"We have a real passion to do what our family has done, to impact people's lives," said Nicholas. "We never ask a woman to conform her figure to fashion. It's always about bringing fashion to her figure. Gram used to say that."

Skinner Takes Reins at Kellwood

Continued from page one

ascension to ceo is part of Kellwood's overall succession planning process and had been expected. Upbin will retire from the company in January.

Separately, after the market closed, Kellwood posted first quarter earnings of \$12.5 million, or 45 cents a diluted share, from \$25 million, or 90 cents, in the same year-ago period. The decline was attributed in part to lackluster sales of women's sportswear.

Sales for the quarter fell 6.8 percent to \$639.4 million from \$686.1 million in the prior year. Sales of women's sportswear were down 17.8 percent to \$360 million from \$438 million, with the decline primarily in the firm's popular-to-moderate and private label businesses. The dress category contributed \$26 million to the decline (Kellwood includes dresses in its sportswear division). One bright spot was sales of men's sportswear, which rose 28.3 percent to \$164.5 million from \$128.2 million.

Upbin opened the shareholders' meeting, but once he introduced Skinner, the new ceo took it from there. About 100 people were in attendance at Kellwood's headquarters in Chesterfield, Mo.

"I look forward to leading Kellwood into a new era of success and prosperity as we continue to focus on building and acquiring strong brands, rebalancing our portfolio, and strengthening our management team," said Skinner.

Additionally, W. Lee Capps III was promoted to chief operating officer while maintaining his responsibilities as chief financial officer.

During his speech, Skinner said the new era for Kellwood would be that of "a brand-focused marketing enterprise."

Following the meeting, Skinner told WWD, "We have great brands in the Kellwood stable. Our vision is to continue to build those brands to make the connection in the marketplace with the consumer, to expand those brands and also to add, through the acquisition program that Hal has led, more brands like Phat Farm to the Kellwood stable."

Acquisitions will focus on brands that touch multiple product categories or that target underserved consumers, said Skinner.

"We like to stay in the consumer lifestyle brands, and the great thing about our diversification is we trade everywhere from Wal-Mart to Saks. Our most recent concentration has been in the better area, so it's not necessarily specific to a product category. But rather, it is a great brand that we can extend across product categories?"

Upbin said the potential for a retail acquisition exists, as well.

"We've opened that door. Prior to this, we've been focusing on filling the white spaces in the portfolio on the wholesale side, but now it is clear we need to seriously consider the opportunity of getting perhaps into the retail side. We aren't going to transform ourselves into a retailer, but we're certainly expanding the horizons of what we look at," said Upbin.

"We currently own a Phat Farm retail outlet in SoHo. We are in the process with partners of setting up Phat Farm stores in Europe and the Middle East. We could enter the retail market with our own brand or through acquisition," added Skinner.

For the year ended Jan. 29, Kellwood's earnings dipped 1.4 percent to \$70.1 million, or \$2.50 a diluted share, from \$71.1 million, or \$2.62. Sales increased 8.9 percent to \$2.56 billion from \$2.35 billion.

The performance of Kellwood's intimate apparel division was especially disappointing in the last year. Sales of "other soft goods," which consists of intimate apparel, Gerber Childrenswear and



Robert C. Skinner Jr.

American Recreation Products, decreased 5.3 percent, or \$23.5 million, in 2004 to \$421.5 million, primarily due to a decline in intimate apparel.

"I think we stayed with a business model that had worked very well for us in the past and perhaps stayed with it too long — that of being essentially a manufacturer of commodity products," explained Skinner. "Intimate apparel, as we've said publicly, has been a challenged part of our business. The key right now is fixing it. We took one of our bright young managers in Pat Burns and recently put him in charge of that because he did such an excellent job with our Gerber Childrenswear acquisition. So Pat is now in the process of formulating a strategic plan for intimate apparel." Burns was named president of Kellwood's intimate apparel division in February.

Neither Skinner nor Upbin denied that selling the division was a possibility.

"We are getting into new strategic planning, so all avenues are open right now in that process," said Upbin.

Overall, 2005 sales are expected to be flat with 2004 results. For the second half of 2005, projections are for flat to modest year-to-year sales growth. In the future, the focus will be on balancing the company portfolio and revitalizing core businesses, said Skinner.

"The main challenge is always making the right product that the consumer wants to buy," said Skinner. "I know that's simple, but that's always the challenge. When we do that well, we succeed, and when we don't do it well, we don't succeed."

Skinner joined Kellwood in 2000 as president of the men's wear division. In 2002, he was named corporate vice president with overall responsibility for men's wear, intimate apparel and children's wear. He was elected president and chief operating officer in December 2003, and was named to Kellwood's board in June 2004.

Prior to joining Kellwood, Skinner was president of Oxford Shirt Group for 13 years and corporate vice president of Oxford Industries for his last two years there.

Upbin joined Kellwood in 1988 with the company's acquisition of American Recreation Products. He's held several posts there since being promoted in 1992 to executive vice president, corporate development. In 1995, he was elected to the board, and was named president and chief operating officer in 1994 and ceo in 1997. In 1999, he was elected Kellwood's chairman.

Following Upbin's retirement in January, he will continue in a consulting capacity for three years, advising the company in specific areas including mergers and acquisitions, strategic planning and operational projects.



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Reality Check for New Fashion Grads

By Sharon Edelson

NEW YORK — Ashleigh Verrier, Parsons School of Design, Class of 2004, was one of the lucky few.

Verrier sold about 30 designs that constituted her senior thesis to Saks Fifth Avenue after she was named co-designer of the year at the annual Parsons student fashion show in 2004.

For fall her clothes hung near Marc Jacobs, Balenciaga and Chloé, and Saks ordered more for spring and fall 2005. She's now working on spring 2006 and lining up funding for production costs for future seasons. Verrier is also selling to Nordstrom in San Francisco and Seattle, taking small deliberate steps forward.

"All of us imagine that the goal is to be a designer," Verrier said. "I don't know if I'm part of a trend of students starting their own labels or not wanting an entry-level position. I was raised by parents of the Baby Boom generation. The rearing I received encouraged independence."

As new fashion school graduates hunt for jobs, the goal of becoming a designer is elusive. Some, out of school for a year or more, still search to find a dream job or an "angel" to back their collection.

Students at top institutions such as Parsons and the Fashion Institute of Technology in New York, Otis College of Art and Design in Los Angeles and, to a lesser degree, the Rhode Island School of Design in Providence, often have unrealistic expectations and are dismissive of the vast moderate sector of fashion populated by the Gap, J. Crew, Liz Claiborne and Kellwood Corp., college administrators said.

Their desire to be creative stars like FIT graduates Calvin Klein and Carolina Herrera and Parsons alums Donna Karan and Marc Jacobs has some of them rejecting entry-level jobs that could improve their pattern-making, draping and fit techniques. After an education that costs as much as \$130,000, as is the case at Parsons, industry professionals said graduates have little idea of what a real design job entails and some still need to master basic skills such as sewing.

Parsons alumna Anna Sui is among those who lament the loss of dedication to training and paying dues.

"What strikes me is that they have a lessened appreciation for the craft behind design," she said. "Everyone wants to be a designer but they don't always understand that they have to also be a pattern-maker, a seamstress, a tailor, etc., to really build a successful business."

Fashion educators like Timothy Gunn, chairman of the fashion design department at Parsons, said some students feel entitled to a design job.

"The pervasive attitude...is the desire to design right away," he said. "I don't support that idea. It's a commonly held view and it's not realistic. I say, 'You guys should humble yourselves.'"

There are exceptions, of course. Young designers such as Zac Posen, Behnaz Sarafpour and Proenza Schouler's Jack McCollough and Lazaro Hernandez have great talent and succeeded quickly.

Others, like Dave Tillet, decide to put off their dreams rather than settle.

Tillet, who won awards at FIT and was considered a rising star by his professors and peers, works in visual display at Saks Fifth Avenue in Palm Beach, Fla., and designs floral arrangements.

"This is better right now than working at J. Crew or Liz Claiborne," he said. "I relate to high-end merchandise. If I worked in fashion I'd want to design for a high-end company. My real interest is in expensive eveningwear."

Tillet in 2002 designed a mini collection

that got some positive feedback from Joan Kaner, fashion director of Neiman Marcus, he said. "They wanted to see more. I ran out of money. I wanted to go out there on my own. It was going to be all or nothing. I even knew what the shopping bag for my collection was going to look like."

Francesca Sterlacci, former chair of FIT's fashion design department and now an associate professor, said 25 percent of students aspire to design under their own name and 50 percent want to work for a directional or cutting-edge company or one with designer price points.

"Those who feel like they're over-the-top creative think they'll get a job with the head designer or associate designer of a great collection," Sterlacci said. "Then reality

program with the goal of working at a mainstream company and doing mundane tasks. "I say, 'Don't think designers don't hang tags on their clothes,'" she said. "Everybody chips in."

Otis' Brantley suggested that the attitudes of Parsons and FIT students may be a "New York disease."

FIT's Sterlacci said: "Before students start an internship you hear them talking. They say, 'I'm going to work with so-and-so and I'm going to be designing.' When they come back a lot of them are gofers and they're appalled at what they have to do. Sometimes their passion to design supercedes reality or clouds it a little bit."

Alexandra Robbins, who wrote the New York Times bestseller "Quarterlife Crisis:

Ashleigh Verrier and Parsons' Timothy Gunn. Below, an outfit from Verrier's fall 2005 look book.



sets in. They find that the only job they can get is as a spec writer at Liz Claiborne."

Freshmen at Otis also have big ambitions. "Almost all the kids who come here want to work for a big-name designer and they all absolutely want to have their own business," said Rosemary Brantley, department chair. "Students aren't thrilled about working for mass market companies. When they arrive the students want to be eveningwear and costume designers."

After working with industry professionals, who serve as mentors, some Otis students change their views.

"Not many companies are doing jackets and tailoring on the West Coast," Brantley said. "We're so far away from Europe but we're very close to the Far East. Working in California is about doing creative things with fabrics that are readily available. For the most part, our kids go straight into manufacturing."

The Rhode Island School of Design's geographical and psychological distance from Seventh Avenue may give students some perspective, said Mary Kawenski, department head of apparel design.

"RISD is an artistic community," she explained. "Fashion students have friends in the glass, textile and industrial design programs. Someone from glass will make their buttons, for example. That adds a lot to our program. Just being so isolated might help."

And yet, Kawenski said fashion design students don't sign up for RISD's fashion

son, who with his partner John Truex designs the Lambertson Truex collection. "I worked in the fashion office of Bergdorf Goodman and then went to work for another designer for 10 years before I started on my own. Calvin Klein and Donna Karan paid their dues."

Chris Benz, a 2004 Parsons graduate, may personify many grads.

"I don't think fashion graduates should be stifled by menial duties," he said. "During school when people were doing internships they felt they were getting their entry-level jobs out of the way."

Benz took his time looking for the "right opportunity" after graduating. "Ideally, I'd like to work in a small company for a designer who's not well established," he said. "I know I can make a lot more cash working at Liz Claiborne or Gap, but now I'm setting my sights on the designer price point."

He is freelancing at J. Crew and working on his own collection.

"A lot of people in school desperately want their own collections," Benz said. "They get into a company and get on the track of working for someone else. I'm keeping my eye on the prize."

Irma Zandl, a consultant specializing in the behavior and buying patterns of young people, said the industry itself, including fashion magazines and WWD, is hungry for the youngest, freshest talent.

"When the industry and its media praise these unschooled designers in such a noncritical manner it signals to young grads that tedious years of learning their craft is unnecessary," she said.

Nadine Bourgeois, senior associate dean of Parsons, believes graduates are eager to put their education to practical use. "Fashion students learn to practice a trade as opposed to being an assistant," she said. "They have the expectation of doing, as opposed to waiting another five years or going to graduate school."

The reality is that moderate manufacturers and mainstream retailers, the types of companies many students shun, provide most Seventh Avenue jobs.

"J. Crew, Lands' End and Ralph Lauren have come here to recruit," FIT's Sterlacci said. "One of the things they've told us...is that they'd like to see student portfolios geared more toward their products. Honestly, many students don't want to work at the Gap."

That leaves large companies with a limited pool of applicants.

"Finding people who can differentiate and develop something new and commercial is becoming more difficult," said Hal Reiter, chief executive officer of Herbert Mines and Assoc., a search firm for fashion and retail. "If you have 4,000 stores you've got to have people who are commercially oriented."

Stephen Ruzov, president of women's sportswear at Kellwood Corp., avoids hiring students whose portfolios have an experimental bent. "We want to be dominant in the moderate market," he said. "We look for people who can do mainstream design."

The Unique Challenges of Life in Your Twenties" about the trials of entering modern adulthood, said the attitude of fashion students is typical.

"We are a generation that grew up being told to dream big," she said. "There is a sense of instant gratification because we were raised in the Internet age, which taught us to prioritize a faster-paced lifestyle."

Parsons' Gunn puts some of the blame on parents.

"They have become the worst enablers," he said. "I've been in higher education for 26 years and I've never had to deal with parents on topics like grade appeals and not being selected for the fashion show. It's just beyond the pale."

Some students have even hired pattern-makers and seamstresses to sew their class assignments and final projects, and there is no effective way for educators to police them.

"People want to be stars overnight," said Richard Lambert-

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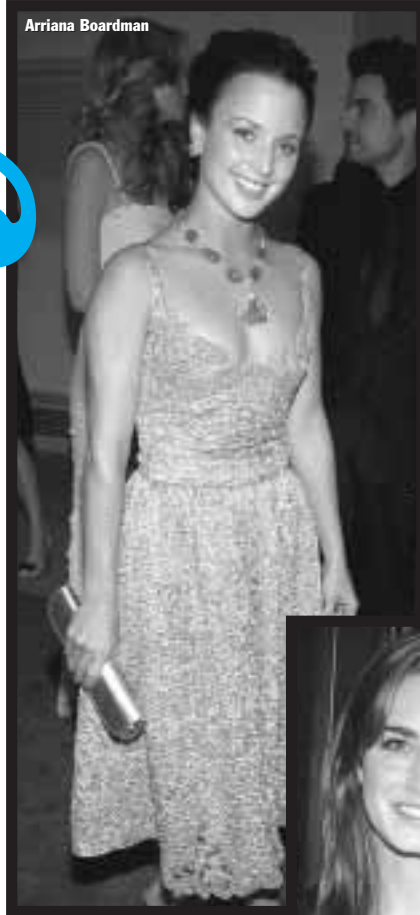
Legally Blonde • Baby Name Game • Sweet Symphony

SHINY

By Aileen Mehle

eye The London Symphony Orchestra will celebrate the grand finale of its centenary year in London on Wednesday and Thursday. Many fans will be participating in this year's benefactor program with exclusive events, unavailable to most, made available to the fans. The trip will include a private dinner and a recital at Kensington Palace on Wednesday, and the London Symphony Orchestra's Gala Concert and Dinner at the Barbican on Thursday. The gala will mark the 75th birthday of Maestro **Andre Previn**. The New York Times has called this orchestra's performances "riveting," "enthraling," "viscerally powerful." That should make you sit up and pay attention.

Anne Hearst of the media empire stepped into a black blouse and red skirt with a silver zipper up the back designed by Valentino to wear to her daughter **Amanda Hearst's** birthday party at the 21 Club. Fifty guests congregated upstairs in one of the restaurant's private rooms for cocktails and to watch a slide show of the most amusing and momentous moments of Amanda's 21 years. Among those laughing and cheering: Amanda's aunt, **Patricia Hearst-Shaw**, in a black evening suit by Escada and Art Deco diamond bracelets climbing up her wrist as far as the eye could see; her husband, **Bernard Shaw**; her daughter, **Gillian Hearst-Shaw**; **Tony Peck**, son of the late movie star Gregory Peck; **Lauren Bush**; **Yasmin Aga Khan's** son, **Andrew Embiricos**; **Patty and Marty Raynes** and their son, **Nick**; **Cornelia Bregman** and her daughter, **Marissa**; **John Kluge Jr.**, and Amanda's younger brother, **Randy**, who was sent home to do his homework after the reception. Also among those feasting and raising their voices in song to toast Amanda were **Georgina Cavendish**, **Marina and Francesco Galesi**, **Al Acquavella** and **Luigi Tadini**, who sat next to Amanda, who wore a black dress by Narciso Rodriguez and a striking strand of pearls, a birthday present from her mother. Amanda, who is an Elite model, is moving from Boston to finish her studies in the city.



Arriana Boardman



Amanda Hearst



Lauren Bush

Now that **Rod Stewart** and his fiancée, **Penny Lancaster**, are expecting their first child in time for the Christmas holidays, the happy couple plans to postpone their wedding until spring 2006. This will give Penny time to get her figure back for the wedding and to wear the big dress she's always dreamed of. She's already looking at sketches from designers in England and France. Of course, this means the baby can attend the ceremony, too, the sweet thing, especially if Rod reaches a settlement with his wife, **Rachel Hunter**, and their divorce finally goes through.

Claudia Schiffer's husband, **Matthew Vaughn**, has backed out of directing "X-Men 3" just two months before the movie was scheduled to start shooting with **Hugh Jackman**, **Famke Janssen** and **Kelsey Grammer**. Matthew, who lives in London with his wife and children — two-year old **Caspar** and six-month old **Clementine** — passed on the project once he realized that the filming taking place between Vancouver and Los Angeles would take him too far from his family for too long.

Speaking of Caspar and Clementine, many mummies and daddies are getting tired of the same old boys' and girls' names — Edward, John, Bill, Jim, Philip, Robert and even Christopher. Apparently **Sharon Stone** was when she named her five-year-old adopted son **Roan**. Tom, Dick and Harry apparently bored her to death a month ago all over again when she adopted a second baby boy and called him **Laird Vonne**. Now all of Hollywood can hardly wait until Roan and Laird Vonne get old enough to be invited to birthday parties when **Julia Robert's** infant twins, **Phinnaeus** and **Hazel**, start entertaining. What's in a name? Wait until years from now when the kiddies take it up with mommy and daddy.

Princess Ira von Furstenberg, the glamorous personage whose bloodlines are the proper shade of blue, designs and creates the most beautiful and unique objects of art: tiny animals and boxes made of agate, crystal and marble

studded with precious and semiprecious jewels. Ira's exhibit at the Chinese Porcelain Company was a *succès fou* and the party at Milo that **Arriana** and **Dixon Boardman** gave in her honor was another one.

Everyone you ever heard of was there and thousands of kisses floated through the air, most of them landing on Ira. In the crowd were **George Livanos**, **Judy** and **Al Taubman**, **Cristina de Caraman**, **Anna Wintour**, **Shelby Bryan**, **David Metcalfe**, **Philippe Stern**, **Dreda Mele**, **Terry Kramer**, **Ambassador** and **Mrs. Leach**, **Kenneth Jay Lane**, **Carolina** and **Reinaldo Herrera** and **Mark Badgley** and **James Mischka**, who designed the silk belted dress with a bow at the waist that Arriana wore. It was the exact color of lemon sherbet.

The Tony Awards' red carpet has found **Joanna Mastroianni**. She will design dresses for five nominees on Sunday. **Erin Dilly**, nominated for Best Performance by a Leading Actress in the musical "Chitty Chitty Bang Bang," will wear a red silk chiffon halter dress with an Empire, hand-beaded waist with three layers of chiffon cascading down as she walks the red carpet. **Sherie Rene Scott**, also nominated for Best Performance by a Leading Actress in the musical "Dirty Rotten Scoundrels," will wear draped silk chiffon with an abstract hand-painted print, with a back that will plunge into a V and a glamorous train embroidered in caviar beads. **Jan Maxwell**, nominated for Best Performance by a Featured Actress in "Chitty Chitty Bang Bang," will wear a navy halter gown hand-beaded all over. **Adriane Lenox**, nominated for Best Performance by a Featured Actress in "Doubt," will shimmer in a bronze strapless corseted antique gold-print cocktail dress, which will show off her lovely legs. The dress has a train layered with jeweled ruffles and a matching purse also is being made specially for her to finish off the look, along with a burgundy fox stole. **Fran Weissler**, the producer who has been nominated for Best Revival of a Musical for "Sweet Charity," will wear a caviar-beaded and leather kimono pant ensemble. Along with these nominees, Joanna has dressed such celebrities as **Sandra Bullock**, **Sela Ward**, **Halle Berry** and **Michelle Pfeiffer**.