

Women's Wear Daily • The Retailers' Daily Newspaper • August 8, 2005 • \$2.00

WEDNESDAY MONDAY

Accessories/Innerwear/Legwear

Sleeping Beauty

NEW YORK — The Vera Wang signature is unmistakable, characterized by an effortless elegance and refined, delicate details. It's evident in the designer's newest venture, Vera Wang Lingerie, too. This new collection features robes, nightgowns and sleepwear in a sophisticated palette and a mix of fabrics such as Chantilly lace and washed silk, priced from \$25 to \$150. Here, a silk chiffon robe and cotton batiste nightgown. For more on the new line, see page 4.

Dismantling Saks Inc.: Northern Group Bids Likely to Include SFA

By David Moin and Vicki M. Young

NEW YORK — A day of decision is nearing for Saks Inc. and its Saks Fifth Avenue division.

Speculation is heating up that bidding for the northern department store group of Saks Inc. will enter a new phase between the third week of August and Labor Day, and that the process will lead to offers to buy Saks Fifth Avenue Enterprises as well.

Financial sources in the investment community on Friday said Bon-Ton Stores Inc. and Cerberus Capital Management are partnering on a possible bid

See **Bidders**, Page 18

Deréon Adds to Foundation

By Jennifer Hirshlag

NEW YORK — Beyoncé and Tina Knowles are continuing to build up the House of Deréon.

The mother-and-daughter duo said last week the contemporary brand, named after Beyoncé's grandmother, will be adding handbags and small leather goods to its assortment of sportswear, outerwear and fur, under a licensing agreement with New York-based Accessory Exchange.

Beyoncé, co-creative director at the House of Deréon, said in a statement that she sees the handbag license as another step in making her dreams come true.

"In the same way that lighting and sets and sound design are necessary for an engaging concert performance, handbags harmonize with shoes and other accessories to create an unforgettable look," she said.

The collection, organized in about a dozen different groups, from casual looks to more contemporary styles, is scheduled to bow alongside House of Deréon footwear in better specialty stores nationwide for spring. Retail prices will range from \$90 to \$300.

"[The handbags] will completely complement the [apparel] line, with like prints, patterns and materials," Tina Knowles, founder and creative director of the House of Deréon, wrote in an e-mail. "They will also work independently and feature hot, must-have designs."

Knowles said the company chose to work with Accessory Exchange due to its talent.

"The sensibility and passion were there," she said. "It was an instant partnership from the first



Tina Knowles

PHOTOGRAPH BY MICHAEL WATTS/SHOOTING



A sketch of a handbag.

time the creative team met."

Accessory Exchange, which also holds the handbag licenses for XOXO, Via Spiga and Bongo, among others, generates about \$125 million in retail sales in the

U.S. No projections for its new license with the House of Deréon were disclosed.

The announcement on the handbag license came on the heels of the company's disclosure that the brand will not be staging a runway show to launch its spring collection during September's New York Fashion Week, instead targeting February for a catwalk presentation.

Strong Job Growth Seen in July

By Evan Clark

WASHINGTON — A robust increase in retail payrolls helped deliver stronger-than-expected employment growth in July, as the U.S. economy generated 207,000 jobs, the biggest rise since April.

Apparel and accessories stores added 12,500 workers in

July to employ a total of 1.4 million. General merchandise stores generated 10,000 jobs, bulking up their payrolls to 2.9 million. Within that category, department stores added 10,300 jobs to employ a total of 1.6 million.

Some economists expressed caution, saying overall economic growth was still modest and that the strength of back-to-school and holiday sales were still in question.

"This is not an economy that's going to be [consistently] generating 200,000 jobs a month," said Ken Goldstein, an economist at the Conference Board. "Higher wages are almost a certainty, higher prices are not and that's exactly what's been weighing on business attitudes."

Textile mills cut their rosters by 1,700 to employ a total of 222,300, but textile product mills registered an increase of 400 jobs for a total of 177,500. Apparel producers added 800 jobs for a headcount of 258,000, the first monthly increase since July 2002.

Charles McMillion, president and chief economist at MBG

Information Services, said the pending passage of the Central American Free Trade Agreement and looming restrictions on Chinese imports might have caused a temporary lift in apparel employment.

The seasonally adjusted 207,000 jobs added in July — experts had estimated 180,000 — brought total U.S. non-farm payroll to 133.8 million, the Labor Department reported Friday. The rise followed a weaker-than-expected increase of 146,000 in June. The unemployment rate was unchanged at 5 percent, near a four-year low.

The July bump in retail employment shows that stores should be well-staffed, but there's still a question as to whether the consumer will be spending at retail, especially with high prices on gasoline.

"No real change in the increase in average hourly wages certainly means that you don't have a whole lot of folks out there who are just absolutely spending their extra change," Goldstein said. "They don't have a whole lot of extra to spend. That little bit of extra is all going down the gas tank."

Other macroeconomic factors, such as debt levels, could also play into consumer spending.

"Today's jobs and earnings report provides very little relief for the economy's precarious dependence on the housing boom and related borrowing," McMillion wrote in a report. "I continue to expect consumer and business spending to slow, unevenly, over the remainder of the year, as economic vulnerabilities increase."

WWD MONDAY

Accessories/Innerwear/Legwear

GENERAL

- 1 Saks Inc. is near to selling some or all of its units, and buyers could be Bain Capital, Cerberus, Thomas H. Lee and Apollo Partners.
- 2 Beyoncé and Tina Knowles are building up the House of Deréon, adding handbags and small leather goods, licensed to Accessory Exchange.
- 2 A robust increase in retail payrolls helped deliver stronger-than-expected employment growth in July, the Labor Department reported.
- 6 FASHION: Spring lingerie blouses in a palette of pinks used on clean, simple fabrics and flirty flourishes of lace in a bevy of sporty and romantic looks.

Classified Advertisements21-23

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COMING THIS WEEK

- TUESDAY:** Polo Ralph Lauren Corp. reports first-quarter sales and earnings. May Department Stores Co., Warnaco Group, Fossil Inc. and Inter Parfums report second-quarter sales and earnings.
- WEDNESDAY:** Federated Department Stores reports second-quarter sales and earnings.
- THURSDAY:** The U.S. Commerce Department releases its retail sales report for July. Target Corp., Kohl's Corp. and Pacific Sunwear report second-quarter sales and earnings.
- FRIDAY:** The U.S. Commerce Department releases its report on June imports. D&A Annex and Brighte Los Angeles, Los Angeles (through Aug. 15). Los Angeles Fashion Market (through Aug. 16).
- SATURDAY:** Stylemax, Chicago (through Aug. 16).

In Brief

• **WEISS JOINS CHICO'S BOARD:** Chico's FAS Inc. named Michael Weiss, the former president and chief executive officer of Express, to its board, increasing the number of board seats to 11. Weiss joined Express, a division of Limited Brands, in 1981 as merchandise manager and became the first Express president in 1982. He was president and ceo of Express until retiring in 2004, except for the 1993 to 1997 period, when he was vice chairman of Limited. Among his accomplishments, Weiss launched the Bath & Body Works product line, integrated Structure into Express as a dual-gender brand, and put Express on the map as a specialty retail leader. He is on the board of Payless ShoeSource and Borders Group. Scott A. Edmonds, Chico's president and ceo, said Weiss will help strategically position Chico's brands and provide guidance for merchants. Chico's operates 474 Chico's, 181 White House|Black Market stores, 10 Soma by Chico's, 13 Chico's franchises and 31 outlets.

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Mexx's SoHo Statement

By Sharon Edelson

NEW YORK — Mexx, the European fashion brand owned by Liz Claiborne Inc., is moving in a more upscale direction, as evidenced by the offerings at the 4,000-square-foot store that opened Saturday at 500 Broadway in SoHo.

The company declined to estimate sales volume, but retail experts said the unit will have to ring up about \$5 million in revenues to be profitable. Its neighbor, Bloomingdale's, which attracts tourists and locals, is said to generate more than \$800 in sales per square foot.

Mexx is making an effort to distinguish itself from the crowded, value-driven fast-fashion segment, which includes stores like H&M and Zara, by upgrading fabrics and lavishing its designs with more details and embellishments. It's also paying greater attention to fashion. The company hired the designer Stephen Fairchild as creative director in May.

"This leather jacket is an example of what we're doing," said Barry Zelman, vice president and general manager of Mexx in the U.S., pointing to a \$249 caramel-colored garment made of slightly distressed leather covered with a glossy sheen.

"Price points have gone up with the last delivery," Zelman said. "We've upgraded the fabrics, details, treatments. We're much more quality-driven. But styling and detailing are still most important."

Jewelry is expected to be a "very big category," said Zelman, noting that the designs have been infused with the same European sensibility as the apparel. "It will be much more elevated in September when we get sterling silver charm bracelets and necklaces," he said.



At Mexx, apparel, jewelry and accessories have been upgraded.

PHOTO BY KYLE EMMERSON

"The jewelry is more fashionable, with a higher taste level."

Zelman picked up a sheer beaded shrug and sash belt covered with beading and said, "We're not skimping on anything."

Mexx's first leather handbag collection includes a brown leather and suede number with a peacock feather for \$119, a corduroy and leather bag for \$59 and a pumpkin silhouette for \$49. There's also the all-important metallic and woven bags. "We're getting a lot more into leather in the collection," Zelman said.

The company is also looking at denim in a new way, launching a group with various washes and fits. Pants have gray grommets at the pockets, and jackets are shapely but not tight.

Claiborne has been slow to expand Mexx since buying the chain in 2001. Including the new store, there are 10 locations in the New York and Washington, D.C., metro areas. Mexx's first U.S. store bowed in September 2003 at 650 Fifth Avenue here. A 10,000-square-foot unit in Union Square opened one month later.

Zelman said Mexx is looking to expand in New York and other cities in 2006, but declined to discuss specifics.

The SoHo store, housed in an 1850s landmark building, was designed by an in-house Mexx team. It incorporates some of the building's original elements, such as exposed brick walls and columns. A Mexx poster hangs above the black glass cash wrap. The store replaces the unit in Union Square, which was shuttered in April.

"It wasn't that Union Square didn't work," said Zelman. "We were always looking to be in SoHo. At the time that we opened the Union Square store, SoHo wasn't available. We want this to be our downtown flagship location."

Fashion Scoop

THROUGH THICKE AND THIN:

Although Coach president and executive creative director **Reed Krakoff** was absent at Cipriani on Fifth Avenue Thursday night at the company's fete and private-listening party for musician **Robin Thicke** (he was surely celebrating the birth of son **Oscar**, born the night before), the face of N.E.R.D. and The Neptunes, **Pharrell Williams**, was there to show his support for Thicke.

"He's such a great talent," said Williams of Thicke, who is actor Alan Thicke's son.

But Williams was clearly disturbed by the fashion crowd (which included **Rachel Roy** and DJ **Sky Neller**) chatter. He interrupted Thicke's first tune and announced, "Anyone who is here for free drinks can leave now, because this guy here is really something special."

Thicke performed four tracks off his yet-to-be-released second album, while the last song, "Wanna Love You Girl," called for Williams to get on stage and rap in all his bling-ed glory. He was, after all, wearing a 125-carat colored diamond-encrusted medallion and necklace from Jacob & Co., worth an estimated \$500,000.

Robin Thicke and Pharrell Williams

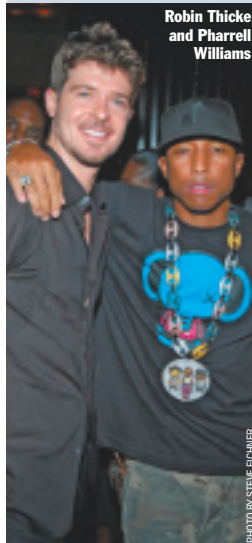


PHOTO BY STEVE EICHNER

Lands' End CEO Meads Exits

NEW YORK — Mindy Meads, chief executive officer of Lands' End, the \$1.6 billion company, has resigned.

Meads, 53, worked for 11 years at Lands' End before it was acquired by Sears, Roebuck & Co. in June 2002. She then took on additional responsibilities as Sears' executive vice president of softlines, while also serving as executive vice president of merchandising and design at Lands' End. She was named Lands' End ceo in February 2004.

A spokeswoman for Sears Holdings Corp., the Hoffman Estates, Ill.-based parent company of Lands' End, said she could not comment on reasons behind Meads' departure, but said David McCreight, executive vice president for merchandising, was named interim president of Lands' End until a permanent ceo is found.

"We are taking all the time necessary to find the best possible candidate," the spokeswoman said. "We are considering both internal and external candidates, and David is certainly being considered for the job."

McCreight, 42, joined Lands' End in December 2003. Earlier, he held the senior vice president, general merchandise manager position at Disney Stores Worldwide, and prior to that he was president of Smith & Hawken.

— Julee Greenberg

Clements Ribeiro Faces Liquidation

By Nina Jones

LONDON — The design duo of Suzanne Clements and Inacio Ribeiro has put the Clements Ribeiro label into voluntary liquidation following an unexpected cancellation by the company's clothing manufacturing partner, according to a statement issued Friday.

The label's fall deliveries will be honored, and the Clements Ribeiro footwear line, produced by Italian company Mima Srl, will continue.

"We have every intention of going ahead with the production, and it's business as usual," said a spokeswoman for Mima Srl, based near Venice. Clements and Ribeiro have set up a new company, Clements Ribeiro Trading, to wholesale the accessories.

A spokeswoman for the brand declined to give any further details about whether the designers would show a spring 2006 collection at London Fashion Week in September.

Clements Ribeiro has become one of the most anticipated shows at London Fashion Week since the duo returned to show in London in February 2003 after a brief defection to Paris. The partners still show their collection for Cacharel, which is unaffected by the liquidation, in Paris.

In their fall 2005 collection, Clements Ribeiro referenced Frida Kahlo and the Mexican Day of the Dead, showing bright floral prints on dark tea dresses, accessorized with skeleton earrings. Spring 2005 took the collection in the direction of India, when they showed sari-inspired dresses printed with huge lotus flowers, in a palette of yellow, orange and green.

However, though their designs may be eccentric, the designers have recently turned their attention to the more lucrative aspect of their label, launching their accessories collection in September 2004, which for fall 2005 featured heavily studied leather bags and shoes. In February, the duo designed a fur line for Hockley.

As Four Set to Launch Denim Line and New Fragrance

By Lauren DeCarlo

NEW YORK — As Four is breaking out with a denim collection and a new fragrance.

The company will launch an As Four Denim line for spring, and a new fragrance called Three As Four will debut during Paris Fashion Week in October.

The denim collection will replace the spring 2006 collection and fashion show that was scheduled for Sept. 14, allowing the design team to focus on the new venture.

"There won't be a collection for spring-summer, but there is a collection for fall-winter 2006 already in production," said German Azazel, a representative for As Four, the avant-garde label created by first-name-only designers Adi, Ange and Gabi. The fourth designer, Kai,

left the company in February to pursue other interests.

Three As Four, the new perfume, is a collaboration between Symrise, the essential oils house, and Colette, the Paris-based concept boutique. Fashion brands such as Hussein Chalayan and Bless have also created their first fragrances through the project, as reported in June. The collection of one-off fragrances is dubbed "Curated by Colette" and will be available at the store in October.

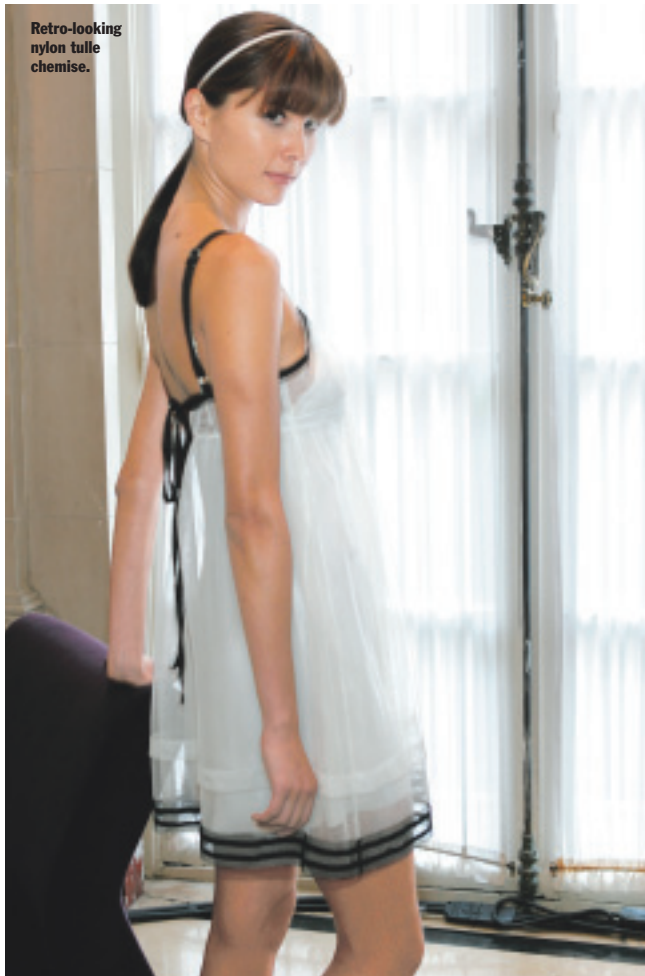
In addition to the denim, a collection called The Best of As Four will be introduced next month. "Basically, these are our best pieces, the ones that have been covered by the press, the ones that As Four wears the most," said Azazel. "It will include pieces from past collections, but there will be a few new styles, too."

The Best of As Four and As Four Denim will be presented on Sept. 9. "There will be a number of art per-

formances and different bands playing at the presentation. I think Sean Lennon will perform. It will be six hours of partying," said Azazel, adding there are three venues being considered.

A Limited Edition Store, stocking the Best of As Four and As Four Denim, will open in the same location as the presentation and will remain open for five days, beginning Sept. 9. Consecutive launches are also planned for Paris, to coincide with the As Four for Colette perfume launch during Paris Fashion Week in October, and in Tokyo with an exclusive partnership with Diptrics, importer and distributor of young-designer high fashion for Japanese-based stores, among them Barney's New York Japan, United Arrows and Isetan.

The denim collection, with retail prices between \$111 and \$300, will include 26 styles, ranging from pants, jackets and skirts to coats and accessories in heavy and light-weight fabrics.



Retro-looking nylon tulle chemise.



Here: Wang's softly tailored lounging separates. Below: Wang likes to layer different fabric mixes like Pima cotton and chiffon.

Vera Wang Lingerie Takes a Bow



Silk habutai tank and short pajama set.

NEW YORK — "I wanted it to be sexy, but in our own way, not in-your-face kind of sexy," said Vera Wang of her first intimate apparel collection.

Wang, whose Vera Wang Lingerie is produced under license by The Komar Co., said the daywear, undies, sleepwear and at-home wear reflect her personal lifestyle.

"It really is all about layering," the designer said. "For me, it's a reflection of fashion and lifestyle. I find myself with house guests hanging out in robes and little pieces, not jeans."

Pointing to separates worn by a model, Wang said, "I would run around with that crinkle silk chiffon robe and white batiste pants and cami."

Wang's lingerie collection for spring-summer 2006 was unveiled at an informal fashion show at the National Academy of Design here last week. The neoclassical setting was a fitting backdrop for Wang's intimates, a number of which were Grecian-looking yet had a modern twist rendered in the same colors, fabrics and dressmaker details as many of her bridal and ready-to-wear designs.

"We do a lot of retro detailing in ready-to-wear, like fagoting and ribbons," Wang said. "It's something we've done very well with for 15 years."

Wang noted that she plans to wear many of the lingerie items while lounging at home, and said, "I feel it's a very lovely way of entertaining, and it's a different way of putting separates together. For me, a robe is a key piece that fastens you up, gives you a certain attitude, and looks modern and easy. I love using color for spring, like navy and white, not the typical boudoir colors like pink and green."

Colors in the collection include ginger, wisteria, plum, green tea, vanilla, iris, khaki and black. In addition to crinkle silk chiffon, fabrics include silk charmeuse and silk habutai, washed silk, nylon and polyester georgette. Wholesale prices range from \$24 for short pajama bottoms to \$97 for long nighties and \$155 for short robes. Prices were not available for long robes.

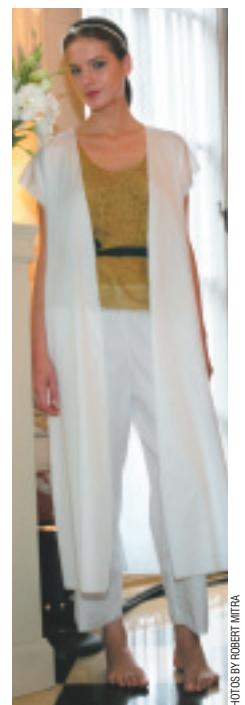
The launch of Wang's lingerie will be supported by a two-month advertising budget of \$1 million, said Charles Komar, president and chief executive officer of the Komar firm. The national print ad campaign will appear in six magazines: Vogue, W, Elle, Vanity Fair, In Style Bridal and Martha Stewart Weddings. Advertising and marketing are being handled by Moses Media and Atelier Creative Services.

"Unlike other licenses, Vera has literally worked hundreds of hours to make sure the product is perfect," said Komar, noting that the company has invested in a separate design and sourcing team for the designer line, which will be produced in Hong Kong.

The collection will also feature a line of body-toned daywear items in six cosmetic shades called Body Veils. The items will be packaged in a resealable envelope, the back of which will be accented in one of the six colors so consumers can match their skin tones to the product.

The daywear will be merchandised as a hanging program on customized fixtures. A point-of-sale promotion will feature a video that will be displayed in innerwear departments, as well as an interactive mirror with a motion-sensitive video that highlights Wang's products.

— Karyn Monget



PHOTOS BY ROBERT MITRA



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Claire Pettibone's cotton nightgown with lace.

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Pink About It

NEW YORK — Spring has its own special blush. For lingerie, that means a palette of pinks, used on clean, simple fabrics as well as with flirty flourishes of lace, turning up on an array of sporty and romantic looks.

Hanro's cotton chemise with lace.





Cotton tunic and pants from Oscar de la Renta Intimates.

Graham Kandiah's hand-dyed cotton cover-up and Tommy Hilffiger's cotton and spandex camisole.



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Innerwear Report

Fresh Product Inspires Up



A colorful variety of feminine, embellished foundations lit up the Lingerie Americas runway show.

PHOTOS BY GEORGE CHINSEE

By Karyn Monget

NEW YORK — The spring market here last week was awash with new products, innovative concepts and a crush of retailers looking for the next big idea.

Buyers were upbeat, and many said last spring's business was better than expected and they anticipated a bullish back-to-school and fall selling season. Key areas targeted by merchants for growth included luxury merchandise, fashion-forward brands and contemporary separates.

Two venues provided buyers with nonstop action. The Lingerie Americas trade show at the Altman Building and Metropolitan Pavilion drew more than 3,000 atten-

dees, and Madison Avenue showrooms, which in a number of cases — such as Maidenform, Karen Neuburger, Movie Star, Richard Leeds International, Natori and Russell-Newman — were overbooked with appointments.

But it wasn't all work and no play. The week's busy agenda was underscored by several events that lent importance to the industry's push for newness and fashion. Kicking off the week was the second formal fashion show and cocktail party by Lingerie Americas at the Puck Building, which pulled in some 300 retailers, vendors and media personnel. The \$280,000 runway show, which was sponsored by Invista Lycra and the French trade organization DEFI, drew international TV coverage from France and Japan, as well as ABC's "20/20," which is doing a segment on lingerie for fall.

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beat Mood

Mary Krug, vice president and divisional merchandise manager of intimate apparel and hosiery at Neiman Marcus, said, "This has been a terrific market. I love all of the fashion colors."

Top-booking ideas included:

- Ingenue-looking chemises that double as dresses by brands such as French Jenny, Hue, Cinema Etoile, Natori and Trellise Cooper.

- Feather-light seamless shapers by Flexees, Barely There, Wacoal and Va Bien.

- Bling embellishments on bras, panties, bustiers and nighties, such as sequins, paillettes, rhinestones and metallic accents. These included textured matte and shine treatments.

Festivities continued at two events celebrating new showrooms and offices at Natori Co., which unveiled its sprawling white-on-white environment designed by Calvin Tsao at 180 Madison Avenue, and Russell-Newman's West Coast-inspired floor at 6 East 32nd Street. The Russell-Newman firm showcased five brands: Cypress, Jockey, Laura Ashley, Tommy Hilfger and Caribbean Joe.

Meanwhile, retailers generally said they were pleased with the freshness in the market.

"This has been a good market," said Danielle Yancy, sleepwear buyer at Parisian. "Cypress and Laura Ashley featured a lot of newness. Laura Ashley added new lace embellishments and there were more feminine, girly looks, and Cypress updated its product with new silhouettes for younger consumers."

Christy Thornburgh, intimate apparel and sleepwear buyer at Omaha-based department store chain Boardmans, said she was "extremely pleased" with the markets' fashion offerings.

"What I thought was really great were all of the bling embellishments," Thornburgh said. "The excitement is really coming from the branded people."

Rebecca Apsan, owner of La Petite Coquette, a lingerie boutique in Manhattan, said, "In my opinion, the British brands like Spoylt are doing the most exciting things in lingerie. But the French brands like Aubade, Simone Perele and Chantelle are always sexy and fun."

"Hanky Panky looked really great and On Gossamer looked incredible, really fresh," said Susan Nethero, owner of Intimacy, a lingerie chain with stores in Atlanta and New York.

Nethero added she planned to order more styles from several lines, including Barbara, Hanro, Pluto, Louis Féraud and Ying Li.

Geraldine Nuval, owner of My Boudoir Lingerie in San Francisco, said, "I always come to the Lingerie Americas show to pick up new fashion brands. I ordered a bunch of lingerie from Spoylt because it looked unique, a little kitschy and fun in silks and laces, and I ordered sexy little panties from Damaris. La Caprice de Marie always has wonderful items like chemises and bras with beaded shells."

Heather Taylor, owner of A Tropical Affair, a lingerie and swimwear boutique in Santa Barbara, Calif., said she was on the hunt for new product in existing lines.

"My customer is very brand conscious and knows brand names that I carry, like La Perla, Le Mystère and Cosabella," Taylor said. "But I did love a new line, Jacalyn Bennett, because it's very cool and sexy looking. It's nice to see the French have caught on with low-cut underwear. That's so important for us. Everything was so high-cut for so long."



Lingerie Americas' bridal finale.

Market Appears Cool to Kellwood Intimate Unit

By Karyn Monget

NEW YORK — Kellwood Co. said last month that as part of a major restructuring plan it would shed the Kellwood Intimate Apparel division. However, several industry executives believe there is little interest in acquiring a private label operation or brands that have not been nurtured into megabrands through marketing and advertising.

Kellwood said it would exit three underperforming divisions, including intimates, which is comprised of the Dotti private label operation; West Coast-based LA Intimates — which produces private label and Dentelle lingerie and loungewear by Sag Harbor and the licensee Izod name — and the Biflex private label unit, which manufactures the licensed Oscar de la Renta foundations. There appears to be a short time frame to sell off the businesses.

Senior retail executives at last week's market here questioned whether Kellwood intimates would be shuttering, and if so, the reliability of receiving spring orders should Kellwood not find a buyer.

That was a key point posed by retail and manufacturing executives who said they believe Kellwood's \$421.5 million soft goods unit, which consists of Gerber Childrenswear and American Recreation Products, offers a perspective buyer little value because it is anchored in private label.

Adding to the private label challenge is the continuing consolidation among large retailers that is limiting options, as well as channels of distribution for a majority of manufacturers. There also is the general viewpoint that major compa-

nies with intimate apparel businesses such as Sara Lee Corp., VF Corp. and The Warnaco Group have a full plate of high-profile brands.

"There aren't many options for a company like Kellwood [intimates] out there," said a vice president and divisional merchandise manager at a major store, who spoke on condition of anonymity. "We do our private label direct."

A former manufacturer-turned-retailer, who also asked not to be identified, said, "Whatever [intimates] brands Kellwood has really represents little value. You have to invest a lot of money to build brands and they didn't do that. You can't just put a brand on intimate apparel and build a business. Look at Sara Lee and the Barely There brand and VF's Curvation brand. They've been using their marketing dollars and muscle to get those brands in the [retail] doors."

A Kellwood spokeswoman declined to comment. Stan Herman, designer of robes and at-home-wear bearing his name at the Carole Hochman Group, said, "Kellwood was becoming leaner and meaner before I left the company nearly a year ago, and I thought they could make it. But their competitive edge was getting shorter and shorter, and at the end their competition was the stores they were selling private label to. Design was not the most important part of their lives, it was the bottom line."

Josie Natori, chief executive officer of Natori Co., said, "It makes sense Kellwood [wants to unload] its intimates business. It wasn't their core business. They can't sell a licensee, so it's now a question of who wants their private label business. If it's just a matter of private label, stores can go somewhere else."

Accessories Report

Shows Boosted by Surge at Retail

By Jennifer Hirshlag

NEW YORK — There appears to be no end in sight to the accessories boom. Vendors at last week's Accessorie Circuit, AccessoriesTheShow and D&A Annex trade shows were in an upbeat mood as the events set attendance records and resulted in sales increases by up to 25 percent.

Many said the attention paid in celebrity-driven magazines and on the runways to jewelry, handbags, belts and other accessories is propelling the market, as retailers scurry to keep up with the customer's demand for fast fashion.

"[Customers] want commodity at a faster speed," said Alexis Bittar, owner of the New York-based jewelry company bearing his name.

Jewelry designer Gerard Yosca said, "I think the attitude has changed. [Buyers] have been tentative about accessories like jewelry in the past. But now they're charging forward. [The customer] is buying more, and it's not always items like cashmere sweaters. It's things like beads."

Glenn Camché, president of Sondra Roberts, a New York-based handbag firm, said the company saw 25 percent increases over its last show.

"We did some tailored groups, thinking there might be a reaction to all the novelty," Camché said. "They did sell, but retailers were still buying novelty bags with floral motifs, metallic touches, a lot of embellishment and ethnic-inspired design."

D&A held its first August show here Monday through Wednesday on West 28th Street, with 1,100 attendees and 60 vendors, one-third of which were accessories exhibitors.

"We were really pleased with the show," said Ed Mandelbaum, the event's co-producer. "The show is not about massive traffic. The exhibitors and the traf-

fic are very right for each other."

AccessoriesTheShow ended its three-day event on Tuesday with a 23 percent increase in visitor traffic from last year. Some 11,000 retailers turned out to shop over 1,300 lines.

"Retailers were still writing orders with exhibitors up to the close of the show, which is not great for our exhibitors but a very positive indicator of the current industry as a whole," said Britton Jones, chief executive officer at Business Journals Inc., which produces the show.

Accessorie Circuit, produced by ENK International, showcased 468 exhibitors and ran from Tuesday through Thursday at The Show Piers on Manhattan's West Side. By the second day of the event, visitor traffic for the show and its sister apparel event, Intermezzo Collections, had already surpassed the tally for the previous May edition, with 7,600 attendees. Total traffic figures amounted to a record-breaking 10,000 attendees.

"Retailers came here ready to buy," said Elyse Kroll, executive director of ENK. "They are seeing new trends pop up. They understand there is a shift and they need to be on it."

Retailers were turning out in record numbers, often to place orders for immediate delivery.

"I wouldn't say I saw a lot of newness. I saw a continuation of things I had seen for fall, like metallics and long necklaces," said Sandra Wilson, accessories fashion director at Neiman Marcus. "But I find the shows helpful because they help me review things I

may have forgotten, or they help me to find that one item that I haven't found before."

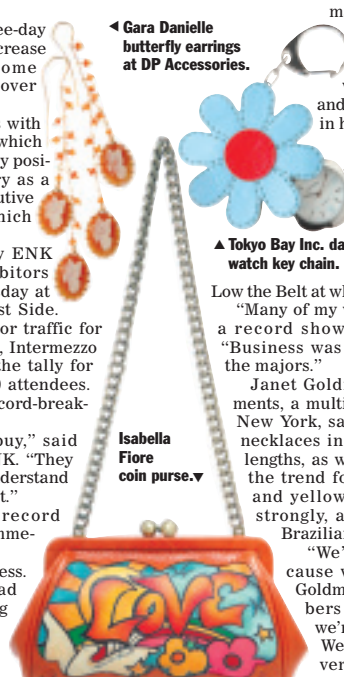
Wilson noted a move toward lighter colors, with whites and blues looking good, especially in handbags.

Dale Lindholm, president of Pure, a multiline accessories showroom in New York, said handbags in turquoise and orange by Junior Drake were performing well, as were new minimally embellished suede belts by B-Low the Belt at wholesale prices of \$35 to \$110.

"Many of my vendors reported that this was a record show for them," Lindholm said. "Business was jamming with reorders from the majors."

Janet Goldman, owner and ceo of Fragments, a multiline showroom and retailer in New York, said buyers were responding to necklaces in more modest 20- and 22-inch lengths, as well as jewelry that played into the trend for natural looks with tigereye and yellow gold. Black also performed strongly, as well as straw handbags by Brazilian designer Serpui Marie.

"We're happy with the show, because we're making our plan," said Goldman. "We are looking at the numbers so far that we can tally, and we're up 15 percent from last year. We noticed the atmosphere was very upbeat. [Buyers] knew what they wanted, and they found it."



▲ Gara Danielle butterfly earrings at DP Accessories.

▲ Tokyo Bay Inc. daisy watch key chain.

Isabella Fiore coin purse.▼

PHOTOS BY DAVID TURNER



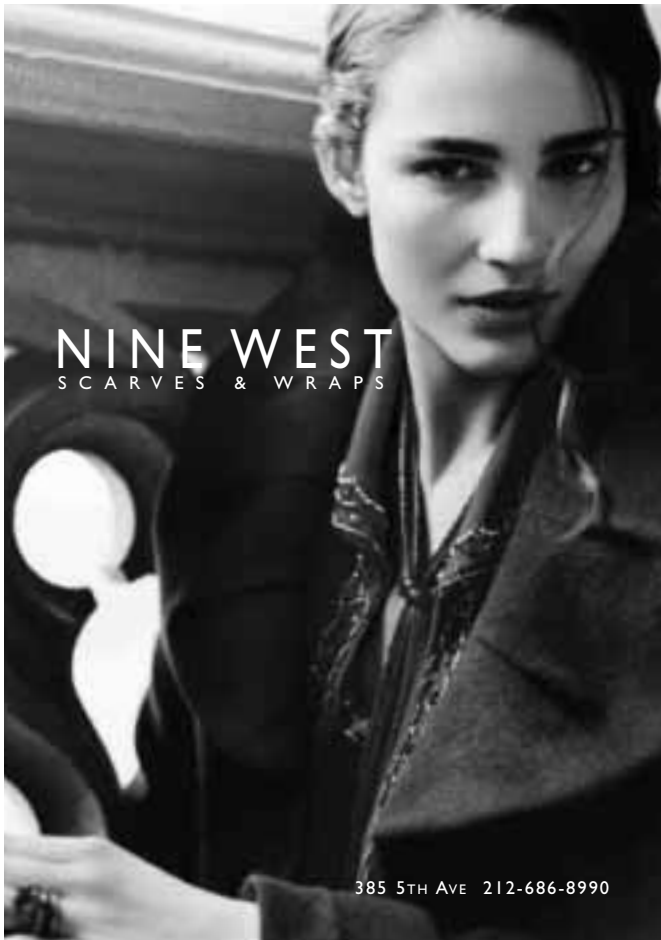
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Fine Jewelry Shines On At JA New York Show

By Sophia Chabbott

NEW YORK — The growth of the fine jewelry category showed few signs of slowing for the holiday season at last week's JA New York Summer Show at the Jacob K. Javits Convention Center.



▲ Judith Ripka

Attendance was up 7 percent compared with 2004, totaling 13,900 visitors, said Nancy Robey, group vice president of the VNU Expositions Jewelry Group, which produces the show. Some 1,800 vendors were at the event, 50 more than last year, and for the first time, Couture show exhibitors gathered along with the International Jewelry Design Guild to display their goods on the upper level in the convention center.

"It's a good show for us," said Janice Winter, president of Judith Ripka. "The luxury consumer is out there, and they're buying."

However, some buyers and vendors said JA had become more of a regional event and that business was quiet.

Jamie Camche, co-owner of JL Rocks, with stores in Greenwich and Westport, Conn., said vendors complained about traffic.

"But as retailers, we were overjoyed," Camche said. "It's the time for us to really look for direction. We get the time to shop, look and relax."

Robey said, "We have retail attendees from all over the country. New York is the major diamond center of America. We have more retailers coming in from the East Coast, because it's more convenient."

Jim Rosenheim, chief executive officer of the Tiny Jewel Box in Washington, D.C., noticed lots of orders being taken.

"[Other retailers] said that in early spring business was soft, and perhaps they were reluctant to buy in the spring [at the JCK and Couture shows in Las Vegas]," Rosenheim said. "Now they're willing to buy."

Trends like black jewelry and hand-tooled yellow gold remained strong, while new trends, including vintage-looking locket pendants, emerged at Penny Preville, Doris Panos and Julie Baker.

"Lockets are timeless, romantic and beautiful. It goes back to the period clothing we're seeing," said Penny Preville, co-owner and designer of the eponymous company.

Also prevalent at the show were chokers coupled with long, layered necklaces, as well as earth-toned stones set in yellow gold, which were showcased by companies including Gurhan, Michael Beaudry and Judith Ripka.

▼ Julie Baker

Jade made an appearance at Lagos and Tutti Frutti, which showed either orange or green jade ornaments in the shape of Chinese characters or Buddha charms combined with amethyst and citrine in shoulder-duster earrings.

Chaaya Kapadia, designer of Maya Jewels, made her debut at the show, showing a 1,000-carat rough-cut aquamarine necklace, among other pieces.

"If designers have any talent today, now is their opportunity," said Marie Helen Morrow, owner of Reinhold Jewelers in San Juan, Puerto Rico. "People want real: real workmanship, real stones and something unique and different."

Gone to Market

NEW YORK — With so many trade shows and so little time, the accessories industry managed to pull together a good crowd, including designers and socialites, to attend the plethora of events around town last week.

The Women's Jewelry Association kicked off the week with its Awards for Excellence gala and silent auction at Pier 60 on July 31. Among those honored were Carol Brodie of CurtCo Media, Phyllis Bergman of Mercury Ring and William E. Boyajian, president of the Gemological Institute of America.

The next day, Betsey Johnson hosted a party in her showroom to celebrate her new watch line, made under license with Cejeon, while 1928 held an event in its showroom.

Wednesday rounded out the week with socialites Liz Cohen, Alex Kramer and Zani Gugelmann gathering at the rooftop bar of 60 Thompson to fete Dani Stahl and Elena Kiam's new venture, Lia Sophia, a fashion jewelry company. Also that evening, the members of the Accessories Council gathered at Bloomingdale's SoHo to launch the Accessories Council Fund for Leukemia. Others who held events include Irene Neuwirth, V Fraas and Robert Lee Morris.



Liz Cohen and Alex Kramer

— S.C.



Australian wool has never looked finer. But there's a fly in the ointment.

Recently an animal rights group launched a no doubt well-meaning but, in our opinion, misguided attack on the Australian Merino wool industry.

They claimed that an Australian farming practice known as 'mulesing' (pronounced mule-zing) was cruel, that it should be stopped immediately and that Australian Merino wool should not be bought in the meantime.

The Australian wool industry believes that the particular animal rights group has got its claims wrong and that their demands would lead to endless suffering for sheep. Here's why.

Mulesing is the removal of a strip of skin from the breech area (rear end) of lambs to prevent them suffering from flystrike, a prevalent, dangerous and fatal condition caused by the sheep blowfly.

What would happen if mulesing was stopped immediately? Quite simply it would have exactly the opposite effect to what the animal rights group intend. Without mulesing, it is estimated up to three million Australian sheep annually would die a slow and agonizing death, depending on the weather conditions.

The Australian Veterinary Association accepts this practice as necessary for the longer term health and well-being of the animal.

What if people stopped buying Australian Merino wool? Once again this would be totally counterproductive for animal lovers. If a boycott was ever totally effective it could lead to grave problems for the Australian wool industry. It would also make it quite impossible for the Australian wool industry to continue

spending millions of dollars on research in the endeavour to discover an effective solution. Hardly a positive outcome.

What's the answer? The answer is for people to continue giving Australian Merino wool products their support, to enable the Australian wool industry to find and trial a suitable alternative to mulesing as soon as possible. In the meantime, you can buy and wear Australian wool fashions and other products safe in the knowledge that no one cares more for their flocks than Australian Merino sheep farmers and that no other natural fiber is as fine or as fashionable as Australian Merino wool.

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Legwear Report

Infinity Classics to Freshen Its Stride With Me Moi

By Kristen Carr

NEW YORK — Infinity Classics International, a Brooklyn-based manufacturer and marketer of hosiery for Italian line Levante and British import Jonathan Aston, has introduced Me Moi, a line of affordable legwear options aimed at a young customer.

The line, which launched last week at the Lingerie Americas show here at the Metropolitan Pavilion, is the first proprietary brand for the 16-year-old company.

"We've had such success with our imports and with our private label business, we decided it was time to do something that we could design, produce, market and distribute ourselves," said Joe Steinberg, president of Infinity.

Steinberg also believed the market was ripe for a hosiery line targeting 18- to 45-year-old women, a demographic that he said is underserved.

"I've been in the business for 20 years, and over and over again I hear the same thing: 'You have to make hosiery young again,'" he said.

Steinberg said Infinity is keeping the line focused.

"We don't have millions of styles," he said. "Just the 14 or 20 that your working girl, your classy girl and your girl going out to the clubs wants to wear."

Me Moi's groupings include hosiery and socks. There is also a specialized line of maternity hosiery, a bodywear collection and a group called Interchangeables that seeks to offer a modern update on the garter belt, with seamless panties featuring a loop on each side and a pair of stockings with hook attachments.

Looks from the hosiery group include ultrasheers and sheers; opaques in chevron, spiral or diamond patterns, and fishnets in mini and maxi weaves. Silhouettes feature a regular rise or an alternative low-rise "hipster" cut. Colors

range from black and charcoal to caramel and nude. Wholesale prices are \$3 to \$6.

"We want to make sure that women don't have to work four hours to pay for a pair of pantyhose," Steinberg said.

Me Moi plans to expand to include cotton, wool and possibly cashmere-blend tights.

Socks include more straightforward looks such as trouser styles in cotton, microfiber, viscose and cashmere blends, and anklets that are embellished with cartoon renderings of a woman beside a bon mot such as "a balanced diet is a cookie in each hand." The color palette features autumnal hues of black, charcoal, natural, chocolate, camel and hunter green. Wholesale prices range from \$3 to \$7.

To enhance the youthful look of the line, Me Moi has designed its packaging in pastel tones with playful illustrations and cover copy.

Infinity will start out slowly with advertising, running print ads in trade publications. The company hopes to eventually run advertising in lifestyle magazines such as *Jane*, *In Style* and *Cosmopolitan*.

Steinberg said the company is aiming for distribution in 800 to 1,000 department and better specialty stores, with key targets including Nordstrom and Bloomingdale's.

Expected first-year wholesale volume is between \$12 million and \$14 million, representing about one-third of Infinity's total volume.

"A lot of women, when they hear the word pantyhose, still say 'Yuck,'" said Steinberg. "We're looking to change that."



Two package options from Me Moi.



TIGHT PHOTO BY GEORGE CHINISE

A Me Moi tight.

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Here: Azzaro's Silver Black, or Onyx, as it will be known in the U.S. Right: An ad for Azzaro's newest scent.



Parfums Azzaro Set To Spice Things Up

By Brid Costello and Matthew W. Evans

PARIS — Parfums Azzaro has concocted what it believes is a scent of seduction.

This fall, the Groupe Clarins-owned brand will introduce Azzaro Pour Homme Silver Black. In the U.S. and Canada, the men's fragrance will be known as Onyx.

BEAUTY BEAT

Indeed, the fragrance is meant to be a seduction tool, according to Gerard Delcours, president and chief executive officer of Parfums Azzaro.

"Seduction was a key word for Loris [Azzaro]," he added, referring to the brand's designer.

Patrice Vizioz, international marketing director of Parfums Azzaro, explained the color silver denotes men's elegance, while the black represents masculinity.

"The silver attitude is a way of being, a way of comporting one's self," he said. "Black is darker, more focused on sensuality and sexuality."

In the U.S., Parfums Azzaro has a strong foothold with Chrome, which was introduced eight years ago and was reportedly the number-five men's fragrance in department stores during spring. Industry sources estimate Chrome generates annual sales of \$25 million in the U.S.

"For some time, we had been thinking about positioning another significant men's brand next to Chrome, which [has been] an extraordinary success," said Brad Horowitz, senior vice president of marketing for New York-based Clarins Fragrance Group. "The objective [of Onyx] was to put something next to Chrome to complement it, not cannibalize it." As opposed to the "seduction" positioning of Onyx, "Chrome is fresh, wholesome, modern — built around the story of three generations of men," noted Horowitz.

Delcours refers to the new fragrance as a cousin of the 1978 fragrance Azzaro Pour Homme. They share the same bottle design. However, as Silver Black's name suggests, its flacon is black with silver accents. Executives said the latter targets 25- to 40-year-old men. The Silver Black scent was concocted by Françoise Caron of Quest International. It features top notes of bergamot, lime, apple and anise; a heart of coriander, juniper and cardamom, and base notes of vetiver, patchouli, sandalwood and white musks.

In the U.S., the eau de toilette will be available as 1.7- and 3.4-oz. sprays, priced at \$44 and \$60, respectively. Its ancillary line includes a 1.7-oz. aftershave and a 2.7-oz. deodorant for \$30 and \$16, respectively.

The scent will bow in October in the U.S., Canada, France, Belgium and Switzerland. A further rollout is planned for 2006 and 2007.

Azzaro executives refused to divulge sales forecasts, but industry sources estimate Silver Black, or Onyx, will generate upward of \$20 million in first-year retail sales volume in the U.S.

With the new scent, Clarins executives are said to be targeting a top-10 ranking in the U.S. men's department store fragrance category. The fragrance will be carried in roughly the same 2,000 U.S. department store doors that stock Chrome.

"The hallmark of any Clarins brand is a focus on the long term," said Horowitz. "We don't get into anything lightly."

The fragrance's launch will be backed by an advertising campaign shot by Bruno Bisang. It features model Maryam Abdullina dressed in a shimmering Azzaro gown sidling up to model Marc Leroy. The campaign will run as single pages and be supported by scented inserts. There will also be one million vials-on-card, which will be handed out in-store for 13 weeks, from October to December.

An estimated \$15 million has reportedly been earmarked to advertise and promote the scent in the U.S.

Vancouver Truckers Return to the Docks

By Brian Dunn

MONTREAL — Cargo containers have started to move from the Port of Vancouver for the first time since June 27 after 1,000 striking independent truckers accepted a 90-day return-to-work agreement.

As part of the agreement, the port will require trucking companies to display temporary operating licenses stating they will adhere to compensation provisions proposed by a mediator while a government task force seeks a permanent agreement.

The truckers walked out because they demanded higher per job rates to compensate for increased fuel costs. Trucking companies have been undercutting each other for contracts, and some drivers said they are paid as little as \$50 a day.

The strike stalled \$615 million worth of goods

in Vancouver, including huge shipments of imported clothing from Asia, and cost the Canadian economy an estimated \$310 million in lost business, according to the Retail Council of Canada.

"I'm finally going to get my cargo, but it's three to four weeks late," said wholesaler Dino Galante, who owns YS Blu in Montreal and estimated he has \$410,000 worth of women's clothing from Asia sitting in Vancouver. "And it will still take time to clear out the backlog at the port."

Although none of his 220 independent customers and 20 major stores across Canada abandoned him, Galante said he will probably have to take some markdowns to compensate for late deliveries. In addition, he said he might bring future shipments in through Seattle or Portland, Ore., where some vessels were diverted during the six-week strike.

FashionNorth Ladies to Debut in Toronto

MONTREAL — Banking on the success of the FashionNorth men's wear trade show in Toronto, the FashionNorth Ladies' Show will make its debut next year.

FashionNorth Ladies' Show, produced by Meteor Show Productions, will have its first edition March 19-21, followed by a second show Sept. 17-19, 2006.

The men's wear show was launched in February and a second edition is set for a three-day run starting Aug. 14.

"A number of exhibitors approached us in February and suggested we put on a women's show," said FashionNorth producer Ralph Weil. "We did our research and found there was a lot

of support for the idea. We already have a dozen exhibitors lined up."

Meteor Productions has more than 20 years experience, producing the Luggage Leathersgoods Handbags & Accessories Show and the International Christmas Gift Show, both in Toronto.

"I expect our women's show will quickly surpass our men's show in terms of size and attendance," said FashionNorth president Joseph Nutzati, who is also a partner in Bod & Christensen leather.

The men's and women's wear shows are being held at the International Center in Mississauga, near Toronto's Pearson International Airport.

— B.D.

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Wal-Mart Disputes Class-Action Filing

By Joanna Ramey

SAN FRANCISCO — In a case closely watched by U.S. businesses, Wal-Mart Stores Inc. is set to argue in federal appeals court here today that a gender discrimination lawsuit filed by six current and former female workers should not have been designated a class action on behalf of some 1.5 million current and former women workers.

The \$285 billion retailer might be liable for billions of dollars in penalties should it lose at trial in the largest workplace bias case in U.S. history.

If the case is litigated as a class action, "the approach plaintiffs are taking today could affect all big retailers" and other companies where hiring decisions are made in decentralized local branch-

ized. Wal-Mart's own store-by-store study showed "there was no statistically significant evidence of discrimination at the vast majority of stores."

Attorneys for the plaintiffs counter that Wal-Mart has a well-known centralized business model at its Bentonville, Ark., headquarters touching all aspects of the company including hiring.

In reaching his decision to give the lawsuit class-action certification, Jenkins cited "largely uncontested descriptive statistics" used by the women's attorneys. Jenkins, while not ruling on the merits of the suit, said it was "historic in nature" and coincided with the 50th anniversary of the landmark civil rights case *Brown vs. Board of Education*. "This anniversary serves as a reminder of the importance of the courts in address-

The \$285 billion retailer might be liable for billions of dollars in penalties should it lose at trial in the largest workplace bias case in U.S. history.

es, said Theodore J. Boutros Jr., a Los Angeles attorney who will argue Wal-Mart's appeal before a three-judge panel.

Joseph Sellers, who represents the plaintiffs, said that the level of proof to show "commonality" of potential discrimination among a larger group of women has been met. "What Wal-Mart is really seeking to do is challenge the foundation of class-action law," Sellers said.

The female workers were allowed to sue as a group in June 2004 by U.S. District Court Judge Martin Jenkins in San Francisco. Wal-Mart argues Jenkins wrongly based his decision on payroll data used by Wal-Mart's accusers to show women are paid an average of 5 percent less than men in comparable jobs. The firm said a more accurate picture of potential bias should involve scrutiny of the hiring and promotion practices at its more than 3,500 stores because the chain's hiring is decentral-

izing the denial of equal treatment under the law wherever and by whomever it occurs," he wrote.

Among the business entities coming to Wal-Mart's defense is the Retail Industry Leaders Association, which represents discounters. RILA said in a friend of the court brief that if the lawsuit proceeds as a class action it would "subject retailers, who by their nature employ workers in a wide spectrum of positions across a large number of stores" to sweeping discrimination lawsuits where a common thread of bias hasn't been established.

RILA disputed accusations that Wal-Mart and other retailers are top-down centralized operations, including hiring. "Store managers overseeing this broad range of departments need some discretion to make compensation and promotion decisions to effectively manage...in fact, any other system would undermine Wal-Mart's ability to effectively manage its stores," RILA wrote.

Movado Files Suit Against Gucci

NEW YORK — Movado LLC and Movado Group Inc. filed a lawsuit against Gucci Group alleging that the luxury giant sold watches that infringe on the trademark of Movado's Museum line of wristwatches.

The documents, filed on Aug. 2 in U.S. District Court in Manhattan, cite six allegations, including trademark infringement, unfair competition, trademark dilution and injury to business reputation, and deceptive trade practices. The suit names Gucci Group N.V., Luxury Timepieces International SA, Gucci Group Watches Inc. and Gucci America Inc. as defendants.

Movado said in the lawsuit that its Museum line of wristwatches and timepieces has a unique look. The items do not have hour markers on their faces, and have a single, circular dot at the 12 o'clock position in place of a number. The dial design was selected by the Museum of

Modern Art in New York for its permanent collection in 1960, according to court documents.

Gucci allegedly sold wristwatches that were "confusingly similar in appearance to the Museum Wristwatches," at stores such as Nordstrom, according to the court papers. The lawsuit said Gucci knowingly used the Museum Design Trademark with an intent to "misappropriate Movado's goodwill."

Movado is seeking a permanent injunction against Gucci from using any trademarks or trade dress of its products, and for Gucci to recall any products that currently infringe on its trademarks.

The company also asked for unspecified monetary damages.

Gucci America did not return a call requesting comment.

— Liza Casabona

Interest in Callaway Builds, Nike Said Among Suitors

By Rosemary Feitelberg

NEW YORK — Nike could be interested in making a play for Callaway Golf Co. — but it's not the only company interested.

Industry speculation about Nike buying Callaway heated up last week. "We won't comment on any acquisitions," a Nike spokeswoman said. She declined to comment about whether Nike had been in talks with Callaway, a \$900 million Carlsbad, Calif.-based company that owns Callaway Golf, Odyssey, Top-Flite and Ben Hogan.

According to published reports Friday, two Boston buyout firms, Bain Capital LLC and Thomas Lee Partners, have also shown interest. Spokesmen for Bain and Thomas Lee declined comment. In May, Thomas Lee Partners teamed up with Fidelity National Financial to submit an unsolicited bid, according to *The Los Angeles Times*. FNC chairman and chief executive officer William Foley 2nd did not return a phone call Friday.

Brad Holiday, chief financial officer for Callaway, declined to comment about an acquisition.

He did confirm that in June Callaway said it "received a mild inquiry and the company is exploring all strategic opportunities." At last month's annual shareholders' meeting, the company acknowledged it has hired Lazard Ltd. to explore its options.

In terms of Nike's interest, one senior athletic industry executive, who asked not to be identified, said Nike has had Callaway on its radar for six months or more, but "the price was fluctuating."

"They missed out on The North Face a long time ago. It was dangled in front of them and they let it go because of ACG [the brand's label aimed at outdoor enthusiasts]. The North Face [business] has continued to grow," he said. North Face is now owned by VF Corp.

Buying Callaway would fit in with Nike's strategy to acquire ancillary businesses as it has with Cole Haan, Converse, Starter and Bauer. "It makes total sense, but Nike said in its last [earnings] call that it is not in an acquisition mode," he said.

With Callaway under its umbrella, Nike, which sponsors Tiger Woods, would be in a better position to square off against Greg Norman, the Reebok-owned golf label named after the pro golfer. According to sources, the brand's namesake was said to be blindsided by last week's Adidas-Reebok news and was peeved Reebok honcho Paul Fireman had not kept him in the loop.

Callaway last week ended a yearlong search for a chief executive officer by naming George Fellows, a former Revlon ceo who has been a consultant for the past five years. Holiday declined to comment about whether acquisitions are a priority for Fellows.

Fellows, who also serves as Callaway's president and a director, has 40 years of experience in the consumer goods business. His experience would seem to sit well with Nike's ceo William Perez, another veteran of the consumer products arena who took over the mantle from Phil Knight last year.

In June, Callaway extended its endorsement deal through 2010 with Hall of Fame golfer Annika Sorenstam, whom it first signed when she turned professional in 1993. Callaway, along with Nike and other leading sports brands, is keeping close tabs on amateur sensation 16-year-old Michelle Wie, who is expected to have a windfall of sponsorship deals when she turns pro. Holiday declined comment about whether Callaway is interested in signing the teenager; other than to say that is not something the company would discuss unless a deal was reached.

Another point of common interest is China, where both Callaway and Nike market their products. "China is obviously a market of interest and it is also a challenging market," said Holiday, adding the brand has a small presence there through a distributor Golf has not yet taken off in China as most of its 1.4 billion residents have never picked up a golf club.



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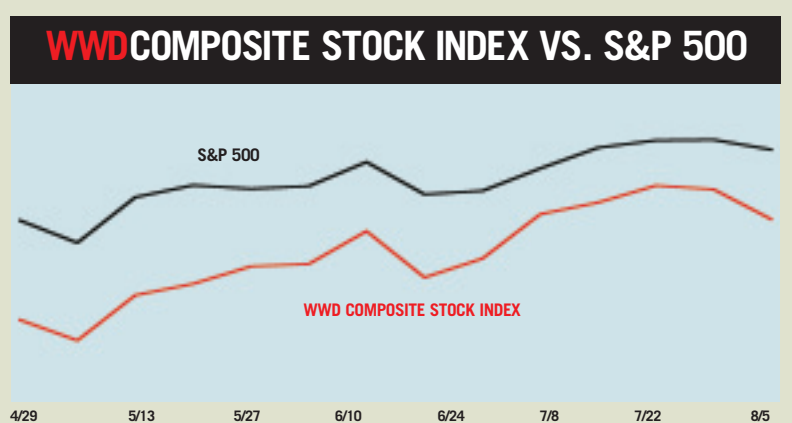
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Financial

Weekly Stock Index

52-WEEK		P/E	VOLUME (00'S)	AMT LAST	CHANGE
HIGH	LOW				
RETAILERS					
74.10	27.42	26.3	160083	63.05	-9.00
35.46	25.31	17.4	116117	26.20	-3.65
34.04	14.78	17.7	184349	30.03	-2.92
27.80	19.98	37.0	5906	25.13	-0.19
30.97	7.63	44.0	45118	26.32	-2.14
3.59	1.20	-	6701	1.80	0.19
21.95	10.62	15.1	2105	20.19	-1.44
44.08	17.42	16.0	5970	39.87	-1.16
18.53	10.90	26.1	3143	17.23	-0.61
22.27	13.35	17.7	5255	20.05	-1.11
19.30	8.84	41.7	8101	14.41	-0.28
12.25	6.23	19.2	55245	11.13	-0.60
41.67	16.91	45.7	137493	37.06	-2.21
52.94	16.77	30.2	49621	45.93	0.23
31.60	19.31	24.4	217263	29.93	-1.10
31.35	22.05	16.8	1581	23.99	-0.01
28.60	18.30	18.3	29593	22.30	-0.56
22.80	17.69	19.2	122325	19.67	-0.65
26.77	15.19	23.6	25476	25.12	0.74
59.21	30.78	62.6	956361	43.34	1.56
35.25	22.83	17.0	124703	23.16	-2.64
78.05	42.80	18.1	113370	73.38	-2.49
29.95	19.98	13.2	190176	22.75	-2.25
23.75	18.12	16.3	198110	20.62	-0.49
11.10	6.75	40.3	5254	7.08	-0.66
12.45	3.85	26.2	793	11.30	-0.10
25.67	11.58	26.2	34580	22.86	-0.54
2.64	0.95	-	819	1.45	-0.24
23.49	13.85	19.2	76858	16.37	-0.67
57.99	34.03	20.9	112349	51.93	-4.21
58.90	43.70	25.3	132899	54.31	-2.04
27.89	18.65	17.8	127288	24.26	-0.12
41.69	23.04	25.2	77917	40.36	-0.69
18.68	11.58	30.0	420	12.10	-0.60
100.98	49.52	20.2	6919	98.30	-0.20
24.41	14.76	46.8	12088	21.27	-2.27
37.96	18.03	21.6	150066	31.99	-5.02
29.05	17.64	16.4	96233	23.27	-1.12
46.88	33.86	19.3	7800	44.12	-1.64
14.34	6.02	22.9	24048	13.40	-0.39
31.37	20.95	28.7	77663	26.06	-0.44
21.46	11.61	46.4	50129	20.25	-0.97
163.50	61.76	12.0	101994	146.57	-8.03
26.70	14.78	15.7	14552	25.00	-0.45
48.11	31.22	14.7	9344	42.61	-1.56
26.47	13.71	20.9	10912	21.02	-1.67
19.80	9.50	70.6	321	14.76	-0.27
35.34	24.11	19.3	34198	34.06	-0.11
60.00	40.03	25.3	209439	55.47	-3.28
25.96	20.64	17.9	155216	22.62	-0.89
8.50	1.95	-	5352	8.17	0.46
62.96	25.88	46.9	58200	56.20	-4.51
57.89	46.20	19.8	418365	49.32	-0.03
7.04	0.69	-	117987	5.48	-0.72
7.30	2.44	5.7	7850	7.11	0.18
34.42	24.59	14.3	21578	30.41	-3.59
VENDORS					
56.31	41.61	25.5	24057	44.80	-0.32
46.25	30.73	16.2	214967	33.04	0.33
26.76	17.56	26.0	209	19.64	-0.20
37.87	23.08	17.3	1080	34.52	-1.17
36.42	17.99	34.0	244741	33.70	-1.41
62.18	41.90	14.5	12815	49.64	-1.20
26.50	19.16	48.99	22.76	-1.33	
47.50	36.84	21.4	53063	38.30	-0.84
32.37	18.90	17.0	18010	23.28	-0.51
11.89	5.69	76.6	186	10.28	-1.09
43.20	34.90	18.7	14227	37.85	-0.07
21.80	11.32	24.9	1711	19.06	-0.73
37.49	29.06	13.2	40739	29.16	-1.41
39.58	23.75	11.9	30603	24.62	0.31
35.29	24.66	16.1	12669	29.02	-0.75
43.82	34.15	13.9	27137	41.09	-0.52
5.08	2.67	20.0	1361	4.66	-0.04
20.00	12.99	19.0	3487	19.00	-0.32
92.43	68.61	18.5	120658	85.03	1.23
51.68	33.34	16.1	10275	51.00	3.99
24.65	18.20	10.5	1374	22.88	-1.16
35.06	17.56	17.3	16088	32.96	-0.94
50.75	33.36	25.7	30678	49.72	0.48
18.12	9.63	20.2	35905	15.82	-0.97
57.45	31.75	15.9	271042	56.69	14.39
4.29	1.96	-	84077	3.83	0.09
21.84	16.15	14.2	6895	19.35	0.43
4.00	0.71	-	17325	3.78	0.08
14.35	8.47	11.4	8865	13.39	0.07
18.25	0.97	31.8	21279	16.40	-0.55
61.61	46.99	12.9	20562	58.51	-0.53
25.84	17.57	20.7	21397	23.57	-0.78



WWD STOCK INDEX FALLS 2%

NEW YORK — After a strong run by the bulls, the bears growled back last week, sending shares across the retail sector tumbling. The **WWD Composite Stock Index** fell 2 percent for the week to 1172.04, while the broader **S&P 500** dropped 0.6 percent to 1226.42. Last week was pretty much a case of "good news is bad news on Wall Street." Take July retail comps, which came out on Thursday. July is a clearance month. Retailers, who have become adept at keeping inventories in check, did such a great job of selling and managing goods in June that when July rolled around, there was nothing left to put on sale. Shoppers ended up staying home. Higher-than-normal temperatures also kept consumers indoors or at the beach. Still, markdown activity in the month was scarce. As a result, July same-store sales were much softer than June.

So what did Wall Street do? Instead of rewarding companies for controlling their inventories and maintaining margins (even at the cost of lower unit sales), investors fled the sector. The **S&P Retail Index** dropped 2.2 percent to 472.12 at the market close last Thursday.

And then there was the Labor Department report on Friday that said jobs and wages were growing stronger than expected. Sounds like good news. But what did investors do? They retreated once again. The concern was that inflation would be a by-product of robust wage and job growth.

It's important to note that even though July's sales were a mixed bag, overall, results were stronger than expected and better than last year. Dana Telsey's **Bear Stearns Weighted Monthly Retail Sales Index** for July showed an increase of 3.8 percent, which compares with a 3.4 percent gain in the same month in 2004.

Deborah Weinswig, equity analyst at **Citigroup Smith Barney**, said in a research note that the broadline retailers on her radar showed mixed results, with the discounters and warehouse clubs posting comps that were either in line with or exceeded her estimates. However, comps for July were offset by "disappointing department store results." Still, Weinswig reiterated an optimistic outlook for the back-to-school season.

In a separate note by Weinswig, the analyst strongly feels that shares of **Federated Department Stores Inc.**, which is in the process of acquiring **May Department Stores Co.**, may get a boost with the potential sale of May Co.'s bridal business. "In our opinion, Federated is interested in divesting the [May Co.] Bridal Group shortly following the close of the [Federated-May] transaction," which is expected to close in the third quarter.

Weinswig put a price tag on the bridal group of \$1.51 billion, pretax. She said in her note that she believes "Federated could receive aftertax proceeds of \$953.6 million for this potential transaction." Her target price on the stock is \$105, which is up from a prior target of \$92.

— Arthur Zaczekiewicz

WWD Stock Market Index

Composite: 1172.04	Retailers: 1143.10	Vendors: 1325.75
↓	↓	↓
-23.54	-25.84	-6.61

Index base of 1000 is keyed to closing prices of Dec. 31, 2002.

Weekly % Changes Ending Aug. 5

Largest Gainers			Largest Losers		
Company	Close	Change	Company	Close	Change
Reebok	56.69	34.02	Harold's Stores	1.45	-14.20
Bluefly	1.80	11.80	Nordstrom	31.99	-13.56
Oxford	51.00	8.49	A&F	63.05	-12.49
United Retail	8.17	5.97	Aéropostale	26.20	-12.23
eBay	43.34	3.73	Wet Seal	5.48	-11.61

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Bidders Said Eyeing Sak

Continued from page one

for all of Saks Inc., in the range of \$28 to \$30 a share. That represents a 38 to 48 percent premium above Friday's closing price of \$20.25.

Other interested parties are said to be Bain Capital Partners, Thomas H. Lee Partners and Apollo Management. It's possible a consortium among these or other financial players could be formed. Executives at the private-equity firms either could not be reached or declined comment.

A meeting of the Saks Inc. board is scheduled this month, according to two sources, though Saks does not disclose when its board meets. The company would also not comment on the bidding.

A retail source said there were about five interested parties, which have been meeting in Milwaukee with the management of Carson Pirie Scott and Douglas E. Coltharp, executive vice president and chief financial officer of Saks Inc.

Bon-Ton's interest, as first reported by WWD, has been met by some skepticism in the retail community. Bon-Ton's business has been struggling lately and the company has grappled with its two-year-old Elder-Beerman acquisition, but Bon-Ton has been able to eliminate costs by combining operations. "The comp stores have not been positive, but they have dramatically reduced SGA, so margins are improving," said a retail chief executive officer. With the northern group, "Bon-Ton may have too much on their plate. The question is, how much debt can you take on and reasonably retire that debt over the next few years? I am sure they are trying to determine that with a financial partner."

The York, Pa.-based Bon-Ton operates 139 department stores and two furniture stores in 16 states from the Northeast to the Midwest under the Bon-Ton and Elder-Beerman nameplates. Last year, Bon-Ton had \$1.31 billion in sales. Saks Inc.'s northern group generated revenues of \$2.2 billion in 2004, with a store base of 143 units in 12 Midwestern and Great Plains states.

Aside from Bon-Ton, "There are a lot of people looking for the whole thing," meaning SFA and the northern group, said one executive with a private-equity firm. "The way these deals work, you get your foot in the door by starting out with one division and then you realize that there is more value in the whole thing. Remember, that's the way it happened with Toys 'R' Us," which initially put Toys on the table and ultimately became a bigger deal that included the sister Kids 'R' Us division. The package was purchased by a consortium that included Bain Capital, Kohlberg Kravis Roberts & Co., and Vornado Realty Trust.

Cerberus already owns Rafaella Sportswear, Mervyn's and Fila, and once considered acquiring Bill Blass. In the \$1.65 billion acquisition of Mervyn's from Target Corp., Cerberus was part of a consortium that included Sun Capital Partners and Lubert-Adler/Klaff and Partners. Cerberus tends to make investments in distressed companies. Past investments have included G&G, Guilford Mills and Frederick's of Hollywood.

While the Blackstone Group has also been rumored to be an interested party, another source familiar with the private-equity firm's strategies doubted it would be interested in the northern group alone, which includes Carson Pirie Scott, Younker's and Bergner's. Officially, Saks Inc. has only put the northern group and the Club Libby Lu specialty chain up for sale, and not its Parisian and Saks Fifth Avenue divisions. Earlier this year, the southern group, consisting of the Proffitts and McRae's department store chains, was sold to Belk for \$622 million. The strategy has been to sell off the department stores to feed cash into Saks Fifth Avenue and reduce corporate debt.

The board at Saks Inc. and Saks Inc. chairman and chief executive Brad Martin might be quietly leaning to a sale of the whole company, considering the difficulties Saks is experiencing, with its second-quarter earnings filing delayed until September and internal and governmental probes into certain of the company's markdown allowance and accounting procedures.

"If someone throws Saks Inc. an offer for the whole thing, the board would have to look at it," said a source familiar with the firm.



The Saks Fifth Avenue flagship in New York.

Saks Fifth Avenue

There are also rumors the management of Carson Pirie Scott, led by Michael MacDonald, ceo, and Tony Buccina, president, could be contemplating a management buyout with a private-equity firm. While one Seventh Avenue source indicated the Carson's team is "aggressive," another former retailer characterized MacDonald as "level-headed" and very aware that an independent northern group would be tough to run, in light of stronger and bigger competitors, such as Federated Department Stores, which is taking over May Department Stores, including the Marshall Field's division for \$17 billion, including debt. Field's has long upstaged Carson's in the Midwest.

"There are risks to a leveraged buyout," said the source.

It is believed the \$2.7 billion Saks Fifth Avenue Enterprises could command a high

price tag given its brand equity, the appeal of a growing luxury assortment and the fine physical condition of most of its 56 stores. Saks, over the years, has been diligent in maintaining its real estate. Saks Fifth Avenue owns about 60 percent of its real estate. The Fifth Avenue flagship, the most expensive property, is valued at \$1 billion. There are several other very valuable Saks properties, including in Beverly Hills and Chicago. Some of that real estate could be sold to help fund its purchase.

Financial sources said **Bon-Ton Stores Inc. and Cerberus Capital Management are partnering on a possible bid for all of Saks Inc., in the range of \$28 to \$30 a share. That represents a 38 to 48 percent premium above Friday's closing price of \$20.25.**

It's also been building a stable of luxury, designer and contemporary brands, forming partnerships with Graff diamonds, Marni, Luella Bartley, Valextra, Roger Vivier and John Varvatos, and has been installing new shops for Marc Jacobs, Dolce & Gabbana and Chloé, among other designers.

Meanwhile, strategic players have expressed interest in bidding for Club Libby Lu, including Too Inc., Claire's Stores Inc. and Build-a-Bear Workshop, according to a financial investor familiar with the process, who said a sale of the entire company would not include the \$30 million Club Libby Lu operation. Executives at Too, Claire's and Build-a-Bear could not be reached for comment.

price tag given its brand equity, the appeal of a growing luxury assortment and the fine physical condition of most of its 56 stores. Saks, over the years, has been diligent in maintaining its real estate. Saks Fifth Avenue owns about 60 percent of its real estate. The Fifth Avenue flagship, the most expensive property, is valued at \$1 billion. There are several other very valuable Saks properties, including in Beverly Hills and Chicago. Some of that real estate could be sold to help fund its purchase.

Another hedge fund analyst said an LBO of Saks Inc. makes "perfect sense because of the value of the real estate, cash flow and available cash on hand." However, its sales have not been as strong as its competition's, particularly Neiman Marcus. Saks has been trying to restore its business with a battery of strategies aimed at modernizing its image and chipping at the market share of Neiman's. It's got a management team filled with experienced talent, some say overcooked with talent, and this fall, they will present a comprehensive cashmere promotion chainwide, "Wild About Cashmere,"

still strong, despite the chain's difficulties. For these reasons, Saks is considered a desirable acquisition. Even a slight improvement in its operations would be considered a "successful" return on investment dollars, observed one hedge fund player.

price tag given its brand equity, the appeal of a growing luxury assortment and the fine physical condition of most of its 56 stores. Saks, over the years, has been diligent in maintaining its real estate. Saks Fifth Avenue owns about 60 percent of its real estate. The Fifth Avenue flagship, the most expensive property, is valued at \$1 billion. There are several other very valuable Saks properties, including in Beverly Hills and Chicago. Some of that real estate could be sold to help fund its purchase.

Meet the Saks Inc. Board

NEW YORK — The panel includes a legendary athlete, a top Wall Street banker and a magazine publisher. The Saks Inc. board has 14 members. They are each paid \$30,000 a year, plus \$2,000 for attending a board meeting and \$1,000 for attending a committee meeting (as a member). They get \$750 for participating by phone in a board or committee session. The chair of a committee is paid an additional fee. For example, the chairman of the audit committee gets another \$7,500 annually. Directors are reimbursed for their expenses, and each of the non-company directors is given 5,000 shares of restricted stock, according to a filing with the Securities and Exchange Commission.

The board:

Stanton J. Bluestone: He was chairman of the Carson Pirie Scott group, a division of Saks, from February 1998 until retiring in 1999, and from March 1996 until January 1998 he was chairman and chief executive officer of the company. Bluestone served in a variety of executive positions before 1996. He has been a Saks director since 1998 and serves on the audit committee. Bluestone's term was set to expire in 2004, and he faced reelection. He remains a director because Saks Inc. delayed filing its annual report until later this year and did not file a proxy statement.

Robert B. Carter: He is executive vice president and chief information officer of FedEx Corp., which provides transportation, international trade support and supply-chain services to companies around the world. Carter has been a director at Saks since 2004, and he also was up for reelection.

James A. Coggin: Since November 1998, he has been Saks' president and chief administrative officer. Coggin was president and chief operating officer from March 1995 until November 1998. Before taking that job, he held a number of executive positions within the company and at the McRae's Inc. retail division. Coggin has been a director since 1998.

Julius W. Erving: The Hall of Fame basketball star has worked in both the financial world and professional sports. Erving, known as "Dr. J" in his playing days, has been president of the Erving Group, a private investment company, since 1979. He also served as vice president of RVD Sports, a sports management company, from September 1997 until June 2003. Erving is on the boards of The Sports Authority and Darden Restaurants. He has been a director at Saks since 1997. His term was set to expire in 2004.

Michael S. Gross: He cofounded and serves as partner of Apollo Management LP, an investment firm. Gross is the chairman of the board of Apollo Investment Corp. In addition, he serves on the boards of Pacer International Inc., United Rentals Inc., SkyTerra Communications and Allied Waste Industries. He has been a Saks director since 1994. Gross serves on the audit committee.

Donald E. Hess: Since January 1998, Hess has been ceo of Southwood Partners, a private investment company. He is also chairman emeritus of Parisian, and was chairman of the retailer from April 1997 until retiring in December 1997. From 1986 to April 1997 Hess was president and ceo of Parisian. He has been a Saks director since 1996. Hess was also up for reelection.

George L. Jones: He is president and ceo of the Saks Department Store Group, a position he has held since March 2001. Before that he spent time in the entertainment-related retail industry as president of worldwide licensing and studio stores for Warner Bros. from 1994 to February 2001. He has been a Saks director since joining the company in 2001.

R. Brad Martin: Martin has been ceo of Saks since 1989. He has served as chairman of the board since 1987. In addition, Martin is on the boards of Harrah's Entertainment Inc. and First Tennessee National Corp. He has been a Saks director since 1984.

Nora P. McAniff: She is executive vice president of Time Inc., the magazine publisher. Before taking that job in 2002, McAniff was group president of the People Magazine Group of Time Inc. from January 2001 to August 2002. She was president of People magazine from October 1998 to January 2001 and publisher of People from September 1993 to October 1998. McAniff has been a Saks director since 2002.

C. Warren Neel: Since being appointed in February 2003, Neel has been executive director of the Center for Corporate Governance at the University of Tennessee, Knoxville. From July 2000 to January 2003, he was commissioner of finance and administration for the State of Tennessee. Neel was dean of the College of Business Administration at the University of Tennessee, Knoxville, from 1977 until June 2000. He is on the board of American Healthways and has been a Saks director since 1987. Neel is on both the audit and corporate governance committees.

Stephen I. Sadove: He has been Saks vice chairman since 2002. Sadove is also chief operating officer, a role he assumed in 2004. Before joining Saks, he was senior vice president of Bristol-Myers Squibb Worldwide Beauty Care from 1996 to January 2002. Sadove serves on Ruby Tuesday Inc.'s board as well. He has been a Saks director since 1998.

Marguerite W. Sallee: She has had a varied career built mostly around children and families. Since April 2003, Sallee has been staff director for the Senate Subcommittee on Children and Families. She was president and ceo of The Brown Schools from September 2001 to March 2003. Sallee was chairman and ceo of an employment and training company, Frontline Group Inc., from July 1999 to August 2001. In addition, she worked with two corporate child care companies earlier in her career. Sallee was ceo of Bright Horizons Family Solutions between July 1998 and January 1999, and president and ceo of CorporateFamily Solutions from February 1987 to July 1998. Sallee has been a Saks director since 1996.

Christopher J. Stadler: He has been managing director of Investcorp International, an investment company, since April 1996. Stadler also serves on the boards at Werner Holdings and U.S. Unwired. He has been a Saks director since 2000 and is on the corporate governance committee.

Ronald de Waal: He is vice chairman of the Saks board. In addition, he is chairman of We International B.V., a Netherlands-based company that runs fashion specialty stores in Switzerland, Germany, France, Belgium and the Netherlands. He also serves on the boards of The Body Shop and Post Properties. De Waal has been a Saks director since 1985 and is on the corporate governance committee.

SOURCE: SAKS INC. SECURITIES AND EXCHANGE COMMISSION FILINGS.



Carson Pirie Scott is part of the northern department store division that is up for sale.

Media/Advertising

Circulation Sneak Peek

NEW YORK — Maybe it's all those new celebrity tabloids eating up space at the checkout, but the monthly women's and teen fashion magazines have been having a pretty poor year so far on the newsstand.

Eleven of 17 titles reported declines in single-copy sales for the first half of 2005, with the biggest drops coming at Teen People, Vogue, Marie Claire and Vanity Fair, according to numbers recently filed with the Audit Bureau of Circulations.

Vanity Fair's decrease was somewhat surprising, as the title has been riding a wave of buzz stemming from the July issue's Mark Felt/Deep Throat bombshell and September's much-hyped Jennifer Aniston interview. Unfortunately for editor in chief Graydon Carter, those coups came too late to make a difference in the title's disappointing first-half sales average, which was off 11.8 percent from the same period in 2004. That's not as bad as the 22.5 percent drop in the second half of last year, but it's hardly the rebound Carter was hoping for when he put Russian supermodels, "Desperate Housewives" and Angelina Jolie on successive covers, in keeping with his theory that featuring too many men was the cause of last fall's slump.

At least Vanity Fair is in good company: Vogue and Marie Claire were down about 12 percent on the newsstand in the first half. Teen People was off 15.8 percent and lost its pride of place as the best-selling teen title on newsstands to Cosmogirl, which was up 9 percent. Another teen title, Ellegirl, had the distinction of notching the biggest percentage gain — 23 percent — but it remains the teen category's smallest contender. Jane and W also posted double-digit increases, though Jane's was attributable to a cover price cut (from \$3.50 to \$1.99). Both titles are part of Fairchild Publications, parent of WWD. The numbers cited here are as filed to ABC and are subject to audit; ABC will release its full report on Aug. 15. — **Jeff Bercovici**

First-Half Circ Scorecard

TITLE	2005 newsstand	% change	2005 total circ.	% change
Allure	313,065	-8.4	1,048,497	1.7
Cosmogirl	413,537	9.0	1,395,828	2.2
Cosmopolitan	1,992,446	-0.4	2,932,554	-2.0
Elle	276,167	6.3	1,031,108	-1.1
Ellegirl**	159,960	23.3	513,689	1.4
Glamour*	892,520	-8.2	2,340,957	-0.9
Harper's Bazaar*	176,007	-4.0	716,339	-3.6
Jane	153,893	15.6	700,159	-4.5
In Style	865,003	-7.3	1,793,902	0.8
Lucky	252,633	-2.9	1,037,938	6.9
Marie Claire	489,544	-11.8	951,183	-0.5
Seventeen	324,478	4.5	2,037,457	-5.3
Teen People	350,610	-15.8	1,550,699	2.5
Teen Vogue***	223,054	-7.0	1,527,990	168.8
Vanity Fair	359,400	-11.8	1,136,824	-3.8
Vogue	417,376	-12.0	1,219,164	4.4
W	50,510	17.3	460,720	-0.8

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** INCREASED COVER PRICE IN 2005.

*** INCREASED FREQUENCY IN 2005.

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MEMO PAD

JANE FINDS ITS NAME: Brandon Holley, editor in chief of Ellegirl, is expected to be named the new editor of Jane magazine, according to sources at Hachette Filipacchi, Ellegirl's parent company. An announcement from Fairchild, parent of Jane as well as WWD, is anticipated this week.

Jane Pratt, who founded the magazine named after her, said she would be stepping down after eight years at the helm on July 25. Pratt told WWD, "It just felt like the right time to make a change." She will retain a founding editor title on the masthead.

In the two weeks since, Fairchild has been looking for a high-profile editor to continue to grow Jane's circulation and jump-start its flat advertising business, according to various sources close to the search. Jane was up 15.6 percent on the newsstand for the first half of 2005, to 153,893 copies, but only after reducing its cover price from \$3.50 to \$1.99. Ad pages rose 0.8 percent through the September issue this year to 577 pages.

Holley, meanwhile, has had consistently good numbers as editor of Ellegirl, which increased its frequency in 2005 from seven to 10, and jumped 23.3 percent on the newsstand in the first half to 159,960 copies. Overall, through June, Ellegirl's circulation was up 1.4 percent to 513,689. The magazine was also up 33.5 percent in ad pages through September, to 548 pages.

Other people approached about the job during the search for Pratt's replacement: **Atoosa Rubenstein**, editor in chief of Seventeen; **Gigi Guerra**, formerly a Jane senior editor and currently editor at large at Lucky; and **Sarah Gray Miller**, the founding editor of Budget Living who recently left that magazine and is currently working on the second prototype of Look for Entertainment Weekly. — **Sara James**

THE REAL ATOOSA: No one medium could hope to contain the personality of someone like **Atoosa Rubenstein**. The Seventeen editor in chief recently concluded five weeks of taping for her new MTV reality series, "Miss Seventeen," which airs starting in October. On the show, a number of teenage girls — why, 17 of them, in fact — will compete for a chance to intern at the magazine and appear on its cover, while inhabiting a loft filled with Seventeen-branded clothes and furnishings. Rubenstein will be responsible for deciding who to eliminate from the competition, but she won't be dispensing caustic put-downs, à la **Simon Cowell**, or a catchphrase, à la **Donald Trump** and **Tommy Hilfiger**. "How many reality shows have you seen that have their versions of 'You're fired?'" she said Friday. "That's not me. My schtick has never been about being mean."

No, her schtick is about being genuine, if that's not too much of a contradiction in terms. Thus, Rubenstein claims she required no media training or other coaching before stepping in front of the cameras. "I feel like anybody watching the show who knows me will think, 'Yeah, that's really her,'" she said. "At the end of the day — this sounds like an editor's letter, but it's true — I feel good about who I am. I don't ever feel the need to feel self-conscious."

That's lucky, because otherwise having to watch herself on DVD day after day could have been painful. Every morning during taping, a production assistant from the show would deliver the previous day's dailies to her apartment building, early enough so that she could view them before going to the gym. Her doorman, she said, didn't know what was going on, only that a young man was routinely dropping off packages for her at 4 a.m. "I think he thought I was having a bit more fun than I was really having," she said. — **Jeff Bercovici**

AVEDON'S WOMEN: The new Richard Avedon Foundation will announce its first project today, a book called "Woman in the Mirror," which is a collection of the late photographer's portraits of women including Marilyn Monroe, model Suzy Parker and subjects he shot for his "In the American West" series. Abrams will publish the book in November.

The Avedon Foundation, based in Manhattan at the Museum of Modern Art's offices, is also collaborating on several upcoming exhibitions of the photographer's work. The

Amon Carter Museum in Fort Worth, Tex., responsible for commissioning "In the American West," will host a reprise of the show in September, which will then travel to San Francisco and Tucson. Also in the planning stages are a retrospective at the Louisiana Museum of Modern Art in Norway that will be continuing on to Paris, London and the U.S.; an exhibit called "Portraits of Power" at the Corcoran Gallery of Art in Washington, D.C., and gallery shows in New York and San Francisco. — **S.J.**

ROSS REPORT: Former Harper's Bazaar market director **Amanda Ross** doesn't seem to be experiencing any culture shock after relocating to the West Coast. "It's actually only been two weeks, but I'm adjusting very well, I think," she said Friday. "Driving's fine. I miss New York, but I'm very happy working on new projects."

Ross, who earlier this summer announced she was moving to Los Angeles to get married, is busy with more than just wedding plans. She's signed on as marketing director of the Grand Classics film series, which was started by **Katrina Pavlos** and **Vanessa Wingate** shortly after 9/11 to raise money for film preservation. Ross will also be co-chair of their "Grand Classics Films With Style," a series that pairs fashion editors and designers such as **Hamish Bowles** and **Michael Kors** or **Sally Singer** and **Marc Jacobs** to screen films that have had an impact on fashion. "A lot of fashion designers' collections are designed with films in mind," explained Pavlos. Among the movies they have already screened: "Shampoo," "The Women" and "The Bitter Tears of Petra von Kant."

In addition to helping Pavlos and Wingate expand their presence in L.A., London, Milan and Paris, Ross will be a contributing editor to C magazine, the regional lifestyle title based on the West Coast that is launching in September. And she plans to continue freelancing for other magazines and consult on various projects. — **S.J.**



Jane's August issue.



Avedon's Debbie McClendon, 1981, and Suzy Parker, 1956.

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