

Women's Wear Daily • The Retailers' Daily Newspaper • April 24, 2007 • \$2.00

# WEDNESDAY

Ready-to-Wear/Textiles

## Short and Sweet

**NEW YORK** — Crop to it. During last week's bridal shows, many designers did just that. Take Carolina Herrera, for example, whose little embroidered organza wedding dress and veil looked fresh and fashion-forward with a hint of the senorita. For more, see pages 6 and 7.

### Evolving Limited Brands: Group Said Nearing Sale Of Two Apparel Chains

By Vicki M. Young

Limited Brands Inc. is moving closer to a deal to shed its \$2.1 billion apparel business.

According to financial sources familiar with the talks, two leading potential buyers for Express and Limited Stores are said to be Schottenstein Stores Corp. and Gordon Brothers Group. Jay Margolis, president of Limited's apparel group, is also believed to be interested in making a bid, perhaps in a deal structured like a management buyout.

Any sale of the Limited and Express businesses would complete an evolution of the 44-year-old group, which is led

See **Two**, Page 4

# Coty Names U.S. Division President

By Michelle Edgar and Ellen Groves

Coty Inc. made two big moves on Monday, appointing George Cleary president of its Coty Beauty U.S. division and naming Oscar-winning actress Kim Basinger to be the face of a new Lancaster skin care line.

Cleary, a former Johnson & Johnson executive, is taking the reins of Coty Beauty U.S. today, the firm announced. The appointment came five months after John Galantic left to become U.S. chief operating officer of Chanel Inc.

He will be responsible for managing all Coty brands carried in broad distribution in the U.S. and will develop new business ventures and collaborations for the division, the company said in a statement. The appointment is intended to further strengthen the overall leadership of Coty Beauty, the business unit that combines Coty's mass market operations in the Americas, Europe and Asia. He will report to Hans Joachim Honigfort, president of Coty Beauty.

"Cleary's proven success, best-in-class training and entrepreneurial strengths will build upon Coty's culture of Faster, Further and Freer," Honigfort said in the statement. Coty noted Cleary's experience in general management, sales and marketing and "extensive knowledge of the health and beauty industry."

Before joining Coty, Cleary, who was not available for comment, spent 15 years at J&J, where he worked on the Aveeno, Clean & Clear and ROC skin care brands. Most recently at J&J, he headed the health care giant's customer and business development operations outside the U.S., focusing primarily on the Chinese, Russian and Brazilian markets. He also worked as managing director of Johnson & Johnson Caribbean.

Cleary's career began in sales and trade marketing with Nestlé.

Meanwhile, Coty's selection of Basinger comes as the actress is in the news because of a contentious child custody battle with her ex-husband, actor Alec Baldwin, over their 11-year-old daughter, Ireland.

It is the first time that Basinger, who has appeared in about 40 films, including "L.A. Confidential," for which she won a best supporting actress Oscar, and "Batman," has fronted a treatment brand. The new Lancaster line is due out worldwide this fall, except for the U.S.

"The honesty of Lancaster's philosophy is what attracted me to this particular line of skin care,"

Basinger said in a statement.

The 53-year-old actress is the latest mature celebrity spokeswoman to be signed by a beauty brand. Jane Fonda and Diane Keaton have joined with L'Oréal Paris and Raquel Welch with MAC.

Coty Prestige, Lancaster's parent company, said Basinger is the ideal woman to epitomize the brand's philosophy: "Add life to age and not age to life."

"Lancaster's new skin care range is a unique and different approach to skin care, and Kim Basinger is the perfect and emblematic image for this breakthrough innovation," Michele Scannavini, president of Coty Prestige, said in a statement.

Details of the brand's skin care line were not divulged, but the company said the products' print advertising campaign will bow in October.

## BEAUTY BEAT



Coty signed actress Kim Basinger to be the face of a new Lancaster skin care line.

## KKR, Pessina Group Raise Stake in Boots

**LONDON** — They may have sealed the deal to acquire Alliance Boots last Friday, but Kohlberg Kravis Roberts & Co. and Stefano Pessina upped their stake in the firm nonetheless.

AB Acquisitions Ltd., the company formed by KKR and Pessina to acquire the U.K. pharmacy chain and pharmaceutical wholesaler, snapped up a 1.18 percent stake in Alliance Boots on Friday to bring their total holding to 16.9 percent.

Pessina, who is Alliance Boots' executive deputy chairman, already held 15.05 percent of the company. AB Acquisitions is working with Ornella Barra, Pessina's partner and Alliance Boots' wholesale and commercial affairs director, who has a 0.06 percent share; Merrill Lynch, which holds 0.15 percent, and Citigroup Global Markets Ltd., which controls 0.46 percent.

As reported, KKR and Pessina's 10.6 billion pound, or \$21.25 billion at current exchange, takeover bid for Alliance Boots was potentially thwarted last week, when a rival consortium said it may trump their joint offer. Private equity firm Terra Firma, banking group HBOS and medical research charity the Wellcome Trust announced an "indicative proposal" of 11.26 pounds, or \$22.57, per share, which would be reduced to 11.15 pounds per share, or \$22.35, after taking into account a break fee. That consortium is continuing due diligence.

Alliance Boots' board is backing KKR and Pessina's offer of 10.90 pounds, or \$21.85, per share.

— Brid Costello

# Carrefour Deal Expands Presence in Brazil

By Robert Murphy

**PARIS** — Carrefour, the world's second-largest retailer behind Wal-Mart, on Monday strengthened its position in Brazil by buying 34 discount supermarkets.

The French company on Monday said it would acquire the country's Atacadao chain for 2.2 billion reais, or \$1.08 billion at current exchange, making it Brazil's largest food retailer in terms of sales.

Atacadao reported net sales last year of 4 billion reais, or \$1.97 billion. Carrefour, which operates 401 stores in Brazil, including 109 supermarkets, had sales of 3.8 billion euros, or \$5.07 billion,

in the country last year.

The acquisition bolsters Carrefour's position in one of its faster growing markets and is in line with its strategy to build in promising markets while exiting less profitable ones. Carrefour, for instance, has sold operations in Japan, South Korea and Mexico, while bulking up in Poland. Meanwhile, it is preparing to enter the emerging markets of Russia and India.

Carrefour has struggled at home in France, where tepid consumer spending and fierce competition from discounters have created a tough environment. Last month, LVMH Moët Hennessy Louis Vuitton chief Bernard Arnault and U.S. buyout company Colony Capital together took a 9.1 percent stake in the retailer, making them the second biggest shareholders after France's Halley family.

Speculation that disagreement among the Halleys may lead them to sell their 13 percent Carrefour stake has sent the company's shares spiking. Last week, however, Robert Halley, who took over as chairman last month after Luc Vandevelde was ousted, moved to dampen those rumors by telling a French daily the family remained committed to the company.

# WWD TUESDAY

Ready-to-Wear/Textiles

## FASHION

**6** There will be plenty of adventurous takes on basic gowns for brides next spring, from cropped bubble hems and racy cutouts to sequins.

## GENERAL

**1** Limited Brands is said to be close to a deal for its Express and Limited Stores units, with Schottenstein and Gordon Brothers potential buyers.

**2** Coty Inc. appointed George Cleary as president of its Coty Beauty U.S. division and named Kim Basinger as the face of a new Lancaster line.

**2** Carrefour, the world's second-largest retailer, on Monday strengthened its position in Brazil by buying 34 discount supermarkets.

**5** Retail openings are accelerating on Paris' Avenue Montaigne, where Jil Sander just opened and Roberto Cavalli and Blumarine are on deck.

**8** BRIDAL: Shorter dress lengths and engagements, as well as patience with mothers' fashion advice, got attention at the New York bridal shows.

**10** TEXTILES: Vendors showed interest in textured and eco-friendly fabrics, unusual prints and metallic finishes at the Los Angeles Textile Show.

## EYE

**16** Talking with indie rock duo The Shoppings, whose first fashion-fueled album, entirely home-recorded, was released in Europe last month.

Classified Advertisements.....14-15

To e-mail reporters and editors at WWD, the address is firstname.lastname@fairchildpub.com, using the individual's name.

WWD IS A REGISTERED TRADEMARK OF ADVANCE MAGAZINE PUBLISHERS INC. COPYRIGHT ©2007 FAIRCHILD FASHION GROUP. ALL RIGHTS RESERVED. PRINTED IN THE U.S.A.

VOLUME 193, NO. 86. WWD (ISSN 0149-5380) is published daily (except Saturdays, Sundays and holidays, with one additional issue in January and November, two additional issues in March, May, June, August and December, and three additional issues in February, April, September and October) by Fairchild Fashion Group, which is a division of Advance Magazine Publishers Inc. PRINCIPAL OFFICE: 750 Third Avenue, New York, NY 10017. Shared Services provided by Corneil Nast Publications: S. I. Newhouse, Jr., Chairman; Charles H. Townsend, President/CEO; John W. Bellando, Executive Vice President/COO; Debi Chirichella Sabino, Senior Vice President/CFO; Jill Bright, Executive Vice President/Human Resources. Periodicals postage paid at New York, NY, and at additional mailing offices. Canada Post Publications Mail Agreement No. 40644503. Canadian Goods and Services Tax Registration No. 886549096-RT0001. Canada Post: return undeliverable Canadian addresses to: P.O. Box 503, RPO West Beaver Cre, Rich-Hill, ON L4B 4R6. POSTMASTER: SEND ADDRESS CHANGES TO WOMEN'S WEAR DAILY, P.O. Box 15008, North Hollywood, CA 91615-5008. FOR SUBSCRIPTIONS, ADDRESS CHANGES, ADJUSTMENTS, OR BACK ISSUE INQUIRIES: Please write to WWD, P.O. Box 15008, North Hollywood, CA 91615-5008, call 800-289-0273, or visit www.subnow.com/wd. Please give both new and old addresses as printed on most recent label. First copy of new subscription will be mailed within four weeks after receipt of order. Address all editorial, business, and production correspondence to WOMEN'S WEAR DAILY, 750 Third Avenue, New York, NY 10017. For permissions and reprint requests, please call 212-630-4274 or fax requests to 212-630-4280. Visit us online at www.wwd.com. To subscribe to other Fairchild magazines on the World Wide Web, visit www.fairchildpub.com. Occasionally, we make our subscriber list available to carefully screened companies that offer products and services that we believe would interest our readers. If you do not want to receive these offers and/or information, please advise us at P.O. Box 15008, North Hollywood, CA 91615-5008 or call 800-289-0273. WOMEN'S WEAR DAILY IS NOT RESPONSIBLE FOR THE RETURN OR LOSS OF OR FOR DAMAGE OR ANY OTHER INJURY TO, UNSOLICITED MANUSCRIPTS, UNSOLICITED ART WORK (INCLUDING, BUT NOT LIMITED TO, DRAWINGS, PHOTOGRAPHS, AND TRANSPARENCIES), OR ANY OTHER UNSOLICITED MATERIALS. THOSE SUBMITTING MANUSCRIPTS, PHOTOGRAPHS, ART WORK, OR OTHER MATERIALS FOR CONSIDERATION SHOULD NOT SEND ORIGINALS, UNLESS SPECIFICALLY REQUESTED TO DO SO BY WOMEN'S WEAR DAILY IN WRITING. MANUSCRIPTS, PHOTOGRAPHS, AND OTHER MATERIALS SUBMITTED MUST BE ACCOMPANIED BY A SELF-ADDRESSED STAMPED ENVELOPE.

## In Brief

● **GENESCO SAYS NO:** Genesco Inc. on Monday formally rejected Foot Locker's \$1.2 billion bid for all outstanding shares of the company, or \$46 per share. Genesco's Hal N. Pennington, chairman and chief executive officer, said in a statement that its board "unanimously rejected the proposal and concluded that it did not reflect the long-term value of Genesco, including its strong market position and future growth prospects." In a publicly disclosed letter to Matthew D. Serra, chairman and ceo of Foot Locker, Pennington said when on two prior occasions there were discussions regarding Foot Locker's interest, Serra had indicated a proposal of between \$48 and \$50 per share in cash. Pennington also noted a phone conversation in which Serra allegedly indicated his firm could "go higher" in a bid for Genesco. A spokesman for Foot Locker said the company is hoping to do some due diligence, and if it sees some value, it might offer a higher price. He also said, "We are considering our other options."

● **ZARA IN CALIFORNIA:** Spanish fast-fashion chain Zara has said it will open a 17,000-square-foot store on Hollywood Boulevard in Los Angeles in summer 2008. The retailer will occupy half of the first two floors of a 55,000-square-foot, three-story building recently acquired by real estate investment firm The CIM Group, which also owns the Hollywood & Highland shopping center across the street from the site. The Zara store will be located doors away from a 10,000-square-foot Hennes & Mortiz (H&M) store scheduled to open this fall.

## Correction

Accessories firm Leiber has not signed a deal with French company Azzaro to collaborate on a handbag collection. This information was incorrectly reported in a Fashion Scoop on page 14, Monday. Leiber indicated it has had only casual conversation with Azzaro designer Vanessa Seward about a possible line.



## THE TIGER COMPANIES

Tiger Button Co Inc - New York  
Tiger Button (hk) Ltd - Hong Kong  
Tiger Button (India) Pvt Ltd.  
Tiger Button BV - Amsterdam, The Netherlands  
Tiger Trimming Inc - New York

Tel: (212) 594-0570 Fax: (212) 695-0265 Email: Tiger@Tigerbutton.com



## Work it.

WWD**MAGIC** brings buyers the best selection of women's apparel, for dress-up days, casual days, and every day in between.

**WWD**MAGIC****

We are the fashion industry.  
This is your moment to shine.

Join us, August 27 – 30, 2007  
Las Vegas Convention Center  
and Las Vegas Hilton  
[www.MAGIConline.com](http://www.MAGIConline.com)

# Two Suitors Said Looking at Limited

Continued from page one

by chairman, chief executive officer and founder Leslie H. Wexner, that has seen it shift from an apparel-only retailer to one that now gets the majority of its profits and revenues from its innerwear and beauty products.

Once accounting for more than 70 percent, the apparel brands now represent less than 20 percent of Limited Brand revenues of \$10.7 billion a year. Limited had sales last year of \$493 million, while Express had revenues of \$1.7 billion, according to the company. Victoria's Secret and Bath & Body Works now account for the bulk of sales.

There are 658 Express stores and 260 Limited stores in operation, selling men's and women's apparel. The sources said the price tag for the apparel group is in the \$1 billion range. Some estimates have been as low as \$900 million and others as high as \$1.1 billion. Real estate sources said any deal would also include the real estate holdings connected with the Limited and Express operations. Merrill Lynch is said to be the banker advising Limited. Merrill Lynch could not be reached for comment.

Schottenstein Stores is the retail holdings vehicle for the Schottenstein family. Holdings include stakes in Retail Ventures and American Eagle Outfitters, as well as Value City Furniture and liquidator SB Capital Group. Jay Schottenstein is the firm's chairman. Retail Ventures operates Value City Department Stores, Filene's Basement Stores and DSW footwear warehouse stores. A spokesman for Schottenstein Stores declined comment.

Margolis is said to be putting together an investor group that would try to buy the division. Sources said he has had discussions with Schottenstein to that effect. Calls to Margolis were directed to a Limited spokeswoman, who said, "The company does not respond to Wall Street rumors and speculations." The spokesman for Schottenstein declined comment about a possible venture with Margolis.

Margolis joined Limited in January 2005. He was previously president and chief operating officer at Rebook.

Gordon Brothers has a history in the inventory and asset redeployment sector and, more recently, has also started making investments in consumer branded firms. In August 2005, the company bought Retail Brand Alliance's Casual Corner Group Inc. business for close to \$250 million. The sale included leases for more than 1,000 retail sites. Gordon Brothers disposed of the inventory for over 500 stores.

It wasn't immediately clear whether Gordon Brothers would continue to operate the retail nameplates Limited and Express should it buy the apparel group. Sources said the division's real estate position is what is attracting Gordon Brothers. A spokeswoman for Gordon Brothers declined comment.

Wexner started the company with a single store called Limited, which opened in Columbus, Ohio, in 1963. Over the years, the retailer has gone through various sell-offs and spin-offs.

In 1995, the retailer established Intimate Brands as a separate entity just for Victoria's Secret and Bath

There are 658 Express and 260 Limited stores in operation.



& Body Works. The new entity was recombined into Limited Brands in 2002. There also was the spin-off of Abercrombie & Fitch in 1998, as well as the sale of New York & Co. to Bear Stearns in 2002.

Mark Montagna, analyst at C.L. King, believes there is still life left to the Limited and Express nameplates. "There is still some vitality to these brands, perhaps in strip center locations. The performance of the retail operations are off mostly because the brand images have slid, not because they have the wrong merchandise. The original customer is now older, has grown up and is gone. It was originally teen-oriented, and most current [teen] customers are focused on other retailers. The brands are not suitable for the mall anymore, but can operate at the lifestyle and strip center locations," he said.

As reported, executives at Limited Brands in recent investor meetings have said their future is Victoria's Secret and Bath & Body Works. During a WWD Beauty Summit in 2006, Wexner said the "best is yet to come" in the beauty business. "The next 10 years is going to make the last 20 look like a slow walk," he said. In regard to

his own company, Wexner added, "We think we are going to double our beauty and cosmetics business in the next five years in the lower 48 states. We're not really excited about Hawaii and even Alaska. We're Midwesterners, and that's where we think our growth is. We think the industry is going to grow enormously."

There have been rumblings about a sale or spin-off of the apparel divisions in the past year. The talk was that management kept the divisions hoping to effect a turnaround and possibly fetch a higher price should they later decide to sell.

Last week, a research note by Richard E. Jaffe at Stifel Nicolaus said that due to current depressed results, it might be the right time for management at Limited Brands to "reconsider" its plans to retain and turn around the chains.

Sources said there were some private equity interests looking at the nameplates, much the same way as they look at all possible deals.

— With contributions from  
Jeanine Poggi and Whitney Beckett

## Allen Questrom Nominated for Wal-Mart Board, Apparel on the Agenda

By Sharon Edelson

Retail's Mr. Fix-It, Allen Questrom, appears headed to Wal-Mart's board and he's got some strong opinions about the world's largest retailer.

Apparel is one area where Questrom, who has been nominated to the board and will stand for election at the annual shareholders meeting on June 1, believes he can be useful.

"They think they're not doing a good job with apparel and see that as an opportunity," he said in an interview Monday. "They're never going to be a leader in fashion apparel. That's not their calling. But can they improve on that, sure they can. Can they improve on other [methods] of presentation? They're not going to be seen as Target, nor is Target going to be seen as giving best prices because their margins are 10 points higher than Wal-Mart."

Repeating a company mantra, Questrom said, "Wal-Mart gives the lowest prices on everything and has made an impact on the standard of living of middle [income] America and lower [income households]. It's done more to keep inflation in check and that's what it will continue to deliver to the consumer."

In addition to contributing to strategy and merchandising, Questrom sees a public relations role for himself on the board.

"They have recently been beset by a lot of nonsense," he said, referring to criticism of health benefits, pay and other issues. "They are a lightning rod." Wal-Mart's critics don't know the facts, Questrom said, and the company hasn't done a good job of communicating the facts to the media and public. "They haven't done a lot of advertising or spent a lot of time on p.r."

This is the first time Wal-Mart has chosen a former retail executive to be a board member since 1993, the company said. If elected, Questrom will bring the number of directors to 15.



Allen Questrom

Questrom, who has more than 40 years of retail experience, engineered Federated Department Stores' takeover of Macy's in the early Nineties and orchestrated the successful turnarounds of Barneys New York and J.C. Penney Co.

He is expected to lend credibility to the panel, along with expertise in fashion. Questrom is also seen as providing insight into relatively upscale products, a direction in which the company is moving as it approaches saturation in rural markets. To grow at a rate shareholders find acceptable, the \$344.9 billion retailer is seeking to move into urban centers where customers demand higher quality, fashion-forward apparel and well designed home products.

"While at J.C. Penney, Questrom helped the company sell its Eckerd drugstore business," Deborah Weinswig, a retail analyst at Citigroup, wrote in a research note. "We believe he could be beneficial in helping Wal-Mart realize the value of Sam's Club."

Wal-Mart president and chief executive officer H. Lee Scott and Rob Walton, chairman and son of the founder, courted Questrom for years before he agreed to take a board seat. "About nine months ago I said I would consider it," he said. "I've always had a high regard for the company. I thought they did [certain] things better than any other retailer, especially operations. I thought I could learn from them, and they could benefit from some of my experience."

Retail experts stressed that the board, with a solid voting bloc of five Wal-Mart family members and former executives, will need to be more open and less insular and entrenched than it's been in the past.

Questrom has been a member of the Sotheby's board since 2004. He joined the board of Jones New York in 2005 and resigned his seat this year. Questrom has worked for Lee Equity Partners, a private equity firm, since August 2006. Asked whether he's working on any deals, Questrom said, "I couldn't tell you if I was."

# Retail Rush on Avenue Montaigne

By Robert Murphy

**PARIS** — Retail openings are accelerating on Avenue Montaigne, the requisite luxury address here for houses from Christian Dior to Louis Vuitton.

Jil Sander opened a boutique on the street last Wednesday, and Roberto Cavalli and Blumarine both plan to open shops there later this year.

Dolce & Gabbana changed addresses on Avenue Montaigne last month for a bigger unit, and Beirut couturier Elie Saab just opened his first store right around the corner, overlooking the Champs-Élysées. Diane von Furstenberg plans to open her third store in the city, on the Rue François 1er, later this fall.

The openings come amid renewed retail activity in the City of Light.

Last year, brands including Brooks Bros. and Tommy Hilfinger opened their first flagships here, both located on the Rue du Faubourg Saint-Honoré. Next month, Sonia Rykiel is opening its second store in the city, on the Avenue Georges V, and Hermès is expanding its flagship on Faubourg Saint-Honoré.

The Sander unit, at 56 Avenue Montaigne, occupies a space last rented by fashion brand Voyages.

At 4,500 square feet, the store is a scaled-down version of the brand's former 9,000-square-foot unit, just next door, which is now occupied by Dolce.

Minimalist in feeling, it has sand-colored stone floors and walls with a twisting black staircase that connects the first and second floors.

Looks inside Jil Sander.



Women's ready-to-wear and accessories are merchandised on the ground floor, while more rtw and accessories are found upstairs in a suite of enfilade.

A corner is devoted to men's apparel, and a special room, the only one with a dark wood floor, houses eveningwear.

A spokesman for the brand said the shop was in line with Sander's strategy to open smaller stores in lieu of the larger flagships inaugurated under the direction of the house's namesake designer, who left after butting heads with Prada Group once she sold to the Italian firm.

Belgian Raf Simons, who joined the house in 2005, is scheduled to unveil a new concept for the brand's stores later this fall in London. Private equity firm Change Capital Partners now owns Jil Sander.

Sander stores are planned this fall in Moscow and St. Petersburg. The brand said it hoped to operate 43 stores by yearend, up from 36 at present.



PHOTOS BY DOMINIQUE MATHIE

## Bait Banamal Brings Town Square to Tel Aviv Port

By Jessica Steinberg

**TEL AVIV** — Nearly 20 years after Sybil Goldfainer established her high-end casualwear chain comme il faut, she's out to broaden her scope with Bait Banamal, or House in the Port.

Bait Banamal is a freestanding, 10,760-square-foot space in Tel Aviv's trendy port area that houses eight concept stores, some owned by comme il faut and others by female entrepreneurs, as well as a cafe facing the sea and Coola, a women-only day spa-cum-women's center. Intended to be thought of as a town square, Bait Banamal was originally a storage hangar, with eucalyptus trunks that supported the tin roof. The eucalyptus trunks are still there, supporting the wooden building's original outline and surrounded by windows facing the sea.

With \$1.5 million invested in Bait Banamal, from comme il faut's coffers as well as bank loans, Goldfainer is counting on drawing women as well as men to this carefully designed space, which opened in 2005. Anyone is welcome to sit in the cafe with its menu written in the feminine version of Hebrew — the language is generally spoken in the masculine — as well as dishes that are more oriented toward women. On most days, there are many more women than men.

"Our aim is to please women," said Goldfainer, who likes to point out the "no men" symbol on the door of Coola,

the day spa. She also emphasizes the noncommercial aspects of the space, such as the rotating art exhibits created primarily by female artists, who are partially funded by comme il faut.

The careful support of the arts and women's causes is not new to the eight-unit comme il faut, which was founded by Goldfainer and her former business partner, Carole Godin. After the construction of the controversial security wall between parts of Israel and the West Bank, comme il faut put out a catalogue with its models posing in front of the divisive barrier. In 2003, Goldfainer commissioned Palestinian craftswomen to embroider comme il faut shirts for the spring season. She likes to say that comme il faut was created to support women, from Goldfainer and her three daughters to any woman out there.

To be sure, comme il faut's creations are not cheap, and neither is a coffee at the Bait Banamal cafe. Yet Goldfainer calls Bait Banamal an "antimall, a statement of antiglobalization." The carefully chosen stores in Bait Banamal are targeted toward women, and don't include any of the usual chain stores found in most Israeli malls. Instead, there is a sex shop called Sisters; Coola, that offers traditional massages, facials and treatments, as well as treatments for women who suffer from various medical ailments; a shoe store with hip but comfortable styles that never include stilettos or heels; Radical, comme il faut's concept clothing store, and several other storefronts owned by other women.

Given the popularity of the Tel Aviv port, which includes a host of restaurants, cafes and stores, as well as a boardwalk of wide wooden planks, enticing rollerbladers and bicycle riders, Goldfainer is very optimistic about the success of Bait Banamal.

"I want to take this concept, take it out of Israel and bring it around the world," she said. "My intention is to make a difference, and you can do that anywhere."



Sybil Goldfainer

Comme il faut at Bait Banamal, a freestanding space in Tel Aviv's trendy port area.



# Fashion Scoops

**IN THE CANNES:** Karl Lagerfeld has been snapping up a storm, preparing for a major exhibition of photography in tandem with the Cannes film festival next month. The likes of David Lynch and Isabelle Huppert posed for portraits by Lagerfeld, along with 58 other film folk, the majority of them French. The designer plans to be in Cannes May 23 for a party in his honor, but don't expect to see him mounting the festival's famous steps. "I'm not a red-carpet person," he joked.

Still, Lagerfeld couldn't avoid the spotlight Monday in his native Germany following the revelation, first published in Der Spiegel, that a radical left-wing group had considered kidnapping him in the Seventies. A member of the militant Red Army Faction told the magazine that it had a list of possible ransom targets, including Lagerfeld. It was not clear why the plan was never carried out. Nevertheless, the designer spent the weekend ducking requests for commentary from German newspapers, some of which ran the story above the fold.

**SUITE TIME:** Swatch Group is getting in on the hotel game. The Biel, Switzerland, company has formed a venture with China's Jin Jiang International Hotel Management Co. to purchase the 78-year-old Peace Hotel in Shanghai. Swatch said it would control 90 percent of the hotel. It estimated renovations would cost \$30 million and take up to two years. The south wing of the Art Deco hotel will include an arts center, restaurants and stores for Swatch-owned brands Omega, Blancpain, Breguet and Swatch. Brands such as Bulgari, Fendi and Armani all have announced plans to open their own hotels.

**YSL (HEARTS) PARIS:** Yves Saint Laurent has always been synonymous with Paris — so much so that the house even has a legendary fragrance named after the City of Light. So when it came to the premiere of the movie "Paris Je t'aime," which will be at the Paris Theatre next Tuesday, it seemed like a natural move for the French brand to want to participate. The movie features 18 shorts by 18 directors about the different Paris arrondissements, and Maggie Gyllenhaal and Natalie Portman, who both star in vignettes, will cohost the premiere with First Look Pictures and YSL. The after party will take place at YSL's 57th Street boutique, with a portion of proceeds from sales of the new "Downtown" totes to be donated to Anthology Film Archives. The actresses will then host a private dinner. The venue? Chat Noir, a French bistro on the Upper East Side, of course.

**LILY ONLINE:** Since starlet Lily Allen came to prominence via MySpace, it's fitting her debut fashion collection should have a cyber start, too. British High Street retailer New Look launched a Web site on Monday spotlighting Allen's inspirations for the line, which launches May 9, and a blog penned by the British songstress. And while she's going head-to-head with Kate Moss' debut effort for Topshop, which will bow May 1, Allen is eschewing the superslick look used by her celebrity stylist rival and opting for a more girlish approach. Sketches of dresses are pasted alongside a pink, padlocked journal, titled "Lily's Diary," which is adorned with hearts and skull and crossbones. Pieces include a red ruffled prom dress in floral prints; a strapless ruffled chiffon dress, and a floor-length sundress with Allen's song titles embroidered onto it. The collection, which will bow in New Look stores in the U.K., France, Dubai and Kuwait, among other markets, will retail from \$24 for sneakers to \$110 for a ruffled chiffon dress. Allen is also set to host a party May 8 at New Look's Oxford Street flagship to launch the line, at which she's rumored to perform a clutch of her hits.

**HELPING OUT:** African drumming and dancing kept the crowd, including Macy Gray and Mena Suvari, moving Thursday night at the MaxAzria boutique in Los Angeles, where jeweler Lori Leavitt launched a lion-themed Panthera Collection. All proceeds from the collection's silver and gold rings, cuff links and bracelets go to H.E.L.P. Malawi, a foundation to support children of the impoverished African nation. "The lion represents courage," said Leavitt. "We wanted everyone to understand what these kids are going through." Swaying to the drumbeats in a billowy green metallic dress from MaxAzria's fall collection, Lubov Azria praised Leavitt's commitment, but admitted she has never visited Malawi. Typically, she said, traveling for the Azria family is a spiritual quest. "We went to India to the missions, and my husband opened the first synagogue in China," she recounted. This summer, however, Azria has more domestic plans in mind: "I'm just spending time with my kids," she said. As if on cue, her daughter Chloe, on the opposite end of the packed woody store, implored, "Where's my mother?"

**SPECIAL STREET:** Regent Street, home to global brands including Tommy Hilfiger, Brooks Bros. and Timberland, is celebrating 180 years of shopping with an exhibition that runs until June 30. "A Mile of Style," at London's Guildhall Art Gallery, is showcasing vintage items ranging from Twiggy dolls, to Aquascutum coats, to a Jaeger wool jersey nightdress with a lace collar from the days when the street was dominated by British names.

Curator Georgia Vossou, a conservator for the City of Westminster Archives Centre, said the idea for the show dawned on her — appropriately — during a shopping spree. "I was playing with this idea of creating an exhibition so I could make the history of Regent Street more accessible," she said. With the help of Vivien Knight, curator at the Guildhall Art Gallery, she worked on the project for a year.

The show traces the architectural history of the street, and the shops that have come and gone — such as a barbershop called the Taj Mahal. Long-standing Regent Street stores Jaeger, Aquascutum, Austin Reed and Hamleys donated a big chunk of their own archives to the show. Regent Street was the brainchild of the Prince Regent, later King George IV, and designed by the 19th-century architect John Nash. It wasn't long before the street's name became synonymous with upscale fashion and sophistication. The street is undergoing a \$1 billion development program led by The Crown Estate.

# Bold Front

**NEW YORK** — For brides who dare, there are plenty of alternatives to the obvious for spring 2008 — from cropped bubble hems to racy cutouts.



Romona Keveza

Angel Sanchez



*For more looks from last week's bridal market, see Wednesday's WWD.*



Platinum for  
Priscilla of  
Boston



Oscar de la Renta



Anna Maier  
Ulla-Maija



Vera Wang

## Bridal Report

## Gowns Show Signs of the Times

By Rosemary Feitelberg

**NEW YORK** — Shorter bridal dress lengths as well as engagements, turnaround times for purchases and in some cases, patience with their mothers' fashion advice, was the buzz at several of last week's fashion shows.

The jaunty music, hand-painted screens and cherry blossom stems that adorned Carolina Herrera's showroom hinted at how the designer's collection was inspired a bit by the Belle Epoque. A full-painted tulle dress with matching veil and a Parisian dress in dotted organza with lace and ribbon detail were additional evidence. Inventive as some of the pieces were, they stopped short of being trendy, which was essential to Herrera.

"I understand that it has to be traditional — it cannot be trendy," she said. "The dresses are a bit more classical, some have hand-painted embroidery or mother-of-pearl details. I know this has to be a very special dress, so I add little details."

Herrera was among the designers who offered short dresses, in her case a short embroidered organza dress, and other modern touches such as boleros. Designers like Amsale and Oscar de la Renta created a few dresses with pockets — another sign of today's more relaxed brides.

After his runway show, de la Renta said he approached wedding dresses differently than his signature collection, but that is a practice that he keeps with all his categories. "It is a special day for a girl," he said.

Unlike most, de la Renta prefers to show one collection a year instead of two. The way he sees it, wedding dresses don't change drastically in one year. What has changed is what the younger generations choose to wear compared with their mothers.

"In most instances, most mothers have a completely different idea of what their daughters would like to wear," de la Renta said.

His-of-the-moment styles included a silk white brocade shift with a feathered hem, a white double-face bouclé suit with a portrait collar and a cream silk faille strapless gown with a detachable skirt.

At Vera Wang, executives sense that retailers are ready for a change, said Susan Sokol, president of Vera Wang Apparel. "There is a tremendous amount of interest in short cocktail-length dresses. It's for the bride who doesn't want something as full. Softer gowns for destination weddings continue to be an important part of our business. Fashion separates like a great jacket are also important. We like to think our bride is a very nondiscriminating bride."

Wang's collection was inspired by the classicism of ancient Greece and the neoclassicism that spurred French designers such as Paul Poiret, Vionnet, Madame Grès, Chanel and Christian Dior.

After Angel Sanchez's show at Christie's, Mindy Woon, buyer and manager of Bergdorf Goodman's bridal salon, welcomed the short dress trend.

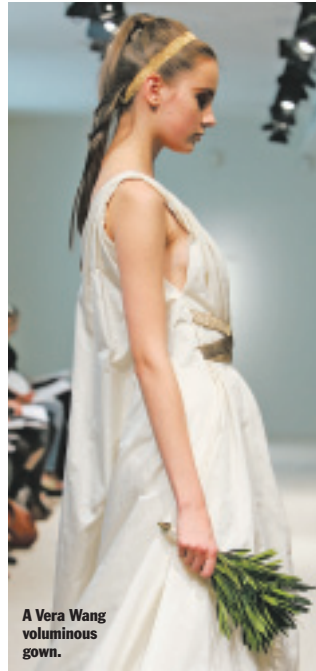
"I love the short dresses; I was so happy to see them," she said. "I've been looking for short dresses for a long time. There was everything from cute young ones to very sophisticated styles. It covered the full range."

Woon noted how many designers had created "very pretty and very feminine" bridal styles, with Carolina Herrera and Oscar de la Renta being her favorites and Angel Sanchez also making an impression.

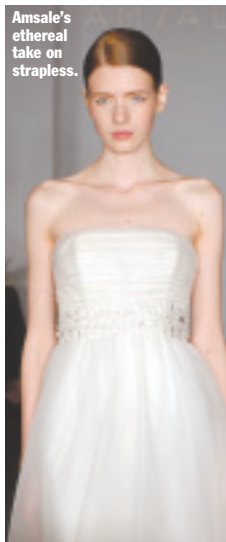
"A lot of vendors have come up with really fresh ideas — lots of organza, alternative necklines, laser-cut flowers, the mixing of laces," she said.

Sanchez offered an array of cocktail dresses, including one of silk organza with a bateau neckline and a silk gauze style trimmed with embroidered metallic trim. In total, he came up with 20 different designs for 20 different personalities. "It came easy because my inspiration always comes from all the brides I've worked with," Sanchez said.

Lela Rose, whose collection is known for its laundered fabrics and intricate details, said her line appeals



A Vera Wang voluminous gown.



Amsale's ethereal take on strapless.



Lela Rose is known for her laundered fabrics.

to brides who are more aware of fashion. "We have a much more modern take on the wedding business than the basic froth."

Showing in an Essex House suite decorated with family wedding photos, Rose picked up five new accounts and said her aim is to have stores get to know her brand. "We're so much more interested in having stores learn about us as a company. We're not interested in flooding them with so many different looks," she said.

More women are postponing marriage, so when they decide to take the plunge they want their weddings to be more intimate, Rose said. Instead of inviting hundreds of guests, they are opting to celebrate with family and "really close friends," she said. In many cases, that calls for destination weddings, which more often than not require nontraditional dresses.

Mark Badgley and James Mischka, who design the Badgley Mischka bridal and bridesmaid collections and returned to the business last year after a more than five-year absence, said they were surprised by how significant the April market has become. "Now we think it's critical to do both collections," Badgley said, referring to April and October.

Another change is how much closer to season brides are shopping, even those who are having "really big, grand weddings" he said.

Badgley Mischka opened 22 new accounts for the bridesmaid dresses as well as some new ones for the bridal collection, they said. The designer label, which already offers bridal shoes and handbags, rounded out its bridal assortment with a new jewelry collection. The pair said they recently had a huge trunk show at Kleinfeld in Manhattan, primarily because of brides having everything they needed at their fingertips.

Priscilla of Boston is also trying to simplify shopping with its new bridal salon on the second floor of 264 West 40th Street here. The store, the company's eleventh, carries Priscilla of Boston, Melissa Sweet, Platinum and the newly launched Vineyard collection. The latter is aimed at consumers looking to spend upward of \$1,000. Less than one-third of all wedding gowns are in the \$1,500 to \$1,800 price range, said Gary Schwartz, president of Priscilla of Boston, adding, "That does present a big opportunity for us and our wholesale accounts."

The new Priscilla of Boston salon will also cater to shoppers at the other end of the market who are willing to drop \$19,000 for a gown. Brides-to-be will also have the option of working one-on-one with the designers on a custom-made gown, Schwartz said. "New York is the number-one bridal market in the U.S.," he added.

Yolanda Cellucci, owner of Yolanda's in Waltham, Mass., said her bridal customers fall into two camps — they either have no time to spare or are shopping a year or two in advance. Getting wedding gowns for time-challenged shoppers has "absolutely become a major problem," she said.

Demetrios Couture is one of the resources that is able to turn around dresses quickly, Cellucci said. Many brides-to-be are willing to pay hundreds of dollars in rush cut fees for their last-minute orders. "But if a girl has a good figure, I will try to talk her into buying the sample we have," she said.

Monique Lhuillier and Reem Acra were market week standouts, and Amsale proved to be a little cutting edge and trendy, she said. Many shoppers at her store, including mothers of the bride, bring tear sheets from magazines featuring celebrities wearing styles they like. The emphasis on more youthful looks was evident on the runways. So much so that Cellucci's 18-year-old granddaughter unknowingly offered some insight after attending several bridal shows. She asked Cellucci, "Why would a bride want to wear such a trendy dress?" Cellucci said. "She's right. Why would you want something trendy when you will have those wedding pictures for the rest of your life?"



SPOSAITALIA  
COLLEZIONI

International Presentation of Bridal and Formal Wear  
2008 Collections

22-25 June 2007

fieramilanocity

NEW  
LOCATION

PAV. 3  
ENTRANCE  
PORTA TEODORICO  
fieramilanocity

organized by EXPOCTS  
info: +39 0234984.1  
www.sposaitaliacollezioni.expocts.it  
e-mail: sposaitaliacollezioni@expocts.it

in collaboration with



under the patronage of





## MEMO PAD

**BLURRING THE LINES?:** Magazines and other traditional media have leapt upon Web video, in part to maximize advertising opportunities. But Marie Claire's new podcast series, "The Masthead With Marie Claire," has raised questions about whether ethical guidelines separating advertising and editorial apply in the digital realm. The video podcasts, which are produced in collaboration with Podshow.com and boast impressive production values and "Devil Wears Prada"-esque flourish, are sponsored by Unilever with occasional chipping in by Diesel as "patron."

Nearly every one of the eight segments so far has prominently featured Unilever beauty products in scenes with the magazine's editors, and the most recent one included footage of the Diesel New York show, with Marie Claire fashion director **Tracy Taylor** explaining in the podcast, "What I love about Diesel...."

Occasionally, the placement of Unilever products seems to have required some effort on the magazine's part — a junior fashion editor on location at the United Nations for a shoot extols Degree deodorant (a Unilever product) to avoid staining a garment, and style director **Cleo Glyde** holds up two Sunsilk products (once again, Unilever) to illustrate a point about the varying beauty choices of French and American women. Beauty director **Didi Gluck**, who has since left the magazine, holds forth on a Dove self-tanner, and even editor in chief **Joanna Coles** does her part in episode one with a Dove skin product (both, of course, Unilever). But much of the product-praising duties seem to have fallen upon deputy beauty director **Genevieve Monsma**, who calls one Dove product "one of my favorites," and claims to have it in every sink in her apartment. Later that episode, she adds, "We're actually not going to cover hair in this story, but I saw these great products that came in from Suave [from Unilever] that I thought we could chat about a little bit."

The American Society of Magazine Editors, whose board monitors adherence to its guidelines for editorial integrity, has a set of "Best Practices for Digital Media," which board member and Slate editor in chief **Jacob Weisberg** said soon will be revised to reflect technological change. "The principle is exactly the same....Readers and users have to know what is advertising and what is editorial on the Web, as in print," he said. The ASME board has not reviewed the Marie Claire podcasts in particular, but Weisberg said: "It's got to be separate. [Advertising] can't include the editors and shouldn't be produced by the editors."

A spokeswoman for Marie Claire said, "'The Masthead With Marie Claire' is a podcast that is designed as a television show produced for the Web. From reality shows such as 'The Apprentice' to scripted shows like 'The Office,' brand integration is the norm. ASME guidelines do not extend to podcasts and Webisodes."

But **Marlene Kahan**, executive director of ASME, contended "the general codes do apply" to digital productions by members. "All online pages should clearly distinguish between editorial and advertising or sponsored content," the ASME guidelines

read. "A magazine's name or logo should not be used in a way that suggests editorial endorsement of an advertiser. The site's sponsorship policies should be clearly noted, either in text accompanying the article or on a disclosure page, to clarify that the sponsor had no input regarding the content."

In episode seven, Monsma describes a Dove beauty junket in the Dominican Republic (two product launches, one "particularly novel," another "really great"). She later says, "We can't try absolutely everything that comes in, but [we try] the products that are notable for one reason or another." Glyde replies, "By the time a product ends up in the magazine, you can be pretty sure that the girls have had a little bit of fun with it." Or at least their publisher has. — **Irin Carmon**

**WOMEN OF HONOR:** **Joan Didion** isn't much for keeping in touch, so she was surprised to be recognized for greatness in

communications. The author was honored at the Matrix Awards Monday afternoon at the Waldorf-Astoria in New York. Didion, who was presented with her award by **Nora Ephron**, commented on the irony of accepting an award on communication when she herself doesn't communicate. Case in point: Didion, in her brief remarks, told the crowd that sending an e-mail to her was like sending it "into a well."

Such lightheartedness came in between emcee **Rosie O'Donnell** skewering **Rupert Murdoch**, who presented an award to **Cindy Adams**, and the New York Post at every opportunity. The comedian, who attendees described as funny but over the top, cracked on Murdoch's Australian roots. O'Donnell called out Page Six editor **Richard Johnson** as he tried to make a discreet early exit and questioned his reporting techniques, implying a healthy sense of fabrication, complete with expletive. She also took several shots at **Donald**

**Trump**, saying she'd gone on a diet after he called her fat.

Though the awards celebrate prominent women in communications, some still had problems communicating. The perfectionist **Martha Stewart** presented the award to **Susan Lyne**, president and ceo of Martha Stewart Living Omnimedia Inc. After nearly finishing her remarks, Stewart realized the notes provided for her at the podium were missing several paragraphs. She stopped dramatically in midspeech and fumbled for her own notes to finish up. "She tried for levity, but it was an awkward moment," said one attendee.

Other Matrix Award recipients included "Today" show anchor **Meredith Vieira**; **Arianna Huffington**; **Pamela Fiori**, editor in chief of Town & Country; and **Lisa Caputo** chief marketing, advertising and community relations officer, global consumer group, Citigroup, and former press secretary for **Sen. Hillary Clinton**, who presented her with the award. — **Stephanie D. Smith**

# The world marketplace for fashion

July 10-13, 2007

Hong Kong Fashion Week for Spring/Summer

Hong Kong Convention and Exhibition Centre (HKCEC)

- A massive show with over 1,100 exhibitors
- Quality event with 13 main product categories
- Themed zone highlights: Emporium de Mode for clothing, Spice Arena for accessories and Infant & Children's Wear

[www.hktcdfairs.com](http://www.hktcdfairs.com)

Hotel Sponsorship of up to USD230 for first-time buyers - please contact the HKTDC office at:

Tel: (212)-838-8688 | Fax: (212)-838-8941 | Email: [new.york.office@tdc.org.hk](mailto:new.york.office@tdc.org.hk)

 香港貿易發展局  
 Hong Kong Trade Development Council

Official Partner:  
 

Official Air Express Co.  


## Textile &amp; Trade Report

# Textured Fabrics, Prints Drive Los Angeles Show

By Khanh T.L. Tran

**LOS ANGELES** — Designers and apparel manufacturers showed heightened interest in textured textiles, eco-friendly fabrics, unusual print combinations and shiny, metallic finishes at the Los Angeles International Textile Show.

With exhibitors showing collections for next spring and summer, the three-day event at the California Market Center that ended Wednesday drew designers from as far as Dallas, as well as manufacturers that produce clothing in categories ranging from denim to contemporary to juniors. Among the attendees were designers Kevan Hall, Tom K. Nguyen and Mintee Kalra, and representatives from Buffalo Jeans, Three Dots, Nordstrom and Hudson Jeans.

Prints continued to do well in monochromatic hues of black and white, said Michael Touati, owner of France Textile Fabrication. Strong, contrasting colors such as blue, pink, yellow and green also caught attendees' eyes, he said. The Seventies will make a return next year, Touati predicted, judging by the popularity of psychedelic colors updated for the 21st century by being mixed with African-inspired tribal prints such as wood grains and shells.

Hall said he was on a quest for a special print that would anchor his forthcoming spring collection. "My collection is always about novelty," he said, noting that his shopping list included linen blends, novel sheer fabrics and textiles with texture.

Texture was also a key for Marissa Harris, sportswear designer at Buffalo Jeans. Harris sought knits that have pointelle or other patterns to be used on sweaters to layer. She said she wanted feminine fabrics like silk and cotton voile, and eye-popping print combinations, such as pairings of a large pattern with a small floral print or flowers with large geometric drawings.

"It doesn't have to be matchy-matchy at all," she said.

Switzerland's Jakob Schlaepfer displayed tiny discs that came in clear plastic, metals or were etched with clusters of miniature circles. Bernard Jacobs, a salesman for Schlaepfer, said in addition to what he dubbed the "whole metallic craze,"



The L.A. textile show finished its three-day run on April 18.

PHOTOS BY TYLER BOYE

## The Fiber Price Sheet

The last Tuesday of every month, WWD publishes the current, month-ago and year-ago fiber prices. Prices listed reflect the cost of one pound of fiber or, in the case of crude oil, one barrel.

Fiber	Price on 4/23/07*	Price on 3/26/07	Price on 4/25/06
Cotton	54.88 cents	53.91 cents	55.64 cents
Wool	\$3.54	\$3.43	\$2.42
Polyester staple	88 cents	85 cents	83 cents
Polyester filament	84 cents	82 cents	80 cents
March Synthetic PPI	114	113	115.3
Crude oil	\$63.38	\$62.28	\$75.17

\*The current cotton price is the March average on fiber being delivered to Southeastern region mills, according to Agricultural Marketing Services/USDA. The wool price is based on the average price for the week ended April 20 of 11 different thicknesses of fiber, ranging from 15 microns to 30 microns, according to The Woolmark Co. Information on polyester pricing is provided by the consulting firm DeWitt & Co. The synthetic-fiber producer index, or PPI, is compiled by the Bureau of Labor Statistics and reflects the overall change in all synthetic fiber prices. It is not a price in dollars but a measurement of how prices have changed since 1982, which had a PPI of 100. Oil prices reflect last week's closing price on the New York Mercantile Exchange of future contracts for light, sweet crude oil to be delivered next month.



The California Market Center.

another trend was the return of appliques on clothing, as seen in metal rainbow-colored polkadots that were heat-fixed to chiffon.

Giving sequins and metal polkadots competition in the trim business were glass beads from Osaka, Japan-based Matsuno Industry. Ryotaro Matsuno, a partner in the family-owned business, said in line with the metallic trend, silver, gold and an iridescent white were the most popular colors. He also said American customers were thinking small.

"Normally, American people like big beads," he said. "We have a special tiny size [of 1.5 millimeters in diameter] that is getting popular right now."

Even leather wasn't spared of special treatments, such as distressed washes and slick coats. Cecilio Lebron, a sales representative for Los Angeles-based Western Hides, which offers only Italian leather, said attendees were fond of yellow, snakeskin prints on calf and lamb leathers, and patent leather.

For Mintee Kalra, who designs the year-old contemporary label Mintee, cotton twill and Modal blends and other fabrics that were ideal for traveling and warm weather topped her shopping list.

"I'm also looking for heavy knits, which are good for jackets," Kalra said. "It's trendy to do a fantastic blouson, cropped jacket."

On the eco-friendly front, Los Angeles' Ecotex bucked the trend for bright colors by offering burgundy, brown, mustard yellow and other muted tints achieved through organic vegetable dyes. Raphael Javaheri, Ecotex's president, said he received many requests for plain cloth that customers could garment-dye, denim made of organic cotton and organic Supima cotton.

"Organic Supima has been really good," he said, noting that a top item was an organic Supima that was sheer and light enough for double layering. "It's stronger and feels softer."

## Lamy: Resumption of Trade Negotiations Critical

By Evan Clark

**WASHINGTON** — If countries don't act soon to reenergize the Doha trade talks aimed at reducing tariffs and spurring development in poor countries, the world will be forced to "confront the unpleasant reality of failure," Pascal Lamy, director general of the World Trade Organization, said here Monday.

In addition to losing out on trade reforms already agreed upon during the negotiations and missing an opportunity to address inequities in the global trading system, failure would be the first time that a round of global WTO negotiations didn't succeed, Lamy told a U.S. Chamber of Commerce luncheon.

"Failure to complete the Doha Round would undermine the system and weaken the ability of member governments, individually and collectively, to stand firm against trade protectionism," he said. "That is a risk which we cannot afford to take lightly."

Launched in the wake of the terrorist attacks of Sept. 11, 2001, the Doha trade talks intended to spur global development by lowering tariffs and other barriers

to trade on industrial and agricultural goods as well as services. Concerns in the agricultural area, such as the degree to which rich countries support their farmers, have been a key sticking point in the talks.

Countries are going to have to be willing to go further than they have and they will have to move in concert, said Lamy.

"For the moment, a group of major actors — the [European Union], U.S., Brazil, India — despite being politically committed to concluding this negotiation by around the end of this year, are somewhat paralyzed by fear that any move in the negotiation by any one of them will be pocketed by the others and will not lead to reciprocal moves," he said.

Opponents of freer trade, who view the effort to reshape commerce between the WTO's 150 member countries as a threat, claim current trading policies have opened U.S. producers to unfair competition abroad and have weakened the domestic manufacturing base.

U.S. textile producers and others have pushed for textile and apparel products to be treated separately in the round, maintaining higher tariffs to protect local

industries, but there has been little apparent action on that issue lately.

The stakes are high. Lamy said trade has helped increase U.S. economic output by nearly 50 percent over the last decade. With purchases by American consumers a key engine for global economic growth, trade ministers in capitals around the world keep a close eye on Washington, where legislators are considering the renewal of President Bush's trade promotion authority. That authority, which would let the President submit a trade deal to Congress without the ability to amend it, is seen as vital for Doha.

"Many U.S. trade partners consider that no movement on TPA means that the U.S. has lost faith in the Doha Round, as if the U.S. was shifting gear from drive into park," he said.

The House is expected to take the prospects for a speedy completion of Doha into account when debating the renewal of the negotiating authority.

"Many WTO members believe we have a window of opportunity which will close unless there is clear progress over the coming weeks," said Lamy.

## L.A. Textile Chief: Coping With Change

**LOS ANGELES** — Cities such as Dallas, Atlanta, New York and Los Angeles once had vibrant textile industries and professional support organizations. However, with the domestic textile landscape scorched by foreign competition, most of the organizations and many major mills were wiped out. But the Textile Association of Los Angeles, founded in 1944, has survived.

New TALA president Brian Thaler, president and founder of Scott-Thaler Associates, and his predecessor, Hal Kaltman, owner of Hal Kaltman Textiles, discuss how the group has kept going in this volatile environment.

**WWD:** What are your goals for TALA?

**Brian Thaler:** I am evaluating the current trending that is taking place in the industry and the world. We have been approached by 13 to 14 embassies that want to bring members of their countries into L.A. TALA also sponsors scholarships for the students. All these students graduate at some point and a percentage work for companies or a percentage work for themselves doing design. We have become an information exchange organization.

**WWD:** How are you different from past presidents?

**B.T.:** I own an executive search firm. We specialize in textiles, apparel, accessories, home gifts, retail and logistics. We search for candidates and clients, and we are a matchmaker. We represent both the candidate and the client. I know how to find new TALA members. I know how to recruit companies that want to deal with our members. I am helping TALA be logical in putting together the salespeople with potential business.

**WWD:** How do TALA members cope with competition from China and elsewhere?

**B.T.:** TALA is...made up of salespeople. Our salespeople can get positions at these foreign companies. A lot of these foreign companies have no clue what to do. There is confusion and there are people scared with what is happening with the changeover. But if we build our organization as a network, there will be a lot of guidance for the industry.

**WWD:** When a foreign company approaches you, what do you tell them about why they should be doing business in Los Angeles?

**B.T.:** California creates things. California is innovative. Look at the ski and surf. Look what is going on in jeans. We offer a hub.

**WWD:** What are some challenges you face leading TALA?

**B.T.:** I don't really see any challenges. Either you become a member and join in with the visibility and education, or you don't. What I am doing for TALA is I am bringing in people who can help other people achieve their objectives. I wish I had more hours in the day, but I am a volunteer. Every country is going to be coming to TALA for help. I

hear these old-time salespeople saying textiles are dead. They are not.

**WWD:** Who are members of TALA?

**Hal Kaltman:** We have different categories of membership. We have people that are involved in the direct sale of textiles or textile-related items. We have another category of membership that includes the bankers, the factors, the freight companies and anything related to the industry, as far as designers, print designers, studios. The only ones that are not allowed to be members of TALA are manufacturers.

**WWD:** Are there any recent additions to the membership?

**H.K.:** We get a lot of traffic from foreign embassies, so we are starting a campaign to bring them in and set up a kind of membership for them to be part of TALA and give them the access to anybody and everybody they want. They have companies that need representation.

**WWD:** How many TALA members are there?

**H.K.:** Roughly 500, plus our retired membership. For our membership, we are trying to create alliances with China, India, Vietnam.

**WWD:** What changes in the industry should TALA members anticipate?

**H.K.:** Over the last decade, the changes have been coming so fast. You have to try to be smart enough to get a feel for where things are moving. Everybody

was scared to death of China. They finally got a clamp on that. Now, you have got [normal trade relations] with Vietnam, you've got the sub-Saharan trade agreement, you've got the trade agreements coming out of...Central and South America.

**WWD:** Do you believe these trade agreements are implemented effectively?

**H.K.:** My biggest complaint has always been that, while we sign treaties with other nations, our government will fall over backward to make sure that we stick to the letter of that agreement. When it comes to making the other guy keep to the agreement, we turn our heads. Washington, starting at the White House level down through Congress, has decided that we are an expendable industry.

re • styled.  
 • configured.  
 • imagined.



The bigger, better PANTONE loose-format cotton swatch system. When reconfiguring the new PANTONE loose-format cotton swatches, we developed a system that's simply **SMART**: Sensible, Manageable, Accessible, Relevant and Tough. Features that make our new system work even harder for you. A new partnership with Clariant International Ltd. matches our color expertise with the technical excellence of a leading global dyestuff producer. Our larger, loose-format swatches combined with technically sound recipes using globally available dyes and time-saving digital color data means your product goes from inspiration to production faster than ever imagined. Pantone and Clariant are committed to generating sustainable added value. Formulations used to create PANTONE SMART colors will insure environmentally sound process and products.

[pantone.com/smartcolor](http://pantone.com/smartcolor)

**PANTONE®**  
 /Fashion+Home



PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Clariant is a registered trademark of Clariant Ltd. PANTONE Colors may not match PANTONE-identified standards. Consult current PANTONE Color Publications for accurate color. © Pantone, Inc. 2007. All rights reserved.

# Remembering Jack Lindner

By David Moin

It was a chance encounter on a tennis court at the Fountainebleau in Miami 30 years ago that gave the late Jack Lindner, at that time age 69, a second career in retailing.

"Jack was playing tennis and out of the blue Ben Cammarata comes onto the court to play tennis. They see each other and fall into each other's arms," recalled Lindner's wife of 55 years, Betty. Lindner died of kidney difficulties April 5 at Doctors Hospital in Century City, Calif. He was 100. Along with his wife, Lindner is survived by his son, Ken, and his sister, Sylvia.

Lindner and Cammarata hadn't seen each other for 12 years since they worked together at the former J.W. Mays department store in New York. Lindner was vice president and general merchandise manager of sportswear when he hired Cammarata at \$70 a week and trained him to become a buyer.

"He took me under his wing and truly taught me the business, especially the off-price aspect of retail," said Cammarata, who is currently chairman of The TJX Cos., the off-price giant that operates T.J. Maxx, Marshalls and other chains in the U.S. and abroad.

Instead of playing a set at the Fountainebleau, the duo talked shop. Cammarata said he was in the throes of building up T.J. Maxx, which at the time had just 10 stores, and was looking for executives. Lindner, who swam and walked every day, played racquet sports and was in great shape, said he wanted to work again. So then the ball was in Cammarata's court to do the hiring.

Lindner initially took what was expected to be a temporary job training and building staff at TJX, but he ended up staying for 28 years. He retired for good at age 98, and in the course of his unusual career, earned a reputation as a mentor to an army of buyers.

"He was probably one of the greatest trainers in our industry," said Eli Lomita, co-owner of E/LO Larry Levine Sportswear, who knew Lindner since 1954.

Lindner is remembered by family, friends and colleagues as one of a rare breed in retailing — someone with extraordinary buying skills, who worked more by gut instinct than computer, and could drum up business on the selling floor with unorthodox hawking techniques. He was also an artful negotiator in the maniacally cost-conscious off-price retail sector, and even more significantly, he shared his know-how with those just starting to come up in the ranks.

Mentoring, while generally disappearing in retailing, is nonetheless critical at TJX. Buyers joining TJX from other retailers might understand fashion and have great relationships with vendors, but they don't initially understand the nature of off-price. As Cammarata noted, "When you are in the off-price business, you are negotiating practically every deal you make. It's not only merchandise. It's the real estate, the wax on the floors in the store, or the shopping bags you put the merchandise in. You negotiate everything, and Jack was absolutely the best at it."

The essence of what Lindner taught TJX buyers was how to negotiate the best price possible and yet ensure good relationships with vendors, rather than driving them out of business. "He took young buyers and taught them the ropes," Cammarata said. "He would meet them at the plane when they arrived in New York and show



Jack and Betty Lindner, photographed five years ago.

them where manufacturers were located, how to establish a schedule, when to go to warehouses or showrooms. Every step of the way, Jack taught many buyers, even some experienced buyers who weren't experienced in the world of off-price. He would literally spend five days a week in the market with them. One important thing we did was develop a training film 12 years ago with Jack discussing his ideas about negotiating. We still use that as a training tool for the development of our buyers."

Lindner was born Feb. 7, 1907, in Krakow, Poland. As a boy, he worked for a dry goods store, where he learned about fabrics, colors and garments. In 1920, he and his mother, Taube, and his sister immigrated to the U.S. His father died from a war wound, according to his wife.

He worked at the former Ohrbach's, and later got a job at Mays at the Fulton Street branch in Brooklyn as a stock boy. He negotiated his way into the job by telling the president, Joseph Weinstein, that if he didn't make it to buyer in six months, he would quit. Weinstein gave him the job because he liked his spirit.

Lindner served in the Army for 37 months during World War II, in Europe and Africa, and returned to Mays, a moderate-priced business that was prone to discounting, not much unlike today's off-pricers, where he retired as executive vice president. At the store, Lindner pioneered fledgling apparel markets, shopping in Florida, California, Europe and Hong Kong, and found unique merchandise other retailers didn't have. In the Fifties, he hooked up with a manufacturer from India and made a major splash with madras long before the competition bought into it. He often brought back samples for local manufacturers to knock off.

His mentoring approach could be formal and strict.

Buyers traveling with him would all eat together, three meals a day, and had to go to sleep at the same time. He was also a stickler for buyers looking professional in terms of their attire and grooming, and his conversation focused on business. He was not one to discuss the weekend sports.

On Saturdays and Sundays in the store, Jack would stand by the register and make notes of what was selling. That was his unit control. If an area of the selling floor lacked traffic, he would clear the goods off the racks, hide them in the stockroom for a half hour or so, and get the staff to break it out again and start shouting to customers about great values — like \$3.99 skirts. The same goods that weren't selling before started to move, and at the same price.

"Jack would stay behind the register and knew everything that was selling. That was his main position," said Lomita.

"They used to work six or seven days a week, and I kept telling him I wanted him home," said his wife. But when he retired from Mays in 1966, "he was not happy being unemployed," said his wife. "He loved his job. He loved to work. This guy enjoyed every second of his life."

The TJX/Jack Lindner Scholarship has been established at the Educational Foundation for the Fashion Industries at the Fashion Institute of Technology. Students who are financially challenged and majoring in retail or fashion are eligible. They must maintain a GPA of 2.5 or higher.

Donations to the scholarship fund can be sent to: Vicki Guranowski, director of special events at FFT; 227 West 27th Street; Building C, Room 204; New York, N.Y. 10001. For information, call 212-217-7811.



## Guess Unveils First Shanghai Flagship

GUESS HAS ITS SIGHTS SET ON THE EAST.

The company opened its first retail flagship in Shanghai Friday at the Shanghai Plaza Infinity Mall. The 5,000-square-foot multilevel boutique houses Guess and Guess by Marciano apparel for both women and men, as well as an extensive accessory and footwear collection.

"Our commitment of expansion in Greater China is evidenced by the fact that we set up direct operations in this territory," said Terence Tsang, president of Guess Asia, in a statement. "Investment in opening this flagship store represents the first important initiative of the expansion strategy into this huge potential market."

To celebrate the opening, Guess hosted a launch event and fashion show last Friday inside the Infinity Mall, attended by Paul Marciano, the company's chief executive officer. More than 1,000 people attended the celebration. Chinese model Du Juan opened the fashion show, and pop star Anne Morrone performed, as well as an array of other dancers and performers.

Within the next year, Guess plans to have a total of 14 apparel stores and 20 accessories stores within Greater China. A directly owned Guess store in Beijing is slated to open within the next few weeks.

Guess, the \$1.2 billion apparel retailer and wholesaler, operates approximately 324 stores in the U.S. and Canada and an additional 450 fully owned units and franchised stores in nearly 60 countries worldwide, encompassing five retail concepts that generated just under \$1 billion in revenue in 2006.

— Lisa Lockwood



# APPAREL **TECHNOLOGY**

## Transforming the Supply Chain

**A one-day meeting for senior apparel executives.**

The WWD Technology Leadership Forum will feature specific insights from apparel brands who are successfully leveraging technology to move their business forward.

**Topics will include:**

Supply Chain Management  
Product Lifecycle Management  
Mass Customization

Speed to Market  
Customer Relationship Management  
Logistics and Distribution

For more information, call 212.630.5926 or e-mail [techsummit@fairchildpub.com](mailto:techsummit@fairchildpub.com)

**WWD | TECHNOLOGY  
LEADERSHIP | FORUM**

**JUNE 21, 2007** CONDÉ NAST THEATRE, NYC

Sponsored by:

**PAXAR**  
The Power of Identification

**KSA**  
Kurt Salmon Associates

**ssas**

**LAWSON™**

# WWD Marketplace National

For more career opportunities log on to [fashioncareers.com](http://fashioncareers.com). Call 1.800.423.3314 or e-mail [fpclassified@fairchildpub.com](mailto:fpclassified@fairchildpub.com) to advertise.

## REAL ESTATE

**To Let For Business**  
Search For Space In Garment Center Showroom/Office/Retail - no fee  
[www.midconre.com](http://www.midconre.com)  
Or Call Paul 212 947-5500 X 100

**Showrooms & Lofts**  
BWAY 7TH AVE SIDE STREETS  
Great New Office Space Avail  
ADAMS & CO. 212-679-5500

## BUSINESS OPPORTUNITIES

### Contract Work Wanted

**Sewing Contractor**  
Midtown Contractor Able to Produce:  
WOVENS \*2,500 Jackets per week  
\*1,000-5,000 Pants per week  
\*5,500 Skirts per week  
KNITS \*5,000 - 6,000 Knit Tops  
& other styles per week  
Call John @ 212-565-3015

**T-Shirt Specialist**  
Well equipped fulfillment center  
Est. in 1993, located in LI, NY  
24-hour quick turnaround  
• Screen Printing • Embroidering  
• Bagging/Inspecting • Label Change  
• Folding/Ticketing • Price Ticket Prod'n  
• Packaging/Shipping • Trucking/Storage  
Contact # 631-951-3284

### Business Services

**PATTERN/SAMPLES**  
Reliable. High quality. Low cost. Fast work. Small/Lrg production 212-629-4808

## Business Services

**PATTERNS, SAMPLES, PRODUCTIONS**  
All lines, Any styles. Fine Fast Service.  
Call Sherry 212-719-0622.

**PATTERNS, SAMPLES, PRODUCTIONS**  
Full service shop to the trade.  
Fine fast work. 212-869-2699.

**SEEKING FACTORIES**  
Hi-volume Domestic Dress Manufacturer seeking local factories in the Northeast  
**PLENTY OF STEADY WORK!**  
Forward company information to [domesticdresses@gmail.com](mailto:domesticdresses@gmail.com), fax #212-869-3639/ATTN: JCA or call Santo at 212-869-3300, x237

### Business Opportunity

**ARE YOU DOING YOUR OWN SHIPPING?**  
We have a state of the art Garment Distribution Facility located in Secaucus NJ. Clean, organized, computerized and seeking companies looking to lower their shipping costs. We ship & receive domestic & foreign products. To discuss this opportunity, please send contact information to: [qtdistribution@gmail.com](mailto:qtdistribution@gmail.com) or by calling 201-558-9191

### Career Services

**#1 Fashion Resume Expert**  
Staff Thru Executive-Wholesale/Retail  
Free Evaluation • Lifetime Updates  
GILBERT CAREER RESUMES  
(800)967-3846 amex/mc/visa  
[fashionresumes.com](http://fashionresumes.com)

## HELP WANTED

### Help Wanted

**Secretary to C.E.O.**  
**START IMMEDIATELY**  
International Company located in L.I.C. Queens seeks experienced individual w/ speed writing, good command of English, knowledge of LC, ability to multi-task, computer skills, MS Word, Excel & database. Congenial personality. Near subway. Salary commensurate with experience and benefits.  
**Fax resume to 718-482-0178 or email resume to [fr@fashionribbon.com](mailto:fr@fashionribbon.com)**

Admin Since 1967  
**W-I-N-S-T-O-N**  
**APPAREL STAFFING**  
DESIGN • SALES • MERCH  
ADMIN • TECH • PRODUCTION  
(212)557-5000 F. (212) 986-8437

**ASST DESIGNER**  
Leading better separates co seeks a technical, organized, motivated, accurate, fast paced go-getter. Must have 2 yrs exp working w/China, drawing skills, spec, sketch, tech packs & emb layouts. Great benefits.  
**Please fax resume to: (212) 302-3872 - ATTN: Natasha**

**BOOKEEPER \$75K+**  
EDI, Quickbooks, Mass Market  
[Jobs@TheFashionNetwork.com](http://Jobs@TheFashionNetwork.com)

**Design Assistant**  
Children's dress house seeks a highly motivated design assistant w/ 2-3 yrs exp. Responsible for assisting in design concepts under head designer. Must be able to draw dress & sportswear cads and do complete tech paks for East production. Illustrator a must!  
**Please email resume to: [diane@samara.com](mailto:diane@samara.com)**

### Help Wanted

**DESIGN ASSISTANT**  
Men's loungewear company (Branded and Private Label)  
**QUALIFICATIONS:**  
• Strong Technical Drawing Skills.  
• Knowledge of Garment Construction.  
• Photoshop/Illustrator a must.  
• Highly organized.  
• Very detail oriented.  
• Excellent follow-up.  
• Minimum 5 years experience.  
**RESPONSIBILITIES:**  
• Tech-Packs, Garment Specs.  
• Presentation Boards.  
• CAD Line-Lists.  
• Assist Designers.  
E-mail resume & salary requirements to: [brian.minkoff@knothe.com](mailto:brian.minkoff@knothe.com)

**DESIGNERS**  
\* Sr Designer \$100-300K  
Hang w/ Jill Stuart, Hanii Y, Anna Sui & Alice and Olivia  
\* Designer Jr Contemporary \$85K  
\* Denim Girls Designer \$80K  
\* CAD Designer \$60K  
\* Woven/Womens Asst Designer \$30-40K  
KwanJessilyn@aol.com 212-947-3400

Design  
**Magashoni Apparel Group**  
Private label design studio seeks:  
**ACCESSORIES DESIGNER**  
**ASSISTANT ACCESSORIES DESIGNER**  
Must have exp. in leather and fabric handbags, ability to shop market, design innovative product, present to customer and follow-up with overseas production. Must know Photoshop and Illustrator. Min. 2 yrs experience req'd.  
**E-mail resumes to: [gdhr1@gmail.com](mailto:gdhr1@gmail.com) or Fax: (212) 869-3179 after 7pm**

## Help Wanted

**RETAIL/WHOLESALE SALES, PRODUCTION & DESIGN**  
Cashmere and Apparel Company seeks dedicated team players. Salary commensurate with ability.  
**PLEASE E-MAIL RESUME TO: [lawrence@sacoinfl.com](mailto:lawrence@sacoinfl.com)**

**DESIGNERS (3)**  
2 CAD Designers & 1 Asst - Knitwear  
A well established apparel co. seeks 2 CAD Designers & 1 Assistant CAD Designer who are proficient in Illustrator & Photoshop. Must be a team player & work well under pressure. Fun & exciting atmosphere. Need graphics a plus.  
E-mail or fax resume with job title to: [sgadhia@ByDesignLLC.com](mailto:sgadhia@ByDesignLLC.com) or S. Gadhia @ (212) 396-4350

**DESIGNERS**  
\* Sr Designer \$100-300K  
Hang w/ Jill Stuart, Hanii Y, Anna Sui & Alice and Olivia  
\* Designer Jr Contemporary \$85K  
\* Denim Girls Designer \$80K  
\* CAD Designer \$60K  
\* Woven/Womens Asst Designer \$30-40K  
KwanJessilyn@aol.com 212-947-3400

Design  
**Magashoni Apparel Group**  
Private label design studio seeks:  
**ACCESSORIES DESIGNER**  
**ASSISTANT ACCESSORIES DESIGNER**  
Must have exp. in leather and fabric handbags, ability to shop market, design innovative product, present to customer and follow-up with overseas production. Must know Photoshop and Illustrator. Min. 2 yrs experience req'd.  
**E-mail resumes to: [gdhr1@gmail.com](mailto:gdhr1@gmail.com) or Fax: (212) 869-3179 after 7pm**

## Help Wanted

**Design/Production Asst**  
Womens Luxe house seeks bright indiv to join team with strong comm, computer skills, Photo/Illust a must. Detail oriented, highly organized with excellent follow up. Resp include: storyboards, garment specs, tech pacs, line lists. Send resume to Bony.  
Fax: 212-268-7425 or Email: [bwibowo@cassincollections.com](mailto:bwibowo@cassincollections.com)

**DESIGN/SALES ASSOCIATE**  
Midtown NYC Silver Jewelry Importer/Wholesaler seeks a Sales Associate to assist in showroom sales, photoshop imaging and jewelry design. Great professional opportunity!  
Email resumes to:  
**DYNASTYGOLD@CS.COM**

**Freelance Designer**  
Womens Luxe house seeks creative indiv to assist w/special projects. Strong sp/w /rw exp a must. Knowl of luxury fabrics and fine construction a must. Tech Pacs, Photo/Illust proficient. Deadline oriented with great follow up.  
Send resume to Bony.  
Fax: 212-268-7425 or Email: [bwibowo@cassincollections.com](mailto:bwibowo@cassincollections.com)

**Freelance Tech Designer**  
Major apparel company is looking for a candidate with experience in ladies constructed sportswear/outerwear to create technical packages for overseas production. Knowledge of sewing/construction/specs, work with Excel and sketching in Illustrator a must. Minimum 5 years experience. Person must be organized, detail oriented, work well in fast paced environment and be able to follow up.  
**Please e-mail all resumes to Arlene at: [Arleneb@star-ccc.com](mailto:Arleneb@star-ccc.com) or fax to: 201-761-6392**

**INTRODUCING**

**fashioncareers.com**

LOG ON.  
SEARCH JOBS.  
FASHION YOUR FUTURE.

THE PREMIER ONLINE CAREER CENTER OF  
**WWD | DNR | FN**

# Ed Hardy to Open N.Y. Showcase

By Sharon Edelson

**NEW YORK** — Ed Hardy is expanding its tattoo-inspired apparel and accessories in lower Manhattan.

An 1,800-square-foot store on West 13th Street in the Meatpacking District has been popular, and now the company is opening a two-level 5,500-square-foot flagship at 40 Mercer Street in SoHo in June.

Henry Mandell, president and chief operating officer of Ed Hardy, said he expects the SoHo store to do \$10 million in sales in its first year.

"The new store is designed to showcase the whole Ed Hardy lifestyle," Mandell said. "It's extensively merchandised for men's, women's and kids", with very strong shoe collections and licensed products such as watches, eyewear and cashmere."

The Ed Hardy collection is designed by Christian Audigier, who is best known for Von Dutch, the brand he left in 2004. Audigier started his own company after being granted exclusive rights to work with the designs of tattoo artist Don Ed Hardy, whose versatility includes the American, Japanese and cholo styles as well as surf and hot-rod iconography.

Ed Hardy, which was founded last year, had sales of \$70 million in 2006. The company plans new stores for the Beverly Center in Los Angeles and Lincoln Road in Miami.

"We want to have a very strong presence in New York and Los Angeles," Mandell said. "We utilize our stores as lightning rods for publicity and celebrities. Celebrities come and get taken care of very well. We don't keep the celebrities away from the people. We have no VIP areas. Ed Hardy is for everyone," which



A center-cut, hand-laced Impale Dragon tunic dress.

includes age groups from preteen to fortysomething.

"It's edgy but fun at the same time," Mandell said. "It's dangerous, but also it's safe. You can make a statement."

The collection includes a foil T-shirt with the image of a geisha for \$79; a hoodie with an all-over tiger print, \$143; cowboy boots for \$279, and leather pumps with rose graphics, \$99. There's also something called Adam Saaks Couture. Saaks' hand-cut dresses are slashed, slit and stitched and sell for \$549.

Tattoos are having a fashion moment. But Mandell said Ed Hardy will be around longer. "What differentiates a brand that can endure from a moment is authenticity," he said.

"Don Ed Hardy has a 40-year body of work. There's a lot of creativity, a lot of bright colors. It struck a chord with consumers."

The Meatpacking District store has become something of a hangout. The company holds parties and events there and hires a DJ on weekends. "It has more of a hard-core Ed Hardy customer," Mandell said.

The SoHo flagship, he hopes, will raise Ed Hardy's profile and appeal to new customers.

Peter Braus, executive vice president of Sierra Realty, who represented the building owner, said Ed Hardy is moving onto a prime block. "Vivienne Tam signed a lease at 40 Mercer Street," he said. "Ugg opened up the block. I heard that Nike might be opening a store a block away."

The Ed Hardy store will face the Mercer Street entrance of Scoop's new Broadway megastore.

# Le Château Evaluating U.S. Store Operations

By Brian Dunn

**MONTREAL** — Canadian retailer Le Château is looking at opportunities to grow overseas despite losses at its five U.S. stores.

Le Château expects to make a decision by yearend about the future of its U.S. operations, which lost \$972,000 on sales of \$7.3 million for the year ended Jan. 27, compared with a loss of \$789,000 on revenue of \$6.8 million a year ago. All figures have been converted from Canadian dollars at the current exchange rate.

"The New Jersey stores in the Garden State mall and Newport [in New Jersey], as well as our Staten Island [N.Y.] store are doing OK, as they resemble our Canadian operations, which are primarily mall-based," Johnny Del Ciano, vice president of finance, said in an interview Tuesday. "Our stores on Broadway and West 34th Street [in Manhattan] are street-level stores that pay higher rent and are having a tougher time."

Given their relatively small contribution to the retailer's entire operations, Del Ciano conceded it might be easier to sell the U.S. stores. However, he added, "But we have a New York buying office and [the U.S. stores] act as a sort of an R&D center. We also might grow our U.S. operations under a licensing agreement like we have in the Middle East."

Including U.S. results, the women's and men's retailer on Tuesday reported a profit for the year of \$21.8 million on sales of \$268.7 million, up from \$20.8 million on revenue of \$246.7 million.

During the year, Le Château added 10 stores and expanded 20 locations. For the first 10 weeks of fiscal 2008 ended April 7, same-store sales increased 11 percent from a year earlier, and total sales were up 15.6 percent.

Le Château added two stores to the four it operates through a licensee in the Middle East and could add another four stores in the region this year. It is also exploring other overseas areas.

In Canada, the company is on target to operate 1 million square feet of retail space by 2009 through expansion and new stores. It currently has 854,000 square feet and 195 stores.

**Help Wanted**

**MERCHANDISING COORDINATOR**  
Major NYC women's sportswear mfg. seeks a highly motivated, detail oriented, organized and experienced individual with excellent communication skills. Individual to coordinate and monitor account special projects and production of merchandise from beginning to end. Individual must also be proficient in Illustrator, Photoshop and Excel. College degree required. 1-2 years merchandising experience a plus. Excellent benefits package.  
Fax resume to: Laura R. (212) 768-3588

**PATTERNMAKER**  
Jonden Knit Sportwear Co. seeks exp. person, Bklyn warehouse. Gerber skills a plus. Fax: (718) 369-4927.

**PATTERNMAKER**  
Patternmaker wanted for social occasion dress company; min. 3-5 yrs exp. Must have catalog exp. be detail oriented and able to work well under pressure. Excellent communication skills required. Send resume and portfolio to: patternmaker97@gmail.com

**Prod Asst/Coord**  
Well known Designer/Bridge Co. seeks a detailed oriented, organized indiv. w/ excellent comm. skills and 2-3 yrs garment exp. Must multi task & enjoy working in fast paced environ. Duties: fabric & garment P.O. costing, trim, cutting tickets & delivery follow up w/oversees. Good computer skills a must.  
Fax/e-mail resume w/salary req's: 212-840-0205 or womensapparel@hotmail.com

**Help Wanted**

**Prod'n Mgr \$100-\$125K**  
Collection Runway Mkt Intl. Young Edgy Designer. Lot of Embellishments Factories, costing, T&A

**Prod'n Mgr \$85-\$90K**  
Domestic Prod'n Designer Sportswear Dress Collection Domestic Mkt. Vertical Retailer ToddWayne1@aol.com 212-947-3400

**Production Assistant ANNA SUI**  
2-3 yrs exp. as liaison between domestic and overseas offices. Proficient in Word, Excel, ADS. Detail oriented & organized. Fax resume & sal req. to: 212-768-2358

**Production Coordinator**  
Accessories Company seeks organized, detail-oriented individual. Duties incl.: issuing & follow-up purchase orders, manage sampling & prod'n issues w/ factory, liaison between sales & design. Must speak Chinese and English. Computer proficiency a must.  
E-mail: bonnie1@eastport-inc.com or Fax: 212-947-2082

**Production Coordinator**  
Growing L.L. sportswear company seeks experienced, detail oriented individual to handle off shore production. This person will manage multiple factories & coordinate production first through final. Daily correspondence & follow up with factories, maintain w/ report. Excellent Excel skills required. Aria a plus.  
CathyD@vintail-apparel.com

**Seamstress / Tailor**  
Experienced. Careful sewing very important. Will train to make curtains. Good English and math. Call Susan or Yadrinka: 212-629-6127

**Help Wanted**

**SKETCH ARTIST**  
Major apparel company seeks fast paced, detail oriented Sketch Artist. Must be willing to multi task & have knowledge of Illustrator CS2 on PC. Please fax resumes to: (212) 575-7009

**TECH DESIGNER - Knitwear**  
Missy moderate sportswear co seeks person with knowledge of cut & sew and sweater garment construction. Must have the ability to develop specs & possess pattern making experience. Also must have good follow up & STRONG COMPUTER SKILLS. Min 5 years exp. Fax resume & cover letter with salary requirements to: (212) 704-0487

**Technical Designer Girlsweat**  
Individual with min. 3 yrs exp. Must be able to develop new specs, full graded specs, do fit approvals & comments. Import experience, chain store experience & computer skills a must.  
Email resume to: humes01@aol.com

**TECHNICAL DESIGNERS SHI**  
1) Missy-Jrs-Kids 2) C/S Knits or Wovens  
3) Sweaters 4) All Level Positions  
Call B. Murphy (212)643-8090; fax 643-8127

**TECHNICAL DESIGNERS**  
\*Sr TD Yng Contemp Runway \$100-120K  
\*TD Young Edgy Designer \$75-85K  
\*TD Mens Bottoms \$75-90K  
\*TD Mens Outerwear \$75-80K  
\*TD Better Sportswear \$60-80K  
\*JT TD Sportswear \$50-60K  
\*Spec Techs \$45K  
ToddWayne1@aol.com 212-947-3400

**SALES HELP WANTED**

**Sales Help Wanted**

**SALES EXECUTIVE HANDBAGS**  
Nina is seeking an experienced, highly motivated sales professional to launch its new line of handbags. Must have strong retail expertise and outstanding relationships with fashion department stores and specialty accounts.  
Nina Footwear Corp. is an equal opportunity employer and offers competitive salary and benefits.  
Please send resumes to: CA-HB@ninashoes.com fax : (212) 246-6619

**Est'd Activewear Co.**  
Seeking an exp'd SALES PERSON with relationships in the budget price point, and can bring in some of the mass merchants. Fax resumes: 212-391-7551

**SALES EXECUTIVE**  
Est'd better updated missy knitwear co. seeks experienced, motivated sales exp. with strong well est'd contacts with dept. stores, nat'l chains, private label a/c. Min of 5 years experience.  
E-mail resume to: slproad@yahoo.com

**Sales Help Wanted**

**Sales Executive**  
Est'd moderately priced Dress / Sportswear Co. is looking for an exp'd. Sales Executive to pioneer new accounts. Must have strong relationships with Dept./Chain Stores. Experience in dealing with JC Penney a plus. E-mail or Fax resume to: rtsai@jennifereden.com / 212-768-0811

**Retail Sales Help Wanted**

**SHANGHAI TANG**  
300 800 300

**FT Retail Sales Associate & Senior Sales Associate**  
Required to work in Madison Avenue store for unique luxury brand. Enthusiasm and relevant retail experience essential. Fluent in spoken English. Self-starter w/ positive working attitude. Senior Sales Associate - min. 3 yrs retail exp. with 1 year supervisory exp.  
Interested parties, please email resume to: kim.warfield@shanghaitang.com

**For information on subscribing, call us toll-free. 1-800-289-0273**

**LINEs**

**Lines Offered**

**INDEPENDENT SALES REP.** L.A. based fabric importer seeks exp'd, aggressive and organized person for NY sales. Fax resume w/ references 213-688-2874 or E-mail: marylou@starfabrics.com.

**SALES REPS**  
Brand New Hot Casual Dress Line "Lanz" by ClubZ Inc TERRITORIES AVAILABLE: CA, WA, OR, TX, OK, IL, OH, IN, MI, NE. Fax resume: 212-398-2228 or Tel: 212-398-1445

**Sales Rep Wanted**  
West Coast and East Coast High end casual brand looking for exp'd sales reps. A proven record of established accounts and excellent relationships with dept and specialty stores a must. Competitive commission.  
Please email: yvonne\_lu@door261.com

**Shirting Fabrics**  
Importer of extensive Yarn Dyed & Piece Dyed fabrics seeks Commission Reps in LA, TX, & NYC markets. Fax/E-mail: 201-215-9502 / usatex@yahoo.com

**CONFIDENTIAL SERVICE:** To answer box number ads and protect your identity: (1) Seal your reply in an envelope addressed to the box number; (2) In a separate note, list companies and subsidiaries you do not want your reply to reach; (3) Enclose both in a second envelope addressed to: CONFIDENTIAL SERVICE, WWD, Classified Advertising, 750 3rd Ave. New York, NY 10017

**GET RESULTS! PHONE YOUR AD TO WWD TOLL-FREE:**  
**(800) 423-3314 or (212) 630-4610**  
**FAX: (212) 630-4634**  
**DEADLINE: NOON (ET) DAY PRIOR TO DATE OF PUBLICATION**

**HOW TO ANSWER BOX NUMBER ADS:**  
All replies to box number ads should be addressed exactly as indicated in ad copy. For those box numbers without a street address, mail to:  
Box \_\_\_\_\_  
WOMEN'S WEAR DAILY  
750 3rd Ave. New York, NY 10017



Francisco Costa with Amanda Brooks in Calvin Klein Collection and André Balazs.

# Arts & Crafts

A slew of the usual New York society suspects descended upon Cipriani 42nd Street in their Calvin Klein best on Sunday night for the New Museum's 30th Anniversary celebration, including **Rachel Feinstein**, **Amalia Dayan**, **Jeanne Greenberg Rohatyn**, **Renée Rockefeller**, **Amanda Brooks**, **Cindy Sherman**, host **André Balazs** and honorees **Richard Prince** and **Jeff Koons**. "I had my first museum show there," recalled Koons. "I did a series of vacuum cleaners, and I knew it was getting a big response because the guards began to complain that all these people were coming in trying to buy them. The museum was on 14th Street."

After dinner, collectors (read: bankers and hedge fund types) bid up to \$50,000 each for works by **Jim Hodges** and **Louise Bourgeois**. "I had my eyes on a few things but they went for much more than I could afford," lamented **Francisco Costa**, whose company sponsored the event.

Another fashion house, Yves Saint Laurent, hosted a benefit on Maiden Lane for the San Francisco Child Abuse Prevention Center Thursday night that was attended by the majority of the city's society and crashed by Mother Nature — in the form of a hearty April shower. But guests seemed unruffled by that, as well as by the absence of the co-chair, House Speaker **Nancy Pelosi**, who was busy in Washington. "The Downtown bag is going like hotcakes," said **Linda Cannon**, co-founder of the center, which helps at-risk families with everything from food to music lessons.

In fact, it was a busy week for the YSL folks. The company hosted another party at its Beverly Hills store, attended by **Kristin Davis** and **Gwen McCaw**. Hostess **Liane Weintraub** modeled the house's chunky accessories, and when guests encouraged her to buy the loaner necklace, she responded simply, "Tell my husband."



Rachel Feinstein



Renée Rockefeller in Calvin Klein Collection with Jeanne Greenberg Rohatyn.



Amalia Dayan in Prada.



Kristin Davis in Oscar de la Renta.



Jeana Toney in Yves Saint Laurent in San Francisco.



Liane Weintraub in Yves Saint Laurent.

# Fashion Rocks

**PARIS** — Nascent indie-rock act The Shoppings is out to prove retail therapy isn't a ladies-only domain.

The French duo's first fashion-fueled album, entirely home-recorded, was released in Europe last month. "We came up with our first track just mucking around by the pool at my house in Montpellier," says guitarist David Lavaysse of the track "Comme Terry," which glorifies the style of fashion photographer Terry Richardson, from his T.Rex T-shirts to his way with the ladies.

Lavaysse and singer Pascal Monfort met when Monfort was hired to style one of Lavaysse's solo album covers in 2002. Monfort — who counts fashion lecturing, editing the once-yearly Yummy magazine and managing Nike France's trend department among his day jobs — decided to spin his fashion know-how into lyrics and the two started experimenting on tracks.

"I see the songs as hyper-realism or Pop Art of sorts, made up of the typical exchanges one hears on a night out," says Monfort, whose rapid-fire, rhyming couplets circumnavigate a laundry list of fashion banalities accompanied by tinny beats and Lavaysse's growling, Slayer-tinged guitar. Take "La Valse des Baskets" (The Sneaker Waltz) that name-drops collector brands, or the agitated "Rien A Mettre" (Nothing to Wear), that lists the whines of a fashion victim with nothing new to wear.



The Shoppings' David Lavaysse and Pascal Monfort at Le Baron.



The album's already caught the ear of certain fashion figures. Jean-Charles de Castelbajac, for example, logged onto The Shopping's MySpace site and was recruited to star in the band's first video, "Tu Fais Quoi dans la Vie?" (What Do You Do for a Living?). In it, de Castelbajac plays the referee of a fashionable fight club, where models battle it out with Chanel bags, trussed up in Galliano Homme and towering Prada heels. "It's all nails and hair and too much fashion," jokes Lavaysse. They also recently recorded a track for the boutique Colette's 10th anniversary, accompanied by a video starring Jeremy Scott.

However, the pair is determined not to end up on the catwalk karaoke circuit. "We've been approached by designers, but above all we're a rock band," says Monfort, a stocky ball of energy who likes to write around onstage.

The pair's differing dress code has also got fashion covered. Lavaysse typically sticks to an indie-sportswear diet: a Nike jacket, say, thrown over a T-shirt by his favorite U.S. rock band, "An Albross," and a pair of jeans by the French skater label Logo. Monfort, meanwhile, cuts a classier act in a tuxedo suit, Martin Margiela shirt and dapper patent leather shoes by Helmut Lang.

The group has gathered a female following. But a growing gaggle of fashion-conscious young men, says Monfort, have also been spotted in the crowd. "There's a real fashion scene going on with French kids today, which is very much about pushing strong individual styles," says Monfort. "There are loads of mini Pete Doherty and young dandies running around town."

The pair will soon be issuing customized Nike sneakers on their site, as well as other fashion goodies such as The Shoppings' sweatshirts customized by French brand I Love Sweaters. "My dream would be to issue bottles of The Shoppings Champagne," says Monfort.

But he's resigned that the bubble will eventually burst. "In 10 years, we'll be a distant blip on the landscape," he muses. "But we like to think that those who listen to us again in the future will hear a snapshot of a fashion era."

— Katya Foreman

# BEST BUDS

The latest show to hang at Chelsea's Danziger Projects may be titled "Wallflowers," but there isn't a shy daisy in the bunch. As an ode to spring, gallery owner James Danziger collected floral paintings, photographs and sculptures by artists including Ryan McGinness, Annie Leibovitz and Cecil Beaton. "There are no specific pictures of flowers," Danziger clarifies of the pieces on display through May 24. "One of the things I realized was the inescapability of flowers as a subject or secondary subject, even though it wasn't a still life." For instance, in a Laurel Nakadate photograph, a pair of rose-printed panties fly in the wind, and in another print by Seydou Keita, three girls pose for the camera, dressed in matching floral frocks.

Of course, fashion's obsession with colorful blossoms is nothing new. The theme appears frequently in the exhibit. There's Adam Fuss' X-ray of a Chloé dress from the spring 2006 collection and a Sandra Bermudez collage of butterflies with wings and antennae that, if one looks closely, are actually a collective of Gucci sunglasses parts.

All together, the artistic mix creates a diverse garden, but Danziger insists his green thumb is only of the Pantone variety. "Despite my interest in flowers, I'm not much of a horticulturist."

— Emily Holt



A work by Heidi McFall.

NEW MUSEUM PHOTOS BY BILLY FARRELL/PMC; TONEY BY THOMAS GIBBONS; DAVIS AND WEINTRAUB BY JOHN SHIGAREN/WIREIMAGE; THE SHOPPING'S BY STEPHANE FEUGERE; MCFALL COURTESY OF JAMES DANZIGER