

WWD TUESDAY

Ready-to-Wear/Te

Roamin' Goddess

NEW YORK — Hello, summertime. In other words, bring on the little dresses. Girl-about-town Marianna, shown here in SoHo wearing one from Sretsis with a bag and wedges that she picked up in Taiwan, told WWD she can't live without her short frocks at this time of year — not to mention strappy sandals and oversized shades. For more New Yorker must-haves, see pages 6 and 7.

Talking to a Generation: Brands Turn to YouTube To Spread the Message

By Lisa Lockwood

If you want to talk to young consumers these days, you'd better be on YouTube. And you'd better be funny.

Brands ranging from Gap to Victoria's Secret, Ralph Lauren, Calvin Klein, Nike and Adidas are increasingly finding a home on YouTube, MySpace and similar sites, where their videos, commercials, behind-the-scenes footage and fashion shows are posted for free. These sites have the potential to transform the way fashion brands reach their current and future customers since hundreds of thousands of people can view a single spot — with humorous

See **Fashion**, Page 8

Vollbracht Resigns From Blass

By Rosemary Feitelberg

NEW YORK — Michael Vollbracht's days of designing for Bill Blass are over after a somewhat bumpy four-year run.

In a telephone interview Friday, the label's designer and creative director said he resigned the day before. Relations between Vollbracht and Blass management were known to have been stormy for a long time.

A statement released Friday by Blass' parent company, NexCen Brands Inc., confirmed the resignation. Michael Groveman, president and chief executive officer of Bill Blass Ltd., said, "As we position the company to move in a new direction, we appreciate the valuable contributions Michael Vollbracht has made to the Blass team since joining us. His creative interests have led him down a different path, and we wish him well in his pursuits."

A search is under way for Vollbracht's successor, according to Groveman. "Blass prides itself in cultivating some of the finest design talent the industry has to offer, and we're excited about the rising stars among the Blass design team."

Vollbracht said in the statement, "I have appreciated the opportunity to carry on the tradition of Bill Blass, a man I admire more than I can say...I hope that I have made an important contribution to the company, and I look forward to seeing its continued success and growth in the years to come."

While Vollbracht's February runway show received a more favorable review than in seasons past, some believed he never quite found his footing at Blass. In March 2003, Vollbracht arrived on the heels of Lars Nilsson's swift dismissal — the latter was fired the day after presenting his spring ready-to-wear collection. On Friday, Vollbracht said he had had "a wonderful ride," but "it was time to move elsewhere. I don't want to go anywhere except in my garden and anywhere that makes me happy."

Asked if he planned to stay in fashion, Vollbracht, an accomplished illustrator and artist who has had various exhibitions, said, "I doubt I will. It's not something I'm thinking about. I have a home here and one in Florida, so I have a pretty nice life."

The largely uneven reviews of Vollbracht's collections for the house may have played into his

exit, as well as the fact that Bill Blass Inc. was sold in December following a two-year search. That month, NexCen Brands inked a \$54.6 million cash and stock deal to acquire Bill Blass Holding Co. Inc.

The acquisition included two Blass-owned subsidiaries, Bill Blass Licensing Co. Inc. and Bill Blass International LLC. The company also entered into a licensing agreement for men's and women's denim with Designer Licensing Holdings LLC, which also acquired a 10 percent minority interest in the company's Bill Blass trademark subsidiary. The company has licensing deals for tabletop, linens and bedding, with other home categories to follow. The goal is to make Blass a full lifestyle brand.

During his tenure, Vollbracht tried to breathe some life into the Blass label by creating flirtier pieces for younger shoppers without alienating the brand's older, core customers. While Vollbracht suited up First Lady Laura Bush, he also wooed celebrities like Janet Jackson and Jessica Lange.

Like the late Blass, Vollbracht hails from the Midwest — in his case from Shawnee Mission, Kan. After graduating from Parsons School of Design in 1969, Vollbracht won the school's prestigious Norman Norrell Award, and when Norrell was not available to present it, Blass stepped in. After graduation, Vollbracht worked as an illustrator for Geoffrey Beene sketching Lynda Bird Johnson's wedding wardrobe. He beat out Beene's then-assistant, Issey Miyake, to design the junior collection, Beene Bazaar. He joined Donald Brooks in 1971 before going out on his own in 1978 without any financial backing. His second collection earned a Coty Award. But in 1989, Vollbracht left Manhattan to live full-time in Florida.

Vollbracht came back to New York to work with Blass on the retrospective that opened at Indiana University in 2003 and the related catalogue. He spent two years with the designer looking at archives, prior to Blass' death in June 2002. In a 2003 interview, Vollbracht said, "I am going to bring something to this house that is fresh, while maintaining what is at the essence of the house. Working with Bill, I got to know the heritage of the house really well. I got it. He kept telling me, 'This is not the Michael Vollbracht show.'"



Michael Vollbracht

Valentino Buyer Expected to Retain Key Execs

By Luisa Zargani

MILAN — Valentino Fashion Group's new owner, private equity fund Permira, seems set on maintaining the status quo at Valentino and Hugo Boss. Although Permira hasn't discussed its intentions, a source on Monday said Valentino's chief executive officer, Stefano Sassi, is "highly regarded" by Permira and likely to stay.

"There is not going to be any big revolution in VFG's management. No changes are expected at Hugo Boss, either," the source said, referring to Bruno Saelzer, ceo of the German firm.

Valentino's board named Sassi, who was ceo of the textile group and sister company Marzotto SpA, as ceo of Valentino Fashion Group and its subsidiary fashion house,

Valentino SpA, in December.

Permira may ask Matteo Marzotto, president of Valentino SpA, to stay. Earlier this month, Marzotto sold his shares in the group, which includes Valentino and Hugo Boss, to Permira through the family's financial vehicle, International Capital Growth Sarl, for 782.6 million euros, or \$1.06 billion, at current exchange. Marzotto is seen as a valuable liaison between Permira and the designer Valentino.

Permira controls 29.6 percent of VFG shares, which it acquired from ICG, and is close to gaining 24 percent more from other Marzotto family members. Permira, which had been negotiating with the Marzottos, said on Monday that a reciprocal exclusivity agreement had been extended to June 1. The agree-

ment had been set to expire on Monday.

The future of Antonio Favrin, chairman of the group, remains uncertain. Favrin, who owns nearly 20 percent of VFG, may remain a minority shareholder, but he's said to be estranged from the Marzottos after teaming up with rival bidder Carlyle Group. The Marzottos are barred from negotiating with Carlyle until Friday.

Permira is offering the Marzottos its original price of 35 euros, or \$47.60 a share. If successful, Permira will own 53.6 percent of VFG. Once it secures a majority stake, Permira will be forced to launch a cascading bid for outstanding shares of Hugo Boss AG. Acquiring VFG and buying out the minority shareholders in Hugo Boss will cost about \$5.8 billion.

Top-Level Change Said Brewing at Escada

BERLIN — Speculation is building in Europe that a changing of the guard may be imminent at Escada.

Although friction seemed to have eased between Escada AG's major shareholder, Rustam Aksenenko, and chief executive officer, Frank Rheinboldt, at the company's annual general meeting in mid-May, reports now suggest Aksenenko will push to replace Rheinboldt at a supervisory board meeting Thursday.

Jean-Marc Loubier, a member of the Escada supervisory board who was previously ceo at Celine, is being cited as the mostly likely candidate to

take over the Escada top post.

Aksenenko, whose Geneva-based holding company, Finartis, holds a 25.5 percent stake in the German fashion house, long has complained that Escada has not sufficiently promoted its accessories business in the manner of luxury market competitors Gucci and Prada. Accessories currently account for about 7 percent of Escada's annual sales and are a relatively new business segment for the apparel maker.

An Escada spokesman declined to comment on the reports, as did Loubier.

— Melissa Drier

WWD TUESDAY

Ready-to-Wear/Textiles

FASHION

6 Stylish city chicks make beating the heat a cinch with perennial favorites like flouncy dresses, flat sandals and some hot-tot accessories.

GENERAL

1 Brands from Ralph Lauren to Nike are finding a home on YouTube, where their videos, commercials and fashion shows are posted for free.

3 Missoni ceo Massimo Gasparini is spearheading sweeping changes, including a new organizational structure and shuttering Missoni Sport.

10 TEXTILES: Going "green" is a priority at California ports, a main hub for apparel imports, and retailers are being asked to help pay for it.

11 Italian investor Michele Russo bought a 75 percent stake in Opera's two management companies from Bulgari and Opera management.

EYE

4 At the Cinema Against AIDS gala at Cannes, Kenneth Cole and Sharon Stone got people to dig deep to raise \$7 million for AIDS research.

Classified Advertisements.....14-15

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COMING THIS WEEK

TUESDAY: Coldwater Creek and Phillips-Van Heusen Corp. report first-quarter sales and earnings.

WEDNESDAY: Couture 2007 Jewelry Show, Las Vegas (through June 4).

Chico's and Delia's Inc. report first-quarter sales and earnings.

Dress Barn reports third-quarter sales and earnings.

Polo Ralph Lauren Corp. reports fourth-quarter and year-end sales and earnings.

THURSDAY: Movado Group, Sears Holdings Corp. and Tiffany & Co. report first-quarter sales and earnings.

FRIDAY: JCK Show and Swiss Watch by JCK, Las Vegas (through June 5).

The U.S. Labor Department releases the May employment report.

SATURDAY: Fashion Industry Gallery Apparel & Accessories Market, Dallas (through June 5).

SUNDAY: FashionCenterDallas Apparel & Accessories Market (through June 5).

In Brief

• **NBC'S WRIGHT JOINS POLO BOARD:** Polo Ralph Lauren Corp. has tapped Bob Wright, former chairman and chief executive officer of NBC Universal, to join the company's board. Wright began at NBC in 1986 as president and ceo, and was named chairman and ceo in 2001. He became chairman and ceo of NBC Universal in 2004, and remained in that role until February. Polo is no stranger to NBC. Polo.com was formed in partnership with NBC and ValueVision Media Inc., until Polo took full ownership of the venture in March. Wright becomes the 12th member of Polo's board, a new position. "We will benefit greatly from Bob's experience at NBC and General Electric, where he guided expansion into new markets and new audiences, helping to transform the business into a truly global brand," Ralph Lauren, chairman and ceo, said in a statement.

Missoni CEO to Pilot Major Changes

By Amanda Kaiser

MILAN — Missoni's newly tapped chief executive officer, Massimo Gasparini, is spearheading sweeping changes at the family-run company, establishing a new organizational structure, shuttering the Missoni Sport collection and growing the business through new stores and licensing agreements.

Gasparini, who began his new job in January, said the Missoni family decided to step back and delegate the management of the company to a professional management team, still in the assembly phase. The move echoes that of other family-controlled companies in Italy who have taken on outside managers, such as Salvatore Ferragamo, Versace and Benetton.

"Vittorio, Luca and Angela Missoni realized that, to manage the company going forward into this next phase of development, it was fundamental and necessary to turn to external management," Gasparini said, referencing the second generation of the famous fashion family. The three Missonis are the sons and daughter of founders Ottavio and Rosita Missoni.

The Missonis are also keen to better organize their company as third-generation family members come of age. There are nine heirs to the family business. The eldest, 24-year-old Margherita, is currently studying acting in New York and has a recurring role in Missoni's fragrance ads. As a personal side project, Margherita also is designing a costume jewelry line for Goldsmith's of London.

"Margherita is knocking at the door,"

Gasparini said of the young woman's rising profile at the company.

Gasparini, 48, replaced recently retired Umberto Monte, who had been with the firm for 40 years. Prior to joining the company, Gasparini worked at Gucci Group's watch and jewelry division and held various positions at American Express.



Massimo Gasparini

The roles of the various Missonis have evolved considerably into a new corporate structure, effective this month. Vittorio Missoni, formerly head of marketing and sales, now is overseeing "institutional affairs" at the company, acting as an ambassador for the brand at various functions. Luca Missoni is trading in his creative responsibilities for men's wear and the Missoni Sport collection to head up special events, oversee the fashion house's rich archive and spearhead the creation of an eventual Missoni museum.

Angela Missoni, currently the brand's women's wear designer, is broadening her creative control to encompass all the house's products, including men's wear. The spring-summer 2008 men's collection will be Luca Missoni's last design effort.

Last year, Missoni's consolidated sales grew 6 percent to some 75 million euros, or \$95 million. Gasparini said revenues will grow considerably as Missoni opens new stores. The executive wants to double the size of Missoni's 29-unit retail network within five years.

Gasparini said Missoni isn't gunning to match the likes of Gucci Group or Prada SpA, but it still has plenty of untapped potential as a niche player in terms of apparel and accessories.

"Our customer base is rather segmented and limited, but we embrace that in an ex-

remely positive way," the executive said.

Elsewhere in the organizational structure, Gasparini has outlined clear roles overseeing merchandising, human resources and administration and finance, as well as communications, retail and production. Maurizio Ciriminna has just been hired as head of licensing development, another new position at the company. Gasparini will directly manage all the other departments as he gets to know the business and vets candidates for each position, some of which could be filled internally, he said.

In a bid to boost corporate transparency, Missoni's board (currently consisting of Vittorio, Luca and Angela) likely will expand to include Gasparini and other outside members, the CEO said.

The company is also drastically altering its product offering, discontinuing its Missoni Sport line and refocusing that business' resources, especially its fabric research and production know-how, on the top-tier collection and diffusion line, M Missoni. Valentino Fashion Group SpA — itself undergoing shareholder turmoil as the Marzotto family considers Permira's bid for majority control — produces M Missoni through a licensing agreement.

Missoni Sport's final collection will be for the spring-summer 2008 season. The company is planning a special event to commemorate the life of the collection, which spanned seven years.

Missoni's top-tier collection generated 75 percent of the company's consolidated sales last year, or 56 million euros (\$71 million), while Missoni Sport contributed 20 percent, or 15 million euros (\$19 million).

Royalties from licenses, including M Missoni, the beauty business with the Estée Lauder Cos. Inc. and the home collection, came to about 4 million euros, or \$5 million, last year.

Cole Haan Bolsters Exec Team

Cole Haan is beefing up its design and merchandising teams, after its creative director and executive vice president, Gordon Thompson, stepped back from his full-time position earlier this month to pursue a consulting role within the firm.

Tracy Smith has been named chief merchandising officer, a new post. Smith was vice president of merchandising for footwear. He will be based at the company's marketing headquarters in New York, reporting to chief executive officer James Seuss, and also will serve on the firm's executive committee.

"Tracy brings with him an incredible depth of experience in our product categories," Seuss said in a statement. "He has been a fundamental part of the Cole Haan family for the past 12 years. This is a key position in unifying our point of view across all product types as well as continuing to build a world-class design organization."

Paul Overfield, who started last month, will report to Smith. Overfield has a background in luxury accessories with stints at Gucci, Calvin Klein and Oscar de la Renta.

— Sophia Chabbott

MEMO PAD

AQUASCUTUM'S DIRTY WEEKEND:

Aquascutum has drafted Gisele Bündchen and Irish actor Jamie Dornan for its latest global ad campaign, which was shot at one of Britain's most notorious stately homes. The cinema-inspired ads were photographed on location at Cliveden, the former home of the Astor family and the famous backdrop to the Profumo Affair — the political and sex scandal that rocked Britain in the early Sixties.

Mario Sorrenti snapped the pictures that, appropriately, depict "a weekend of stolen moments, intrigue and trysts," according to Aquascutum president and chief executive Kim Winsor. "Gisele and Jamie are the perfect pairing to communicate



Gisele Bündchen for Aquascutum.

our creative vision for the new season." During her wicked weekend at Cliveden, Bündchen wears one of five coats from Aquascutum Vintage, a new collection based on vintage Aquascutum designs worn by Hollywood heroines including Audrey Hepburn, Lauren Bacall and Sophia Loren — but presumably not Profumo maiden Christine Keeler. The campaign will break in the August issue of L'Uomo Vogue and later in the September issues of magazines including Tatler, British Vogue and Harper's Bazaar. — Samantha Conti

INDEPENDENT SPIRIT: Gucci has tapped Mert Alas and Marcus Piggot to shoot its first-ever ad campaign solely dedicated to the season's must-have accessory. For fall, it's the Indy bag, a rigid frame style with a strap inspired by the steering wheels of old racing cars, hence its name.

The two, which creative director Frida Giannini selected for their ability to interpret her vision, shot in a studio in London on a set that re-created the asphalt of a racetrack. Sprawled across the track is model Natasha Poly, shielding her eyes from the sun while dressed in a leather-and-fur blouson jacket and clutching a crocodile bag.



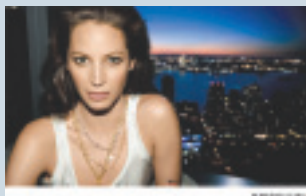
The Gucci ad.

"This is not a typical still life campaign," said Giannini. "For me, the Indy bag embodies the core characteristics of the Gucci woman: sensuality and strength. This is why I wanted to create a dynamic setting."

The campaign breaks in August fashion titles worldwide.

Craig McDean will continue to shoot the brand's ready-to-wear campaigns. For fall, he shot on a Cinecittà set, painted in deep hues that complement Giannini's Lee Miller-inspired fall clothes. — Alessandra Ilari

CHRISTY FOR COIN: Supermodels are more into baubles than ever as they keep signing on to appear in fine jewelry ads. David Yurman has Kate Moss, Chopard has Eva Herzigova and now Italian jeweler Roberto Coin has nabbed Christy Turlington Burns.



Roberto Coin's new ad.

She was photographed for Coin's first celebrity-model-focused ad campaign by Inez van Lamsweerde and Vinoodh Matadin. The first ad, showing Turlington Burns wearing several gold necklaces in front of a starry night sky, will launch in the September Vogue.

Five percent of the sales of the jewelry shown in the campaign will be donated to YouthAIDS. "I have always tried to collaborate with brands who are effecting change on a larger scale, and I believe that Roberto Coin and YouthAIDS are doing just that. I'm proud to support that," said Turlington Burns in a statement.

The campaign, which features pieces from the Barocco, Fantasia, Cento, Roi Soleil and Appassionata collections, was designed by the New York-based marketing firm Kinney + Kinsella. — Sophia Chabbott

RICH READERS = HAPPY ADVERTISERS: Female readers of fashion and beauty magazines keep getting richer — at least according to the latest Mediabank Research data. W magazine again has proven that its readers can afford the high-priced fashion it purveys, as it has the highest median household income among women readers, at \$104,057, according to MRI's report for spring 2007. Yet it may come as a surprise to many that Lucky came in second, with a median income of \$87,013. "If you don't have a lot of money, you won't be happy reading this magazine," said Sandy Golinkin, Lucky's vice president and publisher.

"We've always said we have more affluent readers than most people expect." A year ago, she said editor in chief Kim France conducted focus groups and learned that readers craved more luxury items. Predictably, this translated into adding higher price points inside the shopping title. "What we do [internal research] pretty closely matches MRI," said Golinkin.

But this hasn't always been the case for other fashion-beauty titles. Nina Lawrence, vice president and publisher of W, said MRI's spring 2007 numbers present an accurate account of who its readers are. MRI reports the median income of the magazine's female readers is up roughly 28 percent over spring 2006.

Among fashion and beauty titles, Harper's Bazaar came in third, with a median household income of \$76,873. The Hearst title also experienced the most dramatic growth spurt in terms of household income, with a nearly 33 percent increase over spring 2006. Like Lawrence, Bazaar's senior vice president and publisher, Valerie Salembier, said MRI's new figures closely mirror its internal data. "We've known our readers have a high household income," she said. "It's nice when syndicated [data] matches what we already knew."

As for the rest of the field, In Style's women readers earn a median income of \$75,922. Elle is up almost 11 percent to \$70,509, Jane's made \$69,519 and Vogue's increased approximately 11 percent from last year, to \$65,074. Like many of its competitors, Vogue does its own research, and later this year will release the findings from a study that shows a cultural shift taking place, called the "Feminine Model of Influence," said Joseph Giamarese, executive director of marketing. MRI reports that Allure's female base has a median household income of \$63,768; Glamour, of \$61,327; Marie Claire, of \$59,673; Cosmopolitan, of \$55,401, and Town & Country was up less than one percent, to \$54,406. — Amy Wicks



George Clooney and Brad Pitt



Carla Bruni in Azzedine Alaïa.



Elle Macpherson in Roberto Cavalli.

Ocean Breeze



Sharon Stone in Roberto Cavalli with Kenneth Cole.



Cannes has always been as much about the glittering late-night parties as the films, and this year was no exception. At amfAR's 14th Cinema Against AIDS gala at the Moulin de Mougins Wednesday, **Kenneth Cole** and **Sharon Stone** got people to dig deep into their pockets to help raise \$7 million for AIDS research. Among the items for auction: a serenade by **Kylie Minogue**, lunch with **Dita Von Teese** and a smooch from **George Clooney**.

Even without the sex appeal of models including **Gemma Ward**, **Elle Macpherson**, **Naomi Campbell** and **Carla Bruni**, there was plenty of heat in the tent, which was stifling in the unseasonable temperatures. It got so hot, Clooney joked he was going to auction off an air conditioner for \$500,000.

The fashion crowd — including designers **Stefano Pilati** (who came with **Catherine Deneuve**), **Roberto Cavalli** and Emanuel Ungaro's **Peter Dundas** (in town to fit **Angelina Jolie**) — stuck to one side of the room while the movie stars were clumped front and center. The crush left festival jury member **Sarah Polley** casting her eyes about the room for "someone that I know."

Friends were in high supply later on at Quintessentially's Hotel du Cap after party and at a **Karl Lagerfeld** photo exhibit, which drew Minogue, **Mischa Barton** and **Claudia Schiffer**. Lagerfeld stayed out until the wee hours of Thursday morning and may as well have just kept going until the "Ocean's 13" premiere later that night.

Co-stars **Brad Pitt**, Clooney, **Matt Damon** and **Ellen Barkin** did their due diligence on the red carpet, then sped up to club Baoli for a Martini-sponsored bash, where they partied privately as the nonfamous guests were left to gawk at them on the patio through a glass wall. Minutes later, the well-dressed stars departed for dinner on a yacht at the Hotel Du Cap.



Jean Paul Gaultier at the "Ocean's 13" premiere.



Matt Damon with Ellen Barkin in L'Wren Scott.

Maternal Instinct

Graphic novelist and first-time Iranian director Marjane Satrapi has a hit on her hands with the animated feature "Persepolis," the film of her book detailing her coming-of-age in post-revolution Iran. Of course, if there was any doubt her acclaimed books would make good screen material, the casting of Danielle Darrieux, Catherine Deneuve and Chiara Mastroianni as her grandmother, mother and herself, respectively, sealed the deal. "It was wonderful to voice this character," says Deneuve, 63, dressed in her signature Yves Saint Laurent, chain-smoking skinny cigarettes and sipping white wine. "You sort of have to overdo it a little knowing your voice has to be stronger than normal. And of course, it's a relief to not have a camera rolling because you are working completely out of your head."

But playing an animated woman was only a momentary respite from the pressures of looking good. "I'm dealing with [aging on camera] because I know I will have to deal with it more and more. Not that I like it, but it's a fact, you know? And also I'm lucky because in France I still have interesting parts to play," said Deneuve,



Catherine Deneuve with daughter Chiara Mastroianni.

who last week just wrapped her 100th film. "I still have a great desire to do different films. I'd love to work with American directors like [Francis Ford] Coppola, [Martin] Scorsese and Jonathan Demme. But looking back at my career, I have nothing to be ashamed of. You are made of a lot of things, the stresses, the disasters."

As for Deneuve's daughter — who was cast to voice Satrapi's character after her famous mum was already signed on — Mastroianni found she easily related to Satrapi's story. "Anyone who has had the experience of loss or not being able to express themselves can relate to this film," she says. "It goes way beyond Iran. There is something universal about it. Marjane described a terrible and sad situation with such a distance and a sense of humor. People these days cry on themselves, but she never allows self-pity and that was very compelling."

The proud Deneuve boasted, "Chiara is very specific and does only what she wants to do. Nobody's going to conform her. She has a strong personality."

For her part, Mastroianni says she was lucky to grow up with normal parents — her father is actor Marcello Mastroianni — who neither encouraged her to nor discouraged her from becoming an actress. "At one point, it just informed me," she says simply. Now, she seems as much a part of the French cinema as her mother. "It's a very special kind of circus, and of course there are extremes and vanity, but Cannes is magic," she says.

— Marcy Medina



Gemma Ward in Balenciaga.



Kylie Minogue, Cécile Cassel, Karl Lagerfeld and Claudia Schiffer.

LAGERFELD PHOTO BY ERIC RYANG/GETTY IMAGES; DAMON BY JEFF KESPA/WIREIMAGE; MACPHERSON BY PASCAL LE SEBASTIAN/GETTY IMAGES; BRUNI BY DAVID FOGAN/GETTY IMAGES; DENEUVE BY DANIELE VANTURELLI/WIREIMAGE; ALL OTHERS BY GEORGE PIMENTEL/WIREIMAGE

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PHOTO BY CHARLES MASTERS

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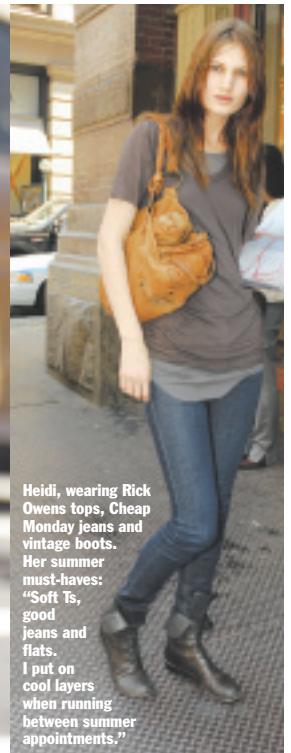


Ina, wearing a Juicy Couture dress, The Sak handbag and Enzo Angiolini sandals. Her summer must-haves: "Cute shorts, a comfortable top and a fabulous bag. Wait, I didn't even notice you took my picture. Good thing I'm cute today."

Summer Lovin'

NEW YORK — Ahh, summertime — the livin' should be easy, right? Stylish city chicks make beating the heat a cinch with perennial favorites like flouncy dresses (lots of them) and flat sandals, not to mention several key hot-town accoutrements: scarves, vests, hats and even gold jewelry.

— Court Williams



Heidi, wearing Rick Owens tops, Cheap Monday jeans and vintage boots. Her summer must-haves: "Soft Ts, good jeans and flats. I put on cool layers when running between summer appointments."



Audra, wearing an H&M tank, Levi's jeans, a scarf from Oak in Brooklyn and Repetto shoes. Her summer must-haves: "Flat sandals, a big bag and a light scarf. The summer scarf thing is a chic way to block the sun. Without it, I'd be the color of a tomato."



Elsa, wearing Cheap Monday jeans, a vintage vest and T-shirt. Her summer must-haves: "Sunblock, sunglasses and a cool hat. I like anything that keeps me out of the sun."



Olga, wearing an Urban Outfitters top and vintage jeans and bag. Her summer must-haves: "Heels, a sundress and sunglasses. The best clothes are my old clothes. They're so comfortable."

Tanya, wearing a vintage shirt, Uniqlo jeans and an H&M vest. Her summer must-haves: "Jeans, flats and sunglasses. I love that in the summer, you can look great for so little money."



Harley, wearing a vintage top and Topshop shorts. Her summer must-haves: "High-waisted shorts, jumpers and bright accessories. It's much easier to be cute during the summer."

They Are Wearing®



Tarah, wearing a Veronica M. dress and Juicy Couture sunglasses. Her summer must-haves: "Flip-flops, sunglasses and hot accessories. I don't even know who makes this bag. It's so silly when people dress by brand."



Rosie, wearing a Reiss top, Levi's jeans and a Chloé bag and shoes. Her summer must-haves: "A Chloé handbag, a fedora and gold jewelry."



Aashrita, wearing Rugby shorts, a Guess bag, Balenciaga glasses and a "nameless dress and bag." Her summer must-haves: "Bright shorts, a one-piece swim suit and short, printed dresses."

Fashion Brands Flock to YouTube

Continued from page one
ones scoring the most hits.

"You've got to fish where the fish are," said David Verklin, chief executive officer of Carat North America, the largest independent media services company. "We've always had a hard time reaching young men and women on TV, except for MTV. Particularly teenagers — they're not doing a ton of reading. The younger market was a bit diffused. They're spending enormous amounts of time online.

"If you catch a young consumer, it goes out virally into the community at speeds and sizes that boggle the imagination," said Verklin.

Traditional media such as TV, print and radio still dominate the advertising world, but there's a growing movement toward online ads, as evidenced by the recent deals by Google, Microsoft, Yahoo and AOL to scoop up online advertising companies. Online ads account for 5.8 percent of the \$285.1 billion spent on advertising in the U.S. last year, according to eMarketer, a research firm, and the online share is expected to rise to 10.2 percent of the estimated \$315.5 billion to be spent on advertising in 2010.

The sheer fact that young people can decide for themselves what videos they want to watch and can share it with their friends helps drive YouTube's popularity.

"YouTube is the new TV because it's on demand," said Marc Gobé, chairman and ceo of Desgrappes Gobé, a brand design group, and author of "Brand Jam." "It's the future of communication. People don't want to be told what to watch, and they want ideas to be shared. They want to pick and choose and not be forced to watch things. YouTube becomes a campfire where everybody wants to hear stories, find out stories and share stories. It attracts millions."

According to comScore Media Metrix, YouTube had 160.8 million unique visitors worldwide in March, a sixfold increase from 22.3 million visitors worldwide in March 2006.

So far, marketers say they're not diverting money from their TV and print ad budgets to such sites since it's free to post their spots. But if YouTube and others ever start charging to upload videos (although right now it has no plans to), it could allow the Web to eat further into traditional media ad spending. That is, if brands are willing to pay.

"Part of its popularity is that it's free and freedom of expression," said Charles DeCaro, partner in Laspata/DeCaro, an ad agency in New York. "Once you start charging,

it's a whole different thing. Anything you put a dollar sign in front of, people want to see results and that it's hitting the right people. Kids are one thing, clients are another. Clients would scrutinize it a bit more."

However, Verklin doesn't think charging for video content would be a barrier to YouTube's growth.

"I don't think charging will slow down YouTube from becoming an effective competitor at all," said Verklin. "In the future, we see use of a technique that some of us are calling 'corralling.' Simply put, this involves using a short message in a mass media channel [such as a 10-second TV spot] to drive [or corral] an audience from mass media to a specific on-demand, digital location. 'Click here to see the new BMW video brochure.' Or, 'Go to YouTube to see the new DKNY fall line.'"

In the months ahead, Verklin said companies will use mass media to drive people to specific digital locations. "Advertisers will love this because, although the audience sizes will be smaller, the entire audience will be interested in the message," he said.

"YouTube is merely a distribution vehicle in this model. MySpace, etc., can serve the same purpose," he added. "Rake out of the mass media and direct it to another digital location where we can capture data on who they are. YouTube will be a serious contender in this approach for some demographics. In other cases, we'll merely post a bunch of new, hot content on something like YouTube or Facebook."

Desgrappes' Gobé believes it's only a matter of time before YouTube starts charging to view some of its content. He feels it could evolve into a layered system, where more specialized content could be fee-based. He equated it to American Express, which has a sliding scale for its Black, Platinum, Gold and Green credit cards. "You pay for a good movie, or \$1 to download good music. I don't see why you shouldn't be able to pay for exciting content," he said.

Julie Supan, a YouTube spokeswoman, said there are no plans to charge people to upload videos. "We want YouTube to be available for everyone. We want to keep barriers for entry really low," she said. She pointed out that there are ways for marketers to monetize opportunities, such as deals YouTube has with its standard partners, such as Ford Models. Although she can't disclose terms of the arrangement, marketers are able to monetize by revenue-sharing in advertising that appears on these highly trafficked areas on the site.

But, while an increasing number of fashion companies have gravitated to YouTube to upload videos, advertising hasn't been as forthcoming.

"We haven't seen a lot of fashion marketers advertise on the site. We're feeding the site with content. It's in its infancy," admitted Supan about the two-year-old site. "The opportunity is there for hundreds of thousands of views. Right now we're building a community and reaching critical mass. There's opportunity for marketers and fashion companies. We're truly seeing a lot of interest in this content. It's a rising area on the site."

Carat's Verklin believes sites such as YouTube and MySpace can do more to virally propel a fashion brand than other consumer durables. "We're going from a time where brand advertising in fashion told the best stories and showed the best pictures. YouTube and MySpace are changing that paradigm. The most successful is where the consumer is telling a story about the brand. It's completely flipped it around," said Verklin.

He said sites such as YouTube and MySpace are changing the way a fashion brand becomes hot.

"In a sense, MySpace and YouTube feed into that in hyper speed. It's the momentum effect. It talks to this idea of how people see something, or an event or a brand, and spread it through MySpace at viral speed. A fashion brand can emerge faster and deeper than anything I've ever seen before," said Verklin.

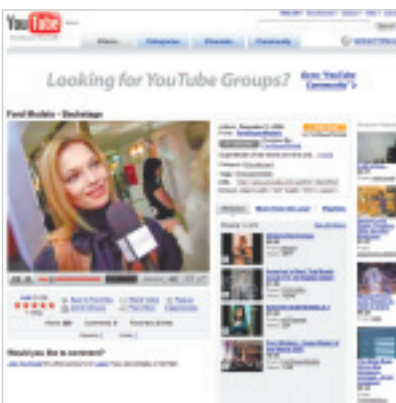
His agency created a site on MySpace called My Adidas, which has had 600,000 visitors since it was created. Sixty thousand people have added it to their "friends" lists, and 35,000 people downloaded creative elements from the site for their wallpapers and skins. "We've estimated that we've touched 21.5 million people," said Verklin.

According to comScore Media Metrix, MySpace had 106.9 million unique visitors worldwide in March, more than double its 49.2 million unique visitors in March 2006.

Verklin feels these sites are having an impact on traditional media: "Without a doubt. The power is in the multiplicity of touch points," he said, noting the key is reaching consumers multiple times through many different media.

IMG Media has been posting videos of shows from New York Fashion Week on YouTube for the last two seasons, and added Los Angeles Fashion Week last season. But it isn't the only one. Many amateur and professional videographers post their footage from the fashion shows, or lift it from elsewhere. Nearly every designer's fashion show — from Giorgio Armani to Ralph Lauren to Versace — can be found on YouTube, as well as clips from interviews with designers, videos from "Full Frontal Fashion" and the assorted backstage pandemonium.

And they're finding an audience. Marc Jacobs' fall 2007 fashion show (posted by Fashionindie.com) received four stars and has had 14,088 views, while Zac Posen's fall show (posted by IMGVideoClips) got three stars and 118,197 views. Web surfers also can find fashion commercials that were once banned from the airwaves, such as the voyeuristic CK Jeans ads from the early Nineties that were filmed in a basement with teenagers being interviewed by an older man who's offstage (76,491 views). Hundreds of thousands of videos are



Ford Models has a partnership with YouTube.

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being uploaded every day on YouTube, which was acquired in October by Google for \$1.65 billion. The site's users range from 18 to 55 years old, although there are plenty of older and younger users, said Supan.

In January, Ford Models created a partnership with YouTube under which it developed its own channel on the site and posts thousands of short-form videos on topics ranging from fitness tips and yoga poses to creating a quick updo and shaping one's eyebrows, as well as videos from Ford's Supermodel of the World contest. One video, "Changing Room Confessions," shows model Alejandra overcoming some bra and zipper issues, which has garnered 89,698 views.

"With the global penetration of broadband, audiences are looking for new and purpose-built content. The short-form videos are engaging and provide useful information," said John Caplan, president and chief operating officer of Ford Models. Ford creates thousands of clips, partnering with its fashion models and hair and makeup artists. "The secret of the success is the authenticity of our content," said Caplan. He said the talent shares in the advertising revenue that appears near the Ford Models' content. "It's been financially successful and terrific for our brand," added Caplan.

"We are creating new opportunities for our talent in a new way that showcases what people are passionate about — fashion and beauty," he said. Ford also produces these short clips for other sites such as iVillage, MSN, MySpace and FaceBook.

Ad experts say they like the instant feedback they get from their video postings on YouTube.

“YouTube is the new TV because it’s on demand. It’s the future of communication. People don’t want to be told what to watch, and they want ideas to be shared.”

— Marc Gobé, Desgrippes Gobé

"The unique things about these types of media is you hear back immediately what connects and what doesn't," said Trey Laird, owner of Laird + Partners, a New York ad agency. "[The technology] is emerging quickly and changing quickly. People are on there every day, and you can update it. It's such a viral community. Your best marketing in that community is word of mouth."

However, Laird said high-end fashion designers haven't connected as well to YouTube as mainstream marketers, although many of their fashion shows are posted on the site. "Since it's a video-sharing site, for people who are print- and outdoor-driven, it limits how you use it. High-fashion designers are still so print-driven. Most of the designers haven't been able to take advantage of it yet," said Laird.

YouTube's Supan said there are some restrictions to posting videos. Videos that are uploaded can be no longer than 10 minutes. Supan said YouTube prohibits illegal content on the site, and those who post the videos have to own the rights to them. If an ad agency sends YouTube a "take down" notice, then the person who posted the video will lose his account. "Hundreds of thousands of videos are being uploaded every day. We have to be made aware of what's not legitimate," she said.

Marketers say that when it comes to YouTube, humor typically works best, and word of mouth is the preferred messenger. They believe it's imperative the message feels authentic and is not being shoved down the consumer's throat. The consumer needs to feel like she's discovering something on her own, and will return to the video or the site because she wants to and will tell her friends, especially if something is particularly funny.

Of course, fashion shows don't usually fall into that category, but often models tripping on the catwalk or some unbelievable athletic feat can gain traction on YouTube.



IMG Media has a channel on YouTube (left), and Nike's "Ronaldinho" video on YouTube.

For example, Calvin Klein's Underwear commercial with Natalia Vodianova in various poses in her bra on YouTube has received five stars and 20,899 views. A video of the model Kamila W holding a watering can and tripping over her shoes at Vivienne Westwood's spring-summer 2007 fashion show in Paris garnered four stars and 44,916 views. Nike's video, called "Ronaldinho: Touch of Gold," showing the soccer player putting on a new pair of Nike cleats and juggling the ball with his knees, among other fancy moves, has garnered four stars and 13,797,014 views (and there are countless versions of the soccer player on the site).

Nike has been at the forefront of digital marketing and has posted many of its commercials and videos on YouTube and other Web sites, creating a huge demand for this content.

"In some cases, we make our TV spots or behind-the-scenes footage available, and in other cases, it just happens organically," said Stefan Olander, global director of



The Gap's Audrey Hepburn commercial on YouTube.

digital media content at Nike. "We give consumers content and the ability to rip it and put it out themselves. We make it simple, easy to use, to set up and share. We want to make it contagious. The opportunities are limitless: We now talk with our consumer under the clock and across the world with instant feedback."

Getting people to converse about your brand is a key element to inevitably boosting business.

"At Nike, as part of our marketing mix, we connect with consumers in a variety of ways and we make our content readily accessible, giving them the choice to view it on-demand," said Olander. "In the case of the Ronaldinho video, we've had an incredible consumer response from every corner of the world, with the video being seen over 32 million times on nikefootball.com and other platforms like YouTube.com."

Laird said he's had success using YouTube for his clients, particularly Gap. Last fall, Gap's Audrey Hepburn skinny black pants commercial was posted on YouTube, and it took off.

"It got posted before we posted it," said Laird. "People would act it out in their living rooms and post their own versions of it. Jay Leno and Jimmy Kimmel did parodies and they got it posted, and it started circulating around. It took on a life of its own," said Laird. Leno's parody, which had his head superimposed on Hepburn's body, has garnered 19,799 page views. It carried the slogan, "The Fat-Ass Black Pant."

Some advertising executives say they use YouTube for consumer research. Barry Lowenthal, president of Media Kitchen, a division of Kirshenbaum, Bond & Partners, said, "I love to use YouTube from a trend standpoint. I see what Americans are watching and what the cultural perspective is. When you're doing new business and research, you try to figure out consumer patterns." He noted that if someone will watch a video on YouTube "it's an engaged audience."

Trend watchers think YouTube allows a brand to get different exposure that it might not get through print and TV media.

"We know trendsetters are all over these sites and use them. If it's a cool commercial, it gets pushed through via word of mouth. It has to be viral," said Barbara Bylenga, president of Outlaw Consulting, a San Francisco-based consulting firm. She pointed out that Wes Anderson's American Express commercial and the Smirnoff Tea Party, "which was not an ad, more like an 'SNL' skit, went crazy on YouTube."

"It's a good way to get the brand name out there. It created awareness for the brand in a viral way, where they feel they're in control. They watch it because they want to watch it. It's a pull strategy," she said.

Acknowledging the advantages of posting on YouTube, David Lipman, creative director of Lipman, the ad agency, said, "I think there's a benefit. You get the message out longer. [Consumers] come to it in an organic way. You're discovering the world, instead of it being forced upon you."

Lipman created three-minute mini films for BCBG, which were shot for multipurposes. BCBG placed it on YouTube. "It's different than buying print or TV. All it takes is one set of eyeballs to find it. They might find something really cool, like the music. It's a sense of free discovery," he said.

But does it help the client's business? "It's hard to say. Everybody's just discovering it right now. We're not that sophisticated, we're not mass marketers now. It's a form of communication. Nothing will be free forever."

"Five years from now, it'll be so big. [Kids] are growing up with it. In five years' time, we won't survive without it."

Textile & Trade Report

Retailers Challenge West Coast Port Initiatives

By Joanna Ramey

SAN FRANCISCO — Going “green” is a priority at California ports, and retailers are being asked to help pay for it.

The ramifications for the industry may be significant because the twin ports of Los Angeles and Long Beach are the key gateway for fashion imports from all points in Asia.

Although maintaining it's all for reducing greenhouse gas emissions, a group of retailers that includes J.C. Penney, Macy's, Neiman Marcus, Limited Brands, Wal-Mart and Target is fighting two proposals it argues would unevenly burden importers of consumer goods and other cargo arriving in containers, instead of spreading costs along the supply chain. The proposals are:

- State legislation will levy a cargo fee at the ports of Los Angeles, Long Beach and Oakland of \$30 a 20-foot equivalent unit. Half the money could be dedicated to green programs at each port. Gov. Arnold Schwarzenegger, who has made fighting global warming central to his agenda, vetoed a similar bill last year, partly because he wanted more specifics on how the money would be spent.

- A proposed Clean Trucks Program at the ports of Los Angeles-Long Beach that calls for replacing all delivery trucks that have emissions below 2007 standards. Retailers fear truck shortages and higher transportation prices of \$150 a container or more.

The Clean Trucks Program is slated to be voted on by the Los Angeles-Long Beach port commissions in July. The cargo fee bill was reintroduced in late February and is expected to pass both houses of the state legislature this year.

Reducing port emissions and expanding facilities to keep pace with rapidly expanding international trade must go hand in hand, argues the author of the cargo surcharge legislation, Sen. Alan Lowenthal, a Democrat representing the 27th District in Southern California, which includes Long Beach. The ports of Los Angeles, Long Beach and Oakland are the first-, second- and fourth-busiest container ports in the country, respectively, together handling half of all imported cargo.

“It is high time that major retailers and business interests in this country realize that the public will not tolerate growth without reductions in air pollution,” Lowenthal said in a statement.

He also cited how voters statewide in November approved a \$1 billion bond to reduce “goods movement” pollution in the state, while approving \$2 billion to build new highways and other infrastructure to speed cargo from ports.

As the result of diesel pollution from California's ports, there are an estimated 2,400 deaths a year, according to the California Air Resources Board. The key polluters



The Port of Los Angeles, above, and its sister port in Long Beach together handle 44 percent of all cargo imported into the U.S.

PHOTO BY ROBERT NICKEL/SERGEYEV IMAGES

at ports are trucks, dock equipment and container ships. The ocean carriers are separately facing pressure internationally to curb emissions, and some have voluntarily switched to low-sulfur fuel when approaching ports.

Citing similar environmental and health concerns, the U.S. Environmental Protection Agency is set to hear a petition filed by Schwarzenegger in 2005 to enforce auto emission standards that are tougher than federal standards and would reduce exhaust by 30 percent over several years.

Bill Dombrowski, president and chief executive officer of the California Retailers' Association, said the cargo surcharge bill has momentum, given its passage last year and the intense focus on ports going green.

“The environment is a hot topic for the legislature this year,” Dombrowski said. “So all the elements are there” for passage.

Dombrowski is part of a coalition of retail and manufacturing interests that hopes to steer lawmakers away from the cargo surcharge bill and is looking to negotiate alternatives with Lowenthal. One funding option being proposed by the coalition is using some of the \$3.5 billion in existing public bond money targeted for roads, rail, bridges and other improvements to speed cargo away from the ports. One of Schwarzenegger's concerns in vetoing the cargo bill last year centered on his desire for a long-term plan addressing port financing, including alternatives such as public-private partnerships.

In a May 9 letter to Lowenthal, the cargo importer coalition, which also includes Liz Claiborne, Nike and Gap, wrote that a container surcharge “is inappropriate for financing the infrastructure improvements and environmental mitigation projects created by California's growing population and economy.” The coalition also said meaningful amounts of cargo would be diverted from California to avoid paying the surcharge. A container fee also likely would be challenged in court, further delaying greenhouse gas remediation, the coalition wrote.

A spokeswoman for Schwarzenegger said she couldn't speculate on whether the gov-

ernor would sign the bill. In recasting last year's vetoed measure, Lowenthal has addressed some of his earlier concerns. The measure now calls for ports to keep half the money they collect instead of going into a general state port project fund. Ports can use their half of the money on green port projects, as well as infrastructure.

The evolving supply chain science of being energy efficient and reducing emissions while adding port capacity, highways, bridges or other development, “is a growing global issue,” said Jack Kyser, senior vice president and chief economist with the Los Angeles County Economic Development Corp.

How to pay and who pays are also mounting concerns, Kyser noted.

“We're going to have to have a more orderly discussion about who deals with improvements and who bears the cost,” he said.

Also lacking is acknowledgement by the Congress and executive branch that the entire nation benefits from California's ports and should share in port costs, Kyser added. The Los Angeles-Long Beach ports alone handle 44 percent of all cargo imported into the U.S. in containers.

The LAEDC estimated in 2005 it will cost \$10.5 billion to expand the Los Angeles-Long Beach ports with road, rail yard and railroad improvements needed to keep pace with international trade. The commissions overseeing the ports also are poised to vote this summer on a proposed Clean Air Action Plan intended to reduce pollution by 45 percent in five years from ocean carriers, trains, trucks and terminal operators.

Retailers and other importers are fighting the Clean Trucks Program part of the action plan. Starting next year, only trucks with 2007-level emissions would be able to enter the Los Angeles-Long Beach ports without paying a “truck impact fee” of around \$34. By 2013, the older polluting trucks would be barred.

The truck emission restriction is expected to reduce 23 percent of port-related diesel particulate matter and 34 percent of its nitrogen oxides. Grants would be given to help offset the cost of retrofitting or buying some 16,000 new trucks. However, cargo importers argue the plan still would be too costly for many independent truckers who ferry goods to warehouses, rail yards or transportation hubs from ports.

Ezra Finkin, legislative director of the Waterfront Coalition, said a conservative estimate of the cost that eventually would be passed on to cargo customers would amount to \$150 a container.

“In certain instances, this is going to be a lot more expensive on a per-container basis than the Lowenthal bill,” Finkin said.

One of retailers' fears about any container fee is having to rework supply channels to send goods to other ports in order to avoid surcharges. It's an open question whether that would occur, as other West Coast ports are tackling the same environmental and growth issues.

For example, at the ports of Seattle and Tacoma, Wash., and Vancouver, a Pacific Northwest Ports Clean Initiative is in the works. The voluntary compact sets a 2010 goal to lower air emissions at the ports by 70 percent for carriers at berth and 30 percent from cargo-handling equipment. A similar truck and tugboat emission reduction initiative also is being planned.

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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 5/25/07*	Price on 4/23/07	Price on 5/30/06
Cotton	53.05 cents	54.88 cents	54.21 cents
Wool	\$3.78	\$3.54	\$2.53
Polyester staple	88 cents	88 cents	83 cents
Polyester filament	84 cents	84 cents	80 cents
April Synthetic PPI	114.5	114	113.6
Crude oil	\$64.18	\$63.38	\$71.32

*The current cotton price is the April 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 May 25 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.

Pucci Revisits Vivara Fragrance

GRANAIOLO, Italy — More than 40 years after launching its inaugural scent, called Vivara, Pucci has unveiled a new version of the fragrance, which will be introduced this fall in conjunction with LVMH Perfumes and Cosmetics.

Vivara is a reinvention of the first fragrance launched by Emilio Pucci in 1966, which has been off the market for about 20 years. The new scent bears the original fragrance's name, which the Florence-based designer took from a vividly colored, wavy print he designed in the same year. The vintage print is featured in the glass cap of Vivara's new flacon.

As part of its 60th anniversary celebrations last weekend, Pucci executives showed Vivara to the press in Florence's historical Palazzo Medici Riccardi on May 19. Vivara was also feted the following day during a lunch at the Pucci family Tuscan retreat Villa di Granaiole.

"The fragrance is an amazing re-edit of the original Vivara," said Laudomia Pucci, daughter of Emilio Pucci and vice president and image director for the fashion house. "It has a powerful attitude and personality, feminine sensitivity and strong cachet with its packaging."

Creating a scent that had a predecessor was a difficult process, said François Demachy, senior vice president Olfactory Development for Perfumes, LVMH Perfumes and Cosmetics. "The brand is so inspiring you enter very quickly in what you want to do and sometimes that process can be dangerous," said Demachy.

After viewing Pucci's archives and handling some of the fashion house's printed silk jersey dresses, Demachy said he was well on his way to constructing the fragrance's olfactory pyramid.

"To translate all that Pucci spirit — the colors, the humor, the joy and the summertime — was exciting, the notes rapidly appeared," said Demachy, adding the new and old Vivara fragrances belong to the chypre family and share the same green note galbanum.

But the new Vivara is a more modern chypre, said

Demachy — its top notes include galbanum, Italian bergamot and an amaretto accord, combined with middle notes of jasmine, orange flower and narcissus flower, rounded out with base notes of Florentine iris, vetiver and Indonesian patchouli.

Vivara is set to be launched in six countries in its first year: Italy, the U.S., the U.K., Germany, Russia and France. In the U.S., Vivara will hit counters in September at Saks Fifth Avenue, Neiman Marcus, Bergdorf Goodman, Barneys New York and six Pucci boutiques for a total distribution network of 94 doors.

The scent's initial global distribution network is to include 800 stores. Laurent Houel, chief executive officer of the New Fragrances division of LVMH Moët Hennessy Louis Vuitton, said the firm was taking a wait-and-see approach to the launch. "We want to take the time to build it so success earned in those countries will garner the interest of other markets — so it is really liked and desired to be distributed," said Houel. He added the company would consider expanding the initial first-year distribution plan to include Japan and the Middle East.

No advertising campaign will back Vivara's launch. Houel said the fragrance would launch as a niche, selective scent. Houel declined to discuss sales projections for Vivara, but industry sources estimate the scent will do upward of \$15 million in its first year at retail.

Created by Danish designer Helle Damkjær, Vivara's oval-shaped bottle features a heavy pebble-shaped cap that features the wavy purple, yellow and blue Vivara print suspended inside. When the cap is removed, the bottle reveals a silver collar embossed with the name of the scent.

The Vivara collection will consist of eaux de parfum in two sizes, a 50-ml. for \$85 and an 80-ml. for \$110. There will also be a body cream and a body mousse, each 200 ml. for \$80. Prices are for the U.S.

— Stephanie Epiro



Pucci's new Vivara scent.

BEAUTY BEAT

Fashion Scoops

TUSCAN TREAT: After Milan and Bali, Bulgari's third luxury resort will be nestled under the Tuscan sun. **Francesco Trapani**, chief executive officer of the luxury brand, said during the launch of Bulgari's skin care line in Milan on Monday that he was "looking for a location in Tuscany that would combine countryside and marine elements," but underscored that an agreement has not been finalized. Trapani said he was shooting for an opening in 2011.

LA DOLCE LATINA: Venice met Latin America Thursday evening at the annual El Museo's Gala, which this year enticed guests to a masked ball at Cipriani 42nd Street in Manhattan. Between sips of Bellinis, partygoers perused a selection of masks created by more than 40 designers on the night's honorary committee, including **María Cornejo**, **Edmundo Castillo**, **James Galanos**, **Norma Kamali**, **Narciso Rodriguez**, **Diane von Furstenberg** and **Gilles Mendel**.



"Mine was inspired by my dress," explained honorary chair **Carolina Herrera** of her ribboned confection. "But you won't be seeing any masks on my spring runway!"

After a dinner of tuna carpaccio and steak, **Ruben Toledo** took his wife **Isabel** for a twirl on the dance floor — an obligatory one. "I don't like dancing. But I'm Cuban, so I'm supposed to enjoy it," he smiled.

Things were a bit more sedate the previous day when Natura Bisse held a lunch in the Green Room of The London NYC to introduce New York girls to its antiaging products. **Candace Bushnell**, **Carolina Herrera**, **Dori Cooperman**, **Dayssi Olarte de Kanavos**, **Fernanda Niven**, **Tinsley Mortimer** and **Fabiola Beracasa** listened to a detailed description of the products in their gift box, such as the Diamond Bio-Lift and Sun Defense Cream. "Does the Glyco-Peel come with instructions?" asked a slightly bewildered **Dylan Lauren**.

"I love the hand cream!" exclaimed **Coralie Charriol Paul** before boasting to Lauren of her four-month-old son. "If you ever need a child model please keep him in mind."

Bulgari Pares Opera Stake

By Amanda Kaiser

MILAN — Bulgari SpA has sold off part of its stake in private equity firm Opera.

Italian investor Michele Russo bought a 75 percent stake in Opera's two management companies, Opera Management SA and Opera SGR SpA, from Bulgari and Opera management, the parties said Thursday in a joint statement. The transaction price was not disclosed.

Bulgari and Opera's management, including former Opera chief executive Renato Preti, will retain a collective stake of 25 percent in the companies. Prior to the Russo transaction, Bulgari held 50 percent of Opera while Preti and other investors controlled the other 50 percent.

Russo is the new chairman and ceo of Opera's management companies. He has tapped Emmanuel Micheli as Opera's new operations manager. Preti will remain a part of the management team, the statement said.

"In light of the important investments Bulgari is realizing worldwide both in production and distribution, and the demanding challenges the company is successfully tackling in the increasingly competitive luxury market, we have decided to sell the majority stake of Opera as we believe that the company does not represent a strategic investment for the Bulgari Group anymore," Bulgari ceo Francesco Trapani said in the statement.

"We still continue as shareholders and therefore we are satisfied with the entrance of Michele Russo, who owns the right competencies to be a strong investor and manager," he said.

Bulgari has been considering selling its Opera stake for months. Last November, Trapani said the company was engaging in talks with prospective investors.

Russo, 45, founded Doughty Hanson & Co.'s Italian branch and managed the equity firms' Italian transactions from 1997 to 2004. He has also worked at IBM Corp., Morgan Stanley and Olivetti SpA.

Bulgari and Preti founded Opera in 2000 during the luxury goods mergers and acquisitions boom.

But the fund has had a mixed track record with its acquisitions, which totaled more than 180 million euros, or \$242 million at current exchange rates. Most notably, Opera had a tough time turning around footwear brand Bruno Magli and watch company Sector.

Opera has sold off all of its investments save two: a minority stake in San Francisco-based gourmet retailer A.G. Ferrari Foods and a controlling interest in home furnishings company B&B Italia. Opera said that the "equity commitment" of Opera's portfolio is more than 300 million euros, or \$403.4 million.

Opera sold Sector to jewelry company Morellato SpA late last year for 45 million euros, or \$56.4 million. U.K.-based investment fund Fortelus Capital bought Bruno Magli in February for an undisclosed sum.

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LEGAL BRIEFS

A federal judge awarded **LeSportsac and Brand Science**, which does business as LeSportsac, a default judgment in a trademark lawsuit against **Dali International Trading**. The default was entered on Feb. 8, and the judgment was filed on May 14. The court issued a permanent injunction against the defendants enjoining them from selling products with marks similar to LeSportsac's. According to court documents, the court found that Dali infringed on LeSportsac's trademarks, committed acts of counterfeiting, falsely designated the origin of goods and committed trademark infringement and unfair competition.

Van Cleef & Arpels Logistics reached

a final judgment on consent against **The Yellow Door** on May 16. According to court documents, the parties reached a settlement agreement for a monetary award, but the amount was not disclosed. The case was part of a larger copyright, trademark and trade dress infringement lawsuit filed against a number of defendants. According to the legal papers, the dispute involved **Van Cleef & Arpels' Alhambra jewelry design**.

Chanel filed a lawsuit in Arkansas federal court for trademark infringement and counterfeiting against **Kimberly Brooks, Maranda Jacobia, Chic Boutique, chicboutique4u.com** and unnamed **John Does**. According to court papers, Chanel alleged that the defendants sold counterfeit Chanel merchandise. Chanel asked the court for a preliminary and permanent injunction, for damages and for trial costs. The defendants either did not return calls for comment or could not be reached.

Separately, Chanel filed a lawsuit in a North Carolina federal court against **Dorian Fulcher** and **Christine Fulcher** who do business as a number of Web sites. According to court filings, Chanel alleged that the defendants sold counterfeit and infringing belts, costume jewelry and other goods. The lawsuit was filed May 17. Chanel asked the court for a preliminary and permanent injunction, damages and the cost of the trial. The Fulchers could not be reached for comment.

Burberry Ltd. and **Burberry USA** filed a lawsuit against **Designers Imports**. According to court documents Burberry alleged that the defendant sold coats, jackets and shirts that infringed on its designs. The lawsuit was filed in Manhattan federal court on May 22. Burberry asked the court for a preliminary and permanent injunction, damages and the cost of the lawsuit. Designers Imports did not return calls for comment.

Nautica Apparel filed a lawsuit against **Ike Sri** and **Mags USA** in federal court in New Jersey for allegedly making and selling a line of watches called **Nauticsport**, which are similar to its watches. The lawsuit includes claims of trademark infringement, false designation of origin and false advertising. Nautica asked the court to award a preliminary and permanent injunction, damages and trial costs. The defendants could not be reached for comment.

Beyond Blue, a Los Angeles-based apparel consulting, distribution and licensing firm, filed a lawsuit against **Innovo Group** and **Joe's Jeans** in Los Angeles Superior Court on May 24. According to a statement released by Beyond Blue, the lawsuit was filed for several alleged breaches of contract, business interference and other unspecified claims. Innovo and Joe's Jeans did not return calls for comment.

— **Liza Casabona**

Weekly Stocks

52-WEEK				VOLUME				52-WEEK					
HIGH	LOW	RETAILERS	P/E	(000'S)	LAST	CHANGE	HIGH	LOW	RETAILERS	P/E	(000'S)	LAST	CHANGE
84.92	49.98	Abercrombie & Fitch (ANF)	17.1	108854	81.46	0.91	14.25	7.15	Jaclyn (JLN)	19.6	76	9.40	-0.25
28.18	20.82	Acadia (AKA)	56.1	15317	27.49	0.84	35.54	27.30	Jones Apparel (JNY)	-	111773	29.67	1.10
47.82	21.07	Aéropostale (ARO)	21.9	86075	45.83	-1.16	42.83	22.14	Jos. A. Kow (JOSB)	16.5	19307	39.51	0.89
24.89	17.01	Alberto Culver (ACV)	11.4	25276	24.35	0.18	34.84	24.46	Kelwood (KWD)	34.0	16591	27.76	-0.43
3.45	1.88	Alpha Pro Tech (APT)	18.8	1619	2.63	0.10	28.32	21.75	Kenneth Cole (KCP)	18.2	5036	24.74	0.75
34.80	20.36	American Eagle Outfitters (AEO)	15.1	212880	27.13	-1.92	72.16	58.63	Kimberly Clark (KMB)	19.3	60316	71.01	-0.90
45.15	32.25	Ann Taylor (ANN)	20.0	104627	38.54	1.80	53.60	35.07	Kohl's Realty (KIM)	29.7	76390	43.23	-0.54
9.95	6.17	Ashworth (ASHW)	-	2251	8.41	-0.06	79.55	52.69	Kohls (KSS)	21.1	179259	73.57	-1.46
41.85	26.16	Avon (AVP)	28.6	154574	37.03	0.10	37.81	22.54	K-Swiss (KSWS)	14.0	13201	28.51	-0.60
15.75	8.50	Bakers (BKRS)	-	684	8.75	-0.11	17.70	11.49	LaCrosse Footwear (BOOT)	16.0	334	17.21	-0.09
26.86	14.07	Bebe (BEBE)	20.0	27631	17.40	-0.14	16.24	11.37	Lakeland Inds (LAKE)	14.8	625	13.78	0.76
40.00	27.19	Benefit (BENB)	43.8	315	33.68	-1.63	32.60	23.54	Limited Brands (LTD)	16.4	356816	26.25	0.04
18.00	10.01	Big Dog (BIGD)	849.5	298	17.00	0.34	24.23	8.66	Liquidity Services (LODT)	53.8	7719	18.32	0.15
9.60	6.05	Birks & Mayors (BMJ)	15.2	34	8.18	-0.01	46.84	33.24	Liz Claiborne (LIZ)	15.4	95739	34.44	0.74
37.60	25.18	BJs (BJ)	26.9	69020	37.25	1.47	13.15	3.00	LJ Intl (JADE)	47.6	34923	11.37	-0.44
6.20	1.29	Blue (BLUE)	-	2904	1.54	-0.06	35.39	24.17	Luxottica (LUX)	26.2	7069	33.55	-0.81
1.60	0.68	Bluefly (BFly)	-	4305	1.05	0.00	103.59	67.89	Macerich (MAC)	132.9	44012	84.08	-1.57
37.66	26.22	Bon-Ton (BONT)	26.1	31409	45.10	-5.36	24.49	11.11	Maidenform (MFB)	13.5	11979	19.02	-0.06
37.68	20.09	Brown Shoe (BWS)	20.9	77913	27.76	1.22	51.55	29.81	Men's Wearhouse (MW)	16.5	80383	49.54	4.07
40.16	22.25	Buckle (BUCK)	19.4	13280	38.46	2.45	26.31	17.14	Marcus (MCS)	22.5	4278	22.50	-0.05
26.32	15.00	Cache (CACHE)	38.1	14058	16.00	-0.09	57.65	26.07	Mothers Work (MWRK)	16.4	2280	36.93	1.76
28.57	21.80	Capitalsource (CSE)	14.5	97408	24.68	-0.55	35.40	18.13	Movado (MOV)	16.9	6518	32.38	-0.43
30.18	20.53	Cartier (CRI)	18.5	19298	25.80	0.05	67.00	0.67	Novo Star (MSI)	3.0	110	2.10	0.10
19.10	9.34	Casual Male (CMRG)	9.8	82533	11.41	0.45	25.95	18.86	National Retail Prop. (NPN)	18.5	26120	23.48	0.00
26.70	20.30	Cato (CTR)	13.5	12044	21.48	-0.48	16.20	9.41	New York & Co. (NWCY)	16.8	37818	11.97	-1.07
50.36	36.15	CBL (CBL)	32.9	67654	38.35	-1.04	55.40	37.76	Nike (NKE)	19.9	151951	54.28	1.03
12.74	9.15	OCA (CAW)	13.2	565	9.29	-0.55	9.38	3.11	Nitches (NICH)	30.0	548	3.65	0.02
13.15	4.01	Charles & Colvard (CTHR)	17.1	2722	4.83	-0.05	30.70	31.77	Nordstrom (JWN)	19.0	131126	51.79	-1.56
33.93	18.50	Charlotte Russe (CHIC)	15.2	23462	26.26	0.25	26.63	14.86	Oakley (OO)	34.9	151026	23.80	-0.08
15.57	9.69	Charming Shoppes (CHRS)	14.7	100606	12.14	-0.22	6.77	3.25	Orange 21 (ORNG)	-	495	6.50	-0.19
65.49	27.99	Chattam (CHTT)	27.0	23470	63.35	2.62	11.55	5.00	Orchids Paper (TIS)	73.6	751	5.10	-0.12
47.20	33.65	Cherokee (CHKE)	11.6	2861	45.90	0.82	53.98	34.34	Oxford (OXM)	15.2	4928	44.38	-0.72
31.70	17.26	Chico's (CHS)	26.2	98998	25.14	0.24	23.11	13.12	Pacific Sunwear (PSUN)	57.9	133485	19.01	-0.80
71.81	49.49	Chilmark's Place (PLCE)	20.9	49626	55.13	-3.38	14.31	4.33	Parlux Fragrances (PARL)	49.6	4	5.084	4.41
31.25	16.28	Christopher & Banks (CBK)	19.6	26692	17.76	0.38	30.30	17.00	Paxar (PXR)	22.3	20817	30.20	-0.01
43.83	34.57	Cintas (CTAS)	17.8	60576	37.16	-1.16	35.73	22.07	Payless Shoes (PSS)	17.9	99406	34.23	1.93
49.72	26.78	Citi Trends (CTRN)	26.1	16082	38.39	1.36	35.22	14.75	Perry Ellis (PERY)	17.4	10838	31.24	-0.26
37.49	23.88	Claire's Stores (CLE)	16.7	76109	32.93	0.02	60.70	32.21	Phillips-Van Heusen (PVH)	20.3	38960	55.04	0.25
54.00	25.18	Coach (COH)	29.1	169216	48.66	0.70	6.09	1.38	Phenix Footwear (FXG)	-	778	2.85	-0.25
31.25	16.77	Goldwater Creek (CWTR)	34.1	74603	20.67	0.03	15.90	9.27	Plymouth (PLY)	27.1	16200	19.1	0.45
69.00	58.01	Colgate Palmolive (CL)	23.0	112896	66.57	-0.73	98.92	45.65	Polo Ralph Lauren (RL)	25.0	39777	92.22	-2.34
67.84	42.85	Columbia SportsWear (COLM)	18.6	8263	66.87	1.23	20.64	10.02	PriceSmart (PSMT)	39.8	3238	19.66	-0.07
31.37	17.61	Conns (CONN)	15.7	7627	27.05	2.03	1.71	0.92	Quaker Fabric (QFAB)	-	1096	1.11	0.00
58.70	46.00	Costco (COST)	24.1	219366	56.40	-0.01	16.08	10.90	Quiksilver (ZQK)	20.6	123625	13.21	0.64
9.59	4.14	Costco (COSTS)	41.1	219366	56.40	-0.01	16.08	10.90	R. G. Barry (RFB)	15.1	420	9.75	0.25
79.81	21.56	Cross (CROSS)	34.8	125703	77.57	0.73	39.55	25.81	Ramco-Gershenson (RGT)	12.7	7860	36.02	1.14
14.25	4.24	Culp (CFI)	-	1149	8.99	0.64	93.49	59.18	Regency Centers (REG)	32.9	26373	73.88	-0.65
9.34	9.02	Cutter & Buck (CBUK)	19.9	1557	14.31	0.02	23.30	13.61	Retail Ventures (RVI)	-	14636	19.20	1.01
5.00	1.33	Cygné Designs (CYDS)	-	2702	2.31	-0.11	3.09	0.76	Revlon (REV)	17	17571	1.28	-0.02
30.04	21.34	Deck Shops (DEBS)	18.1	1190	26.59	0.48	24.83	9.73	Rocky Brands (ROCKY)	18.0	2362	15.65	0.43
85.48	39.76	Deck Outdoor (DECK)	29.0	11901	83.06	0.33	35.17	22.12	Rock Stores (ROST)	18.2	109886	32.26	-2.26
12.00	6.61	Della's (DLIA)	38.5	8540	8.02	-0.06	23.25	14.10	Saks (SKS)	-	303590	19.68	-3.01
20.50	14.91	Delta Apparel (DLA)	12.9	1043	17.10	0.10	195.18	134.56	Sears (SHLD)	18.7	57802	179.42	-0.46
10.58	6.50	Delta Galil (DLGT)	-	131	7.05	-0.20	35.26	19.25	Shoe Carnival (SCVL)	15.5	13180	27.59	-0.62
72.33	49.27	Developers Diversifd (DDR)	33.3	62033	59.04	-1.18	7.93	2.40	Shoe Pavilion (SHOE)	48.2	8463	2.24	-0.77
31.56	26.22	Dillard's (DDS)	12.6	219824	26.10	0.04	123.96	77.20	Shoetiques (SPG)	-	84046	101.88	-1.43
21.62	12.10	Dollar General (DG)	49.0	145121	21.60	0.06	38.03	19.70	Skechers (SKX)	17.2	62865	32.17	1.03
26.84	16.91	Dress Barn (DBRN)	15.0	48198	21.61	0.35	5.90	3.68	Sport-Haley (SPOR)	-	117	4.20	0.03
44.71	26.71	DSW (DSW)	25.1	28726	37.81	1.58	18.00	11.27	Stein Mart (SMRT)	14.4	35693	12.49	-1.99
42.06	28.31	Duckwall-Alco (DUCK)	25.5	118	38.01	0.36	5.00	2.83	Stephan (TSC)	-	65	3.80	0.05
15.00	6.50	Eddie Bauer (EBH)	-	9015	13.75	0.75	44.70	25.17	Steve Madden (SHOO)	15.5	15691	32.65	0.96
23.99	13.63	Elizabeth Arden (RDEN)	24.6	8390	47.25	0.23	20.38	11.90	Stride Rite (SRR)	20.0	62668	20.17	5.34
52.31	34.88	Estée Lauder (EL)	23.7	45050	13.75	0.25	13.54	11.35	Superior Uniform (SGC)	49.6	75	12.85	-0.20
21.94	11.05	Everlast Worldwide (EVST)	29.9	1998	22.06	2.26	21.32	15.82	Syms (SYM)	30.5	3460	20.50	2.88
34.03	21.57	Family Dollar (FD)	21.5	68713	33.38	-0.13	2.15	0.48	Tag-It (TAG)	44.5	4405	0.89	-0.06
46.70	32.57	Federated (FD)	18.4	500338	38.40	-1.30	31.20	17.30	Talbots (TLB)	118.0	44461	21.19	0.34
14.97	11.76	Finish Line (FINL)	19.3	36807	12.45	0.23	9.27	10.70	Tandy Brands (TBAC)	19.5	2169	11.21	0.60
26.16	24.58	Forest City (FCY)	31.6	81	25.35	-0.19	8.32	5.75	Tandy Leather Factory (TLF)	11.1	281	7.08	-0.12
31.65	16.69	Fossil (FOSL)	32.1	17532	30.09	-0.45	43.56	29.67	Tanger Factory Outlet (SKT)	62.3	28068	41.16	1.16
15.74	11.30	Freds (FRED)	22.0	25622	14.78	0.09	64.74	44.70	Target (TGT)	18.0	527437	60.76	2.61
40.06	31.12	G&K (GKSR)	18.9	3644	37.38	0.38	2.20	1.05	Tarrant Apparel (TAGS)	-	4540	1.37	0.08
4.45	0.95	Gaiardo (GAI)	56.4	11026	14.24	0.17	14.05	10.50	Teachmean (TCO)	102.2	6289	58.26	0.05
21.39	15.91	Gap (GPS)	20.8	311337	18.18	-0.26	13.00	8.72	Tefron (TFR)	11.6	2155	9.45	0.05
67.43	42.56	General Growth (GGP)	51.1	112007	55.83	-1.11	53.70	29.63	Tiffany & Co. (TIF)	28.6	112256	52.08	0.81
53.43	25.50	Genesco (GCO)	17.2	31723	51.50	1.63	33.45	24.80	Timberland (TBL)	15.4	13399	26.20	-0.06
26.74	7.91	G-III Apparel (GIII)	18.5	3376	18.96	-0.29	30.24	22.16	TJ Maxx (TJX)	16.2	162536	27.50	-0.83
73.18	38.24	Gildan Activewear (GIL)	36.2	13653	69.08	-1.03	23.88	14.65	True Religion (TRLG)	16.4	8375	15.63	0.13
29.69	23.08	Glimcher (GRT)	56.4	12764	26.10	0.04	44.53	37.05	Tween Brands (TWB)	19.7	41921	41.31	3.19
15.37	6.29	Gottschalks (GOT)	49.0										

WWD | TECHNOLOGY LEADERSHIP FORUM

The Agenda: June 21 Condé Nast Theatre, NYC

Marty Staff, President and CEO, **JA Apparel Corp.** and
Tony Sapienza, President, **Joseph Abboud Manufacturing Corp.**
Topic: **MAKING FASHION FASTER**

James Bradbeer Jr., President, **Lilly Pulitzer** and
Brigid Foster, CFO, **Lilly Pulitzer**
Topic: **LEADING BUSINESS TRANSFORMATION**

Kevin Myette, Director of Research and Development, **Recreational Equipment Inc. (REI)**
Topic: **PLM'S ROLE IN REI'S SUCCESS**

John J. Dembinski, VP, Merchandise Planning and Allocation, **Famous Footwear**
Topic: **ACHIEVING STRATEGIC DEMAND MANAGEMENT**

David A. Minster, SVP, Operations and CIO, **David Yurman Inc.**
Topic: **TECHNOLOGY TRIAGE: MAXIMIZING YOUR COMPANY'S INVESTMENT**

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Please fax resume to: (212) 391-8033</p> <p>DESIGNERS</p> <p>*Sr Designer \$100-300K Hang with Jill Stuart, Hani Y, Anna Sui & Alice and Olivia *Designer Yng Contemporary \$65-85K *CAD Designer \$60K *Men's Loungewear, Underwear \$60K *Denim/Washes & Wovens \$85K *Sr Designer-Girls Special Occ. \$80-120K KwanJesslyn@aol.com 212-947-3400</p> <p>Design Assistant Designer Well est'd. Women's Clothing Co. seeks a creative Assistant Designer with 3-5 years experience. Knowledge of patternmaking, production, sourcing, and construction necessary. Opportunity for a new label development as the Designer. Qualified applicants may send their resumes to: Box#M 1015 750 Third Avenue, 5th Fl New York, NY 10017</p>	<p>DESIGNER</p> <p>Multidivisional mfr. looking for a Designer who specialize in sports - wear, private label developments and licensing programs. Fax resume to HR: (212) 898-1211</p> <p>Designer \$100-125K BOE. Current exp in swimwear req'd. Juniors or ladies or kids ok. Midtown company. Email: Jarialine@comcast.net</p> <p>Designer \$110-125K BOE. Current exp in urban collection. Must hang w/ Rce Sweat, ECKO, Baby Phat, South Pole etc. Email: Jarialine@comcast.net</p> <p>Designer \$85-110K BOE. Current exp in Junior driven tweens. Knit tops. Private label. Illustrator /Photoshop. 973-564-9236 or Jarialine@comcast.net</p> <p>Designer - Knit/Active Wear NYC based Contemporary Dress and Sportswear Company needs exp'd cks knit/active wear designer with strong technical skills. Minimum 2 years in related product preferred. Tech packs & strong communication & follow up skills a must. Please fax or email resumes w/ cover letter & requested salary to: E-mail: nyrecr@carlen.com Fax: 212-396-0030 Attn: Design Director</p> <p>Designer Mgr to \$125K. Current exp in dealing with Disney or Nickelodeon licenses & managing min 4 designers. Direct fashion vision compliance with licensors. Mdn. Jarialine@comcast.net</p> <p>Fast paced, high energy, growing Women's Apparel Co. seeks:</p> <p>ASSOCIATE DESIGNER Min. of 3 years exp in sketching flats on Illustrator, creating boards & tech packs, pitch prints, sourcing fabrics & trims. Cut & sew knits exp a plus. Must have strong Photoshop & Illustrator skills, good sense of color, organized, be a self-starter, exp working in a fast paced environment & able to multi-task. Great opportunity for growth & excellent benefit package. E-mail or fax your resume to: careers@regattausa.com or 212-827-3344 Attn: BB</p>	<p>Full Time Faculty Berkeley College, with four New Jersey locations seeks full-time faculty for Fashion Marketing & Management program. Doctorate in Marketing or Management degree required, along with five or more years of fashion industry related experience. EOE. Please email resume to: Guy Adamo at: ga@BerkeleyCollege.edu 212-556-5369/5431 www.BerkeleyCollege.edu</p> <p>GRAPHIC ARTIST Candidate MUST have experience in mens urban & athletic graphics. Must work quickly to create great artwork for extensive line. Please send resume: FAX: (212) 868-9278, Attn: Mr. T</p> <p>Graphic Artist-2+ yrs doing generic & licensed graphics w/ a Jr or Todd to 14 Girls co/screens/repeats/MAC. \$50-60K+ Call Les Richards at: (212) 221-0870</p> <p>Graphic Artist \$60-65K BOE. Current exp in newborn, layette, infant, toddler, screen prints, applique. Illust /Photoshop. Mdn co. Email: Jarialine@comcast.net</p> <p>JOBS * JOBS * JOBS</p> <ul style="list-style-type: none"> * Prod Coordinator Accessories \$65-75K * Wal-Mart a Must * Prod Coordinator/Kids \$55K * Graphic Artists (2) * Intimates w/ Prints A++ Mid \$50's * Cust Svc/Allocations Wal-Mart \$40's * Carla@MyFashionFinders.com <p>PRODUCTION</p> <ul style="list-style-type: none"> *Mgr-Collection Runway Int'l \$100-125K *Yng Edgy Designer. Embellishments Factories, Costing & T&A *Bi-lingual Chinese Prod'n Mgr \$70-100K *T&A-PO's, Fabric/Consumption *Coord-Wovens, Womens-Wal-Mart \$55K *Prod'n Coord Young Contemp \$50K *ToddWayne@aol.com or 212-947-3400 <p>PRODUCTION ASSISTANT Magaschoni Apparel Group Candidates must have at least 1 yr exp with apparel production. Must be fully computer literate & familiar with AS400. Fax or email resumes to: 509-757-7814 or paul.mcdonough@magaschoni.com</p>	<p>PRODUCTION COORDINATOR Lge private label co. seeks 2-3 yrs exp. Must have ability to interface between design & production teams. Team player w/ excellent organizational skills. Will monitor deadlines, traffic, approvals & commens offices. Competitive salary & full benefits. Fax Resumes to HR Assoc. 212-556-5369/5431</p> <p>Production ASSISTANT PRODUCTION PATTERN MAKER Midtown Women's Knit manufacturer is looking for Assistant Production Pattern Maker. Must be able to follow directions clearly and have intricate knowledge of how to measure garments against specification sheets. Must be able to be detailed in fast paced environment. Please fax resume to 212-947-1246</p> <p>Production Manager Fast paced licensed gift and room decor company looking for detail oriented production manager. Responsibilities include tracking orders and production samples, daily communication with factories, design, sales and shipping. Must have 3-5 years experience. Hard goods knowledge a big plus. Must be fluent in Chinese. Send resume in confidence to: gregalprn@aol.com</p> <p>Production Mgr to \$90K Chinese/Eng billing req'd. Strong knowl of construction of garments/fabric. Supervise 4. Travel to China 2x a yr. Mdn. Jarialine@comcast.net</p> <p>Replenishment Planner \$50-55K Min 1 yr exp with re-orders to Wal-Mart or Target or Kohls etc. SKU intensive. Excel. Midtown co. Jarialine@comcast.net</p> <p>Sourcing/Production Eric Javits Inc located in Long Island City seeks person with min 3-5 years exp to support all phases of overseas production. Product development and sourcing in accessories a must. Key responsibilities include developing specs, measuring/evaluating samples, recording all styling changes and communicating them to factories. Computer proficiency (excel, word, outlook), strong organizational and follow up skills a must. Email resume with salary req to: jobs@ericjavits.com</p>



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