

# WWD WEDNESDAY

Sportswear

## The Velvet Touch

Decadent, lush and oh-so-plush — is it any wonder Donna Karan, in an effort to channel a “moody seduction” for fall, featured gowns cut in rich, silky velvet? Here, one such dazzler: an amethyst velvet and silk satin evening dress. For more on the trend, see pages 6 and 7.



## Luxury in the Desert: Qatar's \$6 Billion Isle Attracts Major Brands

By Miles Socha

**PARIS** — Qatar's ambition to compete with Dubai as an upscale, international hub is taking dramatic shape.

The Pearl — billed as a Riviera for the Middle East — is a man-made, figure-eight-shaped island overlooking azure waters and complete with 280,000 square feet of retail space for luxury fashions.

Among European firms that are said to have already confirmed intentions to open freestanding shops are Hermès, Giorgio Armani, Bulgari, Jimmy Choo, Jean Paul Gaultier, Loro Piana, Yves Saint Laurent, Chloé, Fendi and Balenciaga.

See **Qatar's**, Page 12

# Currency Rates, Tax Benefit Buoy Levi's

By Ross Tucker

Favorable currency exchange and a \$215 million onetime tax benefit boosted Levi Strauss & Co. revenues and earnings for the fourth-quarter and year-end periods, but they were offset by steady declines in North America and continued difficulties in key Asian markets.

"Overall, we are pleased with our progress," said John Anderson, president and chief executive officer, during a conference call with analysts.

Despite being unable to spur sales in key markets, Anderson was upbeat about management's efforts to reduce debt, lower interest expenses and continue investing in expanding retail operations.

"Though we faced challenges as the economy weakened, we improved our financial strength," he said.

Owing to the noncash income tax benefit related to the company's improved performance and revised income tax expectations, earnings spiked 179.1 percent to \$267.1 million for the three months ended Nov. 25, compared with earnings of \$95.7 million in the same period a year ago. Quarterly revenues inched up 1.6 percent to \$1.26 billion, compared with revenues of \$1.24 billion in 2006, and sales rose 1.3 percent to \$1.22 billion from \$1.2 billion.

But excluding the benefits of currency exchange, revenues decreased 2 percent from the 2006 fourth quarter, which the company attributed to falling sales during the second half of the year in North America. Revenues in the region fell about 3 percent to \$744 million during the quarter.

"I would say we saw a drop off as the quarter progressed," said Anderson of the North American market. "We are starting to see some stabilization in the first quarter."

Robert Hanson, president of the North American region, pointed to the difficult holiday sales season and the continued decline of the Signature by Levi Strauss & Co. mass channel brand as key elements of the decline. Hanson said some retailers had chosen to "deemphasize our [Signature] product" during 2007. The company has had difficulty capitalizing on the strength of the core Levi's brand in the women's market, as well. Anderson said the U.S. Levi's business

posted a solid performance over the year due to strength in men's and boys' product.

"The much smaller U.S. women's Levi's segment had disappointing business for the year, but we did begin to see signs of improvement in the second half," said Hanson.

The European segment posted strong gains, but Anderson acknowledged that a "substantial benefit" was realized from the strength of the euro against the dollar. European revenues rose 16 percent to \$285 million during the quarter. Without the exchange benefit, revenues were up 5 percent. Revenues in the Asia-Pacific region rose 3 percent to \$227 million. Without the exchange benefit, revenues would have decreased 4 percent, owing to problems in Japan and South Korea.

"I think in Japan we saw a similar situation take place toward the end of the fourth quarter as the one that we saw in the U.S.," said Anderson. "We think the Japan business will remain challenging in 2008 because the economy is challenging there, as well."

For the year, earnings shot up 92.6 percent to \$460.4 million, compared with earnings of \$239 million in 2006, with the onetime tax benefit buoying results.

Revenues increased 4 percent to \$4.36 billion from \$4.19 billion, but declined 1 percent excluding benefits realized from currency exchange. Sales rose 3.9 percent to \$4.27 billion from \$4.11 billion.

North American revenues finished the year with a slim 0.3 percent gain to \$2.54 billion from \$2.53 billion. Europe proved the best performer, with revenues increasing 13.2 percent to \$1.02 billion from \$898 million. Without currency exchange benefits, European revenues would have increased 4 percent. Asia-Pacific revenues gained 5.7 percent to \$804.6 million from \$761.4 million.

Levi's reports its sales and earnings because of its public debt. Refinancing efforts helped bring the company's debt to less than \$2 billion for the year, with total debt declining 11.6 percent to \$1.96 billion in 2007, compared with debt of \$2.22 billion in 2006. According to filings with the Securities and Exchange Commission, the company's debt repayment plan will leave Levi's with \$1.7 billion still to repay after 2012.

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Sportswear

## FASHION

**6** New York designers showed a romantic bent with sumptuous velvet looks, from a gala gown to a chic riding jacket and washbuckling cape.

## GENERAL

**1** Capitalizing on surging wealth and demand for luxury goods in the area, a Qatari developer is building a Riviera for the Middle East.

**2** Favorable currency exchange and a onetime tax benefit lifted Levi Strauss to positive sales and earnings for the fourth quarter and year.

**2** Quiksilver Inc. president Bernard Mariette has resigned and seems set to acquire Rossignol, which Quiksilver said last month it was selling.

**4** With the acquisition of Gant complete, Maus Frères ceo Guy Latourette is mapping out a plan to grow the Swedish brand into a global player.

**5** Steve & Barry's, which sells the licensed apparel of sports figures and actors, has a new source: CBS' library of classic TV shows.

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## Inditex Set to Enter New Markets

By Robert Murphy

PARIS — Inditex, the Spanish retailer that operates the Zara chain, said Tuesday it would open in four new markets this year — South Korea, Ukraine, Egypt and Montenegro — and significantly bolster its presence in fast-growing China.

Inditex revealed its expansion plans as it reported that 560 new stores opened last year, adding up to overall space growth of 16 percent.

Inditex operated 3,691 stores in 68 countries as of Jan. 31, the chain said. Of those stores, 1,131

units were dedicated to the Zara banner. Other Inditex operated chains include Kiddy's Class, Pull and Bear and Massimo Dutti.

Inditex said its first significant opening this year was earmarked for April, when it would open in Ukraine.

The company said it also would continue to expand in Japan and China. New units are expected to open in Beijing, Shanghai, Hong Kong, Macau and Hangzhou this year in China.

Stores also are slated to open in the Chinese cities of Tianjin, Nanjing, Harbin and Shenzhen.

## Mariette Resigns From Quiksilver

By Whitney Beckett

Quiksilver Inc. president Bernard Mariette has resigned with the possible intention of acquiring the Rossignol group, which Quiksilver said last month it put on strategic review.

Robert McKnight, Quiksilver chairman and chief executive officer, has resumed the additional role of president of Quiksilver, which owns the Quiksilver, Roxy and DC brands.

"Bernard Mariette has, for 15 years, been invaluable to the growth and success of this company," McKnight said. "He took Quiksilver Europe from its development stage in 1994 and grew it to a \$250 million business by 2001 when he became president of the entire company. Since 2001, Quiksilver has almost quadrupled in size and, under Bernard's leadership, has

established an infrastructure to globalize Quiksilver's historically regional businesses and cemented its position as a leading global lifestyle company."

Mariette couldn't be reached for comment Tuesday, but Quiksilver revealed his intention to acquire Rossignol.

Warm weather and macroeconomic conditions drove Quiksilver's decision to put Rossignol, which it acquired in 2005 for \$320 million in cash and stock, on strategic review. J.P. Morgan Chase & Co. is conducting the process aimed at reducing Quiksilver's exposure to the winter sports equipment business, which most likely means a sale of the French ski apparel and equipment brand. Mariette will remain available for one year to consult on Quiksilver's business, minus the Rossignol Group, according to Quiksilver officials.

Under the company's new management structure, McKnight will have three corporate officers reporting to him — general counsel Charlie Exon, who will add the title chief administrative officer; chief operating officer David Morgan, who will continue in his role that includes serving as president of Rossignol through the transition period, and chief financial officer Joe Scirocco. There also will be three regional presidents — Quiksilver Americas president Marty Samuels, based in Huntington Beach, Calif., Quiksilver Europe president Pierre Agnes, based in Saint Jean de Luz, France, and global brand leader for the Quiksilver brand Craig Stevenson, who will assume additional responsibilities as president of Quiksilver South Asia-Pacific, based in Torquay, Australia — all reporting to McKnight.

## In Brief

● **FISHERS SELL SHARES:** Donald G. Fisher, founder and chairman emeritus of Gap Inc., and his wife Doris, a director at the company, sold off 13.9 million shares of the retailer over the last year, leaving them with 51.8 million shares, or a 7.1 percent stake in the firm, as of Monday.

● **DFS APPOINTMENT:** DFS Group Ltd. named Michael Schriver as president, worldwide store operations, overseeing the daily operations of all DFS retail locations around the world. Schriver succeeds Mark Daley, who joined Dean & DeLuca after 22 years with DFS. Schriver also continues as president, merchandising until a successor for that role is named. DFS has commenced a search and expects to fill the position in the first half of 2008. Schriver joined DFS in 1998 and earlier spent 20 years at Macy's. He will be relocating to Hong Kong later this year.

● **AMAZON FIGHTS TAX PROPOSAL:** Gov. Eliot Spitzer's budget proposal to tax e-commerce sales in New York state would be a "unique burden to New York state consumers," according to Paul Misener, Amazon.com's vice president for global public policy. Misener, in Albany Tuesday to protest the increased tax on online sales tax, noted that Michigan and California have proposed and rejected the same measure, and, in some instances, it has been declared unconstitutional. "We're not in the state, and federal law prohibits out-of-state vendors from being required to collect this kind of sales tax," said Misener. "This is not the only way to get at remote taxation, if that is a major interest." Misener said he thinks it's very unlikely the proposal will pass the state legislature.





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# Maus to Bring Gant to Global Stage

By Robert Murphy

**PARIS** — With the acquisition of Gant complete, Maus Frères chief executive Guy Latourette is mapping out a strategy to grow the Swedish sportswear company into a global player.

In an interview, Latourette said Maus plans to propel Gant, mostly anchored in Europe, into the international spotlight by bulking up business in Japan, France and eventually the United States, with priority given to the former two countries.

"I like Gant a lot," said Latourette, who also runs French sportswear brand Lacoste for Maus, Switzerland's largest privately held retail group. "It reaches a segment of the market that is close to Lacoste — affordable luxury. The potential is great."

Maus had been pushing Latourette to buy another brand it could grow using its logistical and management expertise. In 2003, Latourette led Maus in its acquisition of French outdoor brand Aigle.

Latourette said Gant was on his radar for a couple of years. His interest gained momentum and contact with Gant chairman Lennart Björk was made in early 2007. Maus put a concrete offer on the table for Gant to Björk last fall.

Björk spurned the deal, though, prompting Maus to launch a hostile bid that valued Gant at 5.2 billion Swedish kronor, or \$799 million at current exchange. Björk continued to resist, but his defiance didn't stop Maus from accumulating a controlling stake in Gant by mid-January.

Late last month a deal was finally reached with Björk and other shareholders to tender their shares to Maus for a sweetened offer of 320 kronor, or \$49.17, a share. Maus now holds 96 percent of Gant, which runs 350 boutiques and had sales last year of about 800 million euros, or \$1.17 billion.

Latourette said a squeeze out for the remaining Gant shares is under way and that Maus

Gant methodically into the markets from which it is absent. Latourette said Japan was the first priority, along with France — the only European country in which Gant is underrepresented.

Taking Lacoste as the yardstick for what Gant may be able to accomplish in Japan, he said the French brand improved sales in Japan from 6 billion yen to 10 billion yen, or \$93.1 million, in the last five years as it opened more boutiques and better positioned its products. Currently, Lacoste operates 35 shops in Japan. Last year, Lacoste sales in Japan advanced 16 percent in yen as the firm inaugurated another five shops.

Latourette said his goal for Lacoste was to make Japan into a 15 billion yen business, or about \$140 million.

"When you are strong in Japan, you can be strong in the rest of Asia," he said. "Countries like China and Korea look to Japan for the trends."

"It's similar to being strong in the United States," he added. "It makes your business good in Argentina, Mexico and Canada. It's a question of credibility. They are two countries that set the tone."

Latourette said Maus, which acquired complete control of Lacoste through its French Devanlay subsidiary in 1999, would postpone the rollout of Gant in the U.S. due to the complicated nature of the market there. Gant's success in the U.S. would necessitate important investments, new supply chain management and adaptation of the product to U.S. consumers, explained Latourette.

"We couldn't [expand Gant in the U.S.] with the franchise model," said Latourette, who added Gant's growth in America was a 10-year project.

Ironically, he said both Gant and Lacoste's business in America crumbled when both belonged to Crystal Brands Inc., which sold the brands to Phillips-Van Heusen in the Nineties. PVH sold Lacoste to Devanlay in 1999, the same year it divested Gant to Björk and his partners.

Maus started turning around Lacoste in the U.S. with a vast reorganization of global supply chains, retooling collections and reinvigorating the image. In 1999, Lacoste had sales of \$25 million in the U.S., with \$5 million in losses. Last year, Lacoste's sales in America topped \$200 million, making the country the brand's single biggest market.

"It took three years [of restructuring] before we saw any results," said Latourette.



Guy Latourette

Maus Frères plans to increase the number of Gant stores.



plans to delist Gant from the Stockholm Stock Exchange in the coming months. Björk agreed to remain on as chairman of Gant, a move Latourette applauded as vital to plans to elevate Gant's profile.

"Björk is a remarkable man," said Latourette, who noted the company would remain headquartered in Stockholm and that it would continue to operate in most European countries according to a master franchise strategy instituted by Björk.

In 1999, Björk, with a group of investors, bought the global rights to Gant, which was founded in America, with the help of private equity firms 3i and L Capital. L Capital, which is owned by LVMH Moët Hennessy Louis Vuitton chief Bernard Arnault, and 3i cashed out when Gant was listed on the stock market in 2006.

Latourette said Gant today was clean in terms of positioning, product and store design and marketing. The main challenge would be to grow

In 1999, 70 percent of Lacoste products were made in France. Today, with factories in Romania, Tunisia, Morocco, Shanghai and Peru, only 7 percent of Lacoste's products are made in France.

Latourette said Lacoste is hardly finished growing. The brand's clothing sales last year topped 1 billion euros, or \$1.46 billion, an increase of about 10 percent. The company opened its 1,000th shop in 2007. Another 10 boutiques are slated to open this year in the United States, bringing the total there to 65.

"Our priorities for Lacoste are to consolidate the U.S. business, continue to grow in Japan and to diversify the line while making it younger," said Latourette. He said Lacoste would also attack South America, especially Brazil.

Asked if Maus was in the market to buy other brands, Latourette said: "We still have to digest this one. We have a lot of work ahead of us."

# Fashion Scoops

**CUBA'S LONDON ADVENTURE:** "I thought London would be stuffy, but I love it. It has great energy," gushed **Cuba Gooding Jr.**, who embarked on a multiple-party marathon in the British capital Monday night. The highlight was the Burberry-sponsored launch of "Vanity Fair Portraits: Photographs 1913-2008" at the National Portrait Gallery, where guests included **Georgina Chapman, Christopher Bailey, Emma Watson, Annie Lennox, Tracey Emin, Diane von Furstenberg, Lily Allen, Mario Testino, Bryan Ferry, Otis Ferry, Amy Sacco, Bianca Jagger, Jasmine Guinness** and **Camilla Al Fayed**. "I'm in town until Harvey yanks me back," joked newlywed Chapman of her husband, **Harvey Weinstein**.

Guinness was too busy being starstruck. "I think I just saw Annie Lennox. I just stopped and gasped — so embarrassing," she said.

**A NEW GUCCI:** There's another Gucci in the accessories business: **Alessandra Gucci**, daughter of the late Maurizio Gucci. The young Alessandra, with an economics degree under her belt, is launching a limited edition collection of luxury handbags in alligator under the AG brand and a logo featuring two unicorns facing one another. The collection, which is made by artisans in Tuscany, comprises three models in pink, jungle and blue named after her father, her grandfather Rodolfo and herself. Noticeably absent from the list is her mother, **Patrizia Reggiani**, convicted for having commissioned the murder of Maurizio Gucci in 1995. Also absent is any mention of the Gucci name on the products — the brand has for years taken fierce legal action against family members who attempt to launch their own brands referencing their surname.

**WESTWOOD'S LONDON VOTE:** **Vivienne Westwood** never misses the opportunity to make her voice heard — loud and clear. Ahead of the designer's first London show for her Red Label diffusion line Thursday, **Carlo D'Amario**, managing director of Vivienne Westwood, on Tuesday appealed to all of London's major expat designers to follow in her footsteps and show their secondary lines in London. "I call on John Galiano, Alexander McQueen and Burberry, among others, to show their younger distribution lines here in London, and unite to make London Fashion Week...not only a center for creativity but also for business," said D'Amario.

While Westwood hasn't shown in London for a decade — and her Red Label show coincides with the designer having a new book, "Vivienne Westwood Opus," to promote — it seems the designer is now, conveniently, behind the city. D'Amario said he plans to continue to show Red Label, a younger, tailored line, in London following the fall 2008 season. "I hope that I can count on my colleagues at other British brands to make a similar commitment to their spiritual home, for it to be not just the global capital of creativity, but a commercial center also," added D'Amario. But still, apparently, only good enough for secondary lines.

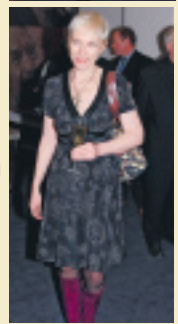
**A FASHION FAMILY DRAMA:** What would any fashion week be without a little Sturm und Drang? This time, though, it's all brewing off the runway. Earlier this week, the family of Ossie Clark issued a statement saying it had "sought legal advice" in a bid to reclaim Clark's name and prevent its "continued unauthorized exploitation."

**Albert and George**, the late designer's two sons by **Celia Birtwell**, claim the Ossie Clark trademark is being "exploited" without the family's knowledge or consent. Industry sources, however, said this is just the latest skirmish in part of a long-running feud between Clark's sons and **Alfred Radley**, the clothing manufacturer that purchased Clark's business in 1968. Now the siblings' anger has passed to **Marc Worth**, who has an exclusive licensing deal with Radley, and who this season tastefully relaunched the Ossie Clark label.

In a statement, Worth said, "There is absolutely no legal basis for these assertions. There has been significant contact with the sons of Ossie Clark and their legal representatives for some months, in which the sons sought a participation in Quorum's business." The statement went on to say that Quorum looks forward to building a new future for a label "that had remained dormant since the founder's death."

**SUGAR AND SPICE:** Were **Victoria Beckham** and her young son looking for a sugar fix before the Spice Girls' concert Saturday? Posh and her son were spotted shopping downstairs at Dylan's Candy Bar Saturday afternoon when a few teenage girls recognized her and started discretely snapping pictures with their cell phone cameras. But once others recognized who it was, hysteria ensued and Dylan's had to be shut down to let Beckham and her son out safely. She was actually very calm and collected about it, said one observer.

**AVEDON'S OEUVRE:** An exhibition dedicated to Richard Avedon and sponsored by Versace will open in Milan on Wednesday and run until June. More than 250 photos taken from 1946 to 2004 will be on display at Forma, Milan's International Centre for Photography, ranging from portraits of The Beatles and Andy Warhol to the images of Versace's iconic ad campaigns. Apropos of Versace, **Donatella** has a new pet companion scurrying around the atelier called Audrey — yes, in honor of that other famous Audrey: A four-month-old Jack Russell sporting a Swarovski-encrusted collar — nothing less would cut it chez Versace, of course.



From top: **Georgina Chapman, Annie Lennox, and Manolo Blahnik and Christopher Bailey.**



# TV the Next Frontier for Steve & Barry's

By Sharon Edelson

**NEW YORK** — Steve & Barry's, meet Laverne & Shirley. The Port Washington, N.Y.-based retailer of licensed products that range from college logos to the lines of sports figures and actors has a new source of intellectual property: CBS' library of classic television shows.

Steve & Barry's and CBS Consumer Products, a division of CBS Entertainment, said Tuesday they have formed a new partnership that will provide the retail chain with access to iconic TV properties such as "The Little Rascals," "The Andy Griffith Show," "The Beverly Hillbillies," "The Brady Bunch," "The Love Boat," "The Twilight Zone," "Happy Days," "Laverne & Shirley," "Cheers" and "Beverly Hills 90210."

Financial terms were not disclosed. "The CBS properties will be a great addition to our growing portfolio of licensed merchandise," said Andy Todd, president of Steve & Barry's. "Right now we are testing some initial designs in our stores. Visual merchandising decisions will be made at a later date, when the expanded collection of CBS branded apparel hits shelves."

The line will be rolled out to the 257-unit chain this year. With the CBS deal, Steve & Barry's seems to be tapping into its original mandate of logo T-shirts and affordable jeans. The retailer's June introduction of Bitten by Sarah Jessica Parker raised awareness of Steve & Barry's, and surprised industry experts because the actress chose to be partners with the relatively small and then low-profile chain.

Bitten, a 500-piece collection of apparel, accessories and shoes, encompassing everything from suit separates and dresses to jeans and lingerie — all priced at \$19.98 or less — was a turning point for Steve & Barry's. With Parker's fashion cachet, the launch was an immediate success. Before Bitten, the chain was known for college-licensed apparel that attracted more of a male audience.

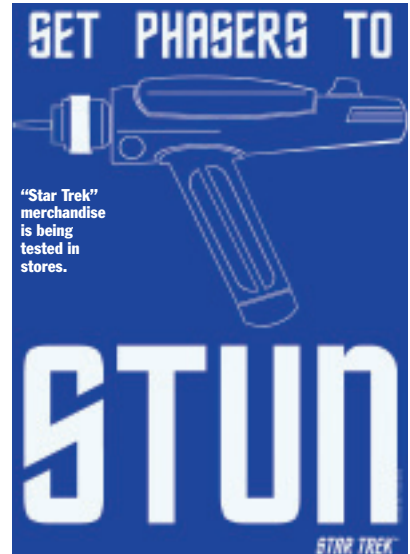
"Overnight, we went to selling more women's products than men's products," Todd said after the launch. "It was company-changing."

Steve & Barry's stores, which average 60,000 square feet, already carry apparel from two current CBS prime-time shows, "Survivor" and "The Amazing Race," and sell apparel designs based on the original "Star Trek" TV series.

"The breadth of properties [in the new deal] has an enormously wide fan base, both in terms of gender and age," said PJ Pierce, director of licensing at CBS.

Steve & Barry's is CBS' first direct-to-retail partner. "This deal is the first time we've done anything like this," Pierce said. "Steve & Barry's is the hottest thing in

A variety of "Star Trek" products are being developed.



retail right now. What they've done with Sarah Jessica Parker" is amazing.

The TV show characters "will appeal to people who didn't grow up with the shows," Pierce said. "There's a movement afoot with this retro stuff. Anybody of almost any age is going to know 'Marcia, Marcia, Marcia' from 'The Brady Bunch,' and Norm's [from 'Cheers'] one-liners still exist in pop culture. You have generations that grew up with 'The Little Rascals.'" And for those who didn't, design capabilities exist to broaden the appeal, said Pierce, who oversaw the growth of the global licensing division of JLO by Jennifer Lopez at Sweetface before joining CBS.

CBS Consumer Products is working to maximize its portfolios. The division operates four stores. "We're looking at opening more of our own stores," Pierce said. "We're analyzing what's working and what's not working. We have some ideas we're germinating and we're looking at retail."

CBS' "Survivor" logo.



## Bamford Progresses Into Natural Body Care

**LONDON** — Beauty is getting the Bamford treatment.

The apparel, accessories and home-wares brand began introducing items from its Bamford Body line, which comprises two product lines, in its stores in December.

Bamford is the brainchild of Lady Carole Bamford, who opened an organic farm shop and cafe on Daylesford, her 1,700-acre Gloucestershire estate, in 2004. The business has since grown to include a number of cafes, as well as Bamford, a women's wear line, Bamford & Sons, a men's wear collection, and Bamford Haybarn spa.

marketing and sales at Bamford Body. "It's a wonderful lifestyle brand."

In keeping with the focus on environmentally friendly farming and manufacturing methods used in the production of other Bamford product categories, Bamford Body is based on natural ingredients.

"The Botanic Collection is very natural," said McCubbin, adding it was blended without genetically modified ingredients, parabens, mineral oils, sodium lauryl sulphates, synthetic fragrances or artificial coloring.

Bath oils, massage oils and soaps from the line, which focuses on the therapeutic benefits of essential oils, were introduced in December. All items are available in either Geranium or Eucalyptus scents.

"It's been really well received," said McCubbin, adding some items are already close to selling out.

Botanic Collection body washes, body lotions, shampoos and conditioners will roll out to stores this month. Prices range from 5 pounds, or \$9.80, per 50-ml. bottle of shampoo to 36 pounds, or \$70.62, for a 250-ml. bottle of bath oil.

As its name implies, the Organic Collection's body oils and creams are made using organic ingredients, which are certified by the Soil Association. The line, which hits stores this month, comprises Organic Camomile Nourishing Body Oil and Organic Camomile Body

Cream, as well as Organic Rosemary Nourishing Body Oil and Organic Rosemary Body Cream. Oils are available in 50-ml. and 200-ml. versions priced at 12 pounds and 36 pounds, respectively, or \$23.54 and \$70.62. Body creams retail at 10 pounds, or \$19.62, for 50 ml., and 32 pounds, or \$62.77, for 200 ml.

Most products are available in travel-size versions.

"Lady Bamford travels a lot," said McCubbin. "To be able to take a little piece of luxury away with [them], a little piece of home, is something quite important for our customers."

Products are packaged in environmentally friendly tubes and flacons, which are similar to ones used for a collection of Bamford baby products introduced in 2007.

McCubbin plans to introduce the brand into wider distribution in the U.K. this year, as well as enter the U.S. and Europe. Industry sources estimate Bamford Body could generate upward of 250,000 pounds, or \$490,445, in its first year.

— Brid Costello

PureOlogy Worldwide.

Tang, who most recently was vice president of global marketing for Redken, replaces Edouard Rouche, who left the company Friday to join Polo Ralph Lauren Corp. subsidiary Impact 21 Co. Ltd., where he will manage the fashion firm's business in Japan.

Tang began her career at the professional business unit of L'Oréal USA in 1999 as a product manager for L'Oréal Professional in the U.K. before moving to New York in 2002 to join Redken. Tang will report to David Craggs, president of L'Oréal Professional Products Division. Pat Parenti remains vice president and general manager of Redken and PureOlogy in the U.S. He will continue to report to Craggs.

— Andrea Nagel

### Changes at Valois

**PARIS** — Valois has just rebranded its sampling division.

The Marly-le-Roi, France-based packaging giant now calls the business, which was formerly named Valois Sampling, Indigo by Valois. Among its other projects, Indigo by Valois intends to broaden its client reach outside of the cosmetics field and into the home sector, said Jean-Jacques Ligny, the division's director, without divulging specifics.

According to the company, there's been an increased focus on samples these days, e.g., for each fragrance sold, four samples are distributed.

— Meredith Batastini

### BEAUTY BEAT



Items from Bamford Body's Organic Collection.

"The Body Collection was a natural evolution and extension of the Bamford brand," said Sarah McCubbin, head of

### Tang Promoted at L'Oréal

**NEW YORK** — The L'Oréal Professional Products Division of L'Oréal USA has promoted Nathalie Tang to vice president and general manager of Redken and

Carolina Herrera



3.1 Phillip Lim



Derek Lam

# Velvet Goldmine

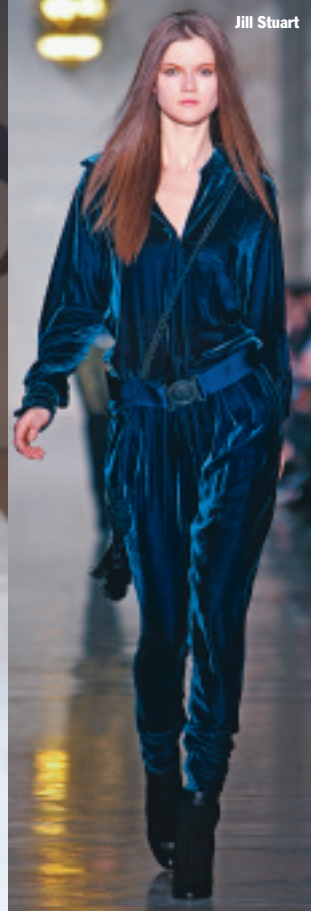
New York designers showed a romantic bent on the runways with sumptuous velvet looks, everything from a chic riding jacket to a brooding gala gown and even a bold, swashbuckling cape.



Anna Sui



Benjamin Cho



Jill Stuart



Tuleh

PHOTOS BY JOHN ADUINO, GEORGE CHISEE, KYLE ERICKSON AND GIOVANNI GARDONI



# Something Bold

This is no season for wallflowers. Designers are strutting their stuff with striking shapes and distinctive embellishments.



Paul Smith



Marios Schwab



Edward Sexton

LONDON  
fall '08



Emma Cook



Duro Olowu



Louise Goldin



Christopher Kane

**Aquascutum:** Michael Herz and Graeme Fidler sent out a collection that focused on the coat in all of its peacock splendor. This isn't outerwear for the faint of heart, but for the drama queen brooding inside every woman. The big, bold collection included trench coats with pouf sleeves, nipped waists and oversize collars; long, slim military-inspired numbers, and sexy black frock coats with oversize lapels. Herz and Fidler said that their aim was to capture the heart of the brand. May the beat go on.

**Edward Sexton:** Fed up with the ultraskinny, sprayed-on silhouettes on the runways, celebrated British tailor Edward Sexton, who made his reputation on Savile Row, decided to strut his own sartorial stuff during London Fashion Week. Sexton, whose clients have included Bianca Jagger, Nancy Reagan and Jackie Onassis, and who taught Stella McCartney her tailoring techniques, showed a sleek, stylish collection. It was filled with slim, double-breasted cashmere overcoats nipped at the waist, fluid belted dresses with cutout fronts and chili-pepper red velvet suits with a sultry appeal. His inspiration, he said, was timeless elegance, and this season he hit a bull's-eye.

**Paul Smith:** Paul Smith crisscrossed the Channel for fall to give his very English rose some Parisian spice. And while his take on French dressing didn't always hit the mark — see the skinny mustard dresses with peekaboo crinolines — there was more than enough to inspire his fan base. Smith sent out high-waisted dresses and neat frock coats in a mouthwatering shade of chocolate; boxy, waffle-knit gray sweaters and striped tops for those Saturday mornings spent with a few Gauloises, and fluid, wide-legged trousers worn with shrunken knits, fit for a rainy afternoon at the Musée d'Orsay.

**Louise Goldin:** Goldin gave her knits a clever technical spin for fall, with pixelated images and luxe details. Gray cashmere skater skirts were adorned with what appeared to be little intarsia arrows, but which instead were pixelated squares in peach, coral and mint. Blue Swarovski crystals were fashioned into a pattern resembling a circuit board for tight wool tops, while colored stripes — echoing computer bar codes — decorated navy wool leggings.

**Christopher Kane:** Kane has swapped his rock-chick muse for a more whimsical gal who doesn't mind a few sparkles on her woolly sweaters. This polished collection was a study in contrasts: chunky sequins — the size of half dollars — winked from fluttery flapper dresses, while silver beads and chain embroidery snaked their way over Aran knits.

**Marios Schwab:** Schwab still hasn't lifted his gaze from the human body. His neck-to-ankle, form-fitting bodystocking dresses — so tight that models tiptoed across, rather than stalked, the runway — added an ultralean silhouette to the designer's body-conscious repertoire. But the best of Schwab's dresses were made from delicate jersey, laser-cut into the outlines of William Morris prints, and layered over barely discernable pornographic images.

**Emma Cook:** Emma Cook returned to the runway after a two-season break with a charming collection that combined folk, Gothic and military references. The designer experimented with fabrics, working tie-dyed rubber and heavily embellished tie-dyed jersey into dresses ideal for an edgy Tinkerbell. Crystal-encrusted lace patchwork and Luxer fringing created an overall shimmering effect, a fitting contrast to the collection's muted camouflage color palette.

**Duro Olowu:** Olowu's garden of color and print was in full bloom, although the collection was leaner and more polished than in past seasons. Chocolate-and-white ikat patterns spilled over sleek jersey tunic dresses, while giant pink-and-blue roses popped up on navy silk palazzo pants. Among his standout pieces was a cocoon-shaped opera coat covered in a clashing red-and-green leopard print made entirely from shimmering metal studs.



# Peretz Gives Designs a Twist

By Holly Haber

**DALLAS** — Designer Carol Peretz has had a long love affair with eveningwear — 33 years, to be exact, and still going strong.

Her elegant dresses in silk and French lace are sewn in her own factory in Mineola, N.Y., and shipped with her namesake label to 60 specialty stores nationwide.

But something quite different also emerged from her workshop last year — sporty pieces in crinkled fabrics with asymmetric touches and an urban vibe.

“It’s a funky look,” said the designer, speaking at her corporate showroom at FashionCenterDallas. “I thought I had more to say as a designer than eveningwear. I wanted to do clothing that I didn’t see in the market that was different and fun.”

Peretz named the line Twisted and tagged it with a small orange label bearing only a jacquard pretzel. Ironically, the whimsical name bears no reference to the collection’s offbeat style. It alludes to the designer’s nickname, Pretzel, which was coined years ago by her pattern-making teacher at Parsons School of Design.

Twisted aims for a youthful, sophisticated customer with silhouettes that are body-conscious, but not girly.

Like Peretz’s evening collection, Twisted is made entirely of French and Italian fabrics. One summer dress, made of a single fabric, has a long stretch jacquard cloque bodice woven into a breezy lawn skirt.

“It’s a couture fabric,” said Peretz, who buys textiles from the same mill for her gowns.

Another look is an indigo crinkled denim cropped wrap jacket with orange seams over a drop-waist fitted skirt. For fall, Peretz is working on an “alternative jean,” a soft stretch-denim trouser with a paper-bag waistline and top stitching. For fall, wholesale prices will run from \$110 to \$290.

Peretz thought Twisted would appeal to different stores than her dresses, but 15 of her evening accounts picked it up, including Kittie Kyle in Memphis and Miss Jackson’s in Tulsa, Okla.

“I liked it because the fabrics and style were unique,” said Rita Manzelmann, buyer at Miss Jackson’s. “You see so much of the same thing in the market, and I think this is something special. I can see any age wearing it. I sell her gowns and cocktail dresses to all ages, too.”



Some looks from Twisted.

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Here’s a sampling of the Premiere Exhibitors who will be showing this March 2-4. For a complete listing visit [modamanhattan.com](http://modamanhattan.com) and [accessoriesontheshow.com](http://accessoriesontheshow.com)

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## Perry Ellis Revenues Slip

Perry Ellis International Inc. issued preliminary fourth-quarter and full-year earnings that will meet or beat Wall Street’s expectations.

For the fourth quarter ended Jan. 31, the firm expects revenues of \$212 million versus \$231.6 million a year ago, with the decrease of \$19 million from the exit of its bottoms private label programs for mass merchants and an anticipated reduction of the bottoms replenishment at midtier retailers. Earnings per diluted share is expected to meet or beat analysts’ consensus of 61 cents.

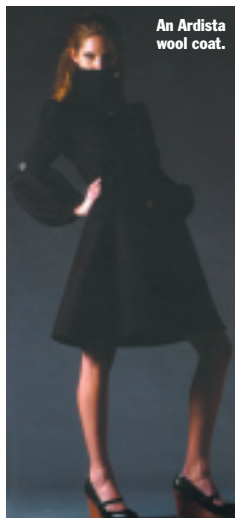
For the full year, earnings per diluted share is anticipated at the previously announced range of \$1.78 to \$1.81, compared with \$1.45 last year. Total revenues are expected at \$864 million versus \$830 million for 2007.

“Perry Ellis International is now enjoying its strongest financial situation in company history, and with the addition of Laundry and C&C California we look forward to a better fiscal 2009 and beyond,” said George Feldenkreis, chairman and ceo.

The firm said strong cash flows allowed the firm to “completely pay off” its credit facility.

— Vicki M. Young

## In the Mainstream



An Ardistia wool coat.



A top from Mintee.

# Jackets Keep Things Hot At Early Train, Platform 2

By Whitney Beckett

**NEW YORK** — The earlier-than-usual trade show schedule didn't seem to derail Train and Platform 2.

Moved up to Feb. 9 to 11 to overlap with Coterie, the niche trade show duo, which caters to high-end European lines, had a successful run at Terminal Stores here, where interesting jackets emerged as a favorite of buyers.

Bloomingdale's staffers attended for the first time, and assistant buyer Heather Naciewicz said she liked what she saw.

"The show was a great representation of foreign resources we wouldn't normally find in New York," Naciewicz said. "My trip was more exploratory than about finding specific items, so I haven't placed any orders yet. I'm also being a little cautious about placing orders until I see what comes out of the European shows."

Naciewicz said she found one line she particularly liked and plans to order from at Platform 2: Weill, a 115-year-old Paris collection that launched in 20 doors in the U.S. Platform 2 is Train's younger sister, and the big news was Platform 2's permanent move to a bigger space running side by side with Train.

"It's a pity we can't share space with Train, but we've gotten wonderful traffic and new orders," said Nicole Lejeune, export manager for Weill, which showed at Platform 2 for the second time. For fall, the French brand did well with its tweed suits, which wholesale for around \$250 for jackets and \$120 for bottoms, in black and white, as well as in a royal purple.

New York-based line Mezza showed for the third time at Platform 2. Designer Askin Meric said the show is coming into its own, forming its own identity alongside the more established Train.

"The show is really improving," Meric said. "They've renovated the space and there are more exhibitors. Traffic is still a little slow, but it's always like that."

Lines new to the show reported success. Romanian line Zasha did well at its first Platform 2, taking lots of orders for its little gray dresses that wholesale from \$60 to \$120. French line BGN, which wholesales for \$120 on average, said sales were higher than expected at its first show. BGN did particularly well with silk print dresses and charmeuse blouses.

Back at Train, where price tags tend to be higher and traffic tends to be heavier, exhibitors reported encouraging results.

"We found there was no price resistance at all," said Mintee Kalra, creative director of Los Angeles-based Mintee. "We picked up so many new stores here we would never have found otherwise."

Mintee is launching for fall as a designer brand, after three seasons as a contemporary label, inspired by designer Kalra winning the ready-to-wear designer of the year award at the International Design Awards. The new incarnation wholesales from \$158 up to \$1,028 for a lambskin jacket that sold strongly. Dresses with ruffle and weaving detailing, particularly in navy and ivory, also did well.

Terexov, a Russian-based line that showed in Bryant Park during New York Fashion Week, got strong orders from appointments. Favorites in the line, which wholesales from \$430 to \$1,700, were dresses from brown chiffon to blue leather.

"The first and second day were very busy, and the third day wasn't so bad considering we are a designer line with designer price points," said Maria Garrido, who owns Haute Designs Inc. showroom, where Terexov shows. "The mood overall is good — everyone says they are doing better than last fall."

New York-based Ardistia did well with its asymmetric black wool coats, which wholesale for around \$500 at Train, but the full line was at Coterie, said assistant designer Sheryl Graham.

Slovenia-based Cliché is a regular at the show, and Cliché rep Yelena Leskovar said traffic held steady. Her bestseller was a shiny textured black jacket, made of foiled linen that wholesales for \$359. A shorter version of that jacket, plus another novelty black jacket, also caught buyers' attention. On the other hand, Leskovar said she was surprised by the weakness of knits.

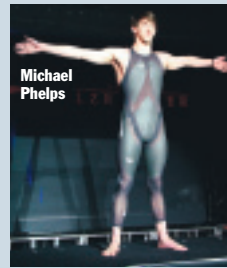
"People are ordering more carefully than in past seasons," Leskovar said. "They took more risks before — it's probably the recession, which surprised me, because don't people often look for more special pieces in troubled times?"

## NEWSREEL

**SUN CAPITAL'S SUNNY OUTLOOK:** Sun Capital Securities Group LLC's takeover of Kellwood Co. is all but complete. The private equity firm's \$21-a-share cash tender offer for the \$1.6 billion vendor didn't expire until midnight Tuesday, but as of 5

p.m. Monday, Sun Capital said 10,118,845 Kellwood shares had already been offered up. Combined with Sun Capital's existing 11.4 percent stake, the shares represent 57 percent of Kellwood's outstanding stock — more than the necessary majority to close the deal. If those shares weren't withdrawn Tuesday, Sun Capital said it would be able to pay for all tendered stock within days, while shares not offered up by midnight won't be paid until the deal is closed, which could take months.

**MICHAEL PHELPS — SIX FOUR AND 3-D:** "It feels like a space suit," said Olympic gold medalist Michael Phelps describing Speedo's new FS LZR Racer at a press conference Tuesday feting the elite suit. Hundreds of journalists; seven Olympic swimmers (Phelps, plus Natalie Coughlin, Dara Torres, Katie Ziegler, Katie Hoff, Ryan Lochte and Amanda Beard), all wearing the suit, and executives including Warnaco chief executive officer Joseph Gromek, filled E Space at 42nd Street and 11th Avenue in Manhattan to see a hologram presentation of the suit (a collaboration with Comme des Garçons) that athletes will wear at the Beijing Olympics in August. There were also events Tuesday in London, Tokyo and Sydney — plus the Manhattan one was Webcast.



Michael Phelps

PHOTO BY ROBERT MITRA



An image from the Tommy Hilfiger ad campaign.

Territory, Monument Valley and Olympic National Park.

But unlike past campaigns that featured a group of friends, this focuses on a couple. "The images of this campaign juxtapose the enormity of the salt flats' emptiness with the intimacy of the couple's companionship," Tommy Hilfiger said.

The campaign will break in March issues of Vogue, Vanity Fair, W, GQ, Esquire, Elle and Details, in addition to outdoor campaigns in New York, Milan, London and Brussels. The company declined to reveal its spring ad budget.

**LULULEMON HEARTS NEW YORK:** Lululemon

Athletica Inc. has big plans for New York, with two stores slated to open this year. The yogaware firm, which has been rapidly expanding since going public last summer, has had a 2,500-square-foot store in Lincoln Center for more than a year. The new stores will be about 3,000 square feet each. In late spring, the first will open on the Upper East Side, at 66th Street and Third Avenue, and in early fall, Union Square, where Lululemon had a showroom for a few months at the end of last year. That showroom — which had to close due to foot traffic exceeding expectations (and agreements with the landlord) — bodes well for the Canadian brand's acceptance in Manhattan. Next up? "We would love to have a store in SoHo," a spokeswoman said.

The company has hired a new vice president of real estate operations, Angelia H. Powell, as it adds 30 stores this year. Powell previously was director of real estate at New York & Co. She will report to Christine Day, executive vice president of retail operations. Powell replaces Larry Gore, who will be moving into merchandise, planning and allocations as senior vice president.



Lululemon's store in Lincoln Center.



A dress from Shoshanna.

**SHOSHANNA CELEBRATES 10TH ANNIVERSARY:** Shoshanna Lonstein Gruss seems entirely too young to be celebrating a decade at the helm of her line. But a year after graduating from UCLA (where she'd worked at the West Coast retailer Tracey Ross and "realized it was possible for small lines to make it"), the Manhattan native did in fact launch three dresses in three shapes and three colors, giving birth to Shoshanna in 1998. "I started right out of college, and I wasn't scared to fail," she said. "I figured if it didn't work, I'd be 23."

In the last 10 years, Shoshanna's distribution has gone from 10 boutiques to 500 doors, including Saks Fifth Avenue and Bloomingdale's. Along the way, Lonstein Gruss added swim in 2001 — which makes up more than a third of sales — and Shoshanna BabyGirl in 2005, after becoming a mother. The swimsuits also have added more covering options, like one-pieces.

"The line was born from my frustration with fashion, because all the dresses then were bias-cut slips where you couldn't wear a bra, and that didn't fit me," the designer said. "When I started the line, I needed more going-out outfits. Now I need more work outfits and things that are appropriate for taking my daughter to school. Luckily, my core customers have grown up with me."

From 1999 to 2005, Shoshanna was in a 50-50 partnership with lingerie company Lady Ester, and since Lady Ester went bankrupt and Shoshanna went out on its own, the company has doubled revenues to \$12 million, Lonstein Gruss said. Dresses wholesale from \$150 to \$220, and swim ranges from \$60 to \$80 per suit. Shoshanna plans to fete its anniversary with several collaborations, to be finalized and unveiled this year.

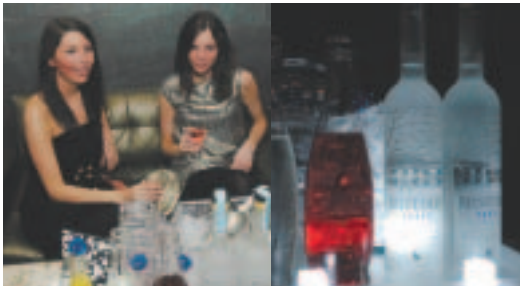
— W.B.



# STYLE scene

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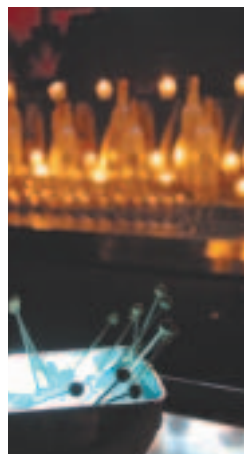


Genevieve Bahrenberg and Amy Smilovic

Constantine Maroulis

## FASHION WEEK FETE PRESENTED BY BELVEDERE VODKA

Belvedere feted designer **Amy Smilovic** and Tibi's Fall 2008 Collection February 6 at Cellar Bar at the Bryant Park Hotel. Guests enjoyed Belvedere signature cocktails and bottle service along with organic desserts from Sarah Magid. Guests at the event included **Ana Ortiz** (*Ugly Betty*), **Leven Rambin** (*Lipstick Jungle*), **Saleisha Stowers** (*America's Next Top Model*), **Sherri Saum** (*Rescue Me*), **Constantine Maroulis** (*American Idol*), **Stella Keitel**, **Gillan Hearst Simmonds**, **Chessy Wilson**, **Nicole Hanley**, **Minnie Mortimer**, **Annabel Vartanian**, and **Jason Preston**.



Saleisha Stowers



Jason Preston, Leven Rambin & Jordan Lippman



Stella Keitel



Chessy Wilson



Sherri Saum

PHOTOS: EMILY WELSCH CREATIVE

BELVEDERE  
VODKA

THE CELLAR BAR

THE BRYANT PARK HOTEL  
NEW YORK

## Qatar's Hopes for 'Pearl' of a Retail Center

Continued from page one

"People here can afford to spend money on luxury fashions," said Khalil Sholy, United Development Co.'s managing director, anticipating retail productivity of \$2,500 a square foot. "Qatar has been expanding and growing economically over the last five years. This has created a lot of interest for people to come and invest."

UDC, which is investing an estimated \$6 billion to construct the 985-acre island linked by an eight-lane causeway to Doha, is keen to make The Pearl the "ultimate destination for luxury goods" in one of the wealthiest Gulf states.

"It was really eye-opening to go there and see the development," said Robert Burke of New York-based Robert Burke and Associates, who is teaming with Paris-based buying office Mint SA to assemble a Who's Who of international brands. Burke was joined in an interview by Mint principals Jean-Philippe Prugnaud and Mindy Lin Prugnaud.

Per capita income in Qatar stands at approximately \$75,000, and The Pearl — with its two circular harbors ringed with luxury residences and a marina for almost 1,000 yachts — will ultimately be home to some 50,000 residents, along with luxury hotels, eateries and cultural attractions to fuel tourism.



A rendering of The Pearl's Porto Arabia harbor.

Sholy acknowledged Qatar is not yet as developed as Dubai in terms of retail and attractions, but asserted The Pearl would help Doha leapfrog on to the international radar. UDC anticipates up to 2.5 million visitors a year and has already sold residential units — a mix of high-rise apartments, penthouses and town houses — to European and American nationals.

Sholy also trumpeted the country's pro-business stance and progressive attitudes that "allow women to play a leading role in society."

The Gulf nation, with a young population of approximately one million people, possesses the world's second-largest reserves of natural gas and produces 3.7 billion barrels of oil annually — an output expected to last 23 years. But business leaders, witnessing the rapid de-

velopment of Dubai as a resort destination, are eager to diversify the nation's economy, foster tourism and capitalize on the surging demand for luxury goods.

The Pearl's 1.6-mile boardwalk of roughly 1,000 shops, restaurants, clubs and other attractions is slated to open in phases and be completed in December. Burke and the Prugnads said they envision several clusters of European and American brands, along with a multibrand superstore for luxury footwear, accessories and cosmetics called Royal Avenue. Plans also call for contemporary fashion and jeanswear zones to round out the fashion offer.

The first phase of the retail development, which calls for a total of some 200 freestanding fashion boutiques, is slated to open in September.

Among other glittering attractions on the island are Ritz-Carlton and Four Seasons hotels and such fashionable eateries as Bice, Armani Caffè and Nikki Beach.

The Pearl is the latest retail addition to a region that is mushrooming luxury boutiques. The Middle East still accounts for less than 10 percent of most brands' revenues, but industry experts say boutiques there generate higher profits due to strong sales and low fixed costs in terms of rent, salaries and taxation.

"It's as fast as China," Michael Burke, chief executive officer of Fendi, which is posting growth rates of between 30 to 50 percent in the region, told WWD last month. "I'm very bullish on it — much more bullish than India."

## Tesco Using Databases to Make Green Push

By Denise Power

**CHICAGO** — Retailers are finding new ways to leverage their customer databases to change shoppers' behaviors or just understand existing habits so they can refine the merchandise mix.

Tesco, the U.K. behemoth whose Clubcard loyalty initiative helped the food retailer double market share from 16 to 35 percent, is using the program to nudge shoppers toward environmentally responsible behavior.

Shoppers who reuse bags to carry groceries, rather than use new plastic bags, earn Clubcard points that can be redeemed at Tesco and other stores.

In nine months' time, that incentive reduced the number of new plastic bags that would have ended up in a landfill by one billion, said Terry Hunt, chairman of London direct marketing agency EHS Brann. Hunt, who helped mastermind the Clubcard launch 13 years ago, said Tesco is beginning to reward shoppers with redeemable points for recycling cell phones and printer ink-jet cartridges.

Hunt outlined Tesco's loyalty card program here last week during the National Retail Federation's Retail Advertising Conference.

At Banana Republic, the shopper database is sifted to find the most profitable and brand-loyal consumers who make up an "insiders panel" that is polled regularly. The national panel of 10,000 consumers provides regular feedback in various ways, such as uploading photos of themselves wearing Banana Republic outfits, apparel fit testing and focus groups conducted around the country.

Tamra Krefman, manager of consumer strategy at Banana Republic, told the conference the

qualitative research yields unique and nonintuitive insights into the brand and its most loyal following. For instance, Jennifer Aniston and Reese Witherspoon are the celebrities shoppers most associate with the Banana Republic brand. Also, Krefman added, panel research revealed the majority of male consumers prefer boxer briefs over other innerwear choices.

Krefman said the panel is a cost-efficient way to get feedback fast.

"It's about coming up with a quick and flexible way to do research," she said. "If there is a decision that needs to be made soon, we can easily put together a survey, throw it out to our panel and get responses within a few days."

The consumer strategy team then synthesizes the consumer feedback data with other research sources and develops a "point of view" memo for various Banana Republic departments including design, product development, advertising, merchandising and marketing.

Loehmann's is exploiting customer data to help merchants plan and allocate merchandise at the store level more intelligently, said Mara Kelly, vice president of database marketing. She spoke at a session along with Jan Cantler, director of database and customer relationship management at Brooks Brothers.

Cantler also shared customer data insights with planning and allocation executives as well as real estate, finance, advertising, store operations and merchandising. "I am reaching out to every functional area of the organization I can, just starting with small conversations to say, 'What myths, theories, known facts do you have that I can prove or disprove that will help you understand your business and what you need to do?'" she said.

## Talkin' 'Bout BCBGeneration

Max Azria wants to cultivate youthful customers. On Tuesday, BCBG Max Azria Group launched its young contemporary line, BCBGeneration, at WWD MAGIC in Las Vegas. "This is for the 20- to 30-year-old who is not yet ready for my contemporary or designer lines," Azria said of the line, which offers the same style as his two higher-end lines with more casual options and a gentler price point. Wholesale prices range from \$18 to \$39 for tops, \$48 to \$58 for pants, \$58 to \$148 for jackets, \$48 to \$78 for dresses and \$17 to \$103 for bags and small leather goods. The line consists of two collections: Casual and City, both offering options ranging from dormwear to denim, and softly tailored work clothes to clubwear.

— Marcy Medina



▲ A terry top and voile skirt, both in cotton, with cotton and spandex jeans.



▲ A viscose and nylon sweater with a T-shirt and skirt, both in cotton.



▲ A wool and acrylic jacket with a T-shirt and shorts, both in cotton.



▲ A fluid top, sweater and pants, all in cotton.



▲ A washed lamb leather jacket and cotton skirt.



# All Dressed Up for No One in Particular

By Rosemary Feitelberg

“FOR WHOM DO WOMEN DRESS?” MIGHT BE RIGHT UP THERE WITH “What do women want?” in terms of questions with no shortage of answers.

But it's a question that should obsess retailers and designers as they look to buck the economy's tough times and excite consumers. And with a new shape heading down New York's runways last week — with a focus on jackets, suits and a slimmer silhouette instead of ballooning baby-doll dresses — it's also a query that retailers hope they'll be able to answer come fall.

The collections provided an ideal setting to ask the clothes-minded whether women dress for themselves, for men or for other women. More often than not, women wear what suits them — a move some say is as much about free thinking as it is about empowerment. But others recognized that looking good at work is, regardless of a woman's field of expertise, an unwritten job requirement, especially given the economy and competitive work environment.

Here, a look at what showgoers had to say about the reason women get dressed in the morning.

**Anne Hathaway**

“Most women dress for their most fashionable friend.”

**Designer Isabel Toledo**

“Women dress for men. I do dress for myself because it makes me feel empowered, but I'm definitely looking for [husband] Rubin's expression, not his approval. I do use clothes to speak — how I dress is a form of communication for me.”

**Michael Fink, vice president and women's fashion director at Saks Fifth Avenue**

“I hope women dress for themselves and not out of pressure to mimic someone or to be something they're not. They're also dressing for the special someone in one's life, but I don't think that's every day.”

**French Vogue's Carine Roitfeld**

“I don't know for everyone else. For me, it's for myself. When you feel good about yourself, you feel good about everyone else.”

**David Wolfe, a creative director at the Doneger Group**

“In a work environment, they dress for each other because it is so highly competitive and it has to be. For social occasions, they dress for men to try to eliminate any female competition, but not in an obvious sexual way. It's tricky because overt sexuality doesn't work and it doesn't get them anywhere with other women. Another factor is at the designer price level, men are often paying for the clothes, so women need their approval. But men who have trophy wives want the trophy wives to have the latest, hottest things. Its a complicated thing.”

**“Most men don't realize what's going on half the time. If their friend at work wears the same thing every day, they wouldn't notice. It's not in the gene pool.”**

— Nigel Barker, photographer

**Designer Tina Lutz**

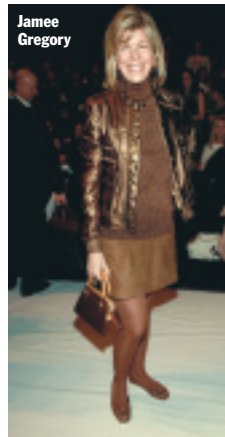
“I would hope women would dress for themselves because you can only feel good about life if you feel good about yourself. It's always a mistake to try to please others because then you lose yourself.”

**Marylou Luther, editor of International Fashion Syndicate**

“I have often heard it said that the Marni customer dresses for women and I understand that. The dresses are ‘quirkily country,’ and a little too big on purpose or covered up. More sophisticated women dress for themselves and they know what looks good on them. I'm always amazed by the number of young women today showing off so much. They would have been considered fallen women years ago. But I think younger women dress for men.”

**Valerie Steele, director of the Museum at the Fashion Institute of Technology**

“People dress for themselves to present an image of themselves. It's not so much for other women and men as it is for friends and colleagues. Most dress for their cohorts.”



Jamee Gregory



Isabella Tonchi



Carine Roitfeld

They want to be appreciated and thought of as attractive by those people.”

**Ken Downing, senior vice president and fashion director at Neiman Marcus**

“Women want to look sexy and stylish. They certainly want to dress for the man in their life and there's always a little competition with other women. That is the truth because I spend a lot of time around women and clothes.”

**Photographer Nigel Barker**

“Most women dress for themselves. Most men don't realize what's going on half the time. If their friend at work wears the same thing every day, they wouldn't notice. It's not in the gene pool.”

**Designer Agatha Ruiz de la Prada**

“In Spain, women dress for men. I don't know what happens here. I think it's very tiring to have to dress to be sexy all day. It's horrible and exhausting to have to wear high heels for 24 hours.”

**Frank Doroff, senior executive vice president and general merchandise manager of Bloomingdale's**

“It depends on the occasion. A woman might dress for a man or for other women. At work, they may dress for their peers.”

**Jamee Gregory**

“Women always dress for other women. Women, first of all, dress to please themselves. Unless they're 16, they like to reflect what's going on with fashion and other women are interested in fashion. It is a fashion thing.”

**The Village Voice's Lynn Yaeger**

“I'm such a quirky dresser. Everyone dresses for different reasons. Some women dress for men, some dress for their personal contentment and some for the other opinions of women.”

**Designer Isabella Tonchi**

“I would hope people dress for themselves. To be liked by other people, you have to like yourself, feel good about yourself and be confident.”

**Sophia Bush**

“I dress for myself. There are days when I don't want to be dressed up so I'm not. And there are other days when I really want to be done from head to toe. You've got to dress for you.”



Anne Hathaway



Lynn Yaeger



Isabel Toledo

ROITFELD PHOTO BY KRISTEN SOMODY WHALEN; TONCHI BY WILL RAGOZINO/FX; TOLEDO AND YAEBER BY SCOTT RUDD; ALL OTHERS BY STEVE EICHNER

## MEMO PAD

**NO MILAN, BUT MAYBE PARIS:** After making front-row appearances at several New York Fashion Week shows, **Ingrid Sischy** and **Sandra Brant** have decided to skip the collections in Milan this season. It makes sense, since the deal for Brant to sell her stake in Interview magazine to her ex-husband, **Peter Brant**, is expected to close on Feb. 22, toward the end of Milan Fashion Week. "We are not attending the Milan shows this season because we are thoroughly engaged in doing our work for the transition involved in the sale of the company," Sischy told WWD.

Looking back, Sischy estimates she's spent a total of three years staying in either the Hotel Le Bristol in Paris or the Hotel Principe de Savoia in Milan, to view the men's and women's collections. She always stays in the same room, in both hotels, to make the trip more comfortable for her cat, Cassidy. "He's part Milanese, part Parisian," she added. "He's speaking Italian right now!" So will Cassidy get to stay in his favorite Parisian hotel in a few weeks? At this point, Sischy and Brant have not decided if Paris is in their travel plans. However, she teased that "we do love it in the springtime." — **Amy Wicks**

**RUPERT'S NEW CULTURE:** Media observers already are noticing the changes in a **Rupert Murdoch**-owned Wall Street Journal — a British editor for the glossy magazine launch, talk of a sports section, a move to Midtown. Now word around the Journal newsroom is that a prototype is being developed for a culture section, possibly to run weekly. The project is in the very early development stages, and a spokesman for The Journal declined comment Tuesday.

Former House & Garden editor in chief **Dominique Browning**, who is said to be overseeing the prototype, confirmed she was consulting at The Journal but said she could not discuss further details. Sources said she was holding meetings internally to brainstorm for the section.

If given the green light, the culture section would be another move toward Murdoch's stated goal of competing with The New York Times. As Journal managing editor **Marcus Brauchli** told The Times on Monday: "In the news department here, we believe there is no reason that people should have to go to another news source beyond The Journal to find news of consequence to them in any sphere — politics, economics, even culture and the arts."

The Journal's arts criticism is currently overseen by the editorial page editor, and it is unclear how this would change if an culture-oriented section went ahead. — **Irin Carmon**

**CARLA SPEAKS:** The French magazine *l'Express* is likely to sell out quicker than hot croissants in Paris today. That's because it rushed its latest issue to newsstands one day early headlined by an exclusive interview with **Carla Bruni** — the first given to the press by the new first lady since her marriage to French President **Nicolas Sarkozy**. The magazine's editor in chief, **Christophe Barbier**, conducted the interview, but has kept a tight lid on its contents. — **Miles Socha**

**BARACK'S BULLIES:** Despite the Clinton campaign's reputation for being an intensely loyal and disciplined operation, leaks are rampant, owing in part to long-standing internal divisions among senior staff, according to New Yorker Washington correspondent **Ryan Lizza**. It's **Obama's** campaign, he said in a panel Tuesday hosted by the magazine, that is "close-knit and, in some ways, Bush-like" in figuring out who reporters' sources were.

When New Yorker editor and panel moderator **David Remnick** asked whether that vigilance was to "a frightening degree," Lizza replied that he found it "a little worrying," recalling a call he got from a friend on the campaign after publishing an Obama story: "They think I told you that." Lizza said he assured the person it was obvious he wasn't the source. "They will find out who it is," Lizza said the person replied.

Fellow panelist **Hendrik Hertzberg** revisited his recent comment in the magazine expressing a preference for Obama. "I've been getting e-mails since I wrote the piece saying, 'Well, you're in love with the guy.'" He paused. "And I think there's some truth to that." When it comes to policy, Obama and Clinton show "very little difference. It's not about the words, it's about the music."

Remnick alluded to a piece Lizza has in next week's New Yorker about the Republican race, saying he was confused on a point. "It'll be much better in the second draft," Lizza replied, to laughter. The **McCain** campaign, he said, was so underfunded that it did not have its own pollster. "They would ask the press for the internals on their polling data," he said. And even if McCain's securing the nomination shifts the dynamic, said panelist, New Yorker staff writer and CNN commentator **Jeffrey Toobin**, "the list of Republican problems is so long, I don't think even Democrats can screw this up." — **I.C.**

**BEHIND THE SCENES:** **Diane von Furstenberg's**

collaboration with artist **François-Marie Banier** and model **Natalia Vodianova** for her ad campaign is making its debut in select March magazine issues. Those wanting a peek into the creation of the images, which combine photography, painting and words, can do that from today on [dvf.com](http://dvf.com). The designer's official site will offer a link to an online art gallery, which presents images from the campaign, as well as information on the making of the project, including Banier's artistic process, and biographies of the artist and Vodianova. In addition, there is a five-minute-long video clip documenting the project, which evokes the mood of the photos.

Von Furstenberg is likely to build on the concept of an online art gallery for future initiatives. "I loved the idea of telling the story in an online art gallery," she said. "It shares the experience as an insider and preserves the integrity of the project....The film and the images reflect the story beautifully and show the emotion." — **Marc Karimzadeh**



A view of DVF's online art gallery.

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**TWO TITANS:** After three seasons providing the off-field looks for the AC Milan soccer club, **Dolce & Gabbana** is firming up its relationship with the Champions League-winning team. The Milan-based fashion house will become the premier, or, Gold sponsor of the team, which is owned by media magnate and former Italian Prime Minister **Silvio Berlusconi**.

The designers declined to disclose the cost of the top sponsorship, but said it was worth the investment. "AC Milan is one of few companies worldwide that has a real sense of image and fashion," said **Domenico Dolce**.

As part of the deal, the Dolce & Gabbana logo will appear prominently during and after AC Milan matches. "I have to admit that Domenico is much more of a soccer fan than I am," said **Stefano Gabbana**. "However, when you go to a game and see an architect, a politician, a lawyer, a worker — young and old together — you realize how important soccer is culturally and thus it's something that interests me and something I need to be involved in."

To mark the sponsorship, the designers produced a calendar, shot by **Mariano Vivanco** and filled with AC Milan starters. Furthermore, the designers have extended their reach to the youngest generation of players. Starting this season, kids at the AC Milan Junior Camp will kick the ball around in uniforms sporting the D&G Junior logo. "We are two Milan companies and we both care very much about our Milan roots," said **Adriano Galliani**, executive vice president and chief executive officer of AC Milan. "There are few things that work very well inside Italy and I believe Dolce & Gabbana and AC Milan are two of them." — **Courtney Colavita**



Stefano Gabbana and Domenico Dolce with up-and-coming AC Milan striker Alexandre Pato.



**Obituaries**

**Max Mittman, 91**

**NEW YORK** — Max Mittman, chief executive officer of Jaymee Fashions, a former children's sportswear manufacturer, died Sunday at University Hospital in Tamarac, Fla. He was 91.

Mittman died of natural causes, his family said.

He operated Jaymee Fashions in Manhattan for 20 years, selling to major department and specialty stores, before retiring in 1972.

Mittman is survived by his wife, Arlyne; a son, Evan, who is ceo of Max Leather Group/Cipriani Accessories; a daughter, Peggy; a brother, Murray; seven grandchildren, and three great-grandchildren.

Services will be 11:45 a.m. today at The Star of David, Tamarac.

— William Cotto

**O'Regan, Duty Free Founder**

**LONDON** — Dr. Brendan O'Regan, founder of the world's first duty free shop, has died at the age of 90.

O'Regan, who also was known for his work in support of peace in Ireland, in 1950 established a duty free shop in Ireland's Shannon Airport, the first initiative of its kind.

Born in Sixmilebridge, Ireland, in 1917, O'Regan during his lifetime received a plethora of accolades for his work promoting tourism and peace in Ireland. In 1978, he founded Co-Operation North (now known as Co-Operation Ireland), an organization whose goal is to encourage economic, cultural and social cooperation between the Republic of Ireland and Northern Ireland.

He established the Irish Peace Institute in 1984 and was honored as a Commander of the British Empire in 1993.

**Colors, Classics Top Dallas FIG**

**By Holly Haber**

**DALLAS** — A rainbow of colors and prints scored orders for spring and summer at Fashion Industry Gallery, the downtown venue here focused on contemporary looks that ended a five-day market Jan. 28.

Thirties-influenced dresses saw action, while Empire and trapeze silhouettes continued their strong run in draped knits and breezy chiffons. Clean classics with a little zip also did well, such as tailored sheaths detailed with belts and pockets or bold prints.

Retailers mostly wrote orders for deliveries from February through May. They also were on the lookout for fall trends, such as cashmere sweaters.

"We were very happy....We had our largest exhibitor attendance for a January show," said Shelli Mers, FIG director.

Sales representatives worried about negative economic news said they were surprised that retailers reported good business and left orders at a respectable rate. Still, the slowing economy coupled with presidential election anxiety made buyers more careful about value and cautious with spending.

"Stores I spoke to said their business is the same or actually better because they prepared themselves that business could be tighter," said Claudia Caicedo, Jón sportswear sales manager. "They are buying smarter and better, looking for the best value they can give their customer, and it has to be special."

Bookings equaled last January, she said, boosted by two new accounts in Mexico and Saudi Arabia.

"We had a really good show," said Pam

Martin, whose namesake showroom represents lines such as Weston Wear and Bordeaux. "I'm a little surprised, to be honest. In October, business was tight."

Diana Buckroyd, owner of the Aire showroom, said bookings of Ella Moss, Splendid and other labels were up from the previous two shows.

"We sold so much color, floral and tie-dye prints, ombre stripes and colorblocking," she said.

**“[Stores] are buying smarter and better, looking for the best value they can give their customer, and it has to be special.”**

— Claudia Caicedo, Jón

Rory Boyd, who has operated Sussie's contemporary boutique in Frisco, Tex., for 30 years, said her sales were higher for the last quarter and her plan was for "business as usual," though she was more deliberate in her choices. Boyd was disappointed with the dark palette in summer collections and she lamented the lack of new silhouettes.

"I would have bought more if I had seen more I liked," she said. "I like lady-like clothes."

Suitable looks included a scoop-back printed shift from Milly and a printed floor-length day dress with a fitted bodice by Twelfth Street by Cynthia Vincent.

Linda Kutler, buyer for Elements in Dallas, also decried the lack of newness, especially since she had a bigger budget to stock the shop Elements added last year for young casual clothing. Kutler spotted a few great looks, including Elizabeth Cole's thin pebble stingray

belt with a snake buckle, Harlow's tie-dyed sweats and bright, sexy dresses by McGinn and Geren Ford.

Gregory Reeves sold his own fashion jewelry line, Christopher Roca, and bought jewelry for his boutique in Manhattan, Christopher 19. The West Village shop specializes in jewelry that has an artisanal, funky aesthetic.

Reeves was drawn to the sense of humor in the emblems and charms of

Beth's Addiction's earrings and necklaces. He also felt that Catherine Page's abstract bird and silver chain necklace looked fresh and different, and picked up Calleen Cordero's brass and turquoise-studded leather wrist wraps.

Maytal Fashion, which produces Parameter, Sine and Laila, touted value by recutting Parameter's best-selling tops and dresses from last spring and slashing the prices. One bestseller: a black-and-white silk chiffon dress and slip wholesaling for \$42, which was 70 percent off the original price.

Creative director Maytal Sharifi plans to introduce sportswear in the fall Sine collection that emphasizes comfort and is based on what she and her twenty-something peers want to wear.

"We enjoy wearing dresses, but we want to feel like we're wearing sweats," she said.

**MAX MITTMAN,**

CEO of Jaymee Fashions and the Max Leather Group, passed away on February 10, 2008. He was 91 years old. Max was born in Scranton, PA and lived in Woodmere, NY and Tamarac, FL. For many years he was active in several charities including United Cerebral Palsy and the Foundation Fighting Blindness.

He is survived by his loving wife, Arlyne; daughter and son-in-law Peggy and Steven Kahn; son and daughter-in-law Evan and Debi Mittman; seven grandchildren Jarrod and Jenna Kahn, Jaymee and Rob Hurvitz, and Marissa, Tricia and Jayson Mittman; and three great-grandchildren Henry, Ava and Jake. He is also survived by his brother and sister-in-law Murray and Gloria Mittman.



The funeral will be held in Tamarac, Fl. at The Star of David on Wednesday, February 13 at 11:45 a.m.

Shivah will be observed at 4814 Mango Drive Tamarac, Fl. on Wednesday, February 13 and Thursday, February 14.

Shivah will also be observed on Saturday, February 16 from 7 - 9 p.m. and Sunday, February 17 from 4 - 8 p.m. at 101 Cross Ridge Road, Chappaqua, NY.

Donations can be made to the Foundation Fighting Blindness, P.O. Box 17279, Baltimore, MD 21203-7279 [www.fightblindness.org](http://www.fightblindness.org)

## WWD West

## Economic Reality Shapes Decisions at WWDMAGIC

By Rachel Brown and Khanh T.L. Tran

**LAS VEGAS** — Economic challenges compelled retail buyers and exhibitors at WWDMAGIC to hone strategies — from opting for safe merchandise to jumping on rising trends — to help ensure they lessen the impact of a downturn.

Concerns about sales were evident Tuesday when the four-day trade expo kicked off at the Las Vegas Convention Center. But anxiety was mixed with hope among retail buyers and vendors that conditions would improve partly because of the economic stimulus package approved by Congress, which President Bush has said he will sign.

"Once people get stable, it is going to be OK," said Orit Kohan, owner of Jet Rag, a vintage clothing store in Los Angeles where business has slowed.

Vendors said many retail buyers relied on proven styles rather than riskier merchandise. Buyers were eager to select items that didn't give their customers sticker shock and provided value.

"With the economic climate, our stores are not buying as deep; they are more thoughtful," said Kendra Miller, showroom manager for Jackie B, which showed contemporary brand Sugar Lips. "You can feel the tightening of the belt."

Libby Karcsh, who owns three-year-old seasonal boutique Haven in Sea Isle City, N.J., with her cousin, Rachael Morrison, avoided dresses above \$150 at retail. "You have to make sure everyone is comfortable and that people are not walking away because you have \$200 dresses," she said.

Rosalyn Lester, a buyer for Garrett's, a men's and women's clothing shop in Radford, Va., was willing to go as high as \$1,000 at retail. "If it's truly exceptional and unusual, they'll pay more for it, but they want quality," Lester said of her customers.

Despite the tendency to stock up on tested styles when times are tough, Martin Rakovitch, president of Los Angeles-based footwear and handbag specialist Chinese Laundry, said department stores should keep broad assortments. Chinese Laundry is sold in department stores, such as Nordstrom and Macy's, and 3,000 specialty stores.

"Customers don't need to see all the same thing," Rakovitch said. "I want to see [retail buyers] sold out" rather than buying excessive numbers of the same item.

Responding to consumers' desire to "buy now and wear now," several vendors, including women's sportswear brand Eileen Fisher, displayed spring and summer collections for immediate shipments as well as fall lineups slated for September deliveries. They were targeting the likes of Lowell Epstein, owner of women's sportswear store Affordables in Charleston, S.C., who said he was looking for immediate delivery after "coming off a tentative fall."

Foreign buyers were a standout group that was having a field day because of the weak U.S. dollar. "It's awesome," said Jenni Manson, owner of a two-door streetwear chain called American Republic in Australia. She was eyeing Britain's Punkyfish, which offered a straight-leg jean with zippers and charms enhancing the back pockets for \$33 at wholesale.

Foreign companies came to WWDMAGIC with the goal of breaking into the U.S. market. South Korea's Mill Fashion Group, which generates \$30 million to \$40 million in annual sales through six brands, brought its gray sheer silk frocks with crochet bordering the flutter sleeves and a tank dress made of recycled wool in contrasting black

and charcoal stripes. Both styles wholesale for \$28. "This is our chance [in the U.S.]," said Sunnie Myung, marketing director for Mill Fashion Group.

If U.S. buyers were cautious, they didn't completely shy away from venturing into new territory. Melissa Oliver, a buyer at action sports store Sitzmark Sports in Overland Park, Kan., recently picked up swimwear for women and girls, including Volcom and Reef. "It is a market that we are missing," she said.

Terrance Joshua, owner of OG's Fashion in Honolulu, looked for green brands to supplement merchandise at his two-year-old store, which is split evenly between men's and women's clothing.

Mike New, owner of Newport Dry Goods in Port Clinton, Ohio, was interested in environmentally friendly resources, as well, and scouted organic cotton sweaters at Pure Handknit. He said he was "concerned about the future," but was not cutting back on merchandise.

With retailers' interest in natural apparel mounting, companies continue to move in the green direction. Juniors manufacturer Trinity switched to organic cotton last year and has seen sales double since January 2007 even though prices of Trinity dresses have climbed 15 percent. "Once people realize it is a different kind of fabric, people are willing to pay," said owner Eddie Kim.

The retail momentum of dresses doesn't appear to have ebbed. Short dresses with slender silhouettes appeared to be more popular than their longer counterparts, compared with past seasons.

"Everybody was so puffy and baby-doll last season, and everybody is going slimmer," said Jin Cha, designer for Los Angeles-based dress resource Glam. "If there is something puffy, [retail buyers] put thin belts with it."

Dress specialists, such as Voom by Joy Han, branched out despite the category's strength. Known for using soft, flowing silk charmeuse, Han adopted new fabrics such as nylon microfibers and brocade, which worked well for a coat with a tiered collar and cropped sleeves at \$189 wholesale.

"Before, you could buy pieces that were more novelty and a onetime wear," said Jamie Garrott, a sales representative for Voom. "Now, people are looking for more classic pieces that you can always wear and keep for a long time."

Vendors offered value by mixing, such as jersey with embroidery, lace and ribbon at Free People and pointelle with full needle jersey at Esprit.

"The texture makes it look interesting," said Shannon Bouthillette, senior vice president of sales at New York-based Esprit. "It spices up your assortment while making it understandable and sellable."

Value was also a factor in denim and in accessories. At New York-based Free People, denim retailing for \$68 sold the best. See Thru Soul, based in City of Industry, Calif., said the new sweet spot for jeans ranges between \$65 and \$80 at retail. But See Thru Soul is trying its hand with a more expensive line called STS Blue, which will launch this fall with as many as four styles, including two-tone corduroy and organic denim, and a \$120 to \$125 retail price point.

At Chinese Laundry, Rakovitch said that retailers were primarily viewing larger bags because their value for the price point was considered greater than small bags. "A small bag is \$26 [at wholesale]. The large bag is \$28," he said. "They might as well go with the larger bag."

— With contributions from Max Padilla



Left: A black brocade coat from Voom by Joy Han. Right: A gray wool shift dress from BGN.

PHOTOS BY TYLER BOYNE

## Teen Chain Anchor Blue Repositions With Help From Montag of 'The Hills'

By Anne Riley-Katz

Anchor Blue is collaborating with Heidi Montag, a star of MTV's reality series "The Hills," on a new apparel line and ad campaign to help redefine the retail chain.

The goal is to appeal to a slightly older 16-to-21 age demographic to capture young consumers who have more control of their purchasing power and are at an age to make more fashion-forward wardrobe choices.

"The marketing challenge was that the brand had really lost its luster; it's critical to the business to reestablish the brand," said chief marketing officer James Shimizu, who joined the Ontario, Calif.-based company five months after chief executive officer Terry Sands took the helm in January 2007. "Demographically, we were a little younger before — more 14 to 18 — and that reflected in the merchandise mix and ads. We want to be more of a 16- to 21-year-old brand now, and those few years of difference are like different planets."

Montag's Heidiwood line of junior apparel and accessories, which will make its debut for spring, ranges from \$10 to \$60 and consists of striped dresses, colorful tank tops, signature T-shirts, black shorts, white jean shirts and some bags and jewelry.

Montag, who attended Los Angeles' Fashion Institute of Design & Merchandising but left before obtaining a degree, said that collaborating on the line was a "learning experience."

"It was different than when I was in school because

now I have a whole team to work with and bounce things off," she said.

The print, catalogue and online ad campaign featuring Montag will begin April 1 and her line will be in stores by April 15. She also will produce two more collections for Anchor Blue — the fall Heidiwood line will focus on items such as sweaters and jackets in more subdued hues.

So what makes Montag's line different from the other celebrity-driven apparel on the racks?

"I don't think anybody else has their line in a store chain like this," Montag said. "It's a good platform to launch."

Founded in the mid-Seventies as Miller's Outpost, Anchor Blue Retail Group Inc. was bought in 2004 by Sun Capital Partners Inc., a private equity group that specializes in turning around struggling retailers. Miller's Outpost was renamed Anchor Blue in 2000 as it sought a foothold in the teen market. The initial brand re-positioning in the late Nineties moved the brand from Baby Boomers to the teen market.

Anchor Blue operates 252 retail locations in 31 states and Puerto Rico. About 180 of the locations are Anchor Blue stores mostly in a dozen states, including California,



Heidi Montag in her new line.

PHOTO BY TODD WILLIAMSON

Arizona, Texas and Florida, with others operated as Levi's/Dockers Outlets.

The company is spending significantly more on the reinvention — particularly the ad campaign — than it has in the past, largely on direct-mail efforts, though Shimizu wouldn't disclose specifics. "We have to do something irrevocable enough that they care, but won't make fun of it," he said of the ads.

Even with a hefty marketing spend, there are challenges in the competitive junior market.

"The customer we target is pretty fickle — we need to grab their attention and keep it," Shimizu acknowledged.

Other players in the junior active-wear market are devising similar tactics. Iconix Brand Group Inc.'s Bongo, for example, is using reality stars such as Nicole Richie and Kim Kardashian.

Despite macroeconomic uncertainty, Anchor Blue is hoping parents who help support their 16- to 21-year-olds won't cut back too much.

"It's going to be a much harder fight if there are fewer customer dollars," Shimizu said. "Everyone is vying for that and we want to make sure we are in there. But there are a lot of chain retailers around that need to reinvent themselves right now, so we have a great window to reestablish our brand."



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**Qualifications:** College-level teaching experience preferred. Must be proficient in current, industry-standard software. Applicant must be "hands-on" and able to teach specific technical skills: draping, patterning, and sewing.

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Sparks, an award winning integrated marketing agency is seeking a VP of Business Development for our Retail division. This senior position is focused on creating opportunities for sales growth within our target markets and across our multiple business lines, products and services. The role requires a combination of skills including developing marketing strategy, creative thinking and application, assertive relationship building, resourceful networking, solid presentation skills and a proven track record of building brand awareness, relationship development and closing sales. The position will encompass identifying appropriate opportunities, leading creative and proposal development, presenting and closing business and providing support and guidance to the account teams. This is a results-driven position primarily measured by business closed and account team growth and development. Experience in the retail / apparel industries a plus. Minimum 7-10 years of senior sales management experience.

Send resume to: [jobs@sparksretail.com](mailto:jobs@sparksretail.com)  
[www.sparksretail.com](http://www.sparksretail.com)

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**Full Time & Freelance Opportunities:**

- Account Executives
- Buyers / Planners
- PR Executives
- Apparel Designers
- Graphic Designers
- Technical Designers

send resumes to:  
Full Time: [ny@fourthfloorfashion.com](mailto:ny@fourthfloorfashion.com)  
Freelance: [nyfreelance@fourthfloorfashion.com](mailto:nyfreelance@fourthfloorfashion.com)

**Tech. Designer / Draper**  
Major Sleepwear Manufacturer seeking experienced people w/min. 3 years exp. and knowledge of garment construction. Must be able to follow through from NY design room to overseas factory. Daywear & computer experience a plus. Fax Resume Attn: Keith 212-685-4341 or E-Mail: [khammer@komar-ny.com](mailto:khammer@komar-ny.com)

**Technical Design Assistant**  
Womens Apparel Co seeks a Tech Design Asst with min 5 yrs exp working with MissyPlus size Woven/Knit Sportswear. Must be detail oriented, organized & proficient in Excel with ability to communicate overseas. Photoshop & Illustrator experience helpful. Fax/Email resume to: 212.840.2796/Rgera@agesportswear.com

**Fantastic Freelance Opportunities!**

Taylor Hudson is one of New York City's premier Temporary and Permanent Staffing Services. We are currently seeking freelance candidates for the following positions:

**Freelance Tech. Designers**      **Assistant Designers**  
**Freelance CAD Designers**      **Freelance Production Assistants**  
**Freelance Asst. Merchandisers**      **Associate Tech Designers** **Kids - 80-98%**

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**DESIGNER**

Jr. Sportswear Co. looking for talented designers who love fashion & are creative, organized, detail oriented. Seeking energetic individuals who have ability to multitask and meet deadlines. Responsible for concept thru production. Proficiency in Illustrator and Photoshop required to make detailed sample tech packs for overseas factories.  
E-mail: [resume@2env.com](mailto:resume@2env.com) or Fax to: 212-768-7261

**VP TECH DESIGN**

Major Intimate Apparel company seeks a VP of technical design with 10+ yrs experience to manage and work along w/ 5 technical designers in day wear, sleep wear, and kids sleep wear. Must have experience with patternmaking, construction, grading. Must be organized, able to communicate with factories and work well in a fast-paced environment. \$150,000 + for the right person. Email resume to: [oalfashdesigns@yahoo.com](mailto:oalfashdesigns@yahoo.com)

**SALES HELP WANTED**

Sales Help Wanted

**Account Executive**

Designer sportswear co seeks Account Exec with exp in women's bridge sportswear. Must have dept store & specialty store exp & contacts. Great comp & benefits.  
E-mail: [ehemiring@yahoo.com](mailto:ehemiring@yahoo.com) P: 212-736-9171



**ACCOUNT EXECUTIVE Menswear Apparel**

Converse Inc seeking experienced Account Exec with strong contacts in Tier One Department Stores. Candidate should have at least 5 yrs sales/buying, business planning and retail metrics experience. Must have the ability to grow a business while managing the brand. Please apply directly online at: [www.converse.com](http://www.converse.com)

**Account Executive YAYA AFLALO**

Account Executive with 2+ years experience in contemporary/designer market to manage existing business and increase current customer base. Must have a proven track record and strong relationships with better special occasion, evening dress co seeks experienced sales pro with dept store and major account contacts. Fax resume to: 212-988-1379

**IRIS SALES ASSOCIATE**

IRIS, International Luxury Multi-brand Shoe Store in the Meatpacking District is seeking a FULL TIME SALES associate with excellent interpersonal skills, must have min. 2 yrs exp. in luxury retail. Fax or email resume to 212-645-0978 [info@irisnyc.net](mailto:info@irisnyc.net)

**SALES EXECUTIVE**

Italian luxury footwear brand seeks professional individual for Men's footwear and accessories sales. Strong communication and organizational skill required. Salary plus benefits. Contact: [hrspa@gmail.com](mailto:hrspa@gmail.com) or Fax to: 212-350-2172

Sales Help Wanted

**SALES MANAGER**

Missy Better Sweater Company seeks aggressive & highly motivated individual w/Dept./Chain Store following. E-mail resume to: [INMAX2@GMAIL.COM](mailto:INMAX2@GMAIL.COM)

**Sales Mgr. / Sales Reps**

Scope Apparel, a financially solid 40 year old Apparel Co., whose brands include Burnside, Adagio, Rawlings and Untero Men's Branded Apparel, has immediate openings for a NYC based National Sales Manager and regionally based Independent Sales Reps. Candidates must have experience in young men's or active wear, with established contacts. Please send resume and salary history to: [hr@scopeimp.com](mailto:hr@scopeimp.com)

**Salespeople Wanted**

Major garment & textile manufacturer hiring for 2 positions.

- 1) Fabric sales- Must have at least 10 years experience in booking orders.
- 2) Garment sales- Must have 10 years experience in booking blouses, dresses and jackets orders from major manufacturers.

Send resume to: [mail@catlainany.com](mailto:mail@catlainany.com)

**SALES PROFESSIONAL Jr. - Missy - Plus**

Established, moderate price, ladies knit sportswear co. is seeking highly motivated and organized sales Pro. Must have strong existing relationship: Dept. - Specialty - Mass.  
PLEASE FAX RESUME TO: 212-840-0500

**SALES REPS WANTED NATIONALLY**

Calling All Aggressive, Motivated, Smart, and Fun Individuals...Exciting knit-based collection with 10 years in the industry is expanding! We Need You! Call: 310-212-6498 or fax 310-212-6483  
[email.destiny@carlynvalle.com](mailto:email.destiny@carlynvalle.com)

**ST. TROPEZ SWIMWEAR Top Notch Salesperson**

Missy, Juniors, Kids. Experienced, energetic, and motivated. Lucrative opportunity.  
Email: [Pwpalmeric@stswim.com](mailto:Pwpalmeric@stswim.com)

**INES**

Lines Offered

**Intimate Apparel/Shapewear**

National brand seeks highly motivated, aggressive, exp'd Independent Sales Reps throughout U.S.A. Fax resumes to: 212-764-8860, attn: shapewear

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The deadline for the Tuesday, Feb. 19 issue of WWD will be Friday, Feb. 15 at 12 noon. WWD will not be publishing on Monday, February 18.

To place a classified ad, please call 1-800-423-3314

Thank you for your cooperation.

**TECHNICAL DESIGNER**

Est. Fashion house/High Bridge Designer line, seeks a top notch tech. designer w/good comm. skills to join expanding team. Must be detail oriented with strong pattern & garment construction knidg. Min 5 yrs exp of tech skills in sportswear & dresses. Salary open. E-mail resume to: [womenfashionco@gmail.com](mailto:womenfashionco@gmail.com)

**PROENZA SCHOULET TECHNICAL DESIGNER**

Responsibilities include: Conducting production fittings Spec'g & measuring patterns/samples. Creating technical sheets for/communicating w/ domestic & overseas factories. Overseeing grading and marking. Familiar with Lectra/Gerber a plus, willing to learn a must. Creative environment, long hours, downtown location. Must have 5 yrs of exp. Please fax: 212-343-0216

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