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WWWMONDAY

ESPRIT

CELEBRATION 68/08





ESPRIT — A LOVE STORY

All empires start somewhere. The fashion phenomenon that is Esprit began with a raised thumb and a foot on the brake in July 1963. Twenty-year-old Susie Russel was driving up to Tahoe City to work in her summer job as a keno runner at the Cal-Neva casino, when she spied a guy bumming a ride on Route 89 near Emerald Bay. She slowed her burgundy Beetle. She always picked up hitchhikers. Everyone did. This was the sixties. Besides, the guy by the side of the road was cute. "He was a tree-topper, so he was kind of rugged," she recalls. "Clean but rugged." She stopped her bug, and Doug Tompkins jumped in. Tompkins, twenty years old, was an Eastern preppie who had come to California hoping to make the US ski team and compete in the 1964 Winter Olympics. He ended up trimming trees instead. "He was from upstate New York and had this attitude that the East was the better coast," she recalls. He told her he attended Harvard, figuring she'd be impressed. He didn't; she wasn't. Instead she was irked. Such a back-East thing, pulling rank. "If you're too cool, you can get out now," she told him. But Doug didn't budge. Susie had a blonde ponytail, bare feet and a way about her that made a man invent an Ivy League résumé. She dropped him in town, a bit relieved. But he stuck in her mind. And he kept turning up in the Tahoe social ecosystem. She saw him again at a party. And again after that. She loaned him sixty dollars. When the summer ended, she went with him on a surfing trip to Mexico. One thing led to another. The two wed that November. In 1967 they started Plain Jane, a dress label that eventually evolved into Esprit in 1968.





◀ **RETAIL:** St. John restyles its stores, page 3.



▼ **ACCESSORIES:** Beyoncé's new jewelry line, page 10.



▶ **RTW:** The "90210" look is back, page 3.



◀ **JEWELRY:** Judith Ripka's expansion plans, page 9.

Women's Wear Daily • The Retailers' Daily Newspaper • August 25, 2008 • \$2.00

WWWD MONDAY

Accessories/Innerwear/Legwear

Mute Point

Loud limbs have their role. But the newest looks in legwear come in neutral tones as designers give patterns a more tranquil update for spring. Here, Givenchy's striped nylon and spandex stockings with a swimsuit by Eres Paris and shoes by Manish Arora for Casadei. For more, see pages 6 and 7.

Caught Up in the 'Net: Calvin Klein Launches E-Commerce Web Site

By Marc Karimzadeh and Whitney Beckett

NEW YORK — Calvin Klein has been on a roll, and now it's adding another wheel.

The fashion house today will break into e-tailing with an enhanced Web site that will sell merchandise from the women's and men's better lines, including sportswear, coats, dresses, jeans, underwear, sunglasses and watches, as well as a selection from Calvin Klein Home, from bedding to table linens, flatware and glassware.

The launch comes as the brand has become more aggressive about its own retail expansion worldwide, both with Collection stores and with Calvin Klein better stores. Tom Murry, president and chief operating officer of Calvin Klein Inc., said the timing of the launch was the result of a combination

See **Calvin**, Page 10

PHOTO BY PASHA ANTONOV; MODEL: KATARZYNA DOLINSKA/ELITE; HAIR BY DANIELLE REINE/ARTISTSBYTIMOTHYRIANO.COM; MAKEUP BY WILLIAM MURPHY AT DE FACTO FOR MAC PRO; FASHION ASSISTANT: KYANNA STEWART; STYLED BY COURT WILLIAMS

Steve & Barry's Deal Approved

By Matthew Lynch and Vicki M. Young

BHY S&B HOLDINGS LLC, A NEWLY FORMED AFFILIATE OF INVESTMENT FIRM BAY Harbour Management and York Capital Management, received Manhattan bankruptcy court approval to purchase Steve & Barry's late Friday afternoon.

"The sale has been remarkably consensual," said Judge Allan Gropper. "This sale needed to come on very short order. I realize that this is not a happy occasion for most of the people in this room. It does seem that this is the best outcome for this debtor at this time in this economy."

The parties had been in court Thursday night, but the proposed sale was held up when Gropper voiced his dissatisfaction over a provision in the sale agreement that would have paid unsecured creditors about 2 cents on the dollar and prohibited lawsuits against the retailer's co-founders, Steve Shore and Barry Prevor. Shore and Prevor together have a more than 20 percent ownership of BHY S&B Holdings under the sale agreement.

On Friday, it was disclosed in court that the sale of the retailer would go through, but the matter concerning Shore and Prevor's immunity from creditors' lawsuits would be the subject of a separate hearing in two weeks.



The sale of Steve & Barry's is expected to be finalized today.

The consortium has not yet made any decisions concerning which Steve & Barry's stores will close or when, but an announcement is anticipated this week. At Thursday's court hearing, testimony was given that the new owners would keep at least 107 leases, although the target was to keep 150 stores open.

"I only want to operate stores that are profitable," said Douglas Teitelbaum, managing principal at Bay Harbour. "One of those issues is the rent. If a landlord wants Steve & Barry's as a tenant, it has to be at a price at which I can be profitable. Otherwise, they can have their space back."

Teitelbaum also said the problem with the current Steve & Barry's business model is that the retailer had a "big footprint of stores at the wrong price lease-wise." He also doesn't seem bound by current price points. Steve & Barry's built its reputation on offering fashion lines at extremely low prices and thus, low margins.

"It depends on the product. We haven't made any final decisions... It doesn't make much sense to sell a Sarah Jessica Parker T-shirt and a Sarah Jessica Parker coat both at \$9. The company sells shoes, I don't know if they all have to be \$9. There's still some room for value there," he said.

Stevan Buxbaum, executive vice president of Buxbaum Group, said landlords at "B" and "C" level malls couldn't afford to lose a tenant taking 30,000 to 40,000 square feet because there aren't many potential tenants out there requiring that kind of space. "If the landlords lower the rent, and the retailer raises some price points to get better margins, then there is a possibility that Steve & Barry's can survive," he said.

The approval of the sale Friday marked the end of a week of court appearances and late-night wrangling between the various parties.

It also marked what is a significant fall for the retailer, which just months ago was considered a rising star, snatching up real estate and gaining market share with low prices and high-profile brands including Bitten by Sarah Jessica Parker, Dear by Amanda Bynes and Eleven by Venus Williams.

Founded in 1985 by Shore and Prevor, the firm filed for Chapter 11 protection in July after it defaulted on a \$197 million asset-backed loan from GE Commercial Finance Corporate Lending and was unable to secure \$30 million in needed financing.

"High costs of materials and fuel prices have increased our cost of goods and cost of operating," said Shore and Prevor in a statement released shortly after the filing. "At the same time, our customers are not in a position to pay higher prices, impacting our operating margins. Our customers are feeling the pain of high food and gas prices and declining home values, and many of them are being forced to shop closer to their homes and cut back on discretionary purchases."

While the overall macroeconomic environment no doubt played a part in the firm's downfall, many in the industry have speculated the company cut its margins too thin in an effort to keep prices down in what is an increasingly competitive market.

WWD MONDAY

Accessories/Innerwear/Legwear



Kirsten Dunst



FASHION

6 Legwear makers are updating their offerings with intricate openwork, quirky patterns and watercolor pastels.

GENERAL

- 1** Calvin Klein adds e-commerce today to its growing network of retail specialty stores.
- 3** A slew of "Beverly Hills, 90210" products will be relaunched to coincide with the TV show's spin-off, which begins airing Sept. 2.
- 4** **EYE:** This summer, stars like Drew Barrymore, Kate Moss and Kirsten Dunst have been sporting all manner of eye-catching light frames whose style statements range from full-on Eighties to just plain goofy.
- 9** Charles Jayson, president of Judith Ripka, is spearheading a series of moves to expand the 34-year-old jewelry brand.
- 10** Beyoncé Knowles and her mother, Tina, are expanding their label Deron by adding a fashion jewelry line, produced in partnership with Carolee.

◀ WWD MAGIC is included in this issue as a Section II.

Classified Advertisements.....13-15

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DAILY QUOTE

"Content and commerce can — and should — merge without compromising on the entertainment experience or the level of service. It is real proof that you can be a new media business and have revenue and profits."

— Net-a-Porter chairman and founder Natalie Massenet on the firm's profitable fiscal year. Page 3.

COMING THIS WEEK

MONDAY: Democratic National Convention, Denver (through Thursday).
 • MAGIC Marketplace, AccessoriesTheShow, Curve NV, ENK Vegas, ISAM, Moda Las Vegas and Pool Trade Show, Las Vegas (through Wednesday).
 • Women's Wear in Nevada,

Las Vegas (through Thursday).

TUESDAY: The Conference Board releases the Consumer Confidence Index for August.
 • Chico's FAS Inc. reports second-quarter sales and earnings.

WEDNESDAY: American Eagle Outfitters Inc., Charming

Shoppes Inc. and The Talbots Inc. report second-quarter sales and earnings.

THURSDAY: Gottschalks Inc., Sears Holdings Corp. and Tiffany & Co. report second-quarter sales and earnings.
 • Zale Corp. reports fourth-quarter and year-end earnings.

TODAY ON



Seven For All Mankind

PHOTO BY ROBERT MITRA

MOST VIEWED

- Brangelina's Sales... Heading to the Conventions... T&C Travel Closes
- Shawn Johnson on Fashion... Philip Bloch's TV Gig...
- Moving Into Prestige: CVS Set to Roll Out Luxury Beauty Units
- Stop 'N Shop... Cheap and Chic... Coke Goes Green...
- Heist Alarm... Be, Jeweled... Speedo Predicts...

MOST E-MAILED

- Moving Into Prestige: CVS Set to Roll Out Luxury Beauty Units
- A Twist on Celebrity: Kiehl's Goes Green With Brad Pitt Deal
- Saks Inc. Reports \$31.7M Loss
- Green Giants
- Beauty's Top 100

- WWD Trend: Denim
- Blogs on CVS' prestige beauty move and the celebrity of the late Paul Starr
- Global Breaking News
- Vote for Fashion's Defining Moments
- Weekly stock prices



The cast of the new "Beverly Hills, 90210" show, airing on the CW network.

Revisiting Success: '90210' Products Set

By Julee Kaplan

WELCOME TO 90210, VERSION 2.0.

CBS Consumer Products is hoping to relive the success it had in the Nineties with the original "Beverly Hills, 90210" franchise by launching a series of products surrounding the new version of the show for early 2009 selling. The merchandise rollout dovetails the show's spin-off, which begins airing Sept. 2 on the CW network.

Starting with apparel, cosmetics, bags and school supplies to be sold in the U.S., products will feature iconic graphics from both the new show and the classic one. Apparel, including T-shirts, fashion tops and fleece pieces for women, juniors and girls, will be produced under a licensing agreement with LF USA, the U.S. arm of Li & Fung Group. The firm will also produce sleepwear, loungewear and underwear.

"Beverly Hills, 90210" and the consumer products program was so successful in the mid-Nineties," said Liz Kalodner, executive vice president and general manager of CBS Consumer Products.

"So when the new show was announced, we knew we had the opportunity to do that all over again."

In addition to the apparel, FAB/Starpoint will introduce backpacks, bags and back-to-school stationery, and Townley Cosmetics will launch a line of licensed cosmetics, cosmetic accessories and nail products.

Products will launch to the trade at the MAGIC show in Las Vegas this week. Going forward, Kalodner said, she plans to roll out even more categories including toys, home, jewelry, fragrance and watches.

"The great thing about the show is that we now have two audiences, the existing fans who love the original '90210' and the new fan base for the new show," she said. "So we will have both classic women's product and juniors to fill all of those fans' needs."

Kalodner said many prices are still being worked out, but she hopes to sell the product to specialty stores before opening it up to department stores.

In the Nineties, there were a range of products on the market — apparel, fragrance, jewelry, cosmetics and footwear — surrounding the popular show about a group of teens living in Beverly Hills. The modern version is a spin-off of the original — which also brings back Brenda Walsh (Shannen Doherty), as a famous stage director, and Kelly Taylor (Jennie Garth), a guidance counselor at West Beverly Hills High School — and looks at the lives of Annie Wilson (Shenae Grimes) and her brother Dixon (Tristan Wilds), who have moved to the swanky zip code from Kansas.



T-shirts from the new "Beverly Hills, 90210" apparel line.

New Look at Retail for St. John

By Marcy Medina

LOS ANGELES — St. John has unveiled plans for a new retail concept, which it will launch next month in its boutique in Florida's The Shops at Bal Harbour. The new look features a clean, residential quality inspired by the California modern style, in a color palette dubbed "St. John platinum."

"The original design concept is over 10 years old, and it was time to refresh," said St. John's chief executive officer, Glenn McMahon. "With the timing of myself and [executive vice president of design] George Sharp joining the company, it made sense to evolve not only the product and the advertising, but also points of retail."

The company hired Randall A. Ridless LLC, interior design, whose work on the Burberry stores McMahon had admired. The firm began with the concept of a Bel-Air mansion using luxe, neutral-hued materials such as cerused oak, Tundra Gray marble, crystal chandeliers, Venetian plaster and stamped crocodile-embossed fixtures with burnished bronze metal accents.

Each store will unfold as a series of three to seven rooms housing ready-to-wear, couture, evening and weekend, as well as freestanding vitrines and tables showcasing the company's revamped accessories. Apparel will be displayed on touch-out fixtures that allow customers to feel the clothes. The runway show will be played on supersize flat-screen panels

and, in the back of the stores, there will be dedicated seating areas for men with plasma TVs and down-filled couches.

Dressing rooms have been enlarged to accommodate two women shopping together, and also feature tables, chairs and three-way backlit mirrors with day and evening lighting. The closed window box concept will be replaced by displays that allow passersby to see into the store.

Most St. John boutiques are between 4,800 and 5,000 square feet, with resort locations of 2,500 square feet. The Bal Harbour boutique is among the smallest, and therefore an ideal test store. The Houston Galleria unit will open in November, a 3,000-square-foot shop-in-shop will open in Harrods in December and, beginning in January, St. John will renovate its 10,000-plus-square-foot flagship in Costa Mesa, Calif.'s South Coast Plaza, Beverly Hills and New York. A newly renovated 5,000-square-foot Saks Fifth Avenue flagship shop-in-shop will open in March.

McMahon said the company plans to add another 10 to 12 stores in the next three to five years, but the focus will be on tiered renovation of its 28 existing stores and Neiman Marcus, Nordstrom and Saks Fifth Avenue shops-in-shops for 2009, with a Naples, Fla., location being the only new store planned for next year.

"Response in market to the changes at St. John has been positive despite the difficult retail economy, so we continue to be encouraged," said McMahon.



The new St. John retail concept.

Profits, Sales Surge at Net-a-porter

By Sharon Edelson

E-TAILER NETA-PORTER.COM ON Friday reported a 41.5 percent increase in pretax profits to 3 million pounds, or \$6 million, on a 48.4 percent rise in sales to 55.2 million pounds, or \$110.4 million, for the fiscal year ended Feb. 28.

This compares with pretax profits of 2.2 million pounds, or \$4.1 million, on sales of 37.2 million pounds, or \$68.6 million, in the prior year. Currency conversions were made at average exchange rates for the respective periods.

The company, which did not reveal net earnings, said the strong financial results demonstrate Net-a-porter's ability to generate significant sales growth from its new and existing customer base.

Natalie Massenot, the firm's chairman and founder, said 2007's results prove "that content and commerce can — and should — merge without compromising on the entertainment experience or the level of service. It is real proof that you can be a new media business and have revenue and profits."

Net-a-porter said the growth last year stemmed from the redesign of its Web site — which includes a new look, enhanced search functionality and broader designer and product categories — noting that the site's new features make finding fashion items easier.

The company said Net-a-porter attracted more than 5,000 new customers

to the site every month last year, compared with 3,500 a month in 2006.

The site features more than 160 designers, ranging from Chloé and Marc Jacobs to Marni and Jimmy Choo. New product categories, such as sunglasses and lingerie, were introduced last year. "Both categories are performing well and indicate further opportunity for expansion over the next year," the company said.

Net-a-porter also introduced innovative sales techniques in the fiscal year, such as a virtual trunk show for RM by Roland Mouret when the designer showed his new collection in Paris and the Shop From the Runway launch of the Halston collection in New York in February. In July 2007, the e-tailer gave consumers the chance to buy pieces from Mouret's comeback collection 24 hours after he showed it. Net-a-porter took orders and delivered the items at a later date. On Feb. 5, 24 hours after the Halston show, Net-a-porter gave shoppers the opportunity to buy two looks.

The e-tailer said it plans to continue delivering more events such as RM and Halston over the next year, capitalizing on "our unique ability to simultaneously market and distribute to a global customer base. We plan to add more video content — integrating video with our editorial offering to educate and entertain our customers and bring those must-have products to life."

BARRYMORE: PHOTO BY QUINN STEFANI/TAGENCY.COM; STEFANI AND ROSSDALE BY DAVID/PHOTOCOM; RONSON AND LOHAN BY PEDRO ANDRADE/AMT SYMONS/PACIFICCASTNEWS.COM; MOSS BY PACIFICCASTNEWS.COM; OSBOURNE BY GEORGE CHIVRENTA PICTURES/REXIA LTD.; DUNST AND HUDSON BY INFOPHOTO.COM; BLAKE AND MAYER BY STEVE EICHNER, BLACK LIST PHOTOS BY TIMOTHY GREENFIELD SANDERS/HEB



Samantha Ronson and Lindsay Lohan



Drew Barrymore



Kate Hudson



Kate Moss

White Light



IT'S A TRICK ANY MUCH-PAPARAZZIED actress knows: Throwing on a pair of oversized dark shades provides protection from the camera flashes or even just discreet cover for a brutal hangover. But bright white-rimmed ones? Not so much.

This summer, stars like **Drew Barrymore**, **Kate Moss** and **Kirsten Dunst** have been sporting all manner of eye-catching light frames whose style statements range from full-on Eighties to just plain goofy. Moss mixed retro-style, round peepers with a boho coin necklace for a hippie-inspired look, while **Samantha Ronson** went another route, wearing her thick rectangular pair with a graphic T-shirt (and her best accessory, **Lindsay Lohan**). Full-on pregnancy didn't stop **Gwen Stefani** from donning a perfectly coordinated black-and-white outfit, topped off with an aviator version. **Kate Hudson** and **Kelly Osbourne** provided more quixotic takes on the trend. The former seemed practically ski-slope bound in her goggle-size, partially rimmed sunglasses, while Osbourne, no shrinking violet, channeled Lolita with flirty heart-shaped specs. The only question for the trendsetters: Will they wear white after Labor Day?



Gwen Stefani and Gavin Rossdale



Kelly Osbourne

Kirsten Dunst

EYE SCOOP

WHAT DO A DAPPER TENNIS STAR AND A LAID-back musician have in common? Childhood, if the characters in question are **James Blake** and **John Mayer**. "We go way back," said Blake of the tattooed crooner, with whom he not only attended Fairfield High School in Fairfield, Conn., but also elementary school (Mayer was two grades above).

The unlikely duo had the chance to reunite on Thursday evening at **Robert De Niro's** Greenwich Hotel, where Blake co-hosted a fete with *Men's Vogue* to mark the upcoming U.S. Open. Proceeds from the event benefitted Memorial Sloan-Kettering's Thomas Blake Sr. Cancer Research fund, which was founded in honor of the tennis player's late father.

Blake, who currently ranks 9th in the world, fielded questions as easily as he does tennis balls, deftly offering up such lines as "Comfort is key, and Nike has provided me with great options." (He is under contract with the sportswear brand). As for off-court wear, he copped to a yen for dressing up, showing off the Hugo Boss suit he'd selected for the evening.

And though the athlete has teamed up with his former classmate at doubles charity tournaments in the past, fans shouldn't hold their breath for a Blake-Mayer super team on the ATP Tour. "Let's just say he's a little better at the guitar," Blake said with a laugh.



James Blake and John Mayer

Power Players

THE 22 SUBJECTS OF "THE BLACK LIST: VOLUME ONE," A DOCUMENTARY making its debut Monday on HBO, are a varied group, united only by their not-insignificant professional achievements — and the color of their skin.

"We didn't just want sports and entertainment people," says Timothy Greenfield-Sanders, who directed the film. "We needed people like Thelma Golden [director and chief curator of the Studio Museum of Harlem] and Faye Wattleton [president of the Center for the Advancement of Women]."

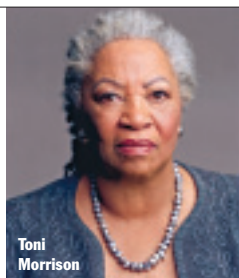
The Black List Project, which spawned the HBO film, also encompasses an exhibition at the Museum of Fine Arts in Houston through Oct. 26, as well as a book that is to be published by Atria in September.

"Volume One" of the documentary is a highly personal assemblage of short stories on race, struggle and accomplishment. Greenfield-Sanders filmed the likes of Colin Powell, Serena Williams, Al Sharpton, Golden, Lorna Simpson, Chris Rock and Richard Parsons in the same stark style for which his portraits are known.

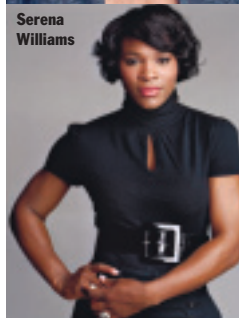
"We didn't have an agenda or a set list of questions," says Elvis Mitchell, the film critic and NPR correspondent who conducted the interviews. "We decided it should be about the African-American experience in the 21st century. Anyone who gets to be successful, especially if they're a black person, has a story to tell."

Parsons, chairman of Time Warner, describes burning down his house when he was a kid — to the ground. It was an accident, he says. From then on, he fell under the influence of his grandmother, who "used to keep an eye on me so I wouldn't burn her house down" and frequently reminded him to "be a credit to your race."

Louis Gossett Jr. recounts the disappointment he felt when winning an Oscar didn't open the doors he hoped it would. "[He] is so talented and he faded from the spotlight before he wanted to," Mitchell says. "There's a bit of melancholy. Each



Toni Morrison



Serena Williams

[interview] has its own emotional tone."

Greenfield-Sanders and Mitchell say they were able to land just about every interview on their wish lists. "We wanted Sidney Poitier and had long talks with him on the phone," Mitchell says. "He said he wouldn't do it until he finished his book. We wanted Barack Obama. He hadn't declared his presidency yet [when work on the project began]."

There was one subject on which the filmmakers couldn't agree, however. "The biggest point of contention was Al Sharpton," Greenfield-Sanders says. Showing little of the bluster and swagger that is his trademark, Sharpton is surprising in the film when he confesses that he "learned manhood from James Brown."

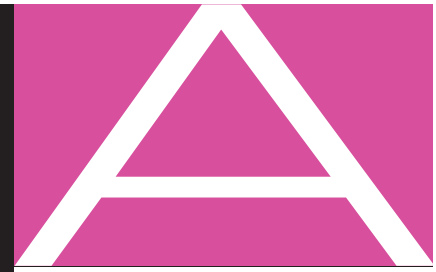
A younger generation of successful African-Americans still seems to question its self-worth. "My whole life I just wanted to be somebody," says Sean Combs, while Rock claims that true equality will be the ability to succeed by being mediocre, like the white man.

Suzan-Lori Parks, a Pulitzer Prize-winning playwright, admits that her race has "a fear of our own brilliance and a fear of our own possibility. A lot of times we forget who we are."

— Sharon Edelson

For more images, see WWD.com.

**NOVEMBER MARKET ISSUE:
SPRING AHEAD FOR THE SEASON'S BEST BUYS**



WWD Accessories Supplement 2008



PHOTO BY TALAYA GENTENO

Market Forecast

Hottest Spring/Summer Accessories

Focus on Watches

Issue Date: October 20 **Close:** September 15

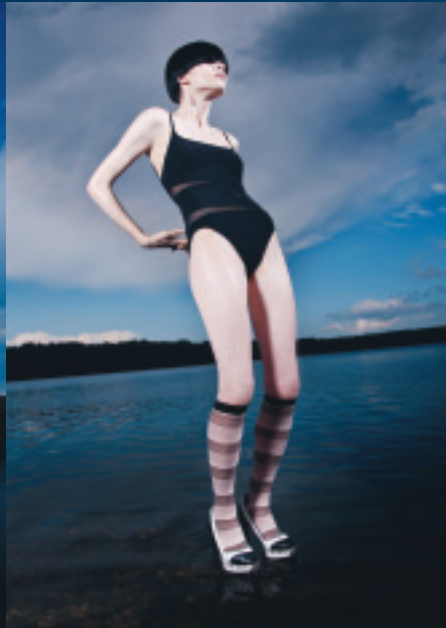
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Legwear's tried-and-true colors, such as black and white, navy blue and nude, are making a comeback this spring. But this isn't your granny's hose. Manufacturers are keeping their collections fresh with intricate openwork, quirky patterns and by adding an occasional watercolor pastel. — Court Williams



Clockwise from top left: Ellen Tracy's nylon and spandex tights. Thuy tank top and Araks briefs with Karen Millen shoes. Nylon and spandex knee socks from Chinese Laundry Legwear. Gottex swimsuit with Deréon shoes. Fogal's nylon, polypropylene and spandex tights. Spanx slip with Olivia Morris shoes.

PHOTOGRAPHED BY PASHA ANTONOV

MODEL: KATARZYNA DOLINSKA/ELITE; HAIR: BY DANIELLE IRENE/ARTISTS BY TIMOTHY PRANO.COM; MAKEUP: BY WILLIAM MURPHY AT DE FACTO FOR MAC PRO; PHOTO ASSISTANT: ASHLEY LYNN JONES; FASHION ASSISTANT: KYANNA STEWART



Bamboo, rayon, polyester, silk and spandex socks from ck Calvin Klein. Speedo swimsuit with Manish Arora for Casadei shoes.

Accessories Report

Judith Ripka Seeks to Expand Worldwide Presence

By Caroline Tell

UNDER PRESIDENT CHARLES JAYSON, JUDITH Ripka, the 34-year-old jewelry brand, has an active agenda.

Jayson, who joined last December, aims to establish Ripka as an international player, expand its retail presence in the U.S. and license several categories. He hails from Andrew Marc, where he served as president and chief executive officer, and before that was president and ceo of Dickson North America.

Jayson said he is looking to increase Ripka's business by 15 percent each year for the next three years. He said the firm's own retail stores account for 35 percent of volume, which he declined to divulge. However, industry sources estimate Ripka's retail volume between \$150 million and \$200 million.

"Judith Ripka's popularity has grown over the years," Jayson said. "It has supported her family and now future generations as well. As a company, it has continued to exceed its goals, which will allow for further expansion of retail stores and international distribution to world-class retailers."

Ripka operates 14 stores in the U.S. in such markets as Aspen, Colo., Beverly Hills, Las Vegas and New York. The firm will open a 15th door next month in Dallas' Highland Park Village shopping center and will unveil three stores a year until it has "a retail store in every luxury market," he said.

Already a presence in Russia, Mexico, the Caribbean and Canada, Ripka is also pushing into the Middle East through a distribution plan in Kuwait, Saudi Arabia and Qatar, slated for 2009.

Additionally, the company is planning on licensing such categories as watches, eyewear and fragrance, although it declined to specify when and with whom.

"We need to be in Asia and the Middle East, and we need to get into licensing, and Chuck is the guy who is going to get us there," said Ronald J. Berk, ceo at Ripka. "In terms of expansion, there's a global shift taking place and we have to follow the money. In the U.S., there's an absence of that bridge or aspirational customer and sales are taking place on the higher-end market all over the world."

In an effort to attract the luxury consumer, Ripka



Charles Jayson with David and Brian Ripka.



A rendering of the new Dallas boutique.



Cuffs from Judith Ripka.

has started to expand its higher-priced offerings. The firm's 18-karat Couture Collections feature pieces flanked by pink opals and sapphires as well as emeralds and white moonstones. The new Aurora Collection, for example, retails from \$5,000 for a gold link necklace with gemstones to \$85,000 for a gold and diamond necklace. The current collection also includes a one-of-a-kind diamond Truffle necklace retailing for \$350,000.

Among the firm's wholesale accounts are Bloomingdale's, Saks Fifth Avenue and Neiman Marcus.

"The luxury customer is always going to be spending," said Berk. "And we need to provide that customer with fabulous product and focus on that part of the business. There is increased competition for luxury dollars. With couture brands offering high jewelry, we need to make the buying experience rewarding and give the customer something special to make them buy us."

Jayson said he was enticed by the firm's family-run atmosphere. Berk is designer Judith Ripka's husband and two of her three sons, Brian and David, serve as president of the brand's wholesale division and as chief operating officer, respectively. Jayson was also impressed with the loyalty of Ripka customers.

"Certain brands have the ability to grow in different ways," Jayson said. "In the case of Judith Ripka, it has already established itself as an important luxury accessory to women in the U.S. Now it's also growing internationally and her designs and aesthetic have a natural ability to be applied to other products that her customers have requested."

PHOTOS BY TALAVA CENTERO



PHOTO BY PASHA ANTONIO

ALEJANDRO INGELMO

THE LONE SHOE DESIGNER NOMINATED FOR this year's CFDA/Vogue Fashion Fund award, Cuban-born, Miami-bred Alejandro Ingelmo, is swiftly racking up a celeb following (Madonna and Mary-Kate Olsen have worn his stilettoes). Sky-high heels and intricate straps are the trademarks of Ingelmo's women's collection, though he also recently launched a men's line, complete with metallic gold sneakers.

WWD: You're a fourth-generation cobbler. Did you feel pressure to enter the family business?

Alejandro Ingelmo: No, just the opposite. My family disowned me for about a year when I moved to New York because they felt that I was a traitor to the family [for leaving] Miami. I ended up borrowing money from my father, and he said to me, "I'm going to help you out because you did everything I told you not to do, and you succeeded." But it's hard. I don't sleep now at night because of this

whole CFDA thing. It's very hard to put myself out there and apply for these things. Who wants to be judged?

WWD: What was your first break?

A.I.: I quit Parsons and started making samples, and then I cold-called Bergdorf Goodman, a design merchandiser there. I was like, "Oh, I have an appointment with Barneys and Saks, you know, can you make some time for me?" I didn't have any appointments. She said, "I don't really have much time." And I told her I really wanted to show her my shoes, and she said, "OK, well, I can squeeze you in." And I got my Northface duffel bag, threw all the shoes in there and jumped on the subway. They bought the line. They were the first.

WWD: Many of your shoes have an S&M quality to them, with lots of straps. How did that come about?

A.I.: A lot of it has to do with the covering of the foot — from a technical aspect, the foot has to have a lot of support, but I also feel like there's something that's so sexy about a woman who's not showing everything. It's the same with the feet — it's always that play of having something that holds the foot but you're still showing skin. The front is covered, so even if you have ugly feet, you can wear it.

WWD: And now a lot of celebrities are wearing your shoes.

A.I.: Let me tell you something: I go to Starbucks every day, and I wear my shoes. And there's a Starbucks guy who saw my sneakers and he was like, "Oh my God, those shoes are hot!" He asked where he can get them, and I said like, well, I make them, so if you want I'll let you know the next time there's a sample sale. A month went by, I went back, and he said to me, "What's up, I bought your shoes!" And I told him he shouldn't have, that I would have told him when there was a sample sale. And he said that he wanted them so bad, he just got them. That means more than the famous people.

— Sarah Haight

Kirkwood Makes Debut for Pollini

SHOE DESIGNER NICHOLAS KIRKWOOD IS known for his fashion-forward, architectural stilettoes, but when it came to revamping the Pollini accessories line — a job he was hired for earlier this year, along with fellow Brit designer Jonathan Saunders, who is overseeing ready-to-wear — he reined himself in.

"I wanted it to look fresh, but not too avant-garde. It needs to have some sort of sense of a historic brand," explains Kirkwood, who will continue designing the namesake collection he unveiled in 2005. Taking cues from what he calls Pollini's "slightly heavier constructions," Kirkwood, a Central Saint Martins and Cordwainers graduate, designed the spring-summer 2009 collection around stacked heels — some featuring black-and-white stripes, others wrapped in python — and shots of color (red, sea blue and even orange pop up on flats and slingbacks).

"It still has some characteristics of what I might do with my own [line]," Kirkwood says, noting that one group features laser cutouts that work a lacy effect — including a high-heeled mini bootie featuring a zippered back that is probably the collection's sexiest piece. One challenge that briefly tripped the designer up: flats.

"It's the first time I've ever done them, and it sounds like it would be so easy, but there's a lot to consider," he says.

"It's a different type of use, more practical, but you also still want it to look interesting."

The solution: Shiny hardware, silk bows and even a tassel or two dress up the line's ballet flats. Kirkwood and Saunders will launch their runway collaboration during Milan Fashion Week.

— S.H.



Pieces from Pollini's spring 2009 collection.

PHOTO BY JOHN AQUINO

\$19.96 Average price of non-prescription sunglasses sold in the last year.

SOURCE: VISION WATCH, A SURVEY BY JOBSON OPTICAL RESEARCH AND THE VISION COUNCIL

Calvin Joins E-Commerce Ranks

Continued from page one

of factors, particularly the 10 specialty retail stores CKI opened in the past 12 months. Murry said these stores "provide the platform for fulfillment. Initially, the product that will be offered on the Web site will be reflective of product that is also available in our specialty retail stores.

"We have also been observing the successes and challenges of other branded sites over the past several years," Murry added. "We learned a lot. I think we are better prepared to do it now than we would have been two or three years ago."

Calvin Klein, which is generally known for being ahead of the curve, is joining the e-commerce game a bit late. Polo Ralph Lauren has been selling merchandise online since 2000 and recently added an e-commerce element to its Rugby Web site. Gucci launched e-commerce in 2002, and the Web as a sales channel has gained steam over the last 18 months with recent designer entrants including Prada, Louis Vuitton, Yves Saint Laurent and Stella McCartney. In the mainstream, The Limited finally broke down and will add e-commerce to its Web site in September.

The incentive is clear: In today's down economy, the online channel is one of the few retail areas still doing well. Perhaps fueled by the increased cost of gasoline and certainly by consumers' greater comfort with technology, U.S. online sales are expected to climb 17 percent to \$204 billion this year, \$34.5 billion of which is projected to be from apparel and accessories, according to Forrester Research Inc.

Adding this channel of distribution to the business will create another growth driver for Calvin Klein parent company Phillips-Van Heusen Corp. Although PVH reported a decline in second-quarter earnings last week, Calvin Klein's numbers remained strong.

"We are very pleased with our second-quarter results, particularly given the current economic environment," said Emanuel Chirico, PVH chairman and chief executive officer. "Calvin Klein remains a key driver of our growth and profitability as it continues to outperform our expectations, both internationally and domestically. The broad global presence and continued international growth of Calvin Klein has helped to offset the impact of the economic downturn in the U.S. on our heritage brand businesses."

The new Web site offers Calvin Klein's better-priced white label merchandise, on which Calvin Klein is focusing its attention. Last week Calvin Klein moved its white label women's sportswear license to G-III, which already holds the Calvin Klein licenses for coats, suits, dresses and performance activewear.

Calvin Klein white label had been underperforming for years, with both PVH and

management for Kellwood Co., which held the license, saying they were disappointed with its lackluster results. Kellwood, which was taken over by Sun Capital Partners earlier this year, still holds the bridge ck Calvin Klein license, which could be the next to change hands.

The site's selection mirrors that of the Calvin Klein better stores, featuring apparel and accessories designed specifically for the site and stores by a CKI in-house design team, which is led by Jacquie Wolfson, Calvin Klein Retail's creative director.

"In our research of specialty retail and retail in general, we found that it's important to have a crossover component for consumers shopping in the stores, from online to the stores, and from the stores to online," said John Walsh, president and chief operating officer of Calvin Klein Retail.

Walsh added that the site starts out with 1,400 stock-keeping units, with plans to build on that in the future. The site was designed by the interactive agency Createthgroup, whose other clients include Balenciaga, Burberry, Vuitton, Marc Jacobs and Stella McCartney. GSI Commerce Inc., meanwhile, is handling areas such as Web hosting, fulfillment services and the customer care call center.

The site is as close to the actual retail experience as possible: Visitors can zoom in and out on product, see the garment in their choice of color and create wish lists. Shipping is free for purchases of more than \$200.

"The site really brings true the lifestyle component we try to create with our specialty retail stores, as well as completely delivering upon the Calvin Klein aesthetic," Walsh said. "You truly get the brand experience when you are shopping on the site."

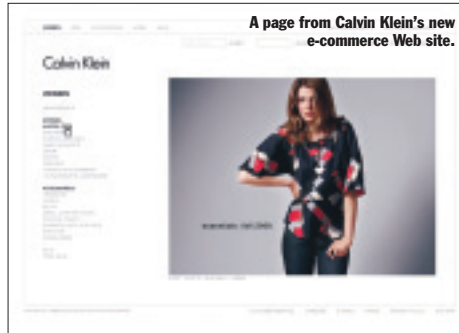
Currently, the site is exclusive to the U.S. market. International visitors to calvinklein.com will be redirected to the company's global branding site.

To kick off e-commerce, CKI is planning a sweepstakes program next month, where shoppers registering on the site can qualify for a \$1,000 online shopping spree.

"We see it as a key volume opportunity for us," Walsh said. "It creates a great vehicle for us to grow our retail business and grow the retail presence in the U.S."

Murry added, "It's one of the fundamental components to a well-balanced and successful brand in this era."

The site currently doesn't offer items from the designer Calvin Klein Collection label and the bridge ck Calvin Klein line, but Murry said that could change down the line. "We will learn a lot next week, next month and next year, and we will just keep learning and modifying the site based on our learnings," Murry said. "I wouldn't rule out any of the product categories [of CKI] being offered on the site in the future."



“The site really brings true the lifestyle component we try to create with our specialty retail stores.”

— John Walsh, Calvin Klein Retail

Deréon Adds Jewelry Collection

BEYONCÉ IS THE LATEST STAR TO BRING ON THE BLING.

The songstress and her mother, Tina Knowles, are expanding their two-year-old junior label Deréon by adding a fashion jewelry line titled Deréon Jewelry. Produced in partnership with Carolee, Deréon Jewelry features edgy, black leather cuffs as well as necklaces, charm bracelets and hoop earrings in metal, glass and enamel. Retailing from \$16 to \$68, the collection is targeting the same department stores that sell Deréon apparel and accessories, such as Macy's and Dillard's, as well as contemporary specialty stores.

"I love accessories and we've always used a lot of accessories, so it was a natural thing for us to do," said Tina Knowles, creative director. "For the first collection, I wanted to do a lot of things taken from the street. One of the things I love to do is walk on the streets of New York or Brooklyn and see what the kids are doing, and that goes with our mantra — catwalk meets sidewalk. I saw a lot of filled hoops and charm bracelets, that's what the kids are wearing these days."

Beyoncé is one of a flock of female celebrities who have delved into the category recently. In June, Mary-Kate and Ashley Olsen unveiled a partnership with Robert Lee Morris, while Heidi Klum and Nicole Richie have each partnered with The Mouawad Group on collections. Tori Spelling and Iman launched jewelry collections with HSN and Jane Seymour matched up with Kay Jewelers.

"What we were impressed with was that Tina and Beyoncé are building a brand based on their fashion sense and design, not the fact that they're both world-class celebrities," said Joel Fivis, president of Carolee, based in Stamford, Conn. "So there's a longevity here that may not be among other celebrities who are simply looking to get their name out."

In addition to Deréon, Carolee produces collections for brands such as Lauren by Ralph Lauren, A.B.S. by Allen Schwartz, Adrienne Vittadini and Brooks Brothers.

"All of these businesses complement each other," Fivis said. "The Carolee brand is obviously our family jewelry, it's who we are. But we also want to maintain avenues for our own growth. There are places Carolee will never be but we can sell to those places with other brands. That's the strategy for any brand going into licensing."

In 2005, the Knowles introduced House of Deréon, a contemporary women's apparel line, followed by Deréon, which made its debut in 2006. Last August, the brand partnered with HSN on the Miss Tina collection, a clothing and accessories line.

House of Deréon and Deréon are named in honor of Tina Knowles' mother and Beyoncé's grandmother, Agnès Deréon, a seamstress who influenced Tina's love of fashion.

"She was a dressmaker and she loved jewelry," Tina Knowles said. "I have some of her brooches from the Forties, during her time of fashion. She was an accessories person as well and it's great to carry that on."

— Caroline Tell



Pieces from Deréon Jewelry.

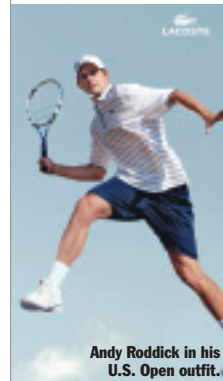
PHOTOS BY JOHN AQUINO

FASHION SCOOPS

FRENCH WOMAN DOES GET FILM: Mireille Guiliano is taking her bestseller "French Women Don't Get Fat" to the silver screen. Hilary Swank has acquired the rights to produce the flick and the Academy Award-winning actress might star in the romantic comedy, as well. There's no telling which designers will make the final cut. But Guiliano, who headed up LVMH Moët Hennessy Louis Vuitton's Veuve Clicquot unit until last year, certainly knows her designer labels.

NIKE HITS TOWN: Residents of Mercer Street between Grand and Howard got a late start on sleep Thursday evening while Nike marked the opening of its first stand-alone Nike Sportswear store, with various fashion and sports celebs storming the block. The company cordoned off the area, building a fake stadium outside the store, which features

exclusive product launches such as The Flywire Windrunner (a high-tech jacket), and the Air Max 90 Flywire and the 21 Mercer Nike LunaRacer (both running sneakers). As Mark Ronson spun tunes from the "bleachers," Alexander Wang, Cecilia Dean, Spike Lee and Katy Perry (on the arm of Travis McCoy of Gym Class Heroes) made the rounds among players in town for the U.S. Open, including Roger Federer (who ducked out on the earlier side), Serena Williams and Maria Sharapova. "The lines in the store are a combination of performance products and special pieces we made for the Olympics," said Jesse Leyva, footwear designer for Nike Sportswear. Leyva believes the big attraction will likely be the bespoke footwear service, which will begin taking appointments this fall. "It's basically taking the technology for different sneakers and using it to create a totally unique shoe."



Andy Roddick in his U.S. Open outfit.

A MAN'S MAN: Macy's is about as close to fashion week as you'll find Andy Roddick. The tennis heartthrob signed autographs for a line of hundreds of fans, which wrapped around the men's department at Macy's Herald Square on Thursday night, to fete the Lacoste look he will wear at the U.S. Open. "There are stripes across," Roddick said, describing his U.S. Open shirt. "It's classic and traditional, like Lacoste. I have a white one for day, and a black one for night." After the Open, does he have plans to absorb a little more fashion at New York Fashion Week? "Um, no," he smiled. "The only one I've ever been to was Lacoste."



MEMO PAD



A WALL NO LONGER: After less than a year at Maxim, fashion director **Kelly Rae** is leaving Alpha Media Group behind for Spin and a switch to the advertising side. Today, she'll take on the new position of executive fashion director, reporting to publisher **Malcolm Campbell**. He plans to tap into Rae's experience at Stuff and Maxim to help grow Spin's fashion advertising, which a spokeswoman said it hopes will become a top category for the magazine. Rae will be involved in everything from public relations, promotions and sales to photography for the ad side. "I'm looking to bridge the gap

between the two worlds," said Rae. So much for any church-and-state divide between editorial and advertising but, hey, why pretend?

For the first half, Stuff's ad pages were up 15 percent and fashion ad pages rose 52 percent (going from 49 pages to 74.5 pages) during the same period. Fashion advertisers so far include Marc by Marc Jacobs, DKNY Jeans, Ben Sherman and Silver Jeans. "We don't want to become a fashion magazine but we know that fashion will continue to rely on print because the Internet is not good at building an image," said Campbell. "We've done a good job at hitting the core endemic stuff but there is huge potential in high-end and urbanwear."

And, like New York and Fast Company, Spin is moving downtown. In October, Spin will change its address to 408 Broadway, at Canal Street, in a 14,300 square foot space with a roof deck.

— Amy Wicks

A NEW ACCESSORY: J. Crew customers will do a double take when they receive the brand's next accessories catalogue around Sept. 2: The format has been totally redone in 10 1/2 by 15-inch recycled newspaper. It's also clear the content has progressed beyond the familiar mittens and chunky hats, which J. Crew historically embraced to a sophisticated array. The book displays fine Norwegian leather and Italian calfskin handbags, metallic totes, satin fleur clutches, satchels with a wax patina that changes with age, gold and beaded necklaces, pearls and pared down colors.

The image is further heightened with most of the accessories shown with items from Collection, which provides luxury versions of Crew classics, like coats in shearling and T-shirts in cashmere.

"Because we mail catalogues so often, 13 a year, we felt it was time for something a little more arresting. There's an element of surprise," said **Jenna Lyons**, creative director. "We didn't want people to think this is a normal catalogue."

She acknowledged J. Crew has been more recognized for sportswear. "We want accessories to be top of mind as well."

That may be the case down the road, too, for Collection. Lyons added, noting a Collection catalogue, which hasn't been done this year, is a probability. First up, however, is a Collection store opening soon on Madison Avenue.

— David Moin

RULES OF THE GAME: A GQ guy probably owns a skinny tie and a great blazer, but may not have the creativity to give the items personal flair. So, clearly believing such things can be taught (or, at least, that it can teach them), the magazine has just launched a second iteration of GQ Rules on its Web site last week, a series of video clips with GQ senior style editor **Adam Rapoport**, creative director **Jim Moore**, and GQ "Style Guy" **Glenn O'Brien**. GQ Rules advises men on "how to become a well-dressed rebel in 30 days," according to the teaser. The clips include commentary from men's wear designers **Scott Sternberg** from Band of Outsiders, **Michael Bastian**, **Thom Browne**, Gap designer **Patrick Robinson**, **Domenico Vacca** and Spurr's **Simon Spurr**. They also reference stylish men of the past, from Sammy Davis Jr. to **Robert Redford**. Users can sign up to receive a video a day in their inboxes. And aiming to build its men's business, J. Crew, which doesn't advertise, sponsored the video series and guaranteed to sell 50,000 subscriptions over the next year via its Web site as part of the deal. Last year, 50,000 readers signed up for GQ Rules.

Incidentally, GQ misreported its ad page numbers for September to WWD for a story on ad page totals for the September fashion issues ("September Falls Flat for Most Mags," July 21). For the September 2008 issue, GQ carried 293 ad pages, a decrease of 8.5 percent over the year prior. Year-to-date, GQ has carried 1,108 pages, or 4.2 percent fewer pages than the same period in 2007.

— Stephanie D. Smith

Brits Lead EU Beauty Spend

LONDON — It's official — Brits are beauty buffs.

British shoppers spent more per person on health and beauty products than any of their European Union compatriots in 2007, according to a report by Verdict Research.

"The average U.K. consumer spends 375 euros [or \$555.42 at current exchange] a year on health and beauty products — far more than most of our European neighbors," stated Carol Ratcliffe, retail analyst at London-based Verdict, a wholly owned subsidiary of Datamonitor Ltd. "We spend almost



A.S. Watson, which owns Marionnaud, was the leading EU health-and-beauty retailer in 2007.

50 percent more each year than the Spanish, for example, and 43 percent more than the average European. The British are certainly happy to splash out on looking good."

Verdict attributed Britain's high per capita spend to easy access to products, consumer appetite for innovative and up-market items and a shift to premium products.

Behind the U.K. on the big beauty spenders list for 2007 were France at 327 euros, or \$484.32, per person; Italy at 305 euros, or \$451.74; Germany at 289 euros, or \$428.04; the Netherlands at 280 euros, or \$414.71, and Spain at 254 euros, or \$376.20.

Spain was the fastest growing of the major EU markets, while Romania, Estonia and Latvia are the fastest growing EU markets overall.

"The 12 new members of the EU are attracting major investment from the likes of Douglas and DM-Drogerie Markt because of their high growth rates and future growth potential,"

Verdict stated. "With stiff competition in the mature EU markets and weak consumer confidence likely to limit spending growth in the short term, there is much to be gained from geographical diversification into these smaller markets."

Hong Kong-based A.S. Watson, which owns Marionnaud, Superdrug, Kruidvat, Ici Paris XL, Savers, Trekleister, Drogas, The Perfume Shop and Watson's, as well as a stake in Rossmann, was the leading EU health-and-beauty retailer in 2007 with an estimated 5.3 percent of the market, according to the study.

Alliance Boots ranked second, Schlecker third, DM-Drogerie Markt fourth, Rossmann fifth and Douglas Group sixth.

— Brid Costello

BEAUTY BEAT

Antiwrinkle Device in U.K. Debut

LONDON — Ultragen is aiming to bring medi-spa treatments to homes.

The Tel Aviv-based professional treatment product manufacturer will introduce Stop, a handheld device purported to reduce the appearance of wrinkles using waves of high-frequency electrical energy, in the U.K. starting next month. The device, which heats when in use, is said to stimulate collagen fibers using TriPollar radio frequency technology originally developed for treatments offered in clinics and medi-spas.

Treatment regimes comprise 15-minute sessions twice weekly. Stop, which is sold with a preparation gel and post-treatment cream, will retail for 396 pounds, or \$734.28 at current exchange, when it bows in Selfridges in September and Harvey Nichols in October. International launch plans have yet to be confirmed.

— Becky Wright



The cover of J. Crew's remade accessories catalogue.



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Financial

Ann Taylor Earnings Fall

By David Moin

ANN TAYLOR STORES CORP HAD A 7.7 PERCENT drop in net earnings as same-store sales fell 10.8 percent in the second quarter ended Aug. 2.

Net income was \$29.3 million compared with \$31.7 million a year earlier. On a per diluted share basis, which excludes restructuring costs involving store closings, earnings rose 6 percent to 54 cents, against 51 cents in the year-ago quarter. The net income comparison benefited from a lower effective tax rate in the 2008 quarter, while the increase in diluted earnings reflected a benefit from a share repurchase program.

Total sales were \$592.3 million compared with \$614.5 million. Gross margin was 52.4 percent of net sales versus 50.6 percent in the year-ago period.

However, the company attributed the profit and sales declines only in part to the economy, and said merchandise misses and a need to modernize the image of the Ann Taylor division were also to blame.

The specialty retailer is sticking to its full-year forecast of \$1.80 to \$1.90 for the year. "We've planned second-half results and particularly fourth-quarter receipts very conservatively on the assumption of an overall negative comp," said Kay Krill, president and chief executive officer, during a conference call.

Earlier this month, the chain named a new president, Christine Beauchamp, "to evolve and modernize our brand positioning," Krill said. Prints and colors are being added, silhouettes are changing and trend-right modern items, such as motorcycle jackets and ruffle blouses, are being introduced.

At the Ann Taylor division, dresses, woven halters, feminine knit tops and bracelets scored well with consumers in the quarter. At Loft, tops, sweaters, dresses and prints appealed to shoppers.

The firm expects to open 25 Lofts, 23 outlets, 14 Loft outlets and four Ann Taylor stores by yearend. The restructuring calls for closing 117 stores over three years.

\$113 million

Value of counterfeit and pirated goods seized by federal authorities in the first half of 2008.

2.7 percent

Year-over-year increase in seized counterfeit and pirated goods.

SOURCE: U.S. CUSTOMS AND BORDER PROTECTION

WEEKLY % CHANGE (ENDING AUG. 22)

Gainers	Change
Delta Apparel	19.48
NexCen	17.14
New York & Co.	13.00
Revlon	12.61
Tween Brands	12.39
Decliners	Change
Perry Ellis	-31.82
Pacific Sunwear	-30.12
Bon-Ton	-26.79
Hot Topic	-20.82
Blue	-16.61

WWD INDEX

COMPOSITE 996.82



-11.37

* Editor's note: European stocks are quoted in the currency of their principal exchanges. Shares on the London Stock Exchange are quoted in pence, Richemont and The Swatch Group are quoted in Swiss francs and Hennes & Mauritz is quoted in Swedish kronor. All other European stocks are in euros.

WEEKLY STOCKS

52-WEEK			VOLUME			AMT			52-WEEK			VOLUME			AMT					
High	Low	Companies	P/E	Last	Change	High	Low	Companies	P/E	Last	Change	High	Low	Companies	P/E	Last	Change			
85.77	48.21	Abercrombie & Fitch (ANF)	9.7	12636005	51.50	-1.09	70.21	27.65	J.C. Penney (JCP)	8.3	27272540	38.32	-1.62	7.70	4.75	Jaclyn (JCLY)	0.0	13302	4.76	-0.04
29.00	21.17	Acadia (AKR)	17.3	1712046	23.44	-0.06	2.10	0.60	Joe's Jeans (JOEZ)	16.7	300489	1.34	-0.03	23.08	12.10	Jones Apparel (JNY)	0.0	8231697	19.55	0.53
3.92	1.34	Aeffe * (AEF:IM)	0.0	397795	1.36	-0.04	37.79	18.81	Jos. A. Bank (JOBS)	9.3	4883892	26.17	-1.31	21.35	12.11	Kenneth Cole (KCP)	0.0	330394	14.70	-0.22
37.40	18.29	Aéropostale (ARO)	18.7	14581520	33.89	-1.97	47.69	29.00	Kimco Realty (KIM)	28.2	9518888	36.44	-0.62	63.97	36.81	Kohl's (KSS)	15.1	35737462	49.80	-1.99
28.42	21.75	Alberto Culver (ACV)	22.8	1857139	26.88	-0.59	26.03	13.89	K-Swiss (KSWS)	12.7	556927	17.84	0.18	27.29	11.87	American Eagle (AEO)	8.3	27725950	14.13	-0.12
27.29	11.87	American Eagle (AEO)	8.3	27725950	14.13	-0.12	21.35	12.11	Kenneth Cole (KCP)	0.0	330394	14.70	-0.22	47.69	29.00	Kimco Realty (KIM)	28.2	9518888	36.44	-0.62
36.81	18.70	Ann Taylor (ANN)	16.1	10627873	24.54	-0.59	63.97	36.81	Kohl's (KSS)	15.1	35737462	49.80	-1.99	26.03	13.89	K-Swiss (KSWS)	12.7	556927	17.84	0.18
7.10	2.47	Ashworth (ASHW)	0.0	84994	2.93	-0.50	20.07	13.00	LaCrosse Footwear (BOOT)	12.9	23160	16.00	-0.75	24.24	14.41	Limited Brands (LTD)	10.0	40810653	20.87	2.17
359.00	112.50	Asos * (ASC:LN)	51.3	1540373	356.00	16.50	35.85	11.08	Liz Claiborne (LIZ)	0.0	15660410	15.25	0.40	8.72	1.63	LJ Intl. (JADE)	5.3	571949	1.67	-0.22
45.34	31.95	Avon (AVP)	26.8	11513214	43.24	0.05	99.97	60.62	L'Oréal * (OR:FP)	15.6	5067912	68.88	-2.79	60.70	19.39	Lululemon (LULU)	37.4	4313574	19.99	-2.86
15.75	8.81	Bebe (BEBE)	14.8	2966374	9.80	-1.07	26.98	13.25	Luxottica * (LUX:IM)	16.8	7087572	16.55	-0.24	26.98	13.25	Luxottica * (LUX:IM)	16.8	7087572	16.55	-0.24
56.72	37.32	Beiersdorf * (BEI:GR)	16.8	3254093	38.76	-1.98	89.36	59.49	LVMH * (MC:FP)	16.2	5347791	71.08	-1.31	93.45	51.52	Macerich (MAC)	24.4	4912012	58.58	-4.02
13.30	6.11	Benetton Group * (BEN:IM)	8.8	1362856	7.12	-0.04	35.76	14.33	Macy's (M)	11.0	41859126	20.13	-1.36	17.59	11.03	Maldenform (MFB)	11.2	616656	14.46	-0.50
6.95	2.18	Birks & Mayors (BMJ)	5.5	4400	2.35	0.00	669.00	210.25	Marks & Spencer * (MKS:LN)	5.2	62486838	255.75	-20.25	54.13	15.41	Men's Wearhouse (MW)	9.3	5012389	21.14	-1.52
44.29	26.36	BJs (BJ)	18.7	13401494	38.99	-3.11	22.34	8.97	Mothers Work (MWRK)	0.0	35865	14.50	0.18	34.99	17.16	Movado (MOV)	11.0	799271	24.41	-1.01
1.10	0.10	Blue (BLUE)	0.0	96227	0.25	-0.05	26.15	19.28	National Retail Prop. (NNN)	11.3	4443413	22.65	-0.33	11.30	6.00	Novartis (NOV)	11.3	4443413	22.65	-0.33
9.70	1.64	Bluefly (BFLY)	0.0	56632	2.03	-0.17	11.35	3.65	New York & Co. (NWY)	113.3	3299724	11.56	1.33	8.00	0.28	NexCen (NEXC)	11.0	3595474	0.41	0.06
30.64	11.01	Bon-Ton (BONT)	9.9	1519531	4.10	-1.50	70.60	51.50	Nike (NKE)	16.2	11736337	61.11	-1.18	3.38	0.50	Nitches (NICH)	0.0	4500	10.07	0.02
23.19	11.89	Brown Shoe (BWS)	12.4	2564573	17.16	-0.35	52.52	25.67	Nordstrom (JWN)	10.5	19961230	29.91	-1.63	10.35	5.68	Orchids Paper (TIS)	13.8	3025	7.16	-0.14
53.97	30.05	Buckle (BKE)	17.7	5674266	49.25	-1.49	38.74	17.40	Oxford (OXM)	8.0	657720	23.53	0.92	18.44	7.00	Pacific Sunwear (PSUN)	0.0	24568817	5.80	-2.50
11.48	5.67	Bulgari * (BUL:IM)	13.8	8262041	6.75	-0.11	6.50	2.83	Parlux Fragrances (PARL)	26.0	1174872	6.28	-0.21	30.11	12.83	Perry Ellis (PERY)	12.7	1870599	17.23	-8.04
694.00	364.00	Burberry * (BRBY:LN)	14.5	10889258	452.75	-15.25	58.57	30.50	Phillips-Van Heusen (PVH)	10.9	7972174	35.93	-3.48	3.46	1.01	Phoenix Footwear (PXG)	1.1	21110	1.10	0.07
19.04	8.00	Caché (CACH)	38.7	608511	12.47	-0.43	85.34	50.55	Polo Ralph Lauren (RL)	17.8	9575893	73.97	-1.04	141.50	56.02	PPR * (PP:FP)	9.3	4534049	77.06	-3.17
54.56	30.20	Carrefour * (CA:FP)	13.0	14287369	34.78	-2.05	0.06	0.00	PreVu (PRVU)	0.0	1605437	0.00	0.00	33.67	17.12	PriceSmart (PSMT)	26.3	407671	22.07	-0.53
23.13	11.94	Carter's (CRI)	13.3	3303918	17.93	-0.38	15.13	5.69	Quiksilver (ZQK)	0.0	4351323	7.88	-0.52	10.60	6.52	R.G. Barry (DFZ)	11.6	8640	7.40	0.25
11.39	2.95	Casual Male (CMRG)	0.0	858762	3.90	0.08	33.35	18.50	Ramco-Gershenson (RPT)	25.1	289017	22.99	0.37	81.04	51.67	Regency Centers (REG)	28.0	3565114	61.08	-0.83
22.25	12.48	Cato (CTR)	15.7	1307763	16.95	-0.85	12.36	3.29	Retail Ventures (RVI)	1.0	1538728	4.45	0.06	1.42	0.67	Revlon (REV)	12.8	6739770	1.34	0.15
37.21	18.69	CBL (CBL)	28.8	3714454	20.70	-0.69	83.00	51.90	Richemont * (CFR:VX)	13.8	8643752	62.75	-1.05	41.45	21.23	Ross Stores (ROST)	17.8	12897953	39.53	0.21
10.25	6.37	CCA (CAW)	9.7	26513	6.53	-0.05	3.81	0.95	Safilo * (SFL:IM)	8.6	6349918	1.12	0.00	23.05	9.15	Saks (SKS)	34.8	20818293	10.66	-0.61
4.35	0.70	Charles & Colvard (CTHR)	0.0	347803	0.69	-0.06	152.91	67.36	Sears (SHLD)	22.9	9664402	88.43	-4.60	109.00	74.80	Simon Properties (SPG)	46.9	11090218	95.53	-2.07
20.61	9.90	Charlotte Russe (CHIC)	8.7	1791062	12.25	-0.22	25.57	16.05	Skechers (SKX)	10.5	2853224	19.39	-0.46	3.80	1.82	Sport-Haley (SPOR)	0.0	900	2.03	-0.34
82.17	57.10	Chattem (CHT)	19.8	1067992	68.26	-1.12	9.15	3.29	Stein Mart (SMRT)	0.0	695569	4.29	-0.69	26.81	14.61	Steve Madden (SHOO)	18.8	1011911	25.02	-1.38
40.00	19.69	Cherokee (CHKE)	12.6	138214	22.88	-0.72	76.50	40.60	Swatch Group * (UHRN:SW)	0.0	781605	48.95	0.00	17.86	10.38	Syms (SYMS)	400.5	17673	17.04	0.50
18.34	4.26	Chico's (CHS)	14.9	31710028	4.84	0.03	23.84	6.48	Talbots (TLB)	0.0	4047503	10.26	-1.39	12.29	3.82	Tanquerelle (TBAC)	0.0	7322	5.70	0.15
42.59	14.92	Children's Place (PLCE)	0.0	8721975	41.44	2.83	7.25	2.22	Tandy Leather Factory (TLF)	12.5	5700	2.76	-0.04	44.43	32.61	Tanger Factory Outlet (SKT)	15.6	1602812	38.87	-1.09
16.68	6.60	Christopher & Banks (CBK)	19.0	1350679	9.03	-0.28	68.50	42.32	Target (TGT)	15.3	54590420	52.66	1.26	1.37	0.40	Tarrant Apparel (TAGS)	8.6	117489	0.71	0.04
38.41	25.15	Cintas (CTAS)	14.1	4515165	31.06	-0.13	61.52	41.30	Taubman (TCO)	70.7	3146361	47.24	-2.62	7.38	1.78	Tefron (TFR)	0.0	35550	1.94	-0.11
28.12	10.76	Citi Trends (CTRN)	21.3	2857192	19.91	-0.52	57.34	32.84	Tiffany & Co. (TIF)	16.5	8964677	39.96	-1.63	21.90	12.83	Tierland (TBL)	20.4	2075089	16.32	-0.29
50.95	23.22	Coach (COH)	257.9	26702154	28.33	-2.86	37.52	25.49	TJX Cos. (TJX)	15.9	27240184	35.99	0.03	74.80	29.50	Today's (TOD:IM)	16.8	394429	40.18	0.75
17.98	3.40	Coldwater Creek (CWTR)	0.0	5149637	6.44	-0.57	31.70	13.89	True Religion (TRLG)	20.8	2947720	26.14	-1.45	35.67	7.75	Tween Brands (TWB)	8.1	6756571	10.70	1.18
81.98	65.00	Colgate Palmolive (CL)	23.0	9699571	77.26	-1.16	68.21	23.50	Under Armour (UA)	39.3	3555065	33.34	0.47	3.90	1.80	Unifi (UFI)	0.0	1608424	3.86	0.20
26.43	8.86	Collective Brands (PSS)	38.3	6264837	13.59	-0.33	38.25	26.59	Unilever (UL)	0.0	3513330	27.49	-0.34	37.09	20.75	Urban Outfitters (URBN)	29.7	13070419	35.61	-0.03
61.30	33.06	Columbia Sprrswr (COLM)	11.6	1338958	40.87	0.33	89.01	63.68	VF Corp. (VFC)	13.9	3685825	77.82	-1.15	45.00	13.82	Volcom (VLCM)	13.3	3174819	18.28	-0.20
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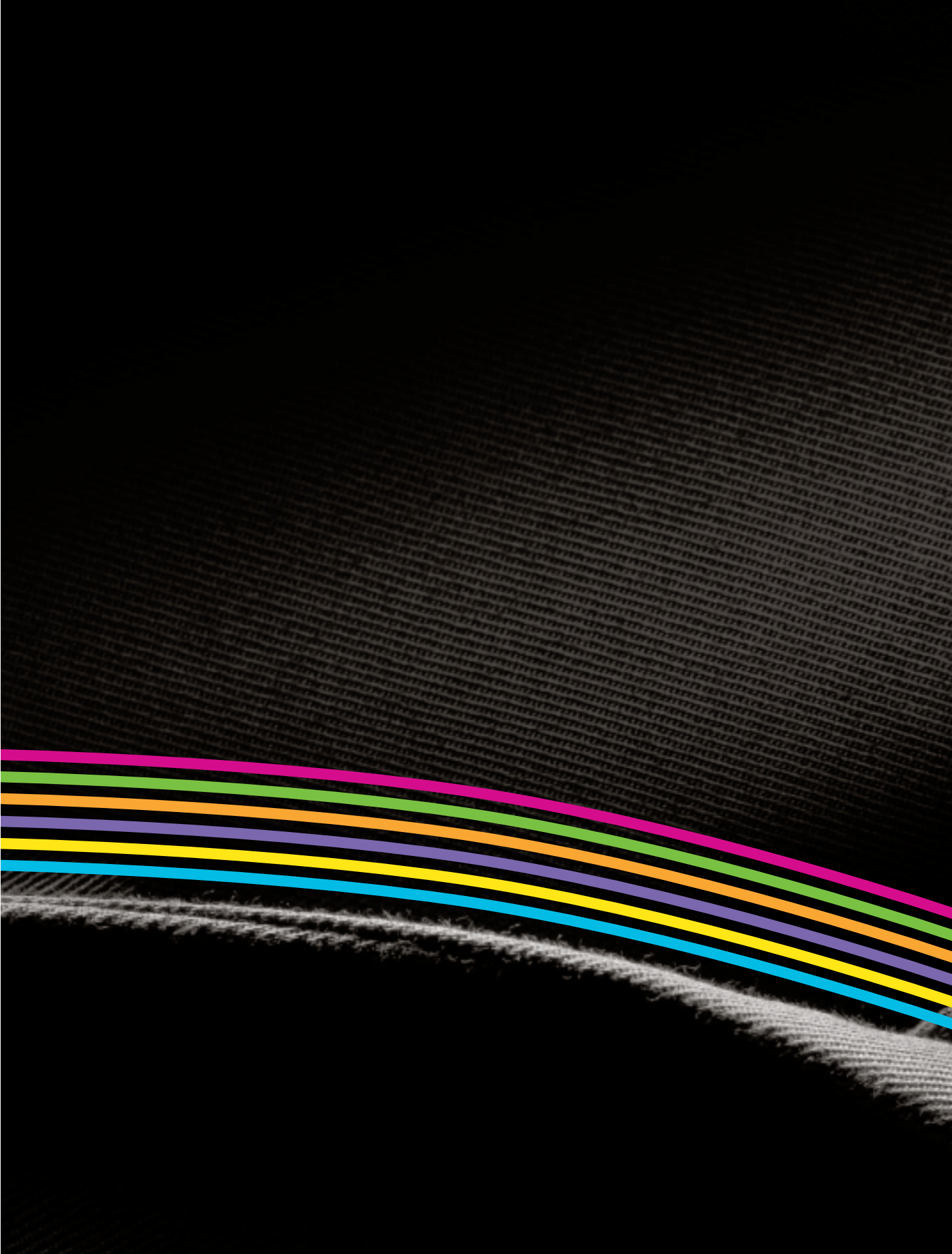
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SECTION II

WWD **MAGIC**

Red Hot & Blue

A punch of color brightens up spring.



PHOTO BY TYLER BOYE



Booth # YC14304

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Hoochies brings luscious style with an attitude.*

Hoochies

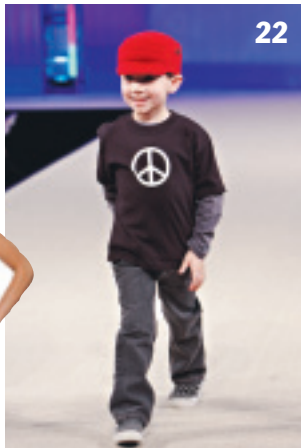


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WWDMAGIC

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ON THE COVER: Green Dragon's rayon spandex dress. Potluck Paris bracelet; Vintage Classics belt. Photographed at Palihouse Holloway in Los Angeles; palihouse.com.

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SECTION II

WWD**MAGIC SCENE**

On Tap

A look at Las Vegas' newest hot spots.



▲ Getting Wasted

The Hard Rock Hotel & Casino has opened Wasted Space, a new lounge on the Strip that co-founder and motocross star Carey Hart has tagged as the first ever "anti nightclub." Wasted Space leaves the pompous theatrics of club-hopping behind, and instead looks to create an atmosphere that boasts an authentic rock 'n' roll vibe through fashion, art and music.

Since opening in mid-July, the 5,000-square-foot venue, co-owned by Hart, baseball player Jason Giambi and Good Charlotte rockers Benji and Joel Madden, has

attracted every visiting rock star in town, with some even taking to the stage for impromptu performances.

Holding a crowd of up to 500 people six nights a week, Wasted Space features live music two nights a week featuring both established rockers and unsigned acts. Cover charges range from \$10 to \$25 at the door, depending on who is playing that night.

*Hard Rock Hotel and Casino,
4455 Paradise Road; 702-693-5000.*

— Elisabeth Miller

◀ Surf and Turf

The old Luxor Steakhouse has been reinvented as Tender Steak & Seafood.

Designed by Thomas Schoofs of Tao, Koi and the The Penthouse Restaurant at The Huntley Hotel fame, the restaurant now has a decidedly old Las Vegas feel. Guests pass through grand cherrywood doors and a marble foyer to find a restaurant covered in rich wood and plush leather booths.

The menu offers a wide range of steakhouse

favorites and a few new twists, with much of the food sourced from local organic farmers. All cuts of meat are USDA prime and aged for 21 days; sides include baked vegetable chips and organic wild mushroom risotto. The menu also boasts raw oysters, as well as other seafood, and a range of caviars.

*Tender Steak & Seafood at the Luxor,
3900 Las Vegas Boulevard South; 702-262-4778.*

— Chloe Popescu

◀ Where's the Beef?

The haute burger craze spreads to Sin City with the opening of the BLT Burger at The Mirage. BLT Burger is the debut Las Vegas outpost of chef Laurent Tourondel's 11 BLT restaurant empire, and the second devoted to his French-tinged interpretation of a typical American hamburger joint.

The 11 burgers on the Vegas menu feature patties made from the de rigueur Angus and Kobe beef to ones crafted from salmon, tandoori-style lamb and falafel. As an homage to Sin City, Tourondel put a special hamburger on the menu: the Stripper, a 7-oz. beef burger served sans bun. Hamburgers are priced from \$7 to \$17 and cooked on an exposed grill in the middle of the restaurant.

House cocktails include the Showgirl, made from vodka, guava nectar and lime, and special milk shakes such as the Fuzzy the Bear, made with peaches, peach schnapps and vanilla ice cream.

Designed by the New York-based Rockwell Group, the interior is pure Las Vegas: A yellow-glazed lava stone bar is lit by chrome pendant lights, while a floor-to-ceiling sepia print of the surrounding landscape hedges in the dining area, which seats 198.

*BLT Burger at The Mirage Hotel & Casino,
3400 Las Vegas Boulevard South; 702-894-7580.*

— Max Padilla

◀ Tattoo Nights

Fans of bad boy Ed Hardy designer Christian Audigier can now physically experience the designer's lifestyle vision at Christian Audigier Nightclub, his new Treasure Island venue.

Audigier has partnered with the Pure Management Group, the same team behind Lax and Pure in Las Vegas, and produced a club that feels authentically like the shaved-head, tattoo-sporting designer. Red velvet walls are lined with Audigier's signature roses and skulls, ceilings are pierced by black chandeliers, black fake-crocodile

leather booths border the room and the bar is made of shiny black pebbles and red mirrors. While the decor is definitely strong, the real centerpiece of the club is a pair of large-scale water tanks filled with exotic jellyfish.

The expansive liquor list will also include Audigier's own line of wines and champagnes.

*Christian Audigier Nightclub at Treasure Island,
3300 Las Vegas Boulevard South; 702-894-7580.*

— C.P.

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WWD**MAGIC** VENDOR SPOTLIGHT

New Tactics

Vendors old and new launch lines at WWD**MAGIC** in a bid to attract customers.

By **Melanie Lasoff Levs**

THIS MONTH, BOTH VETERAN AND NEW EXHIBITORS are using WWD**MAGIC** to launch new looks and lines, and trying to woo buyers with precious time to make their rounds.

"WWD**MAGIC** is one of the biggest and best for West Coast and international exposure. [Exhibiting] is kind of a no-brainer," said Devin Hajek, owner of first-time vendor Tea Stain Clothing, based in Folsom, Calif. He walked the February show and was impressed with the foot traffic. "We expect to interact with a lot of potential buyers and really get some market spread."

Now in 27 boutiques in 11 states, the company's print tops, accessories and hoodies for men, women and juniors feature simple tonal designs. "We're the complete opposite of the rhinestone, full-print product that's been dominating the market the last five to seven years," said Hajek, adding that the most recent catalogue is called Fashion Rehab for that reason. "It's time to go to fashion rehab, and when you come out, you'll wear Tea Stain Clothing."

The core collection includes screen-printed T-shirts in tank, crew and V-neck styles, as well as dressier henley and thermal styles. Wholesale price points range from \$17 to \$25.

On the morning of the first day of WWD**MAGIC**, the company will pull the curtain up on its new top called Princess, whose sale will raise money for the Children's Hunger Fund. A three-quarter-sleeve boatneck casual shirt, Princess has a deep purple base featuring a lighter purple print of a princess. "We hope to generate some excitement and raise some money for the cause," Hajek said.

At WWD**MAGIC**, Hajek also hopes to attract some small boutique chains as buyers, and expects to add at least 20 customers. "We'd like to find that chain that has about five to 10 stores," he said. "That's a good fit for us."

Just about anything can fit in Perfect Pouches and Packs, part of In the Clutch



New lines hope their novelty will draw buyers.



Customer service is even more important in a down market.



Accessories are attractive options in a tough economy.

Bags, a new accessories exhibitor from Malden Bridge, N.Y. The pouches and packs, made of a polyester-Lycra blend, come in various prints and sizes ranging from a 5-by-7-inch pouch that wholesales for \$9 to a 14-by-14-inch backpack for \$20 at wholesale. All are lightweight and feature drawstrings with satin cords. The pouches can be used inside another handbag or as their own purse, said co-owner Allison Marchese.

"You can fill the backpack with 20 pounds," she said. "It is really versatile and so much more fashionable than what is on the market now for backpacks."

Customers have so appreciated the fabric that they have asked to wear it, said co-owner Susan Simonson. So the duo created Perfect PouchWear, which will make its debut at WWD**MAGIC**. Made of the same material as the bags, each piece of PouchWear — which includes dresses, tanks and tops in different prints — folds down to the size of a wallet. "It's fashionable clothing right from the suitcase — you just pop it out and wear it," said Simonson. "It's functional but it also looks great."

Wholesale prices for Perfect PouchWear range from \$12 to about \$100, which fits a variety of sellers, said Marchese, including boutiques, college bookstores, resort gift shops, gyms and larger chain stores. She and Simonson are using WWD**MAGIC** to find those customers, she said.

"We wanted to be at one of the prime shows of the year, where we could be in front of the largest number of buyers that represent the places we think our clothes should appear," Marchese said.

WWD**MAGIC** veteran Laurence Kaplan, president of Soda Blu, has seen the show get larger and larger over the years, mainly in exhibitors. Though he's slightly concerned about the show being a day shorter this time, he expects to bring the same number of account executives and sign at least 200 buyers, including re-signing current customers.

"We've done every show, so people know us. If you have a great line and you just show up, you'll do OK and attract some business," Kaplan said. The key to WWD**MAGIC** is taking care of the customer between shows, he added. "You'll be rewarded with them coming back."

At WWD**MAGIC**, Kaplan will showcase the company's new styles, especially in dresses, which include both silk and satin; strapless looks; new sleeve styles and zipper treatments, and new closures and lengths. "There's a lot of fresh detail we'll be presenting," he said. Dresses wholesale from \$40 to \$60.

Customers who visit Soda Blu might want to add Switch It by Nan to their accessories list, as this line of handbags and organizers is for a similar kind of fresh customer, said account executive Cheryl Pfrimmer. "Nan designs timeless bags along with trendy ones," she said. "She's classic herself, and that reflects in the designs."

Switch It by Nan, based in Colleyville, Tex., includes a line of handbags and a line of organizers to go within them, said Pfrimmer. The handbags sell at wholesale from \$55 to \$110, and the organizers from \$18 to \$23.

Switch It by Nan will launch its signature bag at WWD**MAGIC**, the Allure: a soft leather handbag in a silver python metallic scheme with a drawstring and pockets all around it, said Pfrimmer. The same style, which will wholesale for \$85, also will come in a bronze patent crocodile color. "It's like the hot bag," she added. "It reaches all ages and that's hard to do in this industry."

Its other handbag debut is the Gotta Go Bag, a large black bag in lamb's leather, trimmed in black patent with silver studs. "It's a nice size for the girl who likes the bigger handbag," Pfrimmer said, adding that, in the spring, Nan will design a diaper bag version.

Pfrimmer looks forward to reaching new customers — those looking for something different — at WWD**MAGIC**, she said. "We think we'll make a huge impact there," she added. "It's one of the best shows around."

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WWD**MAGIC** RETAIL SPOTLIGHT

Showing Up

Retailers still see WWD**MAGIC** as a must-attend event.

By Heather Kenny

DESPITE CONCERNS ABOUT THE ECONOMY AND THE changing buying patterns of even affluent customers, WWD**MAGIC** — now in its 75th year — continues to show a strong appeal to a wide swathe of women's retailers. Buyers still consider the seasonal pilgrimage to Las Vegas a must to find upcoming trends, suss out new ones and seek out new suppliers. But retailers say that if there's one thing they've learned from WWD**MAGIC**, it's to keep their expectations open.

Erin Wahl, the senior buyer for Aritzia, a Vancouver-based retailer with 29 stores in North America, has a long list of items on her must-have list: "Blazers, high-waisted shorts, high-waisted skinny denim, leather, photographic prints on Ts, lots of body-conscious styling, bustiers, bodysuits, tight skirts," she said, noting that she always ends up crossing off items and adding to the list depending on what she sees there — which is part of her plan. "A big reason to go is research," she said. "I'm always looking for something new."

Wahl has found that the brands at WWD**MAGIC** appeal to what she calls Aritzia's lifestyle customers: younger women who "are fashionable, but want to be comfortable, too," who are shopping for the medium- to high-priced clothing and accessories she finds at the show. She estimated that 60 percent of the stores' inventory comes from WWD**MAGIC**.

Other retailers also said that, while they might have very

specific items on their lists, they try to be flexible and receptive to new trends and ideas.

"Honestly, I'm the least loyal buyer," said Chloe Dao, the second-season winner of "Project Runway" who attends WWD**MAGIC** to help stock her Houston boutique, Lot 8. "I always have to look and see what's fresh."

This season she's looking for "anything that's not a bubble dress. We're definitely thinking fierce, slinky, sexier for fall." She's also looking for items she doesn't design herself. "Interesting skirts, because that's a good piece I think my customers have been missing. Really nice tops," said, adding that in recent years she has seen prices double or even triple in some cases. Still, she feels that the price points are reasonable compared with the lines showing at trade shows such as Coterie and Intermezzo. WWD**MAGIC** is "so massive, you have to find something good. It's our main show," she said.

For Shane Breeden, co-owner of Bamboo Sky in Honolulu, cost is also a factor. He noted that he is seeing more resistance to clothing priced above \$200 and he anticipates that suppliers, feeling the same constraints, will have more lower-priced offerings. "I'm definitely expecting some price discounts," he said.

His goal this year is to find more reasonably priced pieces and lines for customers who have stopped spending as much

“A big reason to go is research. I'm always looking for something new.”

— Erin Wahl, Aritzia



Looks from the January 2008 **MAGIC** runways.

per purchase without diluting his store's core looks: tops, in which the store does a brisk business; vests, and layered dresses. Denim, he has noticed, has cooled considerably.

Breeden finds visiting WWD**MAGIC** useful for networking purposes, as well. "Even if it's not completely necessary for us to go on a buying trip, we just like to stay in the loop and see what's out there," he said.

While WWD**MAGIC** reflects the industry's preference for a younger, more fashion-forward customer, retailers who serve older customers still find it useful. Karen Moeller, co-owner of La Contessa in Tucson, Ariz., whose customers are in their 40s and 50s, has watched the industry's focus on an increasingly younger audience with concern, but she still expects to find sportswear with "color, excitement, something new, but not too out there — something that's going to fit the American figure, that's not too short, too low or too skimpy in the middle."

Guy Zornick of Village Set in Highland Park, Ill., a suburb in Chicago's exclusive North Shore area, cited the need to stay competitive even within the age bracket of his 40- to 60-year-old customers, as his boutique is surrounded by more than a dozen stores. "There's enough vendors at **MAGIC** that we can find a great line and get a few seasons out of it before everyone in the world has it," he said. Although he never knows what he's going to find, Zornick is hoping to see new lines in tops, pants and sweaters. But even his upscale customers are balking at prices for European goods, and he plans on sticking mainly to American brands, at least for sportswear. "That makes it a little harder for us, because we want to be different," he said.

For most retailers, WWD**MAGIC**'s massive size allows them to do a great deal of buying with a manageable amount of expense, effort and time. Retailers pointed out that having so many vendors under one roof is convenient, with the growth of the show now bringing in more manufacturers from New York and Europe. "We can just see so much in a couple of days," said Zornick, pointing out that he can usually fit in only a few vendors a day on a trip to New York.

The cost of travel is another concern. "We want to spend our money to travel to one place," said Moeller, who added that hotel rooms in Las Vegas are less expensive than in New York or Dallas, where she also travels.

Retailers have in some way or another tailored their expectations to the uncertain economy, but few espoused gloomy doomsday predictions. Bamboo Sky's Breeden noted that he plans to buy enough until the next WWD**MAGIC** show, but not really beyond that. "We never know what's coming down the pipeline," he said.

"It's definitely more serious this year," said Dao. "Everybody's watching their budget, so it's going to be much more calm. Buyers are much more careful with what they're buying. Even me, I'm usually much more carefree — I'm much more cautious this year. But at the end of the day, we still have to fill the store."

MAGIC BOOTH
#STU30037

Lot 29
Premium Collection



WWD**MAGIC** ACCESSORIES

True Value

Accessories are still viewed as a solid value, which helps sales in a weak retail environment.

By Kavita Daswani

AS TRAVEL BUDGETS AMONG RETAILERS AND catalogue companies are slashed, and the costs of raw materials continue to skyrocket, accessory vendors are seeking ever more inventive ways to draw customers in and help ensure they have a strong and profitable sell-through to guarantee repeat business.

As with other fashion categories, accessories have fallen prey to slower sales growth and more ordering in-season. But manufacturers say the plus side for them is that accessories continue to be regarded as a valuable — and a good value — item in an otherwise saturated market, saying that, when all else fails, people would rather buy a new purse or pair of shoes than splurge on a new outfit.

"Accessories are really a feel-good item, and, if priced well, are within the reach of the fashion girl," said Christine Brown, owner and designer of Jazzd, a handbag maker in San Diego. "It's important to have designs that give you bang for your buck."

Especially at a time when raw materials — especially leather and metal — have increased in price. To counter that, Farid Meskin, owner of Lavive Leather in Los Angeles, has scaled back on the use of leather in his bags, and is instead bringing in a soft polyurethane that has the look and feel of leather, but is significantly cheaper.

"If I bring a bag in and put it out for \$90, the customer might still buy it," said Meskin. "But if I can make it somewhere else and use a less expensive fabric and bring it in for less, then I can blow it out."

He said he has scaled back the use of his leather by about 40 percent, largely as a result of the devaluation of the U.S. dollar, making it much more expensive for him to purchase from South America. As a result, the polyurethane styles he now offers average between \$19 and \$29 at wholesale, compared with the \$59 at wholesale his leather bags would cost.

Across the board, vendors said they are doing their bit to cut back and control their overheads without sacrificing quality. Felicia Goldberg, owner of Felicia Goldberg in New York, agreed that because "price is a big issue right now," she has had to think about her line differently.

"I try to modify the line in an affordable price point for today's working woman," she said, adding that she has had to lay off some staff and "scale down things I can live without." Still, she said it's important that the collection — which wholesales between \$5 and \$70 — always has some new and exciting things.

"It's about making the extra effort," she said. "I always call my customers to tell them what's new and to keep my relationships strong with them. You can't just assume that people will be there and will show up. You have to work with it."

Vendors agree that, in addition to value for money, innovation is crucial. At Latico Leathers in Denville, N.J., national sales director Lainie Schreiber said that initial bookings have been strong for a patent-pending hardware recently added to some new wallets from the line, essentially a slot that allows users to slip coins in easily.

Brown at Jazzd said, "Companies that dare to step out of the box" will fare better than those who don't. "Designers who bring in new products will hold their own," she continued. "The ones who don't, who say the economy is bad and they



DC's sunglasses.

“If you don't give your customer something new, why would they buy the same old thing?”

— Christine Brown, Jazzd



Above: Old Gringo boot. Left: Kiki Design's agate stone with 14-karat gold-plated band rings. Below: Vieta's faux leather tote.



Tookata People's cow leather with suede fabric lining tote.



Minnetonka's sandals feature suede and metal ornaments and beads.



Pot Luck Paris' mixed metal with glass stone necklaces and ring.



are afraid to try new things — they are the ones that will continue to spiral downwards. If you don't give your customer something new, why would they buy the same old thing?"

Still, settling at the right price point is crucial. She is scaling back on hardware and actively seeks out less expensive fabrications in cute and fun designs, to offer bags at around \$30 wholesale. "The economy is bad," she said. "People don't want to spend \$200 on a

bag anymore."

And because the economy is in the doldrums, first impressions are everything. Lavive Leather's Meskin said that fewer retailers come to the shows now, so he has to send high-quality images and samples directly to them.

"I do my best any way I can to get the orders," he said, adding that he will continue to work the show circuit, even if it means taking smaller booths. He also is embarking on some new advertising and marketing, pitching retailers directly, and offering incentives such as free freight.

"Last year, my business was up 30 percent," he said. "This year, I'm behind about 20 percent. I'm hoping that I will catch up, but who knows? I will be lucky if I break even this year."

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WWDMAGIC JUNIORS

On Track

The junior segment shows resilience.

By Nola Sarkisian-Miller

JUNIORS RETAILERS KICKED OFF THE SUMMER WITH A BETTER-THAN-expected wave of sales and the mood is filtering down to wholesalers who hope to benefit from the momentum at WWDMAGIC this week.

In a stagnating economy, the resilience factor of the younger junior customer is showing. Apparel sales for young women ages 13 to 17 inched up 0.1 percent to \$16.75 billion for the 12 months ended May 31, according to The NPD Group Inc. That compares with the 7.7 percent apparel sales decline to \$16.8 billion for women ages 18 to 24 during the same period.

Vendors planning to exhibit at WWDMAGIC said novelty is the buzzword to keep the junior customer engaged, especially at a time when rising gas prices and falling home prices are taking a toll on families' budgets, and the more sophisticated young contemporary design aesthetic is making a play for the teen shopper.

To succeed now when there's less room for inventory error, both vendors and retailers must go the extra mile for their patrons, said industry experts.

"This is an opportunity for a retailer to really cater to a client, to be more creative and hook them with more than a fashionable item," said Lilly Berelovich, president and creative director of Fashion Snoops, an online fashion forecasting service. "Designers need to know what their target customer is into. It's beyond purple. They can be into family or discovering the planet, so vendors should know the story behind their own brands."

A common thread connecting a number of juniors companies is their embrace of the eco-conscious trend, one that's moved beyond the tokenized organic cotton T-shirt. Last year, Santa Cruz, Calif.-based Synergy Clothing launched its organic line of hoodies, dresses, long-sleeve shirts and pants using organic cotton, hemp and recycled silk. The company, known for its screen-printed designs incorporating exotic art with a Western twist, even shifted its sourcing to domestic partners this fall to keep an eye out for quality control.

Intimates line Spreegirl also is broadening its collection of "green" lingerie, introduced last season. About 80 percent of the line now incorporates coconut and bamboo fibers, fashioned into novel silhouettes such as tube chemises, rompers, pleated camis and kimono robes.

As manufacturers raise the style bar on earth-friendly fashions, they say the trend is here to stay. "The eco movement will always matter," said Vinh Luong, vice president of merchandising for Spreegirl, which sells to Von Maur department stores, Revolve Clothing and LF Stores. "It's good for the environment, feels good on the skin and drapes better than conventional fabrics. It goes beyond the environment to just a better product."

Both lines have raised their prices about 10 percent to meet transportation costs, but say the junior customer is willing to pay for products that fit well. Other companies echo the sentiment. Prices have risen 5 percent at Salt & Pepper Clothing, which will be showcasing its line of Flying Tomato printed knee-length dresses, lightweight denim jeans and ankle-length denim skirts at WWDMAGIC,

yet sales have doubled in the past year, according to company sales representative Steve Cho.

"It's all about adding perceived value and not being generic," said Danny Leder, brand manager of Miami-based Earth Happy, which is offering art-driven T-shirts in collaboration with Brazilian pop artist Romero Britto, wholesaling for \$15. "We can garner a bigger price because of our unique concept."

As lines strive to create "better" junior product or more young contemporary styles, retailers are responding to the collections and creating new real estate for the emerging category. This month, Macy's West stores will launch a new section of denim, T-shirts and collections to "bridge the gap" between the juniors section and its contemporary Impulse zone, said Simone Tolifson, Macy's West fashion coordinator for juniors, kids' and intimate apparel.

"This new zone is very different from the juniors department — everything from the customer, pricing strategy and product mix," Tolifson said. "The new zone was built to both attract a new customer that is currently shopping in specialty stores and tap into an existing customer who currently is only exercising a small share of her apparel spending at Macy's."

San Fernando, Calif.-based Jem Sportswear is producing Lyla T-shirts for the section, which will retail for around \$40. Jem, like other companies, is looking to straddle the category divide by catering to different markets. At WWDMAGIC, it will be offering T-shirts under the Awake, Awake Couture, Cold Crush and First Love labels, wholesaling from \$7 to \$60. The designs will span different degrees of embellishments, such as tie-dyes, dip-dyes, floral prints and mixed fabrics such as chiffon and burnout sleeves, catering to clients from Wet Seal to Bloomingdale's.

"By producing product for all markets, I can be creative upstairs and still meet everyone's expectations," said Orna Stark, president of Awake.

Fellow junior brands also are seeking ways to tailor their fashions to the different shopping segments. New York-based Jou Jou, whose spring line will include hand-painted jeans, trenches, anoraks and blazers with piping and belts, targets its clothes to the young junior just hitting her teens; the junior between the ages of 15 and 19, and the 19- to 24-year-old shopper. For example, it will offer wider leg openings for the younger customer and skinny jeans for the older one.

"The whole crowd to go after is the "Hannah Montana" crowd who's a preteen and has a big appetite for fashion," said Bob Acampora, executive vice president of Jou Jou. "She'll grow into the market and start making decisions on her own."

Designing private label goods is one way Los Angeles-based Nicolette Clothing can focus on its better junior line of Indian-inspired dresses and tops made with knits and jacquards with embroidery and eyelet details, priced at wholesale from \$15 to \$25. The company sells to Charlotte Russe, Forever 21 and Urban Outfitters, and wants to stay flexible with its clients.

"We like to offer nice tailoring and cool embellishments for Nicolette Clothing, but for private label, we can cut out some stuff and work with vendors," said Nicole Azad, the line's New York showroom manager. "If they want something for \$10, we'll work with them."

Freeway's rayon wool jersey dress.



SA Mode's cotton polyester velour tracksuit.



Blue Plate's cotton dress.





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bracelets.



Nelli's woven
silk dress.

Uncertain Future

Contemporary and young contemporary makers see tough times ahead.

By Elizabeth Thurman

DESPITE AN UNDENIABLY TOUGH ECONOMY, RETAILERS managed to keep sales momentum going through much of the summer, thanks to help from the last of the government's stimulus checks. While discount retailers reaped most of the consumer spending rewards, the National Retail Federation reports that other retailers enjoyed some trickle benefits, as well.

Many retail categories, such as clothing and clothing accessories, reported strong gains in July. Stores' sales increased 0.2 percent seasonally adjusted from June and rose 3.1 percent unadjusted year-over-year, according to the NRF.

However, uncertainty lies ahead for retailers, since these temporary hikes in spending likely will dwindle now that most of the stimulus checks have been distributed.

"Retailers will face increased challenges generating sales in the months ahead," said NRF chief economist Rosalind Wells, in a report released Aug. 13.

While retailers and manufacturers are reluctant to mention the word "recession," contemporary and young contemporary business is getting tougher and companies are pulling out all the stops, from offering inventive, bold product to cutting super-

sales director. "Buyers are more conservative in their buying. The items in demand are the ones that usually have been seen in a magazine or one that has been worn by a celebrity."

Voom, which sells to more than 600 retailers and ships about 30 new styles monthly, is also banking on international expansion and new divisions to boost sales. The recent launch of a second line, VaVa by Joy Han, and the 2009 launch of an unnamed third line, according to Yim, will increase Voom's presence in the market.

Voom did \$8 million in volume last year and projects \$12 million by the end of 2009.

Other companies, such as Zova LA, are taking a slightly more conservative approach to recession, hoping to weather the rocky economic climate by cutting costs. Deanna Hodges, president of the seven-year-old eco-friendly line, admits that it's financially stressful to produce an organic line domestically, but has no plans to seek overseas production.

"People say that you can double your profit if you manufacture in China, but it's not about that to me. Yeah, I want to make money, but I don't want to do it overseas. You just lose so much control and I like being able to create jobs [in the U.S.]," said Hodges.

To keep costs down, especially with expensive fabrics such as soy, Modal and hemp, Hodges works closely with a local fabric supplier and factory, and keeps overhead low by maintaining a small staff. Hodges also cut the spring collection to about 55 pieces, down from fall's 88 units.

"In the [contemporary] market, you've got the super, super cheap and then you've got the higher-end offerings. The [brands] in the middle are the ones who suffer. The gap keeps getting broader and broader," said Hodges.

The Orange County-based line, priced mostly from \$30 to \$90 wholesale, sells to about 100 boutiques.

BCBG Max Azria Group is also addressing the gap between high-end contemporary and fast-fashion chains with its newest brand, BCBGeneration, which is the result of merging of the BCBGirls and To The Max lines.

"We noticed a void within the contemporary marketplace for a designer brand geared toward a younger audience," said Max Azria, founder, designer, chairman and chief executive officer. "In today's volatile market, BCBGeneration meets the needs of both the retailer and the consumer. The retailers are aware that they need to tap into this customer as they have lost her to specialty chain stores and recognize the buying power she has."

Labeling the lifestyle division's target customer "The Millennial Girl," Azria describes her as having limited funds and time, but a keen sense of trend.

BCBGeneration will unveil its full fall offerings at WWDMAGIC, including matte jersey and knit tops and dresses, denim, jackets and sweaters. Wholesale prices run from \$18 to \$48. The line is currently sold in retailers such as Nordstrom, Bloomingdale's, Macy's and Dillard's. Up next for the ever-expanding BCBG Max Azria Group empire are international free-standing BCBGeneration stores, which will coincide with the line's domestic launch this fall.

Azria declined to comment on sales figures.

Still, some lines say recession and difficulty at retail hasn't affected business. Anama, a Miami-based young contemporary brand, reports a doubling in sales for each of the past four seasons. Although sales director Boaz Rubinovitz declined to provide exact numbers, he said that the line expands its offerings by 20 to 30 percent each season.

Two-year-old Anama comes to WWDMAGIC for the fifth time with tops, denim, cargo pants, hoodies and T-shirts, done in Modal and cotton, priced from \$22 to \$45 wholesale. The company said it will focus on immediate fall and holiday deliveries at the show. Cognizant of the buy-now, wear-now trend, Rubinovitz said he won't introduce spring until October and plans on shipping three fall deliveries.

While Anama still designs in terms of major seasons, Rubinovitz said the company has increased deliveries in order to keep up with buyer demand for quick, fresh product.

fluous costs and fabric to abandoning now-antiquated season-specific collections.

"Trends change so quickly in contemporary and young contemporary that if you buy six months out, the trend is over by the time it gets to the shelf," said Charlie Brown, owner and president of Karlie, a Dallas-based young contemporary line. "It's all about speed to market and nobody at MAGIC is talking about that. Stores have got to be sharper than ever."

Priced \$20 to \$49 at wholesale, Dallas-based Karlie heads to its third WWDMAGIC showing novelty tops, tunics and jackets, lightweight sweaters and mini- and maxidresses. The five-year-old brand will start shipping about a week after WWDMAGIC because "people in our market are a buy-now, wear-now generation," said Brown. "We are absolutely coming off the old tradition of buying six to eight months ahead of time."

Value, according to Brown, is dictating the contemporary and young contemporary markets right now, with moderate to better specialty stores mixing in young contemporary merchandise to offer customers more options. "People want a Mercedes look at a Chevrolet price," he said.

Karlie currently sells to about 400 specialty accounts. Brown declined to comment on sales projections.

Like Karlie, Los Angeles line Voom by Joy Han is cranking out new, exciting product in hopes of reeling in reluctant buyers whose budgets continue to shrink, but the contemporary line of quirky, colorful dresses, tops and jackets also relies on its celebrity following to keep the brand afloat.

"[Business] is definitely slower than before," said Jane Yim,

WWD**MAGIC** WOMEN'S SPORTSWEAR & DRESSES

The Bright Side

Companies take the opportunity to evaluate their businesses and streamline operations.

By **Beth Wilson**

CAN THE SLUGGISH ECONOMY HAVE A SILVER LINING?

Some smart women's sportswear companies think so, seeing the downturn as an opportunity to reevaluate business practices and get a little creative.

Kathryn Peters, owner and design director for two women's sportswear lines, Putumayo and Whitewash, said the tough times triggered her to craft a new concept: selling boutiques a white armoire stocked with its vintage-inspired Whitewash fashions, which wholesale from \$38 to \$88.

"I thought, what can we do to give the retailer a break?" Peters said, noting that she decided to create a full retail or shop-within-a-shop concept. Selling the armoire along with the clothes allows retailers of all sizes to re-create the look Whitewash articulates in its booth at WWD**MAGIC** and in its Whitewash corner of its Putumayo retail store in Charleston, S.C.

"I don't know if I would have had the idea if the economy stayed the way it was," said Peters, who added that there is a waiting list for the armoire, which is available in January. "I was inspired to do a better job and become more innovative."

"There's no fear here because it's opportunity," she continued. "I'm sleeping four hours a night, but I've never been more excited. There's never been a better time for someone who has an innovative product to partner with their retail stores."

With that in mind, Peters also opted against scaling back its square footage at WWD**MAGIC**, a common response in a difficult economy. Instead, she registered for more — a lot more.

"We feel so strongly about **MAGIC** that we jumped in with both feet," said Peters, who decided to buy the equivalent of five booths, up from her usual two booths. "People who jump in and embrace the challenge don't feel the negative impact because we're able to show our entire collection to our key customer. With one booth, we could get lost. We wanted the most prominent space we could find."

Peters likes to create a similarly strong retail environment for Putumayo, playing and selling Putumayo World Music CDs in its WWD**MAGIC** space. The company also plans in January to offer DVDs detailing the story behind the music and clothing line, which for spring consists of an organic cotton group featuring a green rain forest print on knee-length and long dresses, cargo pants and camis, along with a Bermuda floral selection, a bright madras plaid group and other varieties. Items wholesale from \$29 for a T-shirt to \$96 for a silk trenchcoat.

"We travel around the world and that's where I get my inspiration," she said. "The whole trend now is toward global, so what we're doing is right on track. If anything, our business has gone up."

"It's about color and the feel of the garment," Peters continued. "The first thing people are drawn to is color and the next thing they do is touch it."

So Peters strives to find a "fantastic print in the right color with the right fabric."

"That's not easy to do," she said. "What sets us apart is we're focusing on cultures around the globe. Our basics tend to slow down now, and our more novelty items are what people are attracted to."

Avi Rachmani, owner of Biacci, a maker of jackets, tops, bottoms and dresses, said he counters the tough economy by keeping his overhead low and the price of his apparel equally in check.

"One of the key things is to make sure your prices do not go up," said Rachmani, noting that the company does not operate an expansive showroom or hire unnecessary personnel.

He also struck a deal with his fabric suppliers in which the product quality is increasing without a sharp hike in prices. "It seems like everyone along the line understands that we're in the same boat," Rachmani said. "That's very important. The people who want to stay in business work with you."

Eileen fisher's organic linen tunic and linen sweater. Tasha Polizzi necklace.



Putumayo's silk georgette dress.

Obstinee by Ika's polyester dress.



Credibility by Sheri Drobnick's cotton polyester trenchcoat.



"We have [fabric] suppliers who have gone above and beyond," he continued. "Because so many people are going out of business, they're doing a fantastic job and trying to gain more of the marketplace. People are working harder and it shows."

In particular, he cites a silk-feel polyester and a linen blend that barely wrinkles. And whereas other fabric prices went up substantially, Rachmani said his company's prices increased only 10 to 15 percent while receiving better-quality fabric.

For Biacci, wholesale prices range from \$22 for a shirt up to \$78 for dresses. "We keep it tight, we work hard and the consumer sees it," Rachmani said.

At WWD**MAGIC**, Biacci will show immediates, holiday and almost its full line of spring and summer merchandise, which will include fun prints, neutrals and dusty pastels appearing on more classic silhouettes.

"We never chase the supertrends," said Biacci designer Andrea Kozy. "There's nothing outrageous. It's very wearable. In this economy, I don't believe in being too trendy."

Isabel Sokiryansky, chief economic officer and designer of Isabel and Bella Pelle, said sales of her Garland, Tex.-based lines have increased 15 to 20 percent from last year because she believes buyers are searching for newness and novelty.

"We give them something different," said Sokiryansky, who cited Nordstrom as one of her top accounts. "It has to be different, otherwise it's boring."

She produces halter-look tops with grommets and ruching; crinkle lambskin jackets in turquoise, orange, yellow, lime green and purple; jersey tunic dresses and long dresses incorporating tie-dye and geometrical prints; bright, colorful reversible patchwork skirts; city shorts, and capris in stretch cotton sateen and different washes of denim. Wholesale prices average from around \$59 for jeans up to \$229 for leather jackets.

Neil Dombrowsky, partner at Toronto-based Picadilly Fashions and its newer division Svetlana Fashions, said the economy has hit its retail partners hard.

"It's the worst I've ever seen it in terms of stores closing," he said, although he noted that, at the same time, new boutiques are opening.

As a result, Picadilly cut back its IT department, choosing to outsource some of its work, and has tightened its advertising budget. "You just have to run a tight ship. It's been a tough season, but we're getting through it," he said.

Whereas a consumer used to buy a full outfit consisting of a jacket, top and pants, now that shopper might only buy a two-piece outfit or items, Dombrowsky said.

Picadilly, which specializes in more mainstream casual looks, is responding with more fashionable, more modern pieces presented in vanity sizing. "We're very generous with our sizing," he said. "We're becoming more of a contemporary missy line."

At WWD**MAGIC**, Picadilly plans to show nine different groups, instead of its traditional 12. Pieces include safari and abstract print rayon tops, dresses and skirts, as well as crinkle fabric dresses, cotton and spandex jackets, tops, pants and skirts and cotton, silk and chiffon tops.

"Bold prints will be very important," he said. "They're easier to sell." Wholesale prices range from \$20 for a top to \$45 for a jacket.

Picadilly also looks to grow its Svetlana division, which it introduced last year, and Dombrowsky said reaches a new audience. In contrast to Picadilly, Svetlana features sexier, trendier, more fashion-forward pieces with European styling geared toward specialty stores.

Buyers at WWD**MAGIC** will encounter eight groups from Svetlana, including graffiti-print tops, pants and jackets; embellished shirts; printed raincoats; lime green and black denim, and border-print silk and chiffon dresses. Wholesale prices average between \$20 and \$85.

SECTION II

WWD**MAGIC** SWIMWEAR

New Understanding

Swim makers adapt to market changes and see continued growth.

By Rachel Brown

NO MATTER HOW MURKY THE ECONOMIC waters, swimwear vendors are confident that great suits will compel shoppers to open their wallets.

Although the current spate of economic ills is certainly weighing upon the group of nearly 60 vendors attending WWD**MAGIC**, they've weathered trying times before. In recent years, they've been tested by corporate fall-out in their niche industry — Warnaco's downsizing of its multibrand swim division to Calvin Klein and Speedo is one vivid example — and widespread consolidation in the retail sector, the biggest jolt being the Federated-May merger.

The challenges have forced swim companies to better understand their market, and recent results bear that out. As other sectors have sputtered, swimwear has chugged along. According to the most recent data from research firm The NPD Group, women's swimwear sales in the U.S. totaled approximately \$2.7 billion from May 2007 to April 2008, climbing roughly 1.2 percent from \$2.66 billion in the like period a year before.

Given the uncertain retail outlook, vendors are aware that hefty increases in swimwear orders are unlikely. Retailers are more apt than ever to stick with loyal and reliable companies. But brands that can offer suits that are pitch-perfect on style, delivery and price point still can convince retailers that they're worth spending on.

Colleen Thompson, who cofounded the months-old

“We have seen explosive growth at the designer tier level...people are willing to spend at the luxury level.”

— Howard Greller, Blue Water Design Group

Winter Park, Fla.-based swim brand Bikini Flavors, has learned from a decade working at swim specialty retailer Everything But Water that buyers are persuaded by the chance to be different. “I am hearing conservative,” she said about buyers' approach for 2009, “but I also hear they are looking for newness that will attract [consumers] to their particular location.”

Ron Russell, president of L.A. swimwear stalwart AVI Design Group, which handles La Blanca, Sessa, 2Bamboo, Citrus, Lauren by Ralph Lauren and Ralph Lauren Blue Label, stressed that picking up on key trends and providing quality suits will keep buyers returning. “We are constantly looking for ways to better make the product,” he said. “It is like a steakhouse — if the dinner is good, you want to go back.”

What's getting buyers to go back now?

The designer category is on a hot streak. Blue Water Design Group, a division of Apparel Ventures, has been revved up by the designer segment, especially the Trina Turk brand, and has seen revenues jump 25 percent this year, according to its president Howard Greller. The swimwear maker is so keen on designer suits that it is shifting its W label to the licensed label A.B.S. by Allen Schwartz, which he explained will be priced at retail \$4 to \$5 above W and allow the company to push its design forward.

“We have seen explosive growth at the designer tier level, which indicates that people are willing to spend at the luxury price level if the suit is right,” said Greller. “We believe that with A.B.S. we can replicate the model we have with Trina Turk....We are able to stretch our fashion sensibility with more hardware, more detail. The buyer will acknowledge it because of the fashion-value relationship.”

Misses' suits have also enjoyed success. Although

Carol Wior's nylon and spandex suit.



Pearlkin's polyamide and elastane bikini.



the juniors category has taken a hit at Tustin, Calif.-based Raj Manufacturing, the company's co-president Alex Bhathal was pleased that its misses' business has held up. Raj makes swimwear under the Tommy Hilfinger, Athena, Guess, O'Neill, Luxe and St. John labels.

“It [misses'] has been very strong this year in relation to juniors and contemporary,” said Bhathal. “The missy side of the market has done a nice job in newness.” He cited the filtering of the mix-and-match concept from juniors to misses' as helping lure customers.

Rob Hamilton, national sales manager for control brand Miraclesuit, suggested there's a mounting need for well-executed misses' merchandise, slimming styles in particular, as the population ages and waistlines grow. By filling that need, he noted that Miraclesuit is “expecting strong increases” in the upcoming season.

“Juniors has been up and down, and missy has been on a pretty good uptick, but particularly for us we keep gaining more and more interest from the consumer because of what we offer,” said Hamilton. “[Americans] are getting bigger so control is just a big thing, and those people who are famous for [control suits] are gaining momentum.”

Despite rough going in the category, those in the junior business are not throwing in the towel. There are even new vendors hopping on the juniors bus.

Aquarelle Swimwear, a four-year-old Miami-based company, has unveiled the Marisol line for 2009 with about 14 groups of swimwear styles. Marisol Zapata, the company's owner and the line's namesake, said Marisol is aimed at customers roughly 14 to 20 years old, but she emphasized it's the cost, which she estimated is \$15 to \$20 below some of her competitors at \$30 to \$35 wholesale a set, that will appeal to retailers.

“If you keep this kind of quality with a good price, you are going to be a success,” Zapata said one buyer told her after viewing the line. She is able to keep the line's prices affordable by manufacturing in Colombia as opposed to Brazil, where the contemporary Aquarelle brand is made.

However, nabbing price-sensitive shoppers in a juniors category where the Wal-Marts and Targets of the world command major pricing advantages is a difficult task. Targeting age brackets slightly older or slightly younger than juniors is one way manufacturers with long histories in juniors swimwear are attempting to get a leg up.

Blue Water Design Group is vying for younger tween swimsuit shoppers. It has revamped its juniors Waterfront Surf brand as a preppy tween brand with seahorse logos for consumers in the 12- to 14-year-old age range. “We realized [in] our own population — I have a daughter who is 14 — that there are a lot of dollars being spent,” said Greller. “There is room out there for this.”

Bell, Calif.-based Malibu Dream Girl Inc., a juniors swimwear specialist with the labels Gossip and Gossip Collection, is introducing a line called Palage for women in their 20s. At retail, the Palage suits do not go above \$130, but are considerably higher price points than Gossip and Gossip Collection, which top out at about \$65.

Of the potential Palage customer, Carlos Cortes, who handles sales and marketing at Malibu Dream Girl, said, “She wants a little bit more fashion. She is out of college and doesn't mind spending money.”

In this shaky retail environment, Cortes hopes to get as much face time as possible with buyers — via appointments at WWD**MAGIC** and trips to their stores — to encourage them to choose Palage and Malibu Dream Girl's other lines. “More sales reps are becoming true road sales reps,” he said. “You really have to be hands-on with your customer in order to get that order.”



Gottex's polyester and elastic bikini and silk dress.

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WWD**MAGIC** LINGERIE

Customer Service

Making life easier for retailers helps boost sales.

By **Kristen Carr Jandoli**

NOT EVERY VENDOR CAN STOMACH THE THOUGHT OF raising prices or lowering quality to boost their bottom line during a tough economy. Instead, companies appearing at Lingerie Americas this week are turning to more customer-friendly strategies, from tightening production schedules and inventory to making the most of vertical capabilities and investing in less costly advertising strategies.

Then again, there's plenty of incentive to do so, given that the costs of doing business have risen dramatically.

"It all just keeps multiplying up," said Linda Sparks, owner and president of Farthingales L.A., a high-end corsetmaker based in Santa Monica, Calif., citing the compound effect of increases in the prices of raw materials, the weakness of the U.S. dollar, shipping surcharges and duty costs.

Martha Itefanidis, president and owner of Largo, Fla.-based N-Fini, a shapewear line, noted, "Basically, freight costs have put a big strain on our profit margin." But, she said, "We are not sacrificing quality product to lower costs." Same goes for Sparks at Farthingales L.A. "People always advise me to 'buy North American,' but the materials we need are either not available or are of poor quality [here]."

Vendors are also reluctant to alienate customers with higher price tags. "Repeat customers in particular would ask themselves why they were paying less for the same item the last time they came in," said Sparks. Nonetheless, she said she's been forced to raise prices on some pieces from 3 to 5 percent.

At Ed Hardy, prices have actually fallen, with the average price for a panty dropping from \$30 to \$24. "Retailers told us we'd be more likely to sell 10 pairs [to a single customer] at \$24 apiece as opposed to five for \$30," said Mary Llamas at Ed Hardy Intimates, the L.A.-based lingerie brand with a tattoo-inspired aesthetic.

Instead of burdening customers with markedly higher price tags or lesser quality, vendors are trimming costs by tightening controls on inventory and by reducing shipping costs whenever possible. At N-Fini, the task is made easier by the fact that the brand is vertical, with a factory and warehouse in Largo. But the company's location also carries incentives for retailers that spell bigger business for N-Fini. "Retailers are finding it very positive that they can order lower minimums than what foreign factories require, in addition to saving on freight costs," said Itefanidis.

Ed Hardy's Llamas keeps a vigilant eye on manufacturing schedules to avoid surcharges on last-minute orders. She also tries to split shipments of a given style between air freight and marine freight to save money, a strategy that lets her plan inventory more effectively.

"I tell our domestic reps that for a faster air delivery arriving in February, we will be carrying these three colors in a certain style," she said. "Then they can tell retailers that the next set of colors coming by ship will be available to them in March for reorders."

"That way, we are moving inventory in and out at a faster pace and retailers are happy to have guaranteed orders when they need them."

Sparks said she has been able to conserve costs by focusing on advertising as opposed to shipping. She often splits the cost of an ad with another vendor whose product complements her own, say, by shooting a corset with a coordinating shawl made by another company. And beginning this spring, she posted pictures of Farthingales' corsets on Web sites like MySpace and Flickr, and in doing so has lured 14 or 15 new customers to the brand. "That's only a very small percentage of our business, but who knows where it all could lead?" said Sparks.

Vendors aren't letting the sluggish economy slow their appetite for growth, either.

N-Fini has plowed ahead with investments in new technology, which has resulted in machines capable of producing shapewear in hard-to-find 2x, 3x and 4x sizes. "Instead of buying product in a basic range from one company and the largest sizes from another, now customers are buying all their sizes from us," said Itefanidis.

Farthingales' L.A. opened its first brick-and-mortar outlet this year, on Santa Monica's Pico Boulevard. In addition, Sparks is in talks to produce corsets for three different designer labels and is

overseeing the launch of a new "fashion" corset line for a trendy twentysomething customer. Sales at Farthingales are up an estimated 17 percent this year over last.

Llamas said the Ed Hardy brand will seek out additional licensing partners this year, and on the retail front, is working with the Little Rock, Ark.-based Dillard's department store chain on the launch of an in-store Ed Hardy shop. Ed Hardy Intimates should total an estimated \$3 million in sales this year, as opposed to just shy of \$1 million in 2007 — a respectable gain for a company that, according to Llamas, many industry watchers predicted would fade quickly from view, recession or no recession.

"As long as we stick to our production calendar and don't repeat any of our mistakes, we will have a longer shelf life than what many of our critics have predicted for us," she said.



Spreegirl's nylon and spandex lace cami and boyshorts.



Spreegirl's cotton and spandex boyshorts.



Spreegirl's nylon and spandex lace cami and boyshorts.

Ed Hardy's cotton and spandex cami and panties.



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WWD**MAGIC** CASUAL LIFESTYLE

Planning Ahead

Casual lifestyle makers adopt a range of strategies to grow their businesses.

By Rusty Williamson

THEIR COLLECTIONS FOCUS ON HAVING FUN IN THE SUN, PARTYING ON the patio, relaxing at the spa or just living the good life, but casual lifestyle designers aren't taking it easy when it comes to building their businesses during a recession.

As more consumers take a buy now, wear now approach to shopping for fashion — and retailers in turn buy closer to need amid fears of committing budgets too far ahead and winding up with too much inventory — designers are rethinking their growth strategies.

They're launching new labels, including eco-friendly styles cut from organic textiles; expanding collections to transcend the seasons with versatile styles that can be worn no matter the climate; building stronger sales forces to penetrate untapped markets across the U.S. and beyond, and stretching advertising and marketing budgets to focus on lifestyles instead of age in a bid to attract a wider, multigenerational range of consumers.

"We're balancing a wide range of initiatives to help build the company and reach new stores in new markets," said Doug Fisten, sales director at Miami-based In Gear. "Not only are we adding new styles that are subtly embellished, but we're also offering a wider range of seasonal styles at market. Stores don't want to overcommit and wind up with too much inventory, and consumers

are waiting longer to purchase — even then they seem to want buy it now and wear it now. It's not something they want to buy and wait for the season to approach." Business at the 17-year-old company is planned ahead by 100 percent, according to Fisten, citing the company's concerted push to gain market share and win new retail accounts as well as broader consumer acceptance.

Sandra Fitzsimons Schintzius, managing director at five-year-old Nilla Shields, based in St. Petersburg, Fla., said business is planned up by at least 10 percent thanks in part to a new label that will help them reach more customers. "Starting for spring 2009 we'll be offering two fashion lines: Nilla Shields, which is our original traditional surf, board sport and sun line geared for golf and regulation country clubs where a certain dress code or look prevails. Our new line is called Nilla Board and Sport Gear, which is aimed at reaching younger and more trend-oriented surf, sun and club consumers," said Fitzsimons Schintzius.

Sportif USA/Aventura Clothing in Sparks, Nev., is growing its business by offering more styles that can transcend the seasons and that are made from organic materials, including cotton and hemp. "Over 80 percent of our spring assortment for our Aventura collection meets our green/eco initiative and includes

textiles such as cotton, hemp and bamboo. It's very important to stores and ultimately to shoppers," said Tom Williamson, vice president of sales and marketing at the 43-year-old company. Williamson said new textiles, new styles and more sales representatives showing the company's lines should help increase sales by more than 10 percent.

"When the economy is tough, consumers seek out styles that evoke feelings of comfort, security, happiness and even romance," said Fitzsimons Schintzius at Nilla Shields, which is why the company is "showing more romantic and retro-inspired styles such as Old Hollywood poolside chic and vintage Hawaiian prints."

Aventura Clothing, meanwhile, is looking to expand into new geographic areas to reach more specialty outdoor retailers and lifestyle stores across the U.S. "We're also gaining new business as more fitness catalogues pick up our line," said Aventura's Williamson.

Fisten at In Gear said the company has "taken a very proactive and aggressive stance to build the company and reach new stores, spas and casinos through new sales representatives hitting new territories, including Mexico and the Caribbean, and showing at new surf, beach and casual-focused markets. It's a strategy that's working for us and we're seeing major sales gains over a year ago," he said, adding that such stores are "helping us to reach generations of shoppers, from teens to women post-retirement age. Showing styles that are so versatile builds sales and increases brand awareness for future purchases."

Expanding beyond traditional target markets is a trend throughout the casual lifestyle sector:

"We're seeing our popularity grow and gain momentum with our target customer base that now includes women age 35 and beyond who are responding to our look that's all about offering cute but wearable fashion that's also functional and comfortable," said Williamson at Aventura Clothing.

Nilla Shields' Fitzsimons Schintzius said, "With the launch of our Nilla Board and Sport Gear line we will have two true lifestyle brands with a consumer reach of women ages 18 to 80. Our research has also shown us that many women — no matter their age — love to shop at vintage or retro thrift stores. So our lines also have some element of vintage style, whether it's Sixties-inspired butterfly prints, Old Hollywood-inspired French terry cloth robes or tunics and bohemian looks that flash back to the Sixties and Seventies."

Dean Jacklone, chief executive officer at New York-based St. Tropez Collections, said, "We're reaching women of all ages with a very focused strategy that includes carrying forward with best-selling styles and updating them with seasonal trend color or patterns, such as capri pants and Thirties-style sheer cover-ups."



Honeydew's cotton and polyester dress and Koalaburra's sheepskin boots.



Couture Active Wear by Janis Soffell's Invista Power supplex by Petteinati and Lycra by Santaconstancia cami and pants.



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WWD**MAGIC KIDS**

Feeling the Pinch

Kids' wear companies are caught between rising prices and slowing sales.

By Joanna Ramey

LIKE MUCH OF THE FASHION INDUSTRY, the children's apparel sector is being pinched, both by higher operating costs and slower sales.

"It's a fairly challenging environment, particularly the upward cost pressures in the supply chain," said Carl Steidtmann, chief economist at Deloitte Research-Consumer Business. He said the dollar's lower value against currencies where children's apparel is produced, coupled with rising energy prices pushing transportation costs higher, are key price pressures for vendors.

With consumers facing higher prices themselves, they are consequently cutting back on kids' apparel purchases.

For the first six months of this year, all children's apparel sales were down 2.6 percent from the same period the year before, according to the U.S. Bureau of Labor Statistics. By contrast, during the first six months of 2007, sales were up 14 percent, according to market research firm The NPD Group. Also, for the 2007 calendar year, all kids' apparel sales were up 5.9 percent, following a 2006 gain of 8.4 percent, according to NPD.

Individually, girls' apparel for the first half of this year experienced the largest sales decline for kids' clothing, off 4.2 percent, NPD said. In contrast, for all of 2007, sales for the category increased 13.3 percent.

Sales for infants' and toddlers'

apparel during the first six months of this year have fallen 4.4 percent, after increasing 21 percent last year. Boys' apparel sales were the most buoyant in the first half, increasing 2.8 percent, compared with a 3.3 percent gain in 2007.

For back-to-school sales, Steidtmann doesn't see any change in the current retail climate, even with the recent declines in gas and other energy prices. "The economic relief will be palatable, but the relief will be smaller compared to the rest of the problems consumers are facing," Steidtmann said.

Children's apparel vendors interviewed were somewhat encouraged about sales going forward, including the crucial b-t-s season.

"The biggest change I'm seeing are [retailers] ordering closer to season," said Amy Hennisch, president of Peek... Are You Curious, a San Francisco-based infants', girls' and boys' apparel brand carried in 75 specialty stores. There are also seven Peek stores selling the company's full line, including Liberty of London print skirts (\$58), graphic T-shirts (\$38) and Italian denim jeans (\$78) made in Los Angeles.

While timing for orders is changing, Peek's specialty store clients still "are ordering about the same as last year," said Hennisch, a former Lucky Brand executive vice president for wholesale distribution who founded Peek with Tina Canales, a former Gap women's apparel chief merchant.

In addition, Hennisch said Peek

Girls' apparel prices were down 1.5 percent in June compared with last year.



Sales for boys' apparel rose 2.8 percent the first six months of the year.

recently added 25 store accounts, although she said two retail accounts have folded this year, with owners citing the economy as the main reason.

How specialty retailers hold up in the difficult economy concerns Alan Cohen, president of Sage Creek Organics, whose \$60 to \$80 organically certified cotton toddler-to-size 6 dresses, \$30 to \$40 shirts and \$20 to \$60 infant layettes are sold in 800 specialty stores, including Barneys New York.

"The challenge for our industry is the economy," Cohen said, noting that his company is sensitive about curbing price increases. "We recognize stores have to be competitive. The individual boutiques are under a lot of pressure. People will still be buying kids' apparel, but they'll be more selective."

As a vendor, Cohen said his company also is facing increased competition in the organic cotton apparel market, particularly from lower prices at mass retailers such as Wal-Mart and Target. "Thankfully, we've been able to have our [order] numbers high enough that we find our pricing is comparable to nonorganic apparel," Cohen said.

Girls' retail apparel prices in general are tracking the economic pressures facing vendors as well as consumers. In June, girls' apparel prices were down a seasonally adjusted 1.5 percent from a year earlier, while infants' and toddlers' prices were off 2.6 percent.

Boys' apparel is showing relative price strength, with prices up in June 2.2 percent over the 12 months, according to the Bureau of Labor Statistics.

Even with these economic pressures, entrepreneur Carey Hill said she's enthusiastic about carving out a niche in the organic cotton kids' apparel business with her Mixed Baby Greens, based in Calabasas, Calif. Hill's spring-summer 2009 line features a ribbed scooter and A-line skirts with contrast stitching, both wholesaling for \$15 to \$20, and a long-sleeve kimono top and yoga pant set, for \$25 wholesale.

"It's not an ideal time because people are cutting back. But I'm targeting an audience who will continue to buy [higher-end] cute, trendy clothes for their kids," said Hill, a financial services analyst who is touting her products' U.S. origins, from organic cotton field to garment contractor.

Another new kids' apparel line, San Francisco-based Spike & Annie, is counting on a resortwear niche of organic cotton and hand-dyed colors and batiks, produced in Bali. It's a corner of the market co-owner Lisa Alexander said is underserved. "Starting in September, it's hard to find warm-weather clothes for children," Alexander said. "With the economy the way it is, it seems like the first thing people do is stop buying clothes for themselves, but they never seem to stop buying for their children."



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WWD**MAGIC** OUTERWEAR

Engaging the Customer

Interest and innovation help coat makers weather the economy.

By Kavita Daswani

WITH WORLD CURRENCIES STILL IN FLUX AND soaring prices of raw materials and fuel, vendors in the outerwear sector say that it is increasingly difficult to be optimistic about the business climate. But they say the only real antidotes to flat sales and stagnant growth are innovation, cost control and giving consumers even more value for their money.

"Our business with the U.S. has been very difficult," said Virginia Lato, owner and founder of Yes Virginia, a coat maker in Toronto. "Because we're in Canada, we feel as if there's a little less pressure on us than if we were in the U.S. But still, we're trying to hang tough."

Lato said that now more than ever, the pressure is on vendors to come up with new and innovative styles that encourage consumers to part with their hard-earned cash.

"There is always a market for things that are interesting," she said. "I think now is the time to maybe take a bit of a leap. People won't buy more of the same. Now, what they want is to be enticed. They want something that interests them, has some life in it." She is showing bright colors in fake furs and fun silhouettes, at the \$250-and-up wholesale price point. Lato said she draws inspiration from a historical perspective; in bad economic times, she said, people go for the offbeat — like miniskirts.

"People want more fun from their fashion when things are tough, and that's what we have to give them," she said. "This is the time when a lot of companies who are faint of heart may not want to stay around for this. We have to be smart about it, and realize that the pressure is on us."

Also affecting things is the fact that a growing number of retail buyers are now waiting until well into the season to start placing orders, as opposed to buying far in advance as they might have done in the past. Vendors said that they have a better chance of surviving the climate if they have plentiful inventory — so that a store can call up at the last moment if demand warrants it, and have something shipped over quickly.

"It's up to us to make sure we have inventory to provide at this time," said Sue Marshall, a manager at Adler Collection in Sylmar, Calif. "We're keeping more inventory than we have in the past, which has really been the trend over the past couple of years."

Marshall and vendors at other companies say that pricing is paramount. To that end, Adler has segued away from high-end luxurious leather wash skins and is using less expensive fabrications like canvas, fake fur and microfiber, offering them with leather blends.

"It brings your costs down from having a full luxurious leather jacket to having a better price with a mix of leathers and textiles together," she said, adding that the average wholesale price point on the line was around \$70. "It doesn't really deviate from what we've been doing, and adds a different kind of look." Upcoming items include parkas with fake fur hoods and

Winter New York's fox skin jacket and Image's rayon spandex dress. Wild Rose shoes.



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microfibers in exotic leopard and zebra prints. But despite the wealth of offerings, Marshall predicted that orders "will not be in the quantities as we've had in the past," and that the brand is sticking largely to what sells. Also driving the business — opening up new channels, which recently have come to include leather furniture and home theater products.

"We have had to branch out and take risks," she said of the thriving furniture line.

Henry Sun, owner of Winter International in New Jersey, said that adding to the problems relating to high manufacturing and shipping costs was the matter of climate change.

"I worry about not having enough cold weather," he said. He produces a 100 percent fur line, wholesaling from \$100 to \$3,000. "I hope this year will turn out OK, but customers are very price-conscious. Everything is

“People want more fun from their fashion...and that’s what we have to give them.”

— Virginia Lato, Yes Virginia

about price.” With most of his manufacturing done in China, Sun said he also is dealing with soaring freight prices.

Brands also said that not having a minimum order requirement helps. Dawn Johnson, operations manager at 3BWest in Denver, said that business is up about 20 percent over last year, largely because prices are accessible (\$73 at wholesale) in the company’s line of

leather biker jackets. “We’re a small company, only about five years old, and we don’t have a lot of the same rules as the other brands,” she said, adding that personalized service and the freedom that comes with being able to supply just a few pieces has helped get the word out.

Indeed, most vendors are anticipating smaller orders overall.

“Things are not easy,” said Chang Oh, president of Pelliarts in Toronto, a maker of fur coats, capes and accessories that wholesale from \$10 to \$400. “We still have steady orders compared with last year, but our price points have to be good, and I’ve noticed that orders are smaller and fewer customers are placing them. Price has become the big factor. People don’t want to spend on a high-priced product range, so we’re focusing on our smaller accessories.”



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Aug. 25-26: 7:30 a.m.-6 p.m.
Aug. 27: 7:30 a.m.-4 p.m.

EXHIBIT HOURS

Aug. 25-27: 8 a.m.-6 p.m.

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- Las Vegas Hilton, Conference Room 1

FOOD SERVICES**Special Lunch Program**

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*Service ceases at 11 a.m.-2:30 p.m., daily.

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• North Hall, Mezzanine Level, Room N258

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• North Hall, Mezzanine Level, Room N255

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The United States Association of Importers of Textile and Apparel is a nonprofit organization devoted exclusively to protecting the trade interests of the textile and apparel imports community. Experts at this USA-ITA booth are available to answer important questions regarding the apparel import community.

• **WGSN Color & Trend Gallery**

The Color & Trend Gallery will present upcoming color and trend directions for women's wear, men's wear, children's wear, swimwear and accessories for the fall-winter 2009-2010 season provided by WGSN. WGSN representatives also will be handing out a trend report created exclusively for MAGIC attendees.

• South Hall, Level 1, Sourcing at MAGIC

SPECIAL FEATURES & LOUNGES

ECOcollection at MAGIC

More than 70 exhibitors will show at this juried selection of environmentally and socially conscious exhibitors. ECOcollection represents the most inclusive eco arena in the business, featuring educational programs and activities led by industry notables, networking and entertainment to further the growth of the eco fashion community. Features include a daily fashion show, taking place in Central Hall at 11:30 a.m., and daily acoustic entertainment on the ECOcollection Fashion show stage at 3:30 p.m. Performers include Glen Phillips, former frontman of Toad the Wet Sprocket, and Sean and Sara Watkins of the Grammy Award-winning band Nickel Creek.

Lui Antinous, Independent Handbag Designer Award Winner

The recipient of the Best Overall Style and Design Award for 2008-2009 will exhibit in the Accessories category at WWD/MAGIC, located at booth AC 41821.

Warner Bros. Lounges

A collection of lounges sponsored by Warner Bros., including: **Batman Lounge:** Enter the world of Batman with a diverse



The MAGIC Marketplace is a must-attend show, according to buyers, even in the down economy.

collection of apparel and accessories, from the blockbuster film "The Dark Knight" to the upcoming "Batman: The Brave and the Bold" animated series.

• Grand Lobby

Supergirl Lounge: Supergirl fashion takes off with an exclusive collection created for young women by three of today's hottest designers. An exclusive collection will be showcased.

• Grand Lobby

Wonder Woman Lounge: Wonder Woman and Diane von

Furstenberg join forces with an exclusive collection of merchandise that will make its debut globally later this year.

• Grand Lobby

MAGIC Kids Candy Lounge

Enjoy a snack at the MAGIC Kids Candy Bar Lounge.

• MAGIC Kids, Booth K73004

Continued on page 28

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SECTION II

WWDMAGIC CALENDAR

Continued from page 27

White Lounge

Sponsored by WWD.
 • North Hall, Booth WS17027

American Express

The American Express Business Card can help you save money, gain control over your business expenses, earn valuable rewards and much more. Visit American Express in the Grand Lobby of the Las Vegas Convention Center to learn how offering a new payment option to your customers can bring you new business today.
 • Grand Lobby

Microsoft Dynamics

Microsoft Dynamics gives users the freedom to run operations more efficiently, improve service levels and make the confident decisions that fuel growth. Microsoft Dynamics Retail Management System and Microsoft Dynamics AX are ideal for specialty retailers with hard goods inventory. Stop by to enter the MAGIC Xbox 360 Giveaway.
 • Grand Lobby

FASHION SHOWS

MAGIC Man (men's spring 2009 trends)
 Aug. 25-27: 10:30 a.m.
 • Grand Lobby, Fashion Show Stage

Esprit (men's and women's spring 2009 collections)
 Aug. 25-27: Noon
 • Grand Lobby, Fashion Show Stage

WWDMAGIC (women's spring 2009 trends)
 Aug. 25-26: 1:30 p.m.
 • Grand Lobby, Fashion Show Stage

HEAT (WWDMAGIC AND ISAM spring 2009 swimwear collections)
 Aug. 25-26: 3 p.m.
 • Grand Lobby, Fashion Show Stage



SEMINARS & WORKSHOPS

SUNDAY, AUG. 24

9 a.m.: Sourcing ABC's
 Presented by Sycamore Marketing Group & Fashiondex.
 Speakers: Barbara Ende, president, Sycamore Marketing Group; Kathleen Jack, vice president of marketing, Sycamore Marketing Group; Andrea Kennedy, Fashiondex.
 • South Hall, S116

1 p.m.: Influences, Style & Design for Fall 2009-Winter 2010
 Presented by Promostyl.
 Speaker: Nathalie Fausty, trend consultant, Promostyle West Coast.
 • South Hall, S116

2:30 p.m.: The Politics of Trade
 Presented by Sandler, Travis & Rosenberg.
 Speaker: Tom Travis, managing partner, Sandler, Travis & Rosenberg.
 • South Hall, S116

MONDAY, AUG. 25

9 a.m.: Welcome New Stores...Show Floor ABC's
 Presented by MAGIC and Global Purchasing Cos.
 Speaker: Mercedes Gonzales, director, Global Purchasing Cos.
 • North Hall, N109

9:30 a.m.: Sourcing ABC's
 Presented by Sycamore Marketing Group & Fashiondex.
 Speakers: Barbara Ende, president, Sycamore Marketing Group; Kathleen Jack, vice president of marketing, Sycamore Marketing Group; Andrea Kennedy, Fashiondex.
 • South Hall, S116

10 a.m.: How Much Should I Buy?

Presented by OTB Retail Systems.
 Speaker: Mort Haaz.
 • North Hall, N261

10:30 a.m.: Fashion & Free Trade After the Election

Presented by USA-ITA.
 Speakers: Helga Ying, director, worldwide government affairs and public policy, Levi Strauss & Co.; Jon Fee, legal council, Alston & Bird.
 Moderator: Julie Hughes, senior vice president of international



trade, USA-ITA.
• South Hall, S116

10:30 a.m.: Color & Surface Forecast Presentation for Fall/Winter 2009/2010

Presented by Cotton Inc.
Speaker: Erin Burke, trend analyst, Cotton Inc.
• South Hall, S114

11 a.m.: Viewpoint: Men's Spring 2009 European Designer Collections

Presented by The Doneger Group.
Speaker: David Wolfe, creative director, The Doneger Group.
• North Hall, N235

Noon: Fall-Winter 2009 Key Trends and Colors for Men and Women

Presented by Color Portfolio.
Speaker: Carol Meeks, president, Color Portfolio.
• North Hall, N261

Noon: Pantone View Color Planner Winter 2008-2009

Presented by Pantone Inc.
Speaker: Debra Stevenson, chief trend analyst, Pantone Inc.
• South Hall, S114

12:30 p.m.: The Evolution and Future of ECO-fashion: What, Why, Who, Where and When?

Presented by Under the Canopy.
Speaker: Marci Zaroff, founder and president, Under the Canopy.
• North Hall, N259

12:30 p.m.: Are You a Quality Company?

Presented by Bureau Veritas.
Speakers: Ro Jain, manager of product integrity, Kohl's; Mark Schoem, associate director, Consumer Product Safety Council; Danny Yeung, vice president, product development & corporate assurance, St. John; Tom Kruse, regional sourcing category manager/procurement North America, DHL Global Business Services; Sandeep Khatuna, director technical services softlines, Bureau Veritas.
Moderator: Rick Horwitch, vice president solutions business development, Bureau Veritas.
• South Hall, S114

1 p.m.: What's Next for Spring 2009 & Forward Women's Trend Forecast

Presented by The Doneger Group.
Speaker: David Wolfe, creative director, The Doneger Group.
• North Hall, N235

1:30 p.m.: Winter 2008-2009 Unconventional Classics

Presented by Color Portfolio.
Speaker: Carol Meeks, president, Color Portfolio.
• South Hall, S114

2 p.m.: Setting the Bar: Patagonia's Journey Toward Closing the Loop

Presented by Patagonia.
Speaker: Jill Dumain, director of environmental analysis, Patagonia.
• North Hall, N259

2 p.m.: How Retailers Can Prepare to Work Directly with Factories

Presented by AAPN.
Speakers: David Birnbaum, international sourcing consultant, Third Horizon Ltd.; Walter Wilhelm, owner, Walter Wilhelm Assoc.
Moderator: Mike Todaro, managing director, American Apparel Producer's Work.
• South Hall, S116

2 p.m.: Retail 101: How to Open & Run a Successful Retail Store Part 1

Presented by Global Purchasing Companies.
Speaker: Mercedes Gonzales, director, Global Purchasing Companies.
• North Hall, N261

3:30 p.m.: Saving the Environment One Garment at a Time

Presented by Organic Exchange.
Speakers: Jill Dumain, environmental analysis director, Patagonia; Marci Zaroff, founder & president, Under the Canopy.
Moderator: Heidi McCloskey, director of communications, Organic Exchange.
• South Hall, S116

4 p.m.: Retail 101: How to Open & Run a Successful Retail Store Part 2

Presented by Global Purchasing Companies.
Speaker: Mercedes Gonzales, director, Global Purchasing Companies.
• North Hall, N261

4 p.m.: Euro-Style! Saint-Tropez Shopping Street Scene

Presented by The Doneger Group.
Speaker: David Wolfe, creative director, The Doneger Group.
• North Hall, N235

Continued on page 30

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SECTION II

WWD**MAGIC** CALENDAR

Continued from page 29

4 p.m.: TOBE Next Fall 2009 — 10 Women's Themes, Colors & Key Items

Presented by TOBE Report.
Speaker: Carolyn Egan.
• South Hall, S116

4 p.m.: Special Screening — The Illicit: The Dark Trade

Presented by National Geographic.
Speaker: Rob Calla, director domestic programs, U.S. Chamber of Commerce.
• South Hall, S114

TUESDAY, AUG. 26**9 a.m.: Changes Happening in Shipping, Order Fulfillment & Returns**

Presented by USPS.
Speakers: Gary Reblin, vice president expedited mail, USPS; Jim Cochrane, acting vice president group packages, USPS.
• North Hall, N259

9:30 a.m.: Does Your Supply Chain Need a Makeover?

Presented by SGS Consumer Testing Services.
Speaker: Jeff Streader, former president, Kellwood Global.
• South Hall, S116

10 a.m.: How Much Should I Buy?

Presented by OTB Retail Systems.
Speaker: Mort Haaz.
• North Hall, N261

10 a.m.: WGSN Global Trends

Presented by WGSN.
Speaker: Sally Lohan, content director, WGSN.
• North Hall, N254

10 a.m.: Intelligent Futurist: Winter 2009/2010 Fashion Trend Forecast From Europe

Presented by Mudpie.
Speaker: Fiona Jenvey, chief executive officer, Mudpie Ltd.
• South Hall, S114

10:30 a.m.: Sourcing in an Uncertain World

Presented by USA-ITA.
Speakers: David Spooner, secretary for import administration, U.S. Department of Commerce; Mark Neuman, counselor for international trade & global strategies, The Limited.
Moderator: Julie Hughes, senior vice president of international trade, USA-ITA.
• South Hall, S116

11 a.m.: Brand Building

Presented by Fashion Business Inc.
Speakers: Frances Harder, founder and president, Fashion Business Inc.; Debra Stevenson, partner, The Skyline Studios; Farah Bhatti, counsel, McDermott, Will & Emery LLP.
• South Hall, S226

11:30 a.m.: The State of Sustainable Textiles

Presented by Academy of Couture Art.
Speaker: Nathalie Fausty, trend department chairperson, Academy of Couture Art.
• South Hall, S116

Noon: WGSN Youth/Street Sport Global Trends

Presented by WGSN.
Speaker: Sally Lohan, content director, WGSN.
• North Hall, N254

Noon: Take Your Imagination Around the World

Presented by U.S. Department of Commerce.

Lounges and fashion shows are an important part of the MAGIC experience.



Speakers: Leticia Arias, international trade specialist, U.S. Commercial Service, Department of Commerce; Maura Kawai, international trade specialist, U.S. Commercial Service, U.S. Department of Commerce.
• North Hall, N261

12:30 p.m.: Crisis in the 21st Century Garment Industry

Speaker: David Birnbaum, international sourcing consultant, Third Horizon Ltd.
• South Hall, S116

12:30 p.m.: Going Beyond Organic

Presented by Lynda Grose.
Speaker: Lynda Grose, designer, consultant and educator.
• North Hall, N259

1 p.m.: "Global Youth Culture + Street Culture Fashion Subcultures & Fashion Trends: Directional Trends for 2009/2010 Inspired from Music, Sports, Street, Technology + Emerging Global Subcultures"

Presented by Label Networks.
Speaker: Kathleen Gasperini, editor & co-founder, Label Networks.
• South Hall, S226

1 p.m.: Stylesight's Megatrend Forecast, Fall-Winter 2009/2010

Presented by Stylesight.
Speaker: Jayne Mountford, CP trend reporting, Stylesight.
• South Hall, S114

2 p.m.: Sourcing From & Selling to China

Presented by Sandler, Travis & Rosenberg.
Speakers: Tom Travis, managing partner, Sandler, Travis & Rosenberg; Danny Yeung, vice president product & corporate quality assurance, St. John; Kim Kitchings, senior director global supply chain, Cotton Inc.
• South Hall, S116

2 p.m.: Sustainability Enables Innovation

Presented by Nike.
Speaker: Hannah Jones, vice president corporate responsibility, Nike.
• North Hall, N259

2:30 p.m.: Fashion 101: How to Start a Fashion Line in Today's Market

Presented by Global Purchasing Companies.
Speaker: Mercedes Gonzales, director, Global Purchasing Companies.
• North Hall, N261

3:30 p.m.: Apparel Magazine's Excellence in Sourcing Summit

Presented by Apparel Magazine.
Speakers: Michelle Landgrebe, vice president production & sourcing, VF Sportswear (Nautica); Kathleen Peterson, director of sourcing, REI Gear & Apparel; Tom Slone, vice president of outsourcing, Carhartt Inc.; Jeffrey Sauls, senior manager, Kurt

Salmon Assoc.; Kurt Cavano, chairman and ceo, Tradecard.
Moderator: Tony Ward, principal, Kurt Salmon Assoc.
*Preregistration is required, visit apparelmagic.com.
• North Hall, N261

3:30 p.m.: ecofabulous Retail Panel

Presented by Emilie Cowan.
Moderator: Emilie Cowan.
• North Hall, N259

WEDNESDAY, AUG. 27**9:30 a.m.: Shoes & Accessories: From Top Hats to Tee Straps & Everything In Between**

Presented by Committee for Color & Trend.
Speaker: Ellen Campuzano.
• North Hall, N259

9:30 a.m.: The Road to Successful Importing

Presented by Sandler, Travis & Rosenberg.
Speakers: Tom Travis, managing partner, Sandler, Travis & Rosenberg; Jeff Streader, former president, Kellwood Global.
• South Hall, S116

11 a.m.: "Global Youth Culture + Street Culture Fashion Subcultures & Fashion Trends: Directional Trends for 2009/2010 Inspired from Music, Sports, Street, Technology + Emerging Global Subcultures"

Encore performance.
• South Hall, S226

11:30 a.m.: Identifying the Customers of Your Brand and Marketing Directly to Them

Presented by KS Promotions.
Speaker: Kelly Strange.
• North Hall, N261

12:30 p.m.: New Growth Opportunities: Using Organic to Strengthen Sustainability, Resource, and Investment Strategies

Presented by Organic Exchange.
Speaker: Heidi McClasky, director of communications, Organic Exchange.
• North Hall, N259

1:30 p.m.: How to Retain and Motivate Your Sales Team

Presented by Fashion Business Inc.
Speakers: Henry Cherner, president, AIMS TSI; Shanin Kohan, ceo, Focal Technology Solutions Inc.; Sharooz Kohan, chief technology officer, Focal Technology Solutions Inc.
• North Hall, N259

3:30 p.m.: Starting an Apparel Business — From Design Concept to Apparel Manufacturing

Presented by Fashion Business Inc.
Speaker: Frances Harder, founder and president, Fashion Business Inc.
• North Hall, N259

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