

**MILAN**  
spring '09



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Women's Wear Daily • The Retailers' Daily Newspaper • September 22, 2008 • \$2.00

# WWWDMODAY

Accessories/Innerwear/Legwear

## Just Relax

Giorgio Armani is in a calm mood, and he showed it in the lovely Emporio Armani spring collection he unveiled in Milan on Sunday. The fluid looks had a touch of East-meets-West flavor, most of them jackets and pants, like the ones here, worn with boldly scaled pearl-and-flower jewelry. For more on the season, see pages 6 and 7.

### Proceed With Caution: Design Houses Wary As Milan Shows Begin

By Robert Murphy and Andrew Roberts

As the spring collections begin their European leg, uncertainty hangs over fashion houses and retailers like a menacing black cloud, with everyone apprehensive the downpour is about to begin.

With the failure of some of Wall Street's most storied firms and plummeting stock markets around the world, bad financial news has accumulated with stunning speed and promises to complicate operations in what has already proved a difficult market for many.

Indeed, while some smaller brands like Mila Schön are braving the weather with a return to the runway in Milan this week, other fashion week regulars are running for cover, with labels like Romeo Gigli and Giuliana Teso opting for more modest presentations, or like

See **Financial**, Page 8



# Rodriguez, Claiborne May Be Parting

By Whitney Beckett

**NEW YORK** — Liz Claiborne Inc. and Narciso Rodriguez, stalemated by fundamental differences over how to grow the designer's niche business, are in talks to possibly sever the \$4 billion vendor's stake in the brand, according to sources. Various options are being considered, and nothing has been finalized.

Rodriguez has a right, according to the con-



Narciso Rodriguez

tract the two firms signed in May 2007, to buy back his stake, but sources said the notoriously difficult designer is having trouble finding an investor. Other possible endings could include Claiborne maintaining a silent partnership, an active partnership or keeping a financial interest without funding additional growth, said sources. Both parties declined comment Sunday.

Taking a half interest in the \$15 million Narciso Rodriguez business, which cost Claiborne an estimated \$12 million, had not been part of the vendor's core "power brand" strategy, but rather a test to learn more about the luxury market. Sources said the company, which was in the red in the second quarter, did not expect the designer business to make money for at least five years, but was disappointed by the lack of plans made to generate future growth. Claiborne had said it ultimately thought the brand could be a \$100 million business — about eight times its sales when the deal was struck.

"In addition to the expansion of the existing collection business, we feel there are abundant brand extension opportunities in nonapparel and licensing categories, as well as increased international distribution," Claiborne chief executive officer William L. McComb said in May 2007 when the deal was signed. "Unlike acquisitions of fully scaled businesses, here we are affiliating with one of the world's finest designers to organically build a broad business in a growing

and profitable category that we do not currently operate in — the luxury designer segment — that is sold in productive and partnership-oriented upscale retailers."

Claiborne had hoped to grow the Rodriguez brand with licensed categories within its current channels of distribution, which include Neiman Marcus and Barneys New York — not taking it down market, sources said. The contract between the designer and Claiborne did not include rights for a diffusion line.

However, sources said Rodriguez and long-time business partner Kathy Kaleski did not share Claiborne's vision of commercialization, and that McComb has chosen to walk away from the partnership rather than fight the designer on it. The possible breakdown of the deal between Rodriguez and Claiborne was first reported by Fortune magazine over the weekend.

"It's a very difficult business if you don't have the right partner and financial people behind you or people who really care for you," Rodriguez told WWD in December. "LCL... is very generous and recognizes the potential of everything we should and could be doing and haven't been able to."

The designer's collection has received accolades from the fashion community and has a cult celebrity following, from Sarah Jessica Parker, Rachel Weisz, Claire Danes, Jessica Alba and Jessica Seinfeld today, back to Carolyn Bessette-Kennedy's iconic wedding gown. With Claiborne focused on growing its direct brands, such as Juicy Couture and Lucky Jeans, and stopping the losses of the core Liz Claiborne brand, dealing with a small business that wasn't progressing in the direction it wanted wasn't worth it for the firm, which last year shed about a dozen brands it deemed nonpriority to spend time or money on.

Sources said the first year of Claiborne and Rodriguez' partnership was largely spent unwinding the business from that of former owner Aeffe SpA, which helped found the designer's eponymous brand in 1997. But otherwise, the financials of the designer business — which was losing money before Claiborne and Rodriguez partnered — didn't change.

The brand has also been unable to find a president to help lead the growth. McComb had made multiple trips to Europe to interview possible brand president contenders from luxury houses that included Gucci and Chanel, but the designer did not choose to hire any of them, according to sources. For a few months, Janice Sullivan — who'd been at Claiborne for years as president of DKNY and carried the president title over to Narciso Rodriguez — came into the designer company, where it is said her presence bothered the designer. Sullivan left about four months later to join Warnaco Group Inc. as president of Calvin Klein Jeans. Before partnering with Claiborne, Rodriguez also struggled with finding someone for that role, with former Giorgio Armani executive Roberto Pesaro leaving the post of president and CEO after less than 10 months.

— With contributions from Marc Karimzadeh



A spring 2009 look from Narciso Rodriguez.

# WWD MONDAY

Accessories/Innerwear/Legwear

## FASHION

◀ 6 Emporio Armani, Gianfranco Ferré, Just Cavalli and Giuliana Teso led the lineup as the Milan spring collections got under way.

## GENERAL

- 1 As the spring collections begin their European leg, uncertainty hangs over fashion houses and retailers like a menacing black cloud.
- 5 Strands of giant "pearls" lining the entrance of the new Villa Moda store in Bahrain are the first clue it is no standard luxury boutique.
- 14 **INNERWEAR:** Like a baby taking its first steps, the premiere edition of the Mode City lingerie fair in Paris had its ups and downs.
- 15 **ACCESSORIES:** Amid turmoil in the financial markets, there was no shortage of visitors at two New York accessories trade shows last week.
- 20 Federal agencies should join more robustly with the intellectual property industry to fight the global reach and fast pace of counterfeiting.
- 21 Hurricane Ike hammered Dillard's Inc., causing \$8 million to \$10 million in damage, which will not be covered by insurance, the department store said.

## EYE

4 Stars of the art world collided with Russian oligarchs and international "It" girls in Moscow for the opening of Larry Gagosian's new show.



Just Cavalli

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**DAILY QUOTE** "In general, it is not one of the most comforting global scenarios. All the mature markets are in difficulty."  
 — Cristiana Ruella, group managing director of Dolce & Gabbana, on the mood as Milan Fashion Week kicks off. Page One.

## COMING THIS WEEK

**MONDAY:** Milan Fashion Week continues (through Saturday).  
 • Texworld, Paris (through Thursday).

**TUESDAY:** Expofil, Le Cuir à Paris, Mod'Amont, Paris Indigo Mode and Première Vision, Paris (through Friday).

**WEDNESDAY:** Trafik Tradeshow, Miami Beach (through Friday).  
 • Nike Inc. reports first-quarter sales and earnings.

**THURSDAY:** Cloud Nine, MilanoVendeModa, Neozone, Touch and White, Milan (through Sunday).  
 • Christopher & Banks Corp. and Rite Aid Corp. report second-quarter sales and earnings.

**FRIDAY:** The U.S. Commerce Department releases the second-quarter Gross Domestic Product report.

**SATURDAY:** Paris Ready-to-Wear Shows (through Oct. 5).



▲ Gianfranco Ferré

## TODAY ON WWD.COM

- Up-to-the-minute coverage of Milan Fashion Week, with reviews, parties and Fashion Scoops.
- WWD Trend: Colored eveningwear
- Global Breaking News.
- Daily stock prices

## MOST VIEWED

- Gucci's Mark Lee to Step Down
- Gisele's Sale... Running Bases... Yes, We Khan...
- Baby Phat/KLS by Kimora Lee Simmons RTW Spring 2009
- Going Dutch... Lebron at Ralph... Kenneth Cole's New Cause...
- Retail Shares Plunge on Growing Fears

## MOST E-MAILED

- Gucci's Mark Lee to Step Down
- Former Hillfiger Licensee CFO Pleads Guilty
- Pantone's Top 10 Colors for Spring
- Retail Shares Plunge on Growing Fears
- Financial Crisis Could Be Fashion Hazard





## The Polls are Open

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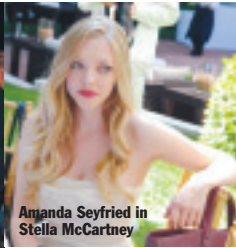
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Alex de Betak and Natalia Vodianova in Alexander Wang and Kova & T.



Amanda Seyfried in Stella McCartney



Aaron Young and Julia Stoschek



China Glow in Robin with Amanda Goldberg in Jenni Kayne.



January Jones in Chloé.



Lee Radziwill in Dior.



Sam Orlofsky and Victoria Gelfand



Olympia Scarry and Eugenie Niarchos



Diana Picasso



Piotr Uklanski and Takashi Murakami.

# Bloc Party



WHILE ECONOMIC WOES MADE HEADLINES IN AMERICA, STARS OF the art world collided with Russian oligarchs and international "It" girls in Moscow on Wednesday night for the opening of **Larry Gagosian's** new show in the former Red October chocolate factory.

The highlight of the evening was an exhilarating, ear-splitting motorbike performance staged by artist **Aaron Young** that had guests whooping from bleachers. For some attendees, many of whom were new visitors to Russia, it was just one of a plethora of alternative experiences in the capital. "I went to a strip club last night for the first time in my life," exclaimed **Charlotte Sarkozy**, the sister-in-law of the French president. "The girls were beyond beautiful." Some 1,000 guests sipped cocktails in a tent and contemplated the artworks in the upstairs gallery, including a giant turquoise egg by **Jeff Koons**. Later, 400 VIPs, including **Barbara Bush**, **Natalia Vodianova**, **Olympia Scarry**, **Diana Picasso**, **Victoria Gelfand**, **Takashi Murakami** and **Piotr Uklanski**, walked up another story to a dinner in a cavernous white hall. **Leelee Sobieski**, who glided through the party speaking French with her father, has been in Moscow a month shooting a movie called "Mad Cow" — it's "top secret," she said, but confided that she's co-starring with **Ed Stoppard** and the film is codirected by Russian **Alexander Doulerain** and American **Jamie Bradshaw**.

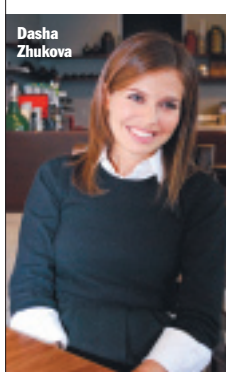
The same day in Beverly Hills, **Wendy Goldberg** and daughter **Amanda** played host to Bulgari's artistic director **Gian Luca Lera**. **Irina Medavoy** (who the previous night held a **Barack Obama** fund-raiser that pulled in \$9 million), **January Jones**, **Rosanna Arquette**, **Florence Sloan**, **Amanda Seyfried** and **Lena Wald** checked out the pleated satchels and jeweled minaudières on display at the lunch. "It really is all about the mix," said Goldberg of her gathering. "Where else can you have **Jackie Collins** and the little girl from 'Mamma Mia' at the same party?"

The next night in New York, a more European crowd ascended the Plaza Hotel's mezzanine to fete the opening of **Assouline's** first American boutique. **Prosper** and **Martine Assouline** drew a solid turnout of their gaggle of glamorous authors and subjects including **Lee Radziwill**, **Carolina Herrera**, **Kalliope Karella** and **Daniel Boulud**, who sipped Champagne and put pen to paper, signing copies of their respective tomes.

# ART HOUSE

THE OPENING OF A NEW CONTEMPORARY ART gallery doesn't typically cause a press frenzy that ends with an installation getting trampled. But that's what happened on Tuesday, when Muscovite designer and "It" girl **Darya Zhukova** threw open the doors to her latest venture, the **Garage Center for Contemporary Culture**. As a wall of black-suited security guards and assistants protected **Zhukova** (known as **Dasha**) and her boyfriend, oligarch **Roman Abramovich**, an eclectic group crowded into the space, housed in an historic bus depot just north of Moscow's city center.

The daughter of an oil magnate, **Zhukova** was relatively unknown a few years ago, but has become a media darling, as known for her model-esque looks as her high-profile relationship — and her proclivity for hosting fetes like the one in June, when she hired **Amy Winehouse** to sing at a dinner. Born in Moscow in 1981,



Dasha Zhukova

**Zhukova** attended the University of California, Santa Barbara. She now lives for part of the year in London with **Abramovich**, who owns the Chelsea soccer club and has diverse business interests. As for **Zhukova's** own ventures, she has said she's behind a Russian-language gossip site, **Spletnik.ru**, and runs the fashion label **Kova & T** — a favorite of **Kate Moss** and the **Olsen twins** — with heiress **Christina Tang**.

The gallery is her latest project. "I've always had the idea of a contemporary art center in the back of my mind, but when I saw this building, it really clicked," she says, clad in a smart white shirt, black Balenciaga skirt and towering **Azzedine Alaïa** heels. She says she isn't worried about competing with **Gagosian's** new Moscow gallery, which opened the day after the **Garage**, because they have different goals — hers is a not-for-profit.

At the earlier, daytime opening, gallery owners and other art-world types from Russia, the U.S. and Europe (one of whom brought a white-bearded Indian guru to dispense blessings) mingled around an exhibition by artists **Ilya** and **Emilia Kabakov**, which was coordinated by **Mollie Dent-Brocklehurst**, formerly of the **Gagosian London**. Also in attendance were **Mikhail Piotrovsky**, director of Saint Petersburg's **Hermitage Museum**, and artist **Nata Konyshcheva**.

That evening, **Zhukova** threw a private dinner in the gallery for 500 guests including **Larry Gagosian** and **Sir Nicholas Serota**, director of London's **Tate galleries**. There was no **Winehouse** this time: **Young Russian** musical prodigies performed instead.

**Olya Thompson**, a friend of **Zhukova's**, says she admires the budding gallerist's work for Russian culture — and, not least, her fashion sense. "It's important to have a good walk in high heels, and she's definitely got that down," she says.

— Alistair Gee

# LONDON PLAYLIST

THIS SEASON, BRITISH DESIGNERS PLAYED TRACKS BY HOT INDIE bands and hired classical musicians to complement their collections. But leave it to cheeky **Henry Holland** to bring the lowbrow into high culture. He closed his show with the theme song to "Beverly Hills 90210." Here, WWD's London playlist.

— Natalie Hasseck

- "We Tigers" by Animal Collective (Cooperative Designs)
- "Divertissement à la Hongroise" by Franz Schubert (Erdem)
- "L'Amour et la Violence" by Sébastien Tellier (Roksanda Ilincic)
- "I Wanna Be Like You" From Disney's Jungle Book soundtrack (Christopher Kane)
- "When We Pretend That We're Dead" by L7 (Sinha Stanic)
- "Pink Panther theme" (William Tempest)
- "Back of the Van" by Ladyhawke (Issa)
- "Mesopotamia" by The B-52's (Paul Smith)
- Mixed tracks by The Misshapes (Henry Holland)
- "Digital" and "Swod" by Doug Haywood (Graeme Black)
- "Hey, Mickey" by Toni Basil (Adidas by Stella McCartney)
- "Hit Me on My Beeper" by The Cool Kids



Animal Collective



The B-52's Ladyhawke



Heading to the airport after 24 hours in San Francisco, which ended with a visit to Google's headquarters.

I was asked to speak about entrepreneurship and brand building by **Marissa Meyer**, who heads up Search for Google, and was employee number seven at the company. The story of how Google grew from a two-person business in a college dorm into a global empire (and a verb!) is the ultimate model for starting your own business. After spending the last few weeks getting ready for our spring presentation, it was inspiring to get out of the office, spend time in San Francisco and tour the famous Google campus.

Last night we celebrated the opening of our 15th store on Maiden Lane with a party to benefit California Pacific Medical Center, hosted by the center's Wishes for Wellness co-chairs **Sloan Barnett**, **Carol Bonnie** and **Sharmin Bock**, followed by a small dinner that **Sloan** hosted at her house in Pacific Heights. It was an all-girls dinner with



the exception of **Sloan's** husband, **Rodger**. I loved catching up with **Sloan** and hearing all about her book "Green Goes with Everything," which hits bookshelves this month. There was lots of talk in the air about **San Francisco's** most recent arrival — **Vanessa Getty's** beautiful five-week-old baby girl. Debate was focused on potential names for **Alexis Traina's** baby, due to arrive in October. The evening ended with **Rodger** playing the piano in the living room which overlooks the **Golden Gate Bridge**.

I am sad to leave so soon, but dying to squeeze my little boys.

Tony Bush





## High Design Drives Bahrain Store

By Miles Socha

STRANDS OF GIANT "PEARLS" lining the entrance of the new Villa Moda store in Bahrain are the first clue this is no standard luxury boutique.

Credit goes to Marcel Wanders, the Dutch industrial designer famous for his knot chairs and cocoon-wrapped chandeliers. He tackled his first major retail assignment by injecting some chaos and surprise into what he calls an "international souk" concept.

"It's a concept store, driven by high design," said Sheikh Majed Al-Sabah, president of Kuwait-based Villa Moda Lifestyle, which operates six other fashion emporiums in the Middle East: three locations in Kuwait and one each in Dubai, Damascus in Syria and Doha in Qatar. "It's sort of building a theater for every single city we do business in."

The 11,300-square-foot Bahrain unit, which opened last month and is one of the anchor tenants in the Moda Mall, will get its official inauguration in November. Other tenants in the complex, which boasts sea views, include Gucci, Hermès, Louis Vuitton and Fendi.

In an interview, Wanders confessed he's not a big shopper and his assessment of most fashion boutiques is damning: "I think it's a bit boring," he said.

Not so his research tour of souks and bazaars at Al-Sabah's side, where he couldn't resist buying candies, toys, dates and sundry food items simply because of the arresting and exotic packaging.

"What's so beautiful about the souk is it's always surprising. It's not orga-

nized," said Wanders. "It's good to upgrade it and give a new feel to it."

Bahrain, the center of the pearl trade in the Gulf, inspired Wanders' entrance tunnel, which funnels visitors into a dramatic central atrium with 26-foot ceilings and a giant domed chandelier. Murals, mosaic tiles, mirrors and boldly printed carpets and wallpaper are among the eye-popping elements.

One of Wanders' favorite details is a giant plaster floral design that bursts out of the wall behind the cash desk. "Functional things, with all due respect, are predictable," he said. "If you can surprise people with something beautiful, it makes sense."

Al-Sabah noted shopping is a key pastime in the Middle East, and customers, who may frequent a favorite shop two to three times a week, expect to be dazzled and to encounter something fresh and new every time they enter. To wit: In addition to shops-in-shops for Marni, Dries Van Noten, Manolo Blahnik and Anya Hindmarch, Al-Sabah tilted the merchandise mix toward "cutting-edge" brands from Japan, Belgium and England. These include Martin Margiela, Christopher Kane, Nina Ricci and Junya Watanabe — interspersed with design objects, Assouline books, jeans, perfume and all manner of accessories. Prices range from about \$40 for a T-shirt up to \$40,000 for evening dresses.

An island nation, Bahrain draws most of its shoppers via a causeway linking it to Saudi Arabia, but the local clientele is growing quickly. Al-Sabah said, citing strong sales of long evening dresses, men's wear and accessories.

## DIFC Buys Majority of Villa Moda

VILLA MODA, THE KUWAITI RETAILER that helped put the Middle East on the international fashion radar, is gearing up to go global with a powerful partner, WWD has learned.

The Dubai International Financial Center, which is owned by the Dubai government, has taken a majority stake in Villa Moda, which operates seven multi-brand emporiums in the Gulf region and some 50 designer shops for brands from Gucci and Prada to Dolce & Gabbana, as franchises or joint ventures. Villa Moda is quoted on the Kuwait Exchange.

The deal speaks to the Middle East's rapid transformation from a robust market for foreign retail brands to an acquirer of global brands with international ambitions. It follows last year's acquisition of Barneys New York by Dubai-based Istithmar.

DIFC bills itself as one of the world's fastest growing financial centers, angling for the status of New York or Hong Kong. It is also the largest shareholder of Deutsche Bank and a strategic shareholder in Sweden's OMX stock exchange.

The deal also represents a chance for Villa Moda founder Sheikh Majed Al-Sabah, one of the region's most high-profile retail pioneers, to leverage his vision on the world stage in tandem with the international ambitions of the DIFC.

"We're looking at Europe, America and Asia very closely," Al-Sabah said in an exclusive interview. "If you want to deliver your message, it has to be done in a powerful way."

Financial terms were not disclosed, however, market sources estimate annual revenues at Villa Moda to be in excess of 60 million euros, or \$86.3 million at current exchange rates.

Al-Sabah, a front-row fixture at European shows, is absent from Milan Fashion Week in observance of Ramadan. He said he would remain chairman of Villa Moda Group and its creative director, however, a chief executive officer will be appointed to help steer the company's expansion.

Al-Sabah said international expansion would proceed in tandem with a broader push into the Middle East region, including Saudi Arabia, Egypt, Morocco and Jordan, along with a shift from what he called "two-dimensional retailing into three-dimensional retailing."

He explained that would mean incorporating arts and culture, well-being and lifestyle services and experiences, plus real estate development, into the retail mix. Villa Moda already partners with cutting-edge architects and designers, and mixes design objects, books and luxury foods with a range of international fashions in its Villa Moda emporiums, including a new Bahrain unit by Dutch design wizard Marcel Wanders.



Sheikh Majed Al-Sabah

(See story on this page.)

Asked what precipitated the sale, Al-Sabah said family-run businesses have trouble stretching beyond a regional scope, especially in today's difficult business climate. Representatives of DIFC will replace Al-Sabah family members on the board of Villa Moda Lifestyle, he added.

While Dubai developers and entrepreneurs are famous for "the largest, tallest, biggest, widest," the DIFC has a different orientation, Al-Sabah said. "That's not their game. There are for luxury, for niche, for quality. We are not looking at rolling out hundreds of Villa Modas around the world."

DIFC acquired Villa Moda via its lifestyle division and recently added a luxury boulevard called Gate Village adjacent to its iconic DIFC Gate building. Villa Moda is constructing two units in the complex, with Spanish industrial designer Jaime Hayot on board for the project. Freestanding units for Marni and Dries Van Noten operated by Villa Moda have already opened in the complex, and boutiques by Martin Margiela, Nina Ricci, Vivienne Westwood, Jil Sander, Anya Hindmarch and others are coming soon.

But the Villa Moda brand will be Al-Sabah's global calling card, with energetic merchandising reminiscent of modern souks, innovative store designs and Middle Eastern hospitality. "Retail should focus not only on selling products. It should be more educational, artistic and generous," he said. "It's taking the retail environment and making it a theater where you sell dreams."

— M.S.

## Prada's Seoul 'Transformer'

By Luisa Zargani

MILAN — Prada is once again ready for a non-fashion design challenge.

The Italian company has teamed up with architect Rem Koolhaas for another standout project, called Transformer, which will be unveiled in Seoul, South Korea, next year. Transformer is a tetrahedron structure in lieu of a theater that will accommodate cultural, artistic and fashion events Prada is organizing. They are scheduled to take place in Seoul from March to July 2009.

The Transformer can be rotated on each side depending on the event, with four different facades and floor plate configurations, so that floors become walls and walls become the ceiling. Each of the four programs will function on unique steel-framed shapes: a hexagon, a cross, a rectangle and a circle.

"The Prada Transformer project will be our key communication platform in 2009," said Patrizio Bertelli, the company chairman and chief executive officer of Prada. "The fact that we have selected Seoul to implement it is a recognition of the importance that we give to Asia,

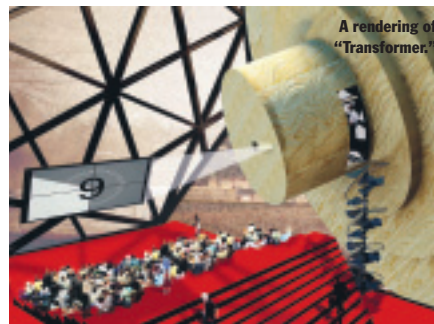
Korea particularly, because of its fast-growing pace both in the business and cultural areas."

In addition to Koolhaas and the think tank of the Office for Metropolitan Architecture, Prada Transformer will be built with the support of LG Electronics, which also makes Prada's portable phone; Hyundai Motor Co., and real estate developer Red Resource, whose international projects include the City of Irvine in California, in collaboration with the French fashion association. The Korean automaker is also developing "a special project" with Prada, but no details were provided by the companies.

In a striking contrast, the Transformer will be located next to the 16th century Kyunghae Palace.

Koolhaas has collaborated with Bertelli and his wife, Miuccia Prada, on a number of projects for years, ranging from the design of Prada's San Francisco Epicenter store, to the new Fondazione Prada headquarters and gallery in Milan, slated to bow in 2011. Koolhaas said the "interesting thing about this building is the acknowledgement of the Transformer as a dynamic organism, opposed to simply a static object, which arbitrarily fits each program."

The project is led by Koolhaas, associate Kunlé



Adeyemi and design architect Alexander Reichert.

Prada isn't the only global fashion house to link with a big name architect in an art project. The Transformer follows Chanel's tie-up with Zaha Hadid in the design of the fashion house's Mobile Art pavilion, which launched in Hong Kong, traveled to Tokyo and then to New York. The structure was inspired by Chanel's iconic quilted handbag and will also travel to London, Paris and Moscow.



PHOTOS BY GIOVANNI GIANNINI, DAVIDE MAESTRI AND MAURICIO MIRANDA

# Structure and Flow

As the Milan spring collections got under way, designers favored everything from ethereal styles to geometric shapes.

**Emporio Armani:** Calm down. That was Giorgio Armani's message at Emporio Armani (at least after the brief commercial for the brand's new light-up phone by Samsung), and it made for a lovely collection indeed, underscored by his lineup of pretty models with simple makeup and slicked-back hair. Armani worked the gentle mood from a vaguely East-West counterpoint, never so glaringly that it turned costumey.

He opened with jackets and pants all in gray mixes, the better to concentrate on the silhouette — lean on top, the pants pleated and tapered toward the ankle for a line that was shapely yet relaxed. While showing a clear preference for pants, he digressed occasionally, as with a long, textured cardigan over a dress or a vest-like

halter over a skirt in mismatched nautical stripes.

His languid evening dresses, all shown with flats, could do double-duty at the beach (albeit a tony beach), one serene stunner an Impressionistic rose floral, another bedecked with giant glittering butterflies. And ever of-the-moment, Armani accessorized primarily with one of fashion's favorite current obsessions, jewelry, opting for multiple-strand pearl necklaces punctuated with big, multicolor blossoms that looked to be of the commercial flower-power variety.

**Gianfranco Ferré:** Tommaso Aquilano and Roberto Rimondi have a tall order at Ferré. Not only are they charged with making the house viable, but modern, as well, which it had ceased to be at the

end of Mr. Ferré's reign.

The duo approached their task with enthusiasm and respect. Structure, which has always been at Ferré's core, was featured prominently — too much so, in fact. But this is a work in progress, with an emphasis on work.

On the upside, the clothes were beautifully executed. Fabrics — silk organza, Gazar, faille, and techy types — were the best of their kind. And everything was finished with a studied level of sophistication.

On the downside, Aquilano and Rimondi took the idea of Cardin-esque Space Age to the extreme. Billowing sleeves, some falling into geometric shapes, read as old-fashioned, even ridiculous. For anyone considering the more embellished styles with Plexiglas

embroideries, stiff-as-a-board bow bustles or ruffled-hip appendages, sitting down is not an option. And one dress, which featured fabric folded like rigid layers of parchment, could deliver a mean paper cut.

Softer moments, though few and far between, were reminders that Aquilano and Rimondi have the right ideas, but what they need now is a little restraint.

**Just Cavalli:** Never mind the sandy floor and seascape video backdrop. Roberto Cavalli's spring show was less the beachy romp he set up than a trip back to school, as in Cavalli 101. And not because he tried to keep his recent conservative kick going with a few belted cardigans and clunky pleated leather skirts. But after last season's retro fest, Cavalli





Gianfranco Ferré



Just Cavalli



Just Cavalli



Gianfranco Ferré



Giuliana Teso

# FASHION SCOOPS

**DESIGNER BABY:** After fronting Dolce & Gabbana's advertising campaign for the fragrance *The One for Men* earlier this year, **Matthew McConaughey** is set to attend the designer duo's women's show on Thursday, and is rumored to be traveling to Milan with an entourage that includes girlfriend **Camila Alves**, their two-month-old son **Levi**, and a bevy of nannies.

**FINGER-LICKING GOOD:** **Juliette Lewis** proved she was a natural-born killer, but this time on the Milan runways. The actress and lead singer of Juliette and the Licks made her Milanese catwalk debut Saturday for Italian label Miss Bikini Luxe. The show opened with her new single "Hot Kiss." The multitasker was taking a time out from filming "Whip It!" directed by **Drew Barrymore**, she's also working on her third album, which is due out in 2009. After the show, Lewis headed to Lotus nightclub for tipples and tunes with a gaggle of gal pals.



Juliette Lewis at Miss Bikini Luxe



Clockwise from top: Kelly Rowland, Riyo Mori and Ne-Yo with Anastacia.

**CAVALLI'S CROWD:** **Kelly Rowland** fans need not fret. The artist said at Just Cavalli that she's working at "putting together a new disc." Music remains Rowland's priority and fashion designing is not on her to-do list. "There are so many artists doing their own collections, but it takes a lot of passion. I admire that," said Rowland of Cavalli's drive, for example. A few seats away, **Anastacia** was enjoying the show's soundtrack, together with pop and R&B artist **Ne-Yo**. Anastacia, a longtime Cavalli supporter, is kicking off her tour on Oct. 24 to promote her latest album, "Heavy Rotation."

While in Milan, the artist will also take in the charity soccer match between the designers and Milan alumni today. Also at the show, Miss Universe 2007 **Riyo Mori**, who has not only scored a contract as the face of Rolex in worldwide ads, but has a slew of events lined up with Cavalli in Japan, where the company opened a branch this summer.

**BOOGIE NIGHTS:** R&B diva **Solange Knowles**, **Beyoncé's** younger sister and the face of Armani Jeans, headlined the front row at Emporio Armani Sunday. "Sometimes you see artists attached to designers that are not a good fit, but I'm blessed," said Knowles, whose track "Sandcastle Disco" played after the show. Knowles will also attend the **Giorgio Armani** show and the designer's store opening on Monday ahead of kicking off her European tour mid-October with **Alicia Keys**.

Earlier, Armani feted the latest fruit of his exclusive collaboration with electronics giant Samsung with the Emporio Armani Samsung "Night Effect" cell phone. "Those who love Emporio Armani also often love nightlife. They like going out in the city, after dark, when the bright lights of a modern metropolis illuminate the streets," Armani said in a statement. "For this young, cool and social crowd, the Night Effect mobile is the perfect accessory." The Night Effect features an Mp3 music player and LED lighting on the sides, which illuminates in red, green or blue every time the user is called or makes a call. It is expected to retail for 300 euros, or around \$430, and will hit the high street in Europe in November and in the U.S., the Middle East and Asia before yearend.

**SHOE BOP:** Calling all Mademoiselle Imelda Marcos-es: See By Chloé has launched a shoe line for spring, freshly on the heels of its foray into bags. The color-soaked line includes perforated leather platforms with ankle straps, hippy sandals and a range of jelly shoes featuring the brand's name carved into its soles. The collection retails from about \$120 to \$500.

**BIG FOOT:** A giant pair of plastic shoes greeted guests at a party Thursday night in London to fete the collaboration between architect **Zaha Hadid** and the eco-friendly Brazilian shoe brand Melissa. "They're so modern aren't they? And the way that they don't match, it's just genius," said designer **Judy Blame**, referring to the slightly mismatched plastic shoes. Guests, including **Mark Ronson**, **Roisin Murphy**, **Pam Hogg** and **Jefferson Hack**, gathered at the Wapping Project, a former hydraulic power station, for the launch.

FOR MORE SCOOPS SEE PAGE 9

was ready to return to feral form with copious amounts of lace, leather and leopard prints — more suited to his beloved bombshell, especially in pastel patchwork dresses. It was pretty at times, but much seemed culled from his archives, and those of a few others. Seventies prints looked like Prada spring '07, while a peaked-shoulder blazer pointed in Margiela's direction. Perhaps Cavalli needs a refresher course.

**Giuliana Teso:** While it would be easy for a furrier to take the summer off, Giuliana Teso sees the season as an opportunity to expand its growing ready-to-wear collection. The company is planning to open freestanding stores next year, and the brand's design team brought a subdued sophistication to the collection that channeled a Sixties vibe. Pretty pleated-back coats lined in filmy organza topped capri pants, as did a black-and-white printed silk tunic dress with balloon sleeves and a delicately beaded neckline. Teso didn't forgo its bread-and-butter entirely, however, sending out little cropped jackets, such as the one in chinchilla bedecked with silk ruffles.

## more from the shows...



▶ **Blugirl:** Anna Molinari's fresh-faced lovelies stepped out from under a cascade of wisteria in all their garden party glory — cape-sleeved silk camisoles with polkadot or lace insets tucked into high-waist pencil skirts and a plethora of beribboned dresses as gentle as a whisper.

▶ **Debora Sinibaldi:** Abbreviated shapes were key to Debora Sinibaldi's equally abbreviated spring lineup (just 15 looks), including two-toned skater skirts, silk microdresses with pleated or ruffled necklines and balloon-hemmed minis with polkadotted camisoles.





# Financial Turmoil Weighs as Milan Kicks Off

Continued from page one

Trussardi and Belstaff, not showing at all.

Compounding the situation, stores in the U.S. have had to deal with the weak value of the dollar against the euro — although that situation has eased a bit recently — which has sent prices of European goods spiking. In the uncertain economic environment, it's understandable that consumers are thinking twice before buying a \$10,000 dress.

In response, European executives have concentrated on sharper pricing and more savvy collection segmenting. Others are ramping up creativity to find ways to offer consumers more special products. One thing is

are in difficulty."

"We are expecting a tough season," added John Hooks, deputy managing director of Giorgio Armani.

"We need to be realistic," said Ralph Toledano, president of Chloé. "The economic situation is tough."

Toledano said he has responded to retailers' concerns over the ballooning prices of European collections in practical terms by "better segmenting the offer" and "developing a range of prices that correspond to demand."

"We need four or five price zones," he explained. "Each part of the collection has to offer a certain price range. We've felt pressure from retailers in Japan and the U.S. on price. It's been clear and we're responding."

Toledano said pricing concerns have been most acute with the house's See by Chloé secondary line. "We've never seen such concern about prices in the U.S. and Japan," he said.

"In other countries we haven't seen the same worry. But we can't play with quality. And we know that when a piece is really special, people forget about the price. Retailers forget about the price of a special piece as soon as it sells."

Staying the course is the message many fashion houses want to convey. Luxury, they say, is about continuity and delivering consistent products and image.

"We have to rely on long-term planning," said Hooks at Armani. "I think it will take some time for these [financial] fluctuations to work through the system. We all plan too far ahead to be influenced by such recent trends, which may not last."

Hooks said Armani would continue to aggressively open stores, including the largest Giorgio Armani store in the world in Milan, a new Armani concept store in New York on Fifth Avenue in February and a flagship in Tokyo. "We will continue to open around 50 new stores each year," he said.

"These are all major investments in challenged markets," Hooks continued. "We think that this is the right time to make them as it is only now that you know that whatever results you achieve come from our own efforts and creativity and not just from the general trend of the market."

Ruella at Dolce & Gabbana said the company would defend its luxury positioning in the difficult market. "The attempt to give in to requests by American buyers to reduce prices would not fit with the commitment

we have to our consumers to offer through our products a result that is always the best in terms of creativity image, quality and service," she said. "Production takes place in Italy and this brings with it elevated costs."

"I'm confident and calm," said Versace chief executive officer Giancarlo Di Risis, who said that being in the upper echelon of the price scale has shielded Versace from turmoil so far.

"Perhaps [our high prices] shelter us from whatever possible slump that hits the market, which may affect midrange consumer goods more," said Di Risis. "This doesn't mean to say that we are not aware that the market will slump," he said. "But our product focuses specifically on the top end of the luxury market."

"Economic crises always bring about a polarization of consumption towards the low or upper end. By working on the highest end of the market we should be less affected by market volatility," Di Risis said.

So far that logic has applied to many of Europe's leading luxury groups — from LVMH Moët Hennessy Louis Vuitton to Compagnie Financière Richemont — which have seen fast-emerging economies compensate for slowdowns in the U.S. and Europe.

Whether the pileup of new bad financial news reverses remains to be seen. And the extent consumers will put the brakes on spending in the U.S. and Europe in the face of financial crisis is another sword of Damocles threatening to wound retail.

There is some modest good news: the declining value of the dollar against the euro, which retreated from a high of \$1.60 to a euro over the summer to around \$1.40 to a euro now.

"The dollar gaining value is very welcome," said Toledano of Chloé. "It helps alleviate a lot of the pressure we've been feeling on prices."

Not everyone is fretting prices are too expensive, though. In fact, some houses are even going more luxurious with the belief that the top luxury client — not the occasional aspirational shopper — will shelter them from difficulty.

Andrew Gn, the Paris designer known for his elaborate, couture quality dresses and coats, for instance, is introducing a made-to-measure line destined for his richest clients.

Paul Deneve, president of Lanvin, said the Paris house is also interested in "addressing luxury and a very high level clientele. What's important is to give value for money. High prices are not an issue for us."

Other houses hope they will be able to sidestep the financial storm by offering novelty.

Mounir Moufarrige, chief executive of Emanuel Ungaro, said the house is betting on designer Esteban Cortazar, who will show his sophomore collection for Ungaro, to create a fresh alternative for buyers.

"In this environment of financial turmoil a small house like ours has a chance," said Moufarrige. "If you're a buyer, you need a strong new offer."

Giancarlo Di Risis



Cristiana Ruella



**"I think it will take some time for these [financial] fluctuations to work through the system. We all plan too far ahead to be influenced by such recent trends, which may not last."**

— John Hooks, Giorgio Armani

certain: no one thinks spring is going to be a walk in the park.

"In general, it is not one of the most comforting global scenarios," said Cristiana Ruella, group managing director of Dolce & Gabbana. "All the mature markets

are in difficulty."

are in difficulty."

## Moncler Opens Flagship on Via della Spiga

By Alessandra Ilari

MILAN — Retail expansion continues to be a focal point for Moncler.

The outerwear specialist will today fete the opening of its first flagship in Milan on Via della Spiga. The 1,350-square-foot store has the same cozy lodge feeling that characterizes Moncler's other units through Belgian stone, wood boiserie and wood and crystal fixtures.

Next in line is Moncler's first U.S. store, which will open in December in Aspen, Colo., followed by one in Vail, Colo., in the near future, said Remo Ruffini, the firm's chairman.

Ruffini added that after a test run in ski resorts, he plans on openings in New York, Boston and Chicago.

"We only started selling in the U.S. three years ago, but the feedback and sellout are very positive, even with the weak dollar," said Ruffini.

The current collection, he added, raked in 10 million euros, or \$14.3 million, in sales in America.

To capitalize on its heritage, Moncler's retail rollout has focused on chic ski resorts such as Chamonix and Megève, France; Saint Moritz and Crans-sur-Sierre, Switzerland, and Cortina D'Ampezzo, Italy. But the brand is also looking east and will inaugurate an outpost in Hong Kong in December.

"China doesn't have mountain resorts, so we chose an international and touristy city to check out the potential of our brand," said Ruffini.

Carlyle Group in August acquired a 48 percent stake in Moncler SpA, the holding company for the Moncler Group. Ruffini, who owns 38 percent of the firm (with the remainder held by other investors), said for the moment no major changes have occurred, partially because the transaction won't be finalized until December.

Last year Moncler generated net profits of 18 million euros, or \$24.7 million at average exchange, on revenues of 253.7 million euros, or \$347.8 million.

Ruffini feels that with the latest addition, the high-end men's line called Gamme Bleu designed by Thom Browne, Moncler's range is well represented. The down-filled accessories, carried in 250 sale points, are also a fast growing category.

Gamme Bleu is the male counterpart of Gamme Rouge, a small collection of deluxe



Inside the new Milan store.

outerwear pieces with sartorial detailing that is now designed by Giambattista Valli. Both top-of-the-line collections replace Moncler's cobranding projects with, in the past, Junya Watanabe, Nicholas Ghesquière and Fendi that launched the brand in the designer world.



# FASHION SCOOPS

**A NEW DIESEL ENGINE:** The seats aren't covered in denim cloth for safety reasons, but the new Fiat 500 by Diesel reflects the brand's edgy style. Embellished by rivets and stud details on the bodywork, Diesel's iconic Indian head stands out on the hubcaps and on the gearshift. The brand's jeans pocket is reproduced on a seat as an iPod case, and its stitching adorns the interiors. The car, which retails between 15,000 and 17,000 euros, or \$21,700 and \$24,600 at current exchange, was unveiled on Sunday by Diesel chief **Renzo Rosso** together with **Lapo Elkann**, whose advertising agency will be in charge of the ad campaign for the car. The limited edition Fiat 500 by Diesel, of which only 10,000 are being produced, will be presented at Paris' international car show next month and be available in November. The car comes in military green, bronze or black. "People want to identify with a brand, follow a dream," said Rosso of his decision to venture into car design. "This is a car for dreamers, more than for drivers," concurred **Lorenzo Sistino**, chief executive officer of Fiat Auto. Rosso said he was so taken by the project that others are in the works with Fiat.



The Fiat 500 by Diesel.

**MOUSE MODE:** Those feeling the credit crunch might want to invest in rodent-size designs by their favorite brands. Feting the 80th anniversary of Minnie Mouse, 80 fashion houses — including Christian Lacroix, Chanel, Azzaro and Vanessa Bruno — whipped up outfits for limited edition versions of the girly Disney character, made in Japan, to be sold at a charity auction on Oct. 20 at Christie's in Paris.

**HIRST NO. 501:** **Damien Hirst's** blockbuster auction of works at Sotheby's last week thrilled the folks at Levi's, for whom Hirst has painted seven pairs of 501s. "It was completely unplanned. We knew he was going to auction off his art work, but we didn't know when," said **You Nguyen**, senior vice president of Levi's product, merchandising, design and licensing at a party where three of the designs were displayed at the Ecole des Beaux Arts in Paris Thursday night. The buzz around the \$200 million sale, plus the British artist's recent declaration that he will no longer use his distinctive spinning technique (where he pours paint on canvases as they spin around) as featured on the jeans, will likely send prices rocketing. Three pairs will go on sale in Europe next month. At 10 Corso Como and at Colette, where they'll be displayed during the contemporary art fair FIAC, they'll likely start at 18,000 euros, or \$26,000 at current exchange, while at Dover Street Market they'll be sold, Hirst-style, at auction. "In the office, we were saying 'How much do you have? Shall we pool together and then wait a few years?'" said Nguyen.

**PARIS MANIA HITS MILAN:** **Paris Hilton** almost caused a riot in downtown Milan Friday night at the Italian launch of her eponymous girly sportswear label. Crowds of sweaty teenagers

went elbow to elbow for a glimpse of Hilton outside the Coin department store, which has exclusive rights to distribute the Paris Hilton Clothing line in Italy. Safely inside, she said simply, "It's hot," apparently referring to her collection rather than the weather. Coin managing director **Francesco Sama** certainly thought so, saying the line was "a gift to customers". Coin's Paris circus included pink and white decorations, window displays featuring her clothes, and fuchsia carpets with her name embossed in gold. A suite of Paris look-a-likes complete with little dogs also attended in the event, while her songs littered the airwaves. "She's a real myth," explained one wannabe. "I would do anything to be like her."

**YES SHE CAN:** Although designer **Eileen Fisher** admits she's not the most experienced of public speakers, she took motivation from presidential candidate **Barack Obama** when she agreed to deliver the keynote address at the 22nd annual Entrepreneurial Woman's Conference in Chicago earlier this month. "The way Barack Obama speaks is so inspiring," said Fisher, who referenced Obama in her speech. "It made me interested in developing my speaking ability." Fisher took on no small assignment. She presented before an estimated crowd of 2,300 people at the event, which in the past boasted **Martha Stewart** and **Oprah Winfrey** as keynote speakers.

**TAKING A BOW:** London's Savile Row may be thoroughly British, but it now has a French accent, too. Lanvin launched its men's store on the famous street, a sleek unit offering men's wear, a semi-bespoke service and, of course, a range of trademark bow ties. "Look, mine even has my initials," said **Alber Elbaz**, pulling a bright pink silk bow tie from his neck to reveal the embroidered letters. Elbaz was on hand with Lanvin's men's designer **Lucas Ossendrijver** and guests including singer **Mikea, Ozwald Boateng**, and **Simon and Yasmin Le Bon** to fete the occasion. So why Savile Row? "It's mythic," said Elbaz. "For me in London, there was no other place."

Later, Elbaz and pals including **Goldie Hawn**, **Bianca Jagger** and **Kate Hudson** capped the evening with a candlelit dinner at Sir John Soane's Museum in Lincoln's Inn Field.

**THE DARK KNIGHT:** **Gareth Pugh**, who plans to show spring collection in Paris on Sept. 27 after winning the city's \$230,000 Andam award, says he won't temper his famously dark vision for the City of Light. "It's going to be the same sort of thing as I would show here," said the designer as he sipped Perrier from the front row of **Giles Deacon's** show last week. "It's a lot bigger and there's a lot more work involved, but it's the same show." Note to fashion editors: Prepare yourselves for a mind-bending experience. In the past Pugh has used human hair, paper clips and what looked like stuffed white mice.

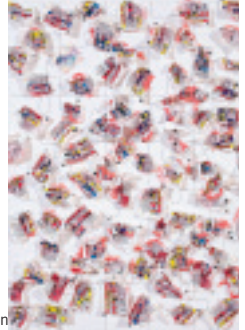
**FIBER FORCE:** Actress **Bijou Phillips** last week joined Dow XLA to fete a line of denim fabrics incorporating the XLA fiber at Manhattan's High Bar. The actress is in town for the premiere Wednesday of her new film "Perhaps Choke," directed by **Clark Gregg**. "In New York my schedule is more relaxed," Phillips said, "but in L.A. it's nice to have jeans that can be relaxed and distressed for horse riding and hold a hot shape for the night." Among the companies using XLA blended denims today are Seven For All Mankind, Prada and AG Jeans. "I love that the distressed look is coming back in denim," said designer **Adriano**

**Goldschmied**, "This fiber allows us to use innovative washes on denims without sacrificing design."

**ARTY PARTY:** Who said the art and fashion crowds don't mesh? On Nov. 18, Milk Gallery will be the venue for RxArt's "The Party," the annual fund-raiser formerly called the RxArt Ball. This year, the ball honors **Jeff Koons**, with **Stephanie Seymour** and **Peter Brant** as well as Proenza Schouler's **Jack McCollough** and **Lazaro Hernandez** as the night's fashionable co-chairs.

The host committee includes Gagosian Gallery, **Cynthia Rowley** and **Sarah Brown**, with an extensive benefit committee of socials and art types like **Maria Cornejo**, **Jen Brill**, **Chloë Sevigny**, and **Victoria and Vanessa Traina**. Guests will be in for a treat — they will receive a limited edition puzzle by artist **Dan Colen**.

**OVER-KAST:** While the British have been mourning a summer of rainstorms and floods, the unpredictable weather does have one fan. "I love it, it suits my mood," enthused OutKast's **André 3000**, whose real name is **André Benjamin**. "You never know what you're going to get." Benjamin was in London last week to fete the launch of new men's wear line Benjamin Bixby at Harrods, with guests including **Estelle**, **Alexa Chung**, **Coco Sumner**, **Jimmy Choo**, **Olivia Inge**, **Yasmin** and **Simon Mills**, **Noelle Reno**, **Daisy de Villeneuve** and model **David Gandy**.



Dan Colen's limited edition puzzle.

**SCOTT'S ORIGINALS:** Los Angeles-based designer **Jeremy Scott** has lent his wacky aesthetic to Adidas Originals' spring collection. Scott, alongside **Alysha Owerka-Moore** of California-based denim label Fiberoops, and **Kazuki Kuraishi**, a Japanese fashion designer, have created mini lines under the lifestyle brand's Trefoil banner. The collection, which includes 69 apparel pieces and 25 footwear styles, will be unveiled during Paris Fashion Week and hit stores in February.

**LA VIE EN ZADIG:** Even Oscar winners cannot live by couture alone. French actress **Marion Cotillard**, who donned a Jean Paul Gaultier mermaid gown when she won best actress for her role as Edith Piaf in "La Vie en Rose," swung by Zadig & Voltaire's Rue de Turenne store last week to pick up a handful of the casual sportswear brand's designs, including its famous Tunisian Tee, an anorak jacket and a leather clutch.

**SECRET BAG:** Former Elle fashion director **Marin Hopper** has been quietly at work on a bag collection called Hayward Luxury. The brand, which features bags made from exotic skins with hardware designed by **Phillip Crangi**, are named for her famous Hollywood agent grandfather, Leland Hayward, and meant to evoke the glamour of Tinseltown's heyday. So far she has only sold them privately to clients in L.A., but plans to launch for wholesale in early 2009. Hopper is the daughter of actor **Dennis Hopper**.

## Valentino Accessories: Pushing Up the Luxe

By **Alessandra Ilari**

**MILAN** — Credit crisis or not, Valentino's accessories designers **Maria Grazia Chiuri** and **Pier Paolo Piccioli** believe in pushing the luxe factor to the max.

This viewpoint triggered Shopping Couture, their latest project that revolves around one model — a tote — served up in 10 variations, each one more luxurious than the next.

"Luxury is execution, care of details, absolute quality but also an expression of one's values and identity," said **Grazia Chiuri**. "Never as today did we feel the urge to rediscover tradition, which is the starting point of this collection."

Tradition chez Valentino is synonymous with the couture atelier, the hours of handiwork that bring to life the evening gowns and a string of iconic elements such as ribbons and roses. Many of those elements are infused in Shopping Couture. The range spans from less-elaborate versions, such as a hand-pleated leather tote with studs and grommets in aqua or one with numerous circular layers assembled to form a rose, to flashier styles like the



Bags from Valentino's Shopping Couture.

tote entirely covered with peacock feathers or one with cabochon-cut colored stones, silver detailing, rhinestones and embroideries.

"This project synthesizes our philosophy in designing the Valentino accessories — contemporary with creativity," said **Piccioli**.

Retail prices range from \$2,995 to \$5,895 and the collection will be available in Valentino's 118 stores and 320 points of sale worldwide starting in November.

## Murry Heads Exec Promotions at Calvin

By **Marc Karimzadeh**

**NEW YORK** — Calvin Klein Inc., which celebrated its 40th anniversary during New York Fashion Week, is in promotions mode.

Tom Murry has been elevated to president and chief executive officer. Murry, who joined the company from Tahari Inc. in 1996, has served as CKI's president and chief operating officer for the past six years. In that time, he has played an instrumental role in CKI's smooth integration into Phillips-Van Heusen Corp., as well as the company's growth worldwide.

Barry Schwartz, who cofounded the firm with Calvin Klein, was the last person to hold the ceo title, in addition to that of chairman.

"Under Tom's leadership, the Calvin Klein business has more than doubled in size to over \$6 billion in global retail sales," said **Emanuel Chirico**, ceo of PVH.

**Melisa Goldie**, senior vice president of creative services at CRK Advertising, the company's in-house advertising agency, was promoted to executive vice president and chief creative officer at CRK Advertising. Goldie will continue to oversee CKI's creative development, strategic

planning and the execution of the creative with the licensees. She takes on the additional responsibilities of overseeing CRK's fashion office and global advertising departments, which will report to her. The company's creative studio, print production and broadcast production will continue to report to Goldie.

In addition, **Malcolm Carfrae** was named executive vice president of global communications. Carfrae was senior vice president of global communications. He will continue to oversee all global communications, including celebrity services and special events.

In July, CKI promoted **Ellen Rodriguez** to executive vice president of global licensing and marketing. Rodriguez had been executive vice president of licensing. In her expanded role, she will also handle responsibilities for marketing, as well as licensing in the company's international offices.

Also that month, **Pamela Bradford** was named CKI's executive vice president and general counsel. Bradford was senior vice president and general counsel. She will continue to work on day-to-day corporate legal strategies, including licensing contracts.

**Goldie**, **Carfrae**, **Rodriguez** and **Bradford** all report to **Murry**.

# Schön's Escentric Keeps It Simple

## BEAUTY BEAT

**BERLIN** — Perfumer Geza Schön is a minimalist.

And the 39-year-old nose, who developed niche fragrance brand Escentric Molecules, a concept based on the use of single, synthetic aroma chemicals, here in 2005, has a good reason to keep things simple. He recently released a pair of new scents, called Escentric Molecules 02, in the U.K., and is embarking on a U.S. rollout strategy for the fragrances.

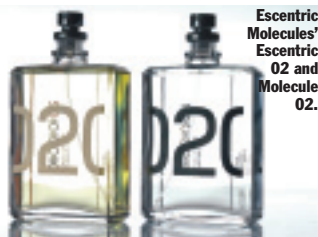
The two Escentric Molecules 02 fragrances, called Molecule 02 and Escentric 02, were launched at Harvey Nichols in spring and have begun a U.S. rollout that includes a six-month, exclusive distribution agreement with Barneys New York.

The retailer's New York, San Francisco, Beverly Hills and Las Vegas stores are to carry the scents until the spring, when Barneys Chicago will receive the line, as may Bergdorf Goodman, which currently carries Schön's inaugural entry, Escentric Molecules 01.

Additionally, distribution of the brand is being expanded in Asia along with the opening of new Neil Barrett fashion boutiques, which carry the scents, in markets like Japan, South Korea and Singapore.

All in all, the Escentric Molecules brand is thriving in about 150 to 160 doors worldwide. "That's enough," insists Schön, "We don't want to be everywhere."

The appearance of the new scents is trig-



reappears over time. The scent pair found itself in the midst of a lot of buzz, and reportedly on the pulse points of celebs like Kate Moss, Elton John and Dita Von Teese.

Schön plans to keep the line well-edited, waiting at least two years between releases to ensure what he calls the integrity of the brand. "I can foresee [Escentric Molecules] 03-06, but beyond that I'm not sure."

All four Escentric Molecules scents are unisex eaux de toilette and come in 100-ml bottles. Escentric 01 and Molecule 01 are priced at about 100 euros, or \$144.19 at current exchange. Escentric 02 and Molecule 02, which, according to Schön, contain ingredients costing twice as much, sell for about 115 euros, or \$165.82.

— Susan Stone

## Anthousa Expands Offering

Anthousa, the four-year-old home fragrance marketer based in Seattle, is launching a trio of diffusers next month, as well as a holiday scent in late October-early November.

The company offers 10 signature scents and four special edition scents, as well as seasonal limited editions, an assortment that's carried by Neiman Marcus, Saks Fifth Avenue and Barneys New York nationwide, as well as Takashimaya.

Founder Maria Christofilis made a foray into the bath and body care arena in spring 2007, but found the crowded market a tough



Anthousa's new trio.

one to break into.

"Going forward we are going to stick with what we know," she said of a strategy to phase out the creams and body washes, in favor of focusing on home ambience.

The new trio collection, which will retail for \$85, includes 100-ml bottles of sweet basil and heirloom tomato for the kitchen; hyacinth, jasmine and mimosa for the boudoir; and mineral waters for the bath.

The holiday fragrance Cypress Gold, with gold flecks in its 245-ml. Italian glass bottle, will retail for \$72.

— Marcy Medina

# Allegrì Diversifies, Taps 3 Designers

By Rachel Mascetta

**MILAN** — As part of a restructuring plan, Italian outerwear brand Allegrì is diversifying its offerings and has hired three designers to reinforce its core business.

Starting with the fall 2009 collection, the Florentine firm will now produce three distinct lines, targeting specific consumer groups — fashion forward, traditional and sporty. The new course follows the expiration of a three-year contract with designers Viktor Horsting and Rolf Snoeren and the sale in March of 40 percent of Dismi 92 SpA, Allegrì's parent company, to private equity firm Orlando Italy.

Orlando was sought out by owner Dianora Allegrì in an effort to rebuild the company since her brother and outerwear pioneer, Augusto Allegrì, died in 2005.

"A series of past projects and collaborations distracted from the Allegrì brand. Our most pressing priority is to refocus resources and energy into Allegrì, reinforcing it as an integral brand," said Enrico Ceccato, Orlando Italy partner and chief executive officer of Dismi 92.

Allegrì brand manager Renato Baldini said the new lines were intended to give both the buyer and the consumer a more focused vision of Allegrì's offerings.

"Since past collections were a mix of fashion-driven, business and sporty pieces, we decided it was better to create separate collections, each with its own spirit," Baldini said.

Accordingly, the brand has hired three different designers to collaborate as creative directors of the three lines. The first collection will be designed by Neapolitan designer Francesco Scognamiglio, who recently dressed Madonna for her "Sticky and Sweet" tour. The more traditional area is in the hands of Mauro Ravizza Krieger and the younger and sportier line will be overseen by Alessandro Turci, former creative designer at Luciano Soprani.

"They will all be working independently, so it will be my responsibility to ensure that the Allegrì DNA remains a constant," Baldini said.

Allegrì plans to expand its 800 sale points worldwide. Wholesale prices will range from \$430 to \$1,400.

Baldini said that it's premature to discuss sales projections and the retail strategy for the new lines, adding Allegrì is in the process of naming the collections and forming a distribution strategy.

## OBITUARY

# Puig Beauty's Enrique Puig

**PARIS** — Enrique Puig, chairman of the board of Puig Beauty & Fashion Group, died Thursday night in Seville, Spain, of a suspected heart attack while in his hotel room with his wife. Puig, who was 68, had been planning to attend a launch party for the Spanish version of Vanity Fair magazine.

The son of company founder Antonio Puig, Puig was highly regarded in the beauty business and widely credited for the international success of his family's business. Today, Puig Beauty & Fashion Group is Spain's largest beauty company, selling to 150 countries. It generated 2007 net revenues of 954 million euros, or \$1.37 billion at current exchange.

Puig was the youngest of four brothers. The other three, Antonio, Mariano and José Maria, all survive him, but had passed their company responsibilities to their children.

Carolina Herrera, whose fragrances and fashion are produced by Puig, stated, "Enrique Puig was the public relations genius of the Puig family. He was a great personal friend and a gentleman in everything he did. I am going to miss him."

An accomplished sailor, Puig sponsored and participated in the King's Cup out of Mallorca, Spain, one of the Mediterranean's most prestigious regattas. He was also President of the Real Club Nautico de Barcelona and the Salon Nautico de Barcelona.

As well as being a well-known public figure — and a close friend of the country's King Juan Carlos I — Puig was an active member in the beauty industry as president of Stanpa, the Spanish Cosmetics, Toiletry and Perfumery Association. A statement released by the body on Friday read: "In these difficult moments, when you can't find the right words, we can only share our sorrow over the loss of someone so loved and respected by all."

"We are deeply sorry and share the grief of family and friends on this loss," said a spokesman for Inditex, parent company of Zara, whose beauty products are produced by Puig. "Inditex has maintained a long and satisfactory relationship with the Puig Group, whose executives have always demonstrated a very human quality. Enrique Puig was one of them."

Puig was also previously president of Colipa, the European Cosmetic, Toiletry and Perfumery Association, from 2001 until 2004.

Annette Green, retired president of the Fragrance Foundation in New York, recalled working with Puig a decade ago. "He was extremely elegant and charming," she said, noting that "he was very much interested in having the latest computerized technology. He was extraordinary. It was the old world way of doing business."

— Rachel Tiplady, with contributions from Barbara Barker in Madrid



Perfumer Geza Schön.

gering increased sales of the first edition, according to Schön and his business partners Jeff Lounds, a branding expert with This Company, and design guru Paul White, of Me Company.

"Sales of both [01 and 02] have exceeded our expectations," said Lounds, who added that he projects total sales of Escentric Molecules will be about 2 million British pounds, or \$3.7 million at current exchange, next year.

The brand's strongest markets are Italy, England, Germany, Spain and Russia, where it is often found in concept stores like Colette, but Escentric 01 has also proved a top mover in Hong Kong's high-end Lane Crawford department store.

Molecule 02 is solely composed of Ambroxan, a scent molecule originally found in ambergris that has a mineral smoothness. Escentric 02 is described as an effervescent blend with a high concentration of Ambroxan along with vetiver, orris and elderflower. The initiative is meant to be an unusual and transparent approach to perfumery in these times when lists of fragrance notes can include items like "frosted sheer musk" and "chocolate cosmos."

The three-year-old Escentric Molecules 01 line, which comprises Molecule 01 and Escentric 01, is based on Iso E Super, a synthetic scent molecule that's woody, warm and soft, and has a fragrance that disappears and



Enrique Puig



# WWD

## COLLECTIONS

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# Over the Rainbow

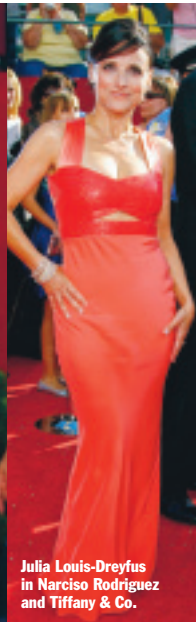


Standing out in Red Carpet Land is no easy task. But where there's a will there's a way, as many actresses proved at the 60th Primetime Emmy Awards show, held at the Nokia Theatre in Los Angeles Sunday night. While there was a veritable rainbow of solid-colored bright gowns this time round, **America Ferrera** felt she had pulled a personal best even if she didn't push any fashion boundaries with her black vintage Werle confection. "I think it's different than anything I've ever worn before," she offered. Ferrera was not alone in trying something new. "I feel fantastic in this dress because it's such a senior dress," said **Sandra Oh** in a sophisticated Oscar de la Renta number. Another

veteran nominee, **Rachel Griffiths**, chose her vintage Bob Mackie because it reminded her of a "Brothers & Sisters" episode in which she sang karaoke to Cher's "Believe." Others in the crowd, however, focused on an oft-neglected red-carpet trait: comfort. "I feel sensual and playful and comfortable in my own skin," said **Debra Messing** in Monique Lhuillier. **Julia Louis-Dreyfus** turned to her favorite standby, Narciso Rodriguez. "I love him because he always sews me right in," she enthused. But of course, since this is Hollywood, cutting a long, lean line was of foremost concern. "It makes me feel thin," explained **Cynthia Nixon** of her Calvin Klein Collection column. Griffiths was more blunt: "I'd like to thank my Spanx. I wouldn't be anywhere without them."



Eva Longoria-Parker in Marchesa and Verdura.



Julia Louis-Dreyfus in Narciso Rodriguez and Tiffany & Co.



Teri Hatcher in Monique Lhuillier and Neil Lane.



Jane Krakowski in Versace.



Sandra Oh in Oscar de la Renta and Bulgari.





**Kyra Sedgwick**  
in L'Wren  
Scott and  
Fred Leighton.



**Mariska Hargitay**  
in Carolina Herrera  
and Fred Leighton.



**Evangeline  
Lilly** in  
Elie Saab  
Couture  
and Judith  
Ripka.



**Rita Wilson**  
in Dior.



**Kristin Chenoweth** in  
Giorgio Armani.



**Susan  
Sarandon**  
in Donna  
Karan.



**Tina Fey**  
in David  
Meister  
and  
Judith  
Ripka.



**America Ferrera** in vintage  
Werle and Fred Leighton.



**Christina Applegate**  
in Reem Acra and  
Lorraine Schwartz.

 For more, see [WWD.com](http://WWD.com).

KRANOWSKI PHOTO BY MAT THEW; IMAGINEWIREIMAGE; LOUIS-DREYFUS BY FROZER; HARRISONGETTY IMAGES; ALL OTHERS BY DONATO SARDELLA



## Innerwear Report

# Revamped Mode City Show Has Uneven Start



Delrio's embellished balconette bra and embroidered sheer undies.



Pluto focused on delicate embroideries and point d'esprit.



Regence showed eyelet trim and waffle-patterned effects.

## By Karyn Monget

**PARIS** — Like a baby talking its first steps, the premiere edition of the Mode City lingerie fair had its ups and downs.

The three-day event that closed at the Porte de Versailles here on Sept. 8 had been staged in Lyon, France, for 24 years. But over the past several years the marketplace had become increasingly global, especially with trade show producer Eurovet's entry into Asia with the Hong Kong and Shanghai Mode Lingerie fairs.

As a result, the venue of the long-established Lyon show had become a regional destination that lacked the commercial panache of Paris, which also is the stage for the Salon International de la Lingerie in January.

Despite a growing global credit squeeze, visitor turnout was impressive, with 25,040 buyers, an increase of 24.8 percent compared with a year ago in Lyon. About 60 percent of international attendance reflected a significant spike from Northern Europe and Germany, with the remaining 40 percent made up of French visitors.

In all, attendees arrived from 113 countries, said Marie Laure Bellon-Homps, chief executive officer of Eurovet. Inaugurating the launch of the new Parisian fair, Eurovet hosted a Sunset Party at the Palais Brongniart, the landmark Paris Stock Exchange building.

"We invested a lot in this show and we worked very hard to make it a success, and it's paid off," said Bellon-Homps. "There were even a lot of crossover visitors from the ready-to-wear shows next door, like Prêt à Porter and Who's Next."

While the presence of American retailers was diminished compared with previous years, primarily because of the strength of the euro against the dollar, there still was a solid contingent of stores that included Dillard's Inc., J.C. Penney Co., Chico's and its Soma Lingerie division, Lane Bryant, Nordstrom, Target, Abercrombie & Fitch and Victoria's Secret.

However, U.S. retailers were tight-lipped about discussing trends or buying plans. Chuck Nesbit, executive vice president and chief operating officer of Chico's, said only: "We're looking for anything new...new trims, laces...anything innovative and new."



Embroidered cotton was key at Lora Lingerie.

Ensnared in a 70,000-square-foot space spanning four pavilions, Mode City and Interfilière textiles shows each featured some 700 brands, as well as twice-daily runway shows for lingerie and swimwear that highlighted key trends for next summer. Despite efforts by show management to facilitate logistics with information stands, many visitors became disoriented because of the lack of signage, making it difficult to navigate the huge twisting and winding format. In some cases, exhibitors said appointments showed up hours late or not at all because buyers could not locate booths or find exits to enter another pavilion.

The main venue, Pavilion 4, surprised a number of visitors by featuring a first-time mélange of swimwear, beach-related accessories, loungewear, bodywear for yoga, Pilates and dance-

wear in three areas: Young Fashion focused on beachwear by brands such as Elomi, Banana Moon, Wax and Lolita Angels; a Designer Labels & Creation section offered a mix of swimwear and at-home wear by brands including Chantal Thomass, Blumarine, Max Mara, Rittratti, Sucrette and Serenissimo, and a venue called Cocooning focused on loungewear and sleepwear labels such as Jane Woolrich, Feraud Paris, Derek Rose, Daniel Hechter Paris, Diamond Tea, Shyla N.Y., Flora Nikrooz and Jonquil.

Visitors had to cross an outdoor walkway blaring with disco music and a display of barefoot surfing (that is, without a board) in an undulating pool to be able to reach the Essentials section in Pavilion 3. The focus there was more swimwear and corsetry from big brands like Chantelle, Cosabella, Kenzo, Simone Perele, Lise Charmel, Empreinte, Maidenform and the sprawling Lycra stand by Invista. The Interfilière continued the winding maze into six venues in which a GPS device would have proved helpful.

Comments from innerwear executives were as mixed as the fair's format.

Josie Natori, ceo of Natori Co., who was scouting for new fabrics, laces and trims, said, "This is all very confusing. There was swimwear, then loungewear, then prints, then more swimwear, then lingerie, then fabrics and laces. I definitely heard a lot of unhappiness on the part of others, and there was a lot of moaning about how bad business is globally, whether it was a lace manufacturer from Taiwan or an Italian supplier. The Interfilière part was smaller, too, but I found some prints for spring 2010. But I can't say I saw anything terribly new. I'm glad I didn't bring my crew."

Steve Chernoff, president of Rago Inc., said, "This is my 24th show exhibiting with Eurovet, but I've had lots of

problems with this year's setup. I only did business because I specifically arranged appointments to tell my customers where to find me at the show. Some people couldn't find my stand."

But Mark Kimmelman, vice president of sales for Flora Nikrooz at the Age Group, said he was pleased with the pace of business.

"About 90 percent of our business is done with Arab countries, even though the timing of the show coincides with Ramadan," Kimmelman said. "I think the business here was being driven by the difficulty for [Arab] customers to get visas to come to the New York shows. Paris is their base."

Rob Gardner, vice president and general manager of the licensed Donna Karan Intimates and DKNY Underwear at Maidenform Inc., said, "We were busy every day from 8:30 a.m. to 7:45 p.m. A lot of people said the collections looked great, like Donna 10 years ago. We sold to Galeries Lafayette, Harrods, Fenwick and Selfridges in the U.K. and Palmer's in Austria."

Sonia Vara, sales director for London-based Myla, said, "We received a lot of interest from clients who placed orders at the show rather than afterward. We also found clientele interest from Russia and the Baltic countries, whereas before it was more Western Europe."

Aliza Reger, president and designer of British brand Janet Reger, said she opened a "number of new accounts in Australia, Italy, Singapore, France, Germany and the U.S., but I did not really like the new format and my design team who were working in the Interfilière section found it very confusing."

"I did not like the fact that the lingerie brands were split into two halls and many buyers said they found it very hard to find their way around," Reger said.

Eurovet's Bellon-Homps said she was "aware" of the logistical complaints.

# 3.8%

The increase in retail sales of lingerie in France in 2007 to 2.6 billion euros, or \$3.56 billion at average exchange, by women in the 15-to-65 age range.

SOURCE: EUROVET



Accessories Report

# Strong Buyer Turnout Shows Retail Resiliency

By Caroline Tell

AMID TURMOIL IN THE FINANCIAL MARKETS, there was hardly a shortage of visitors navigating New York's AccessoriesTheShow and Accessorie Circuit trade shows last week at the Jacob K. Javits Convention Center and Westside Piers.

The three-day events, which ended last week, likely benefitted because of its positioning right after New York Fashion Week, among other factors.

As Patrick Juvet's "I Love America" blasted from the Pier 92 sound system, the atmosphere appeared to be hopeful, if not upbeat.

"We're having a great show," said Cynthia O'Connor, chief executive officer of Cynthia O'Connor and Co., a sales showroom for Kooba, Rebecca Minkoff and C.C. Skye. "I think this economy creates an opportunity to go after the competition that is going to get wiped out. Retailers are ready to get back in the swing of things. We're seeing the color purple blow out as a trend, and if purple is blowing out, retailers obviously aren't too worried."

O'Connor also cited neon as a handbag trend that had retailers taking note.

Shopbop.com's buyer, Cassidy Babcock agreed that "neon seems to be continuing, as well as bright colors for spring. Rebecca Minkoff did it especially well. It's been one of our strongest brands for fall and has really stepped up for us as a key vendor."

Elyse Krull, chairwoman of ENK International, producer of Fashion Coterie and Accessorie Circuit, said her team was surprised at the large number of attendees lined up in the early morning to get inside.

"I think people have been holding back," Krull said. "They make less trips to New York and they'll only go to Coterie twice a year because they don't want to spend as much. We do five shows a year and since January, we've done well, but I think this one is so packed because of the influx of Europeans going after the weak dollar and it's right next to fashion week. You'd think we're in the middle of a robust economy. This is great for people to see."

Brad Frey, president at showroom DP Accessories, which represents accessories brands such as Kendra Scott and Joomi NYC, said he has been writing orders, but more for immediate deliveries than for spring.

"It's supposed to be a spring show, but it's all holiday," Frey said. "People are buying closer to the date. They don't want to place long-term orders. People are coming in and saying, 'I want this in four weeks.' We are writing for how fast we can ship."

Scott Schramm, senior vice president and general



A Rebecca Minkoff bag.



A ring by Bora.

merchandise manager of fashion at Henri Bendel, also noticed that many exhibitors still had their holiday assortments.

"The good news is that what we're seeing for holiday does carry forward," Schramm said. "We feel strongly about pearls and mixed media with pearls — pearls with metal and ribbon and in multi strands."

Yasar Bora, designer of Bora, a Brooklyn-based jewelry line, reported having a good show and wasn't concentrating on the retail climate.

"I have no time to follow what's going on in the news, I just want to concentrate on my buyers," Bora said.

But the designer, whose Middle Eastern inspired baubles retail at Free People, Anthropologie and Nordstrom, admitted that the weak economy has affected his raw materials pricing.

"It's difficult because if I quote a retailer a silver ring for \$125 and then when the price of silver goes up in the middle of the night, it's too late," Bora said.

Some companies are betting big on the spring season by starting new divisions. Los Angeles-based handbag firm Junior Drake launched its younger line Love JD by Junior Drake featuring colorful totes wholesaling for \$20 to \$80. The company is banking on its seven-year history to welcome a new category during a shaky retail climate and is airing a Web series on youtube.com to coincide with the launch.

Michael Stars, a contemporary sportswear company from Los Angeles, is also making a big push with accessories for spring, launching hats, scarves, sandals and beach bags that hit within the \$20 to \$80 wholesale range.

## FINDINGS

**YURMAN'S LONE STAR:** David Yurman is taking design in new directions next year.

"What you see in the next year or two you might not recognize as David Yurman," the designer said during a cocktail party Wednesday at his Dallas store. "We need jewelry that is very personal and emotional, and it will be very limited edition. It's a return to art."

Yurman was in Texas to promote his namesake fragrance at Neiman Marcus and his boutique, both at NorthPark Center. Yurman plans to do significantly more trunk shows and charity events this fall and holiday to promote the brand.

**GRAND CENTRAL CRYSTAL:** Swarovski is moving into its new digs. The Austrian crystal firm is joining neighbors Links of London and Godiva at its new 200 Park Avenue location in Manhattan, opening Friday.

The 1,253-square-foot space is situated atop Grand Central Terminal, serving millions of visitors and commuters annually, and marks Swarovski's sixth New York store.

"New York is one of the strongest retail luxury markets in the country, as well as the world, and we believe it is very important for Swarovski to have a strong presence throughout the city where customers live, work, eat and shop," said Kevin Coen, executive vice president of Consumer Goods Business at Swarovski North America Limited.

**TIME FOR TOD'S:** Guests of Tod's party in its New York store Wednesday night, a benefit for The Watermill Center for studies in the arts and humanities, didn't show any hangover from the economic malaise, making multiple purchases of shoes and bags.

Rufus Wainwright, who was on the host committee, tried on several styles, as the likes of Shamim M. Momin and Amanda Hearst checked out the wares and talked about art and fashion. Marco Giacometti, chief executive officer of Tod's USA, prepped on accessories for a two-week jaunt to Europe for the launch of the brand's spring line.

"It's a long trip, but I'm looking forward to it," he said. The Tod's team will be busier than usual during Milan Fashion Week. On Sept. 24, the brand will host an exclusive dinner where it will premiere "Pashmy Dream," the short film



Lisa Anastos, Marco Giacometti and Shamim M. Momin at Tod's.

directed by Dennis Hopper and featuring Gwyneth Paltrow. Paltrow, who appears in the Tod's ad campaign, will host the party along with Hopper and Diego Della Valle, Tod's chairman and ceo. The film will air on tods.com the next day.

**AFRICA ON TIME:** The GMT Group, the Singaporean-South African consortium that brought Gucci, Bally and S.T. Dupont to South Africa, hosted a one-night-only exclusive exhibition of rare Patek Philippe timepieces at the Watch & Jewelry Gallery in Nelson Mandela Square in the Sandton Central Business District, Johannesburg. The timepieces were flown in from Geneva especially for the exhibition. Amid Champagne and canapés a full-house crowd was crammed into the intimate space, and within an hour or so of the exhibition's opening, 10 watches were sold. Prices started at \$25,000 and went into the six figures.

**IN THE BAG:** Bag brand Kooba has beauty on the brain. The contemporary line has partnered with Beauty.com on a cosmetic bag that will hit the e-commerce site in time for the holiday season. The limited edition lilac cosmetic bag costs \$85 and has multiple compartments for beauty items and comes filled with several cosmetics from the likes of Oscar Blandi, Cargo and Stila. Kooba plans to offer a line of cosmetic bags and small leather accessories this spring.

## Bergdorf's Enhances Verdura's Jewels



Verdura's space at Bergdorf Goodman.

By Sophia Chabbott

FROM BABE PALEY AND SLIM KEITH TO TODAY'S Ladies Who Lunch, Verdura continues to be one of the top jewelry brands among Manhattan socialites.

Showing the strength of its pedigree, the firm is growing within Bergdorf Goodman. The retailer is allotting Verdura an additional 20 linear feet of case line, tripling its size.

With the added space, Bergdorf Goodman will carry additional inventory to keep up with the demand.

"Verdura has experienced exceptional growth over the last several years and is now one of our most important jewelry resources," said Bergdorf's president and chief executive officer, Jim Gold. "Verdura's singular history, quality and design have consistently resonated with our clientele."

Retail prices range from \$5,000 to \$125,000, with the average sale between \$15,000 and \$20,000. Styles to be sold include the brand's signature Pineapple watch, Curb Link bracelet and Maltese Cross cuffs.

The store will also feature archival sketches by designer Fulco di Verdura, who founded the firm in 1937. When he retired in 1973, di Verdura left an archive of nearly 10,000 sketches, many of which were never realized.

The company, which has only a few wholesale accounts, including three Neiman Marcus stores and Betteridge Jewelers in Greenwich, Conn., sells privately through its upstairs New York salon and is still producing jewelry based on di Verdura's designs.

Ward Landrigan, who purchased Verdura in 1985 and is now ceo, said the company has only produced 500 styles designed by di Verdura.

"Our success [at Bergdorf Goodman] in terms of Verdura being one of their main vendors surprised everybody," he said. "It also helps people define their personal styles. It's not for people who are followers. It's because it's a contemporary brand with a past."



Jewelry from Verdura.

**116 MILLION**

The number of non-prescription sunglasses sold in the last year in the U.S.

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

## MEMO PAD

**DOT-COM CATCH UP:** Breaking financial news, exclusive baby photos and a fiery presidential race are paying off in spades for Web sites owned by Time Inc. Executive vice president **John Squires** revealed on Friday during Time Inc.'s latest digital summit that people.com passed tmz.com last month for the first time with 11.5 million unique visitors, thanks to those exclusive, multimillion-dollar photos of **Brad Pitt** and **Angelina Jolie's** twin newborns, **Vivienne Marcheline** and **Knox Leon**. According to the company, people.com is now the number-two celebrity Web site, behind Yahoo's OMG in uniques. Squires also said cnnmoney.com saw a significant bump in traffic — a 66 percent increase in uniques — last week as reporters from Fortune, Money and CNN posted both breaking headlines from Wall Street and service stories on investing. Squires noted that time.com is getting a boost in part from political analyst **Mark Halperin's** video blog. Time.com has recorded 4 million daily weekday page views so far in September, up from 2.7 million in the prior month, during a time when Halperin filed breaking news on the increasingly heated presidential election.

Also at the meeting, health.com reported a surge in traffic since its redesign in May, and essence.com gave a preview of its redesigned site, part of which was unveiled last week. Next year, the site will add original television programming through its partnership with Telepictures, a radio channel, and a music video archive. U.K. music Web site nme.com, the online component of rock music magazine NME, will make a big push in the U.S. next year through more partnerships with U.S. music festivals for exclusive coverage, improved search capabilities and content sharing with other Time Inc. brands. — **Stephanie D. Smith**

**A NEW SNAPPER:** The legacy of Richard Avedon — The New Yorker's first-ever staff photographer — isn't easily carried on, but since his death four years ago, the magazine has been trying. Recently, the title signed **Platon**, whom New Yorker editor **David Remnick** described as being "clearly influenced by Avedon," to be a staff photographer alongside **Martin Schoeller** and **Robert Polidori**, and though he's already shot several assignments (among them, the barebacked photographs of Republican operative **Roger Stone**), this week will bring particular prominence. A 16-page portfolio of volunteer military members at various stages of their tours of duty accompanies a story by **William Finnegan** about post-traumatic stress disorder.

Remnick, who has written extensively on Russia, told WWD that he was drawn in particular to Platon's cover portrait of **Vladimir Putin** as Time's Person of the Year in 2007. "All the withheld intelligence and cunning. The coldness of those eyes. I found that startling," he said. Platon's contract takes him off the market for virtually all general-interest magazines, though he has a special provision to keep shooting for Time.

As for Platon himself, Remnick said: "He's a fantastic guy to start with. As Groucho Marx used to say, well over 4 feet, orange leather jacket, orange sneakers....And he calls me 'top man.'" — **Irin Carmon**

**MOVING PARTS:** After surviving New York Fashion Week (and just days before the shows kicked off in Milan), several fashion magazine sales executives shuffled into new jobs. First, Rolling Stone named **Alatia Bradley** as associate publisher, replacing **Ed Hecit**, who has joined WWD as associate publisher. Bradley joined Rolling Stone from Vogue, where she was most recently luxury director. She resigned from Vogue on Thursday. Prior to Vogue, Bradley was advertising director for The New Yorker from 2005 until she moved to Vogue in February, and spent three years at Vanity Fair in several sales positions.

Details' international fashion director **Libby Conover** is rejoining Elle in the same capacity. Conover spent eight months at the men's monthly, having been hired as American fashion director before being promoted to international fashion director two months ago. Conover replaces **Lily Amado Givoni**, who left Elle to join Teen Vogue as executive director of international fashion and beauty. Teen Vogue also hired **Armine Altiparmakian** as creative director-advertising from Allure, where she held the same position. — **S.D.S.**

**FIRST MOVES:** **Nina Garcia** made her first hire in the fashion department at Marie Claire last week, poaching from her old stomping grounds at Elle. **Nina Sterghiou** will join Marie Claire as accessories director, replacing **Heather Whittenberg**. Sterghiou was hired full time at Elle in September 2007 as accessories editor, but freelanced for years at Harper's Bazaar, Jane, New York, Men's Vogue and Time Style & Design. She was also accessories editor at the defunct Vitals, which was edited by Elle's current creative director **Joe Zee**. "Marie Claire is a 'smart girl's' fashion magazine and I am really excited about bringing fashion and accessories in a new and cool way to a reader after my own heart," said Sterghiou. She'll be at the shows in Milan and Paris. — **S.D.S.**

**TOGETHER AGAIN:** For the past few weeks, designers had been in hiding to finish their spring collections. Now that fashion week is over, though, quite a few seemed more than happy to break out of their shells. On Thursday, **Chris Benz**, **Doo-Ri Chung**, **Phillip Lim**, **Jessie Randall** and **Justin Giunta** came to Il Cantinori, where Glamour editor in chief **Cindi Leive** and executive fashion director **Xanthippi Joannides** hosted a dinner. "Now it's off to Paris," said Benz, who brought along budding actress (and Sting's daughter) **Mickey Sumner**.

**Lindsay Price** of "Lipstick Jungle," meanwhile, was encouraging Chung to run a marathon. "I will only do a half marathon, though," Chung said.

Each of the designers (as well as Band of Outsider's **Scott Sternberg**, who couldn't make it that night) had created a special, limited edition tote bag for Glamour's Fashion Gives Back project, which is available at Henri Bendel and benefits Global Green U.S.A. — **Marc Karimzadeh**



An image from Platon in the New Yorker.

## PEI Brings Back Laundry By Shelli Segal

By Whitney Beckett

LAUNDRY BY SHELLI SEGAL IS BACK.

After buying the dress brand from Liz Claiborne Inc. in February, Perry Ellis International dumped the more urban Laundry By Design concept and resuscitated the colorful Laundry By Shelli Segal for spring 2009. After retailers reviewed the line last week, the company is projecting sales growth of 30 percent for 2009.

"Challenging times are the best time to take market share away," said Oscar Feldenkreis, Perry Ellis president and chief operating officer. "It's all about product and on top of that, we have a great brand. We're excited to be in women's because retailers are starving for excitement."

Perry Ellis moved the label's headquarters back to Los Angeles from New York, where the brand had relocated two years ago, and it has brought back the original 14-person design team, minus only Shelli Segal, who is acting as a consultant. Claudia Cordic, who worked alongside Segal for years, has returned as vice president of design and creative director.

"We all dissipated when the brand started going down a route we didn't agree with, and when we got the call from Oscar [Feldenkreis], every member of our team dropped what we were doing to come back," said Cordic, who in the interim worked for The Warnaco Group Inc. as vice president of design for swimwear. "I'm very fortunate to have been mentored by Shelli Segal — I started working at Laundry in the early Nineties about six months after Shelli started — and she always encouraged me to design with a sense of humor, wit and charm. I think about her every single day as I'm working."



Last week in the brand's New York showroom, Perry Ellis hosted an event to celebrate the spring relaunch of Laundry By Shelli Segal in a room full of color, embellishments and body-conscious silhouettes. The line is in stark contrast to the neutral palette of the Laundry By Design line.

"We had lost the vision of the consumer, when everything became covered up and lost the flirty, feminine L.A. edge our customer knows us for," said Cynthia Erland, vice president of marketing. "This is the return to the vibrant, feminine girl who's not as serious as the Laundry By Design customer."

The wholesale price range remains about the same, from approximately \$100 to \$200. At its peak in 1999, when Claiborne bought the company, Laundry did \$90 million to \$100 million in wholesale volume, though that included sportswear, which the brand no longer makes. The dress line at its peak did as much as \$45 million before sliding to a valley of about \$15 million last year.

"It was a fast zip down on the retail side," said Veronica Davis, senior vice president of merchandising. "We've brought back all of the components that were part of our recipe for our success five or six years ago, and our challenge now is to get our customer back."

Davis projects that in 2009 the relaunched brand will do \$25 million to \$28 million in wholesale volume. The line is projected to be in 200 doors, including Saks Fifth Avenue, Neiman Marcus and Macy's West. The company is also working with specialty stores to create exclusive product for smaller stores so they aren't directly competing with department stores.

"You'll see a lot of our prior customers will come back to us," said Feldenkreis, adding that Neiman Marcus and some Macy's doors had dropped the line in the last 18 months.

Laundry, which will move its New York showroom out of the Liz Claiborne building and into Eileen Fisher's old space at 530 Seventh Avenue, is contemplating adding sportswear and swimwear for spring 2010. For licensed categories, the brand already has coats, and is considering adding fragrance and accessories.

Perry Ellis is also looking for licensing partners to open Laundry retail doors in other regions of the world, including the Middle East and Mexico, according to Feldenkreis. "There are lots of opportunities now that the product is right," he said.

## Iisli's 'Cube' Pops Up on Bond Street

By Julee Kaplan

IISLI, THE FIVE-YEAR-OLD HIGH-END CONTEMPORARY BRAND, HAS COME UP WITH A PORTABLE pop-up shop.

The firm's pop-up that opened Thursday at 25 Bond Street in lower Manhattan, which founders Sisi and Nelson Li are calling "the cube," is a 1,000-square-foot, white-painted wooden structure that can be broken down and moved to fill any raw retail space.

The cube is outfitted as a self-contained store, with its own lighting system, dressing rooms, cash wrap, shelving and racks. For now, the structure has taken over the 2,500-square-foot storefront on Bond Street, where it will stay until Feb. 1, when it is packed and moved to a new location.

"For us, it's like the modern way to do retail," said Sisi Li, who is the designer of the collection. "This way, we can travel with the store and try out different neighborhoods. It's like we are trying out the relationship before we marry."

The pure-white walls and floor of the cube are meant to be a simple backdrop for the fall-winter collection on sale at the store ranging from \$98 for a T-shirt with subtle crystal logos on each sleeve to \$1,000 for a sequin-encrusted sweater coat. The couple decorated the space with pieces from their own home — a metal mesh chair, an antique travel case and a drawing done by their son. While they are not sure where their shop will end up next, Sisi Li said she hopes to open in TriBeCa and then move on to other cities, possibly Miami, Las Vegas, Tokyo or even Berlin.

"We design clothing for women who are on the move, so it seems fitting for our store to be on the move, too," she said.

Iisli is also sold at department and specialty stores, including Bergdorf Goodman, Bloomingdale's, Saks Fifth Avenue and Nordstrom. The couple predicts they will do \$15 million in 2008 sales volume.

The Iisli pop-up shop on Bond Street.



PHOTO BY JOHN AQUINO



## Contrast a Key Theme at Paris Shows



Soft grays and bold colors at Eros.

PHOTO BY DOMINIQUE MATRE

By Ellen Groves

**PARIS** — Smoky grays contrasted with bright colors emerged as a key direction for next summer at the Who's Next and Prêt à Porter trade shows at Porte de Versailles here.

Despite economic doldrums, organizers said traffic to Who's Next and the Première Classe accessories fair combined rose 15 percent, with some 19,000 international buyers representing 35 percent of total visitors. Attendance by French retailers rose 16 percent from last year to almost 36,000. Traffic at Prêt increased 6 percent versus last September's edition, with international buyers representing 39 percent.

Both salons were boosted by additional traffic to the Mode City lingerie fair, which moved to Paris from Lyon. Next year, Prêt à Porter confirmed it would hold an additional session in July.

Although some buyers lamented a lack of newness in silhouettes, bold colors and prints were strong trends at Who's Next.

"There's a freshness among certain brands, a contrast of soft pastels and bright colors," said Nathalie Millereau, director of private label collections at France's Galeries Lafayette department stores, citing Berenice, Pablo by Gérard Darel and Des Petits Hauts as examples.

Prints of all kinds were a big statement and the team from U.K. retailer Miss Selfridge noted an Eighties influence. Many retailers were cautious, citing budgets flat or below last year.

"Our spending is down by 10 percent," said Kelly Villa, owner of the Champs élysées boutique Elle Dit Non au Garçon, who blamed the reduced spending power of French consumers for slower sales. "If it wasn't for tourists, we would struggle."

Villa lamented a lack of novelty among designers. She said, "People aren't taking risks any more, it's becoming almost classical."

Mai Lee Kum, buying for hip London boutique The Jacksons, said, "I'm looking for cheaper pieces right now because it's a worrying period."

Kum was hunting inexpensive collections to team with the odd strong luxury item.

"We've got 22 stores and we're increasing to 28 by the end of the season," said Emma Paulus, junior product development manager for the U.K.'s Cath Kidston chain.

While fewer U.S. buyers attended Who's Next, there were some first-timers.

"We usually go to New York, but every booth has the same thing over and over," said Abigail Duncan, owner of hat and accessories boutique My Fair Lady in Newark, who lauded the handmade gold-colored headbands at Anauve as the kind of novelty unique item she was seeking.

"We expected more customers from emerging markets," said exhibitor Justine Gumpelson at Ambre Babzoe, whose sequined silk dresses were a hit among independent boutiques from Italy, Spain and France.

"There seems to be a drop in traffic, but despite that we've picked up good new accounts," said Saadia Bagadi at Des Petits Hauts.

Italy's Liu Jo concurred that traffic was lighter than last season. The label, which is targeting sales of 180 million euros, or \$257 million at current exchange, by yearend, is rapidly expanding its own store network, introducing a new retail concept at its new 2,300-square-foot Paris flagship on the Rue Saint Honoré. A further 10 stores, in Eastern Europe, Russia and the Middle East, are planned by yearend.

Reflecting continued faith in multibrand retailing, some buyers were shopping for new stores.

The duo behind renowned children's luxury brand Bonpoint, Marie-France and Bernard Cohen, are set to open a 15,000-square-foot concept store in the Marais in Paris selling fashion, home and lifestyle items next March during Paris Fashion Week. Called Merci, the store's final fashion lineup hasn't been completed, but will include casual chic clothing line Swildens.

"It has a blend of rock and romanticism," said Merci's buyer Vanessa Bonneufoix.

Hunting edgy labels for a multibrand store set to open on Paris' Avenue Wagram in 2009, Stephanie Thouery lauded the collections at Diab'less and American Vintage.

"There's still an ethnic, hippy chic trend, but the materials being used are more refined," she said, pointing to the dominance of silk.

Players hoping to enter the green market headed to the Prêt's So Ethic section.

"There's massive growth coming through in the U.K.," said Frances Scora, who plans to introduce a fair trade and organic underwear label called Peep there next year.

Organic printed T-shirts designed by names such as Giles Deacon and Zandra Rhodes for the U.K.'s Environmental Justice Foundation proved a hit with buyers, including Japan's United Arrows department store.



Kisan sells a variety of books.

## Kisan Brings Personal Approach to SoHo

By Sharon Edelson

**NEW YORK** — Kisan Concept Store, which opened in SoHo during fashion week, has a simple guiding principle — every item is chosen by its owners, Thorunn Anspach and Olivier Bremond.

They mix sophisticated Parisian fashion with rough-hewn decorative objects and nubby knits from Anspach's native Iceland.

The married couple launched the original Kisan in Reykjavik in 2005. Since then, the store has become something of a phenomenon, attracting crowds during the midwinter polar nights and despite Iceland's troubled economy.

"Reykjavik is extremely small," Bremond said. "There are less people in Iceland than in SoHo. In Iceland, there's a huge financial crisis. The real estate market is down and many stores are closing. Yet [Kisan] is always packed."

The 1,300-square-foot unit, located at 125 Greene Street, is expected to do more than \$1,000 a square foot in sales, Bremond said. "We are starting with more than \$1 million in inventory."

The store is being managed by Lionel Guy-Bremond, Olivier's cousin. Anspach and Olivier Bremond plan to spend one week in New York each month to fine-tune the chemistry of the store. "It's very personal," Anspach said. "The idea was to put together everything we love."

Prices range from \$5 to \$5,000 for merchandise ranging from CDs, books and films, which represent the couples' cultural tastes, to fashion and home furnishings.

Although some fashion resources, such as Sonia Rykiel, are sold at Barneys New York, Anspach noted that Kisan is the brand's only retailer downtown. Besides, "the way we're going to present it is very different from the way they do...It's for young women. It's to die for."

Anspach is equally enthusiastic about Orla Kiely's Gibson girl look, Vanessa Bruno, Les Prairies de Paris and Ports 1961. There's also Girl and the Gorilla's knit hats, mittens made by two girls from Hamburg, hats by Valeur from Japan and 66 North Icelandic, the country's answer to The North Face.

Two of the most expensive items are a Rykiel handbag for \$2,500 and a large vase by Alvar Aalto for \$3,500.

"Luxury should be open to everybody," Bremond said. "New York fits with what we are all about. We like beautiful things, but we're still cool."

Kisan in SoHo was designed by Work Architects Co., which is responsible for Diane von Furstenberg's West 14th Street store and headquarters and the P. S. 1 Contemporary Art Center in Queens, N.Y. It has a clean, minimalist look. The 14-foot ceiling is meant to represent Iceland's snow-capped highlands, with its triangulated surface and panels and lights sloping at various angles.

The idea for Kisan developed during Anspach and Bremond's previous career as founders of Marathon, a television production company based in Paris.

In 2005, the couple sold the company and moved to Iceland. "We'd been traveling a lot for TV and found a lot of great things," she said. "We choose things with so much excitement. We never want to do any kind of Internet business. We want people to come to the store."

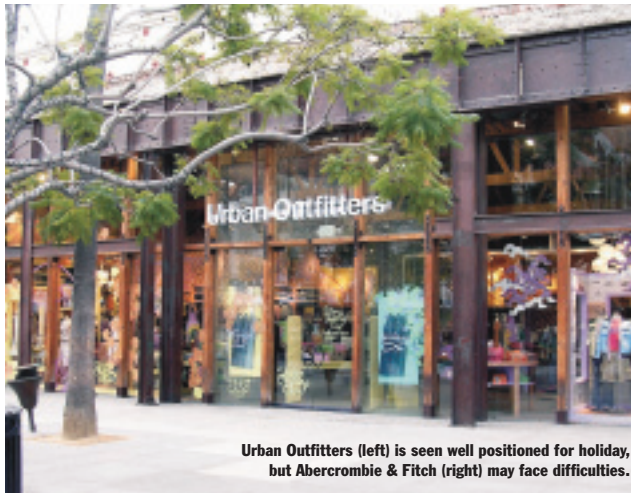


PHOTOS BY KYLE ERICKSEN

Top: Olivier Bremond, Thorunn Anspach and Lionel Guy-Bremond. Above: Fall fashion's at Kisan.

## Financial

## Fiscal Woes Darken Holiday Outlook



Urban Outfitters (left) is seen well positioned for holiday, but Abercrombie & Fitch (right) may face difficulties.



By Alexandra Steigrad

CAPPING A WEEK OF STUNNING ECONOMIC DEVELOPMENTS, the federal government's financial rescue plan gave analysts a chance to reconsider the fourth-quarter retail outlook — and most took a fairly dim view.

The breakneck pace of developments — the government's decision to purchase distressed mortgages, temporarily banning short selling of certain stocks and strengthening money-market funds with an infusion of billions of dollars — were indicative of the dire circumstances as the credit market all but collapsed.

Although the moves pumped up stock markets around the world on Friday, analysts said the longer term is fraught with difficult challenges and uncertainty.

"Generally speaking, the reaction in the financial markets is amplifying an underlying fear among consumers," said Richard Hastings, consumer strategist at Global Hunter Securities LLC. "I would expect that, despite some relief in the immediate term in the financial markets, the damage to consumer confidence will probably start to show up in various things including readings of consumer sentiment and their buying intentions over the next four to six weeks. With the effects of Hurricane Ike, gas price increases and the financial markets in chaos, the holiday season will be unusually weak."

Indicative of the mood was the extra scrutiny given to high-flying Aéropostale Inc. Goldman Sachs & Co. retail analyst Michelle Tan downgraded the stock to "neutral" from "buy."

"School openings are behind us, suggesting teens have less need to shop from here," Tan wrote in a research note, adding that low clearance activity at the teen retailer would drag sales in coming months.

Increasingly sluggish mall traffic will contribute to a slowdown in sales, she said.

However, despite limited traffic, Tan upgraded Gap Inc. to "buy" from "neutral," partly because of a new dynamic merchandise assortment for the holiday season. The nation's largest specialty apparel chain also won high marks for controlling its inventories and expenses.

"We're probably at the start of a multiyear price war," said Jeffries & Company Inc. retail analyst Randal Konik, who added that he hasn't seen such an emphasis on low pricing since discount titan Wal-Mart Stores Inc. exploded on the retail scene.

Konik on Friday initiated coverage on teen retailers Aéropostale Inc., American Eagle Outfitters Inc. and Abercrombie & Fitch Co. with respective ratings of "hold," "buy" and "underperform."

He said although Aéropostale is the "value price leader in teen retail," the stock's valuation, with shares up over 40 percent year-to-date, is "not compelling."

As for American Eagle, he said "after a tough stretch of down productivity and profitability" recent initiatives to "reinvigorate the business" have made the stock more attractive. The Pittsburgh-based retailer has been working on strengthening its "value pricing message," as well as tightening inventory and putting out a "bolder" product assortment, Konik said.

Abercrombie & Fitch has "held up fairly well until now," Konik said, but "sales and margins are at risk. Management focus is currently very long-term oriented with aggressive international openings, brand protection and other investments. Meanwhile, negative [comparable-store sales] trends are getting worse with a lack

of positive catalysts."

With the tough economic conditions, "it's like trench warfare out there, and rivals are reacting with price," Konik said, adding that Abercrombie may have to "at least reconsider" its strategy of maintaining high prices in order to protect its brand and margins.

He predicted that retailers, in general, will be going through a "down cycle of operating margins," as prices are lowered to remain competitive and transportation and manufacturing costs rise. Growing unemployment, high energy prices and tightening credit are just a few of the "most influential" factors impacting consumer spending.

Raymond James retail analyst Samantha Panella agreed, but added that "there are still some retailers bucking the trend."

Among them is Urban Outfitters Inc., which has been managing cost and inventories, she said. Second-quarter earnings for the specialty retailer surged 78.8 percent and the company's e-commerce business is strong. Direct sales, which comprise catalogue and Internet, jumped 42 percent to more than \$60 million for the quarter, with a circulation increase of just 8 percent.

Panella said Urban's relatively low store count is a plus given current conditions. Even though the retailer, which operates 132 Urban Outfitters stores, 115 Anthropologie stores, 21 Free People stores and one Terrain garden center, said it plans to open 45 new units during the fiscal year it doesn't run the risk of "cannibalizing its business," she said.

Looking to the holiday season, RBC Capital Markets Corp. analyst Howard Tubin said retailers that offer "something exciting" would fare well. New merchandise and lean inventories will still be the name of the game, he said, as retailers duke it out to get customers buying as early as possible.

Limited Brands Inc. is well-positioned going into Christmas, Tubin said, with brands Victoria's Secret and Bed, Bath & Body Works set to launch several new products.

Nonetheless, he expects holiday shopping to start late. "I'm not looking for it to be a great holiday season," Tubin said. "Consumers shop when they need to shop."

Despite the long-term questions, the stock market came roaring back Friday. The 3.87 point gain in the Standard & Poor's Retail Index left the measure at 394.24, just 3 percent below its level of a week ago and 5.5 percent above its close last Wednesday, when stocks sustained their biggest losses since the aftermath of the Sept. 11, 2001, terrorist attacks. The Dow Jones Industrial Average rose 368.75 points, or 3.4 percent, to close at 11,388.44, down just 0.3 percent for the week and 7.3 percent higher than on what some are calling "Black Wednesday."

Aéropostale and another recent strong performer, Buckle Inc., were among the few specialty store stocks left behind on Friday's rally, their shares declining 4 percent and 1.7 percent, respectively. A&F dropped 0.1 percent, but Pacific Sunwear of California Inc. rose 21.9 percent, American Apparel Inc. 13.9 percent, Zale Corp. 9.7 percent and American Eagle 1.8 percent. Although department stores handed in mixed performances, The Bon-Ton Stores Inc. and Dillard's Inc. excelled with increases of 13 percent and 9.5 percent, respectively.

However, discounters didn't fare well. Wal-Mart Stores was off 2.9 percent, Target Corp. down 4 percent and off-pricer The TJX Cos. Inc. 1.2 percent lower.

Sears Holdings Corp. dropped 1.5 percent after a downgrade on about \$3.6 billion of its debt to "B+" from

"BB" based on weak sales and strategy. The company responded that it was being "unfairly treated" based on its reduced debt levels, "demonstrated history of cash flow generation and available assets."

In Tokyo, the Nikkei 225 ended the week on the upswing with a 3.8 percent rise to 11,920.86. Among the fashion-related companies joining in the rally were department store operator Isetan Mitsukoshi, up 2.1 percent, apparel producer Onward Holdings, up 4.6 percent, and Mitsubishi Rayon Co. Ltd., up 7.5 percent.

In London on Friday, the FTSE 100 surged 8.8 percent to 5,311.30, breaking a four-day losing streak for the index. Burberry Group plc jumped 7.8 percent, Marks & Spencer Group plc gained 5.5 percent and French Connection rose 3.6 percent.

Taking part in the general ascent from elsewhere in Europe were: Hermès (11.5 percent), Inditex Group (9.3 percent), Hennes & Mauritz (up 8.1 percent), PPR (7.4 percent), Tod's (7.3 percent) and the Swatch Group Ltd. (6.7 percent).

President Bush, flanked by Fed chairman Ben Bernanke and Treasury Secretary Henry J. Paulson Jr., said at the White House Friday that the government "must act now to protect our nation's economic health from serious risk" because of deteriorating confidence that had effectively halted financial transactions such as loans to businesses and consumers.

Now, Congress and the White House will work on legislation to give new powers to the administration, expanding the "toolbox" the government has to address the crisis so it can purchase bad assets such as distressed mortgages from banks and institutions. Estimates of the cost make it the most expensive program in U.S. history and Congress is scheduled to adjourn at the end of next week.

"Our system of free enterprise rests on the conviction that the federal government should interfere in the marketplace only when necessary," Bush said. "Given the precarious state of today's financial markets and their vital importance to the daily lives of the American people, government intervention is not only warranted, it is essential."

The hope is removing the assets dragging on firms will improve individual markets and eventually restore confidence in the financial system. The administration and Paulson have been adamant that the current financial crisis stems from problems rooted in the mortgage market.

Paulson made the rounds of political shows on Sunday to stress the urgency of Congress passing a proposed \$700 billion bailout emergency package that will give both he and Bernanke expanded authority to shore up the nation's faltering financial institutions. Several key Democrats in Congress said Sunday they would work quickly to pass the package this week but they said there would be some additions to the legislation to help protect taxpayers and homeowners.

The Bush administration released details of the proposed legislation Saturday and continued to work through the weekend with legislators to clinch a final emergency package to purchase troubled residential and commercial mortgage-related assets.

"The markets are fragile. We have a serious situation," said Paulson on "Fox New Sunday," a message he reiterated in appearances on NBC, ABC and CBS. "Last week, the credit markets were frozen and clogged up. For a while there, American companies, industrial companies, weren't able to raise financing. If we get to a situation where companies can't readily raise finances,





Financial

# Industry, Government Cooperation Urged to Beat Back the Bogus

By Matthew Lynch

THE GLOBAL REACH OF COUNTERFEITERS and the accelerating speed at which they work means that the federal enforcement agencies must form a stronger partnership with the intellectual property industry, a top U.S. security official said.

Julie Myers, assistant secretary of Homeland Security for Immigration and Customs Enforcement, touted that message in New York last week. She was in the city to meet with members of the International AntiCounterfeiting Coalition, a multi-industry intellectual property protection group. Joined by the group's president, Robert Barchiesi, Myers spoke with reporters about the state of the counterfeiting business and her agency's efforts to combat it.

Sitting near a display of seized fake merchandise, including Coach handbags, True Religion jeans, Marlboro cigarette cartons and other bogus merchandise, Myers said the multibillion-dollar global counterfeiting industry is responsible for the loss of as many as 750,000 jobs in the U.S. each year.

Much of the actual counterfeiting, however, takes place outside the U.S., a point Myers made in discussing the need for more assistance from foreign governments. She said China and the "tri-border" region between Argentina, Paraguay and Brazil were particular areas of concern.

"In some places, there aren't the laws on the books, and in other cases, they're not enforced," she said. "The profit is very high and the criminal penalties might not be as strict.... There's still more work to do. Are we seeing places where more cooperation is needed? Yes."



Robert Barchiesi and Julie Myers

PHOTOS BY GEORGE CHINSEE



Some of the counterfeit merchandise on hand.

Myers said much of the profit from counterfeiting goes to organized crime and it was possible that some of the money could be funding terror networks.

The FBI has estimated that organized crime accounts for as much as \$30 billion in retail losses every year.

Both Myers and Barchiesi spoke of the role technology is playing in counterfeiting operations. The time between the debut of a new designer bag and the arrival of fakes on the street is growing shorter, Myers said.

In addition, the distribution channels for phony merchandise have grown larger. Calling it a "virtual warehouse," Myers said the Internet offers sellers a relatively anonymous way to push their products.

Barchiesi added that counterfeit goods aren't just for sale on fly-by-night Web sites: "Auction sites need to assist and do more to police their own site."

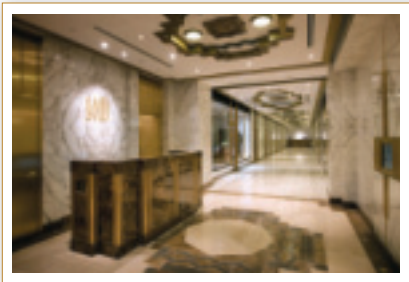
The federal government has devoted a veritable alphabet soup of agencies — including the FBI, the Food and Drug Administration, Commerce Department, U.S. Postal Service and Customs — to police both Web and

counterfeit street sales. The National Intellectual Property Rights Center, a division of Immigration and Customs Enforcement, was created in 2000 to coordinate such cross-agency efforts. It is now a "one-stop shop" for industry tips and advice, Myers said.

The International AntiCounterfeiting Coalition also is working to combat fakes on the buyer end. Barchiesi spoke of a recent ad campaign designed to inform consumers about where a lot of counterfeit goods come from.

"In many cases, these are produced by forced labor or in sweatshops," he said. "We can get to the consumers and say, 'Listen, the \$5 you just spent, you don't want to think about where it went.'"

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## Traubs Celebrate Sixty

**NEW YORK** — Marvin Traub has never had much interest in doing the obvious, and that tendency was put on full view Thursday night when he and his wife, Lee, marked their 60th wedding anniversary with a reception and dinner at a wax museum — Madame Tussauds on 42nd Street.

"We try to do everything in a place that's fun," said the head of Marvin Traub Associates as he ticked off a list of similarly offbeat locations where similar family celebrations have been held. More of a personal touch was added by the table decorations: a sign with a place, like Utah Beach — one of the sites of the Normandy invasion in World War II — that was significant in the lives of the Traubs. Each place designation was accompanied by a relevant photo or illustration.



Marvin and Lee Traub and Ralph and Ricky Lauren.

However, it was a bit jarring to see guests mingling amid unnervingly lifelike replicas of entertainers and statesmen scattered about the room. "I was ready to shake hands with someone, when I realized they wouldn't respond," said Arnold Aronson, managing director of retail strategies at Kurt Salmon Associates.

Ralph Lauren recalled meeting Traub when he was coming up through the ranks of Bloomingdale's in the Sixties. "We had a long relationship and now we're good friends," Lauren said. "I have great respect for him. He should be congratulated for the excitement and enthusiasm he has about his work and life."

Leonard Lauder, chairman of Estée Lauder Cos., said he first heard about Traub in 1959 from Bloomingdale's legendary cosmetics chief, Mike Blumenfeld. "We became friends, and traveled the world together [on vacations] — Africa, India and Turkey — not because we do business, but because we got along so well."

Lauder was in such an expansive mood that he gently needled Traub about when he would be celebrating his 85th birthday, to which the honoree later retorted, "A couple of years from now." But Lauder seemed to be savoring the prospect. "If it weren't for Marvin's birthday parties," he said, "I would starve to death."

— Pete Born



## Dress Barn Profits Dip in Qtr., Year

By Alexandra Steigrad

THE DRESS BARN INC.'S FOURTH-QUARTER profits dropped by more than a third as rising expenses erased sales increases.

However, tightly managed inventories and strong sales at the company's Maurices division helped Dress Barn beat analysts' estimates.

Profits for the Suffern, N.Y.-based retailer declined 34.2 percent to \$22.1 million, or 34 cents a diluted share, for the period ended July 26, from \$33.6 million, or 48 cents a diluted share, for the same quarter in 2007. Net sales grew 0.6 percent to \$382.3 million, compared with \$379.9 million a year ago. Analysts polled by Yahoo anticipated earnings per share of 30 cents on revenue of \$372.3 million.

Comparable-store sales fell 2 percent, versus the prior year's increase of 5 percent.

By division, Dress Barn stores reported a 5 percent decrease in net sales, to \$238.5 million from \$251 million, while comps declined 2 percent. At Maurices stores, net sales gained 11.6 percent to \$143.8 million, from \$128.9 million, while comps rose 4 percent.

Overall, the cost of sales rose 7.1 percent to \$231.3 million.

"While we have not been able to avoid the pressures of the marketplace, we have managed the business prudently and made a number of improvements to our operations and created a leaner, more responsive business model," said David R. Jaffe, president and chief executive officer.

Jaffe said Dress Barn is looking to remodel specific stores, as well as to open 100 stores, close 30 and finish fiscal 2009 with a store count of 1,575. The company ended the fiscal year with merchandise inventories of \$187 million, down 5.2 percent from a year ago.

For the year, Dress Barn's net declined 26.8 percent to \$74.1 million, or \$1.15 a share, versus \$101.2 million, or \$1.45 a share. Revenue was up 1.2 percent to \$1.44 billion, from \$1.43 billion.

Dress Barn stores saw a 5 percent decline in net sales to \$887.6 million, from \$934.8 million, and a 7 percent decrease in comps. Net sales for Maurices stores jumped 13.2 percent to \$556.6 million, from \$491.8 million, while comps grew 4 percent.

## Dillard's Details Ike-Related Loss

HURRICANE IKE HAMMERED DILLARD'S INC., CAUSING \$8 million to \$10 million in damage, which will not be covered by insurance, the department store said.

More than half of the damage occurred at the chain's Mall of the Mainland store in Texas City, Tex., which will be closed. A mall receptionist said Friday officials were still evaluating the overall damage to the shopping center.

In preparation for the storm, Dillard's temporarily closed 17 stores beginning Sept. 11.

Two of the retailer's Houston stores suffered moderate damage and were to reopen. Eight other Texas locations had minor damage. Stores in Ohio, Kentucky and Indiana were also affected as the hurricane made its way north, generating heavy rains. Ike made landfall at Galveston, Tex., at 2:10 a.m. Sept. 13 and hit Houston before moving on to Louisiana and beyond.

Dillard's said disruptions at its Gulf area stores would continue in the near term.

Conditions were slowly improving, but still far from normal along Ike's path. Hundreds of thousands of customers were still without power across Texas and more than 20,000 people were housed in shelters. "The winds have died down, but the folks around here know better than anyone that we have a long road to recovery ahead of us," said Texas Gov. Rick Perry.

— Evan Clark

## Chaus Loss Expands as Sales Fall

BERNARD CHAUS INC. WAS UNABLE TO CUT costs fast enough to compensate for sharply lower sales in the fourth quarter, driving up its losses.

For the three months ended June 30, the women's sportswear marketer suffered a net loss of \$3.2 million, or 9 cents a diluted share, compared with \$2.6 million, or 7 cents, in the 2007 quarter. Sales slid 17.6 percent to \$24.4 million from \$29.7 million in the year-ago period.

However, with an 18.4 percent reduction in costs of goods sold, to \$18.2 million, gross margin improved to 25.3 percent of sales from 24.5 percent in the 2007 quarter. A 5.4 percent cut in selling, general and administrative expenses, to \$9.2 million, also helped keep the loss in check.

"During the fourth quarter, we saw a continu-

ation of the trends we experienced in the third quarter, with our Chaus and Kenneth Cole department and specialty store labels achieving significant growth, which was more than offset by a decline in our club, private label and Cynthia Steffe businesses," said Josephine Chaus, chairman and chief executive officer. "We are focused on continuing the positive momentum of the Chaus and Kenneth Cole brands, while taking the necessary steps to address the softer areas of our business."

For the year, the New York-based company reported a net loss of \$7.7 million, or 21 cents a diluted share, versus net income of \$522,000, or 1 cent, in 2007. Sales receded 19.6 percent to \$118 million from \$146.8 million.

— Arnold J. Karr

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