

► **BRAYING FOR BIEBER:** It was mayhem at Macy's when Justin Bieber made an appearance to launch his fragrance. **PAGE 11**



HOMME TOWN

THE MEN'S SHOWS SHIFT TO PARIS, WHERE DRIES VAN NOTEN, YOHJI YAMAMOTO AND LOUIS VUITTON WERE AMONG THURSDAY'S LINEUP. **PAGE 4**



WWD

Beauty D.I.Y.

With beauty consumers angling to look like reality TV stars, mass market beauty firms are creating products to help them get that celebrity shine at home, from smooth skin to long lashes to glittery, textured nails and eyes. For more, see page 6.

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Expressionists by Gucci Westman

PHOTOS BY JOHN AQUINO; STYLED BY TYLER RESTY

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Sofia Vergara Talks Time **PAGE 9**

EYE: The "Modern Family" actress hosts a dinner with Harry Winston for the launch of the jeweler's latest watch. ►

South African Firms Fight Back **PAGE 2**

GLOBAL: Clothing factories across South Africa are being shut down by the government for noncompliance of minimum wage laws, but companies are fighting back with a lawsuit.

Eva Mendes' Dual Role **PAGE 7**

BEAUTY: The actress is not only the new face of Angel from Thierry Mugler, but also has been tapped to front Pantene.



NO LONGER A PLUS

Uniqlo and Jil Sander To End +J Collaboration

By AMANDA KAISER

TOKYO — Uniqlo is now minus J.

The retailer and Jil Sander are parting ways, ending a collaboration that marked the German designer's fashion comeback and created a new brand of well-crafted fast fashion called +J.

Uniqlo, which joined forces with Sander in March 2009, said the fall 2011 season will be the designer's last collection. Uniqlo said it and Sander decided they had reached their goal of creating intelligently designed, high-quality casualwear and the collaboration had run its course.

"With the recent completion of the design of the...fall and winter collection, Ms. Sander and [Uniqlo] agreed that they had fully explored the possibilities of their creative collaboration and accomplished what they had set out to do. Consequently, the two

parties have decided to wrap up their design consulting agreement with this collection," Uniqlo, a unit of Fast Retailing Co. Ltd., said Thursday. A Fast Retailing spokeswoman declined to comment further on the split.

A spokeswoman for the Hamburg-based Sander said the designer is upbeat and content with what she has achieved and wants to end on a high note with a strong fall collection featuring "amazing" pieces in cashmere.

"She achieved what she wanted to do," she said, adding the German designer does not currently have another project lined up but that she "loves challenges." Sander, 67, declined to give an interview.

Just over a year ago, Sander lauded Fast Retailing as the ideal partner and said she would be continuing in her role indefinitely. Last summer, the International Herald Tribune reported that Sander inked a contract in April 2010 for another three years.

SEE PAGE 3

PVH Streamlines Moniker

By DAVID LIPKE and VICKI M. YOUNG

NEW YORK — Just call it PVH.

Shareholders of Phillips-Van Heusen voted on Thursday to shorten the name of the company to the acronym PVH Corp. at its annual meeting here. The aim of the change is to reflect the importance of its newer Tommy Hilfiger and Calvin Klein businesses — and its smaller dependence on the heritage dress shirt business, which includes Van Heusen, Arrow and Geoffrey Beene.

“The Phillips-Van Heusen name didn’t represent where the company is headed and where the growth is coming from,” said, chairman and chief executive officer of PVH, Calvin Klein and Tommy Hilfiger represent more than 75 percent of the company’s revenues and profits.

With the deal for Tommy Hilfiger finalized in May 2010, PVH is already on the hunt for another acquisition. “We are looking in earnest for acquisitions that make sense going into 2012,” Chirico told shareholders. Those acquisitions will likely include another global lifestyle brand, Chirico told WWD, as well as buying back licensed Tommy Hilfiger or Calvin Klein businesses, either in certain product categories or in geographic areas.

The company has paid down \$400 million of debt on the Hilfiger acquisition and plans to pay off another \$300 million by the end of the fiscal year, deleveraging its balance sheet to make other potential deals possible.

On a pro forma basis, PVH in 2010 had \$5.3 billion in revenues, making it the third largest apparel firm globally after VF Corp. and Polo Ralph Lauren Corp.

Its three businesses combined gave PVH global retail sales of \$14.6 billion. Tommy Hilfiger, at \$4.6 billion in global sales, accounted for 49 percent of the revenue base, with 44 percent of the business in Europe and 36 percent in North America. Calvin Klein, at \$6.7 billion, represented 18 percent of total revenue — smaller than Hilfiger due its reliance on a licensing model — with 25 percent of the business in Europe and 51 percent in North America. Heritage brands, including Izod and G.H. Bass & Co., at \$3.3 billion, were 33 percent of total revenues, with 86 percent of the business in North America.

PVH now commands a 47 percent share of dress shirts in U.S. department and chain stores, including nine of the top 10 brands (Polo Ralph Lauren is the exception). In neckwear, its market share is more than 50 percent of all ties sold in the U.S.

Unlike in previous annual meetings, both Tom Murry, ceo of Calvin Klein Inc., and Fred Gehring, ceo of Tommy Hilfiger Group, addressed shareholders with overviews of their respective units.

Murry said the current plan is to grow global retail sales of the Calvin business to \$9 billion by 2014. For the same time period, Gehring said his business is expected to grow globally to \$6.5 billion.

For fiscal year 2011, PVH is projecting revenue between \$5.7 billion and \$5.75 billion, with earnings per share at \$4.80 to \$5.00, excluding special items.

The company ended its licensed Timberland sportswear business in the fourth quarter of last year. “Given the acquisition of Tommy Hilfiger, we decided to close a marginally profitable business of about \$90 million,” he noted. PVH’s competitor VF Corp. recently revealed plans to acquire Timberland.

As with all apparel companies, rising production costs are a key issue for PVH. “You look for all the efficiencies you possibly can, including counter-sourcing and moving production to new countries,” said Chirico. “But the reality is cost of production is up on average 13 to 15 percent and it will require you to raise your average unit retail.”

PVH is aiming to do that through a combination of raising ticket prices, better management of inventory to reduce clearance rates and to sell clearance at higher prices. “In Tommy and Calvin we’ve been able to get higher retail through better execution rather than actually raising prices. But for the second half you’ll see the whole market raising prices,” said Chirico.



Emanuel Chirico

Chinese Factories in South Africa Shut Down Amid Wage Dispute

By BAMBINA WISE

JOHANNESBURG — As clothing factories all over the country are shut down for noncompliance with new minimum wage directives imposed by the South African Department of Labor and the National Bargaining Council for the Clothing Industry, employers are fighting back with a lawsuit of their own.

On Thursday, five factory owners, under the banner of the Newcastle Chinese Chamber of Commerce, filed an application with the Cape Town High Court against South Africa Minister of Labor Mildred Oliphant and the National Bargaining Council, alleging that the closures were illegal and unfair.

The town of Newcastle, in the province of KwaZulu-Natal, has become a central focus for the clothing industry controversy. Many of the factories in Newcastle are Chinese- and Taiwanese-owned, lured to the area in the Eighties and Nineties by favorable government incentives.

At the heart of the matter is a wage dispute. Talks between the unions, the National Bargaining Council and factory owners collapsed last year, and an April 1 deadline was imposed to compel employers to ensure that their workers were paid at least 70 percent of the minimum wage, which ranges from 489 rand to 734 rand, or \$72.45 to \$108.75 at current exchange, a week. The minimum wage is determined by the area in which the factory is located, whether metropolitan or nonmetropolitan.

Citing noncompliance with the deadline, 140 factories employing close to 8,000 workers were slapped with writs ordering them to close. Another 36 factories, employing more than 1,600 people, chose to close voluntarily, claiming that they are unable to pay the minimum wages set by the government and remain viable.

Last September, 85 of these Chinese-owned factories in Newcastle decided to cease operations following an impasse in wage negotiations. The South African Clothing and Textile Workers Union sued the factory owners, citing the closures as illegal.

Renato Palmi, a textile industry analyst who runs the ReDress Consultancy and advises the Newcastle

Chinese Chamber of Commerce, noted that apparel production on a global scale has increased but South Africa’s exports continue to dwindle.

“We can link this to South Africa’s high unemployment figures, low productivity outputs and the misguided policy direction of collective bargaining,” Palmi said. “Newcastle and its Chinese community have become an economic experiment that could go horribly wrong for the wider community and more so for the outspoken Chinese factory owners.”

Among the most outspoken of these factory owners is Alex Liu, chairman of the Newcastle Chinese Chamber of Commerce, who has insisted that while with profits “already nearly nothing,” paying the minimum wage as mandated by the government in consultation with the unions and the National Bargaining Council was simply unaffordable.

In an interview Thursday, Liu said, “The National Bargaining Council sent a sheriff to do inventory on four factories this morning. We don’t know what will happen after this, whether the factories will be forced to close or not.”

According to Statistics SA, South African imports of clothing, textile, leather and footwear products increased 435 percent in dollar terms between 2002 and 2009. Yet South Africa’s clothing exports decreased 65 percent in the same period.

Leon Deetlefs, national compliance manager for the NBC, said of the application filed by the Newcastle group, “We are co-respondents and we will be defending it.” He insisted that the Newcastle employers were not being singled out at all.

As to allegations that the closures had no legal basis, Deetlefs said, “The NBC represents the majority of the clothing industry and reached an agreement with industry players, from unions representing the employees to associations representing the interests of the employers, and the minimum wage recommendations were sent to the Labor Minister for review. Once these have been published by the minister in the Government Gazette, they become law, and everybody must comply with it. In fact, the April 1 deadline for compliance gave everyone ample time to make the necessary wage adjustments, as well as pay outstanding levies.”

Ferragamo Offering Values Firm at \$2.1B

MILAN — Salvatore Ferragamo SpA on Thursday priced its initial public offering in the midrange of its price guidance, setting each share at 9 euros, or \$13 at current exchange, in a flotation that values the company at 1.5 billion euros, or \$2.1 billion.

The Florence-based luxury house was offering shares ranging from 8 euros to 10.50 euros, or \$11.50 to \$15.10. Ferragamo plans to float about 25 percent of its stock on the Milan Stock Exchange, in a deal worth 379 million euros, or \$545.2 million. The listing will take place June 29.

The offer, according to the company, was oversubscribed by 3.6 times, with demand coming from diversified investors worldwide. Ferragamo’s road show kicked off on June 13 and traveled to London, Milan, Boston and New York, ending Thursday.

During the road show in Milan, chairman Ferruccio Ferragamo said the decision to list on the

exchange was taken by the family “unanimously, to further develop [the luxury goods house] in the future with continuity and a strong managerial asset,” also in light of the ever-growing number of family members, now totaling 70.

After the IPO, Ferragamo Finanziaria, controlled by the family, will hold 56 percent of Salvatore Ferragamo SpA, and various members of the family and Hong Kong entrepreneur Peter Woo will own 11 and 8 percent of the firm, respectively. There will be no capital increase for the listing.

Ferragamo first talked about going public in 2006, when it recruited Michele Norsa as chief executive officer. The company is capitalizing on its 2010 performance to go for an IPO. Lifted by gains in Asia and at retail, the group returned to the black in 2010, posting sales that hit the \$1 billion mark.

— LUISA ZARGANI

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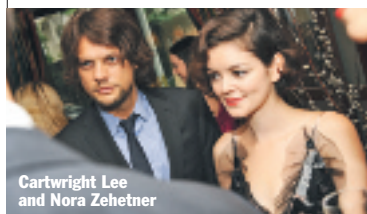
DAILY QUOTE

I am almost 89, you know. I might be alert for another two, three years, but after that, I’ll be a little bit senile.

— PIERRE CARDIN, PAGE 10.

TODAY ON WWD.COM

- **EYESCOOP:** More pictures from Harry Winston’s dinner for Sofia Vergara at WWD.com/eyescoop.
- **FASHION:** See the latest resort collections including Marchesa and John Galiani at WWD.com/fashion-news.
- **MENSWEEK:** See the latest collections from men’s fashion week in Paris including Louis Vuitton and Rick Owens at WWD.com/fashion-shows-reviews.
- **ONLINE THIS WEEKEND:** Story of the Week



Cartwright Lee and Nora Zehetner

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CLARIFICATION

Scott Malkin of Value Retail and Marvin Traub co-hosted the dinner in Milan honoring WWD’s 100th anniversary. This was unclear in a Fashion Scoop on page 11, Wednesday.

PHOTO BY STEVE EDINGER

Sander Parts Ways With Uniqlo

(Continued from page one)

The designer's spokeswoman said that the contract was easily modifiable if both parties agreed to end it earlier than anticipated.

Sander has a reputation for her meticulous attention to detail and famously sparred over creative control with Prada chief executive officer Patrizio Bertelli when the Italian company owned her fashion house. She left the firm on two occasions. After her second departure, in 2004, she took a leave of absence from the fashion world, making jaunts to peruse art in Miami and Basel and tend her garden.

"I was feeling almost a little bit alone because I was always used to working with my people," the designer told WWD in 2009.

A year after linking with Uniqlo, she expressed optimism about the future and spoke of wanting to expand +J into new categories like footwear and accessories — forays that never ended up transpiring.

"Since I'm very, very impressed with what we can do and what Uniqlo can do, I decided to go on. So I'm timeless for the moment," she said. "At the moment, it's just a baby. We're just starting and we have to see."

Uniqlo and Sander made for an unlikely partnership. Fast Retailing chairman, president and ceo Tadashi Yanai built his empire by crafting cheap, colorful basic apparel and spearheading textile innovations like fabric that insulates by trapping body heat. The brand has an edgy, up-and-coming feel in international markets, where it is expanding with stores in cities like New York, Paris and Shanghai. But it is still very much a mass-market player in its native Japan, where it operates more than 800 stores and aggressively discounts goods to move them out the door.

Over the course of the partnership, representatives of both sides acknowledged that there were challenges meshing Sander's exacting standards with Uniqlo's desire to push for big volumes. One source close to Sander recalled how the designer bristled at Uniqlo's intention to promote her +J designs via flyers in newspapers — a standard practice for the Japanese retailer. Uniqlo proceeded to include +J in the circulars.

Sander had been working on the +J collection out of her atelier in Hamburg. At the beginning of the collaboration, she was making trips to Japan about every other month, but over time they became less frequent, partly because her Japanese design staff was frequently flying to Germany to work with her.

A person close to the designer said Sander made her last trip to Japan in early March and was in fact in Tokyo on March 11, the day the massive earthquake and tsunami struck the northeastern part of the country and shook buildings in the capital. Sander was in Tokyo Midtown, a complex housing Tokyo's tallest building and Fast Retailing's headquarters, but she remained calm and positive as she exited the building, the source said.

The source close to the designer stressed that the earthquake and safety-related issues had no

bearing on Sander's decision to end her collaboration with Uniqlo.

"She was never afraid of the earthquake or other disasters," the source said, adding the designer feels a strong solidarity with the Japanese people, expressed sincere concern about the welfare of her co-workers and made donations to help the victims.

At one point during the collaboration, a source indicated that Sander had underestimated the amount of work involved in such a project. Under the terms of her initial deal with Uniqlo, she would have overseen nearly all of the brand's apparel offerings, but in the end she focused her efforts on the +J collection, which featured tailored coats, crisply turned-out shirts and cashmere knits.

Yanai himself acknowledged the challenges in September 2009, about half a year into the arrangement.

"Everything. She's involved in every single aspect. She pays such particular attention to detail, from the fabrications to the photos for the +J advertising campaign," the ceo told WWD. "We have arguments, but through arguments we get to know each other. That's important."

Uniqlo said the +J collection, which launched in October 2009, was "enthusiastically received by a broad spectrum of customers worldwide." Fast Retailing does not break out sales for the +J brand.

Toshikazu Nishimura, a retail analyst at Daiwa SB Investments in Tokyo, said he couldn't quantify sales for the +J brand but he considers them immaterial.

"I don't think it will have a large effect on Uniqlo's overall business...The proportion of sales [coming from +J] is small to begin with, so even if [the line] ceases to exist, it won't have a great effect," he said.

Fast Retailing blamed its sagging first-half figures on tough comps and unseasonably warm weather in December, which dampened sales of fall-winter products. The earthquake prompted it to cut its full-year sales forecast to 836 billion yen, or \$10.42 billion. Citing cost-cutting measures, the retailer lifted its net profit target to 60 billion yen, or \$747.92 million at current exchange. The stock market shrugged off news of the breakup with Sander: Fast Retailing's shares rose 2.1 percent to close at 12,880 yen, or \$160.55. The overall Nikkei 225 declined 0.34 percent to end at 9,596.74.

A Fast Retailing spokeswoman said the company had reduced the number of sales points selling the +J spring-summer collection to more efficiently distribute the remaining merchandise as the season finishes, but she said the move was not linked to the conclusion of Sander's tenure. She declined to give details on the number of sales points for the line.

Fast Retailing has not decided if it will promote or market Sander's swan song in any particular way, according to the spokeswoman.

Sander's spokeswoman said last month the designer shot the fall advertising campaign with David Sims and Jo McKenna.

— WITH CONTRIBUTIONS FROM KELLY WETHERILLE



The restoration on the Colosseum will begin at the end of September and last 24 to 36 months.

Della Valle Hopes Colosseum Just First Italian Restoration

By LUISA ZARGANI

ROME — With the stunning rings and stone piers of the Colosseum at sunset as a backdrop, Tod's chairman and chief executive officer Diego Della Valle presented the restoration plan for the monument, which is quickly becoming the first step of a larger venture he has dubbed "Project Italia."

"I am convinced that soon we will be able to talk about Pompeii, Venice and Florence," said Della Valle, referring to other Italian sites in need of funds. Unfazed by the paparazzi frenzy and TV crews angling for interviews, the soft-spoken executive was flanked by high-profile politicians, including the mayor of Rome, Gianni Alemanno, and the minister of culture, Giancarlo Galan. Alemanno said Della Valle will help restore the image of the Colosseum, whose inadequate state had become a "nightmare" for him.

Della Valle, who in December offered to sponsor works on the Colosseum through a donation of 25 million euros, or \$36.5 million, was described as a new enlightened patron of the arts and culture throughout the event, which took place Wednesday evening. The entrepreneur once again reiterated that Tod's is not seeking a commercial return through the sponsorship and that no company advertising will be visible on the monument during the works.

"When the mayor approached me with the project, it only took me a day to decide, and we agreed to take on the task as long as Tod's would be the only sponsor," said Della Valle. "This monument belongs to Italy and the world, and we could never tolerate writings and ads that could deface it."

No advertising seems to be necessary, as it is undeniable that the power of the Colosseum, one of Italy's most recognizable landmarks, which counts 5 million visitors a year, has further propelled the Tod's name around the world.

"Patron" is a word that does not belong to my vocabulary or my world, and I didn't really expect this much attention, but the Colosseum is showing its might," Della Valle said on the sidelines of the conference. "This visibility allows [us] to communicate and convince others to do the same, which will help Italy's reputation, tourism as a consequence and finally the economy. The global economy is not at its best, with unstable markets and jobs at risk. It is our duty to show that we as entrepreneurs are accountable for, and that, if our companies are being successful, we should engage with these issues and give back, without asking for anything in return," he explained.

Della Valle also said that this sponsorship is perfectly in line with Tod's "mission." The luxury goods company his father founded stands for made in Italy production and quality, he said. "Made in Italy includes culture, and this monument represents culture at its highest level. This is good for the country, because we should continue to be absolute leaders in tourism and culture," he noted.

When asked why he did not consider making an anonymous donation, Della Valle ruled out such an option because Tod's is a public company listed on the Milan Stock Exchange. "And this is not charity. It must be an example for others to follow, these ventures must be communicated," he responded.

"This initiative reflects the desire to protect and promote Italian culture, a fundamental resource for companies working in Italy and abroad, and strengthens our country's image and credibility worldwide," said Della Valle, adding that he has been urging a group of "friends and entrepreneurs" to take on the restoration of Pompeii and that, "if necessary," he would be willing to invest in that project, too. "Wouldn't it be better to see a group of Neapolitans take action before American or Japanese investors? I believe in this and will spend time on it," he said.

Della Valle, who has grown the family company to a \$1.13 billion business with personal investments that range from Saks Inc. and furniture producer Poltrona Frau to film studio Cinecittà and eyewear maker Marcolin, has increasingly caught the media's attention for his cultural projects. Earlier this month, Tod's became a member of the Teatro alla Scala Foundation and is set to donate 5.2 million euros, or \$7.6 million, to the famed Milan theater, to be paid over a maximum of four years, beginning Jan. 1. Last fall, Della Valle agreed to contribute to support La Scala's productions for a year and help promote its values globally, also linking the Tod's brand with the theater through the production of a short film called "An Italian Dream," which has been traveling around the world.

The restoration on the Colosseum, which will begin at the end of September and last between 24 and 36 months, will increase the space that can be visited by 25 percent. Covering 140,400 square feet, the monument is the biggest amphitheater built under the Roman Empire and dates back to around 72 A.D. It will remain open throughout the works. A video of renderings showed how layers of dust and pollution deposited over the years will be conservatively removed, bringing luster back to the stone.

Tod's will not be responsible for assigning the works or for the selection of the contractors, but will create a nonprofit foundation, Friends of the Colosseum, for the duration of 15 years. A new service center will be built outside the monument to bring the existing ticket office and bookshop to a space separate from the Colosseum, with the addition of a cafe.

Ralph Lauren Pay Package Up 7.2%

INCREASES IN STOCK and option awards were solely responsible for Ralph Lauren's 7.2 percent boost in overall compensation, to \$29.7 million, last year.

During fiscal 2011, Lauren, founder, chairman and chief executive officer of Polo Ralph Lauren Corp., saw the sum of his stock and option awards move up 37.4 percent to \$8.6 million from \$6.3 million in fiscal 2010. Those amounts reflect the "grant date fair value" of the awards and, because of vesting schedules and fluctuating stock prices, won't necessarily be realized by Lauren.

His salary remained unchanged at \$1.25 million, and his cash bonus — technically "nonequity incentive plan compensation" — was unchanged at \$19.5 million, the maximum amount provided for in both years.

Details of Lauren's compensation were disclosed in the preliminary proxy filed with the Securities and Exchange Commission on Thursday. The document highlights the fact that there

were no changes in the base salaries, bonus opportunities or equity award provisions for named executive officers between 2010 and 2011, "even though fiscal 2011 net income before taxes exceeded fiscal 2010 by approximately 20 percent."

The only column on Lauren's compensation showing a decline was "all other compensation," which fell just over 50 percent to \$332,000 from \$676,000, as reimbursement for personal travel fell to \$200,000 from \$558,000.

Roger Farah, Polo's president and chief operating officer, had a 1.1 percent increase in overall compensation to \$19.5 million from \$19.3 million. His salary and cash bonus were unchanged at \$900,000 and \$9.9 million, respectively, while stock and option awards rose 2.1 percent to \$8.5 million, versus \$8.4 million. Total compensation for Jackwyn Nemerov, executive vice president, was essentially unchanged at \$10.1 million.

Polo's 2011 profits rose 18.4 percent, to \$567.6 million, as revenues were up 13.7 percent to \$5.66 billion. — ARNOLD J. KARR

Collections
PARIS
Men's
Spring 2012

Paris Scope

The first day of Men's Fashion Week put the accent on leisure pursuits, from technical outerwear and relaxed tailoring to summer knits and playful prints.



Louis Vuitton



Viktor & Rolf Monsieur



Jean Paul Gaultier



Balmain



Rick Owens



Issey Miyake Men



Alexis Mabille



Dries Van Noten

FOR MORE COVERAGE OF THE MEN'S SPRING 2012 COLLECTIONS, SEE WWD.com/menswear-news.

Louis Vuitton: Kim Jones brought his tailoring chops, penchant for classics-with-a-twist — and his childhood in Africa — to bear on his first effort as men's style director at the French leather goods powerhouse. It was a handsome, sure-handed debut, vividly evoking the collection's protagonist, Peter Beard, and the sweep of his adventures in the Sixties and Seventies, from the Ivy League to the plains of Kenya. The show opened with crisp, collegiate looks; segued into game ranger and safari clothes, and climaxed with bold Masai checks and midnight-blue dinner suits. "I think about the traveling man constantly," Jones said during a preview, as he showed off a suede-fronted sweatshirt for the plane and packable silk windbreakers. He's also got Vuitton's "hyper-luxury" clientele covered: with varsity jackets fronted with waxed alligator, and neckties shot with 24-karat gold thread.

Dries Van Noten: The energy of sports, and the technical nature of the gear, took Van Noten in a modern, function-driven direction for spring. To a driving techno soundtrack, his models whisked through a parking garage fast enough to put wind into their roomy parkas and anoraks in ultralight nylons. Outerwear was the main story of this collection, from terrific two-tone blousons with flaring back vents to elegant trenches belted in leather. Van Noten got a bit carried away with the bonding tape he used to make garments

waterproof — he heat-fused it onto pants and even gentlemanly jute blazers — but the tailoring was top-notch, with subtle utility details, and graphic bands of color added an urban dynamism to loose-weave summer sweaters and simple white shirts.

Yohji Yamamoto: With the sarouel a mainstay the past few seasons, Yamamoto brought voluminous men's bottoms to another level, showing kiltlike pleated culottes with almost everything. They were a counterpoint to long, broad-shouldered and deconstructed blazers, cotton military jackets and terrific trenches. Laded with florals, club stripes, ditz geometric prints and intense colors, the compositions were beautiful, if sometimes a little puzzling in terms of references. While the Far East dominated, straw cowboy hats and chaps added a strange twang of the Wild West.

Viktor & Rolf Monsieur: Seventies leisurewear was given a chic update courtesy of Viktor Horsting and Rolf Snoeren. Flared high-waist trousers and hip-length jackets came in suburban shades of cornflower blue, mustard yellow and burnt orange. The Dutch duo's sense of fun surfaced in a dolphin motif printed on sweatshirts and short-sleeved shirts, and in evening jackets with shimmering, beaded lapels.

Jean Paul Gaultier: The designer's runway theater also doubles as a sales showroom, which he re-enacted for a quirky

presentation that underlined his collection's commercial appeal. The audience, seated at tables with open laptops surrounded by rolling racks, looked on as Gaultier's team dressed the models, without even bothering to remove the swing tags. Hawaiian prints ran through the lineup, on tailored jackets, fluid silk pants and natty shorts. The designer playfully paired leather biker jackets and sporty blouson jackets with tailored pants. This low-key spectacle ended with a parade of terrific sailor sweaters.

Balmain: The new man at Balmain, Olivier Rousteing, continues to riff on the house's signature rocker staples. The collection included skinny tuxedo jackets, leather biker jackets and drainpipe jeans. But in a nod to summer, there were shots of mint green, pale orange and lemon yellow fabrics that punctuated the blue denim and leather. The label also debuted swimwear, with board shorts printed with illustrations of stars and Native American buffalo motifs.

Rick Owens: Staying faithful to his monastic aesthetic, Rick



Yohji Yamamoto

Owens outfitted his urban monks in linen-blend skirts and even sleeveless gowns. Accessorized with wraparound shades à la Yoko Ono, these outré looks are for cult followers only. Ditto for clubber-friendly monochrome tunics laddered with stripes. The collection was mainly about the jackets, either cut short in washed cottons, their buttoned cuffs splaying open, or elongated and aerodynamic. Retaining the label's esoteric codes, they were bang on trend.

Issey Miyake Men: In their first outing since the departure of designer Dai Fujiwara, Miyake's new men's wear design team worked with different shades of blue. References to traditional Asian clothing grounded the collection, which featured sarouel or drawstring-hem linen pants paired with roomy blazers.

Alexis Mabille: It was gimmicks ahoj as the French designer celebrated the life aquatic with life-guard T-shirts, a sailor-striped poncho and navy pants festooned with a pattern of oversize chains.

Looks from the Carven men's spring collection.



PHOTOS BY FRANCESCA MINGHARA

Carven Shows First Henry-Designed Men's Line

PARIS — Now under designer Guillaume Henry's creative guardianship, Carven's off-the-radar men's line is set to play catch-up with its trendy sister.

Henry, who since joining the house in 2009 has revived its women's wear line, will present his debut Carven men's line, dubbed Zero, to retailers at the brand's flagship on Rue Royale here beginning today. The men's line has been designed in-house since the departure of Ludovic Alban in 2009, who worked at the house for one season. Starting over under Henry, the line, which is sold in French department stores, will be distributed to a new network of stores.

Sharing the same genes as the Carven woman, the new men's line carries democratic price points, urban Parisian references and playful high-low mixes, pairing city shoes with a pajama pant, for instance, or a tuxedo with sandals. However, Henry said he's determined for it to have its own personality. "I don't see it as the fiancé of the women's line, but I like the notion of

family ties; they were raised in the same house but each has their own sense of self," said the designer.

The new collection has a schoolboy vibe, and features boxy jackets with shortened sleeves; striped shirts, and shorts inspired by cropped granddad pants, made from bonded cotton and wool to lend a little stiffness to the fit. One inky tuxedo jacket paired with a cotton tracksuit pant nods to work uniforms, while peach and apricot colors surface in the knits, including ribbed or cable-knit sweaters and short-sleeve cardigans. Henry said that he is the first person to test each garment. "I want to wear this."

Taking its cue from the women's line, the idea is to build the collection up slowly. Said Henry: "When the boy is big enough, we will put him on the podium."

Meanwhile, the brand's first full women's pre-collection, dubbed Introduction, which will hit stores in early 2012, will be presented on July 7 at the brand's showroom.

— KATYA FOREMAN

Exec Moves at Tiffany, Sears Canada, Chico's

TIFFANY & CO. elevated James Fernandez to the new position of chief operating officer Thursday, a day that saw executive appointments take place at a number of retail organizations.

Fernandez, who retains the title of executive vice president, has been Tiffany's chief financial officer for 12 years. Patrick McGuinness, senior vice president of finance since 2007, was named to succeed him as cfo and retains the post of senior vice president. McGuinness will continue to report to Fernandez, who continues to report to Michael Kowalski, chairman and chief executive officer of the New York-based luxe jeweler.

"These two executives have both developed first-class finance and operations functions, and I consider this to be a natural progression consistent with the company's continuing organizational development," Kowalski said.

In other appointments Thursday, Calvin McDonald was named president and ceo of Sears Canada Inc., succeeding Dene Rogers, who'd held the post for five years, and Pamela Knous joined Chico's FAS Inc. as evp, cfo and chief accounting officer, reporting to David Dyer, president and ceo of the Fort Myers, Fla.-based specialty retailer.

McDonald was most recently evp of the conventional division of Loblaw Cos. Ltd., a major Canadian supermarket operator. William Crowley, chairman of Toronto-

based Sears Canada, said the transition in management at Sears follows Rogers' stated objective of returning to the U.S. once the firm "weathered the recession and hired a management team that could take the business forward."

At Chico's, Knous takes over duties previously handled by Kent Kleiberger, who became the company's evp and chief operating officer in March. She reports to David Dyer, president and ceo of the firm.

She had previously held the title of evp and cfo at Supervalu Inc. and, prior to that, The Vons Cos. Inc., now part of Safeway Inc.

Knous' appointment coincided with Chico's annual meeting, at which shareholders were advised that sales in the second quarter were up in the midteens and consolidated comparable sales up in the low double digits. This prompted Margaret Whitfield, retail analyst at Sterne Agee, to raise her second-quarter earnings estimate for the specialty retailer to 25 cents a share from 23 cents and helped lift the firm's shares 66 cents, or 4.5 percent, to \$15.26.

Overall, retail stocks rose 1.4 percent, outperforming the broader market. The S&P Retail Index ended the day at 520.57, up 7.11 points, while the Dow Jones Industrial Average, down more than 200 points earlier in the day on higher-than-expected unemployment claims and dropping oil futures prices, came back to close at 12,050.00, down 59.67 points, or 0.5 percent.

— EVAN CLARK AND ARNOLD J. KARR

Resort 2012

Tracy Reese



Marchesa



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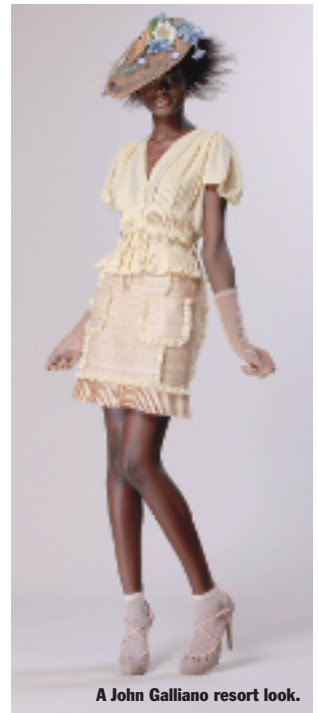
Galliano: The Shows Go On

PARIS — While John Galliano was standing trial on a charge of public insult on Wednesday, employees at the fashion house that bears his name were hard at work readying spring men's wear for the runway tonight — and a resort collection for which the firm's chief executive officer has high hopes.

"There has been a lot of interest, a lot of appointments booked, so we will see," ceo Pierre Denis told WWD on Thursday. "Obviously it has been a complicated year, but people are keen to support the house, and we are producing great collections. I hope this will be reflected in the sales."

The John Galliano women's collection is carried in about 85 doors, according to the company. Denis said the studio — including Galliano's longtime wingman Bill Gayten — designed the resort lineup, which evokes the spirit of the Jazz Age in the Twenties and Thirties. Inspired by Bessie Smith, the line includes prim tweed suits, retro-esque trenchcoats and frothy georgette dresses. "This creative team is the heart of the company," Denis said. "It is this great creative energy and talent that can truly capture the Galliano DNA with originality and innovative ideas."

Meanwhile, the High Court in Paris is to deliver its ruling on Galliano's insult case on Sept. 8, with the prosecutor calling for a fine of no less than 10,000 euros, or \$14,300 at current exchange rates. As reported, Galliano blamed work pressure and substance addiction for the outbursts that cost him his job at his signature house and as couturier at Christian Dior.



A John Galliano resort look.

beauty

NACDS to Deliver D.I.Y. Looks

By ANDREA NAGEL and FAYE BROOKMAN

WHOEVER WINS the battle for best “do-it-yourself” beauty regimen gets first prize.

Mass beauty’s latest mantra, while straightforward, keenly reflects beauty trends in the second half of 2011, which lean heavily on consumers seeking innovative DIY items to achieve and maintain a professionally styled look at home — from long eyelashes, to glittery manicured nails, to smooth, acne-free skin. In turn, manufacturers are ramping up their pipelines with wares that aim to make the average shopper look like a Kardashians. Or, at the very least, a Hilton.

“The goal is for simple application with professional results. Getting people to look like they had a makeover but they did it themselves in 15 minutes is what everyone is going after,” said Stu Dolleck, president of NuWorld, a leading cosmetics contract manufacturer. He said second-half mass beauty trends will focus on shadows that create ease of application, face primers with luminizing effects and under-eye products that brighten and de-puff.

“Eye shadow manufacturers are trying to figure out ease of application to create a look, whether it’s major brands coming out with a simple three-stroke effect or treatment items. It’s easier to achieve a makeup artist effect with product that creates definition, color and highlight benefits,” he added.

Retailers, to keep up with demand, are back on a buying spree, as most of the stockkeeping unit slashing from the recessionary years has ceased. Good timing, it would seem,

top chain representative said she is also looking for men’s grooming products for an enlarged section in her chain, while the Walgreens team said it will be looking for products that offer a fusion of health and wellness as it rolls out more Look Boutiques. Industry sources said Look Boutique concepts could be hitting more than 600 additional stores.

“I think the mood should be cautiously upbeat,” said industry consultant Kathy Steirly. “It appears that some retailers are opening up their assortment options a little more.”

One goal of drug store and mass market buyers will be to continue to offer quality products on par with department stores, but priced in the range most Americans are willing to pay. Robert Wallner, vice president of sales at Milani, agreed business is good for brands priced right. “With our business, we have enjoyed incredible growth during the height of the recession with consumers trading down. We picked up a considerable amount of new users and have not lost them.”

The first half of the year has proven successful in both the cosmetics and skin care categories, with gains driven by specific segments, especially those that capitalize on innovative DIY trends.

“There are certain categories that lend themselves to more creativity than say, lip, in terms of design and application,” said Dolleck of the hot skin, nail and eye sales trends. “Once you get past long-wearing and pigmentation, there isn’t a lot more you can do.”

According to SymphonyIRI, for the calendar year ended May 15, cosmetics saw the biggest sales increases in the nail segment, with nearly 15 percent gains to



percent) and moisturizers (plus 8.8 percent).

Some of the hottest second-half DIY beauty items come from beauty’s leaders and innovators.

To deliver smooth, hair-free skin at home, Procter & Gamble is entering the acne and depilatory categories, broadening Olay’s reach into areas it doesn’t already play.

“We wanted to take time to crack the code on skin transformation, not about just treating acne and removing hair. We wanted to leave beautiful skin behind,” said Joe Arcuri, vice president, North America Female Beauty, Procter & Gamble Co.

Olay Pro-X Clear, the new acne range, uses 2.5 percent benzoyl peroxide and includes a three-step daily skin care regimen: Pore Clarifying Cleanser, Skin Clearing Treatment and Complex Renewing Lotion. There’s also an SPF 15 Moisturizer and an Intensive Refinishing Sulfur Mask. P&G said clinical studies revealed that after four weeks, the items help treat red blemishes while minimizing the look of pores and uneven texture. The kit retails for \$42, while the moisturizer and mask are \$29.99 each. Pro-X Clear enters stores in July.

Olay Smooth Finish, the depilatory, is an obvious DIY beauty ritual, and P&G put a spin on theirs.

“Usually [hair removal] is a harsh process, so we made a kit that starts with an innovative Skin Guarding Balm to prep skin for hair removal by providing a thin guarding layer, and the treatment is put on top. It’s an unmet need for occasional hair removal,” said Arcuri.

The balm contains a wax blend of sefa cottonate and beeswax, modified Chinese wood and canola extract and soy and cotton seed esters. The hair removal cream is water-based and is built on standard high pH calcium thioglycolate technology. The duo aims to significantly reduce redness and irritation and removes fine to medium hair on the lip and jaw line in six to eight minutes. It will sell for \$24.99 beginning in September.

Both Pro-X Clear and Smooth Finish will be merchandised in the skin care aisle.

“Retailers recognize it is about skin care, so it won’t be along with the other depilatory and acne items. When we talked to women, it’s really about getting the skin back to perfect, so having it in the skin care aisle signals it that much more directly,” said Arcuri.

In makeup, Revlon’s global artistic director, Gucci Westman, is continuing her push to provide consumers with tools to get a backstage look, like the ones she is so famous for crafting for designers and the pages of Vogue. Beginning in October, Expressionists by Gucci Westman for Revlon will hit stores, the makeup artist’s first Revlon collection that will bear her name on advertising, on in-store promotional displays and in digital efforts. To make sure consumers get the full DIY experience, Westman will participate in Q&A’s on Revlon’s Twitter and Facebook pages. The collection includes four new shades of ColorStay Ultimate Liquid Lipstick, three new shades of Super Lustrous Lipstick, new Luxurious Color Diamond Lust Eye Shadow (five shades), four sparkle and texture nail enamels and a limited edition lip gloss palette, called Bordeaux in the Snow, that includes four glosses and one lip shade. Inspired by “the use of Abstract Expressionist color,” Westman said the line uses fall’s most sought after shades — silver, plum, violet and pink — and combines texture, shimmer and highlighting effects.

Not to be outdone, Hard Candy is looking to take a bite out of professional lash growth sales with the first liquid eyeliner/lash growth serum duo, Walk the Line + Growth Serum, to hit the mass market. The quick-drying midnight black liquid eyeliner infused with Growth Serum formula aims to grow lashes all day long, while a clear nighttime treatment on the opposite end of the wand provides 24-hour lash therapy. It hits Wal-Mart in September and will sell for \$7.

“This industry is always about what’s next. The level of creativity is more sophisticated in terms of formulas, but they trust that the consumer can do it at home if it’s in an easy-to-apply delivery system,” said Dolleck.

Gucci Westman uses her new lip palette, Bordeaux in the Snow, due in stores for fall.



“The goal is for simple application with professional results. Getting people to look like they had a makeover but they did it themselves in 15 minutes is what everyone is going after.”

— STU DOLLECK, NUWORLD

as the National Association of Chain Drug Stores’ annual Marketplace meeting kicks off Saturday and runs through Tuesday at the Boston Convention and Exhibition Center.

This year’s meeting will once again feature “Meet The Market,” which arranges pre-scheduled meetings between manufacturers and retailers; more than 8,000 are planned for this weekend. During this year’s Marketplace, there are more than 230 retail companies representing 145,000-plus retail outlets with more than \$500 billion of buying power in goods and services.

The products on buyers’ lists include the aforementioned DIY beauty items, as well as advanced skin care, multicultural products and the occasional luxury item. One

\$308 million, due mainly to sales of nail polish (plus 16 percent), nail polish remover (plus 23 percent) and nail polish accessories (plus 1,080). Sales of eye products jumped 5.3 percent to \$483.5 million with the help of mascara (plus 6.83 percent) and eyeliner (plus 6 percent). And facial cosmetics items jumped 4.87 percent to \$417 million, driven by gains in body accessory sales (plus 38 percent), bronzer (plus 12 percent) and makeup combo (plus 17.59 percent). All data excludes Wal-Mart.

Steirly expects skin care to be strong in the second half, following the first half’s lead, where skin care sales gains of 2 percent were posted for the period to \$894.4 million, driven by sales of facial cleansers (plus 6

Clarins Taps Mendes for Angel Fragrance

By JULIE NAUGHTON

YOU COULD SAY that Eva Mendes' affinity for Thierry Mugler's Angel — the scent she now represents — began in her childhood.

"I grew up with Angel," the actress said during an exclusive phone interview. "I remember thinking, as a child, 'That's what a woman smells like.' I'm the baby [in my family] by 10 years, and my sisters wore it. It comes full circle now that I'd be the face of Angel."

Joël Palix, president of Clarins Fragrance Group and director general of the Mugler company, said that Mendes' many facets made her a perfect match for both the existing Angel eau de parfum and an eau de toilette version the company will launch in August. "Eva can be demure one minute and sensual the next," Palix noted.

In the U.S., the edt will be a Nordstrom exclusive in August before rolling out to wider distribution in September. The edt, concocted by Robertet's Amandine Marie, is an oriental gourmand powdery scent (the original Angel is an oriental gourmand). The top notes are of bergamot, pepper and red berries; heart notes include praline and berries, and the drydown has notes of patchouli, vanilla, cedar and white musk.

Sources estimated that the edt could add 20 percent to the overall Angel franchise. A 1.4-oz. edt will retail for \$67, while a 2.7-oz. version will sell for \$97.

Jonathan Zrihen, president and chief executive officer of Clarins USA, noted the Mendes campaign and the edt are part of a continuing push to keep the 19-year-old Angel scent relevant to consumers. "Over the past three to four years, we've been looking to recruit more users," he said, noting that last year Angel held a number-seven position in the U.S. women's prestige fragrance market, according to The NP Group. Zrihen is aiming for a top-five ranking this year. The scent is available in about 1,000 department and specialty stores in the U.S.

The ad campaign was conceived by Thierry Mugler and orchestrated by Christophe de Lataillade, the brand's artistic director. British director Baillie Walsh directed the film, while fashion photographers Inez van Lamsweerde and Vinoodh Matadin shot the print ads. Print ads will begin running in September fashion, beauty and lifestyle magazines in the U.S., said Zrihen. TV is expected to be used regionally and on cable in the U.S.



Eva Mendes in an Angel visual.

Although Clarins executives refused to discuss advertising budgets, industry sources estimated that Clarins would spend at least \$5 million on print and TV advertising in the U.S. for the Mendes campaign in the next 12 months. A significant digital campaign, including a strong social media component, is planned; the TV commercial, which features Mendes singing "Windmills of Your Mind," will also be used online. The Angel TV campaign was shot in Prague, a city Mendes visited for the first time for the job. "It is such a beautiful city, and our team really created this dark, beautiful surreal world that I really got lost in," she said.

Speaking of surreal worlds, Mendes shakes her head at the copious amount of incorrect information online about her. While it's been widely reported that Mendes was a marketing major, she actually was a communications major. "I went to Cal State Northridge, and if you were confused there, you put down communications as your major," she said with a laugh. Another widely reported "fact" is that Mendes, born in Miami and raised in Los Angeles, is from Houston. "I'm sure it's a nice place, but I've never even had a layover there," she said.

She takes the inaccuracies in stride. "With the Internet, there are always going to be things that aren't accurate but pick up steam online," she said. "That's just part of the deal, but it's frustrating. When people see something in print, they assume it's true. But you have to let it go or those little things will drive you crazy."

Her dog, Hugo, is barking in the background as Mendes answers questions. "He's Belgian and all his commands are in French," said Mendes with a laugh. "I go hiking and I sound incredibly pretentious because I'm not French but I'm yelling in French. He is the love of my life."

Next up for Mendes: "See If I Care," a film in which she stars with Patricia Arquette and Matthew Modine. "I play a struggling mom who is a total mess-up," said Mendes. "I'm constantly in search of playing flawed characters. I prefer playing them — everyone is flawed, everyone is human." It is expected out later this year.

When it comes to her future goals, Mendes is close-mouthed. "I feel like when you share those things, you devalue them in a way, especially in an industry where everyone's talking about the next project," she said. "I prefer to talk about the concrete."

Earlier in her career, Mendes was a face for Revlon and is now a face for Pantene. (See adjacent related story.) She doesn't rule out the possibility of doing her own fragrance — "I'm Cuban, and it is a rite of passage to be doused in Les Violetas, a baby perfume, whether you like it or not," she said — but says it would have to be an "organic" evolution of her work. "I tend to not jump into things right away, unless I have an emotional connection to it. People can really sense whether or not something is authentic. When you're just slapping your name on something, it shows."

Pantene Turns to Actresses for Ad Campaign

IN AN EFFORT to return to its "authentic voice" that talks truthfully to consumers on hair care, Pantene has tapped actresses Eva Mendes and Naomi Watts to share their hair secrets in TV and print campaigns, scheduled to break through-out July and August.

A return to actresses was strategic, said Julie Marchant-Houle, marketing director, North America Retail Hair, and managing director, Global Fekkai. Actresses, much more than models, she said, are more popular, more approachable and more relevant.

"The days of wondering what [an actress] beauty secrets are, are gone. They talk about their beauty challenges and their beauty secrets nonstop. They can tell real stories, they are much more relatable [than models]."

Stacy London, the fashion expert on TLC's "What Not to Wear," has been a key spokeswoman for Pantene since October 2009, and is best known for communicating in ads that a mass market hair care brand is as good as higher-priced salon brands. London's Pantene contract is still in effect but future plans on how she will be utilized are still being decided, said Marchant-Houle. In the last year, Pantene ads have also featured Padma Lakshmi of "Top Chef" and Shay Mitchell of "Pretty Little Liars." Both represented the Nature Fusion collection.

And while London's campaign was considered successful, for the second half of 2011 and beyond Pantene is back to talking about healthy, beautiful hair.

In meeting with a number of actresses, Marchant-Houle said, Mendes emerged "as a strong-willed woman" who tested high for respect and for her sexiness, "which wasn't threatening."



Naomi Watts in her Pantene print ad.

Mendes will be representing Pantene's Breakage to Strength collection.

Watts, who Marchant-Houle pointed out "doesn't have the perfect hair" will appeal to Pantene's large "contingent of customers with fine hair" as Watts represents the Flat to Volume collection.

And, Pantene will be looking within for some of its marketing techniques. Pantene scientists, many of whom are women with healthy manes, will be appearing on Pantene's social media platforms to make them more accessible to women and to help consumers get to

know the faces behind the brand, said Marchant-Houle.

Digital plans also include "dynamically generated banner" ads which let the brand deliver a more customized message to consumers depending on the site from where they are viewing the ad. All of the ad's variables (language, model, background, copy, call-to-action and product) will be optimized based on the site. The technology, Procter & Gamble Co. said, learns over time what is most resonant and will show consumers more creative options with those elements in it.

of Pantene products slipped 9.1 percent to \$121.8 million, excluding Wal-Mart. For the 52-week period ended April 17, sales were \$412.8 million, down 4.4 percent.

Marchant-Houle admitted "It is difficult to get a large brand to grow," especially as there are "tons of new entries and the consumer is always seeking out the next best thing. Part of the reason we keep changing is to stay in front of that. Eva and Naomi will help us stay relevant."

"The upside for the brand is that it is less than a 20 percent dollar share [its share has been between 12 and 15

"I don't think we have tapped out on Pantene [in the U.S.] at all."
— JULIE MARCHANT-HOULE, PROCTER & GAMBLE

Pantene is consistently held under a microscope by the industry as the overall hair care category fails to generate more than modest incremental growth. For the most recent 52-week period ended May 15, the segments within hair care in which Pantene plays — shampoo, conditioner, hair spray and mousse — increased sales 2 percent, 2.5 percent, 0.52 percent and 1.78 percent, respectively. As the world's largest hair care brand, with \$3 billion in global sales, many expect Pantene, through innovation and relevance, to grow the category. For the year to date period ended April 17, sales

percent in the U.S. over the past several years],” Marchant-Houle continued. “And when you look at other categories there are brands that have grown past a 20 share.”

Since April, Marchant-Houle said Pantene's business has seen growth behind the launch of seven new two-in-one stockkeeping units and five new large-sized sku's. It is expecting further momentum from the new Mendes and Watts campaign.

"I don't think we have tapped out on Pantene [in the U.S.] at all," said Marchant-Houle. —A.N.

beauty

Nivea Turns 100, Plans Future

By ANDREA NAGEL

FOR THE BETTER PART of five years, Nivea has talked about creeping up on its U.S. skin care competitors in sales and market share. Now, as Nivea turns 100, it seems the largest global skin care brand is making major headway here.

Under the leadership of Magnus Jonsson, who took over for Nicolas Maurer in September as vice president of marketing, Nivea is well on its way to another year of double-digit increases. Already Nivea has made great strides since entering the U.S. in 1921. Its most forceful push has occurred over the past five years, resulting in double-digit growth year-over-year since 2005. For example, in 2010, Nivea's body wash business grew 52 percent and Nivea's U.S. household penetration tripled to more than 10 percent. Worldwide, Nivea is the number-one skin care brand with a 20 percent global market share of the hand and body lotion category; it is also the leader in global sun care and ranks third globally in women's face care, said Jonsson.

For now, the brand is using its 100-year birthday as a way to educate consumers about its skin care history, especially its latest innovation, Hydra IQ. The technology is based on Nobel-prize-winning science that, in a nutshell, opens water channels and penetrates water into deeper levels of skin. Hydra IQ is being infused

into existing Nivea lotions and body washes, hitting shelves now. Nivea's body lotion business is the largest sales generator for the brand in the U.S. For the latest four weeks ended May 28, the brand had a 9.5 percent dollar share and ranked number two overall.

A brand partnership with Rihanna came into effect in March, yielding brand prominence throughout her summer tour. The singer also dedicated a song for the brand, "California King Bed," which serves as the official soundtrack of Nivea's birthday ad campaign, including TV commercials, that began airing May 16. Rihanna, who has great mass appeal, was chosen for the "opportunity to leverage her power in digital media. She has 30 million Facebook fans," said Jonsson. The singer also may help Nivea reach a younger consumer as its current shopper averages 35 years old and over. Nivea also has very strong Hispanic and African-American

followings, added Jonsson.

One of Nivea's most successful campaigns, Touch & Be Touched, has spawned Kiss & Be Kissed, the current campaign for Nivea lip care. A change in visuals will make "skin the primary actor in displays and images" and is being launched to coincide with Nivea's 100th anniversary. Nivea's lip business carries a 4 percent dollar market share with just three years in the category. Last

Nivea has experienced double-digit growth year-over-year since 2005.



Nivea's 100th anniversary body cream.

year, Jonsson said, sales grew 45 percent because of increased distribution and stockkeeping unit productivity.

Nivea for Men ranks fourth behind Axe, which has a 6 percent dollar share; Olay, which has an 8 percent dollar share, and Dove, which leads the category with 18 percent, according to industry sources. Nivea for Men Care ranks third, with 12.8 percent share for the year-to-date period. Nivea for Men has a 35.4 percent share in face care and is number one in aftershave with a 21.8 percent share year-to-date. To lure men to the men's category, Nivea launched a new campaign, "Look Like You Give a Damn," which "scratches at their pride with humor," said Jonsson. The message officially launched in partnership with Esquire magazine on June 3.

Looking forward, new opportunities, i.e., new categories, will begin to emerge in 2013 and 2014, Jonsson said.

A New Bloom for Coach's Poppy

By JULIE NAUGHTON

THERE'S A NEW flower in the Coach Poppy family — one that could add as much as \$50 million at retail globally to the brand's fragrance sales.

Poppy Flower, designed to explore the romantic side of Coach Poppy, is slated for a July launch in Coach stores and on coach.com, and will roll out to department stores in August.

When the Coach fragrance brand launched it was sold only in Coach doors, then the Estée Lauder Cos. Inc. — the brand's scent licensee — took it into about 1,400 department and specialty store doors in North America last year. "We saw the importance of incubating the brand, and always said that we wouldn't stretch it before it was ready," said Veronique Gabai-Pinsky, global brand president, Aramis and Designer Fragrances division at Lauder. "It's now ready to spread its wings even more and to additional doors domestically and internationally."

Diane Kim, senior vice president of global marketing for Aramis and Designer Fragrances at the Estée Lauder Cos., noted that the new introduction could help expand sales and draw in a new fragrance consumer in Asia as well as in the U.S. "In fact, Poppy Flower was designed especially with the Asian market in mind," she said.

Sources estimate 80 percent of Coach's overall fragrance sales are done in North America. While executives declined comment on the current size of the Coach fragrance business, industry sources estimated that it currently generates worldwide retail sales of about \$80 million, and that the brand hopes to grow past the \$100 million mark in the next 12 months. Industry sources estimated that of the \$50 million global sales projection, about \$35 million of that figure would be done in North America.

Concocted by Karyn Khoury, senior vice president of corporate fragrance development worldwide for the Estée Lauder Cos., in cooperation with Firmenich, the citrus fruity floral scent begins with a mix of wet ivy, grapefruit and mandarin; has a heart of jasmine petals, muguet and peony, and the drydown includes sugared raspberry, amberwood, musk and sandalwood.

Eaux de parfum in three sizes — 1 oz. for \$45, 1.7 oz. for \$65 and 3.4 oz. for \$85 — will be sold, as will a 5-oz. body lotion for \$22, and a .17-oz. rollerball, \$22. At full rollout in the U.S., the scent is expected to be available in about 2,300 doors, including 400 Coach stores. Internationally, it will be available in about 400 doors. National advertising in the U.S. begins in August fashion, beauty and lifestyle magazines, and the brand is aiming for upward of 200 million scented impressions, said Kim. Executives declined comment on the advertising and promotional spending, but industry sources estimated the figure at roughly \$15 million globally.

"Fragrance, like the handbag you carry, is such a personal choice — so it's wonderful that the Coach fragrance wardrobe is expanding," said Kathy Nedorostek, president of U.S. wholesale and global licensing for Coach. "Wherever the Coach woman is around the world, her style will mesh beautifully with Coach Poppy Flower."



Coach's Poppy Flower.

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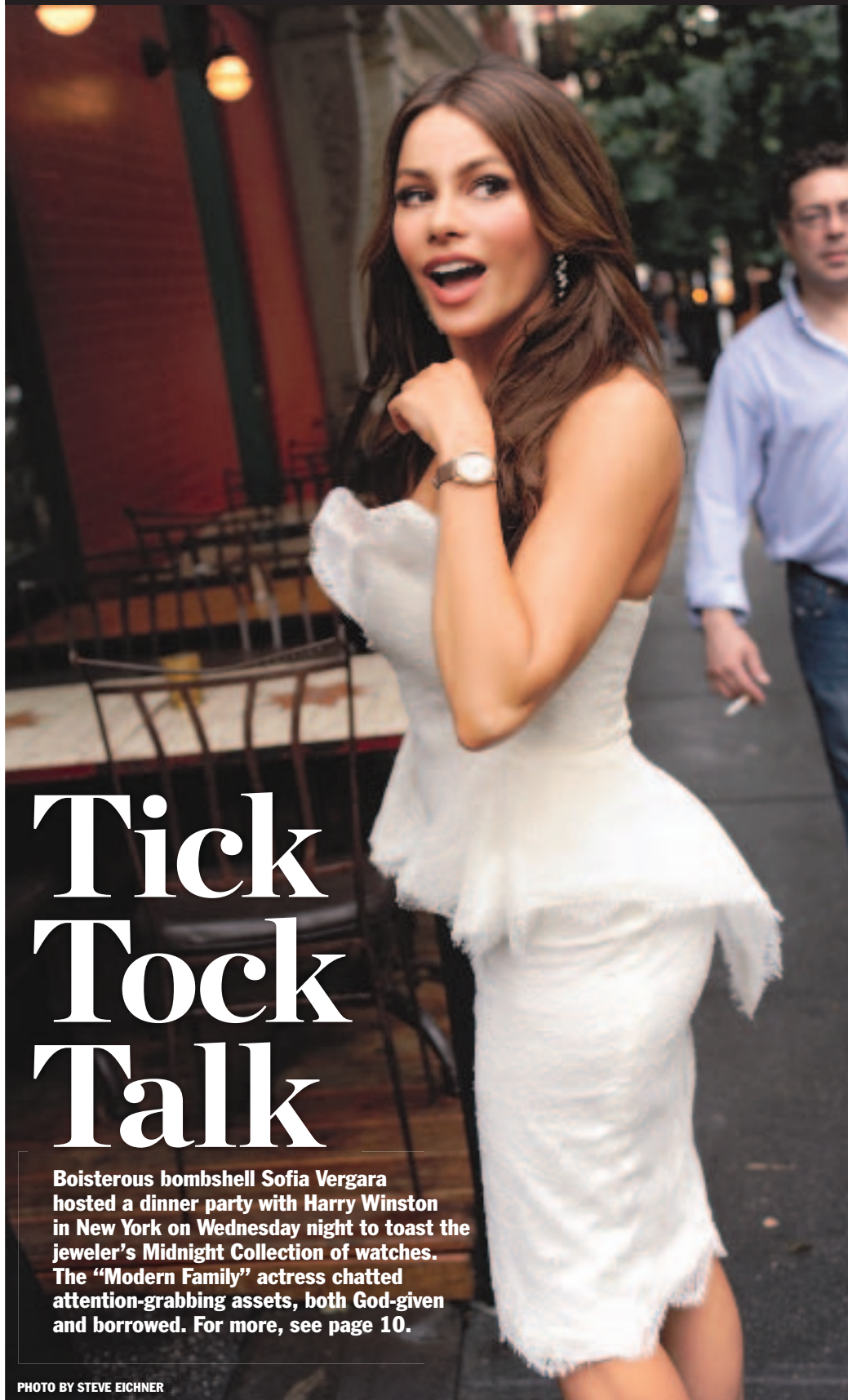
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DOUBLE DUTY:
Lily Allen took a moment out of her honeymoon in Paris to hit the Louis Vuitton show. **PAGE 11**



Tick Tock Talk

Boisterous bombshell Sofia Vergara hosted a dinner party with Harry Winston in New York on Wednesday night to toast the jeweler's Midnight Collection of watches. The "Modern Family" actress chatted attention-grabbing assets, both God-given and borrowed. For more, see page 10.

PHOTO BY STEVE EICHNER

MEMO PAD

OK FOR AMI: "For us, OK Magazine will be profitable when we take it over," said American Media Inc. chief executive officer **David Pecker**, who acquired the celebrity weekly from Northern & Shell on Thursday. Pecker's statement is particularly noteworthy because he's talking about a magazine that has reportedly lost more than \$200 million since it launched in the U.S. in 2005. Year to date, the title is down 3 percent in ad pages, to 491, according to Media Industry Newsletter.

Pecker said it will be easier for AMI to make the magazine work because he will use the company's existing structure to save money in printing, distribution and back office functions. "For us, we'll take OK, plug into our wall socket and it's ready to go," said Pecker, who also publishes the National Enquirer, Shape and Star. He declined to talk about how much he paid for OK.

Staffers at OK began interviewing for their jobs within hours of the announcement Thursday. "We don't know how many will come over yet," he told WWD. Pecker said buying OK means tapping into a younger audience and inheriting its 800,000 circulation. "The tag line is 'the magazine the stars trust,'" Pecker said. "We'll keep that exact point of view. With OK we get something different. We don't have credentials for the Academy Awards, Tribeca Film Festival...now we will!" — **AMY WICKS**

TOMMY MOVE: **Tommy Hilfiger's** senior vice president of communications, **Marybeth Schmitt**, is leaving her role at the brand, but will continue to serve as a consultant. Hilfiger is moving the position of global communications head to Amsterdam, where the company is based, and is currently conducting a search to fill that role, which will report to **Avery Baker**, the Amsterdam-based executive vice president of global marketing and communications.

Schmitt has been with Hilfiger for the past four-and-a-half years and, prior to that, held senior communications positions at Kate Spade, Gucci and KCD. "As a member of the company's senior leadership team, Marybeth has been a key contributor to the successful repositioning of the brand in the U.S.," Baker said. — **MARC KARIMZADEH**

DIFFERENT TIMES: The New York Times will launch a new Sunday section this weekend, redesigning and renaming its Week in Review section The Sunday Review. For years, The Week in Review has been home to Big Picture pieces from the newsroom in the front, and editorials and opinion pieces in the back. In the new section, news pieces and opinion pieces will share space throughout. "The main changes are about packaging," said executive editor **Bill Keller** at a press briefing Thursday.

"The big conceptual change is rather than having four pages of this and four pages of that, let's see if putting them together makes them both better," said editorial page editor **Andy Rosenthal**. "And we think the answer is rather obviously yes."

Rosenthal said The Sunday Review section "doesn't look like the other pages in the Times — the columns are shifted around, the blurbs are different, the bylines are different, we wanted to make it look different."

Though the changes are largely cosmetic, there is some practical change for the paper's staff. The editorial section and the newsroom section are entirely separate entities and Sunday Review — which will be ultimately controlled by Rosenthal and his deputy, **Trish Hall** — will involve some integration of the two.

"We have never before sat down together and planned coverage and that's what we're doing here," said Rosenthal, referring to the newsroom and the editorial department. "We're doing it with lots of safeguards." One safeguard: a piece by the newsroom will come with the label "News analysis" and an opinion piece will be labeled, obviously, "opinion."

Why has the Times decided to redesign this now? Bloomberg View, which launched last month, obviously seems to play a major role.

(Continued on page 11)

Finest Hour

“REFINED” AND “elegance” may have been the oft-repeated catchphrases at the intimate Harry Winston dinner Wednesday night at Sant Ambroeus in Manhattan’s West Village in honor of the new Midnight Collection of timepieces, but the company was anything but restrained.

“This is The Midnight,” purred **Sofia Vergara**, who co-hosted the dinner with Harry Winston president and chief executive officer **Frédéric de Narp**, bringing her hand up to her chin in an exaggeration of old jewelry advertisements. “I love it. I’m going to wear it at midnight and midday. I mean, look at my wrist. It’s embarrassingly small. It’s like a chicken leg. Look at my arms. OK, I don’t want big arms and wrists, but they are so small I can never find a watch. I got

this and I was like, ‘I am never taking it off.’”

Rachel Roy and **Selita Ebanks** slipped out of the rain and into the restaurant to sip Champagne before settling down for the four-course dinner at a candle-lined table with **Zani Gugelmann** and **Shalom Harlow**. **Keren Craig** and **Georgina Chapman** were on hand as well, which was lucky for Vergara, who explained in a stage whisper that it was her first time ever wearing Marchesa. Later, the actress grabbed Chapman.

“I’m sewn into this,” she explained of her white strapless dress.

“Good,” Chapman said with a grin.

Though new to Chapman’s designs, Vergara explained that it wasn’t her first dalliance with Harry Winston.

“They gave me these incredible earrings for the Met ball, and the most amazing bracelet,” she said. “You wouldn’t know it, because it was all diamond-diamond-diamond-diamond, but you’d turn this little thing and it was a watch. And I’ll tell you one thing, I’ve never had so many compliments in my life from men.”

Surely, television’s favorite bombshell is on the receiving end of male compliments rather regularly?

“OK, sure, yeah, but not from accessories,” Vergara laughed, as she mimed, with a Pepe le Pew flair, the act of ogling down someone else’s dress. “Men do this and they say, ‘Oh yeah, you look fantastic,’ but with this watch, everyone wanted to come see it. Guys from other tables came over to look. It was really weird. But it was a very unique piece.”

— ALESSANDRA CODINHA



Selita Ebanks in Missoni.



Shalom Harlow



Maxwell



Rachel Roy



Keren Craig and Georgina Chapman with Sofia Vergara in Marchesa.

PHOTOS BY STEVE EICHNER

Pierre Cardin Fetes 30 Years at Maxim’s



Jean-Pascal Hesse and Lee Radziwill



PARIS — Pierre Cardin celebrated his 30th anniversary as owner of Maxim’s — and the release of a coffee-table book showcasing its storied history — with a black-tie dinner at the famed Paris restaurant.

The evening last week felt like a trip back in time, as Lee Radziwill, who is pictured in the book in a vintage photo alongside Fiat magnate Gianni Agnelli, sat at Cardin’s table with her escort, designer Gilles Dufour, and Princess Barbara of Yugoslavia.

The Space Age couturier, age 88, likes to call himself the oldest patron of the Art Nouveau landmark, which has hosted everyone from Aristotle Onassis to Andy Warhol. Cardin recalls first dining there with actress Elvira Popescu, for whom he designed costumes for a theater production in the early Fifties.

“I had never eaten caviar. It was as if you had forced me to eat eyes or something!” he said with a laugh. “I thought it was really horrid, though I’ve changed my mind since. Now, I sell it, which just goes to show you.”

Indeed, caviar is one of an estimated 300 licensed products sold under the Maxim’s brand, alongside foie gras, Champagne and chocolate. Cardin has also exported the restaurant’s concept abroad, starting with China, where the first overseas branch opened in Beijing in 1982.

The designer originally took over the famous Rue Royale restaurant to prevent it from falling into foreign hands, though it is now on the block, along with the rest of his business interests. Cardin says times have changed since the heyday of the international jet set.

“The whole world went to Maxim’s: all

the kings, Edward VII, the Russian czars. But that was then. It was a privilege, in reality. Ordinary people were full of admiration for these people. Nowadays, they really don’t care,” he said. “Things have evolved. For good or for bad is not for me to say.”

The changing faces of Maxim’s patrons are recorded in the lavishly illustrated book, “Maxim’s: Mirror of Parisian Life,” which was written by Cardin’s longtime collaborator, Jean-Pascal Hesse, and is to be published by Assouline on June 30.

“Everyone knows Maxim’s. It’s like the Eiffel Tower,” said Hesse, a historian who combed through the restaurant’s archives.

The tome features stills from films like “Gigi” and the more recent Stephen Frears-directed “Chéri,” in addition to vintage documents and photographs of celebrities ranging from Maria Callas to Barbra Streisand.

“It was a place where people used to come for an atmosphere, an ambience. You didn’t come to Maxim’s for the food. The former owner put it rather nicely when he said that at Maxim’s, the stars were in the dining room, not on your plate,” said Hesse, referring to the Michelin star ratings prized by France’s top restaurateurs.

Though in recent years it has attracted mainly well-heeled tourists, the venue also became popular with the fashion crowd for club nights, including the now-defunct

monthly Club Sandwich parties, which will be replaced in the fall by a new concept called Polka Dot. In fact, after her runway debut for Mugler last March, Lady Gaga headed straight there to celebrate.

Cardin said that, in light of his age, he would like to hand over his empire to new owners soon, and spinning off Maxim’s is out of the question. His minimum asking price remains one billion euros, or \$1.4 billion at current exchange, despite criticism that this is too steep for a business consisting mainly of licenses.

“I field offers every single day,” he noted. “Let’s do the math briefly. There are some 100 clothing products for men, women and children. There are roughly 100 countries. On average, I’m asking for one million euros [\$1.4 million] per product and per country. That’s 10 billion euros. Wouldn’t you give one million euros to own the license for Pierre Cardin suits, for example? It’s nothing.”

Currently he is leaning in favor of a plan by British-based investors to list the company on the stock exchange and keep him on as chief executive officer. But the famously mercurial designer could still change his mind.

“A decision is fairly imminent. I want to do it this year,” he insisted. “I am almost 89, you know. I might be alert for another two, three years, but after that, I’ll be a little bit senile.”

— JOELLE DIDERICH

“At Maxim’s, the stars were in the dining room, not on your plate.”

— JEAN-PASCAL HESSE

FASHION SCOOPS

BRAYING FOR BIEBER: Long before Justin Bieber bounded on stage at Macy's Herald Square Thursday afternoon, all that could be heard on the eighth floor was a Greek chorus of adolescent screams and voices singing Bieber tunes. Although the singer was to begin signing at 3 p.m., it was 4:15 before he made it out to greet his weeping, wailing fans. (An overanxious bunch reportedly surged toward him outside the building before the event, although press reports claim an undercover police officer tackled him as the crowd became unruly.) Macy's executives were perhaps even more enthusiastic than the weeping girls, with **Muriel Gonzalez**, Macy's executive vice president and general merchandise manager of cosmetics, fragrances and shoes, flatly exclaiming: "This is going to be the biggest launch we've ever had." And that's saying something, considering the previous benchmark set by **Beyoncé Knowles** in February 2010 with her Heat launch in the same venue. Knowles' scent was said to have sold \$3 million at retail at Macy's in its first month on counter.

Both Gonzalez and **Jeffrey Gennette**, chief merchandising officer of Macy's Inc., pointed out how the social media component has revived what evidently was a sagging celebrity fragrance category. Gennette noted that Bieber



PHOTO BY ROBERT MITRA

was tweeting his fans to meet him at Macy's, although he made the mistake of giving the date a day early. Still, his loyal fans showed up — with some lining up as early as Tuesday to ensure they would be one of the lucky ones to meet the singer. Only the first 325 to purchase the \$135 sets were able to meet and have their pictures taken with Bieber, although hundreds more camped out in the store hoping to catch a glimpse of the singer.

HEADING TO TAMPA: Jennifer Lopez is headed to HSN headquarters to launch her newest fragrance, Love & Light, on the channel July 2. "Love & Light is an extension of Love & Glamour — its next incarnation," Lopez told WWD. "With Love & Light, I wanted to create a fragrance that was less about the world around you and more about your inner light and your spirit. How you feel inside, not the world around you."

ROLE PLAY: Lovebirds **Max Irons** and **Emily Browning** killed time before the Louis Vuitton men's show by smoking a cigarette on a bench at the Parc André Citroën in Paris. Irons said he was not about to kick the habit, even as he prepares to play a World War II special forces officer in war movies "Edge of Honor" and "Edge of Glory," due to start shooting in South Africa in September. Once inside the greenhouse venue, Browning appeared unflustered despite being swaddled in a burgundy knitted dress by Vuitton. "I'm extremely hot, but that's great — I'm Australian, I need it," laughed the actress, who is about to start filming "Magic Magic," also starring **Juno Temple**, about a girl who goes on holiday in Chile and starts to lose her mind. "She's kind of schizophrenic," she said.



Lily Allen

French actor **Raphaël Personnaz** has also been playing war games for the upcoming "Special Forces," co-starring **Diane Kruger** and **Djimon Hounsou**, though filming in Tajikistan meant the real thing was all too close. "All that separated us from Afghanistan was a river, and it's on the Afghan drug route for heroin, so the area is controlled by rival gangs with Kalashnikovs. It was a pretty unusual set," he recalled.

For French-Canadian actor **Marc-André Grondin**, on the other hand, filming the ice hockey comedy "Goon" was child's play. Grondin, a hockey fanatic, had Montreal Canadiens player **Alexandre Picard** take him behind the scenes. "It was a childhood dream come true. I choked up. I opened the two big doors and stepped into the arena on the ice — it was mind-blowing," he beamed.

Kanye West and **Michael Stipe** also turned out to cheer on **Kim Jones** for his debut collection for the French luxury label. A pregnant **Lily Allen**, on honeymoon in Paris after tying the knot with **Sam Cooper** on June 11, made a surprise appearance but deflected inquiries about the joys of married life.

CALIFORNIA DREAMING: In his straw panama hat, a tanned **Louis-Marie de Castelbajac** blended right in at **Alexis Mabille's** nautical-themed men's wear show in Paris. The artist was fresh off the opening night of his exhibition "The Blood Bow & the Arrows of Desire," consisting of works on tracing paper and aluminum, at the M.H. Karst gallery in Paris. "I love the duality of these two surfaces, which are total opposites," he said. Up next is another show at the Roberts & Tilton gallery in Los Angeles.

Andy Gillet has just returned from Hollywood, where he hung out with fellow French thespian **Roxane Mesquida** and snagged himself a U.S. agent. "I would really, really, really enjoy doing a big action movie," he said. Failing that, he hopes to work with an independent director like **Gus Van Sant**, **Gregg Araki** or **Jim Jarmusch**. Casting directors, take note.



Max Irons and Emily Browning

ALLEN AND IRONS PHOTOS BY DOMINIQUE MATTE

MEMO PAD

(Continued from page 9)

"The area of opinion is an area that The New York Times has always played a big part in," said Rosenthal. "People are competing with us all over the place in new ways that are very different from what we are used to before online and new ways that we are more used to. Bloomberg News, for example, is more of a traditional kind of a thing. But there are people all over the place with the money and desire to compete with us, so we felt it was time to do our thing bigger and better."

The Times introduced the section to about a dozen media reporters at a press briefing in The New York Times Building on Thursday morning. It was an unusual step for a paper whose editors have made it a point of pride to speak to their readers first—not their critics. Just how unusual was it? When Keller walked into a conference room on the Times Building's 15th floor a few minutes before the briefing began, he said, "This is so goddamn weird." — **JOHN KOBLIN**

ROCAWEAR GOES VIRAL: Eschewing its traditional print campaign for fall, Rocawear launched a new online marketing campaign on Thursday that will run through the end of the year: The Iconix Brand Group Inc.-owned brand will see the Web with 37 short, original videos featuring an eclectic mix of musicians, poets, artists and even a troupe of fleet-footed double-dutch jumpers.



Karmin on ThatsRocawear.com.

The multicultural group of featured performers reflects the shift of Rocawear from a strictly urban, streetwear-focused brand towards a more modern and mainstream positioning that appeals to a broad spectrum of young consumers, said **Shawn "Jay-Z" Carter**, co-founder and president of Rocawear.

"We are a great American brand. We don't envision ourselves as an urban brand or streetwear brand," explained Jay-Z. "We wanted to show people how we've evolved and repositioned ourselves, without abandoning our original DNA."

The videos feature participants wearing Rocawear and oftentimes incorporating music from Jay-Z. They include **Taylor McFerrin** (son of Bobby); rapper-DJ **Jasmine Solano**; the dance duo Les Twins; **Wordspit the Illest**, and the Dynamic Diplomats of Double Dutch.

"It's all walks of life. When I played the Glastonbury music festival people said a hip-hop artist couldn't play a rock festival. But culture isn't segmented like that any more. There's so much cross-pollination and the same thing is true for clothes," said Jay-Z.

The first video that went up Thursday features the musical duo Karmin, who hit it big on YouTube — they've racked up 23 million views for a cover version of **Chris Brown's** "Look At Me Now" — and were recently signed to Epic Records. A "That's Rocawear" logo serves as the tag line on all the videos.

"The landscape of urban culture has changed dramatically over the past two to four years — it's not as obvious as it used to be. Who would have expected that our competition would now be Abercrombie & Fitch and Hollister and Aeropostale?" said **James Spencer**, chief marketing officer of Rocawear.

The remainder of the videos will be rolled out through the holiday season. All of the videos will live on a new site at ThatsRocawear.com. Additionally, the videos will be incorporated into

each participant's own online presences, such as their individual YouTube channels or Facebook pages.

"I think that's where our consumer is moving. Everyone is Internet-savvy and spending a lot of time online and that's where our focus is now," said Jay-Z.

In another effort to burnish the brand with tastemakers, on Monday Rocawear will open a pop-up shop at 201 Mulberry Street in Manhattan's NoLiTa neighborhood. Rather than sell merchandise, the space will serve as a brand showcase and the company is inviting celebrities, bloggers, radio personalities and students to come in and tape testimonials on their impressions of the brand. These videos will also be posted to ThatsRocawear.com.

"People are often surprised at how much we've changed. They're like, 'That's Rocawear?'" said Spencer. — **DAVID LIPKE**

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