

WWD

WEDNESDAY, FEBRUARY 20, 2013 ■ \$3.00 ■ WOMEN'S WEAR DAILY

RIHANNA AND MAC

First Timers

Rihanna and MAC Cosmetics are headed for a pair of firsts: the first time the entertainer has entered the color cosmetics realm, and the first time the brand has done a multiseason collaboration with one celebrity. The singer will have more input than just her name on the line. "When it comes to creating things, I like to get my hands in there," she said. The RiRi [Hearts] MAC offering includes four collections spanning 31 stockkeeping units, with the first product, RiRi Woo, to launch at her May 4 Barclays Center concert with a pop-up shop. For more, see page 6.



Prada Posts 29% Revenue Gain

By LUISA ZARGANI

MILAN — Prada Group clocked in another strong year, posting a 29 percent gain in revenues in 2012.

Lifted by a vigorous performance of the Prada and Miu Miu brands and growth in all markets globally, the Milan-based luxury firm registered sales of 3.29 billion euros, or \$4.24 billion at average exchange, in the fiscal year ended Jan. 31.

"In a year characterized by a particularly difficult international economic environment, our group has made further important progress along its path of growth, consolidating its position at the head of the luxury goods sector," said Prada chief executive officer Patrizio Bertelli. "The strength of our brands, our ability to interpret and anticipate market trends and our global retail network continue to form the basis for our long-term growth strategy."

Prada has been investing in expanding its own retail chain, which last year accounted for 82 percent of revenues, totaling 2.66 billion euros, or \$3.43 billion, up 36 percent year-on-year. In 2012 the group opened 78 stores, reaching a total of 461 directly operated units at the end of January. These include 283 Prada boutiques, 126 Miu Miu units, 45 Church's and seven Car Shoe banners.

Wholesale revenues grew 6 percent despite a reduced number of indirect points of sale.

All geographic markets showed gains: Italy was up 19 percent; the rest of Europe rose 36 percent, and the Asia-Pacific region gained 33 percent. Sales in the Americas and Japan climbed 23 and 14 percent, respectively.

The core Prada business grew 33 percent, and Miu Miu registered a 16 percent increase.

The group's full 2012 financial results are tentatively expected to be released on April 5.

HSBC commented: "The key concern in the industry remains 'ubiquity,' in our view, i.e., 'I see these stores everywhere, I see these products everywhere.' Prada addresses the issue with both a lower store count (about 180 less Prada than Louis Vuitton stores) and a unique 'flash collec-

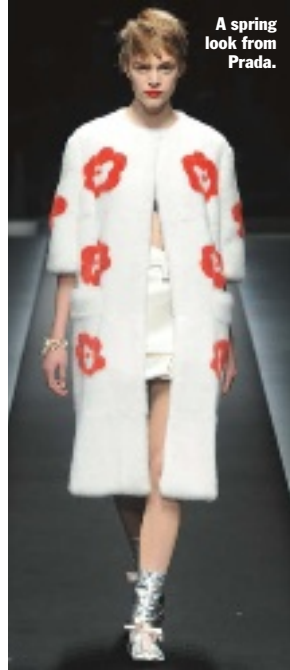


PHOTO BY GIOVANNI GIANINONI

' model enabling the brand to inject new products in store on a monthly basis. Our belief that Prada has come from a second-tier status to one of a go-to brand is not short-lived."

Separately, in Tuesday's La

Stampa daily, Bertelli described Italian fashion as a "sleeping beauty," urging it "to wake up. We must all be more aware of the power of our production system, given that all international brands turn to us [Italians] when they need products [perfectly] made."

The executive also tackled other subjects, including Milan Fashion Week's show schedule, which he believes should be set "for at least two years," as in Paris, and strengthened, with more foreigners showing here and more events, parties and exhibits, with designers joining forces.

It is understood Bertelli has been working on a new structure for Italy's Chamber of Fashion with other members of the association. The new structure would be similar to

16%

2012 REVENUE INCREASE
AT MIU MIU.

Pitti Imagine's, which counts Raffaello Napoleone as its ceo. Napoleone has been rumored to be favored as a successor to Chamber president Mario Boselli, whose mandate ends in April. In the interview, Bertelli said Boselli "has worked well, but he's sometimes been left alone from members of the chamber" and said a young, marketing-oriented ceo would help. He concluded by tackling different subjects, saying he would not bring Prada to show in Paris and that he did not regret listing in Hong Kong, once again dismissing a double listing in Milan. And he confided that he will vote for Pier Luigi Bersani, head of Italy's left-wing Democratic Party, in the elections scheduled for Sunday and Monday.

Macy's, Martha and Penney's Ready for Trial

By ALEXANDRA STEIGRAD

NEW YORK — The legal grudge match pitting Macy's Inc. against Martha Stewart Living Omnimedia Inc. and J.C. Penney Co. Inc. finally goes to trial today — and it could last two-and-a-half weeks.

Presiding Judge Jeffrey Oing took care of pre-trial scheduling issues Tuesday in what could be described as a two-and-a-half-hour last-ditch effort by both sides to gain the slightest advantage. The case is scheduled to go until March 8.

Macy's filed the initial contract dispute just more than a year ago over Martha Stewart's 2011 deal with Penney's to create Martha Stewart-branded shops-in-shop this spring. Penney's also bought a 16.6 percent stake in MSLO. But Macy's said the deal breached its contract with the home goods firm, which gave Macy's the right to sell certain Martha Stewart-branded wares.

Macy's sued both parties, claiming the Penney's contract is illegal, and is asking for a permanent injunction and damages. For the moment, Penney's, which is retooling its merchandising and retail strategy for all of its stores, can move forward with Stewart shops-in-shop; however, it can't sell certain home goods, under a court ruling from last summer.

On Tuesday, Judge Oing listened to a slew of lengthy arguments from the cavalry of lawyers, who pinpointed some of the more substantive questions of the case, which range from defining the meaning of "exclusivity" to examining Stewart's role in the design process of the branded goods.

The first major bone of contention Tuesday was related to a contract Penney's inked with Sephora for a shop-in-shop. Lawyers for Macy's asked the court

for access to the contract, arguing that it would illuminate Stewart's relationship with Penney's.

If the Sephora and Stewart contracts are identical, it could strengthen Penney's case, said the judge, who wanted to order the defense to produce the Sephora deal.

One issue the judge did rule on is whether Glenn Sheets, Macy's expert witness on accounting, would take the stand on Wednesday. Sheets will provide an analysis of monetary damages he believes Macy's is entitled to should the retailer win the case. The defense argued against the accountant's inclusion, as no monetary losses have been suffered to date, but the judge sided with Macy's.

"This does not mean the plaintiff is going to prevail," Oing noted, explaining that he wants to give the litigants "their day in court." Although few issues were decided, Oing said Michael Francis, Penney's former president, and Steven Lawrence, a former Penney's merchant and executive vice president, would not be required to testify in court, as they have already submitted depositions.

Checking two names off the hefty witness list likely won't make much of a dent in the case, however. More than 60 names populate the joint list, which could make for a protracted trial. Dealing with the hectic schedules of executives such as Stewart, Macy's chief executive officer Terry J. Lundgren and Penney's ceo Ron Johnson may also prove difficult. A Macy's spokesman said Lundgren, Johnson and Stewart will likely testify next week.

Even so, Oing assured the court that he does not anticipate the trial extending beyond the March 8 deadline.

"I'm rather impatient," he told the lawyers, who fidgeted anxiously before him. "I will have no trouble in this case to say 'Move it along.'"

THE BRIEFING BOX IN TODAY'S WWD

London Fashion Week street style. For more, see WWD.com.



PHOTO BY MERRY GROWNFIELD

MAC Cosmetics and Grammy-winning vocalist Rihanna have collaborated on multiple collections of color cosmetics that will roll out later this year. **PAGE 1**

Maxime Simoëns, Pallas and Jay Ahr are among the designers and collections to keep an eye in Paris. **PAGE 7**

Michael Kors took the top spot as the most-sought-after American fashion brand on the Internet, according to Digital Luxury Group. **PAGE 8**

Kirna Zabête in May will open a 10,000-square-foot flagship at 477 Broome Street in New York. **PAGE 8**

Joe's Jeans' Joe Dahan will receive \$9.2 million over 33 months in lieu of the remaining portion of his earn-out agreement. **PAGE 8**

Pianoforte Holding — which comprises the Carpsia, Yamamay and Jaked brands — may list its shares in 2015. **PAGE 9**

Brigitte Bogart today will be named executive vice president of design and product development at Bebe Stores Inc. **PAGE 9**

Cruciani is further expanding its offerings with a total-look apparel collection. **PAGE 9**

Comptoir des Cottonniers has tapped Calla Haynes for its first capsule collection with a guest designer. **PAGE 9**

Michael Hainey, deputy editor of GQ, discusses his new family memoir, "After Visiting Friends." **PAGE 10**

Vanity Fair and Juicy Couture kicked off Oscar week with a party celebrating the "Vanities" calendar on Monday. **PAGE 10**

The Duchess of Cambridge has been publicly criticized recently about her personality and wardrobe by Vivienne Westwood and author Hilary Mantel. **PAGE 11**

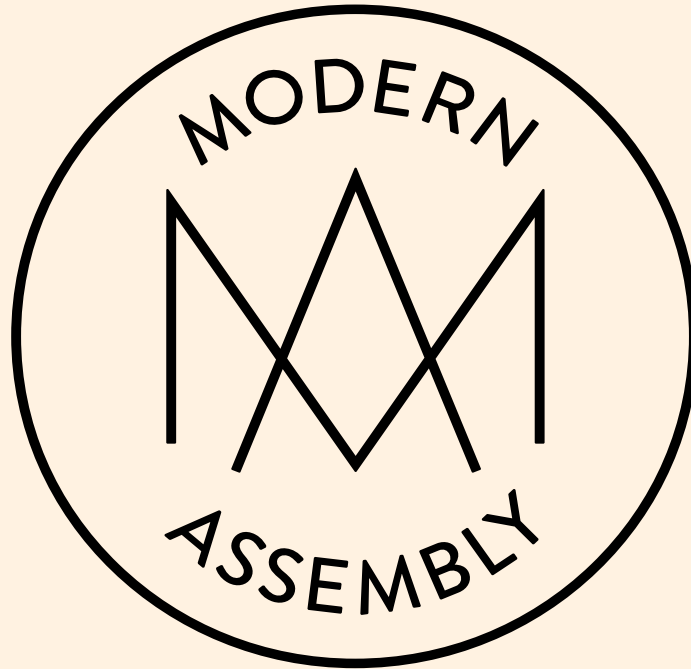
Details magazine has gathered a bunch of its favorite bloggers into what it calls a blogger's network. **PAGE 11**

ON WWD.COM

THEY ARE WEARING: WWD photographers go off-runway during London Fashion Week, capturing the best street style of the season. For more, see WWD.com.

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Huishan Zhang



LONDON COLLECTIONS

Fall 2013

HIGHLIGHTS FROM THE LAST OF THE LONDON SHOWS INCLUDED A SINISTER EDGE AT MEADHAM KIRCHHOFF, AN ULTRAFEMININE FEEL AT ROKSANDA ILLINCIC AND SHARP, GEOMETRIC LINES AT HUIZHAN ZHANG.

Meadham Kirchhoff: The collection was an intersection of “The Turn of the Screw,” “Fanny and Alexander” and the pope’s wardrobe. And while it had a sinister edge, it was one of the best outings so far from Edward Meadham and Benjamin Kirchhoff. The show began innocently enough, with jaunty sailor skirt suits adorned with shiny black panels, nubby sweater jackets and elegant coats. But it quickly turned

dark in the form of black PVC jackets and coats, and shiny black ruffles on skirts, tops and capes — with models wearing sooty veils over their faces. There were also white oversized shirts with piecrust collars, and prim, embroidered dresses inspired by priests’ vestments. Among the more wearable pieces were a black velvet dress with a dramatic white lace collar, and a gown printed with a ballerina motif and black lace edging at the bottom.

Roksanda Ilincic: Roksanda Ilincic banished the conventional fall color palette and made a range of pinks, plums and greens the focus of her ultrafeminine collection. “I wanted to have a breath of spring fresh air and break with tradition,” she said. The opening look was a cable-knit dress with a diamond pattern in a soft blush pink. That was followed by a parade of dresses in a terrific mix of textures, fabrics and colors,

culminating in one the color of mint chocolate-chip ice cream.

Ilincic paired a PVC coat in calamine-lotion pink with a chenille midi-length skirt of the same hue, while a baby pink sheath dress had diamond panels at the waist for womanly definition and a neon orange fold-down collar. Long-haired fur shawls in lurid green and orange were a nice styling touch, as were the witchy shoes from her collaboration with high-street retailer Aldo.

Huishan Zhang: Huishan Zhang’s sparkling, dreamy collection looked as if it had been made by hand and was among the strongest outings so far in London this season. The designer took his cues from Mao Tse-tung’s famous boxy four-pocket jacket and from the sharp, geometric lines of Piet Mondrian paintings.

And while A-line dresses had a futuristic-by-way-of-the-Sixties feel, the finishes

were either soft or shiny. Some designs featured delicate needle felting on top of black or white lace, while others shone with tiny cornflower blue or gunmetal crystal stripes and panels. “I used the Mao shapes to give power back to women. They’re leader suits — but with femininity,” said the young Chinese designer.

Pringle of Scotland: In a light and modern take on its signature knits, Pringle’s fall collection was a cool fusion of classic technique and knitwear innovation. The design team worked in shades of white, ivory, camel and cornflower blue, imparting lightness to the clothes. There was a tinge of space-age Sixties style to the spare structure of a neat camel jacket and skirt and the soft simplicity of the white knits — the best of the bunch — done in tubular stitching.

Simone Rocha: A charming ode to her elders, Simone Rocha’s



Pringle of Scotland



Simone Rocha



J.W. Anderson



Louise Gray

Welcome to the Funhouse



Anya Hindmarch

WHY TAKE THE EASY ROUTE with an accessories presentation — a showroom with some plain white shelves and decent lighting — when you can get creative and evoke childlike wonderment? Anya Hindmarch and Sophia Webster both made their guests feel like kids again with London presentations that amused and charmed.

It was a painstakingly orchestrated moment of live theater featuring 50,000 dominos set up to fall just so, in Hindmarch's case. Inspired by Domino Day, a Netherlands tradition, the designer partnered with Mr. Domino — aka Robin Paul Weijers, a world-class expert and record-holder — whose team meticulously installed her set over the course of a week.

They crossed their fingers it would hold steady against, say, a sudden gust of wind or a couple hundred guests trampling to their seats until someone tipped the first trigger. The elaborate effect, collapsing pyramids of colorful tiles along the way, didn't go off with a hitch. Alas, one domino did get stuck — but it had a big payoff in terms of entertainment value and mood-lifting cheer.

"The fact that it didn't go perfectly was kind of fun," said Hindmarch after the show, noting she had games on her brain when designing the collection, which included thematic pieces such as the Duke Domino, a clutch that looked like a domino, and the Duchess Backgammon, another clutch in shagreen and a multicolored backgammon motif, plus some vibrant classics, like a messenger-style satchel with a multicolored tassel.

For Webster's second presentation under Topshop's Newgen patronage, she conjured a little girl's fantasy forest, complete with rainbows and unicorns. Only it was for big girls, with shoes and boots inspired by "Edward Scissorhands meets rainbow Narnia meets 'Clueless,'" said Webster. She worked in a variety of materials, including metallic and hologram leather for pumps, peep-toes and boots. Modeled by girls decked out in psychedelic catsuits and rainbow-colored, unicorn-inspired hair, or displayed on birdhouses in the snowy "forest," Webster's designs were dramatic, playful and fun — especially the thigh-high, lace-up gladiator boots in hologram leather that are for go-go dancing.

— JESSICA IREDALE

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runway.

fall collection drew on her grandmothers — one Irish, the other Chinese. It was not a cross-cultural blend but, rather, a modern fashion girl's take on ladylike tradition rendered with wit and traces of nostalgia.

Rocha opened with a peachy mesh series, the best of which was a new twist on a suit in a short jacket with trim, rounded shoulders and a miniskirt with a pleat of volume in the back. The look was more grown-up than usual yet retained her quirky naiveté, especially in terms of fabric choices. The designer has a thing for synthetic-looking materials handled with offbeat grace, such as a crisp shirt traced with a yellow faux fur trompe l'oeil bustier, or a lean sheath in nude crinoline with knit embroidery at the bust.

J.W. Anderson: Jonathan Anderson banished last season's frills and replaced them with a linear, clinical collection of elongated silhouettes and unexpected

angles. There were thigh-high splits on skirts and sweeping hemlines, while the open backs on tunic dresses and skirts were reminiscent of hospital gowns.

Anderson's orthopedic nurse's shoe designs added to the health care feel. Trousers came in baggy homeboy proportions with a strapped "X" across the pelvis and were paired with tops in the collection's washed-out pinball-machine print.

Louise Gray: This riotous collection was packed with Louise Gray's signature color and pattern, with the designer developing original woven fabrics in a patchwork of motifs inspired by such things as animal prints, the London Underground map and even aluminum foil. Tailoring was a big focus this season in the form of cropped, tailored jackets paired with dresses; sharp coats worn with tight pants, and mumsy skirt suits fit for a rather eccentric English lady.



Sophia Webster

PHOTOS BY GIOVANNI GIANNINI

MAC Joins Forces With Rihanna

By SAMANTHA CONTI
and JULIE NAUGHTON

LONDON — For Rihanna, life couldn't be better.

Sure, there's the ongoing media fascination over her relationship with Chris Brown, but that's counterbalanced by her Grammy-winning singing career, her new fashion collection with British retailer River Island and, now, a new, groundbreaking deal with MAC Cosmetics.

The only downside is all the media attention. "The only thing the media really can get in the way of is my privacy," said Rihanna — fresh from taking her runway bow in a cavernous former post office sorting space in central London after the Rihanna for River Island show last weekend. "Privately, yeah, it's a pain in the ass, but at the same time they help me to get my message across. My creativity — I'll never let anyone interfere with that — because that's something I love. And if I'm not doing that, I'm wasting my time."

The MAC agreement — which Rihanna called "a no-brainer" — will help her be even more creative. In an unprecedented deal for both, MAC and the Grammy winner have collaborated on multiple collections of color cosmetics that will roll out later this year.

The first product to launch will be RiRi Woo, a lipstick inspired by her favorite MAC red, Ruby Woo. Its release will coincide with Rihanna's Diamonds Tour concerts on May 4 and 5 at the Barclays Center in Brooklyn, where MAC will open a pop-up shop on the first night to showcase the line.

"When you think of makeup, the brand that pops into your mind — for something legit — is MAC," said the singer, who was dressed in a black, strappy, curve-hugging dress of her own design and matching Manolo Blahnik heels during an exclusive interview with WWD. "Whatever color you want, it's like 'Let's go to MAC.' I've been using MAC on tour for such a long time it was a natural fit for me. I have always loved makeup, and I always said that if I do it, I want to do it with a credible brand."

Rihanna argues that creating makeup is no different from making songs — or clothing, for that matter. "Being creative is something that I love, so I can put that into different outlets. Music happens to be the first thing that I gravitated to, and now music opens doors to just so many different opportunities, and they all tie in. My makeup looks, my fashion looks...they help me to express myself as an artist. I think it helps people to understand me or my mood, my story."

Although MAC has collaborated with myriad brands and celebrities in the past, this is the first time the brand has worked with a famous person for more than just a one-off project. "We always say that MAC likes to go on a date but doesn't really want to go into a relationship," said John Demsey, group president of the Estée Lauder Cos. Inc., MAC's parent company. "This relationship with Rihanna is a long-term one that involves the development of four distinct color initiatives."

The four collections, to be known as RiRi [Hearts] MAC, will break throughout 2013, and current plans call for 31 stockkeeping units. In another first, MAC is calling Rihanna, who turns 25 years old today, a "creative partner" rather than a collaborator. Her name will appear on the packaging, and her signature will be embossed on the RiRi Woo lipstick case and on the bullets of the summer lipsticks, as well as several of the fall and holiday pieces.

RiRi Woo will be sold at the Rihanna concerts and online, and a summer collection will follow, which will also be sold online. A third will land in brick-and-mortar stores for fall, and there will be an on-counter holiday collection.

The signature piece of the lineup, RiRi Woo, will be sold with all four collections. The summer collection also includes two additional lipsticks, a Lustre Drops shade and a powder blush duo. Fall's 16 sku's include four lipsticks, a deeply pigmented Lipglass version of RiRi Woo, two multishade eye shadow palettes and false lashes. ("She likes to wear two pairs at a time," said Jennifer Balbier, MAC's senior vice president of global product development, in an aside.) Holiday will bring another 10 items, including nail polish, a makeup bag and additional lipsticks.



Rihanna backstage at the River Island show in London.

"I've been using MAC on tour for such a long time it was a natural fit for me."

— RIHANNA

Demsey stressed that the collections did not involve Rihanna slapping her name on generic product. "This was not a front," he said. "This is a true, organic collaboration based on mutual admiration and respect. These four collections are like four tracks on a Rihanna compilation. Each one has its own vibe, look, special makeup packaging and flavor. This is really the convergence of pop culture, fast fashion, and iconic style and makeup," he said, adding that he had been closely following the singer — with an eye to a potential deal — since she released her first single in 2005. "She's a star. The world follows her look — how she wears her hair, her nails, her clothing, how she styles herself."

While Demsey declined to discuss sales projections, industry sources estimated that the complete lineup could do \$15 million at retail globally.

Mert Alas and Marcus Piggott have shot the campaign for the fall and holiday collections. "And that's a #wrap on my shoot for my new #topsecret ad campaign!!!" the singer tweeted Jan. 27, sparking Internet speculation that she was doing a Chanel campaign, as she left the shoot wearing a Chanel necklace.

Seemingly everything Rihanna does makes news on an almost-daily basis — including her on-again, off-again relationship with Brown, her allegedly abusive boyfriend. When asked if that coverage was a potential downside for MAC, Demsey didn't skip a beat.

"She's a grown woman, and whatever makes her happy makes us happy. Life's complicated. Far be it for us to judge," he said.

Rihanna said she loved working on the collections — and even got her girlfriends involved. She said MAC gave her free rein with regard to packaging and colors, makeup textures and finishes, which she concocted with Balbier and James Gager, senior vice president and creative director of MAC.

"I really got to play," Rihanna said. "There's so much to choose from, and you can mix different textures with different colors and different greens in different eye shadows. I learned so much about the detail of makeup and what makes things look different. What makes it apply different is really important. Every little detail is important."

Among those details were the rose-gold packaging, which will be used for her fall collection, and compacts in a pearly white with pink accents that will be used for the holiday collection. She said that one of the biggest surprises was seeing the result. "The package that we designed and the product that we created, to see it sitting there in your hand was kind of scary. It was like, 'This cannot be real,'" she said.

Creating RiRi Woo was a particular challenge, she said: "Working with MAC, it's difficult to get a red lipstick that beats Ruby Woo, because it works on every skin tone. I had so many different samples to choose from and so many different colors underneath — blue, yellow, orange and pink bases. And I got to pick one that worked, and I tried it on all my friends to make sure it worked on all of our skin tones."

Balbier noted that Rihanna approached the task with a laser focus. "She wanted RiRi Woo to be slightly more blue-red and retro matte — a matte with moisturizer finish we'd used in a collection years ago and currently only have in one product," she said. "She was especially adamant that the color be suitable for every skin tone."

Gager was similarly impressed. "She could name all of our creative collaborations for years back and was pulling many of them out of a bag she brought to the meeting as she explained what she wanted in her collections," he said.



Items from the collection.

As excited as she is about the MAC project, the entertainer is also reveling in her collaboration with the British high-street retailer River Island, a 120-piece collection for spring featuring sexy crop tops, hooded jumpsuits and skirts with high slits that will be sold through the retailer; and exclusively in the U.S. and Japan at Opening Ceremony.

"When it comes to creating things, I like to get my hands in there," she said. "Tonight just blew my mind, it was like a dream come true. I mean, to have a fashion show in London Fashion Week. For this to happen so quickly was just sick. It was the same with MAC. I never thought I'd be able to create makeup with such a big brand so quickly at such a young age. It's kind of sick to even say aloud when I think about it."

PARIS

Ones to Watch

A selection to keep an eye on in Paris.



A sketch from Maxime Simoëns' fall collection.



A tuxedo jacket from Pallas.

MAXIME SIMOËNS

It's been more than a year since Maxime Simoëns showed a collection. In January 2012 he showed his spring 2012 ready-to-wear during couture week — rather clumsy timing given that he had sold the collection six months prior. But it got him on the radar. “We definitely gained some visibility showing during couture,” he recalled. “It was a great opportunity.”

After a tumultuous year that had him rumored to be a contender for Dior and a fruitless attempt at the helm of French house Leonard, Simoëns said he took some time to concentrate on his own company. “This is really like a reboot,” Simoëns said at a preview at his studio and headquarters, explaining that the company has been almost entirely restructured.

Luxury titan Bernard Arnault, chairman and chief executive officer of LVMH Moët Hennessy Louis Vuitton, is now providing financial backing to Simoëns, along with strategic advice, as Dior ceo Sidney Toledano is coaching Simoëns on his fledgling business.

In addition to rtw, Simoëns will show his first bag and shoe style along with some jewelry on the runway. For the clothes, Simoëns said he is really true to himself, building on silhouettes that are very structured with geometric architecture and feminine body-conscious appeal. “Sensual but not sexual,” he said. — LAURENT FOLCHER

PALLAS

The women's tuxedo — or “le smoking” — is the focus of a new luxury capsule collection by Pallas, a small, family-owned Paris atelier that until now has been concentrating its know-how on developing prototypes for luxury players such as Balenciaga and Mugler.

The firm recruited a fitting muse — Hannelore Knuts — as style consultant, literally building the pieces on the androgynous Belgian model, who also

lensed a series of self-portraits for the look book.

“I've always worn men's clothes. I'm not a typical sexy dresser, and the tuxedo, it was like: ‘Of course,’” Knuts said during a fitting at the company's atelier in the 9th arrondissement in Paris, flanked by Pallas president Daniel Pallas, whose father, David, founded the house in 1961, and his partner Véronique Bousquet, who serves as the firm's pattern cutter.

Comprising seven minimalist silhouettes in black, navy and off-white — including a long, sleeveless tuxedo dress — the line will be produced by the firm's Paris-based team of *petites mains* and presented by appointment during Paris Fashion Week. — KATYA FOREMAN



A sketch from Jay Ahr's fall collection.

JAY AHR

Jonathan Riss' debut Paris presentation has been a long time coming. The Paris-based Belgian designer, who is known for his

easy cocktail dresses, launched his label — Jay Ahr — in Paris in 2006, opening a sprawling store and design studio on Rue du 29 Juillet, next to Colette.

He opened a private salon in Manhattan in 2008, and has just cut the ribbon on a 1,300-square-foot embroidery atelier in Beijing, where he has been developing a series of artworks for a soon-to-be-staged exhibition titled “Animal Armors.”

Next up, the designer is planning a series of mini-shows in the foyer of his Paris headquarters for March 1. “I wanted to get the foundations in place first,” said Riss. His fall collection plays on graphic and curvaceous lines for the tailoring, with a palette centering on black and white with pops of silver, gold, khaki and pink.

Riss will also be putting forward his daywear and separates offering. Jay Ahr is carried in around 70 doors, including Bergdorf Goodman, Luisa Via Roma and Printemps. — K.F.



A Jitrois biker coat sketch for fall.

JEAN-CLAUDE JITROIS

It's been a 30-year wait, but Jean-Claude Jitrois has finally made it onto the Paris calendar. A longtime retail presence in the French capital, the leather specialist only recently joined the Chambre Syndicale, French fashion's governing body. His show is slated to take place March 6 at the Saint James & Albany Hotel-Spa.

“Paris is still a very important showcase for foreign buyers,” the designer said, adding that his brand is now present in countries including China, Taiwan, Russia, Azerbaijan and Kazakhstan.

While the European Union represents 60 percent of the company's business, Jitrois predicts markets outside the EU will account for the lion's share of sales by 2014.

The brand is carried in around 90 doors worldwide,

with a flurry of openings due this year, including two free-standing stores in China and one in Aspen, Colo. — all through franchise agreements.

For fall Jitrois will present a collection inspired by the elegant women that fascinated him as a young boy growing up in Aix-en-Provence in the Fifties. In April he is planning to take his fall collection to China.

— LAURE GUILBAULT



Jonny Johansson

PHOTO BY WALTER KASPERNYK

ACNE STUDIOS

Acne Studios is gearing up for its first women's ready-to-wear show in Paris, to take place March 2 at the Grand Palais. For the fall collection, the brand's creative director, Jonny Johansson, collaborated with photographer Katerina Jebb and the Musée Galliera.

With Musée Galliera director Olivier Saillard acting as curator, the pair selected fashion pieces from the 18th century onward from the Paris-based museum's archives. Jebb then scanned the pieces and made photomontages, mostly of the garments' insides, which Johansson had printed on fabrics used in a large portion of Acne's women's wear collection and a capsule line for men, also to be presented on the runway.

“I want [the collection] to consist of the past, present and future,” said Johansson, explaining the historic garments; the present is signified by the actual design with Jebb, which was mostly done quickly, on-the-spot, and the future results from the line hitting stores in six months' time.

Acne usually presents its women's rtw in London, and it has not yet been decided whether the move to the City of Light will be a one-off. — JENNIFER WEIL

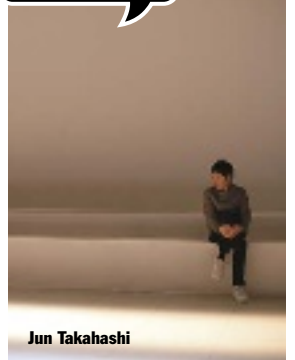
UNDERCOVER

Jun Takahashi's Tokyo-based label Undercover returns to the Paris show calendar this season after a two-year hiatus.

Just last year, the designer said he did not think runway shows were the right vehicle for him to express his vision, but he had a change of heart. “Right now, I want to show again the stronger and more creative side of Undercover and that is why I am going back to runway,” he said, adding that the break has brought him “back to a beginner's spirit.”

Although he is mum on his inspiration for fall, it's clear that his two-season stint doing

FOR MORE ON THE PARIS SCENE, SEE WWD.com/eye.



Jun Takahashi

a line for fast-fashion giant Uniqlo has influenced his creative process.

“The collaboration with Uniqlo gave me an opportunity to think about the balance between creation and business,” he explained. “Now, I am making stronger creative works. In the meanwhile, we are forming a team to create products which will support our business.”

— AMANDA KAISER



A style from Yang Li's fall preview.

YANG LI

After building up a strong relationship with handful of influential retailers, such as British concept store LN-CC, Yang Li will bring his fourth collection to a broader audience with his first runway show.

But don't expect a classic format from this fiercely independent designer. “It is important to show my clothes in movement, but expect some things happening onstage, too,” the designer teased during a preview at his London studio.

Still deeply rooted in solid generic pieces, such as biker jackets and parkas done in stiff industrial leather or coated wool, Li plans to introduce what he calls “punk couture” — dramatic silhouettes juxtaposing, say, a very long, heavy skirt and tweedy bouclé collarless jackets with military-infused outerwear.

The big news is the brand's expansion into knitwear. Bright pink or deep burgundy open-back sweaters and bicolor ribbed turtlenecks will punctuate the rather somber palette of the collection. Li even encouraged his manufacturers to work together on some double-faced pieces fusing woven and knitted fabrics. — L.F.

Surveying the Searches

By LISA LOCKWOOD

MICHAEL KORS TOOK the top spot as the most-sought-after American fashion brand on the Internet, according to Digital Luxury Group, which creates market intelligence for luxury brands.

In "The World Luxury Index American Fashion," DLG found that Kors captured 19.6 percent of the more than 31 million Internet searches covering 35 U.S. fashion brands in 10 global markets (Brazil, China, France, Germany, India, Italy, Japan, Russia, U.K. and U.S.), using insights from Google, Bing, Yandex and Baidu. The study was conducted from January to June 2012.

After Kors, the top 10 was rounded out by Marc Jacobs, Ralph Lauren, Calvin Klein, Vera Wang, Tory Burch, Kate Spade, Diane von Furstenberg, Betsey Johnson and Tom Ford.

The study found that fashion accessories such as handbags and wallets drove searches for Kors and Jacobs, but interest in Lauren and Klein was more for their apparel lines.

"Search engines better reflect consumer interests than social media," said David Sadigh, founder and chief executive officer of Digital Luxury Group. "The problem with social media is the buzz. Search engines are usually much more accurate in understanding primary interests." He said the survey was conducted right after the Michael Kors initial public offering "and the brand was booming like crazy."

Other key findings from DLG's research include:

■ Some 36.1 percent of the global searches were for handbags; 34.9 percent for ready-to-wear; 14.1 percent for wallets; 7.6 percent for shoes, and 5.9 percent for sunglasses.

■ U.S. brands are lagging behind European ones when it comes to emerging markets. Only 7.5 percent of global searches from American brands came from BRIC countries (Brazil, Russia, India and China), whereas 30.5 percent of searches for European brands came from the BRIC markets.

■ In China, Michael Kors maintained a dominant position, followed by Tory Burch, Hervé Léger and Marc Jacobs. Burch, for example, is well known for tailoring her luxury merchandise to the local market, while Hervé Léger is known for its popular bandage dresses worn by local celebrities. Handbags represented 51.9 percent of the fashion category interest in China, versus 36.9 percent in the U.S. The study also found that Anna Sui is popular among Chinese consumers, particularly for perfume and cosmetics searches, versus fashion searches.

■ In Brazil, Calvin Klein came in at number one, followed by Michael Kors, Ralph Lauren, Vera Wang, Marc Jacobs, Carolina Herrera, Marchesa, Oscar de la Renta, Diane von Furstenberg and Tom Ford. According to the study, Brazilians are the number-one international shoppers of Calvin Klein in the U.S., due to the fact that Calvin Klein has operated for more than a decade in Brazil. The study also found that brands like Vera Wang and Carolina Herrera benefited from Brazilian brides doing online research and eventually traveling to Miami for designer gowns at better prices than at home.

MOST-SEARCHED AMERICAN FASHION BRANDS WORLDWIDE

- 1 Michael Kors
- 2 Marc Jacobs
- 3 Ralph Lauren
- 4 Calvin Klein
- 5 Vera Wang
- 6 Tory Burch
- 7 Kate Spade
- 8 Diane von Furstenberg
- 9 Betsey Johnson
- 10 Tom Ford

JANUARY TO JUNE 2012.
SOURCE: DIGITAL LUXURY GROUP

Kirna Zabête on the Move

By SHARON EDELSON

NEW YORK — After 14 years, Kirna Zabête is spreading its wings.

The aptly named Kirna Zabête 2.0, as the flagship will be called, will open in May in a 10,000-square-foot space at 477 Broome Street here — twice as large as the original location at 96 Greene Street, with three to four times the selling space. Sales in the new store will "easily double by the end of next year," said Beth Buccini, who co-owns the store with Sarah Hailes. Sales in subsequent years will rise between five- and eight-fold, she predicted, adding that the original store does more than \$1,000 in sales per square foot.

The Web site, which is re-launching, "can also achieve massive growth," Buccini said.

The women are financing the new store but looking for investors for digital growth "because we're making a big play in that platform," Hailes said.

The business has outgrown the Greene Street space. "The additional square footage of the new store will make a massive, significant difference," Buccini said. "We'll have an eveningwear section where gowns can hang properly and a swimwear section."

Kirna Zabête 2.0 will be on one level, allowing "the clothes to breathe," Buccini said. "We'll buy deeper into the collections. We're adding Christian Dior and Nina Ricci. We're looking at tons of other designers." The retailer sells Celine, Givenchy, Azzedine Alaïa, Erdum, Joseph Altuzarra, Prabal Gurung and Charlotte Olympia.

"The new store will be a different experience for our loyal ladies," Hailes said. "We'll offer warm hospitality, but the design will reflect the 41-year-old ladies we've become." Steven Gambrel is designing 2.0 with Buccini and Hailes. "This is his first retail experience," said Buccini. "We mix so many vendors and moods into one store — whimsy, glamour, femme fa-



Beth Buccini and Sarah Hailes

talé — we let the merchandise be the star of the show."

The original store has lavender floors, a cherry red staircase and yellow jewelry cases. Color will be more sophisticated in the new unit, which will be a more modern, digitalized space. "We'll use all our digital resources to wardrobe our clients," she said.

Kirna Zabête championed labels such as Balenciaga, Lanvin and Stella McCartney. The brands will create special pieces for Kirna Zabête 2.0's May opening.

Buccini and Hailes in September collaborated with Target as part of The Shops at Target, where store owners were tapped to design products. "The most shocking thing about the Target collaboration is that we found our inner designer," said Buccini. Kirna Zabête last week launched a six-month collaboration with Nine West. "We're excited to keep doing projects like that," Buccini said. "Private label is something we'd like to head toward."

The Nine West line will be sold in the new store. "When customers buy designer collections, they say, 'I'd love to get a Kirna Zabête for Target T-shirt,'" said Hailes. "It makes them feel smart. Everybody loves a cheap thrill. We'll continue to offer our clients these little surprises. Shopping should be fun."

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Joe's, Dahan End Earn-out Deal

By ARNOLD J. KARR

JOE'S JEANS Inc. has agreed to pay creative director Joe Dahan \$9.2 million in place of earn-out allowances tied to the company's gross profit.

The sum will be divided into weekly installments stretched over a 33-month period ending in November 2015. It replaces a provision dating back to the 2007 acquisition of Dahan's company, JD Holdings Inc., by a subsidiary of Joe's under which Dahan received a percentage of the company's gross profit over a 10-year period.

Under the original agreement, Dahan received 11.3 percent of fiscal-year gross profit between \$11.3 million and \$22.5 million and smaller percentages of profit beyond those amounts, down to 1 percent of profit above \$40.5 million.

The arrangement had been lucrative for Dahan, who also serves as a director of the company and, with 17.4 percent of its shares outstanding, is the largest shareholder. He re-

ceived \$1.8 million in earn-out compensation for both fiscal 2011 and 2010 and \$1.7 million for fiscal 2009, according to filings with the Securities and Exchange Commission.

Marc Crossman, president and chief executive officer of Joe's, said that, with the change, Dahan's "sole financial incentive comes from stock price appreciation through revenue and earnings growth.... As we continue with our retail strategy, we expect our gross profit and gross margin to grow. Now that we have purchased the earn-out, the company fully benefits from retail store and other growth going forward."

Joe's currently has 13 full-price stores and 17 outlets. Crossman told WWD that his plans include more emphasis on full-price stores going forward, including penetration of various international markets. Sales last year were estimated to be between \$115.8 million and \$117.1 million.

Shares of Joe's Tuesday closed at \$1.42, up 2 cents, or 1.2 percent.

Brigitte Bogart Returns to Bebe

By DAVID MOIN

IT'S BACK TO Bebe Stores Inc. for Brigitte Bogart, who today will be named executive vice president of design and product development, WWD has learned.

Bogart will lead the design team in a newly created role reporting to Steve Birkhold, Bebe's chief executive officer. She's Birkhold's first senior-level appointment since he became ceo six weeks ago.

Bogart served as Bebe's senior design director from 2001 to 2009, forecasting trends and designing clothing. Officials credited her with creating some of Bebe's best-selling items, among them the Amanda blouse, which in one calendar year sold more than 100,000 units, establishing it as one of the all-time biggest

sellers for the company.

Bogart has over two decades of ready-to-wear and product development experience including stints at Laundry by Shellie Segal and the Arden B. division of The Wet Seal Inc. More recently, she founded LHM Design Inc., a fashion design and consulting company.

"When I was brought into the company, Brigitte was already working here as a consultant for about three months. She has an institutional knowledge of Bebe and a great relationship with the brand and with Manny," Birkhold said, referring to Manny Mashouf, the founder and non-executive chairman of Bebe. "It was quickly determined that she has the skill set and



Brigitte Bogart

pedigree to take the brand to the next level. She will be heading up design and working with me very closely on all creative aspects," including new ad campaigns and new store concepts.

"My strength has always been in understanding the customer and being able to deliver the right product," said Bogart. "This is an exciting opportunity to create and execute a long-term vision for bebe."

Contemporary sportswear, Birkhold noted, "is a pretty competitive space. We have a lot of challenges going forward."

Birkhold gave the impression that Bebe's bigger challenge is to create exciting product, more so than further reshaping the management team. Asked if he

would be making additional senior-level changes, Birkhold replied that the team is "pretty balanced....I don't foresee any major, major changes," though he added some could occur through attrition.

For many years, Bebe churned out unique items that resonated with many customers. Yet in more recent years, Birkhold acknowledged that Bebe seemed to lose that knack for cutting-edge design. Now, he said, the mission is to both "make sure we are up to speed on current trends and become the brand that sets the trends."

Bebe Stores designs, develops and produces contemporary women's apparel and accessories under the Bebe, Bebe Sport and 2b Bebe labels. The company operates 198 Bebe stores, 52 2b Bebe stores, bebe.com and 2bstores.com. Stores are in the U.S., the U.S. Virgin Islands, Puerto Rico, Canada and Japan. Bebe also distributes and sells its products through licensees in 21 countries.

Pianoforte Considering 2015 for IPO

By SOFIA CELESTE

MILAN — Pianoforte Holding — which comprises fast-fashion accessories brand Carpisa, innerwear and beachwear brand Yamamay and swimwear brand Jaked — may list its shares in 2015, said Gianluigi Cimmino, company board member and Yamamay and Carpisa chief executive officer.

"We need at least three years. There are no formal plans yet," Cimmino said in an interview on the sidelines of a Yamamay press conference here. WWD first reported in March last year that the holding was eyeing a public listing.

The company's aim is to raise its presence abroad, especially Russia, the Middle East, Central America and the Far East, over the next three years. It has recently opened stores in growing markets such as Panama and the Philippines. Currently, revenue gener-

ated from abroad makes up 20 percent of the group's total sales. By 2015, the group hopes to raise this percentage to 50 percent, Cimmino added.

There are 800 Carpisa and Yamamay stores in Italy and 150 stores in the rest of Europe.

In 2012, Pianoforte posted sales of about 300 million euros, or \$396.2 million, up from 280 million euros, or \$389.2 million, in 2011. Yamamay represented nearly half of the company's sales in 2012, Cimmino said. Dollar amounts have been converted at average exchange for the periods to which they refer.

Pianoforte Holding was also ranked among the top 50 Italian fashion firms that have the requisites to go public, by luxury and fashion consultancy Pambianco Strategie di Impresa in its 2012 study of the fashion companies that have the right characteristics for a stock market listing in a three- to five-year period.

According to Pambianco, Dolce & Gabbana remains

in the top spot, followed by Giorgio Armani and the Ermenegildo Zegna Group.

Italian bank Intesa Sanpaolo SpA has taken a 10 percent stake in Pianoforte through a capital increase of 40 million euros, or \$53.38 million at current exchange, to fuel the firm's expansion.

"Intesa Sanpaolo will certainly be involved in the process and will be there to help us," Cimmino said.

The capital increase was intended to help strengthen Pianoforte and leverage the group's synergies and the potential of its brands.

Intesa was also a major Prada shareholder, and sold 102.25 million shares of the luxury firm, representing about 4 percent of its capital, upon its listing in Hong Kong last year, retaining 25.6 million shares.

The Cimmino and Carino families control Pianoforte (Maurizio and Raffaele Carino founded the Carpisa brand). Yamamay is based in Gallarate, a 30-minute drive from Milan, and Carpisa is based in Nola, near Naples.

Yamayay also includes footwear and beauty lines, and the company has a bridal innerwear collection.

Cruciani Unveils Apparel Line

By LUISA ZARGANI

MILAN — Cruciani's lace bracelets have been setting a trend globally and now the company is further expanding the brand with a total-look apparel collection, which was unveiled here Tuesday.

"The company is enjoying increased visibility and this helped us introduce to retailers a modern, creative yet practical and functional fashion collection," said Cruciani founder and chief executive officer Luca Caprai. "This is a moment in time to be more concrete and the collection is in line with our brand."

Inspired by Lauren Hutton, the lineup has a Seventies feel, with loose pants and silk bow-tie neck blouses in a powdery color palette and soft cardigans belted at the waist. A full round skirt in burgundy contrasts with an orange V-neck knit — the latter, Cruciani's core business. "I expected to see a 5 percent gain at the most in ready-to-wear, but, on Feb. 14, two-thirds into the sale of the fall collection, it was up 65 percent," he said proudly.

The rtw collection isn't the only development at the company: The brand opened a shop-in-shop at Barneys New York earlier this month. Grateful for the opportunity to display a comprehensive array of macramé bracelets embellished with four-leaf clovers, stars, hearts or butterflies at the tony store, which also carries Barneys special-edition pieces, Caprai said. "It's like winning an Oscar." Barneys is also the only unit in the U.S. to sell Cruciani's Mickey Mouse bracelets.

Caprai said that, in addition to bracelets featuring the American flag, he has created limited-edition pieces for Valentine's Day, Mother's Day and Thanksgiving, among others. The firm has tied up with Italian jeweler Damiani for a series of bracelets embellished with diamonds that are also available at Barneys.

Under the Cruciani C moniker, the company has sold nine million bracelets since the launch in 2011, with the opening of dedicated stores around the world, from Milan and Capri, Italy, to Madrid, Seoul and Dubai. An average Cruciani C bracelet costs 10 euros in Europe and \$15 in the U.S. "Our products must cost the same globally and the customer must know that he is paying the same price whether in Milan or New York. Why should the customer have to bear the cost of taxes or shipments?" he said.

In addition to its knitwear collections, Cruciani has an accessories division and Caprai touted the performance of the brand's bags. "We've passed from selling 300 to 16,000 units in three seasons," he remarked.

The Cruciani C project has contributed to brisk growth at parent company Maglital Srl, based in Italy's Umbria region, and the company has increased its workforce by 20 percent, adding 100 employees in 18 months. Sales in the 2012 fiscal year are expected to jump 53 percent to 30 million euros, or \$40.3 million at current exchange, compared with the previous year.

In addition to its own Cruciani Palm Beach boutique, the brand is available at retailers such as Bergdorf Goodman in New York, Stanley Korshak in Dallas and Adelaide Ltd. in Chicago.



A look from Cruciani.

Comptoir des Cotonniers Taps Gillier, Teams With Calla

By JOELLE DIDERICH

PARIS — French contemporary brand Comptoir des Cotonniers has tapped rising Paris-based brand Calla for its first capsule collection with a guest designer.

The Comptoir des Cotonniers & Calla collection of 15 summer styles, together with matching shoes and bags, will go on sale in Comptoir des Cotonniers stores worldwide from mid-April.

Toronto-born designer Calla Haynes is known for her prints, which for the capsule collection include floral patterns in a palette ranging from pale pastels to deep red.

"I imagined a girl on her summer vacation in a very picturesque village of France," she told WWD at the Comptoir des Cotonniers showroom in central Paris.

"In 15 pieces, I really feel like you have your complete summer wardrobe. You have your jeans and your T-shirt, your miniskirt. You have your beach look, and then you have the dress you wear to your best friend's wedding," Haynes added.

The collection will be displayed separately in Comptoir des Cotonniers stores and will have a dedicated page on its Web site, featuring a short film portrait of Haynes.

A finalist for the prestigious Andam Fashion Award in 2010 and 2012, she has previously collaborated with denim brand April 77, eco-conscious label Honest By and catalogue

retailer 3 Suisses.

The latest tie-up is part of a series of initiatives by Elisabeth Cunin, who took over in 2011 as chief executive officer of Comptoir des Cotonniers and the Princesse Tam Tam intimates brand, both of which belong to Japanese retail giant Fast Retailing Co. Ltd.

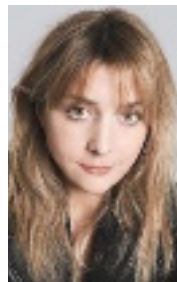
Comptoir des Cotonniers will today reveal that it has hired Amélie Gillier as creative director, in charge of women's ready-to-wear and accessories, as well as the brand's image and visual identity.

After 12 years as artistic director of Zadig & Voltaire, founded by her then-husband Thierry Gillier, she went on to launch her own brand, Lovemilla, and work at Kenzo as studio director under Humberto Leon and Carol Lim.

Gillier will join a team including Delphine Ninoux, who was promoted to design director in 2011 to revitalize the brand's collections.

Comptoir des Cotonniers may experiment further with collaborations in the future. Last year it dipped a toe in the water by working with Uniqlo, Fast Retailing's flagship brand, on a down jacket christened Mademoiselle Plume, which sold well.

Founded in 1995, Comptoir des Cotonniers is known for its "mother and daughter" advertising campaigns, which have been phased out to place a greater emphasis on fashion. The spring campaign, shot by Peter Arnell, features black-and-white images of a model in a trench coat posing in front of the Eiffel Tower.



Comptoir des Cotonniers' new creative director, Amélie Gillier.

A Son's Search

MICHAEL HAINEY'S new memoir, "After Visiting Friends," was 10 years in the making, but he's pretty much been writing it all his life.

The title borrows from an obituary about his father, Robert, a cut-to-the-chase newspaperman who died without warning at age 35 on Chicago's North Side in 1970. Although he was only 6 at the time, Hailey began questioning the play-by-play of that cataclysmic night a few years later. Now deputy editor at GQ, he seems to have inherited his father's dogged reporting skills, tracking down more than 100 potential sources — often flying or driving for hours to look them square in the eye to figure out what they might tell him.

"Sometimes I think to understand who we are we have to understand who our parents were."

—MICHAEL HAINEY

Working in the Windy City when it was still a five-newspaper town, the elder Hailey was the Sun-Times' slot man working the 6 p.m. to 2 a.m. shift, churning out three different editions of the paper each night. His son recalls a time

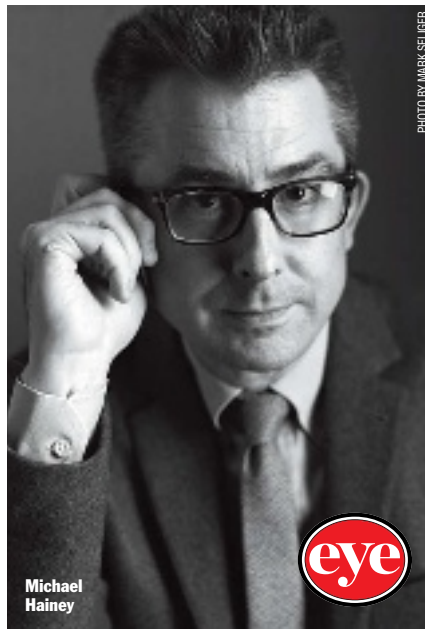
when cops and newspapermen were still comrades, newsroom gals wore tight sweaters with pointy bras and a great martini could be had for 75 cents.

All of those factors played a hand in his father's undoing. "Sometimes in our lives in order to go forward, we have to go into the past," he says. "Sometimes I think to understand who we are we have to understand who our parents were. We are their sequels not just physically. We are their stories and our stories are entwined with theirs."

As for the book's appeal, Hailey says, "This is a journey many people long to take — to go in search of something about their parents or their family's story. It's why I talk about weaknesses and confusion — to tell someone it's an easy trip, it's not. These quests are very complicated."

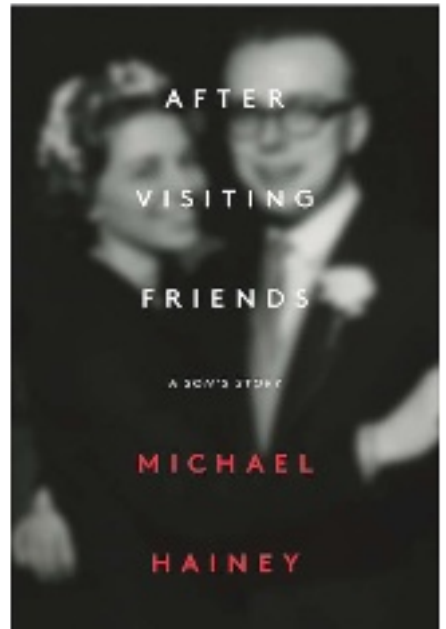
Tight-lipped as many were, especially his father's inner circle, giving up was never part of the equation. "It just goes against your whole ethos as a journalist. You want to find the truth," says Hailey, who often awoke at 4:30 a.m. to write for a few hours before going to work. When time allowed, he would spend lunch in the New York Public Library's Reading Room reviewing what he'd written. Weekends were often spent cold-calling leads on the phone or in person.

With a résumé that includes degrees from Notre Dame and Northwestern's Medill School of Journalism, Hailey, a published poet, says poetry can be found in well-compressed,



Michael Hailey

PHOTO BY MARK SELIGER



good newspaper writing. "What can you take away and still be unforgettable? Most people talk too much. Most people write too much," he says.

Talking too much is clearly not a trait of Hailey's. Over black coffee in a nondescript Midtown diner Tuesday afternoon, the Chicago native is disarmingly calm, often considering a question for a moment or two before answering it. Just as his Scribner-published book does not sugarcoat his relatives, he is equally frank about himself, referencing what his doctor described as "a functional

breakdown" at age 36. "I had my job during the week but I had a hard time being social. It's almost like walking pneumonia. You're fine but people don't know the level of melancholy you have and that clouds your ability to interact with others," he says.

Aside from getting closer to his mother, Barbara, and his brother, Chris, Hailey says there are other upsides to baring some of the more personal moments of his family's life. "I think I owe it to readers to tell the truth and to be honest. Maybe it's a way to help somebody else. Our gift sometimes as writers is being

able to articulate what others can't...I hope the book inspires people. If you just put yourself in motion, you have no idea the people you will meet who will help you."

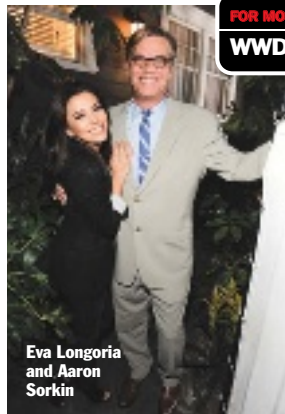
Soon off on a five-city book tour, Hailey's future goals include publishing a book of poetry and another nonfiction book, and staging an exhibition of his paintings in Portugal. (Thom Browne is among the fans of his art.) And of course, there is a full-time job at GQ. "I don't really ever relax. My reward is working," he says.

—ROSEMARY FEITELBERG



Minka Kelly in Gucci.

PHOTOS BY AMY GRAVES



Eva Longoria and Aaron Sorkin

FOR MORE PHOTOS, SEE WWD.com/eye.



Jaime King in Alexander McQueen.

PHOTO BY FELTON DAVEPORT

Belle of the Ball

DANCING IS DE RIGUEUR at the Houston Ballet Ball, but guests at the annual gala got more than expected when honoree **Lynn Wyatt** took to the floor with 19 of the troupe's dancers for a choreographed routine to **Beyoncé's** "Halo" on Saturday. The flash-mob-style dance and the attendance of designer and Wyatt's close friend **Carolina Herrera** were highlights of the "Rite of Spring"-themed party. Ballet artistic director **Stanton Welch** originally planned to surprise the Houston socialite, but decided better of it.

"I don't like surprises and Stanton knows that, so he told me about it. It was a shock and I am so flattered he would choreograph a dance just for me," Wyatt said.

In between the appetizer and entrée, tuxedo-clad men popped up from tables around the grand lobby of the Wortham Theater Center Grand Foyer and headed to the dance floor, where Wyatt was waiting with Welch.

She began dancing with Welch, bringing the room to applause when he dipped her with great flourish. The handsome ballet corps cut in, spinning her around the dance floor until delivering Wyatt to the stage, where she clapped along to the music. After the dance and applause,



Lynn Wyatt in Carolina Herrera with Stanton Welch.

Wyatt joked that she would meet the dancers back in her dressing room.

Wyatt wore a Herrera fitted navy blue skirt with a train, a white jacket that buttoned in the back and her trademark emeralds.

"We have been friends for 30 years," Wyatt said of Herrera. "She is the most loyal, the most wonderful friend."

Herrera was equally effusive about her friend.

"We share laughter, fun and friendship, and I love her drawn-out Southern manner and the way she says, 'Helloooooo,'" the designer said. —HEATHER STAIBLE

Calendar Girls

VANITY FAIR kicked off its series of pre-Oscar events with the annual "Vanities" celebration, presented by Juicy Couture, at Chateau Marmont Monday night, where **Krista Smith** and **Olivia Munn** played hosts. "I love to go through the magazine to see who got the 'Vanities' page each month," said Munn, who was selected as this year's Miss December for the publication's first "Vanities" calendar.

A crowd including **Mary Elizabeth Winstead** and **Kate Mara** celebrated poolside (and by heaters), though most opted for a warm spot inside Bungalow One. **Aaron Sorkin** and **Eva Longoria** joined

the party after having dinner at the hotel. Munn chatted with **Minka Kelly**, and **Jaime King** caught up with fellow model-turned-actress **Brooklyn Decker**, who appears in the calendar's October spread. Decker's Oscar plans are still up in the air, possibly quite literally: "Hopefully I won't be on a flight. If that's the case, my DVR will be set and I will be having my own Oscar party promptly on Monday morning."

Ellie Kemper said of her Sunday plans, "I had every intention of sitting in my pajamas and ordering pizza — I mean, isn't that what you do?"

—LINDZI SCHARF



Olivia Munn in Bird by Juicy Couture with Grace Gummer.

FASHION SCOOPS

DUCHESS UNDER FIRE: The **Duchess of Cambridge** made a solo trip to south London on Tuesday to visit Hope House, the treatment center for charity Action on Addiction, of which she is patron. At 21 weeks pregnant, she wore a Max Mara dress for the engagement, her first in five weeks and the first since her trip to Mustique with **Prince William**, which resulted in pictures of her in a bikini being published by an Italian tabloid. As the Duchess chatted to a group of women recovering from alcohol and drug addictions at the center, she admitted to feeling nervous about giving birth.



The Duchess of Cambridge.

Recently, Kate has been publicly criticized by **Vivienne Westwood** and author **Hilary Mantel**. "Kate seems to have been selected for her role of princess because she was irreplaceable: as painfully thin as anyone could wish, without quirks, without oddities, without the risk of the emergence of character," said Mantel during a talk at the British Museum after winning the Costa Book Prize for her novel "Bring Up the Bodies."

"She appears precision-made, machine-made, so different from Diana, whose human awkwardness and emotional incontinence showed in her every gesture," added Mantel, who also said that Kate had "no personality of her own" and that she was "defined by what she wore," whereas now "her only point and purpose being to give birth."

Westwood, who showed her Red Label collection in London on Sunday, called on the duchess to stop buying so many different outfits and instead make more of an effort to be environmentally friendly by re-wearing what she has. "I think it would be great if she wore the same clothes over and over again, because that's good for the environment and it would send out a very nice message," the designer said. "If you're going to all that trouble to get an outfit that suits you, then you should keep on wearing it." — **JULIA NEEL**

SELLING MORE OF MICHAEL KORS: Early investors in Michael Kors Holdings Ltd. plan to sell off another 25 million shares, according to a shelf registration statement filed with the Securities and Exchange Commission Tuesday. That marks the third time the company's early shareholders have offered more stock to the public since the December 2011 initial public offering. The offering's underwriters

were given the option to purchase an additional 3.8 million shares of Kors. Sportswear Holdings, the investment vehicle of **Silas Chou** and **Lawrence Stroll**, put up 19.7 million shares for the offering. If the underwriters exercise their option to purchase stock, the sale will cut Sportswear Holdings' stake in Kors to 4.3 percent from 15.6 percent. The designer **Michael Kors** also has 3 million shares in the offering, which could cut his stake in the company to 2.2 percent from 3.9 percent. Shares of Kors hit a new all-time high of \$65.10 Tuesday and closed up 2.5 percent to \$64.84 — **EVAN CLARK**

THE DONALD TAKES OFFENSE: Donald Trump is happy with his fashion business at Macy's and doesn't want anyone upsetting it. "The brand is doing spectacular business. The ties are one of the top selling in the country," Trump told WWD.

He also mentioned that late last year he sent a letter to **Angelo Carusone**, an activist who works at mediamatters.org, threatening to sue Carusone, who has been protesting Macy's and gathering signatures urging the retailer to drop Trump products. The petition is on the SignOn.org petition Web site of MoveOn.org, a progressive nonprofit organization. Carusone said Trump's views are "extreme and troublesome," particularly those that made national headlines when Trump questioned **President Obama's** birthplace, and others reflected in some angry tweeting by Trump after Obama was reelected.

Carusone said that Trump's political expressions represent a "perverse" form of promoting his businesses at Macy's and elsewhere. Regarding the threat of a multimillion-dollar lawsuit from Trump, "I'm not backing down," Carusone told WWD. Considering that Macy's stages such popular events as the Fourth of July Fireworks and the Thanksgiving Day Parade, Trump and his brand are "widely inconsistent with what Macy's stands for," Carusone said.

"We did send him a letter," Trump confirmed. "Whether we act on the letter or not is subject to seeing what goes on." Carusone's protest and comments against him represent "an interference of a contractual relationship," Trump said. "We have a great relationship with Macy's. He knows it." — **DAVID MOIN**

LOAFING AROUND: In honor of Gucci's horsebit loafer, which is celebrating its 60th anniversary, a dedicated exhibit will open today at the Gucci Museo in Florence. The opening coincides with a global campaign transforming the house's store windows and Facebook page into a celebration of the loafer. A digital campaign and video will appear across Gucci's social networks. The horsebit loafer was introduced in 1953 when Guccio Gucci's son Aldo expanded the family's business with the incorporation of footwear.

"The horsebit loafer has lived many lives since its creation 60 years ago, earning itself an important place as a wardrobe staple for both men and women alike. The double-ring and bar motif taken from equestrian hardware remains an icon linking Gucci's unique history with its modern-day attitude," said creative director **Frida Giannini**.

The exhibit traces the loafer's history from Hollywood's leading men in the Fifties and Sixties photographed wearing them to archival shots of them becoming part of the permanent collection at the Metropolitan Museum of Art in 1985, to **Madonna** wearing them at the MTV Video Music Awards and **Brad Pitt** sporting them in the 1999 film "Fight Club." — **LISA LOCKWOOD**

MEMO PAD

BUILDING A NETWORK: Details magazine has gathered a bunch of its favorite bloggers — like **Bryan Grey Yambao**, aka BryanBoy — into what it calls a blogger's network, a lately fashionable phenomenon among women's magazines. Lucky and Glamour both launched their own networks, of varying size, two years ago.

These networks potentially draw new social media-savvy eyeballs to magazines' Web sites — Details says the bloggers share an audience of more than 10 million readers. But they are also a way to make a play for more digital advertising.

Details' creation, called The Style Network, was motivated by an uptick in advertising from men's wear brands, said **Dan Peres**, editor in chief.

Taking the sponsorship of the network's launch this month is Mr Porter, while Ermenegildo Zegna follows in March.

Peres also said there's just more interest in men's fashion.

"There was a time when I would ride the elevator and overhear conversations between women, 'Oh my god, where did you get that dress?' I'm starting to hear it now between men. 'Oh my god, those are amazing boots, where did you get that?'" he said.

A men's magazine like Details used to answer those types of questions for its readers, but the network will now work as one-stop shop for "a community of third-party authorities," Peres said. A sample post extols the virtues of skincare brand La Mer.

Bloggers, more than 40 in all, won't be posting exclusively to the network. Editors from the magazine will curate their best material to share on a dedicated vertical that lives at details.com, so someone like Yambao isn't violating any copyright issues with the other blog portals where he already appears, like NowManifest, a division of Fairchild Fashion Media.

"It's like a retweet. We'll bring them to our audience, they bring us to their audience," Peres said. In exchange for allowing their posts to be shared, the bloggers get a Details Contributor digital sticker. — **ERIK MAZA**



Kim Kardashian in DuJour, shot by Bruce Weber.

KIM PHOTOS DU JOUR: DuJour's Spring 2013 issue, which was to launch online Tuesday and hits stands in March, features the omnipresent **Kim Kardashian's** "first" pregnancy photo spread.

(The reality star has of course been photographed pregnant at several events since announcing her baby news.) Shot by **Bruce Weber** at his Miami home, the 25-plus photos and a 25-minute video interview with DuJour contributor **Cornelia Guest** will also be the subjects of a March 1 luncheon in Los Angeles for 30 guests. The multiplatform mag launched in fall 2012 in partnership with Gilt Group, whose members receive it in print, online and on mobile devices. — **MARCY MEDINA**

PEOPLE AND PLACES: There's going to be a shift at the top at Interview Germany. Editor in chief **Joerg Koch**, at the helm of the German magazine since its February 2012 debut while simultaneously overseeing his biannual cultural magazine 032c, is returning to the latter publication full time as publisher and editor in chief. While his planned departure is official, the exact exit date is not.

Lisa Feldmann, most recently editor in chief of Annabelle, Switzerland's largest women's magazine, has been named to succeed Koch. Similarly, the precise date of her Berlin start has not yet been decided, but sources estimate she'll be on board by late spring or early summer.

Feldmann also previously occupied the editor in chief slot at German Cosmopolitan and did top-level stints at German Elle, the Süddeutsche Zeitung magazine, Stern and Tempo.

Now going into its second year, Interview Germany, which is published 10 times a year, has a sold circulation of 55,000 copies. The cover price is 6 euros, or about \$8 at current exchange. — **MELISSA DRIER**

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WWD COTED'ÉPÉE PREVIEW

SECTION II

**BRAND
FORECAST
LOOKS UP**

**DENIM'S
NEW PLAYERS**

BRIGHT ON

**SCUBA MATERIAL AND THE BELOVED T-SHIRT CONTINUE
TO BE MAJOR PLAYERS IN THE CONTEMPORARY MARKET.**

PHOTO BY THOMAS IANACCONE; STYLED BY KIM FRIDAY

Tibi's polyester and viscose scuba T-shirt and skirt. Noir necklace.

PHOTOGRAPHED AT ONE IF BY LAND, TWO IF BY SEA RESTAURANT, NEW YORK; MODEL: BAY BERGER/MUSE; HAIR BY JENNIER BRENT USING KEPA/STACE PARIS; MAKEUP BY JEN NYLES USING MAC COSMETICS; FASHION ASSISTANT: AMANDA KELLNER; PHOTO ASSISTANT: CARA CROCKER

SECTION II

WWD COTERIE PREVIEW

Brand Outlook on the Upswing

By MARC KARIMZADEH

NEW YORK — There's no business without new merchandise.

That seems to be the most common refrain among vendors as they head to the Fashion Coterie show scheduled for Sunday to Tuesday. It's also one of the reasons giving many a sense that despite economic malaise, the fall season is shaping up well.

"I see the market trending in a positive direction," said Tom Nastos, president of ENK International, which organizes the show. "We had a strong Accessorie Circuit and Intermezzo to start the year, and that's always a good barometer for us to gauge. It was a good show in attendance — people were writing business

Feel the Piece



and looking for immediates. We are looking at a positive trend and most people are feeling that."

There are many new brands at Coterie this season, including BLK DNM, Koral, Tom Ford Eyewear and Kamali Kulture. (For more newcomers, see page 6.)

"In addition, this time we have Japan Fashion Week joining us, bringing approximately 10 brands to Coterie," Nastos said. "It's such an international event and we are always working to get new, exciting dynamic brands to the marketplace."

Next week's edition of the Coterie will take place at two venues: the Jacob K. Javits Convention Center and Pier 94. ENK is providing shuttle and car services between the two sites.

Overall, there will be a slew of international brands from such countries as South Korea, Australia, Japan and Italy, and this year's customized bag was sponsored by Paige.

Several brands, including Joie, Tibi, Whitney Eve and Rebecca Minkoff, will show their fall collections, even though they bowed during Mercedes-Benz Fashion Week and Milk Made earlier this month. The TMRW section — focusing on emerging talent — is also being tweaked with new collections that perhaps have more commercial appeal than

some of the more directional brands of past seasons.

Shoe show Sole Commerce, meanwhile, has moved to the Galleria at the Javits Center. Newcomers this season include Rachel Roy, Loeffler Randall and Julian Hakes.

Nonoo designer Misha Nonoo is bringing both pre-fall and fall, which she also shows during New York Fashion Week, to the show.

"For pre-fall, I looked to the contemporary art curator Axel Vervoordt for the way he layers and textures all his interiors, and, for fall, I was inspired by Russia prior to the Communist era — during the Romanovs," Nonoo said.

Nonoo's business has grown significantly since opening her first independent showroom last year. The Fashion Group International Rising Star winner for women's ready-to-wear brought her advanced contemporary collection to Bergdorf Goodman, Shopbop.com and Harvey Nichols.

For fall, she added a strong focus on tailoring and outerwear, as well as knits, with 10 deliveries a year.

"No matter what happens in politics or with the financial cliff, people want newness and freshness on the floor," Nonoo said. "That's why you need to deliver new merchandise every month."

After Paper Denim & Cloth and Earnest Sewn, Scott Morrison launched 3x1 last year, and for fall, which he will be bringing to Coterie, women's wholesale will be a key focus.

Morrison said the climate "seems to be improving quite a bit, as our women's wholesale business has more than doubled in the last season, and our store in SoHo continues to show increased sales month over month from last year." He continued: "Obviously, we're just a couple of seasons in, but we're excited about the growth and our unique point of view in an otherwise crowded market. One of the factors that has helped our growth can be

attributed to simply changing our seasonal sales cadence to evolve with the needs of our wholesale partners."

This marks the brand's second season at Coterie.

"We are excited to see denim start to return to the market, so we're introducing a core denim collection for the first time in 3x1's history," Morrison said. "We're also committed to mixing materials in many of our fashion jeans, and to continue using coated denims and high-recovery superstretch fabrics, and focusing on fit as ways to redefine the women's advanced contemporary market."

Fall, he added, is expected to be "nothing short of fantastic" for 3x1. "As a small, growing brand we're seeing fantastic growth with the launch last season of our wholesale collections and we think fall 2013 will be even bigger and better," Morrison said.

Showroom Seven will bring several lines to Coterie, including Erickson Beamon, Monika Chiang, Issa, Johnny Was, Liebeskind and Rachel Zoe Jewelry. Karen Erickson, partner in Showroom Seven, said the show is always strong and particularly offers new international businesses.

"Business seems pretty good," Erickson said. "I think people have pent-up frustration, they want to buy pretty new things. Maybe they aren't renovating their homes because of the shaky real estate market and they're not buying drapes for the house. Now they're draping themselves."

As for trends, Erickson pointed to "an undercurrent of an Eighties feeling mixed with a Sixties feeling. It looks right again. It's a rounded shoulder, not quite shoulder-



3.1 Denim

pad-y. I also think bright colors are still in, as is black. I see all the young trendy girls wearing button earrings straight out of the Eighties."

The Notify brand, also with Showroom Seven, is "developing strategies to reconquer this [U.S.] market," said Notify sales executive Héloïse Sennegon-Beraldi. "Our main goal is to bring the brand to the U.S. market at the same level it is in Europe."

That means targeting a luxury market with a more selective distribution.

"We have [worked] on a capsule of raw denim looking for unwashed looks while keeping comfort," Sennegon-Beraldi said. "We have lightened our velvet and developed [a] high-waist style. We are very curious and it's a kind of challenge to see the impact of the high waist on the U.S. customers. We expect a new positioning on the U.S. market and a new impetus to establish the brand over the U.S."

Howard Aubrey, president of the multiline showroom The Isabella Co., is bringing such international brands as Bianca, Gerry Weber, Save the Queen and Joy & Girls, a German brand making its U.S. debut, to Coterie.

"Business climate is very mixed and not region specific," Aubrey said. "Many retailers are apprehensive about the ramifications of the administration's tax policy, yet the first few weeks of 2013 have shown an improvement in retail selling. Although many retailers are careful about adding new labels, our previous experience has shown that when the product is right, the buyer will find the budget. Our company is fortunate that we are selling prime European brands which are filling various voids in the market."

Handbag and small leather goods line Hobo is focusing on the importance of bohemian and folkloric influences for fall. Key items will include a mix of "found treasures from our favorite thrift shop," said Beth Young, marketing manager for the Annapolis Junction, Md.-based brand.

"The season's dynamic emeralds and violets mingle with golden hues and grounded neutrals," Young said. "Prints inspired by peacock plumes, watercolor exotics and retro winter florals create a rebellious and Victorian-Mod mood. Timeless details blend with boho charm to create styles that are all at once fetching and feminine, creative and cool."

This year Hobo celebrates the 10th anniversary of its iconic Lauren wallet that features two roomy pockets and a kiss-lock frame detail and is large enough to use as a clutch, while still small enough to function as a wallet. Made from the finest quality leather, its double-frame interior is fully lined in exclusive prints with Hobo's signature credit card wall, bill pocket and zip security pocket

Koren Ray, Hobo's co-founder said, "I wanted a stylish design that worked for today's multitasking woman. Fortunately, the Lauren has grown and adapted over time, changing to accommodate the latest technology, while maintaining its legendary style. Stay tuned for exclusive prints and colors in 2013 as we celebrate this important brand milestone."

— WITH CONTRIBUTIONS FROM ARTHUR FRIEDMAN

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WWD COTERIE PREVIEW

New Denim Players Enter Coterie Ring

By ARNOLD J. KARR

A new class of upscale jeanswear specialists will be making their first appearance at next week's Fashion Coterie show in New York, and they're likely to further blur the already thinning line between premium jeans and contemporary collections.

As many of the original group of premium denim brands have sought to diversify their lines — and in some cases, like that of J Brand, add contemporary collections to already developed denim businesses — a growing number of newer resources have entered the market, many preferring to endorse the collections path. Even those with a premium denim base have a collections mentality — and an eye on the growing acreage to be found in contemporary stores and the contemporary areas of department stores.

Many of the executives behind these lines have denim pedigrees and strong ideas about where the market is headed.

Before starting the Joie collection, Joie Rucker had established herself in the denim world during stints at Levi Strauss & Co. and Guess Inc. Caroline Calvin, with whom Rucker cofounded and now codesigns Calvin Rucker Inc., had worked for Levi's in the U.S. and Europe. Their new enterprise, begun with a soft launch late last year, enters its second season with its first appearance at Coterie.

"We're ready to go," Rucker said. "Right now, we have about 30 doors and we're more interested in great relationships with the right stores than we are in looking for big volume."

Coterie, she noted, should help them attract accounts they wouldn't see in their showrooms in their hometown of Los Angeles or in New York.

"Our priority is mainly international," Rucker said. "We're not showing outside the country and this is the right show to help us get exposure to people who may not even know we're around. Our philosophy is to grow organically, but we don't want to hide our existence either."

Rucker and her partner are currently doing about a quarter of their business in jeans but are being selective about their embrace of what, for them, is their heritage category. For instance, their "Love Me" jean is an "exaggerated boyfriend fit."

"We're really focused on making this a collection, but even in our jeans, we're working hard to avoid the duplication you've seen in the market when people come up against a tough economy and fall back on what's safe," Rucker said. "Every brand I've seen have success in the long term has had a very distinct look, and we know we have to build a vision and an aesthetic that are unique to us."

The duo's goal, she said, is to produce sportswear — various bottoms, dresses and a variety of tops — "that's not disposable. We're targeting the customer who goes out and curates her wardrobe. We're not among those who are focusing on how cheaply you can make it or how quickly you can churn it out."

Diesel and William Rast veteran Johan Lindeberg began his BLK DNM collection two years ago as a denim-based retail venture with the backing of Kellwood Co. But he received new backing from John and Jamey Hargreaves last year, and, while sticking to his merchandising focus on denim and related products, such as leather jackets, he has begun to shop the collection to wholesale accounts, paving the way for his first appearance at Coterie.

"We didn't get into wholesale until spring 2012," Lindeberg said, "and we're now in more than 300 stores in about 30 countries. This is our first serious push into wholesale and I'm very pleased with our progress."

The line is showcased in stores in New York and Stockholm, as well as a showroom in Paris. Outside of the Copenhagen International Fashion Fair, Coterie is the first trade show in which BLK DNM will participate.

"No matter how much we do with leather jackets and pants and tops, denim is our core — it's in our brand — and, like the base of retail stores like Webster and Ron Herman, it's the base that everything else stems from," Lindeberg said. "In jeans, we have four fits for women and three for men, as well as denim jackets and shirts, and we function as a stand-



alone denim collection. We wear it and we live it."

Seven For All Mankind cofounder Peter Koral and company veteran Rick Crane were coaxed back into the denim business, and Peter's son David also drawn into it, by Koral Los Angeles, a new venture that seeks to avoid the sameness that the team saw creeping into much of the denim world. After launching with women's jeans last fall, the company is now offering men's jeans with the same "lived-in length" idea that propelled its women's assortment. The concept identifies core denim products by the number of months of wear the fabric, through various processes, appears to have, beginning with zero and ranging up to 36.



Having presented at trade shows in Paris and Berlin, the company has opened up more than 150 accounts, and the product line has expanded to include chambray and denim shirts, sateen, resin-coated jackets, and, beginning with spring shipments, men's.

"We've been to Europe now, but we look at Coterie and the Las Vegas shows as our coming-out party," David Koral said. "We feel very good about the distribution we're getting in the U.S. and Europe, but this will give us a chance to create a true Koral environment and address some of the potential business we haven't been able to get to through our L.A. and New York showrooms."

As for so many U.S. brands, Europe is a high priority and placement in stores, including Selfridges and Harrods, a point of pride for the new business.

"We're really trying to solidify ourselves as a denim brand and then take it further," Koral said. "This is a very competitive market with a lot of brands vying for market share. For us, the key is to keep the merchandise what you might call 'designer-esque' and maintain an air of exclusivity."

Jimmy Taverniti, known for efforts including Taverniti So Jeans, is heading back to the denim market, and straight to Coterie, with a new jeans effort known as D-ID, standing for Denim Identity.

"We're using subtle design touches, like quilt stitching, to address the woman who's tired of wearing prints or loud, splashy denim treatments," said Anthony Frym, chief executive officer. "These items had some sales, but they were pretty trendy and even women who bought them had a bit of a love-hate relationship with them. We're after something a bit more timeless and sophisticated and not overly trendy."

He explained that in moving away from some of the more dated looks offered in the past few years, many lines have gotten "basic or raw, and we don't think that's going to excite the consumer. Contemporary specialty stores want something they haven't seen."

So D-ID's basics, which incorporate subtle stitches, as well as overdyes on denim and even leather, will open at about \$148 retail, and move up to about \$168 for more upscale pieces.

Frym said U.S. distribution is the priority for the line as it opens.

"Validity comes from making it in America," he said. "The Europeans and the Japanese are looking for products that have proven themselves here."

Also new to Coterie is Strom, owned by Erika Stromqvist, a former model who serves as creative director, and her husband Matthew Fisher, ceo.

"We've got a lot of plans, but to start we're focusing on the women's premium denim market," Fisher said. "Not only is it Erika's passion, but it's a product category that has special requirements in terms of production. Getting a quality denim product shipped is a special challenge."

Like others interviewed, Stromqvist considers prints a risky proposition in the denim world, and prefers to deliver novelty with twists in solid fabrics, such as a reflective silver cloth, and silhouettes, as seen in her use of dressy welt rear pockets and a legwarmer-style bottom on her Poppy jeans.

"This isn't something we're going to blast to the big department stores," Fisher said. "This is a building process that fans out from better specialty stores and high-end boutiques. And the product line's the same way — we're starting with denim and moving out from there."

New categories are already under development.

"We're keeping them to ourselves for now, although we might have a few ideas in the back when we're at the show," Fisher added.



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SECTION II

WWD COTERIE PREVIEW

Olive & Oak's cotton twill and fake leather jacket; True Religion Brand Jeans' cotton, polyester and spandex jeans with leather knee patches.

A GIRL FOR ALL SEASONS

Fall is filled with wonderful trends that fit any style, from luxe leather and modern graphics to French bohemian flair.

PHOTOS BY THOMAS IANACCONE
STYLED BY KIM FRIDAY

SHOT ON LOCATION AT ONE IF BY LAND, TWO IF BY SEA, NEW YORK



Quinn's polyester and fake leather T-shirt; Rebecca Minkoff's leather pants.




Raoul's silk brocade, leather and ponte jersey dress. Emy Mack flats.



S.I.L.K.'s boiled wool topper with faux leather piping.

WWD COTERIE PREVIEW



Nicole Miller
Artelier's polyester
and spandex
Neoprene dress.
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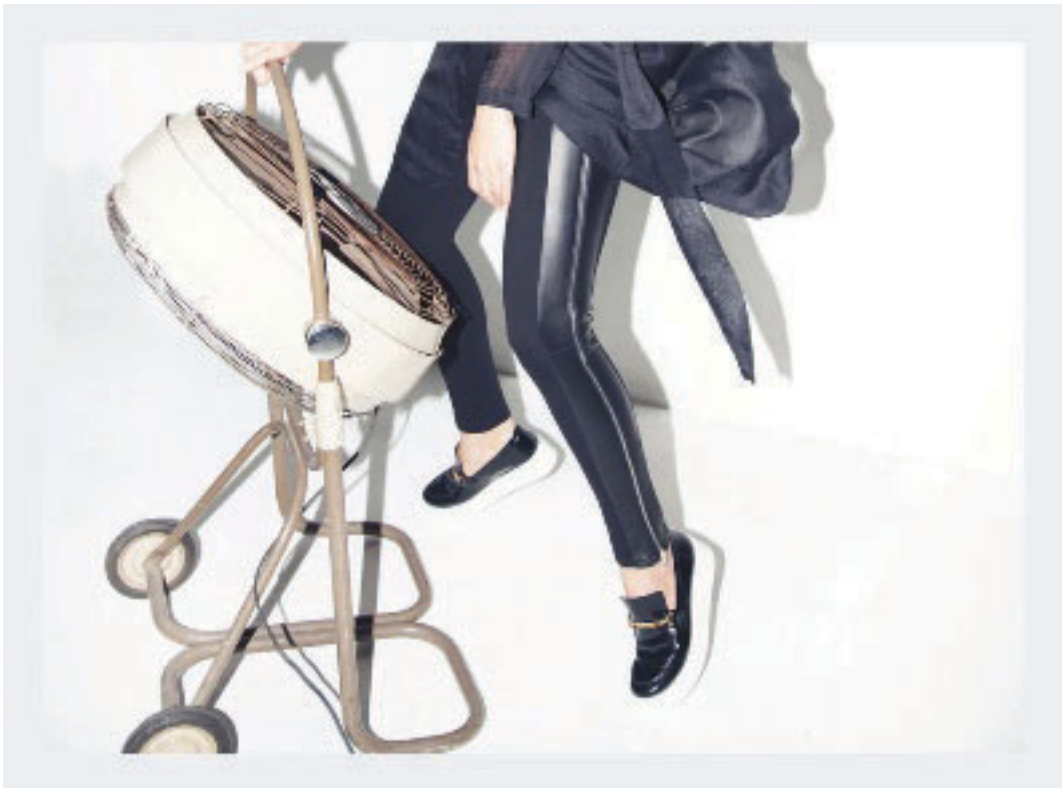
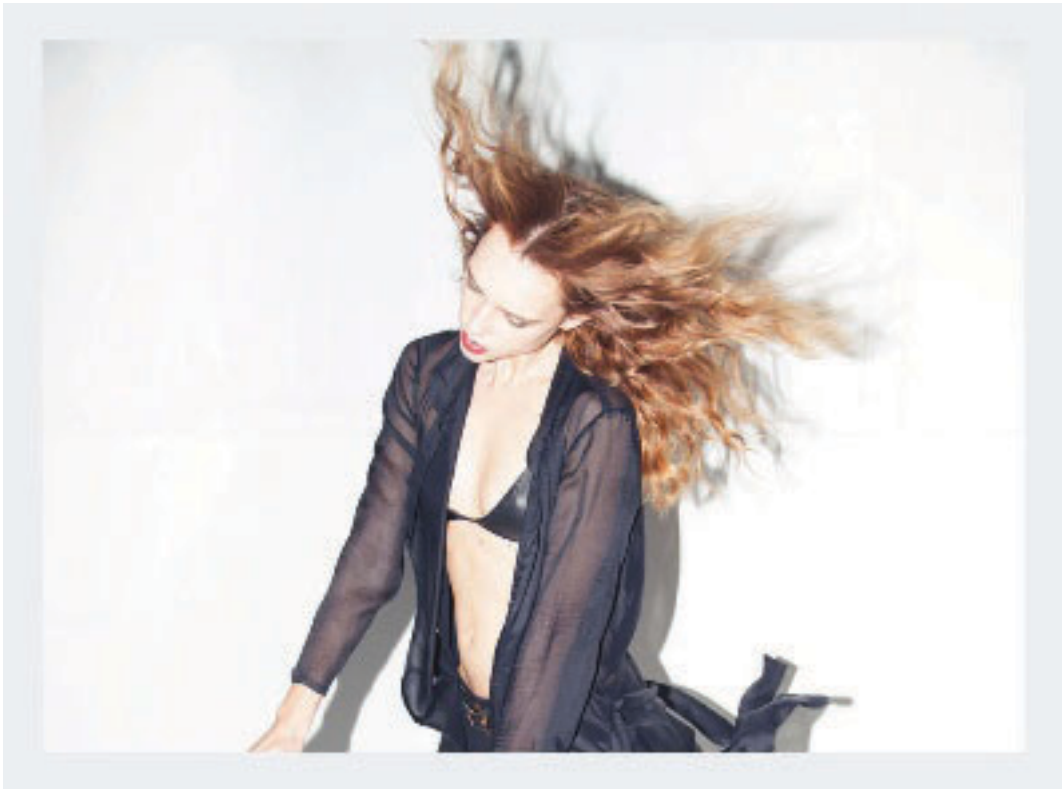
Nieves Lavi's silk crepe de chine top and pants. Rachel Comey boots.



Morrissey's rayon, viscose and cotton lace top; Frankie B.'s cotton and spandex denim leggings. Pono by Joan Goodman's necklace, Pretty Ballerinas slippers.



Clover Canyon's polyester Neoprene dress.



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Photography: Alexandra Nafaf

WWD COTERIE PREVIEW



Pologeorgis' fox patchwork jacket; Twelfth Street by Cynthia Vincent's silk bow blouse; Blank NYC's cotton and spandex denim jeans. Noir ring, Vince Camuto frame bag, Sam Edelman boots.



Paul & Joe Sister's cotton sweatshirt; Hudson's cotton and elastane studded jeans. Linda Farrow Luxe sunglasses, Lucky Brand necklace, Sam Edelman boots.



McGinn's polyester and polyurethane coat; Dittos' cotton and spandex denim jacket; Line & Dot's cotton eyelet dress. Sam Edelman boots.



S.I.L.K.



COTERIE FALL 2013 FEB 24 - 26 JAVITS HALL 1 BOOTH #8044

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