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WWD WEDNESDAY

Sportswear

Lindsay in The House

By Miles Socha

PARIS — Meet the "Seam Girls."

In an unusual move to jump-start what has been a sluggish brand rejuvenation, Emanuel Ungaro has tapped an almost unknown chief designer — Estrella Archs — and an "artistic adviser" who is arguably too well-known — Lindsay Lohan.

The Spanish designer and the actress/singer/tabloid sensation are slated to present their first collection in Paris on Oct. 4, likely coming out together at the end of the runway for a bow.

Mounir Moufarrige, Ungaro's chief executive officer, is already relishing the prospect of that image running in newspapers and on Web sites

See **Ungaro**, Page 8



PHOTO BY ROBERT MITRA; HAIR BY USA-ROUEL FOR CUTLER INCREDIBLE AT SEE MANAGEMENT; MAKEUP BY FABIO LA FRANCO FOR MAKE UP FOREVER AT THE WALL GROUP; MANICURE BY PICA ROMAN USING ZOWA AT SEE MANAGEMENT

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She thinks bathing suit shopping

afraid of dessert.



She has her

back at the corner bar. She'll steal

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big raise. Exercising her right to

She'll pair a



\$15 T-shirt with

is together, but her purse



seriously, but can laugh at herself.

but never just one



lipstick.



is a necessary evil, but isn't

eye on the corner office, but kicks

your shoes,



but never your

for seconds—or for that



vote



is her favorite workout.

\$300 jeans. Her stock portfolio

is a mess. She takes her causes

She commits to her political party,

She lives for glamour.

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Neiman's Posts \$168.6 Million Loss

By David Moin

FOR NEIMAN MARCUS INC., IT'S BEEN ONE tough year of mounting losses and declining sales.

The luxury chain Tuesday reported a \$168.6 million net loss for the fourth quarter ended Aug. 1, including noncash pretax impairment charges of \$143.1 million, compared with a net loss of \$35.7 million in the prior year's quarter, when there were \$31.3 million in charges.

On an operating basis, the company lost \$192.1 million in the last quarter, versus a \$6.2 million loss a year earlier. Adjusted earnings before interest, taxes, depreciation and amortization, or EBITDA, were \$5.7 million, compared with \$86.1 million in the fourth quarter of fiscal 2008.

With the nation's affluent dramatically curtailing their store visits and purchasing less per visit, Neiman's total revenues in the quarter fell to \$768 million, compared with \$1.03 billion in the prior year. Comparable revenues decreased 23.4 percent.

For the fiscal year, including charges of \$703.2 million, the company reported a net loss of \$668 million. Neiman's dropped about \$1 billion in sales to \$3.64 billion for fiscal 2009, versus \$4.6 billion in fiscal 2008.

"Fiscal year 2009 was a very challenging year for our company. We quickly began addressing the many challenges we faced due to the sharp decline in our business, precipitated by the downturn in the economy," said Burt Tansky, chairman and chief executive officer, who will discuss the results in more detail today in a conference call with Wall Street analysts.

"We tightly managed our expenses, resulting in a total reduction of \$183 million, which included the elimination of approximately \$100 million of nonvariable costs from our expense structure this year," Tansky added. "We also aggressively reduced our inventory levels to be more in line with demand, ending the year with 23 percent less merchandise than last year."

On the brighter side, Tansky noted that Neiman's ended the year with \$323 million in cash, representing an \$84 million increase from last year, and recently renegotiated its \$600 million revolving credit facility and extended its maturity to 2013.

The charges for fiscal 2009 include \$329.7 million related to goodwill, \$343.2 million related to trade names and \$30.3 million for long-lived assets.

New Owners for Aquascutum

By Samantha Conti

LONDON — Aquascutum's new owners have their eyes on expansion.

Belinda Earl, who has purchased Aquascutum Group Ltd. with Harold Tillman, said the plan is to broaden the brand's reach, expand the accessories lines, and push deeper into the U.S., European, Russian and Middle Eastern markets.

"Aquascutum is a big brand with huge international recognition, and we see a lot of product and marketing opportunities," Earl told WWD Tuesday.

She said there were no plans to change Aquascutum's luxury positioning, or to make it a men's-only brand that would complement the women's clothing line of Jaeger, which Earl and Tillman also own. She said Aquascutum could potentially have a "broader reach" with the possible launch of new, less expensive collections.

Japan's Renown Inc. struck a deal to sell Aquascutum to U.K.-based Broadwick Group Ltd., an investment vehicle controlled by the retail tycoon Tillman, chairman of the British Fashion Council, and Earl, ceo of Jaeger, for an undisclosed price.

As part of the deal, Tillman and Earl sold Aquascutum's intellectual property rights, including the Aquascutum trademark for China and the rest of Asia, to Hong Kong-based YGM Mart Ltd., which had been the brand's licensee in China. YGM had been negotiating to buy the entire company since the spring. Renown, however, will continue to manufacture and distribute the British brand's products in Japan through a long-term master licensing agreement with YGM.

Earl, who has been Jaeger's ceo since 2004 and had previously held a similar position at the British department store Debenhams, said she would run Aquascutum and Jaeger.

Aquascutum has been without a ceo since the end of May when Kim Winsor, who was spearheading a long-term repositioning of the brand, quit after her bid to buy the company was rebuffed by Renown.

According to industry sources here, after she quit, Winsor strongly encouraged Tillman and Earl to bid for Aquascutum so that it could return to British ownership — and remain a luxury brand. Aquascutum was founded in Britain in 1851 as an outerwear company, and acquired by Renown in 1990.

According to the company, current annual sales are approximately 190 million pounds, or \$314 million, with U.K. retail and wholesale sales generating 30 million pounds, or \$50 million. Losses as of December 2007, the latest figures registered, were 22.9 million pounds, or \$37.8 million. Earl said while Aquascutum and Jaeger will remain separate, there are clear back-office efficiencies and synergies between the two.

Aquascutum has just one stand-alone store in the U.K., while Jaeger, a premium fashion brand with global sales of 140 million pounds, or \$231

million, has more than 60 stand-alone stores. "We would look at expanding Aquascutum's retail presence in the U.K.," she said.

Earl said she'd also like to wholesale Jaeger more in Europe, and that will likely be done through Aquascutum's Milan showroom. "Both brands are in a very different place, which means their sphere of influence is broad," she said.

That may be true, but the Aquascutum that Tillman and Earl have purchased is a different animal from the one Winsor was running: In the past, some 70 percent of sales and the bulk of profits came from the Far East. Earl, however, said this would not be a problem going forward.

"Our plan is to develop the brand positioning in the West, and we will continue to wholesale to the Chinese company. I think the business will be much more straightforward now," she said.

Renown is in the process of restructuring its business as it grapples with ongoing financial difficulties and weak macroeconomic conditions in its home market of Japan. It put Aquascutum on the market last year. The Japanese company said the transactions will generate extraordinary losses of about 3.5 billion yen, or about \$38 million, for its third quarter ending Nov. 30.

WWD WEDNESDAY

Sportswear



A sketch from Maria Grachvogel.

FASHION

6 A model, a doll maker and two tabloid-loving Brits are among the array of newcomers showing in New York over the next nine days.

GENERAL

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- 10 Apparel and accessories retailers and manufacturers at WWD/MAGIC found common ground in consumer frugality and how to deal with it.
- 12 Congress is set to tackle major issues this fall, from health care reform and clean energy to international trade and union organizing.
- 14 Anna Sui for Target, part of the retailer's Designer Collaboration series, bows in 600 Target stores on target.com/annasui on Sept. 13.
- 16 The final touches are being put to MAC & Milk, the new fashion show venue at Milk Studios that kicks into high gear this Thursday.
- 18 Online retailer Yoox Group has decided to go ahead with an IPO despite uncertain financial markets, with a listing on the Milan Stock Exchange.

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DAILY QUOTE "Have you ever met two women who agree completely about fashion?"

— New Ungaro designer Estrella Archs on working with the brand's new artistic adviser, Lindsay Lohan. Page one.

CORRECTION

Lady Gaga will not perform at the Out magazine party on Sept. 15. This was incorrect in a Fashion Scoop on page 12, Tuesday.



PHOTO BY ROBERT MITRA

Taylor Momsen, Blake Lively and Leighton Meester of "Gossip Girl."

TODAY ON
WWD
.COM

- Back in Time: The stars of "Gossip Girl" before they hit the big time
- Pre-show inspirations from more than 50 designers
- More designers and images from the Cheat Sheet
- Additional photos of the Liz Claiborne spring preview

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Cheat Sheet

A model, a doll maker and two tabloid-loving Brits walk into New York Fashion Week. No, it's not the setup to a cringe-inducing gag, just the array of newcomers showing over the next nine days. — Véronique Hyland

WILL MCLEOD

Sept. 15 to 16, Noon to 8 p.m., 379 Park Avenue South.

"Not just another Balmain knockoff" is how former Rodarte intern Will McLeod impishly describes his line. His debut capsule collection consists of a mere seven pieces: three tops, two skirts and a dress. Like the Mulleavy sisters, he appreciates surface detail, but in a way that's "not embellished, not tacked-on, but having clothing literally bloom." Look for lightweight fabrics like superfine tulle and georgette, and a beachy palette of white, cream, seafoam green and teal.

WHOLESALE PRICES: \$600 to \$11,500.

PHOTO BY KURT WEHMANN AND WILL MCLEOD



A spring look from Will McLeod

ROBERT TONNER

Sept. 9, 3 p.m., 173 Duane Street.

When Robert Tonner isn't at work on pearlescent-skinned "Twilight" dolls (his day job is designing collectible figures), he's pursuing fashion. Having worked under Bill Blass at Blassport in the Eighties, Tonner says, "I really learned everything I know about the fashion business from him — well, not everything, but the good stuff." He will show 24 to 30 looks inspired by classic all-American sportswear, but executed in dressier fabrics — a trenchcoat rendered in sequined, embroidered silk shantung, for example. "I'm not as young as the other people out there doing their first season," the designer admits, "[but] I think there's something to be said for a little experience."

WHOLESALE PRICES: \$150 to \$1,500.



Robert Tonner

FABIOLA ARIAS

Sept. 15, 1 to 4 p.m., AVEnts Studio.

After graduating from Parsons in May, Cuban-born Fabiola Arias took to the library to research Santeria, an Afro-Cuban belief system. She explains, "I was just so fascinated by the imagery and mysticism behind it." She ended up naming each piece in her 11-look eveningwear lineup after a deity, whether it's a red coat inspired by fire god Eleggua or a white dress dripping with frayed organza strips in tribute to Obátá, goddess of purity.

WHOLESALE PRICES: \$337 to \$1,826.



A spring look from Fabiola Arias.

COPPERWHEAT ▶

Friday, Sept. 11, 1:30 p.m., Maritime Hotel.

Who doesn't love tabloids? The duo behind Copperwheat has the perfect tribute to that other rag trade. While at London's Royal College of Art, Ben Copperwheat created a multicolored tartan kilt with a print based on U.K. scandal sheet "News of the World." "It kind of went into the drawer for years," he says, but now it's resurfaced as his "New York Post" print. Ben codesigns with his cousin, Lee Copperwheat, who's worked at Daryl K and Miguel Adrover. The duo will show 22 looks, seven of them women's. For the girls, they will offer man-tailored suits — Ben says "women love a really tight, tailored suit" — along with shorts and jersey dresses.

WHOLESALE PRICES: From \$105 for miniskirts to \$350 for a tailored jacket.

Three prints from Copperwheat.



CUZ LOVE KILLZ

Sept. 10, 7 to 9 p.m., Sun West.

A year after graduating from Fashion Industries High, Andrea Cuomo already has her own line of streetwear. The FIT student was interning at Staerk when she met Jacinto Onofre, who became her co-designer. Their 14 looks (seven of them women's), consist primarily of T-shirts and lightweight cotton jersey pieces, such as a scoop-neck dress. The result is a little bit hip-hop, a little bit Goth — plus some "morbid love symbolism," as Cuomo puts it, evidenced in graffiti-ed heart and gun prints.

WHOLESALE PRICES: \$15 to \$50.



Andrea Cuomo of Cuz Love Killz.

SALONI

Sept. 9, 4 to 7 p.m., 142 West 36th Street.

When Saloni Lodha says, "I've always been inspired by India," it's hardly a surprise — she grew up there and studied textiles in Mumbai before moving to London to intern at Issa in 2005. In September 2007, she broke off to show her own 10-piece collection at London Fashion Week. For her New York debut, she was inspired by the Persian epic "The Adventures of Hamza," and, thus, her clothes are for "anyone slightly adventurous." Expect 14 looks; pieces range from tailored jackets to chiffon-draped trousers to cocktail dresses (her best-selling Alexia frock has been worn by Emma Watson).

WHOLESALE PRICES: \$115 to \$290.

SELLS AT: Harvey Nichols in London; Muse in Mumbai; my-wardrobe.com.



Saloni Lodha



Rachel Antonoff

◀ **RACHEL ANTONOFF**

Sept. 9, 6 to 7:30 p.m., Henry Street Playhouse.

"The concept of dress up is really special and great," says Rachel Antonoff, "You lose that as you get older." After codesigning quirky label Mooka Kinney for two years, Antonoff started her own line for spring 2009. Now the New Jersey native is gathering her friends (including "Arrested Development's" Alia Shawkat) at a Lower East Side theater where her great-grandmother used to put on plays as a teen. She's whipped up whimsical rompers and eyelet frocks; Albertus Swanepoel is providing floral headpieces. And while there are several surprises in store, Antonoff lets slip at least one: "There may or may not be some trapeze action."

WHOLESALE PRICES: \$65 to \$200.

SELLS AT: Barneys New York; Isetan in Japan; Frances May in Portland, Ore.; The Violet Hour in San Antonio.

RISTO

Sept. 11, 6 p.m., Metropolitan Pavilion.

Risto Bimiloski, who doubles as head knitwear designer for Louis Vuitton men's wear, says invitees should expect "a classic, old-school fashion show with good models and good music." He'll show 32 looks, from shirting to a nylon parka with a print inspired by a NASA photo of a thunderstorm. Having worked for Thierry Mugler and Jean Colonna, he now has the highest praise for his current boss, Marc Jacobs. "He introduced me to Sonic Youth," Bimiloski says excitedly.

WHOLESALE PRICES: \$120 to \$400.

SELLS AT: Bergdorf Goodman; Opening Ceremony; Bird in Brooklyn.

▼ **MARIA GRACHVOGEL**

Sept. 13, 2 to 4 p.m., The Altman Building.

Maria Grachvogel would like her designs to be like a classic Le Corbusier chair: "It's interesting, it's modern, it's cool. At the same time, it's completely timeless." Inspired by Tippi Hedren in "Marnie," she will show 30 looks, which include pieces such as cigarette pants and shift dresses. In a nod to her native England, she's serving a proper afternoon tea at her presentation.

WHOLESALE PRICES: \$250 to \$1,000, though prices can go up to \$2,500 for special pieces.

SELLS AT: Her own store in London, which opened in 2001; Rock in the United Kingdom; Fenna in Greece, and Amultaka in Saudi Arabia.



A sketch from Maria Grachvogel.



THE VESSEL. BY LOIS

Sept. 10, 2 p.m., 548 West 28th Street.

A stunner who appeared in the CK One ads with Kate Moss and has walked the runway for Givenchy, Ralph Lauren and Thierry Mugler, Lois Samuels is banking on "basic, comfortable, classic pieces" for her new line — simple silhouettes such as overalls and shift dresses, which smack of Nineties minimalism. A portion of her sales will go to the Manning Boys Home in the designer's native country of Jamaica.

WHOLESALE PRICES: \$90 to \$250.

Lois Samuels wears a look from her line.

KIMBERLY OVITZ

Sept. 16, 5 to 8 p.m., The Loft at Milk Studios.

That dress. Black, Alaïa-tight, with bondagey, back-exposing straps, it landed on many a starlet and ignited quite the "Who Wore it Better?" battle in the celebrity weeklies. While Kimberly Ovitz is so far best known for that piece, she explains that "the collection this season is less bondage sexy and more fluid sexy." She'll show 35 to 40 looks, including organic cotton poplin and cotton jersey wrap dresses and skirts. Having previously worked only in black and white, she's now taking a dip into muted colors like blue and silver.

WHOLESALE PRICES: \$65 to \$521.

SELLS AT: Curve; Neiman Marcus; Louis Boston; Net-a-porter.com; Switch in Los Angeles.

The Glove Compartment

GLOVES, LIKE SHOES AND OLSENS, by definition come in pairs. But arguably the best-known glove in recent memory never had a mate: Michael Jackson's sequined, much-celebrated — and not very *au courant* — single version.

The soft-spoken woman behind that design is Dorothy Gaspar, a third-generation glovemaker from Budapest. In 1985, she set out for Los Angeles with the dream of outfitting stars — at least from the wrist down. Her custom-made designs are worn by Madonna on her Sticky and Sweet Tour and Lady GaGa in her increasingly Buñuelian videos.

Now, after almost 25 years in business catering to the toast of pop celebrity, Gaspar is launching her first line targeting fashion civilians, the kind who consider public pants-wearing a necessity and have never taken up with a 21-year-old named Jésus. If one implies from the timing that she is trying to capitalize on Jackson's passing, she begs to differ, saying, "I started to work on it about seven or eight months ago, so that was before [his death]." However, she has created a group of gloves called the Moonwalk in tribute to the pop star. "That's my way of remembering," she says.

At her presentation, she will showcase about 40 pairs in leather, lace and a sheer fabric called Touch Tech, which is thin enough to allow for iPhone use. The prices start around \$50 and go up to \$200 for "crazy creations."

Gaspar still hand-stitches all of her samples in her Los Angeles studio. She has designs for "Iron Man 2," "The Green Hornet" and the Broadway revival of "Bye Bye Birdie" in the works.

And while her teenage daughter isn't yet involved in the business, she supports Mom in other ways. "She's always texting everybody [while] wearing her gloves," she says. As for whether she'll be a fourth-generation glove maker, says Gaspar, "I'm hoping. It's a process."

— V.H.



A Gaspar glove.



To see more designers and looks, see **WWD.com**.

Ungaro Taps Lohan and Archs

Continued from page one

around the world, bringing a lightning bolt of attention — good, bad or otherwise — to a French brand that has severely lacked it as it endured a revolving door of designers and lackluster collections.

“Odds are it could work,” Moufarrige said, disclosing the appointments exclusively to WWD. “Everything we’re going to get is going to be a plus. I think the noise level around Lindsay will be very, very big.”

Indeed, a Google search for the star of “Mean Girls” and “Freaky Friday” yields more than 26 million results, versus only 1.3 million for Ungaro, a couture house founded in 1965 that has been wracked by instability in the design department since its founding couturier retired in 2004.

Last July, Ungaro said it would part ways with Bogotá, Colombia-born Esteban Cortazar, whose three collections for the house failed to ignite much commercial or press interest in the brand. As reported, the designer had reached an impasse with Ungaro management over its future marketing strategy, which would involve a celebrity face.

Peter Dundas, who is now the designer at Emilio Pucci; Vincent Darré, now devoted to a signature furniture line, and Giambattista Valli, pursuing a signature label with Italy’s Mariella Burani Fashion Group, came before Cortazar as Ungaro designers.

For her part, Lohan, 23, told WWD she hopes to take Ungaro to a “younger place” with a harder fashion edge.

“When I’m involved in a project, I give my all to it,” the controversial celebrity said. “I feel like there’s a correlation between everything I do, whether it’s pop music or film. I’ve always played a big part in what I wear, the costumes. Clothing is something that’s so expressive in so many ways. It really interests me.

“To be in a position where I’m working with a fashion house in Paris sets it apart from every other celebrity brand.”

Lohan said her first fur coat was an Ungaro, which she purchased about 10 years ago. She prized its leopard spots and a pale pink lining that gave it its *je ne sais quoi*.

Asked to describe her role in the creative process, Lohan said she “kind of oversees everything [Archs] does, while working with her. Different generations have different ideas.”

Archs, too, was up-front about potential discord, asking: “Have you ever met two women who agree completely about fashion?”

Lohan said Ungaro has stood for provocation and chic “since Day One,” descriptors to which she can certainly relate. “Every woman wants to be sexy — without being too much,” she said. “I want it to be simple and easy. I really think less is more — and you can add on more with accessories.”

Meanwhile, she took fashion to task for being too retro and me-too. “Everyone copies everyone. I don’t want it to be about that. The reason I love fashion is it’s ever-changing; there’s something new all the time.”

In addition to her new role at Ungaro, Lohan said she has two more days of shooting for “Machete,” an ensemble thriller also starring Robert De Niro and Jessica Alba. “It’s really exciting to be back into film with so many wonderful people where I can learn so much,” she said.

Moufarrige contended he had a choice of two strategies for Ungaro: Attempting to catapult the brand’s fortunes via a proven, superstar designer à la Tom Ford at enormous expense, or pursue a more radical route — teaming a chief designer and a fashion-obsessed, if volatile, celebrity. He contends the days of “designers in their ivory towers” are over, and the input of Lohan — the ultimate fashion girl — will lend a “consumer” voice to the mix that is vital today.

Estrella Archs



“Designer-led fashion is likely not to be enough. It’s a slow process going the traditional route.”

— Mounir Moufarrige, Ungaro

“Designer-led fashion is likely not to be enough. It’s a slow process going the traditional route,” he said, describing the need to give a designer several years to get under the skin of a house and, hopefully, get the business moving. “Not enough just doesn’t get you anywhere.”

What’s more, “Consumers today know what they want, and they have an eye as well,” the executive continued. “The consumer really is key today. They know what’s going on; they’re following the trends.”

The advent of celebrity fashion lines, some of which generate hundreds of millions of dollars in sales, proves celebrities capture the imagination of consumers and “designer-led brands have competition they didn’t have before,” Moufarrige said.

“My target consumer for Ungaro is the woman of perpetual 30, and I think the combination of these two girls will greatly contribute to burnishing a great name, which is Ungaro,” he added.

Seated in his sun-drenched office on the Avenue Montaigne, a breeze tinkling a chandelier overhead, Moufarrige acknowledged Lohan has a controversial image, given her stints in rehab, drunk-driving citations and a widely publicized love affair with Samantha Ronson. But he plunks down the September British Elle and Spanish Vogue’s August issue, which both feature Lohan on the cover and in fashion spreads inside, as testimony to her international stature and enduring fashion allure.

He also noted Lohan’s line of leggings, labeled 6126, are performing well at retail.

“The fashion industry thrives on controversy anyway,” he said, waving a hand as if to dispel doubts. “Emanuel Ungaro himself was very controversial. He always felt women had to dress to seduce. His first perfume he called Diva. It’s not an act of desperation to get a real diva involved. I like controversy.”

“She does have an eye,” continued Moufarrige, a veteran executive at Compagnie Financière Richemont, who famously replaced Karl Lagerfeld with Stella McCartney, then age 25, as head designer of Chloé in 1997. “I like the way [Lohan] dresses. Her house [in Los Angeles] is a mini-department store. She changes outfits five times a day.”

Lohan signed a multiyear contract with Ungaro. Although financial terms were not disclosed, it calls for her to do trunk shows, make appearances and “be where the activities of the brand are,” according to Moufarrige.

One thing Lohan won’t do is appear in Ungaro advertising. “I’ve got a moving ad campaign through Lindsay,” Moufarrige enthused. “She’s a super consumer and it’s a new idea. She’s photographed thousands of times a week.”

Ungaro plans to eventually launch an attention-getting print campaign without Lohan, but the company plans to await reaction to the first show and to expand distribution before making significant investments.

As for Archs, 35, Moufarrige said he was attracted by her two-year-old signature collection, which she shows on the runway during Paris Fashion Week and sells to a handful of specialty stores in Europe and the Middle East. “She has a lot of fluidity and a lot of color, and it’s easy to wear,” he said. “She was spot-on in terms of the DNA of Ungaro.”

Born in Barcelona, Archs studied fashion at Central Saint Martins in London before going on to design for such brands as Nina Ricci, Cacharel, Hussein Chalayan, Emilio Pucci and Prada.

“I like to think of my style as pure and light, but very sexy,” Archs said in an interview between fittings. “The reality of women is they all naturally want to be sexy.”

Archs first met Lohan at the end of June and said, “We get along really well. I think she’s fun. She has an eye for fashion. She’s very enthusiastic. She’s very much for the youth, for the sexiness.” The two women have subsequently met several times in Los Angeles, London and Paris to ready the spring-summer 2010 line.

Archs declined to give too many clues about the first collection, to be shown at



“To be in a position where I’m working with a fashion house in Paris sets it apart from every other celebrity brand.”

— Lindsay Lohan



the Carrousel du Louvre, saying only, “It’s not too much couture.”

Lohan and Archs will be charged with waking up a brand whose women’s ready-to-wear business is described by Moufarrige as “stagnant,” sold to only about 75 stores worldwide. “We should be at 300,” he asserted.

Indeed, the brand is a far cry from its peak in the late Nineties, when the bridge line Emanuel by Emanuel Ungaro, licensed to Italy’s GFT, generated some \$170 million at wholesale. Launched in 1991, Emanuel was conceived for the U.S. market and was hailed as GFT’s most profitable division.

Ungaro has changed hands in the interim. Salvatore Ferragamo, which purchased the house from the founding couturier in 1996, sold it to high-tech entrepreneur Asim Abdullah in 2005. Moufarrige took the management helm in 2006, after investing in Worth Group and shepherding brands including leather goods powerhouse Goyard and watch firm U-Boat.

Ungaro remains loss making, but Moufarrige described the men’s business, while small, as

“doing well.” Since 2007, that department has been headed by Franck Boclet, a former designer of Francesco Smalto.

Another bright spot for the brand is U by Ungaro, a women’s diffusion line licensed to Itochu in Japan. It rang up \$9 million at wholesale with rtw last year, while handbags and small leather goods generated another \$19 million via 23 shop-in-shops. Handbags under that label retail at around \$370. Distribution will soon be expanded into China, Moufarrige noted.

The U by Ungaro fragrance launched by Avon is also going strong, with market sources pegging sales last year at about \$50 million. The Emanuel Ungaro brand has an existing fragrance license with Ferragamo Parfums, a partnership that began in 1997.

Ungaro declined to give projections for the rtw line by Archs and Lohan, but Moufarrige noted that the first Chloé collection by McCartney pushed sales up fourfold. “If we go fourfold, I would not be surprised,” he asserted. “This is an electric shock.”

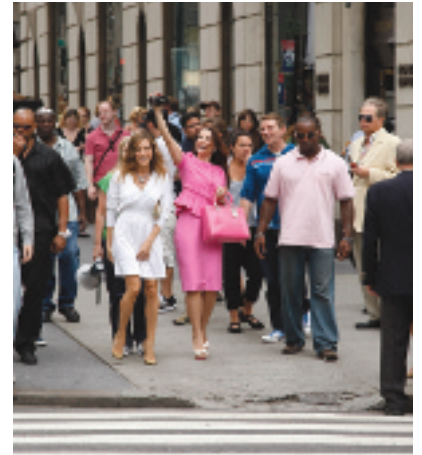
“I like to think of my style as pure and light, but very sexy.”

— Estrella Archs

FASHION SCOOPS

THE GANG’S ALL HERE: A starstruck mob stopped traffic today outside Bergdorf Goodman, where scenes for the “Sex and the City” sequel were being filmed. Hundreds of onlookers shrieked with excitement as **Sarah Jessica Parker**, clad in a short Halston dress, and **Kristin Davis** shot take after take walking in front of the retailer’s Fifth Avenue entrance and then around the neighboring fountain. Moving the set even a few feet required the diminutive actresses to be protected by no less than 10 burly bodyguards from the camera-phone brandishing hordes. They were called into action when **Craig Schwartz** (aka “Radio Man,” a highly recognizable hanger-on on Manhattan sets) nearly rode his bicycle into Parker, who tripped over the curb in her gold Christian Louboutin heels. Her stumble caused a frenzy among the paparazzi, who were snapping from their own barricaded perch. After Parker recovered, Davis shot her own footage — a home video of the crowd that had gathered.

All four “SATC” stars had been present earlier in the day, said one production assistant, who confided the women will be back at the end of the month to shoot interior scenes in Bergdorf’s, though he remained tight-lipped on any plot points.



Sketch from Dannijo for Carlos Campos.

IT TAKES TWO: The runway can be a strong jumping-off point for accessories designers, and spring 2010 will mark a bevy of collaborations between New York-based accessories designers and fashion houses. Geren Ford has tapped Ken & Dana Design for jewelry; Pamela Love Jewelry is doing pieces for **Frank Tell** and **Zac Posen**, respectively; Dannijo is doing a capsule collection for both Walter and Benson; Kipling is doing bags with Benson; **Erin Fetherston** is working with Lulu Frost on jewelry for her show; Loeffler Randall is doing **Costello Tagliapietra**’s shoes; Be & D has once again hooked up with Doo.Ri for bags, as has **Rachel Roy**; **Albertus Swanepoel** is doing **Rachel Antonoff**’s hats; Venexiana has

called upon guitar god-cum-accessories maven Carlos by Carlos Santana for its shoes; **Dana Lorenz** from Fenton/Fallon is doing a few pieces for John Patrick Organic; VPL has tapped **Tiffany Tuttle** of LD Tuttle for shoes, and jeweler **Alexis Bittar** is working on no fewer than three shows: **Michael Angel**, **Gottex**, **Dennis Basso** and **Michael Kors**. Bittar said collaborating is beneficial: “For branding and editorial purposes, it links us with the ready-to-wear fashion business,” he said.

COKE, LIGHT-HEARTED:

Coca Cola Light, the Italian version of Diet Coke, has added a charity angle to its long-standing collaborations with fashion designers. Eight female designers — **Donatella Versace**, **Alberta Ferretti**, **Anna Molinari** from Blumarine, **Veronica Etro**, **Silvia Venturini Fendi**, **Marni’s Consuelo Castiglioni**, **Angela Missoni** and **Rossella Jardini** at Moschino



— have teamed up with the soft drink to benefit the Milan for Abruzzo charity project. Each designer created four special cover-ups for the bottle, many of which feature distinctive patterns such as Missoni’s zig-zags, Etro’s paisley and roses for Blumarine.

The bottles will be unveiled at a special runway show on Sept. 24 in the courtyard of Milan’s Palazzo Reale. An auction will be held that night to benefit the Milan for Abruzzo program aimed at finding scholarships to help young women in the Italian region devastated by an earthquake last spring. The charity is also supported by the city of Milan. The bottles will also be on display open-air exhibitions in key spots around the city from Sept. 25 to Oct. 4 and a limited number will go on sale starting Sept. 25.

Message at WWDMAGIC: H

By Anne Riley-Katz and Khanh T.L. Tran

LAS VEGAS — It was all about value at WWDMAGIC.

Apparel and accessories retailers and manufacturers at the trade show here found common ground in the new reality — consumer frugality — and in how to deal with it.

Although major challenges persist as the economy struggles for consistent traction, the three-day show at the Las Vegas Convention Center last week appeared more upbeat. But price sensitivity and cost-cutting remained key themes.

“Consumers are absolutely demanding high fashion looks at value prices,” said Todd Frank, a buyer for Canadian chain Ardene, which owns and operates more than 400 stores, adding that quick response was essential.

“I have to carry a wide mix of merchandise, and integrating lower price points has been the key to my success over the past year,” said Daniel Vargas, who owns V State boutique in Minneapolis. “Customers are trading down, so you have to respond to their wants, which can be hard if you don’t you have the right vendors.”

Vargas picked up sweaters and leather jackets that wholesaled from \$20 to \$50 at the CMT Apparel booth, while keeping an eye out for smaller accessories and accent pieces.

True Religion, the Vernon, Calif.-based premium denim brand, stopped using factors in mid-July, opting to expand its own credit division and work closely with international distributors as well as small boutiques that pay with credit cards or cash on delivery.

Seven For All Mankind, the Los Angeles-based jeans maker, is monitoring inventory on a weekly basis, trimmed expenses and changed core pricing. A year ago, its retail prices ranged from \$150 to \$350, with most between \$225 and \$250. Now, the sweet spot for prices lies between \$150 and \$189 — a change typical of similarly positioned brands.

“We have some styles over \$200, but they have to be very special and innovative,” said Topher Gaylord, president of VF Corp.-owned Seven For All Mankind.

Tommy Bahama, the resort brand owned by Atlanta’s Oxford Industries Inc., will begin wholesaling Relax by Tommy Bahama for the spring season after introducing the subbrand in its freestanding stores this holiday. Retailing for between \$38 and \$118, Relax costs 10 percent less than the main line.

Red & Blue LLC, the Culver City, Calif.-based company that produces Z-Brand and men’s jeans for the Ed Hardy and Christian Audigier licenses, introduced Denim Junkie, a line of ultradistressed denim tricked out with foil treatment, glitter and gold stitching, with retail prices between \$79 and \$99.

Orla Kiely presented a new label, Olive and Orange, targeting a younger customer with wholesale prices from \$40 to \$147, or half the cost of the main label. Koos Manufacturing, the parent company of premium denim label AG Adriano Goldschmied, is preparing to launch NBD, the acronym of Natural Blue Denim, for next fall. NBD,



Relax by Tommy Bahama.

which will retail from \$100 to \$130 and be manufactured at Koos’ factory in Mexico, will break into the women’s market first before moving into men’s.

“Pressed, preppy styles seem to be big...East Coast summer-type looks,” said Tammy Wolf, a buyer for Macy’s East.

The quest for better prices meant being more adventurous than usual and venturing into booths that were skipped at previous shows.

“It’s fast fashion right now, 100 percent,” said Kitson owner Fraser Ross.

Some retailers encountered challenges as they tried to combine value prices and new looks.

“I’m happy if I come away with three or four new vendor leads, and that’s not a lot for the expense of the trip,” said Mona Rae Peterson, vice president of Calgary-based retailer Triple Flip. “I haven’t been blown away so far. Graphics are still everywhere, and so much sameness makes it hard to do the essential — stay nimble and define yourself as a retailer for your customers.”

Joe Lauer and Jena Frey, who own Penelope’s boutique in Chicago said it is increasingly difficult to find new labels.

“We’re a little bit disappointed; we tend to find a lot more men’s lines out here than women’s,” said Frey, who will also attend Coterie in New York. “The shows aren’t cheap on either side. In this economy people need to be motivated to spend, and it definitely won’t be on the same old things they already have.”

After debuting at the Hard Rock Hotel in February, Capsule chose a more central location at the Venetian Hotel and Casino. The second-year show expanded and increased its women’s apparel offerings but still heavily favored men’s streetwear.

Bright hues influenced several categories, from lingerie and T-shirts to handbags at CurveNV, held at the Venetian Hotel & Resort. Betsey Johnson brought sizzle to the boudoir with intimates colored coral, turquoise and pink. Classic intimates styles and refined silhouettes remained popular with brands

like Lavit and Cosabella.

At Moda in the Venetian, clean, elegant lines were visible in dress lines such as Lotusgrace, with designers emphasizing high-quality textiles.

Bag designers turned their focus to the utilitarian straps and handles at AccessoriesTheShow, also held at the Venetian. Limon Piel International gave an ethnic flair to red leather totes with macramé straps, and DXtouch dotted sequins all over straps for shoulder bags.

Retailers who shopped at the Women’s Wear in Nevada show in the Rio Hotel stuck with classic styles and said near-term buying was still a priority, as projecting customer preference is risky in this economic environment.

Several vendors at the shows said as many as half of their orders were for fall and holiday items to be delivered within one to two months.

“We’re due for a spike up,” said Rick Spielberg, vice president of sales at Hudson Jeans.

TRENDS



DISTRESSED DENIM WITH PEKABOO PANELS: Seven For All Mankind



◀ CROP TOPS: Pleasure Doing Business



SHORTS: Siwy

LEGGING JEANS WITH ELASTIC WAISTS: AG Adriano Goldschmied ▶



▲ STATEMENT JEWELRY: Landver



ALL PHOTOS BY BRYAN HARAWAY

High Fashion, Value and Speed

Fast Turnaround Is the Mantra at Project

By Khanh T.L. Tran

PROJECT WAS IN THE CENTER OF THE ACTION FOR NATIONAL RETAILERS such as Charlotte Russe and J. Crew and specialty stores including Fred Segal Fun and E Street Denim Co.

There was a focus on immediacy as buyers roamed the Sands Expo & Convention Center for the latest trends in premium denim and contemporary fashion. Some 800 brands, evenly split between men's and women's, displayed product for spring — and holiday and fall.

Designer John Eshaya said as many as half of the orders for his namesake contemporary line were to be delivered Sept. 30.

Daniel Landver, chief executive officer of Lucas Design, which creates costume jewelry for brands such as Landver and Disney Couture, didn't even bother to bring spring collections to Las Vegas.

"Spring — people haven't even talked about it because they're so scared," Landver said. "They want what's in stock or to be delivered immediately."

What retailers also wanted was sharp pricing blended with fashion-forward trends. Landver found a market for its \$21 chunky resin bangles set with large geometric stones in contrasting colors.

Babakul, the casual contemporary line designed by Kym Gold, capped the wholesale prices of its garment-dyed Tencel cargo pants at \$82 so they will retail for less than \$200.

In addition to price, items that mixed innovation, fun and creativity topped the shopping list for David Walker, owner of Winds of Change Boutique in Chagrin Falls, Ohio. Along with boyfriend jackets and jeans from Gwen Stefani's L.A.M.B., he liked the prints and textures at Voom and whimsical pieces at Odd Molly.

"They want to update their look but not revamp their wardrobe," Walker said of his customers.

The leading trends in premium denim percolated at Project. Diesel flicked pigment on dungarees, Netherlands-based Dept offered a denim harem pant and Siwy electrified short shorts with a giant zipper running down the right side.

"The trends don't seem so predictable," said Michelle Siwy, designer of Siwy. "People want everything now."

Evisu unveiled its denim relaunch for next spring under new global chief executive officer Scott Morrison, the New York-based founder of Paper Denim & Cloth and Earnest Sewn. Encompassing four fits, 10 washes and wholesale prices from \$84 to \$110, the women's line will be Evisu's first in the U.S., Morrison said.

Though the women's business is expected to contribute no more than 10 percent of total sales in the first season, Morrison hoped to appeal to fans of vintage looks by smearing dirt stains on the jeans and fading the

seagull-wing logo on the back pockets. Retailers who have already ordered the women's styles include Selfridges in the U.K. and Ron Herman in Los Angeles.

Joe's Jeans is also testing new territory, launching three subbrands to complement its core jeans business: The Pant, The T and The Belt. The new extensions are modeled after The Shirt, its line of woven shirts that debuts in stores this fall. The Pant encompasses Capris, cargo pants, shorts and any other kind of pant that is not made of denim; wholesale prices range from \$44 to \$62. The T, priced between \$26 and \$49, offers tanks, cardigans and crinkled tops embellished with studs on the shoulder pads. The Belt features an array of leather straps adorned in studs with wholesale prices running from \$22 to \$42. While The Belt will hit stores for the holiday shopping season, The Pant and The T will be available next spring.

Mek Denim is defying the recession with plans to open 20 stores in Los Angeles, New York, Miami, Salt Lake City and other cities across the U.S. The Los Angeles-based denim company intends to open the first shop by the end of this year.

Seven For All Mankind is on track to open 15 stores this year in the U.S., widening its worldwide retail footprint to 62 shops in 18 countries. Especially as business in specialty and department stores remains challenging, "Our retail initiative is a great way to augment our wholesale business," said Topher Gaylord, president of Seven For All Mankind.

For Kasil and It Jeans, surviving a recession means joining forces. Los Angeles-based It, whose jeans retail for less than \$80 at stores such as Nordstrom, acquired a 50-percent stake in premium label Kasil for an undisclosed sum in July. While retaining a separate sales and design team, Kasil will be able to utilize its efficient manufacturing operations.

For spring, designers pushed shorts for warm weather. WeAreTheSuperlativeConspiracy more than doubled the number of shorts in white, inky indigo, weatherworn denim and other styles.

Leggings are evolving into a fashion item with a plethora of textiles and design touches. Hope and Glory turned to Tencel for \$60 trouser-style leggings in a pastel psychedelic print. Japan's As Know As De Base knitted blue cotton into \$22 leggings with contrasting white chevron embellishments. Work Custom Jeans made a \$79 motorcycle style in 8-ounce denim. Citizens of Humanity overdyed superstretchy denim in yellow, red, tan and royal blue before dipping it in an acid wash.



Citizens of Humanity

ENK Vegas Widens Buying Choices

DESIGNERS AND RETAILERS AT ENK VEGAS EMPHASIZED easy dressing with denim leggings, louche tops and eye-catching jackets.

At the Lafite Ballroom in the Wynn Hotel, 128 exhibitors mixed their spring collections with pieces from fall and holiday groupings to give retailers a variety of options for staying under budget and making quick deliveries.

"Frankly, stores are looking for fast turns," said Mark Ernst, U.S. sales representative for Crossley, a women's contemporary label from Florence. "They want things that sell right away."

Among the top sellers at the contemporary show were legging jeans. Habitual shaded 7-oz. cotton in gray and indigo ombre for leggings wholesaling for \$90. J Brand treated its \$70 leggings cut out of 7.5-oz. cotton in five finishes, including an acid wash.

"The legging is such a big story for us," said Susie Crippen, co-founder of J Brand.

The slimming styles appealed to Ada Oshrat, owner of a designer and contemporary boutique bearing her name in Tel Aviv. She shopped for superskinny jeans and leggings from J Brand and Serfontaine, in addition to tank tops and oversized shirts to slip over them.

"You can wear [leggings] any way you like," Oshrat said.

Gloria Brandes, founder of young contemporary label BB Dakota in Costa Mesa, Calif., said among young women, "the uniform is leggings and a leather jacket or a blazer."

BB Dakota seeks to meld style with competitive prices — taupe leather jackets enhanced with peplums wholesale for \$65 and tab-front denim leggings cost \$28 — and offered free shipping to buyers who placed orders at ENK Vegas.

Her business has adjusted its business at trade shows in response to the recession. The company worked down to the wire with some accounts that submitted reorders for the fall collection and reviewed the holiday lineup, which begins shipping later this month. Responding to retailers who skipped traveling to shows because of shrinking budgets, Brandes said her staff plans to make more road trips to visit customers.

After several seasons of lengthening the hemlines of tops, designers cropped T-shirts, tanks and jackets to pair with high-waisted shorts and skirts.

Kova & T curtailed the body and sleeves of a \$95 acid-wash denim jacket. LNA gave cut-away hems to Ts wholesaling from \$25 to \$35. K. Allyn added weight to \$32 Modal T-shirts with oversize front pockets extending about a foot long and glittering with sequins.

Jeans makers sought to entice shoppers by offering fashion denim they didn't already have in their closets.

The Stronghold commissioned special herringbone denim made in Japan for \$130 wide-leg jeans. Agave Nectar offered a rainbow of yarn-dyed denim in lilac, pink, blue and green. MiH Jeans channeled spring with cropped jeans wholesaling for \$116 in a sky blue color.

"Everybody's back to the product," said Paul Savignano, vice president of wholesale at Vernon, Calif.-based Lucky Brand Jeans. "People are looking for quality."

— K.T.L.T.



BB Dakota

Emerging Designers Help Draw 200 Brands to Pool

By Anne Riley-Katz

BUYERS ON THE HUNT FOR NEW LABELS AND ART-DRIVEN STYLES FOUND plenty of potential at Pool.

The eight-year-old apparel and accessories show drew almost 200 brands to the Las Vegas Convention Center — about 70 percent women's and 30 percent men's.

Buyers at the show, which hosted labels like Textile Junkies, Tokidoki, Feral Childe, Rojas, Taxi CDC and Angel Court, cited the presence of young brands and emerging designers as a draw, as well as eco-friendly fashions.

"So far this is the most interesting show for new looks," said Tokyo-based buyer Ken Sugata of Marubeni America Corp., who was checking out the Skingraft Designs booth for edgy leather jackets and holster-style belts popular with celebrities such as will.i.am and Fergie from the Black Eyed Peas. "I'm looking for casual styles, and I'm finding things you don't see other places."

Pool's Cash and Carry area, which more than doubled in size to 40 exhibitors from 19 in February, had a waiting list of about a dozen brands that were unable to exhibit because of insufficient space and proved popular with retailers looking for immediate merchandise and value.

"I like the concept, since we all want quality at less expensive prices right now," said Heather Martin, a buyer for Belle Grey boutiques in Los Angeles.

Norit Dvir, a buyer for Hilton Corp. hotel retail, browsed the Bagonia booth's green handbags and accessories and said environmentally conscious merchandise was gaining in popularity with customers, regardless of economic conditions.

"Shoppers are increasingly aware of environmentally friendly brands, but they have to be fashion-forward," Dvir said.

Pool, which is owned by Advanstar, also the parent of the MAGIC and Project shows, cut exhibitor fees from \$4,000 to \$3,000 this show to lure cost-conscious labels. In addition, Pool launched a collective concept called Co-Op, a less expensive shared area for exhibitors who otherwise might not have been able to afford to attend the show. The Co-Op fees ran \$1,875 a label, with six brands showing in the space; nine brands showed in Pool's emerging concepts section, including Ai for Ai and Dusen Dusen.

THURSDAY: Men's coverage from Las Vegas.

Big Issues Await Returning Congress

By Kristi Ellis

WASHINGTON — Contention and controversy.

In what is expected to be one of the most volatile Congressional sessions in decades, the retail and apparel industry will be right in the middle of the melee. The session of Congress that kicks off today will see the administration of President Obama and the Democratic Party battle to get their agenda back on track after three months of rising political temperatures. The House and Senate will take up a slew of milestone issues ranging from health care reform to clean energy, spending bills and financial regulatory overhaul to international trade and union organizing legislation.

While Obama will seek to put health care reform front and center when he addresses a joint session of Congress on the issue tonight, it actually will be international trade that is likely to present his first true test — trade with China. Obama must decide by Sept. 17 whether to support a recommendation by the International Trade Commission to impose punitive tariffs on imports of Chinese tires for three years, beginning with 55 percent in the first year and phasing down to 35 percent in the third year, under the first general China safeguard case to come before his administration. The case is seen as a litmus test on where the Obama administration stands on trade and could become a defining moment in the complex trading relationship the U.S. has with China.

Still, health care reform, which has created a schism in the retail industry between Wal-Mart Stores, which supports reform, and other major chains, will dominate the debate.

"There is intense pressure on the majority party to produce results and show they can govern," said John Emling, senior vice president of government affairs at the Retail Industry Leaders Association, which includes mass merchants such as Wal-Mart and Target as members. "That is a big reason why there will be a [health care reform] bill that moves."

House leaders face the daunting task of reconciling three health care bills that were approved by committees with jurisdiction before the August recess. One Senate panel has passed a bill, but the Senate Finance Committee is still negotiating and has set a tentative deadline of Sept. 15 on what is expected to be the only shot at a bipartisan compromise out of the five committees.

Retailers and other businesses have been advocating their own positions, with a particular focus on employer health insurance mandates. Wal-Mart earlier this summer came out in favor of such mandates, pitting it against a large swath of the retail sector which opposes the plan over fears it would contribute to higher operating costs.

Obama's speech advocacy of health care reform has been



Congress returns to session today.



President Obama

extensively attacked on TV talk shows and at town hall meetings nationwide over the summer. As important as the issue is to the President, however, the danger is that it becomes all-consuming and that much of the rest of his and the Democrats' agenda gets lost in the health care hubbub.

"I worry about gridlock in the fall," said David Spooner, an attorney with Squire, Sanders & Dempsey and a former assistant secretary of commerce for import administration and former special textile negotiator under President George W. Bush. "Health care sure seems to be sucking out the oxygen and everything else on the Hill now and I don't see that changing come September or October. It is only going to get worse."

Other major issues that should draw some Congressional attention in the current session include:

- Financial regulatory legislation aimed at setting new rules for the financial industry and helping protect consumers. Obama is seeking to create a government agency to protect consumers in such areas as mortgages and credit cards.

- Spending bills in the Senate that fund government's agencies, including the U.S. Trade Representative's office and Commerce, Labor and Customs agencies for fiscal year 2010 that begins on Oct. 1. The House has passed 12 bills, providing \$1.2 trillion in discretionary funding to operate the agencies. If the Senate is unable to pass its bills by Oct. 1, Congress will have to pass a continuing resolution, funding agencies at current levels, until the new bills can be approved.

- The clean energy and climate change bill, which would create what many have dubbed a "cap-and-trade" system where energy-intensive companies would get emissions allowances for pollution they could also sell or buy. The U.S. textile industry is lobbying for changes in the bill, including extending the allowances, which would primarily be reserved for steel and cement companies, to the textile sector and establishing mandatory "borderline adjustment" tariffs to be imposed on imported products made in countries that fail to adhere to the same new emissions regulations imposed on U.S. companies. The House narrowly passed a bill in June and it awaits Senate consideration.

- The Employee Free Choice Act, which the labor movement is championing but retailers and U.S. businesses are vigorously opposing.

The latest twist in the debate over the bill came Labor Day weekend when AFL-CIO president John Sweeney made what appears to be a major change in the union's stance on the bill, revealing a willingness to compromise on one of the most contentious issues. In an interview with The New York Times, Sweeney said he would be open to shorter secret ballot elections in place of a majority sign-up process — dubbed "card check" by the business community — if that is what it would take to get the 60 votes needed in the Senate to overcome a Republican filibuster and pass the legislation.

The AFL-CIO president, who is retiring this month, said he could only accept a modification in the original bill if it contained a fair process to protect workers against threats and intimidation by employers.



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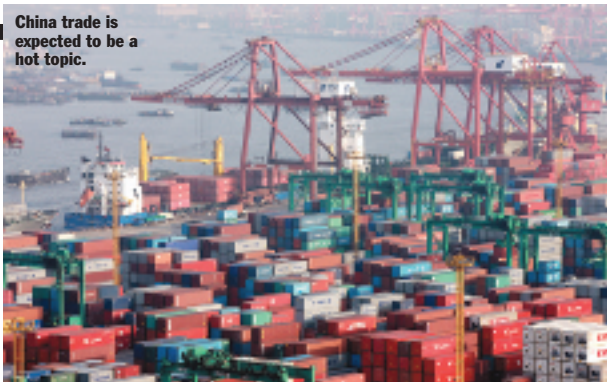
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China trade is expected to be a hot topic.



But his successor, Richard Trumka, now secretary-treasurer of the AFL-CIO, stopped short in the same Times story of supporting speedy secret ballot elections in favor of the majority sign-up process, which still leaves the union's overall position on the bill somewhat ambiguous.

The bill, as introduced, essentially changes the method of organizing a workplace to an open card-check system from a secret-ballot election that has been the standard for decades. The bill would also set binding arbitration on contract disputes if there is an impasse between employees and the union and employers.

The bill stalled in Congress this summer, but a group of senators trying to strike a compromise were already reportedly considering dropping the key majority card sign up provision. The House is expected to let the Senate vote first on the bill.

The efforts in the Senate to strike a compromise on both health care reform and EFCA were further complicated by the death last month of Sen. Edward Kennedy (D., Mass.), the key architect and leader of the congressional drive to pass sweeping, landmark legislation.

"You still have rumblings that if health care is delayed, you could see a move to bring EFCA up on the Senate floor," said Steve Pfister, chief lobbyist and senior vice president for government relations at the National Retail Federation. "I am not certain, though, they will have a stomach to fight that fight."

RILA's Emling said, "There may be some breaking point where the Democratic leadership says we need a bipartisan victory, which may cause them to pivot away from the more controversial bills such as EFCA and climate change."

But labor groups plan to redouble their efforts to pass "meaningful" health care reform and union organizing legislation this year.

"We will fight very hard to make sure the health care reform that comes out of Congress and is signed by the President is meaningful," said Thea Lee, policy director for the AFL-CIO. "We consider a strong public option essential to the success of health care reform in addition to employer mandates."

Lee said she also expects EFCA to move forward this year. "Our goal is to get it done this year," she said. "We have a commitment from members of Congress and we plan to hold them to those commitments."

Lee dismissed reports the bipartisan group of senators has dropped a key provision in the bill that would force employers to certify a union if a majority of employees sign cards in support of one.

"Conversations are happening on what modifications might be made to get us the 60 votes in the Senate," said Lee. "There are likely going to be some modifications, but our goal is to preserve the essential elements of the bill to make it easier for workers to join a union and discourage some of the illegal behavior employers engage in."

Industry lobbyists acknowledge Congress will likely pivot away from many of their initiatives, including bills that would crack down on organized retail crime, overhaul trade preference programs, eliminate duties on apparel imports from least developed countries and confront hidden fees credit card companies charge retailers when consumers use credit cards to purchase goods from the merchants.

"Based on conversations with Hill contacts, many believe there won't be major trade-related legislation until next year," said Auggie Tantillo, executive director of the American Manufacturing Trade Action Coalition. "The only caveat is that you do have some [trade preference] programs expiring this year," citing the Generalized System of Preferences program and an Andean trade preference

program, so "there is a bit of a game of chicken being played on that issue."

GSP is a program designed to promote economic growth in the developing world by providing preferential duty-free entry for about 4,800 products from 131 designated beneficiary countries and territories. Trade observers said a Customs reauthorization bill, introduced by Senate Finance Committee chairman Max Baucus (D., Mont.) and ranking Republican Sen. Charles Grassley of Iowa before the August recess, will likely move.

Stephen Lamar, executive vice president at the American Apparel & Footwear Association, said he expects some trade issues to surface in the latter part of the year.

Lamar said "a lot of little things" such as GSP and Andean extensions, Pakistan-Afghanistan duty-free manufacturing zones and separate bills to eliminate duties on certain kinds of footwear and outdoor apparel, "need to be done and some little things could add up." But he said it is unlikely pending free trade agreements with Colombia, Panama and South Korea will see action.

But Spooner was less bullish on even a scaled back trade agenda this year. "On even little things like a small expansion of [benefits in the African Growth & Opportunity Act, a U.S. trade preference program], the administration hasn't shown a willingness to move legislation," said Spooner.

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'Gossip Girl' Inspires Anna Sui Line for Target

By Sharon Edelson

NEW YORK — It probably goes without saying that privileged Upper East Side denizens Serena van der Woodsen, Blair Waldorf, Jenny Humphrey and Vanessa Abrams don't shop for their frocks at Target. After all, the four "Gossip Girls" collectively own enough designer garments to fill a warehouse.

But that may change now. Anna Sui for Target, part of the retailer's Designer Collaboration series, channels the well-dressed women of "Gossip Girl" and debuts in 600 select Target stores out of more than 1,700 units, and on Sunday at target.com/annasui. Designer Collaborations taps established talents to create collections inspired by a muse, creative element or collaborative partner. Alexander McQueen launched the effort in March with McQ Alexander McQueen for Target, inspired by Leila Moss, lead singer of The Duke Spirit.

Sui had wanted to design for Target for some time but "couldn't figure out what the concept would be," she said. When the retailer approached her with Designer Collaborations and the muse element, the project began to make more sense. During a trip to China in January when she was launching a fragrance, Sui said she was "bombed by teenagers asking the same questions related to 'Gossip Girl': 'Where's Williamsburg?' and 'What's uptown?'"

Sui has become a serious fan of the show. "I thought the characters were so dynamic, so different and each represented a different aspect of my design," said the designer. In the Target collection, Serena's European heritage and relaxed American

style led to a leather jacket, \$149.99; Blair's love of old-time glamour and modern fabrics informed a metallic jacquard dress, \$59.99; Jenny's penchant for uptown couture inspired a silk off-the-shoulder striped dress, \$59.99, and Vanessa's bold personality is reflected in a sleeveless silk wrap dress, \$59.99.

Target is turning a private four-story townhouse at 54 Crosby Street in SoHo into a pop-up shop from Thursday to Saturday, with rooms decorated to reflect each character's tastes. "We'll have four vignettes based on the four characters, along with live models to bring the collection to life," said Target spokesman Joshua Thomas.

A launch party is slated for today. For Thursday's public grand opening, which coincides with Fashion's Night Out, the pop-up will stay open until 11 p.m. rather than the regular 8 p.m. FNO T-shirts will be sold, with proceeds benefitting the national 9/11 Memorial Museum.

From Target's perspective, all roads lead to Crosby Street. Teams wearing Anna Sui for Target T-shirts will hand out invitations to the pop-up shop. Clean ads or reverse graffiti will cover sidewalks from Sui's Greene Street boutique to the townhouse, and symbols such as the Target bull's-eye and Anna Sui logo will be projected onto the exterior of buildings in SoHo and the Meatpacking District. Viral ads will appear on taxi screens when cabs come to within half a mile of Sui's boutique or sites featured in "Gossip Girl" storylines.

Sui said she loves "Gossip Girl" for its unabashed embrace of fashion. "It's so fantastic," she said. "Young kids have something to look forward to: getting dressed up."



A metallic jacquard dress inspired by "Gossip Girl" Blair.

Varvatos Brings Bowery to Vegas

By Jean Scheidnes

JOHN VARVATOS HAS CHANGED HIS TUNE ABOUT THE "BOWERY concept" as his brand moves forward on multiple fronts.

After the John Varvatos store at 315 Bowery, the former home of the historic club CBGB, opened to great fanfare, the designer said he was resisting pressure to replicate the environment elsewhere, insisting the concept depended on site-specific authenticity — until a second Bowery-concept store opened last week at the Hard Rock Hotel & Casino in Las Vegas.

Like the original Bowery store, the 3,000-square-foot Las Vegas store carries all three tiers of John Varvatos labels and is infused with historic flavor via flea market finds, rough-hewn materials and music memorabilia. Both stores are outfitted with a stage and specialized equipment for concerts, parties and live broadcasts of Varvatos' satellite radio show, "Born in Detroit." One obvious difference between the locations is a wall of video screens in Las Vegas. In addition, the store is the exclusive Nevada dealer of James Trussart guitars.

Bruce Weldyn, director of stores, said the company chose the Hard Rock "because of the entire spirit of this hotel and the music venue." Like 315 Bowery, where "you can feel the decades of history," Varvatos wanted to be sure the Vegas store "had the same spirit," Weldyn said. Regarding future Bowery-concept stores, he said it would depend on the right venue, but none are in the works.

On another front, John Varvatos has revealed the launch of e-commerce. Customers in the U.S. will be able to order goods from all three Varvatos labels, including footwear and fragrances, as of Sept. 15.

On the same date, a winner will be crowned in the brand's Free the Noise global talent search, which, over the past three months, has been narrowed from 200 entries to four finalists. The four bands will perform on Sept. 15 at 315 Bowery in competition for a contract with Island Records and to be the face of John Varvatos' contemporary label, Star USA. The four finalists are The Fast Romantics (from Calgary, Canada); Reckless Sons (New York); Howlers (Santiago, Chile), and Scrambled Eggs (Beirut). The judges will be Varvatos, Perry Farrell of Jane's Addiction, Spin editor Doug Brod, Island Def Jam chairman L.A. Reid, photographer Mick Rock and The Bravery's Sam Endicott.

— With contributions from Jean E. Palmieri

Versace Shop Opens in Bergdorf's

VERSACE SHORED UP ITS PRESENCE INSIDE BERGDORF Goodman with last week's opening of a 400-square-foot shop for ready-to-wear, accessories and shoes. The space is situated on the second floor, opposite the elevator between Dolce & Gabbana and Gucci and with a view of The Plaza.

In recent years, it's been an uneasy dance between Bergdorf and Versace. The brand was absent from the store for three years until 2007, when it reentered with its runway collection and was afforded less than optimum space. "It's been an evolution," said Patrick Guadagno, president of Versace in the U.S. "The good thing is now we are really back."

"Versace is a brand that has always had a seductive allure," said Jim Gold, Bergdorf's president and chief executive officer. "The clothes are fitted to the body in a way that highlights a woman's shape. Our clients love the Versace day dress in color with interesting details and coordinated tailored jackets. They work so well because their versatility and cut is always about the woman's body. Our clients also love Versace jersey dresses, which are sexy, yet sophisticated, and go day into evening.... Versace is capable of doing over \$4 million in its shop, especially if the economy improves."

The shop is furnished with a black lacquered writing table from the Versace Home collection, a black velvet carpet and an ebony daybed with white tufting, all of which reflect the decor of Versace's Fifth Avenue flagship. The accessories are displayed in a white leather fixture with concealed bulbs to create a wash of light.

At the core of the collection are cocktail dresses, in ruched jersey, priced \$1,445, with a plunging neckline and an architectural inset on the back, priced \$2,380, and a plissé wave print, priced \$3,350. There's also a metallic tweed jacket, priced \$3,700 with matching skirt, \$1,765, and a wool mohair "fil coupe" dress with hand-stitched hardware trim along a leather ribbon, \$4,695. Offsetting the fluidity of the rtw are the structured accessories, including the red eelskin biker bag, priced \$2,470. Versace shoes are also sold in Bergdorf's shoe salon.

— David Moin

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PETER MUI Apparel Designer 1953—2009

Familiar to many as "Yellow Man," "Misplaced Cowboy" or simply the loud, jocular man in embroidered jeans and a ten-gallon hat, New York City designer Peter Mui transformed lives in a friendly, unexpected storm. Indeed, everything about Peter Mui was unexpected, including his sudden passing from heart failure on Tuesday, August 18. He was 56 years old.

Born to Chinese immigrants in Oklahoma, Mui built a legacy around individuality, cross-cultural identity and a zest for adventure. He began his career trading Ming Dynasty porcelain and gemstones, exploring for oil and prospecting for gold in the Amazon. But it was fashion that ultimately defined his career.

In 1981, Bonwit Teller bought five silk blouses from Mui's self-described "designer private label," Peter Mui. Henri Bendel, Saks Fifth Avenue and Neiman Marcus followed suit. In 1985, Mui purchased the label Pinky & Dianne and started P.K. Mui, a signature sportswear collection. He subsequently expanded with Hawaiian-inspired silk shirts and embroidered jeans under the labels Mui-Mui and Misplaced Cowboy, respectively.

In 1986, Mui, with Tungtex, the holding company in Hong Kong, co-founded Yellow River Inc., a New York City-based private label manufacturer specializing in women's

novelties. Today, Yellow River's client base includes Nordstrom, Coldwater Creek, Talbots, Garnet Hill, Orvis, Macy's, Pendleton and Sundance.

In 2004, Mui launched YellowMan LLC, a high-end line of tattoo clothing that combines original art and proprietary MadKool technical fabrics. When naming the company, Mui referenced a racial slur from his birth documentation and turned it into a badge of cultural pride and individuality.

Mui's impressive art collection for YellowMan includes work from more than 70 of the world's most exclusive tattoo masters, including Japan's Horiyoshi III. Mui believed that truly good tattoo art transcended "design" and facilitated the expression of powerful, meaningful symbols of culture and identity.

Mui recently diversified YellowMan with two subsidiary labels: Samurai Surfer, a casual lifestyle line for men, and YMX, an athletic line for men and women.

Mui's daily life was defined by his generosity, kindness and an enduring celebratory cheer in his life-long quest for universal harmony.

Mui is survived by his wife, Jenny, and his seven children: T.V., Chloe, Sacha, Tiger, Trevor, Mikael and Ethan. A memorial date has not yet been announced.

For more information go to:

WWW.YELLOWMAN.COM/MUIMEMORIAL.HTML

PHOTO BY BRYAN HARRAWAY



John Varvatos at the Hard Rock.

PHOTO BY ROBERT MITRA

Versace at Bergdorf Goodman.

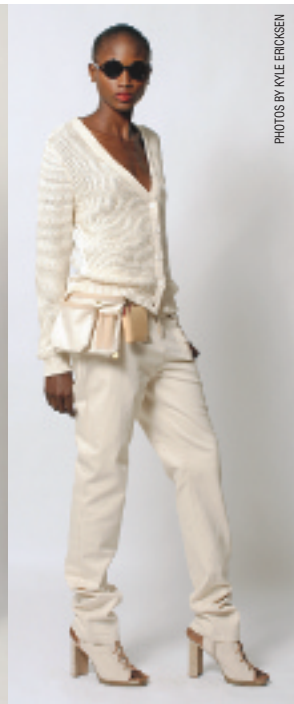


Bold Moves



Life is full of contradictions, and for Liz Claiborne's spring lineup, Isaac Mizrahi plays with the contrast of hard and soft amid pops of color and sharp graphics. To wit, a ladylike striped topper is paired with a french terry polkadot dress and a floral blazer is toughened up with a utility belt.

◀ Spring looks from Liz Claiborne. ▶



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MAC & Milk Adds Sponsor, Targets Education

By Marc Karimzadeh

NEW YORK — As the final touches are being added to MAC & Milk, the new show venue at Milk Studios that kicks into high gear Thursday, the organizers are ready to claim their piece of the fashion week pie.

Even though executives from MAC Cosmetics, Milk Studios and IMG Fashion, which organizes Mercedes-Benz Fashion Week at Bryant Park, have maintained there is no competition between the two venues, a new development is adding further fuel to the rumored fire: BMW, that other luxury German car maker, is partnering with MAC and Milk to provide a fleet of 12 MAC & Milk-decorated 750i series cars in sleek black sapphire to shuttle people between the Bryant Park tents and the venue.

"It's funny how that happened," John Demsey, group president of the Estée Lauder Cos. Inc., said with a smile on Tuesday, calling it "the final icing on the cake."

The sponsored show venue at 450 West 15th Street has lined up 31 runway shows, presentations or events over the course of fashion week, with designers including Proenza Schouler, Gwen Stefani's L.A.M.B., Behnaz Sarafpour, Altuzarra,

Costello Tagliapietra, Threesfour and Peter Som. Vena Cava will kick off the initiative Thursday.

Beyond the shows, there will be several other events at the venue. Alexander Wang's postshow party on Saturday will take place at the gas station and car wash owned by Milk Studios. A conceptual video installation of Gareth Pugh's new collection will be installed at the studio's loading dock on Sunday night, followed by an invitation-only dinner for Pugh and his friends at the Penthouse at Milk Studios.

Mazdack Rassi, founder and creative director of Milk Studios, explained "the educational out-

reach was very important." To that end, Milk Studios worked with the Fashion Institute of Technology and Parsons the New School for Design to allow select students to attend some of the events over the course of fashion week. In addition, MAC & Milk will host a panel for students on the current state of fashion in these challenging times on Sept. 17. The panel will be hosted by Suzy Menkes of the International Herald Tribune, and feature Demsey, Rassi, Parsons' dean of fashion Simon Collins, Opening Ceremony co-owners Carol Lim and Humberto Leon, Alexander Wang, and Jack McCollough and Lazaro Hernandez of Proenza Schouler.



Tse Names Peng-Gerschultz CEO

TSE, THE FASHION BRAND BEST KNOWN for its luxury cashmere, named Christina Peng-Gerschultz its new chief executive officer. Peng-Gerschultz succeeds Augustine Tse, Tse's founder, chairman and ceo, who is retiring.

Peng-Gerschultz joined the company in 1989 as one of the label's original designers, and was most recently president of the private label division of Tse parent Cashmere House Inc. She will be based at the company's corporate office in Santa Ana, Calif., but spend much time in New York, where the company's design and marketing offices are located.

As ceo of Tse, Peng-Gerschultz will be in charge of the entire business, from design to product development and production.

"Every company, whether big or small, is pressing the restart button, and we are looking at our business matrix and, more importantly, can no longer do business in the way we used to. We have to be that much more creative with discipline and restraint, so that in the long run, we will be much healthier and more successful," said Peng-Gerschultz.

She added the company, with its focus on cashmere, is positioned to weather the challenges. She said the plan is to strengthen the positioning of the label globally, particularly in the Asian and European markets, even as those economies are still challenged. "We want to set the groundwork for the next chapter for Tse by approaching and strengthening these markets," said Peng-Gerschultz.

— M.K.

Yap Exits Post as Miyake President

JOCELYN YAP, PRESIDENT OF ISSEY MIYAKE USA, has departed after 13 years and will be succeeded by Yukio Anri Ito, director of the overseas operations department for the Japanese parent Issey Miyake Inc.

Yap, who joined the firm in 1996 as vice president of sales and marketing and was promoted to president in 2006, stepped down to spend more time with her family, the company said.

"Jocelyn has been a tremendous partner during her time with Issey Miyake, and she has been greatly instrumental in expanding the market reach and recognition of our brands in the U.S. and Canada," said Nobuyuki Ota, president of Issey Miyake Inc.

Ota credited Yap with building a "solid basis from which the Issey Miyake labels continue to grow and prosper" across the U.S. and lauded her

"clear strategic planning with her creative flair for sales and marketing" for steering the company through changes, launches and developments, including the recent economic downturn.

"It really was a difficult decision to make," Yap said. "Working within the world of Issey Miyake has always been an adventure — fun and challenging — but above all, a great privilege to work in an environment where the design ethos is never compromised for commercial expediency. After some time off with my family, I plan to return to the industry with renewed energy to take on another challenge."

Ito, whose appointment is effective immediately, will continue to serve as director of the overseas operations department in addition to being president of the U.S. division.

— M.K.

Maidenform in Licensing Deal With Komar

By Karyn Monget

MAIDENFORM BRANDS INC. HAS SIGNED A licensing agreement with The Komar Co. to produce, market, sell and distribute women's and children's sleepwear, as well as women's warmwear and swimwear in the U.S., Canada and Mexico.

Maidenform's portfolio of brands includes Maidenform, Flexees, Lilyette, Control It, Luleh, Sweet Nothings, Rendezvous, Subtract, Bodymates, Self Expressions and Inspirations.

Charles Komar, president and chief executive officer of the \$325 million company, said the deal has the potential to have a major impact because Maidenform brands are sold at Target and Wal-Mart, and the firm has an exclusive at Macy's.

"It could be a huge business," Komar said. A first-year wholesale sales projection was not available, but the combined innerwear and swimwear could generate sales in excess of \$30 million, according to industry estimates.

Komar said the agreement with Maidenform creates a strong synergy for both companies.

Komar produces the licensed collection of sleepwear and robes by Donna Karan and DKNY, and Maidenform has the license for bras and related undergarments bearing the Donna Karan and DKNY names. He said the Komar firm has hired six "swimwear experts" to work on Maidenform swimwear, as well as other ventures.

Maurice Reznik, president and ceo of Maidenform, which recorded annual revenues of \$413.5 million in the period ending Jan. 3, said the partnership "will further establish Maidenform as a lifestyle brand and bring more brand exposure to both current and new customers in the U.S., Canada and Mexico."

He added, "These are natural line extensions for Maidenform, and will serve different consumer needs and market segments while increasing our visibility at department stores, chains and mass merchants."

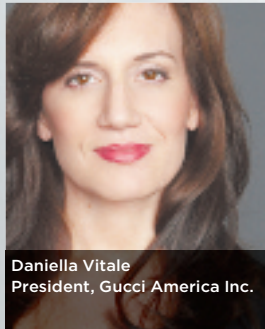
Komar also has licenses for Eileen West and Ellen Tracy sleepwear, robe and loungewear brands. It owns the Cuddl Duds warmwear and Donna Nadeau sleepwear labels, and two children's lines, Waterbury and Bees & Jam.

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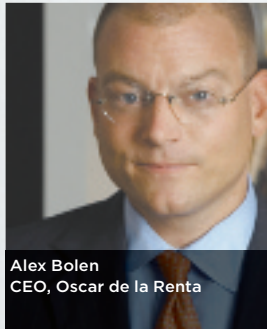
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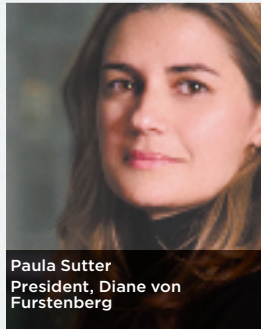
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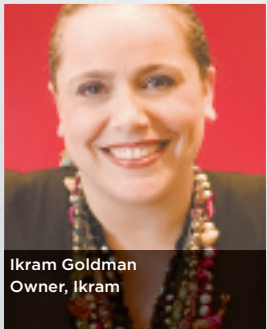
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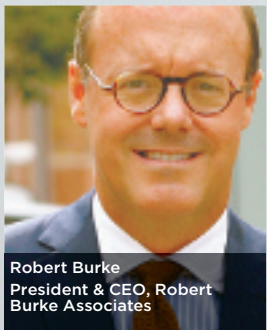
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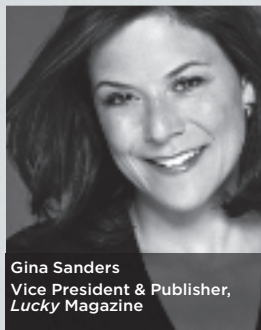
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Inter Parfums Profits Up in Half

PARIS — Inter Parfums SA said first-half net profits rose 3 percent to 11.5 million euros, or \$15.3 million, versus the same period in 2008. The firm also announced an impending end of its Quiksilver fragrance license.

Inter Parfums, which is Inter Parfums Inc.'s Paris-based affiliate, registered operating profits of 15 million euros, or \$20 million, down 15 percent. Dollar figures are converted at average exchange rates.

As reported, Inter Parfums' first-half net sales decreased 5 percent to 121.3 million euros, or \$161.7 million, amid a drop in consumption worldwide.

The firm announced due to com-

the Mary J Blige and Steve Stoute Foundation for the Advancement of Women, is being honored for her commitment to women through the foundation, whose mission it is to help women gain the necessary confidence and skills to reach their full individual potential.

The award will be presented by Carol's Daughter founder Lisa Price as part of the show's kick-off presentation.

Blige is also a partner in Carol's Daughter, which is producing the singer's first fragrance. Called My Life, the scent is scheduled to launch next year.

— Gillian Koenig

BEAUTY BEAT

mercial development that has "failed to meet expectations," Inter Parfums and Quiksilver mutually agreed to end their collaboration on June 30. Their license, when signed in March 2006, had originally been set to expire in December 2017.

During a financial analyst meeting in Paris on Tuesday, Philippe Benacin, Inter Parfums' chairman and chief executive officer, said it is likely the company will sign one or two new licenses by the end of this year or in January.

— Jennifer Weil

Blige to Receive Global Expo Award

Nine-time Grammy Award-winning singer and songwriter Mary J Blige is to receive the HBA Global Expo's "Positively Beautiful" Award next Tuesday at the Jacob K. Javits Convention Center in New York.

Blige, who is the co-creator of

Board Extends Quaas' Contract

BERLIN — The supervisory board of Beiersdorf AG, the German producer of Nivea, La Prairie and Eucerin, voted Sept. 3 to extend the contract of executive board chairman Thomas-B. Quaas for another five years. Quaas has held the position at the Hamburg-headquartered company since 2005 and has been with Beiersdorf since 1979.

The cosmetics giant had faltered somewhat during the second quarter, with company profit after taxes dropping 40 percent to 89 million euros, or \$121.2 million at average exchange for the period. But, as part of a growth strategy, Beiersdorf has extended efforts in Asia this summer, adding an executive board member for the region, doubling cosmetics production in Thailand and opening a new Nivea factory in Shanghai to make products specifically designed for the Asian market.

— Susan Stone

Burberry to Enter FTSE 100

By Samantha Conti

LONDON — Burberry Group plc is set to join the most exclusive club on the London Stock Exchange, the FTSE 100.

The FTSE 100 is a listing of the companies with the highest market capitalization on the LSE. As of Tuesday's close, Burberry's market capitalization was 2.2 billion pounds, or \$3.63 billion. The figure has tripled over the past year.

Burberry is the only fashion and luxury goods company currently in the FTSE. By contrast, L'Oréal, PPR and LVMH Moët Hennessy Louis Vuitton are listed on the CAC 40, the benchmark French stock market index.

On Tuesday, Burberry's shares closed at 5.08 pounds, or \$8.38, up 0.5 percent on the previous day.

"Burberry is so fortunate to have such a strong momentum, both at a corporate and brand level," Burberry chief

executive Angela Ahrendts told WWD on Tuesday. "The team remains focused on pursuing our core strategy, which we believe will continue to deliver shareholder value."

Burberry is set to be drafted into the FTSE 100 after markets close today, when the quarterly reshuffle of companies takes place. Thomson Reuters plc, the news service, is delisting, and Burberry will take its place. Burberry first floated on the LSE in 2002. Its first day of trading as a FTSE 100 company will be Thursday.

Meanwhile, in other Burberry news, the company has named Jordan Daly Webb vice president of public relations, Americas. Daly Webb will be based at the company's New York headquarters and report to Sarah Manley, senior vice president, marketing and communications, and Eugenia Ulasewicz, president of Burberry Americas.

Yoox Group Set to Pursue IPO

By Luisa Zargani

MILAN — Online retailer Yoox Group has decided to push ahead with an initial public offering despite the uncertain financial markets. Shareholders of the Bologna, Italy-based e-tailer approved the IPO on Tuesday. Yoox is expected to list on the Milan Stock Exchange STAR segment for small companies by yearend.

The global offering will include ordinary shares generated by a capital increase, which was approved on Tuesday, and shareholders' shares. Goldman Sachs International and Mediobanca-Banca di Credito Finanziario are joint global coordinators and Eidos Partners is acting as financial adviser.

In the first half of 2009, Yoox' revenues rose 46.6 percent to 68.3 million euros, or \$90.8 million, compared with 46.6 million euros, or \$71.3 million, in the same period last year. Earnings before interest, taxes depreciation and amortization (EBITDA)

jumped 149.8 percent to 4.2 million euros, or \$5.6 million, in the first six months of the year, compared with 1.7 million euros, or \$2.6 million, the year before. Dollar figures are converted at average exchange rates for the periods to which they refer.

Geographically, Italy accounted for 27.6 percent of sales; Europe, excluding Italy, for 49.8 percent; North America for 14.9 percent, and Japan for 5.9 percent of revenues. In the first half, orders totaled 536,000, up 48 percent compared with the same period last year.

The nine-year-old company operates its own online stores, yoox.com and thecorner.com, and runs e-commerce sites for designer brands, from Marni and Diesel to Emporio Armani and Emilio Pucci. During the first half, Yoox developed online stores for Moschino, Bally and D&G, bringing the total stores to 13.

Yoox founder and chief executive officer Federico Marchetti is one of the main shareholders of the company.

For full daily stock changes and more financial news, see WWD.com/business-news.

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0.33	0.30	NexCen (NEXC)	-	56725	0.33	+10.00
7.47	6.73	Talbots (TLB)	-	2211852	7.11	+7.56
1.64	1.44	Bluefly (BFLY)	-	6090	1.50	+6.38
11.73	11.05	Home Shopping Network (HSNI)	-	436123	11.72	+6.26
5.37	4.99	Charming Shoppes (CHRS)	-	1064221	5.36	+5.93
2.75	2.39	Delia's (DLIA)	4.3	38917	2.53	+5.86
64.52	61.45	Simon Property Group (SPG)	40.5	5089418	64.52	+5.49
12.27	11.86	Kimco Realty (KIM)	-	8066749	12.27	+4.96

10 WORST PERFORMERS

DAILY		COMPANIES	P/E	VOLUME	AMT	
HIGH	LOW				LAST	%CHANGE
0.58	0.55	Birks & Mayors (BMJ)	-	2200	0.55	-6.78
16.17	15.06	Maidenform (MFB)	15.5	251686	15.29	-4.20
13.05	11.95	Stage Stores (SSI)	-	329811	12.14	-4.11
0.74	0.69	Joe's Jeans (JOEZ)	12.2	111227	0.70	-4.04
7.15	6.66	Coldwater Creek (CWTR)	-	1346485	6.76	-3.70
4.97	4.70	Retail Ventures (RVI)	-	80338	4.75	-3.46
13.00	12.30	Perry Ellis (PERY)	-	152668	12.54	-3.02
7.65	7.35	Brown Shoe (BWS)	-	311657	7.35	-2.78
5.17	4.85	Caché (CACH)	-	47443	5.00	-2.53
19.7	18.53	Destination Maternity (DEST)	-	10584	18.77	-2.49

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

Gap Upgrade Helps Lift Retail Stocks 1.3%

By Evan Clark

RETAIL STOCKS INCREASED 1.3 PERCENT on Tuesday as Credit Suisse upgraded Gap Inc. and workforce management firm Kronos Inc. unveiled a new gauge of employment trends showing progress in the sector.

The S&P Retail Index, which ended last week with two days of gains, advanced 4.92 points to 370.92 and outpaced the Dow Jones Industrial Average, which picked up 0.6 percent, or 56.07 points, to close at 9,497.34.

Among the retail gainers was Gap, which increased 2.3 percent to \$21.60 after Credit Suisse analyst Paul Lejuez upgraded the stock to "outperform" from "neutral" and pointed to signs of a turn at the Old Navy division.

"After carefully managing expenses and inventories through the weak macro environment, [Gap] has now strategically chosen to go after the top line," Lejuez said. "Improvements are evident at Old Navy and the company has begun to put

more money into [the] Gap brand. With [Old Navy] at an inflection point and the potential for better performance at [the] Gap brand, we believe the risk-reward is favorable."

The first public release of the Kronos Retail Labor Index showed that store managers who hire workers are feeling more confident than earlier in the year, said Robert P. Yerex, the firm's chief economist.

The Kronos Retail Labor Index rose to 2.99 percent in July — indicating that retailers made one hire for every 33.4 job applications they received. The index, released for the first time Tuesday and based on data from 68 retailers, rose from 2.88 percent in June. The index has advanced from its three-year low of 2.75 percent in January.

Retail employment is still far weaker than before the recession, and the index is down from 7.1 percent in October 2006, when one of every 14.1 applications for work was accepted.

MEMO PAD

VF AROUND TOWN: Vogue isn't the only Condé Nast magazine kicking off a shopping-related event on Thursday. Vanity Fair's second annual Campaign New York, a program that combines commercialism, culture, altruism and sportsmanship, also begins that night and runs through Sept. 17. The series of editorial and advertiser-sponsored events around the city includes Spotlight on Madison, a program that celebrates shopping by helping to drive consumers to the 118 stores, galleries, restaurants, hotels, spas and salons on the street. On vfangenda.com, a Spotlight section lists special offers and events at participating businesses.

The centerpiece of Campaign New York will be the Proust Parlour at 50 Greene Street, which will house an exhibit of Vanity Fair contributing artist **Robert Risko's** illustrations from the Proust Questionnaire column that runs each month in the magazine. Visitors to the parlour will be able to answer video questionnaires, which will be uploaded to a microsite on vfangenda.com. On Thursday evening, an opening party sponsored by Grand Marnier will showcase the liquor company's latest ad campaign by illustrator **Jordi Labanda**. The new 2010 Buick LaCrosse will shuttle Proust Parlour guests around Manhattan.

On Saturday, the magazine will mark the launch of BrandaidProject NYC at the newly opened DVF Gallery in the Meatpacking District. Artwork from artisans working in

economically challenged communities will be on display. BrandaidProject is an organization that buys art from the artists at market rates.

At the Paris Theater on Monday, Vanity Fair will host the U.S. premiere of "Bright Star" **Jane Campion's** film about poet John Keats and his 18-year-old muse, Fanny Brawn.

Campaign New York will close with an event sponsored by Hermès at SPiN, the table tennis-cum-social club launched by **Susan Sarandon**. "It will give [Hermès] access to a younger target," said Vanity Fair vice president and publisher **Edward J. Menichesi**. "It puts them into something downtown, 'It' girl, really cool and talked about." — **Sharon Edelson**

CALM IS THE NEW CHIC: The latest New Yorker Style issue is heralded by a **Bruce McCall** cover illustration of a forest of sleek, thigh-high boots — partially inspired by last year's Louboutin Monica boots and the logistical challenges they presented to women, as covered in a "Talk of the Town" piece. At the issue's center is a profile of Burberry's creative director, **Christopher Bailey**, by **Lauren Collins**, who remarks: "Weather is to Burberry as sex was to Gucci: the thing without which it would be impossible to imagine the other."

"I think Christopher Bailey and Burberry are really in sync with the mood right now," said New Yorker articles editor **Susan Morrison**, "where being soulful and reflective

is valued more than glitz and bling. Christopher Bailey is a lot of things that many designers are not: calm, young, sane, antielitist."

Elsewhere in the issue, **Dana Goodyear** profiles **Kelly Wearstler**, and **Alexandra Jacobs** heads to Nevada to the Zappos headquarters, where members of the relentlessly buoyant corporate culture wonder about its future in the wake of being purchased by Amazon. Morrison said the piece was actually prompted by outgoing New Yorker managing editor **Kate Julian's** surprise at having received a pair of shoes the morning after she ordered them.

— **Irin Carmon**

ANNA LATE NIGHT: It appears **David Letterman** roped in a few more fashion-conscious viewers by having **Anna Wintour** on his program. The Vogue editor in chief's appearance on "The Late Show with David Letterman" drew slightly more viewers than in recent weeks. According to Nielsen, the Aug. 24 program drew 3.46 million viewers, slightly higher than the weekly average from Aug. 24 to Aug. 30, which was 3.32 million viewers, and higher than the average viewership during the month of August, at 3.19 million viewers. That said, Letterman's ratings are still second to ABC's "Nightline" during the hour, as the news program gathers about 200,000 more viewers than the CBS late night talk show.

— **Stephanie D. Smith**

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