



ALL DOLLED UP

BARBIE GETS OUTFITTED... AS LAGERFELD. PAGE 7



FRESH APPROACH

HICKEY FREEMAN GETS A FACELIFT FOR SPRING. PAGE MW1

JUSTICE'S AFTERMATH

18 PEOPLE NAMED FOR THEIR ALLEGED INVOLVEMENT IN THE RANA PLAZA TRAGEDY. PAGE 2

WWD

THURSDAY, JULY 17, 2014 ■ \$3.00 ■ WOMEN'S WEAR DAILY



Snap, Crackle...

Popping was one way to describe Berlin last week. The city was a collision of soccer fans counting down to the FIFA World Cup final and style-seekers in town for fashion week. Dorothee Schumacher, whose white crackled leather jacket and dress are shown here, was among the many German designers to show in the capital. For more, see pages 4 and 5.



PHOTO COURTESY OF MERCEDES-BENZ FASHION WEEK BERLIN

BACK ON THE TABLE

Internet Sales Tax Bill Gets Push From Senate

By KRISTI ELLIS

WASHINGTON — Retailers' efforts to close the Internet sales tax loophole just found new life on Capitol Hill.

A group of senators, led by Sens. Dick Durbin (D., Ill.) and Mike Enzi (R., Wyoming), have introduced legislation that combined their own bill enabling states to collect sales taxes from out-of-state online sellers with a House-passed bill extending a permanent ban on states taxing Internet access. The new combined legislation is designed to equalize the ground rules for brick-and-mortar retailers.

Retailers have led the fight to close the Internet sales-tax loophole for more than a decade without resolution, but the new legislation gives fresh momentum to the effort.

Retail groups in Washington lauded the revived legislative effort, which had been stalled this year.

"The National Retail Federation applauds the introduction of this bipartisan piece of legislation that seeks to level the playing field between local, brick-and-mortar merchants and online retailers without creating or raising taxes," said David French, senior vice president for government relations at the NRF. "The retail industry has rapidly evolved over the last two decades with e-commerce and mobile commerce, and it is time for Congress to eliminate the sales tax disparity, which disproportionately impacts community and independent retailers."

Bill Hughes, executive vice president for government affairs at the Retail Industry Leaders Association, said: "Retailers support keeping Internet access tax-free while closing the online loophole that essentially subsidizes online-only retailers against their brick-and-mortar competitors. It's time for the government to take its thumb off the scale and give all retailers a fair shot to compete in the free market."

The bill "signals that leveling the playing field for all retailers is a top priority for Congress this

SEE PAGE 6

Rent the Runway 2.0: Accessories and More

By RACHEL STRUGATZ

NEW YORK — Rent the Runway is looking for a piece of the fast-fashion market — expanding beyond the confines of special occasion dressing with a new vertical and price model.

The almost five-year-old Web site, which has become the go-to online rental destination for customers seeking designer outfits for weddings, interviews, galas, dates and more, will today introduce an accessories category. More than 1,000 handbags, sunglasses, scarves, outerwear, hats and pieces of jewelry are unlimitedly available to members for a price of \$75 per month. Offerings include contemporary and designer brands from Eddie Borgo and Pamela Love to Balenciaga and Oscar de la Renta.

After launching in November 2009 as a vehicle for customers to gain entrée into the world of designer brands on an occasion basis, cofounder and chief executive officer Jennifer Hyman wanted to focus on everyday style.

"We really wanted to attack Zara and H&M head on," Hyman told WWD in an interview at the company's headquarters here about the beta launch of Rent the Runway's Unlimited business, which is part of what she calls Rent the Runway 2.0. "When there is a trend and you want to update, the mass-market customer will go to H&M or Zara and buy something disposable — [they] buy [this] like junk food."

The monthly \$75 subscription fee enables members to receive three items at a time — which they

SEE PAGE 8

Rana Plaza Charge Sheet Names 18

By MAYU SAINI

AS WORKERS and survivors of the collapse of Rana Plaza in Bangladesh heard about the charge sheet accusing 18 people this week, including Sohel Rana, the principal of the factory, they hurried to share the news with their colleagues.

"Nothing can bring back my sister who lost her life in the building," Hafeza Begum told WWD. "But at least we can believe that there is some justice."

Workers had been agitating and calling for the arrest and indictment of the owners of the eight-story building, which collapsed in April 2013 taking the lives of more than 1,130 garment workers. Rescue workers dug into the debris for weeks to recover bodies of the workers of the five garment factories that were located in the building and to look for survivors.

The charge sheet for 18 people accused for their alleged involvement in construction irregularities was approved by the country's Anti-Corruption Commission on Wednesday, putting an end to the controversy about the addition of Rana's name.

Mohammed Shahabuddin of the Anti-Corruption Commission said that Rana's name had been added for his alleged involvement in tampering with the construction of the building.

Although both of Rana's parents, Abdul Khalek and Morjina Begum, were included, Rana's name was not found on official documents, officials said, prompting them to leave it out in previous inquiries. On Tuesday, Rana was included and accused of "unbridled irregularities."

Worker outrage and anger against Rana as well as the owners of the five garment companies that were housed in the building was fueled by the fact that cracks had been noticed in the building the previous day before the collapse, yet workers were ordered to report for work. According to government officials, the collective weight of the generators situated on top of the building caused the cracks to give way, leading to complete collapse.

A subsequent report issued by the government soon after the incident recommended that the building owner and management be "prosecuted under

section 304 and section 34" of the Bangladesh penal code, describing their role as "culpable homicide." The report by the Home Ministry cited "low-quality construction materials, use of black money in the illegal construction and approval process, building codes not being followed, establishing a garments factory on top of a market complex, and the building was loaded with vibrant machineries and the garment workers were forced to enter the hazardous structure," as part of the reasons for the collapse.

Immediately after the incident, Rana had disappeared and the police tracked him near the India border. He has been under arrest since.

Rafayat Ullah, the municipal mayor in Savar, a suburb of Dhaka where the building was located, was also named for giving clearance to Rana Plaza to be built up to 10 floors. According to government officials, the mayor was only allowed to authorize buildings up to six floors.

Rana Plaza had eight floors and was built on swamp land, making the foundations of the building unstable.

Three owners of the garment factories in the building, including Mohammad Aminul Islam, chairman, Phantom Apparels Ltd. chairman; Bazlus Samad, managing director, New Wave Bottom Ltd., and Azizur Rahman, chairman, Ether Tex Ltd. were also named.

Others in the charge sheet include Masud Reza, architect; Sajjad Hossain, engineer; Morzina Khan, former secretary of Savar municipality; Abul Bashar, former secretary, and Abdul Motalib, license inspector.

Other engineers and their assistants — Uttam Kumar Roy, Rafiqul Islam, Mahbubur Rahman, Rakibul Hasan Russel and Farzana Islam, who was the town planner for Savar — are also included.

This charge sheet follows a precedent set by the charge sheet against 13 people for the Tazreen Fashions factory fire in November 2012, when 112 people were killed. The charge sheet was filed a little more than a year later, in December 2013.

Until then, worker leaders told WWD that there was little chance of owners of buildings and factories to be indicted as they were often well connected, and sometimes held party posts themselves.

THE BRIEFING BOX IN TODAY'S WWD

Nicole Scherzinger in a patchwork ill-in letterman jacket. For more looks from Scherzinger, see WWD.com.



PHOTO BY NEIL P. HODGKINS/GETTY IMAGES

Retailers' efforts to close the Internet sales tax loophole just found new life on Capitol Hill. **PAGE 1**

Rent the Runway is expanding beyond the confines of special occasion dressing by introducing accessories. **PAGE 1**

Dior's Fusion sneakers, which arrived in its boutiques this month, were feted at Maxfield in Los Angeles. **PAGE 3**

Buyers at Berlin Fashion Week had to contend with extreme construction, end-of-days downpours and soccer. **PAGE 4**

Levi's in August will launch the Levi's x 49ers Collection in collaboration with the NFL's San Francisco 49ers. **PAGE 6**

Karl Lagerfeld's latest collaboration involves what must be the world's smallest pair of fingerless gloves. **PAGE 7**

Managing editors were jumping from one media company to the next this week. **PAGE 7**

Designers Peter Strateas and Mario-Luca Carlucci won the Australian finals for the International Woolmark Prize. **PAGE 8**

Hickey Freeman, the venerable American label, has been reinvented for spring. **PAGE MW1**

Jack Spade this fall will launch its first tailored clothing collection at retail. **PAGE MW2**

Suitsupply has set up a pop-up shop in Johannesburg to establish its presence in South Africa. **PAGE MW4**

Katie Eary and Iron and Resin are among the brands to check out at the New York trade shows. **PAGE MW10**

ON WWD.COM

CELEBRITY TRENDSETTER: Singer and former "X-Factor" judge Nicole Scherzinger demonstrated her eclectic and youthful style all around London this week. For more, see **WWD.com**.

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Fashion Fund Finalists Revealed

By MARC KARIMZADEH

NEW YORK — The CFDA/Vogue Fashion Fund is going into round 11.

On Wednesday evening, the annual initiative named this year's 10 finalists: Wes Gordon; Tanya Taylor; Paul Andrew; Daniel Corrigan and Jake Sargent of Simon Miller; Brett Heyman of Edie Parker; Natalie Levy and Grant Krajecki of Grey Ant; Eva Zuckerman of Eva Fehren; Gigi Burris of Gigi Burris Millinery; Ryan Roche, and Orley's Matt Orley, Alex Orley and Samantha Florence.

They were revealed during a cocktail event at the Oculus, and hosted with Westfield World Trade Center, which recently partnered with the CFDA/Vogue Fashion Fund to support the emerging designers.

The CFDA/Vogue Fashion Fund Selection Committee will begin meeting with each finalist shortly. The committee consists of Diane von Furstenberg, Anna Wintour, Andrew Rosen,

Steven Kolb, Ken Downing, David Neville, Marcus Wainwright, Mark Hologate, Jeffrey Kalinsky, Reed Krakoff and Jenna Lyons.

The winner and two runners-up will be unveiled at a gala dinner on Nov. 3. As in the past four years, the winner is expected to receive \$300,000, while \$100,000 will go to each runner-up.

As part of the event, the finalists will participate in a design challenge underwritten by Maybelline New York, as well as a fashion show at Los Angeles' Chateau Marmont in October, which takes place with the support of Thecorner.com.

J. Crew is the sponsor partner of the fund, with underwriters American Express, Carolina Herrera, Neiman Marcus, Nordstrom, Reed Krakoff, Kate Spade New York, Lane Bryant, MAC Cosmetics, Coach Foundation, Maybelline New York, Sycamore Partners, Thecorner.com, Theory, Tiffany & Co., Tumi, Westfield World Trade Center and Vogue.

For a second time, Ovation TV will show "The Fashion Fund," which documents the process, and is scheduled to air in November.

Violeta Line Launches in U.S.

By SHARON EDELSON

VIOLETA BY MANGO is targeting the American plus-size woman.

The Spanish retailer launched the full-figure collection today online in the U.S.

Violeta by Mango continues to expand with a 2014 target of 100 stores with an average size of between 3,700 and 4,300 square feet.

Sales volume is expected to reach 50 million euros or \$67.6 million, the company said.

Since the launch of the collection in Spain earlier this

year, the line has expanded into France, Germany, Italy, the Netherlands, Turkey, Russia and Saudi Arabia. The company said it has invested 20 million euros, or \$39 million, in the launch.

The key to the brand, which goes up to size 16, is the care taken in the technical pattern details from size to size and in being able to offer a high-quality collection for any time of day. The collection, with more than 1,000 designs, is aimed at the "demanding and fashion-conscious woman who wants to feel attractive and sexy," Mango said.

The 6-foot, 2-inch Australian model Robyn Lawley is the face for fall. The campaign carries the tag line, "It suits me and I like it."

For fall, khaki, crimson and a range of grays are the key colors. There are military-inspired pieces like parkas and cargo pants, leather items and rocker styles, with colors such as emerald green. Also in the collection are enveloping maxi sweaters and delicate and feminine dresses and blouses belted at the waist.

Mango, which arrived in the U.S. in 2006, closed its 2013 fiscal year with turnover of 1.8 billion euros, or \$2.49 billion, which represented an increase of 9 percent over 2012.

Dior's Fusion sneaker.



Dior's Fusion Footwear

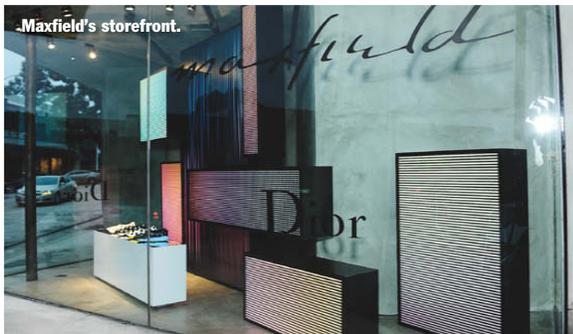
By MARCY MEDINA

HIGH FASHION has co-opted street style before, but Dior has raised the bar with its Fusion sneakers, first shown during the house's spring haute couture show in January and newly arrived in its boutiques this month.

A pop-up event at Colette Paris in late June kicked off the global retail rollout, and Tuesday night's fete at Maxfield in Los Angeles marked the sole U.S. event. (The \$1,100 mesh slip-ons also sell at The Webster in Miami, Blake in Chicago and Jeffrey in New York, as well as at Bergdorf Goodman, Saks Fifth Avenue and Neiman Marcus.)

Dior has a cozy relationship with the storied Los Angeles retailer, having hosted a party for Raf Simons' first Dior ready-to-wear collection last year and sold out of many of its pieces since then. The four Fusion styles will be at Maxfield until July 24, if they last that long.

"We're almost sold out and we only started taking preorders on Monday," said buyer Sarah Stewart. "I bought these straight away; it was the footwear I decid-



Maxfield's storefront.

ed to invest in," she said. "Dior's ready-to-wear is so close to couture and the pieces they make are timeless."

A mesh slip-on may not be considered timeless yet (given where athleticwear is going in the market and in customer's lives, that may very well change soon), but for Simons, fusing urban influences with the house's heritage is key. Christian Dior's love of gardening is reflected in the delicate sequin flowers, paired with futuristic elements like the neon

rubber soles.

Meanwhile, Maxfield's loyal customers gave the Fusion their own spin. Soraya Chuwanich from Thailand bought all four styles. What she doesn't carry home with her on her annual visits, she enlists celebrity hairstylist Chris McMillan to bring with him when he comes to Thailand once a month to cut her hair.

"I wear sneakers with everything," she said. "They can be dressy, funky or edgy and work with short or long." On Tuesday,



Soraya Chuwanich



Ashley Madekwe

PHOTOS BY STEFANIE KEENAN

Chuwanich paired her Fusions with an ankle-length Mary Katrantzou frock and a long Loree Rodkin necklace.

Carol Anne Werner of San Francisco makes frequent trips to Los Angeles to shop at Maxfield. Yet she didn't want to wait for the store's event and instead bought two pairs of sneakers at the Dior Beverly Hills boutique earlier in the week. She was eyeing a third pair at Maxfield. "I like heels, too, but I really am excited about these," Werner said. "It's something fresh with a different spin and very cleverly done." She paired her Fusions with Louis Vuitton sequin leggings and a Jil Sander blouse.

Local society maven Toni Wald planned her entire outfit around the Fusions she pre-purchased at Maxfield on Monday. "I even got my pants hemmed," she said of her Saint Laurent suit,

worn with an Elder Statesman T-shirt and Chanel necklace. "I'm of the age where I can't wear high heels anymore so I love something that looks good that I can walk around in, and why not a bejeweled sneaker?"

Producer Dana Garman was looking to update her Céline slides. "I have way too many pairs of [those], since they have been going on for a couple of years now," she said. She bought two pairs of Fusions, yellow for day and black for night.

And actress Ashley Madekwe, always on hand to play paper doll for a designer, came wearing heels. Still, she called herself "a sneaker girl, Nike Air Max if I'm honest. But I do like the embellishment of these," Madekwe noted. "I'd wear them with a short leather skirt or girly shorts. I mean, you can't go wrong with Dior."

H&M's Kulle Talks Further N.Y. Expansion Plans

By SHARON EDELSON

H&M WANTS an even bigger piece of Manhattan.

At a party Tuesday to celebrate the opening of its biggest store in the world, a 57,000-square-foot unit at 589 Fifth Avenue and 48th Street, H&M revealed that it's not done searching for locations in the city. "More stores and more brands," said an enthusiastic Daniel Kulle, president of H&M North America, "We're always going to surprise."

The new flagship will only hold the title of biggest store until a 63,000-square-foot unit opens in Herald Square later this year. But even with these behemoths, H&M sees more potential.

"There are pockets in New York that we have not captured," said Kulle. "We have nothing south of SoHo. There are pockets on the Upper West Side and pockets in the boroughs. We're going to do more in the boroughs and more in Manhattan. We're going to be very active."

Kulle said H&M has reached critical mass in the U.S. "You get some scale with over 300 stores," he said. "We have our

supply chain secured.

"Last year we promoted 1,000 people," Kulle said, explaining that H&M is investing in talent to fuel its growth. "We have brand awareness and that drives traffic and allows us to invest more."

H&M's sister brands are coming to the U.S. this year, as well. COS is opening a store at 129 Spring Street in SoHo and Other Stories is set to bow at 575 Broadway in SoHo. "We'll see how we can grow in the U.S. with those two brands in the coming years," Kulle said.

Asked about the possibility of one of the new brands taking over H&M's Fifth Avenue and 51st Street store, Kulle said, "We don't know what we're going to do. Nothing is decided. We have different brands, COS and Other Stories, and we're expanding other offerings. We judge our real estate portfolio carefully to see what can play in different locations."

H&M is planning to grow COS and Other stories in Canada, where it operates 67 stores and has six more on the way. The retailer opened three units in Mexico and is adding three more.

Kulle also revealed that H&M's col-



Daniel Kulle at the H&M flagship party.

PHOTOS BY GEORGE CHINSE

laboration with Alexander Wang, launching on Nov. 6, will be a sports-inspired "strong, commercial collection" that will be sold in 40 stores and online.

Guests at the party listened to 18-year-old British phenom Birdy's brooding sounds. "I'm a huge fan of H&M and I love that it's been inspired by art," she said of the flagship where Jeff Koons' Balloon



Dog was flashing on an LED screen. The flagship is closely associated with Koons, whose retrospective at the Whitney Museum of Art is sponsored by H&M.

Koons, for his part, seemed pleased to see his art on a limited-edition handbag and said he was wearing an H&M suit. "I made beach towels before and I did a bottle for Dom Perignon," he said, listing his product design credits. Two of his balloon dogs graced the facade of the building. "The original is 10 feet tall. I wanted it to be mythic. To see it even larger is wonderful."

Busy, Busy, Busy for

By WWD STAFF

BERLIN — Extreme construction, end-of-days downpours and — perhaps most importantly — soccer! Berlin Fashion Week had a lot to contend with this year. With 12 trade shows running July 8 to 10, plus more than 50 runway shows and stage presentations at the transplanted Mercedes-Benz Fashion Week Berlin venue in Wedding and assorted off-site locations, there was more than enough to keep visitors busy. Or, rather, much too much, the ongoing consensus remains.

Fair organizers have long stopped issuing attendance figures, and with tens of thousands of soccer fans thronging to Berlin's fan mile for the World Cup, it's impossible to say how many trade visitors were in the German capital for fashion week. Nonetheless, Premium and Panorama, now housed in the more central Berlin fairgrounds, were undeniably thronged opening day. Premium founder Anita Tillmann called it the show's "best edition ever."

Most other fair organizers, including Bread & Butter, reported good attendance and a positive ordering environment, with non-domestic attendance significantly increasing. Premium, for one, booked 73 percent international visitors, with an increase of southern European buyers in Berlin this season. Show & Order also reported a spike in attendees from European countries outside Germany, as did a spokeswoman for the label Lanius Köln, a fifth-time Ethical Fashion exhibitor, who noted that many European buyers were "now placing orders on the spot."

Bread & Butter's announcement that it would be going "on the road" in 2015, returning to Barcelona in January, and then showing in Berlin in July and Seoul in September, raised eyebrows more than an uproar. Brands are taking a wait-and-see attitude toward joining the B&B tour, while Berlin's other key players, including Mayor Klaus Wowereit, remained confidently relaxed. "The good thing is that fashion week and Premium and Panorama are all so strong that they can well cope," he commented. Or, as Show & Order founder Venera Malta remarked, "The cards are being reshuffled — we'll see what happens. We love Berlin!"

Premium was already in expansion mode prior to the Bread & Butter news, with an additional hall being built in the Station to house pre-collections as of the winter. "Seek was incredibly good this season and we're looking for more space. I think we can double it," Tillmann said of the "upper streetwear" show that features about 130 brands in the neighboring Kühlhaus. That venue, in turn, will be used to house showrooms for brands interested in a more private presentation environment.

"We're honestly thinking of alternatives," Tillmann told WWD. "Brands don't want to leave Berlin, and if we need to seek a new format, we will. Berlin is solid. The German economy is superstrong, and Berlin is the most progressive and youngest city, which won't change."

Laiea Smith, vice president, marketing and creative of Moda Operandi, concurred. "The city is booming and so is fashion and creativity," she said. "Nothing is out of bounds. Berlin is at the nexus of cool and creative, so you expect artistic and innovative." Moda, the American online luxury retailer known for combining designer trunk shows and e-commerce for in-season pieces, was in Berlin for the first time to discover new brands. "We loved the range of avant-garde and commercial styles," said Smith, who will introduce Dorothee Schumacher, Lala Berlin, Dawid Tomaszewski and Perret Schaad to Moda customers. "Lena Hoschek's vi-

brant African prints are perfect for the Moda, ladylike woman and last year's DFT [Designer for Tomorrow] winner, Ioana Ciolacu, has some more fun and quirky pieces." The six Berlin-sourced trunk shows will start the week of Aug. 11 and run through early September.

Marubeni, the Japanese distribution conglomerate, was back in Berlin for the second season with several Japanese buyers who "are always looking for something new, something other shops in Japan don't have," according to Katsuhide Nakabo, sales executive at the Marubeni's London agency. He skipped the runway shows and attended Premium, Seek and Bread & Butter, finding potential in the clean, more minimal aesthetic favored by young designer labels. "Simple, German looks can be good for Japanese buyers," said Nakabo. "Japanese women are looking for more wearable, everyday clothes they can use for many occasions." Marubeni expects to pick up three accessories lines found in Berlin, though they're not all German: Brooklyn-based Tyoulip Sisters, Cologne's Ibh (scarves) and Berlin's Levit (sandals).

While most buyers and press can't fit in the fairs and the MBFWB runway shows in their schedules, it is precisely this dual offer that makes Berlin Fashion Week special, according to KaDeWe chief and Premium Group (KaDeWe, Alsterhaus, Öberpollinger) managing director Andre Maeder. "You will find this combination [of fairs and runway] nowhere else in the world. We have this unique mix and, yes, 12 fairs are crazy and perhaps there should be some consolidation, but they bring lots of international buyers to Berlin."

Maeder and his team tried to make time for both. Of the runway offerings, he said, "The good news is that Berlin is slightly different, a little more edgy, with new designers coming up, like Tim Labenda, or others like Dorothee Schumacher or Lala Berlin who have longer experience. There's lots of talent."

He also intends to increase KaDeWe's involvement and support of the city's designers. "We stand for top fashion in Germany, have these beautiful windows, and can host special events here," he said of the store's flagship. But more to the point of local designers looking to sell, Maeder said, "We will finalize everything in the coming weeks, but we will certainly have more home-base designers in our assortment in the future."

Berlin e-commerce giant Zalando was also on the prowl, both at the fairs and the runway shows. Mareile Osthus, head of buying and assortment women's apparel, liked C'est Tout and Michalsky's show. Conversely, Huy Thong Tran Mai, owner of Berlin concept store Oukan, said he and his team "only visited a few runway shows" — among them, Hien Le, Perret Schaad, Augustin Teboul and Marina Hoermanseder — "because they resemble each other too much and look too commercial." Oukan carries international brands like Rad Hourani and Hussein Chalayan, and local labels including Sopotular, Schmidttakahashi, Butterly Soulfire, Thom Krom and Concis. He called trends in Berlin "very democratic. They develop out of the people and emerge from the streets. The music scene, as one factor, plays an important role — hence, Berlin remains exciting."

"We always try to see new designers in Berlin like the ones Christiane Arp shows at Vogue Salon," said Mario Eimuth, chief executive officer and founder of Munich-based luxury e-tailer Stylebop.com. "I have an open mind toward working with new designers, but I need to be thoroughly convinced" since new labels often struggle with quality, pricing and late deliveries. "Early deliveries are becoming more and more important."

Lala Berlin



Sopotular



Michael Sontag



Berlin Fashion Week



FOR MORE IMAGES, SEE
[WWD.com/
runway.](http://WWD.com/runway)

Internet Sales Tax Bill Revived in Senate

(Continued from page one)

year,” said Michael P. Kercheval, president and chief executive officer of the International Council of Shopping Centers.

While Congress has been unable to find a resolution on the issue of taxing Internet sales, states have been enacting their own laws to close what they say is a loophole created in 1992 in *Quill vs. North Dakota*, a Supreme Court ruling that stated retailers were required to collect sales tax from out-of-state customers only if they have a “physical presence” in the customer’s state. E-tailors such as eBay and others that don’t have distribution centers or offices in a certain state have relied on that decision to avoid collecting sales tax on online orders. Brick-and-mortar retailers argue that puts them at a competitive price disadvantage and have lobbied for federal legislation to resolve the issue.

eBay has lobbied against such legislation, arguing that it would impose an unfair tax burden on small businesses that use its online platform and lobbying for

an exemption for small online businesses.

The new legislation, dubbed the “Marketplace and Internet Tax Fairness Act,” combines two separate bills and essentially maintains the same language on Internet sales tax collection contained in a bill the Senate passed last May. (That bill later stalled in the House and the new combined legislation is seen as a way to revive it.)

In a joint fact sheet released Wednesday by the cosponsors of the new bill, the senators said the bill would “level the playing field for Main Street businesses that are currently at a 5 to 10 percent competitive disadvantage because they must collect sales and use taxes while a growing number of remote sellers do not.”

They also noted the bill will “provide a pathway for states and localities across the country to collect an estimated \$23 billion annually in uncollected tax revenue to balance their budgets by collecting taxes already owed instead of increasing taxes or cutting vital services.”

The legislation allows states to collect taxes on online sales in the 45 states and the District of Columbia that collect

sales taxes, regardless of whether they have a physical presence in the state. It also provides for a small-seller exemption that prohibits states from requiring remote sellers with less than \$1 million in annual nationwide remote sales to collect sales and use taxes.

“[The bill] signals that leveling the playing field for all retailers is a top priority for Congress this year.”

— MICHAEL P. KERCHEVAL,
INTERNATIONAL COUNCIL
OF SHOPPING CENTERS

The other part of the legislation incorporates a House-passed bill related to Internet access and extends for 10 years a long-standing ban prohibiting states from levying taxes on Internet access or multiple or discriminatory taxes on electronic commerce.

The new legislation comes at a politically difficult time in Washington, right before the month-long Congressional recess beginning in August and in advance of the midterm Congressional elections in November.

It could also potentially set up a showdown between the two chambers over Internet sales tax collection.

“The Senate sponsors decided they don’t want to wait for the House to act and needed to force the issue, so they are taking at least one or two opportunities to send it back to the House on must-pass pieces of legislation,” French said. “It is going to be a difficult fight to get it through the House, but again you’ve got determined sponsors in the Senate and I am confident that eventually they can figure out how to get it across the House floor as well.”

Levi’s Preps 49ers Assortment

By ARNOLD J. KARR

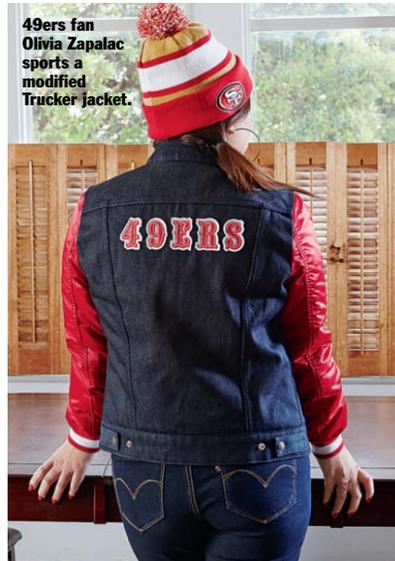
HAVING PUT its name on the team’s new building, Levi’s is now looking to dress fans of the San Francisco 49ers.

And it might be the start of a broader program to co-brand Levi’s with other professional franchises in football and other sports.

Levi Strauss & Co. last year paid \$220 million for the naming rights to the 49ers’ new home in Santa Clara, Calif., and with the ribbon-cutting for Levi’s Stadium set for today, Levi’s has put the finishing touches on the Levi’s x 49ers Collection, a group of jackets based on the brand’s classic Trucker model introduced 52 years ago. The jackets, in denim and twill, have been modified to include the team’s logo in its distinct saloon font, lots of trim in the team’s colors of scarlet and gold and varsity coat touches such as satin sleeves and ribbed knit cuffs.

Levi’s x 49ers will be available in August at Levi’s stores in the Bay Area, on levi.com and at 49ers team stores at Levi’s Stadium and elsewhere.

For James Curleigh, president of the Levi’s brand, the investment in the stadium and



49ers fan Olivia Zapalac sports a modified Trucker jacket.

If the arrangement with the 49ers works in year one, it could expand to other teams and other sports.

— JAMES CURLEIGH, LEVI’S

nearly \$100 million earmarked for advertising and promotion in the next few months, including the new “Live in Levi’s” advertising campaign, are illustrations of Levi’s determination to assert its leadership in global apparel and particularly in the denim market.

“When you watch a sporting event — virtually any game — people wear their team’s colors and they usually wear jeans on the bottom,” Curleigh told WWD. “The stadium really opened our eyes about ways to connect with fans. We’re not trying to compete in the athletic realm and take on the swooshes and the three stripes, but we are looking for ways to leverage our status as the unofficial brand of fans in stadiums around the world.”

Observant baseball fans are familiar with

Levi’s relationship with its downtown San Francisco neighbors, the Giants. When a member of the team hits a home run over “Levi’s Landing” in right field and into San Francisco Bay, occupants of the Landing receive a \$50 coupon that can be redeemed at a Levi’s store.

“If the arrangement with the 49ers works in year one, it could expand to other teams and other sports, and not just in the U.S.,” Curleigh said. “We’re already getting calls from our people in other regions asking what they can do to draw on this energy.”

Curleigh said the company is investigating similar opportunities for tie-ins in the music world.

Levi’s is working to outfit 49ers personnel, such as the Gold Rush Cheerleaders, in Levi’s merchandise, and fans wearing Levi’s to games will get free access to the Levi’s 501 Club, a loft bar area that can accommodate 2,400.

“We’re essentially telling people, ‘Wear Levi’s to the game and good things will happen,’” Curleigh said.

Levi’s Stadium officially opens to the public with a soccer game between the San Jose Earthquakes and Seattle Sounders on Aug. 2. The 49ers meet the Denver Broncos at home in a preseason game on Aug. 17 and play their first home game of the regular season against the Chicago Bears on Sept. 14.

Slow Growth Seen For B-t-s Spending

LARGER BUDGETS for school supplies and electronics will hold increases in back-to-school apparel spending to a minimum this year.

That’s one of the findings of the National Retail Federation’s annual Back-to-School Survey measuring purchasing intentions among 6,178 respondents interviewed during the first week of July.

Extrapolating consumers’ responses, NRF projected that purchases for elementary, middle

school and high school students will retreat 0.7 percent to \$26.5 billion from \$26.7 billion.

Spending by and for college students — a number that skews higher because of costs incurred by those living away from home — will expand 5.7 percent to \$48.4 billion, from \$45.8 billion last year.

Together, the two groups’ total b-t-s expenditures are expected to pick up 3.3 percent to \$74.9 billion.

For the precollegiate set, purchases of apparel and accessories are expected to hit \$231.30, an increase of 0.2 percent over the \$230.85 budgeted last year. For the first time, NRF, using the services of Prosper Insights & Analytics, separated expenditures by the age of students and found \$209.03 budgeted for apparel for elementary school children, \$241.16 for middle school students and \$245.44 for high school students.

At the same time, expenditures on footwear are expected to average \$124.46, up 8.8 percent from \$114.39 last year, while spending on school supplies will increase 11.8 percent to \$101.18 from \$90.49 last year, and spending on electronics is seen expanding 6.7 per-

cent to \$212.35 from last year’s mark of \$199.05.

The outlook for apparel spending is somewhat better for the college group, although the budgeted amounts are less. Apparel expenditures are expected to average \$138.73, up 13.1 percent from last year, and those for footwear are budgeted at \$77.60, 18.3 percent above the 2013 level.

NRF noted that a number of factors have worked against expanded b-t-s spending in the pre-college group, including a drop in the number of children per household. A growing number of school districts are also asking students to provide more of their own supplies this year, hurting the apparel numbers even as footwear appears to be poised for a strong b-t-s push.

“It’s not a bad year, but it’s not one we will stand up and cheer about,” said Bill Thorne, senior vice president of communications and public affairs at NRF. “I would call it a longer-than-expected hangover. There are a lot of good signs about the economy, but people aren’t seeing it on the

0.7%

DECREASE PREDICTED BY NRF FOR ELEMENTARY, MIDDLE AND HIGH SCHOOL PURCHASES.

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5.7%

GROWTH PROJECTED IN SPENDING BY AND FOR COLLEGE STUDENTS.

bottom line of their paychecks. If anything, people are happy just to have a paycheck.”

Thorne noted that many households are only now making purchases they’d put off in the aftermath of the economic downturn, automobiles and home improvement expenditures among them. “I think there’s a bit of an attitude of, ‘That’s nice, but I don’t know that I need to have it,’” he said. “There are things that students need for the first day of school and others that might get put off until holiday.”

—A.J.K.

FASHION SCOOPS

DOLL HOUSE: Karl Lagerfeld's latest collaboration involves what must be the world's smallest pair of fingerless gloves. They're to fit the dainty hands of Barbie Lagerfeld, a limited-edition doll being launched this fall by American toy giant Mattel Inc. and the iconic, Paris-based designer.

Part of the Barbie Collector series, the doll is dressed according to the German couturier's custom: in a tailored black jacket, a white shirt with a high collar and skinny black jeans. Accessories are key, including a fat necktie, dark sunglasses and black ankle boots.

Commented **Kim Culmone**, global vice president of Barbie product design: "It's not everyday that Barbie dresses like the world's most famous fashion designer."

The outfit also recalls items in the women's Karl Lagerfeld collection, hinged on the namesake designer's graphic, rock 'n' roll-influenced style.

Additional details about the figurine and its distribution are to be released at a later date. Mattel is marking Barbie's 55th birthday this year. — **MILES SOCHA**



A sketch of the Barbie Lagerfeld doll.

BETTING ON BABY: British betting agencies including Coral and Ladbrokes have suspended all bets regarding the **Duchess of Cambridge** and whether she is pregnant once again, due to a recent avalanche of wagers.

According to an article in the New Idea, an Australian magazine, **Jessica Hay**, a friend of Kate Middleton's from Marlborough College, said: "Kate's inner circle are buzzing with the news that she is pregnant. I've heard it from several different friends of theirs now, and they're saying that they think there's going to be an official announcement in weeks."

Kensington Palace said: "We do not comment on rumors of this kind." Before Coral suspended betting, the firm offered odds of 10-1 that the **Duke of Cambridge** and his wife would announce this month that they are expecting a second baby. "With Prince George's first birthday just around the corner, the latest gamble strongly indicates that he could soon be

joined by a little brother or sister," said **Nicola McGeady**, a spokeswoman for Coral. "In fact, there could even be double celebrations in the Windsor household next Tuesday," she added, referring to Prince George's first birthday.

Coral has now reported an influx of wagers on the gender of the little royal's future sibling. "Suspending betting on William and Kate announcing baby No. 2 has caused a betting frenzy, with punters racing to place bets on the gender and baby name," said McGeady.

According to Coral, almost 70 percent of bets have been placed on the Duchess of Cambridge giving birth to a baby boy, which is the 10-11 favorite, while it's even money that Prince George gets a little sister, with a number of wagers on twins at odds of 20-1.

Regarding baby names, Coral noted James as the favorite at 3-1, ahead of Alexander at 6-1, and Louis at 10-1. Elizabeth was noted as the top girls name at 5-1, ahead of Diana at 6-1 and Victoria at 7-1.

Ladbrokes is another agency that has stopped taking bettors' money. "Despite

Kate's friend having not spoken to the Duchess in several years, punters are still convinced the young couple have been making the most out of their new home, and the odds suggest a second nursery is imminent," said Ladbrokes spokesperson **Jessica Bridge**.

While these firms have closed the door on betting on another royal child, William Hill is keeping its books open for wagers. "The betting suggests Prince George won't have to wait too long for a sibling, but the latest reports suggesting there is already a royal [baby] bump might be wide of the mark," said William Hill spokesman **Jon Ivan-Duke**. — **LORELEI MARFIL**

FASHION NIGHT IN MILAN: Vogue Italia editor in chief **Franca Sozzani** held a press conference on Wednesday to reveal the date for the sixth edition of Milan's Fashion Night Out, which will take place on Sept. 16, the day before the opening of the city's women's fashion week.

In order to keep the initiative fresh and appealing, Sozzani urged fashion labels and boutiques to "create special events, participating in a very proactive way, maybe inviting celebrities when it's possible."

Sozzani also said that, this season, proceeds from the sale of the customized products available at the different stores across Milan's Golden Triangle and the Brera and Corso Como districts, will benefit a Milan-based organization promoting the reeducation and integration in the work environment of people in need.

Sozzani also teamed up with beverage firm Martini, which will sponsor a contest for young photographers. The best images of those taking part in the competition will be included in an exhibition, opening in February to coincide with Milan Fashion Week. — **ALESSANDRA TURRA**

GRAZIE MILLE: As a tribute to Italy and a thank you to its local partners and supporters, LVMH Moët Hennessy Louis Vuitton will this evening hold a performance by Ukrainian classical concert pianist and jazz musician **Dimitri Naiditch** followed by a dinner at Rome's 16th-century Palazzo Farnese, which houses the French Embassy. The event will be hosted by **Pierre Godé**, vice president of the French luxury group; **Pietro Beccari**, chairman and chief executive officer of Fendi, and **Jean-Christophe Babin**, ceo of Bulgari.

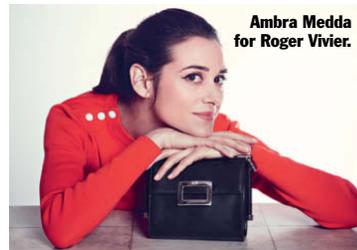
A number of double-barreled members of the Italian aristocracy including **Osanna Visconti di Modrone**, **Maria Pia Ruspoli di Cerveteri** and **Ugo and Isabella Brachetti Peretti** will join French ambassador **Alain Le Roy** and his wife **Anne Fleury Le Roy** and members of the fashion industry ranging from **Carla Fendi**, **Silvia Venturini Fendi** and her daughter **Delfina Delettrez**, to **Laudomia Pucci**. — **LUISA ZARGANI**

IN THE BAG: Roger Vivier has tapped **Ambra Medda** to front a booklet showcasing its fall 2015 collection, which is centered on the Miss Viv' bag. It's "practical and beautiful, precisely what makes good design," according to Medda, the cool-chic cofounder of L'ArcoBaleno, an online platform for craft and design.

Originally created in 2009 for then-first lady of France **Carla Bruni-Sarkozy** to support her foundation, Miss Viv' has been revisited in leather, patent leather and crocodile in a rich palette of colors ranging from light pink to royal blue and yellow. An evening version has been done in satin with a rhinestone buckle. The bag comes in two different sizes and is multifunctional, featuring both a short handle and a longer strap.

The new collaboration with Medda also marks the debut of a limited-edition Miss Viv' series, which, according to the company, will include new styles added every season. This fall's Miss Viv' L'ArcoBaleno, named after Medda's Web site, whose moniker means rainbow in Italian, is designed in multicolor sequins, satin and silver metal details. That bag is slated to hit stores in October.

The limited-edition Roger Vivier booklet, photographed by creative duo **Sofia Sanchez** and **Mauro Mongiello** at the modernist atelier of French architect **Robert Mallet-Stevens**, will be distributed starting this week at the brand's 23 flagships worldwide and sent to its customers. — **PAULINA SYMZDKE**



Ambra Medda for Roger Vivier.

MEMO PAD

MANAGING EDS PLAY MUSICAL CHAIRS: Managing editors were jumping from one media company to the next this week.

Hearst-owned Marie Claire said Wednesday that it poached Glamour's **Nancy Gillen** as its new managing editor.

Gillen, who most recently served as managing editor for Condé Nast-owned Glamour since 2011, will start her new gig on Aug. 4 and report to Marie Claire editor in chief **Anne Fullewider**.

The appointment marks a return for Gillen, who worked as managing editor for Marie Claire's sister publication, Harper's Bazaar, from 2006 to 2011.

Gillen fills the managing editor spot left open by **Alexandra Brez**, who has departed Hearst for Time Inc.'s People magazine.

Meanwhile, Hollywoodlife.com hired veteran US Weekly staff editor **Carolyn Davis** as its managing editor. The company also promoted senior reporter **Emily Longoretta** to news editor.

Both editors started their new jobs on Tuesday and are based out of the New York offices of Hollywood Life parent company Penske Media Corp. — **ALEXANDRA STEIGRAD**

DARKNESS FALLS: Alexander McQueen will today unveil its fall ad campaign, which has been shot in London by **Steven Klein**, and stars **Edie Campbell**. The campaign reflects the mood of the fall runway show, and its "essence of romantic and wild beauty," according to the brand.



A fall ad for Alexander McQueen, shot by Steven Klein.

A fragile and childlike Campbell appears as a ghostly figure, half asleep on a carved wooden chair in a grand but creepy home that's seen better days; she caresses a dark horse and lounges on an inky black bed while dressed in a sheer, feathery gown.

The ads will appear in the September issues of titles including American, British and Italian Vogue; Love; Another Magazine; American and British Harper's Bazaar; Interview; Vanity Fair, and W magazine. — **SAMANTHA CONTI**

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Rent the Runway Targets Fast Fashion

(Continued from page one)

can keep for as long as they wish. Users have the option to rent accessories on an individual basis for the traditional four- or eight-day rental period as well.

The site has close to five million members with an average age of 29. Hyman and cofounder Jennifer Fleiss, who oversee a staff nearing 300, have received \$54.4 million in funding to date from Highland Capital Partners, Bain Capital Ventures, Kleiner Perkins Caufield & Byers and WWD parent Condé Nast.

More than 90 percent of customers that Rent the Runway acquired last year were through word of mouth, and its user base has grown 126 percent year-over-year. Since February, the site has rented what would be the equivalent of \$300 million in retail value of dresses and accessories. Hyman predicts that this number will reach about \$600 million by the end of the year — not including the Unlimited business.

Hyman added that the brand has become a massive experiential marketing channel for the designer industry, with more than 90 percent of customers renting from brands that they've never owned before.

"It's a new way to experience everyday style and trends and a new way to take what's currently in your wardrobe and amp it up. It takes you out of fast fashion," Hyman said. "This is about transforming and disrupting the way you get dressed — which on one hand is let-

“It's a new way to experience everyday style and trends and a new way to take what's currently in your wardrobe and amp it up. It takes you out of fast fashion.”

— JENNIFER HYMAN, RENT THE RUNWAY

ting you make the choice of: 'Should I rent this or should I buy this?' and second, 'How long should I rent this for?'"

A multiphase branding strategy to elevate the look and feel of the company is also being rolled out. Updated photography and editorial content can be seen on renttherunway.com, and even more changes — including a new logo and Web site, as well as luxe packaging — will launch during the fourth quarter.

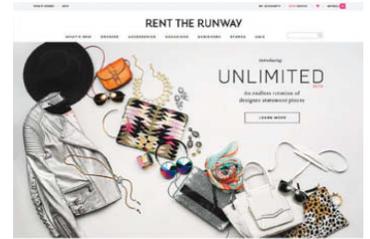
According to Hyman, this is the first time Rent the Runway has ever used “everyday clothing” in its styling, and the photography now captures how members can upgrade their style day-to-day. Stylist and former Opening Ceremony buyer Kate Foley was tapped as a creative consultant to oversee production of all creative assets on the site, style shoots and develop trend stories.

Rent the Runway will also further its retail efforts, giving customers the option to buy any items they've rented on the site at a discounted rate via a Try to Buy service once the company officially relaunches in February. Currently, the site allocates inventory in a sale section.

The re-branding will touch every aspect of the brand from editorials on the site (the Unlimited business will publish new editorials every two weeks) to garment bags.

"A woman who is used to wearing fast fashion for her whole life suddenly puts on Carolina Herrera and suddenly she is like, 'Oh my god.' It's this power in wearing the real thing," Hyman said.

"This business is here to save designer fashion. [We have to] stop this addiction that we've had to disposable junk over the last 15 years."



The thrill of something new every day



Rent the Runway's accessories page.



Mario-Luca Carlucci and Peter Strateas, right, with their winning designs.

PHOTO COURTESY OF WOOLMARK

Australian Woolmark Winners Revealed

By PATTY HUNTINGTON

SYDNEY — Designers Peter Strateas and Mario-Luca Carlucci, the duo behind the brand Strateas.Carlucci, won the Australian finals for the International Woolmark Prize in the men's and women's categories.

The pair beat seven other entrants in the categories. Men's was introduced to the competition this year. They won a combined 100,000 Australian dollars, or \$93,800 at current exchange.

Strateas.Carlucci's winning tailored looks included two coats made from a resin-coated, water-repellent hybrid wool jacquard that was inspired by the late indigenous Australian artist Emily Kame Kngwarreye and developed by the duo with Japan's Nikke textile mill.

While some audience members on Wednesday expressed surprise that one brand had won both categories, competition judge Roland Mouret said the panel's decision was unanimous.

"It's not just for the creativity, because they're all creative, it was about understanding how to try to be here in five years," said Mouret, who is also in town to unveil his capsule merino wool collection at Myer department store. "We saw amazing concepts, but some of them were so emotional about it. We can't send you to the next step. You're not ready. These

boys [Strateas and Carlucci] are also really amazing tailors. I know that this money will be used at the right level because they will use it to feed the roots of their company and not just to try to grow without knowing where they go."

It's the second win in four months for the Melbourne-based duo, who also won the Tiffany & Co. National Designer Award at the Melbourne Fashion Festival in March, taking home a 100,000 Australian dollar, or \$93,800, prize package.

Since launching their premium label in 2012 — after discontinuing an earlier streetwear brand called Trimapee — Strateas and Carlucci have established a following for their dark, androgynous "constructed" tailoring, which now sells to 25 international stockists, including Russian luxury department store chain Podium.

The new designers' prize money will go toward the production of two superfine merino wool collections that will be presented at the International Woolmark finals next year. The men's final will take place in London in January and the women's in Beijing in March.

Earlier this week, Woolmark tapped Public School and M. Patmos as the winners of the U.S. competition. The Emperor 1688 and Bird on a Wire won the India and Middle East finals. Asger Juel Larsen and Augustin Teboul took home the European titles. The Asia finals take place in Tokyo on Thursday.

U.S. Adds Russia Sanctions

By KRISTI ELLIS

WASHINGTON — The U.S. expanded sanctions against Russia on Wednesday over its escalated insurgency into Ukraine, targeting two key Russian financial firms and two energy firms by limiting their access to U.S. capital markets.

Senior Obama administration officials, speaking on background, said the sanctions were unprecedented and would likely have a significant impact on the Russian economy.

While the actions did not directly impact the global fashion industry, the additional sanctions created uncertainty for U.S. brands selling into the Russian market. In recent months, however, several U.S. and European brands have cited a decline in international travel by free-spending Russian tourists as impacting business, at least in the short term.

The U.S. also imposed sanctions on eight defense technology firms, three separatists, four Russian government officials and designated Feodosiya Enterprises, a key shipping facility in the Crimean peninsula, for being "complicit in the misappropriation of Ukrainian assets."

The most severe sanctions imposed by the U.S. Treasury Department were against two Russian financial firms, Gazprombank OAO and VEB, and two Russian energy firms, OAO Novatek and Rosneft.

"Given its continued provocations in the Ukraine, today I have approved a new set of sanctions on some of Russia's largest companies and financial institutions," President Obama said. "We are freezing the assets of several Russian defense companies and we are blocking new financing of some of Russia's most important banks and energy companies. These sanctions are significant but they are also targeted and designed to have their maximum impact on Russia while limiting any spillover on American companies or those of our allies."

"Russia has continued to destabilize Ukraine and provide support for the separatists, despite its statements to the contrary," said David S. Cohen, undersecretary for terrorism and financial

intelligence. "Because Russia has failed to meet the basic standards of international conduct, we are acting today to open Russia's financial services and energy sectors to sanctions and limit the access of two key Russian banks and two key energy firms to U.S. sources of financing, and to impose blocking sanctions against eight arms firms and a set of senior Russian officials."

Treasury officials imposed measures against the two banks and two energy firms prohibiting U.S. citizens from making transactions, providing financing or dealing in new debt of longer than 90 days maturity or new equity for Gazprombank OAO and VEB. Gazprombank provides services to more than 45,000 companies and 3 million private individuals, while VEB is a state-owned firm that acts as a development bank and payment agent for the Russian government, Treasury officials said.

The U.S. did not block the property or interests in the property of the banks and energy companies or prohibit transactions with them beyond the specific set of restrictions.

"As a practical matter, this step will close the medium- and long-term U.S. dollar lending window to these banks and will impose additional significant costs on the Russian government for its continued activities in Ukraine," the Treasury department said.

Asked about the reaction from the American business community, one senior administration official said: "We have heard time and again that the U.S. business community understands the importance of a robust response to the unlawful activity of the Russian Federation in the Crimea and in eastern Ukraine."

"I think the notion that our businesses are not supportive of the U.S. government being forceful in addressing this significant threat is mistaken," he said. They, like businesses everywhere, want the burden to be shared but in terms of understanding there are burdens to be borne for broader principles beyond just the bottom line, I don't think our businesses have any difficulty with that notion."

The European Union was also expected to reveal additional sanctions after a meeting in Brussels on Wednesday night.

TAILORED FOCUS

Jack Spade is honing in on the men's business, launching its first tailored clothing collection. Page MW2



ONES TO WATCH

Brands to check out at the upcoming New York trade shows. Pages MW10 and MW11



July 17, 2014

Men's Week



Scotch & Soda's cotton suit. Woolrich hat.

Light Fantastic

Soft tailoring is one of the major focuses for spring in everything from summer wools to dress-up denim. Retailers will be in New York next week for market, visiting trade shows and showrooms to glean the latest and greatest pieces for the season. For more on the spring trends, see pages MW8 and MW9.

PHOTO BY RODRIGO MARTINEZ; MODEL: MICHAEL DRIVER AT REQUEST; STYLED BY ALEX BADAIA

HICKEY REDUX

Hickey Freeman Gets a Facelift

The venerable American label has been reinvented for the spring season.

by JEAN E. PALMIERI

A NEW DAY is about to dawn at Hickey Freeman.

Since being acquired last fall by Grano Retail Holdings, the parent company of the Montreal-based Samuelsohn brand, the entire tailored clothing collection has been redesigned and Grano is investing millions into revamping the branding and marketing of the long-standing label. The spring collection, which will be unveiled at an event at the company's new penthouse showroom on 57th Street on Sunday, is the first under the Grano umbrella and the brand's official debut.

"We think we can double this business within five years," Arnold Brant Silverstone, president and chief creative officer of Hickey Freeman Tailored Clothing and Samuelsohn, told WWD during an exclusive preview. Hickey currently does about \$100 million at retail. Silverstone said he believes a doubling is more than attainable, pointing out that since his first collection for Samuelsohn hit the market in fall of 2011, that business has doubled and the collection has expanded its distribution into key department and specialty stores across Canada and the U.S.

"It is our goal to be the dominant North American company of luxury men's manufacturing and brands," Silverstone declared. "We believe strongly in men's, luxury and North American manufacturing."

He said Grano recently formed a new corporate entity called LMAG, or Luxury Men's Apparel Group, comprising Samuelsohn and Hickey Freeman, and this company is "currently in serious discussions for another possible acquisition of a better-end North American furnishings manufacturer, which would fit perfectly within our group and complement our Samuelsohn and Hickey Freeman businesses."

Last October, Grano bought all the tangible assets of the Hickey Freeman brand — including its factory in Rochester from W Diamond Group, and signed a 40-year license with Authentic Brands Group, which purchased the Hickey Freeman label as part of its acquisition of HMX Group last year, to produce the brand.

Since that time, Hickey has staffed up, hiring Negi Darsses as vice president of marketing and communications; found and built the new showroom, and brought Toth + Co. on board to spearhead the re-branding.

Over the past few years, the brand has lost some luster, due in large part to the well-publicized financial difficulties of its former management. A sizable percentage of the business is off-price and Silverstone said the goal is to reduce it to 10 percent or less. Grano pulled "millions of dollars"

{Continued on page MW6}

Jack Spade to Highlight Clothing

by JEAN E. PALMIERI

JACK SPADE is heightening its focus on the men's business this fall with the retail launch of its first tailored clothing collection.

In mid-August, the men's wear division of Kate Spade & Co. will introduce The Benton Suit to its 13 freestanding stores in the U.S., Asia and Europe, as well as online. The suits, which will be manufactured from Italian wool and offered in a variety of traditional men's wear patterns, will be sold as separates and retail for \$698 for the jackets and \$298 for the pants.

"We've always made smart bags and modern bags and we're doing so well with sportswear; this will help us move closer to creating more of a lifestyle brand," said Melissa Xides, vice president of Jack Spade. Sportswear was introduced about four years ago and now accounts for one-third of the brand's sales.

She said the company sees a "void" in servicing its customer for his Monday-to-Friday needs and the suit offering fills "white space" in the market for a collection with a retail price under \$1,000.

The half-canvas suits will be available in eight fabrics for fall including navy, chalk stripe, micro-houndstooth, glen plaid and tropical wool



PHOTOS BY GEORGE CHINISE

with Bemberg linings, said design director Todd Magill. The single-breasted silhouette offers a natural shoulder, raised two-button stance and a slightly shortened jacket. The lapel is narrow to complement today's more modern shirts and the jackets also offer a large inner pocket for cell phones and other items. The pants are straight but have room in the thigh. "We don't see our guy as a peacock," Magill said.

Even so, the clothing will sport the brand's signature pop of orange in the pocket linings, boutonniere pocket and inner stitching.

The assortment will also include complementary shirts and ties. The dress shirts will be available in a spread collar model in 80s two-ply cotton with shell buttons and a notch on the cuff. The Jack Spade signature orange color will be used for the thread on the final button.

Eight patterns will be offered, Magill said, including windowpanes, micro-stripes, micro-checks and even a floral. The shirts will retail for \$168.

Ties will be offered in knits and wovens and be a mix of solids and patterns. Chambrays and a woven version of the company's "googly eyes" pattern are among the offerings. The neckwear will

retail for \$98 to \$148.

There will also be a camel-hair topcoat, a new addition, as well as a bonded trench for fall, he said.

For now, the collection is not being offered at wholesale. "We want to launch in our direct-to-consumer channels," said Xides. She noted that the Jack Spade stores will be retrofitted to include a dedicated suit section and employees are being trained in fit and tailoring. Associates will measure customers in the store and local tailors will be used to do the work. "This is a big cultural shift for them," she said of the employees.

The clothing will be marketed digitally as well as at trunk shows within the stores. If met with a warm reception from consumers, Xides said it could be wholesaled next year. "When we do talk to our wholesale partners, we will talk early and we'll have credibility under our belts," she said. "But the first year is all about dialogue with our consumers."

Xides said in order to reach more customers, Jack Spade has lowered its prices, dropping retails on the fall sportswear assortment by 20 percent. "We want to be more accessible and correct the price-value relationship," she said.

Kate Spade is the only remaining brand of

the former Fifth & Pacific Cos. Inc. and in February, Kate Spade & Co. began trading under the KATE ticker symbol on the New York Stock Exchange. The company has publicly stated it hopes to reach sales of \$2 billion by the end of 2016, up from the \$742 million it posted in 2013.

To reach that goal, the corporation is projecting growth in all three of its nameplates: Kate Spade, Kate Spade Saturday and Jack Spade. "Jack is like Kate was five years ago," said Xides. "It's an emerging brand with an amazing DNA." She declined to say what percentage of overall sales the brand represents.

The division was started in 1996 by founders Kate and Andy Spade, who began selling messenger bags made from waxed cotton and heavy canvas. It opened its first store in Manhattan's SoHo neighborhood in 1999 and now operates nine stores in the U.S., three in Japan and one in London.

To accommodate the projected growth, Jack Spade moved into a new showroom in New York, three times the size of its prior office.

Looks from the clothing collection.



Ecko Taps Hip-Hop Artist for Ads

by DAVID IYI

ECKO UNLTD, owned by Iconix Brand Group Inc., is banking on its next ad campaign to rev up interest from its target Gen Z market. The brand, best known in the late Nineties and early 2000s as a hip-hop line, is putting a heavy focus on resurrecting its business and re-creating its overall image. Ecko will be returning to J.C. Penney Co. Inc. stores next week after an absence of several years.

"This is our first foray post-Seth Gerszberg and Marc Ecko," said James Ling, vice president of marketing for the men's division of Iconix. "We're trying to freshen it to that 2.0 level. We're going after that 16-year-old consumer who didn't know what Ecko was growing up but is now discovering the brand."

Ecko was founded in 1993 by Marc Ecko with investments from his twin sister, Marci, and friend, Seth Gerszberg. Iconix bought a 51 percent stake in 2009 and the remaining interest last year. Gerszberg is no longer involved in the label and Ecko is concentrating on his upscale contemporary label, Cut & Sew.

"It's going to be interesting to see how the new generation aligns with the rhino brand," Ling said. To appeal to the young man of today, Ecko has turned to hip-

hop artist B.o.B to front its campaign. The advertisement has the artist sporting sweatpants and a star-printed shirt against a bold and graphic background by the artist Claudio Limon.

"If you talk to B.o.B, he'll tell you he's not a rapper, he's not a singer, producer or whatever. He is preaching 'no genre,'" said Ling. "He embodies a lot of frustrations we have as a brand. We're not a hip-hop brand, a skate brand, we appeal to a wide demographic."

He said that was key to connecting with today's customer.

"If you look at any teen's iPhone today, they don't listen to one genre of music, they have a little this and a little that," he said. "Teens don't define themselves like they used to 20 years ago."

The campaign will feature other notables as well, including Gilbert Meléndez, a UFC fighter and Manny Santiago, a professional skater. "The Hispanic consumer is a huge supporter of the brand," he said.

The ads will run in Complex, Nylon Guys, UFC 360 magazine, and digitally on complex.com, HypeBeast and others.

The video portion of the advertorial will debut on Tuesday on complex.com and its affiliate Web sites. Ling also said there will be a heavy push on Facebook and Instagram with sponsored ads.



Snyder to do Footwear With Cole Haan

TODD SNYDER is jumping into the footwear business.

The men's wear designer has teamed with Cole Haan in a multiyear deal to create a new co-branded collection of shoes called Cole Haan & Todd Snyder. The brand will launch for spring.

"I've always wanted to do shoes and my history with the brand goes back to when I started in this business at Badowers in Des Moines, Iowa, where Cole Haan was the number-one selling shoe," he said. "I've been a fan of Cole Haan for years and have always admired their high-quality craftsmanship and American style." His personal collection numbers more than 30 pairs.

Snyder said the two brands worked

together to create custom Cole Haan Chelsea boots during Snyder's fall fashion presentation, and the relationship grew from there.

A look from the new collection.



"After our initial partnership, I knew that we could bring a unique collection to consumers," he said. Snyder said he pored through Cole Haan's archives and developed eight styles with his spin.

The offering will grow to 15 models for fall. The inaugural collection includes soft leather-soled shoes as well as a chukka boot, Snyder said.

Snyder worked on the design with Cole Haan's global creative director, Walker MacWilliam, friends since they'd worked together at Polo Ralph Lauren many years ago.

The collection is expected to "bring the Cole Haan brand to a new customer and the independent shops that carry the Todd Snyder brand today. Moreover, Todd's following in the Japanese market will, undoubtedly, embrace the collaboration when we launch it at Todd's Townhouse flagship in Shibuya and our new Ginza location in Tokyo," said Andrew Dubin, senior vice president of merchandising at Cole Haan.

—J.E.P.

NAME: Public School x Jordan NY23 Air Jordan Sneaker
HISTORY: Public School, winner of the 2014 CFDA Menswear Designer of Year and the U.S. International Woolmark Prize for men's wear, partnered with the Jordan brand to revamp the cult classic Jordan 1 in a limited-edition PSNY/NY23. Inspired by New York City, the hometown of designers Dao-Yi Chow and Maxwell Osborne, the collaboration features a sleek, black leather shoe and pebbled sole.
DESIGN PHILOSOPHY: "New York City has long been an inspiration for Public School and also provided the theme for the PSNY Air Jordan sneaker,"

In the SPOTLIGHT

said Chow. Osborne added that "the city is known for the love of basketball, its busy streets and for its landscape, which helped us bring our vision to life."

PRICE POINTS: \$160 for the NY23.
KEY TAKEAWAY FOR THE SEASON: The designers plan to gift 50 pairs, labeled "PSNY" on the back of the sneakers, to the friends and family of the Public School brand, and Jordan brand will release the NY23 edition to retailers next year.



Public School's sneaker.

WHERE WAS MARC ECKŌ?

This season is Marc Eckō's return to his namesake brand as lead designer. But this poses the question... What was he doing?

August 20, 2009: Seeking a change, Marc moved to a mythical place called "Brooklyn" in search of artistic nourishment. Putting ink to skin, he developed a cult following as a tattoo artist. Marc would often work late hours, not shaving, and inspired the man-grooming trend that would later be coined the "The Hipster Beard."



To hear more of the story, visit Marc and view the Spring 2015 Collection in Las Vegas at Liberty Fairs. Contact sales@unlabel.me

MARC ECKŌ
CUT & SEW

Suitsupply Opens in South Africa

by BAMBINA WISE

JOHANNESBURG — Suitsupply rarely does things conventionally.

To launch its presence in South Africa, the Dutch tailored clothing retailer took over a sprawling, colonial-style villa in the posh Johannesburg suburb of Hyde Park, setting up a pop-up shop with a full range of merchandise on the main floor, from suits and shoes to accessories, and a tailoring atelier upstairs, for the next six months.

There's very little by way of street-level signage to indicate that a shop awaits behind the heavy iron gates, so anyone who ends up at Suitsupply does not do so by mistake.

"We chose a very destination kind of format," explained Fokke de Jong, Suitsupply's globe-trotting chief executive officer, who was in town for the store's formal opening earlier this month before jetting off the next day for Cape Town to shoot the brand's fall campaign.

"You really have to go out and find us," he added. "But once you do, you'll discover an international and charming setup, in a nice, relaxing environment." Indeed, it is a welcoming space; when not a pop-up shop, the villa is an elegant and luxurious guesthouse.

"We hope to move to a permanent location after the six months are up," said Tania Habimana, Suitsupply's general manager for South Africa, who also heads up the brand's African expansion department. "This place — with 120 square meters [1,292 square feet] of retail area — has its charm; it gives that exclusive feel to our customers, but it's temporary. We don't usually go into malls, just because you can't give that level of service in a mall, but this is an open adventure. We're at the start of it, so we'll see how it goes."

De Jong, himself a frequent traveler to Africa — for the last couple of seasons he has chosen Cape Town as the location

for the brand's campaigns — said that the malls, particularly the nearby Hyde Park Corner shopping center, are already saturated with luxury brands. "While we felt that something was definitely going on in this market because of all the luxury brands coming into the country, we didn't want to compete for the same customers in the same location."

But being in Johannesburg first before Cape Town was important. "It's the financial capital of South Africa. It's possible to have a very successful store in this city."

He said that prior to entering the South African market, Suitsupply already had an existing online customer base in the country. "We had some high-profile customers ordering from us regularly, so a physical store was the logical next step."

Open a little more than two weeks, the store has drawn customers who know

South African duties at up to 45 percent for imported clothing, keeping prices in line with international retail prices was a challenge, but also a necessity. Suits start at around 4,000 South African rands, or just less than \$400.

When asked about a possible Cape Town presence, De Jong said: "African expansion for us is nice, but it's an experiment. Strategically, our main growth is still in China and the U.S. And Europe is pretty strong for us."

He said that when entering any new market, the strategy is "to establish a beachhead into a market and build the business at such a pace that it allows us to secure quality of execution. In the U.S., we have grown the business to 12 stores in three years, and we are planning to open another eight to 10 stores in markets like L.A., San Francisco and Dallas in the next 12 months. This as a very manageable growth path in relation to the existing stores."

"We do [the same thing on] different continents. In Asia, we started a year ago with a successful store in Shanghai and we're opening a second and bigger store there this year, as well as new stores in Singapore, Hong Kong and Chengdu, China. Parallel to that, our management structure in that region is growing, so it can facilitate further growth there. In Europe, the economy is picking up and we are expanding our existing 40 stores there with several new locations, among them are Moscow, Zurich, Madrid. In that context, our presence in Africa is still in the earliest phase. With our opening in Johannesburg, we established our first beachhead, which could lead to further expansion, but there is no rollout plan for Africa yet."

Habimana added: "Africa is a dynamic and exciting market but a set roll-out plan is not our strategy. Instead, we're starting small and adapting as we go."



Inside the South Africa store.

the brand from other locations or its online presence as well as new customers, according to Habimana. Among the early bestsellers are the three-piece, Blue Check Havana, a 130 winter-weight Barberis wool fabric. "It's a sharply tailored suit with a slim fit and a dandyish feel," Habimana said.

Suitsupply is manufactured in China, but the fabrics, Habimana said, come mostly from Italy, in the Biella region. With

Surface to Air Teams With Band Chromeo

FRENCH LABEL Surface to Air has teamed with Canadian electro-funk band Chromeo on a four-piece collection that will be available for fall.

Since 2007, the Parisian brand has influenced the band's artworks and music videos with its biker-funk aesthetic.

Surface to Air's founder Jérémie Rozan and Chromeo's David Macklovitch and Patrick Gemayel have been in talks for some time about doing a fashion collaboration. "We've made their music videos, their records covers — it's more than time that they start making some of our clothes in return," said Rozan.

The collection reflects the personalities of David Macklovitch (Dave 1) and Patrick Gemayel (PThugg) and includes a panther print in both a reversible bomber and silk shirt and leather perfect jacket and pants. Prices range from \$509 for the bomber to \$953 for the leather pants. The line will be available the first week of September at Surface to Air stores.

"Jérémie Rozan helmed the design of our 'Fancy Footwork,' 'Business Casual' and 'White Women' album covers," Macklovitch told WWD. "He's also the one who suggested to us that our keyboard stands should be women's legs: the most iconic visual element of Chromeo. And he directed the videos for 'Night by Night,' 'Hot Mess' as well as the 'White Women' album trailer."

"The dichotomy between my style and P's were pushed to the extreme with two matching pieces on each side. For me, it was the total leather look: leather pants and superdetailed leather perfect pieces. You can wear them together and feel like the signer from Judas Priest, but they're also really practical essentials when worn separately. Not enough men wear leather jeans but they're the easiest thing to pull off: just match them with a white T."

— FREDERICK MARFIL



Surface to Air and Chromeo will collaborate on a four-piece collection for fall.

The Sociable Mr. Edelstein

MATTHEW EDELSTEIN called in a lot of chips to launch Mr. Matthew.

The stylist and fashion editor, whose résumé includes Details and W magazines, introduced his men's color-blocked T-shirt collection in an unusual way on Tuesday — on Instagram.

He set up shop at a studio in East Williamsburg, Brooklyn, and, with the help of casting director John Tan, put out a casting call to emerging and in-demand models. They arrived at the space in force, drawn by the relationship as well as the lure of free pizza and beer. Edelstein outfitted them in the T-shirts, photographed them and immediately posted the images on Instagram.

"Models love Instagram and Instagram loves models," he said.

He encouraged the men, including Brodie Scott of Wilhelmina; Trevor Feehan, Richard Detwiler, Ilir Shanja and Luke Gernert of Citizen, and Michael Bailey-Gates of Major, to "regram" their photos and Tweet about the line as well.

They were shot by Sophie Elgort, daughter of Vogue lensman Arthur Elgort and sister of actor Ansel Elgort, styled by David Vandewal and groomed by David von Cannon.

By Wednesday morning, Edelstein had 167 followers on Instagram and had even gotten a call from a couple of large



Models in looks from Mr. Matthew.

PHOTO BY KYLE ENCKSEN

retailers who had seen some of the posts. The T-shirts are clean, colorful and sporty. "I'm superinspired by the clothes I wear to the gym," he said. They retail for \$88 to \$98 and are available in six styles — two long sleeve and four short sleeve — in five colors per style. They're being sold through mrmatthew.com. "I'm doing everything myself," Edelstein said. "It's supertight, but I think it has potential."

Although the men's line is new, Edelstein is not a novice at being entrepreneurial. He had designed a women's collection called Friends & Associates that was shuttered this year, and is also credited with launching the online magazine Contributing Editor in 2008.

"The business wasn't sustainable," he said of Friends & Associates, "but it was a great learning experience. Now I'm applying the lessons I learned there to this new venture."

— JEAN E. PALMIERI

Man of THE WEEK

MIKE TROUT: B-

The Los Angeles Angels outfielder and Most Valuable Player at Tuesday's Major League Baseball All-Star Game needs to learn a few of the basic rules of men's wear, including matching the right pattern with the right body type.

Let's hope it's a promotional accessory that comes with the bottle, otherwise leave the black and orange bracelets at home until Halloween.

The raw blue denim jeans are the ideal wash, however a narrower cut would help slenderize him.



Love the buzz cut; it works well with his hairline. And, at 22 years old, it enhances his sex appeal.

Although the shirt fits him well, the oversize plaid is reminiscent of a tablecloth for a summer picnic in the park. If he wants to play with pattern, a smaller check or a vertical stripe would be more appropriate.

It's an unfortunate spot for the buttons on the pocket. Nipple tassels would add some pizzazz.

The Creative Recreation sneakers are a good choice for the look and his age bracket. And the oversize white welt makes a real statement.

PHOTO BY HARRY PLUIWISSE/RETNA LTD. CORBIS

AN ICON ENDURES



SPIEWAK

NEW YORK 1904

PITTI IMMAGINE
JUNE 17TH - 20TH 2014
GIARDINO DEL GLICINE
FLORENCE

BREAD AND BUTTER
JULY 8TH - 10TH 2014
L.O.C.K. AREA - H7.13
BERLIN

LIBERTY NEW YORK
JULY 20TH - 22ND 2014
PIER 94
NEW YORK

JACKET REQUIRED
JULY 30TH - 31ST 2014
STAND 139
LONDON

LIBERTY LAS VEGAS
AUGUST 18TH - 20TH 2014
SANDS EXPO | VENETIAN
LAS VEGAS

SPIEWAK1904.COM

Looks from the new Hickey Freeman collection.



PHOTOS BY STEPHEN SULLIVAN

NEW OWNERS UPDATE HICKEY LABEL

(Continued from page MW1)

worth of product out of the market to clean up the distribution, he said; improved the product offering, and took margins down in the double-digits.

Hickey now is using high-end Italian or English fabrics, hand-turned collars, a higher arm hole, working cuffs, horn buttons and scallop facing. Iridescent Bemberg linings and softer shoulder pads are also part of the new collection. Two of the company's fits were tweaked and carried forward, but the rest of the collection is new as Grano works to create "a global luxury brand," Silverstone said. "We believe we have the recipe," he said, adding that there's "an opening in the market for an alternative to the Italians."

Pricing will also be a distinguishing factor: While a Zegna suit traditionally retails for close to \$3,000, a full-canvas Hickey suit will sell for \$1,700. Sport coats will retail for \$1,000 to \$1,500.

"We'll never outspend Zegna in terms of marketing," he said, "but we can win in this space by giving the absolute best value, pairing full-canvas craftsmanship and a century of tailoring heritage and knowledge with the most special, innovative, unique and luxurious of fabrics, interior ingredients and details."

The collection is now segmented into six "chapters," starting with the Traveler, which will sell for \$1,495 and offer wrinkle-free fabrics and a "weightless construction." Next is the Tasmanian, a super 150s offering, followed by the Super Merino, Silk Dreams and Summer Blends. The top of the line is the hand-tailored Bespoke collection, which will open with super 180s and retail for \$2,500.

Silverstone said that although the brand has undergone "a total redo," it wasn't without a lot of forethought. "We didn't go in and change anything until we did our homework and studied the customer, the target market and the competition," he said. "We did the same thing with Samuelsohn." So, from October through February, he merely "observed" the business to "study what was working and what wasn't. The first eight



“HICKEY IS THE AUTHENTIC AMERICAN LUXURY PRODUCT. THEY DRESSED PRESIDENTS AND THE RAT PACK. SO IT'S STILL FAMILIAR, BUT FRESHER.”

— ARNOLD BRANT SILVERSTONE, HICKEY FREEMAN TAILORED CLOTHING

months were an education. Then we started working on the new product in January. I looked at it as a blank canvas."

He said Grano hosted focus groups of customers aged 45 and over as well as those under 45 and found that "virtually everybody knew Hickey Freeman even if they didn't wear it. So it was a great base to work with."

"There's a real warm and fuzzy feeling about Hickey," said Darsses, "but the perception was that it was boxy, heavy and not relevant."

Enter Mike Toth of Toth + Co. The Boston-based lifestyle branding firm has worked with such industry heavyweights as Brooks Brothers, Tommy Hilfinger, Nautica and J. Crew, among others, and has a deep appreciation for American heritage. "He's so passionate about great American brands," Darsses said, adding that the company visited the Hickey Freeman archives, pulled up its old iconography and illustrations, pored over the fonts and lettering that had been used over the years and "developed a visual landscape."

Working closely with the Hickey team, Toth created an updated label, replacing the former burgundy background with a gold color scheme, inspired by a tailor's tape. The logo has also been tweaked to make it more contemporary without abandoning Hickey's long-standing history. The brand was established in 1899 and that date is used on some of the marketing materials. Hickey Freeman New York is also used in some instances, touting its Empire State roots.

"Hickey is the authentic American luxury product," Silverstone said. "They dressed presidents and the Rat Pack. So it's still familiar, but fresher."

That translated into the new showroom as well, which is designed to look like a luxury men's library where customers and retailers will be welcome to read a book, sip an artisanal gin and relax. Every season, a new artist, author or liquor will be showcased. The furniture and fixtures are wood and metal and were made in America.

The centerpiece of the new space is a large copper crest from the Hickey factory that has

been refinished by a metal artist to look new again. "It's like what we're doing to Hickey," Silverstone said. "We're restoring its luster."

The showroom is intended to "illustrate that the Hickey man is a more relevant man," Darsses said. "He's urban, he's plugged in and culturally savvy."

He's also younger: In the past, Hickey's primary customer was over 50 years old, but the target, while "still a gentleman," is now 10 years younger, he said.

The new ad campaign for spring will feature black-and-white images with a shot of the new signature gold color.

But this is not the first time Hickey's been down this road. After Hartmarx went bankrupt in 2009, Mumbai-based S. Kumars Nationwide Ltd., or SKNL, emerged as a white knight to rescue the brands, forming HMX Group, acquiring a 90 percent stake. It brought Doug Williams in to run the company, hired Joseph Abboud to head design, shifted its headquarters to New York City from Chicago and revamped the product offering. But, despite its grand plans for the brand, SKNL ran into its own financial bumps due to market conditions in India and couldn't provide the level of investment it initially planned for HMX.

The first rumbling of liquidity issues at HMX began in spring 2012 and by that October, HMX was in bankruptcy proceedings. In December of that year, Authentic Brands Group acquired the intellectual property assets of HMX. So what makes Silverstone think he can succeed when others have tried and failed? "Previous management hadn't done this [a turnaround] before," he bristled, noting that his family has been in the apparel trade in Canada for three generations. "At Samuelsohn, we doubled the size of the company in three years. We have the formula and we know how to take a North American luxury company, dust it off and improve it."

Looking ahead, Silverstone hinted that Grano is preparing to get more involved with its furnishings and sportswear offerings. In addition, he's planning to offer a younger-skewed collection for next year.

INTRODUCING VERA LARGO

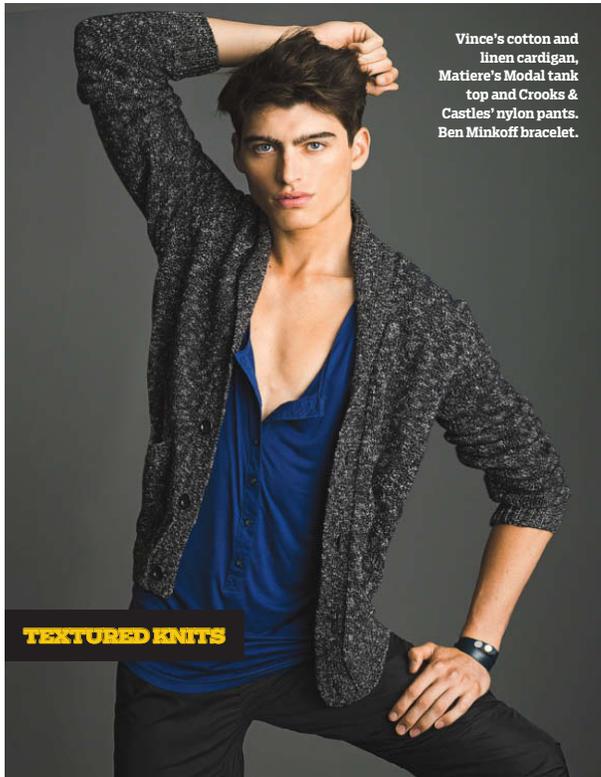
#ALL
ABOUT
THE
WATER



VERA LARGO

WWW.VERALARGO.COM

Liberty Fairs NY Booth #624



Vince's cotton and linen cardigan, Matiere's Modal tank top and Crooks & Castles' nylon pants. Ben Minkoff bracelet.

TEXTURED KNITS



HOODED PARKAS

Seven For All Mankind's nylon and polyester coat, Gant Rugger's cotton jacket, Todd Snyder's cotton T-shirt and Avelon's linen pants. Cutler and Gross sunglasses; Woolrich belt.

Market Movers

Summer luxe suedes, elevated loungewear and sleek anoraks are among the key trends that will be featured at the New York trade shows next week. — ALEX BADIA



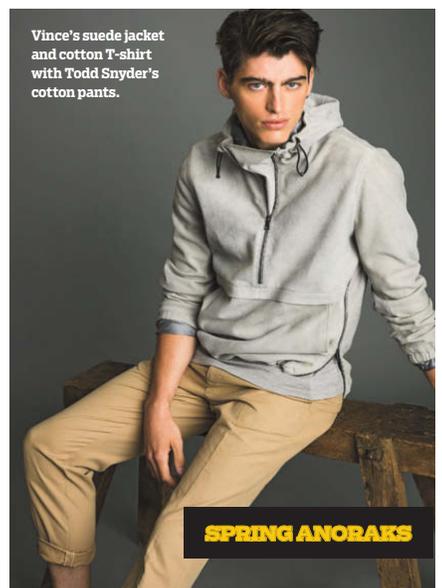
Seven For All Mankind's suede jacket and Onia's nylon trunks. Cutler and Gross sunglasses.

LUXE SUEDES



CHIC LOUNGEWEAR

J.Lindeberg's cotton and polyester sweatshirt, Todd Snyder's cotton shirt and Scotch & Soda's cotton sweatpants. Ben Minkoff bracelet.



Vince's suede jacket and cotton T-shirt with Todd Snyder's cotton pants.

SPRING ANORAKS

MODEL: MICHAEL DREWER; GROOMING BY ANDY'S BAR/WEATHER AT L'UA; ARTISTS USING STARK/WEATHER ORGANIC; FASHION ASSISTANT: KAWANA CORNWELL

Victorinox's cotton, nylon and polyester jacket with Mark McNairy New Amsterdam's cotton tank top and shorts. Ben Minkoff bracelet.

GRAPHIC STRIPES



PHOTOS BY RODOLFO MARTINEZ



Katie Eary

PHOTO BY JASON LLOYD EVANS

Ones to Watch

Brands to check out at the New York trade shows.

KATIE EARY

What does a fashion student do after graduating from the Royal College of Art? E-mail Nicola Formichetti. Such was the case for British designer Katie Eary, who was given her shot after reaching out to the then-Lady Gaga stylist and current creative director at Diesel. Since that time, the designer has not only collaborated with Formichetti, but also with retailers such as French Connection, River Island, Topman, Grenson and Donda, Kanye West's fashion label.

"I created my own company [after school] and it just organically grew," she said of her brand, which was launched in 2010 and will be shown at Capsule.

The collection, Eary explained, is a mix of luxurious fabrics in an array of prints designed for the 17-year-old skater.

"I have three brothers, each brother is a muse of mine — they are all completely different," she said. "The only thing they have in common is that they dress for themselves and no one else. I love that. They all skateboard together. One's in a band, one is at university and one is a psychiatric nurse. If they like the collection, I know I've done a good job."

For spring, Eary was inspired by a Dallas rodeo. The Western-themed collection is a mix of cowboy shirts and psychedelia with bold vivid tops complete with bones, fish and cacti prints in pink, purple and orange.

The brand has dressed celebrities, including West and Frank Ocean, and is sold at Mr Porter, Harvey Nichols and Antonia, among others. Retail prices range from \$60 to \$368 for a printed T-shirt, to \$600 to \$943 for shorts.

— DAVID YI

IRON AND RESIN

Surfwear meets motorcycle culture. That's the mantra Jackson Chandler of Iron and Resin followed when starting his company three years ago. The California-based brand caters to the man who is attuned to both surf and motorcycle cultures on the West Coast, a bridge between two worlds that Chandler thought was missing in the market.

"We didn't think there was one brand that understood both the surf industry and motorcycle culture," he said. "We wanted something that wasn't too commercial or mass brand."

The result is a line that mixes classic Western heritage influences with vintage fabrics to create a modern nostalgic look. For shirts, the brand takes inspiration from vintage Aloha prints.

"We take fabrications from the past and bring them back," he said. "We're taking what they did in the Fifties and Sixties with flight satins on surf boardshorts and bringing them to men who surf now. But the boardshorts they made in the past weren't performance stretch fabrics like we see today."

In addition to boardshorts, the brand offers pants, shorts, knitwear, wovens, fleece, outerwear and leather accessories, including wallets, key fobs and hats. For next season, the brand's inspiration wasn't too far from its core: mountains, deserts and oceans.

"We wanted to get dirty hues from the wash," Chandler said. "It was a heritage Southern kind of dry, airy feel."

The collection, which will be shown at Agenda, will be expanded for spring with denim jackets, hybrid boardshorts, a corduroy jam-style short and lightweight jackets. The collection will also introduce a Mexican-inspired Serape stripe blanket that will also be sewn into denim.

In terms of prices, jackets retail for \$195, boardshorts from \$70 to \$88, wovens from \$85 to \$125, and accessories from \$35 to \$325. Iron and Resin is sold at Nordstrom, Aloha Sunday Supply Co., and more than 50 stores internationally, including its own unit in Ventura, Calif. — D.Y.



Iron and Resin



Miller's Oath

in a whimsical varsity jacket which is cut in half, with one side in camouflage, its sleeve in red, and the other in navy, its sleeve in yellow. McNairy's collection is sold at retailers including Opening Ceremony, Odin, American Rag, Harvey Nichols and United Arrows, and it retails from \$70 for accessories to \$595 for outerwear.

"It's nice to see that people are enjoying [the clothes] but I don't think about who's wearing it or what demographic," he said. "When I'm making the clothes, I'm making things for myself. To me, it's a hobby that happens to be a business. But I'm lucky I get to make a living with my hobby." — D.Y.

MILLER'S OATH

It was 1906 when the six Miller brothers opened a trading post in the burgeoning town of Groton, S.D. Success soon followed and the Millers expanded into a haberdashery/custom clothier where men could buy a cashmere suit for \$5. The store was in business for 20 years, but then immigration to the region

slowed and it was shuttered.

Although it took a couple of generations, that love for the apparel industry resurfaced in 2010 when Derrick and Kirk Miller, great-grandsons of those pioneers, launched Miller's Oath, a bespoke men's clothing brand. The brothers came to the business with a strong pedigree: Derrick had worked in design at Ralph Lauren and English shoe brand Barker Black, while Kirk cut his teeth at Paul Stuart and Thom Browne.

Previously available only at the Miller's Oath store in New York's TriBeCa neighborhood, the brand will introduce its first off-the-rack collection at the MRket show's Vanguard Gallery for spring.

"This is our first foray into ready-to-wear," Derrick Miller said. The initial offering will include suits, jackets, shirts, accessories and swim trunks. The collection is all made in America and the "aesthetic is masculine," he explained.

The design harkens back to those haberdashery days with their one-button silhouette with a cutaway front, slanted pockets and nipped-in waist. The pants are higher rise with a button fly and a single right-rear pocket. Fabrics tend to be on the heavier side, with tweed and beaver wools one of the hallmarks, along with the brand's pickaxe logo.

Suits will retail for \$1,495 to \$2,295, sport coats for \$1,295, trousers for \$395 to \$495, ties for \$165, pocket squares for \$110 and swim-suits for \$225, Kirk Miller said. This is about half the cost of the Miller's Oath bespoke product.

The brothers are hoping to attract both big and small retailers with the new collection. They're already working with Bloomingdale's and are targeting smaller specialty stores as well. But for whomever signs on,

MARK McNAIRY NEW AMSTERDAM

"I think that somehow I got pinned as preppy Ivy League but really I'm the furthest thing from it," said Mark McNairy, of the commonly held notion of his aesthetic. "My clothes speak rebellion."

The designer, who's been busy working on his own Mark McNairy New Amsterdam collection while simultaneously juggling duties as a creative director at Woolrich Woolen Mills and collaborator at Adidas, said that his design approach has had a punk attitude. "With it, there are elements of all sorts of Americana," he said of the line that will be shown at Capsule.

Though he's become best known for his footwear, it's his signature camouflage prints (with the occasional yellow ducks swimming on them) in various colors on shoes, coats and outerwear that put him on the sartorial map. McNairy said his use of the print dates back to his first — and now defunct — women's collection years ago. The love affair still exists today in his latest men's collection.

For spring, McNairy has infused a rainbow tie-dye with indigo mixed



Mark McNairy New Amsterdam

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there's one thing for certain: the Millers vow to maintain a certain integrity in their collection. "Our name is a promise between us and our customers for a certain quality and aesthetic," Derrick Miller said.

His brother added: "And a promise to our family that we're upholding the tradition."
—JEAN E. PALMIERI

MOKUYOBI THREADS

Is Thursday the new Friday? Ask Julie Pinzur of the bag line Mokuyobi Threads, and she'll try to convince you that it is.

"Thursdays are all about being excited for the weekend," she said. "It's all about that anticipation. We wanted that excitement in our products too, which is why we took the Japanese word for Thursday and created our brand."

Pinzur's Brooklyn-based line of bags takes inspiration from the mélange of bright colors in Japan, she said, and includes hats, accessories such as wallets, backpacks, messenger and tote bags in a whimsical array of bright, color-blocked hues. Her signature best-selling, three-in-one Bedford bag transforms into a backpack/messenger/tote bag.

Pinzur began her design career at Parsons and, while studying illustration, launched the brand after studying abroad in Tokyo in 2006. It wasn't until 2011, however, that she started working on it full-time. And after a Kickstarter campaign, Pinzur received funds to begin her business. Since then, the brand has been sold in Urban Outfitters and other smaller boutiques.

The customer Pinzur designs for is a "creative, urban individual" between 18 and 32 years old, who "likes to have fun," she said.

In the past, Pinzur has used various themes as inspirations.

"I've done an Australian theme and thought what would come out of there if I went," she said. "And then I did a 'Moonrise Kingdom' theme that was more like an outdoorsy one full of camping, bears, raincoats, maps and a compass."

For spring, Pinzur will follow an intergalactic theme focusing on unique silhouettes in galaxy-inspired prints. It will include wallets, laptop cases and a graphic backpack with a large front pocket. The bags will come in two prints in purple and coral. The color palette focuses on pastels in purple, mint, navy and corals.

Retail prices for the brand, which will be shown at Agenda, includes backpacks from \$85 to \$120, hats from \$45, and wallets from \$32.
—D.Y.

Mokuyobi Threads



ONIA

Onia was founded out of frustration.

Carl Cunow was working at Steven Alan and had a hard time finding a swimsuit that fit his style, so he teamed with Nathan Romano to launch Onia, a brand that straddles the line between swim trunks and summer shorts.

"It all started with the concept of hybrid suits," said Romano, who also serves as director of sales for Onia, which means "ship" in Hebrew. "They look like normal walk shorts from the outside, but, internally, they're a swimsuit." Since launching at Barneys New York in 2010, Onia has made a name for itself with guys "lost in beachwear purgatory," according to its Web site. The brand's signature cloth is a soft cotton-nylon

blend but models are also available in nylon stretch and Spanish seersucker, for example. The shorts offer a soft textured mesh on the inside and antique nickel hardware details embossed with the brand name that have been specially built for water submersion.

Onia's signature style is the Calder trunk, which looks like a chino but can also be worn in a pool. It's available in a variety of lengths. While solids remain a hallmark of the brand, Onia has branched into patterns as well, joining with Liberty of London to rework some of its historic prints into innovative swimwear looks. Polos, Henleys and T-shirts round out of the offering.

In recent seasons, Onia has started to incorporate more "active-inspired swimwear" into its offering, Roman said, and its new bonded short has made the biggest splash at retail this summer. The stretch-solid fabric is laser-cut and fused together with a special machine that uses no stitches and is virtually tear-proof.

For spring, Onia will be introducing a half-elastic chino short and pant and will expand its assortment with Liberty. Tied-dye stripe prints and a new Montrose shoe built out of swim fabric with eyelets and drawcords will also be offered. The swimwear retails for \$120 to \$195, T-shirts for \$65 to \$85, and the collection is found at department and specialty stores including Barneys New York, Saks Fifth Avenue, Rothmans and others. Onia has also dabbled in third-party collaborations, working with Theory and Steven Alan on their swimwear offerings. The collection will be in the Tents at Project. —J.E.P.



Onia

UNDERGROUND VISIONARIES

Ask the creative director of Underground Visionaries who his target customer is and he'll reply that he is a "creative, urban man in his 20s or 30s who's a businessperson seeking something great in life." This, coming from 18-year-old Ibrahim Mimou from Walnut, Calif., who just started his freshman year in college and launched his firm one year ago.

"I don't think about my age much, these are things that I like and I definitely always wanted to get into fashion as soon as possible," he said of the line that will be shown at Liberty Fairs.

The sportswear collection is all about "timeless elegance for everyday wear," he said. "That's the overall aesthetic and philosophy. I want pieces that a few years down the line

won't be shocking but will complement what we're doing then as we are today."

The offering is composed of ankle-grazing caftans, Henley shirts and scarfed hoodies made from light cotton oxfords or a tri-blend of poly-cotton-rayon. All of the fabrics are sourced from Japan. The aesthetic, Mimou said, is loose and comfortable, but still durable and versatile. "I think that design is just a translation of what I see and what comes up," he said.

Mimou is self-taught when it comes to fashion, having learned most of his techniques — pattern-making, stitching and digitizing sketches — from the factory workers who produce his line. To jump-start his business, he secured private investors, partnered with a businessman and also hired a full-time employee — without the help of his parents.

For spring, Mimou said he was inspired by the urban settings of Europe and Los Angeles and the way people dress in metropolitan cities.

The collection includes a Windbreaker for \$700, a raw brim hat for \$300 and a poncho for \$500. For fall, he plans to add trousers starting at \$300 and a blazer starting at \$700.

With its wholesale launch coming at Liberty Fairs, the teenager is hoping to open doors in an adult world. But sometimes his youth still shows.

"There's a quote — my favorite quote actually — from [rapper] Theophilus London," he said. "Clothes don't make the man. The man makes the clothes."
—D.Y.

KNICKERBOCKER MANUFACTURING CO.

What used to be a 60-year-old headwear factory at the intersection between Queens and Brooklyn is now home to the Knickerbocker Manufacturing Co., a young heritage brand that focuses on heritage-inspired apparel and leather goods.

"A 60-year-old guy, Mr. Watman, had no one to pass the factory down to and I became close to him so he passed it to me," said Andrew Livingston, co-owner of the brand. After launching a Kickstarter cam-



Underground Visionaries

aign to take over the machines started, the brand launched a year ago and is sold at retailers including Brooklyn Denim Co., Lone Flag in California, Wheat & Co. in Nashville and Kinfolk in New York City.

"We imagine our products for the young Williamsburg dad," said Livingston, whose background included the now-defunct apparel brand Ferris. "We don't want to be too trendy. Our whole thing is longevity and shelf life. We want to be the go-to brand for a guy's favorite shirt."

The Knickerbocker collection includes shirts, sweaters, shorts, leather goods and hats, with retail prices that range from \$65 for T-shirts to \$500 for outerwear. Everything is made in New York City. "Our tag line is 'Made by us in New York,' and that's really important to us," he said. "There are a lot of cultural influences that we get from the city, though it is heritage-based."

That's especially true of the hats. "They're actually made by our master hatter, Felix [Pantaleon], who's been making hats for more than 30 years," Livingston said. "He was the same guy who was at the original factory and came along with us."

For spring, Knickerbocker will move into bottoms, including selvedge chinos. The brand will also introduce a preshrunk basic T-shirt line made of heavyweight cotton and expand its offering in wovens. There will also be a shirt-jacket inspired by a vintage lapel-less suit he spotted in a vintage photograph.

"The design made us really want to get focused on outerwear," he said, noting that denim jackets, wax canvas vests and other pieces will also be offered.

Along with outerwear, headwear will be a prime focus as well. "We run a lot of basic men's hats from Ivy League, newsboys and others in wool herringbone and lamb's wool," he said.

Which goes full circle with the history of the brand and its very name.

"The Knickerbockers were the first baseball team to wear a baseball cap," he said.
—D.Y.



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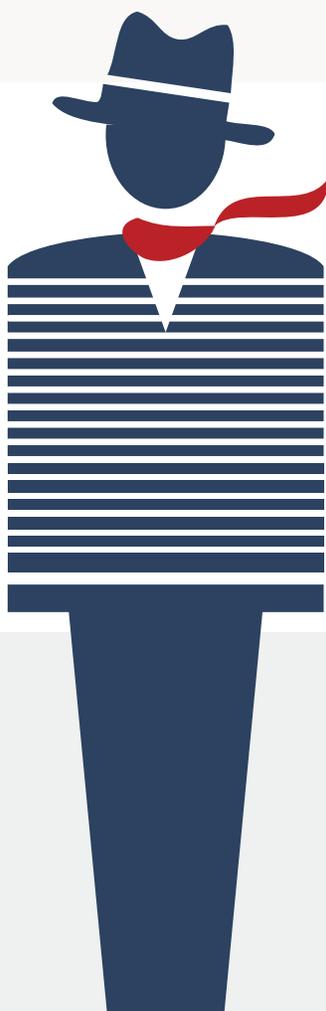
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