

WWD

Fashion. Beauty. Business.

'Bleak' Outlook

Moody's Investors Services said the global apparel and retail industry's prospects are decidedly "bleak" in the second half.

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Steep Drop

Despite lower losses, Rent the Runway's shares fell more than 18 percent as the retailer said it will spend more on inventory this year.

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Michele's Musings

Alessandro Michele discusses Valentino's latest ad campaign, which celebrates the beauty of everyday moments.

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Dior in Bloom

Maria Grazia Chiuri headed to Kyoto to present Dior's pre-fall 2025 collection, tapping into house founder Christian Dior's fascination with flowers and birds, his love of Japan and intense focus on craftsmanship – working with three local artisan workshops and textile companies on special prints and designs. "Sometimes in Europe, the idea of fashion is more about the brand, less about the craft, but craft is crucial with Dior, it's such a very important aspect of the brand," Chiuri told WWD. *For more on the show, see pages 4 and 5.*

PHOTOGRAPH BY SU SHAN LEONG



BUSINESS

LVMH Shares Slip 7.8% After Q1 Sales Miss

- The 2 percent decline had a dampening effect on other European luxury players, who saw their shares ease on Tuesday.

BY MILES SOCHA

PARIS – Shares in LVMH Moët Hennessy Louis Vuitton closed down 7.8 percent Tuesday on the Paris bourse as investors reacted to disappointing first-quarter results.

On Monday evening, the French group fell short of consensus estimates by 4 percent and reported a 2 percent dip in revenues to 20.31 billion euros, a 3 percent decline stripping out the impact of currency.

By division, organic revenues fell 9 percent in wines and spirits, 5 percent in fashion and leather goods, 1 percent in selective retailing and 1 percent in perfumes and cosmetics. Sales were flat at the watches and jewelry unit, as reported.

The lackluster numbers had a dampening effect on other luxury stocks, with Kering shedding 5.2 percent, Swatch Group 1.1 percent and Compagnie Financière Richemont 1 percent. Hermès International ended up 0.2 percent on a day when it briefly eclipsed LVMH in market capitalization.

Luxury analysts were expecting a share-price drop, and a drag on other European players.

In a research note after LVMH's conference call, Bernstein's Luca Solca wrote: "Today, LVMH is a stock for the optimists: LVMH's difficulties are visible to all but also being addressed by management. Meanwhile, the path to

Zendaya in the Louis Vuitton x Murakami campaign.



recovery is in question, as the odds for a global recession have only increased."

On Monday, LVMH trumpeted its resilience "despite a disrupted geopolitical and economic environment" and noted

that tariff talk had not dented demand for its fashions and leather goods in the U.S. in the last weeks of March.

The company blamed a 3 percent organic dip in U.S. sales on weaker

Louis Vuitton X Takashi Murakami handbags.



demand for wines and spirits – cognac in particular – and perfumes and cosmetics as Amazon's aggressive approach to pricing crimped Sephora's momentum on e-commerce.

The slowdown in fashion and leather goods is largely due to the slowdown in the Chinese cluster, "with lower tourist flows to Japan the big change," Deutsche Bank noted.

LVMH is the first big European luxury player to report first-quarter results, with Hermès International scheduled for Thursday and Kering, parent of Gucci and Saint Laurent, on April 23. The annual results presentation of Swiss group Richemont is expected on May 16.

BUSINESS

'Bleak' Outlook: Global Retail and Apparel Faces 10% EBIT Drop

- Moody's Investors Service cut its outlook on fashion, using stark terms to describe the impact of President Trump's trade war.

BY EVAN CLARK

Now that the initial shock of President Donald Trump's trade war has worn off – kind of – experts are starting to adjust their forecasts, framing up the impact of 145 percent levies on China and a boatload of uncertainty.

Moody's Investors Service said the global apparel and retail industry's prospects were "bleak" headed into the second half and early 2026.

"We changed our outlook to negative from stable after the U.S. imposed sweeping tariffs that will hurt profitability for U.S. retail and apparel companies and raise prices for consumers," said the debt watchdog in a sector update report. "Lower consumer confidence, inflation and geopolitical tensions will weigh on consumer spending and the sector's [earnings before interest and taxes], excluding online, which will decline by more than 10 percent in 2025, or more than 5 percent including online."

Those declines will be skewed toward the back half, when Moody's said companies will have sold through

inventories already purchased and will have to start to absorb higher tariff costs.

Tariffs are expected to be a "material drag on earnings through at least the first half of 2026."

"Affordability remains a critical issue for middle- and lower-income consumers, with shelter and transportation taking up the greatest share of U.S. consumers' wallets, and as consumer confidence wanes," Moody's said.

The pain will not be felt evenly.

"Adjusted EBIT for North American department stores will decline by more than 10 percent in 2025," Moody's said, singling out Kohl's Corp. and Saks Group as "the most vulnerable to volatility and tight margins within this category."

Already, the industry has been closely watching Saks, which is in the process of integrating Neiman Marcus, setting up a new business with Amazon and making back payments to vendors.

Retail discount giants, including Walmart Inc. and Target Corp., have scale and more negotiating power with vendors as well as a diversified assortment that opens up alternatives, the report said.

If there were a retail winner as such in North America, it would be the off-pricers, including TJX Cos. Inc., Ross Stores Inc. and Burlington Coat Factory Warehouse. Moody's said EBIT for that part of the market would rise by 2 percent

to 3 percent this year as they "all have flexible supply chains and get most of their products domestically, and attract consumers seeking lower prices."

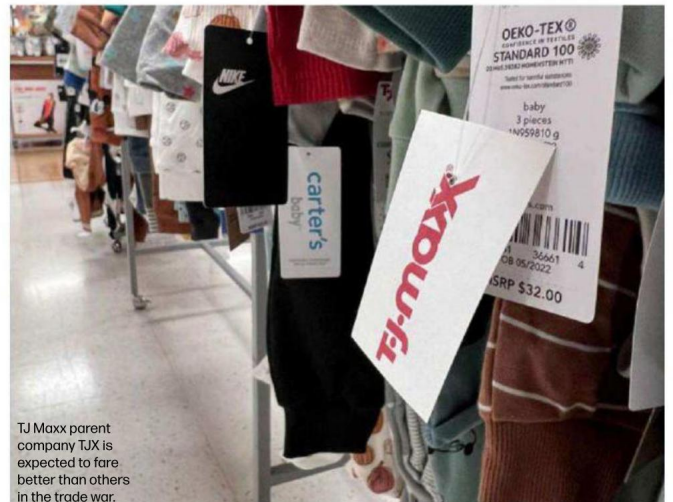
EBIT growth for European retailers is expected to slow to a low-single-digit increase from the 6 percent advance logged last year.

In a separate report, analysts at Morgan Stanley gauged which fashion companies were most at risk as the threat of a recession rises.

"Lululemon Athletica Inc., Levi Strauss & Co. and PVH Corp. are most insulated, whereas Macy's Inc., Kohl's Corp. and Bath & Body Works screen as most at risk," Morgan Stanley said.

"In past recessions, U.S. apparel and footwear spending showed earlier, deeper and longer declines relative to broader consumer spending," the report said.

The silver lining – maybe – is that while fashion stocks are among the first to fall as the economy slips, they are often among the first to recover as well.



TJ Maxx parent company TJX is expected to fare better than others in the trade war.

BUSINESS

Rent the Runway Stock Falls as Company Plans for Future Growth

- While cash burn improved last year, the company is spending again this year to boost inventory and build its subscriber base.

BY EVAN CLARK

Rent the Runway Inc. – the designer fashion rental pioneer – just celebrated 15 years in business.

And while cofounder, president and chief executive officer Jennifer Hyman told analysts on a conference call on Tuesday that the company is “now operating from steadier financial footing,” it remains a business in the midst of transformation.

Investors would prefer that footing to be a little steadier and sent shares of Rent the Runway down 18.2 percent to \$4.41 on Tuesday, leaving it with a market capitalization of \$17.1 million.

Rent the Runway’s fourth-quarter net losses narrowed to \$13.4 million from \$24.8 million a year earlier, while adjusted earnings before interest, taxes, depreciation and amortization rose 55 percent to \$17.4 million.

Revenues for the three months ended Jan. 31 inched up 0.8 percent to \$76.4 million, although the number of active subscribers at the end of the quarter fell 5 percent to 119,778.

The company has a long history of net losses and has so far racked up more than \$1.1 billion in red ink. It also ended the year with \$333.7 million in long-term debt on its books, but has been able to stretch its dollars further.

Rent the Runway’s reserves of cash and cash equivalents declined by \$6.6 million to \$77.4 million in 2024, a dramatic improvement considering the company



Jennifer Hyman

consumed \$70.5 million in cash the year before when it had \$154.5 million on hand to begin with.

“We’ve proven that we can operate a

sustainable nearly breakeven business,” Hyman said.

“It is now time for Rent the Runway to look to the future,” she said. “Our

data over the last five years has led us to believe that an investment in inventory is the greatest lever to unlocking customer growth and supporting customer retention. While we expect that this investment will impact our cash consumption in the year ahead, we believe this is an important investment we need to make for the future success of Rent the Runway.”

This year, the company plans to add twice as many inventory units versus 2024, with a three- to four-times increase from popular brands like Ulla Johnson and Veronica Beard.

“Already customers are feeling the newness,” Hyman said. “The number of new items in her shipment is expected to increase approximately 75 percent this year versus last year. And because we are buying new inventory throughout the year, customers can expect to feel this newness every month and see new styles on our site every week.”

Sid Thacker, chief financial officer, said the company would ramp cash consumption back up to \$30 million to \$40 million this year.

That will help bring in the new inventory and help drive what’s projected to be a double-digit increase in active subscribers.

“The good news is that we utilize that inventory over multiple years and we believe this year’s inventory investment will continue to pay dividends beyond fiscal year 2025,” Thacker said. “Additionally, our brand partners are willing to provide about 62 percent of these [new inventory] units under Share by RTR arrangements reducing both the risk and cost in fiscal year 2025.”

Already, this year has been a sore test for the fashion rental sector. CaaStle, which has powered a rental business for various retailers, was hit by a scandal when CEO Christine Hunsicker made a quick exit trailed by accusations of doctored financial statements and a company suddenly in the midst of a liquidity crunch.

Between 2011 and 2023, CaaStle raised a total of \$520.9 million and had accumulated a deficit of \$510.5 million.

FASHION

Katy Perry’s Trademark Fight With Fashion Designer Continues

- The Blue Origin space traveler is still wrangling in an Australian court with the similarly named fashion designer Katie Perry.

BY ROSEMARY FEITELBERG

The yearslong legal battle between the pop singer Katy Perry and the Australian fashion designer Katie Perry carries on.

The Australian High Court ruled Friday that it would hear the trademark case “Taylor vs. Killer Queen,” in which the Sydney-based designer claims that the 13-time Grammy nominee infringed on her brand. This reverses a November decision by the High Court that had ruled in favor of the American pop star.

The designer, whose birth name was Katie Jane Perry and whose legal name is Katie Jane Taylor, is the registered owner of the Australian trademark Katie Perry. She secured that in 2008 – a year after she started her company. The U.S.-based

pop star, whose given name is Kathryn Elizabeth Hudson, adopted the name Katy Perry for her professional musical career and commercial licensing merchandise opportunities in 2002.

Justice Brigitte Markovic, who is overseeing the case, has previously referred to the matter as, “This is a tale of two women, two teenage dreams and one name.”

The pair have been embroiled in a court case since 2009. Their dispute elevated to the Federal Court in 2019, when the designer claimed that the Californian “Woman’s World” crooner had sold branded Katy Perry clothing and merchandise at her concerts and online via her companies Killer Queen, Kitty Purry and Purrfect Ventures.

The designer declined an interview request Tuesday via email and noted that per her attorneys’ advice she is not speaking with journalists, since the matter is before the High Court. She said in a statement, “I confirm that the High Court has granted special leave to appeal the decision of the

Full Federal Court from November. As this matter is now before the Court, I cannot comment any further at this time.”

The Australian creative also declined to comment about Perry’s recent 11-minute Blue Origin space flight with the all-women crew that included Jeff Bezos’ fiancée Lauren Sanchez and Gayle King. As an indicator of the disparity between the megastar and the designer, the “Roar” musician has 230 million Instagram followers, and the designer has 670.

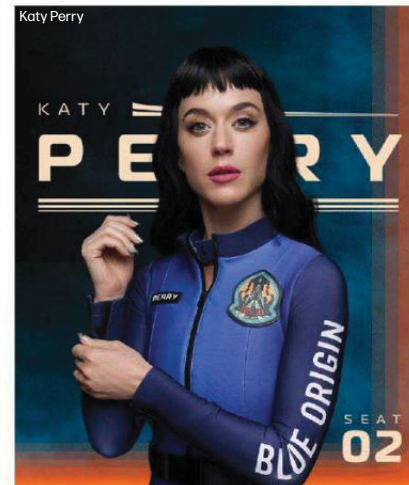
An attorney for Katy Perry did not respond immediately to a request for comment Tuesday morning.

The case brings to the surface more than similarly named people including whether globally recognized third parties could confuse or deceive consumers, and that defending one’s “own name” applies to one’s legal name, and any pseudonym or stage name. The claim that clothing includes footwear, headgear, caps, hats and headbands has also been a matter of debate.

After the pop star sought registration for the “Katy Perry” trademark in Australia and proposed a co-existence agreement in 2009, the fashion designer declined.

The Katie Perry label is a Sydney-made sustainable line of women’s and men’s travel wear and loungewear. The mother of two describes her brand as “purpose-driven and the opposite of fast fashion,” and encourages people to repeat outfits made of natural fabrics.

Regardless of what happens in the High Court, Katy Perry’s upcoming “Lifetimes”



tour will touch down in Australia for 15 concerts including three in the designer’s home city of Sydney on June 4, 9 and 10. In 2023, a federal court judge ruled that Perry had infringed on the designer’s trademark with merchandise that was sold in conjunction with her 2014 Australian tour. But that decision was later reversed, due to the American singer having established international recognition for her stage name before the designer’s trademark was established.

The Reviews



Dior PRE-FALL 2025

Dior's fascination with Japan began with founder Christian Dior in the 1950s, and now that storyline has welcomed a new chapter with Maria Grazia Chiuri's Kyoto showcase.

Chiuri's pre-fall 2025 collection unfolded Tuesday against the fleeting beauty of falling sakura, set within the timeless serenity of Kyoto's storied Tō-ji Garden — home to one of the city's oldest temples and Japan's tallest wooden pagoda.

The scene instilled a delicate softness in Chiuri's female characters, who seemed to project both the studied grace of geishas and the quiet strength of samurai warriors. Soundtracked to the organic sounds

of Ryuichi Sakamoto and the chimes of Ichiko Aoba (hardcore techno was strictly forbidden inside the serene temple, according to the show's French DJ Michel Gaubert), the nocturnal showcase offered Chiuri's spin on founder Christian Dior's love of Japanese florals, embroidery and his love of garden motifs in a subdued — or as she called it, a "practical" — color palette, with silhouettes that matched the active lifestyles and relaxed dress codes of today.

Being a distinctively Chiuri collection, the silhouettes were sporty, feminine and with a vintage air. Light bomber jackets came with folded collars, denim painter's jackets were dyed with Edo period spring landscapes, wide-legged jeans came with an asymmetrical pleat that recalled

origami folding, and kimono-styled gowns came with sheer options and morphed into knitted dresses that gave the traditional garment an air of nonchalance.

Looks were paired with open-toe tabi high boots, ninja-friendly ballet flats, lace-up geta sandals or straw flip-flops, grounding them with a pragmatic and tough stance.

Generous coats and fuller denim suggested respectability and status with heavily embroidered details, while sheer, floor-grazing silk gowns with elongated silhouettes became canvases for poetic embroidery. More precious pieces, inspired by the Japanese aesthetic of "mono no aware" — the bittersweet awareness of impermanence — were rendered in delicate pastel shades. ▶



To honor the house's long links with local craftsmanship, the collection also featured works by three local artisan workshops and textile companies.

Tatumura Textile, which created Dior's first Japanese brocade jacket in 1953, reconnected with the brand after a 70-plus-year hiatus and made two replicas of the original floral jacquard weave in modernized silhouettes; Kihachi Tabata, the legendary textile workshop known for a specialized kimono dyeing technique called Yuzen, was inspired by a motif from Dior's spring 1953 couture "Jardin Japonais" line, recreating an indigo and pink cherry blossom print, and Yoshiyuki Fukuda, a 90-year-old workshop known for its embroidery work and steam dyeing technology, created landscape prints that expressed Chiuri's vision of "light shining through the forest."

For Chiuri, the dialogue with local artisans was almost a dialogue between different couture houses.

"Sometimes in Europe, the idea of fashion is more about the brand, less about the craft, but craft is crucial with Dior, it's such a very important aspect of the brand," Chiuri said.

"When you speak about craft, silk, prints, it is a language that connects all the community fashion around the world," she added.

She was also eager to explore new

craftsmanship technology deployed by the Kyoto workshops. "At the time of Mr. Dior, there was only couture, everything was done in the atelier for the client, but now, with the new technology, you can do a very good quality but done for pret-a-porter," Chiuri added.

On a more personal level, Chiuri recalled how traditional Japanese garments crossed into Italy, an incidental result of Japanese designers who took the Western fashion scene by storm in the 1980s.

"The construction of the kimono was very unusual in Europe, we didn't have these kinds of clothes in our wardrobe," Chiuri said. "So I remember that I was young, I immediately bought some pieces of vintage kimono to wear with my denim pants."

"The construction [of the kimono] in some way defined the body completely differently, it's very close to other kinds of clothing, like peplos, like saree, and with your body you define the shape [of the clothes], your body creates the silhouette," Chiuri continued to explain.

"It is also neither masculine nor feminine, that makes it very interesting,"

she concluded.

Last fall, Chiuri visited Kyoto and saw a landmark exhibition at the National Museum of Modern Art, Kyoto that struck a chord.

Titled "Love Fashion: In Search of Myself," the exhibition explored fashion and identity, as well as how the kimono was adopted and furthered by major designers throughout history.

It also displayed Dior looks from the '50s, including a sharply constructed "La Cigale" gown, which was later widely adopted in the global markets via department stores in America and Japan.

This led Chiuri to further research

garments from the same period, including the Diorpaletot and the Diorcoat, which Christian Dior designed to be worn over kimonos while respecting its shape. The sculptural silhouettes helped Japanese women embrace the Dior look, and in turns ushered the brand toward a more relaxed fit.

In Chiuri's hands, the storied garment took on a utilitarian edge, preserving its relaxed, wrap-style cut while being refined for sartorial relevance. The look was most compelling when paired with Chiuri's signature white shirt, this time featuring dramatically folded cuffs that offered a subtle nod to origami.

Chiuri's Kyoto collection helped perpetuate the house of Dior's connection with Japan, which was also a topic of fascination for Christian Dior's successors Marc Bohan and John Galliano.

Bohan presented his Mod fashion silhouettes in three Japanese cities for his fall 1964 collection, and Galliano, drawing inspiration from "Madame Butterfly" — a story set in Nagasaki — used Japanese iconography, including origami, porcelain, kimono, embroidery, Katsushika Hokusai waves and ikebana to construct an over-the-top version of Japanese beauty.

For pre-fall 2015, Raf Simons also brought his iteration to Tokyo, offering a futuristic take partially inspired by Japan's anime culture. For spring 2017 haute couture, Chiuri first referenced Japan with a restaged runway show at Dior's Ginza Six store, with nymph-like gowns adorned with delicately embroidered flowers and bird motifs.

Chiuri's Kyoto show brought Christian Dior's longstanding fascination with Japanese gardens to life for the first time — especially the florals and birds that once adorned his childhood villa, now reimagined in a fitting real-world setting.

It also served as the backdrop for Chiuri's inquiry into fashion and identity — by reinterpreting the kimono, she wanted to start an ongoing dialogue between craftsmanship and culture. — *Denni Hu*

FASHION

Argent, Citizens of Humanity Team Up for Good Work Capsule



A look from the Argent x Citizens of Humanity Good Work capsule.



Libby Page in a look from the Argent x Citizens of Humanity Good Work capsule.

- The partnership is rooted in shared values and a collective vision for dressing with purpose.

BY LISA LOCKWOOD

Argent and Citizens of Humanity have teamed up for their first collaborative collection called the Good Work Capsule. The partnership is rooted in shared values and a collective vision for dressing with purpose.

With the Good Work Capsule, women are encouraged to dress with intention and advocate for better practices in fashion and beyond.

"The Good Work capsule is not only a reflection of Argent's values, but the women we design for. Every piece embodies our commitment to supporting their ambition and growth, and our collective future. We're incredibly proud to continue our partnership with Citizens of Humanity as leaders in sustainable and regenerative fashion, and we're honored to create products our customers can wear with confidence – both in and beyond the office – for years to come," said Sali Christeson, founder and chief executive officer of Argent.

Designed for women whose wardrobes need to perform across professional and personal moments, the collection pairs Argent's signature tailoring with Citizen's of Humanity's relaxed polish. Every piece is manufactured with low-impact, responsibly sourced materials. These include breathable linen, regenerative cotton and bio-indigo dyed denim.

"Argent is not only exceptional in their category but also in their commitment to championing women in business, politics and beyond. With the Good Work Capsule, we have the opportunity to bring our regenerative cotton and bio-tech innovations into a new space – one that aligns with our shared mission to empower women through thoughtful, elevated design. We're proud to partner with Argent

to design a collection that embodies both style and purpose," said Amy Williams, CEO of Citizens of Humanity Group.

Among the looks are the Chelsea Blazer and matching Weekend Trouser in soft blue linen, a Button Dress in black and blue, tailored shorts, a waistcoat, ribbed tanks and essential tees. The capsule also features denim, a Citizens' hallmark, which appears in easy-wearing silhouettes like the Ayla Baggy and the sculptural Farrow Denim Dress in a rinse denim. Rounding out the collection are staples like the Abra Work Jacket and the Harris Shirt.

The full collection will be available in Argent's stores and Citizens of Humanity's Aspen store, as well as online at argentwork.com, citizensofhumanity.com and select retailers such as Net-a-porter, Mytheresa, Selfridges, Goop, Holt Renfrew and Neiman Marcus, starting Wednesday.

Discussing the collaboration, Christeson said she and Williams connected on the heels of the pandemic, having been introduced through a mutual founder friend. "It was born from a desire for us to introduce denim into our assortment, which is something I've wanted to do since launch in 2016," she said. "We really hit it off. I expressed to her that we wanted to partner for creating some work appropriate options which we did with their brand AGOLDE [part of Citizens of Humanity Group], and we had so much success with that. From there, Amy had the idea to do something larger with Citizens, which I was obviously very excited about," Christeson said.

Williams said they worked together for a couple of years, and she admired the work that Christeson was doing "in bringing the modern, chic, confident, wardrobing option to women."

"Being very inspired by the women who are part of the Argent community and the leadership role she's taken in everything from politics to entrepreneurship. I called her one day and I said, 'I think there's a world in which, under the values of this idea of Good Work, we can create

thoughtful, sustainable and really chic wardrobe alternatives for people," Williams said.

Williams feels this collaboration can be ongoing, and not just one season.

Interestingly, Christeson said she found out from their wholesale partners that people were reaching for Argent and Citizens together when they were shopping. "There's a need for more casual options. There's been a relaxing of dress codes. Women want a workwear authority, and go-to destination that offers them work-appropriate denim," she said.

Asked whether she's finding more professional women wearing denim to the office, Christeson replied, "Absolutely, and we found that women are confused by that. We have women come in and say, 'We now have casual Friday,' and in some dress codes, it will be very undefined. What we want to do is step in and be a solution there that doesn't require her to think...and gives her confidence at the end of the day."

There's been a modernization of work apparel, she said. Christeson said she was working in tech, and women were looking for some sort of direction in how to dress for those more casual environments. "We're really seeking to fill a void for work across all spectrums from the more casual environment all the way to the more formal environment. This allows us to do even more than we can do as Argent on its own," she said.

Argent has three freestanding stores – two in New York and one in Washington, D.C., and there are plans to open more stores this year, Christeson said. The company wholesales its collection to Neiman Marcus, Goop and specialty stores. Argent has carried Agolde in its stores for the past few years.

In assessing the market, Williams said it's become very expensive to get dressed, "and there's a void in products that are incredibly well made with great integrity and intention in quality factories that are affordable for all women to participate in and wear," she said. The capsule was manufactured in New York and Portugal.

Explaining the design process between the two companies, Williams said, "It was super collaborative. You can close your eyes and imagine 'who doesn't feel pulled together when they wear a blazer and jeans?'" she said. "That was the starting point. What are the most important silhouettes from a bottoms perspective and how do we pair that up with a blazer and pieces around it? Part of what excited us and the challenge was to make sure all of the materials were responsibly sourced. From a denim perspective, everything is using our regenerative cotton – U.S. grown, which is something we've been working on for five years," Williams said. In addition, Citizens launched an eco-indigo dye into the market with Net-a-porter in January, and it's been rolled out to all their key accounts. All the indigo denim [in the capsule] incorporated that indigo dye.

There are 20 styles in the Good Work capsule that will be delivered at the same time, with prices ranging from \$108 to \$595. They are currently incubating a second collection for the fall season in October.

The two teams met virtually and selected "best of" products including those that were inspired by each other's collection. The creative directors of Citizens and Argent then met over Zoom and worked together. They sketched and went through the entire design process,

with sketches and color palette and sent samples back and forth for fittings, edits and comments and final merchandising with a group of them.

Sizes range from 0 to 14, and Citizen's numerical sizes match them.

Asked what they anticipate will be bestsellers, Christeson said, "All of them. It's really hard to say."

"This capsule has been so much fun for me and Amy and our team. It's rare to find a partnership that just works so seamlessly. We've been really intentional with brand-building, and we've not done anything like this. Citizens is unique. We just see so much alignment and overlap in terms of our values, in terms of our intentionality, in terms of what we're trying to accomplish. I think we've been able to improve our ability to deliver on our mission of removing barriers for women by pursuing this partnership," Christeson said.

According to Williams, "It's a very curated, intentional collection of pieces. It's the 'perfect' blazer, it is the 'perfect' wide-leg pant, it is the 'perfect' denim shirt. You can buy all the pieces and wear them interchangeably and forever. That's what makes it really chic and stylish and gives women confidence," Williams said.

Williams said they don't generally do collaborations but work with their retail partners. "We don't like to do things that are very gratuitous. We like to do things that are grounded in something that's authentically in line with our values. We're excited about this for all those reasons," Williams said.

For its part, Citizens of Humanity offers a full sportswear collection, but it's not as dressed up as what Argent offers. Citizens does a full range of products from woven shirting to outerwear, knits and sweaters. They've expanded over the last five to seven years.

Christeson spoke about the functional elements in its pieces. For example, it puts a band in the sleeves of its blouses and blazers so when you push the sleeves up, it holds it in place. They introduced that into the denim top they are making for the collaboration.

The denim jeans will be primarily wider leg, Williams said. "For this collection and the sensibility, wide leg is the way to go," she said. There will be both a five-pocket and a flash-pocket trouser in that silhouette. "It's stylish and chic for any height of person or any size, it's a very flattering silhouette for all customers and all body types," she said. She said the jeans retail from \$248 to \$325.



Isolde Brielmair in a look from the Argent x Citizens of Humanity Good Work capsule.

EXCLUSIVE

Valentino's Fall Campaign Celebrates Daily Moments

● Through Glen Luchford's lens, Alessandro Michele captures the magic of ordinary life.

BY LUISA ZARGANI

MILAN — At a time when attention spans are constantly distracted by the flow of images, information and digital diversions, Alessandro Michele is urging us to press the pause button.

Unveiling his advertising campaign for Valentino's fall 2025 collection — which other brands call pre-fall — Michele penned a letter, dubbed "The Poetics of Everyday," acknowledging the current "era of violent uproar, of shouting images, of words chasing after other words without ever taking root. Such overblown turmoil oversaturates our gaze, producing a solid crisis of perception."

In his opinion, this requires returning to a more long-lasting gaze, "capable of lingering upon the infinitely small, on seemingly insignificant gestures, on those everyday routines that connect us with the pattern of life."

The campaign photographed and directed by Glen Luchford presents a series of images capturing simple daily — and also child-like — moments in front of an ice cream parlor, trying to solve a Rubik's Cube, playing with a yo-yo, and, naturally, eating an ice cream. The images have a still-life quality as the models are caught in mid-action.

"Re-enchanted the everyday, trying to inhabit it poetically is not an easy task. An anomaly is needed, a disruption in the frantic rush to do. We need to slow down and stop. That's why I imagined a static point of view that may scan the poetical density of what nestles in the ordinary," writes Michele. "A fixed camera focused on

life, as it happens. A door opens, a street, a bar. And then: ancient and minute gestures within mornings that seem to be all alike."

The cast includes: Kai Schreiber, Naomi Watts and Liev Schreiber's daughter, who debuted as a model on the Valentino runway on March 9 in Paris; Scarlet White (Jack White and Karen Elson's daughter); Amelia Gray (Harry Hamlin and Lisa Rinna's daughter); actress Sophie Thatcher; Lorenzo Zurzolo; Marie Sophie Wilson; Yuri Fukuhara; Saniq; Yilan Hua; Aimee Patricia Byrne; Yar Aguer; Luukas Niskanen; Bukwop; Suyong Jung; Hank Akerlund; Glory, and Franklin Smith.

"What I'm proposing is to overcome the anesthetization of the gaze, dwelling in the silent twist and turns of the days, welcoming the magic of the existing with kindness, choosing to stay in touch with what is alive," continued Michele in his statement. "The everyday is not a backdrop that animates only when the extraordinary steps in. Rather, it's the secret architecture that supports our presence in the world: a frame of glows and joyful epiphanies enshrined in the little or nothing of our ordinariness."

Here, Michele's responses to WWD questions elaborating on his ideas of daily life.

WWD: What are the activities that represent daily life moments for you? Have they changed since you became an established designer?

Alessandro Michele: Taking long walks is the main activity in my daily life. This has not changed at all, I have the same habits as before. The difference is that now, during my walks, I meet people who love me and stop me, but my daily life has not changed because I don't want to change my life.



I like the small daily actions. I think the universe lives in small things.

WWD: How do you slow down the frenzy of your days? What helps you?

A.M.: The people I love and my friends and colleagues. I don't create frenzy in my daily life and I focus on what I like, on my commitments, trying to unload stress and frenzy.

WWD: Was there a particular reason or moment that prompted you to focus on this theme for the campaign?

A.M.: The campaign is a dreamlike image of the street and of the gestures we make in our daily lives, of life that flows, of poetry and beauty found in small things. The ice

cream parlor is a sort of stargate, a timeless location, and the ice cream is a reminder of a daily moment that also as adults helps us return to being children.

WWD: The relationship with Glen Luchford continues, but why did you choose him in particular for this campaign?

A.M.: I have been working with Glen for more than 10 years. When I became a creative director, his wonderful images from the '90s were still in my eyes and Glen was a natural choice, the only possible choice. He is a great master of light, a poet, a person who succeeds in seeing my storytelling. At times it's as if Glen were my extension.

FASHION

Gabriella Mazzei on Staging Memorable Fashion Shows

● The owner of Milan-based Without Production has successfully executed more than 1,000 high-end events globally, collaborating with brands ranging from Gucci, Valentino and Prada to Burberry.

BY LUISA ZARGANI

MILAN — Anything can happen.

Staging a fashion show or an event, all potential issues must be taken into account as much as possible. Enter Without Production, which was founded in 1999 by Gabriella Mazzei, who has successfully executed more than 1,000 high-end events globally, collaborating with brands ranging from Gucci and Prada to Burberry.

Milan Design Week and Salone del Mobile have just wrapped up and Mazzei's studio helped stage several events, including the stunning Es Devil installation "Library of Light" at the Pinacoteca di Brera. A structure formed by illuminated shelves containing more than 2,000 volumes donated by Italian publishing house Feltrinelli was designed with a rotating floor and illuminated surfaces, and positioned in a layout similar to that of a sundial.

Tapped by Salone del Mobile and

FederlegnoArredo, Italy's wood furnishing association, Mazzei enthused about the opportunity to work with Devlin. "It was so stimulating to be part of this very interesting project with such a talented creative," Mazzei said in her Milan office.

Her approach is to "accommodate the needs of the designers," while at times steering them in the direction that allows a project to be completed, in terms of feasibility, functionality, materials and costs. At Salone, among others, Mazzei also worked with Gucci on the event to unveil the "Gucci | Bamboo Encounters" exhibition and with Brioni on the event to launch a limited edition of 18 signed

crystal flacons with Lalique, each housing a parfum essence.

"After so many years, I am still passionate about my job, and this is fundamental to bring enthusiasm to the projects, which I make sure reflect the client's brand identity while delivering memorable experiences," she said.

Mazzei continues to be hands-on, and she admits visiting the worksites remains key to be mindful of all stages of production. While having developed strong relationships with designers ranging from Miuccia Prada and Alessandro Michele to Pierpaolo Piccioli, Christopher Bailey, Frida Giannini, Francesco Risso, Fabio Zambonardi and Rocco Iannone, to name a few, she is extremely low-key. A conversation with her is like taking a course in fashion history, as she recalls her early days working with reputed fashion show director Sergio Salerni for about eight years before venturing out on her own in 1999, opening Without

Production with her then-husband Andrea Leonardi, a partner until 2023.

Mazzei caught Salerni's attention when she was coordinating fashion shows for Valentino, Gianfranco Ferré, Versace and others for the "Donna Sotto le Stelle," or "Women Under the Stars," event broadcast for years on Italian national television. "Life hands you opportunities, but you have to be quick to catch them," she said.

She recalled some of the industry's milestone shows she produced, from Valentino's couture fall 2022 show on Rome's Spanish Steps and the fall 2023 couture show at Château de Chantilly with Pierpaolo Piccioli, to the first show with Alessandro Michele at Gucci in January 2015, when the set had to be reimaged in a matter of days after the exit of Frida Giannini.

She is also the partner and founder of 4 Friends Film, a video production company, since 2012.

With her mainly all-women team — except for one man — Mazzei's key responsibilities in organizing a fashion event range from defining a concept and location in alignment with the creative director and the brand's identity, to selecting the team and managing logistics, including guest management and backstage operations. The agency has been expanding its expertise into sectors such as automotive, food and beauty and Mazzei admitted she is "open to new, future synergies."

Teaching at IULM University in Milan, she shares her tips for aspiring professionals, underscoring "the importance of passion and dedication, as well as the ability to work under pressure."



Valentino Couture, fall 2023

EXCLUSIVE

Eugène Riconneaus Launches Marine-based Materials

● The French artist and designer has created ER Ocean Recherche and a R&D hub dedicated to developing next-gen solutions from the sea.

BY RHONDA RICHFORD

PARIS – French artist and designer Eugène Riconneaus is expanding his reach into new materials with the launch of ER Ocean Recherche, a research and development hub devoted to creating next-gen sustainable fibers and textiles sourced from the ocean.

First out of the gate will be SeiShell, a marine-based leather alternative and fabric, and SeiYarn, a fiber yarn that can be turned into new materials for the fashion industry.

“The designer’s job has changed,” Riconneaus said in an interview. “With a paper and a pencil and a color palette, actually you have a big responsibility in the value chain. You’re the only one that can really influence your board of directors about what is the impact of your product.”

“We don’t need another dress. We don’t need another pair of shoes. But if I do create another one, it has to be good for the planet,” he said. “My fight is for the ocean.”

Both materials are based on Sei, ER Ocean Recherche’s proprietary structure.

SeiShell creates a coated canvas leather alternative, which is plastic free. It can be made in a variety of thicknesses and uses

natural pigments from marine sources. The plastic-free material can be made in large roll-to-roll format suitable for applications from fashion to automotive.

SeiYarn is an alternative to viscose or rayon cellulose fiber with multiple applications. It can be used in delicate iterations such as silk-like lace, knitwear or high-performance synthetics.

The materials are currently in the pilot phase. Riconneaus has been working with spinners and producers in France, Italy and Portugal to get to scale, and the material is expected to be made available by September.

The founder and designer behind the ER Souliers line, Riconneaus first began his foray into new materials while looking for an alternative to petroleum-based paint and pigments for his artwork. He created a vivid blue that he has since used in his paintings.

That research interest grew during the pandemic, when he developed a new oyster shell-based sneaker sole. That product launched commercially in 2023.

Since then, he’s continued to expand his research, turning his Paris studio into a scientific hub.

The sea continues to be Riconneaus’ inspiration, with the new research initiative deep diving into new uses for marine biomass, particularly invasive seaweed including Sargassum endemic to the southern Atlantic coast of France, near his hometown of La Rochelle. He has also continued to explore new uses for seafood byproducts such as oyster shells.

Additional research is taking place in Portugal.

“We study the marine ecosystem with the objective to co-create with the ocean to replace plastic,” Riconneaus said. “The scope of the project is to study what algae should be grown, because actually they are very good to produce polymer, as well as what is the invasive species that we can valorize to produce garments.”

Riconneaus plans to open a larger scale research facility in Paris. He is also currently working on a line of dresses made from the materials to show the material’s applications. Both are expected to take place in September.

He hopes that, as the project expands its scope, ER Ocean Recherche can bridge the gap between designers and lab researchers.

“We need to create more synergies in this industry. We should help each other, because the fashion industry needs scalable solutions, and we need to speed up the research and create a new industry in Europe,” he said. “I’m a very small drop in this big ecosystem that needs solutions.”

The Sei products, including the polymer polymer, fiber and leather alternative, will be on display at ChangeNow sustainability convention in Paris, April 24 to 26.



Eugène Riconneaus



SeiYarn fiber.

ACCESSORIES

Hoka Drops Clifton 10 With Updated Design, Features

● The latest iteration of the popular running sneaker includes extra cushioning, increased stack height and an enhanced heel fit.

BY JEAN E. PALMIERI

After a decade of footwear soles getting thicker and thicker, the pendulum appears to be swinging back in the other direction.

Many brands – both athletic players such as Adidas, and luxury players, like

Louis Vuitton and Martin Margiela – have begun championing thin-soled sneakers.

But don’t tell that to Hoka, the brand famous for the oversize midsoles that skyrocketed in popularity after the minimalistic trend fizzled in the mid-2010s. The brand’s thick, cushioned footwear quickly began making inroads and seemingly everyone else rushed to follow suit.

And the momentum continues today.

When Deckers, its parent company, reported third-quarter results in January, it revealed that Hoka’s sales rose 23.7

percent to \$530.9 million from \$429.3 million in the prior year.

The brand, which was founded in 2009 as a solution for running on uneven terrain, continues to lean into its signature of a smooth, curved sole, called a meta rocker, that ultra-cushioned midsole and a flexible foot frame.

And on Tuesday, the company will release the newest iteration of one of its most popular models, the Clifton, which was introduced in 2014.

“The Clifton is the first Hoka shoe many people try out, often recommended to them by their friends and family,” said Bekah Broe, senior director of performance footwear at Hoka. “The fit of the Clifton 10 has been meticulously fine-tuned to be more accessible for runners of all levels, allowing us to add even more plush cushion for longevity – while still providing the smooth ride Hoka is known for.”

Updates in this model include a new design with additional volume in key areas of the foot for a more accommodating fit; increased stack height and updated midsole geometry for a softer and more stable stride; a 3mm increase in heel-toe drop, to 8mm for extra cushioning; an enhanced heel fit designed to fit a wider range of runners; abrasion rubber placed on high-wear-zones for increased outsole longevity; a breathable jacquard upper for comfort and enhanced breathability; reflective elements, and a double-lace lock.

Colin Ingram, Hoka’s vice president of global footwear product, said the Clifton has long represented the “paradox of Hoka,” which was the brand’s ability to offer cushioning without a lot of weight.

He said although there are updates in this model, the Clifton 10 continues with the “tried and true” features it has become

known for. “There’s no need to radically change anything,” he said, acknowledging that footwear brands are often guilty of changing popular models and alienating longtime customers. “We want to make sure we’re as close to the core of what the consumer expects as we can possibly be.”

What is different is the updated design and colorway options that range from conservative to subtle. “You can dial it way up from a color perspective or you can dial it back and it can feel very wearable throughout your day,” he said.

Although Hoka is not about to dramatically depart from its DNA of offering highly cushioned sneakers, Ingram acknowledged the trend toward thinner-soled shoes and said the company is “looking at that within our line as well, or at least understanding what it means for a Hoka and the heights that we can play with to drive the best possible performance.”

Looking forward, he said the company will be introducing some evolutionary products in its “glide and fly” categories as well as its trail shoes. The glide shoes are known for their max cushioning and include the Bondi and the Clifton, while the fly shoes are lighter and designed for speed such as the Carbon X and the Rocket X.

And more lifestyle and collaboration products are also in the works, he said, similar to the model created in partnership with Marni that launched earlier this month that he said was “unexpected” from Hoka. “We’re starting to create some new concepts there as well that helps enhance what the brand is rather than trying to continuously focus on the one part of the business that’s been so successful to us,” he said.

The Clifton 10 launched online on Tuesday and retails for \$150.



The Clifton 10

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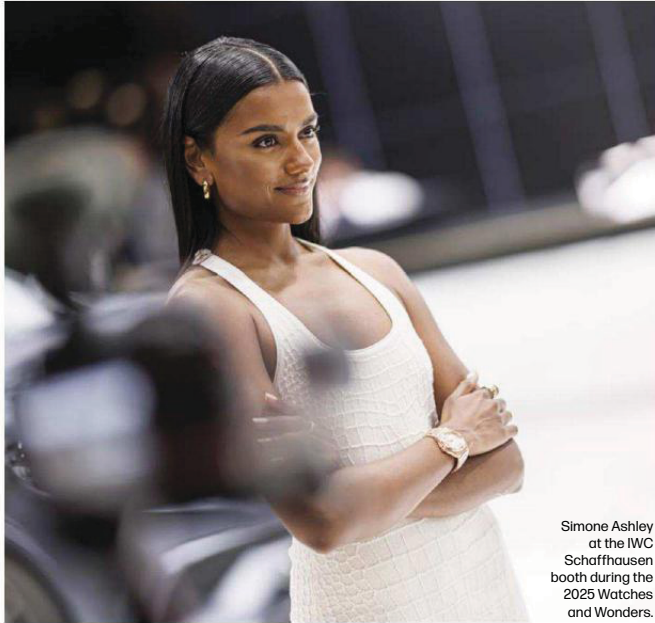


A NEW SURVEY of 1,000 industry leaders conducted by Kearney, a global professional services firm, in association with WWD has been launched to gather insights from executives on the impact of foreign policy—specifically tariffs—on apparel, luxury goods, footwear, beauty, and accessories. This will also uncover how customer behaviors and industry uncertainties are influencing decision-making, and the strategies executives are employing to navigate these market shifts.

KEARNEY

ACCESSORIES

Launchmetrics Says Rolex, IWC, Cartier Win Watches and Wonders



Simone Ashley at the IWC Schaffhausen booth during the 2025 Watches and Wonders.

- The fair generated \$53.5 million in MIV, up 6 percent compared to 2024.

BY MARTINO CARRERA

MILAN – The 2025 edition of Watches and Wonders, held between April 1 and 7 in Geneva, generated \$53.5 million in media impact value, according to the latest data analysis from Launchmetrics.

This marks a 6 percent increase in the fair's MIV performance compared to the 2024 edition. The assessment was made between March 30 and Monday, tallying the buzz-mounting halo effect generated right before and after the fair.

The U.S., Switzerland and China contributed the most to this year's MIV, respectively representing 17 percent, 14 percent and 10 percent of the figure, with the latter country slipping from the first spot last year.

Rolex, Cartier and IWC Schaffhausen were the biggest winners when measured by the MIV generated during the timepiece fair, confirming last year's ranking. In particular, they generated \$13.2 million, \$6.8 million and \$5.6 million in MIV, respectively. They were followed by Chanel, Patek Philippe, Jaeger-LeCoultre,

Tag Heuer, Bulgari, Hublot and Vacheron Constantin.

Although media contributed to almost two-thirds of the MIV the fair generated as a whole, brands' owned media, including social media channels, made for 20 percent of it. In the latter channel, Instagram was the top-performing platform, contributing to 44 percent of MIV. Meanwhile, TikTok had the highest average MIV value per placement, a figure that increased fourfold compared to 2024.

Watches and Wonders has become also synonymous with celebrity spottings and this edition made no exception. Kim Woo-bin, a Jaeger-LeCoultre global brand ambassador, was the top MIV-generating celebrity, contributing \$357,000 to the overall trade show's MIV.

He was followed by Simone Ashley, who visited the IWC Schaffhausen booth, generating \$268,000 in MIV. The actress stars alongside Brad Pitt in the upcoming "F1" movie, due in theaters this June. Other high MIV-generating celebrities included Mexican actor Alejandro Speitzer, "Dubai Bling" star Jwana Karim, and U.S.-born, but China-based freestyle skier Eileen Gu.

Under the influencer bracket, Nico Leonard van der Horst, Chris Min and Da Yan Zai Tong Xun She stood out, in addition to watch content creator pages Munich Watch Lover and Mr. Nice Watch.

MIV is a proprietary algorithm created by Launchmetrics to measure and benchmark the impact of all media placements and mentions across owned media, partners, influencers, celebrities and media in the fashion, luxury and beauty industries.

ACCESSORIES

A Kurdish Watchmaker's Journey To Rediscovering Her Heritage

- Leyla Uysal, the founder of Bajer, uses the motifs from ancient Kurdish carpet-weaving techniques to shine a light on her people.

BY HIKMAT MOHAMMED

LONDON – Time has played a funny role in Leyla Uysal's life, the founder of the watch brand Bajer.

She has often found herself at the wrong place at the right time, which is how she accidentally ended up in Boston in 2012 after fleeing her day job at an urban planning firm in Istanbul.

"Google Translate wasn't that advanced in 2012 and I couldn't speak English. I misunderstood an email from Harvard University; I thought I was invited to the university [to study]," said Uysal, retelling the story of how a landscape architecture professor was encouraging her to visit the campus.

"I fell in love with the city right away and I realized it might be a good thing to stay to work on my English," she recalls, adding that a year later she met her husband and they were engaged two weeks later.

Uysal admits that the grip on her ambitions to study loosened as she built a family with her husband as they settled in Cambridge, Mass.

"Even though I call myself a modern woman, I [only] became more independent later in life, but there was still a big fire in me," she said.

Uysal reached a tipping point in 2018, where she was a stay-at-home mother looking after her two children and had become an Airbnb host. One day she

grabbed a sketchbook and drew a watch.

She had found her Eureka moment and the first person she called was a former Airbnb guest, Roberto, an Italian motorcycle designer who she had become friends with.

"He was always telling me that for some reason Italians are very much similar to the Kurdish people. He had this admiration for the Kurdish woman for their courage and resistance. He was always telling me that [there's more to me] than being a stay-in mom," said Uysal, who spent a couple of months revisiting her ideas.

"I'm a designer, but not a product designer," she said.

Uysal holds a degree in city and regional planning from the Turkish architecture school Mimar Sinan Fine Arts University.

"Then I remembered when I was 10 or 12, my mother would always translate conversations between me and my grandmother because she spoke Kurdish and I spoke Turkish – the Kurdish language was banned in Turkey. My grandmother would say, 'I wish she knew how to weave a rug, so I would be able to understand her,'" said Uysal, who was always baffled by this remark.

She finally found meaning in her grandmother's riddled wisdom and now uses the carpet-weaving technique that remains a long-standing tradition in Kurdish culture to the present day on the strap of her watches.

Bajer, which translates to city in Kurdish, is made up of four collections with each one named after ancient Kurdish places: Artemita, Basenia, Corduene and Sophene.

The watches are priced from \$995 to \$3,290 with each caseback engraved to

say "Kurdish Inspired, Italian Designed, Swiss Made."

"It's a quality Swiss watch, that was important for me and for the brand to be recognised that way," said Uysal.

She used this creative journey to dive deeper into her own roots. She found a secondhand bookstore on Instagram that was selling old maps and books that spoke about Kurdistan and then found a few American authors who had written on the subject.

"The Kurdish arts and crafts are being hidden or destroyed by the Turkish identity. At 30 years old, I started to realize that I had no idea who I was or what my culture looks like," she said.

Uysal was born in Suruc, a town in the Kurdish region of Turkey that borders Syria, but her family moved to Istanbul when she was in her 20s.

She speaks candidly about being an outcast in Turkey.

"One of the reasons I ran away was because I got fired from my job for being Kurdish," said Uysal.

She has used all her anger and trauma she's faced into developing her brand. "This is a platform to introduce the Kurdish people's strength, beauty and intellect to the world – especially the Kurdish women. In America, when you say you're Kurdish, people respond with admiration and kindness," said Uysal.

According to a report from the U.S.-based Council on Foreign Relations, "Kurds are one of the world's largest peoples without a state, making up sizable minorities in Iran, Iraq, Syria, and Turkey. Their century-old fight for rights, autonomy, and even an



independent Kurdistan has been marked by marginalization and persecution."

Uysal proudly calls Bajer a Kurdish-American company and hopes that in the future, when the brand has become more established, she can use Kurdish artisans. Bajer's biggest market to date is the U.S. followed by Europe, which the U.K. also makes a big part of.

"I have received so many messages from people [in the Middle East] telling me they are so proud. I'm going to wait to establish the brand in the Western market before I move to other markets," said Uysal.

She often finds herself coming back to an idiom that's used in Turkey, which is "geography is your fate."

In starting Bajer, Uysal has found much more about herself and where she's from.

BEAUTY

Skylar Launches First SPF Perfume



Skylar's latest launch combines two of beauty's buzziest categories: fragrance and SPF.

- Scent-Screen SPF 30 mist offers a fresh – and seasonally appropriate – take on beauty's fastest-growing category.

BY NOOR LOBAD

The perfume boom has officially reached the SPF category.

On the heels of the fragrance mist craze

– Circana reports sales of body and hair mists grew 94 percent and 32 percent in 2024, respectively – clean fragrance brand Skylar is launching its first SPF/fragrance hybrid with its Boardwalk Delight Scent-Screen Mist, \$25.

Infused with SPF 30, the multipurpose offering claims a water-resistant formula for up to 80 minutes and features an aquatic accord top note; middle notes of guava flower and coconut milk, and a base of cotton candy and musk. This marks the third format for Skylar's Boardwalk Delight scent, previously available in eau de parfum and body and hair mist versions at Sephora and via the brand's own website.

"Skylar has always been about pushing clean fragrance into new territory, and we're excited to reach Skylar fans and beauty lovers alike who want their SPF to do more than just protect," said David Dreyer, chief marketing officer of Starco Brands, which acquired Skylar in 2023 for an undisclosed sum and also owns personal care brand Art of Sport.

The company estimates sales of Scent-Screen could reach up to \$100,000 via a limited run and distribution during the

product's first year on the market, with plans to potentially expand the franchise next year to include other scents within Skylar's portfolio. In addition to SPF, the formula taps red algae and copper peptides to hydrate the skin during wear (this follows Beekman 1802's recent, similarly skin-caring fragrance foray with its three-scent Milk Shake Body collection).

While this isn't the first time a brand has paired scent with SPF – Sol de Janeiro's Rio Radiance body SPF taps the brand's Cheirosa 87 scent; inversely, Vacation offers a \$60 (non-SPF) Eau de Toilette inspired by the signature smell of its sun care offerings – the positioning of Scent-Screen as a hybrid SPF/fragrance seeks to bring a differentiated approach to both categories.

Fragrance has been a thriving sector for beauty since 2021, when it saw an initial, post-pandemic sales spike of 82 percent during the first half of the year. Each year since, scent has continued to outpace the growth of makeup, skin and hair care, most recently growing 12 percent in the prestige market and 9 percent in mass in 2024, according to Circana.



Chanel will soon unveil a fragrance activation at The Grove in L.A., open from April 30 to May 18.

EXCLUSIVE

Chanel To Open Beauty Activation In L.A.

- The experience showcases the latest incarnation of Chanel's Chance Eau Splendide fragrance.

BY RYMA CHIKHOUNE

Chanel is bringing its Chance Eau Splendide fragrance to life at an activation at The Grove Los Angeles. It's free and open to the public from April 30 to May 18.

"Upon entering the space, guests will take part in a Chance maze activity that asks them which of the four words displayed resonates with them most," notes Chanel. "Each word connects to the essence of Chanel. Next, they'll encounter the 'Chance Teller,' which will reveal a hidden message corresponding to their chosen word."

It's the latest incarnation of the scent – an eau de parfum featuring a blend of raspberry and rose geranium with warm notes of wood and amber – formulated by in-house perfumer Olivier Polge. Visitors will be able to try and purchase the new creation, purple in hue, as well as past interpretations of the fragrance including Chance, Chance Eau Tendre, Chance Eau Fraîche and Chance Eau Vive, and the accompanying body care range.

There will be photo ops to pose with an oversize bottle of Chance Eau Splendide, a photo booth and a listening station where guests can hear "A Little More" by 29-year-old Belgian singer-songwriter Angèle – the face of the fragrance. A rising talent in the Francophone world, she appeared with Phoenix at the Paris Olympic Games' closing ceremony. Angèle has been a beauty and fashion ambassador for the luxury house since 2020, appearing in campaigns and dressed by Chanel at big-name events including the Cannes Film Festival and the Met Gala.

Chance Eau Splendide is available now at Chanel boutiques, chanel.com, department store partners, Ulta Beauty and Sephora; the 50-ml and 100-ml bottles are priced at \$143 and \$176, respectively. No reservations are needed to visit the space, which is open Monday to Thursday from 10 a.m. to 9 p.m.; Friday and Saturday from 10 a.m. to 10 p.m., and Sunday from 10 a.m. to 8 p.m.

BEAUTY

Ron Gee Departs Shiseido Americas

- Alberto Noe has been appointed interim CEO, Americas.

BY KATHRYN HOPKINS

Following a CEO handover, more executive changes are afoot at Shiseido.

Ron Gee has departed his role as chief executive officer, Shiseido Americas and global M&A leader, the company said Tuesday. Alberto Noe has been appointed interim CEO, Americas in addition to his current responsibilities as CEO, EMEA.

Noe has worked at Shiseido EMEA for more than a decade, beginning as CEO and president, Italy. Prior to that, he was general manager, Lancôme Italy and also had stints at Chanel and LVMH.

Shiseido has been struggling, with operating profit tanking 73.1 percent in 2024. The Americas have underperformed since the second quarter of 2024. For the year as a whole, the region's net sales were down 7 percent, while EMEA was up 8 percent. The Americas' core operating profit slid 11 percent.

Drunk Elephant, which sits within the Americas portfolio, saw net sales tumble 25 percent in 2024.

Shiseido acquired the skin care brand in 2019 for \$845 million in a move to become a bigger player with a more global footprint. At the time, Drunk Elephant's sales were reported to be close to \$100 million, but more recently it has seen a significant slowdown in demand and has been marred by consumer criticism online.

In November, Drunk Elephant issued



a voluntary recall in the U.S. for a small number of its Beste No. 9 Jelly Cleanser, Protini Polypeptide Cream and Lala Retro Whipped Cream "due to an isolated ingredient mix-up between preservatives and surfactants during production."

Nars, which celebrated its 30th anniversary and also sits under the Americas division, was flat.

WWD understands there were also ongoing supply chain issues across multiple brands affecting bestsellers.

Other brands in the Americas portfolio include Tory Burch Beauty.

In addition to the Americas struggling, there are troubles abroad, too. China's economic growth continued to decelerate and the country's duty-free retail market Hainan Island faced ongoing challenges.

As it pertains to Gee's resignation, sources told WWD that chairman and CEO Masahiko Uotani retiring at the end of December and handing the reins to his handpicked successor Kentaro Fujiwara likely played a role.

"Gee was Uotani's guy," one industry source told WWD.

Gee, a chemical engineer by training who pivoted to finance, took the top job at Shiseido Americas in July 2021, having previously served as Shiseido Americas' chief financial officer since 2016 and as interim CEO, Americas from 2020 when Marc Rey resigned.

During his tenure, Gee oversaw the acquisition of DDG Skincare Holdings, the owner of Dr. Dennis Gross Skincare. WWD also reported that it was at one point close to purchasing skin care brand Osea, but this did not materialize.

In late November, Shiseido announced a new action plan for 2025 and 2026 to focus its efforts on key brands and develop a cohesive operating model across brands and regions. The brands concerned are Shiseido, Clé de Peau Beauté and Nars, described as the "Core 3," and Anessa, Narciso Rodriguez, Issey Miyake, Elixir and Drunk Elephant, grouped together as "Next 5."

EXCLUSIVE

Vincent Oquendo Is Launching a Beauty Talk Show

● "Backseat Beauties" sees the celebrity makeup artist exchanging beauty and life advice with guests including Nicole Richie, Misty Copeland, Jurnee Smollett and more.

BY NOOR LOBAD

Celebrity makeup artist Vincent Oquendo is adding a new medium under his belt.

On Tuesday, Oquendo will introduce "Backseat Beauties," a YouTube talk show that sees him carpooling with guests from Nicole Richie to Misty Copeland as they do their makeup, exchange beauty advice and pull back the curtain on guests' respective careers and life journeys.

"As a makeup artist, I get to see a beautiful, intimate side of people that normally the public doesn't get to see," said Oquendo, whose clients include Jenna Ortega, Katie Holmes and Rachel Zegler. "Celebrating that human connection is part of what propelled me to start the show."

All six episodes of season one, which will drop on Tuesday, were shot between Los Angeles and New York, where Oquendo is based. "The cities almost feel like characters in the show, because each one has a different energy," said Oquendo, adding that season two will begin production in May, with select episodes likely to be shot in Cannes, where Oquendo will be working with attendees of the Cannes Film Festival.

The show's pared-back setting aims to evoke an intimacy similar to that of a makeup artist's chair – which, as it would happen, sometimes is the backseat of a car.



Vincent Oquendo

"When we're on press tours, in-between appointments or on the way to a red carpet, oftentimes I'm doing makeup in the backseat – there's always this element of travel involved," Oquendo said.

"Backseat Beauties" looks to combine the informative appeal of beauty podcasts – which have soared in popularity in recent years, with "Gloss Angeles" and "Fat

Mascara" being among the most prominent examples – with a more pared-back take on a makeup tutorial. "Makeup is meant to be fun, and I want to communicate that in my series," Oquendo said.

"I want my energy, my campiness, my light-heartedness and that feeling I bring to the room when I'm doing makeup to translate to the show," he continued.

"Backseat Beauties" does something on the surface-level, but it also tells stories – you have Misty Copeland talking about dancing with Prince and what that did for her artistry, how it gave her a newfound sense of freedom – and that is important. That feeling that, 'you can do it' – we need that now, even if it starts with just the makeup process."

EXCLUSIVE

L'Officiel Ventures Into Hospitality With First Coffee Outpost

● The three-story L'Officiel Coffee bows this week in luxury retail district Omotesando.

BY MARTINO CARRERA

MILAN – L'Officiel is to serve coffee and sweets, in addition to fashion news.

The glossy fashion title, originally established in France in 1921 and now published in 30 editions globally, is debuting its first hospitality concept dubbed L'Officiel Coffee in Tokyo's luxury retail district Omotesando.

The three-story building, revamped by architect Keiji Ashizawa, offers a multifaceted experience that goes beyond gastronomy, signaling the magazine's ambitions to venture into lifestyle activations.

The ground floor is dedicated to the café area, with customized bar tableware, pastries and for-sale merchandise. The first floor houses an exhibition space where archival L'Officiel issues are displayed in glass cabinets, while the second floor is home to L'Officiel Bar, a cocktail bar for after-hours drinks and aperitivo with caviar blinis, egg and truffle sandwiches,

as well as Champagne.

"With L'Officiel Coffee, we wanted to bring the brand's heritage of fashion, culture and editorial excellence into a physical space – an experience that feels refined, intentional and globally relevant. Japan was the ideal starting point," said Dr. Calvin Choi, global chairman of L'Officiel and The Art Newspaper, and founder of AMTD IDEA, a subsidiary of AMTD Group, the owner of both titles.

"Tokyo in particular has a vibrant, globally respected coffee and culinary scene. It attracts a discerning audience that appreciates detail, design and depth. We saw an opportunity to create something that honors that sensibility while introducing a new kind of cultural destination – one where fashion media meets taste, atmosphere and timeless elegance," he offered.

Officially promoted by L'Officiel Japan, a title introduced in September 2024, the development is to be brought to other countries, too. Although detailed plans for a subsequent international rollout are still work in progress, Choi said Paris, New York, London and Singapore are high on his agenda.

"L'Officiel has over a century of history,



Some of the drinks and pastries offered at L'Officiel Coffee in Tokyo's Omotesando.

and yet it remains incredibly relevant to modern trends, and it always stays ahead of any latest developments. It resonates globally because it speaks to a generation that values both heritage and innovation," Choi said about the enduring relevance and brand awareness of the title.

"This café is part of a broader strategy to expand L'Officiel into a holistic lifestyle and luxury brand. Beyond publishing, we're looking at physical spaces, hospitality, gastronomy, digital innovation and collaborations that bring our creative DNA into people's daily lives," he offered.

The Omotesando building was revamped

in classical French style, with plastered walls by Japanese shokunin, or local master artisans, herringbone-patterned parquet flooring, and an earthy color palette. Bespoke furniture including the fluted wood and marble counter on the ground floor and leather sofas and cushions add a sophisticated flair. The three floors are connected by the original staircase, a centerpiece of the whole building.

AMTD Group is a Hong Kong-based conglomerate with a core business portfolio spanning across media and entertainment, education and training, as well as premium assets and hospitality.

FASHION

U.S. Designer, Guyanese Officials Clash Over Fashion Show Proposal

● Marissa Wilson, a first-generation Guyanese American designer, said she sent a cease-and-desist letter to government officials to avoid any affiliation with next month's "Origins: Guyana Fashion Festival."

BY ROSEMARY FEITELBERG

The U.S.-based fashion designer Marissa Wilson has alleged that Guyanese government officials used her intellectual property for an upcoming fashion festival without her consent.

In an interview Tuesday, she said she had recently requested to withdraw her proposal, and issued a cease-and-desist notice on April 7 to Guyanese government officials to stop using her name, photographs and related materials to promote next month's "Origins: Guyana Fashion Festival." A few days later the designer aired her grievance via Instagram.

Wilson told WWD that it was her understanding that the project was the centerpiece of a presidential reelection campaign (for Guyana's president Irfaan Ali) and "they wanted to bring the fashion industry to Guyana." While still discussing the prospect of participating in the event more than a month ago, the designer said she questioned "who the audience would be and what the event was for." But interested in the prospect of educational

opportunities, she said she tried to work something out and had submitted a proposal and brand material in good faith. But on April 7, she requested that her proposal be withdrawn, because "it seemed like it was all a big political stunt," Wilson said.

After the designer posted the video on Instagram, the Guyanese minister of tourism and commerce, Oneidge Walrond, whom Wilson had shared her proposal with, disputed the designer's claims. In a video post, Walrond said that after Wilson had submitted a comprehensive proposal, it was determined that some areas were already covered by Guyanese designers. The minister said, "There was nothing original about that proposal. We see government's role as to define industries and sectors that need support and help."

Media requests to Guyana's Ministry of Tourism seeking further comment were unreturned Tuesday.

Designed to celebrate Guyanese culture, "Origins: Guyana Fashion Festival" is scheduled to be held May 2-4. A media request to organizers was unreturned Tuesday.

Wilson said that she had first proposed staging her spring 2023 runway show to Guyana officials in the summer of 2022, but that did not pan out. A first-generation Guyanese American, Wilson was born and raised in New Jersey by her Guyanese parents. The family visited Guyana when Wilson was growing up. The spring 2023 show celebrated Guyanese culture and

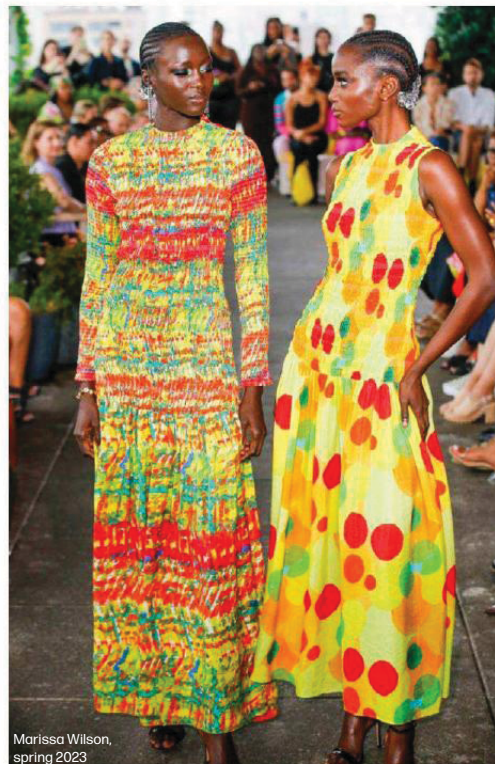
"this whole idea that you really don't know where you're going until you know where you come from," Wilson said.

The designer said that she had drawn inspiration from her childhood memories of visiting Stabroek Market there, as well as the country's origins, post-colonialism, the natural land and the pristine rainforest. She said she received an inquiry about a three-day cultural celebration in Guyana a few weeks ago that would include a 90-minute runway show and nightly themes of Kaeteur Falls, Stabroek Market and a grand fusion of the diaspora. "I don't own those concepts, but the themes of those first two nights are pretty explicitly spoken about in my brief," Wilson said, adding that the third night seems to borrow from another collection that highlighted Guyana's heritage.

Now based in Venice, Calif., the designer has a studio that offers one-on-one appointments. At Marist University, she had a double minor in fashion merchandising and product development, studied abroad in Paris and completed internships at J. Mendel, Oscar de la Renta, Global Brands Group and at three other companies before graduating. After early career stops at Rag & Bone, Calvin Klein Jeans, DKNY and a tech start-up (as a concepts and trends director), Wilson started her own company in 2016. She declined to share annual sales.

Describing Guyana as "a developing country with not much of a fashion infrastructure," Wilson said she remains committed to try to help local and

international Guyanese talent, who are interested in trying to develop the local Guyanese community and industry. Not interested in taking any legal action, Wilson said, "The best solution here is to really understand the local talent, and to figure out how we can collectively come together and figure out something," Wilson said.



Marissa Wilson, spring 2023

EXCLUSIVE

TikTok's Favorite Supplement Brand Is Headed to Target

● Nello, known for its cortisol calming drink, is launching in all Target doors nationwide, marking its first brick-and-mortar retail partner.

BY EMILY BURNS

High cortisol is a thing of the past now that TikTok's favorite supplement brand Nello is at Target.

The brand is available at all doors nationwide with its bestselling Supercalm,

a powder-to-drink formula infused with magnesium glycinate, L-theanine, vitamin D3 and KSM-66 ashwagandha known to support healthy cortisol levels, improve sleep, boost mood and deter stress and anxiety.

Nello's Supercalm will be available in a pack of 10 on-the-go sticks for \$20 in four flavors: Raspberry Lemonade, Blue Coconut, Lemon Lime and Tropical Tangerine. A pack of 20 sticks, \$40, will also be available on the retailer's website. This summer, Target will offer the brand's

newest flavors, Strawberries & Cream and Orange Creamsicle, for a limited time on dedicated end caps. This marks the brand's first entrance into brick-and-mortar retail following exponential growth on TikTok Shop.

According to data from Spate in March, Nello was the fourth most-viewed wellness brand on TikTok, with an average of 11.6 million weekly views, up 5,600 percent year-over-year. While the brand took off with the concept of "cortisol face" gaining traction on the platform, it has sustained success outside of the trend.

According to the brand's director of TikTok marketing Tammy Hilgendorf, Nello has thousands of affiliates creating thousands of pieces of content every day — the team expects these creators will continue to drive sales at Target, as more people are introduced to the brand both in retail and on social media. Additionally, the brand reports that it has sold more than 40 million units to date and has reached eight figures in revenue.

"TikTok Shop has been a huge growth engine for us — it's where we built our earliest community and proved product-market fit. That said, retail unlocks a whole new level of accessibility," said director of brand marketing Nicole Czarnecki. "Target gives

us the chance to meet customers who aren't necessarily deep in the algorithm but are looking for simple, effective ways to feel more like themselves. They're dabbling in adaptogens, not diving headfirst into the deep end."

Cofounder and chief marketing officer Connor Noe added: "We're one of the few wellness brands that didn't just test TikTok. We scaled there. We've seen incredible growth through direct-to-consumer and TikTok Shop, but long-term, Target brings us ubiquity. It's not just about being discoverable. It's about being part of people's everyday lives."

Czarnecki emphasized that Target was an ideal fit for the brand's first retailer, as the team is targeting the everyday wellness enthusiast.

"We aren't going after hardcore biohackers or almond moms. Nello speaks to the middle — the average person who's burnt out, perhaps over caffeinated and trying to feel better without becoming a different person," she said.

While the brand is launching only with its Supercalm product to start, it also has additional stock keeping units that are gaining traction on TikTok, including Superfocus, \$40, a mix of lion's mane, rhodiola rosea, N-acetyl-L-tyrosine, caffeine and more for cognition support, and Supergreens, \$40, a combination of powdered vegetables and fruits like apple, spinach and broccoli for a daily nutrient boost.

Nello launches at Target.



TECHNOLOGY

Accelerating Circularity Partners On AI; Contoro Grabs \$12M

- Raspberry AI launches new features, including on-body visualization and background generator.

BY MEGHAN HALL

Accelerating Circularity Teams With Dhana to Build AI Systems

Accelerating Circularity announced this week that it has joined forces with technology provider Dhana Inc. to explore AI as a way to highlight the work the nonprofit has done to move the industry's circularity efforts forward.

Eileen Mockus, chief operating officer of Accelerating Circularity, said the goal of the project is to make the organization's breadth of information on textile-to-textile recycling accessible to brands and players throughout the fashion and apparel industries.

"We have directories on different aspects of the industry that are needed to drive toward circularity for textiles. We have databases of information that we've been gathering and collecting, and we want to turn that into usable information by the industry," Mockus told Sourcing Journal.

Accelerating Circularity and Dhana Inc. believe the partnership will allow them to evaluate responsible use cases for AI that help move sustainable and circular practices along; today, Mockus said, the efficiency to make progress happen rapidly simply doesn't exist.

Eloqui Founder's New Start-up Bags \$2 Million

Eloqui's founder has been busy cooking up her next big business – and it just

bagged a \$2 million pre-seed round, led by the Female Founders Fund.

The start-up aims to provide "a single source of truth for inventory" by leveraging AI-powered systems to bridge gaps in companies' data streams.

Mariah Chase, cofounder and chief executive officer of Ekyam, said her time spent entrenched in the retail industry showed her that retailers have simply given in to the inevitability of inventory mismatch and lagging data.

But, she countered, it doesn't have to be that way. "The industry has really gotten used to what they see as an acceptable level of pain," she told Sourcing Journal. "I think AI is going to blow that up – no more pain."

Ekyam's main goal is to solve that problem with middleware, which connects disjointed, siloed technology systems in a company's stack and allows data to flow through in real time. That could change the game when it comes to inventory management because it effectively means that the systems can talk to each other with greater ease; rather than receiving updated data every hour, or even every 24 hours, all systems can access real-time data on inventory.

The system can be used to inform inventory decisions for e-commerce and in-store operations, depending on which of its systems a retailer gives Ekyam access to interconnect. Ekyam also has an agentic offering, like so many companies vying to grab contracts with brands and retailers today.

Austin, Texas-based Contoro Robotics scored a \$12 million Series A round for its AI-powered robots that have the

capability to unload parcels situated inside trucks and containers.

Contoro Robotics Gets \$12 Million Series A for Logistics Robots

Investors included Doosan, Coupang, Amazon Industrial Innovation Fund, IMM, SV Investment, KB Investment, Kakao Ventures and Future Play. The company had previously raised \$10 million.

Contoro uses sensors and cameras to help guide its robotic arms, which have special gripping capabilities that enable them to suction boxes from the sides, rather than only the top. That, it notes on its site, is particularly useful in containers, where the tops of boxes are typically inaccessible to begin with.

The company plans to use its new capital injection to expand into new markets, launch a palletization system and scale its unloading robot fleet. Customers pay a per-container fee to Contoro, rather than a flat rate.

Contoro believes its robotics can help tackle cost and labor challenges in warehouses, distribution centers and fulfillment centers. The robots take a human-in-the-loop approach, which it contends yields higher accuracy and safety.

Mok Yun, CEO and founder of Contoro, said he believes the company's technology has the power to change workers' lives for the better.

"Unloading trailers is one of the most physically demanding jobs in the warehouse, yet it remains largely manual," Yun said in a statement.

"We're bringing AI-powered automation that enhances reliability, safety and

efficiency – allowing warehouse teams to shift from hazardous, repetitive tasks to more strategic and value-added roles."

Raspberry AI Brings AI-powered Photo Shoots to Life

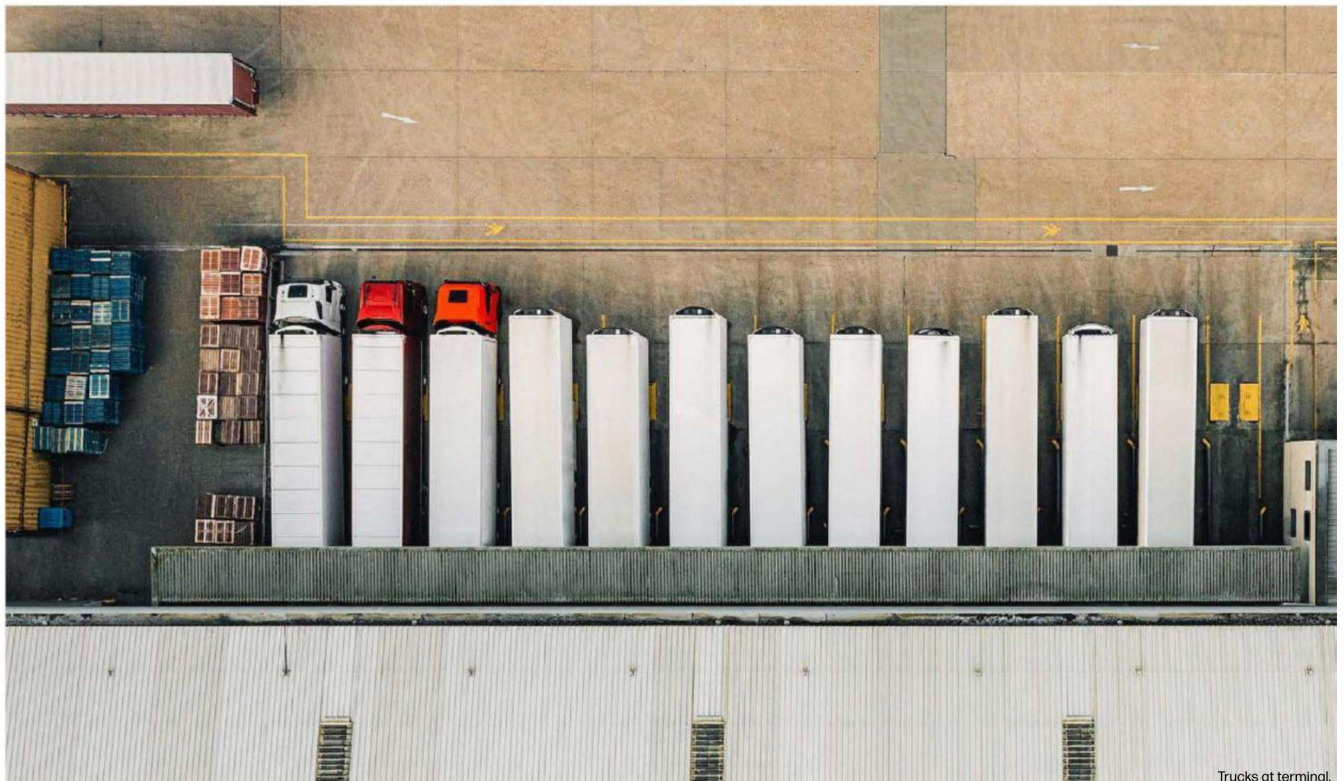
AI image generation start-up Raspberry AI announced late last month that it had launched three new tools that would enable marketers and merchandisers to create photorealistic, AI-generated images for campaigns, product detail pages and other content.

The first of the tools offers on-body visualization, which are meant to give marketing and merchandising teams the chance to style items on AI-generated models, in turn showing a clear picture of how the garment is likely to look in real life, on a human.

Another generates backgrounds, which means that if a brand or retailer has studio-grade imagery of a product, they can swap out the sterile studio background for any location or destination. That, Raspberry contends, means that companies can offer a broader array of imagery to different markets – for instance, showing a picture of a model in front of the Empire State Building for the New York market while simultaneously offering up a picture of a model near the Golden Gate Bridge in the San Francisco Market. It can also help companies save money and time associated with traditional destination shoots.

The final tool allows marketers and merchandisers to translate 3D avatars – often used by merchandisers to understand a product's fit – into AI-generated photorealistic models to create marketing content, for either small- or large-scale engagements.

Cheryl Liu, Raspberry's founder and CEO, said the industry continues to advance its understanding and use of AI, warranting the creation of new tools to meet expectations and streamline processes.



Trucks at terminal.



WWD

THE COUTURE ISSUE

WWD will showcase the latest fine and high jewelry and timepieces on display at COUTURE, the week-long fine jewelry and watch show in Las Vegas. WWD's coverage will spotlight top trends in couture jewelry, fresh and emerging jewelry talent and brands and highlights from the 2025 COUTURE show. A special section in the issue for partners, including a spread with LHP brand ad and a RHP article with Q&A about the latest collection, highlighted by a dedicated cover.

FOR MORE INFORMATION

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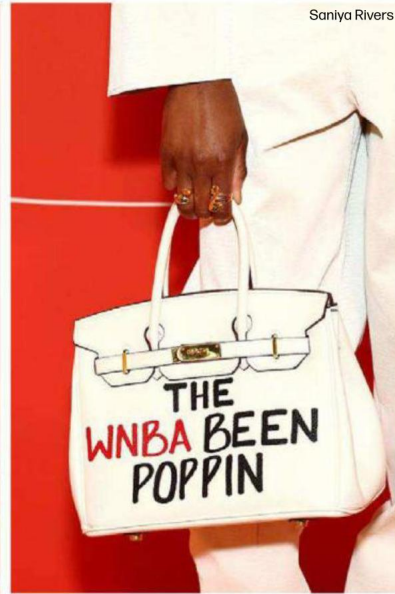


Fashion Talk With Paige Bueckers, Sonia Citron, Dominique Malonga and More

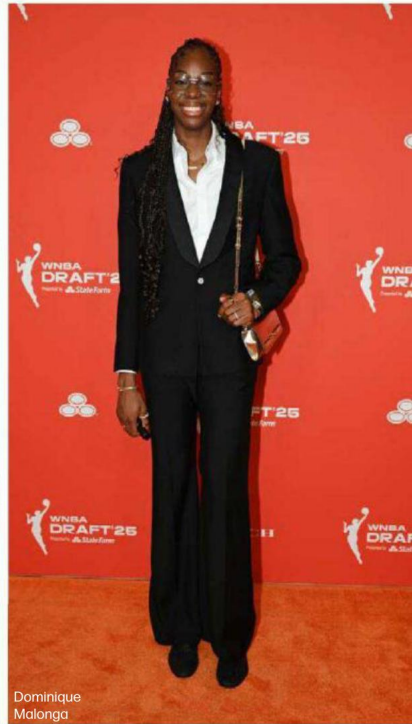
The newest stars of the WNBA break down their style from the 2025 draft red carpet. BY LEIGH NORDSTROM



Paige Bueckers



Saniya Rivers



Dominique Malonga



Sonia Citron



Georgia Amoore

After last year's WNBA draft earned record viewership and attention, thanks to stars like Caitlin Clark, Angel Reese and Cameron Brink, the 2025 class of draftees turned out at The Shed in New York City for the 2025 draft night on Monday.

Several of the players were dressed in custom looks by Coach, a new official sponsor of the WNBA, including the night's biggest star, number-one draft pick Paige Bueckers. The UConn player, who was chosen by the Dallas Wings, wore a bespoke glittering three-piece mini-plaid wool suit with crystal embellishment.

"I think I've just gotten more comfortable with who I am," Bueckers said of her style evolution. "A mix of masculine, feminine, not putting myself in a box. And just being confident."

Also in Coach was Sonia Citron. "I wanted to do a blazer skirt vibe, a little bit more fitted to make it a little more feminine," she said of her outfit. "And then at the last second, we actually added the socks just to make it a little different so it doesn't look like I'm just going to a business meeting."

No. 2 pick Dominique Malonga was dressed in full Louis Vuitton for the night, including a black suit and jewelry.

"I'm a classic person, very simple, so I wanted to keep it simple, but very classy and elegant, so that was the goal."

After the draft, she planned to have dinner and then call it a night: "I'm 19



Aneesah Morrow

- I'm not legal!" she said.

Hailey Van Lith knew she wanted something '90s inspired, and was able to work with Coach on a custom long-sleeved minidress made out of repurposed evening dresses.

"Once I saw their vision, I was able to add elements that are really me and my personal style: the sheer sleeves and the accessories. The barrettes I really wanted," she said. "So it was definitely collaborative and I'm very grateful for them being open to incorporating elements that I wanted."

Being in the WNBA comes with the opportunity for tunnel looks, which Van Lith said she plans to have fun with.

"I'm not a huge stress-about-it kind of person. I might take some nights off of really putting an incredible fit together, but I think I'm definitely going to take more opportunities when I need to," she said. "So we'll see."

"This is my first time in New York City," said Serena Sundell. "I needed to have pizza in New York so just before I got ready, I walked by myself to a place and had a slide."

Fashion wise, she was one of the many players who opted for black.

"I just wanted a sleek, classic look also that was true to myself," she said of her Norma Kamali dress, adding that the brand also helped dress her siblings and parents for the big day.

Aziaha James was wearing a black oversized blazer by R13, with silver detailing. "Just being out about - I'm never like this, so I feel like today's the day to just roll out, go all out," she said of the inspiration.

Georgia Amoore was styled by none

other than Russell Westbrook under his brand Honor the Gift.

"The details are there, I love it," she said of the blazer and skirt, which she specifically requested.

"I was sending what I wanted like shape wise and then he did the fabric."

Madison Scott was in head to toe Amiri, an all-black suit, paired with black shoes with some sparkle to them.

"I don't usually wear black that much. It's simple, but that's why the accessories are so important," she said.

Sarah Ashlee Barker was in a look by Revolve.

"For me it was 'how can I pop but also feel comfortable in myself and what I'm wearing,'" she said. "And I just love it so much. My stylist Sydney, she ordered a bunch of stuff and this was actually the second thing that I tried on. We looked at each other and were like, 'yep, that's the one.'"



Enhyphen Talks Coachella Experience, Launches Next Project June 5

The group sat down with WWD following their performance during the first weekend of the music festival.

BY RYMA CHIKHOUNE PHOTOGRAPH BY LEXIE MORELAND

Enhyphen: Heeseung, Ni-ki, Sunghoon, Jake, Jay, Jungwon and Sunoo.



Enhyphen is making a comeback, though they haven't been gone for long.

In K-pop, the term refers to a new release, and much to the delight of their fans — they've got about 20 million on Instagram alone — the South Korean boy group has a new project coming out on June 5. They revealed the news during their Coachella performance last weekend, staying mum on details.

"When I got off the stage, the energy and the vibe and the fans in front of us, it was amazing," said Heeseung. The group chatted backstage after their set on Saturday with the help of an interpreter — though not Jake, who's fluent in English. They had just played to a packed crowd at Sahara, the 320-foot-long steel structure, with a 45-minute, high-energy set that opened with a backing band and dancers.

They're the fastest K-pop group to land a spot on the Coachella lineup. Heeseung is the oldest at 23; there's Jungwon, 21 and leader of the group; Sunghoon, a former figure skater and 22; Jake, who's South Korean-Australian and 22; Jay, 22; Sunoo, 21, and Ni-ki, Japanese and the youngest at 19.

"We couldn't have done it without all the fans, all the people that are listening to our music, watching our performance," Jake said of being the quickest K-pop

act to get to Coachella. "It's because of them we were able to achieve this. We're very thankful and always very grateful; however, we still have a long way to go. It's only just the beginning."

It's a new phase of their career with the recent debut of their first English-language single, "Loose," released on April 4. It's been about five months since their last drop, a reissue of "Romance: Untold -Daydream-."

"We are on our way to strive high," Jake added.

They made their debut as a band in 2020 with the mini-album "Border: Day One" and its title track "Given-Taken" after competing on the Korean survival show "I-Land" — a contest and partnership between entertainment company CJ ENM and Hybe Corporation (home to Enhyphen and BTS).

The reality show, showcasing high production and storytelling, had intense physical and artistic challenges, with fans following along every step of the way and choosing the final members of Enhyphen (the last pick came from producers, who selected Sunoo). The broadcast garnered an accumulated 13.6 million views per episode, according to reports — and Enhyphen has continued to skyrocket in the charts, with millions of albums sold.

"That took a while," Jake said of finding

their sound the first time in the studio together. "As a K-pop boy band we really do try so many different genres of music, so many different styles. Each album really portrays something different. Every time we record a new album it's completely different. It's always a new challenge for us, but I feel like that's what made us really grow."

Their background in "I-Land" gave fans — who are known as Engenes — a deep connection to their origin story. Fans watched their rise and growth from the beginning, building an emotional bond and deep connection.

With fans so deeply in tune with the band, is there anything they'd be surprised to learn about them?

"We grew up with our fans always watching us," said Jake. "It's very hard for us to say something different that they don't know."

"They know us better than we know ourselves," smiled Jay.

"They know how many dots are on our faces," joked Heeseung to laughs.

Beauty marks?

"Yes, beauty marks on our face," said Jay. "They know everything."

"Also arms and legs," Heeseung went on, to growing laughter.

He, like all, was in head-to-toe Prada.

They've been ambassadors for the luxury Italian brand since 2023.

"Every time they make a custom piece for us, it's always very unique," Jake said of working with the house. "It's very fitted to us. They just know what we like."

Prada designed cowboy-inspired styles for their Coachella debut. Everyone wore an element of denim, made with a vintage effect for a lived-in look, and the same black leather ankle boots; the jeans, with and without cargo pockets, were paired with a brown brushed leather belt showcasing a large metal buckle, chains and silk scarves attached to the loops. The outerwear, worn over shirts and white jersey tank tops, differed for each member, with pockets and a leather collar, contrasting piping and rhinestone embroidery.

What's been the highlight of their career so far? Coachella, they echoed.

"Everyone's parents are watching back in Korea, all our friends and people from Korea are watching online," said Jake. "Everyone is curious and excited."

On Saturday, they'll hit the stage again for weekend two. Then comes their "Walk The Line" tour in the U.S., U.K. and Europe, which kicks off on Aug. 6 with two dates in in Belmont Park, N.Y., followed by Chicago, Houston and Los Angeles.

Fashion Scoops



The boutique houses Jil Sander's women's and men's runway and pre-collections, including ready-to-wear, footwear, handbags and accessories.

Middle East Moment

Jil Sander has planted its minimalist flag in Dubai's maximalist luxury retail landscape, opening a flagship boutique at Mall of the Emirates.

"We are proud to introduce the brand's modern take on luxury and look forward to meeting the dreams of the Middle East customer," Renzo Rosso, founder and chairman of the brand's parent company OTB Group, told WWD.

The opening is not just another pin on the global retail map, but a calculated expansion that kicks off an ambitious multiyear plan across the Middle East, leveraging a strategic joint venture signed last year with Chalhoub Group.

"The Middle East is a very interesting market for us. It has a positive growing trajectory and consumers' preferences are very aligned with what our brands can offer and their unique DNA," said the fashion maverick, who founded Diesel and went on to build a fashion empire in OTB Group with his combination of punk sensibility and luxury savvy.

For Rosso, who acquired the brand in 2021, Jil Sander is "one of the highest brands in the fashion industry and the pinnacle of our portfolio," which includes Maison Margiela, Marni and Viktor & Rolf, he said.

"Jil Sander is so distinctive that its design, the exceptional quality of the garments, the craftsmanship and the fabrics can be recognized even without seeing the logo. It represents modernity and

sophistication, design and purity," he continued.

The expansion comes at a pivotal moment for Jil Sander, with the appointment of new creative director Simone Bellotti last month. Rosso said OTB is "investing a lot in this brand," and expressed confidence in the new leadership. "The recent decisions we have made, with the new CEO Serge Brunschwig and most recently creative director Simone Bellotti on board, are in line with the vision I have for the future of this brand, which has incredible potential.

"Simone has started this new journey with wide experience and distinctive talent. We have shared the strategic vision and mission of Jil Sander, the values of innovation and sophistication that set it apart and make it an iconic and unique brand in the world. I am very satisfied with this choice and excited to see what Simone will do," he said, also revealing that Niccolò Pasqualetti has joined the creative team under Bellotti's direction, leading womenswear.

Rosso said growing the retail presence in the region allows the brand to speak more directly to customers. "The aim of our strategic joint venture agreement with Chalhoub Group is to significantly expand the direct presence of OTB's luxury brands in the Middle East as part of our strategy to better control our distribution and offer more experiences to our customers," Rosso said.

The Middle East retail push comes after years of testing the waters through OTB's flagship brand, Diesel. "We were already present in the region for many years with Diesel and we saw

the potential of this market firsthand," Rosso explained. "Everything is very attractive here for luxury brands — there are positive vibes, government investments in retail and tourism, and people look for luxury experiences, exclusive collections and customized lifestyle moments."

To celebrate the opening, a limited-edition Goji bag in an exclusive eggshell color is available only at the Mall of the Emirates location.

— RITU UPADHYAY

All About Mom

This Mother's Day, Tiffany & Co. is putting its employees in the spotlight. The jewelry brand launched its "Strong Like Mom" campaign on Wednesday, celebrating the strength, love and devotion of mothers.

The campaign features a short film starring real Tiffany & Co. employees and their children in unscripted moments. The children, ages 5 to 15, sit before the camera and answer one simple question: "What makes your mom strong?"

"Strong Like Mom is a love letter to our mothers — and yours," Tiffany & Co.'s president and chief executive officer Anthony Ledru told WWD via email. "We wanted to showcase the incredible mothers within Tiffany & Co. and their children, bringing a real, deeply human element to the film."

The mothers are seen in the campaign wearing the HardWear by Tiffany collection, known for its bold and sculptural designs. "Inspired by the HardWear collection's narrative, an expression of love's transformative strength, the



Tiffany & Co.'s "Strong Like Mom" campaign for Mother's Day.



Zendaya in the new On campaign for spring 2025.

campaign celebrates these exceptional women and the many ways their love empowers their families, their work and the world around them," Ledru said.

The film closes with a montage of vintage photographs of Tiffany & Co. employees, embracing heartfelt memories from their families.

Founded in 1837, Tiffany & Co. has a long tradition of celebrating Mother's Day with campaigns that explore generational storytelling.

The brand's "Strong Like Mom" short film follows its HardWear by Tiffany campaign launched on April 2. The campaign, photographed and directed by Harley Weir, emphasized the theme of love's transformative strength with house ambassadors Mikey Madison, Greta Lee and Anna Weyant.

On Sunday, Tiffany & Co. inaugurated its largest store in Europe during Milan Design Week. Located in the Neoclassical Palazzo Taverna, built in 1835 on Via Montenapoleone, the store was designed by Peter Marino and displays the largest selection of exceptional archival pieces from the brand.

"The timing is right, it's a city that's growing really fast right now, we are seeing it with lots of tourism and locals, and we

have the proper venue and the proper volume. That's why we're here," Ledru said.

— RENAN BOTELHO

Out In Space

Zendaya is the latest celebrity to head into outer space.

But unlike Katy Perry, who went on an actual space flight with Blue Origin on Monday, Zendaya's trip is strictly on film.

In her latest campaign for On, the Swiss running brand, Zendaya appears in "Zone Dreamers," a fictional film trailer directed by visual artist Nadia Lee Cohen and styled by Law Roach. The actress stars as a protagonist on a mission through space, supported by her crew. Together they move, train and explore new worlds.

The trailer features custom-designed spacesuits by Roach and avant-garde jewelry designer Chris Habana, which bring a retro-futuristic edge to the campaign.

"Zone Dreamers was such a joy to create," Zendaya said. "I've loved working with On to bring something so creative and unexpected to life.

Teaming up with Nadia for the first time brought such a unique energy to the set, and collaborating with

Law — as always — made the experience even more special. This campaign is about courage, friendship and the kind of trust that gives you the freedom to step outside your comfort zone and try something new."

This marks the first collaboration between Cohen and On and the film is intended to blur the line between fashion and fantasy.

"Working with Zendaya, alongside Nadia Lee Cohen and Law Roach, allowed us to push the limits of creative storytelling," said Alex Griffin, chief marketing officer at On. "With Zone Dreamers, we built a world that feels surreal yet deeply human — where movement becomes a metaphor for confidence, connection and creative possibility. The campaign may live in an imagined universe, but its message is very real: everything is possible when we move together."

The film introduces two new products: the Studio Knit Bodysuit, a seamless, sculpting one-piece, and the Cloudzone, a low-profile sneaker.

Zone Dreamers launches on Tuesday and the spring 2025 Movement Lifestyle collection is available for purchase at the On website, in its stores and at select retailers globally.

— JEAN E. PALMIERI ▶



The Santa Margherita x LoveShackFancy Limited Edition rosé bottle.

Drink Responsibly. Must be 21 or over. Rosé Wine. Imported by SMR SA Inc., Miami Beach, FL.

Special Bottle

While a percentage of its customer base might not be old enough to enjoy this collaboration, LoveShackFancy has teamed with Santa Margherita Rosé to introduce the Santa Margherita x LoveShackFancy Limited Edition rosé bottle.

This exclusive collaboration blends Santa Margherita's winemaking legacy with LoveShackFancy's signature floral prints. For LoveShackFancy, this marks its first collaboration in the world of wine and spirits.

"I'm beyond excited to finally have our own magnum rosé with Santa Margherita. If you know me, you know I love to entertain, and no summer party is ever complete without rosé. This collaboration with Santa Margherita is

all about celebrating life's special moments toasting to the ones you love and enjoying every special moment," said Rebecca Hessel Cohen, founder of LoveShackFancy, which serves a multigenerational customer base that caters to kids, teenagers, sorority girls and their moms.

The partnership marks Santa Margherita Rosé's first bottle collaboration and first magnum. One of the leading rosé wines in the country and a staple of summer gathering, Santa Margherita pioneered the pinot grigio category and helped put Prosecco Superiore on the map. The rosé is available in an exclusive 1.5L magnum, wrapped in a LoveShackFancy custom printed label and housed in a keepsake box.

"Our worlds align so naturally. Both Santa Margherita and LoveShackFancy are recognized for their passion

for pink – from our rosé to LoveShackFancy's signature feminine aesthetic," said Jane Scott, vice president of marketing at Santa Margherita USA. "This partnership felt like the perfect way to celebrate the magic of summer in a way that is both beautiful and delicious."

The Limited Edition Rosé magnum will be available for a suggested retail price of \$50 at select retailers and online, beginning May 20. – LISA LOCKWOOD

Return Ecco

Marc Ecco has gone back to his roots.

The streetwear pioneer has returned to Complex, the magazine he founded in 2002, as chief creative and innovation officer. In this newly created role, Ecco will oversee the creative strategy for the media company and

work to integrate new technologies such as AI into the business to drive audience engagement.

At the same time, Ray Elias has joined Complex as chief marketing officer, where he will work to spearhead growth and communications for the media and commerce business.

Elias has over 25 years of experience and served most recently as chief marketing officer at HotelTonight, a hotel booking company that was ultimately acquired by Airbnb. He also served as CMO at StubHub for over 10 years, working to grow the company from a startup to a multibillion dollar platform in live entertainment and e-commerce.

In addition to Complex, Ecco founded the fashion brand, Ecco Unltd. in 1993 as a T-shirt company. Ultimately he grew the brand, which became famous for its rhinoceros

logo, into a must-have for the hip-hop and urban communities. In 2023, he returned to Ecco Unltd. on its 30th anniversary to create a limited-edition collection based on his archival designs. He had sold his stake in the business to Iconix Brand Group in 2009. In recent years, he has focused on philanthropic efforts.

Complex was acquired by Ntrwk in 2024 with strategic investment from Universal Music Group, Jimmy Iovine, Goldman Sachs and Main Street Advisors. It publishes a print magazine, operates an e-commerce platform and hosts the ComplexCon event in different cities globally. – J.E.P.

Cutting The Ribbon

Street-style photography fixture and vintage fashion enthusiast Alessandro Squarzi has found a new home for his Fortela brand in Milan.

The label just opened the doors of a new retail space in the city's bustling Porta Venezia district, showcasing its women's and men's collections under the same roof, in a former tapestry workshop tracing back to the early 20th century.

The 3,230-square-foot location, which replaces the two separate stores on nearby Via Melzo street, was revamped keeping some of the features of the original building, such as part of the remaining frescoes on the walls, and blending them with fishbone flooring in black wengé wood, vintage furniture and elements in marble and brown brass.

Curated by Squarzi's business partner and Fortela's creative director for womenswear Alessia Giacobino, the interior concept is enriched by velvet sofas, oriental rugs and knick-knacks scattered across the store, all hailing

from the duo's trips around the world and reflecting the brand's globetrotting spirit and mix-and-match ethos.

Squarzi – who through the years has collaborated with the likes of Dondup and Fay – launched Fortela in 2015 as the convergence of his passions. Filtered through his personal sense of style, Fortela mixes Italian sartorial tradition with Squarzi's penchant for all things vintage and influences from different cultures, ranging from Western nods and utilitarian pieces to the Japanese denim tradition.

In 2020, Giacobino joined the venture, adding a female counterpart to the Fortela world, in an evolutionary move that was seen as only natural considering the men's line was already resonating with women consumers. Ever since, Giacobino – who's also art director of the Garatti brand of jewelry – has worked on translating Fortela's attitude via boho-chic dresses and safari jackets in addition to denim and military-inspired items.

In addition to displaying its fashion collections, the duo intended the new store to a meeting destination for their consumers. Hence the addition of a bar and seating areas where visitors can chat and relax around a fireplace.

The space adds to Fortela à la Mer, the brand's outpost in the Tuscan resort destination Forte dei Marmi, as well as a network of international wholesalers that includes Bergdorf Goodman, Isetan, VMC and Net-a-Porter, to name a few.

The brand's collections are also available via its own e-commerce, including special pieces developed in collaboration with the likes of Manteco and Rocky Mountain for ready-to-wear items, Jacques Marie Mage for eyewear and Alden and Sebago for footwear, among others.

– SANDRA SALIBIAN ■



Marc Ecco

Marc Ecco photograph by Victor Michael



Inside Fortela's new store in Milan.