

WWD

Fashion. Beauty. Business.



China Rebound?
Retail sales grew last month in China, but analysts warn the luxury sector is likely to see a U-shaped rebound.

Page 2



Miami Moment
David Yurman has opened a flagship in the Design District that emphasizes the brand's ties to art and craft.

Page 4



California Beauty
Dior Beauty's latest flagship at South Coast Plaza in Costa Mesa is the brand's largest unit yet.

Page 5



THEY ARE WEARING

Bermudas and Boots

Welcome to downtown New York's new summer uniform. With the temperatures climbing over the last few days, Gen Zers have broken out their warm weather wardrobes – and they are centered around three key elements: shorts, either Bermudas or short-shorts (think workout length); a tank top, and motorcycle-style boots, as seen here. Perfect for stomping the city streets. *For more They Are Wearing, see pages 10 and 11.*

PHOTOGRAPH BY LEXIE MORELAND

BUSINESS

Prada Eyes Outgrowing Luxury Competition

- Prada Group CEO Andrea Guerra highlighted untapped potential for both Prada and Miu Miu, whose revenue rose 60 percent in the first quarter of 2025.

BY LUISA ZARGANI

MILAN – While reporting a 13 percent increase in revenues for Prada Group in the first quarter of the year, Andrea Guerra characterized the industry overall as being “in a reshuffle mode that is not close to being finished. I think it will take another 12 months, probably, to see something different.”

For this reason, the group's chief executive officer believes “this is a period where we can win market share with a great performance, because we have stability on one side, and we are full of

CONTINUED ON PAGE 14

BUSINESS

Bicester Village Marks 30 Years With a New Ad Campaign

- The off-price shopping mall in Oxfordshire, England, has spent the past three decades defying the skeptics and wooing luxury shoppers from around the world.

BY SAMANTHA CONTI

LONDON – Bicester Village, which set a new standard for off-price shopping in the U.K. and continental Europe with its focus on prime locations and high-end customer service, is marking 30 years in business with a new campaign and an onsite takeover with '90s flair.

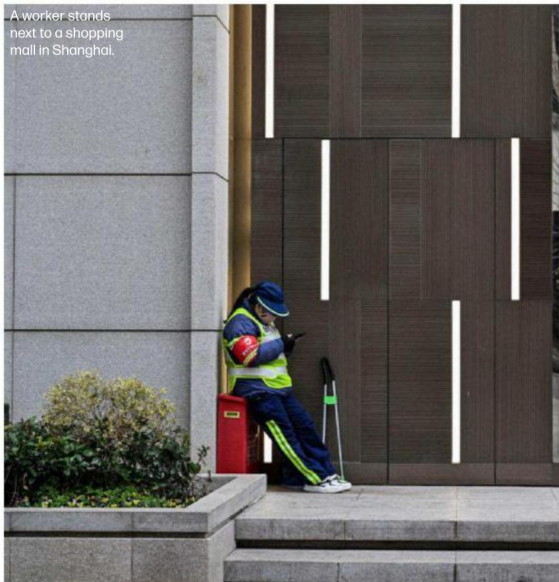
The anniversary is a big one, in many ways. Bicester opened in 1995 with the radical premise that discount, off-season shopping could be as luxurious as a stay at a five-star resort. Bicester, and its sister villages on the Continent and subsequently in China, would later defy the critics who argued the format would not work.

Over the past 30 years, Bicester also flouted the skeptics who believed that physical retail was dead, that online, or even omnichannel, shopping was the only way forward.

“Bicester was a gamble in many ways,”

CONTINUED ON PAGE 16

A worker stands next to a shopping mall in Shanghai.



Prada in Shanghai's Plaza 66.

BUSINESS

Luxury Grapples With Fragile Recovery, Disillusionment in China

● Bernstein expects the Chinese luxury market to undergo a "gradual U-shaped recovery over the next two years."

BY DENNI HU AND TIANWEI ZHANG

SHANGHAI — The Chinese retail market showed signs of "fragile recovery" in the first quarter amid an ongoing trade war and domestic economic headwinds, according to a report by Bernstein.

The bank's latest report said March data recorded a 5.9 percent uptick for consumer retail sales and steady travel growth and indicated that the Chinese are spending again, albeit more selectively.

Value-conscious consumers have helped drive online sales, which grew by 14 percent across platforms like Tmall, Taobao and Douyin, added Bernstein.

As for the luxury market, Bernstein expects a "gradual U-shaped recovery over the next two years."

"Younger Chinese consumers seem to be spending more on well-being and the outdoors, favoring athleisure and outdoor apparel brands like Lululemon and Arc'teryx and shifting share of wallet away from luxury brands," it observed.

"Middle-class consumers have been holding back, spending money differently, as well as concentrating their spending on 'investment grade' luxury brands. Louis Vuitton, Hermès and Chanel continue to do well," the report said.

"The hottest and most innovative brands like Miu Miu and Moncler will continue to win over Chinese shoppers," added the report.

China's economy expanded 5.4 percent year-over-year in the first quarter, in line with performance in the previous fourth quarter. China has set a target growth rate of around 5 percent for 2025.

Against the backdrop of economic decoupling under Trump 2.0, "China for China" will continue to drive nationalistic consumption.

"Local Chinese brands have built major inroads in many consumer product categories, autos and beauty being two

prominent examples. This is a structural trend....No clear Chinese leaders have yet emerged in most of these [luxury goods] categories, which remain highly fragmented. But the market share of local brands is materially rising," Bernstein wrote.

With persistent deflation pressure, structural real estate woes and lower perceived job security, consumers have markedly delayed purchases, expecting lower prices in the near future.

Despite consumer reluctance to spend, the opening of new malls continues to generate excitement and boost foot traffic, highlighting the uneven nature of China's recovery.

In Shanghai, a core luxury hub, shopping malls like the cement factory-turned Gate M and the streets of the former French Concession draw crowds looking for meaningful consumption moments instead of status-driven purchases.

Inside luxury shopping malls, VIP store formats continue to lure in high rollers. After launching its first major VIP-oriented project at Plaza 66's private salon, Schiaparelli has revealed plans to return to the luxury mall in due course.

A few weeks ago, shoppers noticed hoarding for a Prada VIP salon at the same mall, which will mark the Italian brand's return after a four-year hiatus. In 2026, Shanghai's prestigious Plaza 66 will see the opening of a 33,150-square-foot annex hall.

With a "Shanghai First" mandate, the local government has attracted investment for several large-scale retail projects.

ITC, one of Sun Hung Kai Properties' biggest projects ever, is set for total completion by the end of 2025. Located in the heart of Xujiahui, it offers 7.6 million square feet of gross floor area for offices, retail and an Andaz hotel. The first phase of ITC, opened in 2019, has attracted brands including Louis Vuitton, Gucci and Prada to take up prime, street-facing spaces.

Hongkong Land's \$8 billion Shanghai West Bund Financial Hub, which includes luxury residential apartments, hotels and Central, its flagship premium lifestyle retail series, will begin opening in phases in 2027.

The Kerry Jinling Road project, a new

mixed-use development in the heart of Shanghai managed by the real estate arm of Malaysian billionaire Robert Kuok's Kuok Group, is set to open in phases by 2028.

The second phase of New World Development's K11 on Huaihai Road, billed as a "brand-new art and culture landmark" sitting right behind the Hermès Shanghai maison, and the second part of Swire Properties' Taikoo Li Qiantan complex are both on track to open in the near future with ample space reserved for luxury tenants.

In Beijing, mega flagships continue to lead luxury retail developments. Following the opening of Balenciaga's largest flagship, which is part of Sanlitun Taikoo Li's grand restructuring project for its Northern District, this year will see the unveiling of three standalone structures for Dior, Louis Vuitton, and Hermès.

Brands have also been making meaningful forays into second-tier cities. A new Miu Miu "home" concept store quietly opened at Wuhan SKP, the Swiss running brand On Holding's first China flagship launched at Taikoo Li Chengdu and Lemaire's first China store also opened at the open-plan shopping mall last year.

As luxury players patiently wait for new spaces to open up, unique offline moments, such as exhibitions, yearlong pop-up stores and VIP events, are being created in existing retail projects or memorable historic buildings to lure locals and Asian tourists.

Recent examples included Celine's Zhangyuan pop-up, Valentino's series of pop-ups along Suzhou Creek and Bottega Veneta's book giveaway and performance.

However, as brands grapple with shrinking marketing budgets, even minor execution flaws can quickly escalate on Chinese social media — strategies that appear sound in theory often hit unexpected hurdles.

For example, Bottega Veneta's recent book giveaway event, a cultural moment created in collaboration with the Chinese poet Yu Xiuhua, was criticized by Chinese

netizens on Xiaohongshu, who described it as haphazard and "unrelated to the poet's work." "Waiting in line to pick up a book makes me remember how we had to wait in line for eggs in the 1960s," one participant wrote.

Last weekend, Michael Kors' summery pop-up at Hangzhou's iconic West Lake also became a hot topic online after fans of its APAC brand ambassador, Yang Zi, spotted a misspelling of the actor's name in an official social media post. The error quickly sparked backlash online, with some fans even calling for a boycott of the brand.

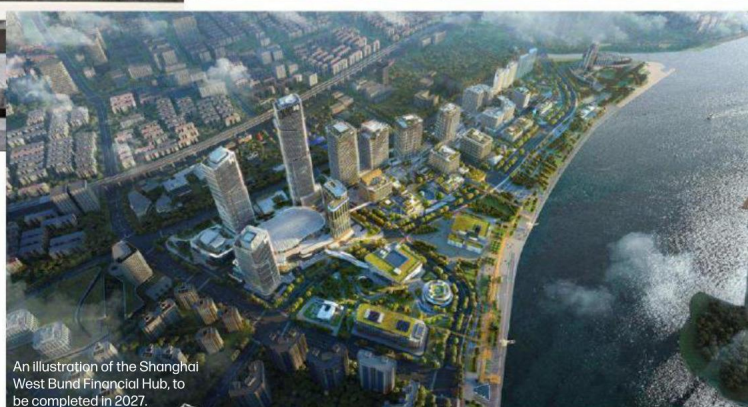
To some extent, the ongoing criticism online reflects growing consumer disillusionment with superficial luxury branding — a sentiment underscored by the popularity of the TikTok Chinese Dupe trend — and a rising interest in local alternatives, at least in the contemporary and mass market consumer goods category.

"Bragging about craftsmanship and artisanal skills, while relying on third-party manufacturing, maybe overseas, looks like a recipe for guaranteed reputational damage. In the era of social media, luxury brands — like we all — live in glass houses," wrote Bernstein's Luca Solca. "Upstream integration is a must to preserve brand equity," Solca added.

According to a recent survey conducted by TD Cowen and based on answers from 2,000 consumers across key cities in China, significant changes in attitudes are happening across the board as anti-Western sentiment rises.

Twenty-eight percent of respondents found Western brands less appealing, up from 25 percent in 2024. In the sportswear segment, Nike's popularity declined, but ratings for Lululemon, Ralph Lauren, Hoka and On Holding showed small upticks.

"The survey indicates a lower preference for Gucci, although there is a growing preference for Cartier. Luxury consumers are more price conscious and have less preference for handbags relative to other luxury categories," observed Oliver Chen, a TD Cowen analyst.



An illustration of the Shanghai West Bund Financial Hub, to be completed in 2027.

BUSINESS

Hermès AGM Tackles Tariffs, Dupes And Why It Won't Produce in the U.S.



Backstage at Hermès, fall 2025.

● CEO Axel Dumas said he isn't worried about the slowdown in the luxury industry.

BY RHONDA RICHFORD

PARIS - The Hermès International shareholders' meeting met the moment, with the company holding its position as France's largest luxury company in terms of market capitalization.

"It may last a day or two, but at the moment we are the largest French capitalization in the financial markets," said chief executive officer Axel Dumas.

Held at the Salle Pleyel, which hosts splashy awards shows such as the César awards, Hermès celebrated its pole position with an opening xylophone performer, followed by an eclectic series of films sprinkled throughout the presentation.

The themes varied from tales about the company's craftsmanship and how bags are repaired and restored to an ode to this year's theme of the "art of drawing," and a madcap, Wes Anderson-style slick take on their fanciful immersive traveling treasure hunt that popped up in locations including Hong Kong and Dubai.

The panel of executives presiding over the events included supervisory board chair Eric de Seynes, chief financial officer Eric du Halgouët and Dumas.

Hermès' performance in 2024 was "solid in a rather unpredictable economic and geopolitical context," du Halgouët said.

Dumas assured the audience that Hermès' solid performance is not in danger, despite the economic uncertainties that have hit the luxury sector hard, and the looming U.S. tariffs.

"I'm not too worried about our industry. I'm not too worried about tariffs. I would rather there be no tariffs, of course, but we can deal with these as we have done in years past," he said. The executive

confirmed that tariffs, as well as any increase in production costs, will be passed on to the customer, who is resilient enough to absorb it.

The company touted its latest round of full-year results, with annual revenue at 15.2 billion euros, up 15 percent at constant exchange in 2024.

The cash flow was 3.8 billion euros, up 18 percent year-over-year, while net profit was 4.6 billion euros, up from 4.3 billion euros the year prior. The results handily beat other companies such as LVMH Moët Hennessey Louis Vuitton, which saw its net profit down 17 percent, and Kering, which saw its net profit slide 62 percent.

Du Halgouët said that the 2024 numbers looked like a slowdown compared to 2023, but that "was an outlier year" due to all-time sales highs post-pandemic. The most recent year was "more a return to normal."

Dumas also shrugged off dupes - this year's Wirkin phenomenon comes to mind - as products a discerning client can recognize.

"I'm not too worried. Our clients can feel the difference. We fight against dupes and have a great team to fight counterfeit products...[but] sometimes you are copied."

During the question-and-answer session, shareholders poked fun at the rivalry between the families that own Hermès and the Arnaults, who control LVMH, and who once made a run for Hermès.

Dumas assured the audience that the Arnault family has not overstepped any shareholder declaration threshold since 2017.

Another asked if Hermès might start producing in the U.S., as Louis Vuitton has done with its factories in Texas.

The executive dismissed the suggestion, stating that Hermès already has a four-year plan to open new production facilities in France and will not deviate, plus the storytelling of "Made in France" is key to

the brand's success.

"It is indeed essential for us to produce where there is a story of culture and know-how that creates beautiful objects," he said. Hermès produces some products outside of France, such as lacquer and silk, but that is only because those countries are the best in class for their categories.

Other audience members carefully phrased their questions with a balance of flattery and inquiry, asking what makes Hermès stronger than other fashion companies.

Dumas reflected that the company's focus on craftsmanship over branding has given it strength. He credited the last financial crisis in 2008 as raising the brand's value. "There was a flight to quality," he said. "Hermès is the gold standard in a way."

He also highlighted that the company's marketing budget is small in comparison with its cash flow and conducts more personalized events rather than big campaigns, which makes it "stand out compared to other competitors."

Rivalries aside, shareholders expressed concerns about the environment - both physical and economic - and Dumas sought to assuage their worries.

One shareholder remarked on the current heat in Paris, and inquired why board members were "traditional" and not being filled by those with eco-credentials. Dumas defended the board nominees: BNP Paribas CEO Jean-Laurent Bonnifé, diplomat Bernard Emié and Bel Group CEO Cécile Béliot-Zind, who has a background in agri-food.

"These three candidates are people who have great humanity and a very good understanding of the value of things," he said. "We're not expecting the supervisory board members to challenge the know-how that we already have in-house; instead, we're asking for



Inside an Hermès factory in France.

preparedness in understanding the issues in depth [and] reflection."

Responding to a question about animal welfare and leather alternatives, Dumas said that the company is "open" to next-gen materials such as mushroom leather and lab-grown leather, but that the products do not yet meet Hermès' standards. The challenge is getting these materials to scale, and the company is investing heavily in research and development, he added.

Regarding the 6 million shares once owned by heir Nicolas Puech that are now missing, Dumas said: "You've probably read in the media that he can't find his shares, and it's not a surprise to us. There are a number of procedures ongoing that I hope will provide some clarity."

Dumas was also asked how shareholders can better access Hermès special events, and if the brand would consider a membership club. De Seynes demurred, asking those interested to join the French Equestrian Federation if they are interested in access to horse races such as Saut Hermès. As far as arranging visits to the company's sites, "workshops have to work," he joked.

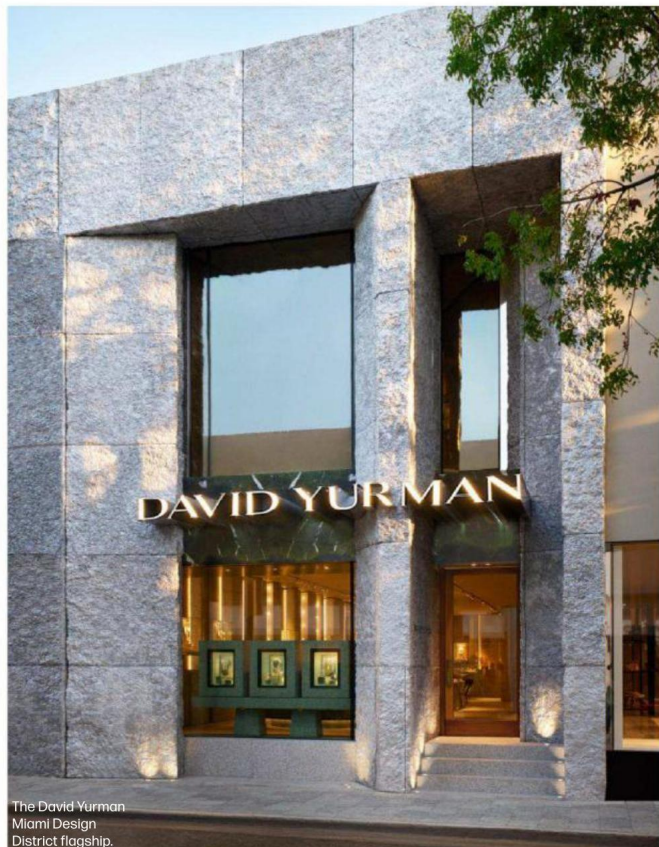
Shareholders also questioned why the company is sitting on its cash reserves, instead of disbursing it in dividends. Du Halgouët said that the large cash reserves help it better navigate lean times, such as during the pandemic.

"We are affected, like others, by what happens. We do operate in the real world. It just so happens that we are usually affected after the others. If there is a crisis, sometimes it's just a matter of time," said Dumas.

Another of the company's aims "is to not deal with concessions." Still, it uses the model to enter new markets such as Indonesia, but the hope is to start with a concession and then purchase the business, as it did in UAE.

The duty-free model will remain the same, Dumas said, as travel retail is not the company's expertise. But he doesn't see mass expansion in the future to continue to grow revenues, and has in fact closed stores since he joined the management team.

"We have fewer stores and more turnover. Due to the [prior] lack of stores in the right location, and it's true that often it becomes a very, very large investment, so these are large investments that we carry out thanks to our cash flow," he added.



The David Yurman Miami Design District flagship.



The selling floor inside the flagship.



Inside the flagship.

ACCESSORIES

David Yurman Opens Miami Design District Flagship

● The new flagship designed by Italian architect Andrea Tognon is the brand's 13th point of sale in the Sunshine State and its first flagship.

BY THOMAS WALLER

Davud Yurman has landed in the Miami Design District.

"Miami Design District has always been, since Day One, a place where brands get to kind of express themselves at their highest artistic and architectural expression," president and chief creative officer Evan Yurman said of the new location.

While David Yurman has 13 points of sale in Florida, including a second Miami location at the Aventura Mall, Yurman said the influx of people moving to the Sunshine State contributed to the need to add a flagship to the Miami mix. "Really, just the right time and the stars aligned for us to create a kind of an opus jewelry for us," he told WWD.

The chief creative officer enlisted Italian architect Andrea Tognon and consulting creative director Bernadette Blanc for the project. The new boutique is a bespoke creation, a new take on flagships for the brand. "I think that that as we go forward, all of our flagship stores will be one-offs. They will be site specific and aesthetically tailored to the environment where they're being constructed" while incorporating the brand's core DNA around art and materials, he said.

Yurman explained the space at 178 Northeast 39th Street, which unfolds over two floors, prompted him to rethink how

guests "look" at jewelry. "I think that jewelry and showcases, it's sort of this barrier between you and the thing that you really want to look at. I wanted to create an environment where people can feel there's an intimacy with the jewelry, not just a traditional jewelry store," he said.

Tognon, who has designed many luxury retail spaces globally, was most excited by the chance to create his first space in the Miami Design District. "There every brand brings something different, something new," he said of the shopping enclave. "From the beginning, the brief was just, let's try to do something special."

The facade greets guests with a unique take on stone, made to look like metal. "It looks like kind of a carved monolithic piece, more like a sculptural approach to a facade," Tognon said.

He then used a metallic spray to solidify the effect. "The spray comes a little bit from Miami. This idea of graffiti, from a street art approach, making something that looks almost like a big casted metal piece."

On the door is a sculpted handle by Evan's father and the brand's cofounder David Yurman, the first touch of the sculpture and art that centers its codes. "So you're actually getting to touch one of his pieces to open the door," the chief creative officer said of the special detail.

Inside the boutique, guests find the fine jewelry collections, gold and silver expressions for women and men, displayed on uniquely crafted fixtures made of various stone finishes, while upstairs is reserved for high jewelry. "The jewelry is mostly on kind of free-floating pedestals that come together to make showcases. They're more layered rather

than a row of cases," Yurman said of his display style.

The whole store is made of stone and wood with touches of unique objects and Yurman family artwork. "You're in a material kind of envelope, without feeling cold," he said.

"In a way we masked the experience of shopping out of a showcase with shopping on top of sculpture," he continued. "Sculpture is such a big part of what we do, it is our point of differentiation between a lot of the other jewelers we sit amongst. I consider us the sculptural house of jewelry, so to speak."

Yurman's father is a sculptor and his mother a painter; it is these artistic roots he wants to bring to the boutique floor. "My mother loves to have her paintings in the stores. And I thought, rather than hanging actual paintings, we would take sections of the paintings and interpret it in textile," he said.

It came a detail behind the wall vitrines, made with a textile factory in Italy that reinterpreted Sybil Yurman's work.

The theme is woven throughout but in nuanced ways. A stepped wall inside is made of vertically cut pieces of granite, moving in a curve, displayed like a necklace. Tributes to the brand's signature Cable collection appear throughout the space, as seen in the sculpted handrail at the store entrance. "I think it's really important to bring in brand codes, but not let it be obvious that it's hitting you over the head. It has to be subtle and you have to integrate it into the design," Yurman said.

The architect continued, "We tried to build a neutral background, through this granite marble, but then adding very



David Yurman jewelry.

specific and even colorful other stone materials to focus on the jewelry."

Tognon has created several luxury retail spaces, including Jil Sander in Berlin and Moschino in Milan, but found jewelry a different endeavor. "Jewelry is about detailing. It is a very focused perspective. This approach is different than the most of the fashion retail design approaches," he said.

While there has been a soft opening, the flagship officially opens Thursday with Evan Yurman hosting an after party at the Faena Forum to celebrate the brand's new Miami boutique with a surprise performer. Next the brand is again looking to Tognon to reimagine its Beverly Hill's boutique on Rodeo Drive, part of a rollout that will see multiple new stores this year.

"I think Miami is just an incredible market to be in. It is very jewelry centric. Obviously, there's a large Latin contingency and influence there, which is incredible because they love very expressive bigger jewelry with lots of color. That's like exactly what we do," Yurman said.

EXCLUSIVE

Dior Beauty Opens Flagship at South Coast Plaza



Here and below: Dior Beauty at South Coast Plaza in Costa Mesa, Calif.

- The Costa Mesa, Calif., location is Dior Beauty's largest footprint yet.

BY RYMA CHIKHOUNE

Dior Beauty has opened a U.S. flagship at South Coast Plaza in Costa Mesa, Calif., unveiling its largest footprint yet and reinforcing its commitment to brick-and-mortar retail.

"We have a very clear vision for building a network of flagship boutiques for Parfums Christian Dior across North America," said Charlotte Holman-Ros, president of Christian Dior Parfums in North America. "We really believe it's an opportunity to speak to the international high luxury clientele, who's already in the world of Dior, and really bringing them into the world of Dior fragrances, beauty and services."

Dior Beauty has six New Look concept boutiques globally; the new store – at 3333 Bristol Street in suite 2007 – marks its second in the U.S. The company first opened in New York's SoHo neighborhood at 109 Greene Street in October.

For a West Coast debut, South Coast Plaza was the obvious choice, Holman-Ros said. "It's the number-one luxury mall in the

U.S., 24 million visitors annually, a very large both local but also international luxury clientele and, of course, for many luxury brands, including for LVMH, it's a key flagship mall," Holman-Ros went on. "So, it was absolutely the kind of place that we wanted to plant the flag for Dior boutiques in North America."

Discussions about the store's precise location within the mall began approximately 18 months ago, she said. The new boutique is steps away from other LVMH Moët Hennessy Louis Vuitton brands including Louis Vuitton, Bulgari and Tiffany & Co.

"It's very well located in a high-traffic part of the mall with very strong luxury watches and jewelry brands adjacencies, as well as where the mall is building more of a luxury beauty cluster for the future. So, we're very happy with the location," Holman-Ros said.

Dedicated to Dior fragrances and beauty, working with Dior Perfume creation director Francis Kurkdjian, the boutique features natural light, a skylight and high ceilings. It's a mix of natural stones with white lacquer, neutral fabrics and golden metal accents.

"As our first flagship fragrance and beauty boutique across North America,

it really has a first-of-its-kind assortment, product offer, services offer and layout, as well as a visual identity, which is the first of its kind within the North America market," Holman-Ros said. "So, if I think about the assortment, it's really focused around our premium and ultra-premium offering, really tailored to that very discerning Southern California client."

The store showcases La Collection Privée Christian Dior, a line of high-end fragrances with bath and body goods, and its customizable La Collection Privée accessories, including fragrance trunks, cases and caps, as well as a selection of fashion accessories like sunglasses, jewelry and Mitzah scarves.

On display, and also available for purchase, are Dior Beauty's handcrafted Amphoras, an exclusive line of perfume bottles inspired by the amphora design first introduced by Christian Dior himself in 1947 for his debut fragrance, Miss Dior.

Each bottle can be filled with the client's scent of choice.

Other special U.S. exclusives include The Miss Dior by Eva Jospin (a special trunk by the French visual artist), Cannage Trinité Nacré Coffret by Nada Debs (a luxury perfume case with the Lebanese designer and sculptor) and L'Or de Vie by Aristide Najean (a work of art by the French painter and sculptor), along with Dior's known fragrances, including Miss Dior, J'adore, Sauvage and Dior Homme.

In skin care, there's L'Or de Vie, Dior Prestige and Dior Capture collections available, along with consultation services. And in color, it's a wide selection of cosmetics as envisioned by creative and image director for Dior Makeup Peter Phillips, including Rouge Dior, the Dior Forever and Dior Backstage lines.

Another boutique exclusive is a private suite dedicated to personalized services, named "Dior Moments to Your Measure."

"It's both to meet the needs and the expectations of a very discerning clientele, as well as to ensure that we can truly offer the best of Dior spa, skin care, fragrance and makeup services to the client," Holman-Ros said of the services. "We've particularly been developing our skin care services over the last couple of years with a series of partnerships in the spa world, like our summer residences last year at The Little Nell in Aspen and at the Beverly Hills Hotel, and we've been building out a very elevated global spa footprint. So we want to be able to encapsulate and offer a very curated version of those services to this client."

Dior Beauty has been offering spa experiences with stand-alone Dior Spa locations, including three in France at Cheval Blanc and Plaza Athénée in Paris and at the Hôtel du Cap-Eden-Roc in Antibes; two in the Middle East at The Lana in Dubai and at the Hamad International Airport in Doha, Qatar; two in Belmond trains inside the Royal Scotsman in the U.K. and Eastern and Oriental Express in Malaysia, and at Splendido hotel in Portofino, Italy.

"It's the appeal that the mall has for the luxury international client," Holman-Ros added, of expanding to Southern California. "It has many visitors coming from Asia, from the Middle East, from Latin America as well. So, it really felt like a true global, international destination for us. We looked at it in the context of our global footprint, not just our North America footprint. For Dior within the U.S., the greater L.A., Southern California area and New York are both two critical flagship markets of roughly equal size to the brand."



BEAUTY

Bubble Skincare, Olive & June Team Up



Products from Bubble Skincare's collaboration with Olive & June.

- The collaboration, which entails multiple cobranded sets, skin care, nail polishes and press-ons, will debut Thursday.

BY JAMES MANSO

Two of beauty's buzziest brands are joining forces – and doing so at Walmart.

Bubble Skincare and Olive & June have teamed on a multipronged collaboration entailing various cobranded sets, including Olive & June nail products and press-on nails in Bubble's blue and

orange hallmark hues. They will debut on an endcap at Walmart, and online with the retailer, on Thursday and range in price from \$10 to \$25.

A selection of each will respectively be available on the brands' own websites as well.

"We want to surprise and delight our community," said Bubble founder and chief executive officer Shai Eisenman. "We look for collaborations that are complementary but also unexpected. And we aim to do it in a retail environment because we know our customer loves shopping in stores."

It's not the first time Olive & June has collaborated with another beauty brand, having done so with E.l.f. Beauty previously as well as with out-of-the-box partners like the author Colleen Hoover. "The brand ethos needs to match the Olive & June ethos," said that brand's founder, Sarah Gibson Tuttle. "Despite being among the fastest-growing, we're still small and our awareness is low, which means we have a lot more to do."

The pairing comes at a time of growth for both brands, with Olive & June being acquired by Helen of Troy last year for \$240 million. Bubble recently expanded into Target, bringing its global points of

sale to north of 15,000.

Though Bubble was among the earliest to have its finger squarely on Gen Z's pulse, Eisenman posited that this collaboration provided entry points to a slightly more mature shopper.

"The oldest Gen Zers are turning 30 this year," Eisenman said. "And Olive & June's primary demographic is more Millennial. We want to ensure we're becoming more cross-generational, and that we're growing with consumers and answering all of their needs. It's no longer just acne, it's also hydration, nourishing and plumping."

Despite playing in entirely different categories, Gibson Tuttle also said they've built their brands with similar imperatives. "They're community-focused, branding-focused and accessibility is a huge piece for them. It's a huge piece for us, too," she said. "They work with dermatologists, we work with engineers, and we are very focused on everyone having powerful products in a playful way, whether that's with color or font or packaging."

"We're anticipating it will sell out," Gibson Tuttle continued. "It's of-the-moment for us, it's accessible, and it's not sacrificing any sort of quality."

EXCLUSIVE

Ayurveda-inspired Supplement Brand MomentM Is on a Mission



MomentM

- The brand is launching with four products: Calm, Synthesis, Equilibrium and Revitalize.

BY EMILY BURNS

The moment has arrived.

MomentM, a new Ayurveda-inspired supplement brand, is launching direct-to-consumer and on Amazon with four core products: Calm, \$40, a lavender latte-flavored gummy to destress; Synthesis, \$60, a peach-plum-flavored collagen and hyaluronic acid powder to boost skin health; Equilibrium, \$60, a pre, pro and post-biotic capsule for gut health, and Revitalize, \$80, a ceramamide, hyaluronic acid and antioxidant-filled capsule for skin glow and elasticity. MomentM is founded by Marise Saldanha, a former brand manager for Dove Skin Cleansing.

"Our product philosophy is basically designing around three core pillars, which is mind, body and vitality," she said, adding that she is bringing Ayurvedic

traditions and botanical ingredients from her upbringing in India into the brand's formulations as well. "It's an amalgamation of both natural Ayurvedic ingredients as well as scientifically backed ingredients. In Ayurveda, mind, body and vitality are seen as the core elements of the universe, and each one is constantly influencing the other."

While Saldanha started her career in skin care, she grew up surrounded by health, as her father has worked in the pharmaceutical industry in India and is the chief executive officer, managing director and chairman of the board at Marksans Pharma. Marksans Pharma is financially backing the brand and advising on product development and formulation, though the products are all manufactured in California. While attending the Haas School of Business at UC Berkeley, Saldanha became increasingly interested in the wellness space but with a slew of brands and influencers, she quickly became overwhelmed.

"What started as a wellness journey gradually turned into a downward spiral. I literally quickly felt so overwhelmed with a countless amount of options," she said. "What was worth it? What was snake oil?...I found myself feeling very pressured and insecure, which eventually took a toll on my mental and physical well-being."

Saldanha was even experiencing adverse side effects from all the products she was trying that promised better health.

"I remember lying in bed. My stomach was physically burning, and I thought to myself, 'I should have never started this journey in the first place,'" she said.

After years on this roller coaster, Saldanha decided enough was enough. "One day I opened my cabinet drawn and I saw it overflowing. It was literally overflowing with dozens of supplements from different brands, some half used, some expired, some unopened," she said. "It was in that moment that I realized I had spent so much time, money and just energy [on] something I had zero clarity about."

All of this confusion, pain and stress around the wellness industry that was meant to provide the opposite led Saldanha to start a brand centered around Ayurvedic traditions and a more simplified approach compared to what was available on the market.

In addition, the team said its involvement with Marksans Pharma further differentiates it from other supplements on the market, as it ensures it is formulating at a pharmaceutical level with the highest quality ingredients and proper dosages.

"The level at which we test is very rigorous," said Saldanha. "It's one of our greatest strengths, but it's also been one of our biggest challenges."

While it is launching with four core stock keeping units, Saldanha plans to launch an additional four before the end of the year, including a cognition-supporting gummy. The team declined to share specific sales projections but shared that they have invested around \$3 million into building the company.



Calvin McDonald

BUSINESS

Calvin McDonald's Pay Totals \$14.6M For 2024

- The Lululemon CEO, who has overseen a dramatic growth spurt at the active brand, remains one of the highest-paid leaders in fashion.

BY EVAN CLARK

Calvin McDonald scored a \$14.6 million payday last year as chief executive officer of Lululemon Athletica Inc.

Most of that compensation came in the form of stock and option awards, which were valued at a total of \$11 million and tie McDonald's own fortunes with those of shareholders. How much of that money he ultimately sees will depend on the company's performance.

Otherwise, McDonald received a salary of \$1.3 million and incentive pay of \$2.2 million, according to the company's proxy statement filed with the Securities and Exchange Commission.

His pay package shrank by 11.8 percent from the \$16.5 million he logged in 2023, however.

McDonald is one of the highest-paid CEOs in fashion and retail, but does not top the list.

Proxy statements, which tee up a company's annual meeting, are just trickling out now and so far Walmart Inc.'s Doug McMillon (with a pay package worth \$27.4 million last year) and Target Corp.'s Brian Cornell (\$20.4 million) have him beat.

Lululemon grew sales by 10 percent to \$10.6 billion in 2024 – growth that outstripped most of the fashion industry but still lagged the dramatic expansion the brand saw previously.

The brand has 462 stores in the Americas, 151 stores in China, 107 in its Asia-Pacific region and 47 doors in Europe and the Middle East.

"In 2024, we continued to grow our business globally as we brought to life exciting brand activations around the world, remained resilient in the face of challenges, and worked to introduce more newness and innovation into our product assortment," McDonald said in the proxy statement.

While the company is seeing stronger growth overseas, it expects to only post a modest expansion in its home market of North America this year.

BUSINESS

Amanda Smith Appointed Board President of FSF

- She succeeds John Tighe, president of Tailored Brands, who successfully completed a two-year term.

BY LISA LOCKWOOD

Amanda Smith, chief executive officer of Fairchild Media Group, has been appointed board president of the Fashion Scholarship Fund. She succeeds John Tighe, president of Tailored Brands, who has successfully completed his two-year term leading the FSF board.

"During her distinguished service on the FSF board, Amanda has consistently demonstrated her commitment to the educational and professional advancement of young talent. Amanda's strategic thinking and global stature will elevate and strengthen our mission and expand the opportunities available to our scholars," said Peter Arnold, FSF executive director. "We extend our gratitude to John Tighe for this exceptional leadership and invaluable contributions over the past two years. His dedication has left an enduring impact on the FSF, setting Amanda and the FSF up for continued success."

Smith joined the FSF board in 2023 and has since served as co-chair of the marketing and communications committee and is an active member of the executive committee. During her tenure, she has made significant contributions as a mentor and an advocate for advancing young talent at FSF, which is the foremost fashion-oriented education and workforce development nonprofit in the U.S.

Most recently, she joined industry leaders to judge the FSF's 2025 Final Four Pitch Night, where top-scoring scholars presented their comprehensive case studies in competition for the \$25,000 Chairman's Prize, the FSF's highest honor, awarded annually at its gala. Held last month at

the Glasshouse in New York, the FSF Live! gala honored Jerry Lorenzo, founder and creative director of Fear of God; Sara and Erin Foster, cofounders of Favorite Daughter, and Tony Spring, chairman and chief executive officer of Macy's Inc.

In addition to her mentorship, Smith has helped provide FSF Scholars with industry exposure. Last month she facilitated exclusive behind-the-scenes experiences at WWD's headquarters for all 160 members of the FSF Class of 2025. These opportunities allowed the scholars to engage directly with top editors and designers, gaining firsthand insight into careers in fashion and media. In addition to WWD editors, the Scholars heard from Deirdre Quinn, cofounder and CEO of Lafayette 148, as well as a Q&A with Jackson Wiederhoeft and Henry Zankov of Zankov.

"I am deeply honored to be taking on the role of board president at the Fashion Scholarship Fund," Smith said. "Investing in the next generation of talent is vital to the fashion industry, and I look forward to collaborating with the dedicated FSF team to champion the growth and development of our exceptional Scholars. Together, we will continue to cultivate innovative opportunities for these talented students across the fashion community."

The FSF works directly with young students from diverse backgrounds and awards more than \$1.9 million each year in scholarships to help these students from FSF's network of 75 colleges and universities succeed in all sectors of the industry, including design, merchandising, marketing and business strategy. The FSF also provides scholars with a wide range of internship and career opportunities, mentorship, networking, professional development and access to the industry's most influential leaders and companies.

As CEO of Fairchild Media Group, Smith oversees brand and editorial operations,

Amanda Smith



and strategy for the 12 million in combined global audience across WWD, Footwear News, Beauty Inc, Sourcing Journal, WWD Weekend and FairchildLive.

Smith – who held senior roles at Fast

Company, Vogue, The Wall Street Journal and The New York Times before joining Fairchild in 2020 – also created the WWD Global Impact Council and has expanded Fairchild's live events.

FASHION

LIM Fashion Education Foundation Celebrates Industry Leaders

- The event honored Amanda Smith, CEO of Fairchild Media Group, and Sam Edelman with the Fashion Forward Award on Tuesday night in New York.

BY NIKARA JOHNS

The LIM Fashion Education Foundation honored two fashion industry leaders – Amanda Smith, chief executive officer of Fairchild Media Group, and Sam Edelman, founder and creative director of his namesake brand – on Tuesday night in New York.

Both received LIM FEF Fashion Forward awards for their contribution to the academic and professional development of LIM college students.

"We honor their commitment and measurable contributions to the lives of so many of these students who are going to be the next generation of leaders in the industry of fashion," Arnold Cohen, president of the LIM FEF board of directors, said during a cocktail event at the Todd Snyder store in Rockefeller



Center. "Our sole focus of all the board members and us being here tonight is solely to raise funds to give a scholarship to students. And these students are deserving students and are in need."

Most recently, Smith has provided support for LIM students via her involvement in the school's annual fashion show. She also has hosted students for on-site visits at FMG's offices.

"Our industries rely on students for our future, and we need to support them with meaningful connections, information and a world class education," said Smith, who as CEO of Fairchild Media Group oversees the business and editorial operations of WWD, WWD Weekend, Beauty Inc, Footwear News, Sourcing Journal and Fairchild Live Events. "I am continually impressed with the next generation of talent, and proud to help support them. As you can see from the students here tonight, they are talented, they're articulate and they're driven."

Edelman, meanwhile, has been committed to shaping future talent through his internship program and LIM Master Classes. He was also the commencement speaker for LIM's Class of 2024, where he received an honorary doctorate.

"I've given the same advice for a very long time, but what my whole reason to be is to work with young people. And I work with 75 young people every day. I tell people to find a mentor, and that's the biggest piece of advice," he told WWD's sister publication FN. "If you really love a brand, get into that company and find somebody that you can learn from and develop with. If you don't like it, get out and find another one."

Guests were encouraged to shop and take part in silent auction to raise funds for LIM scholarships. A portion of sales at Todd Snyder were also donated to LIM FEF.



Scarlet Fu, Stephen Lamar, Laura Weber, Dr. D'Wayne Edwards, Ulla Johnson, Katherine Gold, Bill Foudy, Lance Rutenberg, Lewis Perkins and Steven Kolb attend the 2025 AAFA American Image Awards.

BUSINESS

AAFA Honors Target, Ulla Johnson And More at American Image Awards

• The event honored a handful of trailblazers in fashion who have made significant contributions to the industry.

BY ANDRE CLAUDIO

NEW YORK – The American Apparel & Footwear Association (AAFA) took over Gotham Hall Tuesday night for its 49th annual American Image Awards, honoring a handful of trailblazers who are expanding the global impact of fashion in ways that will “inspire generations to come.”

Hosted by news anchor Scarlet Fu, the event – which benefited the Council of Fashion Designers of America Foundation (CFDA) – began with opening remarks from Stephen Lamar, president and chief executive officer of the AAFA.

Lamar set the tone for the evening by emphasizing the importance of the gathering, particularly amid the ongoing global trade war initiated by President Donald Trump – a development that has raised widespread concern throughout the industry.

“I encourage you also to reflect on the challenges we confront today with greater and greater burdens,” Lamar said. “These challenges shine a light on the need for the CFDA and the importance of our gathering tonight. No doubt we have our work cut out for us, and these journeys are never easy, but the achievements we celebrate tonight were not forged alone or without effort.”

Shortly after Lamar’s kick-off speech, Gail Klapper, managing partner at The Klapper Firm, presented the Trailblazer Award to Katherine Gold, president and CEO of GoldBug. During her speech, Gold joked that the last time she accepted an award – when she was named Vendor of the Year – it was just days before the country fell into the throes of a global pandemic. Now, as she stood before the audience amid a global trade crisis, she said, “I think we can all agree that none of us can afford to have me accept another award.”

Gold took over the business in 2012

– which was founded by her father in 1968 – after buying it from her siblings. At the time, she said the company was “in serious debt and needed a new direction,” so she made it her mission to revamp the brand into one that offered life-changing products for multiple generations. The brand, which makes “on-the-go gear for babies’ everyday adventures,” evolved under her leadership into a purpose-driven company focused on innovation and legacy.

“As a private, value-driven company, we can change quickly, innovate responsibly, maintain standards and exceed our history,” Gold said. “We’re proud to carry our legacy forward while still pushing ahead. I’m incredibly proud of all our initiatives and the company we have built. If it takes a trailblazer to achieve these goals, then I’m honored to be called one. Achieving a better tomorrow for all of us is completely doable if it’s part of our core corporate mission.”

Halide Alagöz, executive vice president and chief product and merchandising officer at Ralph Lauren, followed Gold’s speech by presenting the Eco-Steward Award to Lewis Perkins, president of the Apparel Impact Institute (AII).

During his speech, Perkins thanked the AAFA and CFDA for recognizing the Apparel Impact Institute’s work, which includes launching the \$250 million Fashion Climate Fund in 2022 – an initiative aimed at unlocking up to \$2 billion in capital to reduce carbon emissions in fashion – as well as deploying the fund’s first Climate Solutions Portfolio grants.

“This is a milestone for everyone who’s been helping build and scale AII’s work, and it’s a reflection of the incredible collaboration that’s happening today through brands, suppliers, funders, philanthropies, banks, innovators and creatives – all who believe that in order for climate action to be part of fashion, you have to move beyond the promises,” Perkins said. “I think it really is time for us to prove the results.”

Lance Rutenberg, president and CEO of the American Textile Company, accepted the Company of the Year award presented by Jack Ouellette, former CEO of the company.

On stage, Rutenberg reflected on 100 years of business as one of the largest bedding manufacturers in the world and thanked the AAFA – specifically Lamar – for their continued support and belief in the company.

“We are a long way from those humble beginnings with one cut-and-sew operation in the heart of Pennsylvania. Thankfully, during that 100-year journey, we recognized that sleep is a necessity, and our strategic vision was built around supplying products that address this constant in everyone’s lives,” Rutenberg said. “We will use tonight as motivation to continue creating many products that excite consumers and retailers.”

Steven Kolb, CEO of the CFDA, presented the Designer of the Year award to Ulla Johnson. As the daughter of two

archaeologists, Johnson – who founded her namesake brand over 25 years ago – shared how her appreciation for the lasting impact of human-made objects has shaped her understanding of how the things consumers wear and live with carry meaning across time.

“I’ve traveled to countries and communities far and wide, developing a network of artisans with unique skills forged from centuries of specialization in knitting and weaving,” Johnson said. “I can’t take lightly the intimacy that links a garment with its wearer, and with the women who wear my clothes. I endeavor to always design garments that make a woman feel amplified in her unique voice, not mine.”

The following award, Fashion Maverick, was presented to Dr. D’Wayne Edwards, president of Pensole Lewis College, by his daughter D’On Lauren Edwards.

Edwards, who began his career as an entry-level footwear designer at LA Gear in 1989 at just 19 years old, spoke about building a lasting legacy in the industry, including designing custom sneakers for rap legends like Tupac, Notorious B.I.G. and Dr. Dre. He also highlighted what he considers his “greatest” endeavor: Helping to reopen Detroit’s Pensole Lewis College (PLC) – the first design-focused HBCU.

“I guess I’ve been a maverick since Day One with my first fashion pitch. Little did I know that suggestion would set me down a path for nearly 37 years rooted in creativity and pushing boundaries,” Edwards said. “My goal was, and still continues to be, to leave this industry better than what I entered into by inspiring the next generation of designers to do the same.”

Closing out the ceremony, Houston White Jr., founder of lifestyle brand Houston White, presented the Retailer of the Year award to Bill Foudy, senior vice president and president of Owned Brands, who accepted the honor on behalf of retail giant Target.

While Foudy acknowledged that brands and retailers are currently navigating an “extremely volatile, uncertain, complex and ambiguous” landscape, he expressed confidence in Target’s ability to meet evolving consumer needs.

“We know that this is the time that consumers are going to be looking to us for joyful products and solutions, to stretch their dollars as far as possible. It’s going to take more creativity, more innovation, speed and a steadfast commitment to the new customer-centric model to ensure that we can bring joy to consumers across the U.S. at a time when they need it most,” Foudy said. “However, our purpose is to help all families discover the joy of everyday life. It’s the driving force behind our commitment to making style, quality and relevant products accessible and affordable for all, so we’re [up for the challenge].”



BUSINESS

The Folklore Unveils New Selling And Order Management Features

- The new multi-marketplace selling and dropship order management tools are designed to streamline processes across global multiple marketplaces.

BY LISA LOCKWOOD

The Folklore, a leading commerce technology platform dedicated to empowering small brands in emerging markets, has launched multi-marketplace selling and dropship order management features.

These tools are designed to help brands streamline their sales and order management processes across multiple global marketplaces, social media channels and search engines, providing them with a comprehensive solution to sell and ship products globally.

Multi-marketplace selling allows brands to list their products on multiple global marketplaces without the need to create individual accounts for each one. This way they don't have to manage multiple logins, and it makes it easier for brands to increase visibility and reach millions of new customers. Further, brands can access top global marketplaces such as Etsy, Nordstrom and others, all through The Folklore's centralized platform, significantly expanding their market reach.

One key benefit is that brands that are not registered in countries a particular

marketplace operates in still have the ability to list their products on the marketplace via The Folklore.

The dropship order management feature complements the multi-marketplace selling tool by offering a unified platform to manage orders across various sales channels. Brands can now receive and process orders in one centralized dashboard, generate shipping labels with a single click, and benefit from discounted domestic and international shipping rates. In addition, brands will receive weekly payouts directly to their local bank accounts in USD, further streamlining their operations.

"We are incredibly excited to offer these new features to our community of brands," said Amira Rasool, founder and chief executive officer at The Folklore. "Our goal is to simplify the global commerce process for small businesses by providing them with the tools to see and fulfill orders more efficiently, ultimately driving growth and success in global markets."

On the topic of tariffs, Rasool said she is working with DHL to get an estimate before the label is created and providing that transparency to the brand. She said its biggest market, Africa, is still covered under AGOA [African Growth and Opportunity Act] so not much issue there. "But places with new or higher taxes, we're getting customs quotes first," she said.

The Folklore's tools support fashion, beauty, home, kids and lifestyle brands that have global growth ambitions, but

have lacked affordable solutions to support them in a competitive global market. The Folklore's tools are designed to empower brands to better connect with global consumers, retailers and marketplaces and find simple solutions to the difficulties of cross-border transactions.

Nordstrom has joined The Folklore as its first department store marketplace partner, expanding a partnership that began in 2022. In the last three years, Nordstrom has worked with The Folklore team to bring in small, emerging, sustainable and diverse brands through joint in-store pop-up shops across their U.S. stores. Nordstrom has also sourced and launched half a dozen brands from The Folklore, including Canada's Israella Kobla and Nigeria's Orire and Elexiay. At the end of April, The Folklore launched eight brands on Nordstrom Marketplace through The Folklore's dropship program including ACARRE, Forever Amelia, Karité, Laya Swim, That Good Good Shea, Tia Adeola, The Rad Black Kids, and Tribal Eyes.

The launch of these features strengthens The Folklore's commitment to empowering small brands in emerging markets like Africa, Latin America and Asia and emerging brands in the U.S. and Europe.

The new features will be available to brands on the Plus (\$79 a month) and Premium (\$149 a month) subscription plans, with Plus offering access to Etsy and Shop by Shopify and Premium offering access to marketplaces like Nordstrom.

Amira Rasool



Both plans will enable them to instantly list their product on social media and search platforms such as Instagram Shop, Facebook Shop, TikTok Shop, and Google Shopping.

The Folklore plans to roll out additional marketplace partners over the next few months, spanning both direct-to-consumer and business-to-business marketplaces with a primary focus on the U.S., United Kingdom and EU based marketplaces.

FASHION

High Museum of Art Gets Multimillion-dollar Donation For Fashion Exhibitions

- The museum will also use the funds for a curatorial position and related programs.

BY ROSEMARY FEITELBERG

While most fashion-loving people will splurge on a designer item on occasion, Lauren Amos has upped her love of fashion to new heights.

The Atlanta-based entrepreneur and philanthropist has donated \$3.5 million to the High Museum of Art in Atlanta to fund fashion exhibitions, a curatorial position and related programs over the next five years.

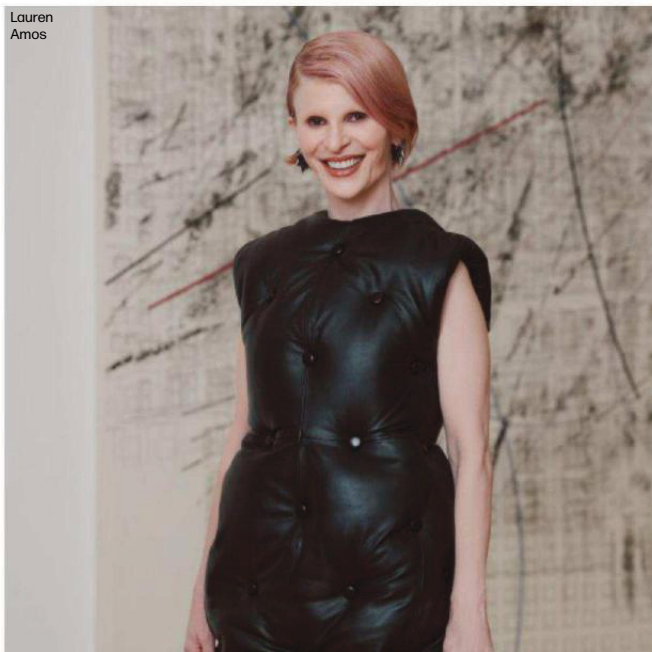
The Lauren Amos Fashion Project will be the High's first multifaceted initiative that's dedicated to fashion design in the museum's nearly 100-year history. For starters, her namesake project is providing foundational support for "Viktor & Rolf. Fashion Statements," the first major retrospective in the U.S. that will be dedicated to the Dutch couture designers Viktor Horsting and Rolf Snoeren. The show will bow on Oct. 10 and run through Feb. 8.

As a 12-year board member at the museum, Amos' pledge is in recognition of the High's previous successful runs with fashion exhibitions including "Iris van Herpen: Transforming Fashion," "The Rise of Sneaker Culture" and "Virgil Abloh: Figures of Speech," each of which were held more than five years ago. With her

support, the High Museum will be scouting a curator, who will lead the museum's fashion efforts, including the development of new programs, a scholarship and a major exhibition that is expected to be staged for 2028-29.

Born and raised in Atlanta, Amos has

Lauren Amos



left her own stamp on the city. Three years ago she founded and opened Ant/Dote, a multibrand luxury and lifestyle boutique in Atlanta. With a selective eye, her store offers some labels that are not easy to find in her home city, including Balenciaga, Rick Owens, Alaïa, Phoebe Philo, Comme des Garçons, Junya Watanabe, Issey Miyake, Willy Chavarria and more. Amos also used her exacting outlook to start Wish Atlanta or simply "Wish Atl," one of the nation's only women-owned and -operated streetwear boutiques.

With her unmistakable, and daring style, Amos can exemplify how fashion can be art. For example, at last month's "House Party" for the 25th anniversary

of the Smithsonian's Cooper Hewitt National Design Awards, she turned up in an elaborate silver polyurethane gown designed by Melitta Baumeister. NDA's 2025 winner for fashion had also made Amos a coordinating clutch with extended cutlery so that she could dine unencumbered by her oversize metallic sleeves at the table she was hosting. Amos told WWD how she had figured out how to use fashion as a tool – to push people away with it or draw people in with it. And even though her thoughts were with a terminally ill friend, whom she had visited earlier that day in the hospital, Amos said her dress had been such a conversation starter that it had brought her into a better space. "It's almost like a performance piece," Amos said at the Cooper Hewitt.

Amos' charitable efforts include supporting Meals on Wheels Atlanta and the Spelman College Museum of Fine Art. She also serves on the boards of the Wish Foundation and the Daniel P. Amos Family Foundation, and she recently launched the "Wish Atl Sneaker Design Scholarship" at the Savannah College of Art and Design.

Describing the High Museum as having been "a source of wonder" to her for so many years, Amos said "this opportunity to showcase fashion as a true artform inside one of the nation's premier museums is a dream come true. Creativity can challenge, inspire and unite people, and the High demonstrates that so beautifully. I look forward to the conversations and ideas that this project will spark, and I'm honored to play a small role in shaping what's to come."

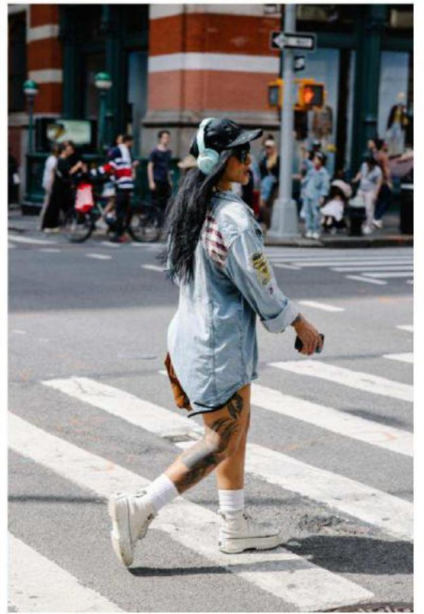
The High Museum of Art's director Rand Suffolk said, "We are so grateful to Lauren for her vision and look forward to bringing exquisite examples of creativity, extraordinary craft and innovation to the city of Atlanta."

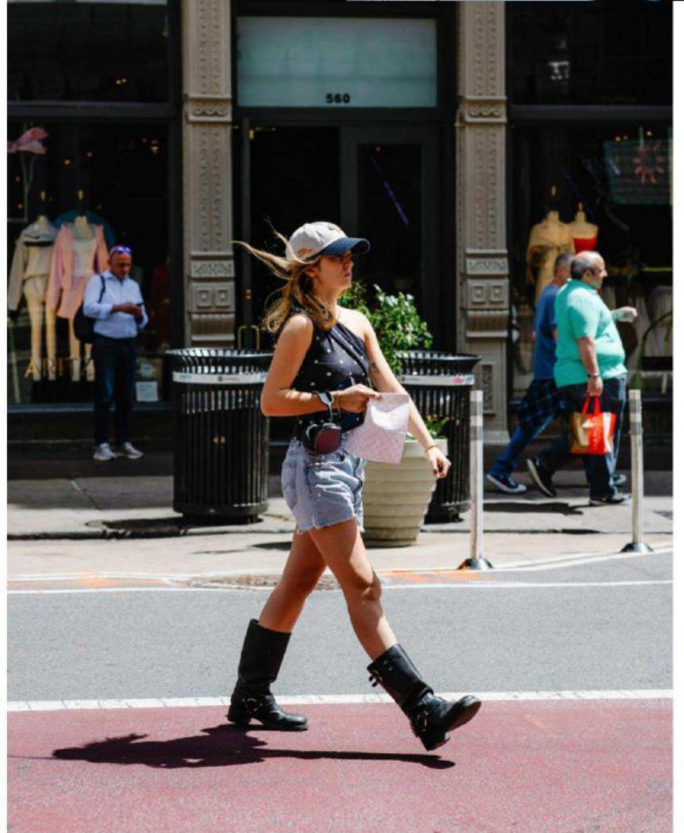
THEY ARE WEARING

Bermudas & Boots

Gen Zers have broken out their warm weather wardrobes: shorts, either Bermudas or short-shorts; a tank top, and motorcycle style boots, just in time for some rising temps.

BY ALEX BADIA PHOTOGRAPHS BY LEXIE MORELAND





EXCLUSIVE

Aureum Collective, Parke Partner on Capsule

Chelsea Parke and Cass DiMicco



- The collection is available for purchase on both websites with prices starting at \$45.

BY ANDRE CLAUDIO

From close friends to business partners: Chelsea Parke, founder of Parke, and Cass DiMicco, founder of Aureum Collective, are teaming up for an exclusive project.

On Wednesday, the duo — who have been friends for more than a year — released an exclusive 10-piece capsule collection filled with “timeless essentials that everyone needs in their closet.”

Leaning on 27-year-old Parke’s denim expertise, the two created an elevated denim jacket that mimics a shacket, making it “the perfect piece” for Gen Zers — her primary audience — entering the workforce, according to DiMicco. The collection also features classic light-wash jeans.

“For the denim, we wanted something that felt cool and Gen Z, but also had what I would personally wear as a little bit of an older person. So we came up with this loose, very cool, more wide-leg jean,” DiMicco told WWD. “And the denim jacket is more of a shacket so it’s a little more

polished than just a normal casual denim jacket. That was kind of how we fused the two brands together.”

Meanwhile, 32-year-old DiMicco’s experience with leather was utilized to create two belts. Handcrafted in Italy, the belts are available in a dark brown or black with gold plated hardware meant to be an extension of Aureum Collective’s jewelry.

“Since we started as a jewelry company, we wanted the buckles and gold hardware to feel like an [adjunct] of our [core] pieces,” DiMicco said. “We sampled with a few manufacturers in Italy, and the factory we

chose — the one we still use — really took a chance on us to help us create these pieces.”

The collection, which took about 10 months from ideation to execution, will also feature shirts, sweats and accessories like hats and earrings. It’s available for purchase on both websites with prices ranging from \$45 to \$200.

“The most important thing about this collab is that it’s timeless, elevated classics you’ll have forever — pieces that won’t be out of style next year,” Parke told WWD. “That’s the approach [we both] take with everything we put out. It’s so important to me that I want to wear these pieces forever, and I want our customers to feel like they’re not just investing in clothes, but in the future of their wardrobe.”

While some might be hesitant to go into business with a friend, Parke and DiMicco both said working together was “unbelievably easy,” especially since they had already tested the waters with a previous collaboration.

That initial partnership came to life last September when Parke hosted its second New York City pop-up in SoHo, drawing more than 2,000 shoppers who lined up around the block. The 1,600-square-foot space showcased pieces from the brand’s fall 2024 collection and past drops — including denim jackets, jeans, sweaters, T-shirts, hats and tote bags.

It was at this pop-up that their business venture officially began, with Parke featuring an exclusive selection of Aureum Collective jewelry for her customers to shop.

“Starting [our partnership] at the pop-up and seeing how it went was really important to the whole collaboration,” Parke said. “But we had the idea for a collab way before that. Cass and I met because we both lived in Miami and were trying to build our brands. We’re both super ambitious, and I think it really resonated with us how hardworking we both are.”

FASHION

Jonathan Anderson Departure Fuels Loewe’s Popularity on Lyst

- The brand overtook Miu Miu to top the hottest brands ranking.

BY TIANWEI ZHANG

LONDON — Loewe again overtook Miu Miu to claim the top spot on the Lyst hottest brands ranking for the first quarter of 2025, thanks to a 38 percent surge in searches on the shopping platform driven by the coverage surrounding the departure of then-creative director Jonathan Anderson, who is set to unveil his first collection for Dior Men on June 27 during Paris Men’s Fashion Week.

The last time Loewe rose to the top was in spring of 2024 when Luca Guadagnino released “Challengers,” which featured costumes designed by Anderson and a press tour during which Zendaya and costars Mike Faist and Josh O’Connor, two of the poster boys for the “Rodent Man” trend, wore Loewe looks on multiple occasions, helped the brand align with “a high-profile cultural moment.”

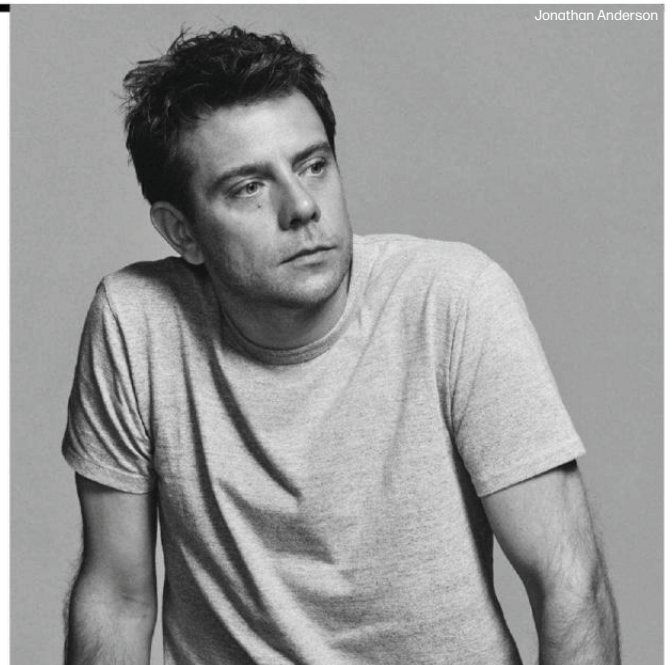
However, not all brands undergoing creative changes sparked the same level of interest among Lyst shoppers. Versace, Balenciaga, Bottega Veneta, Gucci and Valentino all dropped in the ranking. The dark horse of the season was

Cos, the minimal, more upscale label owned by H&M Group. Cos, which counts Oscar-winning actor Adrien Brody as an ambassador, climbed 11 places to become the sixth hottest brand in the quarter, with demand rising 44 percent. Cos is the first mass fashion brand to break into the top 10 ranking.

Chloé, Ralph Lauren and On saw considerable gains in the quarter as well. Under Chemena Kamali’s creative direction, Chloé entered the top 10 hottest brands for the first time since the Lyst Index began. Ralph Lauren rose six places to 12th position, thanks to engaging audiences across multiple tiers of the market. The Zendaya-approved On entered the ranking this quarter in 18th position. Searches for the brand jumped 50 percent in the period.

In terms of in-demand items for the first quarter of 2025, the Celine flared jeans that Kendrick Lamar wore at the Super Bowl halftime show topped the chart. Searches for flared jeans on Lyst following his performance shot up 412 percent.

It was followed by the Taekwondo sneakers from Adidas; the Speedcat ballet flat from Puma; the Gabby vanity bag from Saint Laurent; the suede pouch from Miu Miu; the barrel leg trousers from Cos; the Accolade hoodie from Alo Yoga; the color



Jonathan Anderson

sock from Uniqlo; the Michael shoes from Paraboote, and the mini ruffled dress from Chloé.

With 160 million annual active users, Lyst earlier this month entered into a definitive agreement to be acquired by Zozo Inc., a Japanese fashion e-commerce platform operator, for \$154 million.

Following the acquisition, Lyst will become a wholly owned subsidiary of

Zozo. It will continue to operate as a stand-alone business based in London, with Emma McFerran continuing to serve as chief executive officer.

Zozo said the acquisition of Lyst will form the cornerstone of its international expansion strategy, while Lyst’s brand authority and intelligence will be further strengthened by leveraging Zozo’s market leadership in Japan.

FASHION

Market Moments

A snapshot of the industry's latest launches, collaborations and up-and-coming designers.



A look from Roberto Cavalli x The Webster's exclusive capsule collection.

Roberto Cavalli, The Webster Partner on Collab

Roberto Cavalli is celebrating the eclectic, bold spirit of Miami this summer with an exclusive, coed collaborative capsule with The Webster.

Titled "Ray of Pink," the collection reimagines the brand's iconic spring 2007 "Ray of Gold" archival print. Over the last few years the maison's creative director Fausto Puglisi has modernized the heritage print design, initially inspired by the reflection of a sunbeam on Roberto Cavalli's Art Deco gilded lighter, into a signature motif featured across his ready-to-wear and couture collections.

Here, the designer has introduced the print in bold new pink and gold colorways to emulate Miami's vibrant energy, its neon-lit streets and colorful sunsets in collaboration with The Webster. The bold print adorns a majority of the capsule — 12 of the 16 pieces — spanning from swimwear and cover-ups to day-to-night ready-to-wear.

In women's, highlights include a sheer flared trouser and matching T-shirt, jeans, an asymmetrical sarong skirt, a one-piece swimsuit with chiffon sleeves and a poplin minidress. In addition, the capsule includes printed men's swim trunks, linen shirts and shorts alongside a palette cleansing selection of complementary white ready-to-wear.

The Roberto Cavalli x The Webster's limited-edition collection, priced \$375 to \$2,995, is available to shop through The Webster's e-commerce store and boutiques, as well as through the brand's e-commerce and select Las Vegas and Miami boutiques.

— EMILY MERCER

Matteau Fetes Anniversary With Moda Operandi Exclusive Capsule

In honor of its 10th anniversary, minimalist fashion brand Matteau is releasing an exclusive collaboration with Moda Operandi, whom the label has partnered with since 2019, on Thursday.

"As one of our earliest supporters, it feels like a full-circle moment to be working with Lauren [Santo Domingo] and the Moda Operandi team," cofounders and sisters Peta Heinsen & Ilona Hamer told WWD.

The 13-piece collection embodies the Australian brand's well-known, easy ethos of modern wardrobe essentials from Hammer and Heisen, who design their collections between Sydney and Los Angeles.

Furthermore, the Matteau x Moda Operandi collection was designed to be easily packable and travel-friendly, as seen through new takes on the brand's quintessential, breezy silhouettes in summery hues.

April Hennig, president of Moda Operandi, told WWD that the brand's minimalist aesthetic found a natural home with the retailer through their collaboration, which "reimagines proven silhouettes in fresh seasonal fabrics — crisp cotton poplin, breezy linen and refined knits."

"Designed for high summer dressing, this collection blends elevated essentials with effortless cocktail wear, capturing the essence of warm-weather elegance," she said.

For instance, the Fisherman Drawcord pant now comes in an organic cotton-silk blend, the organic cotton poplin sundresses that make for the perfect summer wedding guest dresses come

in a new rosewater colorway, and the Crossback Midi and Shift Mini linen and cotton dresses feel fresh in lemon hues.

In addition, the brand is offering its signature heavyweight jersey Breton Stripe T with classic boat neck and straight sleeves in a custom Rose Stripe colorway, as seen on model Britt Oosten in the collaboration's campaign imagery, shot by Hammer in Lanzarote, Canary Islands.

The Matteau x Moda Operandi exclusive collection, priced \$240 to \$650, is available to shop via both companies' e-commerce websites. — E.M.

Here and below: Looks from Matteau x Moda Operandi's exclusive collaboration.



Presley Oldham Lands at Bergdorf Goodman



Presley Oldham

Presley Oldham's pearls are popping up at Bergdorf Goodman.

The department store is snapping up the Brooklyn-based designer's colorful line of organic pearl and glass beaded "compost" jewelry in time for summer. Starting Thursday through the end of July, Oldham will be situated on 5F, Bergdorf's contemporary fifth floor. "It does feel kismet," he said, given the launch date coincides with his brand's fifth anniversary.

Oldham, the nephew of fashion designer Todd Oldham, currently sells through a number of smaller boutiques in addition to running his own e-commerce, but Bergdorf is his first landmark retailer. "The array of jewelry they curate is unlike any other in the world, and I feel so lucky to now be included," he added.

Bergdorf will also be the first to stock his spring 2025 collection, which Oldham

debuted as a CFDA award nominee with a presentation during New York Fashion Week. Additionally, the jeweler sourced unique pearls to create three exclusive one-of-a-kind necklaces.

"One style is made with luscious lavender coin pearls the size of quarters, another is made with blush pink iridescent pearls that look like little bubblegum pieces," he said. "Then there are these amazing winged baroque pearls that are the most beautiful, organic cloud shapes you could dream of." Retailing for \$2,800, these are at the top end of Oldham's line, which is typically priced below \$1,000.

Oldham has been working to elevate the line recently with an eye toward finer materials. For Bergdorf, that meant updating older styles from sterling silver to 14-karat yellow gold fill, which he said "brings a lovely warmth to the collection."

In return, Bergdorf is offering him a warm welcome. Andrew Mandell, its divisional merchandise manager for decorative home and jewelry, praised Oldham for "bringing an entirely new perspective to jewelry" through his "confluence of wit, optimism and craft."

On May 9, Bergdorf will host a cocktail event in Oldham's honor as the kickoff to Mother's Day gifting.

"Celebrating the launch over Mother's Day felt like the perfect fit for the entire family to come shopping," Oldham said. "Jewelry is always an heirloom item that can be passed down to future generations, and hopefully shoppers are able to create a special Bergdorf memory of their own when purchasing a piece of mine."

— ARI STARK



Presley Oldham's jewelry campaign for Bergdorf Goodman.

Prada Eyes Outgrowing Luxury Competition

CONTINUED FROM PAGE 1

creativity on the other side. So I think that stability nowadays is a very positive signal.”

Addressing analysts during a conference call on Wednesday, Guerra said that “normally, the first three, four months of the year are the most delicate ones from a psychological point of view.” He admitted he was pleased with group revenues that rose to 1.34 billion euros compared with 1.19 billion euros in the first quarter last year, but he was cautious about “a market that is not easy.”

He defined 2025 “a very peculiar and very complicated year. We are finding our own ways, and we will continue to fight. We will continue to remain in a positive environment for both brands. But for sure, the last almost 24 months have not been easy, and recently, I would say that maybe we have reached the lowest plateau. We continue nurturing creativity, motivating our people to keep on with this positive double-digit growth.”

The Prada brand’s retail sales were relatively flat at 827 million euros compared with 826 million euros last year, characterized as “a resilient performance against the highest quarterly comps of 2024,” which are expected to ease slightly in the second half of the year, said chief financial officer Andrea Bonini.

Miu Miu’s sales climbed 60 percent at constant exchange rates to 377 million euros, growing across categories and regions.

Asked to comment on potential overlaps and synergies, Guerra said “we are managing the two brands totally independently. Between all brands in the universe, there are some overlaps, obviously. By growing, Miu Miu has gained market share on everyone in the market. Some brands more, some brands less. And I would say that Prada has been one of the less. Having said so, consumers are free to do whatever they want. We are constantly nurturing brand by brand and inside the brand their consumer segments by their sub-consumer segments. And we are not [having] any thoughts on cross-branding, on overlapping or anything like that. That will never be the case.”

Responding to another question about the two brands, now that the balance between them has changed, the executive said Miu Miu “still is learning a lot from Prada. And there are so many things we can do with Miu Miu because Prada is there.”

Analysts did not ask any question about Versace, the third major brand that is expected to join the group, which also comprises the smaller Church’s and Car Shoe labels.

On April 10, Prada said it is acquiring Versace from Capri Holdings for 1.25 billion euros, with the closing expected in the second half of 2025 upon regulatory approvals.

As for the first-quarter results, group retail sales rose 13 percent to 1.21 billion euros, driven by like-for-like, full-price sales.

Wholesale revenues were up 7 percent to 96 million euros and royalties grew 15 percent to 29 million euros.

While not taking part in the conference call, Patrizio Bertelli, group chairman and executive director, said in a statement that, “We are pleased with another quarter of solid performance. In an increasingly turbulent and uncertain landscape, we continued to execute with confidence and discipline, leveraging creativity and the strength of our organization.”

Agility and flexibility are key in this

environment, but “at the same time, we believe it is essential to continue to invest with a long-term mindset, preserving and developing craftsmanship and know-how, supporting our partners and strengthening our infrastructure,” he concluded.

Around the World

Guerra said Prada’s resilience lay in “a well-balanced product category mix,” and cited the opening in the quarter of the brand’s first stand-alone dining space in Asia at Rong Zhai, its restored historical mansion and art space in downtown Shanghai. “A kind of melting pot of architecture and gastronomic offer between Milan and Shanghai,” the project was conceived by renowned art-house director Wong Kar Wai. There also was the opening of a Prada Caffè in Singapore.

The Prada brand “continues on its journey of cultural innovation and after a very long temporary gastronomic offer in Harrods,” Guerra said. Rong Zhai, he continued, “is a cultural landmark and it has become the brand’s epicenter in China, with a section dedicated to Fondazione Prada, a section dedicated to the ultimate experience of our clients, and a section in the garden dedicated to the gastronomic experience. I think that this is a big step forward and allows everybody to touch our intentions, our objective, our ambition, to constantly carve society culture with our actions.”

The Chinese cluster remains volatile and back to a single-digit decline against double-digit growth in the fourth quarter and, while offshore spend amounts to 30 percent of the total, it’s still positive

and Chinese tourists are “more visible in Europe,” Guerra said.

Speaking about the U.S., he said Prada “can continue to be stable. Every week, every day is a different story, with [ongoing] changes in the region. I think that we have been opening a kind of new era for Prada in the U.S., and this is what we’re trying to do. It’s not easy to comment on today, to be honest, not easy at all and I think the second quarter is still complicated for Prada.”

Prada unveiled a menswear store on New York’s Fifth Avenue, reflecting continuous investments in North America, Guerra said.

Miu Miu Projects

At Miu Miu, leather goods remained the fastest-growing category, supported by the spring 2025 campaign celebrating the brand’s signature Matelassé line. Among the highlights of the quarter, the group mentioned the launch of Miu Miu Gymnasium sport-inspired pop-ups and the unveiling of the Miu Miu Custom Studio project. This, said Guerra, “is another step forward in Miu Miu to be part of a larger and stronger community,” helping to interact with it and delivering unique products. The reaction has been very positive “and we are very happy about it,” he enthused.

Responding to a question, Guerra was wary of talking about leather goods icons at Miu Miu. “It’s very complicated. I think that there are some spectacular, successful lines, which I hope will become icons in time. So we are nurturing them, we are cultivating them. We’re working on them,” he said, citing the Wander and the Arcadie models, among others. “We’re doing our best in that I think that we are recapturing our fair market share in leather goods with Miu Miu.”

Guerra said the refurbishing and reopening of the brand’s SoHo store was met with “great success,” and that the

company is “heavily working” to expand the brand in the 2026-28 period in North America. “The perception and request is very high, and we see it online every day.”

In February, Silvia Onofri joined Miu Miu from Napapijri, under the VF Corp. umbrella, as its new CEO.

Group Revenues by Region

Group sales in Asia-Pacific increased 10 percent to 438 million euros, despite a challenging comparison base and broadly unchanged market conditions in the region.

Guerra enthused about the new Miu Miu store that just opened at SKP in Wuhan, the brand’s largest in China so far, which had “an unbelievably strong first week.” The outlook is “very positive about the long term future of the region.”

Second-half figures in China are expected to be better because comps are easier, he said, although the Chinese cluster continues to be “volatile.” He added that he hoped “some of the governmental policies will modify a little bit the consumer mood and allow people to spend a little bit more money and save less, but I don’t see today any kind of change. Let’s see.”

Europe was up 13 percent to 334 million euros, lifted by both domestic and tourist spending.

Sales in the Americas rose 11 percent to 201 million euros, despite increased volatility during the period, and boosted by local demand. “We think the impact of a weaker dollar and recent uncertainty may be more visible going forward,” Guerra said.

Asian sourcing is extremely low and, when asked about potential price increases in the States in light of U.S. President Donald Trump’s tariffs, the “maintenance type of increases [of around 2 to 4 percent] would be enough to compensate. But the point is, the impact that matters the most, and it’s harder to quantify, is the one on consumer confidence in the mid- to long-term, on the U.S. economy,” Guerra said. “By June, we will understand what happens with tariffs and what we need to do. We will have to do certain things on pricing, for sure, but I do not know exactly the amount today.”

Japan continued to grow and sales in the region were up 19 percent to 172 million euros, although the increase showed progressive moderation and is expected to continue, said Bonini, “as we saw extraordinary growth over the first half of 2024 driven by local consumption, but also very, very significant touristic flows.”

The Middle East ended the quarter as the best-performing region, with retail sales up 31 percent to 70 million euros.

The Analysts’ View

Thomas Chauvet at Citi said “all stars still seem aligned for Prada.”

The analyst underscored the group was “the fastest-growing luxury company this quarter,” beating a consensus of a 12 percent increase. However, “it was a mixed bag between Miu Miu and Prada” as the former’s growth normalization is not clearly visible yet, while Prada brand’s deceleration in the quarter “was a bit worse-than-feared,” against the toughest comparative of 2024, up 7 percent and up 4 percent in the fourth quarter.

At Bernstein, Luca Solca said the Prada brand’s flat organic growth in the first quarter suggested that “much of this weakness can be blamed on a pull-back in local spending by Chinese nationals.”

Solca believes other nationalities “are at risk of deteriorating further” in the second quarter given the macroeconomic uncertainty and U.S. tariffs “weighing on consumer feel-good and hence luxury spending.” With a scenario that is deteriorating, “slowing growth at Prada and eventually Miu Miu increases the risk of operating leverage, just as management picks up Versace in the second half, which will be another source of margin dilution.”



Miu Miu, fall 2025

WWD

TEXTILE ISSUE

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Bicester Village Marks 30 Years With a New Ad Campaign

CONTINUED FROM PAGE 1



Bicester Village is turning 30 with a new campaign that has a surreal edge.



An image from Bicester's "What Will You Find?" 30th anniversary campaign.



said Desiree Bollier, chair and global chief merchant for The Bicester Collection and its owner Value Retail Management.

Bollier, who's been with Value Retail for nearly 25 years, said in an interview that Scott Malkin, Value Retail's founder, had to get so many things absolutely right to make Bicester a success.

Location was the priority. The village had to be near enough to a big city in order to attract high-end tourists and locals year-round, and to weather the ups and downs of the local economy.

Just as important was the design and feel of the open-air mall. Bicester needed to attract designer and luxury brands accustomed to having shops on the world's leading shopping streets while connections to the British capital, and its airports, needed to be hassle-free.

The gamble paid off, and Bicester has become one of the most popular destinations for international tourists in England, with its own train station, high-end restaurants, and a VIP shopping service to rival those offered by the big London stores and international luxury brands.

With its gardens, beehives, public artwork and rota of pop-ups and other activations, Bicester has also become the second most-visited location in the U.K. by Chinese tourists after Buckingham Palace.

Bollier believes hospitality has also fueled Bicester's success. Bicester and its sister villages talk about "guests" rather than "customers," and a decade ago called in the team from EHL, the Lausanne, Switzerland-based hospitality business school, to train members of staff.

"People are not coming here for the bargains, but for the experience," said Bollier.

Bicester likes to keep the merchandise fresh. According to Bollier, the village is "remerchandised" every year, with up to 15 percent of the brand mix changing "to cater to our traveling luxury customer, whether she is traveling abroad or she is at home."

Bollier added that "our remerchandising philosophy and strategy is based on what will make her visit to our villages special,

rewarding and memorable. This creates a sense of discovery, surprise and delight for our guests when they visit the village."

Bicester has served as a launching pad, and a template, for eight other villages in Europe, two in China and the latest one in Belmont Park, N.Y., which opened last year. The retail portfolio, with 12 open-air villages located close to major cities, is known as The Bicester Collection.

Even during lockdown, when online sales were all the rage, Bicester and its sister villages stuck to in-person shopping, albeit with social distancing. It was only when retailers were forced to shut that the teams pivoted to virtual shopping, where customers were able to book appointments with personal shoppers and order from the brands directly.

Over the years, Bicester steadily won over the luxury players – so much so that last July LVMH Moët Hennessy Louis Vuitton moved in as a shareholder, buying Hammerson's 42 percent stake in Value Retail through its investment fund L Catterton. The enterprise value of the business was 1.5 billion pounds.

At the time, Michael Chu, global co-chief executive officer of L Catterton, said Value Retail was "well positioned for growth and continued success, with its high-quality portfolio, reputation for luxury and commitment to delivering a distinctive experience to customers."

Industry sources said L Catterton values the villages' reliance on physical, experiential retail, its service and hospitality offer, and its international exposure.

Over the years, LVMH has installed brands including Dior, Celine, Fendi, Givenchy and Loro Piana at Bicester. Other luxury players – including Gucci, Armani, Manolo Blahnik, Prada, Chloé and Dunhill – also have shops at the village, as does the fine jewelry brand Annoushka. The fragrance houses Creed and Penhaligon's are among the 150-plus boutiques at Bicester.

The 30th anniversary campaign, which breaks Thursday, channels that can-do approach with a series of film shorts that feature real Bicester customers in a surreal

environment. The films also showcase the village mascot, Porridge the bear; a magical phone box portal, and dresses that fly around the VIP shopping suite.

Called "What Will You Find?" the campaign was shot and directed by the London-based photographer Joyce Ng. The creative director was Matt Tsang, with styling by Clara Mary Joy.

Porridge, a sculpture by the late Michael Cooper, has been a fixture at Bicester since it opened. In the films he's been turned into a 3D animated character, appearing, disappearing and inviting visitors to shop.

The anniversary celebrations, which kick off Thursday, will also see Bicester embrace the '90s with a multiphase village takeover that will run until the end of the year.

There will be a bespoke publication done in partnership with The Gentlewoman magazine titled "1995," which looks at the culture and spirit of the decade. There will also be a Village News pop-up shop stocking 1995-themed memorabilia, and a post office box where guests will be able to share their favorite 1995 moment.

In July, Alex James, bassist for the Britpop band Blur who now makes artisanal cheese at his Oxfordshire farm, will be speaking. He's also curated a list of '90s music that guests can listen to inside the village phone boxes.

Bicester's brands are joining the party, with Marc Jacobs creating a '90s grunge capsule, and fragrance brands including Creed, Issey Miyake and Jo Malone London spotlighting their top scents from the era. MAC plans to bring back its most popular '90s lip product shades for a limited period.

More events are planned for the second half.

Bollier said Bicester continues to have an enormous impact on the group's overall retail portfolio. "The crystal-clear focus on location and the highly discerning traveling luxury customer has defined Bicester's success, and has been our roadmap," she said.

That international shopper has certainly delivered for Bicester and its sister villages.

In 2024, non-EU tax-free sales were up 9 percent year-on-year with countries such as China, the U.S., India, Latin America, the Middle East and North Africa topping the list of shoppers.

Turkey was up 110 percent, Mexico 27 percent, Brazil 26 percent and Egypt 18 percent. The U.S. was up 14 percent and the number of Chinese (buying in Europe) rose 18 percent.

Last year, Value Retail signed more than 400 new brand contracts for its villages worldwide, a 15 percent increase from the previous year. Pre-COVID-19, it began working with the brands to sell current season bestsellers in their shops.

According to Value Retail, sales of current season products were up 40 percent in 2024 across the Bicester Collection retail portfolio.

The future, Bollier added, will be about enriching the customer experience even more with additional VIP styling suites, or "apartments," in the villages, and services such as hands-free shopping, which allows customers to collect their shopping at the end of their visit.

In 2024, client service sales, which include the VIP selling suites and hands-free shopping, rose 30 percent.

Bollier said Bicester, which now stretches for one kilometer, introduced hands-free shopping because "we'd see these customers walking with all their bags, and think 'They're going to [get tired] and give up shopping very soon.' We want the experience to be as frictionless as possible."

The team also discovered, not surprisingly, that shoppers spend more when the process is hands-free.

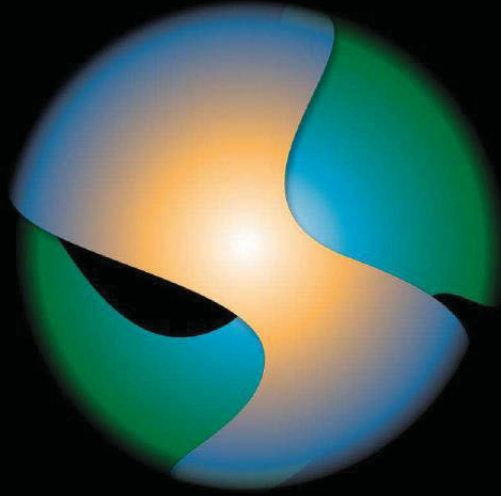
There is more to come on the service front. The team is trialing Henry, an AI butler and virtual concierge, in China. Henry handles valet parking, access to the shopping suites, and "whatever your heart desires," said Bollier.

Henry has been a success so far, and the plan is to roll out his services to other regions in a bid to capture market share, and keep those customers dreaming – and spending.

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Michelangelo Foundation Focusing More on U.S. to Champion Artisans



Andi Kovel

- Hundreds of thousands of people across the globe, particularly women, work as artisans.

BY ROSEMARY FEITELBERG

To strengthen and preserve contemporary artisans and their skills, the Michelangelo Foundation for Creativity and Craftsmanship is expanding its Homo Faber initiative in the U.S.

Created nearly 10 years ago, the foundation's goal is to "promote, protect and champion fine artisanship all over the world to make sure that all of that precious know-how that is instrumental and pivotal for the world of design, fashion and everything that is truly beautiful continues," according to executive director Alberto Cavalli, who hosted an event in New York Tuesday. "Can we imagine

something beautiful that is made without human skills? I'm not sure."

At Tuesday morning's event at the Whitney Hotel, he said that the group believes "authentic beauty is always made by humans and for humans. And artisans all around the world use this idea by transforming materials to create something that still makes our hearts beat faster."

Well aware of mass consumption, Cavalli said, "Do you think people need another jacket or another sofa? Please. We have everything, but we all need to dream. Objects that are made with love, beauty, care and passion still make our hearts beat faster and we can't imagine that without the artisans."

The Geneva-based nonprofit was started by luxury specialists Johann Rupert and Franco Cologni to give something back to the world of craftsmanship. In 2018, the foundation introduced Homo Faber

to bring together all elements of craftsmanship – artisans, designers, institutions, collectors, galleries and craft experts to build up craftsmanship. Supporters now see greater urgency in this era of AI.

In an effort to carry artisans' expertise into the future, the foundation is working on creating opportunities, and increasing visibility through a geo-localized Homo Faber online guide. As of now, more than 3,000 creatives from 50 countries are featured and next year the U.S. chapter will be launched. Every 15 days new talents are added based on 11-point criteria that is also used to help participants improve in certain areas too. The aim is to have more than 200 U.S. artisans in the Homo Faber Guide by spring 2026.

"Every job is noble. Let's talk about a plumber – wow, that's super important and an electrician is too. But the artisans that we work transform materials into creativity," Cavalli said.

The artisan sector is the second-largest employer in the developing world after agriculture, and is worth more than \$32 billion every year, according to the Artisan Alliance. Hundreds of thousands of people across the globe, particularly women, work in the area.

There is also a Homo Faber NextGen which supports educational projects including Homo Faber Fellowships – six-month apprenticeships for young artisans to gain on-the-job training with recognized masters in their preferred disciplines. The global program can be done in person or remotely. (One plumassier went on to work at Dior.)

Another component is the Homo Faber Biennial, an international gathering that is held in Venice every two years to

showcase craftspeople. Last year's event attracted 51,000 visitors, who perused 800 objects. The next edition will be a monthlong one in September of 2026 with a new artistic director, who has not yet been named. Cavalli said, "If you invite people to change their minds about the relevance of doing something talented with your hands, they become somewhat happier. We see it with the visitors, who typically spend about eight hours at the exhibition, when I help them to jump on the vaporetto to leave. Yes, I am the executive director, but I also help dust the objects and help people find the toilets. When they leave, I see something in their eyes that say they hope all of this beauty will last."

The fact that 50 artisans from the U.S. including Liam Lee, Peter Olson, Roberto Benavidez, Andi Kovel, Maxwell Mustardo and Toots Zynsky attended last year's biennial encouraged the team to venture more into the U.S. "There is huge potential in this country. There are a lot of master artisans who are really using their crafts," Cavalli said.

Other organizations are also working to preserve craft and to draw attention to ones that are diminishing. UNESCO considers traditional crafts to be part of intangible cultural heritage and works to preserve them. Crafts are flagged on its directory of intangible cultural heritage that is being threatened by different forces. One example is the building and use of the expanded dugout boat from the Soomaa region – a canoe-like boat that is hollowed out from a single tree.

Separately, in February, UNESCO and India's Ministry of Textiles showcased India's handloom and handicraft industries to highlight their potential for transformation at the New Delhi textile fair.

Heritage Crafts periodically releases a list that examines crafts and trades that are endangered. The 2023 "Red List of Endangered Crafts" flagged straw hat making, encaustic tile making, violin bow making and hat block making among those that are at risk. In previous years, clog making, fabric plaiting, hat plaiting, damask weaving, plume making, watch making and coiled basket straw making were among the "critically endangered" crafts, and glove making, block printing, hat making, fairground art, and canal art and boat painting are among the "endangered."

BUSINESS

Lanvin Group Sales Fall 23% in Transitional Year

- The company is tightening operations and betting on the creativity of Peter Copping and Paul Andrew for the future.

BY EVAN CLARK

Lanvin Group might have drummed up some creative excitement with key hires at Lanvin and Sergio Rossi, but the company's financial results showed the strain of what was described as a "transitional year."

Revenues fell 23 percent to 329 million euros last year.

And while a mix of pricing discipline, higher direct-to-consumer sales and inventory management helped hold gross profit margins at 56 percent, down only slightly from 59 percent, it wasn't enough to save the bottom line.

Losses widened to 189.3 million euros from 146.3 million euros a year earlier. Adjusted losses before interest, taxes, depreciation and amortization widened to \$92.3 million from \$64.2 million.

But some of that represents

organizational and operational changes at the company, which also owns Wolford, St. John and Caruso.

David Chan, executive president and chief financial officer of Lanvin Group, said on a conference call that those adjusted losses included 14 million euros to 18 million euros to integrate Wolford's logistics as well as 5 million euros to 10 million euros for the company's "creative transition."

Without those costs, adjusted EBITDA losses were consistent with 2023 results.

The company certainly has been busy.

- Veteran designer Peter Copping became artistic director of the Lanvin brand in September.
- Paul Andrew was named creative director of Sergio Rossi in July.
- And St. John Knits' chief executive officer Andy Lew was named executive president of the whole group in January.

"Financially, Lanvin demonstrated remarkable resilience," said Lew on the call. "Despite market pressures, we maintained a stable gross profit margin through disciplined cost control and inventory optimization."

"We're building a dynamic leadership team, combining industry veterans and fresh perspectives to foster innovation and rapid decision making," he said. "Our new European headquarters based in Milan will enhance regional oversight, streamline operation and traction relationships with key stakeholders."

The company will also continue to optimize its store base and work to reduce working capital.

"As we enter 2025, we do so with optimism," Lew said. "Peter Copping's new collection, Wolford's [75th] anniversary and Paul Andrew's vision for Sergio Rossi are just the beginning. With a revitalized team we're poised to turn this pivotal moment into growth."

Lanvin raised more than \$150 million in cash going public in a SPAC deal in late 2022.

But it has never really found its footing on Wall Street, where the stock fell almost immediately after debuting at \$10. On Wednesday, shares of Lanvin closed up 0.7 percent to \$2.07, leaving it with a market capitalization of \$242.8 million.

Backstage at Lanvin, fall 2025.





Business Insights

TECHNOLOGY

Skypad Launches Analytics Platform For Walmart Marketplace Sellers



Skypad helps Walmart sellers approach retail metrics in a more simplified way.

- Skypad aims to elevate how Walmart sellers approach retail metrics and decision-making to drive sales.

BY ARTHUR ZACZKIEWICZ

In a major step to empower e-commerce businesses, Skypad, a leading retail analytics platform used by more than 4,000 global brands, has revealed its availability to Walmart Marketplace sellers. The platform offers solutions for sales and inventory analytics, helping brands optimize performance, streamline

operations and increase profitability across multiple retail channels.

With specialized tools designed for industries including fashion, footwear, beauty, home goods, electronics and more, Skypad helps Walmart sellers approach retail metrics in a more simplified way and improve their decision-making process.

Smarter Analytics for Smarter Business Decisions

As data-driven strategies become the cornerstone of retail success, Skypad provides Walmart sellers with tools that aim to simplify complex data streams and

transform them into actionable insights. The company works with both emerging digital brands and established sellers.

Gil Hakami, chief revenue officer at Skypad, said, "In today's dynamic retail landscape, access to timely, actionable data is no longer a luxury – it's a necessity. Skypad is transforming the way brands navigate multichannel commerce by eliminating data silos and providing a single source of truth for sales and inventory performance. With our integration into Walmart Marketplace, we are equipping brands with the insights they need to optimize their strategies, drive profitability and scale with confidence."

Key Features That Set Skypad Apart

Unified Sales and Inventory Dashboard: Skypad for brands on Walmart Marketplace offers one single view of business performance. Previously, some online marketplace sellers had to switch between different spreadsheets, dashboards or portals to check the performance of their business. With the advanced features of Skypad, sellers can get real-time sales and inventory reports in one place.

Omnichannel Visibility Across Retail Partners:

This is particularly important in retail, as understanding product performance across multiple sales channels is key to growing retail. The company said the platform not only aggregates data from Walmart

Marketplace, but also from all retail partners and alternative channels to give sellers a detailed view of trends, demand patterns and product success. This helps brands set the right prices, navigate through the optimal distribution of inventory and improve profitability.

Insights for Smarter Sell-Through Management:

There are many features that make Skypad's sell-through analytics very robust and useful in analyzing key metrics such as bestselling products, stock and week-on-week sales trends. Skypad's platform helps businesses to pivot and change with the consumer's behavior in real time, thus guaranteeing that brands remain relevant in the highly competitive retail environment.

Streamlined Inventory Management:

Over- or under-stocking is a common hurdle that can impact sales. With the real-time inventory features of Skypad, brands can easily identify the need for replenishment and poor-performing products to avoid problems. This results in a lean and efficient inventory that is in sync with customer needs.

Customizable Dashboards for Unique Business Goals:

With this feature, companies can select weekly, monthly or ad hoc reports that focus on the metrics that are most important to them, and align analytics with their particular e-commerce strategy.

"We're excited to work with our solution providers to make it easier for sellers to onboard and optimize their success at Walmart," said Tomas Ponce De Leon, vice president of seller acquisition and onboarding for Walmart U.S. Marketplace. "I'm thrilled to have Skypad be a part of our network."

BUSINESS

Duke + Dexter Collaborate With BWT Alpine F1 Team

- The luxury British footwear company collaborates with the Formula 1 team on an exclusive collection, timed to the upcoming Miami Grand Prix.

BY KANIKA TALWAR

Duke + Dexter and BWT Alpine's Formula 1 team have teamed up for an exclusive one-off fashion collaboration for the 2025 Miami Grand Prix.

While the BWT Alpine's Formula 1 team has French roots in Viry-Châtillon, the racing team's history and evolution with its Enstone, U.K. team headquarters taps into the brands' shared British heritage.

A BWT Alpine team representative said its collaboration with Duke + Dexter made sense for the Formula 1 team with "perfect synergy" to create the limited-edition collection. They point to this collaboration as a continuation of Duke + Dexter's previously successful motorsport drop, "Duke Racing," alongside the quality of the brand's loafers and sneakers that it's renowned for.

"We've had ties to F1 and racing since the very early stages of the brand – an iconic world and lifestyle I've always loved," Archie Hewlett, founder of Duke + Dexter, told Footwear News. "It was also the theme of our first apparel collection: D+D Racing. So when Alpine F1 reached out about designing a capsule collection together, it was a no-brainer – especially

given our connection to Michael B. Jordan, who's an investor in the team."

Hewlett said the partnership was "very collaborative," and Alpine gave the brand "the freedom to build off" its bestselling silhouettes and incorporate key racing artworks and the racing helmet, which has been designed with Alpine's distinct brand colorways and Miami motifs.

The collection will feature four distinct pieces: graphic T-shirts and racing jackets featuring the "Duke Racing" logo with the team's bright pink hues, a vintage Duke Racing jersey decorated with Alpine Formula 1 team driver Pierre Gasly's #10 racing number and the first co-branded special edition of the recently introduced "Plus Duke" silhouette.

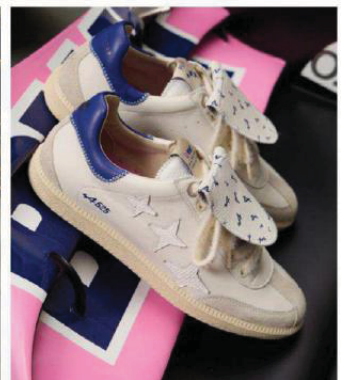
Moreover, the Alpine team representative said that "the fusion of classic heritage through a modern lens" is a brand ethos that the two share – Duke + Dexter emphasizes traditional craftsmanship while infusing contemporary design elements.

"Formula 1 has an incredible history – and from a design perspective – the vintage racing graphics and iconography are so striking," Hewlett said. "There's a raw, high-octane aesthetic that's always stood out to me."

When asked about the appeal of Formula 1, Hewlett said that the lifestyle surrounding the sport, "the culture, the energy and the legacy" remains a driving force, especially as Formula 1's growth skyrocketed "in recent years through the rise of driver profiles and



Duke + Dexter collaborates with Alpine Formula 1 team for a 2025 Miami Grand Prix collection.



the sport's broader cultural reach."

He went on to note that the Miami Grand Prix was chosen out of the 24 races on this year's Formula 1 calendar, despite its only being 4 years old, it has easily become one of the biggest races with a massive turnout every year – making it an ideal place to interact with fans directly in the paddock.

At the Miami Grand Prix, Gasly and teammate Jack Doohan are slated to don the collaboration upon arrival at the Miami International Autodrome on Thursday – as part of the growing effort for fashion brands, drivers and teams to showcase their sartorial sensibilities in the paddock.

In the Paddock Club, the artist who designed the collaboration will be on-site creating custom wallets for Alpine's Paddock Club guests. Selfridges will be hosting a launch event to have a dual Atlantic presence for the race weekend.

This collaboration is a continuation of Alpine's delving further into the fashion and luxury lifestyle brand space with collaborations over the past two years including: Perfect Moment, Castore and Palace and Kappa.

The Duke + Dexter x BWT Alpine collection launches May 1 on the Duke + Dexter website and will be available at Selfridges in London.



Kerry Washington



Mickalene Thomas and Marilyn Minter

eye All About the Arts at the Brooklyn Museum's 2025 Artists Ball

The event, sponsored by Dior, drew a crowd including Kerry Washington, Swizz Beatz, Emma Roberts and more.

BY JAMES MANSO PHOTOGRAPHS BY LEXIE MORELAND

With the 2025 Met Gala just around the corner, a handful of celebrities got a head start on a fancy night out and trekked to Brooklyn to celebrate another cultural institution.

The Brooklyn Museum's 2025 Artists Ball, presented by Dior, drew a crowd on Tuesday ranging from Kerry Washington and Emma Roberts to Swizz Beatz and Alexandra Daddario. The event honored the Ford Foundation's president, Darren Walker.

"Darren, for me, is the epitome of courageous global leadership," said Anne Pasternak, the museum's Shelby White and Leon Levy director, before guests shuffled upstairs to the Jeffrey Gibson-designed environs in the museum's central atrium.

"He's been at the Ford Foundation for 11 years now, and they have programs all over the world supporting arts and culture. He's supported this idea that culture brings us together in our shared humanity," Pasternak added.

As it turns out, Pasternak's neighbor, Keri Russell, was a longtime fan of the museum. "I used to come with our then-toddlers," Russell said. "We used to come in the olden days when they had dance parties on Saturdays. I didn't grow up in New York, and we live in this incredible city, and that's what's special about it — getting to see all this unbelievable art."

That message seemed to be the common thread among attendees. For Auli'i Cravalho, a recent New York transplant of "Moana" fame, "Knowing that Dior has a long-standing relationship with the Brooklyn Museum, it's such an important



Alexandra Daddario



Caleb McLaughlin

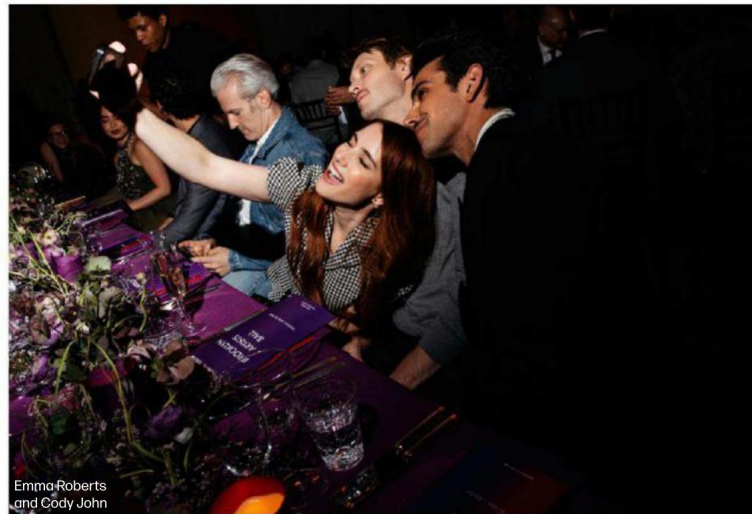
time to stand behind the arts, especially during this administration."

It was Cravalho's first time at the museum, and for good reason. After moving to New York only eight months ago, she's had a stint onstage for "Cabaret" and a few animated projects coming up following the success of "Moana 2," which premiered last year.

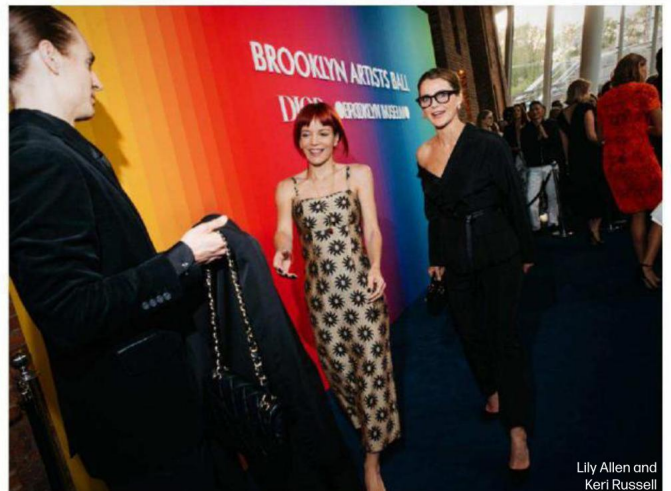
Alexandra Daddario also has a lot on the docket, missing next Monday's Met Gala for filming in Pittsburgh, Pa. "I'll be dressed up to watch the livestream, though, and toasting to everyone who is there," she said.

Washington, on the other hand, would be attending next week's festivities but stayed mum on what she planned to wear. "Maintaining support for the institutions that remind us who we are and celebrate art and humanity is really important," she said.

After dinner, guests found their way downstairs for a Swizz Beatz-DJ'd after party.



Emma Roberts and Cody John



Lily Allen and Keri Russell

Erika Henningsen, with corgi duo Dash and Lili.



This Spring Is Erika Henningsen's Season to Shine

The Broadway star takes on an immersive role in "Just in Time" alongside Jonathan Groff, while gearing up for the debut of Netflix miniseries "The Four Seasons" with Tina Fey and Steve Carell.

BY KRISTEN TAUER PORTRAIT BY LEXIE MORELAND

Erika Henningsen has been experiencing fame from all angles this spring. On a recent sunny morning in New York, the actress was in the heart of Times Square, fielding polite compliments on the street during a photoshoot. "I love your work!" one man offered, passing by as Henningsen posed with the area's iconic signage in the background. On the other side of the street, it was Henningsen doing the fawning as she stooped down to pet a pair of corgis out for a walk. It turned out to be Dash and Lili, an Insta-famous dog duo who boast half a million Instagram followers.

You never know who you'll run into in New York, or where you'll run into them.

Henningsen is currently starring in Broadway musical "Just in Time," the new immersive jukebox-style production led by Jonathan Groff as the '50s-era crooner Bobby Darin, which is already drawing a famous crowd. "Last night I looked out [in the crowd], I was like, oh, that's Steve Martin right there," she says. "I don't get nervous, it's just a very odd experience to clock people whilst you're also telling the story and to have to tell your brain, 'OK, cool, that person is here and you love and respect and admire that person, but keep going.'"

The show's actors get up close and personal with audience members, particularly those seated at cabaret-style

tables at the center of the theater. In one scene toward the end of the show, Henningsen sits down in character next to an audience member as she watches Groff onstage. "I always love that moment because I think we break the rules," she says. "Like, not only are you gonna watch, you're actually gonna be a scene partner to me now."

Henningsen, who originated the role of Cady Heron in the "Mean Girls" Broadway musical, hadn't set out to do a jukebox musical. "It was never actually something on my bucket list," she says. The actress was intrigued by the duo of director Alex Timbers and Groff, as well as writer Isaac Oliver's approach to the book, who "basically subverts the entire expectation of what this jukebox bio musical is gonna be," she says.

"I think he cracked the code on how do we give people a way in if they don't know who Bobby Darin is? How do we give them a way in if they don't know who Jonathan Groff is? Somehow the show is able to meld the worlds of theater fans who have known this whole cast for their various things, and then also the people who are here to hear this classic era of music."

Henningsen first received the script while she was upstage shooting "The Four Seasons" for Netflix, which premieres on



Colman Domingo as Danny, Tina Fey as Kate, Erika Henningsen as Ginny, Will Forte as Jack, and Steve Carell as Nick in "The Four Seasons."

Thursday. The eight-part miniseries was written by Tina Fey, who leads the series in an ensemble cast that includes Steve Carell, Colman Domingo, and Will Forte.

"Tina has always been so encouraging of her actors," says Henningsen of the "Mean Girls" playwright and creator. "She leads with a very steady but light hand. So you always know everything's always on schedule, everybody's kind. There's never any drama."

Onscreen, there's plenty of drama to be found. The show is a remake of the 1981 film of the same name, in which three longtime friends and their partners are reunited over the course of four eventful couples' trips. "Everybody involved wanted to capture the idea that your friends can be going through loss, can be going through personal chaos and turmoil on the inside, and then something will happen that makes you and your friend laugh because of an inside joke from 20 years ago," says Henningsen.

Return to the idea of fandom and Steve Martin: while on set in Puerto Rico with her costars, Henningsen, Fey, and Carell began discussing the idea of being starstruck by people they admire in the industry.

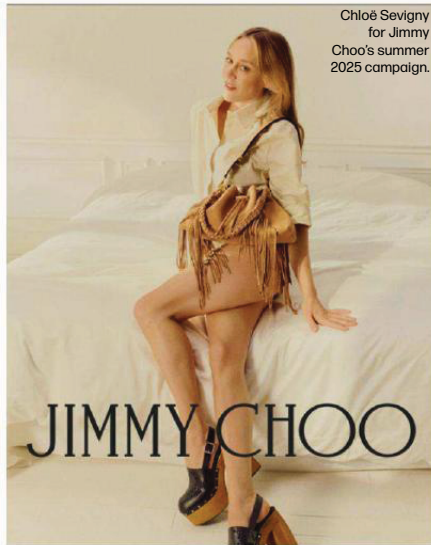
"For me, that person was Tina Fey when

I was in 'Mean Girls.' Steve is the nicest person ever, I immediately felt at ease, but I still put him on a pedestal, because he's just such a wonderful comedic actor," she says. "But it was funny because both of them said Steve Martin was that for them. It was such a weird kismet moment to be like, 'oh my God, I'm tongue tied around you — and the people that I also admire feel the same way.'"

Starring in "Just in Time" is also a little bit nostalgic for Henningsen, who was in high school when "Spring Awakening" came out, the production that earned star Groff (a notorious performance-spitter) his first Tony nominations.

"That was when all the YouTube bootlegs started happening for the show," says Henningsen. "There was a moment onstage last night where we get in a fight and — he actually doesn't spit on me that much — but there was this one moment where the character erupts, and I got spit on in a way that made me flinch," she adds. "And I just remember thinking like, 'oh my god, you watched YouTube videos of this when you were 17 years old, and now you are the person experiencing that.' It's kind of a weird, wild, full circle."

Fashion Scoops



Chloë Sevigny for Jimmy Choo's summer 2025 campaign.

Third Time's A Charm

Chloë Sevigny has returned as the face of Jimmy Choo's summer 2025 campaign.

The campaign, titled "Summer Bliss: The Serenity and Intimacy of a Summer Afternoon," depicts the Academy Award-nominated actor sitting on a white bed with her Jimmy Choo accessories as the sun shines on her.

"Chloë embodies a timeless authenticity that resonates with the spirit of Jimmy Choo. There's a unique strength in the way she expresses her individuality — never overstated, always intentional. I deeply admire her ability to blur the lines between edge and elegance. She has an incredible personal style that reflects how she sees the world, and herself, which aligns so seamlessly with what this collection represents," Sandra Choi, the luxury brand's creative director, said in an interview.

The designer said she leaned into nostalgia for the campaign images, which were shot by Ezra Petronio.

"[We're] tracing back to our roots and the early spirit of Jimmy Choo. From vintage icons to the era that shaped Chloë's aesthetic, there's a mood of modern retro running through the visuals," said Choi. "The campaign evokes a dreamy, heat-soaked summer, where memories and fashion collide."

The campaign is a continuation from spring 2025, when Sevigny returned to the brand. In 2016, she appeared in the brand's spring campaign

while filming Season Two of Netflix's "Bloodline" in the Florida Keys.

In the images, the actor wears the Cinch bag from the brand, as well as a pair of strappy sandals and clogs.

"Each piece reflects the unmistakable identity of Jimmy Choo, layered with a touch of Chloë's own style code. There's an effortless synergy between the designs and the woman wearing them. That's why Chloë was a perfect collaborator; the collection came alive through her lens," said Choi.

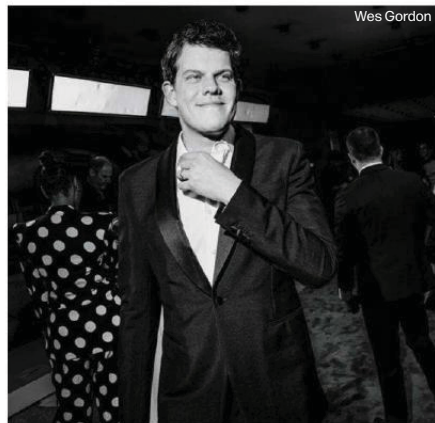
The busy designer is ready to get into summer mode.

She said she's planning a "digital and reality detox in Greece this August" and she will definitely be packing her Jimmy Choo woven Pixie shoes paired with one of the brand's raffia and leather beach bags.

— HIKMAT MOHAMMED

Nordstrom Bound

Carolina Herrera's Wes Gordon are once again popping into Nordstrom's



Wes Gordon

New York flagship Thursday.

The Seattle-based retailer is hosting a "World of Carolina Herrera" cocktail party highlighting the fashion and beauty offerings from the brand, hosted by Gordon and Nordstrom's vice president and fashion director Rickie De Sole.

The event will highlight a wide range of beauty offerings, including both its Luckycharms and Confidential collections (the latter of which is a Nordstrom exclusive), as well as the brand's makeup range with complementary makeup tips from artist Samantha Lau. On the fashion side, they'll be presenting the Cabana 2025 collection.

On the far higher end, Nordstrom is offering a limited number of the Swarovski crystal-embellished Good Girl hero scent, which will retail for \$10,000. Each bottle entails 18 hours of artisanal work, and more than 1,600 crystals.

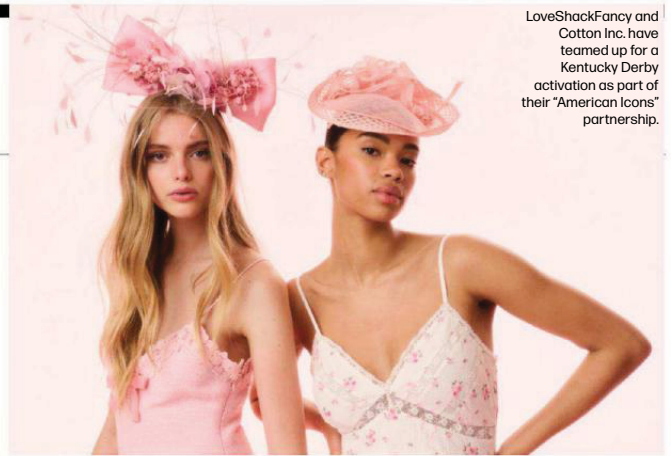
In the U.S., fragrance is still prestige beauty's hottest category, having posted 12 percent growth to become the market's second-largest category in 2024, per Circana.

At parent company Puig, fragrance and fashion's sales rose double-digits to 896.4 million euros across brands, on an organic basis, as reported.

Nordstrom, in the later stages of going private, saw sales increase 4.7 percent on a comparable basis in its fourth quarter. It's been busy in New York, having debuted a monthlong pop-up with Maison Margiela in April.

In the company's off-price division, Nordstrom Rack, it has augmented its loyalty program to include immediate discounts and 5 percent off every purchase with a Nordstrom credit card, announced Friday.

— JAMES MANSO



LoveShackFancy and Cotton Inc. have teamed up for a Kentucky Derby activation as part of their "American Icons" partnership.

Hats On

Building on last summer's collaboration, LoveShackFancy and Cotton Inc. is once again bringing to life their "American Icons" partnership. They will kick off their programming with a special activation at the Kentucky Derby this weekend.

Cotton and LoveShackFancy will introduce an exclusive pop-up activation open to the public during Kentucky Derby weekend from Thursday to Saturday from 8 a.m. to 8 p.m. at the newly opened Hotel Bourre Bonne in Louisville.

The pop-up will give visitors exclusive early access to shop new Cotton x LoveShackFancy summer styles alongside some signature LoveShackFancy favorites, a new Derby-inspired Cotton x LoveShackFancy sweatshirt, homeware and gifts. The curated collection consists of LoveShackFancy's best-selling Heritage styles, as well as limited-edition pieces all designed using ultra-soft cotton fabric.

There will also be fresh coffee and pastries in the morning followed by cocktails later in the day.

LoveShackFancy's founder and creative director Rebecca Hessel Cohen will also attend to meet guests and give styling tips. In addition, the two companies will sponsor the Oaks Night Dinner on Friday at the Hotel Bourre Bonne, which includes a cocktail hour with craft beverages and live entertainment followed by a four-course seated dinner featuring Stonestreet Winery wines. The event and pop-up are being produced in partnership with the Makers House team.

"Returning to collaborate with Cotton for the summer has been so special. After seeing so much love for our campaign last year with Suni [Lee, the gymnast], I'm beyond excited to be announcing 'American

Icons' with something as legendary as the Kentucky Derby," said Hessel Cohen.

Phase two of their partnership will be revealed in June. — LISA LOCKWOOD

Anna's Barbie

Anna Sui will be getting her own Barbie doll named after her.

In recognition of Asian American and Pacific Islanders Heritage Month, Mattel Inc.'s Barbie will honor Sui with an Inspiring Women Barbie doll. The doll will be available for pre-sale on Mattel Shop and annasui.com for \$35, starting Thursday.

Barbie's Inspiring Women series pays tribute to courageous women who took risks, changed rules and paved the way for generations of girls to dream bigger than ever before.

Sui began her fashion career as a student at Parsons School of Design in New York, and started designing clothes out of her New York apartment. In 1991, she introduced her first collection, which quickly gained a devoted, global following with its blend of rock 'n' roll and romanticism. She has been awarded the CFDA Perry Ellis Award for New Fashion Talent and the CFDA Geoffrey Beene Lifetime Achievement Award.

The designer is a first-generation Chinese American born in Detroit, and joins other women in the Inspiring Women series



The Anna Sui Barbie.

such as Jane Goodall, Maya Angelou, Helen Keller, Eleanor Roosevelt, Billie Jean King, Ella Fitzgerald, Florence Nightingale, Susan B. Anthony, Amelia Earhart, Frida Kahlo, Rosa Parks and Sally Ride.

Barbie worked closely with Sui to create a doll that reflects her likeness. Her star-print dress and chunky heeled boots take their cue from a look in Sui's 2007 collection. The jet-black jewelry are her personal signature pieces, and her sunglasses are from her spring 2025 collection. Her nails are painted bright green, Sui's favorite color, from the Anna Sui Cosmetics nail polish collection. The doll also includes a miniaturized perfume bottle of her Anna Sui Classic Eau de Toilette.

"Having a Barbie doll in my likeness inducted to the Barbie Inspiring Women series is such a meaningful and full-circle moment," said Sui. "I've been a Barbie fan since childhood, and dressing Barbie played a pivotal role in igniting my passion for fashion. I spent countless hours designing looks for my dolls with fabric scraps left over from my mom's sewing projects — it was creative outlet that encouraged me to follow my dreams. I know my younger self would be incredibly proud of how far I've come, and I hope my doll inspires fans to embrace curiosity, nurture their creativity and dream without limits," she said.

In further celebration of AAPI Heritage Month, the Barbie Dream Gap Project, a global mission dedicated to closing the gap by challenging gender stereotypes and helping undo the biases that hold girls back from reaching their full potential, will donate to APEX for Youth in partnership with Sui. Through programming focused on health and well-being, education and community engagement, their volunteers support and mentor students of all ages to build the next generation of tomorrow's change makers. — L.L. ▶



Phoebe Philo

Phoebe, The Editor

Phoebe Philo is the latest guest editor of HTSI, the Financial Times' luxury weekend magazine, joining a list of creative talent ranging from Jonathan Anderson to Yinka Ilori.

The "Beauty and Intention" issue will come out in physical form with the newspaper's weekend edition this Saturday and Sunday.

Jo Ellison, the title's editor and deputy editor of FT Weekend, said in an interview that she chose Philo for her "outsized influence within the world of fashion," while acknowledging the British designer remains an enigma.

"People are fascinated by her, her style and her creative influences — we, like so many others, wanted to get a glimpse into her world," she added.

Ellison said the designer didn't take much convincing to edit the issue. Instead, "she had an extremely precise and exacting vision of what she wanted to present."

In her editor's letter, Philo said she's always been "fascinated by our relationship with clothes. That was my starting point for this issue — the communication in, and of, clothes."

She added that "with so much of our collective experience and social interaction reliant on a digital culture, clothes, for me, represent almost the polar opposite. Clothes are tactile, emotionally resonant, personal and, on so many levels, anything but remote."

Philo reiterated the importance of clothing and its emotional connection and symbolism.

"For me, it is important that we think about what we are saying, about what it means — to my team, to my collaborators and finally to the wearer of each piece," she said.

The cover story features an all female-cast. The performance artist Andrea Fraser, recipient of the debut Philip Guston Rome Prize from the American Academy in Rome, appears on the cover in an olive green, double-breasted suit and a pair of oversize

the designer declined.

"I think she has an extraordinary cultural reach and a massive range of interests, so I would love to see what she would curate. Side note, she told me she was too busy to contemplate it, so it would mean [a lot] if she had a major change of heart," Ellison said. — H.M.

For Art's Sake

The Rue Guénégaud in Paris, chockablock with art and antique galleries, now boasts a pop-up store by luxury fashion brand Meta Campania Collective, too.

On Wednesday night, founders Jon Strassburg and Heiko Keinath hosted a cocktail party that spilled out into the narrow street, which runs alongside the Monnaie de Paris and funnels into the lively and arty St. Germain des Prés neighborhood.

"We are a brand that loves to collaborate with artists, with different creatives. And so it felt like the right location for us," Strassburg explained as he sipped a seltzer.

The airy, two-level space houses Meta Campania's new studio, but it will also be used for exhibitions, commercial showrooms, VIP dressing, press appointments and retail pop-ups, like the monthlong one in progress.

The spring 2025 collection was displayed across six rolling racks, interspersed with choice selections of vintage Giorgio Armani, Yves Saint Laurent and Hermès courtesy of Preclothed, a painstakingly curated vintage retailer on nearby Rue Bonaparte.

Hence the pop-up's name: "Present, Past, Future." A third retailer is involved: Duchatel, a specialty store in Biarritz, which



Fast Retailing and Uniqlo continue supporting communities impacted by the fires in Southern California.

contributed some in-season Meta Campania stock.

"I like showing how the brand lives together with some of these iconic pieces. It's always been in my mind that the pieces should last your life," Strassburg mused. "Our clothes are the vintage of the future."

Launched five years ago, the brand is growing fast despite the difficult environment, practically doubling the business with its fall 2025 collection, now sold in nearly 40 doors.

Initially menswear focused and inspired by the workaday wardrobes of Pablo Picasso, Wolfgang Tillmans and their ilk, Meta Campania is seeing womenswear explode, and it now accounts for nearly 65 percent of sales, Strassburg noted.

— MILES SOCHA

Helping Hand

Fast Retailing — the parent company of Uniqlo — is supporting communities impacted by the fires in Southern California by providing \$1 million in funding, as well as up to \$1 million in product donations, as announced in January.

The company has now revealed the partnerships, working with five nonprofits to aid in youth programming, environmental restoration and education: Street Soccer USA, which works to strengthen communities through soccer; National Forest Foundation, fostering public access and enjoyment of national forests; Kidspace Children's Museum, offering interactive exhibits for youth; Southern California Children's Museum, which hosts play-based learning activities for kids, and the Pasadena Educational Foundation, which works to support and improve the Pasadena Unified School District.

"Sustainability at Uniqlo is about shaping a better future — for our environment and for the communities we serve," Jean-Emmanuel Shein, global director of sustainability at Uniqlo and Fast Retailing, told WWD in a statement. "True recovery is not just about rebuilding what was lost, but about creating opportunities for

future generations to grow and succeed. Through these partnerships, we are proud to support environmental restoration, youth development, and community resilience in the Los Angeles area."

The organizations were chosen for their local impact and commitment to long-term recovery. The aid will support planting 7,000 native trees, free admission to Kidspace Children's Museum and Southern California Children's Museum (for qualifying families and children affected by the fires), building a new park hub in the Pasadena area, and the opening of a Uniqlo Street Soccer Park & Learning Center, a space for play, mentorship and education.

"We are proud to stand alongside these organizations, each of which is doing vital work to restore the environment, empower young people, and ensure equitable access to education and cultural experiences," said Yoshihide Shindo, chief executive officer of Uniqlo USA, in a statement. "These efforts reflect our deep respect for the resilience of Southern California communities and our ongoing commitment to support their future."

Uniqlo is the largest of eight brands in the Fast Retailing Group portfolio, which includes Theory, Comptoir des Cotonniers, J Brand and Helmut Lang. Fast Retailing's overall sales were about \$21.39 billion (approximately 3.1 trillion yen) for the 2024 fiscal year ending Aug. 31, making it among the largest apparel retail companies globally. — RYMA CHIKHOUNE

New Owner

Gallery Media Group, the digital media company behind PureWow and a handful of social brands, is taking aim at luxury — and has made an acquisition to do so.

The company has acquired The Coveteur, which had wound down last year after introducing a rebrand and naming Jenna Lyons editor in chief at large. Nevertheless, Ryan Harwood, founder and chief executive officer of Gallery Media, sees myriad

opportunities across the brand's channels.

"It's the first real acquisition we've done in the publishing space," Harwood said. "I'm interested in adding brands that have real brand equity amongst an audience, and with Coveteur, there's a subset of humans that it evokes a certain feeling for. It's not about scale for scale's sake."

Terms of the deal were not disclosed. Harwood said the group had grown its top line consistently since its 2010 founding.

He's also put a team in place, starting from the top: Faith Xue has been tapped for the editor in chief role; she most recently served as Bustle Digital Group's executive beauty director, and reports into Gallery's chief brand officer Mary Kate McGrath. Xue has also filled out the team for digital and fashion editor positions.

"It's a media brand that people really love, and the key emphasis is on the word 'brand,'" she said. "You have to create so much more than just content that people read on the site."

Xue will continue with key verticals across "fashion, beauty, lifestyle, travel and food," she said, but keep the tone of Coveteur's first iteration — and even bring back its old logo. "Back in the day, Coveteur was giving people access to this very personal side of celebrities and tastemakers by showing their closets," she continued. "My vision for the brand is to home in on that intimate feel so everything we cover, whether it's fashion week or Frieze, will be through that lens."

Some of that will be commerce-driven, some of that on social platforms and some on the website. "We don't think about a single channel as more important than the other. When we think about consumer attention and advertising deals, we want to reach consumers wherever they find us," Harwood said. That being said, "I do think social and experiential are the most opportunistic areas for growth for the brand. Not more important, but where there's the most room." — J.M.



Faith Xue



A spring 2025 look from Meta Campania Collective.