

WWD

Fashion. Beauty. Business.

Pencil Me In

Tory Burch is making a bit of a statement with the pencil skirt for resort 2026, as seen here, saying she was attracted by the style's simplicity. But a pencil skirt isn't just a pencil skirt in her hands – as always, Burch tweaked and twisted the classic design to make it her own, showing it in either colorful leather or in a jade-hued floral jacquard and fluid viscose plaid "flannel," both of the latter with matching draped blouses. *For more on resort, see pages 10 and 11.*

PHOTOGRAPH BY LEXIE MORELAND



Couture Countdown

While some major houses will sit out the Paris couture in July, Balenciaga and Maison Margiela will take part.

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Race Ready

Tommy Hilfiger has teamed with "F1 the Movie" on a capsule called APXGP Collection fronted by star Damson Idris.

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Natural Act

The beauty world is looking to nature for inspiration more than ever thanks to the increasing use of biomimetics.

Page 4 and 5

FASHION

Balenciaga, Maison Margiela Among Highlights of Paris Couture Schedule

- Major houses sitting out this season include Dior, Jean Paul Gaultier and Valentino.

BY JOELLE DIDERICH

PARIS — Demna's final haute couture collection for Balenciaga and Glenn Martens' debut for Maison Margiela will be among the highlights of a thinned-out Paris Couture Week, the provisional calendar released Monday by the Fédération de la Haute Couture et de la Mode confirmed.

As reported, Dior is sitting out the season following the arrival of Jonathan Anderson at the creative helm of womenswear. He succeeds Maria Grazia Chiuri, who showed 31 haute couture looks as part of her swansong cruise collection in Rome last week.

Jean Paul Gaultier is also taking a break after appointing Duran Lantink as creative director, switching from its strategy of seasonal guest designers. The Woolmark Prize winner is set to show his first ready-to-wear collection for the house in September and will make his couture debut next January.

Also dropping off the calendar this season are Alexis Mabille, Julien Fournié, Gaurav Gupta, Maison Sara Chraïbi and Miss Sohee.

There will be 27 shows on the four-day fall couture schedule slated to run between July 7 and 10, with Schiaparelli kicking off proceedings on the Monday at 10 a.m. and Germanier closing the week at 5:30 p.m. on the Thursday.

Balenciaga will stage its annual couture show on July 9 at midday, after which Demna will move to Gucci and hand the baton to Pierpaolo Piccioli, who was confirmed as the brand's new creative director last month.

Meanwhile, Martens will inaugurate his tenure at Margiela with an Artisanal



A look from Balenciaga's fall 2024 haute couture collection.

collection due to be unveiled on July 9 at 7:30 p.m.

After presenting his first couture collection for Valentino in January,

Alessandro Michele is sitting out this season. The Italian house announced in September that it planned to show couture once a year in Paris.



Glenn Martens

Among those returning to the official calendar are Iris Van Herpen, who has also moved to an annual calendar for her couture collections; Robert Wun; ArdaZaei and Adeline André. Syrian-born, Dubai-based designer Rami Al Ali will be making his debut on the official calendar on July 10 at 2:30 p.m.

Chanel, Giambattista Valli, Zuhair Murad and Stéphane Rolland will stick to their usual time slots. Chanel is showing its last collection designed by a studio team ahead of Matthieu Blazy's debut show as artistic director in October.

Giorgio Armani Privé's two shows will take place at July 8 at 6:30 and 7:30 p.m., instead of 6 and 7 p.m. previously, while on July 9, Elie Saab has moved to 2:30 p.m. from 12:30 p.m., and Viktor & Rolf to 4 p.m. from 4:30 p.m.

Juana Martin and Ashi Studio have moved up by two days and will now be showing on the Tuesday at 3:30 and 4:30 p.m., respectively.

In another eagerly awaited debut, Michael Rider will present his debut collection for Celine on the eve of Paris Couture Week with a fashion show on July 6 at 2:30 p.m., as previously reported. It is not yet clear if the display will feature womenswear, menswear or both.

Patou will show its spring 2026 women's ready-to-wear collection on the same day at 5 p.m.

FASHION

The CFDA/Vogue Fashion Fund Reveals 10 Finalists

- The winner will be disclosed on Nov. 18 at a celebratory dinner gala in New York.

BY LISA LOCKWOOD

The Council of Fashion Designers of America and Vogue have revealed the 10 finalists of the 2025 CFDA/Vogue Fashion Fund.

The 10 finalists are Ashlynn Park, Ashlyn; Julian Louie, Aubero; Bach Mai; Bernard James; Ashley Moubayed, Don't Let Disco; Gabe Gordon and Timothy Gibbons, Gabe Gordon; Stephanie Suberville, Heirloom; Jamie Okuma; Meruert Planul-Tolegen, Meruert Tolegen, and Peter Do.

The winner will be disclosed on Nov. 18 at a celebratory dinner gala in New York.

"For over 20 years, the CFDA/Vogue Fashion Fund has given voice to our country's emerging designers, and I'm so looking forward to hearing what this year's finalists have to say. It's not easy being an independent label today, so their talent, tenacity, and commitment to American fashion is endlessly inspiring," said Mark Holgate, global network lead and U.S. fashion features director, Vogue.

"Now entering its third decade, we see

just how much the CFDA/Vogue Fashion Fund has transformed American fashion into a diverse and inclusive industry, and this year's designers underscore this point. We look forward to seeing how the finalists will make their mark on American fashion," said Steven Kolb, chief executive officer of the CFDA.

The winner will receive \$300,000 and the two runners-up will each take home \$100,000. All of the finalists will receive business mentorship.

The 2025 CFDA/Vogue Fashion Fund is supported by Gap Inc., Instagram, Nordstrom, Saks Fifth Avenue, Tommy Hilfiger, and Vogue.

The members of the 2025 selection committee are Anna Wintour, Vogue; Aurora James, Brother Vellies and Fifteen Percent Pledge; Eva Chen, Instagram; Mark Holgate, Vogue; Nicole Phelps, Vogue; Paloma Elsesser, model; Rickie De Sole, Nordstrom; Roopal Patel, Saks Fifth Avenue; Steven Kolb, CFDA; Thom Browne, Thom Browne New York and chairman of the CFDA, and Zac Posen, Gap.

As part of the Fashion Fund season, Nordstrom will invite the 10 finalists to participate in the Nordstrom Secure the Space Challenge for the third year. One winner will be chosen to have their

collection carried at select Nordstrom stores for an upcoming season. Last year's winner of the Secure the Space Challenge was Dynasty and Soull Ogun of L'Enchanteur. Launched in 2015, Nordstrom Space is an in-store and online boutique dedicated to advanced and emerging designers. The Secure the Space Challenge will take place June 12.

For the second consecutive year, the Design Challenge is supported by the Tommy Hilfiger brand. Principal designer Tommy Hilfiger will once again serve as lead mentor, guiding the 10 finalists through this year's competition.

The CFDA/Vogue Fashion Fund was established after 9/11 to help emerging designers and to cultivate the next generation of American fashion talent. Since its inception, 189 designers have received mentoring and a total of more than \$7.7 million in support. Of the designers who have gone through the program, 41 percent of brands are fully or partially women-owned, and 40 percent are fully or partially minority-owned.

Last year's CFDA/Vogue Fashion Fund winner was Dynasty and Soull Ogun of L'Enchanteur. Past winners include Rodarte, Proenza Schouler, Thom Browne, Alexander Wang, and Joseph Altuzarra.



Soul Ogun and Dynasty Ogun of L'Enchanteur were last year's winners of the CFDA/Vogue Fashion Fund.

MEN'S

Tommy Hilfiger Teams Up With 'F1 the Movie' on Collection



- Brand ambassador Damson Idris and Brad Pitt star in the movie.

BY LISA LOCKWOOD

Tommy Hilfiger, which is part of PVH Corp., is launching the APXGP Collection ahead of the premiere of "F1 the Movie" in North America on June 27, and internationally beginning June 25.

Fronted by Damson Idris, the breakout star of "F1 the Movie" and Tommy Hilfiger's brand ambassador, the campaign captures his full-throttle rise – embodying his fearless drive and effortless style that define his journey. As the momentum around the "motorcore" dressing trend accelerates, the collection embodies one of the summer's defining trends combining

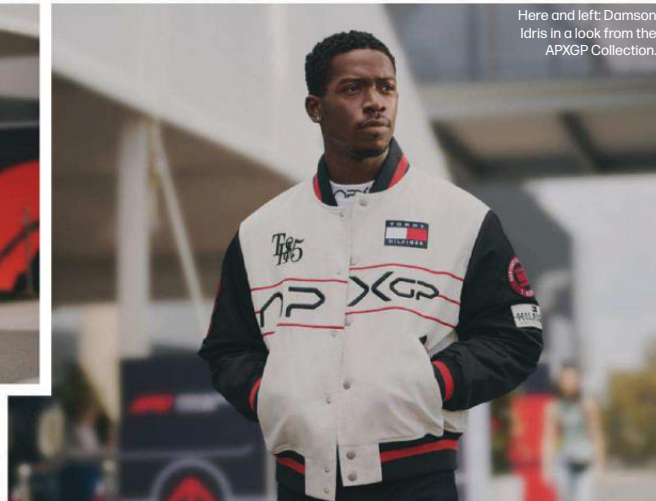
the sport of racing with bold colors and sleek silhouettes.

"Working with the Tommy Hilfiger team and on "F1 the Movie" has been an unforgettable ride – an authentic blend of iconic style and cinematic power," said Idris. "Tommy's vision has always been about pushing culture forward, and that energy turns through every part of this partnership. From The APXGP Collection and everything we've done to bring the film to life for audiences, it all channels that same fearless spirit – capturing the grit to succeed on the track and the

confidence to own every moment of it."

As reported, a recent Nielsen report found that Formula 1 racing boasted an estimated 826.5 million fans in 2024, a 12 percent increase of fandom in the major markets of China, Canada, Argentina, Saudi Arabia and the U.S.

The APXGP Collection reflects the rising influence of Formula 1 beyond the track. The collection features moto-emblazoned mechanic shirts, a varsity-meets-moto jacket in vegan leather, tailored Japanese denim jeans, and a merino knit polo. A red quilted jacket modeled after the exact



Here and left: Damson Idris in a look from the APXGP Collection.

silhouette worn by Idris' character in the film is prominent in the lineup. Retail prices range from \$50 to \$790.

"Since I was a kid peeking through the fences at Watkins Glen racetrack, Formula 1 has always been legendary to me," said Tommy Hilfiger. "As F1 has opened its doors to new worlds like entertainment and fashion, the sport has become a cultural phenomenon. Building on almost 40 years of infusing the colors, logos and spirit of motorsport into our collections, we're thrilled to join Hollywood at the racetrack by partnering with 'F1 the Movie.' This film captures the cultural shift, setting a benchmark in what we call 'fashiontainment,' where the future is being shaped. It's a bold new chapter, and we're setting the pace for what comes next."

Hilfiger has always been captivated by the excitement of the race, the cool factor of the uniforms and the classic iconography of the sport. Idris actually arrived at the Met Gala last month in an APXGP car. The Hilfiger brand is the official fashion sponsor of the film's fictional APXGP Team, led by drivers Joshua Pearce, played by Idris, and Sonny Hayes, played by Brad Pitt.

Apple Original Films' "F1 the Movie" will be distributed in theaters around the world and in IMAX by Warner Bros. Pictures.

Dubbed "the greatest that never was," Hayes was Formula 1's most promising phenom of the 1990s until an accident on the track nearly ended his career. Thirty years later, he's a nomad-racer-for-hire when he's approached by his former teammate, Ruben Cervantes (Javier Bardem), owner of a struggling Formula 1 team that is on the verge of collapse. Ruben convinces Hayes to come back to Formula 1 for one last shot at saving the team and being the best in the world. He'll drive alongside Pearce (Idris), the team's hotshot rookie.

Beginning Tuesday, the APXGP Collection will be available on tomy.com, in Tommy Hilfiger stores worldwide and through select wholesale partners.

ACCESSORIES

Akoni Group Acquires Götti Eyewear, Becomes Akn

- This is the first M&A deal for the group, and as part of the transaction, it is also buying premium lens company Eyetech.

BY LUISA ZARGANI

MILAN – Akoni Group is marking a new chapter in its history with a new name, Akn Group, and its first acquisition.

Under the Alsara Investment Group umbrella and established in 2019, Akn has acquired the Switzerland-based independent eyewear brand Götti, which was founded in 1998. Included in the acquisition is premium lens company Eyetech.

"In a short time, Akn has established itself as a key player in eyewear, and now it's time to grow through acquisitions," said the group's founder and chief executive officer Rosario Toscano. In addition to Akoni Eyewear, the group also produces eyewear for Valentino and Balmain.

"With its history of more than 25 years, its heritage, relevance, craftsmanship, design, innovation and quality, Götti was missing from our portfolio. And it's perhaps the only eyewear company founded by an optometrist, with an extraordinary team of 11 opticians," said Toscano.

Founder Sven Götti and his C-suite level management will stay on, underscoring Toscano, praising their "fundamental know-how" which will help the group grow.

"Swiss. Precision. Performance – these pillars define us and the acquisition will help enhance our distribution channels and create a high performance powerhouse focused on quality at every level," said Toscano, adding that the acquisition will help build "the largest high-end eyewear hub in Switzerland."

Götti, he continued, is a "solid and self-sufficient" company that under Akn will grow further. "The year 2025 is one of learning, 2026 one of synergies and 2027 one of integration," he mused.

Toscano touted Götti's 3D printing expertise and technological advancements that allow for superior customization.

He underscored that it is key to preserve the integrity and identities of the Akoni and Götti brands.

Toscano said the decision to change the group's moniker to Akn is meant "to avoid any confusion with the eyewear brand, but the roots of the name remain, it is not overturned and there is continuity with the past."

While declining to provide financial details about the privately owned group, Toscano said revenues in 2024 rose 30 percent on the previous year.

Asked about additional and potential licenses, the executive said he would rather grow through acquisitions, "barring the arrival of exclusive brands aligned with our values."

After the major shake-up that took place



Eyewear manufacturing for Akn.

in the eyewear industry with the merger of Essilor and Luxottica, and the arrival on the scene of Kering Eyewear and Thélios, Toscano expects the next big change to be "when the direct-to-consumer channel will sell ophthalmic eyewear. There is a serious delay in the offer of medical devices online."

As far as the impact of AI on eyewear, "it won't be easy or fast if you think of the sheer number of the population. Changes will be more in the lenses rather than in the frames."

Alsara Investment Group is an international private investment company

based in Switzerland. In addition to a portfolio of owned and operated investments in luxury brands, it provides investment advisory and management, and invests in venture capital, private equity and growth funds. In 2021 it bought a majority stake in Khrisjoy. The group's portfolio also includes investor Bidayat; design venture Fromm; jewelry brand Azza Fahmy, and Egypt-based handbag label Okhtein. Last year it launched a new luxury brand called Retori and it is also gearing up to revive the Walter Albini brand.

Biomimetics Is Changing The Paradigm Of Beauty

Cosmetics and fragrance-makers are taking a cue from nature like never before for disruptive innovation at scale. BY JENNIFER WEIL



Biomimetics helps L'Oréal reach its sustainability goals.

What do a cat's prickly tongue, a pine cone and fungus all have in common? On the surface, not much. But dig deeper, and each is inspiring a facet of the beauty industry.

That's because cosmetics- and fragrance-makers are looking to nature like never before as biomimicry – the imitation of natural properties or functions – gains traction.

Ideas for products and services have been gleaned from nature since time eternal, but the convergence of biotech, machine learning and companies' quest for ever more sustainable practices is making it easier to replicate natural processes to create disruptive innovation that's scalable.

This is game-changing beauty's paradigm.

"How do we create sensoriality for a cosmetic product by other means than the polymers that we are using today? How do we create colors by other means than pigments?" asked Delphine Bouvier, international director of research and innovation at L'Oréal. "The idea is to utilize biomimetics as a scientific discipline to understand how nature is creating and developing those functions, and to apply them in our industry and in our products.

"Nature knows how to solve all those challenges with [few] resources, local resources and low temperatures," she said. "Studying nature is the best way to make sure that what we are developing is sustainable in the long run."

"Nature is beautifully designed as is, and it has already probably through evolution figured out problems and designed itself to tackle those problems," agreed Jaime Emmetsberger, director of the Estée Lauder Cos.' Advanced Technology Pioneering team. "So we look to different areas within nature to help develop our technologies."

"By observing these solutions, we can find leads," echoed Karl Pays, research director at LVMH Moët Hennessy Louis Vuitton, explaining these are not necessarily a solution unto themselves.



Exuud bio-polymers.

"We are going to amplify [those] with the technology which is available today. There is an acceleration of the way mimicry is driving our research."

L'Oréal, among other companies, now uses biomimicry transversally. On a product level, for instance, in trying to assess how its end-consumer might use less water, the group studied cats' grooming behavior. They learned that how their tongues are structured, with prickles, helps them clean fur. And cats' saliva creates an enzymatic process breaking down dirt.

"We studied it to understand how that could be applicable and relevant for a hygiene product," said Bouvier, noting the work took place at Ceebios, a center of study and expertise in biomimicry in France, which L'Oréal cofounded.

The group subsequently created a prototype of a device that imitates a cat's tongue that might be associated with a specific formula with which people can clean themselves.

"The market is not ready for it," said Bouvier. "But we are continuing working on that kind of concept, where we hope one day to be able to propose a routine



L'Oréal has studied cats' grooming behavior to inspire a possible next-generation hygiene product.

and reliefs. Gathering data on that is key to understanding the link between the function and structure.

"The most complicated step comes after: How can we redesign with the existing technology what nature is doing very efficiently and quickly in the lab?" said Pays. "And how can that be scaled up?"

Hop to It

Ever wonder how grasshoppers – and other insects – can jump multiple times higher than themselves, countless times per day? It's due to a protein, called resilin, that acts like a spring with no energy loss.

Smart Resilin, an Israeli beauty tech start-up, combines the strongest plant material, nanocellulose, with resilin, that's billed to be the most resilient and elastic material in nature. The company develops the resilin through a bacteria fermentation process.

"It has great film-forming properties," said Lena Ishkov, vice president of business development at the company, noting that it's also biodegradable. It will first be used in antiaging skin care and hair-styling and -relaxing products.

Mibelle Biochemistry researchers took note of how pine cones are closed in humid conditions but open in drier environments. The active ingredients supplier applied that fact to hair care.

"The surface of the [hair] cuticles are open when the fiber is dry, and when the fiber is rather well-moistened and hydrated, the cuticles close and the hair is shinier," said Stéphane Poigny, director of R&D France. "It's really the same concept."

So Mibelle developed a pine cone extract for the PinoPlex active ingredient. It also created biomimetic ingredients gleaming inspiration from fish mucus, which acts as a sunscreen, and MossCellTec No. 1, considered to be the first active ingredient from biotechnologically produced moss, which claims antiaging qualities. ▶



Pantene's Extreme Damage Care Regenerative Oil Blend Shampoo.

Beauty tools have benefited from biomimetics, as well. Estée Lauder created cosmetic applicators that are like flower petals, which help with a product's proper laydown.

"We also generate ingredients [by mimicking] environmental conditions," said Emmetsberger, who gave the example of moringa seeds, which the company environmentally stresses to produce more potent isothiocyanates that are good for skin care.

L'Oréal uses biomimetics when it comes to packaging, on its campus and for the waste stream, too. This is part of the group's strategy to meet its sustainability targets, called L'Oréal for the Future, set for 2030, which includes having 95 percent of its formula ingredients biobased, derived from abundant minerals or from circular processes.

L'Oréal has built an ecosystem of partners to expand biomimetic functions. With NovoBiome, for instance, it is working on technology that helps clean soil by aping how fungus does that in the forest. This could be applicable for maintaining the group's factories.

Beauty companies often look to the human body's functioning for inspiration. Unilever poured such biomimetic learnings into its robots.

"That opens a whole new world, because we can automate our discovery and get consistency," said Jason Harcup, chief R&D officer of Unilever's beauty and well-being division. "You can sample many, many more formulas."

The company has created robots that imitate pro hairdressers' systematic washing and conditioning techniques 24 hours a day. That allows for 120 different formulas to be sampled daily.

For its robots, Unilever has been inspired by the human body's nervous mechanoreceptors, which give senses of touch and pressure, among other sensations. A robot, named Stevie, working in Unilever's Materials Innovation Factory, has mechanoreceptors that can ape a human's fingertips.

"You've got remarkable acuity in your fingertips," said Harcup. "So when you're putting shampoos, conditioners and skin creams together that maybe have sunscreens in them and things like that, you don't want that gritty feel. You want it to feel smooth. We need the robotics and the biomimetics to help us discover these things faster, because first to the prize is important."

On the fragrance front, Estée Lauder partnered with Xuud to deliver scents using a plant-derived, biodegradable polymer blend.

"It's aimed on revolutionizing how we interact with fragrance," said Emmetsberger. The dose-on-demand technology eschews heat and aerosols, and instead uses the biopolymers that mimic a natural phenomenon – how a breeze can spread a scent of blooming flowers.

LVMH has gleaned biomimetic inspiration from plants, including Rose de Granville. "There are many interesting solutions that exist in plants that can be adapted – and even augmented – for benefits to the skin," said Pays.

For cosmetics-making, LVMH often extracts actives from flowers and other plants in a process using solvents. But the range of their solubility is limited. "Inspired by plants, we have created NaDES, or Natural Deep Eutectic Solvents, which is a solvent that enables the solubility of intermediate compounds, like polyphenol," said Pays. "Thanks to that, we have created a new extract of rose that was not existing before."

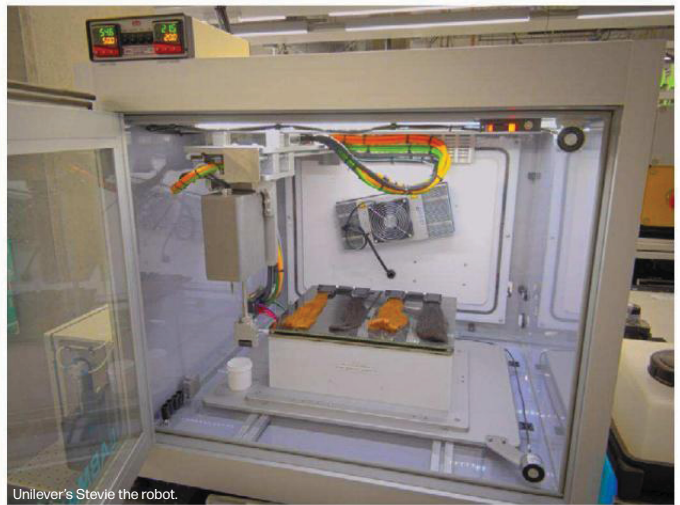
Equal Opportunity

No beauty category is immune to biomimetics. For hair care, researchers not only take a cue from insects and other external natural occurrences, but from what's going on in people's bodies, too.

Procter & Gamble uses biomimetics across numerous brands, through proteomics, to look inside hair fibers. The aim is to then imitate the connectedness of proteins, which are there to build back strength that diminishes as proteins break down.

"It's not always an exact model of where we want to go, but it's more informed choices for what we can do to build back a structure," said Jeni Thomas, P&G's science communications director at P&G hair. She added biomimetics can lead to a better result with fewer trade-offs, because it allows for a more specific design, like nature's blueprint.

For example, Herbal Essences tapped the botanical research conducted by Kew Gardens to deepen its understanding of plant-hair parallels. One insight is certain elements of grape seed oil's antioxidant benefits are what colored hair can use to prevent fade. "That's one case where it's looking at: How do grapes maintain color bodies within them when they're surrounded by oxidizing UV rays?" said Thomas.



Unilever's Stevie the robot.

Due to today's technology allowing for the tracking of hair fiber's inner structure there's better understanding of its most complete, healthiest state, as well as when it's damaged, in terms of composition, structure and location.

Pantene launched Extreme Damage Care Regenerative Oil Blend Shampoo, which has lipids designed to simulate hair's natural oils that are lost from damage.

"We selected specific oils that we knew had the right composition, that could get back into the spaces that were vacated by hair's original oils or lipids," said Thomas. "And that once they got there, they could impart similar properties."

Unilever's Dove brand has RE+EAL Bio-Mimetic Hair Care that is billed to imitate hair's natural self-protection process and to visibly repair it.

The company's scientists look to nature for plant-derived systems to mimic other materials a human body is missing, like collagen. Today, there are between 28 and 30 known types that decline with age that then causes wrinkles.

"How do we get the right collagens? We've done a lot of work with plant-derived feedstocks," said Harcup. Those are fermented to spin out the collagens that are then added to formulas for brands such as Dermalogica.

Fabienne Sebaoun delved into how skin functions before founding her dermocosmetics brand Mimétique. Sebaoun's goal is to mimic skin to make it work at its best potential. The brand uses a proprietary Skin Mimetic Restore Complex, or SMR-C5, that combines five biomimetic active ingredients naturally found in skin. They were chosen for their protection, hydration and regeneration attributes.

For his part, plastic surgeon Jason Diamond created an at-home three-step skin care system formulated with skin-identical molecules to help rejuvenate, repair and rebuild the skin's regenerative networks. For the products, replicating humans' platelet-rich plasma was the focus.

"How can we take those and turn them into a product that could mimic the procedures we're doing in office," said Jessica Combs, acting chief executive officer and a cofounder of Dr. Diamond's Metacine. "Bio-engineered growth factors that were human-identical were what we researched and decided were really on the cutting edge of what's going on in skin care."

She said with bioengineering, it's like the floodgates have opened. "Because with this, you can almost create anything that's in the human body and make it so that the body recognizes it as cells," said Combs.

Just the Start

Biomimetics will increasingly inform beauty developments. "The great thing about

advances in biomimetics is that they are providing the means to be able to deliver personalized solutions more and more, and the insights into what personalized solutions might be," said Harcup.

Already, Unilever is using a smart biomimetic technology called Pro Lipids, which helps increase ceramide production when needed to improve skin health, in products for Vaseline, Pond's and Dove.

"That's a good start," said Harcup. "But as time goes by, the ability to have bespoke solutions, which have been discovered using biomimetic principles and delivered potentially using biomimetic principles, is going to be exciting."

Thomas believes there's a huge opportunity to use mimetics for more bioengineered ingredients for tailor-made solutions. "The power of mimetics is knowing exactly the structure that you want to borrow inspiration from," she said. "As these tools progress that lets us know these structures even better, it just opens up more opportunity."

Machine-learning, for instance, can allow for the understanding of how thousands of ingredients interact and whether they have biomimetic capability for skin or hair care needs. "It's going to elevate product development," said Emmetsberger, who described biomimicry like a lock and key.

"If the key isn't designed properly, you might get some efficacy, you might be able to wiggle the lock a little bit," she said. "But when you have that perfect fit, then you'll be able to open the door." ■

An Instafacial product.



Inside the Lesser-known Fragrance Sellers Teens Are Turning To

Data from Charm.io shows fragrance sellers like Decant Heaven, known for designer perfume samples, and Netherlands' Pure Oud, which sells TikTok-viral brands like Lattafa and more, are seeing popularity among 13- to 17-year-olds. BY NOOR LOBAD

Lest one question the savviness of the 13- to 17-year-old fragrance lover: consider that they're often scouting out their next buys in corners of the internet unknown to most.

Data from Charm.io shows that teens are increasingly turning to online fragrance sellers like Infinite Scents and Decant Heaven, known for offering sample sizes of designer and niche fragrances from brands like Dior to Amouage to Dolce & Gabbana. According to Charm.io, more than 15 percent of Decant Heaven's social followers across platforms fall within the 13- to 17-year-old age range, while Infinite Scents' audience is 17.45 percent comprised of the age group.

At 18.04 percent, Parfums de France ranks as the number-one fragrance seller by audience of 13- to 17-year-olds. It is similarly known for fragrance samples, but also offers full-size bottles of scents from brands ranging from BDK Parfums to Parfums de Marly at a discount.

"When we analyze fragrance brands that are popular among younger shoppers, what stands out is their ability to deliver accessible luxury," said Alex Nisenzon, founder and chief executive officer of Charm.io. "Most teenagers don't have the budget for luxury perfumes, but they still crave that elevated experience — companies like Infinite Scents promotes designer

fragrances at up to 75 percent off, while Decant Heaven makes premium scents approachable through sample sizes."

There's also Netherlands-based Pure Oud, which sells sample- and full-size bottles of TikTok-viral, oud-y brands like Lattafa and Paris Corner, which routinely rank among the top-selling fragrance brands on TikTok Shop.

Meanwhile, singer Melanie Martinez's fragrance brand, Portals Parfums, has also struck a chord with the cohort, with more than 11 percent of the brand's 230,000-plus social followers being within the ages of 13 to 17. Most recently, Portals launched a collection of perfume pendants, wherein its earth, air, water and fire-inspired scents are available in 5-ml. keychains retailing for \$82.

Otaku Scents, which ranks number-six in terms of percent of social media audience in the 13 to 17 age range, offers an assortment of anime- and video game-inspired fragrances. There are \$45 eau de parfums inspired by specific anime characters (for instance, a grapefruit- and amber-infused cologne inspired by Renji Abarai, a character in the 16-season anime, "Bleach"), as well as candles, room sprays and more.

Global direct-to-consumer brands, too, are gaining steam, with Turkey's Doros brand; Sweden's Ayleen Fragrance and the United Arab Emirates' Retoosh all resonating with young fragrance shoppers.

The top 10 fragrance sellers by percent of social media audience in the 13- to 17-year-old age range, per Charm.io.

1	Parfums de France 18.04 percent Known for: Designer; niche IG followers: 4,585 Based: U.S.	6	Otaku Scents 11.56 percent Known for: Anime and video game-inspired scents IG followers: 25,503 Based: U.S.
2	Infinite Scents 17.45 percent Known for: Designer; samples IG followers: 1,136 Based: U.S.	7	Portals Parfums 11.37 percent Known for: Melanie Martinez's fragrances IG followers: 231,795 Based: U.S.
3	Decant Heaven 15.19 percent Known for: Luxury samples IG followers: 1,761 Based: U.K.	8	Doros 11.13 percent Known for: Turkish perfumes IG followers: 40,141 Based: Turkey
4	M&F Paris 14.14 percent Known for: Hair perfume; dry oils IG followers: 33,601 Based: France	9	Pure Oud 10.37 percent Known for: Samples IG followers: 1,744 Based: Netherlands
5	Ayleen Fragrance 13.08 percent Known for: Florals IG followers: 6,200 Based: Sweden	10	Retoosh 10.28 percent Known for: Middle-Eastern perfumes IG followers: 6,596 Based: UAE

Door Dashers

The latest beauty retail expansions.

BY NOOR LOBAD



Silverist, the hair care brand for natural gray hair, has launched online at Credo Beauty and entered 15 of the retailer's stores. Founded by Evelyn Wang, who previously held senior leadership roles at Milani Cosmetics and L'Oréal Paris, the brand has reached six-figure sales since its 2024 launch.



Plastic surgeon-founded **Naked Beauty MD** has made its first retail foray via Violet Grey. The expansion coincides with the launch of the brand's third product, a Growth Factor Eye Therapy Serum which retails for \$180.

Dermatologist-founded **Skintensive** has launched online at Costco with its hero Bruise Cream, which retails for \$29.94 and is available via a two-piece set at the retailer. The brand, which specializes in sensitive and aging skin, is also available online at Target and Amazon, and at dermatology offices.

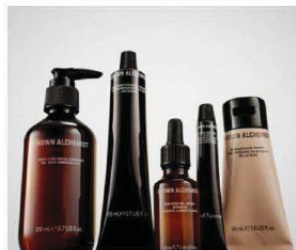


Also at Costco, **Indie Lee** has entered more than 70 doors with a two-piece set of its bestselling CoQ-10 Toner, retailing for \$29.99. The clean skin care brand was acquired last year by American Exchange Group for an undisclosed sum.

New York-based personal care brand **Bravo Sierra** has launched at C.O. Bigelow. The brand, which relaunched last year, is best known for its aluminum-free deodorants, which retail for \$20, as well as its body cleansing bars and hair styling paste, \$22 and \$19, respectively.



Allies of Skin is now available at Neiman Marcus online and in three doors in California. The brand's offerings at the retailer include its Multi Peptides & GF Advanced Lifting Serum; The One SPF 50 Invisible Sunscreen Gel and more.



Nordstrom has added **Grown Alchemist** to its online assortment. The plant-powered brand, founded in 2008 in Australia, has launched 29 bestsellers on the retailer's website, including its Restorative Hand Cream, \$26, and its Energize Body Cleanser, \$46.

TikTok-viral temporary tattoo brand **Inked by Dani** has entered Target. The brand, founded a decade ago from Dani Egna's University of Southern California dorm room, will offer its \$12.99 Feel Good Pack in 396 of the retailer's doors and at Target.com.



Dossier, the TikTok-viral fragrance brand known for its "dupe" offerings, is now available at CVS Pharmacy. Eight of the brand's bestselling scents, including Floral Lavender, which retails for \$29 and is inspired by YSL Beauty's Libre Eau de Parfum, have entered 1,400 stores.

The Makers of Tree Hut Are Introducing A ‘More Elevated’ Body Care Brand

After netting exponential growth during the early pandemic days of #ShowerTok, Tree Hut maker Naterra International Inc. is launching its next venture, called Bdy. **BY NOOR LOBAD**



Bdy launches Sunday at Ulta Beauty with a five-product body care lineup priced at \$20 and up.



Bdy's Overnight Body Serum, \$29.

a Beiersdorf and Galderma alum who joined Naterra in 2024 as chief marketing officer. “But we’ve also discovered there are consumers who want a more elevated, more complex skin care routine with ingredients that we couldn’t fit into the Tree Hut brand.”

Bdy will launch with five products, including Foaming Oil Body Wash and Weightless Body Lotion, \$20 each, Overnight Body Serum, \$29, and Body Serum Mist and Glow Body Buff exfoliator, both \$26. Key ingredients include glycerin, salicylic acid, squalane, tranexamic acid and more.

“Tree Hut is very Gen Z and Gen Alpha – they love our products because they’re fun; they’re uncomplicated – with Bdy, we want to reach that older Gen-Z audience and a Millennial audience,” Garcia said.

The brand soared in popularity among

teens and twentysomethings during pandemic lockdowns, when TikTok users began posting their multistep body care routines in a movement that was soon dubbed as “#ShowerTok.” Tree Hut – with its sugar scrubs, body butters, oils and more – was one of the trend’s biggest beneficiaries.

Today, the @treehut account on TikTok counts 2.1 million followers, and Naterra’s net sales have skyrocketed from roughly \$40 million in 2019 to nearly \$400 million today, Garcia said. The company anticipates that Bdy could do roughly \$15 million in sales during its first year on the market.

“Our biggest learnings from Tree Hut are the importance of being scent-driven and the power of being social media-first,” said Garcia, adding that while Tree Hut is known for its different scent franchises and frequent limited-edition launches, Bdy will use a bergamot- and musk-infused scent across all of its products. The brand will, however, inaugurate limited-edition drops and new products – just at a slower pace than Tree Hut. “We’ll have new drops probably once or twice a year,” Garcia said.

Bdy is just one of several new brands Naterra – which was founded in 1923 and has billion-dollar ambitions – plans to unleash over the next five years.

“We’re aiming to have between seven to 10 brands under the Naterra umbrella, and to reach \$1 billion in total sales, by the year 2030,” said Garcia, hinting that Naterra’s pending brands could include forays into the prestige market; the Gen Alpha beauty market, a “Fce” counterpart to Bdy, and more.

“We’re thinking across the age and channel spectrums,” Garcia said.

TikTok-viral body care line Tree Hut is gaining a sister brand.

Naterra International Inc., which owns both Tree Hut and baby care brand Baby Magic, is launching Bdy, marking its next step into the body care category and one of several new portfolio brands the company plans to debut by 2030.

Launching June 8 direct-to-consumer

and in all Ulta Beauty doors, Bdy aims to capitalize on the social media savvy that propelled 2002-founded Tree Hut to success over the last five years, while addressing an older consumer with more sophisticated body care concerns.

“Tree Hut is our masstige brand; it focuses on great scents, great formulas and affordable prices,” said Luis Garcia,

EXCLUSIVE

Vaginal Microbiome Company Evvy Unveils Its First Supplement

Following the success of its vaginal microbiome test and prescription treatment offerings, Evvy is launching its Women’s Complete Probiotic. **BY EMILY BURNS**

Evvy is entering the supplement game.

Tuesday, the vaginal microbiome company, known for its test-to-treatment offerings, is launching its first supplement: Women’s Complete Probiotic, \$55 for 30 capsules or \$44 a month with a subscription, which supports vaginal, gut and urinary health. Industry sources predict the first run of the launch will sell out this year reaching between \$1 million and \$2 million in sales.

Since launching in 2021, Evvy has offered an at-home vaginal microbiome test, which looks at over 700 microbes, expert care and access to prescriptions as needed. This launch marks the next step, as the brand aims to provide holistic women’s health solutions.

Evvy reports it will serve 100,000 patients on its platform by the end of the

year. To date, the brand has conducted approximately 80,000-plus tests at \$159 for a single test or \$129 per test with an annual subscription.

“[The Women’s Complete Probiotic] came from us serving over 50,000 women and trying to understand how can we design a first-of-its-kind product, leveraging our unique data set and understanding women,” said Pita Navarro, Evvy cofounder and chief science officer. “Most people are experiencing these symptoms that are interconnected between the gut, the urinary and the vaginal microbiomes.”

Cofounder and chief executive officer Priyanka Jain added: “We were frustrated that we didn’t have better options to offer our patients... Way too much in women’s health is unexplained and so much of

the value that Evvy provides to patients and providers is this idea of eradicating unexplained.”

The Women’s Complete Probiotic combines clinically studied Lactobacillus strains for optimal bacteria and yeast balance and postbiotics and vitamin D and E for gut and immune support. The formula is housed in a patented delayed-release capsule to ensure stability of the probiotics.

The launch is the next step in rounding out Evvy’s offering, particularly as many patients who take the test are recommended an oral probiotic by their care provider, per Jain.

“It gives us a much better oral probiotic than we had ever had access to to really support patients who are trying to restore their vaginal microbiome,” she said. “Once somebody gets to a point where they have a healthy vaginal microbiome, now we have a solution for them that allows them to maintain that over time. We really see it as an extension [of our offering].”

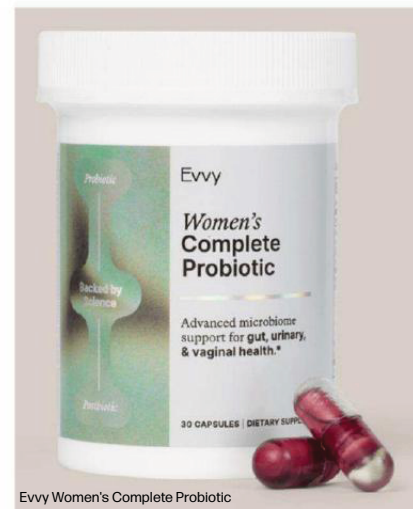
Navarro added this product is ideal for daily support in the midst of “real life factors like hormonal shifts, periods, sexual activity.”

The team predicts it will also be an accessible entry point for new customers who haven’t taken the test yet.

“People might not understand that they have a vaginal microbiome and that they need to test it, and it plays this really important role in their health,” said Jain. “Most people are familiar with the concept

of taking a probiotic, so it allows us to reach a wider audience and start that education funnel on why these are such important parts of your body to take care of.”

As the brand expands its offering, Jain said its focus remains on vaginal health and fertility, “whether that means additional types of tests, additional types of treatments, more types of expert providers or support on our platform.”



Evvy Women's Complete Probiotic

EXCLUSIVE

Voluspa Launches Perfume Collection

● The seven-product line is out June 10, with presale beginning Tuesday.

BY RYMA CHIKHOUNE

Voluspa is introducing perfume.

It's a relaunch for the California-based company – known for its candles, diffusers and home scents. After first exploring body fragrances in its early years, the brand is now launching a new collection of eau de parfum.

"We did dabble in fine fragrance and had some success with it," said Voluspa founder Troy Arntsen, who launched the brand in 1999.

There was a growing demand from retail partners at the time, including Anthropologie, Bloomingdale's and Nordstrom, for Voluspa to lean into its home category, he said. "So, we ended up pausing it."

Two years in the making, the new collection introduces seven perfumes: Neroli Sunbath (citrus, neroli, amber), Ombré Aura (pomegranate, patchouli, amber), Saddle Up Santal (cardamom, sandalwood, mahogany, cedar), Peachy Queen (peach, tuberose, coconut water), Rosalie (pepper, rose, raspberry), Nude

Effect (orange blossom, jasmine, tonka bean) and Vanilla Visions (vanilla, amber, rum). They're gender-neutral, cruelty free, vegan and "clean," according to Arntsen, while meeting both European Union and International Fragrance Association standards.

This time, Voluspa is placing a strong emphasis on storytelling as part of the launch strategy.

"It's the idea of a canvas for your character," Arntsen said. "It's built around this idea, not of looking back nostalgically toward the past, but rather looking forward and how you're going to move through your day. So, we've curated seven scents around moving forward and using your scents as a way to express yourself, depending on the mood that you're feeling in that day."

Out June 10, with presale beginning on Tuesday, each fragrance is available in 55-ml bottles for \$90, 10-ml for \$28 and 1.5-ml vials within a "Discovery Set" for \$30 at voluspa.com and Voluspa's two brick-and-mortar retail locations at Fashion Island in Newport Beach and the Brea Mall, which opened Tuesday, as well as Anthropologie, Revolve and new partner TikTok Shop.

Voluspa's revenue is up nearly 40

percent over the past five years, according to Arntsen, with its e-commerce business growing 180 percent in that time. What does he attribute it to?

"It's attainable luxury," he said. "The brand is founded on this idea of creating incredible scents delivered in beautiful vessels."

All home products, priced starting at \$14, are handmade at its headquarters in Irvine, Calif., with candles hand-poured using a proprietary coconut wax blend. Its glass containers stand out in vibrant colors and etched details, making them statement pieces in home decor.

Voluspa offers more than 56 fragrance products in home (including hand soaps and lotions) and is now sold in more than 80 countries, in about 3,000 doors in the U.S. and 5,000 worldwide, including Anthropologie, Bloomingdale's, Nordstrom and Sephora. Last year, they expanded into about 500 boutiques, and brought its e-commerce to the U.K.

Internationally, retailer partners include Fortnum & Mason, John Lewis, House of Fraser in the U.K. and Galeries Lafayette in France. Europe, Brazil, Canada and Mexico are among the brand's top international markets, with Southern California leading domestically.

Looking ahead, Arntsen emphasized the significance of fine fragrance in the company's future.

"I think that fine fragrances is going to be an important part of our growth," Arntsen said. "We see it becoming 20 percent of our revenue by 2027."



BUSINESS

Obermeyer's New CEO Sets Sights on Female Hunters, Anglers

● Kris Kuster has succeeded the 105-year-old founder Klaus Obermeyer as head of the ski brand.

BY JEAN E. PALMIERI

At 105 years old, it was time for Klaus Obermeyer to pass the reins of his business to someone else.

Since starting Sport Obermeyer in Aspen in 1947, the German-born businessman has been at the helm of the company. Over the years the avid skier and member of the U.S. National Ski and Snowboard Hall of Fame has been credited with several innovations, including the quilted down parka, turtle-necks with elasticized collars, mirrored ski sunglasses and even high-altitude sunscreen.

Today he continues to serve as president of the company – when he's not swimming or enjoying other outdoor activities. "He skied until two years ago," said Kris Kuster, Obermeyer's hand-picked choice to succeed him as chief executive officer. "He's probably the oldest business

president in the world, and he still gives me pointers. He's still so witty and has such a passion for sports and people, and an insane smile that brings you in."

Kuster started as a consultant to Sport Obermeyer last fall and was officially elevated to CEO on April 1. When Klaus Obermeyer was battling some health issues two years ago, his son, Klaus Jr., jumped in as interim general manager, but Kuster is the first non-family member to run the company. "It's mind-boggling that I'm the first successor to Klaus after 78 years," Kuster said.

With the founder's blessing, Kuster has plans to grow the business, which has sales in the neighborhood of \$30 million to \$40 million. His initial goals are to build Obermeyer into a year-round brand, with a focus on women, and also revamp its direct-to-consumer presence.

"For over 75 years, I've had the joy and privilege of leading Obermeyer with one simple mission: to help people and families experience the magic of the mountains," Klaus Obermeyer told WWD. "My son, Klaus Jr., has been part of that

journey too, carrying our values forward with care. As the world changes, so must we – and now is the right moment to bring in a new kind of leadership. Kris Kuster understands our heritage and shares our passion for the outdoors. I believe he's the right person to guide Obermeyer into the future, while honoring the spirit that's defined us from the beginning."

Much like Klaus Obermeyer, the Swiss-born Kuster grew up on the mountain, skiing, snowboarding and racing. "I have a long background in snow sports," he said. That includes stints at Nitro Snowboards, X-Bionic and

12 years at Mammut Sports Group, seven of which were spent running the North American operation.

After being introduced to Sport Obermeyer, Kuster knew he was home. "I was introduced to the family when this opportunity arose. I'm looking forward to the challenge, which is where I thrive."

He said the brand today is "so rooted in Aspen and skiing, especially women's skiing." He said Klaus Obermeyer recognized the potential to target the female customer way back in the 1960s and set his sights on providing a line that focuses on their needs.

An offshoot of that is the children's business, since women are typically the family member that purchases for kids.

As a result, women's currently represents 60 percent of Obermeyer's sales, while men's and children's wear account for 20 percent each. "Women's and kids' are our biggest pillars," said Kuster.

With participation in skiing declining due to price and exclusivity, Kuster has his sights set on other categories for growth. "We don't want to disrupt the most important part of the company, but we want to go from a price-driven ski company to a year-round, female-centric outdoor sports company," Kuster said.

But unlike strong competitors such as Lululemon, Alo and Vuori, Kuster is charting a different path. "We're looking at a fully female-centric hunting and fishing line," he said. Those sports are "huge in Aspen," and participation among women has quadrupled in the past decade.

The most recent report from the U.S. Fish and Wildlife Service backs that up. While women comprise only 17 percent of active hunters, they represent 33 percent of entrants, while for fishing, females are 30 percent of all anglers and 37 percent of entrants to the sport.

To attract these women and others who take up the sports, the plan is to launch a small capsule for spring 2026 exclusively on the Obermeyer website. Kuster said the

company will use that as a "laboratory" to ensure it's providing the right product. "You get feedback within seconds on social media," he said.

The goal for the hunting and fishing collections, as well as all the Obermeyer product, is to offer "tasteful, high-end product at an accessible price. We don't want to be exclusive, but offer warm, dry and comfortable clothes at a mid-price point with quality that holds up."

The merchandise should also be "fun and playful," he added, and lure people outside to enjoy nature. "Our biggest competition is not Bogner or The North Face, but the cellphone. We want people to get out and enjoy the outdoors."

In addition to these collections, Kuster plans to completely revamp the Obermeyer website. "We're going to go dark in mid-June through July 1 on all our DTC channels," he said. "Then for 60 or 90 days, it'll just be the logo and we'll relaunch in September with a clear brand voice. Our website is a little all over the place and we need to sharpen it."

One thing Kuster won't do, however, is open Obermeyer retail stores. Although it has "garage sales" at its headquarters and Denver warehouse a couple of times a year, the company is committed to its wholesale relationships.

"We never want to compete with our retail partners," he said. "Klaus is very adamant about that." The brand is sold in a variety of specialty stores as well as some larger retailers such as Public Lands and REI.

As a privately held, 100 percent family-owned business, Obermeyer has the flexibility to take risks and try new things. And because it offers nearly all ski-related merchandise, there is opportunity to grow substantially in the future by branching out, Kuster believes.

"Patagonia and the other outdoor brands are way bigger, but what the Obermeyers have built is phenomenal and my ambition is to grow the business to go another 70-plus years," he said.

Obermeyer has been popular with women for decades.





FN

THE TRADE SHOW ISSUE

AS THE THIRD major trade show month of 2025 kicks off, Footwear News is set to deliver its most impactful *Trade Show Issue* yet—dropping August 4 and reaching key players across the global footwear industry. This special edition dives into the people and trends shaping the business now—from licensing power players and brand management firms to emerging labels and retail strategies. It will also spotlight a major moment in brand heritage with Sperry at 90, celebrating the iconic brand's milestone anniversary.

ON NEWSSTANDS AND SHOW FLOORS AUGUST 4.
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The Reviews

resort
2026



Tory Burch

"Obviously I'm interested in the combination of masculine and feminine, twisting things and taking classics but making them different," Tory Burch said during a walkthrough of her resort collection.

The designer said she started with looking at old Japanese men's workwear, evidenced through shrunken field jackets with oversize utility pockets and matching paneled trousers, which looked especially great in cobalt blue denim with a contrasting emerald-colored collar.

From there she continued to expand her vocabulary of twisting American sportswear with nice doses of prep and utility. Taking sportswear archetypes and amping up their personality with a little funk, and a lot of fun, isn't an entirely new concept for the American designer but each season she's able to offer new

takes with quirky, covetable details. Here, repetition is key to success.

The silhouettes she's twisted up this season? The polo shirt, cardigan, five-pocket jean, trenchcoat and skirt suit. Here, the looks exuded '90s cool with a modern sensibility in her vibrant palette and mix of casual meets opulent fabrications.

"I wanted color to be a very different thing. The weird mixes of color and how they play off of each other," she said of the bold shades of blue, green, purple and red against classic neutrals. Her now-signature experimental jersey dresses this season came in the fresh hues and were warped and knotted around the body with little sheer chiffon hems. The latter fabrication was also cut into drapery blouses, as seen layered under a padded cardigan featuring little beaded knot buttons and a twisted T logo, or as a pretty godet midi skirt with sunset-hued sequined hems, paired with a

chic elongated blazer.

Burch said she was attracted to the simplicity of the pencil skirt this season, offering up a strong variety in colorful leather or in a jade-hued floral jacquard and fluid viscose plaid "flannel" (both of the latter with matching draped blouses).

Elsewhere collars were a key focus and designed to be distinctly popped, as seen through slashed versions on sporting sweaters and button-down shirts; twisted micro-sequin embellished ones on a white polo, or via jacket collars with contrasting leather inserts.

It was details like these that brought a distinct flavor to the lineup, and expanded into the season's handbags (glossy patent Balloon and Kira bags); jewelry (from XXL resin earrings with floating crystals to enamel chicken pins and clown-shaped baubles), and accessories (studded belts and hand-beaded pouches, slung around waists as pockets). Rounding it out, Burch continued twisting up her footwear game, with pointy cutout monk strap flats and heels; colorful lace-up wedges, and the new pumped-up Reva. — Emily Mercer



Aknavs

Christian Juul Nielsen is a storyteller. While resort can be a time for designers to lean more commercial, Nielsen is steadfast in his mission of continuing to evolve his Scandinavian fairy tale. "It doesn't work for me to do what other brands are doing," he said at a preview in his studio. "Everything has to be emotional. Everything has to have something special."

His special touchpoints include craftsmanship, textures, embroideries and a nod to sport, all parts of his brand DNA that have made his collection a hit at retail.

Party dressing is a sweet spot, right in line with the holiday bent seen in resort collections. A white tulle frock with a cropped jacket, fur stole and riding boots set the line up as his first look. A gold foil mimicked snakeskin on dresses, while a mix of greenish sequins in different sizes – some shiny, others matte – spoke to his craft, creating a trompe-l'oeil effect that gave movement and depth to a long skirt. He paired it with a sheer knit or a short-sleeve blouse in the style of a sport jacket with toggles, but made luxe by his fabric choice of silk.

Pieces were fantastical but grounded. "I always try to think who is the actual girl," he said.

Knits were unexpected, like a fire engine red chunky grandpa sweater style bodysuit with sleeves. Lace paneling on dresses was young but not too girlish.

Accessories were thoughtful, particularly his range of fur stoles where each color was placed to mirror the real thing. Nielsen worked at J.Mendel and intimately understands how fur should look and lay, and he sees the new range as a new entry point to his brand.

"I think especially with this political thing happening, I don't think people are going to be shopping a ton," he said. "You're not buying just for the sake of it. So I've really tried with this collection to make everything super unique." – *Thomas Waller*



resort
2026

Norma Kamali

During a preview of her resort 2026 collection, Norma Kamali said that this season she was thinking about the United States' "very small" history in fashion.

"The movies, the classic films, were really the history of American fashion," she said, noting at almost 80 years old, she was fortunate to see many of these films in her early childhood, with her mother.

"She had a hair salon for a while, and she did Marcel waves. She did them in my hair, too. If I begged her and cleaned the kitchen," the designer added of her mother, whose wavy 'dos were front and center throughout the designer's look book, colored in a shade of "Irish Setter" orange – one of Kamali's personal favorite hair colors she donned earlier in life.

Like this familial nod, the collection overall was a tribute not only to classic American fashion, but also Kamali's timeless designs. Through the latter, her daywear spanned from great outerwear and colorful faux leather layers to the return of sporty styles à la color-blocked body-con catsuits, leggings, bras and more.

"Coats, swimwear and active are my DNA, but the real focus of what we do is everything else," Kamali said of the selection, noting she's interested in potentially building the category further.



Elsewhere, it was resort's eveningwear that proved to be the strongest ode to Old Hollywood's glamorous energy, with her modern sirens donning an array of great dresses, as in shimmering paillette mermaid gowns; sheer, vampy

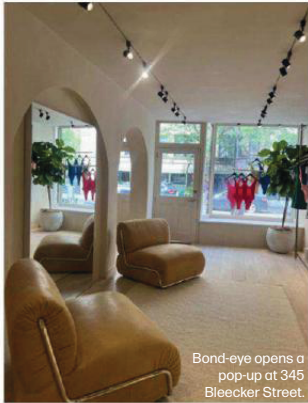
sequin-adorned black numbers; jewel-toned slip dressing, and playful fringed frocks.

"If you look at it, it could be any of these roles – these could be women in these classic films, but very much today, at the same time. It's really not vintage what I'm

trying to do with it, but I'm just saying we are grateful for our fashion history," Kamali explained of her '20s, '30s, '40s, '50s and '70s memory-driven influences. "Every red carpet [today] is a direct energy from any of those classic films." – *Emily Mercer*

FASHION

Australian Swimwear Line Bond-eye Opens First U.S. Outpost



Bond-eye opens a pop-up at 345 Bleecker Street.

- The pop-up marks the beginning of a larger expansion in the U.S.

BY LISA LOCKWOOD

Bond-eye, an Australian swimwear brand, has opened its U.S. pop-up store at 345 Bleecker Street in New York. It's a significant moment for the brand, marking the beginning of a larger

expansion into the U.S.

The shop, which opened Saturday, will remain open through Sept. 30.

The curated space showcases the brand's Authentic Crinkle swimwear, which is known for its unsized, body-hugging fit, alongside the new Bare collection, a sculpting, self-lined range made from GRS-certified recycled nylon and elastane. Complementing the swimwear are ready-to-wear pieces including sustainable mesh.

The swimwear retails from \$90 to \$300, and the ready-to-wear ranges from \$140 to \$320.

The store's design is rooted in clean, minimalist aesthetics, infused with Bond-eye's signature carefree spirit. There are custom lime-washed walls, matte black accents, and buttery-yellow suede chairs creating a space that feels both elevated and relaxed. "The minimalist layout reflects Bond-eye's core ethos — effortless, considered and distinctly Australian," said Steve Philpott, founder and chief executive office of Bond-eye.

Bond-eye has established a robust global presence, with its products available in more than 300 retailers across more than 40 countries. Among its partners are Fwrd, Revolve, Moda Operandi, Elyse Walker, The Webster, Luisa Via Roma, Everything but Water, and Ssense.

Bond-eye opened its first flagship last November in the heart of Bondi Beach in Australia.

The company looks to open stores in other locations. "We just need to have the right locations in the right communities in which to activate the Bond-eye brand," said Philpott. "Our stores have been organic, opportunity-driven and meant to be, and we will stay close and evaluate the sites and the neighborhoods as they come to us. We want to bring our unique and refined Australian lifestyle energy and be a genuine part of the cultural fabric on the street."

The brand is generating eight figures and is on track to double turnover in the next three years with organic momentum. "It's not turnover for turnover's sake though, what we are doing is deliberate, curated and natural. There will be a time when we will scale this with investment while maintaining the magic and culture of the brand. I's all about timing, and we are entering an exciting new phase of our business right now," said Philpott.

He added, "We are scaling our wholesale business globally and growing with the right accounts in the U.S., Europe and the Middle East. We are now developing relationships with key accounts in Asia and see this as a growth region. The retail opportunities are coming off the back of our growing wholesale and D2C footprint. Our expansion into rtw is driving a lot of this growth."

Bond-eye's pieces are artisanally handmade, knitted using premium European fibers. They are constructed to allow four way stretch and instant recovery. Bond-eye swimwear is unsized and designed to fit a size XS through to L, with all shapes in between.



Angel Reese in pieces from her Reebok x Angels spring collection.

FOOTWEAR

Reebok Taps Slam Jam as Partner in Europe, North And Central America

- The Authentic Brands Group-owned brand had previously worked with New Guards Group.

BY JEAN E. PALMIERI

Authentic Brands Group is partnering with Slam Jam to increase the exposure of its Reebok brand in Europe as well as North and Central America.

As part of the deal, the Italy-based streetwear company will work with the Reebok Design Group, the brand's global design organization, to expand the brand's reach and product offering with retailers around the world.

"We are thankful and excited to embark on this journey together with Authentic and Reebok," said Luca Benini, founder of Slam Jam. "The brand has been pushing the edges of culture through sport and lifestyle for generations, giving voice to local and global movements with impact."

Founded by Benini in 1989, Slam Jam has been a pioneer in streetwear and sneaker culture and was instrumental in introducing global brands to the European market.

"Slam Jam is a proven leader and tastemaker in the global fashion and streetwear space," said Steve Robaire, executive vice president of Reebok. "Their history, credibility, and connection to top retail partners make them the ideal partner to help usher Reebok into its next era. This partnership reflects a complete rebirth of our strategy, bringing Reebok to market with a sharp cultural lens and the authenticity that Slam Jam has embodied for over three decades."

Reebok had previously worked with New Guards Group which had operated the European operations of Reebok's branded stores and e-commerce and worked to build wholesale distribution of the brand there. It was also the exclusive partner to create and distribute high-end collaboration products in more than 50 countries, including the U.S., Canada and throughout Europe.

But the deal soured and Authentic terminated that relationship last fall after NGG cited "unfavorable economic terms" with the licensing deal. That opened the door for the Slam Jam partnership. Two weeks after losing the Reebok license, New Guards Group filed for Chapter 11-style proceedings in Italy.

Authentic owns more than 50 brands globally that generate some \$32 billion in annual retail sales. In addition to Reebok, it also owns Champion, Nautica, Sports Illustrated, Brooks Brothers, Vince Camuto, Sperry, Hunter and Ted Baker.

BUSINESS

Sustainable Couture Label ArdAzAei Taps Ulrik Garde Due as CEO

- The executive's arrival comes as the brand gears up to expand its ready-to-wear offering during October's Paris Fashion Week.

BY LILY TEMPLETON

PARIS — Sustainable couture house ArdAzAei is ramping up for its next step of development, with the nomination of Ulrik Garde Due as chief executive officer.

"Ulrik is a seasoned executive with a deep understanding of how to translate creative excellence into market opportunity," says Johannes Falk, cofounder of ArdAzAei. "This marks a pivotal evolution for our maison. His leadership will allow us to balance our uncompromising artistic standards with the operational strength required for growth."

A trained gemologist, Iranian Swedish cofounder and creative director Bahareh Ardakani came to couture while taking a technical look at the supply chain combined with an old-world French craftsmanship.

She and Falk founded the brand in 2018 in Stockholm and established it in Paris in 2022, with an off-schedule couture show followed by the opening of a showroom and atelier on Rue Saint-Florentin in the 1st arrondissement.

From the start, the goal was to build a house complete with couture, ready-to-wear, accessories and high jewelry, all while making it sustainable.

For her first Paris show, Ardakani told WWD her ready-to-wear would "eschew trend-based consumption" — tackling the overconsumption problem of multiple "must-have" collections a year — and be released in small, in-season drops.

ArdAzAei became a guest member of the couture federation starting with the fall 2024 couture season. Its fall 2024 ready-to-wear was its first fully Global Organic Textile Standard (GOTS)-certified collection.

For Garde Due, who has served as strategic advisor to ArdAzAei since 2024, the company is "building something truly exceptional."

"ArdAzAei is answering a global demand for fashion that carries meaning — crafted with precision, driven by purpose," the veteran executive declared. "We're entering a chapter where emotionally intelligent design must meet commercial scale, and I'm excited to bring this vision to the global consumer."

On his roadmap is the brand's expansion into a "complete wardrobe of ready-to-wear," slated to be unveiled during October's Paris Fashion Week.

Garde Due has extensive experience in the fashion and luxury space, most recently as operational chairman of the board of Cecilie Bahnsen, a position he has held for over nine years.

He is also chairman of the board at sustainability reporting and consulting firm Positive Luxury.

Previously, the executive served



Ulrik Garde Due

stints as president and CEO of American leather goods brand Mark Cross; president of the living division of Fiskars Corp., which operates Wedgwood, Waterford and Royal Doulton and other home labels; CEO of Temperley London, and president and CEO of Georg Jensen.

Earlier in his career, he served as senior vice president of Burberry; global director of marketing and sales at Cerutti, and vice president of North America at Celine.



RESHORING REALITY

Turning Turmoil into Domestic Opportunity

As unpredictability encourages more brands to explore producing closer to home, what will it take to make U.S. fashion manufacturing a reality on a larger scale? Join us for a webinar to hear insights on how automation, connected systems and smarter workforce strategies are helping apparel businesses scale up, stay competitive and make domestic production work.



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FASHION

Amazon Joins U.S. SailGP Team as Official Retail Partner



Amazon has teamed up with the U.S. SailGP team.

- Racing fans will be able to see the Amazon logo, during the Mubadala New York Sail Grand Prix on Saturday and Sunday in Manhattan.

BY ROSEMARY FEITELBERG

Amazon founder Jeff Bezos' yacht outings with his fiancée Lauren Sanchez get plenty of play in the tabloids, but Amazon – the brand – is heading for the water for a different reason altogether.

The company has been named the official retail partner of the U.S. SailGP team. The team is making its third trip to the Mubadala New York Sail Grand Prix on Saturday and Sunday in Manhattan, where racing fans will be able to see the Amazon logo. The company is signing on with a team that already has Tommy Hilfger

as its official apparel partner, along with support from other sponsors like AGI, Red Bull, T Mobile and others. Hilfger suits up the team in all of its on-water apparel and most of its off-water apparel, too. In addition, Zhik, a specialist in wetsuits, thermals and weather gear, provides the high-performance gear.

With Amazon on board, the U.S. SailGP Team is staying true to its MO of elevating the sport to a worldwide audience. That objective, of course, works both ways with the global shopping specialist positioned to welcome more newcomers to its base. Amazon debuted a U.S. SailGP Team storefront on Monday where shoppers can find \$19 hoodies and tanks emblazoned with "Let's Go Sailing" and other items.

U.S. SailGP Team's chief executive officer and co-owner Mike Buckley, who is a two-time world champion sailor, noted how CBS' broadcasts of its three races this season in the U.S. has attracted an average viewership of about 840,000 people per broadcast, which falls between the National Hockey League's regular-season average viewership of about 500,000 and Formula 1's average of 1.1 million. Buckley, who invested in the team in the fall of 2023, said, "That puts us in the middle there, really knocking on the door of some mainstream sports properties. Add that to partnering with the second-largest company in America and maybe the most recognized with all of the users that are

constantly in and around Amazon.com, that's a recipe that we look forward to seeing grow."

Buckley first connected with Andy Jassy, who is now Amazon's CEO five years ago, when they were collaborating on a technology-related project that was tied to the America's Cup project. As for whether Bezos will attend this weekend's races, Buckley said with a laugh, "I have no idea. I certainly hope so."

Regardless, the Amazon logo will be easily spotted on U.S. SailGP's jib tail, a triangular sail that is forward of the mast. Buckley can already picture it. "There's going to be some iconic imagery with the Manhattan skyline behind our boat so I'm excited to see how the photos turn out Saturday and Sunday."

Sailing fans can also shop storefronts on Amazon that have been curated by such athletes as Anna Weis, Buckley, Hans Henken and Peter Kinney for their fashion, travel, beauty and skin care essentials. "When you go through branding exercises as you're building a business and people say, 'What are some brands that you would dream to partner with?' Amazon is one that is right up there at the top of the list," Buckley said.

Noting how Bezos started out with "a minivan and a bunch of books and had some enormous ideas that he has brought to fruition.

"That's how we like to think as well. To be able to partner with a brand that is so innovative in everything they do is what I'm most excited about. You always want to surround yourself with people, who are smarter than you so that you can constantly learn," Buckley said. "It's a real privilege to have Amazon as a partner."



EXCLUSIVE

The Lede Company Acquires Element Brand Group

- Element founder Heather Leeds Greenfield joins The Lede Company as partner.

BY RYMA CHIKHOUNE

The Lede Company – a full-service communications, marketing and consulting firm in Los Angeles and New York – has acquired brand partnerships and marketing agency Element Brand Group, WWD has learned exclusively.

Element Brand Group founder Heather Leeds Greenfield will join The Lede Company as partner and head of brand partnerships. Her team, including senior vice presidents Michael Kutach and Jill Ormand, will also join Lede.

"This acquisition strengthens our ability to serve clients across all touchpoints of modern brand marketing and communications," said Christine Su, co-CEO of The Lede Company, in a statement.

Lede was cofounded in 2018 in Los Angeles and New York by Su alongside PR executives Amanda Silverman, Sarah Levinson Rothman and Meredith O'Sullivan. It has since established itself as a strategic architect behind celebrity branding and business ventures, working with some of the biggest names and brands in entertainment, fashion, beauty, wellness, media and more, including Levi's, Audi, Isabel Marant, Violet Grey, Kenzo, The North Face, Thom Browne, Clinique, Instagram and WhatsApp. The firm expanded internationally in 2022 to London, followed by Paris a year later with the acquisition of Paris-based agencies Olivier Bourgeois Communication and Marketing and Ritual Projects.

"Heather has a sharp understanding of what it takes to build meaningful, culturally resonant campaigns," added Su. "Her team's experience across brand strategy, creative marketing, and full-scale campaigns will deepen the way we support our clients and expand how we show up in today's evolving media and consumer landscape."

Greenfield, a brand strategist with more than two decades of experience, founded Element Brand Group in 2016. Based in Los Angeles and New York, the agency – working with the likes of Airbnb, Audible, Coca-Cola, and the United States Olympic & Paralympic Committee – specializes in brand strategies, media relations, talent and influencer programs, partnerships, and activations across fashion, hospitality, entertainment, food and beverage, tech and sports.

"I've always believed the most impactful work for our brand clients happens when programs and campaigns are rooted in culture – with the right partners, the right timing, and a clear point of view," said Greenfield in a statement. "Joining Lede represents an exciting opportunity to scale that vision with a broader platform and deeper resources, while we continue to lead with intention, creativity, and collaboration."

FOOTWEAR

Nike Rounds Out Management Team

- The sports brand has hired McDonald's executive Michael Gonda as chief communications officer.

BY JEAN E. PALMIERI

Nike has reached through the Golden Arches for its next head of communications.

On Monday, the sports giant named Michael Gonda, former chief impact officer for North America at McDonald's, to become its executive vice president and chief communications officer. He will assume the position formerly held by Kejuan Wilkins, who left Nike in March, about six months after Elliott Hill became chief executive officer.

Wilkins reportedly resigned for personal reasons and Gonda will officially join Nike on July 7 and report to Hill.

In this position, Gonda will lead global communications for Nike, overseeing all facets of the communications strategy, including storytelling, corporate and brand reputation, issues management, and employee engagement. He will also become a member of the company's senior leadership team.

This rounds out Hill's executive team that will be charged with moving the company forward, according to sources. The leadership team includes Venkatesh Alagirisamy, chief supply chain officer; Thomas Clarke, chief growth initiatives officer; Muge Erdirik Kogan, executive vice president and chief technology officer; Matthew Friend, executive vice president and chief financial officer; Nicole Graham, chief marketing officer; Treasure Heinle, executive vice president and chief human

resources officer; Rob Leinwand, executive vice president and chief legal officer; Phil McCartney, executive vice president and chief innovation, design and product officer; Ann Miller, executive vice president of sports marketing; Amy Montagne, president of Nike, and Craig Williams, president of geographies and marketplace.

"Michael is a deeply strategic, emotionally intelligent, purpose-driven leader who understands the power of storytelling to move both brands and people," said Hill. "His vision for driving impactful communications, his instinct for building high-performing teams, and his ability to form authentic connections will help Nike amplify the voice of sport and athletes around the world in bold and meaningful ways. I'm confident he's the right leader for us as we put Nike back at the center of sport, and our team is excited for the vision and leadership he brings."

At McDonald's, Gonda also served as chief communications officer, where he was in charge of communications, public affairs, sustainability, community engagement and philanthropy for the company's largest markets. He also served on the global senior leadership team for that company.

"Nike has always been more than a brand – it's a storyteller, a cultural force, and a catalyst for belief," said Gonda. "I'm deeply honored to join a company that has shaped how people see themselves and the world around them, and am humbled to help Nike tell the stories that matter, connect even more deeply with athletes and communities, and write the next ambitious chapter with Elliott and this team."

Prior to McDonald's, Gonda held senior leadership positions at Chobani and communications agency Weber Shandwick.

He is an avid runner and has lived across the U.S. as well as in Kenya and China.

Gonda's appointment is just the latest change at the sports brand. Last week the company said that its head of innovation, John Hoke, would be retiring from his position. Just weeks before that, it said Heidi O'Neill, president of consumer, product and brand, would also be exiting.

Hill was lured out of retirement to rejoin Nike last October and has been instrumental in orchestrating massive changes within the organization, ranging from the executive team to distribution and pricing.

In the company's third-quarter earnings call in March, Hill was vocal about how Nike needs to be more innovative and also reduce the amount of product available in the market. During the call, he said Nike's new priorities will be centered around five fields of play: running, basketball, football, training and sportswear; three countries: the U.S., China and the U.K., and five cities: New York, Los Angeles, London, Beijing and Shanghai.

The company also revealed that it was returning to Amazon after a six-year hiatus and would be raising prices on both footwear and apparel in response to tariffs.

These major moves are an answer to criticism that Nike had lost its edge to competitors such as Hoka and On, particularly in the footwear space.

While the company is making some progress, there's still a lot of work to do. Net income in the third quarter was \$794 million, down 32 percent from \$1.2 billion in the year-ago period. Net sales in the period were \$11.3 billion, down 9 percent from \$12.4 billion, on a reported basis, compared to the prior year.



Business Insights

TECHNOLOGY

Spencer Hewett on How to Build Resilient, Intelligent Store Networks

● The founder and CEO of the RFID technology company Radar shares strategic insights on investing in smarter store operations in a time of heightened economic pressure.

BY ALEXANDRA PASTORE

Spencer Hewett, the founder and chief executive officer of Radar, the RFID technology company, knows that when inventory becomes harder to replace it is imperative to get smarter about what's already in your ecosystem. Tariffs are forcing retailers to scrutinize every cost center, and businesses that have invested wisely in real-time technology will reap the rewards.

Working with retailers including Old Navy and American Eagle, among others, which employ Radar's technology solution, Hewett knows the immense impact that RFID's real-time insights can provide. As previously reported by WWD, Radar's platform, which combines RFID technology and computer vision technology to track and locate inventory in-store, boasts a 99 percent accuracy powered by artificial intelligence (AI). Radar's platform is designed to drive efficiency from serving customers more easily and replenishing products on the sales floor to fulfilling online orders and customer pick-ups.

In an exclusive interview with WWD, Hewett dives into the importance of a strategic in-store experience, what leading retailers are doing differently, what retailers should be doing now to build for the future, and more.

WWD: In what ways is the in-store experience becoming more strategically important in a climate of tariff uncertainty and rising supply chain costs?

Spencer Hewett: Inventory is becoming harder to predict, and in that environment,

stores aren't just a sales channel – they're a real-time asset. The cost of shipping and fulfillment is going up, so the store has to do more. It's not just about product discovery or brand experience anymore; it's about fulfillment, real-time availability and margin protection. If retailers don't know exactly what's in each store, they can't optimize it – and the result is missed sales, broken omnichannel promises and higher costs.

WWD: Radar works with many leading retailers – what are they doing differently right now to better manage inventory visibility and availability at the store level?

S.H.: The smartest retailers are solving the root problem: visibility.

You can't react fast if you don't know where your product is. That's what Radar unlocks. We've seen a ton of interest from retailers who are shifting from batch-based inventory counts to real-time visibility. When you know where every sku is, whether front or back of house, you can eliminate out-of-stock, fulfill more online orders from stores, and replenish products before they go missing from the floor.

WWD: How can real-time shelf-level data help retailers respond faster to unexpected inventory shocks, whether due to trade restrictions, customs delays, or freight volatility?

S.H.: When inventory becomes harder to replace, you have to get smarter about managing what's already in your ecosystem. Real-time shelf data tells you what's available and where – so if product is delayed in transit, you can dynamically route online orders to stores that have it.

If one store is underperforming, you can reallocate product to where it will sell. Radar's ceiling-mounted sensors give retailers 99 percent accuracy without relying on manual scanning, so decisions get made faster and with confidence.

WWD: Tariffs are forcing retailers to

scrutinize every cost center. How can investing in smarter store operations actually help protect margins during periods of economic pressure?

S.H.: One misplaced item can cost weeks of lost sales. Multiply that by thousands of skus, and the impact on margins is massive. Traditional inventory systems can't fix that because they don't have real-time accuracy. Our platform helps retailers recapture revenue by making sure the right items are in the right place at the right time – and that store teams know where to find them. It also removes inefficiencies like unnecessary scanning or time spent hunting in the stockroom. When margins are tight, that matters more than ever.

WWD: Consumer expectations don't pause for macroeconomic turbulence. How can retailers ensure they're still delivering a high-quality in-store experience when product movement is harder to predict?

S.H.: If a customer walks into a store looking for a size or style, and it's there – but staff can't find it – that's a lost sale. And if that item isn't replenished because it's incorrectly counted as still in stock, the problem only gets worse. What Radar does is eliminate those blind spots. Our platform tells associates exactly where an item is in the store, so they can serve the customer fast. That's how you keep delivering on expectations, even when your supply chain is under pressure.

WWD: Radar positions itself as a way to bring e-commerce-level insights into the physical store. What does that actually look like in practice – and why is it so critical now?

S.H.: E-commerce teams know what's available, what's moving and what customers are engaging with. Stores have been operating in the dark by comparison. We're changing that. Our system delivers real-time, sku-level visibility into where items are and how they're moving. That

Spencer Hewett



means retailers can restock smarter, fulfill faster and turn their stores into high-performance fulfillment hubs. It's not just about data – it's about precision. And that's what stores need to compete today.

WWD: Retailers are investing heavily in fulfillment flexibility and omnichannel experiences. Where does RFID and real-time product tracking fit into that broader transformation?

S.H.: You can't promise "buy online, pick up in store" unless you know with certainty what's actually in stock – and where it is. Most RFID solutions top out at around 80 percent accuracy and still require manual scanning. Ours doesn't. Radar reads RFID tags passively and precisely, showing staff what's available, where it's located, and what needs to be restocked. That's how you power omnichannel without creating operational chaos – and how you turn stores into flexible, high-speed fulfillment nodes.

WWD: Looking ahead, what should retailers be doing now to build more resilient, intelligent store networks that can better withstand ongoing trade and tariff volatility?

S.H.: You can't control global logistics, but you can control how you operate your stores. The retailers who win will be the ones who see their physical footprint as a strategic advantage – not a liability. That means investing in the infrastructure to track inventory in real-time, eliminate errors and respond dynamically to change. Stores are closer to the customer than any DC. Make them smarter, and you've got built-in resilience for whatever comes next.

BUSINESS

Alo Builds on Its Stackable Wellness System



Alo wellness.

● Alo's Abby Gordon speaks with WWD about the new Daily Greens Shot.

BY ALEXANDRA PASTORE

Alo Yoga, the fashion and lifestyle brand, is continuing to build on its mission to make wellness effective and easy. Since launching its supplement category in

2023, as reported by WWD, the company has continued its move into wellness with ingestible supplements, health and wellness campaigns and, recently, a gut health series in its Alo Moves platform.

Now expanding on its shot formula offerings – which initially included the Vitamin-C Glow Shot, Advanced Collagen Shot and Immunity Rescue Shot – Alo has unveiled the Daily Greens Shot. Similar to the rest of the line, the Daily Greens Shot is designed to deliver a nutrient-dense solution. The benefits of the Daily Greens Shot provide a full serving of greens in one quick-absorbing pouch in a pineapple mint flavor.

The Daily Greens Shot's five-in-one formula features a superfood blend including chlorella, spirulina, amla, alfalfa and kale designed to support energy, recovery and daily balance. The product aims to meet the needs of all lifestyles with a vegan, gluten-free, cruelty-free formula that is also free from artificial

flavors, preservatives, sweeteners, heavy metals and soy.

In an exclusive interview, Abby Gordon, chief design and merchandising officer of Alo Yoga, told WWD that the launch reflects the brand's continued commitment to science-backed, nutrient-dense products that support its community's pursuit of mindful movement and peak performance.

"Our approach to nutrition is centered on function, simplicity and authenticity – because one of the most powerful things you can do for your body is nourish it with clean, bioavailable ingredients that actually work," Gordon said. "The Daily Greens Shot is a reminder that caring for your body can be both elevated and easy. As we continue to grow our wellness ecosystem, we remain committed to the values that built Alo: authenticity, innovation and the belief that wellness is the ultimate luxury."

She added that the Daily Greens Shot is an extension of that belief, saying that it's not about trends or quick fixes but rather

elevating daily rituals with something that has been thoughtfully made, effortless to use and rooted in intention. Gordon said that when deciding to add to its current wellness system, a product must be science-backed, cleanly sourced and designed with purpose.

"We only introduce a new offering when it fulfills a real need in our customers' lives," Gordon said. "Knowing our community leads busy lives we wanted to create a simple, effective solution they can easily incorporate into their daily routines." Notably, in its research, Alo found that 90 percent of adults do not get enough greens in their diet, making it a huge area to address.

"Our mission has always been to spread mindful movement and help make wellness more mainstream. Nutrition is an essential part of the Alo ecosystem. Just like our clothes move with you from studio to street, our ingestibles are designed to support you from sunrise to wind-down."

Alo's Daily Greens Shot is available online and in more than 100 nationwide locations in a single pouch, 10-pack and 30-pack options.

Fashion Scoops

Robert Rabensteiner wearing CDLP for Passalacqua.



Pool Cool New Role

Veteran men's fashion editor Robert Rabensteiner has found himself on the other side of the camera, modeling a capsule collection Swedish brand CDLP has done with Passalacqua, a luxury hotel on Italy's Lake Como.

Christian Larson, CDLP's cofounder and creative director, shot the campaign on location at the five-star property, showing Rabensteiner playing tennis, cooling his feet in the pool and grabbing an aperitivo at the red marble bar.

The collection includes pool shirts, shorts, swimwear, T-shirts and a hand-illustrated silk scarf that's produced at a factory only 20 minutes from Lake Como. It's all on sale at the Passalacqua hotel, on its online boutique and on cdlp.com.

CDLP is no stranger to hospitality, having already logged collaborations with Cuixmala, Hotel Grand Tremezzo and Stockholm's Grand Hôtel.

Best known for his long tenure at L'Uomo Vogue, Rabensteiner is prized for his sharp taste, personal elegance and quiet advocacy of conscious fashion.

CDLP was founded in 2016 by Larson, a film director and photographer, and entrepreneur Andreas Palm. It initially specialized in men's underwear, T-shirts, socks, as well as items to wear by the pool, at home and for sports, and has since expanded into women's essentials, too.

The brand name is an abbreviation of the phrase "un cadeau de la providence," which translates as "a gift from providence."

— MILES SOCHA

Equinox, the high-performance, upper-tier lifestyle company, has tapped the former Tory Burch executive Bindu Shah to amp up its marketing and digital business.

In her new role as chief marketing officer and chief digital officer, she is leading the development and execution of Equinox's brand's marketing and digital strategy. Her assignment will include strengthening brand awareness as well as member acquisition and retention through integrated experiences. Shah reports to Marc Mastronardi, president of Equinox, and she will join the company's executive leadership team. Equinox has 111 clubs that offer a variety of fitness, wellness and spa services including its first outpost in Seattle, which debuted last month.

Shah succeeds Jeff De Korte, who had joined Equinox as CMO from the travel and hospitality industry in December of 2022. He relaunched the Equinox brand post-COVID-19, after many gym members had grown accustomed to working out at home or outdoors, due to pandemic restrictions or concerns. De Korte left Equinox in October 2024, after managing a 40-person team.

Bindu Shah



Mostly recently, Shah served as executive vice president, global chief marketing officer and chief digital officer at Tory Burch. She exited the company last month after nearly six years. Prior to that, Shah has spent four-and-a-half years at Sephora, where she worked as vice president of digital marketing and media. Her earlier posts included stops at Gilt Groupe and McGraw-Hill Higher Education. After earning a bachelor's degree in economics and mathematics at Barnard College, Shah earned a MBA in business administration and management from Harvard Business School.

News of Shah joining the company follows Friday's announcement by New York attorney general Letitia James that a \$600,000 settlement with the Equinox Group had been reached regarding its practice of canceling memberships. The office of the attorney general determined that the Equinox Group, which includes Equinox, Equinox+ and Soul Cycle, had failed to clearly disclose its subscription terms, provide consumers with the subscription acknowledgement that is required by New York law and offer "cost-effective and "easy-to-use" cancellation mechanisms. An Equinox spokesperson said Monday afternoon, "Prior to being made aware of this inquiry, we had already begun to make changes to our terms and conditions in conformance with all statutory requirements, and our policies are in full compliance. We are pleased that this matter is resolved." — ROSEMARY FEITELBERG

Going Dutch

With a new Gen Z-focused platform and a high-profile DJ collaboration, Von Dutch is on a mission to reinsert itself into the zeitgeist.

Last month the famed Y2K brand unveiled Von Dutch Loves, a new cultural platform aimed at cementing its presence where fashion meets music, according to Jack Cheika, chief executive officer of Von Dutch and WSG Brands.

As part of its initiative to regain cultural relevance, the brand has unveiled a partnership with Brazilian DJ and producer Vintage Culture, launching an exclusive capsule collection and naming him a global ambassador.

"Being the global

[ambassador] for Von Dutch Loves is a massive [honor] and a milestone for me. Personally, it's a dream come true to partner with a brand that has such a rich legacy," Vintage Culture told WWD. "Professionally, this collaboration [was] a chance to expand my creative boundaries and connect with my audience on a deeper level. And getting to spearhead the project as the first collaborator and I guess help set the tone for the brand is really special, too."

Through this collaboration, Von Dutch Loves and Vintage Culture will debut an exclusive 10-piece capsule collection featuring festival-ready staples like graphic T-shirts for men and crop tops for women.

In a nod to the brand's early-2000s aesthetic, the line — which officially drops June 16 — includes trucker hats, a Von Dutch staple.

"I think [the collection] aligns perfectly with who I am, both as an artist and an individual. My journey in music has always been about pushing boundaries and creating something unique that mattered and was important to me," Vintage Culture said. "[I believe] Von Dutch represents the same kind of fearless creativity that I connect with. This collaboration gave me the chance to channel that shared energy into a collection that not only reflects my personality but celebrates it."

The collaboration was developed in partnership between Vintage Culture and the Von Dutch design team, with the 31-year-old artist "deeply involved in the creative process," Cheika noted.

In fact, Cheika added that the capsule reflects Vintage Culture's "personal taste and global sensibility, shaped by his influence as a cultural curator in the music world." Handcrafted elements — like custom embroidery, hand-drawn graphics and distressed finishes — were incorporated to bring his vision to life.

Since the launch of Von Dutch Loves, the brand has unveiled several initiatives to deepen its ties to music and youth culture, including becoming an official sponsor of Sónar, the Barcelona-based music festival taking place June 12 to 14. As part of the partnership, Vintage Culture will close out the festival with a headline set, sporting pieces from his exclusive collaboration with



DJ Vintage Culture



Von Dutch Loves on stage.

"Getting to close the festival on the SonarClub stage in front of tens of thousands of people is already an [honor]," Vintage Culture said. "To combine that with showcasing my collaboration with Von Dutch Loves just takes it to the next level. It's the perfect moment to bring this project to life and share it with fans from around the globe." — ANDRE CLAUDIO

Helping The Vision

Dr. Martens has named former Adidas executive Carla Murphy as its new chief brand officer, effective July 1.

According to the U.K.-based footwear brand, Murphy will be responsible for driving the company's brand strategy, vision and creative direction, and will oversee its global product, strategy, marketing, and sustainability divisions.

When she assumes her role next month, Murphy will join Dr. Martens' global leadership team and will report to chief executive officer Ije Nwokorie, who previously held her new role.

Murphy joins the company from Adidas AG, where she served as global senior vice president and general manager for Adidas Outdoor since 2020. In this role, Murphy was responsible for the end-to-end strategy, management and execution globally for the outdoor category, which included Adidas Terrex and Five Ten — the brand's outdoor sports and technical footwear, apparel and accessories propositions.

Prior to Adidas, Murphy was previously the global chief brand and product officer for lifestyle merino brand Icebreaker, part of VF Corporation, and has held senior brand and product positions across brands within Salomon parent company Amer Sports. Early in her career, Murphy led multidisciplinary global brand consultancies.

"Our brand is our most important asset, and I'm thrilled that Carla is joining to lead the brand

organization," Nwokorie said in a statement. "Carla is an exceptional leader with a proven track record for using bold storytelling and fearless creativity to drive growth for world-renowned brands, and she will do amazing work with our immensely talented brand and creative teams. Every one of us in the leadership team is looking forward to her partnership."

Murphy added that she has long admired Dr. Martens. "Joining the team and the brand at this moment is incredibly exciting, the ambition and energy is high, and there is a tremendous opportunity in this next chapter to break new ground and connect with an even wider audience in a truly meaningful and culturally relevant way. I can't wait to get started," she said.

This news comes just days after Dr. Martens named former Nike executive Paul Zadoff as its new president of the Americas.

Murphy's appointment also follows several other key senior hires to further strengthen Dr. Martens' brand, product and creative teams. These include creative director for its global brand studio Neil Cummings, category director Emma Howarth, global design director Adam Owen, and global brand marketing director Paul Bowyer. These hires followed the appointment of Adam Meek as chief product officer in December 2021.

— STEPHEN GARNER



Carla Murphy