

WWD

Fashion. Beauty. Business.

Levi's Leaps

CEO Michelle Gass' brand reinvention seems to be working, and Wall Street sent its shares up 11 percent Friday.

Page 2

Classic Cloths

Exhibitors at Milano Unica focused on classic patterns and weaves given the uncertain environment.

Page 10 and 11

More For Men

Citizens of Humanity is expanding its menswear offerings in both its core brand as well as the Golde label.

Page 12

Going Dark

With all that is going on in the world, there was a dystopian feel to many of the couture collections for fall 2025, including a strong undercurrent of Goth, with designers using a lot of dark shades in their creations, including black in all its variations, as seen here in this look from Elie Saab.

Then again, what is more timeless than a classic black dress? *For more on the trend, see pages 4 to 7.*

PHOTOGRAPH BY GIOVANNI GIANNONI

THE BOTTOM LINE

Levi's Is Taming the Beast Of Corporate Reinvention

- And Wall Street is warming up to CEO Michelle Gass' efforts to transform the denim maker.

BY EVAN CLARK

The corporate reinvention is a fickle beast.

One can be set off by a new chief executive officer, the passage of time or some retail disaster – self-made or otherwise.

But once they get going, strategic plans to refocus product offerings, refresh operations, reprioritize investments and more or less change everything can take on a life of their own.

CEOs are both driving the process and along for the ride as companies start to flex under a new, internal momentum.

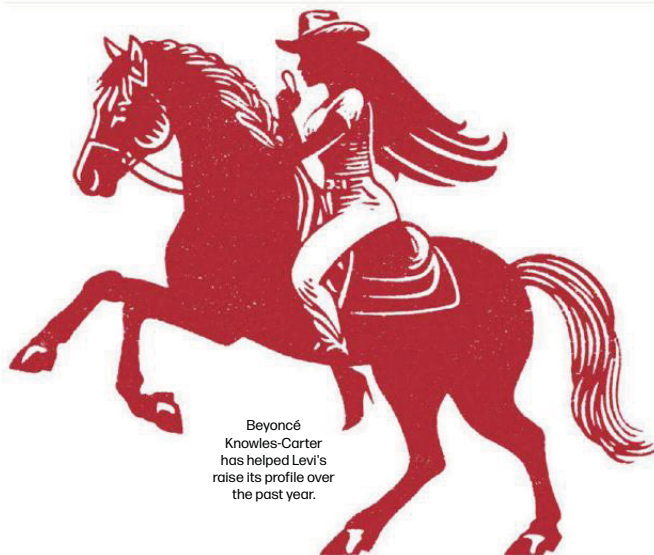
Wall Street usually allows some kind of a grace period – a year or maybe two, but not three – when they'll buy into a new corporate vision and promises for the future.

But sooner or later, they'll want results or more proof points that they're coming.

CEO Michelle Gass is right on that cusp between telling the world how Levi Strauss & Co. is changing – selling denim head to toe, growing in women's and building with its own stores – and just showing the results.

Gass told WWD on Thursday that the Levi's brand is "stronger than ever" and "resonating around the world."

That was backed up by a 9 percent increase in second-quarter organic sales and a 39 percent rise in adjusted income,



to \$89 million. The outlook for the full year was also raised, even while baking in higher tariffs.

Investors traded shares of the company up 11.1 percent to \$21.93 on Friday.

Jay Sole, an analyst at UBS, described the results as "one of Levi's best quarters over the past few years."

"We believe Levi's ongoing

transformation into a global, multichannel, lifestyle brand for both men and women from what traditionally was a North America, wholesale, men's, denim business is happening," Sole said. "This change should fuel strong long-term growth."

The analyst predicted that sentiment on Wall Street would improve for Levi's.

"Our conversations with investors suggest

most want to own only the most 'defensive' and 'high-quality' softline names, such as TJX Cos. Inc.," Sole said. "The issue is there are very few stocks of this type, and they have high price-to-earnings ratios."

"As investors have looked for lower P/E alternatives, names like Ralph Lauren Corp. and Tapestry Inc. have emerged. This has boosted sentiment and driven P/E expansion for those stocks. We believe investors will decide Levi's belongs in that group as the company continues to produce more exceptional quarters like it did in Q2."

Likewise, Alex Straton at Morgan Stanley called it an "impressive 2Q beat" and raised his target price on the stock.

And TD Cowen's Oliver Chen said traffic, conversion and pricing were all moving in the right direction.

"Cultural and product relevance remains apparent as Levi's executes on: baggy dad jeans, quiet Western aesthetic, Nike collaboration, thermal regulation, and Y2K cultural relevance," Chen said.

"The story at Levi's is focused, direct-to-consumer growth on units – +16 stores in 2Q and plans to open +250 stores over the next five years – and DTC revenue +6 percent year over year, underpinned by product execution combined with better inventory management strategies and speed," he said.

Levi's has a market capitalization of \$8.7 billion, putting it well ahead of other names wanting to give a new look to the market, including Macy's Inc. (with a market cap of \$3.4 billion), PVH Corp. (\$3.5 billion) and VF Corp. (\$4.8 billion).

Wall Street is now looking to see if Levi's can make the jump from leading that pack to joining other companies that are bearing the fruits of steady reinvention, including Ralph Lauren (\$17.4 billion) and Coach-parent Tapestry (\$20.5 billion).

The Bottom Line is a periodic business analysis column written by Evan Clark, deputy managing editor, who has covered the fashion industry since 2000.

BUSINESS

Louis Vuitton Notifies U.K. Customers of Data Breach

- It's the third known cyberattack on a brand owned by LVMH Moët Hennessy Louis Vuitton.

BY JOELLE DIDERICH

PARIS – Louis Vuitton is the latest brand in the LVMH Moët Hennessy Louis Vuitton fold to be targeted by hackers.

The French fashion house notified customers in the U.K. that some of their personal data had been unlawfully accessed, though it said no payment information leaked.

"Louis Vuitton recently discovered an unauthorized party accessed some of the data we hold for our clients. We immediately began taking steps to investigate and contain this incident, supported by leading cybersecurity experts," the brand said.

"While our investigation is ongoing, we can confirm that no payment information was contained in the database accessed. We are working to notify the relevant regulators and affected clients in line with applicable law," it added.

This follows similar attempts to gain access to customer data at Dior in China and Vuitton in South Korea.

The latest data breach follows a series of cyber attacks on U.K. retailers including Marks & Spencer and Harrods. Four people have been arrested in the U.K. in relation to the April attacks, the National

Crime Agency said Thursday.

In a recent interview with WWD, Franck Le Moal, group IT and technology director at LVMH, said the luxury conglomerate was battling a sharp increase in cybercrime.

"There has been an absolutely exponential growth in cyber risk in recent months," said Le Moal. "This is a constant concern for us. Protecting our customers' data is of utmost importance."

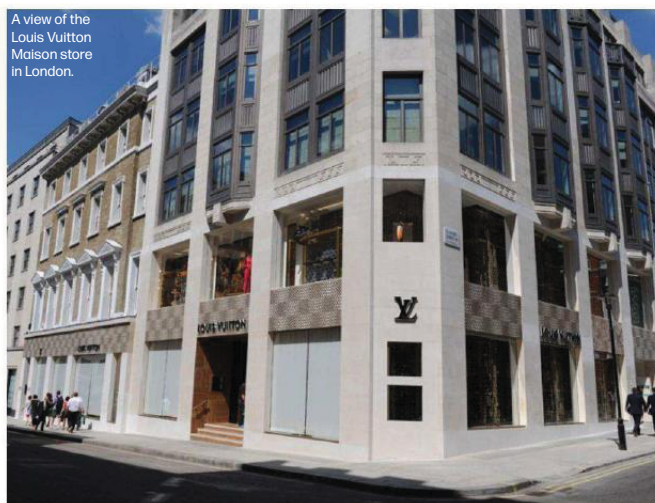
Despite a global downturn in luxury spending that has hit budgets across the industry, LVMH is bolstering investment in cybersecurity in partnership with Google Cloud, he said.

"But it's a game of cops and robbers, and it's an ongoing battle," he said. "Unfortunately, despite our best efforts, all you need is the occasional tiny flaw in the system to benefit this increasingly large-scale cyber crime industry. This is a challenge for all businesses, including luxury."

Vuitton apologized to its clients, and pledged to reinforce guardrails to protect sensitive information.

"We continuously work to update our security measures to protect against the evolving threat landscape, and we have taken steps to further strengthen the protection of our systems," it said.

Julius Cerniauskas, chief executive officer of web intelligence platform and proxy provider Oxylabs, said the spate



of attacks targeting LVMH brands should serve as a red flag.

"The fact that this is the third breach to hit the wider LVMH group in recent months suggests more than just bad luck – it points to a wider vulnerability in their cyber defenses. Whether it's Louis Vuitton in the U.K., Dior, or other parts of the group, attackers are clearly finding ways in

and exploiting weaknesses," he said.

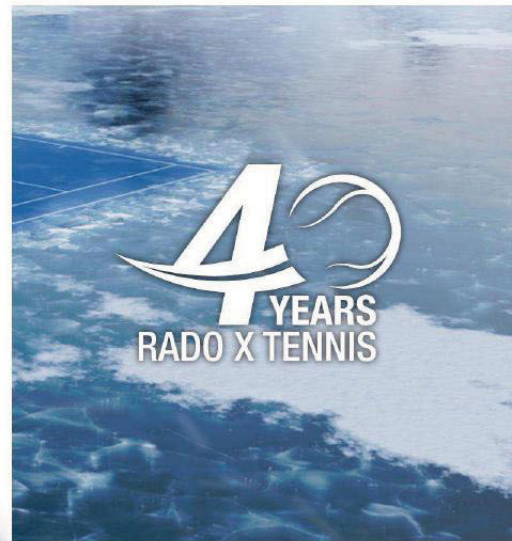
"This wave of attacks on both luxury brands and high-street names shows just how attractive retailers are to cybercriminals. They hold vast amounts of customer data, and when defenses are weak or inconsistent, it's only a matter of time before someone takes advantage," Cerniauskas added.

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LIMITED EDITION



OFFICIAL TIMEKEEPER

WWD

Back in BLACK

More than usual, the color black was all over the fall 2025 couture runways last week, perhaps a reflection of all the turmoil in the world these days. But then, black is always a classic.

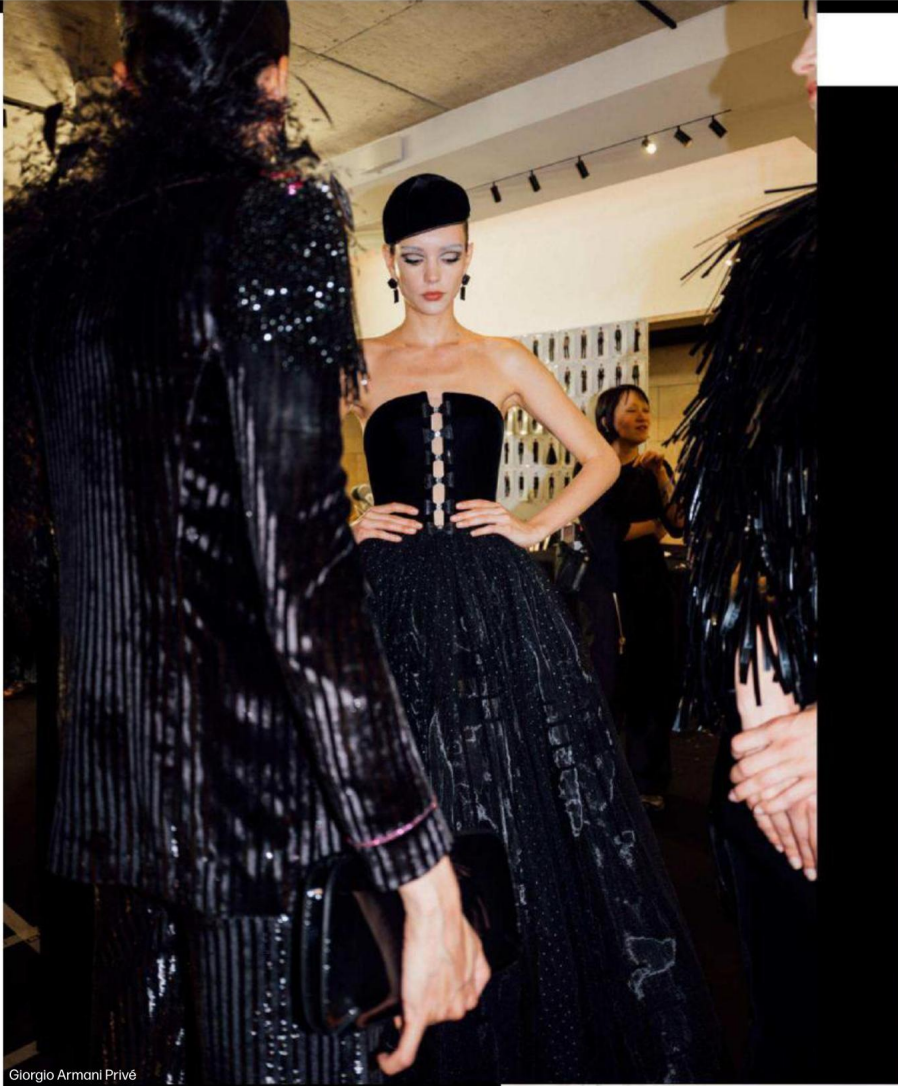
BY WWD STAFF

Viktor & Rolf

Photographs by Mirella Malagutti







Giorgio Armani Privé



Zuhair Murad

Balenciaga



Robert Wun



EXCLUSIVE

Lemme Is Launching A Greens Gummy

● The product will be available exclusively on the brand's website and TikTok Shop starting on Tuesday.

BY EMILY BURNS

Lemme is getting in its greens.

Kourtney Kardashian Barker's supplement company Lemme is unveiling the launch of Lemme Greens, \$30, a daily gummy infused with 20-plus super fruits and vegetables. The formula, which features a sweet green and apple flavor, also includes a clinically studied probiotic, biotin, vitamin D and methylated vitamin B12. Lemme Greens will be available exclusively on the brand's website and on TikTok Shop starting Tuesday.

"The genesis of this was knowing that from research and all the data available nine out of 10 Americans are not getting enough vegetable intake every day," said Lemme cofounder Simon Huck.

Kardashian Barker added via email: "Most of us aren't getting enough greens. Lemme Greens was formulated to fill those gaps...and it tastes so good, it actually becomes part of your routine."

Huck said that this product has been in the works for over two years and was one of the brand's most recommended stock keeping units.

"That balance of having the efficacy, having the clinically studied ingredients and then also making sure that the taste was delicious, that always takes a lot of time," he said.

While greens powders have been a popular wellness staple, Huck and Kardashian Barker intentionally steered clear of the format.

"We were here getting a lot of feedback,

certainly three years ago, that there was a little bit of powder fatigue around greens," Huck said. "People were looking for options that were more portable, more convenient and something that they could add to their daily routine."

Additionally, Lemme Greens takes on a different positioning than the majority of the brand's product lineup.

"Almost all of our product launches that we've launched over the last three-and-a-half years have been specific to a need state: weight management, cravings, sleep, chill," said Huck. "Although Greens hits on some of those needs states – digestion, bloating, we have biotin in there for hair, skin and nail health – we really think of it as a primer for your every single day. It's [for] core vitality. It's something that you take every single day."

Benefits include "managing bloating, which obviously is a core concern for many, and then supporting healthy gut digestion. The biotin is in there for healthy skin and nail support, and then lastly, boosting energy [and] metabolism," said Huck.

As Greens is formulated with a clinically studied probiotic, it addresses one of consumers' core concerns: gut health. Lemme has built out an arsenal of products to meet the demand for digestive support with Lemme DeBloat, Lemme No. 2 and now, Lemme Greens.

According to Huck, one of the biggest challenges with this product was getting the flavor right, as consumers are often deterred from this category due to bitter or chalky tastes. For many Lemme users, the taste has been a key draw to the brand, ultimately resulting in consistent usage.

"If you get the taste right, people stick to their schedule, and they look forward to taking it," Huck said.

This launch comes on the heels of



Lemme Play, a sexual wellness gummy which was released in May, and has exceeded the team's expectations.

"We have thousands of reviews on TikTok from men and women who are taking the product and are thrilled with the results," said Huck. "Sexual health and sexual wellness is just such an emerging

category that there's so much room to grow in."

For Lemme, there's lots of room to grow across categories.

"We have multiple big launches, in September, October, November and December," Huck said. "Two are in completely new categories."

EXCLUSIVE

Jen Atkin Takes Mane Into Mists, Styling Products



Mane's new hair and body mists.

● Jen Atkin is introducing styling products with Mane, the brand's first play beyond hair tools – and introducing some new branding with the launch.

BY JAMES MANSO

Jen Atkin is taking Mane to new categories.

The founder of both Mane and Ouai, which she sold to Procter & Gamble in 2022, is debuting a few new products, including two hair and body mists, called Sea Sweet and Pinky Promise; the Cotton Candy Dry Texturizer; Shiny Dancer Nourishing Hair Oil, and Temp Check Heat Protectant. They mark new territory for Mane, which has previously stuck to hot tools.

Prices range from \$26 to \$32, and they will launch in the brand's existing Sephora distribution July 30.

Like much of the rest of the brand, the new launches take aim at Gen Z and Gen Alpha, Atkin said.

"Listen, I'm like, the queen of Millennial beige," Atkin said, in a nod to Ouai's minimalist packaging and creative. With Mane, though, "there's something to be said about bringing nostalgia into innovation and newness. We're making

this cute little brand."

Atkin added that while the two brands she's masterminded have different core demographics, there's still significant crossover.

"With these, we're able to tap further into the innocence and nostalgia and rawness of youth through the colors, the fragrance and the new logo," said Rachel Jonas Gilman, Mane's chief executive officer. Gilman said the brand's robust social listening practices also informed the new products.

"We have this sector of our community on Instagram called 'Mane Squeeze,' and we invite them in and talk with the different customer segments to learn about what motivates them," Gilman said.

For the body mists, for example, "We formulated everything for nostalgia and for layering. We thought about the Millennial audience, those that are loyal to Jen and nostalgic. We thought about Gen Z who is social-first, and Gen Alpha, which is more aspirational. With them, we'll be focused on driving to Sephora."

The products also boast the brand's new logo, which Atkin said was drawn by her own goddaughter.

"My goddaughter just turned 13, and we were talking about the confidence that a brand has to be able to play around with

a logo and be a bit human. She drew this cute little cloud, which has become our mascot," said Atkin.

Neither Atkin nor Gilman commented on sales, but industry sources expect retail sales to reach between \$20 million and \$30 million for the product range's first year on the market.

The styling products are meant to be used in tandem with Mane's existing hot tools. The heat protectant applies dry for heat protection of up to 450 degrees, for example, and the dry texturizer, called Cotton Candy Dry Texturizer, can be used alone or after heat styling.

The Pinky Promise mist has notes of grapefruit, lychee, raspberry, rose, peony, lily of the valley, vanilla, cedarwood and musk. Sea Sweet, on the other hand, has notes of green apple, kiwi, rose, melon, musk, peach and apricot.

"One of the fun things about hair brands is you can also play in body, in lip – it allows you to play in different places," she said. "For us, heat protection was a natural next step and something our community has asked for for a really long time."

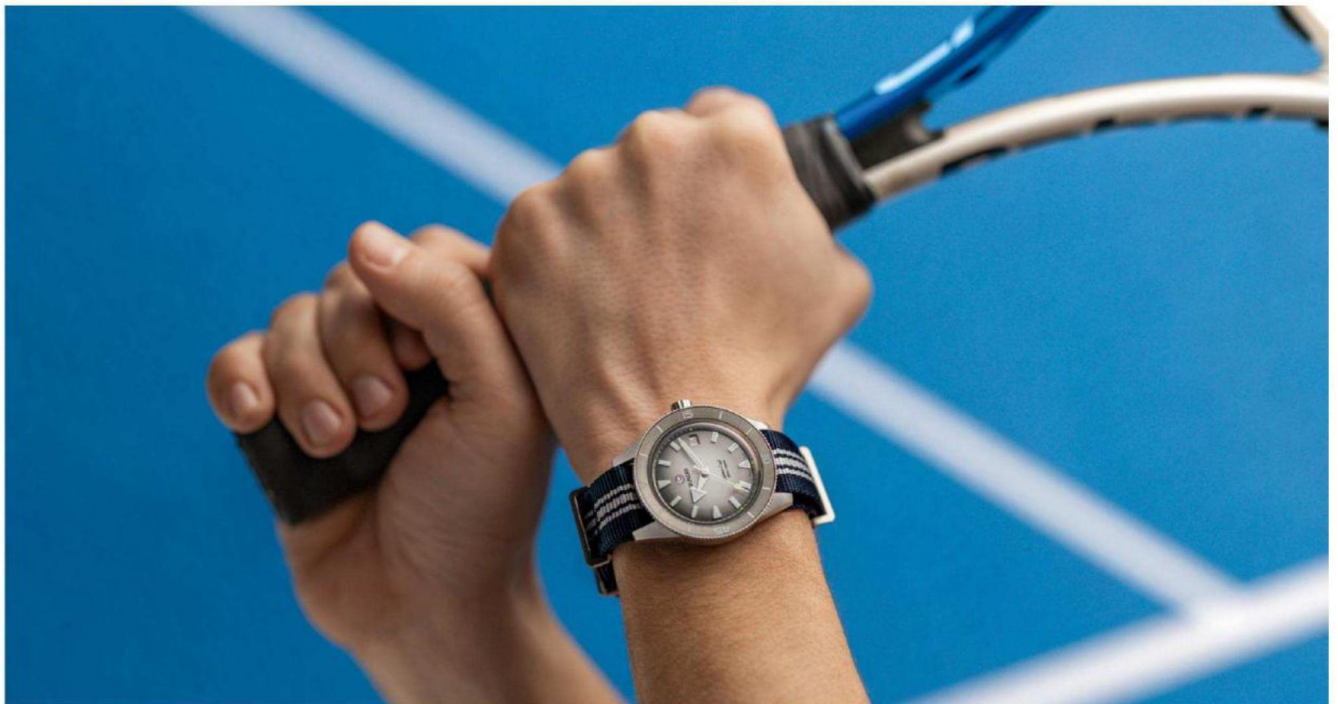
"We want everything to be easy, accessible and really cute," Gilman added. "We're focused on things that spark joy and tap into nostalgia."



FAIRCHILD STUDIO X RADO

Rado Marks 40 Years Of Tennis at the Mubadala Citi DC Open

The Swiss watch company commemorates four decades in the sport with a limited-edition **CAPTAIN COOK X TENNIS WATCH**.



AS PART OF RADO'S multiyear partnership with the Mubadala Citi DC Open as official sponsor and official timekeeper, the Swiss watch company has renewed its partnership with the ATP and WTA 500 event.

Held at Washington DC's Rock Creek Park Tennis Center, the Mubadala Citi DC Open will run from July 19 to 27. Its inception in 1969 was to support Arthur Ashe's vision of a professional tennis tournament in a public park. The event has become the fifth-largest professional tennis tournament in the U.S. Over the years, the tournament has drawn top athletes, influential leaders and tennis enthusiasts from around the globe.

This year also marks a significant milestone for the company with its 40-year anniversary in the world of tennis. In celebration of this major milestone, the brand has unveiled a limited-edition and commemorative timepiece that draws from the brand's heritage and innovation while continuing to further Rado's intersection of sports and style.

The limited-edition Captain Cook x Tennis watch has a sporty silhouette, with vintage cues and rugged features where on-court performance merges with off-court style. Just as adaptable as the players on the court, the timepiece has an EasyClip system for ease of release for the



bracelet and three additional NATO-style straps in orange, green and blue hues.

"We are thrilled to continue our partnership with Rado, a brand that shares our commitment to excellence, innovation and the timeless spirit of tennis," said Mark Ein, chairman of the Mubadala Citi DC Open. "As we celebrate 40 years of Rado's contributions to the sport, having such an iconic company as our official timekeeper adds prestige and precision to the Mubadala Citi DC Open, a tournament rooted in history, community and world-class competition."

Since Rado entered the world of tennis, it has seen incredible evolution — with innovations in racket design,

ball composition and court technology. Power, precision and speed have become hallmarks of the game.

Inspired by this ongoing pursuit of precision and as the Master of Materials, Rado said it continues to be inspired by how technology continues to shape the future of performance and aesthetics.

With "progress and design" going hand in hand for the brand, the same way it does for tennis, Rado continues to have shared values with the sport. The brand's contemporary designs exemplify resilience, individuality and excellence.

Rado has been worn by tennis' top athletes such as Andy Murray, Ashleigh Barty, Barbora Krejčíková and Cameron

Norrie. Launched in 2015, Rado YoungStars nurtures the next generation of talent within tennis and seeks out a new generation of brand ambassadors — which Norrie was previously a member before becoming a full-fledged ambassador. Other emerging talent part of the program include Linda Nosková, J.J. Wolf, Luca Nardi and Leandro Riedi.

Since its foray into tennis, Rado continues to be a partner and as the official timekeeper at other major ATP and WTA tournaments such as the Abierto Mexicano Acapulco, Los Cabos Open, BMW Open in Munich, Erste Bank Open Vienna, EFG Swiss Open Gstaad and Swiss Indoors Basel.

"The collaboration with Mubadala Citi DC Open is a perfect match," said Adrian Bosshard, chief executive officer of Rado. "Rado and tennis share some essential values and the same ambition to redefine the limits of what is possible. Each timepiece and every game tells a story of strategy, precision and emotion. We are thrilled to continue our partnership with the Mubadala Citi DC Open and we are looking forward to another exciting and successful tournament in Washington."

To learn more visit [RADO.COM](https://www.rado.com)

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FASHION

Milano Unica Attendance Grows Despite Geopolitical Uncertainty



Here and below: The scene at the 41st edition of the Milano Unica textile trade show in Milan.

- For their fall 2026 textile collections, exhibitors focused on heritage and research.

BY ANDREA ONATE

MILAN – While the latest edition of Milano Unica saw increases in attendance and the number of exhibitors, the overall mood remained cautious as the threat of U.S. tariffs and the overall weakness of the global economy continue to weigh on the sector.

That caution fed into the textile trends for fall 2026, which focused on heritage, signature fibers and traditional weaves and patterns.

The 41st edition, which closed Thursday, saw a notable increase in attendance, up 10 percent compared to the same edition in 2024. The growth was recorded across all major markets for Made in Italy textiles, with the exception of China, which declined by 3.5 percent versus the July 2024 edition, and Korea, which declined by 14 percent.

A total of 735 exhibitors participated, including 584 in the Ideabiella, Moda In, and Shirt Avenue sections, representing a 2.6 percent increase, with 459 confirmed Italian participants and a significant, 8.7 percent rise in European exhibitors.

Simone Canclini, president of Milano Unica, said that nearly all key export markets responded positively, and while the real outcomes will be seen in the next year, the feedback from exhibitors on business contacts and buyers' attendance allows them to look to the future with moderate optimism.

However, he pointed to unmet expectations denting the industry's optimism, including the unlikelihood of a full recovery in the second half of 2025 and the final publication of the Extended Producer Responsibility, or EPR, European directive, which the sector has long been waiting for as it will generate important opportunities. "There is a need for a clear

and precise industrial policy," he said during the fair's opening ceremony.

Edoardo Zegna, chief marketing, digital and sustainability officer at Ermengildo Zegna group, discussed the company's history and its evolution, highlighting that the task of the founding family's fourth generation is to introduce an experiential dimension that helps consumers understand the difference between something expensive and something valuable.

Claudia D'Arpizio, senior partner and global head of fashion and luxury at Bain & Co., drew a parallel between the current downturn in luxury spending to the 2008 crisis, while also highlighting a key difference: the role of China.

"Back then, China was playing an important role in the high-end market, but now the situation has radically changed," she explained. "The Chinese government is facing the challenge of youth unemployment amid a slowing economy, and while there are new markets like India and the Middle East with great potential, they are more difficult to penetrate," she said.

Overall, a sense of uncertainty prevailed among exhibitors, who remained cautious in their second-half forecasts as they are waiting to better understand the impact of U.S. tariffs.

Stefano Albini, chief executive officer of cotton specialist Albini Group, confirmed that 2024 ended on a positive note, despite a weaker first half of the year. However, he remained cautious about 2025 overall and the second half of the year, highlighting the many political tensions that dent buyers' confidence in placing orders.

Meanwhile, Ercole Botto Paola, CEO of the Reda wool mill, said that 2025 seemed like a promising year initially, with a 15 percent increase in volumes in the first three months. But he noted that the introduction of tariffs and the worsened geopolitical context is leading to uncertainty and market disruption.

Similarly, Vasily Piacenza, co-CEO of the Piacenza Group, stated that 2025 is for now in line with last year, although he is not making any predictions for the second half of the year due to the high level of uncertainty. In the same vein, Ludovico Maggia, product development manager at Magificio Maggia Srl, said the company is experiencing a slowdown in 2025, with a 7 to 8 percent decline in production so far, adding that although the prospects are not positive, the company aims to minimize the sales decrease to about 5 percent for the overall year.

Alessandro Barberis Canonico, CEO of Vitale Barberis Canonico, said sales have been generally declining for the industry and that price increases have led to reduced volumes sold, emphasizing that the mill is moving with caution. The executive said the industry should fear the effects of the weakening dollar and the tariffs on the market.

Andrea Crespi, general manager at

Eurojersey, echoed that sentiment, stating that this represents a moment of deep readjustment. The company's overall performance is being lifted by a boom in the sportswear segment, especially in Asian countries, with running and cycling driving the rise.

Silvio Botto Paola, CEO at Botto Giuseppe, reported that the company is on track to meet its expectations for the year, despite a 6 to 7 percent reduction in quantities, and is looking forward to 2026 as a potential year of growth.

In terms of markets, Albini noted a decline in the Far East, while Europe showed resilience and the U.S. experienced a significant recovery from the second half of 2024 onward, beating earlier forecasts.

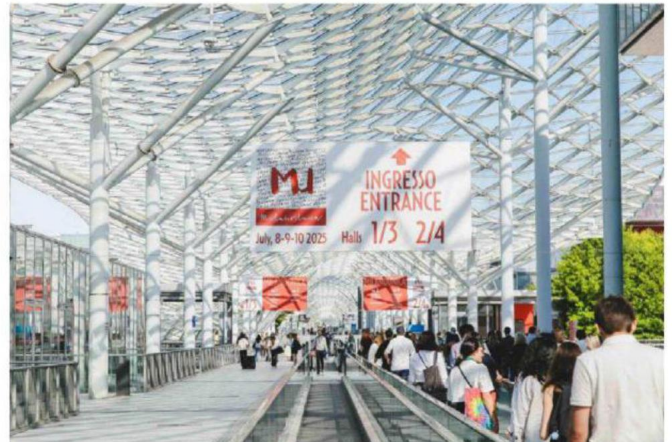
Piacenza observed a slight decline in China and stagnation in Japan. Maggia reported that Italy and the U.S. performed in line with expectations, while Europe is doing well, particularly the U.K. and Germany, while Turkey saw a significant decline. Additionally, Maggia mentioned that the company is starting to explore the Saudi Arabian market, taking part in a local textile fair next October.

Barberis Canonico highlighted that China underperformed, while Germany and France did well in Europe, Italy remained stable, and Spain saw a good recovery. Botto Paola noted that the U.S. market started strong but then slowed down this year, similar to the Far East.

In their fall 2026 collections overall, exhibitors drew on their heritage, revisiting signature fibers, legacy patterns and traditional weaving techniques, spotlighting the centrality of natural materials.

Albini 1876 collection's guiding concept was "blending innovation and heritage" with cotton blends featuring noble fibers like camel and cashmere. The collection developed along three narrative themes, including one dedicated to cozy feelings via fluid textures, seen in the precious blends of cotton with wool, cashmere, and camel; the "Countryside Dreaming" segment, which paid homage to the English countryside via earthy toned cotton and wool fabrics with a thick hand, and "Dark Layering," dominated by moodier shades of burgundy, green, warm browns, and bold anthracite gray for blends with wool, which added visual depth.

Reda continued to celebrate its 160th anniversary with the expansion of the Milleottocentosestantacinque project, offering three new full looks designed by Massimo Monteforte. The brand also launched the M15 project within its Active line, an ultra-lightweight merino wool fabric of 15 microns, providing thermo-regulation, anti-odor properties, and elasticity. The textile, part of the mill's "The Goat – Greatest of All Textiles" line, was paired with wool jersey for a range of finished garments, such as tracksuits, zip-up hoodies and sweaters. ▶



At Lanificio F.lli Cerruti dal 1881, the focus on noble fibers resulted in superfine wools, cashmere, silk, and precious blends. The collection boasted a wide selection of jacquards offered in a range of patterns done in an earthy and warm palette, from mineral gray and tobacco to rust and blue. Lanificio Fratelli Piacenza introduced the men's tailoring-intended cashmere from the Karakorum region, in addition to expanding its women's offering hinged on British elegance with cashmere fabrics or blends of virgin wool and cashmere and cotton mixed with fantasy yarns. Lanificio Piemontese's collection featured compact jacquard fabrics mimicking denim, a reinterpretation of Harris tweed and other textured textiles including bouclé and fantasy fabrics.

Chargeurs PCC continued to innovate with its Solutions Provider service, offering customized interlinings that not only provide stability and durability but also become a stylistic feature of the garment. Their new Versalix interlinings featured weft-inserted knitting and diverse resin formulations, ensuring high comfort and performance. The company also introduced a new interpretation of H2, a lightweight, three-layer fabric that combines noble natural fibers like wool and cashmere with Tencel and recycled polyamide, resulting in breathable, lightweight, and technical fabrics with a soft hand and superior fit, achieving a 30 percent reduction in weight compared to traditional fabrics.

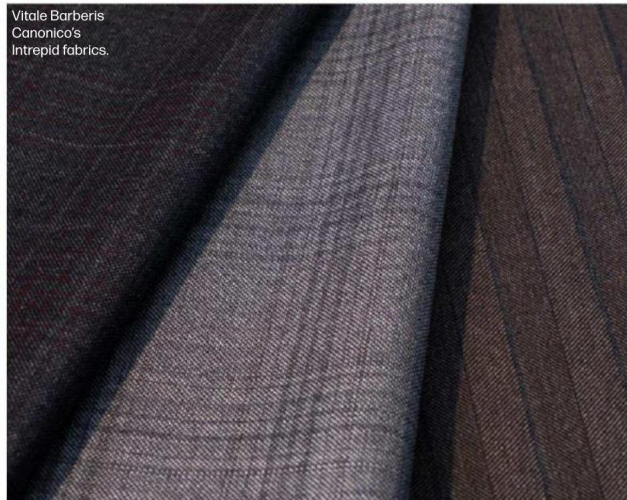
Maglificio Maggia's collection included a blend of 85 percent wool and 15 percent cashmere, as well as a blend of 70 percent wool, 20 percent polyamide, and 10 percent cashmere. The latter is intended for flannel dresses, sweatshirts, jackets and jacquard fabrics. The "Luxury Wool" line featured extremely fine, 15.5-micron wool yarns, available in piece-dyed finishes and is ideal for lightweight garments like shirts and overshirts.

Vitale Barberis Canonico presented the Intrepid Super 150's fabric ideal for business suits. The fabric is available in pure superfine wool or blended with flannel and cashmere, as well as in an eco-friendly, water-resistant, windproof and breathable version featuring a five-micron membrane, which makes it suitable for outerwear and overcoats. The brand's coat collection included a new double-faced design made from 100 percent Saxon merino wool, available in both fantasy and solid colors. Additionally, Vitale Barberis Canonico's denim proposal featured 100 percent merino wool fabrics boasting exceptional softness, warmth, and comfort. The brand's 21-micron denim and crush denim options showcased wrinkle resistance, breathability, and durability.

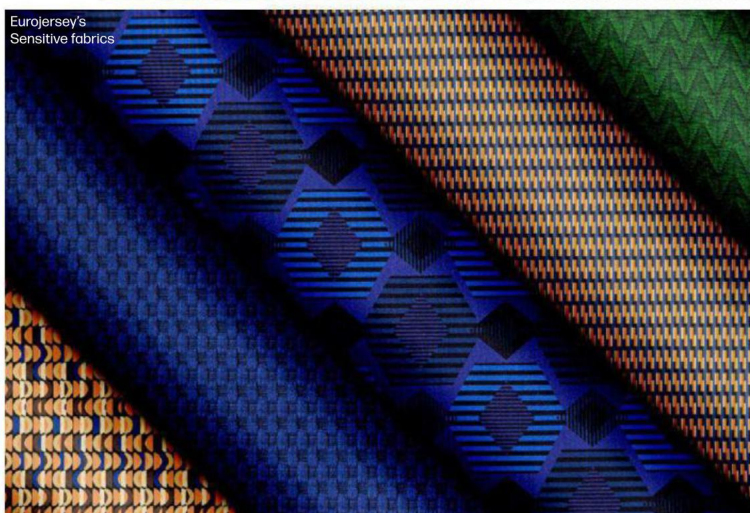
At Loro Piana, one of the key innovations was a wool and silk blend with a small percentage of linen, which added depth and texture to the fabric. This effect was enhanced in the Solbiati fabrics, a combination of wool and linen. The brand has also made significant investments in developing wool and cashmere jerseys with jacquard fabrics that have an almost knit-like texture. Additionally, Loro Piana continued to emphasize its outdoorsy proposition through coarse wools and nylon fabrics, while lighter and even more luxurious options included 100 percent silk textiles. In terms of coat fabrics and heavier winter weights, the brand focused on finishes that lent a rawer look,



Albini's wd apres ski camel fabric.



Vitale Barberis Canonico's Intrepid fabrics.



Eurojersey's Sensitive fabrics



Maglificio Maggia fabric

particularly through brushing and super-washed treatments, for example in the Raw Cashmere and Raw Alpaca fabrics that did not lose either total warmth or softness.

Eurojersey's Sensitive Fabrics for fall featured bright colors and geometric patterns nodding to life in the outdoors and sportswear. Thanks to their three-dimensional elasticity, these fabrics are comfortable, crush-proof, non-deformable, and crease-resistant, making them easy to care for, machine washable, quick-drying, and iron-free.

Silk specialist Mantero's collection showcased a range of innovative combinations, including silk organza and duchesse paired with classic men's fabrics, as well as fluid cady, cloqués, and gathered fabrics. The color palette ranged from neutral tones, such as tan, green, white and brown, to burgundy, eggplant, purple, as well as soft and vivid pink or butter yellow, which added a touch of unexpected elegance. The brand showed its commitment to product sustainability with a focus on bio-pigments, such as the new bio-black dye and other naturally dyed yarns, as well as bio-based membranes.

Botto Giuseppe's collection featured a range of high-quality fabrics with unique properties, including fine wool textiles, combed melange flannels, Donegal tweeds, stretch cashmere, and luxury tailoring fabrics. These fabrics were designed to provide features such as water-repellency, breathability, and stretch. The latter came to the fore in the bi-stretch woolen poplin, and bi-stretch combed cashmere.

A leader in sustainable innovation, Thermore launched Ecodown Fibers Sync,

a padding crafted entirely from free fiber derived from post-consumer PET bottles. The dual-performance fibers offer both ultra-lofty softness and resilience, as well as a soft hand feel that resists clumping and has high versatility, making it ideal for both streamlined technical outerwear and voluminous fashion silhouettes. The innovation is GRS-, Bluesign-, and Oeko-Tex Standard 100 certified, ensuring that the product is free from harmful substances and meets the highest criteria for environmental and human safety.

Lenzing has developed a technology that combines Tencel's Lyocell fibers with recycled materials to create sustainable and high-quality fabrics. Partnering with the textile firms Marchi & Fildi Group and Maglificio Maggia, different Tencel Lyocell fiber variants – including those embedding micro technology and low-fibrillating ones – were paired with recycled silk, wool, or cashmere, as well as with varying percentages of recycled cotton and Cradle to Cradle-certified Roica V550 elastane. The technology enables the creation of fabrics with recycled content ranging from 25 percent to 50 percent.

Over at Lanificio Reggiani, the 50-year-old mill partnered with MinervaHub. Companies within the latter's Ornaments Business Unit have reinterpreted legacy Lanificio Reggiani textiles via innovative techniques, such as Jato1991's hand-crafted manipulations and embroideries, Trapuntatura Belpunto's industrial quilting and stitchwork, and Quake's embroidery.

In a partnership of similar scope, leading tannery Rino Mastroto Group and the Marzotto Group have revealed the

creation of Jacqart – Trame d'Arredo, a company specialized in the production of high-quality jacquard fabrics and velvets.

The new company results from the merger of Imatex, controlled by Rino Mastroto and specialized in jacquard fabrics for interiors, and Prosetex, owned by Marzotto Group and focused on high-end jacquard velvets. The merged entity will create synergies including the optimization of raw material sourcing and an expanded product offering for the residential, hospitality, aviation, naval, and public transportation sectors. After the closing of the deal, which is expected in the third quarter of 2025, the company will be helmed by CEO Massimo Maestroni and general manager Giorgio Meda.

Sustainability continued to rule the conversation at the fairground.

With the goal of strengthening its commitment to responsible use of natural resources and environmental protection, Vitale Barberis Canonico has completed the expansion of its photovoltaic system and added a second basin for ozone decolorization at its wastewater treatment plant. In 2024, the original photovoltaic system generated 149 MWh of renewable energy, an increase from 129 MWh in 2023.

At the Botto Giuseppe company, 84 percent of the raw materials purchased are certified, with 30 percent of articles traceable and originating from a single farm; water consumption for processing has dropped by 20 percent compared to 2021, and 83 percent of chemicals comply with the ZDHC standard.

Chargeurs PCC is developing an internal black list of non-sustainable components, monitoring around 400 chemicals. This is a voluntary measure that currently covers 60 percent of products and 90 percent of substances, and is not yet adopted by any other company in the industry. Eighty percent of Chargeurs PCC's suppliers have already undergone audits according to the Sedex Members Ethical Trade Audit, or SMETA, standard, and in 2024 an extension of audits along the entire supply chain was launched. The company has also set a goal to reduce carbon emissions by 46 percent before 2030. ■

MEN'S

Citizens of Humanity Sets Its Sights on Menswear



Citizens of Humanity is offering men more than just denim jeans.



Amy Williams

● The Los Angeles-based premium denim company is expanding its men's offering in both the Citizens and Agolde brands.

BY JEAN E. PALMIERI

It's time.

That's what Amy Williams, chief executive officer of Citizens of Humanity Group, believes about growing the company's presence in menswear.

The Los Angeles-based company, which got its start in the premium denim business in 2003, has become a major player in the women's business, offering everything from dresses and embroidered tops to maternity wear.

But while the brand has offered men's since the beginning under its Citizens of Humanity label, the category still accounts for only about 5 percent of overall sales. Men's is even a newer addition to the company's Agolde fashion label, which began offering some styles for guys around one-and-a-half years ago.

"We've turned our attention to menswear in the last two years," Williams said. "We felt really good about where we were with both our women's divisions and saw men's as a big opportunity for both of those brands in very different ways."

She described Citizens as a "quiet, luxurious" brand that is "all about quality and giving guys a complete, versatile wardrobe" that can take them from the office to the weekends. Agolde is more fashion-forward, targeted to a customer "who really loves making a statement in

fashion," and is seeking pieces that are "more directional and overt."

The Citizens men's customer is generally 30 and older willing to invest in high-quality, versatile investment wardrobe pieces while the Agolde man is younger and in tune with popular culture.

She said Citizens is four times the size of Agolde, but sales of the more fashion-forward offering are more than doubling every month. Among the retailers that carry Agolde are Mr Porter, Ssense and Holt Renfrew, while Citizens is carried at Selfridges, Harrods, Bloomingdale's, Rothmans and Martin Patrick, "stores that tend to have a bit more of a classic men's customer."

Denim continues to be an anchor of both brands, with Agolde "very focused on fashion bottoms," she said, with pant offerings in a variety of colors along with non-denim silhouettes. She said the collection offers everything from "a really cool flat-front '80s-inspired fit to knits," with 70 percent of the business centered around bottoms and 30 percent around tops.

At Citizens, the percentage of bottoms is even higher, representing 85 percent of sales, she said, with a focus on both denim and other fabrications that the brand offers in five-pocket silhouettes. That includes canvas, linen, French terry, twill and sateen.

"A big part of the focus and success is our fabric stories," Williams said, singling out the cashmere denim that the brand introduced for men last year. The fabrics are sourced in Italy and Japan, the products are manufactured in Turkey and retail for a higher price than traditional denim. For example, the cashmere denim

pants retail for \$258 to \$278 while a regular denim jean averages \$198 to \$228.

The cashmere denim, and men's in general, performs especially well in the company's own store and online.

"We have our one retail store in Aspen and then of course our direct-to-consumer site," she said, "and in those channels, men's is actually about 40 percent of the business. And they tend to buy multiple pieces. And in those channels, tops represent 30 to 40 percent of the total business." As a result, the company is adding categories such as polo shirts, waffle thermals and outerwear to meet demand for products other than denim, and to boost sales.

This is the case within the wholesale channel as well, she said, pointing to Bloomingdale's, which installed soft shops for the brand and is rolling it out to more doors. "It really demonstrates the interest and opportunities in both the business itself and menswear with a mix of ready-to-wear and bottoms."

She said the industry in general is moving away from just focusing on being a "denim destination with walls or tables of five-pocket jeans. I think when customers appreciate a look from a brand, they want to wear those products head to toe."

Right now the company only operates the one store in Aspen but Williams believes there's opportunity to expand its retail footprint in the future. "We intend to open select stores in other markets over time," she said. "It comes down to like finding the right location in the right markets with the right financial considerations."

The Aspen store carries primarily Citizens merchandise but about 15 percent is Agolde and there are also some third-party brands.

She said the company selected Aspen for its first store because the mountain town attracts an affluent customer from around the country and internationally. "So it's a great showcase for the brand and for people around the world to see."

But for now, the focus is on growing men's within the wholesale channel – both with strong department stores as well as specialty stores. "As a company, we've always been very specialty store and e-comm-focused and we've worked with select department stores. The folks that we look for are great merchants who deliver a really strong, edited [assortment] and in-store experience. Then we work

to become more important in those locations, whether it's with events or pop-ups or trunk shows or installations. But I do see a lot of opportunity with specialty stores in the next couple of years."

Toward that end, the brand will show at the Chicago Collective next month – the must-attend show for the men's specialty industry – where it expects to see 120 accounts over the four-day run.

Williams said she believes there's "an opportunity to build more presence in the stores we're in and better define what each brand offers so when customers go into retail environments or shop online, the men's brands are front and forward with a product offer and quality-price equation that is better than anyone in the market. Clothing has gotten extremely expensive over the last five years and I think men in particular are looking for beautifully made product that makes sense at the price we put it out for, and I believe we do that."

In addition, the company will continue to innovate in order to stand out. She said next year, Citizens will introduce a tropical denim to expand its reach.

And ensuring the fit is right will also remain paramount. "Our Citizens design team is meticulous about fit, and on the Agolde side, we're bringing the same message, but through a fashion lens."

These goals are also expected to resonate outside the U.S. During the recently completed Paris Men's Fashion Week, the company officially opened a showroom in the City of Light. "It was the only market that we served that didn't have a permanent showroom or team," she said, adding that the company would rent space during market and then exit. "It didn't really allow us to serve all of the men's market or the different geographic territories."

In addition to the showroom, the company brought in staff that will be based there.

Citizens also has showrooms in London, Milan, Düsseldorf, Munich and Amsterdam and a two-person team in Japan to service its international business, which represents 32 percent of sales. Europe alone is around 20 percent of the business, she said.

Despite the volatile international climate, she said that because Citizens owns its own factories in Los Angeles and Turkey and has longstanding relationships overseas, it is able to work closely with its partners to navigate the ever-changing climate and try to make it work for everyone.

"Because we are a brand who prides ourselves on quality and longevity – whether it's owning our factories or managing sales around the world – it helps us even more in these difficult times," she said.

Agolde offers more fashion-forward silhouettes.



EYE

Catching Up With Rick Springfield



Rick Springfield

● The "Jessie's Girl" singer talks his latest tour, his admiration for Paul McCartney and his colorful Converse sneakers.

BY JEAN E. PALMIERI
PHOTOGRAPH BY GEORGE CHINSEE

It was 1981 when Australian American rock star Rick Springfield released what would turn out to be his biggest hit: "Jessie's Girl." But his music catalogue is much bigger than one song. In fact, he recently released a "Greatest Hits, Volume 2," featuring 24 cuts, including a rerecorded version of "Jessie's Girl."

"It's the best songs from the last 25 years," Springfield said, "including a couple of unreleased things. There's a song I did with Sammy Hagar to celebrate our Beach Bar Rum company that I did just because everyone asks if 'Jessie's Girl' is on this album. I wanted it to sound better, so I matched the original performance, but it sounds bigger, the guitar is a little more powerful. I just made it more modern — people would probably be hard to tell which was which."

Now 75, Springfield seems to have the same energy he did more than 40 years ago. In fact, he's still touring and looking every bit the rock star he's been his whole life wearing skinny jeans, leather jackets and the Converse sneakers he's been partial to since he was 12.

Springfield made a stop in New York City in between shows on his 42-city "I Want My

'80s" tour with John Waite, Wang Chung, Paul Young and John Cafferty on select dates. The tour runs through Aug. 10.

Although he's been touring consistently over the years, most have been "weekend gigs," he said. "I didn't want to be away from home for a long time. But this is actually the longest tour I've done since the '80s."

He said that although he doesn't like the travel, he still loves performing. "I get paid to travel, I work for free," he said with a smile. "It's really true. I love being on stage. How can you not? I'll be 76 in August so I don't know how long we'll be playing, but..."

He said he continues to be inspired by Mick Jagger and Paul McCartney, both of whom are older than he is and still performing. "They're really pushing the envelope for sure," he said, "showing us how far you can go."

He said he stays in shape by working out so he's ready for his "very aerobic" stage shows. "We always come off drenched." He's also tried to eat "as clean as possible" since he was in his 20s, which has helped him fit into those skinny jeans.

This year also marks the 40th anniversary of Live Aid, the global benefit concert organized by Bob Geldof to raise money for famine relief in Ethiopia that featured dozens of musicians in London and Philadelphia simultaneously.

"Benefit [concerts] have been going on forever, but that was the first that was completely international, with two stages," he recalled. "It was about as big as you could get, and it was for a good cause. We all thought, 'now we can finally change the world with music.' It didn't happen, but it

was a noble thought."

He continued: "I never believed that throwing money at someone was a way to cure anything. It's not. What it did was keep people alive long enough to have more babies and exacerbate the situation. But I don't want to sound like a downer on it. It was a great, noble thing to do."

Springfield still believes music can help heal and hopes that something will be organized to help the people affected by the recent floods in central Texas. "That's where money can actually do some good because there needs to be a lot of repairs and changes," he said. "I had to stop reading about it. I just can't imagine what those parents are going through and no benefit is going to change anything for them."

Springfield, who's been married to Barbara Porter since 1984, has two children of his own and is about to be a grandfather — undoubtedly a cool grandfather.

In the "Jessie's Girl" video, he wears a skinny suit and tie with sneakers as well as baggy pants with a skintight T-shirt and even a tight white undershirt. "I never wore spandex or anything like that through the '80s," he said. "I came up with the idea of a suit with sneakers because I wore sneakers all the time and I feel comfortable in them. And I certainly had limited funds for buying clothes back then."

Ditto for the video.

"They gave us \$1,500 to make two videos, for 'Jessie's Girl' and 'I've Done Everything for You,'" he said. Because they couldn't afford permits, they set up in the back of the Guitar Center in Hollywood at 3 a.m. for "Jessie's Girl," set up "and blasted the music until the cops came. Then we threw everything

in a van and took off." The second video was filmed in a strip club from 2 to 4 a.m. because it was free.

Today, he's got a bit more money to spend on his wardrobe and is partial to John Varvatos, but he also shops a lot online. "I just put in 'cool pants' and go looking through them all. It's all hit and miss stuff."

Except for his trademark Converse sneakers, Springfield said when he couldn't find them in any colors but black or white back in the day, he started to dye his own. "It became quite a thing and I was kind of responsible for Converse becoming cool in the '80s."

Looking at the music scene today, Springfield said he's still a fan of The Beatles, along with Virginmarys and even Taylor Swift. "There have been some Taylor Swift songs that were amazing and had great hooks," he said. "I don't limit myself to what's cool and what's not. I did a rock version of 'Roar' for a little while because I thought it was a great song."

Springfield also continues to act and just wrapped "All's Fair," a legal drama scheduled to be released this fall on Hulu with Ryan Murphy, Naomi Watts, Kim Kardashian and others.

And his role? "I play a musician unfortunately. I played a doctor, too, but I'm not a doctor," he said of his famous role as Noah Drake M.D. on "General Hospital." "At least this gives us some believability because people know me as a musician."

So how much longer does Springfield expect to be in the public eye? "I always wanted a long career," he said. "The reason to stop is if the gods call it or you no longer find joy in it. And I still find great joy in playing."

EXCLUSIVE

Barberino's Raises \$1.2M for Further U.S. Expansion



e-commerce platform tailored to the U.S., as well as its local wholesale distribution via tie-ups with premium retail partners.

In general, the Barberino's offering includes more than 30 products such as beard balms, masks, wooden razors and accessories, developed in collaboration with leading Italian companies and available at its salons, corners and e-shop, as well as on Amazon U.S.

The success of the company so far stems from its modern take on a profession that is traditionally family run and often stuck in old-school ways in Italy. Cashless payments, extended opening hours and staff training are assets that many smaller barbershops in Italy were lacking and that Barberino's brought to the category, as well as the idea of investing time in one's wellness.

"We intend to continue working as we have already done in Italy, betting on experiential retail and authenticity," said Callegari. "We want to prove that Italy is not just a place, but also a way of living and working."

For the short term, the executive projected a 50 percent increase in sales in the U.S. and 10 percent growth in Italy, where the company has 16 locations in cities including Milan, Rome, Turin and Bologna, among others.

As reported, the Madison Avenue outpost was formerly occupied by The Art of Shaving and was one of that retailer's first units. The store reflects the interior concept of Barberino's salons in Italy, decorated in the brand's signature shade of pale green, while services offered stretch from 15-minute treatments to one hour-long sessions, with prices ranging from \$45 to \$160.

Malka praised Barberino's founders for having built "a great luxury brand in a category Myriam and I know very well."

"We are excited to support two great founders who have demonstrated the ability to execute the brand's strategy with excellence. This investment fits perfectly in SBI's mission to support the next generation of founders with a combination of capital and operational expertise to build iconic brands," said Malka.

He first invested in the company in 2023, when Barberino's raised 3 million euros, which also saw the chairman and cofounder of Yamamay, Francesco Pinto, and former Italian soccer player Claudio Marchisio invest in the firm.

Previously, the company raised about 1.5 million euros during the pandemic. While COVID-19 dented its performance in 2020, Barberino's doubled its revenues to roughly 2 million euros in 2021, while in 2023 it generated 4.2 million euros in sales.



The Barberino's location in New York.

● Thomas Saujet joined The Art of Shaving's cofounders Eric and Myriam Malka in supporting the Italian barbershop chain's growth in the market.

BY SANDRA SALIBIAN

MILAN - After entering the U.S. by opening its first barbershop in New York last year, Italian chain Barberino's has secured a \$1.2 million capital increase to further propel its growth in the market over the next 12 months.

The plan is to open two additional stand-alone locations in the city by the end of 2025 and one next year, and to boost the distribution of its branded products in the wholesale channel and online.

Industry veterans including Eric and Myriam Malka, cofounders of The Art of Shaving franchise, were among the first to invest in Barberino's and get involved in its global expansion strategy and U.S. launch in 2024. Eric Malka, who today is at the helm of Strategic Brand Investments - an angel fund that provides capital and guidance for early-stage companies - served as an adviser for the company's expansion in the market and has participated in this round of investment.

Joining him this time is Saujet Holdings, the investment firm of Thomas Saujet, founder of International

Cosmetics & Perfumes Inc., or ICP, a marketer and distributor of luxury fragrances such as House of Creed and Mizensir in the Americas.

Saujet described Barberino's as "an elevated brand that blends Italian heritage with modern craftsmanship."

"At Saujet Holdings, we seek out businesses that define excellence in the luxury lifestyle space, and Barberino's is exactly that," he added.

"The funding round confirms that Barberino's is not just a brand but an international platform capable of attracting top-tier talent and capital in both Italy and the U.S.," said Michele Callegari, chief executive officer of Barberino's, which he cofounded with Niccolò Bencini in 2015.

"The addition of an investor of Thomas Saujet's caliber is a crucial strategic milestone for us: his deep expertise in the luxury world will bring big value in further elevating the brand," said Callegari. "Managing a niche brand with an experiential retail model requires highly specialized skills, including the ability to create tailored experiences that generate an emotional connection with customers."

Callegari sees in the U.S. "significant growth potential because it lacks a reference brand in the luxury grooming sector. We aim to fill this gap by offering a brand that delivers not only excellent services and experiences but also an identity that customers can relate to."

He's encouraged by the performance of Barberino's first location. In one year, the Madison Avenue shop reported sales of more than \$1 million, contributing to nearly 20 percent of Barberino's total sales, which were 5 million euros in 2024.

"Despite being a 753-square-foot space, the Madison Avenue store has already proved the potential of our business model," said Callegari, for whom expanding in the market also represented a way to come full circle with his family history. In 1910, Callegari's great-grandfather Giovanni left Italy to become a well-known barber in the U.S. under the "Barberino" nickname.

The CEO now aims to expand along three strategic directions designed to create an integrated and scalable business.

The retail push will see the opening of new flagships starting next fall. The company has signed a lease for a location in Rockefeller Center, to be followed by another in Grand Central Station. An additional door is to open in "a second, strategic U.S. city," but the executive kept details under wraps.

The ultimate goal is to reach about 15 flagships - each sized around 1,291 square feet on average - across key American cities, before scaling up the business model in other markets.

In addition to the stand-alone spaces, Barberino's will invest in strengthening its



Here and top left: Inside Barberino's first location in New York.

MENTALITIES

BUSINESS

Oleksandr Usyk Gears for Next Fight With Aid From Ukrainian Designer

● Elvira Gasanova, whose clothes have been worn by Ukraine's president Volodymyr Zelenskyy, has been working with the heavyweight boxer for four years.

BY ROSEMARY FEITELBERG

With the battle between heavyweight champions Oleksandr Usyk and Daniel Dubois at Wembley Stadium less than a week away, Usyk is expected to show off his Ukrainian heritage.

The 38-year-old will be taking two custom looks from the Ukrainian designer Elvira Gasanova – one for the pre-fight press conference and the other for a gala – for his trip to London. The undisputed champion in both the cruiserweight and heavyweight categories – the third male boxer in history to have achieved that – Usyk will be taking home \$132 million for his rematch with Dubois, whom he first fought in 2023. More than 90,000 fans are expected to attend to catch every last swing.

Usyk and Gasanova have been collaborating for the past few years. In 2021, after one of Gasanova's clients connected them, the designer said her reaction was, "I don't know how. I don't know what, but of course, I will do it."

Usyk, whom she called a "super interesting and a super creative person," trains in Spain, but his home is in Kyiv, Gasanova said. For the Wembley Stadium fight, as with other key appearances, she sent him a few sketches first and he offered a couple of suggestions. "It's not



Oleksandr Usyk

just a matter of clothes. After his boxing matches, a lot of people and [members of the] press want to understand why he chose what he did," the designer said.

This weekend's choices include a long white jacket with a cape, which is meant to be a modern take on the Cossack. The Cossacks were seminomadic warrior people in Ukraine and southern Russia who exchanged military service for aspects of self-rule. Rounding out the look will be a traditional karakol hat, lab-grown

Ukrainian diamond earrings and a brooch inspired by ancient Ukrainian jewelry. (Gasanova has a new collaboration with Solo for Diamonds.) Usyk will also have a Gasanova-designed burgundy suit – a color meant to evoke "the color of Cossack blood and bravery," she said. The trousers' shape is reminiscent of the traditional "sharovary" symbol of freedom. The boxer personally requested the silver embroidery on the jacket as a sign of "the nation's code," the designer said.

That embellishment includes a grapevine motif – symbols of fertility and life, and geometric elements – signs of order and the disciplined heart of a warrior.

Needless to say, the Ukraine-based designer will be tuning in to watch the Wembley Stadium showdown live, even though it will be 2 a.m. local time. "I wanted to be there, but right now I am in my eighth month of pregnancy. That's why I can't be there. But of course, we will watch it."

In the lead-up to the fight, Usyk and Gasanova have been in touch a few times each week. "I've been sending him lots of messages explaining how to wear everything. He's training a lot. This is a hard time for him one week before the fight," she said. "He's super happy and is always smiling. He wrote to me, 'Thank you. This is super cool and I will look super elegant.' He is really a nice person."

With the Russian invasion of Ukraine in its third year, Gasanova, who works in Kyiv during the day, said, "All of us want to think that it is coming to an end, but it's not. Every day is harder and harder. We really don't know what tomorrow will bring," she said. "In the center of Kyiv, there are attacks mostly at night. I live in Bucha, which is about half an hour from Kyiv so at night it's safer there."

This weekend's boxing match isn't the only international square-off that Gasanova has been tied to. She unexpectedly became embroiled in the controversy that kicked off after Ukrainian President Volodymyr Zelenskyy wore a long-sleeved polo shirt and casual pants that she had designed to meet with President Donald Trump at the White House. But as a result of the media exposure, many people from all over the world wanted to buy the shirt, not to wear, but as a sign of support, Gasanova said. "After Usyk's fight, maybe it will be something else. We'll see. He's always heroic for Ukrainian people."

Oleksandr Usyk photograph by Getty Images



MEN'S

Pete Crow-Armstrong on Getting Ready for His First All-Star Game

● The Chicago Cubs outfielder is working with stylist Keshha McLeod on his red carpet outfit.

BY JEAN E. PALMIERI

Pete Crow-Armstrong is ready to raise his fashion profile.

The centerfielder for the Chicago Cubs, affectionately known as PCA, will be making his first appearance at Major League Baseball's All-Star Game on Tuesday night in Atlanta. And with that comes a whole new world for the 25-year-old California native.

"This will be my first red carpet," he said of the Instagram-ready event that will be held the afternoon before the game at The Battery Atlanta.

Although he said he loves clothes, Crow-Armstrong acknowledges that when it comes to fashion, "I'm still immature."

"I wear a lot of Adidas because I'm under contract with them for baseball," he said. "But I love Chrome Hearts. I don't have the money to buy a ton of that yet, but I think it's one of the coolest brands." He's also a fan of Fear of God and recently discovered KidSuper.

So when MLB and his agent offered to connect him with a stylist to get him fashion-ready for the All-Star Game festivities, he jumped at the chance. Although the league doesn't employ a

fashion editor directly, it works to connect sports-specific stylists with players for high-profile events. In the case of Crow-Armstrong, he was set up with Keshha McLeod, a creative director, author and stylist who has worked with everyone from Serena Williams and NBA star P.J. Tucker to the NFL's Deebo Samuel over the course of her 20-plus-year career.

"He's the quintessential client," McLeod said. Not only is he easy to fit with his 6-foot, 184-pound frame, but he's also a risk-taker, known to dye his hair blue or cut star patterns into it.

During their initial conversations, McLeod first asked about his favorite brands, which also include Acne and Kith, as well as his style icons – the NBA's Devin Booker, the NFL's Ray-Ray McCloud and her client P.J. Tucker among them. That led her to start calling in pieces she thinks will be a fit, including Amiri, Diesel, Lemaire, Helmut Lang, Issey Miyake, Isabel Marant, KidSuper and Enfants Riches Déprimés in apparel, along with Zenith watches and David Yurman jewelry.

"I was excited to pull runway looks for him for the red carpet and surrounding events," she said. "This is my chance to introduce him to something new. And I want to make sure he has watches and jewelry for every look."

Although their first meetings were virtual, McLeod flew to Atlanta and they

met on Saturday to finalize the looks.

Crow-Armstrong said in general he thinks he dresses "pretty well, but I still have days when I'm lazy." He tends to lean toward "dressed-down outfits," and is partial to "baggy" looks, something he knew wasn't going to cut it for a red carpet. "I know that's hard to accomplish for a good suit look," he said. But don't expect a necktie. "I'm definitely not a tie guy," he said.

He realizes that his physique allows him to have an easy time finding clothes, but he still tends to "go big rather than small. My only problem is my thigh area. I have big thighs, so I don't like skinny clothes."

And his hair? Will he be dyeing it to match the outfit? Crow-Armstrong laughed: "It's all natural – the curls are coming back. I'm going to keep it normal for my first All-Star Game."

Although he's enjoying his new foray into fashion, he said not to expect him to be dressed to the nines for the whole season. Although he admires the tunnel fits that the NBA players have embraced, he doesn't think it's realistic for baseball players to follow in their footsteps. "We play 162 games – the NBA also plays a lot of games, but only half as many as our season. So it's hard for us to have a big enough repertoire, and we're on the road so much. Certain guys, like Francisco Lindor, can pull it off, but it's hard for the rest of us."

Even so, after working with a stylist for the first time, who knows where it may lead. For McLeod, she's confident that this experience is just the start of Crow-Armstrong's fashion journey. "You might see he and I in Paris and Milan next season," she said.



Pete Crow-Armstrong

FASHION

At Wimbledon, Fashion Matters Just as Much as Tennis



Jannik Sinner with his Gucci bag.



Lorenzo Musetti in a Bottega Veneta leather bomber jacket.

● The grounds at Wimbledon have become a fashion festival with players spotted wearing Gucci, Bottega Veneta and Audemars Piguet, and brands using the event as a promotional platform.

BY HIKMAT MOHAMMED

LONDON — Wimbledon has reached new heights this year with its young, high-profile players transforming into stars beyond the tennis court — with help from fashion and luxury brands.

Jannik Sinner, the Italian tennis player who ranks as the world's number one and won the Wimbledon men's championship Sunday, has been stepping onto Centre Court and Court One carrying his Gucci duffel

bag, while fellow Italian player Lorenzo Musetti arrived in a white leather Bottega Veneta bomber jacket last week after being revealed as the brand's latest ambassador.

Aryna Sabalenka, the Belarusian tennis player who ranks as the women's world number one, may have been holding back tears during the press conference following her defeat against U.S. player Amanda Anisimova, but it was her two watches — one on each wrist — that took the spotlight.

On one wrist, she was wearing a Whoop fitness watch with a customized strap featuring a roaring tiger's face. The other wrist was adorned with an Audemars Piguet, its dial dotted with diamonds.

Brands are looking beyond the players to transmit their messages, and bidding for luxurious suites to host lunches and activations with celebrities.

Over the last two weeks Ralph Lauren, Range Rover, Evian and American Express have been hosting the likes of Andrew Garfield and Monica Barbaro, Connor Swindells, Sabrina Elba, Daniel Ricciardo, Jason Isaacs and Richard E. Grant.

According to a report from WeArisma, an influencer analytics company, Ralph Lauren drove the highest EMV, or earned media value, with \$2.6 million. The U.S. brand has been the tournament's official outfitter since 2006, and regularly hosts celebrities in its new suite a few steps from Centre Court.

Prada ranked second on the list with an EMV of \$1.6 million following Louis Partridge's Instagram post of himself wearing a Prada suit and enjoying afternoon tea.

Louis Vuitton came in third with an EMV of \$654,500, followed by Gucci with an

EMV of \$571,300.

Jenny Tsai, chief executive officer and founder of WeArisma, said the company is predicting "a continued rise in brand ambassadorships that blur the lines between athleticism and lifestyle. Tennis in particular is becoming the next frontier; players like Carlos Alcaraz and Jannik Sinner are fashion's new faces. Meanwhile, brands like Ralph Lauren show how long-term investment in a sport can pay off in cultural capital, not just impressions."

Retailers and brands are also taking inspiration from the game and riding the wave of consumers' growing interest, and participation in, sport.

Mr Porter's own brand Mr P recently launched a tennis capsule following the success of its Mr P golf capsule, which debuted in 2021.

"The golf capsule continues to grow each year. Over the last three months alone, customer searches for golf shoes have increased by over 400 percent," said Liza Canneford, director of private labels and circular services at Mr Porter.

"As the fashion landscape continues to evolve alongside a growing focus on physical well-being, the connection between sport and style will only deepen," she added.

Prior to the Wimbledon Championships, Gucci's New Bond Street store unveiled its tennis-themed window display highlighting its collaboration with the American tennis racket brand Head.

At Selfridges, menswear brand Palmes has opened a pop-up with a collection of tennis-inspired pieces.

"We've leaned into the tenniscore aesthetic over the last couple of summer seasons and this year we've expanded it even further. Our focus brands in this space include Lululemon, Varley and On Running," said Grace Neal, buying manager.

On the grounds of the Wimbledon Championships, the All England Lawn Tennis and Croquet Club has also been watching the sales of its apparel collection soar.

According to the club, 51,631 units of merchandise had been sold as of Friday, with 12,883 towels and 10,942 white caps with the Wimbledon logo.

The brand's 2025 collection features preppy pleated skirts, cardigans with square breast pockets and caps with a script typeface, which have already sold out.

EXCLUSIVE

Emma Stone, Hyeon Jung Star in Louis Vuitton's Fall 2025 Campaign

● The ads introduce the brand's latest handbag: the Express.

BY JOELLE DIDERICH

PARIS — Louis Vuitton has tapped brand ambassadors Emma Stone and Hyeon Jung to appear in its fall campaign, introducing its latest handbag: the Express.

The ads, shot by U.S. photographer Ethan James Green, show the two women lounging on a series of antique and modern settees in items from Nicolas Ghesquière's travel-inspired collection, which referenced the emotion of train journeys.

Stone is seen in outfits including a floral printed velvet slipdress as well as a tartan blouse with a white ruffled collar worn with jeans and mustard cowboy boots. The Oscar-winning actress appeared in

her first Vuitton campaign in 2018 and has previously touted the Capucines and Dauphine handbags.

Jung sports an '80s-inspired batwing sweater and skirt and leather cargo shorts with a black velvet blouse, among others. The "Squid Games" star appeared in a 2022 campaign for the Twist bag, and she was previously photographed by Green for fall 2023.

Vuitton is betting big on the Express, which reprises the original name of the brand's signature Speedy handbag. The roomy style comes in grained leather and velvet calfskin, with accents like Monogram Canvas on the handles and key bell, a gold-tone padlock and Monogram jacquard lining.

The ads will break in print on Tuesday, and will be followed by a dedicated leather

goods campaign in October.

The fall collection and the Express bag will be available for digital pre-order from July 25, in tandem with an exclusive pre-launch in selected stores. The collection drops worldwide on Aug. 1.



Hyeon Jung in the Louis Vuitton fall 2025 campaign.



Emma Stone in the Louis Vuitton fall 2025 campaign.

SJSUMMIT

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To sum up 2025 in one word, it has been chaotic. From rollercoaster tariff rates to logistics disruptions and geopolitical upheaval, the industry has been forced to navigate quickly changing dynamics.

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BEAUTY

MCoBeauty Is Bringing Its Dupes to Europe

● The Australian brand that creates knockoffs of bestselling skin care and cosmetics has already landed on shelves in Belgium and the Netherlands, and will roll out to more than 600 Superdrug stores across the U.K. on July 21.

BY SAMANTHA CONTI

LONDON - MCoBeauty, the Australian brand looking to democratize the business by creating affordable dupes, is planting its flag in more countries in Europe.

The brand, which launched in 2020 with six products, was fully acquired earlier this year by DBG Group in a transaction led by its founder Shelley Sullivan. The valuation was \$1 billion.

It will launch exclusively at Superdrug in the U.K. on July 21. The brand has already been selling in Belgium and the Netherlands through Kruidvat, a Dutch-owned retail, pharmacy and drugstore chain that specializes in health and beauty.

Fueled by social media influencer reviews, it is the number-one cosmetics brand in its home market of Australia. It has been gaining traction rapidly in the U.S., where it launched in 2024 through Kroger's Family of Stores. The brand

subsequently entered Target Corp.

The Superdrug launch is nationwide, with MCoBeauty set to sell in the majority of the retailer's 800 stores. It will offer 240 stock keeping units including color cosmetics, skin care and body mists, at dedicated kiosks and in multiple locations around the Superdrug stores.

In line with its value pitch, all products will be priced 15 pounds or less. Products include Super Glow Bronzing Drops; Grip Primer Base, and Australia's number-one bestseller, XtendLash Mascara, a tubing product that washes off with warm water.

Peter Stocks, MCoBeauty's European marketing director, said the company is anticipating "hot demand" in the U.K., which he described as one of the most "sophisticated and savvy" beauty markets. "We know our viral products will be hunted down from the second we launch," he said.

Simon Comins, chief commercial officer at Superdrug, said MCoBeauty's "trend-led virality and reputation for delivering 'luxury for less' perfectly meets the desires of the Superdrug beauty shopper."

He added that MCoBeauty and Superdrug were "very aligned, and together we are on a mission to prove that up-to-the-minute, quality beauty innovations can be delivered at affordable prices. We've had our eye on the social buzz building around MCoBeauty for a



MCoBeauty, the Australian company that specializes in dupes, is moving into Europe.

while now, and so we know that the brand will go down a storm with the savvy, trend-led, Superdrug customer."

Sullivan founded the brand as a more affordable spin-off of her premium beauty company ModelCo. Sullivan, a former model agent, founded ModelCo in 2002, offering self-tanning products and color cosmetics. Over the years, ModelCo. has collaborated with brands including Karl Lagerfeld and Hailey Bieber (before she launched Rhode, and when she was still Hailey Baldwin).

Sullivan is an industry insider, so it's no surprise that MCoBeauty has been a success in a market that's dominated by premium and luxury products. MCoBeauty arrived at a time of rising prices, and a swelling interest in makeup and skin care – especially among teenagers and young girls.

The marketing is social-first, with legions of influencers reviewing products on

TikTok and other platforms, speaking to MCoBeauty's one million digital followers worldwide.

It launched as a direct-to-consumer brand and on supermarket shelves in Australia. There are no stand-alone stores.

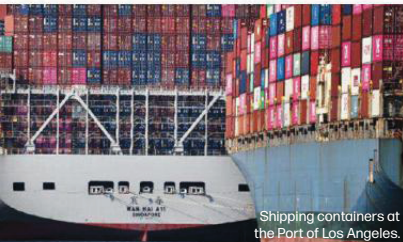
Similar to its clothing equivalents Zara, Mango and H&M, it is quick to market, taking around 16 to 20 weeks to get its dupes on the shelves. The company has created more than 1,000 products over the past five years.

MCoBeauty's aim is to disrupt the top five players in any given market, and then become a top five player itself.

DBG, which is owned by the billionaire Dennis Bastas, took a 50 percent stake in MCoBeauty in 2022, and assumed full control at the start of 2025. According to sources, the company generated \$63 million in sales in 2023 – up 241 percent from 2022's \$18.5 million.

BUSINESS

U.S. Apparel Imports From China Drop Amid Tariff Tensions



Shipping containers at the Port of Los Angeles.

● In May, China's share of the U.S. apparel sourcing market fell below 10 percent for the first time in more than two decades.

BY KATE NISHIMURA

Clothing imports from China fell to a 22-year low in May and were down by more than half (52 percent) from the same period in 2024 amid escalating tariff tensions between Washington and Beijing that have since resulted in a patched-up trade truce.

For the first time in decades, China's share of apparel imports into the U.S. market dropped below 10 percent. May saw the sourcing superpower account for just 9.9 percent of clothing imports – a plummet from the year-ago period, when China represented 19.9 percent of all apparel brought into the American market.

The May trade insights, compiled by University of Delaware professor of fashion and apparel studies Dr. Sheng Lu using U.S. International Trade Commission

(USITC) data, revealed that tariff rates on fashion products (especially steep duties on China-originating goods) ballooned beyond levels seen in the modern era.

As a result of the Trump administration's reciprocal tariff regime, the average tariff rate for U.S. apparel imports grew to 23.8 percent in May, up several points from the already record-setting 20.8 percent seen in April (and substantially higher than the 13.9 percent average rate in May 2024, and even the 14.7 percent rate of January 2025, before the president's second term began).

China predictably faced the brunt of that burden for several weeks after a tit-for-tat spate of escalating tariff threats between President Donald Trump and Chinese trade officials. On April 9, the president set a 145 percent duty rate on China-originating products – an unprecedented measure that was reversed on May 12 when U.S. cabinet officials traveled to Geneva to meet with their Chinese counterparts and brokered a truce that reduced the duty rate on both sides significantly.

The duty hike had the effect of reducing apparel imports from China sharply, but those that did enter the U.S. market during May faced tariff rates averaging an unprecedented 69.1 percent, up from 55 percent the month prior, 37 percent in March and 22.1 percent in January. Lu calculated the applied tariff rate on apparel by dividing the duty rate by the value of imports. All told, while the overall value of apparel imports decreased 7 percent year-over-year, import duties grew by almost 60 percent during the same time frame.

"In May, I think most of the [average

apparel tariff] increase was because of China. And for the rest of the world, they were charged a 10 percent universal tariff rate. Some products, especially those from Asia, were able to enter [the country] in May before the new tariff rate hit," Lu said.

Across the board, all countries paid more duties on apparel in May than they did in previous months due to the universal baseline tariff. Vietnam's average apparel import duty rate reached 25.9 percent, up from 20.5 percent in April, while Bangladesh saw a similar percentage jump from 17.8 percent to 21.1 percent month-over-month. India's average clothing tariff rate climbed from 15.8 percent to 20.1 percent, while Cambodia's increased from 19.7 percent to 24.6 percent.

There were winners to be found in May, however, and their growing import values correlated with manageable tariff rates. Mexico, for example, saw its average import duties paid on apparel products decrease from 2.2 percent in April to 1.4 percent in May – nearly the same rate it paid one year ago.

But Mexico's apparel import values jumped considerably year-over-year, by 12.2 percent. The country's apparel imports are covered by the U.S.-Mexico-Canada Agreement (USMCA), giving them duty-free access. However, the country still only accounted for 4.6 percent of U.S. apparel sourcing in May.

The biggest players are still the Asian nations, many of which have received letters from the Trump administration regarding their new, double-digit tariff rates. They also faced threats against transshipment,

or rerouting products from other countries with the goal of evading tariffs.

Lu, like other experts, believes the reference may allude to the administration's intent to revisit content requirements and Rules of Origin, as true transshipment of finished goods is already illegal. In his view, "The signal is very clear – the Trump administration not only wants to decouple from China, but it wants Asian countries to decouple their supply chains from China."

But the Trump administration's long-held goal of encouraging Asian nations to abandon China as a partner "does not appear to be realistic, at least in the near to medium term," with so much dependence on the country for inputs, he said.

For example, Organization for Economic Co-operation and Development (OECD) data from 2020 (the latest year for which insights are available) showed that about 55.4 percent of the value of Vietnam's textile and apparel gross exports contained content added from other countries – including 26.6 percent contributed by China. UNComtrade data was even more stark, showing that China accounted for 63.8 percent of the \$16.6 billion in textile imports to Vietnam in 2023, a "notable increase" from 37.4 percent in 2010.

Meanwhile, Vietnam represented the biggest apparel supplier to the U.S. in May, accounting for 21.7 percent of clothing imports. Limiting or discouraging access to the imported raw materials needed to produce apparel products could easily threaten Vietnam's stability as a sourcing base, Lu believes.

The same is true for many of America's current top suppliers, which in May included Bangladesh (which accounted for 9.7 percent of U.S. apparel import market share), Dominican Republic-Central America Free Trade Agreement (CAFTA-DR) countries (10.4 percent), India (8.2 percent), Indonesia (5.1 percent), Cambodia (5.2 percent) and U.S.-Mexico-Canada Agreement (USMCA) members (5.5 percent).

BEAUTYINC

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Ben Ahlers on 'The Gilded Age,' Being a Meme and His Journey to Stardom

Ahlers, who stars as Jack on the hit HBO series, is one of Season Three's biggest breakouts. BY LEIGH NORDSTROM

One thing about being part of a prime HBO series: the chances of going viral for something, at some point, are high.

"I've said this before, I'll say it again: Evan Ross Katz changed my life," says Ben Ahlers of the online creator, who anointed Ahlers' "Gilded Age" character Jack as the "clock twink." The moniker resurfaced earlier this week via Ahlers' costar Louisa Jacobson in a post promoting the latest episode.

"It is definitely a different experience now. I've never been a meme. I'll happily wear the crown of the clock twink," Ahlers adds. "I do hesitate to say that I am 6'3", so I don't think that's by definition a twink — but I'll happily roll with it if people are willing to give me a pass. I love how obsessed and excited people get about coming up with the new fun thing. We've got Morgan Spector as 'railroad daddy' and [me as] 'clock twink,' so that's great company for me."

Now in its third season, "The Gilded Age" is one of TV's most popular hits, with a star-studded cast that includes Carrie Coon, Christine Baranski, Cynthia Nixon, Audra McDonald, Kelli O'Hara, Denee Benton, Jacobson, Spector and more. Ahlers stars as fan-favorite Jack Treacher, a footman who has invented an alarm clock that Season Three sees him trying to sell with the help of the upperclassman Larry Russell.

"I'm so proud that he's willing to take this risk," Ahlers says of Jack's business endeavors with Larry. "I'm not entirely certain about Larry Russell. But I think he's Jack's only lifeline and to roll the dice to want to make something of himself despite the potential consequences is [something] I'm very proud of. And I feel safe in the fact that he's loved by his found family in the house. And so he feels protected in a way, and I'm really grateful for that as the watchful eye on him."

In summer 2019, Ahlers was in Pasadena doing a play when his manager texted him about "the premier script of the season," a new series from Julian Fellowes. Ahlers' family had been diehard "Downton Abbey" fans and so he was well acquainted with Fellowes' work. While reading the script, a friend came to mind.

"Louisa Jacobson and I had done a play in 2018 when she was still at Yale, and I was going into my senior year at Michigan," he explains. They hadn't spoken for about a year or so but when he read "Gilded," he immediately thought of her for Marian.

"I texted her for the first time and I was like, 'Hey, I'm not sure if you've heard about this script or not, but I think it'd be great for the lead.' And she texted back and said, 'Benny, I'm in final callback for it right now,'" Ahlers says. "So there's been this very seemingly cosmic alignment of our path. It's been really fun to celebrate this ride with her."

Ahlers, who is 28, grew up "as far from this whole world as possible" in Fort Dodge, Iowa. His mother was involved in the local community theater, and would bring him along to rehearsals, his first taste of the craft.

"I would watch her transform and see the community members just play pretend. And I didn't realize that adults were allowed to do that," he says.

He got his start in the theater world as well, through the organization Broadway Dreams Foundation, which eventually pointed him toward the musical theater program at the University of Michigan.



Ben Ahlers

"There's a lot of great shows out there, but this one is so delightful and satisfying in such a unique way. It's like a perfect pastry," Ahlers says of what makes "The Gilded Age" such a hit. "And I do think

that people like the mirror that we're holding up and we're not telling anybody what's right or what's wrong or how to think, but the times are frighteningly reflective of each other. And I think

because we hold up such a clean viewpoint to people, it helps them sort out where they're at in this current moment as well. So I think it's very relevant."

Fashion Scoops



Meryll Rogge

New Name?

Another potential successor to Francesco Risso at Marni has emerged: Meryll Rogge.

In the wake of her ANDAM Grand Prize win on June 30, the Belgian designer's name has been circulated as a contender for the top creative role at the Italian brand, owned by the OTB Group.

The company declined to comment.

In the past 12 months, the Ghent, Belgium-based designer has been garnering much attention.

In addition to the ANDAM prize, she was named designer of the year at the 2024 Belgian Fashion Awards and was a 2025 Woolmark Prize finalist.

Her designs were spotted on the likes of Dua Lipa, Chloé Sévigny and Rihanna and some have been recently acquired by MoMu Antwerp, Brussels' Fashion & Lace Museum and the Metropolitan Museum in New York.

A 2008 graduate of Antwerp's Royal Academy of Fine Arts who dreamed of being an illustrator as a child, Rogge swapped paint for textile swatches when moving to New York. After working her way up to lead designer at Marc Jacobs over seven years, she was back in Antwerp working for Dries Van Noten as head of women's design in 2014 before going solo in 2020.

She has held presentations for her eponymous collections in Paris since 2021 and staged her first runway show in March, showing a collection inspired by vintage wallpaper prints and destroyed art that read

Jil Sander, joining from Bally.

Last year, while Diesel, Maison Margiela and the direct-to-consumer channel all reported growth, the slowdown in China and a 15 percent decrease in the group's wholesale channel impacted OTB's turnover, which decreased 5.2 percent to 1.8 billion euros, compared with 1.9 billion euros in 2023.

The group does not break out sales by brand.

— LILY TEMPLETON AND LUISA ZARGANI

Knight Rider

Pharrell Williams, the multihyphenate musician, actor and current men's creative director of Louis Vuitton, has been named a Knight of the Legion of Honor, France's highest civilian recognition.

The announcement was made in France's official journal ahead of the country's national Bastille Day celebrations. The list published Sunday morning recognized 589 individuals for their dedication to public and cultural service.

The American performer has evolved into a global fashion force since taking the reins at Louis Vuitton in 2023, where he has redefined the brand's menswear by blending streetwear, luxury, entertainment and celebrity power.

He has also collaborated with other LVMH Moët Hennessy Louis Vuitton-owned brands on projects, such as a limited-edition bottle for Moët & Chandon,

and jewelry for the house of Tiffany.

Since joining Vuitton, Williams has relocated to Paris with his wife and four children.

Joining Williams among the honorees were other French cultural figures. Veteran singer Sylvie Vartan and composer Catherine Lara were elevated to the rank of Commander. Actress Léa Drucker and comedian Sophia Aram were also knighted, alongside musician Jean-Louis Aubert, writer Marc Levy, novelist Andréi Makine and author Emilie Frèche.

The highest honor of the Grand Cross was awarded to historian Mona Ozouf, a specialist in the French Revolution and secularism.

Closing the list is Gisèle Pelicot, who was also knighted. Pelicot became a global feminist symbol after she publicly testified about the years of drugging and rape she endured at the hands of her then-husband and a series of strangers he recruited in chatrooms. Her testimony raised awareness around rape and gender-based violence and ultimately changed the rape laws in France.

Williams joins fashion luminaries who have received the honor, including Jean Paul Gaultier, Christian Lacroix and Kim Jones, who was knighted in January. Jones previously held the position of men's artistic director of Louis Vuitton, as well as Dior and Fendi.

Historically, Yves Saint Laurent was named a

Roger Vivier
PARIS



INTRODUCING BRAND AMBASSADOR TAN JIANCI

Tan Jianci for Roger Vivier.

Grand Officer in 2007, while Karl Lagerfeld and Pierre Cardin were named Commanders in 1997 and 2001 respectively.

— RHONDA RICHFORD

Sensible Choice

French luxury footwear and accessories brand Roger Vivier has appointed the multifaceted Chinese actor, singer, and dancer Tan Jianci its new brand ambassador.

In his role Tan will participate in a series of

storytelling initiatives, from fronting campaigns to personal interpretations of the brand's archive.

"I've always been drawn to houses with a strong inner world and a clear aesthetic stance. To me, Roger Vivier represents not only style but a unique sensibility," said Tan, who rose to mainstream fame in China for starring in popular series such as "Under the Skin" and "Lost You Forever."

"It embraces complexity and expresses a strength that is both refined and unshakable. That vision resonates with me deeply, and I'm honored to contribute to its story," he added.

According to Roger Vivier, Tan will bring a fresh and contemporary perspective to the brand as he represents a new generation of men who engage with femininity, embracing it as a source of inspiration.

His ambassadorship announcement was accompanied by the release of a new campaign in which Tan sported signature pieces, including brooches, handbags, and sculptural shoes.

A professionally trained ballroom dancer, Tan embarked on a career in music in 2009 as a member of the Chinese boy group M.I.C. He later branched into acting and has since amassed over 18 million followers on Weibo, 11 million fans on Douyin, and over 763 million impressions on Xiaohongshu.

— TIANWEI ZHANG ▶



Pharrell Williams



Emily Essner and Sarah Catherine Hook

Hook's Honor

Saks Fifth Avenue hosted its annual summer dinner in the Hamptons on Thursday evening, this year held at the Watermill Center.

The guest of honor was Sarah Catherine Hook, who broke out as Piper in the third season of "The White Lotus." She was joined by Brooke Shields and her daughters Grier Henchy and Rowan Henchy; actor Tommy Dorfman; influencers Tinx, Evan Ross Katz and Charlotte Groeneveld, and designers Joseph Altuzarra and Laura Kim.

"As an iconic luxury retailer, we are a curator of creativity, culture

and community, and tonight is a Saks Fifth Avenue celebration of the combination of these influences in a setting that embodies the spirit of summer," said Emily Essner, president and chief commercial officer of Saks Global. "Through experiences like this, we continue to inspire and foster meaningful relationships with our customers in a way that's immersive to their modern lifestyles, and distinctly Saks Fifth Avenue."

In addition to a cocktail hour and dinner, guests were able to take intimate tours of The Watermill Center's new exhibition "Upside Down Zebra." — LEIGH NORDSTROM

Monumental Fashion

Most people would look at I.M. Pei's glass-and-metal entrance way at the Louvre and see a pyramid. Jordan Roth saw major skirt inspiration — hence projections of the monument onto his giant white dress, transforming him into a beloved symbol of Paris on Thursday night.

Debuting his performance piece "Radical Acts of Unrelenting Beauty" at the Paris museum, Roth stood on a dais, donned the top of a three-hole dress and then slowly headed skyward until the skirt lengthened, bulged and billowed to the size of a granary.

Marisa Berenson, Stephen Jones, Michèle Lamy, Thom Browne, Zac Posen, Becca Cason Thrash, Alexis Mabile, Michel Gaubert and Johan Creten were among the throngs who assembled in the Cour Marly for the world premiere, which started out quietly with a glacial parade of six dancers/helpers in lab coats and white gloves.

Eventually, Roth strolled in, looking forlorn and lost in his hooded white robe — until he stepped into a white meringue of a ballgown, and pleasure, pride and wonder spread across his face.

The performance unfurled in three acts. For the second, Roth traded his ballgown for massive winged appendages, more

An Oceanus suit with the Zandra Rhodes Seashells print from 1972.



projections giving him bird or butterfly wings to try on. Everyone was filming like there was no tomorrow.

A Broadway producer turned rabid fashion fan — and devoted couture client — Roth turned out to be bang on trend with his use of vaporous fabrics, seen earlier in the week on the couture runways of Balenciaga and Iris Van Herpen, who also attended on Wednesday night.

In an interview prior to his three back-to-back performances, Roth described them as "an invitation to explore the possibilities of beauty, of self-expression, of transformation, even transcendence."

After the spectacle, guests were funneled into the fashion exhibition running at the museum through Aug. 24 titled "Louvre Couture: Art and Fashion — Statement Pieces." Roth was the live primer. — MILES SOCHA

Shell Games

Zandra Rhodes is at it again, spinning her electric-bright prints into another collaboration, this time with the luxury swim and resortwear brand Oceanus, known for lavish suits made from recycled materials and embellished with hand-embroidered beads and Swarovski crystals.

Rhodes worked closely with Hannah Attalah, founder of Oceanus, on the bikinis, one-piece swimsuits and mindresses in the brand's signature silhouettes. The collection launches Monday, with printed caftans set to be released in September.

The collection reimagines three of Zandra's psychedelic prints from the '60s and '70s: Seashells (1972), Explosions

(1964), and Flower Power (1965). All of them have been reworked exclusively for Oceanus. Rhodes' signature beading will also be making a comeback for the first time since the '80s.

Rhodes said this is the first time the brand has explored luxury swimwear "and I am so honored to be doing it with the fantastic Oceanus. The exquisite beading and quality of this collection is second to none. Seeing my archive prints reimagined and brought to life in Oceanus' shimmering beadwork has filled me with immense joy," Rhodes said.

Attalah said she loved bringing Rhodes' "amazing archive prints to life, and allowing them to take center stage. Seashells are quintessentially Oceanus, and it's been such a joy to explore the creative spark that merges our two brands."

Prices for the Zandra Rhodes x Oceanus collection start from 220 pounds for a bikini. The collection will be sold through selected retailers and on oceanusthelabel.com.

Rhodes is a serial collaborator. Last summer she worked with Celia B, adding print to the Spanish clothing label's extravagant, ruffled dresses and breezy caftan styles.

In past years Rhodes has worked with Ikea, Free People and Happy Socks. In 2023, she teamed with the Australian accessories designer Poppy Lissiman on a capsule collection of sunglasses and handbags.

In 2022 she worked with John Fluevog, applying her signature 1970s Wiggle prints and blindingly bright colors to the Canadian designer's distinctive footwear styles.

— SAMANTHA CONTI ▶



Jordan Roth performing at the Louvre.



Theo James for Church's.

Fit For A Gent

Theo James is back with Church's for another campaign in his recurring role as an English gentleman.

This time, the British actor means business as he moves around an Oxfordshire manor.

The campaign is titled "A Day in the Life," with James in his silk pajamas and robe as he enjoys a cup of tea with a pair of boots on. It's an oddly eccentric image that feels naturally English.

In another shot, the actor is in a suit and tie with a paper airplane in his hand resting his sleek black boots on a wooden desk.

James rooms around the manor on a bike and then rests up in bed with pages of a newspaper around him—all while wearing a selection of smart Church's shoes.

The role of an English gentleman is nothing new to James.

He's the star of Netflix's "The Gentlemen," playing Edward "Eddie" Horniman, the new 10th Duke of Halstead, who overnight goes from being a United Nations peacekeeping officer to a duke to a gentleman gangster, swapping his camouflage uniform and plaid shirts for fisherman jackets, car coats and sharp smoking suits.

The busy actor has been getting busier as of late as he recently partnered with Ed Templeton, cofounder of Carousel on Charlotte Street, to open Lupa, a Roman-style neighborhood restaurant in Highbury.

James and Templeton have enlisted a helping hand in the kitchen from chef Naz Hassan, a former head chef at Pidgin in Hackney.

—HIKMAT MOHAMMED

Photo Call

Sustainability took center stage on the seventh floor of Printemps on the closing day of Paris Couture Week, as the Grand Prix Photography & Sustainability 2025 exhibit officially opened with a cocktail Thursday evening.

The event marked the launch of a thought-provoking exhibition where fashion, art and environmental activism converge—on the very floor that houses the retailer's vintage and upcycled collections.

Now in its fourth edition, the award, presented by creative recruiting firm Eyes On Talents and the Paris Good Fashion organization, celebrates photographers and visual

artists who use aesthetics to drive forward a vision of a more responsible world.

"This award isn't just about photography, it's about igniting a worldwide dialogue on sustainability," organizers said.

This year's laureates, including Clara Chichin, Jeff Rich, Just Willis and the mononymous Flama, were selected from 73 global submissions.

Titled "Look Again" and created in collaboration with fellow Venezuelan artists, Flama's project transforms existing works into wearable objects, blurring the lines between fashion, art and sustainability.

"We need to reconcile with what we were before, we were told to want more," Flama said. "In the past

we didn't know we wanted more and more and more. I wanted to look at what we used to value before we started to value the fact of always consuming," he said. He aimed to make a statement about longevity and sustainability, as well as reframing fashion.

For the now Madrid-based artist, it was also a healing project—one that helped mend the "rift" with his home country by working with Venezuelan artists to create a new way of viewing their work.

His winning entries are part of an ongoing project that has so far spanned eight years, and will continue, he said.

Two winners hail from the U.S. Rich's work, "Yield," is a visual study of Montana's scarred landscapes after decades of mining, including creeks filled with waste and the recent expansion of oil fields. Willis' collage work reflects on "Bread and Circus," the Roman-age concept of citizens giving up their political power in exchange for entertainment,

as well as the U.S. legacy of slavery.

From France, Chichin's work is an exploration of urban parks that create natural refuges in the heart of cities, reframing them as spaces of resistance and wonder.

Printemps Group chief executive officer Jean-Marc Bellaïche sat on the jury alongside ANDAM president Nathalie Dufour, Diptyque chief brand officer Nathalie Chopra, Institut Français de la Mode dean Xavier Romatet, Paris Good Fashion president Sylvie Ebel, and Eyes on Talents partner Astrid de Montessus, among others.

The exhibit was curated by Vittoria Matarrese and will run through Aug. 31 at Printemps' Boulevard Haussmann Paris flagship before traveling to Printemps New York later this year. —R.R.

New Signing

IMG Models has signed 18-year-old Grace Bowers, an award-winning guitarist, singer/songwriter and

bandleader. IMG will help Bowers secure opportunities in the fashion and beauty space.

Hailed as a "guitar prodigy" by Rolling Stone, the California-born performer began playing in dive bars, inspired by the blues of B.B. King as well as the soulful funk of Sly and the Family Stone. She resides in Nashville.

Bowers' breakout moment came when videos of her playing guitar on social media went viral during the pandemic and she has become one of the most sought-after young guitarists.

She recently performed at the 67th Annual Grammy Awards with Chris Martin of Coldplay, at Love Rocks NYC with Peter Frampton and Trey Anastasio, alongside Dolly Parton on CBS and with Lainey Wilson as part of CBS' New Year's Eve Live celebration. She's been busy touring this year with such performers as The Red Clay Strangers, Gary Clark Jr., Slash and The Roots.

Bowers' debut album, "Wine on Venus," was produced by John Osborne, and released independently in August 2024. She has headlined sold-out shows in Japan, New York City and Los Angeles, and has appeared at festivals such as Bourbon & Beyond, Telluride Blues and Brews, BottleRock, Pilgrimage Music & Culture Festival, and "Let Freedom Sing," Nashville's Fourth of July concert.

Bowers made her Grand Ole Opry debut on her 18th birthday last July 30, and was named a U.S. Global Music Ambassador by the U.S. Department of State. She continues to be represented by WME and managed by Scooter Weintraub, Pam Wertheimer and Pam Adams at W Management.

Bowers raised \$30,000 with her second annual "Grace Bowers & Friends" benefit shows, \$15,000 of which was donated to MusiCares. —LISA LOCKWOOD



A winning work from Flama's "Look Again" series.



Grace Bowers