

WWD

Fashion. Beauty. Business.

Mark Your Calendars

The Council of Fashion Designers of America has released the preliminary New York Fashion Week schedule.

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On the Vineyard

Ralph Lauren has renewed its partnership with Morehouse and Spellman, this time focused on Martha's Vineyard.

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Sydney's Turn

Sydney Sweeney is the new face of American Eagle Outfitters' denim offering, including a capsule she designed.

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Stripe Tease

The graphic stripe is the design du jour across the men's spring 2026 collections. But these aren't just your grandfather's old pinstripes – sure, there are preppy cricket and classic sailor lines, but also tapestry-inspired patterns and unapologetically bold multiversions, like this vibrant look from Dries Van Noten. When in doubt, stripe it!
For more on the trend, see pages 4 to 9.

PHOTOGRAPH BY GIOVANNI GIANNONI

FASHION

CFDA Releases Spring 2026 NYFW Schedule



Diotima fall 2025 at New York Fashion Week.

- More than 60 runway shows and designer presentations will take place in locations around New York City.

BY LISA LOCKWOOD

The Council of Fashion Designers of America has released its preliminary Official New York Fashion Week Schedule for the spring 2026 season. NYFW runs from Sept. 11 through Sept. 16 at locations throughout New York City.

The official week kicks off with the Michael Kors Collection show on Sept. 11 at 11 a.m., a new time for the fashion designer. The week ends on Sept. 16 at 8 p.m., with a runway show “to be announced.” The schedule currently features more than 60 runway shows and designer presentations with additional collections being presented digitally and by appointment.

Among the spring 2026 collections that will be shown are Altuzarra, Area, Beva, Calvin Klein Collection, Campillo, Christian Siriano, Collina Strada, Cynthia Rowley, Diotima, Eckhaus Latta, Fforme, Elena Velez, Jason Wu Collection, Kallmeyer, KidSuper, Lafayette 148, LaQuan Smith, L'Enchanteur, Luar, Norma Kamali, Monse, Prabal Gurung, Private Policy, Kate Barton, Dennis Basso, Andrew Kwon, Sandy Liang, Sergio Hudson, Simkhai, Tanner Fletcher, Tibi, Todd Snyder, Tory Burch, TWP, Ulla Johnson, Who Decides War and Zankov.

International brands showing during the week are Cos, Off-White and Toteme.

First time additions to the schedule include 6397, Amir Taghi, Dwarmis, Lii, Maria McManus, Nardos, Raúl Peñaranda, Rüdth and SCIO3.

The 2025 CFDA/Vogue Fashion Fund finalists Ashlyn, Bach Mai, Bernard James, Don't Let Disco, Gabe Gordon, Heirlome, Jamie Okuma and Meruert Tolegen will

also hold activations during the week.

Among some of the specific runway shows taking place are Christian Siriano on Sept. 11 at 3 p.m.; L'Enchanteur, winner of the 2024 CFDA/Vogue Fashion Fund Award, on Sept. 11 at 4 p.m.; Grace Ling, winner of the 2024 CFDA/Genesis House AAPI Design + Innovation Grant, at Sept. 11 at 8 p.m., and Calvin Klein Collection on Sept. 12 at noon.

Other shows include Sergio Hudson on Sept. 12 at 7 p.m., Altuzarra on Sept. 13 at 11 a.m., Prabal Gurung on Sept. 13 at 5 p.m., Todd Snyder on Sept. 13 at 6 p.m., Khaite on Sept. 13 at 7 p.m., Jason Wu Collection on Sept. 14 at 5 p.m., Diotima, winner of the 2024 CFDA American Womenswear Designer of the Year award, on Sept. 15 at 4 p.m., Tory Burch on Sept. 15 at 6 p.m., Luar, winner of the 2024 American Accessory Designer of the Year award, on Sept. 15 at 8 p.m., and Kallmeyer on Sept. 16 at noon.

New York Men's Day will take place Sept. 11 with Archie, Clara Son, Oxblood Zebra and Peak Lapel showing between 10:30 a.m. and noon, and Bryan Jimenez, FIT MW25 Collective, Joseph McRae and Max Esmail showing between 4:30 and 6 p.m.

Brandon Maxwell, who is not on the Official New York Fashion Week Schedule, will show his 10th anniversary show on the evening of Sept. 9.

Carolina Herrera, who is typically a mainstay on the schedule, is instead showing in Spain in September. As reported, on the evening of Sept. 18, the brand, whose creative director is Wes Gordon, will stage its spring 2026 collection – and third international show – in Madrid at a soon-to-be-revealed location, following a celebration dinner on Sept. 17.

In an effort to build meaningful relationships between international stakeholders in press and media and the designer brands who show during NYFW, the CFDA NYFW Fund was established in 2022 to raise awareness of the importance of NYFW's cultural, artistic and economic

impact. Now in its seventh season, the CFDA NYFW Fund has supported nearly 50 international editors to date with financial and in-kind support made possible through brand contributions and strategic partnerships.

“The collections this September represent the resilience and dynamism of the city through a global lens,” said Joseph Maglieri, CFDA's director of fashion week initiatives. “With great returns to the calendar, visiting brands from around the world and a new guard of rising talent finding their rhythm and stride, New York Fashion Week continues to be a gateway for discovery, creativity and storytelling representing the spirit and independence of American fashion.”

Since acquiring the Fashion Calendar in October 2014, the CFDA has served as the sole organizer of the Official NYFW Schedule.



Altuzarra, fall 2025

BUSINESS

Kohl's Shares Soar Over 105% in Meme Stock Rush

- Shares of the company settled at a 37 percent increase as investors took stock of the market.

BY EVAN CLARK

Kohl's Corp. on Tuesday went abruptly from beleaguered broadband retailer and beaten-down stock to the big gainer on Wall Street as traders took their cue from social media and dove in.

Shares of Kohl's shot up as much as 105 percent to \$21.39 shortly after the opening bell on Tuesday – enough that trading in the stock was briefly halted to cool the market down.

The stock settled at an increase of 37.6 percent to \$14.34, leaving the company with a market capitalization of \$1.6 billion.

There was no corporate news driving the big run-up, but a confluence of market dynamics.

Sixty-six percent of the stock's float was sold short as of the end of June, according to Yahoo Finance. That has two-thirds of the retailer's investors betting the stock will fall.

But if the stock rises, short sellers will eventually have to take the loss and those losses grow as the stock goes higher, creating a rush for the exit as the short sellers are squeezed.

Short squeezes can happen when a troubled company bounces back, catching doubters unawares. But Kohl's is also caught up in the world of meme trading, where investors on sites like Reddit rally around a name and sway the broader market.

Shares of videogame retailer Game Stop famously rallied in 2021 as a grassroots campaign sought to squeeze out the shorts on the stock.

For the company in question, meme stock bumps and short squeezes can be distracting, but have limited direct impact on operations.

However, the episode does highlight the tough spot Kohl's is in as meme investors tend to go after weaker stocks where they can move the market.

And Kohl's has been in something of a perpetual turnaround.

Former chief executive officer Michelle Gass was dogged by activist investors



Kohl's entered meme stock territory with a big stock jump based on market dynamic.

before she left to take charge at Levi Strauss & Co. Tom Kingsbury stepped in for two years as CEO only to see his efforts fall flat. The next great hope, CEO Ashley Buchanan, was fired after three months in April, after engaging in vendor transactions with a romantic interest under unusual terms.

Sales fell 4.1 percent in the first quarter and the company projected the top line would fall by 5 percent to 7 percent this year.

Now Kohl's is looking to turn that trend around, find a permanent CEO and navigate tariffs and cautious consumers – all while ignoring a new kind of chaos in the stock market.

Rosie Huntington-Whiteley wearing a check bikini in Burberry's high summer 2025 campaign.

BUSINESS

HSBC Heaps Praise on Burberry

● The bank noted Burberry, Coach, Ralph Lauren and Longchamp are “benefiting greatly” from aspirational consumers who feel left behind by the bigger, more expensive luxury brands.

BY SAMANTHA CONTI

LONDON – HSBC has gone bullish on Burberry with a glowing report about the company's prospects under chief executive officer Josh Schulman, who's been in the job for little more than a year.

“The question for us is not whether Burberry will come back, but the magnitude to which it will, and how much investors are ready to pay for it,” the bank said in a report on Tuesday, two days after Burberry posted promising first-quarter results.

As reported, in the three months to June 30 Burberry stemmed the double-digit sales declines of past months, and outstripped analysts' expectations for growth.

The British brand reported 433 million pounds in retail revenue, with comparable store sales down 1 percent versus 21 percent

in the corresponding period last year.

HSBC called its report “Knight Fever,” in reference to Burberry's historic logo and the Bee Gees disco hit, and said the brand “has suddenly gone onto the radar of many consumers who may have forgotten about [it], and others who are just starting to discover it.”

The bank added that with the impetus of a renewed management team and actions taken by Schulman, “product initiatives, media campaigns and merchandising actions have landed well. Is Burberry booming yet? Not really, as the bulk of refreshed products should start to move the needle significantly” in the second fiscal half, which ends in March 2026.

The bank also believes Burberry's 1 percent decline in like-for-like sales will look good in comparison to what fashion and luxury competitors serve up in the coming weeks when they report quarterly earnings.

“There are clear signs of life. Naysayers wondering if the brand could ever come back already have a hint, and should get proof shortly, as we believe growth should be visible as early as the current quarter,” HSBC said.

The bank also praised Schulman's

focus on brand “authenticity,” and said competitors should take a closer look at his strategy.

“As premium European brands struggle from a lack of creativity and greedflation – prices are difficult to justify – they have undoubtedly lost in authenticity and appeal. Burberry used its outlet network swiftly to help move products from an overpriced, handbag-focused approach to go back to basics [that are] well-priced, authentic, outerwear-focused,” HSBC said.

It added that Burberry, Coach, Ralph Lauren and Longchamp “are seemingly benefiting greatly from the white space created by premium luxury brands being out of reach for many aspirational consumers.”

HSBC also noted that Burberry's share price is up 75 percent since Schulman's arrival, and added it expects “upward revisions” on the shares from other banks. Following the HSBC report on Tuesday morning, Burberry's shares were broadly flat at 12.99 pounds.

HSBC isn't the only financial institution that's upbeat on Burberry.

Earlier this week, Wan Nurhayati, equity analyst at CFRA Research, said: “We continue to see potential recovery [in fiscal



2025-26] from the turnaround strategy and expect the market to focus on the progress of ‘Burberry Forward,’ including the decision to focus back on outerwear and cost savings.”

Nurhayati added that Burberry has committed to deliver “better margins with continued focus on simplification and productivity, while remaining on track to deliver 80 million pounds in annualized savings” by the end of the current fiscal year.

BUSINESS

Polo Ralph Lauren Debuts Oak Bluffs Collection



The collection was inspired by the town of Oak Bluffs on Martha's Vineyard.

prominent members of the Harlem Renaissance. Other creatives such as Dorothy West, the author of “The Wedding,” made Martha's Vineyard her home.

The just-launched Polo Ralph Lauren for Oak Bluffs line restarts Ralph Lauren's partnership with Morehouse and Spelman Colleges, which debuted in 2022 with the “Polo Ralph Lauren Exclusively for Morehouse and Spelman Colleges” campaign.

David Lauren, chief branding and innovation officer of Polo Ralph Corp., said, “Telling stories about American life and style has been at the heart of Ralph Lauren for nearly 60 years,

and over the past several years we have made a dedicated effort to expand the aperture around the stories that we share. We found a deep connection between our company and their institutions – a love for shared connection and community, a commitment to excellence and a belief in honoring timeless traditions. We looked forward to partnering again and found a natural opportunity to do so by taking the story off campus to Oak Bluffs, a place where tradition and community are centered and thriving.”

Three years ago, the collection with the two historically Black colleges and universities honored the history and sartorial traditions of both institutions with an all-Black creative team and models that were largely comprised of Morehouse and Spelman students. That first effort was an ode to collegiate style from the 1920s to the 1950s. The Oak Bluffs-inspired looks are summer-friendly and campus-worthy. As a nod to Morehouse and Spelman Colleges, there are styles that play up timeless collegiate style and the legacy of both HBCUs.

The collection is part of Ralph Lauren's Design With Intent efforts. The Polo Ralph Lauren for Oak Bluffs collection comes on the heels of Ralph Lauren's Hamptons campaign. The Oak Bluffs-focused line was conceptualized and designed by Morehouse and Spelman alumni at Ralph Lauren with the island life in mind. There are classic hats, weathered crewnecks, V-neck sweaters, swimwear and sandals, among other designs.

Ralph Lauren, executive chairman and chief creative officer, said, “This collection is about more than a charming coastal town; it's a story of the American dream. Oak Bluffs' unique history, traditions and sense of community deeply inspire me and speak to what we are all searching for – a place where you can be free, uncontrived, joyful and truly at home.”

The range has styles for men and women, including the “Twill Jacket” with embroidery of some of the island's landscapes. There are also Americana options like classic sports caps in white, red and navy, and maritime-inspired striped pieces that wave at a nautical theme as well as sun-faded knits, heirloom sweaters, jackets like a maroon and white satin varsity jacket with a motif of Morehouse's signature “Maroon Tiger” on the back and accessories and other pieces, such as a quilted blanket that has patches that reflect Oak Bluffs' nautical traditions.

To get a sharper picture of Oak Bluffs, Ralph Lauren recruited Cole Brown, who has visited the island for decades, to direct a short documentary that combines campaign footage with archival imagery and first-person accounts of on-island life. Those perspectives are being delivered by summer visitors, year-round residents, local business owners, multigenerational homeowners, community historians and students, faculty and alumni from Morehouse and Spelman. “A Portrait of the American Dream: Oak Bluffs” will debut on YouTube on Thursday. In addition, Nadine Ijewere shot the campaign stills and Azariah Björvig shot the video footage. David Lauren said, “When you see this

campaign and watch the short film that anchors it, you cannot help but feel the profound significance and unique spirit of this extraordinary place. Capturing the beauty within Oak Bluffs' rich history and traditions would not have been possible without the residents who so generously shared their family albums and fond memories, the community historians who helped us with every detail, the expertise of faculty members at Morehouse and Spelman and the HBCU alumni in our company that so passionately saw this through.”

On Aug. 8, there will be a screening of the documentary and a panel discussion about the power of narrative change in racial healing at the Martha's Vineyard African American Film Festival. The screening is happening through a partnership with the W.K. Kellogg Foundation.

While supplies last, consumers can find the Polo Ralph Lauren for Oak Bluffs collection at the company's site, select namesake stores and via its app. The line is also being sold in Morehouse's and Spelman's campus bookstores. On another level, Ralph Lauren has joined forces with the nonprofit The Cottagers Inc., an organization that is comprised of 100 Black female homeowners, who are dedicated to supporting its historic building restoration, cultural preservation and other community resilience efforts on the island. The fashion company worked closely with members of The Cottagers, the Martha's Vineyard African American Heritage Trail, the Martha's Vineyard Museum and advisers at Morehouse and Spelman Colleges, among others, to source archival footage and to glean historical knowledge in order to tell the story of Oak Bluffs.

In line with these efforts, Ralph Lauren will also continue its longstanding partnership with United Negro College Fund to support scholarships for students at HBCUs and ensure the company fosters opportunities for recruitment and early talent development with them.

● The campaign and collection are meant to be an ode to Oak Bluffs' heritage as a cultural haven for Black communities.

BY ROSEMARY FEITELBERG

Ralph Lauren might be a fan of the Hamptons, but Polo Ralph Lauren is banking on Martha's Vineyard for its latest limited-edition collection.

Debating Wednesday, the Polo Ralph Lauren for Oak Bluffs collection offers apparel and accessories, as well as a campaign that highlights the Oak Bluffs community on the Massachusetts island. For more than a century, Oak Bluffs has been a favorite summer destination for generations of Black communities. It is one of six towns that are spread across the island that covers about 100 square miles. During the early 20th century, it became popular with middle-class Black families who were seeking a reprieve from segregation and discrimination. It also has long been a retreat for artists, musicians, writers and poets including Langston Hughes and other

WWD

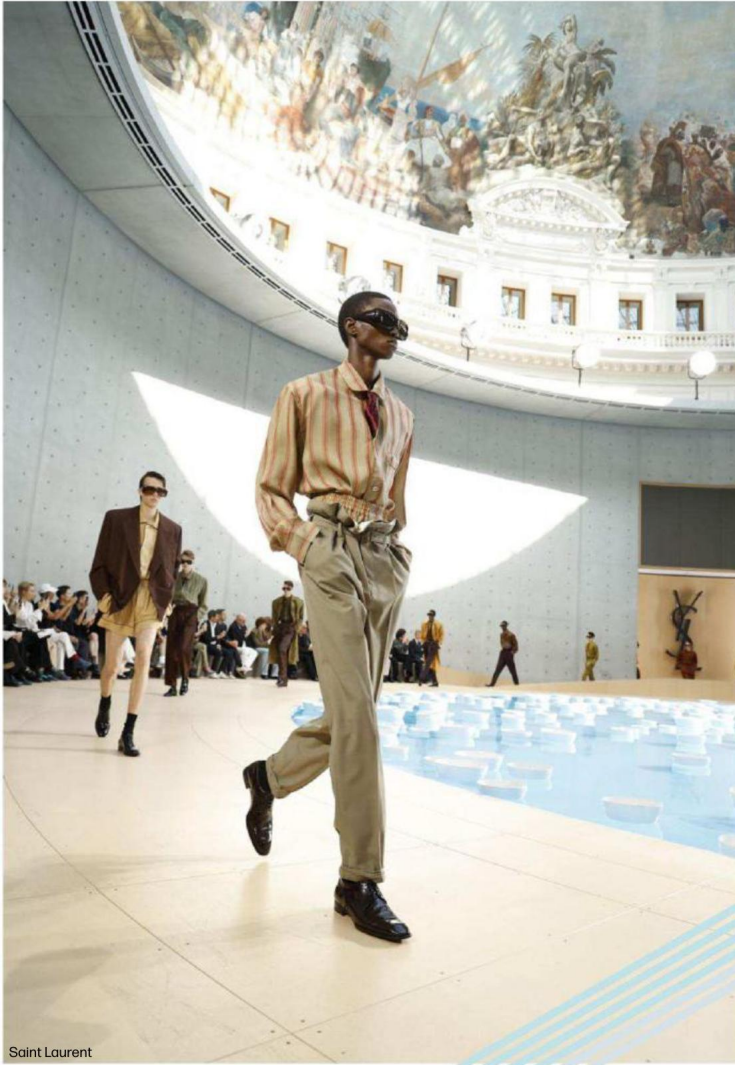
STRIPE IT!

From utilitarian railroad stripes to classic nautical lines and electric multistripes, these graphic patterns commanded attention on the spring 2026 runways.

BY ALEX BADIA



Amiri



Saint Laurent



Dior

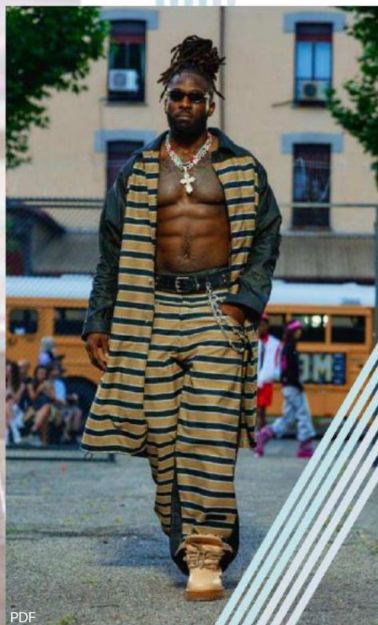
Ralph Lauren



Comme des Garçons



Walter Van Beirendonck





Paul Smith



Zegna



Junya
Watanabe



Wales Bonner



Maison Mihara
Yasuhiro



Emporio Armani



Craig Green



Yohji Yamamoto



KidSuper



Bluemarble

Juun.J



Kiko Kostadinov



No.21

Etro



Louis Gabriel Nouchi





Here, right and below: Ad images of Sydney Sweeney for American Eagle.



FASHION

American Eagle Bets Big On Sydney Sweeney

● To help rev up fall denim sales, the actress will appear on the Exosphere of Sphere in Las Vegas, 3D billboards and in all print, video and digital content.

BY LISA LOCKWOOD

American Eagle Outfitters is betting big on a major fall campaign featuring actress Sydney Sweeney to reinvigorate the company's denim sales.

"I think this is potentially one of the biggest gets in American Eagle history," said Craig Brommers, chief marketing officer, in an interview. "Sydney Sweeney is the 'It' girl of the moment, and she is helping us create the 'It' jeans campaign of the season. Sydney really encapsulates American Eagle. She is the girl who can play the red carpet but she's also the girl next door, and that duality really defines Gen Z and Millennials," he said.

During the ad campaign shoot in Los Angeles, Brommers said he was impressed with Sweeney's comfort and ease on the set and that "she legitimately loves our jeans." He witnessed how comfortable she was in her own skin, and "I think she just has this magnetism that everyone, women and men, are drawn to."

The 27-year-old Sweeney rose to fame for her role in HBO's "Euphoria," and was featured in the first season of "The White Lotus," among other roles.

"The campaign is definitely going to push buttons and have fun, and probably be a little more sensual than we've been in recent years – with this underlying optimism and humor that only Sydney Sweeney can bring," said Brommers.

Sweeney will be the face of the print campaign and appear in all video content. A major part of the campaign, titled "Sydney Sweeney Has Great Jeans," will be a 3D billboard in Times Square. "It is going to be so eye-catching. I mean, think about the 'It' girl of the moment reaching down into Times Square, pointing to people in Times Square, showing off her jeans in Times Square in a 3D billboard. It's really going to stop people," he said. The billboard is 20 stories high.

"There is something so effortless about

American Eagle – it's the perfect balance of being put-together but still feeling like yourself," said Sweeney in a statement. "Their commitment to creating pieces that make you feel confident and comfortable in your own skin is something that resonates with me. It's rare to find a brand that grows with you, the way American Eagle has for generations. They have literally been there with me through every version of myself."

In addition to AE's Times Square flagship, the brand has a big retail presence in SoHo and the Upper East Side in New York. "The Times Square flagship is our number-one money-making store in the entire fleet," said Brommers. American Eagle has about 800 stores throughout the U.S.

"This fall season, American Eagle is celebrating what makes our brand iconic – trendsetting denim that leads, never follows," said Jennifer Foyle, president and executive creative director of AE & Aerie. "Innovative fits and endless versatility reflect how our community wears their denim: mixed, matched, layered and lived in. With Sydney Sweeney front and center, she brings the allure, and we add the flawless wardrobe for the winning combo of ease, attitude and a little mischief."

American Eagle is also partnering with Snapchat, which is the number-one way that Gen Z communicates with one another, said Brommers. The brand will create sponsored Snap Stories, that will allow Sweeney to directly message users. "We have come up with something extremely clever where Sydney is going to be directly messaging users in that Snapchat Stories section. We're also going to be doing our first paid campaign within BeReal, where you snap a video in what you're doing in the moment. We're putting Sydney front and center throughout the reel," said Brommers.

Sweeney is also going to be helping American Eagle launch a broadcast channel on Instagram. It shows up in one's Instagram feed, and Sweeney will be talking denim directly to the app's users.

In addition, American Eagle will have a weeklong first-time presence on the Exosphere of Sphere in Las Vegas. "Sphere advertising has become so viral in forms

like TikTok and Instagram that we really think it's going to catch on everywhere to see her and to see this really impactful creative on the Sphere..." he said.

For back-to-school they are putting Sweeney in some men's jeans and will put her image on the men's side of the store as well as the women's. Her image will be featured in the windows of all 800 American Eagle stores.

While Brommers declined to reveal how much they are paying Sweeney, he said, "We never release that, but I'm very happy to say it's one of our biggest talent partnerships ever." Brommers said they have Sweeney exclusively for their category. Brommers noted that American Eagle hired Molly Dickson, Sweeney's longtime stylist, to style Sweeney in American Eagle denim essentials. In addition, Dickson will be giving denim styling tips throughout the season. "It's the first time we've worked with a stylist of this caliber that will help with credibility and certainly fashion credibility, and certainly celebrity credibility," he said.

American Eagle will also do an AR try-on in Snapchat. "Who doesn't want to be in Sydney's jeans? And so we've created

this augmented reality try-on that people will be able to wear Sydney's jeans inside of Snapchat as well." The campaign's tag line "Sydney Sweeney has great jeans" and "Get inside Sydney Sweeney's jeans" is "a play on words," said Brommers. "There's clever humor used throughout the campaign. Sydney was all in on it," said Brommers.

Asked about his prognosis for back to school, he said, "We're excited. Listen, kids are going to be going back to school. People are going to be excited to buy their fall wardrobes. I know the world is a little funky right now, but everyone feels better in a great pair of jeans. And I think that's going to be the spirit of this campaign. And you know, jeans continue to be the go-to silhouette in those fall wardrobes... The campaign will showcase Sydney in high-rise flares, low-rise baggy and wide legs. She'll be in some shorts as well. The diversity is exciting this season. She makes the jean jacket look really good."

As part of the campaign, American Eagle will launch "The Sydney Jean" on which Sweeney collaborated and includes a butterfly motif on the back pocket that represents domestic violence awareness. One hundred percent of the net proceeds of "The Sydney Jean" will be donated to the Crisis Text line, a charity Sweeney is passionate about.

A standout piece in the collection is the new denim jacket inspired by Sweeney's on-set style, reimagined from a real-time tailoring moment with Dickson, which will be available Aug. 10 and retails for \$79.95. For fall, American Eagle features more than 200 fits including more than 50 new styles, from the '70s-inspired high-rise flare to the low-rise baggy wide leg styled on Sweeney.

Asked if this campaign changes how American Eagle shows up in the culture, Brommers said, "I think that this is really about a reset. This is a moment to reclaim American Eagle's jeans authority. And I think the creative speaks for itself. It's playful, it is elevated, but yet it's accessible at the same time."

Brommers likes to refer to the back-to-school season as the company's Super Bowl. "There's no bigger season for American Eagle than back to school. It's a time that we need to really cut through, grab attention and dominate as the jeans authority in America. And we really feel like we've got the ammunition to do it this season," he said.

For the first quarter, American Eagle's business was challenging and American Eagle comps were down 2 percent, as reported. "It was a little trickier in Q1. I think the retail climate has improved since the early early days of 2025, and now we're focussed on execution," said Brommers.



BUSINESS

Britain Is Losing Billions by Ending Tax-free Shopping, Campaigners Say



Liam Gallagher in the latest Burberry festival summer campaign.

● The Association of International Retail wants the U.K. government to create a “world-beating new VAT-free shopping scheme” so Britain can compete with its European neighbors in the race to attract high-end shoppers.

BY SAMANTHA CONTI

LONDON — Napoleon famously referred to England as a “nation of shopkeepers,” but what he didn’t mention was how stubborn and persistent those shopkeepers were, and continue to be, in the face of government opposition.

Following Walpole, the British Fashion Council, Savile Row tailors, and myriad brands, the Association of International Retail, or AIR, has become the latest retail body to persist in pressuring the government for the reinstatement of tax-free shopping, which was canceled in 2021 after Britain quit the European Union.

Specifically, AIR wants the tax-free shopping program to be part of the new visitor economy growth plan, which is being drawn up by the government’s department for Culture, Media and Sport. The plan is set to launch in the fall.

AIR argues that reinstating tax-free shopping would bring 3.7 billion pounds to the economy annually and make Britain “the global shopping capital.”

This week, it submitted a paper to the government asking for the creation of a “world-beating new VAT-free shopping scheme” that would favor all international visitors. It also argued that Britain could be

the only large European country offering VAT-free shopping to the 450 million EU residents, now that the U.K. is no longer part of the EU.

Shopping by visitors from the EU alone, it said, would create at least 73,000 new jobs.

Value added tax on goods currently stands at 20 percent, and Britain’s “tourist tax,” as it’s now known, has been driving high-end shoppers out of the U.K. onto the Continent to make their purchases.

Tourists might swing through London to see Buckingham Palace, have tea at Fortnum & Mason, and go to the theater, but they’ll happily hop on a train or a plane to purchase designer goods in Paris or Milan rather than at Harrods, Selfridges, or John Lewis.

The document also forecasts that every part of the U.K. would benefit because EU visitors spend half their money outside London.

Until 2019, the tax-free program generated



Shoppers on New Bond Street in London.

billions of pounds in sales each year, mainly from high-spending tourists from China, Russia, the Middle East and the U.S.

AIR argues that if the tax-free shopping plan were reinstated, tourists would not only shop more, they would also spend additional money in hotels, restaurants, and on travel, culture and entertainment, all of which would generate additional VAT for the U.K. treasury.

The previous Conservative government canceled VAT-free shopping because it believed it would lose too much in tax revenues by extending the scheme to EU visitors. That government, and the current Labour one, also didn’t like the optics of giving tax breaks to rich foreigners during a cost-of-living crisis.

But the strategy has backfired, and only made the shopkeepers poorer, and angrier.

Rocco Forte, chairman of Rocco Forte Hotels and a longtime campaigner to restore tax-free shopping, said it’s clear that retail and other trades “have suffered hugely thanks to the end of tax-free shopping under the last government. We see it with customers at our hotels who used to come laden with parcels. Now they spend less time with us and go on to shop in Paris or Milan.”

He added: “This is a huge own goal which could be quickly rectified and boost the economy and the jobs market. Restoring tax-free shopping also represents a significant Brexit opportunity as the U.K. would be able to offer savings to a new market of 450 million EU consumers, thanks to our place outside the EU. The U.K. needs to pull every

lever to promote economic growth and this should be top of the list.”

Michael Wainwright, chairman of the jeweler Boodles, noted that every one of the U.K.’s EU rivals offers tax-free shopping for international visitors, and argued that Britain is losing out.

“We would encourage the government to look at this urgently, as all the independent analysis shows that a new tax-free shopping scheme would more than pay for itself thanks to the extra spending that would be stimulated across the economy, not just in retailers but in hotels, restaurants, tourist attractions, taxis and so on. It would also mean that the U.K. would become the only place in Europe where EU shoppers could shop tax-free — a huge opportunity for our economy,” he said.

On Friday, following the first-quarter results announcement, Burberry CEO Josh Schulman also appealed for the restoration of the scheme.

“Unfortunately, we still continue to have the issue with international consumers who are not shopping in the U.K. to the extent that we would like, due to the lack of a VAT refund scheme in our home market. This is a shame, and frankly, we would want to see policies from our government that would encourage tourism here, because all luxury brands and all retail brands would benefit from that,” he said.

Schulman added: “It could be a real lever for growth in the U.K., and a wonderful opportunity for our customers to be able to come to our flagship stores in London and buy one of our trenchcoats that is made right here in England. And frankly, it would be a great opportunity for our customers, for our stores, and a great opportunity for the U.K. to become the number-one shopping destination in Europe.”

In her exit interview with WWD last year, Caroline Rush said that even after stepping down as CEO of the British Fashion Council she would continue to advocate for tax-free shopping.

“We’ve got the evidence, we know the benefits it would bring to the U.K., to businesses and to the treasury,” she told WWD in an exclusive interview. “It’s not about costing the country money, but about supporting the industry, creating opportunities and delivering revenues. I will continue to champion that,” Rush said.



Ralph Lauren’s London flagship on Bond Street.

FASHION

Marc Jacobs Doc to Premiere At 2025 Venice Film Festival



Designer Marc Jacobs and director Sofia Coppola attend the Marc Jacobs Holiday Party at the Rainbow Room in New York City.

● Sofia Coppola's out-of-competition documentary on the designer will add to much-anticipated movie premieres that are expected to draw the likes of Julia Roberts, Idris Elba and more.

BY SANDRA SALIBIAN

MILAN — There's no doubt fashion will play a big role in the upcoming edition of the Venice International Film Festival, running Aug. 27 to Sept. 6.

Not only is the event expected to serve major red carpet momentary, but a documentary on Marc Jacobs directed by no less than Sofia Coppola is to be presented as part of the out-of-competition section of the event.

Named "Marc by Sofia," the 97-minute film will retrace the designer's work and the long-standing friendship between the two and promises to feature plenty of archival footage, including those tracing to the 1994 guerrilla-style sidewalk fashion show Coppola and Spike Jonze staged in

New York outside the Marc Jacobs show venue for the brand X-girl by Sonic Youth's Kim Gordon and stylist Daisy Von Furth.

The "Marc by Sofia" project will flank other out-of-competition documentaries, including "Broken English" dedicated to the late Marianne Faithfull. Both projects were revealed on Tuesday, when the festival's organizers unveiled the 82 edition's full program, which left both movie fans and fashion lovers with high expectations in light of the much-anticipated titles that will fill the schedule.

Leading directors ranging from Guillermo del Toro, Yorgos Lanthimos, Gus Van Sant and Jim Jarmusch to Kathryn Bigelow, Paolo Sorrentino and Luca Guadagnino are all slated to touch base at Venice's landmark Lido flanked by the respective star-packed casts and more. These will include A-list names such as Julia Roberts, George Clooney, Cate Blanchett, Al Pacino, Idris Elba, Emma Stone, Emily Blunt, Laura Dern, Adam Driver, Ayo Edebiri, Andrew Garfield and Chloë Sevigny, just to cite a few.

As revealed earlier this month, the event will open with the world premiere



Cate Blanchett attending a photo call for the movie "Disclaimer" during the 2024 Venice International Film Festival.

of "La Grazia," the new movie directed by Academy Award-winning director Paolo Sorrentino, whose synopsis is kept under wraps but promises to center on a love story set in Italy.

The film will be among the 21 titles competing at the festival, running against other major motion pictures. These will include del Toro's much-awaited adaptation of Mary Shelley's novel "Frankenstein" starring Oscar Isaac, Jacob Elordi, Christoph Waltz and Mia Goth, among others. Incidentally, a documentary on the Mexican director titled "Sangre del Toro" will also screen out-of-competition.

"Jay Kelly" by Noah Baumbach and written with Greta Gerwig will likely bring to the red carpet leading actor Clooney along with his castmates Adam Sandler, Laura Dern, Riley Keough, Isla Fisher, Josh Hamilton and Alba Rohrwacher, to name a few.

Elba, Rebecca Ferguson, Greta Lee and Jared Harris are expected to walk the red carpet of Bigelow's new movie "A House of Dynamite," while Blanchett, Driver, Tom Waits, Charlotte Rampling, Indya Moore and Luka Sabbat are part of the stellar cast of Jarmusch's film "Father Mother Sister Brother."

Other key titles will comprise Lanthimos' new movie "Bugonia" starring once again Stone alongside Jesse Plemons and Alicia Silverstone; "The Wizard of the Kremlin" directed by Olivier Assayas and starring Jude Law, Alicia Vikander, Jeffrey Wright, Paul Dano with a flash cameo by French writer Emmanuel Carrère, and "The Smashing Machine" directed by Benny Safdie and starring Dwayne Johnson and Emily Blunt in the leading roles.

Other names expected in Venice will include Amanda Seyfried who stars in "The Testament of Ann Lee" directed by Mona Fastvold, as well as Léa Seydoux and Tony Leung Chiu-wai, featured in "Silent Friend" by Ildikó Enyedi.

Out-of-competition movie premieres promise to serve major red carpet moments, too. Guadagnino's new film "After the Hunt" is likely to draw to the Lagoon most of its star-packed cast, including Roberts, Edebiri, Garfield and Sevigny. Ditto for "In the Hand of Dante" directed by Julian Schnabel and starring Oscar Isaac, Gal Gadot, Gerard Butler, Al Pacino, John Malkovich, Martin Scorsese

and Jason Momoa, among others.

Al Pacino also appears in Van Sant's thriller "Dead Man's Wire" alongside Bill Skarsgård, Dacre Montgomery and Colman Domingo, who will additionally host the annual Venice amfAR gala on Aug. 31, as reported. Mads Mikkelsen will return to Venice as part of the cast of "The Last Viking" directed by Anders Thomas Jensen; while the likes of Adèle Exarchopoulos, Louis Garrel, Gilles Lellouche and Valeria Bruni Tedeschi are part of the cast of "Chien 51" by Cédric Jimenez.

Other sections of the festival include the "Orizzonti" division, which will premiere movies including "Rose of Nevada" by Mark Jenkin with George MacKay and Callum Turner; "Mother" by Teona Strugar Mitevska with Noomi Rapace playing Mother Teresa, and "Barrio Triste," the first movie of music video director Stillz, who has worked with the likes of Rosalía and Bad Bunny, with the latter expected to appear in the film.

Willem Dafoe, a regular in Venice as he's also the artistic director of the theater department of the Venice Biennale for the 2025-26 term, stars in both "The Souffleur" by Gastón Solnicki and "Late Fame" by Kent Jones alongside Greta Lee.

Shailene Woodley and Ben McKenzie are part of the cast of "Motor City" directed by Patsy Ponciroli. This is one of the eight titles in the "Spotlight" section supported by Armani Beauty — one of the longtime sponsors of the event alongside Cartier, Campari and Thélis — and where the public is to award the best movie.

As for the main competition, an international jury will be tasked to select and hand out the awards at the closing ceremony, including the Golden Lion for best film that last year went to Pedro Almodóvar's "The Room Next Door" starring Tilda Swinton and Julianne Moore.

This edition's jury will be chaired by American director Alexander Payne and comprise of six other international personalities: Brazilian actress Fernanda Torres, Chinese actress Zhao Tao and directors Maura Delpero, Stéphane Brizé, Cristian Mungiu and Mohammad Rasoulof.

As always, side fashion events are expected to add to the busy agendas of movie stars and directors. Miu Miu usually stages conversations with actors in addition to the screening of the latest installment of its Women's Tales project of short films, while the likes of Armani Beauty and Chanel have set a tradition for hosting glamorous gatherings after dusk.



Amal Clooney and George Clooney attending the "Wolfs" red carpet at the 2024 Venice International Film Festival.

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EXCLUSIVE

Troye Sivan's Fragrance Brand To Launch at Nordstrom

Troye Sivan holding a Tsu Lange Yor eau de parfum.



● Tsu Lange Yor will debut at the retailer in coming weeks.

BY JAMES MANSO

Troye Sivan's fragrance brand has its first U.S. retail partner.

Tsu Lange Yor, the brand founded by Troye Sivan and his brother, Steele Mellet, has inked its first retail deal, with Nordstrom Inc. In coming weeks, the brand will roll out to 51 stores, followed by launch activations in key markets like Los Angeles and New York.

The partnership comes at a great time for Nordstrom's fragrance business, and for the category overall, which is prestige beauty's fastest-growing in the U.S. For the first half, it grew 4 percent.

"Fragrance is a key category for us and continues to be a top performer," said Debra Redmond, vice president and divisional merchandise manager, beauty, Nordstrom. "This is where we spend a lot of time with the team because our responsibility is to ensure the category remains inclusive, meaning we've got products for every customer — not just body sprays and niche, but other price points."

Nordstrom is taking eaux de parfum such as Luca, TLY 5755 and By Your Side, as

well as home fragrance pieces like candles, burner blends and hand-cast oil burners.

"Troye allows us to tell a story through a fresh lens," Redmond said of the brand, adding that new products are inspired by Sivan's memories. "It's those meaningful moments that resonate with our customers. We think about providing our existing customers with newness and inspiring a sense of discovery when they shop with us, and it also invites new customers into the world of Nordstrom Beauty."

Mellet thought the department store would "present us in a way we're proud of," he said. "We were in the National Gallery of Victoria in Australia, Dover Street Parfums Market in Paris. And we did three pop-ups of our own. We wanted to keep it tight."

Now, though, he thinks the business can sustain broader distribution. "We wanted to get in front of more people, and we looked for partners that can offer a bit more scale, a bit more access, wider distribution in a way that's protective of the brand. In Australia, that's Mecca, and in U.S., we think it's the same."

The brand is eyeing expansion in the U.K. as well, and from there, Mellet plans to stay focused on its existing markets rather than expand into new ones.

"On d-to-c, U.K., Australia and the U.S. are our three major markets. We've gone to where the customer is," he said. "After those, it gives us a moment to take a breath and consider where to go next. Troye obviously has fans all over, and we ship globally, but we'll probably be looking at those next year."

BEAUTY

Ariana Grande's R.e.m. Beauty Hires CEO

● The Grammy-winning and Oscar-nominated artist chats R.e.m. Beauty and hints at what's to come.

BY RYMA CHIKHOUNE

R.e.m. Beauty, the beauty brand founded by Ariana Grande, has tapped André Branch as chief executive officer.

"Having André join us here at R.e.m. has just been such an incredible gift and cosmic collision while bringing such a fresh perspective to the business side and having such a strong track record of bringing bold beautiful ideas to life," Grande told WWD in an exclusive statement. "He totally understands our point of view as a brand and believes in the products and in our mission the way the rest of this beautiful family so fiercely does and that just means so much to me as the founder."

Along with beauty, Branch brings decades of experience across leading consumer goods categories including food, wine and spirits, vitamins and luxury, through roles at companies such as Deloitte, Kraft Foods, Diageo and The Nature's Bounty Co. In beauty, he previously held positions at L'Oréal and The Estée Lauder Companies, and most recently served as general manager of MAC Cosmetics North America.

"R.e.m. Beauty has an immense amount of potential within prestige beauty," said Branch. "The business is still relatively new. It's been growing exponentially since launch. And when I think about Ariana and her platform, how world-renowned she is, her fan base, I think there's tremendous upside. When I think about her values, I think about R.e.m.'s values; they're similar to my own. So I'm super excited to be here as a result of all of that. She wants to impact

the world positively with R.e.m. She wants people to be free to express their creativity on who they are as individuals, and she really pushes diversity and inclusion as well. It's important to her. So, we've got a shared purpose for what we're looking to do with the brand. And with her creative vision and my operational expertise, I'm just excited to continue to add to that and create value, and I think we can really do that together for the consumer and for the category."

Grande's mission for the brand — launched in 2021 and sold at retailers including Ulta Beauty and Target — has been to "create a safe space for people to express themselves authentically, to

feel empowered through creativity and through products that make us feel our most beautiful and alive," she went on. "Not to conform to any sort of standards or follow trends, but to make our audience feel celebrated in their own unique skin, accentuating what's already there, but also to bring more creativity, joy and self-expression to our everyday lives."

Since launch, "it's been a constant evolution, and we have learned so much along the way from our incredible community. Taking the time to hear what's important to them and to learn from their feedback has been a very important part of the growth process for me and my R.e.m. Beauty team," said Grande.

What R.e.m. Beauty products are always in her bag?

"Besides glossy balm, I love and am forever addicted to our plumping lip glosses, and we might have an exciting announcement related to those coming soon," added Grande. "I also wear our Sweetener Foundation and Concealer daily. They're hydrating and packed with skin care actives. And our lip marker is my favorite thing in the world, for long days with no time to touch up, if I still want to have lips on my face."

Looking ahead, Grande hinted at what's to come: "Well, we have quite a few things that I'm very excited about. We may or may not have a part two to a recently sold-out collection. Also, we are working on bringing a certain favorite powder eye shadow palette from that recently sold-out collection into our core collection in a really exciting and new way."

Ariana Grande for R.e.m.'s Fembot capsule collection.



André Branch



FASHION

Nocta Brand Teams With Venezia FC on Jerseys

● Rapper Drake's fashion venture is the official technical sponsor of the storied soccer club established in 1907.

BY MARTINO CARRERA

MILAN – Drake's Nocta brand is partnering with Italian soccer team Venezia FC, based in Venice, decking the 2025-26 season's home jerseys with its logo.

Officially the team's technical sponsor, the Nocta logo appears on the short-sleeved, all-black jerseys, which feature a tone-on-tone, cartography-inspired pattern. Colorful accents in the signature soccer team's shades of orange and green run around the shoulder and arm line, while silver details appear throughout.

Drake – who has won many accolades including three Billboard Music Awards in 2024, as well as five Grammy Awards earlier in his career, among others – is among a pool of investors who injected capital into the Venice-based team in 2024.

The jerseys will make their debut on the field on Aug. 16 at the Coppa Italia Frecciarossa tournament, during the match between Venezia FC and the Mantova soccer team. Fans will be able to purchase them starting Wednesday,

alongside matching shorts and socks.

"The partnership isn't just about soccer, it's about Venice, one of the most historical cities in the world and their passion not only for the club but the city and what it represents," said Matte Babel, cofounder of Nocta. "What's really exciting, is that while the team's identity is deeply rooted in their Venetian heritage the organization isn't afraid to push boundaries," he said.

Building on the partnership, Nocta and Venezia FC are also releasing the performance-driven, workout-intended Training collection and the lifestyle Travel range. These include travel outerwear, trackuits and other sportswear-inflected essentials. Both collections will launch in the upcoming weeks via multiple drops.

"This partnership reflects exactly what we want Venezia FC to represent: a club rooted in tradition, but unafraid to innovate and lead. Nocta brings global relevance, cultural depth and a unique creative sensibility to the world of soccer," said Tancredi Vitale, managing director of Venezia FC.

Nocta was established in 2020 by the Canadian rapper, singer and actor with Nike, as a premium sub-label of the latter. It has since introduced thematic drops including Nocta Golf and Nocta Basketball, among others.



The Venezia FC and Nocta 2025-26 home jersey campaign starring Khadim and Bouba Mbaye.

Marking the collaboration with Nocta and the release of the jersey, the soccer team has released a dedicated digital campaign titled "Home Ground," shot on film by photographer Duncan Loudon.

Featuring street-cast people and soccer fans – in addition to local creatives including contemporary artists Fabrizio Plessi and Red Longo, painter-poet Solange Smith and emerging musical talents Marrakech Express and Space Idol – the images shot in Venice celebrates the city's cultural relevance beyond clichés rooted in its past.

The Venezia FC and Nocta 2025-2026 home jersey campaign starring Space Idol.

The Venezia FC and Nocta 2025-26 home jersey campaign starring Space Idol. Duncan Loudon/Courtesy of Venezia FC

Venezia FC was established in 1907 and plays its matches at the Pier Luigi Penzo Stadium, the second oldest in Italy, located on Venice's Sant'Elena island. In recent years Venezia FC has ping-ponged between the Series A and Series B tournaments, Italy's top two domestic leagues, and currently plays in the latter.

BEAUTY

Polite Society Achieve in 2 Years What Took Too Faced a Decade

Jeremy Johnson and Jerrod Blandino, business and life partners.



● Founders Jerrod Blandino and Jeremy Johnson discuss the brand's expansion in retail.

BY RYMA CHIKHOUNE

Since launching about two years ago in August, Polite Society has carved out a presence in retail, driven by a fast-growing partnership with Ulta Beauty.

The "clean" cosmetics brand, founded by Too Faced veterans Jerrod Blandino and Jeremy Johnson, debuted at Ulta Beauty in 2023 in 700 doors. That number has grown to nearly 1,200 locations, with double shelf space in 215 stores.

"What it took us 10 years to do with Too Faced, we've done in a year-and-a-half," laughed Blandino. (In 2016, Too Faced was sold to the Estée Lauder Cos. Inc. for about \$1.45 billion.) "It's because we have an amazing team. Ninety percent of them are from Too Faced, our old team. We're a band of incredible misfits."

They're in growth mode, with 35 employees in-office and another 25 in the field, and they're actively hiring across marketing, social and operations.

"We met and exceeded our goals, and we're growing much faster than we had planned, so we're trying to stay ahead of it," Blandino said of new hires.

Based in Corona del Mar, Calif., Polite Society was founded with a mission to make "clean" beauty bold, expressive and uncompromising in performance. The brand's consumer base is led by Millennials, followed by Gen Z and Gen X in equal measure, said Johnson.

"I wanted to create a brand, first and foremost, that celebrated beauty and that's

clean and nontoxic and vegan," Blandino went on. "Natural, nontoxic beauty just didn't have a full glamorous, rebellious, creative, artistic perspective. And I wanted to create a brand that would give us both."

That balance defines the brand's formula-first approach and innovative mindset. Products include a powder blush with the ease and application of a stick and a powder highlighter designed to mimic the luminous finish of freshly moisturized skin.

But it's their newest lip launch that's generated the most buzz. Lip remains Polite Society's number-one category – no surprise, given Too Faced was among those that put lip plumper on the map.

The product, B.I.G. Mouth XL Plump Intensive Lip Plumping Concentrate, launched last month, and is breaking records. "It was created to target a center top lip, then to pump them both up and out for a balanced pout. It has never been done outside a doctor's office," claimed Blandino.

Fueled by a viral "Polite Pharmacy" social mailer, the product sold through 70 percent of its initial stock before hitting shelves at Ulta Beauty. It's now the fastest-selling item in Polite Society's two-year history, with one sold every 60 seconds.

"It's about recreating things that might look like something you've seen before, or something you have in your bag, but actually work differently, improve the way you wear them and deliver on their promises in a nontoxic, clean, vegan, cruelty-free way," Blandino said of product development.

The brand sources and formulates products globally, with 65 to 70 percent made in Italy, followed by France, and is looking to South Korea for launches in 2026, said Johnson. There are 26 new products planned for 2026, and continued international expansion.

Polite Society is set to launch in Ulta Mexico this fall, followed by Ulta Middle East. It's also ramping up its presence in Australia with Mecca – expanding from 25 to 45 doors – and has entered Chile, Colombia and Mexico through Blush Bar.

FASHION

Malbon Founders Create Capsule for Fabletics



Looks from the Stephen and Erica Malbon for Fabletics collection.

● The line of golf-inspired streetwear with performance features is unrelated to the Malbon Golf brand.

BY JEAN E. PALMIERI

The Malbons are branching out beyond their core golf brand.

For the first time, Stephen and Erica Malbon, founders of the popular Malbon Golf brand, are collaborating with Fabletics on a capsule collection for men and women that blends active performance with golf-inspired streetwear.

In October, the married couple brought former Nike executive Aaron Heiser on board as its first chief executive officer, allowing them to move into the role of co-chief creative officers and apparently freeing them up to take on other projects.

"This collaboration with Fabletics gave us the opportunity to step into our roles as creative directors in a new and exciting way," said Stephen and Erica Malbon. "Merging our complementary perspectives – grounded in a shared mission to cultivate fashion-forward sportswear – was incredibly rewarding. We're proud of the pieces we created and can't wait for our

community to experience them."

"Creating Stephen and Erica Malbon for Fabletics was a once-in-a-lifetime opportunity for us," said Don Ressler, Fabletics' cofounder. "As a brand, we pride ourselves on pursuing authentic collaborations that not only push the boundaries and expectations of activewear, but that bring like-minded creative powerhouses together to challenge buyers' perception of where fashion and performance can intersect – something I know we've accomplished with this collection."

He added that the collection offers the Malbons' "unmistakable creative approach to golfwear" and blends it with Fabletics' high-performance, fashionable activewear at an accessible price point."

The 27-piece unisex collection can be worn both on and off the course and includes a minidress, pleated pant and windbreaker for women – all new styles for Fabletics. For men, the brand's Don Pant has been reinvented in a pull-on pant and shorts style with a baggier fit and belt loops.

Several of the pieces sport bold patterns, including three conversational prints from illustrator Brandon Campbell – desert,

coastal and pines – that feature graphics of the nature and animals. The color palette is soft and includes bone, seafoam, bay blue and Sedona sunrise.

The collection offers inclusive sizing with menswear ranging from XS to XXL with some pieces offered up to 4X, and women's from XXS to 4X. Prices range from \$14.95 to \$134.95 and will be available beginning Wednesday at Fabletics stores and online.

"At the heart of our brand is the belief that golf should be accessible to everyone and that includes what you have access to wearing on the green that makes you feel and look good while not sacrificing performance," said the Malbons. "This is the first time we have teamed up as creative directors, so for us to find the right partners to bring our shared vision to life was key and that's exactly what we found in Fabletics. They are fellow disruptors – for them, in activewear – and we are thrilled that we could combine forces to create something entirely unique to both our brand DNAs."

The El Segundo, Calif.-based Fabletics was cofounded in 2013 by Kate Hudson and TechStyle Fashion Group while Malbon Golf launched in 2017.

OBITUARY

Fashion Designer Charlene Hyman, 68

● The Baltimore-based designer specialized in custom looks for Patti LaBelle and other clients.

BY ROSEMARY FEITELBERG

Funeral services were held earlier this month for fashion designer Charlene Hyman, who counted Grammy winner Patti LaBelle and Grace Jones among other clients.

Hyman, 68, died peacefully on June 20 at her home in Baltimore while recovering from some health issues following surgery, according to her friend of 40 years and fellow fashion designer Carlous Palmer.

The Baltimore-born designer built her career in her hometown and started her company Hyman & Hyman Fashion Designers in 1970. She started the business with her husband Harvey Sanford, and their son Darrius Hyman-Sanford continues to run the company that focuses on custom clothing for individual clients. Palmer recalled Tuesday meeting Hyman in the mid-1970s, when she was on a local television dance show "Soul of the City." Hyman danced on the show, designed costumes for performers and "kind of did everything," Palmer said.

After graduating from Frederick Douglass High School, she enrolled at Baltimore City Community College. From 1976 to 1978, she studied fashion design and the history of costume design in what was then Baltimore's first two-year fashion program, according to Sally DiMarco, who taught there at that time and hails from a family that ran a fashion design school in Cefalù, Italy. "She was a ball of fire. She had that drive and passion that reminded me of myself at that age, in that she was going to make it happen. And she did," DiMarco said.

Many might not know how Baltimore was once second to New York City in terms

of domestic apparel manufacturing, she noted. As a student, Hyman was a member of the fashion design club and traveled to New York on the trips that DiMarco led to introduce students to the fashion industry. Hyman took part in Essence magazine's Black Designer Showcase, and she was part of Ebony's traveling Fashion Fair for multiple years. She was reportedly featured in the Congressional Black Caucus Show for 10 years, the Canadian Salute to Black Fashion Designers, the Baltimore International Women's Show and numerous Trais Winkey productions. In 1992, she outshone 400 other contenders to win a design competition that led to a trip to Paris and being showcased in an international platform.

Hyman's skills extended beyond sewing to include knitting, crocheting, patternmaking, draping, sketching, beading and painting. She had a grasp for the amount of work that is needed to succeed in fashion, according to Palmer. "A lot of people don't – they think it's this fun, cool thing that people do. It is a serious business. I know many people don't take it seriously. Here in Baltimore, some people don't have a huge respect for this business unfortunately," he said.

Unlike in France, where government-funded programs support the fashion industry and officials recognize that fashion is an important industry, that is not comparable in the U.S., Palmer said, "Charlene went unappreciated [in her lifetime.] Also, artists are often not valued until they are gone."

In a proclamation that was given to Hyman's family, Baltimore Mayor Brandon M. Scott described her as a beloved resident and fashion trailblazer. "Charlene Hyman was the first fashion design student at Baltimore City College and became known in the fashion industry as



Charlene Hyman

a creative force in Baltimore and beyond," according to the proclamation.

Her designs were featured on NBC's "The Today Show," ABC's "Good Morning America" as well as in the pages of People magazine. Her own unofficial wardrobe consisted of leggings with an oversize, colorful caftan. Although Hyman worked with celebrity clients, that was not a topic of conversation with Palmer. "We talked

more about our dissatisfaction about the politics of fashion in Baltimore and creative stuff. Also, she was more of a spiritual adviser," said Palmer, adding that young artists need guidance to understand the career paths they are setting out on and to "manage their gifts."

In addition to her son, Hyman is survived by her siblings, whose names were not immediately known.

WWD WEEKEND

NEW CLASS ISSUE

YOUR GO-TO GUIDE for fall's most coveted fashion, handbags, and accessories. From statement bags to essential accents, this issue defines the season's standout style. In beauty, we spotlight the hottest indie and emerging brands, surfacing fresh ideas and innovation across categories. A must-read for trendsetters and tastemakers—position your brand at the center of fall's most influential fashion and beauty conversations.

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The soon-to-open Tm:rw store in Times Square will showcase innovation.



BUSINESS

A Showcase for Innovation Comes to Times Square

● The first Tm:rw store, filled with unusual, technologically advanced products across a spectrum of categories, opens next week in the historic Candler Building on 42nd Street.

BY DAVID MOIN

A robotic massager. Electric razors mapping facial contours for better shaves. Smart toasters programmable for waffles, Pop Tarts and grilled cheese sandwiches. A compact AI-controlled camera drones with a “follow me mode.” And an all-in-one air fryer, refrigerator and sous vide cooker with app-based scheduling to prep meals in advance.

These and hundreds of other innovative, technologically driven items from such companies as Whoop, LG and Procter & Gamble are on display at an experiential new retail setting debuting in Manhattan’s Times Square, called Tm:rw. (Tm:rw is pronounced “tomorrow,” and the spelling evokes a digital clock.)

The three-level, 20,000-square-foot Tm:rw store, opening July 29, is located in the historic Candler Building at 220 West 42nd Street. The site was previously occupied by one of McDonald’s largest locations.

“We have a capacity of showing 150 brands with around 600 to 800 skus,” said Jordan Traxler, global head of marketing for Tm:rw, during a tour of the site on Tuesday. Tm:rw uses different business models to procure the products, depending on the brand partner. Some products are bought while others are carried on consignment.

“Tm:rw isn’t about spectacle for its own sake,” Traxler said. “It’s about making what’s next feel personal, meaningful and memorable. How does this product enrich my life? We’re trying to democratize innovation wherever innovation might be. It could anything. We have the Tm:rw Café here where we sell Schmackary’s cookies that explode (with flavor) in your mouth. We aim to inspire.”

Tm:rw presents products across a spectrum of categories from grooming and cooking to wellness, gaming,

sports memorabilia and entertainment — including smart eyeglasses with a tele-prompting feature, face masks with red and blue LED lighting for reducing wrinkles and acne. The store also has a room by Vizio MicMe rigged with a device that transforms your television and sound bar into a karaoke machine.

The futuristic concept is the brainchild of Nathalie Bernice and Jacov Nachtailler. They’re the cofounders of the 9-year-old, privately owned, London-based Smartech Retail Group, a tech firm and retail platform showcasing innovative tech products from big, established companies as well as start-ups.

While Times Square houses the first and only freestanding Tm:rw store, there are Smartech shops operating inside three European department stores: Selfridges in London, KaDeWe in Berlin and Rinascente in Rome. They will eventually bear the Tm:rw banner.

According to Traxler, additional freestanding and in-store Tm:rw shops are in the works in the U.S. and beyond, perhaps as soon as next year. Smartech made its debut at Selfridges in 2016, originally with a 75-square-foot shop which over time expanded to approximately 6,000 square feet, becoming one of the famed emporium’s largest concessions. Labeling the Tm:rw concept a store

seems inadequate because of its various visual attractions, entertainment features and experiences, such as the world’s second-largest 3D hologram (at 17 feet high) by Hypervsn; the immersive motor sports installation featuring a state-of-the-art Phoenix racing simulator, and a virtual reality machine that simulates flying like a bird.

On the main floor, there is a Formula 1 show car, which is not for sale though most everything shown is for sale, and upstairs, there’s the Tm:rw Café, featuring innovation in food preparation. On display, a Solato machine that uses capsules to create fresh gelato, and a robotic vending machine from Sweet Robo that makes cotton candy and soft-serve ice cream.

“You might ask, why is there a Formula 1 show car? How is that tech or innovation? Well, fiberglass and carbon fiber first showed up to make Formula 1 cars faster and lighter, and then it trickled down, probably into some tech that you have in your home,” Traxler explained. “We look at creators and disruptors. We want to create a platform for these people.”

There’s certainly a lot to discover at Tm:rw but to facilitate the learning process the space will be staffed with a team of 40 full-time salaried and commissioned sales associates demonstrating and teaching shoppers about the offerings. Many of the products are displayed on silver plinths handmade in Hamburg, Germany, out of fiber glass and epoxy resin with automotive finishing that have screens projecting brand content. That’s unlike other retailers that have traditional point-of-purchase printed materials, which have to be swapped out when new products are on the selling floor. The Tm:rw setting was designed in collaboration with architect Harry Nurie, founder and creative director of Crosby Studios, who has also designed stores for Nike, Jimmy Choo and Balenciaga, among other brands.

“Tm:rw was designed to evoke curiosity and adventure,” said Bernice in a statement. “This is a space where innovation enhances — not replaces — the human experience. We’ve built a home for those who think differently, and a destination that invites discovery.” Bernice serves as chief executive officer of Smartech, while Nachtailler serves as the firm’s chief operating officer.

Other highlights, or zones, inside the store are the 517-square-foot Corner Shop, which every four to six weeks will showcase a different brand. First up is Whoop, for cutting-edge health and fitness trackers monitoring of sleep, heart rate, stress, blood pressure and overall wellness. Next up will be a shop for Anker, displaying its most advanced, super fast chargers. There is also The Sanctuary, a “sonic oasis” featuring best-in-class home audio technologies from Amazon Alexa.

“A lot of people, are afraid of AI or afraid of robots or afraid of technology,” suggested Traxler. “I want people to walk away from this space to realize that technology is enriching their lives and introduce them to products that they love.”



Products are displayed on silver plinths with screens projecting brand content.



Race car simulators at the new Tm:rw store.

SUSTAINABILITY

Klarna Announces Poshmark Partnership

- The global BNPL flexible payments fintech company and fashion resale marketplace unveil their in-app U.S. partnership for the back-to-school season.

BY KANIKA TALWAR

Klarna and Poshmark on Tuesday revealed a strategic partnership in the Klarna app – created to empower consumers to resell and earn money from their wardrobes.

Klarna app users in the U.S. can list their previous Klarna purchases on Poshmark; the Poshmark listings on the Klarna app are now streamlined with pre-filled product descriptions and images.

David Sykes, chief commercial officer of Klarna, exclusively told WWD that the partnership was created from the “shared goal to simplify resale and empower millions of consumers to actively participate in the circular economy.”

“This collaboration redefines how users engage with resale by enabling them to list eligible items from past Klarna purchases with just a few taps – product details and images are automatically populated, turning a traditionally manual and inconvenient process into a quick, seamless and intuitive experience.”

Sykes continued that the strength of the partnership lies in bringing resale to the mass market and allowing consumers to find value from their past purchases.

“At Poshmark, we’re always looking for innovative ways to remove friction from the resale experience and empower people to easily bring their closets online,” said Manish Chandra, founder and chief executive officer of Poshmark. “This commitment created a natural opening to

collaborate with Klarna. Imagine a Klarna shopper who no longer wants an item they just purchased; our partnership offers a seamless path for them to embrace resale as a cost-effective alternative.”

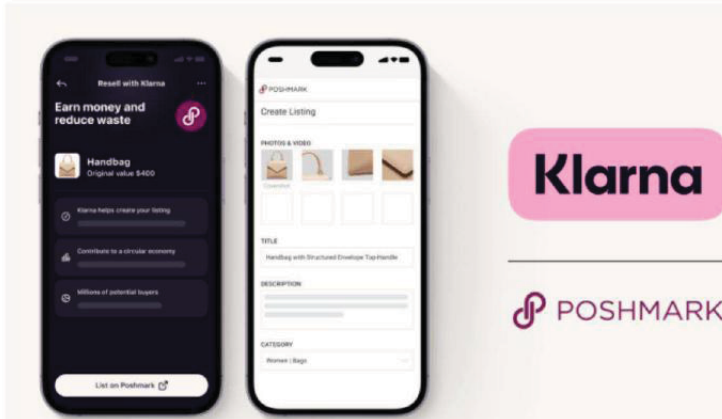
Aligning the partnership to the back-to-school shopping season, Chandra explained that launching during this season was a conscious, strategic choice. Skyes similarly said the timing of the launch was a natural fit as “consumers are clearing out closets, updating wardrobes and reevaluating what they already own – creating the perfect opportunity to turn yesterday’s purchases into tomorrow’s finds.”

While most Americans continue to be wary consumers due to economic uncertainty, they are turning to the resale market in record figures. According to the 2025 Second Hand Fashion Market report from Global Market Insights, the secondhand market is set to grow from \$208.6 billion in 2025 to \$521.5 billion by 2034.

Global Market Insights’ report authors said consumers’ awareness of the environmental issues caused by the fashion industry is one of the leading reasons for this growth. Klarna said the boom can also be attributed to Gen Z and Millennials leading the charge in changing shopping habits globally.

Chandra said the partnership is “seamlessly connecting closets across America” to empower a network of circular commerce. Klarna also noted that this joint venture helps to grow the circular economy, with more than 400 million items listed and circulated on Poshmark.

According to Poshmark’s recent survey, 90 percent of people said the resale feature “saved them time,” and 78 percent of people said the new feature helped inspire them to resell something they wouldn’t have previously thought to



Klarna and Poshmark’s new partnership is aiming to streamline reselling on the Klarna app in the U.S.

The alignment between Klarna and Poshmark, Sykes said, is its shared commitment to “convenience, innovation and conscious shopping” by embedding resale into the digital shopping journey for customers and “creating smarter, more seamless experiences for users.”

Viewing the partnership as a “win-win-win,” Chandra said it allows Klarna customers to “easily participate” in the circular economy by monetizing items they no longer use. Poshmark, in turn, gains new resellers on its platform, which he said helps to foster a long-term, sustainable retail ecosystem.

While artificial intelligence and machine learning are not “directly involved” in the automation of the product details and images, Chandra didn’t completely rule out utilizing them in the future. He said the company was actively exploring future AI/

ML integration to enhance their offerings.

Looking ahead, Sykes said Klarna is interested in driving innovation beyond just supporting marketplaces. The company is looking to promote smarter consumption and create a more connected retail ecosystem. Meanwhile, Chandra said Poshmark’s team-up with Klarna aligns with the company’s long-term vision for the industry by leveraging tech to “drive relationships beyond the point of sale.”

“The back-to-school season is the perfect time for refreshing wardrobes, and we’re thrilled to team up with Klarna to make that easier and more sustainable than ever. This partnership isn’t just about convenience; it’s about making it incredibly simple and fun to shop the largest network of closets across America, all while empowering individuals to earn from their style,” concluded Chandra.

FASHION

Willy Chavarria Talks Paris Fashion Show, Politics, and Industry Impact

- In the first episode of the new “Savage Fashion” podcast, WWD’s James Fallon and Alex Badia sat down to chat with Willy Chavarria after his spring 2026 Paris Fashion Week menswear show.

BY KANIKA TALWAR

In the inaugural “Savage Fashion” podcast episode filmed at the Four Seasons Hotel George V Paris, WWD’s chief content officer James Fallon and style director Alex Badia sat down to discuss the state of the industry given the economic fears, an overview of the spring 2026 menswear season and chatted with Willy Chavarria hot off the heels of his highly talked about menswear show.

“The first show [in January] was the most nerve-racking,” Chavarria told Fallon and Badia. “I’m an American showing in Paris. The French aren’t exactly known for being welcoming, but I was overwhelmed by the warmth and acceptance I received



from the Paris fashion industry.”

Chavarria said it was an “honor” to come back for the second time to show his latest collection. He shared that he had confidence in his showing this time around and did not subscribe to Parisian stereotypes. His show was highly talked about for his political references – WWD’s Samantha Conti wrote that the show had models “kneeling on the runway, with their

heads bent low [...] as if they were about to be deported, U.S. government-style.”

Despite the heavy themes on display at the show, Chavarria said he initially wanted to “present joy,” but having his own brand has allowed him to evolve the collection over time. “The most important thing for me and my team is to stay connected to the world.”

“Every decision of the show is very thought through,” said Chavarria. “I want to have a very democratic approach to fashion and touch as many people as possible.” He went on to discuss how he’s managed to capture the attention of various consumers at differing price points and how the behind-the-scenes strategy, collaborations with Adidas and more have created a cohesive and all-encompassing Willy Chavarria universe.

The episode also dives into how Chavarria stays grounded, his family’s first time in Paris and attending his show, his social activism, the savage nature of the industry and what impact he’s hoping to make on it.

Badia also shared insights on the ground

from Pitti Uomo in Milan the week prior. “Everyone was on edge and there’s a lot of doubts for the second half of the year. There’s doubts from next year for retail and the U.S. being an unpredictable market.” But despite these economic woes, Badia said he was excited to discover new brands from the Netherlands, Sweden, Norway – many of which are dominating the Gen Z contemporary market.

“Pitti Uomo is clearly back,” said Fallon. “There were clear trends – the strength in tailoring in Italy with a looser silhouette and strong double-breasted suits.” Many designers, he said, looked at older magazines from the ‘80s and ‘90s for inspiration.

Fallon similarly echoed Badia’s sentiments about how tariff discussions and economic and political uncertainty carried into Paris couture and the upcoming September fashion month and continue to be top-of-mind.

“Fashion is in its own bubble but you cannot escape reality!” said Badia.

The duo discussed other major fashion news making headlines – WWD’s reporting that Anna Wintour would be stepping away as editor in chief of Vogue, but remaining the global editorial director of Vogue and Condé Nast’s chief content officer, has dominated the conversations across the industry.

CLICK TO LISTEN NOW





Dominique Thorne on Inspiring A New Generation of Heroes

The actress opens up about her journey as Riri Williams in Disney+'s "Ironheart," the importance of representation, and the emotional impact her character has had on fans. BY LEIGH NORDSTROM PHOTOGRAPH BY LEXIE MORELAND



Dominique Thorne

It's been a few years since Dominique Thorne first got the call that Marvel wanted her to lead her own series — four, to be precise — but it's not a phone conversation one quickly forgets.

"It was the middle of the pandemic, and I had just made my way back to my family and was literally just beginning to settle in there when I got the phone call from Marvel explaining that they wanted to bring this character [Ironheart] to life," Thorne says. "They asked me if I was familiar with her, and I was, and said that they wanted to introduce her in this six-part Marvel series and have her introduced to the world before that in 'Wakanda Forever,'" she continues. "I kept waiting for them to tell me about the audition and when they wanted me to send in my tape or something, but there was none of that."

The 27-year-old can finally be seen in "Ironheart," the Disney+ series that centers on her character Riri Williams, who audiences met in 2022's "Black Panther: Wakanda Forever." The show, which is executive-produced by Ryan Coogler, also features Anthony Ramos,

Lyric Ross, Alden Ehrenreich, and Regan Aliyah, and follows Riri as she creates her own armored suit, similar to Iron Man's.

Thorne is no stranger to the spotlight. Her past credits include Barry Jenkins' "If Beale Street Can Talk," Warner Brothers' "Judas and the Black Messiah," Sundance 2024 hit "Freaky Tales" and on Broadway, "Jaja's African Hair Braiding."

In the early days of "Ironheart," Thorne had been on the road promoting the show, but the magnitude of it all has only hit her now that she's back home in Brooklyn.

"People are relating in such real-world ways that I would not have expected or just didn't think about having been so far removed from the filming of it," Thorne says. One of Riri's journeys involves mourning the loss of her best friend, Natalie, a storyline that has struck a chord with early fans.

"This young woman came up to me and she was like, 'I'm so sorry to do this, but I just have to tell you thank you for your work and your artistry. As someone who also lost their best friend as a teenager, I can't even explain how it felt to watch Riri

grow into herself and explore and have to figure out these questions exactly what I had to do,'" Thorne recalls. "It just zapped me into the reality of it, which you think about at the time, but it's been about three years since we stopped filming so that was just an immediate pull back into how much these stories mean and why we do it."

Thorne, who grew up in East Flatbush, Brooklyn, remembers going to see "The Lion King" on Broadway as a little kid and being enamored with what she saw onstage.

"I absolutely grew up in a Disney childhood home. My mom had truly every single Disney movie on VHS," she says. "I think that absolutely left a mark."

She started to focus on acting more seriously when it came time to start high school, attending the Professional Performing Arts School in Manhattan, before landing at Cornell University. When she got to college, though, she decided to instead study immigration legislation, inspired by her parents, who immigrated from Trinidad.

"That was something that had always been in the back of my mind, the way that immigration works in this country, being

the child of immigrants and how that had affected me throughout my life," she says.

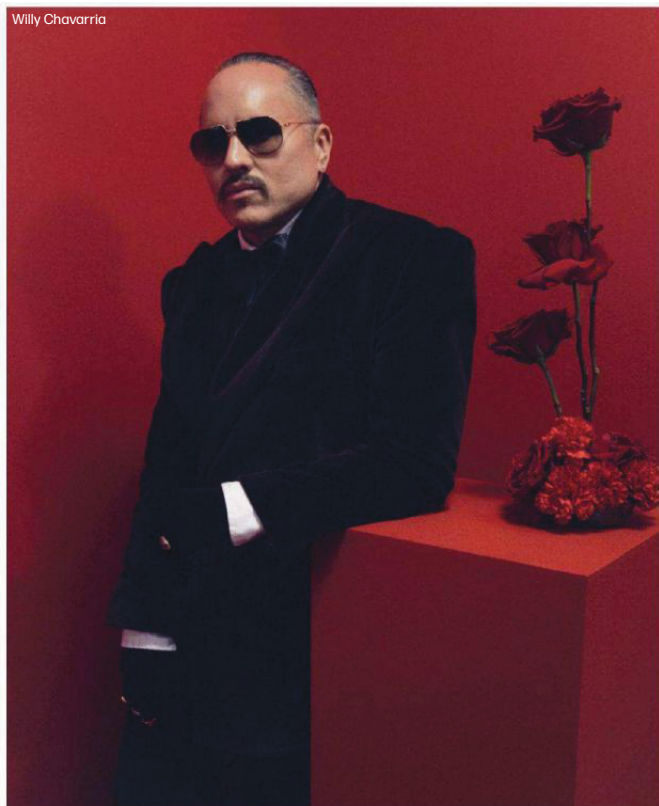
Graduating as a human development major, she says her studies helped her deepen her ability to bring life to characters.

"I'm grateful for that little cross section of experiences because I for sure think it plays into my artistry, at least in terms of wanting to lean into the artistry of it all in order to lift up these experiences and shine a light on them," she says.

She's already seeing the payoff in way young people are connecting to her portrayal of Riri.

"When I think about the little kids, I [think about] my little brother and his obsession with his Spider-Man costume. I think about the kinship that those kids tend to develop with these characters and how much it means for them to see themselves represented in that way on screen, and how important and how cool it would be to have Riri Williams added into that mix for our young Black girls," Thorne says. "And now here we are, and that's kind of what's happening, which is crazy."

Fashion Scoops



Willy Chavarria

Speaking Out

Willy Chavarria is known for more than just his fashion. The Mexican American designer has long been a champion of marginalized communities, using his platform to explore immigration, racism and other social issues.

Now Chavarria is being named Artist Ambassador of the American Civil Liberties Union, where he will focus on immigrant and LGBTQIA+ rights.

Chavarria will join Jesse Tyler Ferguson, Padma Lakshmi and others who have worked with the ACLU to protect the constitutional rights and freedoms of all people through litigation, advocacy and public education.

This year the organization tackled several high-profile legal challenges including protecting gender-affirming care for trans youth; litigation against the Trump administration's deportations without due process under the Alien Enemies Act, and efforts to stop Congress from banning gender-affirming care from Medicaid.

By working with the ACLU, Chavarria's mission to advocate for his community is expected to be amplified.

This spring, the ACLU launched Creatives for Freedom, an initiative aimed at bringing together leaders in fashion, film, television, social media, music, comedy and advocacy to draw attention to critical issues facing democracy. The kickoff party in April was cohosted by Chavarria and Lakshmi along with Gabriela Hearst.

"I'm honored to be an ambassador for the ACLU, the human rights organization whose work I greatly admire," Chavarria said. "Art, music and fashion can have tremendous impact on how we realize and promote social justice and human dignity. I'm happy to further utilize my own platform for the empowerment of others."

Jessica Weitz, national director of artist and entertainment engagement for the ACLU, added: "Let it be known, Willy earned this ambassadorship because of his lifelong commitment to celebrating the beauty and diversity of all people. While this official role with the ACLU is new for him, it's also true to him. I hope people are already familiar with how the ACLU advocates for the legal pathways for citizenship, protects the Constitutional right to those seeking asylum, and

fighters for LGBTQ+ people to experience the same rights as their straight and cisgender peers from their workplace to the playing field. Through our Artist Ambassador program, though, we also get to use artists like Willy as our secret weapon to change hearts and minds on all of these issues."

— JEAN E. PALMIERI

New License

Longchamp and Interparfums SA have signed a fragrance license that will run through Dec. 31, 2036.

Under terms of the agreement, Interparfums SA is to create, develop, produce and distribute Longchamp perfumes in the bag-maker's sales point and selective fragrance sellers.

The first perfume launch under the tie-in is expected in 2027.

"The maison's name recognition, the imaginative codes that define its leather goods and more recently its fashion creations are valuable assets for the successful development of fragrance lines," Philippe Benacin, chairman and chief executive officer of Interparfums SA, said in



A look from Longchamp's spring 2025 collection.

a statement. "We are very optimistic about the future of this exciting opportunity."

Jean Cassegrain, chairman and CEO of Longchamp, said: "We will cooperate in a spirit of enthusiasm to forge a new expression of our brand values: authenticity, energy and creative curiosity."

Longchamp was founded in 1948 by Cassegrain's grandfather. The firm got its start by selling pipes, then branched out introducing small leather goods, such as wallets, in the late 1960s, and then luggage, in the early '70s. In the early '80s, Longchamp leapt into women's accessories, introducing its

first handbags.

Longchamp segued into fashion, staging its first official runway show at New York Fashion Week in fall 2018. That capped the brand's 70 anniversary celebrations. Today, Longchamp has more than 400 stores in 80 countries.

Interparfums' other fragrance licenses include Boucheron, Jimmy Choo, Moncler and Montblanc. It owns the Lanvin and Goutal fragrance brands and the Rochas fragrance and fashion brand. Most recently, the group launched its first own home-grown perfume label, Solférino Paris.

— JENNIFER WEIL



Julia Hobbs during New York Fashion Week on Feb. 10.

Club Closed

Condé Nast is closing its membership program Vogue Club. WWD has learned.

The membership club has quietly gone off the radar after a number of changes at the publication.

Vogue Club's last Instagram post was on May 15 featuring an image of Julia Hobbs, who was previously British Vogue's fashion features director before stepping down and recently moving into a senior contributor role at the magazine. She also spearheaded Vogue Club with a team of social media and video editors, who also worked on other departments within the Vogue universe at Condé Nast.

"Vogue Club successfully launched as the brand's first global fashion community. It gained traction amongst avid fashion fans and served as a valuable way to evolve, incorporating new formats and community-driven experiences which are now being absorbed into larger initiatives within the Vogue App and Vogue Shopping," said a spokesperson.

"Vogue has also leant into more consumer-facing events, such as Vogue World, Vogue Vintage Sale and British Vogue's Wellness Retreat, all of which puts community and accessibility front and center."

According to the Vogue website, a standard Vogue Club membership was priced at \$30 a month or \$300 a year, whereas founding members pricing cost \$25 a month or \$250 a year.

Members would be able to access "exclusive content, including articles and videos, live and recorded events, plus benefits like discounts and welcome gifts" as part of their membership.

Vogue Club was introduced to the market in 2023 with the promise to "demystify the industry, and help you make new friends in fashion," according to an article on Vogue.co.uk.

The piece added that members would have access to "monthly interactive Meet The Editor seminars with the likes of British Vogue editor-in-chief Edward Enninful, and fashion features director Sarah Harris" and "in-person conversations and parties that will bring you closer inside Vogue's universe, plus first-in-line ticket access ▶

WWD

for our VIP events, Vogue World and Forces of Fashion, at members-only prices."

Vogue has been tapping into membership programs as early as 2018, firstly with In Vogue, which has now been rebranded as Vogue 100 Club, where membership costs \$100,000 a year.

Still, Condé Nast isn't the only one tapping into membership programs.

In 2023, Elle U.K., which is published by Hearst Magazines, said that it would be launching Elle Collective, a subscription platform for readers to interact with the making of the magazine, and the launch of a new newsletter.

"Elle U.K. has always had a really vibrant and engaged community, and we've been building on this with the launch of Elle Collective, our membership proposition, which was a natural next step in our evolution," Kenya Hunt, the magazine's editor in chief told WWD earlier this year.

At Harper's Bazaar there's Privé, where an annual membership fee totals 3,600 pounds or 18,000 for a corporate membership fee.

According to the Harper's Bazaar website, Privé grants members access to their annual Frieze art party on Oct. 14 and a Christmas party slated for December.

As reported, Condé Nast's favorite ship Vogue is restructuring. Last month, the publication said it will be seeking a head of editorial content at American Vogue, ending Anna Wintour's 37-year reign as editor in chief of the publication.

Wintour, 75, will remain chief content officer of Conde Nast and global editorial director of Vogue. —HIKMAT MOHAMMED

Heading East

Garrett Leight California Optical is making the jump from China to Japan for its future production.

The Los Angeles-based eyewear brand has been manufacturing nearly all of its collection in China since its founding 15 years ago. But the additional tariffs placed on the country by the Trump administration earlier this year led the company to search for alternatives.

Starting with the fall 2025 collection, all Garrett Leight eyewear will be made in Japan, a country widely considered to be the pinnacle of eyewear manufacturing worldwide, Leight said.

When he started his independently owned brand, Leight used Chinese factories because of their sharp pricing. But over

The Garrett Leight Blue collection was made in Japan.



the years, his company was one of the only luxury eyewear brands to continue manufacturing there. Most of his competitors were using factories in Europe or Japan.

As early as 2021, he began researching moving his production out of China, so when the tariffs hit this spring, he'd already done his homework. "The tariffs played a huge role," he said. "So on April 1 when the announcement was made, it became an absolute tariff expert."

He had already begun testing Japanese production, notably for the Garrett Leight Blue collection, a reimaged line of the company's Forever Classic pieces that was introduced earlier this year.

"This step represents more than a production upgrade," Leight said. "It's a reflection of everything we've learned and loved over the past 15 years — our deep respect for the art of eyewear, our dedication to timeless style and premium materials, and above all, our gratitude to the loyal community who has grown with us since Day One."

The decision to move all production to Japan will result in a small price increase, he said, with opening price point product retailing for \$395, up from \$355. The materials will remain the same, and he said all indications point to the fact that his wholesale customers will be OK with the price increases.

"We've worked tirelessly to ensure that the increase in pricing remains minimal," Leight said. "Because we still believe in offering the best value in luxury eyewear — a balance of style, brand, service, quality and price that no one else delivers quite like we do."

The fall 2025 collection will commemorate the company's 15th anniversary

and celebrate its heritage by bringing back some of its most popular styles in fresh colorways with refined construction. —J.E.P.

Honoring Bergdorf's

The nonprofit Culture for One will be honoring Bergdorf Goodman during the Inspiration Award at its annual gala this fall.

Scheduled for Nov. 3 at the Edison Ballroom in New York City, the gathering is expected to attract 200 guests and it will coincide with its 15th anniversary. The organization shares the power of the arts with New York City children who are in foster care. Many of the event's stylish attendees will recognize Harold Koda, the former curator in charge at the Costume Institute at the Metropolitan Museum of Art, who, as a Culture for One board member, will present the Inspiration Award to Melissa Xides, chief retail officer of Bergdorf Goodman, in recognition of the company's support and partnership over the past three years. With that added enforcement, Culture for One has been able to expand its arts

scholarships, cultural excursions and creative arts workshops in order to reach more than 3,000 children each year.

In 2023, when Bergdorf Goodman established the Bergdorf Goodman Foundation Fund, the aim was to create a charitable initiative that uplifted underserved communities in New York City by way of the arts. At that time, Culture for One was singled out as its first beneficiary. Together they have helped marginalized youth with diverse cultural experiences and positive role models to inspire them to recognize their talents and to be emboldened to explore the possibilities of the future.

"Bergdorf Goodman's support enables Culture for One to increase the number of children it serves and the richness of its programs," said the nonprofit's executive director Susan Kasarsky. "In our milestone 15th year, we are thrilled to have the ongoing support of an organization that prioritizes giving back to our community and understands the importance of the arts in changing lives."

The organization aims to offer opportunities in the arts that inspire creativity, build confidence, create community and widen opportunities for the future. The luxury retailer is nearing a major milestone of its own, as it is a nearly 125-year-old New York institution. Touting the retailer's pride in supporting Culture for One's mission, Xides, who has worked with the luxury retailer for more than six years, said, "Their tireless work provides invaluable access to the arts and empowers young people in New York City to achieve and thrive." Guests at this fall's gala will catch live performances by two groups of young singers and some dancers. There will also be an exhibition of art by children who participate in art classes that Culture for One makes possible. The



A Vuori store.

funds that are raised at the event will further expand Culture for One's arts-based programming which empowers children to build resilience, forge meaningful connections, and envision brighter futures. —ROSEMARY FEITELBERG

Global Growth

Vuori is expanding its international footprint.

Following successful launches in London and Shanghai, the California-based brand said it will open its first stores in Seoul in September with a franchise partner and in Beijing in October.

In addition to the brick-and-mortar presence, Vuori has widened its international digital footprint and is now live in 11 additional countries including Sweden, Norway, Denmark, Finland, Switzerland, Spain, Italy, Belgium, Austria, Portugal and Japan.

"Vuori's international growth has been patient, long-term focused and designed to build brand equity across all key channels where our customer shops," said Andy Lawrence, Vuori's

senior vice president of international. "We're not chasing quick wins, we're cultivating meaningful communities in high-potential markets. With our new stores in Beijing and Seoul, we're deepening our presence in key markets in Asia, while our digital expansion into key European and Asian countries allows us to test, learn and scale in a way that's responsive and efficient."

Lawrence joined the company in 2021 after working with Reiss and Ralph Lauren and has been working to further Vuori's global reach. The strategy is to focus on top-tier cities such as London and Seoul with physical stores and in other markets with a digital offering.

By the end of this year, Vuori will have more than 100 stores in operation globally and by 2026, it will have 15 stores outside the U.S.

"To date we view international as something like a slingshot: pulled back to build strength before we accelerate and launch forward," Lawrence added. "The foundational work we're doing now is setting us up for quicker, sustainable acceleration in the years to come."

Earlier this month, Vuori named Ashley Kechter global president and Ed Lee chief legal officer and corporate secretary as it continues to expand. The company was founded in 2015 by Joe Kudla as a men's activewear brand and has expanded into a full lifestyle collection for men and women. In April, it signed American football quarterback Arch Manning as an ambassador, joining Instagram gymnastics darling Livvy Dunne and others, and last fall, it received a \$825 million investment led by General Atlantic and Stripes, bringing its value to \$5.5 billion. —J.E.P. ■



The nonprofit Culture for One will honor Bergdorf Goodman.