

# WWD

Fashion. Beauty. Business.



**Special Schedule**  
The Paris Fashion Week schedule has been released and will be filled with a slew of major designer debuts.  
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Nicole Kidman is the new face of the Shiseido-owned Clé de Peau skin care brand.  
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## Fast Times

Orlando Bloom flew into New York to engage in two of his passions: watches and cars, specifically Porsches. He's a collector of both and helped the brand celebrate the launch of its limited-edition Chronograph 1 watch at Watches of Switzerland in SoHo.

For more on Bloom's obsessions, see pages 4 and 5.

PHOTOGRAPH BY LEXIE MORELAND

### BUSINESS

## LVMH H1 Net Profit Drops

- Organic sales in the key fashion and leather goods division fell 9 percent in the second quarter.

BY JOELLE DIDERICH

**PARIS** — LVMH Moët Hennessy Louis Vuitton said net profit fell 22 percent in the first half as its key fashion and leather goods division missed expectations, underscoring the pressures faced by a host of incoming designers at the group's key houses.

The branch, home to brands including Louis Vuitton, Dior and Celine, recorded a 9 percent drop in organic sales in the second quarter, below the Visible Alpha consensus forecast for a 7 percent decline.

Louis Vuitton continues to outperform other brands, while Dior remained below the division average, chief financial officer Cécile Cabanis told analysts and journalists on a webcast on Thursday.

However, she said the decline was due almost entirely to weakness in Asia, where there was a reversal of the yen weakness that significantly boosted tourist business in Japan at the same time last year.

Organic sales in Japan fell 28 percent year-on-year in the second quarter.

Cabanis saw flickers of improvement locally in China and touted an easier comparison basis for the coming quarter, though she conceded the Chinese economy is "probably not out of the woods yet."

Operating profit for the fashion and leather goods division fell 18 percent in the first half, but the executive said the operating margin remained healthy at 34.7 percent.

While LVMH continues to cap costs, it remains committed to investing in its brands, as evidenced by recent flagship openings for Louis Vuitton in Shanghai and Tiffany & Co. in Japan, and plans to open Dior boutiques in New York City and Beverly Hills in the second half.

The group is searching for efficiencies in areas like point of sale marketing for perfume and cosmetics, and fashion shows, where it is reviewing its contracts with external agencies, she said. It's also closing underperforming doors.

"Our philosophy is very clear. We need to ensure that we invest what we need to invest behind growth, and we need to make sure that we are able to mitigate and maintain a high level of margins," Cabanis said.

Group net profit totaled 5.70 billion euros in the first six months of 2025, while profit from recurring operations was down 15 percent to 9.01 billion euros, equating to an operating margin of 22.6 percent.

Overall revenues fell 7 percent to 19.50 billion euros in the three months to June 30, representing a decline of 4 percent in organic terms.

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## FASHION

## PFW Readies for Record Number of Designer Debuts

● The preliminary schedule for the spring 2026 women's ready-to-wear shows sees several major brands moving from their usual slots.

BY JOELLE DIDERICH

**PARIS** — It's all change at Paris Fashion Week.

The spring 2026 season, scheduled to run from Sept. 29 to Oct. 7, will not only feature a slew of designer debuts, but a revamped schedule to match.

New creative directors will show their first women's ready-to-wear collections at Dior, Chanel, Balenciaga, Loewe, Mugler, Jean Paul Gaultier, Maison Margiela and Carven, reflecting a period of unprecedented creative upheaval amid a global slowdown in luxury spending.

While the final day last season featured heavy-hitters Chanel, Miu Miu and Saint Laurent, no major brands will be showing on Oct. 7, according to the preliminary schedule published Thursday by the Fédération de la Haute Couture et de la Mode, French fashion's governing body.

There are 76 runway shows and 36 presentations on the calendar.

Chanel is trading its morning slot on the Tuesday for an evening show on Oct. 6, the penultimate day of the shows. Matthieu Blazy will show his eagerly awaited first collection for the house at 8 p.m. at the Grand Palais.

Jonathan Anderson on the runway at the Dior show as part of Paris Men's Fashion Week on June 27 in Paris.



Saint Laurent will close the first day with an 8 p.m. show and is expected to return to the Trocadéro near the Eiffel Tower, the scene of its most spectacular displays. Meanwhile, Louis Vuitton has snagged a midday slot on Sept. 30 for its show at the Louvre, having previously shown toward the end of the week at sundown.

Joining Chanel among the most closely watched shows of the season will be Dior, with Jonathan Anderson's first women's collection set to bow on Oct. 1 at 2:30 p.m.; Balenciaga, due to unveil Pierpaolo

Matthieu Blazy on the runway at the Bottega Veneta fall 2024 fashion show.



Piccioli's debut collection on Oct. 4 at 8 p.m., and Loewe, which will present the first line by Jack McCollough and Lazaro Hernandez on Oct. 3 at 11:30 a.m.

Miguel Castro Freitas is set to make his debut as creative director of Mugler on Oct. 2 at midday, while Duran Lantink will step into the hot seat at Gaultier on Oct. 5 at 4:30 p.m., marking the house's return to the ready-to-wear schedule for the first time in more than a decade.

Having shown his first haute couture collection for Margiela earlier this month, Glenn Martens will present ready-to-wear on Oct. 4 at midday. Mark Thomas Howard, a longtime deputy of Louise Trotter, will step into the spotlight as director of design at Carven with a show on Oct. 2 at 4 p.m. Brands returning to the calendar this

season also include Celine, which will show its main collection on Oct. 5 at midday after unveiling Michael Rider's first designs with a coed show earlier this month; Lanvin, following Peter Copping's debut with a coed display during men's week in January; Thom Browne, and Vetements.

The newcomers to the official show schedule are Matières Fécales, Julie Kegels and Meryll Rogge, fresh off her ANDAM Award win, who will close the season with a show at 6 p.m. on Oct. 7. Joining the presentation schedule are Ganni and upcycled clothing label Façon Jacmin.

Absentees this season include Kenzo, which presented a coed collection in June; Off-White, which is showing in New York this season; Marine Serre; Atlein; Duran Lantink; Ludovic de Saint-Sermin, and Rokh.

## BUSINESS

## Beyond Yoga Unveils 'Seek Beyond' Platform

● It is launching the new platform as it looks to grow outside the yoga studio with trail gear, vegan leather and cashmere blends and more.

BY EVAN CLARK

**Beyond Yoga is ready to go, well, beyond.**

The Los Angeles-based brand, which Levi Strauss & Co. bought for just over \$400 million in 2021, has been rapidly evolving under chief executive officer Nancy Green.

It opened a new store in Greenwich, Conn., last month — its first on the East Coast and a fresh concept big enough to hold its expanding product assortment.

And while the brand has long carried looks that could go "beyond the mat," it is venturing further. Puffer jackets were added last year and gear for the trail, varsity-inspired prep looks, vegan leather, sweaters, cashmere wool blends and more are all being introduced.

To support that broader vision, Beyond Yoga is now launching a brand platform — Seek Beyond.

Unlike a marketing campaign that comes and goes with a particular launch or season, a brand platform is an always-on proposition that both constantly frames the brand for consumers and helps guide people working at the company.

Like Nike has Just Do It, Beyond Yoga now has Seek Beyond.

In part it's an effort to define just what it wants "beyond" to mean to a world of active consumers who have lots of options.

Green, who led Athleta as it grew from

Beyond Yoga is expanding with a new brand platform and more looks focused on getting out.



39 to 175 stores, said she is trying to take what Beyond Yoga was always about and communicate it anew to a growing customer base that's ready to be — not quite so intense.

"There's a lot of messages out there today in this space about high performance, high achievement and almost a perfection-driven image," she said. "That's not what our community wants."

"We've shared a lot of the brand storytelling over the years through launching incredible products. Now this

is a moment to say, 'Yes, our products are amazing, but this is also what our brand is about.' Nobody's asking you, telling you [that] you should be perfect. Just go out there and try new things, learn new things and have fun and seek joy and seek beyond maybe what you're comfortable with."

"Customers are looking for brands that can connect with them emotionally. They don't want to just have a transactional relationship with a brand. They're building relationships with brands. They're choosing brands that reflect their

own personal values and then inspire them emotionally."

Katie Babineau, chief marketing officer, described the new brand platform as a kind of movement.

"We want to inspire people to grant permission to try new things and fail and get up and do it again," she said.

Seek Beyond is getting its start with an original anthem written and performed by writer, producer, actress and entrepreneur Issa Rae, which sets a tone for a marketing campaign focusing on real stories from real people.

Among them are The Sculpt Society founder Megan Roup, Hike Clerb founder Evelyn Escobar, Skyting Yoga cofounder Krissy Jones, Big Girls Who Run L.A. cofounder Danielle Burnett and more.

The brand will also have its first outdoor trip with 15 to 20 content creators and people posting on Substack for an adventure intended to bring them outside of their comfort zones and trying new things, while documenting it all for the online masses.

"Tactically how we execute this is also different from how we've shown up before," Babineau said. "Previously we've really focused on digital first, more performance marketing. This is a chance to reach more people with more awareness-driving media. So we will be turning on connected TV and audio reaching more people."

Beyond Yoga is not just encouraging shoppers to Seek Beyond, but is also doing that itself. In the first half the brand's sales rose 10.8 percent to \$72 million. Now, with investment and support from Levi's, it's seeing just how far it can go.



Matthew  
Whitman  
Lazenby

A Bal Harbour Shops  
Access Pop-up  
recently operated in  
Sarasota, Fla.

BUSINESS

# Bal Harbour Shops' Roving Mini Mall on the Road Again

● Matthew Whitman Lazenby, president and CEO of Whitman Family Development, said the Bal Harbour Shops Access Pop-up portable concept has captured new customers.

BY DAVID MOIN

It may be costly and depend on some complicated logistics, but Bal Harbour Shops continues to take its portable mini-mall concept on the road to different markets.

Currently, a Bal Harbour Shops Access Pop-up mini mall is operating at Tanger Outlets in Asheville, N.C., among the southern cities recovering from the devastation of Hurricane Helene and a decline in tourism.

Wind and flooding from the hurricane hit North Carolina in September 2024, primarily in its western Appalachian region. More than 100 deaths were reported. To help with the continuing recovery, between 1 percent and 10 percent of the sales from Access Pop-up, depending on the day and different events, are being donated to charities working on the issue.

Bal Harbour Shops' unique two-and-a-half-year-old roving format is expected to soon pop up in other areas, including, Nashville, and locations in south Florida, provided permissions and permits are granted by landlords and local authorities.

"We have a list of markets where we are working to get approvals," said Matthew Whitman Lazenby, president and chief executive officer of Whitman Family Development, the family business that owns the 450,000-square-foot Bal Harbor Shops open-air, luxury shopping center housing more than 90 fashion brands, six restaurants and an open-air courtyard of palm trees and ponds filled with koi fish and turtles. Whitman Family Development

is also the codeveloper of the retail components of Miami's Brickell City Centre.

"Bal Harbour Access Shops is a strategy designed to have a multiyear run," said Lazenby. "We can't say precisely when the next one will open, but we intend to keep it going."

Bal Harbour Shops Access Pop-up debuted in Raleigh, N.C. in November 2023, and subsequently appeared in Sarasota, Fla.; South Walton, Fla.; Greenville, S.C.; West Palm Beach, Fla.; Charleston, S.C.; and, Asheville, which opened on June 13 and is scheduled to run through Aug. 10. The concept has been appearing in four markets annually, with each site staying open for eight weeks.

In Asheville, the temporary format occupies 30,000 square feet of Tanger's parking lot, with 6,000 square feet of retail space for several small luxury shops including Tiffany, Valentino, Balmain, Assouline, Etro, Golden Goose, Eleventy and Johanna Ortiz. Additionally, there's The Whitman, an upscale restaurant that has indoor and outdoor seating. Though the set up is in an outlet center, the shops are regular-priced. It has a lush, tropical, al fresco environment reminiscent of Bal Harbour Shops in Miami. As Lazenby said, the format strives to be "a faithful recreation" of Bal Harbour Shops, though on a much smaller scale.

While each Access Pop-up is not necessarily a profit-maker, Lazenby said the benefit really comes from establishing "emotional connections" with the luxury consumers that don't live close enough to frequent Bal Harbour Shops in Miami, but learn about the center by visiting one of the Access Pop-ups. Many then begin shopping Bal Harbour Shops remotely via a personal shopper, or the center's e-commerce website. Some have even begun to show up at the center. "There are all these different avenues we can [use to]

attract new shoppers," Lazenby said.

As Access Pop-up continues its journey, it tweaks how it operates and challenges become less so. "In each market, we are learning," Lazenby said. But the amount of business being generated, he acknowledged, does not offset the costs of the logistics, the design, putting the format up, taking it down, and reassembling it in another locale. "We didn't expect that it would, but one day we might break even," Lazenby said. "We are 'moving mountains' to drive revenue and find new ways to operate a bit more efficiently."

Of all the Access Pop-ups that have operated so far, "Asheville has the greatest conversion rate per customer," Lazenby said. "People here have been starving for this kind of concept." Lazenby does have a strong sense of the market since he has a home in Asheville. It's situated high above the Asheville River and escaped the flooding in the area.

"Asheville is one of the most special places in the world to me," he said. "This is home. After everything the city has been through, I felt a deep responsibility to do more than write a check. I wanted to bring something here that would drive energy, traffic, opportunity and optimism."

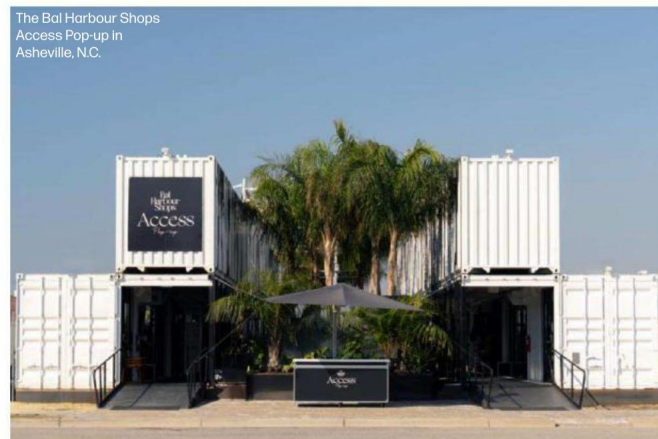
At the Asheville Access Pop-up, more than 100 luxury brand shops are housed in shipping containers designed to be transported. The shops are custom-built, air-conditioned and fitted with furniture, vitrines and shelves. The shops typically range from 250 square feet to about 700 square feet, depending on if the brands use one, two or three containers. The movable format can be assembled in as little as a week.

"The brands can thoughtfully do more with less," Lazenby said, adding that they tend to make only minor modifications at each Access Pop-up, such as with new branding, displays or carpeting.

The portable mall format has never been done before, Lazenby said, adding that it does require a major commitment of time interfacing with the brands, and even more time with prospective landlords and cities for approvals, Lazenby said.

"The strategy has been successful based on conversion of folks in markets that would not have otherwise become Bal Harbour shoppers. I do wish there was a way to do it more efficiently. There's just this gargantuan cost, but this year we are spending less than last year, and getting better at it each time."

"We also spend a fortune getting the word out and promoting the experience, but every landlord has seen it is as a huge boon. Generally, we aren't a big rent payer. Rather, we drive traffic to their sites and get them qualified customers that they wouldn't otherwise get."



The Bal Harbour Shops  
Access Pop-up in  
Asheville, N.C.

ACCESSORIES

# Orlando Bloom Debuts Porsche Chronograph Watch



Orlando Bloom at the Porsche Design event at Watches of Switzerland SoHo.

- The Hollywood star and brand ambassador is a mega collector of all things Porsche, helping the German brand debut its latest limited-edition Chronograph 1 at Watches of Switzerland SoHo.

BY THOMAS WALLER

PHOTOGRAPHS BY LEXIE MORELAND

**Orlando Bloom** takes collecting seriously. Bronze and sun-kissed from a recent European summer holiday, the actor touched down in New York Wednesday night, marking his first public appearance as brand ambassador for Porsche Design's timepiece and eyewear collections. The ink on the partnership may be fresh but the actor's admiration for the German brand runs deep since he's an avid collector of Porsche's automobiles and timepieces.

"My love for Porsche Design started at a very young age," Bloom told WWD, relaying a story of coming across a Porsche 911 at age 14, joyfully taking pictures next to the iconic car. "It was the typical kid thing, but I was like, 'I'm going to own one of these cars one day.'"

Today he owns several. His first was a black and tan 911 model from 1973 bought after his first big acting role. "I had spent many years living in Malibu, so I used to go on dates and terrify my dates as I spun through the canyons," he recalled. "It's still probably one of my favorite cars to drive today."

Porsche pulled out all the stops for Wednesday's event, which was held at Watches of Switzerland's SoHo flagship. There was a line of vintage Porsches parked down Greene Street, which had tourists and New Yorkers alike gobsmacked and taking pictures. Inside was at capacity with watch and car enthusiasts invited for a one-of-kind panel with Bloom and Ferdi Porsche, great-grandson of the legendary Ferdinand Porsche, in conversation with Hodinkee's Ben Clymer.

The global retailer is the exclusive merchant for Porsche timepieces, and the panel debuted the brand's latest timepiece, the Chronograph 1 - 1975 Limited Edition, made of uncoated titanium.

Bloom's esteem for timepieces also helps mark big career moments — ostensibly from his roles in massive blockbuster film franchises "The Lord of the Rings" and "Pirates of the Caribbean." His collection came into the spotlight unpleasantly in 2009 when several timepieces were stolen by the infamous Hollywood Bling Ring. "Now my watches live somewhere very safe," he told a crowd, flashing a Hollywood smile.

"I started with a vintage Rolex, because, well, that's sort of a very good place to start. And then moved on to Patek [Philippe] and a little bit of AP [Audemars Piguet]." But today Bloom's go-to style is a Porsche chronograph. "It's funny, I just don't take it off. I don't miss anything, which is sort of weird, because I have a great collection of watches."

The style is the exact blueprint for the new limited-edition timepiece debuted at the event. "It's just an authentic story," Bloom said of the German brand and its appeal. "It's when it comes from passion and pure love, it just feels so right. ▶"

Orlando Bloom at the Porsche Design event at Watches of Switzerland SoHo.



Porsche's new Chronograph 1, 1975 limited edition.



Bloom, Bryce Dallas Howard and Nick Mohammed in a scene from "Deep Cover."



Porsche Design event at Watches of Switzerland SoHo.

“When you become passionate about collecting, I think it's important for young people to understand what they're collecting and why.”

ORLANDO BLOOM

“Tonight's a good time to buy a watch,” he told the crowd after the watch debut.

The conversation turned to collecting, with Bloom offering a bit of advice: “When you become passionate about collecting, I think it's important for young people to understand what they're collecting and why.”

His stable of cars continues to expand, but for now he has turned to a Porsche restoration project. “I think because the brand is so iconic, and the world that we're living in with the environment, there's an aspect of taking these remarkable vehicles and then reclaiming them and bringing them on the roads.”

Bloom's career continues to evolve, with his most recent film “Deep Cover” debuting on Amazon Prime in June. It has fans seeing him in a new comedic light as Marlon an out-of-work improv actor who takes his craft incredibly seriously. “To

be honest, it was a script,” he said of his immediate draw to the role. “When I read it, I immediately responded. The premise is so silly, funny. I'm really proud of it.”

Next up this September is “The Cut,” a psychological thriller film directed by Sean Ellis. Bloom stars as a boxer ending his retirement to seek a championship title, undergoing a drastic weight-cutting regimen at the urging of his coach. “What I liked about it was it's a fresh approach to a genre that we've seen many times. It looks at some of the themes that run concurrent in society, around body dysmorphia, around weight. It's not something that's often discussed for men.”

The actor explained that while he sits around 180 pounds, he dropped to 152 pounds for the role, using the same nutritionist Christian Bale has used for roles that incorporate drastic physical

transformations.

“It was almost like a science. We shot the movie in reverse chronological order so that we could start with my lightest weight, because I was completely out of my mind,” he shared candidly. “It's an interesting look at the male psyche as it pertains to the aspect of body training, making weight, and then his deep desire

as an athlete to have his last shot. I think we piece together a very interesting and challenging character study.”

But summer's not over for the actor just yet. After his time in New York City, he plans to focus on family. “I'm focusing on my daughter [whom he coparents with Katy Perry] and being present for our summer plans together,” he said. ■

## BEAUTY

# Nicole Kidman Is Clé de Peau Beauté's Global Brand Ambassador

- Kidman's appointment comes as the brand outpaces luxury skin care overall in the U.S. – and is clocking gains globally.

BY JAMES MANSON

**Nicole Kidman** has a new gig.

The Academy Award-winning actress whose oeuvre spans from “The Hours” to “Moulin Rouge” and TV shows like “Big Little Lies” and “Nine Perfect Strangers,” is Clé de Peau Beauté's newest global brand ambassador.

Kidman has had a lot on her plate. In addition to featuring in a campaign for the brand, she's in the throes of filming the sequel to cult-favorite “Practical Magic” alongside Sandra Bullock. She also made the rounds to Balenciaga's fall 2025 couture show in Paris in July, and took home the 2025 Kering Women in Motion award at the Cannes Film Festival earlier in the year. All of that said, Kidman told WWD in a wide-ranging interview that her relationship with beauty has always been essential to her.

“Because I grew up with a mother that was always adamant about taking care of skin, she would slather me in sunscreen when I was little,” said Kidman. “When I started experimenting with makeup and skin care myself, I went through so many different stages: lots of masks, this and that. I learned I can change aspects of my face, augment things, and it became much more creative and exciting.”

Her career has also played a role with her understanding of beauty, as have past collaborators. “When you're working with someone like Baz Luhrmann and [costume designer] Catherine Martin, there's a very specific look they want for the character,” she said. “I started to realize, as I was being created by others and experimenting, they were teaching me how to use makeup in particular ways and create characters. I could then go and use that in real life.”

She's been a brand devotee since long before her ambassadorship, calling out the eye makeup remover, the serum, body cream, different foundations and a mask as her favorites. The lipsticks, too, are a favorite with shade 26 being her preferred. “I'd already been using so many of their products. It wasn't like I was going to have to discover them, and I was in.”

Mizuki Hashimoto, Clé de Peau's chief brand officer, described Kidman as “someone who truly embodies purpose, artistry and strength in a way that feels both authentic and aspirational, and she brings fresh perspective to her story and a powerful connection to the women that we serve around the globe.”

Those consumers still have a high appetite for Clé de Peau, and the brand is a bright spot for parent company Shiseido amidst broader challenges. “We have been able to secure growth last year, and the first quarter of 2025 as well,” Hashimoto said. “In the last two years, the cosmetics industry is going through a kind of a reset that is mainly driven by trends in China especially.”

Globally, however, “the brand is keeping a very high growth momentum throughout Asia, with Japan being the core market for us. In North America and EMEA, we're committed to growth of these two markets in coming years to establish our position as a global luxury brand,” said Hashimoto.

More locally to North America, the brand is outpacing the luxury skin care



Nicole Kidman for Clé de Peau.

market, which has seen a deceleration in the U.S. more broadly. “The key to our success is the consumer looking for science-backed skin care, they want to understand what the product is going to deliver for them,” said Virginie Bourliere, senior vice president of U.S. marketing for Shiseido and Clé de Peau Beauté.

“We're fueled by over 40 years of skin cell research. We continue to fuel it through our research, and the other thing that's fueling our growth are hero products.”

The brand's cult-favorite eye cream is still its top seller, Bourliere said, and it's growing double digits. Makeup, though, boasts the most consumer loyalty across the range, which she credits to the skin care benefits infused in the formulas.

She posited that the U.S. is only becoming a more significant market for the

brand. “The U.S. is poised to become the main driver of growth,” she said. “Most people in the U.S. don't know that Clé de Peau is the top skin care brand in Japan, it has huge awareness and it's by far the favorite. The biggest opportunity we see is to build this awareness here in the U.S.”

As that relates to Kidman, she has “a very broad reach and engaged audience in the U.S.,” Bourliere said, noting the push will be paramount to raising awareness. “But when we raise awareness, we want to build it around our products and also about our values. What appealed to us is that we do share common values with her. She's an advocate for women, she's a U.N. Women Goodwill Ambassador. And we've been partnering with UNICEF for six years now and have donated \$11.6 million to support the education and empowerment

of women. It really is the perfect alignment of values.”

Hashimoto agreed, adding that she evaluated the opportunity with Kidman both qualitatively and quantitatively. “It's beyond sales. Her ambassadorship is a broader marketing strategy. She's very committed as an individual to social causes, being a United Nations Goodwill Ambassador, and that resonates with our brand's values.”

Kidman shared a similar rationale for taking on the partnership, as well. “What is the company in general, what do they believe in, what are their values? Are they nice? Are they contributors to the world? I met them, and we talked about what we wanted to do with the brand,” she said. “This is actually just a partnership that's based in belief, good will and care.”



THE STYLE GATE  
INTELLIGENCE TO LUXURY

WWD

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8:30 - 11:00 PM | DINNER & PROGRAM

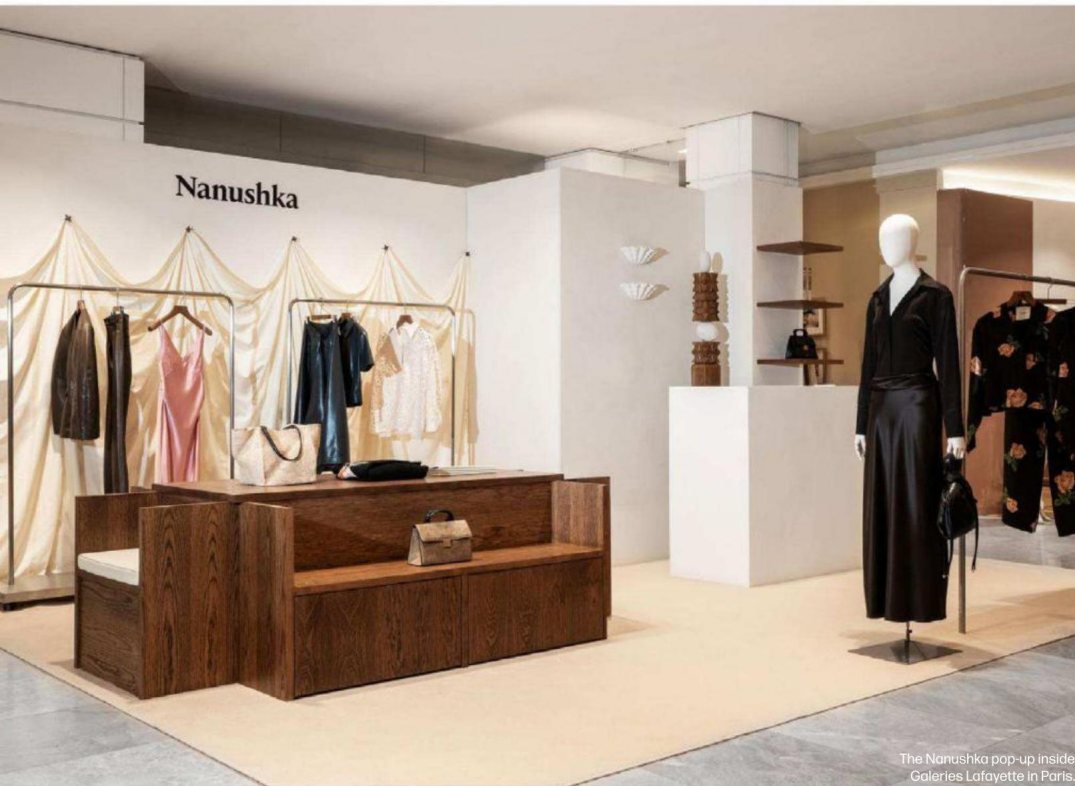
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EXCLUSIVE

# Nanushka Pops Up in Paris



The Nanushka pop-up inside Galeries Lafayette in Paris.

● The Budapest-born brand brings its flagship retail concept to Galeries Lafayette as it ups its bag game with the launch of the Harmonica in October.

BY RHONDA RICHFORD

**PARIS** — Nanushka is planting roots in Paris — at least through winter — with a six-month pop-up opening Thursday inside Galeries Lafayette, the next big step in the brand's global growth plan.

"Paris is going to be a strategic focus for Nanushka in this upcoming period," said cofounder and chief executive officer Peter Baldaszti. "We know, based on data and demand for the brand, that France is a very fast-growing market for us. It felt like the right move to test the market more with a bit of a brick-and-mortar experience on a smaller scale."

The brand already has flagships in Budapest, London and New York, and has imported Nanushka's design DNA into an 88-square-foot physical space, a petite spot of prime real estate next to the highly trafficked Skims on the second floor of the historic department store.

Anchoring the design is a hand-carved wooden totem pole featuring the house's Kopjafa symbols, a nod to the brand's Hungarian roots. Other artisan details include bespoke shell lighting, Rubelli fabric from Venice on the walls, 17th-century Italian wrought iron nails, and French plaster applied by hand. Cushions were handmade in Budapest using surplus Nanushka fabric, finished with the label's proprietary vegan leather, Okobor.

"It also allows us to start at the right scale, so it's not immediately a huge jump into flagship opportunity," Baldaszti added.

The pop-up will house three seasonal collections, pre-fall, winter and pre-spring through January, and particularly important through the holiday shopping season.

The space also sets the stage for the launch of Nanushka's third handbag, the Harmonica, which will launch globally in October. Inspired by Hungarian folk music instruments, the new bag follows the success of the Origami tote and the Sandi top-handle.

"Bags are very significantly a growing part of the business for us, but we are taking slow and conscious steps on that," Baldaszti said. "It's one of my favorite areas of fashion. Bags are particularly interesting because they have to somehow be able to represent the whole brand universe in a very small way."

Despite being "quite late to the bag game," Nanushka's accessory business is "growing in the triple digits," he noted.

"We also tried to carve out our own niche in the space aesthetically," he added, citing the Origami bag's distinctive silhouette and crochet detail — "very Nanushka" — instantly recognizable but notably spared of any loud branding.

Beyond product, the brand is committed to deepening its physical presence in key markets. "E-commerce is very transactional for me, and a very pragmatic, utilitarian experience, while a physical space has to be much more — you have to touch all the senses. You have to build chemistry with the customers," Baldaszti said. "For Nanushka, the future is certainly in the right brick-and-mortar stores, where we can find meaningful ways to connect with customers."

Its business is "very equally split" in

thirds across e-commerce, retail and wholesale, he said.

The brand bravely opened its London flagship mid-pandemic, and the U.K. remains challenging, he said. But Baldaszti still maintains confidence there. "We still have a huge trust in that market, and we have a strong customer base."

The London flagship will undergo a facelift this fall with additional hospitality experiences. Nanushka explored experiential early on, with its bookshop-boutique-café combo in Budapest opening in 2018.

"Just experimenting with a space in Paris and connecting with the community," he said of ideas they will be testing out. "I think we will find new ways, when the right time comes, to enter the French market [with a flagship]."

France is among Nanushka's fastest-growing markets, now expanding "well more than double digits" across online and wholesale. The brand also maintains a presence in Le Bon Marché and Samaritaine Paris.

Still, the U.S. remains Nanushka's largest market, with future plans to extend the Galeries Lafayette model to strategic U.S. wholesale partners. In China, the brand has opted for a digital-first strategy via its Tmall flagship, citing a "quite challenging" retail environment which caused it to pull back its physical presence there, while it continues strong online performance.

Nanushka's growth continues to be firmly rooted in cofounder and creative director Sandra Sandor's sustainable design ethos. "It has become more institutional and more strategic for us after we realized that it makes sense to talk about it, because we can also influence other brands and influence customers," Baldaszti said.

Sustainability, including the use of Okobor — its proprietary vegan leather made from 56 percent recycled polyester and 44 percent polyurethane — remains an integral part of the brand's identity.

The brand, which presented in Paris for fall 2022 and held a runway show in New York for spring 2025 has opted out of showing for the upcoming season, which will be bursting with big designer debuts.

"With our resources, it's kind of impossible to compete with the powerhouses," he said, still hinting at future plans. "But there will be a good moment for us to return to the Paris Fashion Week schedule."

In the meantime, they are "looking into some alternative ideas on how to engage and how to present the collection" this fall, and will host an opening event in the Galeries Lafayette space in September.

The totem pole in the Nanushka pop-up.

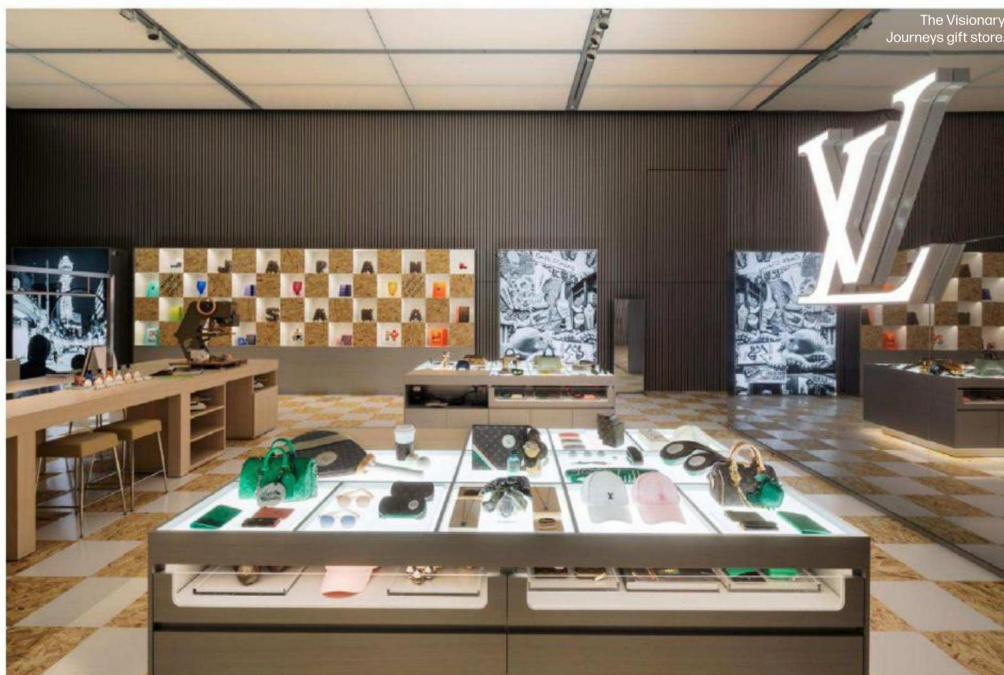


The Origami tote with a look from pre-fall 2025.



The Harmonica bag with a look from fall 2025.





The Visionary Journeys gift store.



Dior men's, spring 2026

# LVMH H1 Net Profit Drops

CONTINUED FROM PAGE 1

"This was definitely not a good set of results, but not disastrous either," said Luca Solca, analyst at Bernstein.

## A Perfect Storm

In terms of revenues, watches and jewelry performed slightly better than expected, with organic sales flat in the second quarter. Perfumes and cosmetics were in line with forecasts, rising 1 percent.

Wines and spirits beat consensus estimates with a 4 percent decline, while selective retailing also exceeded expectations, up 4 percent.

Analysts had hoped that fashion and leather goods would deliver a beat after encouraging results at sector peer Compagnie Financière Richemont, which reported a 6 percent rise in overall sales in the three months to June 30.

By contrast, LVMH is facing a perfect storm, with anemic demand for luxury goods, a strengthening euro and looming U.S. trade tariffs causing its share price to drop around 26 percent so far this year.

The macroeconomic issues have been compounded by a series of internal problems, including data breaches at Vuitton and Dior, and legal proceedings against Loro Piana over alleged worker exploitation in Italy.

Nonetheless, the industry bellwether expressed confidence in its prospects.

"LVMH showed solidity in the current

context," Bernard Arnault, chairman and chief executive officer of LVMH, said in a statement.

"Beyond the prevailing uncertainties, we remain focused thanks to the long-term vision that has always guided our family group," he added. "We head into the second half of the year with great vigilance, and I am confident in LVMH's tremendous long-term potential and the commitment of our teams to further reinforce the group's leadership position in luxury goods."

LVMH described Jonathan Anderson's debut menswear collection for Dior, unveiled in June, as an "immense success," with Cabanis noting the show garnered 1.1 billion views on social media.

Bernstein's Solca has partly attributed LVMH's woes to a series of price increases in the wake of the coronavirus pandemic, and called on the group to address "off-kilter pricing" at Dior.

Cabanis said the brand continues to see good traction on its D-Journey and Dior 'Toujours' bags, and is riding the momentum leading up to Anderson's first collections landing in stores next year.

"We are very confident both in terms of product [and] communication," she said, noting that Anderson's role as director of both women's and men's collections will ensure "full consistency on the brand vision."

Meanwhile, the debut collections by Sarah Burton at Givenchy in March and Michael Rider at Celine earlier this month were "particularly well received," the luxury group said.

## Looking Ahead

LVMH is gearing up for more debuts, with Anderson set to show his first women's collection for Dior on Oct. 1, and Jack McCollough and Lazaro Hernandez presenting their debut line for Loewe on Oct. 3, according to the preliminary calendar released by the Fédération de la Haute Couture et de la Mode on Thursday.

Cabanis said Vuitton continues to lead in many markets thanks to its innovative store concepts, like the Shanghai flagship, which is shaped like a life-size cruise ship.

"It's unexpected. It's something only Vuitton can do," she said. "We are not going to do 400 of those, but there might be a few down the road."

She added that the brand is sticking to its pricing strategy, which consists of delivering sophisticated products for its high-end clientele and introducing more accessible categories aimed as aspirational customers, such as a new cosmetics line developed by Pat McGrath, set to bow this fall.

"We don't work on price segmentation

— we are not Coca-Cola — but we are working on bringing the best product, and with that, making sure that the value that is in the product is recognized by our clients," Cabanis said.

Regarding Loro Piana, she reiterated that the brand was unaware of the problems in its supply chain and was working to rectify the situation.

"This topic is beyond Loro Piana. It's a topic that the full industry in Italy is facing, and it's something that we will have to manage collectively," she said. "It shouldn't create an impact on the [brand's] image."

Amid flat demand from the U.S. in the second quarter, LVMH is preparing to weather the impact of U.S. President Donald Trump's threatened trade tariffs in a variety of ways, though Cabanis said its wines and spirits division had less leeway than fashion and leather goods.

The ongoing restructuring of Moët Hennessy is not expected to deliver results until the second half of 2026, she added. "We don't expect any significant impact this year on that front, but we are very confident that the team has got the plan under control and is delivering," Cabanis said.

Photograph by Jérémie Souteyrat; Runway by Giovanni Giannotti, Tiffany store by Giovanni Giannotti, Rosamund Pike by Merrill André



The Tiffany store in Tokyo.



Rosamund Pike stars as a Dior spokesperson in the parody film highlighting the new D-Journey bag.



This photo taken on November 8, 2017 shows an Art Deco building in Mumbai.



The Ocean Surf Hotel, Miami.

HOME DESIGN

# Miami-Mumbai Celebrate Art Deco Heritage

- Art Deco Alive! will kick off Oct. 8 commemorating the centennial of the 20th century movement with dynamic programming in both Miami and Mumbai.

BY SOFIA CELESTE

**Strolling through** the Mumbai neighborhoods of Colaba and Bandra, the grandeur of the Art Deco buildings might be drowned out by the excitement around the city's bustling outdoor markets and the honking of tuk-tuk taxis.

It is also rarely noted that Mumbai has one of the largest clusters of Art Deco structures in the world, according to design leaders there. Art Deco Mumbai Trust, which was founded by Atul Kumar in 2019 and is dedicated to chronicling Mumbai's Deco period, has documented more than 1,400 Art Deco monuments in the Mumbai metro area alone. The populous capital was recognized by UNESCO for its Victorian Gothic and Art Deco Ensembles in 2018.

A calendar of events taking place between Miami and Mumbai is about to change the latter's image across the Atlantic. Art Deco Alive! is a dynamic collaborative that celebrates the Art Deco design movements that altered the urban landscapes of both cities. The calendar reflects the shared histories of Miami and Mumbai with a celebration of the centenary of the Art Deco movement that will kick off on Oct. 8.

The project was founded by Smiti Kanodia who is based in Mumbai, together with cofounders Salma Merchant Rahmathulla and Gayatri Hingorani Dewan, who are both Indian and based in Miami. The project is supported by key cultural partners including the Miami Design Preservation League and Art Deco Mumbai Trust.

Organizers explain that the Indian financial capital, formerly known as Bombay, was dominated in the 1920s and '30s by the Art Deco and Victorian Gothic architectural styles, in stark contrast to the engine-driven designs that fueled American architecture or the sleek monuments of Europe during that same period.

Set apart from Paris, New York City or Miami, Mumbai's Art Deco era was driven by the demand for houses that were adapted to the environment. Residential buildings were erected with sturdier concrete materials, featured verandas, open balconies and flat roofs to help combat the tropical weather and heat.

An emblem of the Roaring 1920s, Art Deco remains one of the most revolutionary design movements of all time.

The movement was embraced globally after its debut at the 1925 Exposition Internationale des Arts Décoratifs et Industriels Modernes, or International Exhibition of Modern Decorative and Industrial Arts, in Paris. In the U.S. the modernist style was celebrated well into the '40s and inspired iconic New York City landmarks like the Waldorf Astoria and the Chrysler and Empire State Buildings.

In the case of Mumbai, the turn of the century saw the birth of new architecture firms like Master, Sathe & Bhuta, which were led by young new graduates from India's pioneering architecture and art institutions like the Sir JJ School of Art. The firm's top Art Deco landmarks include the Lakshmi Insurance Building, which opened for use in 1938. Situated in Mumbai's Fort district, the edifice is topped by an 18-foot bronze statue of the goddess Lakshmi, standing in a lotus position, reflecting the homegrown decorative influences that defined the "Bombay Deco" style.

Mumbai also has its own version of

Miami's Ocean Drive. Its promenade is called Marine Drive, which is still home today to a strip of hotels and well-spaced apartment blocks.

Hingorani admitted that she overlooked these Art Deco masterpieces while growing up in her hometown of Mumbai. As an adult she came to appreciate the small details like terrazzo flooring and Indian motifs like lotuses and peacocks. Putting Mumbai's architecture on the map is due in large part to the Art Deco Trust Mumbai, she explained.

The festival will kickstart on Oct. 8 in Miami with the "Art Deco Alive! (ADA!)" twin-city exhibition at the Art Deco Museum and will pay a special tribute to this firm founded by Chimanlal Master, Laxman Sathe and Gopalji Bhuta in 1932. It went onto

to create some of the standout buildings that housed the residences of industrialists, insurance firms and banks, all carrying a strong nationalist identity through the use of locally sourced materials and indigenous Indian motifs like the swastik.

Miami's pioneering Deco architect Henry Hohauser, who shaped the architectural aesthetic of South Beach in the 1930s and '40s will also feature prominently. Hohauser, known for his "tropical modernism" is credited with adapting designs to the climate and bringing forms, nautical elements, and pastel color palettes to life in buildings like The Colony Hotel and Park Central Hotel.

The Miami calendar also includes heritage walking tours and will culminate in a symposium on Oct. 11.

In Mumbai, the organization has organized a press trip of international journalists and VIPs. Events will kick off on Nov. 7 with the opening of the exhibition at the historic Dr. Bhau Daji Lad Museum.

The exhibit will also delve into how Miami's Art Deco movement was shaped by environmental and economic realities. After the 1926 hurricane and amid the Great Depression, architects were pressed to create affordable, hurricane-resistant buildings that attracted domestic tourists. They adapted European modernism to a tropical context, emphasizing ventilation, minimal ornamentation and cost-effective materials like stucco and terrazzo – what became known as "Tropical Deco." The Mumbai lineup also includes guided heritage tours, talks, film screenings, jazz performances and Art Deco-inspired retail collaborations, and will close on Nov. 25.

Merchant Rahmathulla said that the founders' own personal paths was what inspired the calendar of events.

"I think what's interesting about this project is that we've all tried to figure out a way of connecting these two cities, one that we live in, one that we're from, in a very meaningful way. We later found out that the two cities are home to the most number of Art Deco structures globally," she concluded.



Rajesh Mansion, Mumbai

## FASHION

# Beautiful Lives Project Plans Fashion Show With Blind Models

● The Aug. 7 event is expected to attract about 100 guests and it will benefit the Beautiful Lives Project, which offers new experiences to disabled individuals.

BY ROSEMARY FEITELBERG

A group of blind or visually impaired individuals won't just be modeling on the runway at an Aug. 7 fashion show in Chicago, they also will be choosing the designs that they wear.

The event is being organized through the Beautiful Lives Project, a nonprofit that gives people with disabilities opportunities to participate in activities and events that may not have been available to them previously due to their physical or facility challenges. About 100 guests are expected at the evening event, which is being held at the CD Peacock Mansion in Oakbrook Center in Oak Brook, Ill.

About 6 million Americans have vision loss and 1 million have blindness, according to the U.S. Center for Disease Control and Prevention's Vision and Eye Health Surveillance System. While legally blind individuals like "America's Next Top Model" contestant Amanda Swafford and fashion designer Natalie Travenço have gained attention, fashion shows that feature visually impaired models have been scarce. In 2016, the first national Blind Fashion Show was held during New York Fashion Week.

Bryce Weller, cofounder of the Beautiful Lives Project, said he wanted to do a fashion show to demonstrate that "individuals with disabilities can do

whatever they dream of doing in their lives and that there are different ways to experience fashion."

While some look at clothes, runways shows or digitally to experience fashion, visually impaired or blind people experience it with their touch. The 10 participants who are legally blind will be visiting a Nordstrom store to choose the designs they will wear in the show. The texture of different apparel styles, whether that be their smoothness, roughness, or varying fabrics, will impact the models' tactile approach to self-styling. While some will use their partial vision for those decisions, others will rely solely on touch. Before they hit the catwalk, they will visit Hammer & Nails to have their hair styled.

Having arranged sports, art, cheerleading and other activities for Beautiful Lives Project events, Weller, who is completely blind, said fashion has always been something that he has wanted to give participants the opportunity to experience. He added, "I am passionate about creating community support for individuals that are too often forgotten."

Next month's show will also relay to guests that "there are different ways for everyone to experience fashion. But everyone can come together to help people, who are visually impaired or blind to be successful in life," he said.

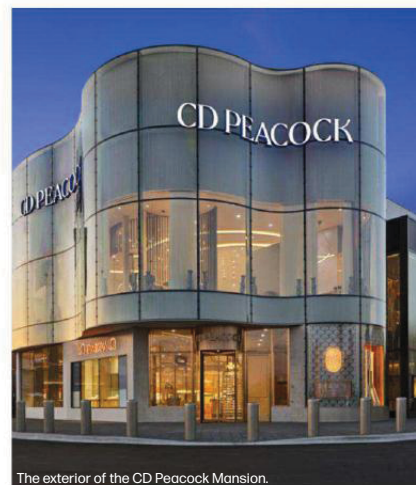
CD Peacock, a two-story 21,000-square-foot luxury watch and jewelry store, is engaged with various charities, but it was a client who introduced vice chairman Steven Holtzman and his 16-year-old daughter Aria to the nonprofit. They later made plans to visit the Illinois

Center for Rehabilitation and Education-Wood, a facility that offers programs to blind, visually impaired, or DeafBlind individuals, who are 18 or older. After picking up 10 pizzas, decamped in its cafeteria to speak with people about the prospect of a fashion show. The CD Peacock executive said he had goosebumps the entire time, due to their interest in trying something different and getting involved with the project.

While the idea for the show sprang in part from his daughter looking for something to do this summer, Holtzman hopes it evolves into a "Pay It Forward" type situation, referring to the 2000 feature film with Kevin Spacey, Helen Hunt, Haley Joel Osment and Jay Mohr, where young students make a plan to help others, who will in turn do the same for more people. His daughter is pitching in with the show at CD Peacock, which offers Rolex, Omega, Chanel and other concept shops. "It's like a candy shop for people, who like watches and jewelry," he said.

Making the point that his daughter attends a boarding school that has 150 clubs for students, he said they have been brainstorming about how students could start a Beautiful Lives Project to introduce participants to college sports, college concerts or other events that they may not have been privy to yet.

Weller, who attended ICRE-Wood to learn life skills, said, "People sometimes feel nervous to allow people with disabilities to live their dreams. Also, a major struggle for many people, who are blind or visually impaired is finding employment. Often people do not believe



The exterior of the CD Peacock Mansion.

that someone – no matter what their disability or challenge is in life – can be successful in the workforce."

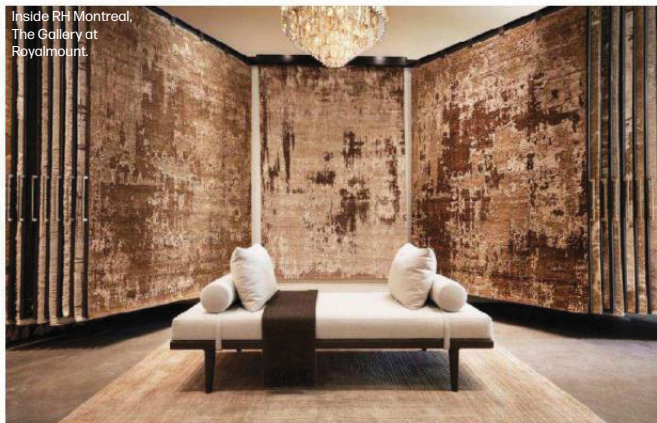
The aim is to make the CD Peacock fashion show an annual one, and to possibly do fashion shows in other cities to give the opportunity to experience to others including those with different disabilities, Weller said. There will be a fundraising component to the fashion show to try to help Beautiful Lives Project events in other parts of the country.

More than anything, he expects the event to show guests who attend the event, "that everyone experiences the world differently whether that be fashion, trying to find employment or being successful in life. We hope that everyone will understand that everyone has their own unique ways of experiencing fashion or wanting to live their dreams. And everyone, no matter of his or her disabilities, deserves those opportunities," Weller said.

## HOME DESIGN

# RH Opens Second Design Gallery in Canada

Inside RH Montreal, The Gallery at Royalmount.



RH Montreal



● RH Montreal, The Gallery at Royalmount integrates home furnishings collections from RH Interiors, Modern and Outdoor, featuring a glass-encased rooftop restaurant and park.

BY SOFIA CELESTE

**MILAN** – RH chief executive officer Gary Friedman admitted in June that his business was "rocked" by reciprocal tariffs, but that's not stopping him from expanding in Canada. On a mission to create the most immersive, physical experience in design, RH has opened its second design gallery in Canada and first design gallery location in the province of Quebec, the firm said Thursday.

RH Montreal, The Gallery at Royalmount is located on Quebec's centrally located Chemin de la Côte-de-Liesse. The three-story structure spans more than 49,000 square feet and brings together RH Interiors, its Modern and Outdoor collections, RH's Interior design office, along with art and antiques, all under one roof. It also houses a dramatic glass-encased rooftop restaurant, which opens into a landscaped garden.

Opening the Montreal design gallery is key to Friedman's plan to expand the RH brand globally. His strategy has been focused on opening immersive, convivial

spaces that engage with markets on a local level and that keep consumers coming back. During a conference call with analysts in June, he contended this local-centric strategy represents a "multibillion-dollar opportunity."

In the second half of the year, RH will open design galleries in strategic locations. The Paris opening will take place Sept. 4 during the Maison&Objet design trade show. Other locations are planned for Detroit; Manhasset in Long Island, New York; San Diego, and Palm Desert, as well as London and Milan in 2026.

Despite a challenging housing market, the worst in 50 years, RH forecasted revenue growth of 10 to 13 percent in fiscal 2025, an adjusted operating margin of 14 to 15 percent and an adjusted earnings before interest, taxes, depreciation and amortization margin of 20 to 21 percent.

RH shares are still recovering from the near five-year low they hit after the "Liberation Day" duties announced by U.S. President Donald Trump on April 2. Since then, the firm has shifted sourcing out of China and rerouted a significant portion of its upholstered furniture to its own North Carolina factory, the firm said.

Tensions remain high between the U.S. and Canada. The North American nation has less than a week to reach a trade deal with Trump following his threat to impose 35 percent tariffs on Canadian exports starting Aug. 31.

According to Italy's Pambianco Consulting division, RH is the second largest maker of high-end furniture, by sales, in the world. It posted \$3.03 billion in sales in 2024.

**WWD**


# Sara Sampaio on Embracing Chaos, Comedy and 'Superman' Debut

The Victoria's Secret Angel turned actor talks about her big-screen breakout. BY LEIGH NORDSTROM PHOTOGRAPH BY DAN DOPERALSKI

Sara Sampaio



**The beauty** of being blonde for a role is Sara Sampaio is actually able to watch herself on screen.

"It felt like a little disconnect," says the natural brunette. "So I was actually able to enjoy it."

The 24-year-old Portuguese model-turned-actor makes her major screen debut in the new "Superman" movie, playing Eve Teschmacher, girlfriend of Lex Luther, who ends up instigating a rather pivotal plot point. Eve presents as a selfie-snapping crazy girlfriend, something Sampaio knew immediately she wanted to play.

"I just loved how chaotic and crazy and funny she is, and I love comedy. I read it and I'm like, 'oh, I know exactly how I would want to play her.'" Sampaio says. "She has this crazy-eyes-energy and I'm like, 'oh, I love her already.' As women, we don't really get the chance to sometimes be crazy and just be completely out of our mind, so it was fun to tap into that."

Sampaio grew up in Porto, Portugal, and has been modeling since she was a teenager. In 2013 she walked her first Victoria's Secret fashion show, and became an Angel in 2015. Acting, however, was always the dream. Her school had acting classes and those were always her favorite. When it came time for university, she wanted to study acting but her plan quickly went sideways.

"I ended up studying something more normal" – advanced math – "and was supposed to do acting on the side, and then after I started modeling. I didn't do either," she says.

"I'm very glad modeling happened, because it took me all over the world, and I don't think I would have the opportunities that I have right now if it wasn't for that," she says.

In 2018, she was in the midst of a great year modeling but had never been less fulfilled.

"In the back of my mind I always had

this thought of 'this is not what I should be doing,'" she says. She decided to take a step back from the industry, move to Los Angeles and give acting a proper go. When the pandemic hit, she was stuck doing acting classes over Zoom, biding her time.

When the audition came for "Superman," never in a million years did she think she'd land the part.

"It's such a big movie and I don't have that much experience," she says. "But I sent my self-tape in, I didn't really hear anything for a few weeks, and then my managers called me, said that they wanted me to screen test, to do a chemistry read, and then I went in. I was so nervous because when I first started doing self-tapes, everything was during the pandemic so everything was on Zoom. I haven't been in the room that many times in person and I was really nervous. But the character is all over the place, so I kind of used that nervous energy into the character."

Sampaio is waiting to see how "Superman" lands – although it already is a box office smash – before committing to her next project, with the hopes that her role will open doors for her.

"I'm not picky. I would do a lot. I would love to do action. I would love to do some kind of spy or Bond girl thing, or do a beautiful romance or a romantic comedy," she says. "I just love how you just get to do so many different kinds of characters and you get to live so many different lives and that I want to be able to do everything."

And as she's learning, all those years modeling do come into play with her new career.

"I feel like where it helped me the most is obviously I've gotten very comfortable in front of the camera and doing lingerie shows in front of thousands of people," Sampaio says. "You can't get more embarrassed than that, so there's not a lot that I'm embarrassed of."

# SJ LOGISTICS

SOURCING JOURNAL

THE LOGISTICS X TECHNOLOGY ISSUE

From automation to analytics, technology continually moves logistics forward. A look at the latest systems behind the seams.

CLOSE AUG 6 • MATERIALS AUG 29 • PUBLISH SEP 8



CONTACT

DEBORAH BARON • [DBARON@FAIRCHILDFASHION.COM](mailto:DBARON@FAIRCHILDFASHION.COM)

# Fashion Scoops



Giorgio Armani

## 50 Cheers

Marking the 50th anniversary of his business, Giorgio Armani is planning big celebrations come September, sure to headline a packed Milan Fashion Week schedule, running Sept. 23 to 29.

The Italian brand said Thursday — the day marking exactly 50 years since it was established on July 24, 1975 — that it is mounting an exhibition retracing five decades in fashion through 150 archival looks at the Pinacoteca di Brera Museum. This is the first time the cultural institution will host a fashion exhibition.

Opening on Sept. 24, the exhibit will be flanked by a broader digital project called Armani/Archivio, a platform set to launch on Aug. 30 during the Venice Film Festival filled with a catalogue of all Giorgio Armani collections to date.

The platform will have a physical counterpart to open outside Milan in the near future, the brand said.

As for new fashion, the Giorgio Armani spring 2026 womenswear collection will be unveiled with a runway display to be exceptionally held in the storied courtyard of honor of Palazzo Brera, the 17th-century landmark home to the Pinacoteca, the Biblioteca Nazionale Braidense library and the Brera Academy.

Featuring also menswear looks already unveiled on the runway last June, the evening show will be held on Sept. 28 — one of the reasons why the Camera della Moda moved the CNMI Sustainable Fashion Awards up one day to Saturday night from

their usual spot.

This is a festivity-rich year for Armani, who also marked the 20th anniversary of his Privé haute couture collection in 2025, mounting an exhibition at the Armani/Silos space in Milan retracing his journey in couture since 2005.

Opened in May and titled “Giorgio Armani Privé 2005-2025” the exhibit runs through the end of the year.

As reported, the Italian designer skipped his Giorgio and Emporio Armani men’s spring 2026 shows in Milan last June as he was “recovering at home” from an illness, the company said. He didn’t attend the Privé haute couture show for fall 2025



Dao-Yi Chow and Maxwell Osborne

a few weeks later in Paris either.

If Armani’s milestone celebrations are testament to the brand’s continuity, many fellow fashion brands are, on the contrary, ready to write entirely new chapters in their history, reflecting a period of unprecedented creative upheaval amid a global slowdown in luxury spending.

September’s Milan Fashion Week is expected to be filled with the most designer debuts in recent history. Dario Vitale is to share his vision for Versace; Simone Bellotti for Jil Sander; Louise Trotter for Bottega Veneta; Meryll Rogge for Marni, and Demna for Gucci.

— MARTINO CARRERA

## Public Again?

Could Public School New York be preparing for a relaunch? Or do its founders, Maxwell Osborne and Dao-Yi Chow, have something else up their sleeves?

Reports have been circulating for months within the streetwear community that the duo was planning to revive their brand and make their triumphant return during New York Fashion Week.

The buzz got louder Thursday when KFN, a group that is working to reimagine New York Fashion Week, teased that Osborne and Chow would be creating a “project” for



Boots in London.

KFN’s inaugural season. When KFN’s plans were announced in May, the designers were front and center for the photo op.

KFN, or KF Fashion and N4XT, cofounded by Imad Izmrane, is an extension of Kilburn Media, a diversified media and entertainment company with investments in film, TV and content-driven ventures. N4XT Experiences acquired L.A. Fashion Week in 2022, and specializes in creative direction, brand strategy and experiential programming. The group has lined up 30 designers for its inaugural showcase in New York, including Chow and Osborne.

Neither Osborne nor Chow could be reached and their longtime publicist said the duo is not prepared to share any further information about their plans at this point.

In May, the Public School New York Instagram site was active with clips from the duo’s custom design under the Public School label for Justin Jefferson for the 2025 Met Gala. Both Osborne and Chow were featured in a video styling the football player in a Glen plaid suit with a high-waisted double-pleat pant and cape.

The New York City-born Chow and Osborne both worked at Sean John and created the Public School menswear brand in 2008. It quickly became the preeminent streetwear label and won the CFDA/Vogue Fashion Fund award in 2013, the CFDA award for menswear in 2014 and the International Woolmark Prize for menswear in 2015.

They were tapped to be the designers of the DKNY label in 2015, a role they kept for around a year until the brand was sold to G-III by LVMH. They returned to Public School and New York Fashion Week, but by 2018

decided to focus on selling direct-to-consumer and opened its first store on Howard Street. That store is no longer in business and the Public School NYC website just shows a photo of New York and a clock showing the current day and time.

In recent years, the duo has worked separately with Osborne creating AnOnlyChild, a line made entirely of deadstock materials, that launched in 2022. Chow has worked as the creative director of Brand New Era, a subbrand of the sports lifestyle company, as well as Italian heritage brand Sergio Tacchini and the now-defunct Brady Brand from Tom Brady.

One streetwear retailer said that despite the rumors that Public School is planning a return, no invitations to a show or event have been sent out yet, and no product has been revealed. “But within the community, all roads appear to be leading that way,” the merchant said.

— JEAN E. PALMIERI

## Fragrance Only

Boots is betting on the fragrance economy with a stand-alone fragrance store opening in Broadgate Central in the fall.

The 2,150-square-foot store will stock more than 400 scents from luxury and independent brands, which will include U.K. exclusives and more than 20 new brands joining the retailer.

“Boots Fragrance boutique represents a bold step forward in how we bring fragrance to our customers. As the nation’s favorite beauty retailer, we’re proud to be creating a space that not only showcases the very best in luxury and niche

perfumery, but also makes it more accessible, inviting and inspiring for all,” said Chelsey Saunders, director of fragrance at Boots.

The store will guide customers through the senses when it comes to fragrances with trend-led discovery zones and immersive experiences. Services such as scent profiling and fragrance matching will also be available.

According to a Mintel report from 2024, the U.K. fragrance market is on track to reach 2 billion pounds by 2029.

Fragrance sales have proven to be robust at Boots.

“The U.K. fragrance landscape is thriving — dynamic, diverse and more creatively ambitious than ever. Boots has long been a trusted name in beauty, and the launch of the Boots Fragrance boutique is a powerful statement of its commitment to the U.K. fragrance industry. By championing both heritage and innovative new brands, Boots is now a key part of inspiring a new generation of perfume creators and perfume lovers,” said Christopher Yu, trustee of The Fragrance Foundation U.K. — HIKMAT MOHAMMED

## Taking The Field

Colm Dillane may have worked for LVMH, shown his KidSuper line in Paris and even created his own Ken doll. But having his own soccer field trumps everything.

Dillane grew up playing soccer and even competed as a professional in Brazil after he graduated from high school. Ever since he bought the 10,000-square-foot building in Williamsburg, Brooklyn, that serves as his headquarters, he’s envisioned creating ▶



KidSuper has its own soccer team.

a soccer field on the roof.

And next week, that vision will become reality when he cuts the ribbon on a pitch on top of KidSuper World at 158 Roebling Street. The space also houses an art gallery, studio, hybrid store and cultural hub.

"Of all the things that I've done in my career, this is the most dream-come-true for me," Dillane said. He

said it took years to secure the funding and permits needed to create the field, which is not regulation size, but large enough for "a small-sided game," he said. "It took so much time and money and there was a lot of fighting with the DOB [Department of Buildings] and my neighbors."

Dillane's partners in the venture include Puma and Jameson Irish Whiskey,

both longtime collaborators with the designer, along with a new partner, Hublot, the Swiss watchmaker and official timekeeper of global soccer matches. "It takes a village to do something like this," he said.

The association with Puma started when Dillane created a line of soccer-inspired pieces for the brand and most recently culminated with KidSuper

designing jerseys for seven teams competing in the recent FIFA Club World Cup. Jameson recently announced a multiyear North American partnership with MLS and will now become an official partner for future KidSuper soccer events.

"I've become the go-to guy in fashion whenever anyone is talking about soccer," he said, attributing that standing to the fact that he is constantly "screaming from the mountain" whenever the sport is mentioned.

Dillane said although he's been a soccer fan his entire life, the fact that the World Cup will be played in part in the U.S. next year means there is "a lot of energy around soccer," and the opening of the field will allow the brands to hold a number of activations surrounding the game.

He said the plan is to use the pitch for his own KidSuper soccer team, as well as weekend soccer leagues and other matches. It'll also be available for neighborhood kids to use for fun. "I grew up in New York and there weren't a lot of places to play soccer," he said. "I want this to become the iconic New York City soccer field."

The grand opening of the KidSuper Football Pitch will be on July 31. —J.E.P.

### In the Ring

Erin Andrews is bringing her fashion aesthetic to the wrestling world.

The sportscaster has signed a deal with the World Wrestling Entertainment company to create a women's sportswear collection for its Premium Live Events and Superstars.

Andrews, in partnership with Constance Schwartz-Morini, cofounder and chief executive officer of SMAC

Entertainment, created Wear by Erin Andrews in 2019. It now works with nearly 200 teams including the NFL, NBA, MLB, NHL, NCAA, NWSL, WNBA and U.S. Soccer to offer fashionable fan gear for women.

This multiyear deal with WWE will feature jackets, T-shirts, sweatshirts, cropped tops and other pieces tied to WWE stars Nikki Bella, Rhea Ripley and Cody Rhodes as well as staple items such as a muscle tank, bomber, hooded denim jacket, lace-up hoodie and cropped long-sleeve shirt.

The collection will debut at SummerSlam at MetLife Stadium in New Jersey on Aug. 2 to 3. It will also be available online at the WWE and Fanatics e-commerce sites as well as at select WWE Premium Live Events.

"Wear by Erin Andrews was created to give women a stylish, authentic way to show off and celebrate their fandom," Andrews said. "As we kick off this partnership with the WWE, we take another step forward in serving an even wider audience of female sports fans while celebrating the passionate, bold energy of the WWE universe. I'm thrilled we can now offer our fan-favorite Wear gear to women who want to support their favorite Superstars without compromising on style."

The WWE offers television programming, live events, digital media, and publishing platforms that reach more than 1 billion households globally. —J.E.P.

### Y2K Beat

Icecream, the fashion label founded by current men's creative director at Louis Vuitton Pharrell Williams and current Kenzo creative director Nigo, unveiled its inaugural women's collection on Thursday with a campaign featuring young Spanish rapper Belize Nicolau Kazi, professionally known as BB Trickz.

Photographed by Lauren Leekley, Kazi sports a range of Y2K-inspired looks, featuring key items such as houndstooth oversize denim shorts, metallic varsity jackets and camouflage designs adorned with crystalized logos.

The range is inspired by the brand's hip-hop and skate roots and offers a renewed kitsch take on skate wardrobe staples and workwear in shapes that cater to the female body.

Founded in 2004, the Icecream brand was originally created as a subbrand of Billionaire Boys Club.

In 2012, some 50 percent of Billionaire Boys Club and Ice Cream brands were sold to Iconix Brands Group. Williams regained full control of the brands in 2016 and has since continued to build momentum around the early 2000s streetwear aesthetic.

The range will be available online and at Selfridges in the U.K. from Monday.

—TIANWEI ZHANG ■



The Wear by Erin Andrews x WWE collection.



BB Trickz stars in the Icecream campaign for its first women's collection.