

WWD

Fashion. Beauty. Business.

Done Deal

Caleres brought Stuart Weitzman into the fold, closing its deal with Tapestry.

Page 2

'Cowboy Carter'

Beyoncé and Levi's are wrapping up their yearlong partnership with a collection.

Page 4

Turning 50

Fragrance manufacturer ICR Industrie Cosmetiche Riunite marks half a century.

Pages 9 and 10



Down on the Farm

Ralph Lauren hosted an intimate summer lunch at East Hampton's historic Mulford Farm, where guests, including Naomi Watts, who's filming "American Love Story," and Molly Gordon, were invited to pack Ralph Lauren tote bags with seasonal produce from local Amber Waves Farm. "We're a fashion brand, but this is not meant to be a crazy fashion moment," said host David Lauren. "This is meant to be a moment of warmth." *For more, see page 14.*

PHOTOGRAPH BY LEXIE MORELAND

FOOTWEAR

Caleres Completes Stuart Weitzman Acquisition, Reveals Brand President

- Caleres bought Stuart Weitzman from Tapestry Inc. for \$108.7 million.

BY VICKI M. YOUNG

Caleres Inc. has a new lead brand in its shoe portfolio.

The St. Louis-based footwear firm said on Monday that it has closed the acquisition of the Stuart Weitzman brand from Tapestry Inc.

Caleres also revealed that Jonathan Lelonek has been named brand president for Weitzman. Lelonek joined the brand in 2012 and was most recently senior vice president of global wholesale. He previously held senior roles in sales and merchandising at Prada, Salvatore Ferragamo and Paul Frank, bringing deep industry experience and a strong track record in luxury and contemporary footwear.

"Stuart Weitzman is one of the most iconic names in luxury footwear, and the brand's original designs have embodied elegance and modernity for decades," Jay Schmidt, Caleres' president and chief executive officer, said. "We are honored to welcome Stuart Weitzman as our newest lead brand and to congratulate Jonathan on his appointment as brand president."

Schmidt noted that with the addition of Stuart Weitzman, the brand portfolio segment will represent nearly half of total revenue going forward. "As we integrate this iconic brand, we remain committed to preserving the artistry, quality and renowned fit at [its] core," he said.

The move further deepens Caleres' position in the global footwear market. Other shoe brands in its portfolio include



Stuart Weitzman Nudist sandal in silver leather.

Famous Footwear, Sam Edelman, Allen Edmonds, Naturalizer, Vionic and Dr. Scholl's Shoes, among others.

Caleres plans to use the balance of 2025 as a period of transition and integration. The Stuart Weitzman brand, which has a strong presence across North America, Europe and Asia in the wholesale and direct-to-consumer channels, generated trailing 12-month sales of \$220 million. Caleres plans to leverage its capabilities and expertise in the shoe sector to use the transition period to return the global luxury brand to profitability.

The shoe deal was initially disclosed in February. At the time, the agreement was for Caleres to buy the brand for \$105 million. The transaction at the

close was for \$120.2 million. The higher amount represents a reimbursement of \$11.5 million in cash that Tapestry left in a connected Spanish entity, along with working capital in the form of inventory and accounts receivable, being transferred over. Excluding the cash reimbursement, the transaction value is \$108.7 million.

Caleres in June made sure it had its financial ducks in a row in time to close on the transaction. The global footwear firm amended its credit agreement to include an expanded facility to allow it to both close on the deal and provide enhanced liquidity for investment in Caleres' growth vectors. Over the longer term, the plan is to balance its investment priorities with debt reduction and the return of capital to shareholders.

Caleres is expected to provide additional details on integration plans, as well as an update on business guidance, when it reports second-quarter results in early September.

For the first quarter ended May 3, the company said net income fell to \$6.9 million on a 6.8 percent decline in net sales to \$614.2 million. Famous Footwear sales were down 6.3 percent, while the brand portfolio saw sales fall 6.9 percent. DTC sales represented 70 percent of total net sales. Caleres was impacted in part by additional costs associated with moving goods and canceled orders following U.S. President Donald Trump's disclosure of global reciprocal tariffs on April 2. Another impact was customer credit issues at some wholesale accounts, such as the Canadian Hudson's Bay retail chain, which shuttered all its doors on June 1.

The shoe firm expects to have 10 percent or less sourced from China in the back half of 2025. And to adjust for the increase in costs due to tariffs, Caleres followed others in the shoe industry by selectively raising prices.

Caleres is among the 80 companies that signed the FDRA letter in April to Trump urging an exemption for shoes from tariffs.

Schmidt is believed to always have had his eye on the Stuart Weitzman brand, according to industry sources. These sources told Footwear News that Caleres had actively pursued a purchase of the brand back in 2015 when it was put up for sale by private equity firm Sycamore Partners. Caleres was outbid by Tapestry, which went on to close on its deal with Sycamore, valued at \$574 million.

Shoe designer Stuart Weitzman launched his eponymous label in 1986. The New York-based brand was known for its lasts, coupled with its attention to detail and craftsmanship. It later expanded into handbags and men's shoes. Weitzman continued working at the brand after the Tapestry acquisition, but left the company and his creative director role in 2017.

BUSINESS

EssilorLuxottica Acquires Automation & Robotics

- The acquisition strengthens the eyewear giant's integrated supply chain in the production of lenses, one of its core businesses.

BY MARTINO CARRERA

MILAN – On the heels of a strong performance in the first half of 2025, EssilorLuxottica is continuing its acquisition spree to strengthen its supply chain.

The French Italian eyewear juggernaut said Monday that it has acquired Automation & Robotics, a Belgium-based company designed and manufacturing automated systems for quality control of optical lenses.

"The integration of A&R into EssilorLuxottica's portfolio of industrial solutions marks another milestone in our ongoing journey to set new standards of excellence in our industry. Sharing a commitment to innovation, precision and service, we will be able to better support the evolving needs of ophthalmic manufacturing, including those of new categories like wearables," said Francesco Milleri, EssilorLuxottica's chairman and chief executive officer. The executive holds executive powers alongside deputy CEO Paul du Saillant.

"This move is a key step toward advancing the future of vision care through quality and performance, by strengthening our technological platform," he said.

Financial details of the deal were not disclosed.

Established in 1983, Automation & Robotics boasts proprietary technologies, supporting lens manufacturers at both industrial and laboratory-size scale in digital transformation through research and development, software development, manufacturing, distribution and deployment.

The acquisition comes two weeks after EssilorLuxottica took over a division of the South Korean company PUcore, which specializes in the development, manufacturing and sale of monomers used in the production of ophthalmic lenses.

EssilorLuxottica has been on an acquisition spree as of late, especially in the med-tech space.

In May, the eyewear group took over ophthalmology platform Optegra, which operates a network of more than 70 eye hospitals and diagnostic facilities across Europe under the Optegra, Lexion and Iris brands.

In mid-December, it revealed the acquisition of the Italy-based Espansione Group, which specializes in the design and

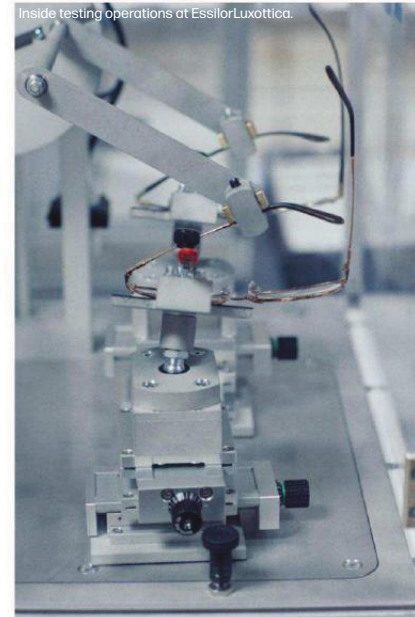
manufacturing of noninvasive medical devices, protected by international patents for the diagnosis and treatment of dry-eye, ocular surface and retinal diseases. This followed the deal last July to acquire an 80 percent stake in Heidelberg Engineering, a German company that is a specialist in diagnostic solutions, digital surgical technologies and health care IT for clinical ophthalmology.

In addition to frames, lenses, medical instruments and science-backed eye care solutions, the group's offer today includes AI-powered innovative technologies and wearables, for which it has been ramping up its tech capabilities through acquisition.

Last year, the company introduced its Nuance Audio brand, a convergence of eyewear and hearing aid devices. And then, in January, it took over Pulse Audition, a French start-up that specializes in AI-powered noise reduction and voice sound enhancement to scale up its Nuance Audio technology.

The group established the dedicated Super Audio division in the summer of 2022 and finalized the acquisition six months later of Israeli company Nuance Hearing.

As reported, in the first half of 2025 EssilorLuxottica reported that adjusted revenues were up 5.5 percent at current exchange rates to 14.02 billion euros. They jumped 7.3 percent at constant exchange rates, driven by the direct-to-consumer business and growth in sales of smartglasses. The French Italian group's operating profit amounted to 2.53 billion euros in the first half, with the adjusted operating margin stable at 18.3 percent of sales.



In addition to its own brands ranging from Ray-Ban and Oakley to Persol, the group produces and distributes eyewear for brands spanning from Giorgio Armani, Brunello Cucinelli and Burberry to Chanel, Michael Kors, Moncler, Prada and Ralph Lauren, to name a few.

BUSINESS

Sydney Sweeney's American Eagle Campaign Attracts Trump, Knockoff Cries of 2009 Ads

● American Eagle Outfitters' stock climbed 23.5 percent, closing at \$13.28 per share Monday.

BY ROSEMARY FEITELBERG

The controversy swirling around American Eagle Outfitters' "Great Jeans" campaign with Sydney Sweeney does not appear to be subsiding.

For more than 10 days, the ads featuring "The White Lotus" actress have been garnering news story and social media backlash. U.S. President Donald Trump stoked the situation over the weekend, and David Lipman, a veteran creative director in advertising, suggested Monday that the American Eagle campaign knocked off one that he did with Georgia May Jagger for Hudson Jeans in 2009.

After learning from a reporter about Sweeney's voter status, Trump weighed in on Truth Social with "#SydneySweeney, a registered Republican, has the HOTTEST ad out there. It's for American Eagle, and the jeans are 'flying of the shelves.' Go get 'em Sydney."

A media request to the U.S. Office of Government Ethics asking whether Trump's post was in accordance with its rule on "Endorsing Organizations, Products or Persons" was not immediately acknowledged Monday.

American Eagle's stock increased by 23.5 percent, closing at \$13.28 Monday. That was a considerable gain compared to Friday, when it closed down by less than 1 percent.

Susan Scaffidi, founder and director of the Fashion Law Institute at Fordham University, said, "Assuming that the Sydney B. Sweeney, [who is] registered as a Republican in Florida is indeed the same person, party operatives are probably already imagining a red, white and blue 'genes' campaign ad."

Noting how "American politics are so divided that most brands would benefit from steering clear of blatant political partisanship," University of Illinois Chicago professor Adam Duhachek speculated that American Eagle did not set out to make a political ad, since much of the response would seem very hard to anticipate. He said, "From a pure engagement standpoint, the campaign has been wildly successful, drawing millions of views and their stock is up more than 20 percent today. Very few campaigns in recent memory have produced that level of lift. The long-term impact is more difficult to assess."

Representatives at American Eagle and at its outside public relations firm Shadow did not respond to a request for comment Monday afternoon about Trump's claim that the jeans were "flying off the shelves." They also did not respond about an inquiry suggesting the Sweeney campaign knocks off the 2009 Hudson jeans one.

In that one, the then-teenage Jagger wears only a lace bra and underwear, as she lies back slithering on a pair of tight jeans. It closes with her saying, "My mom is Jerry Hall. My dad is Mick Jagger. Some people say I have great genes." Lipman, the ad's creator, flagged the similarities to WWD on Monday.

Lipman said the 30-second Hudson Jeans clip was only accessible for one week, but it was said to have racked up more than 40 million views. While Lipman said he has heard from multiple people including coworkers from that time, who suggested American Eagle "plagiarized" his work and who have encouraged him to hire a lawyer, he held off on speaking with the media until Monday, namely because he is on vacation.

Recalling how much of the fanfare about

the Hudson Jeans creative was about Jagger being topless and for her being Mick Jagger's daughter, Lipman said that "noise also turned the brand on, but not so much over the controversy." He said, "The brand tripled in revenue from the campaign."

In 2013, Fireman Capital Partners, the investment firm started by Reebok's founder Paul Fireman, sold Hudson Clothing for \$97.6 million to Joe's Jeans, which was more than triple its initial \$30 million investment in 2009. Joe's Jeans is now owned by WHP Global.

The photographer Mario Sorrenti shot Jagger for the campaign. He could not be reached for comment Monday, nor could Jagger.

"Peter Kim, (who founded Hudson Jeans in 2002), was the CEO at the time. Of course, nobody remembers it better than me because I masterminded it and wrote the line, 'My mom is Jerry Hall. My dad is Mick Jagger. Some people say I have great genes,'" Lipman said.

Kim, who is now founder and chief executive officer of the Golden Circle Group, said Monday, "My initial thought was 'it looked like they ripped us off from back in the day.'" He said he heard a lot about the similarities over the weekend.

Suggesting that the new Sweeney campaign is the essence of what he did with Hudson Jeans, Lipton said he plans to speak with his attorneys when he returns from vacation. "I'm very, very upset by it, needless to say," he said.

Lipman said after seeing a video of Sweeney in the window of the American Eagle store in downtown Manhattan, he sent it to his assistant of many years and asked, "Does this remind you of anything?" Lipman claimed that he immediately suggested that American Eagle had "ripped off" the Hudson Jeans campaign with Jagger. "I don't know if there's an ex-employee that works at American Eagle [now.] It's not easy to find this video on the internet. We did that on purpose to be cool. The whole idea was to create this demand and then to take it all away," Lipman said. "We don't do that anymore [in advertising.] unfortunately."

Lipman said he remembered watching the number of views of the clip tick up on YouTube, despite the fact that the media buy did not include \$1 that was spent on digital media. "Yes, we ran an ad in Vogue and had billboards and stuff. But we didn't spend any money on digital and it went viral," Lipman said.

The Hudson Jeans "genes" reference was "in better taste — for sure" compared to Sweeney's "great jean" tag line for American Eagle, according to Lipman. He said, "Ours was about genetics, as in Mom and Dad, and where I come from. I will say that American Eagle's response [to the controversy] was justified and they were proper to the public. I don't think it's such a big deal, as to what the other side of the conversation is saying."

Allowing that the Sweeney commercial is "very effective," Lipman said, "It's derivative of what I did. It's not original. I think the world should know it."

Referring to the initial controversy, Drexel University professor Joseph Hancock said good or bad publicity is about creating ties to sell more goods. He said, "Have we all forgotten Abercrombie & Fitch's ideology of making 'whiteness' and hot bodies a part of the jeans market? It's history. Sex sells. When it comes to jeans, companies create controversy because jeans are so basic. It's necessary to contextualize the product to



Sydney Sweeney in the fall American Eagle campaign.



Georgia May Jagger in the 2009 Hudson Jeans campaign.

compete in the global market place."

To that point, Hudson Jeans' 2009 campaign with the baby-faced adolescent Jagger was compared by some to Calvin Klein's controversial campaign with Brooke Shields in 1981.

Scaffidi said AEO's "rather slow response strategically kept its name in the news, and then threaded the needle between

progressive outrage and right-wing defense of the model and mockery of the left." She said, "By refocusing on the product — the jeans — and implicitly claiming that its reuse of an old pun is unworthy of widespread cultural analysis rather than either apologizing for or defending its ad, AE chose to appeal to the many, who are tired of extreme partisan politics."

BUSINESS

Shein Fined 1 Million Euros

● The Singapore-based Chinese fast-fashion giant was fined for misleading and ommissive sustainability claims on its website.

BY MARTINO CARRERA

MILAN — Shein has been fined by the Italian Competition Authority, or AGCM, for alleged misleading and ommissive green claims, marking the second financial sanction by a European authority in a little more than a month.

The Italian authority is imposing sanctions of 1 million euros on the ultra-fast-fashion giant claiming that statements available on its website and other informative or promotional online pages were “in some cases vague, generic and/or overly emphatic; in others, misleading by omission or deception.”

Contacted by WWD, Shein issued a statement saying: “Shein actively cooperated with the Italian Competition Authority (AGCM) throughout the entire proceeding, promptly taking all necessary steps to address the concerns raised as soon as it became aware of them. We have strengthened our internal review processes and improved our website to ensure that all environmental claims are clear, specific and fully compliant with applicable regulations.”

The AGCM refers particularly to Shein’s sustainability claims on the “Social Responsibility,” “#SheinTheKnow” and “evoluShein” pages. In the latter the authority uncovered misleading information on circular economy practices and product recyclability, deeming them “false or at least confusatory.”

The authority also highlighted that descriptions and promotional copy about the “evoluShein by Design” line

emphasized the use of “green fibers” without detailing their sustainability credentials nor highlighting that they represent a small portion of the Shein product offering. “These claims may lead consumers to believe not only that the ‘evoluShein by Design’ collection is made exclusively from ‘eco-friendly’ materials, but also that its products are fully recyclable — a notion that, given the fibers used and the recycling systems currently available, is not accurate,” the AGCM stated.

It also refuted Shein’s ambition to reduce GHG emissions by 2030 and achieve carbon neutrality by 2050, stating that they are contradicted by an increase in the e-tailer’s emissions in 2024.

To this end, the 2024 Sustainability and Social Impact Report released in June revealed growing carbon emissions. In particular, transport-related emissions rose 13.7 percent year-over-year to 8.54 million metric tons of CO₂, largely due to increased reliance on air freight. This increase occurred despite Shein’s stated commitment to optimizing logistics and shifting to lower-emission transport options.

Shein made modest progress reducing its own Scope 1 and 2 emissions, such as offices and logistics centers, primarily through the adoption of solar power. But the company confirmed that Scope 3 emissions from its 7,200 contracted suppliers and manufacturers are still by far the largest share of its footprint.

Shein said it plans to reduce Scope 3 emissions by 25 percent by 2030, using 2023 as a baseline. However, the company emphasized that progress “depends entirely” on whether its independent suppliers choose to implement upgrades without direct funding from Shein. The company said it focuses on “encouraging” partners to adopt more energy-efficient methods.



A newly proposed French bill targets fast-fashion giant Shein.

The development in Italy comes as the ultra-fast-fashion giant’s business practices are increasingly under scrutiny in many countries.

For example, France has been taking aim at Shein from multiple angles.

Last month, the country’s anti-trust authority, the French Directorate General for Competition, Consumer Affairs and Fraud, or DGCCRF, fined the ultra-fast-fashion retailer a record 40 million euros claiming that Shein’s pricing practices were deceptive, offering customers “discounts” that didn’t exist.

In June, the French Senate passed a bill targeting Shein and other “ultra-fast-fashion” players, including Temu, by proposing a tax on small parcels shipped from outside the European Union ranging from 2 to 4 euros per package. The fee is intended to slow the influx of packages from Chinese platforms to France.

The bill needs to be validated by the EU, then will return to the Assembly where a stronger version passed in 2024, for a reconciliation process and final vote. That is expected to take place around October.

A few days later, Shein executive chair Donald Tang took to the stage at Paris’ VivaTech conference to defend the company’s business model. During his appearance, he said Shein is “not fast fashion,” instead it is “fashion-on-demand” and only produces what the market wants.

Meanwhile, last month Shein agreed to a settlement of \$700,000, according to Napa County District Attorney Allison Haley, for a consumer protection lawsuit for unlawful shipping delays filed in Napa County Superior Court. According to the lawsuit, Shein had allegedly engaged in unlawful business practices by not properly notifying customers of shipping delays or offering them refunds when their orders were not shipped on time.

The AGCM has been particularly active on the fashion front as of late.

As reported, last week the Italian authority fined the Giorgio Armani company with 3.5-million-euro sanctions for alleged misleading advertising linked to sustainability statements contradicted by uncovered evidence of supply chain auditing negligence.

BUSINESS

Beyoncé Knowles-Carter, Levi’s Tie Together Yearlong Partnership



Beyoncé Knowles-Carter for Levi’s.

● In chapter four of the Reimagine campaign, the brand pulls the first three chapters into a one-woman-powered denim narrative with the “Levi’s Jeans” singer.

BY EVAN CLARK

Beyoncé Knowles-Carter and Levi Strauss & Co. are wrapping up their yearlong partnership by bringing together

all the denim history they’ve been mining — and offering some merch, too.

The jeans brand dug deep into its formidable archive to remake some of its famous TV ads from the ‘80s and ‘90s with Beyoncé, who stripped off her Levi’s in “Launderette,” beat a hustler in “Pool Hall” and cooled off her denim shirt in “Refrigerator.”

The short videos each recontextualized the original ad spots, putting Beyoncé and the brand’s women’s offering front and center.

Now consumers can buy looks from the Beyoncé x Levi’s collection, some of which were featured in the campaign. The collaboration includes the Western Crystal ‘90s Shrunken Trucker jacket, retailing for \$250, the Western Crystal 501 Curve jeans (\$150) and two other head-to-toe denim sets, which will be available now on beyonce.com and globally on Thursday, through levi.com and some of the brand’s stores.

It was a well-timed partnership that came together after Beyoncé dropped “Cowboy Carter,” which featured the song “Levi’s Jeans,” and lasted through a denim-heavy phase for the singer, who was out promoting the album with an international tour this year.

The Reimagine campaign is pulling it all together, weaving the earlier videos into a new narrative that the brand said is “centered on empowerment and rewriting the rules.” The 90-second spot, “The Denim Cowboy,” includes fresh scenes and extended cuts from the first three chapters, showing how the prize Beyoncé wins at the pool table is the local shark’s 501 jeans.

“At the heart of the campaign is the fact that Levi’s has served as what we like to call this uniform for progress,”

said Kenny Mitchell, Levi’s global chief marketing officer, in an interview. “We’ve long outfitted people in the world who are changemakers, who are icons and who are originals.”

And when the brand linked with Beyoncé it was also careful to align the campaign with its broader corporate goals.

“This collaboration is anchored in our long-term strategic focuses,” Mitchell said. “So being brand led and how do we keep the brand at the center of culture, this is something that’s helping to do that. Each one of our stories have been this head-to-toe [denim] storytelling, winning with women, which is a big priority as with our business. And then being B2C first — we activated and we’ll activate this chapter four in a pretty globally commercially coordinated way, both in our retail stores as well as in our e-com business.”

That alignment worked well, for instance, when three of the looks featured in chapter two rank as the brand’s top sellers in Europe. Now, Levi’s, coming off a year with Beyoncé, might be its own toughest act to follow.

Mitchell said the brand would stay in the spirit of “music and storytelling from a talent perspective” and that some sports tie-ins could be in its future.

“What we know for 2026 is what’s going to be high on the culture radar is the world of sports,” he said. “We have the privilege for 2026 to both host the Super Bowl at Levi’s Stadium as well as have a leg of the World Cup. That’ll at least be a component of our strategy as we talk about being in the center culture.”



Dr. Dhaval Bhanusali and Martha Stewart

Martha Stewart Launches Her Own Skin Care Line

Stewart has teamed up with board-certified dermatologist Dr. Dhaval Bhanusali on Elm Biosciences, which includes a serum and supplement to target the key causes of aging. BY EMILY BURNS

Martha Stewart is spilling her skin care secrets.

On Monday, Stewart and medical cofounder Dr. Dhaval Bhanusali, a board-certified dermatologist, laser surgeon and biotech entrepreneur, announced the launch of their streamlined skin care brand Elm Biosciences. It is powered by clinically studied ingredients and backed by 350 dermatologist advisers.

The brand, which will be available direct-to-consumer in September, is launching with the A30 Elemental Serum, \$135, and Inner Dose The Daily Skin Supplement, \$50, which together target the main causes of aging. The team did not comment on sales projections, but industry sources said Elm Biosciences could reach \$10 million in its first year.

While Elm Biosciences has been in development for the past five years, Stewart and Bhanusali first connected seven years ago and immediately hit it off.

"We met years ago in Miami at the Food and Wine [Festival] and started talking about skin care, and we started to work shortly thereafter on developing a really good idea for skin," Stewart said.

Bhanusali added: "It became a true friendship. Martha and I had started speaking about a lot of different things. There was an intellectual curiosity about her... Shortly thereafter, when I was opening my office, she was actually the first person ever in my office before it actually ever opened."

Bhanusali began creating iterations of

products for Stewart to test out, which over the past five years have evolved into Elm Bioscience's final stock-keeping units. During this time, Bhanusali said Stewart was incredibly hands-on, whether it be by testing and sharing feedback on products or discussing clinical research.

"I've tried a lot. [I was] very curious about who's developing what," said Stewart. "What [could] I find that would be the perfect combination of skin care? I wasn't finding the perfect thing, so when Dr. B and I met and started talking about skin care, I thought, Why not try? This really has really worked."

Bhanusali added: "I've sent her more studies than I can count at this point... [Martha] has access to anything and everything... and the idea is that we want good quality, efficacious products to help us become who we're supposed to be and live how we want to live."

After years of testing, the duo chose to launch with both a topical and an ingestible, emphasizing the importance of inside-out beauty, which has played a major role in Stewart's life, as she is known for her healthy lifestyle and of course, daily green juice.

"It all goes together, and it's very important. What we eat is extremely important. What we drink is extremely important," Stewart said. "To keep in good health and [achieve] successful aging, you have to pay attention to what you ingest... I've been using [the system] now for quite a while, testing the different versions

of it that we've developed, and people remark all the time about the vibrancy, the prettiness and the texture of my skin."

According to Bhanusali, each product in the range features unique, new-to-market molecules and ingredients that target aging. The A30 Elemental Serum features Elm's proprietary A30 complex, hyaluronic acid, squalane, vitamin E and blue tansy to support skin's texture, radiance and collagen production to reduce signs of aging. The Inner Dose Daily Skin Supplement combines antioxidants and adaptogens, including organic turmeric, holy basil, vitamin D3, astaxanthin and polypodium leucotomos to target environmental stress, signs of aging and pigmentation.

With this unique formulas, he emphasized that the brand's advisers have been crucial and will remain so for future product development.

"We have hundreds of dermatologists – I don't think that has ever happened before – that are complementing our research endeavors, giving us advice, who've utilized some of these molecules, or even suggest new ones that they've come across that we haven't," he said. "It kind of feels like the dermatology community coming together in a very unique way."

While the team landed on these two products to start with, Stewart hinted at several additional launches while still sticking with a streamlined approach.

"I'd like to incorporate the skin care that I've sort of developed for myself...



Elm Biosciences A30 Elemental Serum and Inner Dose The Daily Skin Supplement.

Cleanliness, that's one thing that I pay very close attention to," she said, hinting at a possible cleanser. "I've talked to Dr. B about developing a really good toner or tonic for the skin. We've already developed and are working on the texture now of our night cream, which [the] samples I've been using are so good. I love them so much. You don't need 100 different products to put on your face. You need about three amazing products."

While Bhanusali has worked on a slew of brands, including Rhode which was recently acquired by E.L.F. Cosmetics, he said Elm Biosciences is unique for several reasons. He specifically pointed to the fact that Stewart is the muse and the products address issues he's recognized in his office.

"The audience is very different. I look at the people [who] come into my office every single day who are frustrated, who feel like their voices aren't heard. They're inundated with expensive procedures or expensive products that don't really have any basis for what the claims may be," Bhanusali said. "What we wanted to do is speak to those people, the people in our offices, the people that we know, we love, we care about, and really provide something for them."

From Tatcha to Rhode, Skin Care's Most Viral Brands in June

A look at the hottest skin care brands based on earned media value, per Creator IQ. BY EMILY BURNS

Glowing skin is the best summer accessory – and the data proves it.

Throughout the month of June, a slew of viral skin care brands, many of which promise a dewy or glowing look, topped Creator IQ's charts in terms of earned media value, which looks at social media chatter and engagement. According to CreatorIQ, TikTok continues to be the main driver for most brands' success.

While Rhode maintained the top spot in May, Tatcha took over for the month of June thanks in part to the launch of its new Dewy Milk Moisturizer, which the brand celebrated via a TikTok campaign featuring many partners.

"This mobilization around a specific brand moment helped Tatcha enjoy a Top 10-leading 78 percent month-over-month EMV growth," said Alex Rawitz, CreatorIQ director of research and insights.

However, Hailey Bieber's Rhode moved down only slightly to the number-two slot.

And while many brands saw a decrease between May and June, some managed to avoid the summer slump.

"Due largely to seasonal factors and brand activity in May, just three of June's Top 10 skin care brands saw month-over-month EMV growth: Tatcha, which jumped thanks to campaigns surrounding the Dewy Milk Moisturizer; L'Occitane en Provence, which saw brand partner activity surrounding the Almond Shimmering Oil, which launched in late May; and CeraVe, which enjoyed a boost from 'Love Island' and partner-driven campaigns around multiple products, including the brand's line of facial moisturizers," said Rawitz.

Rhode's and Summer Fridays' earned media value dropped slightly in June, as both brands celebrated major milestones in May that had driven buzz, including Rhode's acquisition by E.L.F. and Summer Fridays new lip butter balms.

Here, a look at the 10 most viral skin care brands in June.

1		Tatcha \$29.2 million 8,200 posts 20.2 million engagements	6		Sol de Janeiro \$16.2 million 4,500 posts 6.1 million engagements
2		Rhode (skin) \$22 million 6,700 posts 12.4 million engagements	7		CeraVe \$15.6 million 6,700 posts 6.7 million engagements
3		Summer Fridays \$18.5 million 7,400 posts 7.8 million engagements	8		La Roche-Posay \$14.3 million 4,300 posts 5.3 million engagements
4		L'Occitane en Provence \$16.3 million 4,500 posts 8.1 million engagements	9		Caudalie \$13.9 million 3,700 posts 7.2 million engagements
5		Glow Recipe \$16.2 million 5,100 posts 8.1 million engagements	10		Laneige \$13 million 3,800 posts 6.8 million engagements

Oddity Raises Full-year Forecast, Plans Brand Expansion

It will launch its third brand in the fourth quarter. BY KATHRYN HOPKINS

Oddity Tech, the parent company of Il Makiage and SpoiledChild, raised its full-year forecast once again.

For the full year ending Dec. 31, it is now forecasting net revenue between \$799 million and \$804 million, up from the previous outlook of \$790 million to \$798 million.

Adjusted diluted earnings per share is expected to come in between \$2.06 and \$2.09, compared with between the \$1.99 and \$2.04 previously forecast.

Net revenue rose \$241 million in the second quarter ended June 30, from \$193 million in the same period of 2024. Analysts had penciled in \$238 million.

Net income was \$49 million, up from \$45 million in the second quarter of 2024, while adjusted diluted EPS were 92 cents, versus 82 cents a year earlier. Wall Street was expecting 84 cents.

Oran Holtzman, Oddity cofounder and CEO, said: "These strong financials allow us to continue reinvesting in our future,

including technology, Oddity Labs and building new brands."

Oddity is gearing up to launch brand three, a telehealth platform for consumers with medical-grade skin and body issues, in the fourth quarter. Brand four is set to be launched next year.

"The upcoming launch of brand three opens up a massive new market for us with the expansion into medical grade products," Holtzman continued. "Just as we used technology and our direct-to-consumer



model to transform beauty, we are turning our sights towards health care, starting with dermatology, where we see a strong and profitable runway."

Dyson Launches Omega Hair Care Range With 'Homegrown' Ingredient

The Dyson Omega nourishing collection features sunflower seed oil harvested from James Dyson's own farms in Lincolnshire, England. BY TIANWEI ZHANG



Dyson Hydrating Hair Oil

LONDON – James Dyson, a master of invention and reinvention, on Tuesday unveiled Omega, a new hair care range that, for the first time, marries his passion for farming with beauty.

It's no secret that Dyson is the maker of some of the world's most sought-after home appliances, including vacuums, fans and hair dryers, but many might not know that Dyson is also a farming giant, controlling over 36,000 acres of land across Lincolnshire, Oxfordshire, West Berkshire, Somerset, and Gloucestershire in the U.K.

A better-known arm of Dyson Farming is a high-tech, 26-acre strawberry plantation in Lincolnshire, supplying 1,250 metric tons per year for retailers like M&S, Ocado and Harrods in London. It is also a top-five producer of wheat grains, malting barley, oil seeds, and potatoes in the U.K.

The new nourishing collection is looking to become a new hit for both the year-old hair care business and the 13-year-old agricultural operation.

Engineered for all hair types over two years, the Omega range features a silicone-free hydrating hair oil in a glass bottle, retailing at \$54.99, and a leave-in conditioning spray for \$69.99 (and \$59.99 for a refill).

Both are made with a unique blend of seven kinds of omega-rich oils, including sunflower seed oil harvested from the Dyson farms in Lincolnshire, as well as olive oil, abyssinian oil, corn oil, avocado oil, sesame oil and macadamia oil.

Sunflowers were chosen for the rich yellow tone of the oil that their seeds produce from cold-pressing. It's rich in fatty acids, particularly omegas 6 and 9, which help to moisturize the hair, smooth the cuticle, and reduce frizz, and the oil absorbs quickly into the hair shaft without accumulating build-up because of its lightweight molecular

structure, the brand claims.

Dyson also claims that the Omega nourishing collection delivers up to 94 percent stronger hair, compared to using non-conditioning shampoo on straight hair. The hydrating hair oil increases shine by up to 261 percent, and the leave-in conditioning spray reduces breakage by up to 73 percent for all hair types.

Nine hectares of fields have been allocated to grow as many as 800,000 sunflowers for the Dyson Omega collection.

The team at Dyson Farming has also trialed over 60 varieties of sunflower to identify those richest in natural ceramides, and constantly conducts soil testing, micronutrient balancing, and crop walks once the seeds are planted.

Justina Mejia-Montane, product development director at Dyson Beauty, said the team has spent a long time in R&D finding the perfect blend that can live up to these claims.

"It was trial and error with different plant oils, seed oils, and fruit oils. We wanted to create a blend of oils that would penetrate the hair cuticle, provide strength, and fortify the hair. One that has a longer chain of fatty acids, which sit on the surface, and provide the shine, the lubrication, and prevent mechanical damage," she said.

"It's really an art of getting the different viscosities of the oils when blended to ensure that you're not creating something so thin and runny that it's not even doing anything for the hair, or so thick that it's just sitting on top of the hair and not necessarily providing any benefits," she added.

The range is fragranced with top notes of citrus, green tea and bergamot, mid notes of jasmine and rose, and deeper notes of musk, cedarwood and oakmoss.

Ben Hogan, design manager at Dyson, said the fragrance, as well as the packaging, is aimed at enhancing the user experience.

"We've all smelled oils when they are a little funky. Our oils are cold-pressed. We're not bringing any heat into the process, and that helps to maintain the freshness and the integrity of the oils. Most of the oils that are on the market do have a lot of silicones in them, and they need to have heat in the manufacturing process. But our formulation doesn't have silicones in it, so we don't have to apply the heat. It is rather unique in that respect," he said.

"A glass bottle helps as well. Glass is the best material when it comes to preserving oil. Everything is stable in a glass, whereas when you put some products in plastic, sometimes they interact quite negatively, and that can also impact the scent," Hogan added.

According to the 78-year-old Dyson, the harvest of the sunflower on the farm was the result of a decade-long experiment and investment in precision farming,

and the company will continue to pioneer new ways to improve hair health through innovation, technology and ingredient science.

"We have focused on growing the best, tastiest and most nutritious produce, farmed sustainably and efficiently, while protecting the environment and encouraging biodiversity. It's a passion, and in the process, I became very interested in how the farms could add to the development of ingredient-led beauty products, which aid hair health," he said.

Last year, Dyson entered the hair care market with the Chitosan range, with formulations that can be used on wet and dry hair. It debuted with pre-style cream, for priming, and a post-style serum, for defining.

Chitosan is a copolymer derived from the gills of oyster mushrooms and helps to give the fungi their shape. It allows the Dyson products to have a flexible hold on the hair. A new member, a multi-use styling spray, was introduced to the Chitosan family last week. It's designed to deliver flexible, all-day hold.

The mushrooms are sourced from trusted partners, as Dyson at this stage is not equipped to grow them on the farms.

But one can expect more Dyson products made with "homegrown" ingredients hitting the market in the near future, with health products being an obvious category to venture into, Dyson told WWD last year.

Mejia-Montane said that working with Dyson Farming has "unlocked a whole bunch of potential opportunities" for the beauty business.

In addition to growing ingredients for future product releases, she said the beauty business is also looking into farming byproducts, putting a circular spin on its offering.

Dyson Omega leave-in conditioning spray.



Youthforia's BYO Blush Green Color Changing Blush Oil

Youthforia Announces Brand Closure

The brand founded by Fiona Co Chan in 2021 is winding down. BY JAMES MANSO

Fiona Co Chan is closing the brand she founded in 2021.

Chan, founder and chief executive officer of Youthforia, announced her plan to close the brand via a 50-percent-off promotion on its website. "We're shutting down our business – thank you so much for the past few years. We appreciate you," the site read.

"My decision to close Youthforia was a tough one – and a heartbreaking one. No one prepares you for how much grief you feel when you decide to close down a brand," Chan said. "But starting small businesses, running small businesses, and then deciding to close a small business... all of these different stages are tough, all in different ways. But I'm really grateful for the last four years – as hard as it was, it was a great journey and I have so many memorable experiences. I'm very appreciative of the last couple of years."

The brand had many notable moments, from nabbing an investment on "Shark Tank" and the TikTok virality of its color-changing BYO Blush, to controversy around the shade offering of its Date Night Serum Foundation. In response to that, Chan hired Uoma Beauty product developer Oby Jemedafe.

Youthforia was founded in the wake of the coronavirus pandemic when a handful of indie brands came to market. Among them was Ami Colé, founded the same year, which announced its closure July 17. Between macroeconomic pressures and shifting retail dynamics, companies of all sizes are getting squeezed. On the other end of the spectrum, the Estée Lauder Cos., Coty Inc. and Shiseido Americas have all reduced their headcounts.

EXCLUSIVE

Bala and Spanx Tap Into Their Sculpting Expertise

The collaboration features four bestselling Bala products in fall-inspired shades from Spanx's upcoming activewear collection. BY EMILY BURNS



Spanx and Bala are getting their sculpt in.

On Tuesday, the two brands are launching a collaboration featuring a variety of Bala's signature products in new, deeper hues from Spanx's upcoming SpanxSmooth OnForm fall collection, which includes active dresses, tops, leggings, skorts and sports bras, starting at \$58. The Spanx x Bala collaboration includes the Bala Bands, \$39, in three resistance levels, 2-lb Bala Bangles, \$69, The No-Slip High Socks, \$29, and The Wavy Mat, \$120. Shades include Plum Berry and Orchid Ash.

This marks Spanx's first active collaboration. Spanx entered the world of fitness with its first activewear collection in 2011 and has continued to expand its offering. Most recently, it added the SpanxSmooth OnForm collection, which features a butter soft fabric with the brand's lightest compression making it ideal for low impact workouts. Per Spanx's vice president of brand marketing Katie Weeks, its presence in fitness hasn't been as well known, as categories like shape wear, but the brand is staking its claim in the market.

"This is a 'we are here' moment for Spanx active," she said.

According to Weeks, Spanx's ongoing commitment to fitness over the years was one of the many reasons, the two brands were aligned for a collaboration.

"Bala is this grab-and-go, workout anytime [brand]...and they paired perfectly with us, from personality, from intent," she said. "We both exist in this space because we were solving for something that nobody else was thinking about....There are a lot of synergies there."

Bala cofounder Natalie Holloway also emphasized these synergies, including the fact that both businesses were bootstrapped, are category innovators and highlight the power of the female customer.

In addition, Bala and Spanx are both committed to sculpting and exciting colorways, both of which are highlighted in the collection. In terms of color specifically, this marks a significant partnership for Bala, as most of its products in the past have been available in neutrals, pastels and vibrant hues – never deeper, fall tones, Holloway said.

The concept of sculpting is further shown through the resistance bands inspired by the Spanxeffect, the different levels of shapewear offered. Each resistance band features a different level of resistance, including Shape, Sculpt and Super Sculpt, words that are also boldly printed on the equipment.

Bala has teamed up with a variety of brands spanning fashion, beauty and lifestyle including Pucci, Summer Fridays and Ralph Lauren. According to Holloway, Bala typically does two to three collaborations each year, and they have become a major part of the team's business strategy.

"We've become known for our collabs," she said. "It allows us to share our audience with the person that we're collabing with. For example, Spanx, they're such a big company, and we get to share that customer with them. We're in front of their audience, but the reason that I like to do collabs the most is because it excites our customer. It leaves them wanting more and wondering what's next."

E.l.f. Beauty Sees Higher Conversions With IlluminateAI

The AI shade finder is bringing lab-grade color-matching technology to smartphones. BY RYMA CHIKHOUNE

IlluminateAI, a Santa Cruz, Calif.-based start-up, looks to redefine how beauty brands approach product recommendations in the digital era. Its first client, E.l.f. Beauty, is already seeing the impact.

"What we're doing now wasn't possible even five years ago, and what I'm super excited about is this is only going to get better and more powerful in the future," said IlluminateAI founder and chief executive officer Konrad Jarausch, a Ph.D. spectroscopist.

"As we developed this technology, we started talking to beauty executives, and it became clear that beauty was the first obvious opportunity to unlock the benefits of this technology," he went on. "Beauty is very dependent on color measurement, particularly for complexion products."

IlluminateAI's mission is to transform how cameras see the world and make visual AI more useful in the real world. The technology solved a challenge in color measurement, enabling smartphones to accurately detect color and reflectivity in real time, regardless of inconsistent lighting.

"We reinvent the physics of photography, which allows cameras to

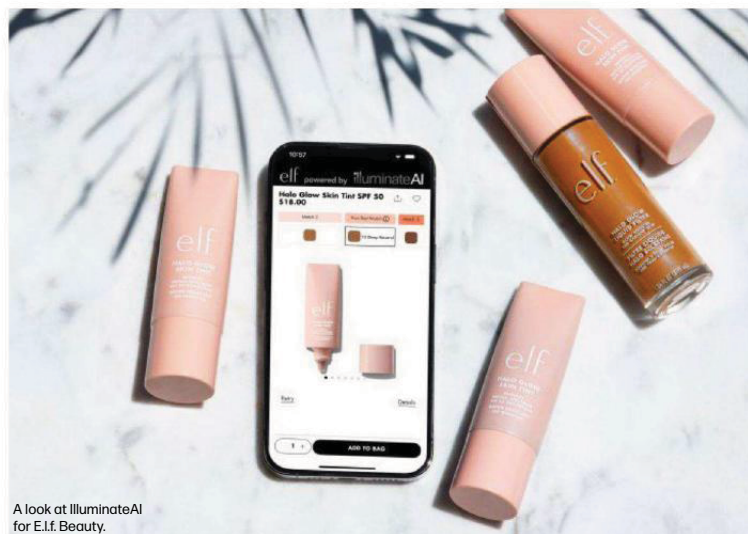
accurately measure color for the very first time and deliver reliable data about what they see," Jarausch explained.

"We actually change the way selfies work," he continued. "Instead of taking a single picture or single selfie, we take a series of pictures where we synchronize the phone screen with the camera. Our selfies measure how the light from the phone screen reflects from your face. This allows us to measure your skin with a known source of light, the light from the screen. And this is what changes everything."

IlluminateAI is the first company to make professional-grade pigmentation and undertone measurements accessible to consumers via a smartphone, which was previously only possible with expensive lab equipment, Jarausch claimed.

He and his team met with E.l.f. Beauty in 2023, and the beauty company is now the first to bring the technology to market.

E.l.f. Beauty has integrated IlluminateAI's shade finder directly into its app, accessible through a QR code on its Skin Tint packaging. Shoppers can scan while browsing in-store or at home and instantly receive a personalized recommendation.



A look at IlluminateAI for E.l.f. Beauty.

According to E.l.f. Beauty, users who engaged with the shade finder have more than a three times higher conversion rate compared to all site traffic. The brand also reported strong engagement numbers: more than half who use the shade finder add to their digital shopping bag, and app downloads increased by more than 30 percent in the first month following the launch in June.

"Matching people to products is the unsolved problem in beauty e-commerce," E.l.f. Beauty's chief digital officer Ekta Chopra, told WWD in an exclusive statement. "Asking consumers to go to stores to try on samples is so last century.

We've spent years seeking a digital solution that actually works. IlluminateAI is the first company we've seen that is doing something really unique. Their breakthrough physics enables the measurement of all skin tones, so we decided to work with them to develop a visual AI product which delivers the luxury of personalization to every single member of our valued E.l.f. community."

Clarins has also tapped IlluminateAI to power its customer experience.

"Beauty has some of the most challenging e-commerce metrics of any industry," Jarausch added. "You look at customer satisfaction, you look at conversion rates and returns. They need to be better."

The Martones: The First Family Of Made-in-Italy Fragrances

Roberto Martone's brainchild ICR Industrie Cosmetiche Riunite is turning 50. He and daughter Ambra are looking to the next half-century with a recent investment of 26 million euros. BY SANDRA SALIBIAN



Roberto and Ambra Martone



An aerial view of the ICR site in Lodi, Italy.



Inside ICR's R&D laboratory.

LODI, Italy — It's not every day you see an amusement park-style train running around a factory.

But one of the two colorful vehicles roaming the site of fragrance manufacturer ICR Industrie Cosmetiche Riunite on a sunny July morning here was led by Ambra Martone, who's helming the beauty company alongside her father, founder and president Roberto Martone.

As she pointed to areas of the building and detailed their purpose through a microphone while en route, speaking loudly of the spirit embedded in her family business, the passion for what Martone does spread infectious.

Reserved and hard-workers, the Martones are among the Italian families who have contributed to the flourishing of the local beauty industry. It is an economic force that generated total sales of 16.5 billion euros last year and is best known for behind-the-scenes yet leading beauty suppliers rather than acclaimed cosmetics brands.

In the same spirit, the Martones have operated quietly and incessantly for the past half-century. To celebrate the 50th anniversary of ICR, they opened the doors of their production hub, spanning more than 1.3 million square feet, to local institutions and members of the press, offering visitors a glimpse of how their products are made — from formulation and packaging development to global distribution — and a peek at what's to come.

Over the past two years, ICR has invested more than 26 million euros to further build on its production

capacity, efficiency and, ultimately, legacy. Investments supported the implementation of two fully automated filling and packaging lines that add 20 million pieces to ICR's annual production of more than 120 million units; the installation of its sixth production and maceration room for alcohol-based perfumery, which will enable the firm to reach a capacity of 420,000 liters, and the expansion of its research and development and quality laboratories, doubling the area dedicated to these purposes, as well as a microbiology lab to meet increasingly stringent international standards.

A second automated warehouse is being built and will be operational by the end of the year, while a 1.6-megawatt photovoltaic system will complement the existing 1.9-megawatt plant, allowing a reduction of 2 million kilograms of CO2 per year. Also on the sustainability front, since last year ICR pivoted from using cosmetic-grade alcohol derived from Hungarian corn to the one derived from German sugar beet, a shift that ensures a lower environmental impact and a greater agricultural efficiency and quality.

In an interview with WWD, Roberto Martone highlighted how all of these tweaks will enable the firm not only to serve better its portfolio and its growing demand of fragrances, but to attract new clients, too.

Last year, ICR's total sales surged 26 percent to 196 million euros versus 2023, propelled by additions, such as Dolce & Gabbana. The brand further boosted ICR's



ICR's filling and packing department for alcohol-based fragrances.

production of fragrances and scented cosmetics for luxury groups including LVMH Moët Hennessy Louis Vuitton with Bulgari; Interparfums with Ferragamo, Roberto Cavalli, DKNY, MCM and Anna Sui; Kering Beauté, and Give Back Beauty, in addition to artistic and private-label perfumery brands.

"The goal going forward is to consolidate our capacity and expertise," said Martone. "We're strong in alcoholic perfumery, and that's where we have to keep investing because there's still potential in this segment and the market

can grow. And we can grow with it also with new partnerships." The executive revealed that although he considered expanding into skin care and makeup a few years ago, he eventually resisted the temptation and decided to keep ICR's focus on what it does best.

In addition to Dolce & Gabbana, Martone pointed to Ferragamo, with which ICR has had a long history of collaboration. When the Florentine brand signed a licensing agreement with Interparfums in 2021, the Martones got to meet their new partners and clicked with them right away. So much so that Interparfums decided to keep the collaboration going and stretch it to other brands in its portfolio, like Roberto Cavalli and Guess.

"But last year's performance was an exception," said Martone, flashing a smile. "In terms of sales, we expect 2025 to be more 'relaxed,' so to say. A year of consolidation. Also because the fragrance market is linked to the fashion one, which has slowed down for different reasons, from wars to tariffs. So we already foresaw there will be a slowdown for us, too."

Yet this projection doesn't tarnish his optimistic nature. Among the key factors marking ICR's success is its ability to serve more than 120 markets worldwide. While Martone pointed to Germany and Eastern European countries in addition to Italy as ICR's key markets, in the longer term he sees potential in South America and Africa.

Martone's positive inclination is also backed by the quality and attention to detail ICR offers, aspects that not only ▶



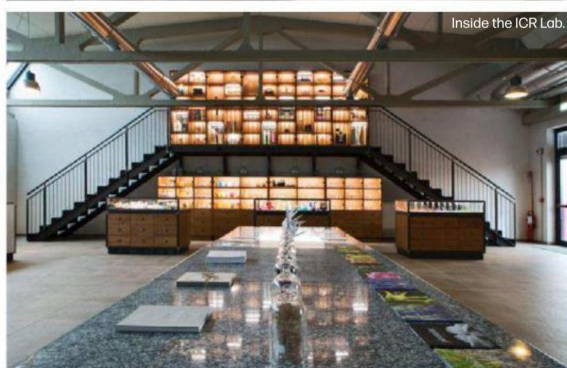
ICR's alcohol-based fragrance filling and packing department.



ICR of the past.



The 315 Palo Santo eau de parfum is one of the latest releases from LabSolu.



Inside the ICR Lab.



Vincenzo Martone receiving the top prize of cosmetology in 1969.

enabled the company to be the first cosmetics firm in Italy to be certified for its quality in 1996, but are embedded in his family roots.

There wouldn't be ICR without Marvin, the pharmaceutical company his father Vincenzo founded in 1940. The seeds of research and innovation were planted back then, while its pioneering approach was expressed in the '60s, when Marvin expanded its scope to diversify into cosmetics – a decision received with skepticism, since at the time cosmetics were seen as less noble products. But the move proved to be strategic both

commercially and in terms of awareness, with Martone's father scooping up the top prize of cosmetology in 1969.

The scientific approach and research into raw materials and formulations paved the way for ICR's current ethos. "We've always tried to innovate," said Martone. "We have always reinvested our profits into this. And luckily we've always grown, with the sole exception of the year of COVID-19," said the founder, who defined that moment as the most challenging one of the past

factory and its people and worked to invest into these and into anticipating future demands," said Martone. "But without overdoing. Sometimes, entrepreneurs are seen as visionary personalities: I believe I had the right vision, but I've always had a step-by-step approach....I've looked at competition but as a stimulus to go forward on my own path and within my company's size."

Martone's biggest credit is to have had the intuition to bet on Made-in-Italy production – challenging the monopoly of French perfumery – and doing so by way of collaborating with fashion brands.

"I founded the company around the time of the rise of the Italian fashion movement," recalled Martone. "So I took the chance of this wave to convince some designers to produce their perfumes in Italy. Today, the Made-in-Italy concept is well-known in every field, but at the time France reigned supreme, especially in fragrances."

ICR started in 1975 with partnerships with the likes of Renato Balestra, Romeo Gigli and Nazareno Gabrielli, followed by big successes with Nicola Trussardi and Gianni Versace. In those years, the company developed its distinctive know-how and broadened its skills from production to concept, essence formulation, packaging and advertising.

In just a decade its production grew to the point it had to be relocated from the original factory in Milan's Tortona district to the bigger and current site in Lodi. Manufacturing agreements followed, including the ones with Bulgari and Ferragamo in 1992 and 1996, respectively.

In those years, the license portfolio also expanded with the likes of Gianfranco Ferré, Blumarine, Roberto Cavalli, Pomellato and Dsquared2, to name a few. This prompted the creation of a special company called ITF – standing for Italian Fragrances – in 2002, aimed at handling contracts and managing the relationship with the brands. ITF was sold to Angelini Beauty in 2013 in light of the strategic choice of wanting to focus mainly on production.

ICR has also manufactured fragrances for Acqua di Parma, Buccellati and Dr. Vranjes, in addition to LabSolu, the artistic and artisanal brand Martone's daughter Ambra – who's also president of Accademia del Profumo – created with her late sister Giorgia.

"What we've been noticing is that everybody in the recent past wanted to create high-end fragrances to further elevate their branding, while in the past perfumes were seen as the designer's hand reaching out to a wider audience," said Martone.

Evolving habits have encouraged ICR to add spaces like ICR Lab and Atelier ICR to the Lodi plant. The former is dedicated to the early stages of product development, supporting clients in defining the storytelling, visual identity, naming, design ideas and study of materials. The latter is dedicated to highly personalized artistic fragrances to be produced in small batches, with a degree of customization that can scale down to a single piece.

In another pioneering move, in 2013 the Martones turned the original ICR factory in Milan into a unique hospitality project, dubbed Magna Pars l'Hotel à Parfum. Each of the 68 suites of the five-star hotel is different from the other not only in the way it is furnished with artisan pieces by Italian designers but also inspired by a different olfactory note, such as gardenia, narcissus, vetiver and sandalwood.

The scented concept trickles down to all areas, from the Olfactory Check-in enabling guests to choose a fragrance and therefore the matching suite, to the Olfactory Aperitif, where scented cocktails are served. ■

half-century, "as we saw our sales halved from one year to the next, and we had to fight to keep all of our employees."

Today, the company has a workforce of 670 people, 79 percent of which are women. "We've always believed in the

WWD WEEKEND

ARTS & CULTURE ISSUE

THIS OCTOBER, WWD Weekend's Art & Culture Issue spotlights the visionaries shaping the creative landscape across fashion, beauty, jewelry, watches and home. From artists and designers to tastemakers and cultural curators, we celebrate the people and ideas influencing how we live, dress, and express ourselves. With features spanning exhibitions, design innovation and the craft behind personal and home aesthetics, this issue offers a rich view into the intersection of style and culture. Align your brand with the creatives redefining today's cultural conversation.



COMING
OCTOBER
2025

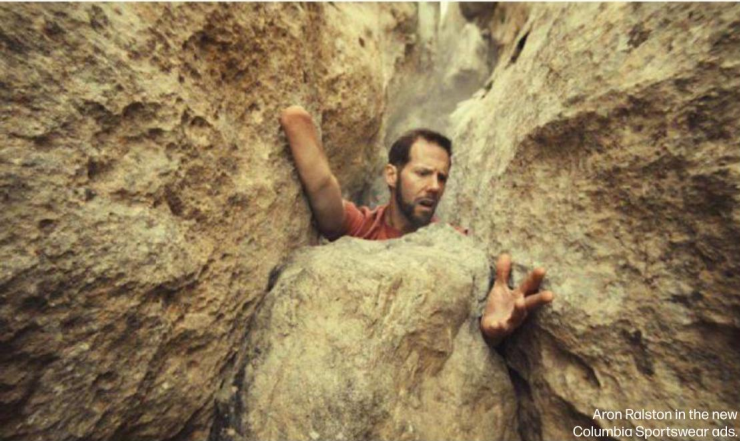
CLOSE **AUG 6**
MATERIALS **AUG 29**
PUBLISH **SEP 6**
DISTRIBUTION
ART BASEL PARIS
FRIEZE LONDON

FOR MORE INFORMATION

Jennifer Petersen, *Luxury Advertising Director*
jpetersen@fairchildfashion.com

BUSINESS

Aron Ralston Featured in Columbia's Irreverent New Ads



Aron Ralston in the new Columbia Sportswear ads.

- The mountaineer is one of several outdoorspeople shown being beaten up by nature in the campaign.

BY JEAN E. PALMIERI

Remember the story about Aron Ralston, the mountaineer who had to amputate part of his right arm to survive a climbing accident?

Apparently he can joke about it now, as evidenced by his darkly comedic cameo in Columbia Sportswear's new ad campaign.

"Engineered for Whatever," which launches Monday, shows people being hunted by hungry vultures, chased by the Grim Reaper, bitten by a rattlesnake and tripped up by muddy potholes. And then there's Ralston, who is shown with his remaining arm stuck under another massive boulder, and saying: "Ah, not

again...." Superimposed over the image is: "This is Aron Ralston. Look him up."

The irreverent ads mark the debut campaign created by the London-based adam&eveDDB, and are the first major brand platform relaunch for Columbia in a decade.

Directed by Henry-Alex Rubin and produced by Smuggler, the film is set to a thrash metal cover of Irving Berlin's Blue Skies. And the message of the campaign is that Columbia makes product for "everything nature can throw at you," says the narrator.

The multiseason campaign will feature stunt people dangling over crocodile-infested waters to test the strength of Columbia's newest ROC Utility Pants, strapped to a snowplow to test the insulation properties of its Omni-Heat Infinity technology and rolling down a steep mountainside inside a giant snowball to ensure the puffy jackets remain warm in the most challenging conditions.

The ads feature a new look for the brand including a fresh typeface, logo, color palette and layout for their rollout across retail, social and digital platforms globally.

"Whether it's wide-sweeping landscapes, sunny weather or cliché model photography, advertising in the outdoor category has often followed a tired playbook by depicting the outdoors as pristine and perfect," said Matt Sutton, head of

marketing at Columbia. "But at Columbia, our gear is built not just for a perfect day but for whatever mother nature throws at you. With 'Engineered for Whatever' we're showing people that our products are made to handle the extreme and unpredictable, with a healthy dose of humor and joy. By embracing the real and unexpected sides of adventure, we're staying true to our legacy and charting a distinct and memorable path for our brand going forward."

Ant Nelson and Mike Sutherland, chief creative officers at adam&eveDDB, said: "With its fresh and visceral 'Engineered for Whatever' brand platform, Columbia Sportswear is bringing the brutal side of the outdoors to life, to prove their gear can handle it all. The repositioning resurrects the brand's irreverence and verve and shows its audience that they can trust Columbia's apparel and enjoy the great outdoors no matter what (mis) adventures they get up to."

"Since Day One, Columbia hasn't cared about fitting in with everyone else. Over the years, the outdoor category became a sea of sameness," said Joe Boyle, executive vice president and Columbia brand president. "Our new campaign brings us back to our roots, being unafraid to be different, and even a bit crazy. We're going back to that irreverent, confident tone that helped put us on the map as a global brand."

The campaign will be used in out-of-home advertising, digital and social content, retail buildouts, creative activations and partnerships.

Columbia was founded 87 years ago and has patented dozens of proprietary technologies to enhance performance for categories including hiking, fishing, skiing and running. That includes Omni-Heat, Omni-Shade and Omni-Freeze.

FASHION

What Do You Do With a Guinness World Record Garment?

- A fashion designer in Nigeria broke a few sewing machine needles, while challenging his skills.

BY ROSEMARY FEITELBERG

After earning a Guinness Book of World Record for creating the garment with the longest sleeves, Samuel Chinecherem Ezeh is eager to show off his creation to others.

The Nigerian fashion designer would like to take the robe on a multi-city tour with the help of a sponsor or funding. The 27-year-old's finished product has sleeves that are 51.2 meters long combined. Fully extended, the creation exceeds the height of the Statue of Liberty or the length of an Olympic-size swimming pool.

Ezeh, who is studying at Chukwuemeka Odumegwu Ojukwu University in Nigeria, started his own fashion brand three years ago. He broke the record on Feb. 28 by creating the garment in three hours and eight minutes. The design required more than 62 yards of jalabiya – two yards for the body and 60 yards for the sleeves. It also requires the assistance of several other individuals to stand several feet apart holding up the sleeves from the ground.

The designer's task was so intensive that the needle on the first sewing machine that he was using broke so he had to use a backup sewing machine. After a period of time, the needle on the second sewing machine broke, but a pack of replacement needles were found to enable Ezeh to get back to work.

In order to take on the record-breaking challenge, he wound up having to cover 70 percent of the cost, due to a lack of sponsors. Now he is eager to travel around the world to show it off. "I cannot do that myself because I don't have the funds now. If I can get support, I would love to," he said.

While some might wonder why anyone would want to create the garment with the longest sleeves, Ezeh said, "As someone from Africa, so many people don't know what Africans can do. I just wanted to do something that would make the world know me and that being a fashion designer is also what I do for a living. I also wanted

to create an impact to make people, especially youngsters, understand that you can become somebody with fashion. From being an ordinary apprentice, you can go on so that the world will see you."

Ezeh said that his lifelong support has come from Christopher Orji, who took care of him from the time he was 3 months old until he was 11 years old, due to his mother not initially having the means to care for him. Once she was on better ground, Ezeh started living with her again at the age of 11. During his upbringing, Ezeh learned and practiced tailoring for several years in Orji's workshop "to be perfect to an extent," he said.

The designer has a walk-in store in his production space in Nigeria. Shoppers also contact him via Instagram to buy his clothes, which are made under the brand name Eco Collection World of Beauty and include shirts, caftans, trousers and pants for women and men.

When researching his challenge, Ezeh said he discovered that no one has attempted to create a garment with sleeves that were more than 50 meters long. That piqued his interest. He said, "I am the first person to break this particular record, I brought it into existence."

Other fashion-related Guinness World Records include the most models featured in a fashion show, which was the 430-person one produced by You Night Events, Positive Image Modeling, and Chic Nouvelle Worldwide Model Management in New Orleans in 2022. And at 30 hours, the longest fashion show was organized by The Blossom Charity in Ipswich, U.K., in 2017.



The designer Samuel Ezeh (center) modeled his creation with the help of others.



The garment required sleeves that were each more than 51 meters long.

FASHION

Loewe Debuts Short Drama Series to Celebrate Qixi Festival



A still from Loewe's Qixi short drama series "Say Yes to Love."

● "Say Yes to Love" was written by Loewe's China cultural consultant, the Chinese screenwriter Qin Wen and stars actors Chen Duling and Chen Zheyuan.

BY DENNI HU

Loewe is celebrating this year's Chinese Valentine's Day, Qixi, via a new format — a short drama series titled "Say Yes to Love."

The series, with five 45-second episodes, tells the story of unexpected romantic encounters and is "a timeless meditation on making deliberate choices, letting go, and trusting fate for future

encounters," said Loewe in a statement.

The Spanish leather house said it chose the popular short video format to "attract dynamic and diverse audiences who have become part of the Loewe community," said the brand.

The story was penned by the renowned Chinese screenwriter Qin Wen, who was recently named Loewe's China cultural consultant, and stars Chinese actors Chen Duling and Chen Zheyuan. The series was produced by Loewe's in-house creative team.

The plot centers around a meet-cute at an art gallery, where Chen Duling, who plays a heartbroken girl, runs into Chen Zheyuan, who plays a shy photographer.

The drama focuses on a Loewe magpie charm from the brand's Qixi Festival collection, the house's signature Puzzle, Flamenco and Amazona bags also made cameos in the series.

For Qin, the simple love story shows how love can be "deep, free and natural," said Qin in an exclusive interview with WWD. "Love has its own determined course, just be your most natural self and feel its flow as it passes through you."

Qin said the script was meant to reinterpret a traditional Chinese romantic

legend in a contemporary, youthful way.

Qin was especially inspired by ancient love poetry that interprets Chinese romanticism — "If love between both sides can last for aye, why need they stay together night and day?" and "When autumn's golden wind embraces dew of jade, all the love scenes on earth, however many, fade."

"They unexpectedly match how people today live — busy, often away from home," said Qin.

Loewe's qixi collection features two exclusive iterations of the Ola bag — one in deep navy smooth calf and another in silver laminated calf, both adorned with a qixi magpie charm. The collection also features a magpie dice charm and a padlock charm. The collection was made available in selected stores and online on July 24.

Qin, whose work explores womanhood through era-defining TV series, most recently worked on a TV adaptation of "Blossoms Shanghai," a series based on Jin Yucheng's novel.

Qin and Chen Jie, a Kunqu Opera singer-turned-culinary rising star, were appointed Loewe's China cultural consultant in June. The two have previously made guest appearances on Loewe's Chinese-language podcast Loewe FM.

OBITUARY

Hilary M. Weston, Retailer, Philanthropist, Model

● A former fashion model, Weston lived a romantic life and was married to the late W. Galen Weston, the billionaire business mogul.

BY DAVID MOIN

Hilary M. Weston, retail mogul, socialite, philanthropist, and a former lieutenant governor of Ontario, Canada, died Saturday at the age of 83.

Weston's passing was confirmed by her children Galen G. Weston and Alannah Weston Cochrane.

"Our mother lived with unwavering devotion to her family and a belief in the power and importance of community and service," Galen Weston said in a statement. "Brilliant, brave, companionate, and beautiful, she brought a touch of magic to everything she did — in her decades of public service, philanthropy, and her remarkable business career. Her greatest joy was the life she created for her family and friends — filled with warmth, love and fun."

Alannah Weston Cochrane added: "Our mother's elegance and high standards were matched by her warmth and sense of humor. She loved a challenge and brought her innate creativity and style to everything she did. But it was her vision, coupled with her enormous capacity for hard work that made her a great female leader. Her insight, wisdom, and strength as well as her belief in individuals made almost anything possible."

Weston was the widow of the late W. Galen Weston, the retailer who died in 2021 and helmed food, retail and real estate companies in North America, the U.K. and Europe. Among his holdings

was the Selfridges Group, comprising the eponymous store in the U.K., Brown Thomas and Arnotts in Ireland, De Bijenkorf in the Netherlands, and the Holt Renfrew luxury chain in Canada. Several of Weston's holdings were sold off, but the family's business remains quite substantial and includes in Canada the Loblaw food chain; Shoppers Drug Mart, a pharmacy and convenience chain, and Holt Renfrew. The Westons also control Wittington Investments, a holding company for Associated British Foods, which includes international value retailer Primark and Twinings Tea.

As a young woman, Weston worked as a fashion model to support her family beginning in the 1950s when Irish designer Sybil Connelly asked her to model her couture styles. The Irish Times once quoted her saying: "I was a sort of muse. In a way, at that time, one was representing Irish fashion. Chanel always used Irish tweed. Poplin, silk poplin, it was all made in Ireland. Sybil Connolly made these incredible dresses and ball gowns in fine hand-pleated linen. Everyone in America loved those things."

Weston met the man she would marry at a dinner party in her native Ireland, though, as the story goes, her husband was prone to saying that he first spotted her on a billboard in Dublin in which she appeared in HotPants. She was in her early 20s when they got married, and not long after, she became an integral participant in the Weston business empire. Among the roles she filled, she served as deputy chair of Holt Renfrew and director of Brown Thomas. She was also quite influential in shaping the offering at Primark. In their decades together, the billionaire couple divided their time primarily between London and Toronto, shaping their

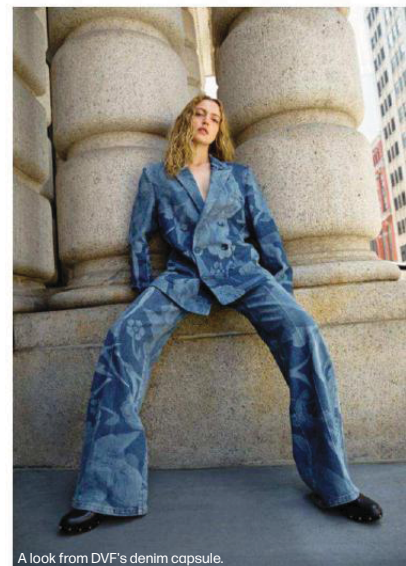


Hilary Weston

business holding and the retail/fashion landscape in the territories they covered. They were considered "Canadian royalty."

Weston served as Ontario's lieutenant governor from 1997 to 2002, the second woman to hold the position and the first from Ireland. According to Wikipedia, during her five-year tenure as lieutenant governor, Weston spotlighted the contributions of volunteers, women and youth, while focusing on the homeless, hospices and at-risk youth. She also donated her \$92,000 annual government salary to charity. In 1979, Weston founded the Ireland Fund of Canada, which supports community projects in Ireland promoting peace.

Born Hilary Frayne in Dún Laoghaire in 1942, Weston attended Loreto Abbey Dalkey, a prestigious Catholic school in Ireland. Her lifelong passion for the arts, education, health research and volunteerism culminated in recent years with the creation of The Hilary and Galen Weston Foundation. Since 2021, the foundation has committed close to \$150 million to charities for health care, education, women, refugees and the environment in Canada, Ireland, and the U.K. With her husband, in the '90s, the two created Windsor, a luxurious private residential community in Vero Beach, Fla., reflecting their appreciation for design, architecture, nature and sustainability. They also lived there. She was given the Order of Canada in 2003 for outstanding achievement, dedication to community and service.



A look from DVF's denim capsule.

FASHION

DVF Unveils Denim Capsule, With Studio 54-inspired Jumpsuits, More

● The collection is available at dvf.com and at the brand's Meatpacking District flagship.

BY LISA LOCKWOOD

Diane von Furstenberg has introduced a playful denim capsule collection.

Designed for the woman on the go, the 12-piece line features denim dresses, pants, jacket, jeans, jumpsuits and tops. Retail prices range from \$298 for a soft lightweight denim pant to \$998 for a soft-knit denim blend maxidress.

Fabrics run the gamut and include:

- Denim Jersey, a stretchy knit that pairs the look of classic denim with the comfort of a T-shirt.
- Printed Denim, featuring the Dancing Rose motif from the brand's archives, laser-etched in a tonal floral effect.
- And Chambray Denim, a fabric traditionally used for denim shirting, made fresh through its use on feminine silhouettes.

Key pieces from the collection include the Luisa dress, a chambray ruffled gown; the Michele jumpsuit, recut in denim knit and inspired by Diane von Furstenberg's Studio 54 days, and the Mabel pants and Blair jacket, an irreverent take on traditional denim, floral printed and cut into an oversized suit.

Sizes range from XXS to XL and 00-16. DVF has done denim collections in the past, but this is their first capsule produced in-house. It will be offered for a limited time.

The DVF capsule is available online at dvf.com and the brand's flagship at 440 Washington Street in New York City.

WWD


Inside Ralph Lauren's Intimate Lunch at Mulford Farm

Naomi Watts and Molly Gordon joined the fashion brand at the historic East Hampton farmstead on Friday afternoon.

BY KRISTEN TAUER PHOTOGRAPHS BY LEXIE MORELAND



Sunrise Ruffalo and Naomi Watts



Molly Gordon



Aerin Lauder



Valentina Ferrer



Delaney Rowe



Naomi Watts, David Lauren and Lauren Bush Lauren

Ralph Lauren knows that visiting Mulford Farm isn't typically the first stop on the Hamptons summer agenda. For most, catching sight of the historic farm and neighboring wooden Pantigo Windmill from a car window in East Hampton simply signals they're close to their final destination.

But on Friday, Mulford Farm wasn't just scenery — it was the destination for guests headed to Ralph Lauren's summer luncheon.

The event was held on the grounds of the historic Mulford Farm, one of America's most significant intact English Colonial farmsteads, which was revitalized with major financial support from Ralph Lauren. Before lunch, a representative from the East Hampton Historical Society offered tours of the Mulford family farmhouse as guests posed for photos in the garden right outside the front door, the scent of lavender following them across the farmstead's lawn, where more activities awaited.

There were Polo-branded cornhole lawn games, a Ralph's Coffee truck serving iced beverages and caffeine, and umbrella-shaded lounge setups stocked with handheld fans and stacks of the "Polo" newspaper (Beach Edition). Baseball hats were propped inside crates next to a wheelbarrow, and inside the historic Mulford Barn, guests were busy stuffing Ralph Lauren Hamptons



Meredith Hayden

tote bags with picture-perfect produce and wildflower bouquets, courtesy of Amber Waves Farm. For those wondering what to make with their haul, there were also copies of Ricky Lauren's "The Hamptons: Food, Family, and History" cookbook.

"I'm going grocery shopping," Molly Gordon remarked as she placed a leafy bunch of carrots into her bag, just as Naomi Watts and Sunrise Ruffalo stepped in to join the market action.

Watts, who sat front row at Ralph Lauren's most recent runway show, was dressed in a cream striped blazer, white vest and denim jeans.

"It's nice to dress up and feel comfy at the same time," Watts said. "Everything is so wearable, and I just never feel like I'm being dressed — there are always things that I would choose to keep in my closet. And that is always the best way to wear clothes, to feel like they're your own and not for anybody else but for you."

Watts, who has a house in Montauk, N.Y., was out east for the weekend amid a busy summer. "I've tried to get out as much as possible. I'm in the middle of filming right now," said Watts, who is nearing the end of production for Ryan Murphy's "American Love Story," about JFK Jr. and Carolyn Bessette.

"I'm playing Jackie O — which is no small undertaking," she said. "It's daunting because we all feel like we know her. She's got that distinctive voice and way of carrying herself. She's an extraordinary, memorable first lady, and still very much in our minds."

Watts also stars in Murphy's upcoming series "All's Fair" with Kim Kardashian, which comes out this fall on Hulu. "It's

about divorce lawyers — a lot of juicy, fun stuff," the actress said.

Guests, who also included David and Lauren Bush Lauren, Aerin Lauder, Laura Jung, Delaney Rowe, Meredith Hayden and Valentina Ferrer, sat for lunch underneath a sail-cloth tent. The menu offered summer-y fare such as lobster rolls, the most popular pick from the menu. Afterward, trays of ice cream sandwiches were passed around on platters as guests lingered.

"We're a fashion brand, but this is not meant to be a crazy fashion moment," said event host David Lauren. "This is meant to be a moment of warmth, a moment of step out of your life and step back in time, and just enjoy things that are old and beautiful," he added, pointing out the beauty in the immediate vicinity: the vegetables displayed in the old wooden barn, the patina of an old doorknob, the small green apples growing in the tree overhead.

"If you just take the time to slow down, this is the world that's been here forever," he added. "This was a chance to step into what we love."



- SEP 8** FMG Women In Power Forum / **NYC**
- SEP 25** SJ Fall Summit / **NYC**
- OCT 6** WWD LA Beauty Forum / **LA**
- OCT 27** WWD115 Anniversary Cocktail Reception / **NYC**
- OCT 28-29** WWD Apparel & Retail CEO Summit & Honors + WWD115 / **NYC**
- NOV 6** WWD Fashion Loves Food Gala / **MILAN**
- NOV 13** SJ Sustainability LA / **LA**
- NOV 18** The Catalyst & Beauty Inc Awards / **NYC**

ALL DATES AND DETAILS SUBJECT TO CHANGE

Fashion Scoops



The Place on South Molton Street in London. It occupies the former Browns space on the street.

Home Again

Retailer and entrepreneur Simon Burstein has moved his store, The Place London, to a familiar place, South Molton Street in Mayfair. He's opened the store on the former site of Browns, the landmark luxury retailer founded by his family in 1970.

Browns left South Molton Street during the pandemic, and in 2021 it moved into a high-tech store on nearby Brook Street, not far from Claridge's.

The old Browns was a higgledy-piggledy lineup of interconnected shops with an Alice in Wonderland style and had been a retail institution for nearly 50 years. The Burstein family sold the business to Farfetch in 2015, and the move to Brook Street was announced four years later.

The Place is located at 26 South Molton Street and spans 1,200 square feet over three floors. The ground floor and mezzanine are dedicated to womenswear, while the Leathersmith of London diary and journals are on the lower ground floor. Leathersmith is also owned by Burstein.

Leathersmith menswear has its own entrance at 67 Davies Street, opposite the Bond Street Underground station.

The Place London was formerly located in Connaught village near Marble Arch, but Burstein said the footfall wasn't ideal so when the lease expired he decided to move to the old Browns space.

Grosvenor, which owns much of Mayfair, is also refurbishing South Molton Street and turning the other units that once made up Browns into a mix of retail and residential properties.

Burstein said The Place will continue to focus on "affordable luxury, with the emphasis on creativity, craftsmanship and uniqueness from international under-the-radar designers."

The store carries names including Cord, a sustainable clothing label that produces one-off designs that are like wearable pieces of art; luxe silk tailored creations by Pierre-Louis Mascia, and romantic pieces from Les Filles d'Ailleurs by the Romanian designer Gabriela Lissillour.

Accessories include bags from the Italian label Zanellato, and the Ghanaian brand AAKS. The Place also has two Paris shops that carry similar assortments for men and women. —SAMANTHA CONTI



The Jellycat bag charm made for Space NK's opening in Oxford Circus.

Soft Opening

This summer, Space NK is going big — and small.

The retailer, which has been acquired by Ulta Beauty, will unveil its new Oxford Circus flagship later this week and is teaming with the plush toy-maker Jellycat to mark the occasion.

As reported, Space NK is moving into part of the former Topshop space at 214 Oxford Circus. The new store stretches across 4,600 square feet and will occupy what was, until recently, Hus of Frakta, Ikea's cheeky pop-up that was meant to mimic a high-end lifestyle brand.

The new Space NK will have interactive features and visual elements, "all designed to engage and excite customers. We want it to be a social experience and to embrace this idea of people shopping with friends," according to chief executive officer Andy Lightfoot.

The Oxford Circus store is a big step up for Space NK in London's West End. Until recently, the brand had a small shop on Regent Street, which measured well under 1,000 square feet and was working "very, very hard," according to Lightfoot.

To mark the opening, Space NK has teamed with fellow British brand Jellycat on a limited-edition Amuseables charm inspired by the retailer's signature black shopping bag. The palm-sized charm has the trademark Jellycat smile, soft handles and little corduroy boots. There's enough room inside to store a lip gloss.

Sophie Wayman, Space NK's skin, hair and own-brand category director, said that working with Jellycat to create something special for Space NK customers "is nothing short of a career highlight."

Following the exclusive launch at Space NK Oxford Circus this week, the Amuseables Space NK Bag Charm will be available from September across all Space NK stores.

As reported, Space NK is on track to open 11 stores in the U.K. and Ireland this year. Earlier this summer, it opened its largest store outside London, at the Bullring in Birmingham. That unit measures 4,400 square feet over two floors, and Lightfoot said it was a long time coming.

By the end of the year, Space NK will have a total of 88 stores, seven of which will be new, with four existing units moving to larger locations.

Lightfoot said he's keen to continue opening stores "because the vast majority of people's wallets is spent within a five-mile radius of where they live. When you're looking to penetrate the U.K., you go where the customers are," he said. —S.C.



Candice Swanepoel and Joan Smalls in the fall Anne Klein campaign.

Best Friends

Anne Klein is featuring Candice Swanepoel and Joan Smalls together in their fall campaign.

Both real-life best friends, the campaign is a tribute to women who balance careers and personal missions with elegance and who lift each other up along the way.

"For fall/winter '25, we wanted to tell a story about women celebrating women as it deeply connected to ethos of our brand," said Jameel Spencer, chief marketing officer, fashion and athletic verticals at WHP Global, which owns the Anne Klein brand. "Partnering with Joan and Candice again, was the perfect opportunity to tell that story authentically, given their real-life affection for one another. Both women exude strength, purpose, style, ambition and beauty in a way that inspires women from all walks of life."

The campaign was shot in New York City by photographer Matt Easton, and director JP Micallef and styled by Sandy Armeni.

"Being a part of the Anne Klein campaign for the second time is incredibly special to me — and doing it alongside my best friend, Candice, makes it even more meaningful," said the 37-year-old Smalls, who was featured in Anne Klein's spring 2022 campaign. She hails from Puerto Rico and is a model and

TV personality and is very active philanthropically.

The 36-year-old Swanepoel, who's a South African model, entrepreneur and philanthropist, was featured in Anne Klein's spring 2023 campaign. In 2023, Anne Klein forged a partnership with Swanepoel, who was the company's brand ambassador, model and founder/chief executive officer of lifestyle brand Tropic of C, and the Harlem-based social enterprise Custom Collaborative to support a cohort of 16 women, ranging in age from 25 to 56, from no- to low-income and immigrant communities as they pursued careers in the sustainable fashion industry.

Anne Klein's fall campaign breaks in the September issue of Harper's Bazaar, followed by other fashion publications.

Featured looks in the print and video campaign include tailored separates, statement dresses, handbags, shoes, jewelry and watches.

—LISA LOCKWOOD

Art Meets Architecture

The MAK Center for Art and Architecture will hold its annual benefit event, Take a Seat, on Sept. 27 at the landmark Schindler House in West Hollywood, Calif.

An open-air dinner and

auktion, the evening brings together the worlds of art and architecture, while highlighting innovative design.

Emmy-winning actor Holland Taylor serves as the honorary chair of the host committee, which features a group of architects and designers including Hunter Braithwaite, Brian Butler, Frank Escher, Ilana Gafni, Ravi Gunewardena and Leo Marmol.

DWR takes the lead as the night's innovator sponsor, alongside support from design firms Knoll, Marmol Radziner, RAD Furniture, Studio Ahead, Marta and others who have contributed sculptural chairs, stools and functional design pieces for the auction. Online bidding opens on Sept. 13 and runs through Sept. 28.

A contemporary and experimental institution working at the intersections of art and architecture, the MAK Center for Art and Architecture is headquartered in three architecturally significant buildings designed by Austrian-American architect R.M. Schindler, including the historic Schindler House.

At the benefit, guests will enjoy a cocktail hour featuring a live performance by multidisciplinary dance theatre company Volta, directed by Mami Green, followed by a seated dinner in the garden.

Tickets are priced at \$750 and available starting Tuesday at makcenter.org, with proceeds supporting the institution's exhibitions, residency programs and public events.

Take A Seat marks the MAK Center for Art and Architecture's third annual seated garden dinner since launching the tradition in 2022 with its Centennial Benefit.

—RYMA CHIKHOUNE



The MAK Center for Art and Architecture's Centennial Benefit in 2022.