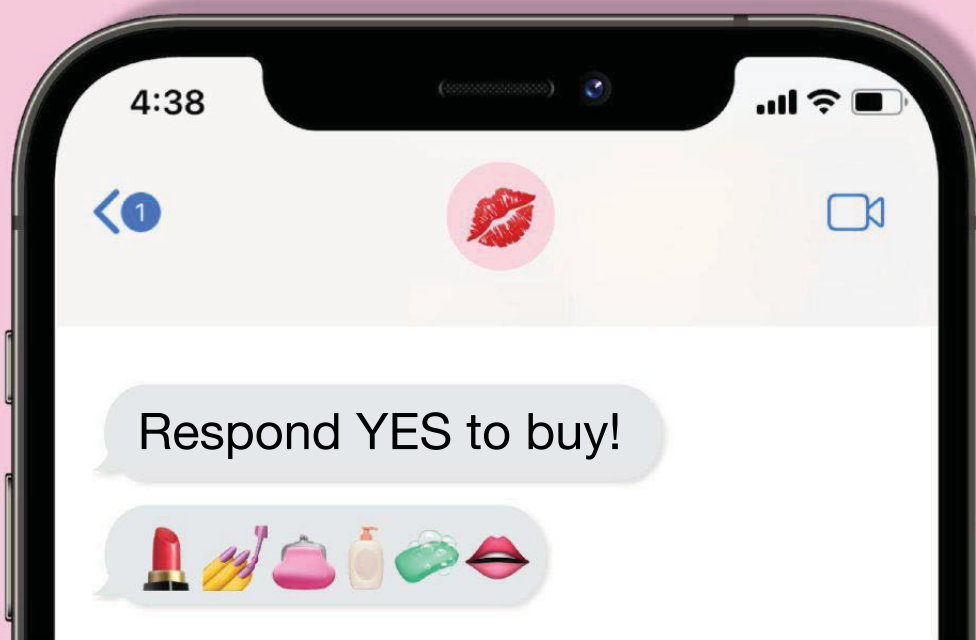


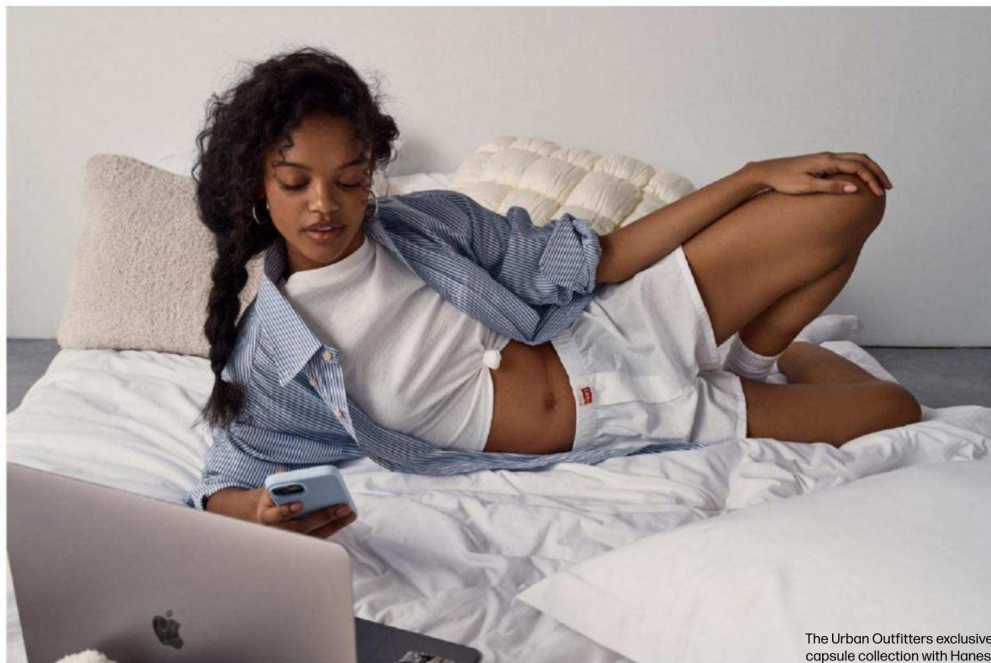
WWD

Fashion. Beauty. Business.

Beauty's Retail Future

From text-to-buy to online “grocery” stores to a 20,000-square-foot lifestyle and beauty tech store in Times Square, the future of beauty retail is anything but one-size-fits-all. *For more on four next-gen players pointing the way forward, see pages 4 and 5.*





The Urban Outfitters exclusive capsule collection with Hanes.

THE BOTTOM LINE

Gildan's \$2.2B Deal for HanesBrands Signals Major Changes in Fashion

- Gildan could be among the first to make major changes as tariffs reset the apparel landscape.

BY EVAN CLARK

Count Gildan Activewear Inc.'s cash and stock deal to buy HanesBrands Inc. as a \$2.2 billion ripple in the fashion industry hinting at waters that are roiling just under the surface.

Even though the fashion industry's bigwigs have gone to great pains to project calm in the midst of President Donald Trump's trade war – the reality of 35 percent tariffs from many markets can only be “mitigated” away for so long.

And even though Chinese and American trade negotiators have given themselves another three months to cut a deal, there has already been more than enough disruption to push big pieces of the apparel world – including Gildan and HanesBrands – into action.

Glenn Chamandy, president and chief executive officer of Gildan, told analysts on a conference call on Wednesday that the deal will let the company “achieve a scale that distinctly sets us apart.”

“The acquisition effectively doubles our revenues to about \$6.9 billion on a last-12-month pro forma basis and builds on industry-leading margins,” Chamandy crowed. “Our expanded scale will enhance Gildan's position in basic apparel as one of the largest global apparel players by number of units sold with strong innovation from yarn spinning to end product and great supply chain capabilities to support customers.”

Gildan already makes the bulk of its goods in Central America and the Caribbean and is doubling down with HanesBrands, which has two large facilities in the region that Chamandy said could be “modernized.”

The trade war might even be kind of good for Gildan.

“Tariffs are creating an opportunity,”

said Jay Sole, an equity analyst at UBS, pointing to the potential for nearshoring.

While tariff rates are still up in the air, and given Trump's negotiating style could remain in flux, Gildan would benefit if Central America ultimately faces lower costs at the border than shipments from Southeast Asia.

The company is also building a bigger, theoretically more stable base for a world in flux.

“Gildan might be looking to scale the business in order to just build the kind of capabilities they need to really absorb a lot more business and add capacity, which allows them to take share in this new world with all these new tariffs,” Sole said.

“This is not them playing defense,” he

said. “I think this is them playing offense. The combined company is definitely a stronger company than it was as they were separately.”

Investors certainly saw the potential and traded shares of Gildan up 11.8 percent to \$54.93 on Wednesday, leaving the company with a market capitalization of \$8.2 billion as it is set up to add branded staples Hanes, Bali, Maidenform, Wonderbra and more.

Gildan is ponying up just 13 percent, or \$290 million, of the deal price in cash, with the rest of the company being bought for stock.

That cash purchase price will be covered quickly as the deal is expected to be “immediately accretive” to Gildan's adjusted

earnings and produce \$200 million in annual cost synergies within three years.

Gildan is leaning forward and, except for the people impacted by those \$200 million in cost savings, HanesBrands is in a much more protected position.

More brands might well be looking for a port in the storm.

“There is a massive amount of disruption that's coming,” said Michael Prendergast, managing director in Alvarez & Marsal's Consumer and Retail Group.

“Everyone is saying, ‘We've got it, we've adjusted our pricing, we've got concessions from our vendors and we have already optimized our supply chain,’ and then it kind of stops,” Prendergast said. “If you kind of get beneath the surface of what they're really doing, the response is not strong enough to offset the tariffs that are actually coming.”

The tariff pauses have helped and a lot of retailers can live off of inventories they already own and use them to cushion the blow of higher prices, but Prendergast said the tone in the industry is starting to change.

“People sort of punted and got through second-quarter earnings calls, got through kind of the beginning of third quarter, but it's going to be disruptive as we go forward,” he said.

The fashion world has been too optimistic that consumers are going to be OK with higher costs and that companies can figure out how to manage, he said.

“That is a very flawed approach because everything is pointing towards consumers are struggling with elevated prices and even a 5 to 10 percent increase in price from where we are today,” he said. “Consumers are going to react to that. If you really step back and look at it, there is an incremental 25 to 35 percent tariff coming.”

“People are kind of missing the plot,” he said. “It's sort of this waiting to actually address the problem reactively versus proactively getting in front of it.”

Gildan, for one, is stepping up. “It's an accretive move to strip expenses out of a business and then keep the revenue base,” Prendergast said. “I actually love this move.”

It's a move that more CEOs might start looking at and wondering, is it my turn next?

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

Gildan's manufacturing headquarters in Honduras.



BUSINESS

Report: Shoppers Spending \$47 More Per Month Under Trump's Tariff Regime

- One in every seven households reported monthly budget jumps of more than \$100, Omniscend insights revealed.

BY KATE NISHIMURA

Many brands, retailers and shoppers are breathing a sigh of relief following President Donald Trump's latest tariff announcement.

With just hours before a three-month suspension of triple-digit tariffs on China was set to expire, the president opted to extend the pause, instead maintaining a baseline tariff rate of 30 percent on products shipped into the United States.

While the last-minute about-face will save importers from paying the bulk of the duties (set in April at the astronomically high rate of 125 percent) for at least 90 more days, neither they – nor their consumers – are getting off scot free. The 30 percent rate set forth by the administration is still among the highest of any of America's global trading partners, and its impact is underscored by U.S. companies' continued reliance on China sourcing.

American Apparel and Footwear Association (AAFA) president and CEO Steve Lamar said that while the administration's continued engagement with China – and its extension of the bilateral tariff pause – was the right call, helping avoid “devastating consequences” like business closures, “the constant cycle of deadline delays and vague deal terms has kept American companies and consumers stuck in the same holding pattern since April 1.”

“This pattern has and continues to stifle innovation, strategic decision-making, and long-term growth,” Lamar said.

As negotiations with China move forward over the coming 90 days, the AAFA is urging the administration to include a non-stacking provision within the trade



agreement, similar to the provisions included in deals with Japan and the European Union. That way, U.S. companies and their clientele won't be hit with even higher tariff bills due to existing duties.

“Even with the pause on the worst-case rate, a 30 percent tariff on our largest trading partner is still untenably high. We can't forget that these tariffs are being added on top of existing ones including the nearly century-old Smoot-Hawley MFN tariffs and the Section 301 tariffs,” Lamar said. “When stacked on top of these already steep tariffs, it amounts to double taxation on hardworking American families for everyday essentials like clothing and footwear.”

The point is underscored by recent consumer data. E-commerce marketing automation platform Omniscend released insights this week showing that the average American adult is already paying \$47 more per month due to heightened tariffs on U.S. trading partners, amounting to a

\$12.2 billion-per-year increase in national spending. One in every seven households reported monthly budget jumps of more than \$100.

Though the bulk of Trump's so-called “reciprocal” just tariffs took effect last week, 66 percent of the 1,200 shoppers surveyed said they've already clocked price hikes at their go-to retailers. Nearly two-fifths (39 percent) said they noted higher prices when shopping on Amazon, while 30 percent said the same about e-commerce marketplace Temu and 27 percent made similar observations about Walmart. Nearly one-quarter of shoppers said fast-fashion phenom Shein had raised prices.

With MSRPs climbing on popular Chinese marketplaces, a significant majority (68 percent) of consumers said they've turned away from the Temus, Sheins and AliExpresses of the world, with higher prices being the trigger for more than one-third of them. More than 40 percent said dropping prices is the only

course of action for these firms if they want to regain market share.

And despite the heightened prices they referenced on American-owned marketplaces, 64 percent of consumers said they were turning to Amazon and 49 percent said they were looking to Walmart for alternatives. Some are relying on platforms like eBay (17 percent) to fill the void, and far fewer are looking to marketplaces like Etsy (around 11 percent) and Depop or Poshmark (about 6 percent).

There may be some preference for Made in the USA, but it's not the primary factor driving consumers' decisions – price is. Case in point: just 43 percent of shoppers said they would be open to paying a premium for American-made products, while 32 percent said they would not.

Some shoppers believe turning to North American neighbors will help them get around tariff impacts. According to Omniscend's data, 23 percent of American adults are already purchasing goods from Mexico or Canada because they've found them to be cheaper. More than one-quarter (26 percent) said they plan to do the same if prices continue to rise.

As Trump's tariff agenda has become more entrenched and its impacts have trickled down to store shelves, many Americans have found themselves disenchanted with the administration's agenda. Nearly half (49 percent) of surveyed shoppers said the upsides of collecting tariffs aren't worth the cost to consumers. Just over one-quarter (28 percent), by contrast, support the continuation of the policy.

The remainder – 27 percent – are “caught in the middle,” Omniscend analysts wrote, and “likely adjusting habits day by day.”

The president, for his part, isn't backing down despite flagging consumer sentiment and consternation from economists.

“Trillions of Dollars are being taken in our Tariffs, which has been incredible for our Country, its Stock Market, its General Wealth, and just about everything else. It has been proven, that even at this late stage, Tariffs have not caused Inflation, or any other problems for America, other than massive amounts of CASH pouring into our Treasury's coffers,” he wrote on Truth Social Tuesday afternoon. “Also, it has been shown that, for the most part, Consumers aren't even paying these Tariffs, it is mostly Companies and Governments, many of them Foreign, picking up the tabs.”

FASHION

Ralph Lauren to Stage Spring 2026 Women's Show at 650 Madison Ave.

- The location is Lauren's design studio.

BY LISA LOCKWOOD

Ralph Lauren is sticking closer to home for his spring '26 fashion show.

The designer will be returning to his private design studio at 650 Madison Avenue in New York on Sept. 10 to present his 2026 spring collection with an intimate experience. The exact time isn't being disclosed yet.

New York Fashion Week officially begins Sept. 11 and runs through Sept. 16.

The designer has for the last few years been staging runway shows in experiential spaces that have personal meaning to him and his lifestyle.

For his fall 2025 show, the designer

opted for the Jack Shainman Gallery, a former Gilded Age palazzo in Tribeca. Last September – again on the eve of New York Fashion Week – Lauren brought First Lady Jill Biden and the fashion crowd to the Hamptons for his spring 2025 runway show. The epic event was held at Khally Stables, a sprawling 19-acre equestrian estate between Bridgehampton and Water Mill, with the 200 guests at each of the two shows arriving via private car or bus, courtesy of the brand.

For the spring 2024 show, Lauren constructed an artist's loft in a barn at the Brooklyn Navy Yard, reminiscent of his Double RL Ranch. Earlier for his fall/holiday 2024 runway show, he held the show at his Madison Avenue offices.

Regarding this season's decision to show



his women's collection at his studio, Lauren was inspired by his hometown, which has always been his creative turf. Lauren started his business almost 60 years ago in

the Empire State Building and eventually moved into a residential brownstone at 40 West 55th Street, before moving cross-town to 60th and Madison Avenue.

BEAUTY

Inside Beauty's Innovative New Retail Formats



- Emerging players from Martie to Tm:rw are taking unique approaches to beauty retail, which is becoming an increasingly fragmented – and at times hyper-specific – world.

BY NOOR LOBAD

A brave – and perhaps hyper-specific – new world of beauty retail is on the horizon.

That is, an emerging set of players is looking to evolve the way beauty and wellness products are sold – from bringing text-to-buy back to making overstock sexy to decoding the next generation of beauty-tech products and more.

The time seems ripe for alternative approaches to retail: In recent years, Amazon and TikTok Shop have both been snatching market share from beauty's more traditional department store and specialty retailers, and consumers are increasingly prioritizing value in ways that transcend brand or even retailer loyalty. Two years after debuting in the U.S., TikTok Shop now accounts for roughly 1 percent of beauty sales across the mass and prestige markets, according to Circana, and as retailers proliferate, the pie is likely to become increasingly fragmented.

As K-beauty World founder Sarah Chung Park put it: "Today's beauty consumer is driven by curiosity, not just loyalty; people want to discover, not just shop."

With different approaches to curation, brand-building and even how to hit "purchase," here, Beauty Inc spotlights four rising beauty retail platforms to watch.

Martie

Byredo perfumes sold at half the price?

At Martie, the off-price online grocery store founded by Louise Fritjofsson and Kari Morris in 2021, the answer is "yes." Earlier this year, Martie expanded its assortment beyond the likes of Hydro Flask, Tate's Bake Shop and other food and lifestyle offerings to include beauty – and in a matter of months, the category has soared to become the e-tailer's number-one revenue driver.



213Deli

"Our vision is to build the Amazon for liquidation," said Fritjofsson, who previously founded and sold AdProfit as well as PopSox, now a part of Nordic online fashion retailer BubbleRoom. "I want Martie to be a household name and somewhere people know they can turn when they want to be smart and affordable, while feeling modern and chic and buying great-quality brands."

The platform's assortment is ever-shifting, but currently roughly 75 of the 551 brands sold on Martie are beauty brands, ranging from Boy Smells' pre-rebrand product to overstock items from luxury brands like La Mer and Joanna Czech. The average discount on beauty products hovers around 50 percent, with Byredo, Chloé and La Mer ranking as the platform's top three brands by revenue; its top three by units sold are Futurewise (which was shuttered in March), Goop and True Botanicals.

"Even the most boujee brands deal

with overstock – liquidation does not discriminate – and it's an industry we felt that no one is doing in a way where they're building a platform that consumers want to be associated with," said Fritjofsson.

Martie's customers are 80 percent women, with 30 to 45 years old being the most prominent age group, and Los Angeles and New York being the e-tailer's top two markets. Most shoppers earn above the average household income of their respective locale, which Fritjofsson said, "is surprising for a store that sells items on discount, but also – everyone loves a deal, and we're just seeing a surge in people wanting to be smart amidst economic uncertainty about where they're spending their cash."

Indeed, it isn't just cash-strapped shoppers browsing through Martie: 60 percent of the platform's shoppers report using Martie "specifically for the purpose of discovering and trying new brands and

products," Fritjofsson said, adding that 90 percent report buying the products they try and like via Martie at full price when it comes time for replenishment.

"Most of the brands we're working with have never worked with liquidation partners, which is part of what leads to that customer experience that is all about discovery," said Fritjofsson, who aims to double the platform's beauty assortment by the end of 2025 and quadruple it by this time next year.

"We're helping the brands and retailers we work with to move inventory, but many of them are also seeing us as a marketing platform, which is very exciting," continued the cofounder. "We want to see how big we can make our beauty category."

213Deli

A West Coast start-up is looking to make "text to buy" happen again.

Founded by Ipsy veterans Corey Weiss, Nicole Collins and Juliane Camposano, 213Deli – which gets its name from Los Angeles' first area code conjoined with "deli" (because, "there's one on every corner in New York, you can order something just the way you want it, and you leave happy," Weiss explained) – is looking to make e-commerce even more convenient for beauty obsessives.

The platform functions via a once-weekly product drop, which shoppers are notified of – and can then purchase – via a text that is delivered each Thursday at noon PST. Drops are typically either new launches or hero products, and have included Vacation's SPF 30 Orange Gelée Spray Oil, Vegamour's Gro Dry Shampoo, EvolveTogether deodorants and more.

"We felt strongly that the art of curation has been lost – that retailers like Sephora and Ulta used to tell us what's cool, and now social media is telling retailers what's cool – it's not the shopping experience it once was," said Collins. "So we thought, what if your 'best friend' was to text you once a week saying 'girl, you've got to know about this,' and if you want the product – you simply text back."

Once users have purchased via 213Deli and uploaded their shipping and payment info once, each subsequent purchase is a single-text "reply to buy" process. And shoppers do come back – in fact, the company reports that 75 percent of users, the majority of whom are Gen X, make multiple purchases.

"We intentionally target Gen X and 35-plus-year-old women because they have the funds to make purchases, and they don't have the time to doomscroll on social media for two hours a day looking for the best brands and products – we're doing that for you," Weiss said.

213Deli's top-performing brands include Phlur ("fragrance in general does well," Collins said), Shhhovercap and Thrive Causemetics, and the platform has teamed with RMS Beauty, GoldFaden MD and Kopari to launch new products. In terms of fueling growth, the brand's primary strategy is teaming with seasoned beauty influencers and beauticians to promote the platform to their audiences on social media platforms like Instagram and TikTok.

"We're going out to people who are true beauty lovers – not novice beauty lovers – and we're getting product into 100 to 300 peoples' hands in a given week," Collins said, adding that the next frontiers for 213Deli are growth and personalization.

That might look like: "You telling us you never want nail polish; or that you only ever want perfume, or makeup specifically in these shades – maybe you want to receive your texts on a Tuesday instead of Thursday," said Collins.

"Three different users could be getting three completely different drops based on their profile," added Weiss. "This is very much a one-to-one experience." ▶



K-beauty Mart, the U.S. pop-up tour that preceded the launch of K-beauty World at Ulta.

to five cities over the last several months in a vibrant, traveling “mart” – complete with prop branded snacks inspired by traditional Korean snacks like Turtle Chips, Together Ice Cream and Choco Pie – in New York, Los Angeles, Austin, Chicago and Coachella.

“We’ve found that multisensory, educational experiences are incredibly effective in helping people connect with new products and ingredients,” said Chung Park, adding that no products were sold at K-beauty Mart – though some 120,000 samples were handed out – rather, the tour served to allow a new set of consumers to engage with these emerging Korean skin care and makeup brands and Korean culture more broadly.

At Ulta, multibranded kits will be a key part of K-beauty World’s retail strategy, with a “Beginner’s Kit,” “Viral Kit,” and “Expert Kit” available, respectively, to further encourage discovery.

“One of the biggest takeaways from building K-beauty World is that today’s beauty consumer is driven by curiosity, not just loyalty – people want to discover, not just shop,” said Chung Park. “K-beauty World is the first time U.S. consumers can explore a curated, multibrand K-beauty assortment at this scale in a mainstream retail environment.”

Tm:rw

Times Square’s newest, 20,000-square-foot store and so-called “multisensory playground,” was born of one question, explained by the company’s global head of marketing Jordan Traxler: “Why is retail so boring?”

Called Tm:rw, the store features an assortment of innovative, tech-driven products across the lifestyle, gaming, wellness and beauty categories, and is the first stand-alone brick-and-mortar store from Smartech Retail Group, which was founded in 2016 by Nathalie Bernice and Jacov Nachtaier as a concession inside Selfridges.

Today, Smartech is the second-biggest concession at Selfridges after Louis Vuitton; it also operates shops-in-shop at Kadewe in Berlin and Rinascente in Rome, all of which will eventually transition to Tm:rw outposts.

“We wanted to brand as Tm:rw so we spoke to innovation holistically,” said Traxler. “The ability to interact with innovation should not be gatekept to the rich – everyone should have access to what drives us forward.”

Among the beauty and wellness products sold at Tm:rw are Gillette heated razors, Laifen Hair Dryers, Whoop’s wearable wellness trackers, Foreo LED masks, handheld AI skin and scalp analysis device Becon, Momcozy electric breast pumps and more. They’re merchandised alongside offerings like LG’s transparent Smart TV, a race-car simulator which customers can take for a metaphorical spin and more.

“When you go to trade shows like CES, you see all of these incredible, groundbreaking technologies and then they just never make it to market – or if they do, they’re placed behind plexiglass in a Target where you have to ring a bell for an associate – it’s not a pleasant experience,” said Traxler.

Tm:rw aims to breathe more interactivity and autonomy into the consumer tech experience at retail. Each product is displayed out in the open, with an informational screen behind it that details how the offering works. There are Hyprvsn holograms throughout the store, a Tm:rw cafe offering sweet treats, a karaoke experience set in a mock living room and an e-sports section called Playhouse.

“We want to be welcoming to everyone, and we want to show how technology can work with humanity to make life better,” Traxler said. ■

K-beauty World

Sarah Chung Park, founder and chief executive officer of Landing International, is no rookie to bringing Korean beauty brands Stateside – though her latest endeavor involves doing so at an all-new scale.

Specifically, it involves eight brands and 200-plus products rolling out to Ulta Beauty in one swoop this month as part of “K-beauty World,” a collective entailing next-gen Korean skin care and makeup favorites including I’m From, Mixsoon, Some By Mi, Rom&nd, Chasin’ Rabbits and more.

“After nearly a decade of helping individual Korean brands find success in U.S. retail, I recognized the need for something bigger: a unified platform that could tell a deeper, more inclusive story about Korean beauty and where it’s headed,” said Chung Park, who spearheaded CosRx’s entry to Ulta Beauty in 2017 and has helped several other brands from the region build their U.S. presence since. “This isn’t just about what’s trending in Korea – it’s about what’s next in beauty overall.”

The launch of K-beauty World follows a steady stream of U.S. beauty retail forays by K-beauty brands that have become popular on TikTok for their efficacy and general affordability. Anua – a routine top-10 brand on TikTok Shop, per Charm.io – entered Ulta last December; Aestura launched in February at Sephora, where Beauty of Joseon and Torriden also debuted this summer.

“Shoppers don’t just want to buy a product, they want to understand the context, the culture, and how different items fit into a routine,” said Chung Park. “By bringing eight brands together under one branded experience, we’re able to tell a broader story about Korean beauty – one that spans skin care and makeup – while still giving each brand its own moment to shine.”

As part of this mission, Chung Park hosted a monthslong pop-up tour for K-beauty World, called K-beauty Mart, bringing the assortment



K-beauty World’s debut trio of kits.



Tm:rw’s Corner Shop, featuring wellness offerings like Whoop.



Tm:rw

ACCESSORIES

Audemars Piguet Takes Majority Stake in Inhotec

- Founded in 2011, the precision manufacturer is specialized in watch components for high-end timepieces.

BY LILY TEMPLETON

PARIS — Audemars Piguet is bolstering its manufacturing muscle with the purchase of a majority stake in Swiss precision manufacturer Inhotec, the watchmaker said Wednesday.

Lucas Raggi, Audemars Piguet's chief industrial officer, characterized the move as an "investment...built on shared values" that is about "consolidating strategic key skills and supporting the continuity of an expertise that is essential to the future of haute horlogerie, not only for Audemars Piguet, but for the entire industry."

Founded in 2011 and based in the Swiss city of Le Locle, a major watchmaking hub, the company is specialized in precision manufacturing of watch components for high-end timepieces as well as watch blanks.

"This partnership marks an important milestone in Inhotec's history," Inhotec founder and chief executive officer Alexandre Eme said. "Audemars Piguet's investment is a strong vote of confidence in our team, our expertise and our long-term potential. By joining forces, we are creating the conditions for Inhotec to continue innovating and serving the

entire watchmaking industry."

Under the deal, whose financial terms were not disclosed, the manufacturer will continue to operate as an autonomous company will fully responsibility over its managerial decisions, industrial activities

and commercial relationships. It will continue to work with "existing and future" clients, including other watch brands.

Eme will retain "a significant minority stake" in the company and continue to serve as CEO and chairman of the board.

Audemars Piguet said it would "now provide strategic and financial support" to the company.

News of this deal, which Audemars Piguet characterized as a way to "to preserve and strengthen the Swiss watchmaking industrial ecosystem and its own industrial independence," comes as the Swiss watchmaking industry gets ready for what promises to be an extremely challenging period.

Watchmakers are bracing for the upcoming impact of a nonfavorable conjunction of slowing consumption, including in luxury, as well as the proposed 39 percent tariff on Swiss imports to the U.S. that came into effect on Aug. 7.

The Audemars Piguet Royal Oak Concept with a patented Chroma Forged Technology carbon case and touches of luminescent blue.



EXCLUSIVE

Net-a-porter Alums Raise \$1M for Ova



Danielle Fox-Thomas and Kat Lestage

- The funds will support the U.K.-based egg and sperm health supplement company's stock in retailers like Boots and Sainsbury's.

BY EMILY BURNS

Egg and sperm health brand Ova has secured a \$1 million pre-seed from Era VC, Ventures Together and Syndicate Room and angel investors including Gemma Bellman, former director at Glossier and the British Beauty Council; Lisa Gordon, chairperson at Cavendish Capital; Stratos Chatzigiannis, chief executive officer of Ila Apothecary, and more.

Ova, which is based in the U.K., currently offers four products, including Ova Her, a fertility and pregnancy support supplement that is the brand's bestseller; Ova Him, a sperm support supplement that is the brand's bestseller in-store; Ova Plus, a hormone support supplement, and Ova Omega, an omega-3 supplement formulated for reproductive health.

"Ova is tapping into a deeply underserved space in a truly differentiated manner," said Claire Cherry, partner at Era VC. "We know fertility is no longer solely a women's issue — it's a team effort, and Ova is leading the charge with a standout brand and real science. We're proud to back such an exceptional team."

Ova, which launched seven months ago, was founded by Net-a-porter alums Danielle Fox-Thomas and Kat Lestage, who were both experiencing their own fertility challenges which ultimately led

to them building Ova while they each were pregnant.

"It was quite the challenge, but we like a challenge," said Fox-Thomas, who was previously a health and beauty editor. "I went through a round of IVF. Kat went through her own challenges, but was happily pregnant. Then I got pregnant quite quickly after my round, so we were essentially both pregnant as we were raising, giving birth and launching the brand."

She added: "It just so happened [that] we created our own Ova babies, just to put the icing on the cake."

According to Lestage, going through this experience while raising capital allowed them to find investors who were the perfect fit.

"I do think some people probably might be and maybe were a bit intimidated by the fact that we're two women who are starting a business while at the same time growing and starting families," said the former beauty and wellness buyer. "For us, building a brand that is made for people who are starting and growing their families, it makes the most sense for the people who are leading that business to be going through that themselves. We wanted investors who believed in that vision."

Upon starting the brand, retailers were automatically interested given the opportunity within the category.

"Especially in the U.K., there was a lot of white space for there to be a brand that was speaking to a more modern consumer. Something as simple as our branding, is very straightforward. It is

like, 'This is fertility [and] pregnancy. This is advanced firm support. This is for your advanced hormonal support,'" Lestage said. "We're not trying to be quiet. We're not putting babies on boxes...It's something new and it's fresh, and we're talking to that modern consumer. That's what buyers bought into quickly."

Boots, in particular, brought on Ova before the brand had even turned on its direct-to-consumer shop. Now the brand is available in more than 900 doors with Boots, the largest pharmacy chain in the U.K., and Sainsbury's, one of the largest grocery retailers in the U.K., and will be expanding in Ireland.

"What this raise has done is allowed us to support our retailers in not going out of stock. We've expanded with Boots, moved into Republic of Ireland. We're going into more stores in Ireland in October," Lestage said. "Our growth with Boots has been crazy, and so this raise has really allowed us to continue to fuel that growth....In addition to that, which we're very excited about, is we finally have been able to turn on paid ads for our DTC."

Fox-Thomas added that they are also beginning to discuss future product development.

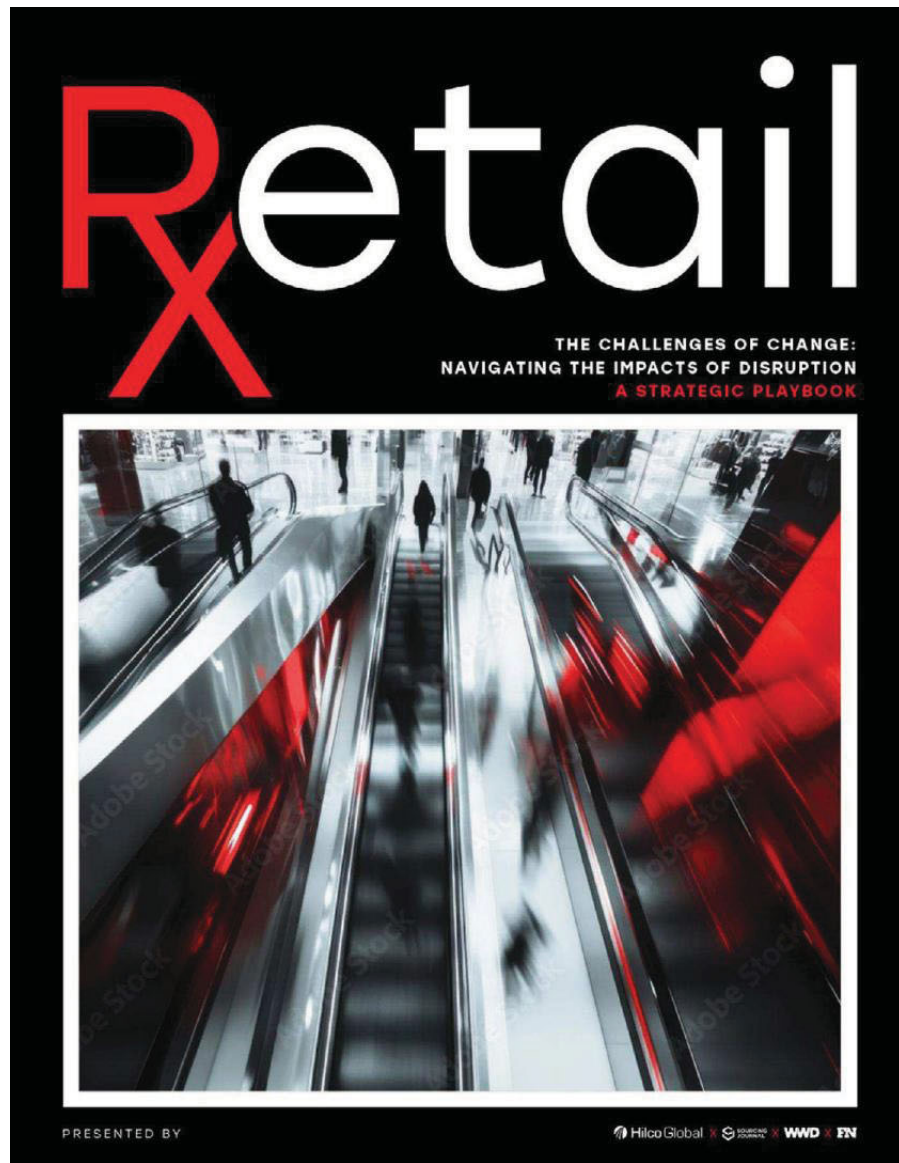
"We're looking at PMS. We're looking at how we can best support those coming off birth control, how we can best support those with symptoms of PCOS and more regularity of cycle, and then looking at hunkering down on those who are going through assisted reproductive technologies," Fox-Thomas said. "We want to be known for reproductive health [and] fertility. We know this is not going away anytime soon. One in four of us will struggle or face challenges, but we want to lean to more positive, actionable products that really can help support."

Ova products.



From the editors of
WWD x Sourcing Journal x Footwear News
with Hilco Global

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Kirsty Godso



BUSINESS

Kirsty Godso Signs Multiyear Partnership Deal With Vuori

- She was the lead Nike Global Trainer for 13 years, and her client list includes Kaia Gerber, Hailey Bieber, Olivia Rodrigo, Charli XCX, Maddie Ziegler and Ayo Edebiri.

BY LISA LOCKWOOD

Vuori, the performance and lifestyle brand known for its coastal California-inspired style, has signed a multiyear partnership with trainer and fitness expert Kirsty Godso.

Based in Los Angeles, the 37-year-old Godso was the lead Nike Global Trainer for 13 years, and her client list includes Kaia Gerber, Hailey Bieber, Olivia Rodrigo, Charli XCX, Maddie Ziegler and Ayo Edebiri, among others.

Godso is recognized by her high-energy workouts, innovative training programs and work with A-list stars and athletes. Her wellness philosophy blends functionality, strength and intentionality and her signature approach fuses strength training, nutrition and mindset coaching to deliver a holistic fitness experience.

As a partner advising on Vuori's brand evolution in fitness and performance, Godso will collaborate with the company on a range of initiatives including marketing campaigns and ongoing consultation on the innovation and development of Vuori's fitness apparel and accessories.

Discussing why she left Nike and wanted to join Vuori, Godso told WWD, "I've been at Nike for 13 years and it's amazing and that was my dream, but you get to a point where you're like, 'I think I did my dream.' The challenge changes, and I was really looking for something new, and I'm super motivated by growth, new experiences and new opportunities."

Godso said one of her main clients, Gerber, who has signed with Vuori, was coming in a lot wearing the product and said, "This product feels amazing."

"And that's all I keep hearing from everyone. I think the more I looked to the brand, I was really inspired by what they were doing, and putting women first in how they feel in the product, which is so refreshing to hear in the industry. The opportunity arose and I love what they're doing with the product and I want to be the energy component of helping them make women feel great through movement," said Godso.

She said she'll help with programming, both online and in person, and will bring energy to the brand and show women they can sweat in this product. "A lot of people know Vuori through their amazing loungewear, but they really have a huge active component. I will really be helping them elevate and grow that side and collaborate on collections."

Up until now, Godso has been obligated to wear Nike, and now she's been wearing the Vuori product recently shooting an

ad campaign. "Now I've been putting the leggings on and I'm like, 'oh my gosh, the material is so soft.' On freshly shaved legs you can't beat that," said Godso.

Asked if there's anything in particular she's looking to improve in the products, she said, "I think the fit and feel are so great already. I'm very much a tomboy and I have a very sporty aesthetic. It will be fun to see if I can bring in a little bit of that vibe and energy to the product as well." She hopes to bring her style notes to outerwear and how she likes to wear a short short with a certain type of T-shirt or training top.

She will get involved with classes digitally (strength training workouts) on their Active Club on YouTube, which is free for anyone to use. They'll also do elevated programming in L.A., New York and probably London "as well as other pop-ups and activations," she said. She will be filming for YouTube along with numerous other trainers.

Godso, who officially begins Thursday, said she's a brand partner, but not an investor in the firm.

As a celebrity personal trainer for the past 15 years, Godso works out of L.A. She's done fitness DVDs group classes and was leading training for Nike for the past 13 years. "I do it all, I teach online, I teach in-person, I teach small groups, I teach 10,000 people at a time," she said. "When I'm in L.A., I mostly focus on training my private clients, but I also have a fitness

platform and I'm filming that a lot and that's how I get my programming out to people around the world," she said.

While she specializes in the advanced end of the workout spectrum, Godso said she'll be working with all levels of fitness, and will look at Vuori's existing programming to see what they're not hitting. "Let's just say you won't be doing yoga with me," she said.

Godso said what she's particularly excited about in the new role is being able to work with Gerber. "Kaia Gerber is one of my main clients and is one of the faces of Vuori and a brand partner with them. She's one of my best friends. We spend six days a week together. We just love fitness and we just love to work out. It will be fun to do more projects with her in a work sense," said Godso. Godso will be photographed for the ad campaigns as well.

Kaia Gerber is a Vuori partner as part of a multiyear partnership, along with her parents Cindy Crawford and Rande Gerber, and her brother Presley. They joined forces with Vuori as creative, strategic and financial partners and not only appeared in the spring 2025 campaign, but are long-term collaborators of the brand.

"We're thrilled to welcome Kirsty to the Vuori family," said Joe Kudla, Vuori founder and chief executive officer. "Her unmatched expertise, distinctive sense of style, and experience coaching a wide spectrum of high-performing talent will be invaluable as we continue to expand our performance range and inspire our community through purpose-driven content and activations."

Godso added, "Movement is at the heart of everything I do, and so is connection. Vuori's thoughtful approach to performance and lifestyle resonates with me on every level. This is also about creating apparel that not only performs but also inspires you to move — and makes you feel incredible while doing it."

As part of her Vuori responsibilities, Godso will share her personal approach to training with the brand's community both in-person and across its digital platforms, while working closely with its design and product teams to drive continuous evolution in performance and fitness apparel.

"For me, feeling good is the ultimate measure of wellness," said Godso. "With Vuori, we have the opportunity to design products that empower people to train smarter, live better, and carry that confidence into every aspect of their lives."

Vuori was founded in 2015 by Kudla. The entrepreneur and one-time model took up yoga after he developed chronic back pain from years of playing football and lacrosse. He loved the discipline but not the apparel options offered by the big brands, so he launched Vuori as a men's activewear brand to fill that void. The brand experienced explosive growth, expanding its offerings beyond strict activewear to lifestyle pieces, adding womenswear, and moving outside the U.S. Today, Vuori is available in more than 18 countries, and is found in Vuori stores and vuoriclothing.com, and through a network of national and regional retail partners.

Last November, Vuori received an \$825 million investment led by General Atlantic and Stripes, two global growth investors, along with a collection of other investors, which valued the company at \$5.5 billion, as reported.

In July, Vuori named Ashley Kechter global president as it continues to expand its global footprint, as reported. Kechter was most recently global brand president of Fabletics and has more than two decades of experience in marketing, product creation, merchandising, planning, sourcing and strategic operations for a number of brands including Gap Inc., Banana Republic and Restoration Hardware.



Here and left: Campaign images from the Tommy x U.S. SailGP capsule collection.



The men's flag jacket.



FASHION

Tommy Hilfiger, U.S. SailGP Team Unfurl Capsule

- The collection blends high-performance sport with modern style, inspired by the intensity of SailGP races.

BY LISA LOCKWOOD

Tommy Hilfiger, which is part of PVH Corp., has unveiled the Tommy x U.S. SailGP Team capsule collection that blends high-performance sport and modern style. As SailGP captures global attention with its speed, athleticism and spectacle, the collection is inspired by the intensity of the race and is designed for life on and off the water.

As reported in June 2024, Hilfiger entered a multiyear partnership with the U.S. SailGP Team as the official lifestyle apparel partner of the team.

"The U.S. SailGP Team is changing the face of sailing," said Tommy Hilfiger. "Over the past 40 years, we've partnered across a wide range of sports, from competitive sailing to golf, tennis, soccer and skiing, but this is another level. SailGP is high-stakes and high-speed, reaching new audiences in iconic locations and inspiring a new generation. We are proud to be working with Mike Buckley and the U.S. SailGP Team as they lead this charge."

With the ambition to redefine fashion's role in sailing and sailing's role in pop

culture, the collaboration looks to fuse sport and style. Dubbed "the most exciting race on water," SailGP is an adrenaline-fueled sport where 12 F50 catamarans speed up to 100km/h across destinations like Sydney, Saint-Tropez and New York.

"Tommy is legendary and has a sixth sense for partnering with sports on the rise," said Mike Buckley, chief executive officer and co-owner of the U.S. SailGP Team. "When we started exploring the idea of a fashion sponsor, he was the only name on our list. He immediately saw the potential of SailGP as more than just a sport, but as a culture movement. This collection is a testament to what's possible when you dream big and never give up."

Buckley added, "For me, it's more than a sponsorship — it's a collaboration that reflects a shared vision of performance, style and making an impact." He noted that the collection is versatile enough to wear off-deck or while the team travels. "The whole team loves how the collection feels authentic to our lifestyle, blending technical performance with everyday comfort and classic Tommy Hilfiger style," Buckley said.

The collection is inspired by the brand's archives and combines iconic nautical elements with unique technical features — all rooted in Hilfiger's signature red, white

and blue palette. Designed to perform on deck and move through everyday life, one of the hero pieces is the heavy-duty, color-blocked flag jacket with a three-layer fabric construction and water-resistant finish. The pique performance polo features a sweat-wicking fabric with UV protection, while an athletic ripstop sailing jacket blocks the wind with a mesh lining.

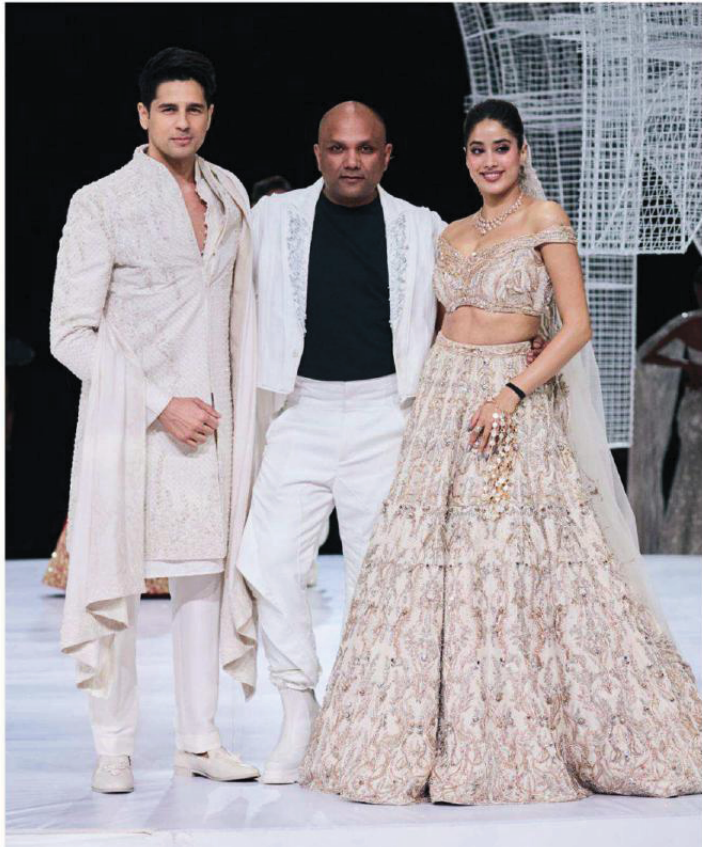
Heavyweight knit hoodies, graphic T-shirts and color-blocked sweater round out the capsule.

Retail prices range from \$49.90 to \$499.90, and the sizes go from XS to XXXL. The line will be available at tommy.com, in Tommy Hilfiger stores worldwide and at via select wholesale partners, starting Thursday. The collection is accompanied by a campaign photographed by Mathieu Richer Mamousse, which will run across digital and social channels.

There's no question that the Hilfiger brand has been associated with sailing since its inception in 1985 when maritime

signal flags inspired the brand's logo that features TJH, the initials of founder Thomas Jacob Hilfiger. The brand launched its first Sailing Gear collection in the early 1990s. In the following years, Hilfiger backed solo sailor Brand Van Liew in a round-the-world race and celebrated back-to-back victories at the Volvo Extreme 40 Grand Prix with the Hilfiger Sailing Team in 2005 and 2006. The U.S. SailGP Team's crew will wear Tommy Hilfiger at every 2025 Rolex SailGP Championship event throughout the season.

The U.S. SailGP Team is led by Buckley, a two-time world champion and co-owners Ryan and Margaret McKillen. Seven-time world champion Taylor Canfield is the driver, and the U.S. has a roster of All-American talented athletes. The Americans are one of 12 national teams in the Rolex SailGP global champion that races around the world using identical hydrofoiling F50 catamarans, flying at speeds approaching 60 mph.



Gaurav Gupta with his finale "showstoppers," Bollywood stars Janhvi Kapoor and Siddharth Malhotra.



Gaurav Gupta bridal couture 2025



René Caovilla x Gaurav Gupta



Celebrity stylist Anaita Shroff Adajania, wearing Gaurav Gupta, styles some of the country's most high-profile brides.

FASHION

Gaurav Gupta Debuts Bridal Couture Collection in Mumbai

- The designer's largest show to date taps into India's booming \$130 billion wedding market.

BY RITU UPADHYAY

MUMBAI — Gaurav Gupta returned to the spotlight in India, staging his biggest runway show to date last weekend.

The designer, who has become a red carpet favorite from the Met Gala to the Oscars, unveiled his first Indian bridal couture collection with all the grandeur of an Indian wedding. With the country's \$130 billion wedding industry heading into what is projected to be its biggest season yet, the show marked a strategic move for a label that has built a global reputation for avant-garde couture.

The Mumbai spectacular was held at Jio World Convention Centre, the same venue as the opulent Ambani wedding that made global headlines last year. The show featured dramatic sets and lavish tablescaping that reflected the theatrical scale that defines Indian luxury. Live musicians and traditional dancers entertained guests in the pre-event space, creating an immersive experience that blurred the lines between fashion show and opulent wedding festivity.

"Parisian couture is about perfection, presenting fantasy for exclusive clientele," Gupta explained. "Indian couture is about emotion, dressing real women for their most important moments. In Paris, we create dreams. In India, we create memories."

The collection, titled "Quantum Engagement," featured more than 80 looks, including a 10-piece bridal segment marking Gupta's formal entry into Indian bridalwear for the first time. Rich vermilion red lehengas, the equivalent of a three-piece ballgown, shimmered with more than 60,000 bugle beads and embedded Preciosa crystals, while pastel creations featured 3D embroidery and ombre beadwork. The collection used handwoven silk brocades from Varanasi, paired with French Chantilly lace reimagined into his signature sculptural forms.

The show also debuted a collaboration with René Caovilla, the footwear brand's first with an Indian designer. The seven-piece footwear capsule reimagines three of the brand's signature styles with Indian textiles. A spokesperson for the Venetian brand described it as "a tribute to the dialogue between two artistic worlds." The collection will be in select René Caovilla boutiques and online in January.

Gupta's timing aligns with a demographic shift as Gen Z weddings increasingly drive India's luxury wedding market. This generation, more experimental and globally minded than their predecessors, embraces non-traditional colors, like his signature electric blues, and architectural draping over traditional bridal looks.

India's marriage-obsessed culture is a deep market for luxury fashion. One of the country's most famed stylists, Anaita Shroff Adajania, explained that modern

brides view their wedding wardrobe as an extension of their personal brand, seeking unique looks that will translate across social media platforms. Known for her work in film with the biggest Bollywood celebrities, Adajania is increasingly working with brides to style their entire wedding looks.

"Now brides are very clear on their looks and they want very different looks for each of their moments across the celebration," she said. "Each bride is making their own fashion film in a way. We are the stylist and the directors of the film."

Red Carpet Favorite

Gupta's India show exemplified the unique symbiosis between fashion and Bollywood on the runway. Bollywood stars Janhvi Kapoor and Siddharth Malhotra were "showstoppers" who came out at the very end of the show, dressed as a Gaurav Gupta bride and groom. The two stars have a combined Instagram following of 60 million, ensuring wide amplification of the moment.

Gupta's global ascent has been meteoric in the last three years, but behind that has been nearly two decades of methodical brand building in India. Los Angeles-based creative consultant Hema Bose of Maison Bose has been working with Gupta to amplify the messaging to global audiences since 2019.

"Gaurav represents a new generation of Indian designers who refuse to be exoticized or put in a box," she said. "Each placement, runway and campaign is a

deliberate move in a 360-degree play of storytelling, shaping a global luxury brand from India that speaks with authority on the world stage and reframes the narrative of contemporary Indian fashion."

Stylist Eric Archibald created Megan Thee Stallion's first Oscars look, dressing her in Gaurav Gupta. "She deserved a look that would stop the world," he said. "Gaurav's sculptural yet fluid aesthetic gave her regal power and cinematic drama." Tara Swennen, who styled Allison Janney in Gupta for the 2024 Emmy Awards, told WWD, "His pieces are masterpieces. I go to Gaurav Gupta for the drama."

For Gupta, doing an Indian bridal collection is part of a larger brand story that fits with the current moment he is in. "A lot of my Middle Eastern clients come to Paris, but take my Indian silhouette pieces and develop them into their silhouettes. And sometimes my Indian clients are taking references from my Paris couture collections."

Gupta's business operates on a demanding schedule, producing 10 collections annually across India couture, Paris couture, menswear and ready-to-wear. The brand has expanded to 25 global stockists including Neiman Marcus, Bergdorf Goodman, Moda Operandi and Harrods, with menswear representing 30 to 35 percent of his Indian business.

What sets Gupta apart is his refusal to be pigeonholed. "I don't see myself as an Indian designer making Indian clothes," he has said. "I see myself as a designer who happens to be from India, creating luxury that speaks to universal human experiences."

He added: "I've taken the maximalism and emotion of India to the world. My work has all the embroidery, the techniques that have been in our culture for generations. I am trying to change the perception of what Indian means."

In India, Gupta has spent two decades pushing boundaries — when he launched 20 years ago, he was known for what he described as the "sexy sarrees," creating gowns inspired by the traditional draping of fabric. Now he is opening the mindset to sculptural wedding silhouettes. "Sometimes I do feel I am playing table tennis with Indian cultural mind frame," he said. "It's about how much can I push the boundary?"

For Gupta, the Mumbai showcase represented a calculated business evolution after two decades of shifting perceptions. The global fame has helped fuel that. "There's that India pride when they see Beyoncé wearing us. It's becoming a movement, and everybody wants to be a part of it. People are more excited to consume the brand within India," he reflected.

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FOOTWEAR

Asics Raises Full-year Guidance

- Strong sneaker sales have Japanese sportswear firm Asics raising full-year operating profit guidance to 136 billion yen, one year ahead of schedule.

BY VICKI M. YOUNG

Asics Corp. raised full-year guidance and a projection for operating profit ahead of plan following a strong second-quarter report.

Results for the three months ended June 30 were helped by strong performance in its performance running, sportstyle and Onitsuka Tiger categories. Asics' core performance sports category also showed gains in the quarter. Results were more than enough for the Japanese sportswear company to raise its operating profit projection for the year to 136 billion yen, one year ahead of its initial expectation as stated in its midterm plan 2026. The prior estimate for fiscal-year 2025 was 120 billion yen back in February. It guided net sales to 800 billion yen for the year, up from 780 billion yen.

Also providing a tailwind to updated projections was "reduced uncertainty around U.S. tariff impacts," Asics said on Wednesday. U.S. President Donald Trump said last month that it had the parameters for a trade deal with Japan that set tariffs for Japanese imports to America at 15 percent, down from a proposed 25 percent. The final terms of the deal are still being negotiated. Even with the additional tariffs, the company raised upward its full-year operating profit guidance for the North America business to 15 billion yen from 11.5 billion yen. Net sales were also guided upward to 145 billion yen from February's forecast of 136 billion yen.



A look at the Sneaker Politics x Asics Gel-Kayano 14 collab, featuring a red hemp-patterned insole, from earlier this year.

Data for Asics North America – the region that includes the U.S., Canada and Mexico – showed a quarterly profit for the eighth time in the past nine quarters, driven by success of the wholesale channel. U.S. wholesale sales rose nearly 40 percent from year-ago levels. The running and sportstyle businesses also posted double-digit increases from year-ago levels. On a local currency basis, the U.S. and Mexico produced double-digit growth, while Canada reached a high-single-digit growth year to date. Separately, in retail, Asics' Meatpacking store posted a net sales growth of 15.5 percent in the quarter, aided by implementation of omnichannel initiatives to bolster the in-store assortment mix.

"The consistent demand for Asics footwear products across the region speaks to our relentless pursuit of developing technically advanced performance running products while remaining very aware of broader cultural and lifestyle trends to support the sportstyle category," Koichiro Kodama, president and chief executive officer of Asics North America, said. He said both the Megablast and Sonicblast performance running models, part of the company's Flat footwear series, will have expanded offerings for consumers this fall.

The overall Asics operation ended the second quarter with earnings that rose 41.8 percent to 22 billion yen, up from 15.5 billion

yen a year ago. Net sales were up 15.7 percent to 194.4 billion yen from 168 billion yen.

By category, running net sales rose 4.8 percent to 86.9 billion yen for the quarter. The category was led by Novablast 5, which showed strong sales worldwide. Asics has also been actively introducing products, taking advantage of momentum from the upcoming World Athletics Championships Tokyo 25 slated for next month. In core performance, net sales were up 8.2 percent to 18.6 billion yen. The category was driven by sales for shoes such as the DS Light X-Fly 6, a soccer spike that provides a barefoot feel with its SilkyWrap construction, as well as footwear for volleyball and all racquet sports.

The sportstyle unit posted a 43 percent jump in net sales to 32.1 billion yen, driven by strong performance of Vintage Tech and sales of Gel-NYC from the Modern silo and Kinetic Fluent from Vis-Tech. The category also celebrated the 10-year anniversary of its Gel-Quantum franchise. The Onitsuka Tiger business posted a 45.2 percent jump in net sales to 37.5 billion yen. Its Tiger loafer features a distinctive silhouette with a voluminous toe. Net sales were robust in Japan to inbound tourists and in the Europe and Greater China regions. An Onitsuka Tiger store opened in Covent Garden, London, in May, and on the Champs-Élysées, Paris, in July. Asics said the Onitsuka Tiger will participate in Milan Fashion Week in September.

Earlier this year saw the Sneaker Politics x Asics "Just Say No" release, while earlier this month Asics released its new Gel-Sekiran sneaker in the U.S. for the first time, with JD Sports as an exclusive partner for the launch.

And separately last month, Asics America moved its North American head office to 179 Lincoln Street in Boston's Leather District. The new five-story, 221,474-square-foot building, which is LEED Silver-certified, spans an entire city block and once was home to a shoe factory.

FOOTWEAR

Takeaways From The Atlanta Shoe Market



Raffia fisherman sandals from Aerosoles.

- Spring 2026 looks to be the season that prices will go up.

BY JENNIE BELL

At the August 2025 edition of The Atlanta Shoe Market, footwear brands previewed their spring 2026 collections, and natural materials such as raffia were omnipresent across categories, adding a fresh element to fisherman sandals and pumps at Aerosoles, to mary jane flats and slingbacks at Arezzo and to everything in between (including sneakers).

In the same vein, crocheted and knit uppers were popular among the spring

collections – as was woven and perforated leather. Just check out Sperry's updates to its Authentic Original boat shoe.

And after multiple seasons as a top fashion trend, mesh flats and heels remain in demand for spring, according to Stephanie Peña, head of sales for NeroGiardini. "I thought the look might have slowed down this season, but my customers are still excited about mesh for spring," she said.

In recent seasons, sandals have been among the top-performing products for retailers, and brands were freshening up the options for 2026. For instance, Dansko

and Aerosoles added eye-catching oversize hardware to their thong styles. And at Manet (a comfort brand made in Mexico), its sandals stood out for their platform soles, high-quality leather and unexpected details.

And, of course, sneakers continue to be a must-have item for consumers, with brands reporting strong demand for runner silhouettes and low-profile terrace styles.

But the sneaker's dominance may be waning – slightly. New data from the National Shoe Retailers Association, which tracked 2024 sales at independent footwear retailers in North America, found that the percentage of sales for athletic performance shoes had fallen around four points from 2022.

Overall, the mood at The Atlanta Shoe Market was upbeat, despite tariffs continuing to be an issue that weighs on every business decision for brands and retailers.

"I think people were feeling more concerned in June than they are now, because footwear sales have been pretty good this summer," said Pascal Parise, vice president of Sperry.

Scott Tobey, a sales representative for Dansko, added, "There's always optimism at this show because you're seeing things that are new and fresh." However, he described retailers as being "guarded" in their approach to buying for spring.

One motivating factor for that guardedness is likely price increases, which started earlier this year after U.S.

President Donald Trump began raising tariffs, but they're set to hit retailers to a larger degree for spring 2026.

Rich Rask, president of Rieker Shoe Corp., said he was able to hold prices steady for the fall 2025 deliveries, thanks to support from his Swiss parent company. "But we've had some increases for spring," he said.

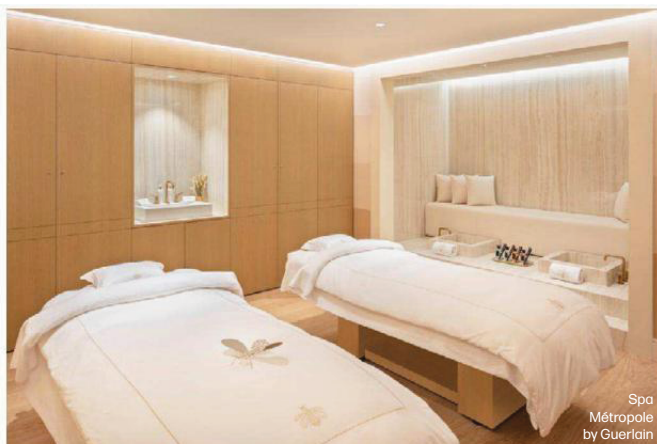
Other brands reported similar scenarios, in which they honored the rates for existing fall orders but were forced to raise prices for the coming season.

Roberto Angiolucci, cofounder of The Private Design, which represents the Italian brands Brunate, Cristina Milotti and Carmens, estimated that prices for everyone are around 15 to 20 percent higher than last year, due to the Trump administration's tariff hikes.

For Jacques Golbert, chief executive officer of Pajar Canada, the impact of tariffs is something of a moving target. In June, Pajar signed a deal with Grendene to distribute the Brazilian company's brands in North America. In the months since, Trump has taken particular aim at Brazil, raising its tariff rate to 50 percent and threatening further increases if the country doesn't comply with his demands. "What is the rate today? Did it change again? I can't keep track," Golbert joked.

He noted that despite the tariff situation with Brazil, he's so far been able to keep prices down for the Grendene products thanks to improved efficiencies in operations.

Fashion Scoops



Spa
Métropole
by Guerlain

Special Spa

Guerlain is headed to Monte Carlo.

The luxury beauty company is opening its newest spa, designed by Samy Itani of Itani & Courtois, at the Hotel Métropole in Monte Carlo. Itani previously worked with interior designer Didier Gomez, who designed the Hotel Métropole's first spa. The Spa Métropole, which has 10 treatment rooms, is the only Guerlain spa in Monaco. This news follows the announcement of Guerlain's Wellness Spa at the Waldorf Astoria New York.

Like its approach at the Waldorf Astoria, Guerlain has created a variety of treatments and experiences that are signature to the Hotel Métropole and are inspired by the culture of Monte Carlo. The Spa Métropole by Guerlain menu includes Golden Sand, a 90-minute body treatment inspired by the Monegasque Riviera that features a heated quartz massage table; Monaco Glow, a 90-minute treatment that employs white quartz accessories, a thin white veil for the eyes and makeup application, all inspired by the Côte d'Azur, and Puissance de Rocher, a 90-minute massage treatment

featuring therapeutic stones. The menu also includes Guerlain's signature skin care treatment, Ultimate Black Orchid. All treatments are customized based on the guest's needs. Additionally, there is an area for manicures and pedicures, a sauna, a hammam and a fitness center.

Like the hotel, which features art from Pablo Picasso, Andy Warhol and Francis Bacon, the spa incorporates a variety of art and design elements. Most notably, the space features silk paper sculptures by Claudine Drai. Inspired by Guerlain's commitment to sustainability and protecting the bees, the spa also uses all-natural woods and stones. In addition to the opening of the spa, the Hotel Métropole has undergone several renovations and will unveil updated rooms designed by Jacques Garcia this summer, as well. — EMILY BURNS

The Liberty Pages

Smythson's blue pages are entering Liberty as the British leather accessories brand expands its presence across the city.

The new concession is situated on the third floor nearby the luxury department store's homeware section.

Smythson's signature diaries, notebooks, stationery, as well as a selection of leather accessories will be on display. Customers will also be able to customize their pieces with silver or gold foiling with a choice of letters and motifs.

To celebrate Smythson coming to Liberty, the department store has collaborated with the brand by incorporating their distinctive floral prints onto the lining of notebooks and diaries.

The notebooks and diaries are also available in colorways of Liberty Purple, Smythson's Nile Blue and a seasonal coral.

In May, French artist Thomas Lélou applied his quirky one-liners and sentences to Smythson's leather accessories.

The collaboration was centered around writing, travel and gifting with notebooks, a passport cover and luggage tag that are printed with "Do small things with great love" or "1 year 365 opportunities."

In 2023, Smythson partnered with 15 students and tutors from London College of Fashion to document their creative journey from start to finish in a project titled "Out of the Blue," a nod to the brand's signature shade.

Smythson has been under the leadership of Paolo Porta since 2023, where he's chief executive officer.

He reports to Stefano Giacomelli, chairman of Smythson and CEO of Tivoli Group.

Porta was CEO of the British boot-maker Hunter, a job he took up in 2021 after successfully steering the company through the COVID-19 pandemic and the early stages of its repositioning strategy. He initially joined in June 2020 as interim CEO.

— HIKMAT MOHAMMED

Teaming Up

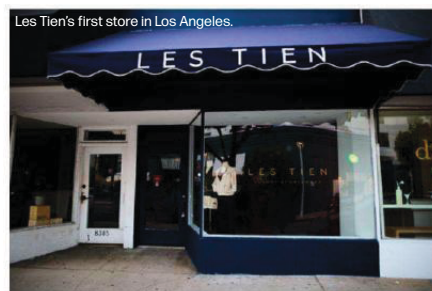
Authentic Brands Group has brought two of its brands together for a special collaboration: Muhammad Ali and RVCA.

On Wednesday, a co-branded collection of men's merchandise launched that includes T-shirts, polos, boxing shorts, sweatpants and hoodies. Several of the pieces feature graphics of the famed boxer as well as his iconic quote: "Float like a butterfly, sting like a bee."

Overall, the line merges sport and street, a hallmark of the RVCA brand. "We're not a pure surf brand, but we have surf," said Mark Tinkess, president of RVCA at Ethos Brands, the U.S. licensee for RVCA. "We're not an MMA or a skater brand, but we have those. We don't want to be pigeonholed, we're an apparel brand and we make great board shorts, but we also have men's wovens, bottoms, fleece. We serve multiple subcultures."

The Muhammad Ali collection will retail for \$30 to \$86 and is available in sizes small to XXL. It is being sold on the RVCA website as well as the Muhammad Ali Center Store. Proceeds from the latter will go to the Muhammad Ali Center to support programs to uplift young people around the world.

To introduce the line, RVCA held a HIIT boxing workout hosted by performance coach Brian Mazza at the soon-to-open Life Time High Performance gym on Fifth



Avenue on Wednesday afternoon. A dinner was to follow Wednesday night at Barlume where guests will view a video message from Muhammad Ali's widow, Lonnie Ali, as well as a personal letter that reads: "Muhammad's legacy as an athlete is one of unmatched discipline, confidence, and charisma. He approached sport not just with talent, but with passion, purpose, and an unwavering belief in who he was. That same spirit is at the heart of this collection — a celebration of movement, strength, and self-expression."

Authentic has owned and managed the intellectual property associated with Muhammad Ali for more than a decade. In 2023, the company acquired Boardriders, parent company of RVCA. — JEAN E. PALMIERI

The First One

Les Tien has opened its first stand-alone store in its hometown of Los Angeles, at 8383 West Third Street.

"For me, the store was



Images of Muhammad Ali are featured on several of the pieces.

really about elegance, but also making sure that everybody felt comfortable," said Les Tien creative director Courtney Ogilvie. "It's having the best of the best."

She offers elevated staples like hoodies and sweatpants with functionality and atelier-level precision in mind. It's quality without the pretension, she said.

"The benefit is the experience," she added of the role of brick-and-mortar today, which she views as essential to storytelling and better understanding the consumer. "I like talking to people, seeing what makes them feel good, and translating that into what I'm doing. Life is movement."

Inside, at about 700 square feet, the space features minimal shelving and oak details.

Launched in the fall of 2018 with a small collection of genderless apparel, Les Tien has built a following among luxury consumers and those seeking wardrobe essentials. The brand's retail partnerships showcase its luxury positioning, with distribution through the likes of Maxfield, Moda Operandi, Net-a-porter, Mr Porter and Mytheresa.

Les Tien is expecting to close 2025 with sales at 45 percent above its previous peak performance, according to the brand, which noted that growth has been especially strong across the U.S., Europe and Japan.

The store marks a shift for Les Tien as it expands beyond its core sportswear into woven garments, military fabrics and American workwear references, as well as home goods, which Ogilvie sees as an extension of personal style.

"Your household is your sanctuary," she said. "It's the place where you get to be yourself."

Future plans include more stores, including internationally: "I would like to have a store in [South] Korea." — RYMA CHIKHOUNE



Smythson's collaboration with Liberty.