

# WWD

Fashion. Beauty. Business.

**Marking Up**  
Rising U.S. producer prices could start to filter out to consumers.  
Page 4 and 5

**Reluctant Prince**  
JFK Jr.'s style is back in the spotlight.  
Page 6

**Prepping**  
Hailey Bieber's Rhode is readying its Sephora debut.  
Page 11

## Rebel, Rebel

L'Oréal is reimagining Miu Miu's fragrance business with the launch of Miutine, a play on the French word for rebel. Its face is English actor Emma Corrin, who says the scent embodies "one who navigates life on their own terms effortlessly." *For more, see page 10.*



TASCHEN

## BUSINESS

# LuisaViaRoma Files for Protection Measures



The LuisaViaRoma flagship in New York.

- The measures are aimed at ensuring business continuity as the e-tailer seeks to restructure its debt and operations.

BY MARTINO CARRERA

**MILAN** — LuisaViaRoma has filed for protection measures with a Florence Court and the Italian Chamber of Commerce, paperwork reviewed by WWD revealed.

The fashion e-tailer has not been immune to the havoc being wrought by the current macroeconomic headwinds and after attempts at streamlining business operations and conducting extrajudicial negotiations with financial creditors over the past few months, it is now resorting to measures to ensure business continuity as it seeks to restructure its debt.

According to preliminary figures, the retailer logged sales of 310 million euros in 2024.

Financial debt stood at 30 million euros last month, when a capital increase just south of 20 million euros was successfully completed.

As part of the first measure, mediated by the Chamber of Commerce and called “Composizione Negoziata della Crisi,” a voluntary, extrajudicial negotiated restructuring process, LuisaViaRoma has been assigned commissioner Alessandro Angelo Solidoro, who is tasked with conducting negotiations with creditors.

The retailer has concurrently resorted to the ancillary court-mediated protection measures available to companies undergoing the restructuring procedure.

A hearing at the Court of Florence for

the confirmation of the latter measures and their duration has been scheduled for Aug. 27, filings revealed.

A Milan-based legal expert who requested anonymity explained that the extrajudicial procedure filed with the Chamber of Commerce — lasting for six months renewable up to a year — seeks to avoid a court-mediated “composition with creditors” measure.

The ancillary protection measures can remain in effect for no longer than one year, the expert said, subject to the Florence Court’s approval. While in place, they protect from enforcement proceedings and bankruptcy declarations.

LuisaViaRoma’s chief executive officer Tommaso Maria Andorlini took to his LinkedIn profile to comment on the new developments.

“This is a challenging moment, but also the starting point for a new strategy. Luxury and online fashion are facing a structural crisis — and we, both retailers and brands, have made mistakes that we must now acknowledge,” he wrote in a lengthy post.

“Today, in line with our DNA, LVR is once again inventing a new model — one based on exclusivity that is not defined solely by price — and the outdated tie to a ‘luxury’ that is no longer universally admired — but by a curated mix of product offering and discovery. Our goal is to serve the high-end consumer who is conscious, discerning, and attentive to the origin of products, their story, and their true medium- to long-term value,” the post read. “Debt restructuring is the tool that will allow us to shed past constraints and return to what LVR has always done best: being a platform for discovery, inspiration, and passion for fashion. Change is challenging, but necessary.”

LuisaViaRoma had no further comment on Friday.

In an exclusive interview with WWD last month, Andorlini said that current scenario “demands a swift and thorough rethinking of both our distribution strategy and internal structure. Efficiency and a renewed focus on our core business have become essential.”

As reported, one such streamlining measure was the planned closure of its unit and office in Milan, a move that would affect 22 workers required to relocate to Florence.

LuisaViaRoma was established by president Luisa Jaquin — the grandmother of the retailer’s president Andrea Panconesi — who planted the seeds of the family company’s success by opening the concept store in 1929.

Following Style Capital’s investment of 130 million euros to acquire a 40 percent stake in the retailer in 2021, Panconesi left his post as CEO — now held by Andorlini, who succeeded Yoox veteran Alessandra Rossi — to be president of the company, while his daughter Annagreta serves as creative director of both the website and physical stores. In July last year, LuisaViaRoma opened its second brick-and-mortar unit in New York’s NoHo, flanking the storied boutique on Florence’s Via Roma.

## BUSINESS

# Tapestry Faces \$53 Million Hit as De Minimis Trade Loophole Closes

- Its CFO said the elimination of the duty-free rule would contribute about a third of the expected \$160 million profit hit from tariffs this year.

BY EVAN CLARK

When U.S. President Donald Trump moved to close the de minimis “loophole” allowing goods valued at under \$800 to cross into the U.S. duty free, it was a body blow to the likes of Shein and Temu.

That’s because the ultra-fast-fashion companies had used the tariff-free importing allowance to supercharge their business models and get big quick.

But they weren’t the only ones happy to tip toe goods through the backdoor.

It turns out that Coach parent Tapestry

Inc. also made wide use of the de minimis provision and it expects to take a hit of some \$53 million to profits in the fiscal year ahead since the duty-free treatment will run out on Aug. 29.

Where Shein and Temu seemed to model their businesses around de minimis, it was more of a nice-to-have for Tapestry.

“That was an opportunity that we had taken advantage of,” said Scott Roe, chief financial and chief operating officer, on a conference call with analysts Thursday. “It was a lot at that time and now the law has changed, so we have to address that.”

“The good news is, as it relates to capacity and whatnot, as we think about our network, it’s pretty agile,” Roe said. “I’m not saying it’s nothing, but...that is not a significant disruptor...it’s just more work for our supply chain team.”

In all, Tapestry expects Trump’s trade

war tariffs and the de minimis change to take about \$160 million, or 60 cents a share, out of profits in this coming year.

For Trump, that’s more for the federal coffers, although experts maintain that tariffs are ultimately a tax on U.S. consumers, who one way or the other have to bear the brunt of higher import costs.

The executive order putting an end to what Trump has described as a “big scam” that was “hurting U.S. businesses” in manufacturing made clear how popular the de minimis route to American consumers has become.

Between 2015 and 2024, the number of de minimis shipments entering the U.S. jumped from 134 million shipments to more than 1.36 billion shipments.

On average, Customs and Border Protection was processing more than 4 million of the shipments every day.

Coach, resort 2026



## BUSINESS

# Passing Grades for Back-to-school Shopping



- Fears that the season would be a big flop are proving to be unfounded.

BY DAVID MOIN

**The world is in turmoil**, consumer confidence is shaky and prices continue to rise – but the back-to-school shopping this season is holding up.

Sales of school supplies, apparel and footwear have so far met retailers' expectations, though inventories were planned very conservatively. Typically, the bts season peaks in August, but this year consumers in many parts of the country took to the malls and outlet centers earlier than ever hoping to avoid price increases later in the year due to tariffs.

Retailers jumped on the Amazon Prime Day bandwagon with a panoply of offerings, including sharp discounts and free shipping. The "Walmart Deals," "Target Circle Week" and "Macy's Black Friday in July" events were all timed around Amazon Prime Day, which this year was extended from two to four days – July 8 to 11 – as the Internet giant sought to offset increased competition.

Tax-free days last month in Tennessee, Alabama, Mississippi and New Mexico, gave another lift to traffic at stores, and some of the better-than-expected business retailers witnessed in July would be attributed to the first day of classes for the new school starting in certain areas of the South and West.

"It's been a back-to-school season unlike any other," Marshal Cohen, chief retail industry adviser for Circana, told WWD. "You've got all these new dynamics and added pressures, from elevated temperatures across the country and regional flooding, to concerns about pricing and things costing more, and more sophisticated systems of supplying school supplies earlier."

According to Cohen, core needs for the classroom and basic apparel – shorts, T-shirts, underwear – as well as athletic footwear and some beauty products have top families' shopping lists. Consumers are not rushing to buy more fashionable styles, he said.

Cohen said prices are higher than they were, but "not by that much."

"Consumers have demonstrated an

acceptance of the relatively marginal price increases witnessed to date," he said. "They are picking and choosing what they spend on, which introduces some variability into more granular discretionary retail activity. We've got a consumer prioritizing purchases between price increases and the economy, but they rarely cut back on spending for kids going back to school."

Overall, for the four weeks ended Aug. 2, U.S. retail sales rose 2 percent across discretionary general merchandise, food and beverage, and nonedible consumer packaged goods, from the same period in 2024, while unit demand fell 1 percent, according to Circana.

"Back-to-school is off to a really good start for us," said Stephen Lebovitz, chief executive officer of CBL Properties, real estate investment trust with 89 properties in 22 states. "The economy has held up. Traffic has stayed steady and is even up a bit. This is definitely surprising compared to what we would have projected three months ago. In the spring, everybody was worried."

Tax-free weekends in July, Lebovitz added, "were really strong for a number of our malls and retailers." Two Tennessee centers, Hamilton Place in Chattanooga and CoolSprings Galleria in Nashville, had particularly strong tax-free weekends, he said. "Retailers were saying it was like Black Friday in the summer, but a lot of people were also buying early because they were worried about the impact of tariffs and retailers passing on higher costs."

According to several industry analysts and surveys, most consumers are spending the same or more than last year, though roughly a quarter to a third of consumers expect to spend less on bts. Analysts believe the bts season can be considered a barometer for how the holiday season plays out.

"Spending remains. It doesn't seem like what was feared is coming to fruition," said Michael Gunther, vice president and head of insights at Consumer Edge, a data insights company specializing in analyzing consumer behavior and through transactions across 40 million credit and debit cards.

"Consumers are just being a little more discerning of where they spend," said Gunther. "They're price-conscious."

With August almost one-half over,

"There doesn't appear a deceleration in sales growth as a result of all that pull front," Gunther said, referring to the unprecedented level of bts shopping seen in July and June. "It's too early to say early shopping for the season will pull business out of August."

Based on its U.S. credit and debit card data, Consumer Edge listed Aéropostale, J.Crew Factory, Carter's, Hollister, PacSun, Express, Janie & Jack and Pacific Sunwear as achieving double-digit sale gains for the July 7 to 18 period, while Gap was right around 10 percent, underscoring the robust early bts shopping. But two backpack brands, Kipling and Herschel Supply, as well as American Eagle and Tilly's saw spending declines.

Retailers have been prepared for the early-bird rush, having placed orders with vendors much sooner this year before the tariffs kicked in. U.S. President Donald Trump has put tariffs on dozens of U.S. trading partners, ranging from 15 percent on the EU to 50 percent on Brazil. Many of the tariffs went into effect Aug. 7.

CBL's Lebovitz cited Gap, Hollister, Abercrombie, The Buckle, American Eagle and Palmetto Moon, a regional retailer for family apparel, gifts and home goods, as having solid seasons so far. Asked if retailers were any more promotional this year for bts than last year, Lebovitz replied, "Being promotional is always part of it. There is an expectation" of shoppers wanting it. "But I don't think it's any more extreme this year." He also said he hasn't seen much in the way of recent price increases. "If there were any price increases, there were also discounts, so the net pricing is comparable to what it has been."

"Advertisers should take note: this is not the season for overly showy or out-of-touch creative campaigns," Tony Gemma, vice president and global head of Yahoo Creative, said in a statement. "Shoppers want value. Ads that emphasize discounts, practical tips, and ease of purchase are more likely to win."

Here's how Yahoo and other industry sources and tech-oriented firms evaluated BTS 2025:

- Yahoo's "2025 Back-to-School Shopping Survey" of 1,000 consumers indicates that 70 percent of K-12 parents and 55 percent of college students plan to spend more this season, largely driven by inflation

and increased tech needs. Nine in 10 shoppers are worried about U.S. macroeconomic factors, such as inflation and the rising cost of living. Still, the average back-to-school shopper plans to spend just \$371, with many budgeting less than \$500.

- Samsung Ads, the advertising platform for the South Korean conglomerate, surveyed shoppers and found that three-quarters of bts shoppers plan to spend the same or more on bts merchandise than a year ago, with 41 percent planning to spend the same amount as last year; 33 percent planning to spend more, and 26 percent expecting to spend less. Eighty-two percent of bts shoppers say mid-summer (July) is the most impactful time to influence their bts purchase decisions, Samsung reported.
- GumGum, an adtech company, conducted a bts shopping survey of 3,000 consumers across the U.S., Canada, the U.K., Belgium, the Netherlands, and Germany in mid May. Sixty-eight percent of the respondents said price and promotions were the top factors when buying bts supplies; 35 percent said they're actively hunting for sales due to economic pressures, and 27 percent said they would be buying less than last year. GumGum also indicated that 61 percent of the consumers' bts spending would be for clothing and footwear.
- The National Retail Federation, with Prosper Insights & Analytics, predicted based on their annual bts survey that spending for students in grades kindergarten through high school will reach \$41.5 billion – up 12.5 percent from \$36.9 billion last year. The previous high was \$37.1 billion in 2021. The survey also concluded that back-to-college spending is expected to hit \$94 billion, about \$20 billion or 27 percent more than last year's record \$74 billion. The NRF sees U.S. retail sales for all of 2025 increasing 2.7 to 3.7 percent over 2024. As NRF president and CEO Matthew Shay previously said, "Retailers have been preparing for months to ensure they are well stocked with essential items that families and students need for the school year."



Student friends shopping this back-to-school season.

## BUSINESS

# Growing Costs for U.S. Producers Signal Price Hikes for Consumers

Gambert Shirtmakers' headquarters in Newark, N.J.



● Companies that have been largely eating tariff costs may soon stop doing so.

BY KATE NISHIMURA

**Trickle-down economics may indeed** be in effect — just not in the way Ronald Reagan envisioned.

The Bureau of Labor Statistics released its Producer Price Index on Thursday, revealing an unexpected July surge of 0.9 percent compared with the previous month. It was the biggest monthly increase since 2022, and well above the projected growth of 0.3 percent.

July's increase pushed annual index growth to 3.3 percent, the most significant 12-month bump since the 3.4 percent announced in February.

What does it all mean? Well, compared to Consumer Price Index data released Wednesday, the price index for the American manufacturing sector is up — way up. CPI data showed that inflation accelerated for shoppers from June to July at a rate of 0.2 percent, and an annualized rate of 2.7 percent. While consumers have indeed clocked higher prices at retail, inflation was cooler than analysts and economists expected.

The divergence between the CPI and

the PPI suggests that until very recently, companies were largely eating the cost of U.S. President Donald Trump's tariffs rather than passing them along. That may not be true for much longer.

"Tariff-exposed goods are rising at a rapid clip, indicating that the willingness and ability of businesses to absorb tariff costs may be waning," Oxford Economics analysts wrote in a research note, referencing the PPI. "We anticipate broader signs of tariff-driven inflation in the data over time as inventories roll over and firms adjust pricing under margin pressure."

With the president's "reciprocal" tariffs kicking in last week and producers feeling squeezed by higher import costs, American consumers may be in for much steeper prices in the months to come.

"As of now, we have absorbed the costs of the increased tariffs. We know this is not sustainable. We will be having a price increase soon to offset increase costs for trimmings, cloth, tariffs and labor," Alexa Roberti, director of sales for Rochester, N.Y., custom suiting and apparel company Adrian Jules, told WWD's sibling Sourcing Journal.

Adrian Jules brings in much of its fabrics and inputs from countries throughout Europe and Asia — all subject to double-digit duty increases. But there aren't many

onshore options to turn to.

"In the '70s much of the USA textile industry was offshored to keep labor costs down," Roberti said. "Consequently, the internal trimmings and exterior cloth was also made outside the U.S.," and importing that arsenal of inputs is essential to business continuity.

Adding insult to injury of added tariff costs, some of Adrian Jules' overseas suppliers began notifying the company this spring that the duties would make doing business cost-prohibitive — even suggesting that the factory source from other countries and producers with a lower tariff burden.

"They were looking out for our best interests, but where are we to go?" Roberti said. "Tariffs have been increased to most of our trading partners; changing suppliers would just mean we would pay tariffs to a different country."

The firm, which sells private-label goods to New York City brick-and-mortars and runs its own custom suiting shops, is clinging to the upsideways of the turmoil of the past eight months.

"There is a positive to this. We are seeing an increase in the demand for Made in USA garments. We just completed a strong second quarter, and we are bullish on the third quarter," Roberti said. "I am hopeful

that once all the dust has settled, American manufacturing has a resurgence, and the U.S. is in a stronger, more prosperous position for citizens and businesses."

Newark, N.J., manufacturer Unionwear, which crafts hats, bags, promotional products and military gear, is also contending with higher costs — and working hard not to shift the sting of bloated prices to its customers.

"We are definitely absorbing tariffs," owner and president Mitch Cahn said.

Part of the struggle stems from the changeability of tariff rates, revised or threatened on a near-weekly basis by the White House.

Within the company's business-to-business arm, "We are selling goods before we order them, but the tariffs are changing after we have received an order but before we are shipping," Cahn said, illuminating the complexity of setting prices. "We are hedging a little bit and making sure we have alternative sources, but there really is no other way to do this."

According to Cahn, the firm buys some of its fabric from India, which is slated to be hit with another round of 25 percent tariffs later this month, bringing the total reciprocal duty rate to a staggering 50 percent. "We are planning to absorb the cost increases if necessary, ▶

but most likely we will shift purchasing to Pakistan," he said.

Down the road in Newark, Mitch Gambert, chief executive officer and owner of Gambert Shirtmakers, is fretting over the future of his business due to the upheaval caused by the administration's ever-evolving trade policy.

"It's become borderline unmanageable," he said. "It's been literally eight months of utter confusion."

The custom and wholesale shirting supplier hasn't been able to raise prices despite crippling increases to overhead costs (due predominantly to tariffs), along with compounding logistical challenges.

"The way that we work with our retail partners is that they set their [prices] for the season at the beginning of every season. So to go in and change pricing on them...it's a real disruption to the flow of business," he said.

Gambert is also ambivalent about raising prices when consumer confidence is in the doldrums. "I'm afraid that when the prices do go up, that people are going to be so sticker shocked that it's just going to have an even deeper impact on sales," he said, noting that Gambert Shirtmakers' sales ledger is "hovering at 30 percent less than where we should be" at this time of year. That doesn't bode well for fall or holiday, traditionally the manufacturer's boom time.

Gambert has had to reduce working hours due to the slowdown – a concession he's making in order to avoid layoffs within his 90-worker facility.

"I have not had any surging American production because of tariffs, none whatsoever," he said. That's because of a simple truth that, thus far, the administration has neglected to acknowledge.

"It would be different if raw material prices weren't going up – then I could be more competitive with Asia," he said. "But with raw material prices going up, my prices are just going up in perfect sequence with the Asian prices. There's no competitive advantage for me."

With steep new tariffs on trade partners across the globe compounding existing duties, something's got to give, he said. Even countries subject to the 10 percent universal baseline tariff could still see prohibitively high rates on certain types of products.

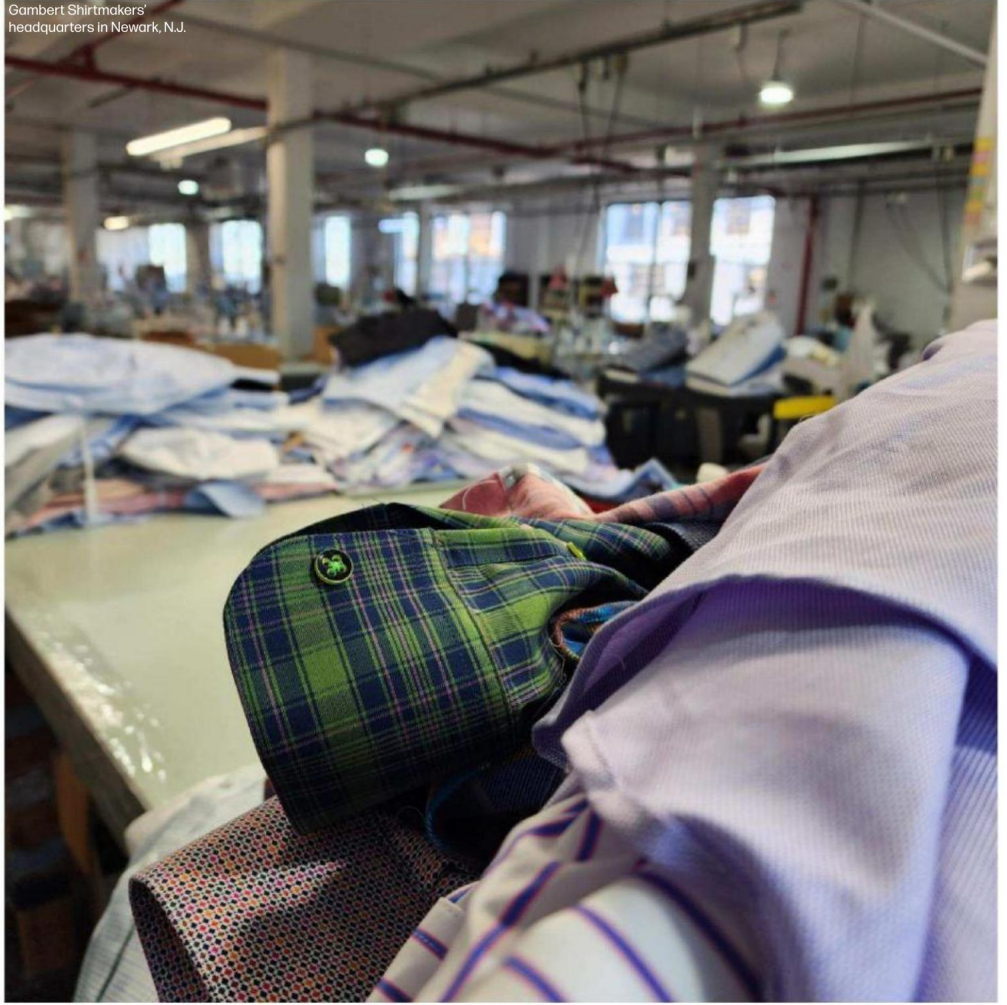
Gambert Shirtmakers imports much of its woven cotton for shirting from Europe, and the company pays a variegated rate between 18 percent and 19 percent depending on the characteristics of the fabric. Those same products will see added duties of 15 percent under the new tariff regime.

"We're also getting hit with the increases on our button supply," which comes from China, he said. The manufacturer brought in a "huge shipment" of product before the tariffs took effect, but charged its customers, like Gambert Shirtmakers, for the added cost of transportation and warehousing in the U.S. "It forced me to put out a lot of cash up front to beat these tariffs before they hit, which absolutely kills cash flow. I mean, it's like a death kiss," he added.

It's not just new costs that have thrown a wrench into the company's value chain. Longtime mill partners in Europe that once offered low minimum orders and flexible terms are seeking out safer bets, opting for bigger sales to prominent players with more robust cash flow. "I might do, let's say, \$400,000 of business with one mill in the course of a year. But now you have the big brands who are doing \$2.5 million of business with the same mill. Who's going to take priority?" he said.

Gambert is also facing a complex problem that many U.S. makers are contending with: their place in the market.

Gambert Shirtmakers' headquarters in Newark, N.J.



"With raw material prices going up, my prices are just going up in perfect sequence with the Asian prices. There's no competitive advantage for me."

MITCH GAMBERT, Gambert Shirtmakers

At \$280 or \$350 a pop, the firm's custom shirts are a carefully considered purchase, not an impulse buy. "For a lot of people who purchase my products, when they look at a gallon of milk at \$11 and a full tank of gas at \$90, those things are going to take precedence in their life," he said.

For that reason, raising prices – however necessary – is a highly unpalatable prospect.

It's not just East Coast manufacturers feeling the burn. Across the country in Los Angeles, Lalaland owner Alex Zar is taking creative license to his business model in a bid to mitigate costs.

The founder of L.A.'s largest leather goods factory said he's seen increased demand for local production in recent months as the Trump trade agenda has taken hold. "However, it's a double-edged sword – tariffs are impacting all our material imports, which in turn is driving up the cost of finished products," he said.

The full-service manufacturer is pulling all the levers to make up for cost increases. "We are working closely with our clients to design products so that materials make up the largest portion of the finished product cost, while labor is minimized," he said. "This helps absorb some of the increased costs from imported materials by reducing the labor share."

In L.A., minimum wage is \$17.87 – far

higher than most of the country. Zar is uniquely positioned, having invested heavily in cutting-edge production technology and dabbling in automated processes that reduce the need for a high factory headcount.

The aim is to ensure that final product costs are aligned with overseas production – an objective the designer, merchandiser and factory collaborate to achieve during product development, he said. But it's not easy, especially when domestic capacity for manufacturing of footwear and handbags is so limited.

"Many factories have shut down as production shifted overseas, which limits available resources for local manufacturing," he said – ergo, the need to rely on foreign partners for the parts and pieces that make up his creations.

Another L.A. native and owner of Lefty Production Co., Marta Miller, co-signed the observation that raw material costs have risen "across the board" since the onset of the trade wars.

"Fabrics, trims and certain imported components are all more expensive now, and machinery pricing is also increasing," she said, attributing the increases to new duties and other supply chain constraints.

"China is by far the most impactful when it comes to tariffs," said Miller, who also owns Austin-based manufacturing

body Stitch Texas. "Many of the fabrics, trims and certain categories of apparel we source have traditionally come from China, and the duties there have had a significant impact on landed costs," she added, noting that sourcing from Vietnam and India has also been challenging.

"I have tried to avoid raising prices dramatically for my clients," the factory owner said. "My goal is to manage these cost increases in a way that softens the impact on their businesses, so they can continue to grow. That said, modest adjustments have been necessary in some cases, and I would expect to see some additional increases if tariffs and input costs remain high."

Despite the intricacies of maintaining a balance sheet with ever-shifting line items, Miller maintains that tariffs have, on the whole, given her a leg up.

"Clients who previously defaulted to overseas production are now giving serious consideration to producing here at home, and I am leaning into that opportunity," she said.

Emphasizing speed-to-market, lower shipping costs and better quality control has indeed driven new business to California and Texas over the past eight months, Miller added.

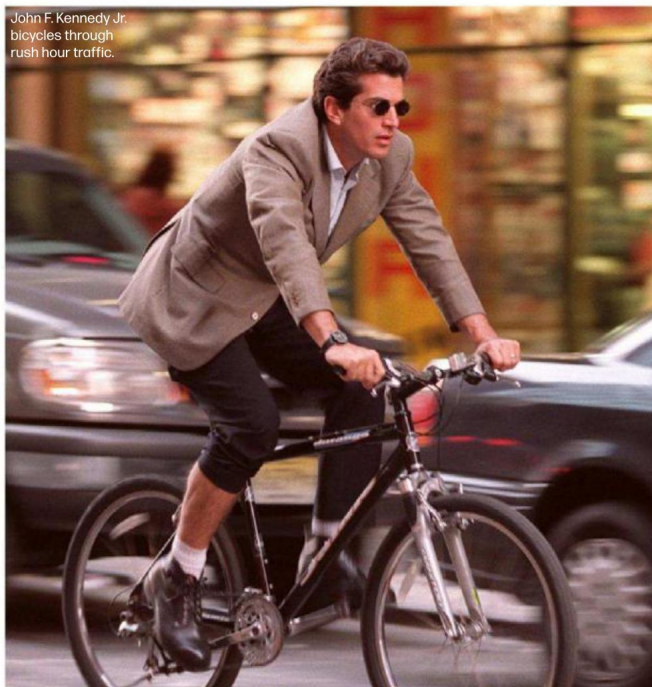
"The increased cost of overseas production for certain categories has encouraged some brands to explore domestic manufacturing for the first time. We've seen new clients coming to Lefty Production Co. and Stitch Texas specifically because the tariff environment has tipped the scale toward U.S. production," she said. "It's an unexpected win that's helping offset some of the challenges." ■

MEN'S

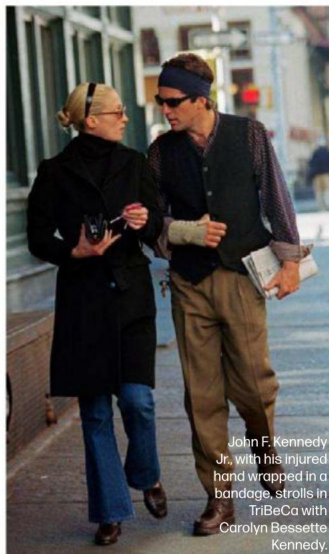
# JFK Jr.'s Sloppy but Chic Personal and Political Style



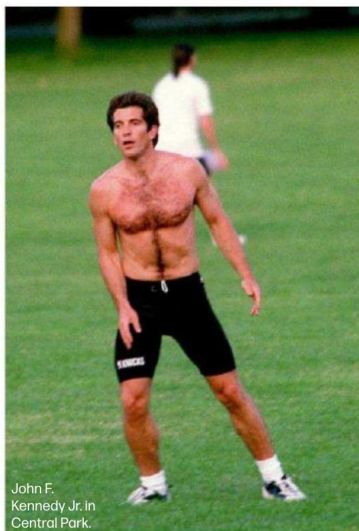
John F. Kennedy Jr. walks his dogs in front of his Tribeca apartment in October 1996.



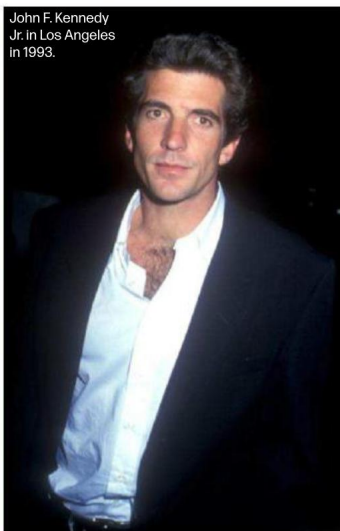
John F. Kennedy Jr. bicycles through rush hour traffic.



John F. Kennedy Jr., with his injured hand wrapped in a bandage, strolls in Tribeca with Carolyn Bessette Kennedy.



John F. Kennedy Jr. in Los Angeles in 1993.



John F. Kennedy Jr. in Central Park.

● Over the decades, he earned the epithet of a style icon, but those who knew him remember him differently.

BY HIKMAT MOHAMMED

**LONDON** — John F. Kennedy Jr. was an anomaly.

The good looks of the son of President John F. Kennedy and Jackie Kennedy Onassis blurred the line between glitz, glamour, politics and policy.

Over the decades, Kennedy Jr. has earned the epithet of style icon.

Steven M. Gillon, a friend of Kennedy Jr. and author of "America's Reluctant Prince: The Life of John F. Kennedy Jr.," remembers a different type of man.

"Day in and day out, John was a slob. He would just throw things on and they didn't match. He didn't wear the right size. It's funny for those of us who knew him to see him as this style icon. He certainly

could clean up really well and part of that is his mom's influence. Jackie had her own style and presence about her — I think that rubbed off on John," he said.

Terry Newman, author of "Marilyn Monroe Style" contends that Kennedy Onassis set the "standard for American political glamour. Her influence on JFK Jr. was about an understanding of the visual language of elegance. He grew up in an environment where aesthetics mattered, where appearance was diplomacy."

Now, 26 years after Kennedy Jr.'s death, he's still a subject of fascination, mostly for his Prince Charming genes and nonchalant style. His fame, like many in the Kennedy clan, has stood the test of time.

"He was an incredibly attractive guy and he came of age during the emergence of celebrity culture in America," said Gillon.

Kennedy Jr.'s life and style is being

revisited, again. "American Prince: JFK Jr.," a three-part CNN documentary series currently airing, digs beneath the surface of his life, and "American Love Story," a FX series retelling his relationship with his wife, Carolyn Bessette Kennedy, is due out next year.

Last year in New York, Bonhams held an auction of clothing belonging to Kennedy Jr. The lots included a Calvin Klein tuxedo, two-piece suit and black tie, as well as a Giorgio Armani overcoat, all from the '90s.

The Calvin Klein pieces trace back to the start of his relationship with his future wife, who at the time was a Calvin Klein staffer whose specialty was VIPs. The pair met in 1992 at the VIP fitting room of the American brand.

Gillon said Bessette Kennedy also played a similar role to Kennedy Onassis "when it came to sartorial matters.

"She was in the fashion business and she had an influence on John. If it hadn't been for his mom or Carolyn, John would walk around every day wearing baggy shorts and a ripped sweater. I don't think that he had much of a sense of style on his own. He didn't really care about the way he looked, except when he was in public."

Carole Radziwill, a family friend of the couple and the wife of Anthony Radziwill, Kennedy Jr.'s cousin, agreed that Kennedy Jr. "didn't have much of a specific style. He looked good in whatever he wore. Carolyn didn't fuss much over what he wore and it shows," she added.

Kennedy Jr. represented the ultimate modern New York man in the '90s. He had the allure and a famous family name that could save anyone.

In Season Two, Episode Five of "Sex and the City," Samantha Jones is rescued from social Siberia by a man obscured by sunlight, originally meant to be Kennedy Jr., but later changed to Leonardo DiCaprio, due to sensitivity reasons. The episode originally aired 12 days before his death in 1999.

Kennedy Jr. was a New York landmark. There are paparazzi photos of him exercising topless in Central Park; strolling through Tribeca with his hand wrapped in a bandage, and cycling through the city in a blazer and rolled-up trousers with white socks.

"He was the daredevil and the prince of America," said Sunita Kumar Nair, author of "CBK: Carolyn Bessette Kennedy: A Life in Fashion." "When I think about him in New York, he was always on wheels, either on his bike or on some rollerblades — that was his way of escaping this obsession that was placed upon him."

His eclectic style was a product of his upbringing and growing up between America and Europe. Case in point, he would wear a beret with a zip-up sweater; a waistcoat with a printed shirt and slacks, or a gray polo with a gilet and blue jeans.

"Americans are known for their love of sports. I always think of him as a '90s version of 'Take Ivy,' that waspy, preppy, educated man, but kind of decluttered and made less of a fuss," said Nair.

"We [also] need to remember that he's a Bouvier, too, and that he was with Jackie on Skorpions. He was surrounded by the European jet set and Jackie always had that Eurocentric sensibility that made some kind of impression on him."

Kennedy Jr. may have dressed like any regular guy in his oversize or wrinkled T-shirts, but his Kennedy blood and laid-back mannerism made him just a touch more appealing. It also makes him a modern muse for many designers, including Jonathan Anderson when he was designing the costumes for

Luca Guadagnino's tennis-inspired film "Challengers." In the film, Zendaya wears a T-shirt that reads "I told ya," based on one of Kennedy Jr.'s own T-shirts.

"When JFK Jr. was younger, in the '80s and '90s, there was kind of an effortlessness to his wardrobe — like he could wear anything, and sex appeal would always be there," the designer told WWD last year.

When Kennedy Jr. launched his political magazine George, he didn't shy away from putting himself out there. In the magazine's September 1997 issue, the Washington-born attorney and magazine publisher posed nude under a tree with a dangling apple.

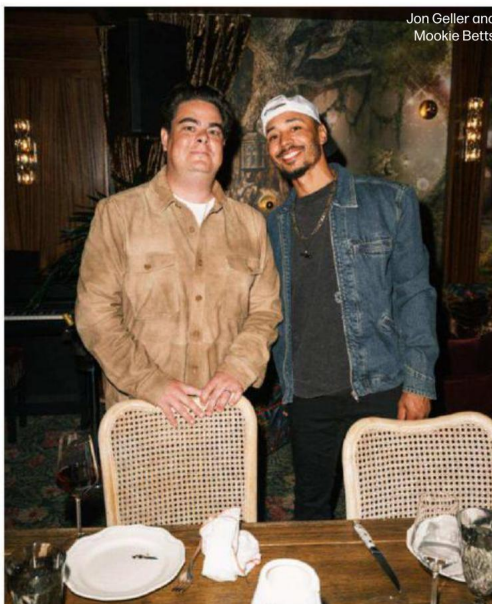
The image was met with raised eyebrows by some, but it seems Kennedy Jr. and George wanted to ask: Why should someone be boring or superficial to like politics or celebrity culture?

MEN'S

# Transcend Fabric Jump-started Paige's Men's Business



A look from Paige's men's collection.



Jon Geller and Mookie Betts

Transcend is available in a rainbow of colors.



● The brand has sold 10 million pairs of pants made from the stretch performance fabric.

BY JEAN E. PALMIERI

## Ten years and 10 million pairs sold.

That's what the Transcend fabric has meant to the men's business at Paige. And Jon Geller, men's president of the Los Angeles-based brand, thinks it's high time to celebrate that victory.

Paige was founded 21 years ago by Jon Geller's father Michael, his longtime business partner Michael Henschel, and his stepmother, Paige Adams-Geller, a onetime fit model.

Jon Geller was a freshman in college when Paige was launched and had no intention of joining the family business. But fashion runs in the Geller blood: in addition to his father, both his grandfather and great-grandfather were tailors in Poland before immigrating to the U.S. during World War II.

Jon Geller thought his path would be sports management, but once he started down that road, he realized it wasn't what he had dreamed about. So he pivoted.

"I grew up around the industry, but I never really saw myself in it," he said. But the company was planning to launch men's and turned to him to get the ball rolling.

The first four or five years were "pretty tough," he recalled, and Paige was having

a hard time finding a niche. "Men are very, very brand loyal, and a lot of times, quite honestly, it's out of almost ignorance to other options," he said. "So it can be a very difficult space to break into, and I was pretty frustrated."

But at his father's urging, he got involved on the design side of the men's business. He quickly noticed that this proprietary denim fabric called Transcend "had really broken out on the women's side but had been kept out of the men's space. In my opinion, it wasn't because [male] consumers had ever rejected it. It's because designers and buyers never thought guys would wear it."

The claim to fame of this cotton, rayon, polyester and spandex blend was its ability to stretch and recover while also offering comfort and a soft hand — attributes that were novel at the time. So Geller asked the design team to create a pair of men's jeans from the fabric and when he tried them on, he knew he had a winner.

"I looked at everyone and said, 'This is it. We have our reason to be. We have our lane. We have our flagpole moment.'"

Transcend men's jeans hit the market a few weeks later, and it did indeed turn into a gamechanger.

"At the time, we had a massive women's business with Nordstrom and I had been going up to Seattle and showing them our old men's product for years, and they just weren't interested," he said. "And they

were correct. We did not have a point of view. We were sort of chasing trends on the men's side."

But when he showed them Transcend, he recalled: "They said, 'This is exactly what you need to be doing.'" It started with a 10-door test, expanded to 50 stores within three months and by the next year, rolled out to the entire chain.

"And it just kind of spread from there," he said.

The fabric also takes color very well, so Paige began offering men an array of

options. "Most brands run their color program in a twill or a brush sateen or some other fabrication," Geller said. "For us, our primary color program is Transcend. So for our guy who fell in love with our indigo washes, he can buy every color in the rainbow, and it's the same exact fabric and fits. That's really unique in the space, and I think that's helped cultivate brand loyalty."

Today, about 65 percent of the total men's business comes from Transcend. In addition, Paige offers Transcend Vintage, a heavier-weight alternative, that it also uses in jackets and other categories. "But at the end of the day, comfort denim and comfort fashion is definitely who we are as a brand," Geller said.

Thanks to Transcend, men's now accounts for around 30 percent of Paige's total business. In addition to bottoms, which retail for \$199 to \$219, the company also offers everything from basic T-shirts, overshirts, hoodies and jackets to shoes and accessories. "We run the gamut now on the men's side," he said. "Lifestyle ready-to-wear is our quickest growing category."

Men's denim and lifestyle product is carried today at a range of retailers including Saks Fifth Avenue, Bloomingdale's, Neiman Marcus, Harrods and Selfridges. And in Paige's own 25 stores, men's actually accounts for around 50 percent of sales.

As a tribute to Transcend's 10-year anniversary, Paige unveiled the campaign dedicated to the fabric, a short film series from Russell Tandy that provides an inside look at the engineering and detail that goes into the creation of every product. The video series launched on Paige's digital channels in July. The company also held a dinner in L.A. cohosted by Dodgers outfielder Mookie Betts.

Geller said even though Transcend "took off like an absolute rocket ship" when it launched in 2015, in the years since, "I think we took it for granted." That's the reason for the shout-out now. "We want to remind the market that we did it first, and we still do it best," he said.

Since the campaign broke, Geller said sales of Transcend have jumped not only on the Paige website, but also through its wholesale customers.

So what's next for Transcend and the Paige men's business? "Our guy is somebody who wants to be comfortable when he walks out in the world and I don't really see that changing," Geller said.

As a result, expect Paige to continue to "push the boundaries of what Transcend can do," while expanding other categories, too. "We'll continue to push the lifestyle and ready-to-wear. The product marries well with our denim and bottoms. It's a super cohesive offering and story. We're still just scratching the surface here on the men's side," he said.



The Paige brand was launched in 2014.

## MEN'S

# Jeffrey Banks Is a Real Storyteller

- The American designer has written a memoir about his decades in the fashion industry.

BY ROSEMARY FEITELBERG

**Decades of being** in the fashion industry has given Jeffrey Banks fame and fodder, and soon he will be sharing some of that intel in the new book "Storyteller: Tales From a Fashion Insider."

Inspired in part by advising his good friend Stan Herman about photos for his Pointed Leaf Press-published memoir "Uncross Your Legs: A Life in Fashion," Banks started working on his own tome last summer. That turnaround time was accelerated by the designer's sharp memory. He said, "People are always astounded that I can remember memories from 30 to 40 years ago – what you were wearing, what music was playing, where we had lunch, what time of day it was and that kind of thing."

The designer said he was also motivated to wrap up the book quickly so that his 104-year-old mother Eleanor has the chance to read it "before she leaves this earth." The title comes from the fact that people routinely praise Banks for his lively storytelling. How to begin? Banks started with why he wanted to become a designer at the age of 10, which is when he sketched an Easter outfit for his mother, picked out the fabrics, "very thoughtfully chose" what accessories to wear with it and went to the dressmaker with her.

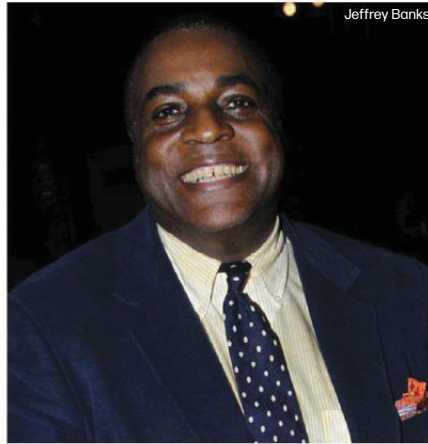
As much as he loved art and drawing, Banks said he had read that so many artists

did not achieve success or fame until after they died. Not interested in taking that career path, he said he considered fashion design to be immediate gratification, "Somebody either likes what you did or they didn't. It either sells or it doesn't," Banks said.

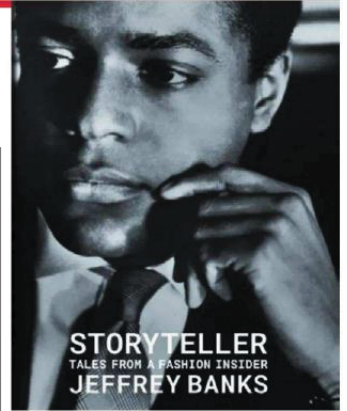
His tome traces his rise from Ralph Lauren intern to Parsons School of Design graduate and starting his own namesake company. Along with having his designs shot by photographers such as Bruce Weber and Richard Avedon, Banks shares tales about Lauren, Calvin Klein, Audrey Hepburn, Bobby Short and Barbra Streisand.

The most revelatory part of writing the memoir was realizing what a perfectionist he is. Recalling how his late father, a cartographer by profession, brought him to tears at the age of five by instructing him for 90 minutes how to tie his shoes properly, Banks said, "I wanted to run as far away from that as possible. But when it comes to my work and my craft, I am a perfectionist and exacting. I guess I am just like him in that respect."

In 1977 at the age of 23, Banks won his first Coty award, a precursor to what is now the CFDA awards, for Outstanding Fur Design with Alixandre Furs. Banks also was nominated for the Menswear Designer of the Year, despite the fact that he had



Jeffrey Banks



The cover of the new Pointed Leaf Press-published book.

only been in business for a year and more established names like Alexander Julian were in-the-running. Banks first learned of his Coty Award win during a buying appointment with Bergdorf Goodman and Neiman Marcus, which at that time sold more furs than any other store in America. (Furs were so popular the luxury store had a separate holiday catalogue devoted to furs.) Upon arrival, Banks was greeted with congratulations, since his win had been reported in that day's New York Times.

In 1982, Banks took home the Menswear Designer of the Year at the Coty Awards. As for his lasting contribution to fashion, Banks said, "Even though it wasn't what I set out

to do, the books that I've written have been able to capture history, which was always one of my favorite subjects." In addition to three biographies, "Perry Ellis: An American Original," "Norrell: Master of American Fashion" and "Patricia Underwood: The Way You Wear Your Hat," he cowrote "Preppy: Cultivating Ivy Style" and "Tartan: Romancing the Plaid." Banks also pitched in on Robert Bryan's "American Fashion Menswear." More recently, he penned the introduction for "Audrey Hepburn: A Life of Beautiful Uncertainty."

Busy planning a book tour that will include stops in Chicago, Austin, Dallas and probably Palm Springs, Calif., Banks is also at work on the next season for his home decor collection. "I haven't had a chance to celebrate," he said, referring to the tome, which will be released Oct. 14 by Pointed Leaf Press. Readers can glean some insights, when he joins his friend Fern Mallis at 92NY on Sept. 18 for a Q&A.

## BUSINESS

# Dada Goldberg and Social Media Agency Palasse Merge

- With this union, the agency will take a holistic approach to strategic communications for clients in design, art, fashion and more.

BY KATHY LEE

**Dada Goldberg**, founded in 2012 by Define Aydintasbas and Rebecca Goldberg Brodsky, is joining forces with Palasse, a social media agency founded by Alexandre Corda who has more than 15 years of experience in social media marketing. The merger strengthens the newly integrated agency's existing social practices while offering its combined clients a full spectrum of services, from business strategy, public relations, events to content creation.

"We are developing a singular brand advisory firm in both creative direction and strategic business development, allowing our clients to step into new futures for themselves and their industries," said Goldberg Brodsky, adding "We collaborate on the path to a meaningful legacy."

Dada Goldberg has roots in the design space and expanded to include clients in the arts, fashion, hospitality, luxury real estate and culinary industries such as Jean-Georges Miami Tropic Residences; the bar, concept and event space Quarters; fashion,

beauty and home brand Jenni Kayne and interior designers Colin King, Athena Calderone and Jeremiah Brent. Corda has led campaigns for luxury brands that range from jewelry, watches, retail, real estate, design to art which includes Buccellati, Alfredo Paredes Studio, Marc Jacobs fragrances and Brookfield Place New York.

While Dada Goldberg established a social media arm in 2020, the shift in traditional media and readership led to a greater focus on the impact of social media and its ability to connect brands with consumers through the brand's own language and terms. With Corda now as managing partner, digital, he, alongside creative director Eleanor Amari, oversee content operation and work on creatives that amplify the client's messaging in the right places at the right moment.

"I always had the conviction that social needed to be closer to the strategy and needed to be conceived from the get-go. Social for a long time was just the last piece of the puzzle, and we were never brought on early enough," explained Corda. That is no longer the case. Social along with branding, public relations and events are strategically planned from the outset when

brands work with the agency on how they can create culture through these channels.

Corda brings with him 16 clients into the newly formed portfolio, along with two team members including Associate Vice President Paul Booth. Current projects include designers and creatives such as Lucrezia Buccellati, Lauren Rottet and Suchi Reddy as well as Manhattan-based membership club Moss, the Bobby Anspach Studios Foundation and multiple real estate developments.

"We didn't want this to be a merger where we're aiming to acquire for the sake of acquiring. I really think that the careful threading of personalities, vision points is what makes us the most competitive in terms of seeing the industries that we work in for what they are and what they can be," said Goldberg Brodsky.

Corda adds, "It's definitely a very shared vision as to how do we lead with emotion. How can we create content that tells deep stories that can create meaningful conversations. So I think we're all coming from the same place."

Before deciding on which clients to bring on, the team collectively evaluate how it fits into their ecosystem of existing clients and the "integrity of story, integrity of products, what we're promoting and whether that's amazing architecture, new development project or hotel," according to Aydintasbas.

The merger of Palasse and Dada Goldberg sees the partners Aydintasbas, Goldberg Brodsky, Corda and Ethan Elkins – who has focused on new areas for growth like fine arts and media, such as Cultured magazine, and partnerships and management – joined by Annie Mak, vice president of social media which make up 45 employees.

As for how the two agencies have come together? Aydintasbas credits an ongoing dialogue and a spirit of collaboration. It also helps, Goldberg Brodsky adds, that they all share the same taste.



Ethan Elkins, Rebecca Goldberg Brodsky, Define Aydintasbas and Alexandre Corda

# SJSUMMIT

SOURCING JOURNAL

COUNTERING CHAOS

At Sourcing Journal's Fall Summit next month, speakers will tackle topics ranging from tariffs to technology and sourcing to sustainability. Don't miss your chance to hear exclusive insights from these thought leaders.



**Kathleen Chan**  
Founder  
& Chief Executive Officer  
CALICO



**Jon Devine**  
Senior Economist, Corporate  
Strategy & Insights  
COTTON INCORPORATED



**Stephen E. Lamar**  
President & Chief Executive Officer  
AMERICAN APPAREL &  
FOOTWEAR ASSOCIATION



**Deirdre Quinn**  
Co-founder & Chief  
Executive Officer  
LAFAYETTE 148



**James Reinhart**  
Co-founder & Chief  
Executive Officer  
THREDUP



**Jeremey Tahari**  
Chief Executive Officer & Creative  
Director | Managing Partner  
ELIE TAHARI | TAHARI CAPITAL



**9.25  
NYC**

Click to see the full speaker list, and stay tuned as we announce more speakers!

### *Sponsorship Inquiries*

**Deborah Baron**  
dbaron@fairchildfashion.com

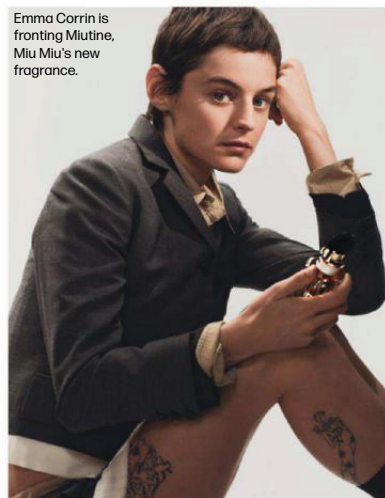
### *Attendee Inquiries*

**Trish Reidy**  
preidy@fairchildfashion.com

EXCLUSIVE

# Miu Miu Beauty Writes a New Chapter

Emma Corrin is fronting Miutine, Miu Miu's new fragrance.



Miutine, the latest fragrance from Miu Miu.



such a personal connection. It was an honor when they asked me," said Corrin, referring to the Miutine ambassadorship.

"Mrs. Prada pours so much of herself into this brand, every aspect of it is so filled with her soul," they continued. "This is an amazing new chapter in the fragrance and beauty story."

The actor said they hope to impart "fun" with the ambassador role, as well as "self-expression" and "a bit of irreverence."

"Miu Miu is all about fun, breaking the rules and redefining them exactly how you want to define them – and expressing yourself exactly how you want to express yourself," Corrin continued. "They do things very authentically. I love that."

How was the fragrance name chosen?

"Miutine, in French, is about mutiny, about the rebel," Lari said. "It encapsulates so well the Miu Miu femininity of today, which is mischievous and irreverent, and free from any male gaze, which is liberating femininity. To personalize it

even further, we added this 'i.'"

That letter's addition plays on the brand name Miu Miu.

"Maybe we are very ambitious, but we want to create a new word in the dictionary," Lari said. So "miutine" became the project's starting point.

"We think with Miutine, we can offer the young generation a space for this deliberate insouciance," Lari said. "We want to give the definition of this Miutine girl in motion."

The bottle design nods to one of the longstanding codes of the Miu Miu house – the matelassé textured quilting technique used for its leather goods. The brand's black-and-white label also encircles the chestnut-colored flacon's neck.

A circle on the cap winks to a sequin, while the outer box comes in Miu Miu's

signature "azzurro" blue.

"Miutine is the beautifully irreverent twist that continues to elevate L'Oréal Luxe's portfolio," said Cyril Chapuy, global president of L'Oréal Luxe.

"It's a nice blend of sophistication, of [elegance], with a nostalgic or vintage kind of form associated with it – very Miu Miu," Lari said. "Miu Miu is always modernity with a twist."

Miuccia Prada wished to have a classic juice with a twist, explained Lari. For Dominique Ropion, IFF master perfumer, the Miu Miu woman has "a very young spirit, doesn't take herself too seriously, but is very elegant."

Ropion translated that olfactively. "The starting point was this slightly strange accord between the wild Mara des Bois strawberry and a gardenia," he said.

That and a brown sugar accord blended with bourbon vanilla extract were ways of lending a not too serious side to the perfume, which otherwise has a more classical chypre structure. Lari called this a "gourmet cheekiness."

Miutine has a floral heart. "The gardenia accord is reinforced by jasmine absolute – a grandiflorum, a very beautiful quality of jasmine – and also a rose essence," Ropion said. "But all this is to somehow sublimate the gardenia accord. It is to enrich a floral bouquet in the heart note."

The chypre accord at the base includes modern notes, such as moss, amber and patchouli oil. "It's classic for the modern generation," Lari said of Miutine.

Its prices range from \$36 for the 10-ml. edp to \$172 for a 100-ml. edp.

"We want to place [Miutine] in the worldwide top 10," Lari said.

The executive would not discuss sales projections, but industry sources estimate Miutine will generate 150 million euros in retail sales during its first 12 months on counter.

In the fragrance's film campaign, directed by Hailey Benton Gates, Corrin is in a library searching for a dictionary, out of which they read the definition of "miutine." That includes an individual who knows the rules but behaves as if those do not exist.

"One who navigates life on their own terms effortlessly," Corrin says. "They do not always show up on time, but when they arrive, you notice. Their actions are often unpredictable."

Benton Gates' style of filming is meant to echo the insouciance of the Miutine consumer, with Corrin even walking up a wall. "She's incredible and so much fun," Corrin said of the director. "All of the stuff she films always has a wink to it. People get that vibe from the work."

The Miutine campaign was lensed in Prague, in the same studio where Corrin shot the horror film "Nosferatu." "It was nice to go back there," they said. "We spent a really fun afternoon in a boat trying to drop perfume bottles exactly on the right timing, so that they could do some cool camera tricks with it."

Then a professional diver retrieved the bottles. "Like he was diving for pearls or something. It takes a village to make things so brilliant," said Corrin, who was about to start shooting Netflix's "Pride and Prejudice," playing Elizabeth Bennet. "That will be shooting for the rest of this year, which is fun," they said. "So [I'm] learning a lot about what beauty and fashion meant for women in the 1800s. I'm interested to find out how women express themselves as individuals at a time when to fit in and all have the same thing was of the highest value."

The actor is sensitive to scent. "When I smell something, I can so be taken back somewhere in an instant," said Corrin, adding when they first smelled Miutine, "it really makes you think of a heady summer day – when you're outside and the air is just so rich with pollen."

- Miutine marks the brand's first fragrance launched under license with L'Oréal.

BY JENNIFER WEIL

**PARIS** – Miu Miu is out to coin a new word with Miutine, its new feminine fragrance fronted by English actor Emma Corrin.

The eau de parfum meant to channel the brand's irreverent, unconventional spirit comes out globally on Thursday and marks the first fragrance launch for Miu Miu under its L'Oréal license.

"We want Miutine to be the emblem of the new chapter we are opening on Miu Miu," said Ladan Lari, global general manager of Miu Miu Beauty.

The fragrance's starting point was the consumer – especially Gen Zers, who are

partial to a deep form of insouciance, with a liberating irreverence, market insights show.

"This is what today Miu Miu offers to consumers," Lari said. She described Corrin as irreverent and independent, someone who embraces their individuality and makes strong choices in filmmaking and representations of themselves. Further, Corrin is close to the brand and what it represents today, the executive added.

"Emma Corrin is the one, with a capital 'e' to encapsulate the Miu Miu spirit," Lari said.

An award-winning actor who has starred in Netflix's "The Crown" and "A Murder at the End of the World" for FX on Hulu, Corrin became a Miu Miu fashion ambassador in 2020.

"I've worked with Miu Miu for so long, which is really lovely," they said. "We have

## BEAUTY

# Hailey Bieber Preps Rhode for Sephora Debut

● The launch, spanning all Sephora doors in the U.S. and Canada, is slated to be the largest in the retailer's history for those geographies, the brand said.

BY JAMES MANSO

**Hailey Bieber's billion-dollar** beauty brand, Rhode, already had a headline-making year.

Following its blockbuster \$1 billion acquisition by E.I.f Beauty, Rhode is gearing up for its next significant milestone. Bieber's beauty brand is prepping its debut with Sephora, among the most anticipated retail partnerships of the year just months following the acquisition.

Needless to say, it's been a busy year for Bieber, and only three years after cofounding and launching the brand in 2022. But she is laser-focused on bringing what she's dubbed "the world of Rhode" to consumers beyond its successful activations, social media and own website.

"This whole time since we launched Rhode, I've stayed true to my gut. That's what's brought the vision to life," she said of the skin care powerhouse that has expanded into makeup hybrids and even phone cases.

"Even if we felt like it was going left when everyone else in the industry was going right, that's what makes something different and creative. I want it to feel new, different and still within the world of Rhode, and I also want to be able to have a presence that melts well into the world of Sephora as well," said Bieber.

To that end, merchandised on a gondola in all doors in the U.S. and Canada, the brand will be shoppable with the retailer starting Sept. 4.

"You're going to see things that feel reminiscent of all the pop-ups we've done. Our really beautiful, chic, Rhode glossy gray – [Sephora] encouraged me to bring our brand identity into their stores, and I wanted to do something that as soon as you see it, you know it could only be Rhode because our brand identity is so strong," Bieber continued.

"Partnering with Rhode as their exclusive retailer partner marks an exciting milestone for Sephora," said Priya Venkatesh, global chief merchandising officer of Sephora. "Rhode has disrupted the beauty industry with a curated line of skincare essentials, which have driven unprecedented demand and inspired category and culture shifts at-large. This will be our largest North American launch yet, and we see tremendous growth potential as we work together to bring the brand to more consumers around the world."

The appetite for Rhode is high, at Sephora and elsewhere. On the retailer's site alone, Rhode had north of 2 million searches, and the brand said it's slated to be Sephora's largest launch in the U.S. and Canada in the company's history.

Tasked with executing that vision for Rhode's next chapter, Lauren Ratner, who serves as president and cofounded Rhode with Bieber, said, "we've been laser-focused on continuing to expand our product portfolio of our high performance, efficacious products that our customers keep coming back for, and building out the world of Rhode."

Ratner pointed to its recent Beach Club activation in Majorca, Spain, around summer launches Lemontini Peptide Lip Tint, Pocket Blush in shades Sun Soak and Tan Line, a summer kit and a lemtonini-colored Lip Case. The launches and concurrent activation generated the brand's single biggest revenue day in its history, garnering more than 80 million impressions, and happening in tandem with Rhode's entry to seven countries.

"There's always been a global appetite for the brand," said Ratner. "Selling directly to our customers is how we built our community. We were deliberate in doing that first: It helped us understand our consumers' wants, needs and built a direct relationship. But we always wanted to bring the world of Rhode and our products globally."

Though the Lemontini-themed pop-up in Spain was a success by every metric, Ratner also noted past pop-ups in key markets like New York as gold mines of insights. "We've only been in business a few years and we didn't have the scale to provide all of our customers, or potential customers, with the ability to try the brand in real life ourselves," Ratner said.

"We saw our customers react so strongly and so positively to walking into this immersive world and Rhode-branded moments. We'll be bringing that brand expression into Sephora as well, and we're bringing back some favorites. Our Jelly Bean, Strawberry Glaze and Salty Tan limited-edition lips are going to become a core part of the Sephora lineup," Ratner said.

At the time of Rhode's sale to E.I.f. Beauty, it had topped \$212 million in net sales for the 12 months ending March 31, no doubt driven by megawatt marketing and limited-edition drops, as well as internet virality. CreatorIQ data indicates that it was the top skin care brand by earned media value in 2024, clocking growth of 367 percent.

"We've been disrupting for 21 years, and so is Hailey and her team," said Tarang Amin, chief executive officer of E.I.f. Beauty. E.I.f. reported its 26th consecutive quarter of sales growth on Aug. 6 (a day following the Rhode deal closing), and also announced that with its namesake brand, it was entering Sephora in the Middle East. Partnerships with Sephora are only becoming more vital.

"That follows our successful launch with Sephora Mexico last year," Amin said. "Rhode takes it to a whole different level by them introducing Rhode to all U.S. and Canadian doors in September, followed by the U.K. later this fall."

Though Bieber's vision of the brand will remain her own, she's taken cues on how to win at retail from E.I.f.

"One of the things the Rhode team appreciated is our deep retail expertise," Amin said, counting current partners Ulta Beauty, Target Corp. and

Walmart Inc. for its flagship brand. "You look at every channel we've gone to, the one unifying theme of any retail we are in around the world is that E.I.f. is their most productive brand on a dollar-per-foot basis. We outsell everyone. That's the entire proposition: our innovation, our marketing, and also our expertise of how to make a brand work in-store."

Among those capabilities, Amin said he was helping Rhode build out its field sales team "to have even greater coverage. Field coverage is important for brands, and many brands wait too long and slowly build. We're building up from the very beginning, and the Rhode team was really open."

It didn't take a lot to get Sephora on board, either. "Sephora was very open to Rhode, which has a very different and sophisticated aesthetic. They didn't have a cookie-cutter model of 'this is the way it should look,'" Amin said. "Therefore, there's this gondola presentation they were very open to cocreating with us."

Cocreation is key, but Amin said not to expect hallmarks of Rhode – from its measured launch cadence, eye to fledgling categories or the ensuing marketing blitzes – to change.

"They're very curated products that tie back to Hailey and her vision. That is 100 percent what Sephora wants. She has an incredible instinct and aesthetic, and they want that," Amin said. As for the benefit Rhode has to its parent, Amin noted that E.I.f. Cosmetics has the highest mind share with Gen Z per Piper Sandler data, and is the most purchased brand among Gen Alpha and Millennials.

"Rhode and the Sephora partnership build upon that strength we have," Amin said. "It's seeing strong results amongst Gen Z and Millennials, but there are different consumers who frankly don't have access to Rhode. This just opens up the aperture in a much bigger way."

With exponentially more distribution on one hand and the support of her new parent company on the other, Bieber is all-in. "My focal point right now is Sephora," she said. "I was going to say I just want to get my feet wet, but I want to dive right into the retail experience. It's my first time having a brand go into retail."

In addition to the impressive sales spike Rhode's sustained, it was also the youngest beauty company to sell at a billion-dollar valuation, as reported at the time. Bieber was also then named an adviser to E.I.f. Beauty as a whole. Don't expect her to rest on her laurels.

"Even with the sale to E.I.f., it's given me a whole, entirely new excitement, passion and motivation. I expanded my role at the company now and I still have so many ideas," she said. "It doesn't make me feel like I want to slow down. It really ignited a new fire in me to send it into the stratosphere even more."

Hailey Bieber



EXCLUSIVE

# Tatcha Takes Aim at Longevity With New Serum Launch



Stephanie Sukanami with Tatcha's new Longevity Serum.

- The serum, debuting Monday online before rolling out to Sephora doors, takes cues from founder Vicky Tsai's 2018 trip to Okinawa, Japan.

BY JAMES MANSON

Having been founded in 2009 and sold to Unilever Prestige a decade later, Tatcha knows something about staying power.

The brand, however, is taking on longevity from a different angle with the introduction of its Longevity Serum, both a new product and the introduction of a new range. Priced at \$80, the product will debut Monday on Tatcha's and Sephora's

websites before rolling out to Sephora U.S. doors Aug. 29.

It's a means of broadening the business' shoulders beyond key franchises of the brand, which was founded by Vicky Tsai and takes cues from Japanese beauty and wellness rituals. Case in point, Tatcha's Dewy Cream sells once every 30 seconds, and has amassed 300 million views on TikTok, said the brand's chief executive officer Mary Yee.

"Those are the main things that are driving our growth and allowing us to break into new areas," Yee said. "Our new product development has been strong this year, particularly in ingredients, where we see a lot of opportunity. We launched

a brightening collection, which is doing phenomenally."

Given the ritualistic component of the business, consumers are responding well to adding a serum step between cleansing and moisturizing, Yee said. "We know the U.S. skin care market, our largest, has overall been flat-to-declining," she continued. "But we've been able to grow by double digits."

The franchise is expected to surpass \$20 million in sales by the end of 2026, per industry sources.

Longevity has become a wellness buzzword, but the launch came from Tsai's personal experience following a trip to Okinawa in the business' earlier days.

"It was 2018, and it was crazy – things looked like they were going really great and we were growing. But on the inside, it was like being on a tightrope that kept getting higher and higher," Tsai said. "I had this guide the whole time, and she would take us to gardens and would explain the plants, how they use them in food, the medicinal benefits. We would go back and make teas, herb salts, oils."

Inspired by the ages reached by Okinawa residents – "People were physically very active into their 90s," Tsai said – she decided to bottle those ingredients. Among them, the Okinawa Cellescence Complex, which combines Shikwasa Lime extract, Noni Juice extract and Shell Ginger, which boasts a 55 percent claim in reduction of aging senescent cell biomarkers. That complex joins bioactive lipids and a pro-AHA prebiotic.

"This arrives at a time when consumers are curious about cellular health and resilience and prevention. We see that

happening," Yee said. "That, paired with this philosophy that's anchored and rooted in Okinawa, we're seeing what's happening in the market, what we could do with the science, and marry them together."

The product, seven years in the making, harkens back to Tatcha's broader brand ethos, posited Nicole Frusci, Tatcha's chief marketing officer. "What people resonate with the most is Vicky's origin story of choosing happiness over burnout," she said. "People feel our resonance because we help them slow down."

That being said, "If we launched the longevity serum seven years ago, we would've been ahead of our time," Frusci said. Distilling that value proposition, as well as the science and origins of the product, is her mandate. "We're thinking about telling the story of the inception of the product, but where we win is keeping the consumer at the heart of it."

To that end, Tatcha has partnered with two key ambassadors to tell the story on the brand's behalf. "We're partnering with Stephanie Sukanami, and Aki and Koichi, a Japanese couple in their 70s who became influencers after a long life of working," Frusci said. "We're trying to thread that needle and weave a story that puts the people at the center, but also breaks down the science in a way that's understandable."

As for Yee, the franchise is an opportunity to "increase the lifespan or skin span and the vitality of skin. There are so many legs for that," she said. "The category is right, that timing is right, and we have the right product with the right story."

For Tsai, it's even deeper. "There is a whole approach around not only life span, but health-span," she said. "And now, there's a new word I'm hearing called 'joy-span.' I created Tatcha to have the opportunity to continue studying the things that were touching me in Tokyo and Kyoto, and when I went to Okinawa, it was a whole new world – how do we bottle this and share this with others?"

EXCLUSIVE

# Hung Vanngo Unveils Namesake Brand

- The celebrity makeup artist is bowing with Sephora on Sept. 8.

BY JAMES MANSON

Megawatt makeup artist Hung Vanngo can now add "founder" to his resumé.

Vanngo is launching Hung Vanngo Beauty, an artistry-driven assortment of makeup comprised of an eye shadow palette, two eyeliners, a lipstick, a lip liner, a bronzer and a blush. Prices range from \$22 to \$49, and they launch both in-store and online at sephora.com Sept. 8.

Vanngo, who moved from Vietnam to a refugee camp in Thailand and settled in Calgary, Canada, as a child, said his early affinity for art ultimately led to his now decades-long career as a makeup artist. Though he initially set out to become a hairstylist, he was always attracted to painting and drawing, and he's taken a painterly approach with the product assortment.

"In the past 20 years, my aesthetic has always been similar. I've loved more glamorous women, and a lot of women are afraid of colors – they see a blue or red in a neutral palette and panic. Color placement in a palette can make people feel so intimidated, and we wanted to come out with a line that doesn't make people feel intimidated," he said. "We say this brand is perfecting the basics."

Enter the Color Story Eyeshadow Palettes, which come in eight shades with names such as Outstanding Orange and Rebellious Red & Pink. "If you look back at my career, I've never been afraid of color," he said.

Vanngo started working on the brand during the pandemic, and launched his YouTube channel in tandem with the development process. He's amassed roughly 600,000 subscribers on the channel, and elsewhere, he has 4 million followers on Instagram.

"All my video is long-form. I teach people how to do makeup from beginning to end. There's no skipping," he said. "That's going to be a platform that I want to educate people about makeup even more."

He's also consulted for makeup brands before, and said a lot of those lessons were translated into his namesake brand. "I have to think not just as a makeup artist, but as a consumer as well," he said. "Whatever I create or achieve, I have to think of the people who actually aren't makeup artists and how they're going to use it. That's the challenge."

He's given some thought to how he'd like to expand the range already. "We are going to have a full line in the future," he said. "I wanted to start with color because I want consumers to learn them. There's something missing in the market right

now, and for me, it's colors."

He joins a long list of makeup artists who have taken stabs at entrepreneurship, from legacy players like Laura Mercier and Bobbi Brown to more recent entrants like Mary Phillips or Mario Dedivanovic.

The choice to use his name for the brand was a personal one. "When I was growing up, my name is Hung – imagine how I got treated in high school," he said. "But I learned to love my name, and that's the legacy I want to create for myself."



A silhouette of a person in a suit, shown from the chest up, against a light background. The person's right hand is raised to their neck, and a watch is visible on their left wrist. The watch has a dark dial with light-colored hands and markers, and a metal case.

**WWD**

# WATCHES & JEWELRY ISSUE

**THIS NOVEMBER**, WWD's Watches & Jewelry special issue celebrates the brilliance and craftsmanship shaping luxury timepieces and fine jewelry. Explore standout collections, trend-setting design houses, and leaders redefining the future. From heritage icons to emerging talents, this edition captures the artistry, innovation, and cultural influence of two of fashion's most captivating categories.

CLOSE **OCT 14** • MATERIALS **NOV 5** • PUBLISH **NOV 14**

**FOR MORE INFO**

Jennifer Petersen, *Advertising Director*, [jpetersen@fairchildfashion.com](mailto:jpetersen@fairchildfashion.com)

## BUSINESS

# Space 519 Aims to Be More Than a Luxury Store



The interior of Space 519 in Wilmette.

● The new store in Wilmette, Ill., includes dining, gifts, home decor and more.

BY KRISTIN LARSON

**CHICAGO** – The new Space 519 store in Plaza del Lago in Wilmette, Ill., has something for everyone – and that’s by design.

There is fashion; dining, with three options ranging from grab-and-go to full service; home decor; gifts; fine jewelry, and apothecary, all in one mini-department store.

“You can’t replicate this online,” Lance Lawson said during a walk-through of the 6,000-square-foot space located at the 1920s-era Spanish-style outdoor mall. Lawson owns Space 519 with his partner Jim Wetzel. “If there was a website trying to sell you our favorite Swedish fish and a Khaite purse, you’d be like, ‘What?’”

Space 519 was among the first retailers WS Development, owner of the 100,000-square-foot Plaza del Lago, approached about the project. Located at the southwest corner of the mall with views of Lake Michigan, the store’s neighbors are Jenni Kayne and Rag & Bone. James Perse has also opened. According to a mall sidewalk sign, Hermès, Oscar de la Renta, LoveShackFancy, Cynthia Rowley, Hill House Home, La Vie Style House, Peter Millar, Studs, Pilatesville and Veronica Beard are “coming soon.”

“The first space they presented us had the restaurant on the second floor and we’re like, ‘no, the restaurant has to be on the first floor,’” Lawson said. “When it’s full and you hear the glasses clinking and the people laughing, the store feels very alive.”

Women’s clothing is the backbone of the business, but food and dining remain the “secret sauce,” Lawson noted. The owners introduced dining at their Gold

Coast location in 2018 and found it’s a draw. Like that store, Plaza del Lago features The Lunchbox, located immediately upon entering, with coffee drinks and grab-and-go items, and The Lunchroom, a full-service, 50-seat capacity restaurant serving breakfast, lunch and dinner. New to the store is The Lago Room, a 40-seat, European-style café serving cocktails and wine.

“Everyone that dines does not shop,” added Lawson, noting that the Cowboy Cookies sold at The Lunchbox are his mother’s recipe. “The food is strong enough that many people come here just to eat.”

The retail owners oversaw the entire project, including the decision to remove drop ceilings to uncover a skylight, tear down walls and install more windows. The center of the store is what Lawson and Wetzel call “happy modern,” with track lighting and midcentury pieces such as a reworked 1950s Drexel sofa. Luxe collectibles, such as Fornasetti plates, are situated near oversize coffee table books.

There is art throughout, including a 10-foot mural by local Winnetka artist Paige Spearin, who designed prints for Lilly Pulitzer, an oversize piece by Maggie Meiners, also from Winnetka, and a

photography piece by Nick Mele.

“People are coming here for all of it,” Lawson said. “They want to participate in the food, the styling, the broad range of price points. By having all those components, we can be a true destination.”

The store features ready-to-wear from Jil Sander, Missoni, Proenza Schouler and Tibi. Exclusive apparel lines include Khaite, Thom Browne, Partow and Italian knitwear label Sasuphi. Accessory collections include Metier, Valextra and Savette. The store is about to launch a residency with Nak Armstrong, a CFDA Award-winning fine jewelry designer. Other key jewelry brands include ByPariah, Lizzie Fortunato and Gabriela Artigas. Apothecary brands include Vintner’s Daughter, Augustinus Bader, D.S. & Durga and Dr. Few Skincare.

Prices range from \$6.95 for a greeting card to \$295 for a Sezane silk sleeveless blouse to \$3,995 for a Khaite leather jacket.

While the luxury market faces global declines, Lawson said their business has grown 20 percent year over year.

“Since the pandemic, we’ve really hit our stride,” he said. “Barneys closing in Chicago has been a catalyst for us. People loved the



The Lago Room.

DNA of Barneys and we love being able to replicate that on a smaller scale.”

The owners strategically stagger their orders so there’s newness at all times. They also feature limited units in each size. “That’s something our clients always talk about,” Lawson said. “We don’t want to get a \$40,000 order, I want to get, like, a \$4,000 order. So it’s new, it’s not on sale. So you know if you don’t buy it, it’s going to be gone.”

Lawson said their goal is to increase business for both stores from the high single-digit millions to double-digit millions for the first year. Of that goal, the Plaza del Lago store is projected to do 25 percent less than the Gold Coast store during the first year.

“We’re profitable,” said Lawson, noting they buy almost entirely in season.

The real issue is the devaluation of the dollar, he said.

“When [President Joe] Biden left, it was at 1.03, yesterday I did a trade and it was at 1.175. That’s 14 percent more just in currency conversion because we buy a lot from Europe that we pay for in euros. Then you add for Europe 10 percent in tariffs. It’s terrible,” Lawson said. “At the end of the day it’s a tax. We run on a 10 percent margin in the very best circumstances.”

Wetzel said a big reason for their success is their sales associates, who lean in on Midwest nice. If Barneys is the store’s aspirational DNA, the TV show “Cheers” is the vibe.

“It’s like going back to your favorite restaurant all the time,” Wetzel said. “You know what you’re going to order. You love that salad. You know that martini is going to be super cold. That’s why you keep going back.”



The apothecary area of the store.



Jim Wetzel and Lance Lawson

## BUSINESS

# Moda Operandi, Citizens of Humanity Release Bloom Line

- The regenerative capsule collection of ready-to-wear and homeware has a deep connection to the land and is rooted in purpose and craftsmanship.

BY LISA LOCKWOOD

Citizens of Humanity and Moda Operandi are ready to introduce Bloom, a limited-edition capsule rooted in purpose, craftsmanship and a deep connection to the land. Designed for modern, town-to-country living, the collection of apparel and homeware reimagines everyday denim through the lens of regenerative agriculture.

The collection features homeware items such as denim placemats, napkins, coasters and a farmer's market tote. The apparel includes Libby Overalls, a utility cinched jacket, Winslow Jean, Gilo Polo, Varra Henley, a maxiskirt, Loretta Ruffle Top, the Genova Bootcut Jean and an apron.

"In creating Bloom, we wanted to explore what it really means to live regeneratively – beyond how we design, to how we gather, cook, host and connect," said Marianne Gallagher, creative director of Citizens of Humanity. "We have created something that is well-rounded and rooted in the belief that regeneration is not just environmental – it's human. It's important

to create beautiful things with the soil's best interest in mind. It's about slowing down, being intentional, and enjoying the beautiful things available to us, while also leaving things better than we found them."

The inspiration for the capsule emerged from a trip last year to Bloom Farm hosted by Citizens of Humanity. Bloom Farm, a 300-year-old property nestled in Pennsylvania's Oley Valley, is two-and-a-half hours from New York City. The farm is known for its slower pace and deep-rooted commitment to restoration. Over the past two years, Bloom Farm has planted 1,600 chestnut trees in an effort to revive a species nearly decimated by a non-native fungal disease.

The 13-piece capsule ranges in price from \$138 to \$250 for the homeware pieces and \$158 to \$498 for the apparel. It became available to Moda Operandi and Citizens of Humanity's VIP customers Sunday and will launch on [modaoperandi.com](http://modaoperandi.com) and [citizensofhumanity.com](http://citizensofhumanity.com) on Tuesday.

"The capsule grew organically after the Citizens team invited me to stay at Bloom Farm," said Tatiana Hambro, Moda Operandi's editor at large. "It was far from your average brand trip – ask anyone there. I left deeply inspired by Citizens' regenerative cotton program. Not to mention Bloom Farm itself, which is a uniquely special place. No one needs convincing that Citizens' jeans are great



Homeware from the Bloom collection



The Bloom collection from Moda Operandi x Citizens of Humanity

from a style perspective, but it felt like there was another important – and hopefully inspiring story to tell. Though the pieces, like dungarees and placemats for casual family dining, come inspired by the farm, the idea is they easily translate to stylish everyday living – no matter where you are. In that sense, you can take some of the magic of Bloom Farm with you."

"Following the success of our Aising Camps x Mama Farm collaboration in 2023, we had reason to believe the 'farm-to-fashion' concept – done in a uniquely Moda way – would continue to resonate with our customer," said Marc Rofsky,

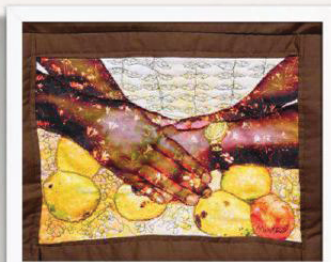
buying director of ready-to-wear at Moda Operandi. He said the Moda customer is extremely loyal to the Citizens of Humanity brand, and has returned season after season as the collection expands beyond denim into a wardrobing resource.

Chestnut brown stitching appears throughout the assortment as a symbol of Bloom Farm's commitment to the regenerative process. Most of the pieces are created using regenerative cotton sourced from Citizens of Humanity's owned farms and dyed with one of the brand's newest innovations, Eco-Indigo, a cleaner lower-impact approach to denim dyeing.

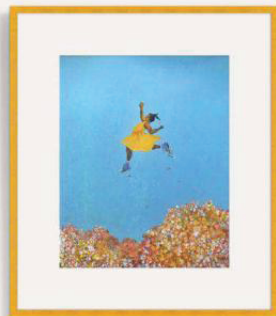
## BUSINESS

# Anthropologie Reveals 2025 YoungArts 'Leading With Creativity' Award Recipients

"Season of Sharing" by Mark Fleuridor.



"I Am the One Who Leaps," by Sahara Clemons.



- These awards recognize outstanding young artists from diverse artistic disciplines.

BY LISA LOCKWOOD

Anthropologie, the global lifestyle brand, has revealed the 2025 winners of the YoungArts x Anthropologie "Leading With Creativity" Awards.

In its third year, these awards, in collaboration with YoungArts, recognize outstanding young artists from

diverse artistic disciplines, furthering Anthropologie's commitment to arts education and uplifting the next generation.

"Creatives are at the core of everything we do at Anthropologie," said Kate Haldy, head of PR, communications and impact at Anthropologie Group. "Our partnership with YoungArts helps us support talented young artists by giving them opportunities to share their work and grow their careers. We're proud to celebrate this year's winners, be part of their creative journeys, and introduce

their powerful stories and inspiring work to the Anthropologie community."

Selected artists collaborated with Anthropologie's Home leadership to shape this year's focus, ultimately landing on gallery wall art as a powerful and accessible medium to elevate emerging voices, amplify awareness, and bring meaningful artistic expression into more homes.

In 2025, the five arts selected to receive the YoungArts x Anthropologie "Leading With Creativity" award are:

- Raima Chowdhury, a Bengali fine artist based in Jackson Heights, N.Y., who specializes in oil painting, particularly naturalism and realism.
- Sahara Clemons, a multimedia artist and designer based in New York City, who interweaves painting, textiles and dance in her creative process.
- Mark Fleuridor, a visual artist based in Brooklyn who explores storytelling through painting, quilting, collage and patternmaking.
- Sonia Romero, a Los Angeles-based artist, whose work bridges fine art and public art.
- Jordan Tiberio, a photo-based artist living in Brooklyn whose mundane, everyday objects and landscapes come to life in striking displays of light and color.

Anthropologie will showcase and sell 15 exclusive art prints, three from each of the selected artists, as part of a curated



"Mehedi Shondha" by Raima Chowdhury.

Gallery Wall Art collection available online via [anthropologie.com](http://anthropologie.com). Each artist has received an unrestricted \$10,000 grant, reinforcing the brand's investment in the next generation of creatives.

"Together, YoungArts and Anthropologie are empowering artists to transcend boundaries, broaden their audiences and equip themselves with the tools to flourish on their own terms," said Clive Chang, president and chief executive officer of YoungArts. "Through the 'Leading With Creativity' awards, YoungArts reinforces its commitment to nurturing artists' capacity at every stage of their journey.

Anthropologie and YoungArts will cohost a gallery event in New York City this fall, showing the artists' work and honoring their creative achievements.

# Fashion Scoops



A Swatch watch.

## Bad Timing

Swiss watchmaker Swatch on Friday made it to the Weibo top trending news ranking for the wrong reason.

The brand was called out by online spectators in China on Thursday after an image of an Asian model making a slant eye pose while promoting the brand's Camo Flash model in an orange and blue colorway was spotted on the brand's website.

The image has since been pulled across Swatch's website globally, and the brand has told local media that "the issue is being taken seriously and will be forwarded to the relevant authorities."

The controversy has garnered more than 2.6 million impressions on Weibo, China's X-like social media platform.

Many online spectators on Weibo considered the pose "offensive and disrespectful" toward the Asian community, and demanded that the brand issue an official apology.

The slant eye controversy came at an unfortunate time for the Swatch Group in China, just as it began to see its first positive signs of improvement in the region for the second half of 2025, including e-commerce gains and a reduction of inventory at retailers, the group said in July.

In the first half of 2025, Swatch logged an 88 percent slump in net income to 17 million Swiss

francs, or \$21.1 million.

The Swatch Group continued to attribute a negative impact on sales and results to weak consumption in Greater China, which includes the Hong Kong and Macao special administrative regions, as well as Southeast Asia, due to the drop in Chinese tourists.

The company also said that the first half's 7.9 percent decline in sales came "exclusively" from Greater China, which has fallen from making a third of Swatch's total sales to a 24 percent share in the past 18 months.

In a recent report, HSBC downgraded the Swatch Group to reduce as it "has been very consistently losing market share" with the exception of Omega.

"Macro considerations aside, we don't see what means the group has to beat peers and see this as a structural issue. Shares recently rebounded on hopes on China recovery and through sales and margin, but we see limited value unlocks," HSBC added.

WWD has reached out to Swatch Group for comment. —TIANWEI ZHANG

## Opening Up

Lacoste is getting into the swing of the U.S. Open.

The French brand will be introducing a series of activations that engage its top tennis ambassadors, along with its fashion, sport

and lifestyle communities around New York City. The U.S. Open takes place in Flushing Meadows, N.Y., from Aug. 24 through Sept. 7.

Lacoste's activations start with Le Café Lacoste, an exclusive Afternoon Tea in partnership with The Plaza Hotel at The Palm Court. The tennis-inspired Afternoon Tea features a bespoke menu, inspired by Le Café Lacoste, a new concept, and is crafted by executive chef Muhannad Al Ateem and executive pastry chef Kevin Clemenceau. The tea pays tribute to French style and the spirit of Lacoste's sporting legacy. The exclusive event began Wednesday and runs through Sept. 10 and is priced at \$145. Reservations will be available at Open Table.

In addition, Lacoste will take over the Printemps New York pop-up space, located at One Wall Street, with a celebration of pieces that empower the legend of the crocodile and the timeless tennis aesthetic. The Icon of Play pop-up, open until Sept. 7, will offer a customization experience, with a personalized on-site service for select clothing, accessories and leather goods. Exclusive custom-made Lacoste x Printemps embroidered patches, inspired by Lacoste's tennis heritage and the energy of New York City are being offered as part of the customization experience.

The pieces include a mix of tennis dress, skirts,

Luxe at a previous Runway 7 event.



knits, jackets and skirts for women, and tennis shorts, polo shirts and tracksuits for men. There are also bags such as the Lenglen, shown during Paris Fashion Week, and classic L1212 polos and caps. Prices range from \$110 to \$550.

Lastly, Lacoste will host several Player Activations including a tennis clinic at Central Park on Friday to recognize 15 years of partnership of the Lacoste Foundation with the City Parks Foundation and leading up to a special ambassador private event to close out Lacoste's celebratory activations. Lacoste declined to reveal the player participants.

It's been a busy year for

Lacoste, which opened a new Fifth Avenue flagship earlier this year. The brand's creative director Pelagia Kolotouros attended the Met Gala for the first time with tennis icon and ambassador Venus Williams. In addition, Lacoste celebrated the 10-year partnership as the leading sponsor of the Miami Open.

—LISA LOCKWOOD

## Global Lineup

Runway 7 has released its lineup for New York Fashion Week spring 2026 with a myriad of fashion shows and activities taking place from Sept. 9 to 14.

The event, which will be held at Sony Hall at 235 West 46th Street, features a range of fashion brands. More than 100 designers representing more than 16 countries will participate. The season also marks a milestone for Latin America at NYFW, with more than 25 participating brands from Argentina, Mexico, Chile, Colombia, Bolivia and Costa Rica.

The event gets underway with a special event focusing on animal rescue and awareness on Sept. 9 in collaboration with Elysian Magazine, known for their annual CatWalk FurBaby shows.

The first official day, Sept. 10, kicks off with three streetwear blocks featuring more than 35 designers from Argentina, France, Africa, Chile, Portugal and the U.S., including such brands as Roughplay, Von Olivier, MannMade Athleisure and The Lost Generation.

Evening shows spotlight couture and sustainable

ready-to-wear collections from a group of designers including Mara Victoria and Luxe Living Fashions Collection.

Shows throughout the event feature a mix of streetwear designers and children's and young adult collections. Actively Black, founded by former NBA player Lanny Smith, will show his streetwear collection on Sept. 12 at 9 p.m. The final day, Sept. 14, culminates with Runway 7's third edition of the philanthropic initiative, Project Lab Coat, a runway experience dedicated to raising awareness and funds for chronic illnesses. This year's initiative, focused on Lyme disease, is supported by Global Lyme Alliance, LymeLight Foundation and Project Lyme. Runway 7 closes that day with a curated lineup of sustainable and independent labels including MardiLove and PC Paolina Cattorini.

"We're proud to once again deliver a must-attend experience for fashion enthusiasts, media and buyers. This year's lineup of designers showcases an exceptional blend of innovation, quality and diversity — values we are committed to championing within the fashion industry," said Diane Vara, PR and marketing director of Runway 7. "From fashion and art to design and music, we'll continue pushing forward with this one-of-a-kind hybrid event, celebrating cultural diversity and offering designers the production and experience so they can showcase their presentations with defined precision." —L.L.



Tennis sculpture in the Plaza's lobby.