

# WWD

Fashion. Beauty. Business.

## Break Out the Shades

Designers amped up their use of color for spring 2026 with bold, saturated tones that signaled a shift toward a younger, more risk-taking menswear approach, like the looks seen here in Doublet's bright blue suit; 3.Paradis' pink monochrome ensemble, and Craig Green's color-blocked trench layered outfit. For more on the colorful trend, see pages 4 to 7.



Here and below:  
Taylor Fritz in the new  
Boss fall 2025 campaign.



“I’m really excited to be able to model off the court, something that I’ve been interested in for a while. And I’m just super happy to be a part of the whole lineup that’s in the campaign.”

TAYLOR FRITZ

up in San Diego, he dressed “very skater/surfer. But once I started traveling and realized that’s not how everyone dresses in the rest of the world, I started to get more into fashion in my own personal style.”

But juggling all these off the court commitments – Fritz was also featured in the Netflix documentary “Break Point” – is also a challenge. “It’s tough,” he admitted. “There’s a lot of just dealing with time management. I have a lot of different things to do on top of training and playing and being in tournaments. But I have a great team around me that that helps make the most of the windows of time. We have to schedule it in a way where I can also still be practicing, or still have as much free time for myself, just to reset.”

When he’s preparing for a tournament, he practices around two hours a day and when he’s between matches, it’s more like a four-hour day, he said.

And for Fritz, he pretty much competes year-round. After the U.S. Open is what he describes as “the most insane stretch of the year for me. I’ll go home to Miami for a bit, and then we’ll have Davis Cup in Delray Beach, then the Laver Cup [in San Francisco], then I go to Tokyo, to Shanghai, to Riyadh, to Basel to Paris, and then hopefully World Tour finals, and hopefully the Davis Cup finals. That’s all without a break.”

His off season is only around three weeks a year around Christmas.

To remain at his peak and stay healthy with such a grueling schedule, Fritz said he travels with a “physio” who has worked with him for eight years. “An hour before practice, an hour after practice every day and extra if I feel really beat up. I spend an exceptional amount of time just taking care of my body every day.”

MEN'S

## Taylor Fritz Stars in Boss Fall Campaign for First Time

- The top-ranked U.S. tennis player will be competing in the U.S. Open starting this week in New York.

BY JEAN E. PALMIERI

It’s been a tough couple of weeks for Taylor Fritz.

The number-one ranked U.S. tennis player just lost his last two matches: the National Bank Open in Toronto to his American rival Ben Shelton followed by the Cincinnati Open to French qualifier Terence Atmare.

But the athlete has gone through tough patches before and always managed to find his way back. That’s what he’s hoping will happen this time as he readies for the U.S. Open where he made it to the finals last year before falling to Jannik Sinner.

“For an American, it’s obviously the biggest two weeks of the year for us,” he said. “I’m really excited just to be back on court at such a massive event for the Americans, and coming back as the defending finalist is going to be great.”

He admitted there will be “a good amount of pressure. But I just kind of look at where the year has gone as a whole, and I’m in a better spot going into the U.S. Open this year than I was last year. So there’s no reason to be nervous. I just need to be confident and take it one match at a time, just like I did there last year, like I did at Wimbledon this year, and kind of get into it and make a run.”

And he’ll work to shake off his recent losses. “I’d say the biggest challenges I’ve had [in my career] is either injuries here and there or certain times where I’m going through bad spells and just playing bad

tennis and trying to improve.” His strategy is to keep “pushing through” and fight against the negativity that can wreak havoc on his psyche. “There were definitely times in my career where I thought I was almost getting worse than better, and I was able to turn them around.”

Off the court, Fritz is also busy. He’s been an ambassador for Boss for around a year but he’s now starring in the company’s fall campaign, “Be Your Own Boss.” Fritz will join actor Aaron Pierre, K-pop star S.Coups, Bollywood actor Ishaan Khatter and model Amelia Gray in the campaign.

A film accompanies the campaign, showing the five featured faces traveling through a symbolic tunnel toward a bright light that is intended to represent their achievements and aspirations. There are also portraits of each person in the fall collection. They were photographed by Mikael Jansson with creative direction by Trey Laird and Team Laird.

“I’m really excited to be able to model off the court, something that I’ve been interested in for a while,” Fritz said. “And I’m just super happy to be a part of the whole lineup that’s in the campaign.”

He said that while he spends the bulk of his time in activewear, “I’ve always really enjoyed doing these kind of fashion things,” he said. “I think that’s a big reason why this partnership with Boss works so well and made a lot of sense.”

His favorite piece from the shoot was a leather jacket worn with a brown button-down shirt. “A lot of the stuff I actually wore in the shoot was what I would personally wear.”

He said he likes to be “stylish yet comfy, but also very classy, like nice pants with a tucked-in shirt and nice jacket, something

like that.” And his girlfriend, the influencer Morgan Riddle, is generally on board with his fashion choices. “She tries to help here and there, but what I think looks good and what she thinks looks good is actually pretty similar. So we don’t have to argue too much about what I wear.”

Fritz, whose great-great-grandfather was founder of May Department Stores Co., said fashion has become more important to him as he’s gotten older. He said growing



## BUSINESS

# Kohl's Names Chief Technology Officer

● Steven Dee joins the Menomonee Falls, Wis.-based retailer on Monday.

BY DAVID MOIN

**Steven Dee**, a former Nike, J.Crew and Accenture executive, will join Kohl's on Monday as its new chief technology officer.

Dee will be responsible for overseeing all technology and information platforms supporting Kohl's stores and e-commerce operations, and will report to Michael Bender, Kohl's interim chief executive officer.

"We are happy to welcome Steve to the Kohl's team during this important time for the company," Bender said in a statement. "As an omnichannel retailer, it's critical for our business to have smart, agile tech solutions that both drive the work and enable operational effectiveness. Steve is well-positioned to help accelerate our strategic goals and enhance the experiences we deliver to our customers and teams."

Kohl's has been struggling to reverse its pattern of declining sales and profitability for several seasons.

The Menomonee Falls, Wis.-based Kohl's indicated that Dee has more than 25 years of experience in technology and "a track record of driving results, scaling technology teams and delivering innovative tech solutions."

"Retail is an exciting and dynamic industry that depends on smart, scalable technology solutions to serve associates all across the country, enable the systems that run operations and ultimately improve the way Kohl's can serve our customers," Dee said in his statement.

Dee fills a role previously held by Siobhán Mc Feeney, who served as Kohl's chief technology and digital officer until leaving the business last April. Prior to Kohl's, Dee ran technology operations at Nike, Hayneedle and J.Crew and has 12 years experience at Accenture, leading clients through transformational programs



A Kohl's department store.

in the consumer goods and retail spaces. Most recently he was chief information and technology officer for Rodan + Fields, a skin care and hair care company.

While filling one critical role, Kohl's has yet to fill another. The company continues to search for a CEO, to succeed interim CEO Bender.

Bender moved into the interim position following the sudden departure of

Ashley Buchanan, who was fired last May following an investigation that disclosed he arranged for Kohl's to sell his girlfriend's coffee products at very favorable terms to his girlfriend's company. The investigation also showed that Buchanan hired Boston Consulting Group, where his girlfriend, Chondra Holt, worked as an adviser. Holt and Buchanan met will both were employed at Walmart.

## FOOTWEAR

# Despite Tariffs, No Slowdown at Amer Sports in Q2



Footwear is the fastest growing category at the Arc'teryx brand.

● Momentum at the Arc'teryx and Salomon parent continued into the second quarter, resulting in Amer Sports raising full-year 2025 guidance.

BY VICKI M. YOUNG

**Nothing seems to be in the way** of growth at Amer Sports, not even the new tariff rates.

Given strong first-half results, the Arc'teryx and Salomon footwear parent also is raising full-year 2025 guidance,

despite higher tariffs than expected in previous guidance.

CFO Andrew Page said the company is raising full-year revenue, margin and earnings per share expectations. "This update guidance assumes the current 30 percent incremental U.S. tariff on goods from China plus the current tariff rates on all other countries will stay in place for the remainder of 2025," he said in a statement.

Page added that while the tariff impact to the company's ball and racquet segment will be slightly higher than expected, mitigation strategies already in place

across Amer's brands should minimize the impact to the firm's consolidated results this year.

Net income for the three months ended June 30 swung to the black at \$18.2 million, or 3 cents a diluted share, from a net loss a year ago of \$3.7 million, or 1 cent, in the same year-ago quarter. On an adjusted basis, net income was \$36 million, or 6 cents a diluted share. Revenue rose 23.5 percent to \$1.24 billion from \$1.00 billion.

In the quarter, outdoor performance revenue rose 32 percent to \$414 million on a constant currency basis, while technical

apparel revenue rose 23 percent to \$509 million and ball and racquet rose 10 percent to \$314 million.

For the six months, net income skyrocketed to \$152.8 million, or 27 cents a diluted share, from net income of \$1.4 million, or 0 cents, in the year-ago period. Revenue rose 23.5 percent to \$2.71 billion from \$2.19 billion.

For the year ending Dec. 31, 2025, revenue growth is expected to be between 20 percent to 21 percent, with gross margin at 57.5 percent and diluted EPS at between 77 cents and 82 cents. The outdoor performance segment is forecasted to grow revenue at up 22 percent to 25 percent, while technical apparel revenue growth is guided to an increase of 22 percent to 25 percent. Revenue at ball and racquet is expected to rise between 7 percent and 9 percent.

For the third quarter ending Sept. 30, revenue is expected to increase 20 percent, and diluted EPS at between 20 cents to 22 cents.

Separately, the Finnish firm also said that Joe Dudy, a 30-year veteran at Wilson and Amer Sports, has stepped down as president and chief executive officer of Wilson, effective Aug. 31, to pursue other opportunities. He will continue to serve as an adviser through March 1, 2026. Amer's CFO will take on the role of interim president and CEO of Wilson and the ball and racquet segment during the company's executive search for a replacement, effective Sept. 1. Page will also continue in his current role as CFO of Amer Sports.

"Joe has been a highly appreciated and respected brand leader and a valued member of the global leadership team. We extend our best wishes for his future," said Amer's president and CEO James Zheng.

Wall Street's sentiment on the firm's growth prospects has been bullish, particularly due to growing momentum with the company Salomon sneakers and with footwear as the fastest growing category at its Arc'teryx brand.

# COLOR CODES

Bold, saturated colors were a key trend on the men's runways for spring 2026, resulting in head-turning looks ideal for social media impact. **BY ALEX BADIA**



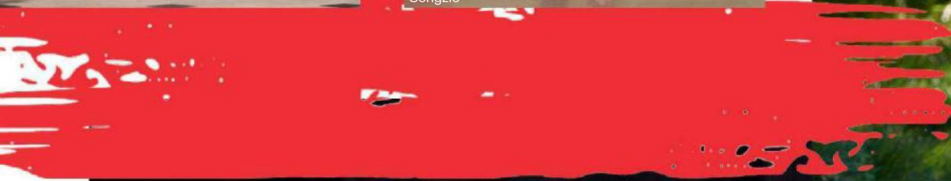
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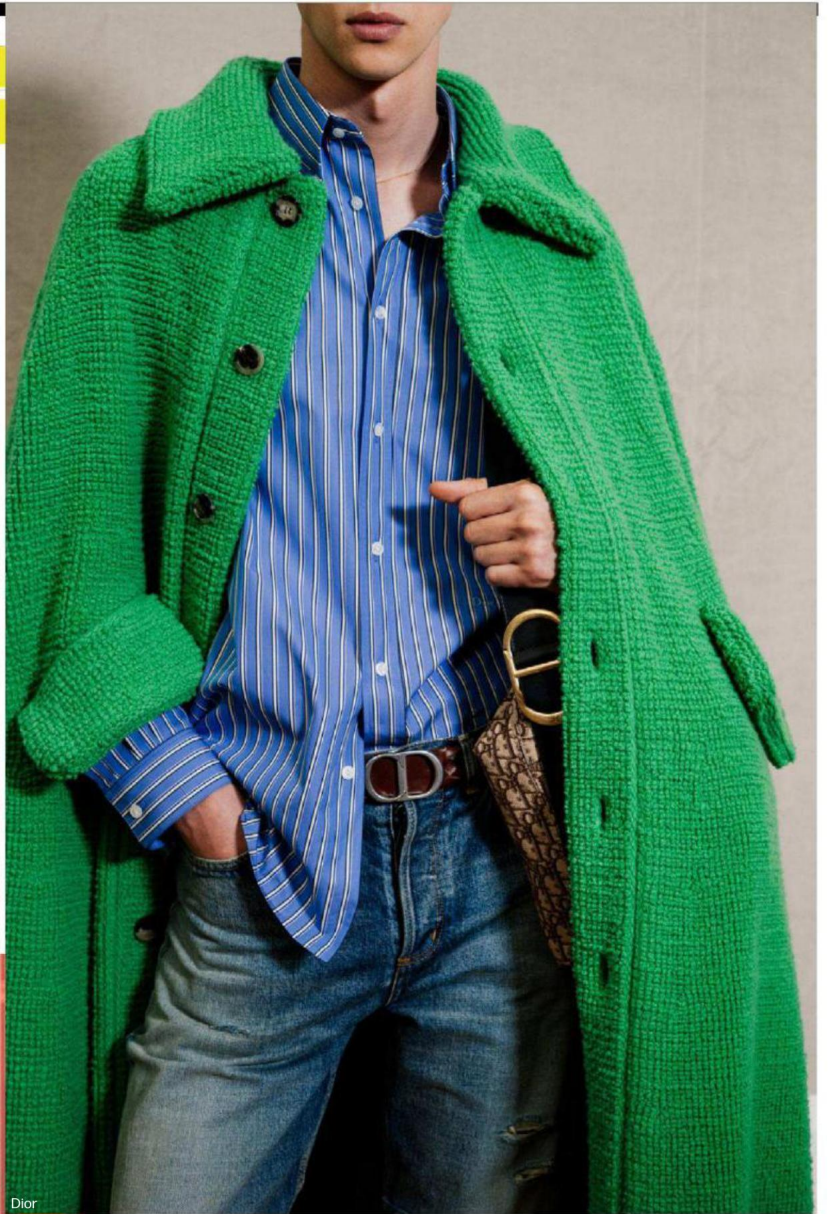
Dries Van Noten

Prada





Auralee



Dior



Kiko Kostadinov



Kenzo



Junya Watanabe photograph by Mirella Malagutti; Saint Laurent by Giovanni Giannoni; Giorgio Armani by Jonathan Daniel Pryce

## BEAUTY

# Waldencast Delays Earnings Release

- The company has tapped Lazard to explore strategic alternatives amid revenue growth and industry challenges.

BY KATHRYN HOPKINS

**Fresh from its acquisition** of a filler company, Waldencast, the parent of Milk Makeup and Obagi, has delayed releasing its second-quarter earnings and announced a strategic review.

The board is undertaking a review of a broad range of strategic alternatives available to the company focused on

maximizing shareholder value and has tapped Lazard to carry it out, it said. It added that “there can be no assurance that this strategic review will result in the company pursuing a transaction or any other particular outcome.”

Waldencast had previously announced its intention to publish results detailing its financial performance for the second quarter ended June 30 on Monday. But in preparation for the strategic review and in light of the recent acquisition of Novaestiq, an aesthetic and medical dermatological innovations company, as well as the U.S. rights to the Saypha line of hyaluronic acid injectable gels, this has been delayed for additional analysis.

“The company is working diligently to finalize this review and to complete and file the [first-half] 2025 financials with the U.S. Securities and Exchange Commission within regulatory deadlines and hold the related earnings call as soon as practicable,” it said in a statement.

It did, however, lower its full-year outlook, expecting net revenue growth in the low- to midsingle digits, reflecting first-half performance and a more moderated industry environment.

Michel Brousset, cofounder and chief executive officer of Waldencast, said: “We believe the actions we are taking will set us up to strengthen our foundation for delivering our long-term ambitions and accelerated future growth and profitability. In light of a growing number of opportunities presented to Waldencast and its shareholders, we have decided to undertake a review of a broad range of strategic alternatives focused on maximizing shareholder value. During this process, the company remains fully focused on executing its business strategy and delivering on the evolving needs of the dynamic beauty market.”



## FASHION

# Elemis Hosts Luxury Spa With Aston Martin

- It marks the first time Elemis' partnership with the car manufacturer has landed Stateside.

BY JAMES MANSO

**Elemis is getting** into the brand partnerships game – and has looked to Aston Martin to do so.

The beauty brand, which first collaborated with Aston Martin as the official skin care sponsor of the storied car manufacturer's Formula 1 racing team earlier this year, is seeing that partnership expand Stateside. From Thursday to Sunday, Elemis teamed up with Aston Martin Lagonda at the Pebble Beach Concours d'Elegance on a temporary activation.

The pop-up entailed a luxury spa at the House of Aston Martin that offered facials and hand and arm massages, in addition to hero products Pro-Collagen Marine Cream SPF 30 and Pro-Collagen Future Restore Serum.

It marks the first Stateside foray from Elemis and Aston Martin together, and it also marks Elemis' newfound interest in brand partnerships.

“Elemis as a brand has never ventured into partnerships before, and we first announced that we were the official skin care partner with Aston Martin's Formula 1 team,” said Amy Mansell, the brand's global partnerships director. “It was a bold move, but a strategic one. We saw an opportunity to engage with a very fast-growing, global and emotionally engaged audience of which 41 percent

are female.”

The rationale for expanding that to Aston Martin Lagonda – the manufacturer's road car division – was a simple one. “It creates that cohesion across the Aston Martin brand architecture,” Mansell said. “There is a huge amount of shared values in terms of performance, innovation, engineering excellence and British heritage, which we're incredibly proud of as well.”

The relationship has been fruitful for Elemis thus far. There's 23 percent higher brand awareness of Elemis among

Formula 1 fans than otherwise; fans of Aston Martin's team are three times more likely to purchase from the brand.

Mansell is already looking at how the partnership could evolve. “We're early into our relationship with a car brand but excited about what it could look like in multiyear terms. You'll see a lot of Elemis showing up in their environments,” Mansell said. “There's the idea of looking at what a natural product collaboration would look like. It's early days, but we have an aligned and shared vision.”



Elemis products.

A selection of Louis Vuitton items are going up for auction at Bonhams Cornette de Saint Cyr.



## FASHION

# Louis Vuitton Items Up For Auction At Bonhams

- The Bonhams auction spans monograms from the eras of Marc Jacobs, Nicolas Ghesquière, Virgil Abloh and Pharrell Williams.

BY HIKMAT MOHAMMED

**Auction house Bonhams Cornette de Saint Cyr's** next online auction spans Louis Vuitton designs from the eras of Marc Jacobs, Nicolas Ghesquière, Virgil Abloh and Pharrell Williams.

“Monogram in the Spotlight” will go live on Aug. 27 until Sept. 10 with 317 pieces from a private collector including 138 handbags and small leather goods; 77 pieces of jewelry and accessories; 80 scarves, shawls and stoles, and 10 ready-to-wear pieces.

Lots start at 150 euros and are estimated to fetch up to 8,000 euros.

Thirty pieces were exhibited at Bonhams in London from July 17 to 24.

“This auction is an homage to Louis Vuitton and the exemplary single-owner collection of designs from the last 10 years shows the visionary design work and groundbreaking fashion collaborations that spearheaded the brand into a new era in fashion history. The collection on offer is in pristine condition and features designs that will appeal to collectors across the globe,” said Hubert Felbacq, director of the fashion and accessories department at Bonhams Cornette de Saint Cyr in Paris.

“Monogram in the Spotlight” also includes buzzy collaborations with the likes of Tyler, the Creator, Sun Yitian and Takashi Murakami.

Louis Vuitton relaunched its seminal collaboration with Murakami last year in tandem with a campaign fronted by the brand's ambassador Zendaya.

Key items from the auction vary from a Capucine BB Constellations bag from 2021, estimated for 4,000 to 6,000 euros; a Petite Malle bag in silver leather and padded monogram sequins, estimated for 2,500 to 3,500 euros; a bomber jacket from Ghesquière's fall 2023 collection, estimated for 1,200 to 1,800 euros, and an Alma BB bag with a zebra head patch in collaboration with Sun Yitian, estimated for 1,000 to 1,200 euros.

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EXCLUSIVE

# Tracee Ellis Ross Unveils Pattern Body

● Pattern Body debuts with five hydration-focused products designed to extend Pattern Beauty's signature care from hair to skin.

BY RYMA CHIKHOUNE

**Tracee Ellis Ross** introduces Pattern Body, a new category for the beauty brand she launched in 2019 with hair goods.

"Honestly, I started thinking about body at the beginning of the birth of Pattern," said Ross, founder and co-chief executive officer. "It's been on the roadmap since the beginning. It's the reason I called the company Pattern Beauty and not Pattern Hair. I knew that there was a sort of elongated story around hydration and routine and whole self that I wanted to bring into the picture with body."

Three-and-a-half years in the making, after research, testing and refining the concept, Ross instinctively knew the moment had arrived to expand.

"We've really established the DNA and the relationship with our customer base around who Pattern is, what Pattern is and what we stand for, and serving the needs of this community," continued the actor and producer. "Superior hydration is at the core of that."

Pattern Beauty looks to serve all – while centering on the needs of the curly, coily and tight-textured hair community, who often require hydration, and not just for their hair but for all parts of the body.

During the development process of the new products, Ross said, industry conversations were buzzing about "the

skinification of hair" – which approached hair care as skin care, focused on hydration, barrier health and personalized routines.

"I remember seeing all of that...and I said to the team, 'This is the hairification of skin,'" she laughed.

The Pattern Body Collection lineup features five products that exfoliate, cleanse, nourish and moisturize, while formulated with the brand's signature "Midnite Amber" scent (showcasing musk, bergamot, citrus and florals): \$36 Dry Exfoliating Body Scrub, with salts, coconut oil, almond oil and Abyssinian seed oil; \$32 Moisturizing Body Wash, and oil cleanser with aloe vera and olive oil; \$36 Nourishing Body Oil, with vitamin E and seven oils including jojoba and baobab; \$32 Hydrating Body Lotion, with jojoba oil, shea butter, aloe vera and mango seed butter with vitamin A, C and E, and \$36 Moisture Rich Body Cream, with hyaluronic acid, baobab oil and illipe seed butter.

The line drops on Thursday on patternbeauty.com, followed by Ulta Beauty and Sephora on Aug. 29 and Sept. 5, respectively.

Industry sources expect Pattern Body sales to hit between \$10 million and \$15 million in its first year.

"I got to use it all summer, which has been fantastic and exciting," Ross said of the body line.

What's been missing in the body market, according to Ross, is "a combination of hydration that really penetrates the skin but doesn't sit on top of the skin, allows for a sense of radiance and glow without that oily, greasy layer." She continued, "You want that in a cream you don't want that in



Tracee Ellis Ross for Pattern Body.

your daily lotion. And then the other piece for me is a routine. It's similar to what I longed for in hair products. I wanted to be able to use all one brand and have it look beautiful on my counter and in the shower."

The packaging for body is shiny, bold and colorful.

"We're calling it our 'Sweet Tomato,'" Ross said of the hue. "Because it's not quite orange and it's not quite red. It's that fresh orangey-red."

Reflecting on the evolution of the brand – which now offers more than 47 stock keeping units and has 11 retail partners – Ross said she's "really proud" of its growth.

"I've built a multimillion-dollar brand,"

she went on. "And the way I think about it, I would like to continue to satisfy the needs of the community, to exceed those needs, to continue innovating in those areas, to continue evolving the story of superior hydration. Our marketing and our product development is really centered around the celebration of Black beauty, but anybody can buy our products that needs hydration."

In 2023, she appointed Christiane Pendarvis as co-CEO to bring in "expertise around the scaling of a brand," Ross said. "There's a way to gauge success that is not a one-size-fits-all approach, and I've really learned what that looks like for Pattern. It's a fun, creative business opportunity."

BEAUTY

# Carly Guerra Launches Breast Care Brand Savoir

● Savoir launches direct-to-consumer next month with its Beauty Breast Serum.

BY EMILY BURNS

Following a breast cancer diagnosis in May 2022, beauty industry veteran Carly Guerra began scouring the internet for supportive topical products and was disappointed with her findings. Now in remission, Guerra is building her own breast care brand called Savoir, which launches next month with its Beauty Breast Serum, \$111.

"It was shocking for me, because... I was very young to be diagnosed with this

disease," said Guerra, who has worked across brands like La Mer, Dior, MAC Cosmetics and Lancôme in executive roles. "I had no idea what was ahead of me."

Following her diagnosis, Guerra took a routine test for the BRCA gene and while she was awaiting her results, she began questioning the beauty products she had been diligently using on her body, including her breasts.

"I was just thinking to myself, 'My god, I've been in this industry for 18 years, and I've been moisturizing everywhere' because your face starts at your waist. We always learn that in beauty," she said. "As soon as I got out of the shower that day, I went to look for a product that was made specifically for the breast area [and] that was clean. To my surprise, nothing existed. There were all of these different products out there that were like, 'We can lift them. We can make them bigger,' but nothing that was truly formulated for the skin of the breast area."

So Guerra set out to create it herself with Savoir, which means "to know" in French. The brand's tagline is "Beauty in the Know." Guerra, who bootstrapped the business herself, partnered with two chemists, who had long-standing careers at large beauty brands, and gave them specific requirements for the formula, most notably that it needed to address the skin type

(the breast area is the thinnest skin on the body) and support elasticity as breast size changes throughout a woman's cycle. Guerra also worked with a board certified dermatologist to further approve the patent-pending formula of Savoir's Beauty Breast Serum.

The product – which has secured Guerra several awards pre-launch, including CEW's 2025 Spirit of Giving Award – is made up of Savoir's FloraFusion, which includes fermented botanicals: tomato seed oil, radish root, guava leaf, snow mushroom and parsley, a nod to Guerra's grandmother who was also diagnosed with breast cancer at age 88.

"She taught me how to grow vegetables and herbs in her garden, and one of the ingredients that she taught me how to grow was parsley. I always knew growing up that parsley was anti-inflammatory," Guerra said. "I'm so proud that this ingredient is in the formula, and it's all because it's wonderful for women to apply, but also it's in honor of her as well."

The formula supports eight key needs of the breast, including hydration, barrier function, soothing irritation and more.

While Guerra's diagnosis kick-started this brand, it is for all women, whether or not they have been diagnosed with cancer.

"I wanted to turn this experience of normalizing the breast from fear to fun. This product is for every woman, not just women who have gone through breast cancer [or] breast cancer scare experience," she said. "I was so uneducated before I was diagnosed. One

in every eight women is diagnosed with breast cancer, and 10 percent of them are under the age of 45 so almost everyone has been touched by this disease in some sort of way."

That being said, Guerra is doubling down on education and advocacy with the brand. Savoir will specifically have a large social campaign in October centered around Breast Cancer Awareness Month. Additionally, Guerra has created a video, available on the brand's website, showcasing how to use the product as part of an at-home self exam.

"The application ritual doubles as a self breast examination. I wanted to have this be a part of the brand because one of the things I didn't know prior to being diagnosed was actually how to do a self breast examination," Guerra said. "We tell women to apply the product once a day and to do this application process once a day. Our breasts change each month, and sometimes, depending on the time of month, you're like, 'What is this?' and then to not do that again and to not check for another month is not the best approach."

While Savoir is launching direct-to-consumer, Guerra is strategizing for future retail distribution. She noted that she has ensured the formula meets the requirements of Clean at Sephora and Credo Beauty. Additionally, she is working to raise capital to further build out the Savoir team. In terms of product expansion, Guerra said she plans to create a full breast care system, with new launches dropping at the beginning of 2026.



Savoir Beauty Breast Serum

## BUSINESS

# Michael Kors Features Suki Waterhouse, Logan Lerman

- Lachlan Bailey shot the campaign in Rome.

BY LISA LOCKWOOD



Suki Waterhouse was shot in Rome for Michael Kors.

**Michael Kors** has unveiled its fall 2025 campaign featuring brand ambassadors Suki Waterhouse and Logan Lerman, who were photographed by Lachlan Bailey in Rome.

Styled by Emmanuelle Alt, the campaign features Kors' statement outerwear, fringed accents and new silhouettes for the brand's Nolita and Hamilton bags. Rome's allure is captured in backdrop running the gamut from the Piazza Navona to the Spanish Steps and the Fountain of Acqua Paola.

"Rome, for me, is just a city that inspires awe, no matter how much time I spend there," said Michael Kors. "It's cinematic, it's dramatic, it's urban, it's got a pulse, and it has all this incredible natural beauty and history," he added. "When you combine that with the modern laid-back elegance of Suki Waterhouse and the classic movie star energy that Logan Lerman brings, it creates an unforgettable campaign."

The campaign also spotlights a short video, directed by Samuel Rixon. To the tune of "All She Wants to Do Is Dance," which Waterhouse exclusively rerecorded for the occasion, she rocks out in her luxurious hotel suite before riding off into the proverbial sunset. Her mood and

styling have a rock-star sensibility. In his feature, Lerman is seen rehearsing in his hotel room before taking the lead on set. "We wanted to capture them both in their natural milieu," Kors said.

Fall 2025 will also see the continuation of the Michael Kors "Hotel Stories" content series. Rooted in the brand's heritage of marrying fashion and travel, Hotel Stories highlights a boutique hotel in the brand's featured destination each season. For fall 2025, the brand focuses on the Grand Hotel Plaza in the heart of Rome. A reflection of Roman architecture and heritage, the hotel is near the Spanish Steps and has been in operation since 1860.

The Grand Hotel Plaza serves as the starting point for the brand's additional Rome content that will appear on social media, e-commerce and emails.

Kors' global campaign will debut in August across digital outlets, as well as social media platforms and traditional outdoor media placement.

As reported, last week, Kors unveiled his Michael Kors. Collection campaign with model Angelina Kendall. The ads were shot by Dutch duo Inez van Lamsweerde and Vinoodh Matadin and styled by Carlos Nazario.

Donna Karan New York jewelry collection will launch for holiday.



## ACCESSORIES

## Donna Karan Extends Deal With The Jewelry Group

- The Donna Karan New York jewelry collection features designs inspired by sculptural pieces from the brand's archives.

BY LISA LOCKWOOD

**Donna Karan** New York continues to expand its universe since its relaunch with the introduction of its first dedicated fashion jewelry collection. Donna Karan New York will be partnering with The Jewelry Group, a wholly owned subsidiary of Premier Brands Group Holdings, to develop the new line.

G-III Apparel Group, which owns Donna Karan New York, already has an existing partnership with The Jewelry Group Inc. for DKNY. This new licensing agreement builds on that relationship, extending into Donna Karan New York, as the brand continues its growth following the spring 2024 relaunch.

"We are thrilled to expand Donna Karan New York into the jewelry category with The Jewelry Group Inc., who have been strategic and experienced partners for DKNY since 2017. The upcoming launch reflects the brand's continued momentum to reach its audience in new, elevated ways," said Jeff Goldfarb, executive vice president at G-III Apparel Group.

"We're delighted to expand our relationship with G-III Apparel Group as we welcome Donna Karan New York into The Jewelry Group Inc.'s extensive portfolio of brands," said Fran Lukas, chief executive officer of The Jewelry Group, which has 32 licensed and proprietary brands, including DKNY, Givenchy, Lauren Ralph Lauren, Anne Klein, Karl Lagerfeld, Marchesa, Simply Vera, Vera Wang, Judith Jack and Napier.

The Donna Karan Collection, which retails from \$125 to \$350, will be available to shop exclusively on donnakaran.com starting in holiday 2025. It will feature designs inspired by the sculptural pieces from the brand's archives.

## EXCLUSIVE

# Spring Studios Restructures London Operations

- The company's parent company has closed its e-commerce and studios department, affecting the fate of up to 35 employees.

BY SOFIA CELESTE

**MILAN** – Artificial Intelligence is replacing human expertise across the board. Spurred by its rapid evolution and impact on the fashion industry, multidisciplinary creative firm Spring Studios is restructuring its London-based production business.

Spring Media Investments, parent company of Spring Group, said Tuesday that it has decided to close its U.K. e-commerce and studios department, both of which operate within its production vertical. Approximately 30 to 35 jobs are at risk.

"We decided to restructure, by way of an administration, our business and focus on what is best with the advent of AI. We have to react proactively and stay ahead of the curve on this and we have embraced technology in our business. It's important to embrace what is there and what will be best for Spring and in the next five to 10 years," Navin Khattar, Spring Media Investments' chairman told WWD. Khattar added that upscale fashion and retail firms are increasingly embracing in-house AI solutions to save on production costs

associated with everything from casting to locations.

Spring Studios was founded London in the late '90s and started strictly as a studio space for still and motion shoots. As the studios hosted increasingly more leading photographers, publications and brands, the company expanded, building audiences within fashion, beauty and luxury and creating global prestige campaigns, content and high-end cultural events. In 2013, the agency expanded to New York, with full studio, events and production, and in 2017 Spring Studios opened offices in Milan. The list of clients of Spring Studios over the years has been varied, ranging from Victoria Beckham to Ginori 1735 and from Louis Vuitton to Toyota. Milan and New York City remain unaffected by the firm's restructuring. While the two cities have content production units, they don't have e-commerce operations. Both cities performed well in 2024 and helped the firm achieve a profit last year.

Milan, for example, has distinguished itself with a string of new initiatives. In 2024, Spring Studios launched its emerging talent platform and in 2025, the firm turned it into an itinerant exhibit that debuted in Paris and Milan.

Last June, the New York City-, London- and Milan-based multidisciplinary creative firm launched its first edition of "Ode," a limited annual publication that combined contemporary and visual art, photography and texts of forward-thinkers ranging in age from 26 to 45 – emboldening them with "free artistic expression." The first edition was named "Ode to Rebirth" and brought together the work of photographers, designers and even a hairdresser who could be the next glossy go-tos.

Going forward, Khattar said the group is focused on the performance of London's creative agency, which is a main driver for its London office. In the near term, Spring Studios will also announce a new creative director, chosen specifically to fortify the performance of its London-based creative agency. Its former executive creative director, Fred Paginton, left his post in July of this year.

"Spring Studios is made up of a few different silos. It's within our power to focus on what Spring does best and we can clearly see the quality of the services that we produce for the client and the caliber and type of clients that we have been servicing and based on our expertise," Khattar added, noting that its experiential services in New York City are outperforming.



Sebastian Kapffhammer featured in the first edition of Spring Studios' "Ode."



# SJ DENIM

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## BUSINESS

# India Suspends Duties On Raw Cotton Imports

● The move is expected to grant some measure of relief to domestic textile and apparel manufacturers grappling with potential revenue loss from higher U.S. tariffs.

BY JASMIN MALIK CHUA

**India will be suspending** the 11 percent customs duty and agricultural cess on raw cotton imports in a move that is expected to grant some measure of relief to domestic textile and apparel manufacturers grappling with potential revenue loss from higher U.S. tariffs.

The exemption, which will take effect from Aug. 19 to Sept. 30, can also be seen as a temporary concession to American exporters who have been pushing for greater market access to the South Asian nation, whose falling cotton yields have lately turned it from a net exporter to a net importer of the fiber. The U.S. is India's top supplier of cotton.

On Aug. 27, the Trump administration's

already-high 25 percent tariff on India is poised to double, ostensibly in protest of the country's purchase of Russian oil. The Indian government was already working to address a previous White House complaint about a nearly \$46 billion trade deficit by buying more energy and defense equipment from the U.S.

The escalated rate – and the existential threat it poses to Indian businesses that risk losing orders to rivals in more favorably tariffed geographies, such as Bangladesh and Vietnam – has further complicated matters. The U.S. has been India's largest overseas destination, accounting for nearly 29 percent of its textile and apparel exports, or nearly \$10.3 billion worth, over the past year. Earlier this month, the Global Trade Research Initiative, a New Delhi-based think tank, said that an additional 50 percent duty could lead to a 40 to 50 percent decline in America-bound shipments.

Rakesh Mehra, chairman of the Confederation of Indian Textile Industry, or CITI, has called the tariff a “huge setback” to India's competitiveness. CITI

A worker in the cotton fields in Rule, Texas, in 2007.



has also been calling for the removal of the import duty on cotton to help domestic cotton prices be more in line with international ones.

“It is our fervent appeal to the government to urgently take steps to come to the aid of India's textile and apparel sector during these hugely testing times, given the government's strong commitment

to increase the competitiveness of local industry and help our companies become major players on the world stage,” Mehra said in a statement.

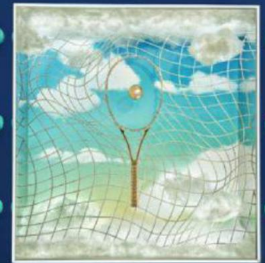
Mehra praised India's recent free trade agreement with the U.K. as a “huge positive for India's textile and apparel domain,” one that could help the country achieve its goal of reaching \$100 billion in textile and apparel exports by 2030. He said he hoped to see a similar deal manifest with the U.S.

“A well-rounded [bilateral trade agreement] with the U.S., which takes proper care of India's sovereign interests and is also fair and balanced, could be a win-win proposition for both nations,” Mehra added.

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RAKESH MEHRA, Confederation of Indian Textile Industry

The Tiffany & Co. pop-up at the 2025 U.S. Open.



The one-of-a-kind HardWear by Tiffany tennis racket.

## ACCESSORIES

# Tiffany & Co. Returns to U.S. Open

● The immersive experience celebrates the fine jeweler's championship trophies, which it has crafted since 1987.

BY THOMAS WALLER

**Tiffany & Co.** has pulled back the curtain on its 2025 immersive pop-up at the U.S. Open.

This marks the third year the LVMH Moët Hennessy Louis Vuitton-owned American jeweler has set up at USTA Billie Jean King National Tennis Center, part of the multiyear partnership the brand has with the United States Tennis Association as the official trophy partner of the U.S. Open.

Located in the Fountain Plaza, this year's pop-up will greet passersby with an oversized Tiffany Blue tennis ball anchoring

one corner of the experience. Inside, guests can view the men's and women's Singles Championship trophies, crafted annually by Tiffany's master silversmiths at the company's hollowware workshop in Cumberland, R.I. – a tradition that spans nearly 40 years.

Solidifying a tradition, after debuting a one-of-a-kind Elsa Peretti Diamonds by the Yard tennis racket last year, 2025 sees the

jeweler look to one of its newer collections with a one-of-a-kind HardWear by Tiffany tennis racket. A bespoke design, it showcases nearly 5 total carats of diamonds on the front and is paired with a 24-karat gold vermeil tennis ball set with nearly 7 carats of diamonds tracing its seams.

Another pop-up first is the addition of artificial intelligence via the Tiffany & Co. and Meta AI experience, allowing guests to engage with the maison in a way that blends technology with heritage. Guests can envision themselves as tennis stars with a digital takeaway depicting them on the main court.

Back on the court, Tiffany & Co. will also have a presence with a branded display for the men's and women's singles, doubles and mixed doubles championship ceremonies.