

WWD

Fashion. Beauty. Business.

Thumbs Down

Walmart raised its 2025 outlook after a strong quarter, but saw its shares drop 4.5 percent.

Page 2

Farm Chic

Tractor Supply has linked with Food Network host Molly Yeh on a fashion collection.

Page 6

Quick Time

Swiss watch exports to the U.S. jumped almost 7 percent last month in a rush to beat tariffs.

Page 10



H&M Flags the Future

The global retailer's new 15,000-square-foot Los Angeles flagship at The Original Farmers Market by The Grove debuts a fresh store design, setting the tone for its next era. *For more, see pages 4 and 5.*

PHOTOGRAPH BY MICHAEL BUCKNER



BUSINESS

Walmart Reports Strong Q2 Results, Lifts Outlook for 2025

- The giant retailer did raise some prices due to tariffs, yet that didn't stop consumers across all income brackets from shopping in its stores and website.

BY DAVID MOIN

In yet another strong quarter, Walmart saw solid gains on both its top and bottom lines, demonstrating the giant retailer's ability to manage through the scourge of tariffs and navigate the uncertain economy.

Walmart sales benefited from its low price appeal and particular strength in groceries, as consumers across all income brackets shopped in search of strong values. The company said previously that it would be able to absorb some tariff-related price increases but not all. Faster deliveries also contributed to the gains.

"With regard to our U.S. pricing decisions, given tariff-related cost pressures, we're doing what we said we would do. We're keeping our prices as low as we can for as long as we can," Doug McMillon, Walmart's chief executive officer, said during a conference call Thursday morning with investors and industry analysts.

"Our merchants have been creative, and acted with urgency to avoid what would have been additional pressure for our customers, and members. They've done a terrific job managing pricing and mix across merchandise categories. They managed to generate rollbacks. They made good quantity, and flow decisions, and they've set us up well as we start the back half of the year.

"The impact of tariffs has been gradual enough that any behavioral adjustments

by the customer have been somewhat muted," McMillon added. "But as we replenish inventory at post tariff price levels, we've continued to see our costs increase each week, which we expect will continue into the third and fourth quarters."

Regarding the pace of business through the second half, McMillon said, "Back-to-school is usually something of an indicator of how the holidays will go, and we feel good about how it went for us in terms of units and dollars sold and inventory sell through at both Walmart and Sam's Club. Our top back-to-school items had a lower price than last year, and we offered a basket of everything students need for their first day of school for under \$65. We had our Walmart U.S. store managers together last week for our holiday planning meeting, where they got to see many of our new items, and pricing for the upcoming season. We liked what we saw and heard, and we like our position for the back half of the year. We're expecting to have a good holiday season at Walmart."

"In the second quarter ended July 31, operating income, impacted by legal and restructuring costs, decreased 8.2 percent to \$7.3 billion from \$7.9 billion in the year-ago period. But on an adjusted basis, operating income was up 0.4 percent to \$8 billion, from \$7.9 billion in the year-ago quarter. Net income rose 56 percent to \$7 billion from \$4.5 billion in the year-ago quarter.

Revenues rose 4.8 percent to \$177.4 billion from \$169.3 billion in the year-ago period. Global e-commerce sales grew 25 percent, led by store-fulfilled pickups and deliveries, and momentum in the marketplace business. By contrast, Target's second quarter sales of \$25.2 billion were down 1.2 percent.

The Bentonville, Ark.-based retailer raised its forecast for sales gains this year to 3.75 percent to 4.75 percent, up from the previous forecast of sales gains ranging from 3 percent to 4 percent.

The company also raised its forecast for adjusted earnings per share to \$2.52 to \$2.62, up from the previous forecast of \$2.50 to \$2.60 per adjusted share.

With Wall Street expecting earnings to be better than what was reported, and concerned about rising prices as the year progresses, Walmart's stock was down 4.5 percent, or \$4.61, to \$97.96 when the market closed Thursday afternoon.

During the call, McMillon was bullish on AI. "Our enthusiasm for how AI can help us serve customers and members

better, improve the experience for our associates, and increase productivity continues to grow," he said. In addition providing more personalized shopping experiences, AI, he said, "will be the primary digital vehicle for discovery, shopping, and for managing everything from reorders to returns." For associates, AI "will bring everything into one place from scheduling to sales data, one for our suppliers, sellers, and advertisers that they will use to manage things like onboarding, orders, and campaigns." And he said, AI will help scale innovation across the business "by speeding up how we test, build, and launch new products."

Continued strength was seen in Walmart's grocery business in the U.S., which rose by midsingle digits, while the health and wellness business in the U.S. increased in the mid-teens, the company indicated. The retailer also said that it saw share gains "across income brackets led by upper-income households" in its U.S. stores.

"Sales and general merchandise were positive in every segment and across categories in the U.S. led by apparel, media, and gaming, and automotive," McMillon said during his conference call with investors and industry analysts. "Again, this quarter, we gained market share in the U.S., and across markets internationally. Globally we grew our marketplace by 17 percent and membership income by 15 percent. We grew global advertising by 46 percent, including Vizio," the producer of televisions, sound bars and software purchased by Walmart in 2024. "Walmart Connect (the retail media advertising platform) in the U.S. was up 31 percent and excludes Vizio," McMillon said. "The strong growth rates in our newer businesses continue to change the shape of our income statement."

"Walmart's strong top-line performance shows that its strong focus on value and low prices continues to resonate with shoppers across income levels, with outside gains coming from its e-commerce and ads businesses," Sky Canaves, a principal analyst at Emarketer, said Thursday. "All of these benefited from the large-scale July promotional events that coincided with Amazon's longer Prime Day, with Walmart capturing additional traffic over the weekends that bookended Amazon's sale. But the miss on profits will raise questions about how much Walmart's margins are being squeezed by tariff pressures and how it will approach pricing through the second half of the year to avoid alienating customers."



Doug McMillon

BUSINESS

EU, U.S. Release Details Of Bilateral Trade Deal

- Weeks after announcing a trade truce, the trade partners have elucidated some of the agreement's provisions.

BY KATE NISHIMURA

Weeks after announcing the formation of a bilateral trade agreement that President Donald Trump called “the biggest deal ever made,” the United States and the European Union have released much-anticipated details about the framework.

The Big Picture

In a joint statement on Thursday, the trade partners outlined and reinforced certain provisions. Most importantly, the 15 percent duty rate for European imports to the U.S. market that was revealed in late July will persist, though the partners provided crucial details about the interplay between new “reciprocal” tariffs and existing import duties.

“The United States commits to apply the higher of either the U.S. Most Favored Nation (MFN) tariff rate or a tariff rate of 15 percent, comprised of the MFN tariff and a reciprocal tariff, on originating goods of the European Union,” the partners wrote.

As of Sept. 1, Europe-originating products including unavailable natural resources like cork, aircrafts and their parts, generic pharmaceuticals and chemical precursors will face only the MFN rate.

“The United States and the European Union agree to consider other sectors and products that are important for their

economies and value chains for inclusion in the list of products for which only the MFN tariffs would apply,” the statement said, indicating some wiggle room for negotiating lower duties on specific EU imports.

The EU committed to eliminate tariffs on all American industrial goods (while also providing preferential access for a range of agricultural products). The U.S. will maintain high tariffs on vehicles until those changes are made, reducing the tariffs on automobiles when the EU fulfills its end of the bargain by removing existing trade barriers.

As with the agreement with Japan – another deal that Trump characterized as the “largest” ever made – the EU has pledged to invest \$600 billion across strategic sectors in the U.S. by the end of 2028. “This investment reflects the European Union’s strong commitment to the transatlantic partnership and its recognition of the United States as the most secure and innovative destination for foreign investment,” the statement said.

Tariffs That Impact The Fashion Sector

While the trade partners’ statement was largely in line with what European Commission President Ursula von der Leyen and President Trump shook on last month, the industry was fretting over a key detail.

American Apparel and Footwear Association (AAFA) president and chief executive officer Steve Lamar, along with Council of Fashion Designers of America (CFDA) president Steve Kolb, jointly praised the negotiating teams “for

ensuring that the new 15 percent reciprocal rate is not-stacked on top of existing high most-favored nation (MFN) rates that the U.S. fashion industry has long been paying on imports of inputs, equipment, and finished goods.”

The U.S. fashion sector – including brands, retailers and producers – has been waiting with bated breath to see how this element of the deal would shake out.

To illustrate the scope of the win: an imported men’s cotton shirt (not knitted or crocheted) faces an MFN rate of 19.7 percent, and a women’s or girls’ blouse made of man-made fibers (that is knitted or crocheted) faces a 32 percent MFN rate. Under the new deal, products imported from France or Italy that are categorized under those HTS codes could have faced the sum total of the established MFN rates and the new reciprocal duties of 15 percent. But the administration has opted not to “stack” the rates.

“We are urging the U.S. to embrace this vital non-stacking concept in other deals so that the fashion industry can continue to directly and indirectly support more than 10 million U.S. workers as we design, make, market, and sell safe, affordable, authentic, and responsibly-made clothes, shoes, and accessories,” the AAFA and CFDA leads wrote in a statement viewed by WWD’s sister publication Sourcing Journal.

Addressing Duty-dodgers

There are several other elements of the nascent deal that could prove impactful to American fashion firms as it’s rolled out over the coming months.

Notably, the U.S. and the EU in their joint statement stipulated that they plan to negotiate rules of origin “that ensure that the benefits of the Agreement on Reciprocal Trade accrue predominantly to the United States and the European Union.” Further, the statement said, “The United States and the European Union agree to strengthen economic security alignment to enhance supply chain resilience and innovation by taking complementary actions to address non-market policies of third parties as well as cooperating on inbound and outbound investment reviews and export controls, as well as duty evasion.”

A seemingly innocuous statement on its surface, the rules of origin inclusion underscores a fixation evinced by the Trump administration on the issue of “transshipment,” or the rerouting of goods through third countries to avoid high duties. Transshipment clauses – and threats of hefty penalties – have been included in the letters the White House delivered to dozens of trading partners in recent weeks.

The Trump administration has also touted its intent to force all countries to pay the duties they’ve been dealt, saying it will deal with duty dodgers accordingly. Last month, the U.S. Department of Justice said that it’s upping its efforts to promote robust trade enforcement as it anticipates an escalation of issues like tariff evasion (through misclassifying or undervaluing imports, or misrepresenting country of origin) as the tariffs take hold.

Sustainability Standards for American Companies

With the EU at the global forefront of sustainability regulation and legislation for some time (however watered down the rules may have become in recent months) the Trump administration has worried aloud that stringent environmental and labor standards could impede U.S. exports to the regional market and stymie trade growth.

In their joint statement, the trade partners agreed that the EU will “undertake efforts to ensure that the Corporate Sustainability Due Diligence Directive (CSDDD) and the Corporate Sustainability Reporting Directive (CSRD) do not pose undue restrictions on transatlantic trade.”

When it comes to the CSDDD, this will mean taking steps to reduce administrative burdens on businesses (including small- and medium-sized enterprises, or SMEs). The EU has also committed to proposing changes to the requirement for a harmonized civil liability regime for due diligence failures and to climate-transition-related obligations.

Digital Trade Barriers

As recently as last week, it appeared that landmark EU legislation regulating players in the digital realm might prove to be a stumbling block in the finalization of the trade truce.

The law, which aims to safeguard European citizens against illegal content, disinformation, deceptive advertising, data mining and more, targets “very large online providers” (VLOPs) including American firms like Facebook, Amazon and Google. (Foreign marketplaces like AliExpress, Shein, Temu and Zalando are also subject to the most stringent of standards under the law, so it’s not just U.S. firms being singled out.)

Thursday’s statement appears to address U.S. compliance with the DSA as a work in progress. In addition to both parties committing that they will not take actions like adopting or maintaining network usage fees, imposing customs duties on electronic transmissions, “The United States and the European Union commit to address unjustified digital trade barriers,” the statement said.

Photograph by Andrew Hamnik/Getty Images



U.S. President Donald Trump shakes hands with President of the European Commission Ursula von der Leyen as he announces a trade deal with the EU at Trump Turnberry golf club on July 27 in Turnberry, Scotland.

BUSINESS

H&M Turns To L.A.

- A first look at H&M's new flagship at The Original Farmers Market by The Grove and wider L.A. expansion plans, including in Beverly Hills.

BY RYMA CHIKHOUNE

PHOTOGRAPHS BY MICHAEL BUCKNER

H&M's new Los Angeles flagship is a blueprint for its next generation of stores.

As the city prepares to host global events, including the 2026 FIFA World Cup and 2028 Summer Olympics, the Swedish retailer on Thursday unveiled its reimagined in-store concept in the U.S. with the opening of a two-story, 15,000-square-foot space at The Original Farmers Market by The Grove.

Cameras flashing, Paris Hilton made a special appearance at the ribbon-cutting ceremony to mark its official opening.

"We do make sure that we are investing in places where we see the highest return," said Michael Beaumont, head of expansion for H&M Americas. "I think L.A. at the moment is so hot and what's on the calendar is so exciting."

H&M, headquartered in Stockholm, operates 3,777 stores across 78 markets globally, including 671 across the Americas, with 76 in California and 20 in L.A. County. The location at The Original Farmers Market comes following closures in Sunset Plaza, Hollywood and Third Street Promenade in Santa Monica, Calif., as part of a broader strategy to streamline operations.

The new design builds on H&M's Times Square store format in Manhattan that opened in November 2024, carrying over elements that have resonated with customers while refining the layout to be more "agile" and adaptable to changing trends, Beaumont said.

The L.A. location is the first U.S. store to debut the refreshed look, following similar rollouts in Europe earlier this year at H&M stores in Athens and Madrid – while adapting to the local setting.

"We're lucky enough to have a row of palm trees next to us that really frames our store nicely. We also have really large windows that allow that gorgeous L.A. sunshine in," Beaumont said. The open-air mall is ideal for the store given its lively atmosphere, openness and walkability, he added.

"It just has that quintessential L.A. look and feel...It's a property we've had our eye on for quite some time," he said.

Inside, the store takes on a gallery-like feel with curved walls, translucent displays and sleek wooden fitting rooms, while offering mobile checkout, in-store pickup from online orders and large LED screens showcasing the latest campaigns. The enhancements will serve as a model for upcoming stores, starting with São Paulo on Saturday in Brazil, a new market, followed by BLVD Las Vegas in September and Toronto's Yorkdale Shopping Centre in November, with further rollouts planned through spring 2026.

Overall, it's a more efficient shopping experience, Beaumont said. H&M has



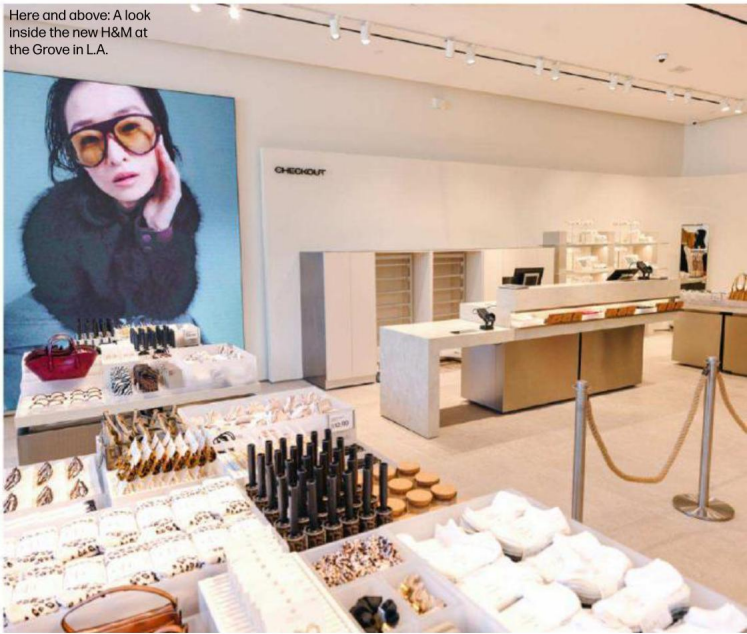
learned through customer surveys that the L.A. shopper values a seamless, elevated in-store visit.

"We've really taken a lot of time to make sure that we've listened to the customer feedback and make sure that design is in tune with what they expect, and also the speed at which we can help customers," Beaumont went on. "We've really made progress in how we can satisfy that L.A. customer, because we do understand that we're in a very competitive industry, and I think the customer service is one of the features that this store will show that really makes a positive difference for us."

The store runs on radio frequency identification technology, which is used to track inventory and manage products more efficiently.

"This allows for really next level stock accuracy and also the opportunity to quickly look up products within the store," he explained. "This really empowers our colleagues in the store to get the customers what they're looking for as quickly and as efficiently as possible. It also allows for faster replenishment from the stockroom. So the stock we have on the shop floor, it won't feel as much in terms of volume, we can keep volumes nice and low to really showcase the garments." ▶

Here and above: A look inside the new H&M at the Grove in L.A.





Here and below: A look inside the new H&M at the Grove in L.A.

Current bestsellers in the Americas, and specifically in the L.A. area, are denim trousers. Wide-leg fits are leading sales, according to H&M, reflecting a demand for relaxed silhouettes, along with transitional pieces like light knitwear and printed T-shirts. Online, trousers, dresses and footwear continue to be key growth drivers, noted the company.

H&M at The Original Farmers Market, at 6333 West 3rd Street, opens with the brand's latest pre-fall arrivals across womenswear, menswear and accessories. The store will also carry designer collaborations and special collections, including its more elevated lines H&M Studio and Atelier, which is specifically designed for men.

"We have a hyper-focus on L.A. at the moment, because it is such a key market for our fashion aspirers," Beaumont said.

The retailer is further expanding in the region with three additional openings: a relocated store at the Beverly Center on Oct. 10, a new shop in Brea, Calif., and a stand-alone location in Beverly Hills in November. Four existing stores – at

Westfield Century City, Westfield Culver City, FIGat7th in downtown L.A. and Northridge Fashion Center – have also been remodeled.

"It's a very interesting store in Beverly Hills that we're calling a brand infuser," Beaumont said.

Beverly Hills will stand apart with a smaller, highly curated store selection and design that showcases the brand in a "fashion-forward" way, he continued. "It will be bespoke furniture, bespoke interior, designed in-house." The concept has already appeared in London, Stockholm and New York's SoHo.

"It comes down to market analysis and how we can offer a different look and feel for our different customers," Beaumont said, when asked about tailoring H&M stores to different audiences. "I think what we've seen is that if we can offer a customer a really curated experience, then we're going to have more success in that location."

H&M brought that vision to life in April, producing a large-scale music festival ahead of Coachella at Ace Mission Studios in Boyle Heights. Part of an ongoing global concert series, the event featured performances from Doechii, Robyn, Jamie xx, PinkPantheress and Sailorr, drawing roughly 5,000 guests – including Hollywood names like Dakota Fanning, Riley Keough and Barbie Ferreira, all dressed in H&M's spring 2025 collection.

"In L.A., our approach has been through events that bring people together," Beaumont said. "It's about showing H&M in its best possible light to our customers and audience, and being as inspiring as we can for them."

Long-term plans for H&M stores across the Americas focus on continued revamps. There will be 16 new store openings by the end of this year in the region, and 75 remodels.

"For the portfolio as a whole, we will be investing in remodels of stores all across the board," Beaumont said. "Some of these will be large scale, and some will be relatively light, but there'll be hundreds of stores getting remodeled over the coming years, not just in how stores are laid out or the interior that we're using, but also the technology backbone as well."

The openings and remodeled stores are a key part of H&M's strategy to turn around its business against stiff competition from the likes of Zara. The Swedish retailer has struggled over the last several years, but saw improvement in the second quarter as its efforts began to take hold. H&M's sales grew 1 percent in local currencies for the three months ended May 31. On a reported basis, the company had second-quarter net sales of 56.71 billion Swedish kronor, or \$5.96 billion at current exchange, down 4.9 percent year-on-year, largely due to a stronger Swedish kronor.

The stronger kronor impacted sales in North and South America as well, where sales dipped 2 percent to 25.22 billion Swedish kronor but rose 2 percent in local currencies. The impact was even greater in the second quarter, where sales were down 8 percent to 12.02 billion Swedish kronor but were up 3 percent in local currency terms. ■





Molly Yeh in the marketing campaign for her collection at Tractor Supply.

EXCLUSIVE

Tractor Supply Gets Stylish With Beet Farmer/Food Network Host Molly Yeh

● Jenn Ward, Tractor Supply's director of product development, says the collaboration marks the first time the store's in-house design team has worked with an outsider to create an apparel collection.

BY DAVID MOIN

Who says farmers can't be fashionable?

Tractor Supply Co. on Monday will launch a women's apparel collection designed with cookbook author, Food Network host and sugar beet farmer Molly Yeh. It's the first time that Tractor Supply's in-house fashion design team has collaborated with an outsider. It's also Yeh's first foray into fashion.

Officials said the collection, called "Molly Yeh x Tractor Supply," offers durable and functional apparel for working the land, but also looks colorful, feels comfortable and can be worn for different occasions, whether tending to the garden or attending a neighbor's barbecue, milking the cows or taking a casual evening out. Basically, you don't have to be a field hand to wear the look.

"Our team has actually admired Molly for awhile, especially for her show on the Food Network, 'Girl Meets Farm,' and for her social media presence, which is very fun," said Jenn Ward, director of product development at Tractor Supply. Ward also said Yeh, as a farmer as well as an influencer, fits right in with Tractor Supply's tagline, "Life Out Here." It's a marketing message that evokes suburban and rural settings and resonates with full-blown

or gentleman farmers and ranchers, gardeners, and do-it-yourself types.

"We just love Molly's style. We loved her aesthetic, and we also love how much she cares for farm life and all of her chickens," Ward said.

"The idea of creating clothing has been a dream of mine for as long as I can remember, so partnering with Tractor Supply was an easy 'yes,'" Yeh said in a statement. "Tractor Supply has been one of my favorite places since I first moved to East Grand Forks," to a fifth-generation farm on the North Dakota-Minnesota border. "They always have a great selection of durable, well-made clothing. I wanted to help fill the gap by creating a collection with personality, style and the versatility."

Yeh also owns with her husband a bakery café, is a Juilliard-trained classical percussionist, and has two daughters. On her Food Network show, she prepares Midwestern farm meals, shaped by her Jewish and Chinese heritage.

The Brentwood, Tenn.-based Tractor Supply, one of the nation's most successful retailers, has been striving for greater apparel market share by tapping influencers, pushing social media, testing shops-in-shop, and stretching to some higher-priced products. The company capitalizes on Western wear and workwear's widening appeal as fashion statements, and changing demographics and lifestyles as Americans flock from major cities to suburbia and countrified settings.

Apparel is perceived to be a billion-dollar-plus business at Tractor Supply, which last year generated \$14.88 billion in total volume. A company official, referencing a Securities & Exchange Commission filing, said, "While we do not disclose our apparel sales

specifically, per page 7 of our 10-K, clothing, gift and décor as a product category was 10 percent of net sales for fiscal year 2024."

The 23-piece Molly Yeh x Tractor Supply line includes canvas barn coats, denim overalls, tapered twill pants, double-knee jeans, flannel shirt jackets, cardigans, crewneck sweaters and graphic T-shirts in bright greens, reds, yellows, pinks and blues. Priced from \$19.99 to \$59.99, the collection will be sold at all 2,300-plus Tractor Supply stores around the U.S. and on TractorSupply.com. The company also operates just over 200 PetSense by Tractor Supply stores.

"Our women customers have been

looking for something fresh and different in what we would call the workwear space," said Ward. "What makes this collection different is that it's playful, colorful and joyful, and it's something very different from what they're used to seeing within our store. It's designed to mix and match, and to layer, so that all the pieces are interchangeable with each other. A lot of the fabrics are cotton based," for comfort. "They're also very durable, so that you can actually go out and take care of chickens and feel good in the clothes that you're wearing."

Yeh has already teased the collection on social media, but next week she will be doing "a full unboxing" of all of the product, Ward said. "Then we've got a few other social media posts that will be happening throughout the season, and some features on our landing pages and web pages, and emails."

In the stores, the collection will be displayed on an apparel pad with four ways. "You won't miss it because of the color and the imagery on top of the fixtures with Molly," Ward said.

While additional styles will be rolled out during the fall, the collection is a one-off. "Right now our plan is for this apparel collection to be just a limited release, for this fall," said Ward. There are currently no plans for continuing the collection next year, though Ward said she was open to the possibility, depending on selling results. Offering a collection with a limited run "creates excitement for the brand," Ward said.

"We would love to do more of these collaborations with the right partners, but this is a first for us within this space of designing a product line with someone else," Ward said. "Molly came to the office multiple times. We selected fabrics, colors, buttons, zippers. It was truly a delight." They also worked together on fits.

"We are continuing to look at our overall apparel strategy and bringing in fresh new brands," Ward said, adding that apparel is a growing business at Tractor Supply, both in total dollars and as a percent of the overall volume.

In November, Tractor Supply will introduce apparel in partnership with Field & Stream magazine, marking the second collaboration between the retailer's in-house apparel design team and a third party. The major launch with Field & Stream will be spring 2026.

On the fashion side of its business, Tractor Supply sells two private labels — Blue Mountain for casual basics, and Ridge Cut for workwear with durable fabrics. Tractor Supply also sells such national brands as Wrangler, Lee, Carhartt, Dickies, Martha Stewart, Columbia and Ariat.



Jenn Ward

SJLA

SOURCING JOURNAL **LOS ANGELES** **SUSTAINABILITY SUMMIT**

A NEW WAY OF THINKING

Sustainability can no longer be mandated. It can no longer be siloed. It's not just about doing less harm—it's about doing things differently from the ground up. At the 2025 Sourcing Journal LA Sustainability Summit, we'll explore how innovation is driving a complete rethinking of the fashion, textile and denim industries.

Join us as we uncover a new way of thinking—and a new path forward.



PARTNERSHIP INQUIRIES
Deborah Baron
dbaron@fairchildfashion.com

ATTENDEE INQUIRIES
Lauren Simeone
lsimeone@fairchildfashion.com

PREMIER PARTNER



ACADEMIC PARTNER



EXCLUSIVE

Tecovas Opens 50th Location

The company is celebrating its 10th anniversary this year.



- The new 4,500-square-foot store is located at 105 Wooster Street in New York City.

BY STEPHEN GARNER

Tecovas is bringing a taste of the Wild West to New York City, all while marking a major milestone in its retail expansion strategy.

On Friday, the Austin-based Western boot brand is set to open a new 4,500-square-foot store at 105 Wooster Street in the SoHo neighborhood of

Manhattan. The opening marks both the company's largest store to-date and its 50th brick-and-mortar location.

According to the 10-year-old brand, its new SoHo flagship will bring the full Tecovas assortment to New York, offering customers the chance to explore the brand's signature handcrafted boots, apparel and accessories for the first time.

Designed by global firm IA Interior Architects, customers will find unique bar and beverage offerings in collaboration with cocktail bar Death & Co., a signature

hide wall by textile designer Kyle Bunting, complimentary boot shines, and an array of customization services like branding, debossing, stretching, burning and shaping for both boots and hats.

Other design elements include custom furniture and art curated by notable artists including Matt McCormick, Mark Maggiori, Russell Young and Drew Christie. Custom neon signs will also be on display by Let There Be Neon in partnership with The Neon Jungle.

David Lafitte, president and chief executive

officer of Tecovas, called the new flagship a "watershed moment" for the brand.

"The other 49 openings before this one has really given us an opportunity to learn what resonates with our consumers in terms of Western and Western-adjacent apparel and footwear," Lafitte said. "We are really hitting our stride now, and operating a store in New York is really playing in the 'big time,' you know. And we're ready for it."

The CEO added that it was important that the company show up as its "authentic self" in New York. "We are not going to all of sudden serve bagels just because we are in New York, we are sticking to our Texas and Western roots, and we believe New York is ready for something like what we have to offer."

He's also excited for more international consumers to discover Tecovas. "There are a lot of international shoppers that visit New York that probably aren't familiar with Tecovas just yet," the CEO noted. "We are looking forward to welcoming them and New York locals into our new store."

Tecovas' new SoHo store is a key part of the company's expansion strategy, as the brand continues its momentum in 2025. After ending 2024 with 42 stores, Tecovas has committed to opening at least 12 new locations this year, including the SoHo flagship in partnership with Lantern Real Estate Advisors, who has sourced the majority of the Tecovas locations across the U.S.

This growth follows the brand's expansion into wholesale, which led to the recent opening of its first dedicated showroom at Dallas Market Center – a 3,800-square-foot space designed to support retail partners and future collaborations – and its first national retail partnership with Nordstrom.

"Our rollout at Nordstrom has been going really well," Lafitte added. "The sell-through numbers at Nordstrom have been terrific for us, and I think Nordstrom feels the same way, so we're excited about that. So, we'll look to expand with them as well in the future."

BUSINESS

Rahul Mishra Opens Mumbai 'Maison' Flagship

- The immersive space showcases the couturier's works in a museum-like setting.

BY RHONDA RICHFORD

PARIS – Rahul Mishra has opened a luxurious new flagship at Horniman Circle in Mumbai.

It reflects the designer's ongoing efforts to expand his footprint beyond the runway and into experiential luxury retail.

The Indian designer, who launched his brand in 2017, shows on the official Paris Haute Couture calendar.

The 7,500-square-foot space was conceived in partnership with Mumbai-based architect Rooshad Shroff, and is intended to function as more than a traditional boutique.

"This is our largest store to date, but also one of the most intimate. It reflects our shared belief in storytelling, in silence, and in the power of handwork," according to Mishra.

Branded as Maison Rahul Mishra, the designer envisioned it as a living museum, intended to be a "slow, almost meditative experience" merging high fashion, Indian craftsmanship and grand architectural flair.

"When we were approached to design this space, we understood immediately that it couldn't just be a store," Shroff said. "The objective was to create a physical

manifestation of Rahul's creative world – not just a backdrop for products, but an environment where design, material and emotion intersect."

The multiroom space takes visitors on an immersive journey through the designer's creative universe. Guests enter into a non-commercial gallery space, featuring original sketches, muslin prototypes, embroidery samples and botanical references that inform the brand's couture collections.

Subsequent rooms unfold thematically, showcasing not only garments but also custom-designed architectural elements such as marquetry-inlaid walls, hand-etched lighting and bespoke furniture. Embroidery swatches, archival motifs and illustrations are treated as art objects, offering customers transparency into the design and development process in a move that aligns with broader trends in luxury toward storytelling to build brand awareness.

From handwoven carpets to etched marble and carved wood, the finishes reference traditional Indian crafts while situating them in a contemporary design context. It fits in well with its surroundings of the Kala Ghoda arts district, an area packed with galleries, flanked by museums and the home of an annual arts fair.

The final room features an installation with handcrafted metal birds suspended in flight – a nod to Mishra's recurring use

of avian and botanical symbolism across collections.

Most of the decorative elements were produced in Mishra's own studio or through collaborations with Indian artisans as part of the brand's ongoing commitment to sustainable slow fashion and providing jobs for local workers.

From a retail strategy perspective, the flagship cements the brand's long-term investment in India's luxury market as it continues to grow. It is projected to reach \$200 billion by 2030, according to recent analysis from Bain & Co.

Mishra, who won the International Woolmark Prize in 2014 and was awarded the Chevalier de Ordre des Arts et des Lettres by the French government in November 2023, also continues to build visibility internationally through his Paris runway shows and key red-carpet placements on celebrities such as Zendaya, Viola Davis, Gigi Hadid and Cardi B.

Much of Mishra's retail success is due to his bridal business and associated family and guest wedding wear in India. Mishra's focus on craftsmanship is key, with pieces taking up to 8,000 hours to make by hand by more than 1,200 artisans he works with across India.

For his most recent collection, Mishra focused on the theme of love and looked to the artwork of Gustav Klimt, with its multiple faces and gold hues.

Inside Rahul Mishra's Mumbai boutique.



For the first time, Mishra also collaborated with milliner Stephen Jones, who fashioned undulating tulle creations to top off the elegant looks.

SUPPLY, STRATEGY AND SUSTAINABILITY—INDUSTRY PULSE CHECK

How are companies prioritizing and strategizing amid shifting global sourcing dynamics?



TAKE THE SURVEY

We need your input to better understand sourcing and retail strategies in the industry! Take our survey, and you can enter for a chance to win a \$100 American Express gift card.*

*SEE OFFICIAL SWEEPSTAKES RULES



Cotton
Incorporated



SOURCING JOURNAL

HOME DESIGN

Salon Art + Design Is Opening Up to New Voices

● Kickstarter's Everette Taylor, designer Giancarlo Valle and entrepreneur Jane Keltner de Valle are among the new names to unite with the fair as it forges ahead with a fresh, new strategy.

BY SOFIA CELESTE

Since her appointment in 2024, Salon Art + Design executive director Nicky Dessources has been expanding the fair's dialogue between design and fine art in new and often unexpected ways.

Dessources said the 14th edition marks a dynamic new chapter defined by a fresh curatorial vision, a growing advisory council and bold steps toward new markets. The premier New York City

fair for collectible design and fine art will return to the Park Avenue Armory Nov. 6 to 10. Its Dallas debut is scheduled to take place March 25 to 29.

The honorary committee now features new cultural voices like photographer Douglas Friedman, author Linda Fargo, Gabriel Hendifar, founder of lighting and design hub Apparatus, and Everette Taylor, chief executive officer of Kickstarter, the world's premier crowdfunding platform for creative projects.

The advisory board has also welcomed designer Giancarlo Valle and entrepreneur Jane Keltner de Valle, founders of design-forward gallery Casa Valle in New York City's TriBeCa neighborhood.

"The Advisory Council has always been about bringing together people who genuinely love and champion design, decorative arts, and fine art in all their

forms. For me, it's not just about getting people excited about the fair, it's also about learning from them. The council helps me see how others experience Salon, how the larger conversations in art and design are shifting, and what's happening outside the walls of the Armory," Dessources told WWD in an interview.

Salon Art + Design, she said, has always catalyzed dialogue between creative sectors like jewelry and design. Jewelry, for example, has been part of its DNA from the start, with presentations from Temple St. Clair and Italian high jewelry maker Giampiero Bodino, among others. This year, Salon Art + Design is continuing that tradition by inviting dealers that specialize in museum-quality pieces. Among them are estate jewelry experts DK Farnum, Portuguese jewelry firm Rosior, wearable art designer Elisabetta Cipriani, alongside contemporary jewelers such as Brazilian born artisan Fernando Jorge, Cora Sheibani, and Sarah Ysabel Narici, the British-Italian designer and founder of the New York based brand DYNE.

Dessources, who previously served as the fair's director of operations, also emphasized the importance of the fair's recent collaboration with Bergdorf Goodman, which highlighted how seamlessly design and fashion share a language of craft, innovation, and luxury. From January to April 13, Salon Art + Design staged an open exhibition on the iconic store's seventh floor.

That showcase featured a thoughtfully curated selection of galleries who participate in Salon – such as Onishi Gallery, Galerie Gabriel, J. Lohmann Gallery, Liz O'Brien, Verso and Room 57 Gallery – each presenting pieces that celebrate artistry, innovation and craftsmanship.

"Partnerships like these reflect Salon's

broader vision: to create a space where collectors can encounter not only extraordinary furniture and objects, but also wearable works of art that resonate far beyond the runway or the gallery," she said.

In 2024, organizers welcomed younger, up-and-coming galleries like Room 57, Bossa and Black Folks in Design with Verso.

"They were voices that opened up the conversation between design and fine art in new ways," she said, adding that momentum continues to grow with regard to putting forth fresh talent.

The upcoming edition will also welcome new names such as the London-based midcentury Brazilian design gallery, the Paris-based Theoreme – which connects contemporary designers with the finest European craftsmen to create poetic works of furniture and objects – and Poland's Craftica, which is known for spotlighting experimental Polish craftsmanship.

"It ties back to the educational long term vision I have for the fair. I hope the fair's curation and inviting atmosphere will keep nurturing the next generation of collectors, engage new design and art enthusiasts, and spark curiosity across audiences," she said.

Since its inception in 2012, Salon Art + Design has risen to the fore as a premier destination where collectors and designers can discover rare and high-value collectible pieces showcased by well-known galleries. Compared to contemporary fairs like Design Miami, Salon features works from various time periods.

Fairs around the world are also expanding in terms of vision and also geographically. In 2024, Design Miami launched the inaugural Los Angeles edition, another Basel fair, and its second edition in Paris. Brussels' curated design fair Collectible opened its doors in New York City for the first time in September of 2024.



Everette Taylor, CEO, Kickstarter speaks on stage during The Semafor 2025 World Economy Summit.

ACCESSORIES

Swiss Watch Exports To U.S. Jump in July

● Swiss watch exports rose 6.9 percent in July, driven by a 45 percent leap in shipments to the U.S. in anticipation of tariffs.

BY LILY TEMPLETON

PARIS – While Switzerland is still reeling from the 39 percent tariff announced by the U.S. on July 31, July figures show Swiss watchmakers and their clients anticipated the bad news as watch exports ticked upwards in July.

A total of nearly 2.4 billion Swiss francs' worth of wristwatches left the country during the month, amounting to an 6.9 percent year-on-year growth, according to figures published Thursday by the Federation of the Swiss Watch Industry.

The gains came mainly from exports to the U.S. Without their impact, the overall tally would have been down 0.9 percent, the industry body said.

"In reality, this was a move to build up local stocks and provides little insight into the actual state of the market," it added.

Still the largest watch market by size, the U.S. accounted for 23 percent of the market in the month, with exports rising

45 percent to 55.9 million Swiss francs, in a more modest increase than April's anticipatory stockpiling surge.

Noting a more modest effect of looming tariffs than in April, Bernstein's Luca Solca expects "tariff-related fluctuations in export data to reappear" in August's tallies with anticipatory shipments, likely by air freight, spilling over until the Aug. 9 effect date of the U.S. tariffs.

"However, we also note that the extent to which Swiss exporters can avoid these tariffs is constrained by monthly production volumes and the risk that onshore U.S. inventories pile too high – shifting inventories out of the U.S. and incurring another round of import tariffs elsewhere would be un-commercial," he added.

Japan and China, the second and third markets by size, saw their exports fall respectively 10.1 and 6.5 percent. Exports to Hong Kong, which is showing "incrementally positive data points" according to a note by RBS analyst Nikolaos Lafoniatas, rose by 4.6 percent while Singapore's tally grew by nearly 15 percent.

The U.K., which is the fifth largest market, logged a 0.2 percent uptick. The

top six destinations for Swiss timepieces account for nearly 56 percent of the global market.

Across Europe, performances were mixed. France, the region's largest market, grew 1.9 percent to 113.9 million Swiss francs. Right behind it were Germany, which fell under the 100-million Swiss francs bar with a 14.7 percent contraction, and Italy, shrinking 9.1 percent.

India, often touted as the next Eldorado for luxury but still a modest market for Swiss timepieces, slumped 8.8 percent to 23.4 million Swiss francs.

Wristwatches were driving exports in July, with a 7.5 percent increase in value and a 0.3 percent rise in volume. Other products, which includes clocks and take a 4 percent slice of timepiece exports, shrank by 6 percent.

Watches priced under 200 Swiss francs at export price shrank by nearly 2 percent in value and over 3 percent in volume. All other price points grew by mid-to-high single-digit factors, save for the 500-to-3,000 Swiss francs category, which saw its value remain near flat with a 0.4 percent uptick.

The new U.S. tariffs impact around 60 percent of Swiss exports, which include

timepieces and chocolate, according to Swiss federal authorities. Pharmaceuticals, another major export for the country, do not fall under the new rate.

Uncertainties remain around levies on gold. Switzerland is a major gold refiner, who accounts for around a third of the precious material refined worldwide.



Swatch No Rules watch collection.

OBITUARY

Lillian Hirshleifer, 97, a Guiding Force in Fashion



Lillian Hirshleifer

● The stylish Hirshleifer and her husband Paul created an emporium for European and American designer clothing.

BY ROSEMARY FEITELBERG

Lillian Hirshleifer, who along with her late husband Paul, brought designer shopping to Long Island, died Tuesday in her Roslyn, N.Y., apartment.

Hirshleifer, 97, died from complications that were brought on by kidney disease, according to her daughter Caryn Hirshleifer, who runs Hirshleifer's with her sisters Lori Hirshleifer Sills and Shelley Shapiro.

Pastidious and a woman of great taste, as well as action, Lillian Hirshleifer was a guiding force in what is now a 110-year-old specialty store with an abundance of designer brands that is based in Manhasset, N.Y. Whether walking, talking or doing some decision making, Hirshleifer did everything fast. "When she said, 'Can you do this? There was an implied 'now,'" Caryn Hirshleifer said. "She was just like, 'Get it done.' She was a real perfectionist, suggesting if you have this, and add this, it will be even better. She was always able to take things to that next level."

Born in Brooklyn, she grew up on St. Mark's Place there and met her future husband Paul Hirshleifer, who also lived in the neighborhood. The pair were childhood sweethearts before they wed in the late 1940s. Much of Lillian Hirshleifer's

professional life is rooted in her husband's family.

After her father-in-law Herman died unexpectedly in his 60s, her husband, who had started his career at Bloomingdale's, stepped in to lead the family's company. Hirshleifer's dates back to 1905 when the founder Jacob Hirshleifer opened the first store on Manhattan Avenue in Brooklyn, and the retailer later moved into Queens in the 1950s. Initially, furs were the focus, primarily ones that were more affordable than those sold in Manhattan. In the early years, his brother Morris also pitched in at the store, which offered shoppers the option of payment plans. Jacob Hirshleifer's son Herman later joined him there. Morris Hirshleifer went on to open a jewelry store nearby.

Before the rise of Seventh Avenue designers like Claire McCardell and Ben Zuckerman in New York City, ready-to-wear — suits, cloth coats, and dresses — was not yet a category with many women making their clothes at home or relying on seamstresses and tailors to make their attire. Others relied on the European fashion houses. In turn, Hirshleifer's stopped selling fur and tapped into more wearable styles from emerging American designers.

After his father died, Paul Hirshleifer joined the family business, working alongside his mother Rose. After closing the Brooklyn store, the retailer debuted in the Forest Hills section of Queens, and remained there until 1990. Hirshleifer

unveiled its first store in the Americana Manhasset, when the shopping center was only four years old. Paul Hirshleifer first discovered it while taking a shortcut to avoid traffic en route to the store in Queens. "One day he stopped, went in and met Frank Castagna, who was an incredibly philanthropic visionary. My father said to him, 'Hey, you don't know what you're sitting on here.' So the two of them pretty much decided that they were going to create this high-end center," Caryn Hirshleifer said.

As one of The Americana's original tenants on the North Shore of Long Island, Lillian and Paul Hirshleifer ran Hirshleifer's as a team and maximized her striking fashion sense. While Paul Hirshleifer commuted from the family's home in Roslyn to oversee the store in Queens, Lillian Hirshleifer was in charge of the one in Manhasset. Her innate style and presence often made people's heads turn, whenever she entered a room, Caryn Hirshleifer said. Partial to Chanel, Yves Saint Laurent and Ungaro, Lillian Hirshleifer helped put the retailer on the map with designers. When Chanel offered to let Hirshleifer's only sell its fragrance, Lillian Hirshleifer said she would only do so, if she could sell its ready-to-wear too. That sparked what is now a decades-long personal relationship with Hirshleifer's, according to Caryn Hirshleifer.

"She planted the seeds for what we now have by selecting designer brands. She really knew what she wanted. So much of what my parents did has laid the groundwork for where we are today," Caryn Hirshleifer said.

The retailer now has more than 130 labels and includes four of the fifth-generation family members among its team. The Row, Gabriela Hearst and Loewe are some of the more au courant brands that are sold in the store along with stalwarts like Brunello Cucinelli. The Manhasset store has nearly 20,000 square feet of selling space with offices and receiving department below. The footprint of the original 1,200-square-foot store is part of at the current space.

Hinting at her mother's-of-the-moment style, Hirshleifer said, "She would love Sacai right now for being very fashion-forward and creative. She would accessorize to the hilt. I used to be able to take her emotional temperature by her accessories. If she would say, 'I'm depressed today,' I would say to her, 'Listen. There's no way you are depressed by the way that you are accessorized with your scarves, and your earrings.' She was just always impeccable dressed. Her sense of style was not just with her clothing but with so many other things."

In 1985, Hirshleifer's invested \$400,000 and hired architect Peter Marino to transform a 3,500-square-foot old shoe store into a sleek new Hirshleifer's in Manhasset. With a limestone and aluminum facade, the store's interior featured gray goatskin-textured walls, Serge Chermayeff-designed English Art Deco furniture circa 1934, black lacquer and glass cases, black frame screens and a hand-painted pink and pale blue ceiling accented with gold. The setting dovetailed with the couple's buy for the store at that point in time — with Chanel, Valentino, Missoni, and Karl Lagerfeld being some of the labels in the mix. "We shop at no price point," Paul Hirshleifer once told WWD.

Before experiential became part of retailers' m.o., Hirshleifer's built that location with the flexibility to host fashion shows with parallel track lighting running the length of the store. In August of 1985, the retailer welcomed 80 of its moneyed customers for a Valentino runway fashion show that was inspired by the house's couture show in Rome that same year. With on-site seamstresses and finishers, Hirshleifer's also played up customer service, offering a delivery service, lunch, dinner or anything else that the customer desired.

Lillian Hirshleifer and her husband traveled to Europe for buying trips season after season. For train rides from Paris to Italy, they would pack a huge feast to enjoy along the way. After her husband's death in 2004, Lillian Hirshleifer continued to work in the store for a period of time, offering advice to shoppers, which sometimes was unsolicited. "But it was difficult for my mother to be there, because my father's presence had been so large. She just didn't want to be there without him," according to Caryn Hirshleifer, a vice president and counsel.

Working as a collaboration, the three sisters have overlapping responsibilities, whereas their father ran the business as the main point person. After his passing, they converted his office into a conference room.

She continued, "It's complicated. My sisters and I were thrust into running this business. [It was as though] the plane was flying and the pilot just passed out," Caryn Hirshleifer said. "There was a period of time, when we asked, 'How are we going to do this? Are we going to do this?' And we have. Thank God."

The company now employs more than 135 people compared to 25 at that time.

Lillian Hirshleifer was still influencing fashion in other ways in recent years. When the lifestyle brand Brunch collaborated with Hirshleifer's in 2023, an old photo of a smiling Lillian Hirshleifer wearing a knitted top inspired the introduction of knit top slippers.

Her interest in design could be seen in her collection of mercury glass and perfume bottles, and her love of art including whirligigs and Americana. Hirshleifer occasionally piled her daughters into the family's station wagon with a friend and their children to visit historic locales like Mystic, Conn., Sturbridge Village, Mass., and Williamsburg, Va. Never indecisive about anything, "she felt that you either liked something, or you didn't. It was either nice or not nice. She just had an incredible presence. She had a tough outer core sometimes, but inside of that she really had a heart of gold," her daughter said.

In keeping with Lillian Hirshleifer's wishes, services will not be held. "She was not a service kind of person. She was like, 'Let's get it done. Cremate me. I don't want people sitting around,'" Caryn Hirshleifer said.

Hirshleifer is survived by her daughters and five grandchildren. At the family's request, donations can be made in her memory to the Northwell Foundation.



Lori Hirshleifer Sills, Brunello Cucinelli, Caryn Hirshleifer and Shelley Shapiro



EBay's fall 2025 trends include tactile opulence, statement silhouettes, nature meets nightlife, fit fluidity and drama in the details.

Coach's Brooklyn 28 bag (33 percent).

Watch buyers on eBay are looking to snag timeless pieces that are both collectible and distinct. The top watches experiencing price growth on eBay are Bulova's Sutton Classic (58 percent), Breitling's Super Chronomat (51 percent), Bulgari's Serpenti (41 percent), Cartier's Tank Française (37 percent), Chanel's Première (31 percent) and Omega's Speedmaster (17 percent).

Gathering from internal data, Welch identified that the fall 2025 trends are tactile opulence, statement silhouettes, nature meets nightlife, fit fluidity and drama in the details.

Tactile opulence embodies luxurious textures with a sensory appeal for shoppers who are seeking outfits that make them want to touch the garments. Examples include knits that are comfortable and soft, slouchy bags such as Bottega Veneta's Intrecciato bag and dark brown leathers.

Statement silhouettes with pronounced structured pieces and intentional shapes are in demand, while a mix of feminine and relaxed tailoring creates a contemporary contrast. Cropped cardigans for femininity and looser suits with boxy trousers give menswear a twist.

Nature meets nightlife through natural hues and animal prints, with rich materials and oversized sunglasses bringing a futuristic edge to the dance floor. New animal prints, such as deer and zebra, are popping up. Welch notes that mocha brown and camel are seeing a surge in search volume.

Fit fluidity ventures away from the traditional style cues. Maxi trenches, Bermuda shorts, backless loafers and slouchy totes to blur conventional boundaries offer shoppers a more androgynous look.

Drama is in the details with bows on sneakers and oversized brooches. Unique but wearable handbags and statement necklaces with bold hues and shapes take an outfit to the next level in a subtle yet statement-making way.

"Style right now is all about contrast with intention – touch-me textures, sculptural silhouettes and accessories that speak in exclamation points. It's feminine but grounded; dramatic but wearable; fluid but polished. Think faux fur with fringe, a pencil skirt with a boxy blazer or camel tones to go clubbing. We're dressing to feel something – and the numbers say we're not alone," said Welch.

CONSUMER BEHAVIOR

What Were the Most Sought-out Brands on EBay?

- The e-commerce platform released its second Watchlist for fall 2025, with insights from its resident stylist Brie Welch.

BY KANIKA TALWAR

Ahead of eBay's Endless Runway shows upcoming for fashion month, the e-commerce platform has released its latest Watchlist trend report for the fall season with insights from its resident stylist, Brie Welch.

For its second trend report, eBay has tapped into its more than 134 million global users and its worldwide eBay purchases and listings from January to May 2025 to gather intel on the luxury secondhand market.

According to the report's authors, heritage luxury brands are leading the charge for the most purchased for 2025 thus far – pointing to changes in creative directors such as Matthieu Blazy's upcoming debut at Chanel, Dior receiving acclaim with Jonathan Anderson's takeover and Burberry back on top with Daniel Lee and chief executive officer Joshua Schulman. Louis Vuitton dominates with more than 2.6 million listings, Chanel has more than 1.7 million listings and Hermès closely follows with more than 1.4 million listings. Burberry and Gucci tie at more than 930,000 listings and Dior facilitated more than 720,000 listings.

Meanwhile, brands that are the fastest

growing by number of pre-loved items sold globally on eBay from January to May 2025 were Goyard (47 percent), Wales Bonner (43 percent), Longchamp (35 percent), Audemars Piguet (31 percent), Bulgari (19 percent), Tiffany & Co. (18 percent), Tory Burch (18 percent), On Running (15 percent), The Row (14 percent) and Jimmy Choo (13 percent).

Beyond legacy brands, a new era of designers is making its way into the mainstream zeitgeist. In the U.S., Willy Chavarria has been a commanding force with his storytelling. The brand saw a 400 percent increase in global searches year-over-year and more than 23,000 searches year-to-date. Martine Rose continues to maintain her cult following for her subversive menswear in the U.K. The British-Jamaican designer had an 18 percent increase in global searches year-over-year and more than 22,000 searches year-to-date.

France continues to be mesmerized by Coperni's future-forward aesthetic, with its spray-on dress and glass handbag making headlines across the industry over the years. The brand saw a 177 percent

boost in global searches year-over-year and more than 22,000 searches year-to-date. And with Chloé returning to boho chic under Chemena Kamali, the brand continues to dominate in the German market. eBay points out that Chloé saw an increase in search volume since Kamali's tenure, with the brand seeing a 16 percent increase and 1.8 million searches year-to-date.

While Hermès tends to be most regarded for its increase in resale value, eBay found that based on the global average sales price growth, Van Cleef & Arpels' resale value rose 90 percent. The report's authors noted that heirloom jewelry is viewed by consumers as a strategic investment rather than a splurge.

When it comes to handbags, the top bags seeing price growth on eBay on the platform veer toward being wearable for every day: Gucci's Blondie bag (50 percent), The Row's Park tote (50 percent), Miu Miu's Arcadie bag (43 percent), Hermès' Herbag (39 percent), Max Mara's Whitney bag (34 percent) and

Watchlist Trend Report

eBay



Fashion Scoops



Martin Brok

On Board

Ulta Beauty has some new board appointments.

The Bollingbrook, Ill.-based retailer has appointed Martin Brok and Stephanie Landry to its board of directors and as members of its audit and compensation committees. The appointments take effect Sept. 1.

Brok is the founder and chief executive officer of MB Capital Advisors and operating partner at Advent International, though is well known from his time as global president and CEO of Sephora. Prior to that, he was president of Starbucks for Europe, Middle East and Africa and was the global chief operating officer of direct-to-consumer at Nike. Landry worked as the chief operating officer at Honor Technology, and held a bevy of positions at Amazon prior.

"We're thrilled to welcome Martin and Stephanie to our board of directors," said Kecia Steelman, president and CEO of Ulta Beauty, in a statement. "Martin is an accomplished, strategic leader with deep international experience in the areas of retailing, merchandising, and brand strategy, while Stephanie has strong operational and digital innovation expertise and sustainability leadership.

Their transformative track records and strategic vision will be invaluable as we navigate our next chapter of growth."

The appointment comes as the beauty retail landscape deals with seismic shifts. Once dominated by both Ulta and Sephora (key competitors for share of mind and wallet in the prestige market), Amazon is now the largest beauty retailer in the U.S., as reported. Abroad, the U.K. appears to be the latest frontier, with Ulta acquiring Space NK just years after Sephora reentered the geography in 2023.

Brok was pivotal to that debut, having architected Sephora's acquisition of Feelunique in the U.K. and Zalando in Germany. At the time of his departure in 2022, it was "due to a divergence of views," an internal memo said.

It's the latest in a slew of big moves from Steelman, who took the helm of Ulta at the top of the year. Geographically, she's overseeing expansions into Mexico and the Middle East. On the personnel front, she's named Lauren Brindley its chief merchandising and digital officer, Kelly Mahoney its chief marketing officer, and also announced the ending of its partnership with Target Corp. — JAMES MANSO

Armani's Latest

Giorgio Armani has given fashion enthusiasts yet another reason to tune in to soccer. On Thursday, the Milan-based fashion powerhouse revealed that it has designed the formal wardrobe for Juventus, one of Italy's historic and most endeared soccer clubs.

The partnership includes a selection of Giorgio Armani suits created to accompany the men's first-team players on all official off-pitch occasions throughout the 2025-26 and 2026-27 soccer seasons.

"The wardrobe, designed for all national and European competitions, strike a balance between sartorial sophistication and contemporary comfort, with fluid lines, refined detailing, premium materials and a palette centered on the iconic midnight blue that defines the Giorgio Armani style," the firm said in a press release.

A variety of looks were carefully curated and inspired by Armani's signature runway style. Ensembles include soft trousers, oversized shirts adorned with a classic shirt collar that have been made in both crêpe and water-repellent cashmere for the colder months. These can be paired with T-shirts, polos and rollneck sweaters in lightweight wool. The array also includes a more formal midnight-blue suit paired with a jacquard logo tie for both public appearances and special occasions.

Giorgio Armani has been infusing his sartorial flair into the global soccer arena since 1994, starting with the World Cup and later created the uniforms for the Italian national soccer team for the 2012 and 2016 Olympics.

Over the decades, the company has also designed the official uniforms for the English national team, Newcastle United, Chelsea

and Bayern Munich soccer teams. In 2021, Giorgio Armani debuted Emporio Armani off-field uniforms for Italy's national soccer team, as part of the company's four-year deal with the Italian Soccer Federation.

Juventus, the latin word for youth, is one of Italy's most endeared soccer teams. It was founded in 1897 by a group of high school students in Turin. In 1985 and under the ownership of the Agnelli family, Juventus became the first club in history to win all the available international trophies. The Agnelli family founded the Turin-based Fiat automotive company and continues to maintain ownership of Juventus through Exor its holding company.

Fellow Italian luxury house Loro Piana outfitted Juventus' female division throughout the 2022-23 season. — SOFIA CELESTE

East and West

Jimmy Choo is calling in the change of seasons in its fall 2025 men's campaign.

The photographer Takay shot the images in Japan and took cues from '90s East London's and Japan's own street style.

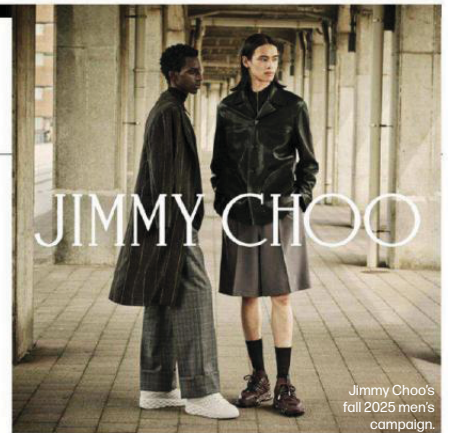
In the campaign, models are seen in various locations posing against brick walls or sitting on gray stairs.

"I love the idea of tradition that isn't always traditional — respecting the craft and know-how to create something that speaks of today. For the latest Jimmy Choo men's collection, we wanted to really think about fundamentals, of silhouette, shape, detailing, and reshape iconic pieces into something that feels right for now," said Jimmy Choo's creative director Sandra Choi.

"It's also about asserting our Jimmy Choo vocabulary of design with a point of view, showing our DNA across every element of man's wardrobe," she added.

The brand is putting a focus on its Buff tassel loafers, which features leather fringes and metal belt-ends; the Diamond X II, an exaggerated sneaker with a sculptural sole; and the Diamond Maxi, an all-white sneaker in white quilted napa leather.

This season Jimmy Choo's accessories are taking a minimal and minuscule approach with the Diamond Hobo, Diamond Zip and Box Camera bags being presented in crossbody



Jimmy Choo's fall 2025 men's campaign.

styles that can be carried anywhere.

As reported, Jimmy Choo is teaming up with Drest, the fashion gaming app, for the first time, allowing players to interact with the brand's new, Paris-themed Wardrobe Icons campaign.

The partnership will feature bespoke virtual backdrops, allowing players to step behind the scenes of the campaign shoot. — HIKMAT MOHAMMED

Back In Bags

Continuing the momentum from relaunching woman's sportswear a year ago, Kenneth Cole is jumping back into handbags.

The brand has signed a multiyear license agreement with Concept One Accessories to manufacture and distribute handbags and small leather goods under Kenneth Cole New York, Gentle Souls by Kenneth Cole and Kenneth Cole Reaction labels.

Previously, Kenneth Cole Productions distributed handbags through Global Brands Group from 2017 to 2020.

"Following the incredible response to our women's apparel launch last year, we're excited to continue building momentum in the women's category with the reintroduction of handbags," explained Emily Cole, executive vice

president, women's creative director and product strategy Kenneth Cole, in a statement. "The collection is designed with the same modern, confident spirit that defines the Kenneth Cole woman — versatile, functional and effortlessly stylish and we are proud to bring this iconic category back into her wardrobe."

Concept One Accessories brings to the table more than 25 years of experience in the handbag and fashion accessories space working with brands like Rebecca Minkoff and Jason Wu. The first market for the new Kenneth Cole assortment will be December, showing the fall 2026 collection, selling at better department stores and select specialty stores globally.

"Kenneth Cole was a very successful handbag resource for years," Sam Hafif, chief executive officer of Concept One, said. "We had been in touch with the company over the past several years and agreed that now, following the successful relaunch of the brand's women's apparel, is the right time for the brand to get back into the handbag and small leather goods categories. Several of our retail partners had expressed interest in adding their brands back into their assortments, and we are very happy to be able to work with Emily Cole and the team at Kenneth Cole on this exciting opportunity." — THOMAS WALLER ▶



Kenneth Cole is relaunching handbags.

The Italian soccer team sporting the Emporio Armani off-field uniforms.





Hannah Rose in Matières Fécales' fall 2025 campaign.

A Sense Of Place

With Paris nearly emptied of Parisians in August, Hannah Rose Dalton and Steven Raj Bhaskaran had Place Vendôme pretty much to themselves one fine morning recently when they shot the campaign for their debut Matières Fécales collection. She modeled; he snapped away.

The iconic square, home to the Ritz hotel and the world's top jewelry brands, is as establishment and posh as it gets – a nice foil to their striking, hunch-shouldered tailoring, artfully tattered sweaters, opera gloves lined with metal spikes, and a hairy shearing coat that brings to mind an albino Sasquatch.

The images break Friday on Matières Fécales' Instagram channels, which together boast more than a million followers.

"An Instagram post can go a really long way to communicate your values, your message, your vision," Bhaskaran said. "The campaign is a way for us to express ourselves in a different way than just through the fashion show... and to showcase the authenticity that we feel in the clothes, and hopefully have that resonate with future clients."

The newest addition to the brand development division of Dover Street Market Paris, Matières Fécales was sold into around 25 retailers with the debut fall 2025 collection, including the likes of H.Lorenzo, Ekseption Madrid, Ssense and five Dover Street Markets. At its Paris emporium, Matières Fécales's tailoring, shredded tweeds and mohair knits have been selling briskly their first week on the rails, despite the hot weather, Dalton enthused. "Fashion is not just the show and the imagery – it's a business at the end of the day."

"We're just excited to see people wearing it, to see how they interpret it, how they live in it, how they

transform in it," Bhaskaran piped in. "And that's what's super exciting for us."

The young Canadian couple are recent transplants to the French capital, having logged a decade as content creators, performance artists and DJs fond of zombie makeup and body dysphoria, slowly scrabbling their way onto the international fashion scene.

They have not been welcomed everywhere in Paris with open arms, sometimes refused entries to restaurants, or verbally berated for their alien-esque appearance.

"We experience such polarizing reactions to what we do," Bhaskaran said. "Maybe what's shifted is that we don't feel as alone anymore in this journey, and we found so many like-minded people that we can connect with."

"Now I feel like we're more confident in our skin," Dalton said, adding with a good-natured chuckle, "So if you like it or not, we're here."

Dalton also let slip that Matières Fécales will return to Place Vendôme for its next runway show, scheduled for Sept. 30 during Paris Fashion Week. – MILES SOCHA



Luke Combs with his wife Nicole at the ACM Honors.

Standing Out

Who says camouflage and red carpet don't mix?

Luke Combs proved that wrong on Wednesday night when he arrived at the Academy of Country Music Honors awards show in a custom suit inspired by his Columbia Sportswear Performance Fishing Gear collection.

The country artist, who is also an avid hunter and fisherman, wears PFG gear almost exclusively on stage and off, and earlier this year, worked with the company on a special Turkey Hunting Collection featuring a Mossy Oak Greenleaf camouflage print.

For his red-carpet look, that same camo print was used for the lining of the jacket and pockets – as well as a pocket square. He paired the solid black, single-breasted suit with his trademark Bahama II black button-down shirt.

Combs' custom look was created by Nashville tailor Eric Adler in partnership with the artist's stylist, Katy Robbins. It featured a mesh lining along with Columbia PFG labels, trims and finishes.

Columbia also outfits Combs' tour crew and some of the staff at his newly opened Nashville bar, Category 10.

At the event, Combs was presented with the ACM International Award, which is inspired by the late Jim Reeves, and presented to an artist for outstanding contributions to the growth of country music internationally.

Combs boasts more than 10 billion streams and 25 million monthly listeners and has sold out shows in the U.K., Ireland, the Netherlands and Australia. An Asheville, N.C.-native, he is a two-time Entertainer

of the Year of the Country Music Association and was the first country artist to have three singles certified RIAA Diamond. Last year, he helped raise more than \$24.5 million by spearheading a Concert for Carolina benefit concert for Hurricane Helene relief efforts. – JEAN E. PALMIERI

Taking The Pulse

Moose Knuckles has launched "Pulse of the City," its fall 2025 global campaign and the first under newly appointed chief executive officer Ellen Kinney and its revitalized leadership team.

As reported, Kinney joined the Montreal-based company in May, having been president and CEO of Los Angeles-based ALC. Her earlier roles included CEO of Kendall + Kylie, and executive vice president and chief merchant at Derek Lam International.

This season signals a new chapter for Moose Knuckles, reimagining its bestselling core silhouettes for its customer base who move with purpose through the world's style capitals. Spanning seven global hubs – New York, Montreal, Paris, London, Shanghai, Milan and Tokyo – "Pulse of the City" captures the rhythm of modern life at the intersection of business, fashion and art.

Moose Knuckles will have immersive pop-ups and activations in key cities, creating opportunities to connect with local audiences and celebrate the brand's Canadian spirit on an international stage.

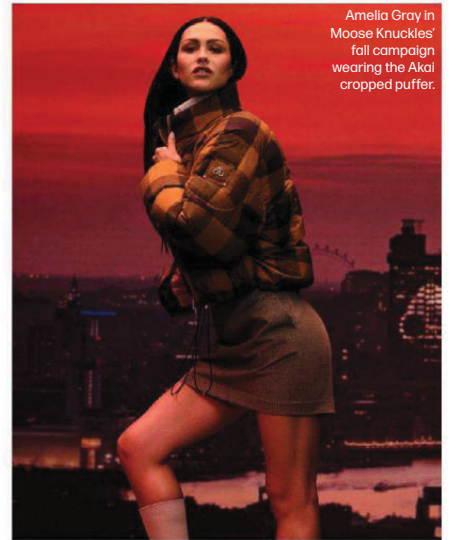
Model Amelia Gray returns as the face of the campaign, which was photographed by Richie Talby. The visuals channel the energy of each city.

Fall 2025 offers four iconic styles grounding the brand: The Ballistic Bomber, 3Q, Stirling Parka and has Debbi Bomber. All these staples have enhanced internal components, refined workmanship and innovative down technology.

"While staying true to our Canadian roots in outerwear, fall '25 celebrates the unique perspectives of our global community and cultural leaders, offering a fresh mix of product for the evolving needs of their lifestyles that's as bold, adaptable and forward-thinking as they are," Kinney said. "This is just the beginning as we focus on continued innovation, global growth and expansion in the coming seasons."

In 2019, Cathay Capital bought a stake in Moose Knuckles.

The fall 2025 collection is available at global retailers, Moose Knuckles outposts



Amelia Gray in Moose Knuckles' fall campaign wearing the Akai cropped puffer.

and mooseknucklescanada.com, with prices ranging from \$850 to \$2,000. – LISA LOCKWOOD

Hello Manchester

Manchester, England, is buzzing with fashion.

Manchester Fashion Week has announced the line up for its three-day fashion event running from Sept. 9 to 11.

The program is filled with a selection of fashion panel talks, workshops and a runway show on the third day that will showcase conscious brands.

Speakers include Carry Somers, founder of Fashion Revolution; Safia Minney, founder of Fashion Declares; designer Wayne Hemingway; musician DJ Paulette, and sustainability consultant Lavinia Muth.

While London has historically been where fashion moments happen in the U.K., Manchester has emerged as a key fashion hub in the past decade with the rise of ultra-fast-fashion brands like Boohoo, Misguided and Shein's latest upmarket experiment Musera.

Manchester Fashion Week will take place from Sept. 9 to 11.

