

WWD

Fashion. Beauty. Business.

Atmore Promoted

Michael Atmore has been named WWD's editor in chief, in addition to his role as chief brand officer of FMG.

Page 2

From the Archive

A look back at the trailblazing career of Kenzo Takada, including a WWD interview with the designer from 1974.

Pages 12 to 15

Eyes on Scott

Kendra Scott is debuting her first ophthalmic and sunglasses collection in partnership with Marchon.

Page 16

The Stream Team

From Kai Cenat to Wendy Ortiz and a proliferating number of other Twitch-native internet celebrities, the influencer era is quickly morphing into the streamer era.

With the rapt attention of Gen Alpha and Gen Z in one hand and mounting entrepreneurial ambitions in the other, this cohort is redefining the social media ecosystem – and just how far they can take their influence – as we know it.

For more, see pages 4 and 5.



Michael Atmore



“The future of WWD, and the industry it serves, has never been more vibrant, and it’s exciting to take the brand to the next level on a global scale.”

MICHAEL ATMORE

an extensive background in retail, having served as editorial director for a group of retail-based publications at International Thomson. He has also held top editorial positions at U.S. Business Press and Harcourt Brace.

WWD provides a balance of timely, credible business news and key fashion trends for leading retailers, designers, manufacturers, marketers, financiers, Wall Street analysts, international moguls, media executives, ad agencies, trend-makers and global consumers. Founded in 1910 by Edmund Fairchild and helmed for more than two decades by legendary publisher John B. Fairchild, WWD has been the daily media of record and the industry voice of authority for more than 115 years. Operated and published by Penske Media Corp. under Fairchild Media Group, WWD reaches a global audience of nearly 16 million-plus every month across print, digital, mobile, video, social and events, including the annual WWD Apparel & Retail CEO Summit and Global Summits in three international markets. As an increasingly complex marketplace heightens the need for information and competitive intelligence, WWD delivers spirited coverage with frequency, integrity and a legacy of getting it right and getting it first.

FMG is the leading source of fashion news and analysis for industry leaders and the global fashion community.

Established in 1892 by Edmund Fairchild, Fairchild Media Group’s brands include WWD, FN, Beauty Inc and Sourcing Journal. FMG further includes Fairchild Live, the global live events division producing 30-plus global thought leader and consumer experiences, and Fairchild Studio, a multiplatform content production team, executing more than 250-plus brand partner programs annually.

FMG content reaches a 17.5 million-plus international audience of industry executives and highly engaged consumers across all media platforms.

PMC is a leading global media and information services company whose award-winning content attracts a passionate monthly audience of more than 350 million. Since 2004, PMC has been a pioneer in digital media and live events, reaching viewers on all screens across its ever-growing constellation of iconic brands, which includes Variety, Rolling Stone, The Hollywood Reporter, Billboard, Dick Clark Productions, WWD, SHE Media, Robb Report, Deadline, Sportico, BGR, ARTnews, Fairchild Media, Vibe, IndieWire, Artforum, Gold Derby and Luminate, the premier data and analytics company.

In addition, PMC owns several of the most iconic and vital cultural events such as The Golden Globes, Country Music Awards (ACMs), Billboard Music Awards (BBMAs), New Year’s Rockin’ Eve, SXSW, American Music Awards (AMAs), LA3C, Life Is Beautiful, Latin Music Week and ATX Television Festival.

PMC is headquartered in New York and Los Angeles with additional offices in 14 countries worldwide.

BUSINESS

Michael Atmore Promoted To Editor in Chief of WWD

● Atmore continues in his current role of chief officer of WWD parent Fairchild Media Group.

BY WWD STAFF

Fairchild Media Group, a division of Penske Media Corp., on Monday announced the elevation of Michael Atmore to editor in chief of Women’s Wear Daily, in addition to his role as chief brand officer of FMG.

In this expanded capacity, Atmore will lead the WWD editorial team in delivering its award-winning breaking news and business coverage, while guiding the brand’s continued evolution across digital, print, social, video and e-commerce platforms. Footwear News editorial will continue to report into Atmore, as will the expanding team responsible for FMG’s live events, summits and experiences.

Atmore will report directly to Amanda Smith, chief executive officer of FMG, and James Fallon, chief content officer of FMG.

“Michael’s leadership and vision have been instrumental in shaping Fairchild Media’s decades of innovation and success. His dedication to the Fairchild company, its brands and its people have been nothing short of extraordinary,” said Jay Penske, chairman and CEO of Penske

Media Corp. “I am confident that he will uphold excellence across FMG, and under his guidance WWD will continue to set the benchmark in fashion, beauty and business media.”

“Michael is an exceptional leader. This achievement recognizes his hard work, talent and the successes he has earned. He has a clear vision on how we can build and expand our brands at Fairchild, and I am delighted to recognize him with this well-deserved promotion,” Smith said. “WWD is on fire with a growing audience, thriving live events business and unparalleled journalism. As we celebrate 115 years, Michael’s vision will be key to growing and shaping our future.”

“As editorial director of Footwear News and head of Live Events, Michael has brought remarkable insight and expertise to those roles, helping them innovate and evolve while always staying true to the editorial excellence in our DNA. We are excited to now have him take on a greater role at WWD as editor in chief,” Fallon said. “His storied tenure and vision continue to elevate every facet of our work.”

“I am honored to lead the incredible WWD team, the undeniable voices of authority, and to guide the legendary title into the next chapter with forward-looking content that amplifies our reach across multiple platforms in an ever-evolving fashion landscape,” Atmore said. “The

future of WWD, and the industry it serves, has never been more vibrant, and it’s exciting to take the brand to the next level on a global scale.”

Fairchild Media Group recently revealed key milestones in its digital and experiential transformation, including the re-platforming of FN onto the WWD digital platform and the expansion of its global live events portfolio, all as WWD celebrates its 115th anniversary this year. The digital move is complemented by the growth of FMG’s renowned live programming across its brands. This past June underscored FMG’s unmatched momentum, with FN marking its 80th anniversary alongside industry luminaries in New York City, and WWD launching its new Culture Club franchise in London, spotlighting the intersection of business, culture and creativity in fashion capitals worldwide.

These milestones build on the success of FMG’s marquee programming, from the annual FN Achievement Awards, or FNAAs, often called the “Shoe Oscars,” to WWD’s first red-carpet livestream from the Golden Globes and Style Awards earlier this year, which together generated more than 8 billion media and press impressions.

Prior to joining Fairchild in 1997, Michael was founding editorial director and publisher of Footwear Plus. He has

ACCESSORIES

Tiffany & Co. Brings 'Legendary Legacy' Exhibition to Bangkok

● The first Tiffany & Co. exhibition to come to Thailand was marked by an opening party with a menu by Chef Ton.

BY THOMAS WALLER

Tiffany & Co. unveiled its latest exhibition, "Legendary Legacy," in Bangkok.

"Thailand's unique balance of tradition and modernity offers an ideal backdrop to showcase the visionary works of legendary designer Jean Schlumberger," Anthony Ledru, president and chief executive officer, said to WWD. "Inspired by his travels across Southeast Asia, several of Jean Schlumberger's exquisite designs such as the Elephant Head Clip with diamonds, emeralds and turquoise, reflect his deep respect for Thai culture and Tiffany & Co.'s authentic connection to the region. In a country where heritage and innovation coexist, 'Legendary Legacy' invites visitors to connect with Tiffany's storied legacy and enduring creative spirit."

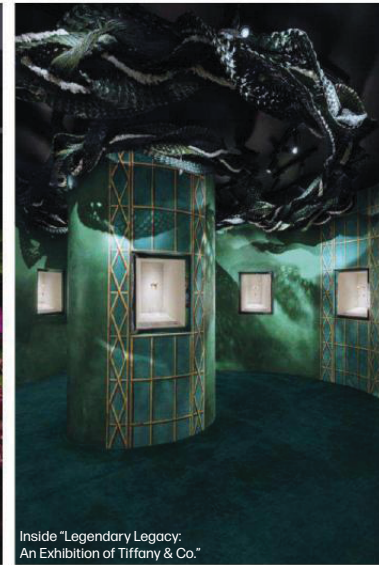
The exhibition marks the brand's first exhibition in Thailand, offering an exploration of Tiffany & Co.'s design heritage through the lens of legendary designer Jean Schlumberger. Set across five rooms, guests are told a story of design, creativity, and heritage with unique selection of over 50 objects from the Tiffany Archives.

The experience begins with "Guadeloupe: An Island of Inspiration," offering insight into how Schlumberger drew from the rich natural beauty of the Caribbean Island of Guadeloupe, where he had a home, to inform his creative vision. Next, in "Garden of Imagination," guests will explore his fascination with creatures, plants and landscapes of the natural world reinterpreted with surreal beauty.

The "Depths of Beauty" follows, featuring creations inspired by Schlumberger's deep passion for the sea, such as the Hedges and Flowers necklace with yellow sapphires, turquoise and diamonds. The exhibition then moves into "Wings: Symbols of the Soul," a space dedicated to flight and transformation.



Sririta Jensen, Baifern Pimchanok, Win Metawin and Aff Taksaorn.



Inside "Legendary Legacy: An Exhibition of Tiffany & Co."

The exhibition concludes with the 128.54-carat Tiffany Diamond – the cornerstone of Tiffany & Co. – and for the first time in the region, exhibited in its fifth and latest setting. The current design draws inspiration from the iconic Bird on a Rock brooch, one of the Tiffany Diamond's previous settings.

This exhibition was marked with an opening party at One Bangkok Thursday night, set against panoramic views of the

city skyline and Lumpini Park. Guests including Aff Taksaorn, Sririta Jensen, Win Metawin, Baifern Pimchanok, Anne Curtis Smith, Marion Caunter, Nathan Hartono, Thien An, Ninh Duong Lan Ngoc, Dong Nhi, Thanh Thuy, and more enjoyed a bespoke menu by acclaimed Thai Chef Thitid "Ton" Tassanakajohn.

"Legendary Legacy" is open to the public at One Bangkok, Tower 4, until Sept. 7.

BUSINESS

NFL Names Abercrombie & Fitch Official Fashion Partner

● This new deal marks an expansion of the retailer's relationship with the football league.

BY JEAN E. PALMIERI

Abercrombie & Fitch continues to deepen its relationship with the National Football League.

The league has signed a multiyear deal that makes the apparel retailer its Official NFL Fashion Partner, a first for an NFL sponsor.

A&F first began working with the NFL in 2022, a deal that started out small, with a focus on fleece and T-shirts and has since expanded to include sweaters, outerwear and hats for all 32 teams. Last week the company tapped Pittsburgh Steelers linebacker TJ Watt and his wife, former professional soccer player Dani Watt, to be the face of its Your Personal Best (YPB) brand.

Under the terms of this new deal, A&F will work with NFL players to design a lifestyle assortment of apparel for fans and will also feature the athletes in campaigns for the line. The retailer will have a visible presence at NFL's top events in the U.S. and overseas as well as within its retail stores worldwide.

"As the NFL continues to evolve, we are partnering with brands that share our strategic vision," said Tracie Rodburg, senior vice president of global partnerships at the NFL. "Naming Abercrombie & Fitch as an official sponsor reinforces our position as a growing leader in the fashion community, creating deeper connections with our fans

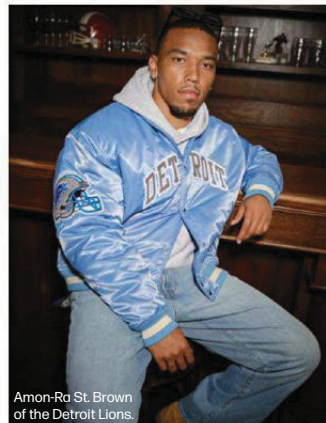
at the convergence of fandom and fashion and celebrating our players' dynamic style."

The partnership demonstrates the league's ongoing efforts to grow its fan base, especially among females – who make up nearly half of all NFL fans – by providing stylish options for them to wear to support their favorite teams.

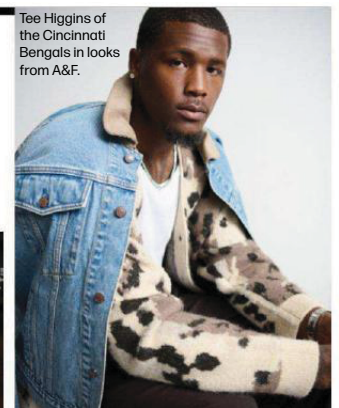
"We're uniquely positioned for this moment where sports, fashion and culture are converging like never before," said Abercrombie & Fitch Co. chief executive officer Fran Horowitz. "We've been working with the NFL and premier NFL athletes for several years, so officially becoming a league sponsor is a natural progression. As a style authority, we're creating products that let fans represent their team while expressing their personal style. This NFL partnership goes beyond licensing – it is about meeting the needs of an expanding audience. Together, the NFL and Abercrombie are helping to build fandom through fashion."

Another component of the partnership features the launch of the Abercrombie Style Concierge where select NFL athletes will work with Abercrombie's in-house stylists to be outfitted in the best looks for their style and schedule.

To promote the partnership, A&F debuted a national campaign for fall titled "Style Concierge" featuring players known for their style off the field. These include McCaffrey along with Amon-Ra St. Brown (Detroit Lions), CeeDee Lamb (Dallas Cowboys) and Tee Higgins (Cincinnati Bengals). Each of the players has worked with A&F to codesign limited-edition apparel that will be available for sale during the upcoming NFL season.



Amon-Ra St. Brown of the Detroit Lions.



Tee Higgins of the Cincinnati Bengals in looks from A&F.



CeeDee Lamb of the Dallas Cowboys.

The marketing campaign represents the largest advertising investment A&F has made in the sports space and will run nationally on traditional and cable television as well as Meta, TikTok and NFL-owned channels.

"Style has always been a part of the NFL's DNA, from the history of the game to players' gameday outfits," said Kyle Smith, fashion editor for the NFL. "Partnering with Abercrombie & Fitch lets us honor that legacy while introducing a new generation of fans to looks that are timely, versatile and connected to the culture of NFL football."

"Performance starts with confidence, and for me, that means feeling good in what I wear," said McCaffrey. "Abercrombie understands that style and comfort go hand

in hand. This partnership lets us bring fans apparel that delivers on both fronts, so they can represent their team with the same confidence I feel when I suit up."

The latest collection of men's and women's apparel includes hoodies, sweatshirts, T-shirts, outerwear, and accessories for all NFL teams and is available at select Abercrombie stores and online.

Inside the Burgeoning Business of Twitch

The once-casual, gaming-focused streaming platform has become a juggernaut for a new generation of internet celebrities, who are going beyond mere social influencing to forge new frontiers of entertainment, consumer products and more. **BY NOOR LOBAD**

Kai Cenat, streamer and Tone cofounder.



It's time for the streamers.

If the 2010s marked the onset of the influencer era, the 2020s are poised to become similarly synonymous with the rise of streamers, who are beginning to make their mark on fashion, beauty and business.

In fact, some of the most influential online personalities of recent years — Kai Cenat, Hasan Piker, Tyler Blevins, Valkyrae and more — are not primarily of Instagram, TikTok nor YouTube fame like influencers past; they're native to Twitch.

Launched in 2007 as Justin.tv, Twitch is a streaming platform which became best known in the 2010s as a place for gaming and esports fans to watch streamers play their favorite games — from Halo to Fortnite to World of Warcraft and beyond.

Though Twitch, which was acquired by Amazon in 2014, isn't the only platform known for this kind of live content, it is one of the most dominant, tracking ahead of YouTube Gaming, Steam and Kick in 2024 by both hours watched and unique channels, according to a joint report by Streamlabs and Stream Hatchet.

The platform nets more than 105 million monthly active users, and while games like League of Legends and Grand Theft Auto V remain among the top-viewed categories

on Twitch today, broader-appeal categories — “Just Chatting” and “IRL” (an acronym for “in real life”) among them — have also soared to prominence post-pandemic, casting a wider audience net.

“The Twitch landscape has evolved immensely over the last 10 years,” said Mike Lee, who heads up United Talent Agency's gaming and esports talent division. “Live content — mainly, live sports — has always driven culture, and Twitch did a great job during COVID-19, when everyone was sheltered at home, of giving people a peek into other people's lives. That accelerated this trend that was always going to happen, of more and more people discovering livestreaming and live content.”

Even though TikTok was popularizing a rather opposite mode of content — shortform video — at the same time, Twitch saw a boom during pandemic lockdowns. Not only did this period mark an increase in non-gaming content on the platform, it also brought more female users, as well as Gen Alpha and Gen Z users, into the fold.

As a result, the platform's heaviest hitters have been quietly building sky-high levels of influence among these audiences, and are now setting their sights on forging new frontiers of entertainment and consumer products in ways that are poised to impact culture in a big way.

“In terms of what kids are paying attention to and what drives culture, Twitch and livestream are at the center right now,” said Reed Kuchscher, founder and chief executive officer of talent management company Night.

The way seasoned beauty executive Nathaniel Weiss sees it, “streamers, especially IRL streamers, are kind of like a modern version of late-night television. They'll be on for a couple of hours; there's sometimes a comedy piece, a music piece, and then there's almost this miniature media cycle that happens between Twitch, TikTok and X, where things that happen on Twitch get clipped and become news on other social media platforms.”

Weiss would know: last year, he left his post as president of clean body care brand Nécessaire to serve as chief executive officer of Tone, a fragrance-led personal care brand founded by none other than Cenat and his crew of fellow Atlanta-based streamers including Duke Dennis, Fannum, ChrisNxtDoor, ImDavisss and Agent 00, who collectively comprise a content group called AMP (“Any Means Possible”).

With 18.6 million followers, Cenat is the third most-followed Twitch streamer, behind gaming-focused Blevins, who goes by “Ninja,” and Ibai, a Barcelona-based esports commentator. He and AMP are best known for their vlog-style broadcasts,

with Cenat also drawing A-list guests ranging from Kevin Hart to Nicki Minaj to his streams.

In February, Tone debuted direct-to-consumer with a range of body lotions, deodorants and lip balms coming in four unisex scent families, each priced under \$15. In less than a week, the brand crossed the seven-figure sales threshold and by July, the brand launched nationwide at Target, where it is now “one of the top-performing deodorant and fragrance brands since launch,” said Weiss. Data from CreatorIQ shows the brand surged to 6.6 million (non-Twitch) impressions in July following the launch, up from around 309,000 in June. ▶



Tyler Blevins, aka “Ninja”



Valkyrae

Tone, which is incubated by Night, was unveiled via a streaming broadcast, and its founders have continued to market the brand primarily through the medium since.

“These new streamers – they have a playbook. They know what it takes to get popular, they know what it takes to be a good brand ambassador – the opportunity to make streaming a career is better now than it has been,” said Lee.

Indeed, Blevins, who took to the platform in 2011 and soon became its biggest Halo streamer (which, he clarified, at that time meant getting around 500 viewers per stream – a far cry from his now-typical 100,000 to 500,000-viewer range), has similarly leveraged his following into entrepreneurial savvy.

In 2023, the gamer cofounded flavored cashew milk brand, NutCase, with Joelle Weinand, aiming to capture momentum for milk alternatives as well as the internet’s mounting affinity for “lil sweet treats,” as Blevins put it. (See: Dubai chocolate, strawberry matcha, Swedish candy store BonBon, among such viral fixations).

“NutCase is for anyone who has a sweet tooth and wants a sweet treat but doesn’t want to eat, for example, a whole pint of ice cream,” said Blevins.

The brand recently underwent a reformulation, and on Oct. 1 will unveil new vanilla- and chocolate-flavored milks featuring a decreased calorie count (going from 180 to 120 per can) and a repositioning as “hydration milks,” said Weinand. The milks retail for \$36 for a pack of 12, and later this year will enter 12 Whole Foods doors in California, Nevada and Arizona, marking a first brick-and-mortar foray for the brand.

As for Blevins’ approach to streaming, he typically cross-streams on Twitch and YouTube each Tuesday through Friday from around 8 a.m. to 2 p.m., with his primary game now being Fortnite.

As far as what he typically talks about during these broadcasts, “I’m usually at the mercy of my chat,” said Blevins, adding that Twitch’s chat function, which allows streamers and their viewers to mutually react and engage live with each other, “is something streamers should always lean into – even if you just have one person talking to you, you can shoot the s-h-t for quite some time.”

This level of interactivity between streamers and their audiences is one thing that sets Twitch, and livestreaming more broadly, apart in the social media ecosystem.

“What younger audiences are looking for in online spaces has changed in a way that is very advantageous for Twitch,” said Rachel Delphin, chief marketing officer of the streaming platform. “Today, content is very much about live, unfiltered, no edits – and because streaming is long-format, you tend to get a real sense of a person and their personality in a way that you can’t necessarily get through different mediums.”

While TikTok is similarly driven by this kind of less-polished content, Twitch is creator-driven to the point where few brands operate, or know how to operate, a stand-alone presence on the platform.

More often, brands tap into Twitch by sponsoring broadcasts by popular streamers, but even then, those are mainly gaming, esports or streamer equipment brands.

“The brands that understand Twitch the most are the platform-endemic brands of the last 10 years, but we’re seeing a lot more savvy brands also come into the space,” said Lee.

Among those are E.l.f. Beauty and Red Bull, which have steadily invested in the world of streaming in recent years. Most recently, Red Bull sponsored Ludwig



Ahgren’s two-day Streamer Games earlier this month, which generated more than 32 million views across broadcasts by more than 62 participating streamers, per CreatorIQ.

Red Bull also counts multiple streamers among its roster of Red Bull Athletes, and at the Games announced the addition of Emily “Emiru” Schunk, a streamer with 1.8 million Twitch followers.

E.l.f., meanwhile, is one of a few brands that operate a stand-alone Twitch channel.

Its secret sauce? Platforming established individuals in the space to stream and game via the E.l.f. channel alongside the brand’s associate director of gaming and artistry, Anna Bynum.

“We’re proud to work with an incredible group of female creators on Twitch – we call them our ‘Gamer Squad,’” said Patrick O’Keefe, chief integrated marketing officer at E.l.f., adding that the squad includes popular gamers like Loserfruit, Mish, Stefsanjati and Jayden.

The brand’s Elfyou channel counts just over 26,000 followers, and its most-streamed broadcast, which ran parallel to the Super Bowl in February, was called The E.l.f. Time Show!, garnering 1.1 million live views and 2.4 million total minutes watched.

Further interest in beauty on Twitch is brewing, too.

Data shows that the GRWM (“Get Ready With Me”) tag has 888,000 hours watched so far in 2025 on Twitch, a 101 percent year-over-year increase. Plus, women streamers like Wendy Ortiz and Vanillamace, who previously built sizable followings on TikTok and Instagram, are now migrating to the platform – which is indicative of a larger trend happening among influencers.

“Five, six years ago, I think a large TikToker would have been like, ‘No – I’m happy with all the revenue I make on TikTok,’ where they love being able to make content, and then plan for a week, and then make different content – whereas with Twitch, you’re always making content on the fly,” said Lee, adding that UTA was drawn to Vanillamace in part because her 500,000-strong Twitch audience is more than 80 percent female. “That’s so rare for us, and that’s rare on Twitch – especially for someone of her size. But with more influencers like her coming onto the platform, that’s going to draw more brands to the space.”

When Valkyrae (whose full name is Rachell Hofstetter) returned to Twitch in January after her five-year exclusive streaming contract with YouTube expired, she reclaimed the title as the platform’s most-watched female streamer in her first week back, receiving over 706,000 hours of watch time.

She, too, previously dabbled in beauty with a short-lived skin care line called Rflect, which was codeveloped by brand incubator Ideavation Labs. The line swiftly faced skepticism regarding its claims about blue light protection, which were foundational to its products, and within two weeks of debuting at Ulta in 2021, the brand shuttered.

The streamer has moved onto other endeavors, though, most recently announcing the launch of a media company called Hih Studios last fall. “We’re going to be releasing animes, cartoons, shows – the possibilities are endless,” said Valkyrae. ■

Top 10 Brands on Sephora.com And Ulta.com During H1

Bestsellers include Clinique, Sol de Janeiro and both retailers' private label brands. **BY EMILY BURNS**

During the first half of 2025, consumers flocked to Ulta.com and Sephora.com to stock up on their beauty faves and several brands stood out, according to data from Navigo Marketing sourced from bestseller lists, ad data and more.

At both retailers, Sol de Janeiro was a significant winner, though the Brazil-inspired brand experienced stronger growth at Ulta Beauty. Several brands, including Kérastase and La Roche-Posay,

experienced significant sales increases during the period, as well.

Additionally, consumers were interested in both retailers' private label brands. At Sephora, Sephora Collection, though it dropped in sales during this time frame, maintained the number-one spot among shoppers. At Ulta Beauty, the Ulta Beauty Collection, which has also decreased in year-over-year sales, ranked at number three.

Predictably, the Ulta Beauty and Sephora consumer's shopping habits differed when it came to price. At Sephora, peak performance happens at around \$40, while Ulta Beauty experiences success across a range of prices with \$30 spend being the average for its top customers.

Here, a look at the top-selling brands on Ulta.com and Sephora.com during the first half of 2025.

	Ulta Beauty	Sephora
1	 <p>Clinique +.2 percent Share of sales: 3.2 percent</p>	 <p>Sephora Collection -.5 percent Share of sales: 4.8 percent</p>
2	 <p>La Roche-Posay +.7 percent Share of sales: 2.3 percent</p>	 <p>Sol de Janeiro -.4 percent Share of sales: 2.4 percent</p>
3	 <p>Ulta Beauty Collection -.1 percent Share of sales: 2.3 percent</p>	 <p>The Ordinary +.1 percent Share of sales: 1.9 percent</p>
4	 <p>Redken +.2 percent Share of sales: 2 percent</p>	 <p>Amika -.1 percent Share of sales: 1.7 percent</p>
5	 <p>E.l.f. Cosmetics +.2 percent Share of sales: 1.4 percent</p>	 <p>Kérastase +.6 percent Share of sales: 1.7 percent</p>
6	 <p>Sol de Janeiro +.7 percent Share of sales: 1.3 percent</p>	 <p>Rare Beauty +.1 percent Share of sales: 1.7 percent</p>
7	 <p>Tarte -.3 percent Share of sales: 1.3 percent</p>	 <p>MoroccanOil -.1 percent Share of sales: 1.5 percent</p>
8	 <p>OPI +.3 percent Share of sales: 1.3 percent</p>	 <p>Glow Recipe -.4 percent Share of sales: 1.4 percent</p>
9	 <p>Nyx +.1 percent Share of sales: 1.2 percent</p>	 <p>Fenty Beauty -.1 percent Share of sales: 1.4 percent</p>
10	 <p>Mac Cosmetics +.1 percent Share of sales: 1.1 percent</p>	 <p>Charlotte Tilbury -.3 percent Share of sales: 1.3 percent</p>

Borghese products.

Borghese Pops Up at Printemps

Printemps will offer three signature Borghese facials, all featuring the brand's bestselling mud mask Fango.

BY EMILY BURNS

Borghese's renaissance is going strong.

The Italian skin and body care brand is gearing up for a busy fall, as it opens a four-month spa residency at Printemps in New York City, launches on Ulta.com and Bloomingdales.com, preps for New York Fashion Week partnerships and celebrates the 40th anniversary of its bestselling mud mask Fango, one of which is sold every minute, with out-of-home activations. WWD previously reported that Borghese was on track to reach \$50 million in sales this year.

Through its spa residency at Printemps, guests can choose between three facials, including the Borghese Purificante Facial featuring its Fango Purificante Mud Mask, which is currently exclusive to Printemps, Borghese From Roma with Glow Facial and Borghese Sculpt and Restore Facial, in 20, 50 or 80 minute sessions, starting at \$125. All the facials will feature Fango and unique massage techniques featuring marble tools. This marks Borghese's first spa in over a decade, per chief operating officer Dawn Hilarczyk.

"Borghese is really giving back the gift of time. Fango, you do in five minutes. When you're in Italy, you're reclaiming this gift of time," said Hilarczyk, adding that guests will also take home a full-size Borghese product after their service. "[Printemps is] such a luxurious European retailer that really pride themselves on service and culture. That's who we are at Borghese. It's a way for us to bring back our Italian roots, which we started in the at-home spa to the consumer in 20 minutes."

Alongside this activation, Borghese is doubling down on its retail presence with existing partners like Macy's and new partners like Ulta.com, Bloomingdales.com and Neiman Marcus.

"I don't care where she shops, just shop Borghese. We need to meet the customer where she is, and the reality is, she does shop at at Ulta and at Neiman's, and she shops at Amazon," said Hilarczyk.

As Hilarczyk has been focused on Borghese's renaissance the last year, she said that the brand has experienced several wins. Fango sales are up 60 percent from last year; Borghese's direct-to-consumer business is up 21 percent with 34 percent coming from new customers; Borghese's Amazon business is up 61 percent with 70 percent coming from new customers, and the brand has secured five new retailers, eight new spas, four licensing agreements and launched on TikTok Shop. With this, Hilarczyk shared that there will be retail expansion and global expansion this year, as well as new product launches in 2026.

Debut Raises \$20 Million

The investment will accelerate the expansion of the biotech beauty company's AI-based ingredient discovery platform and scale its presence in Asia. BY KATHRYN HOPKINS

Biotech beauty company Debut has secured \$20 million in investment to enhance its AI-driven ingredient discovery platform and expand its formulation business in Asia.

The San Diego-based biotech start-up's fundraising round was supported by Fine Structure Ventures, EDBI, Wealthberry, L'Oréal, GS Futures, Sandbox Industries and Material Impact, among others. To date, Debut has raised \$85 million.

The latest fundraising round will be used to advance skin longevity innovation and scale its formulation business in the U.S. and Asia.

For ingredient discovery, it is focusing on the next-generation ingredients that target the 14 hallmarks of aging.

"Debut is laser-focused on staying at the forefront of skin care innovation and bringing cutting-edge biotech to every beauty brand with the highest-performing and most differentiated ingredients," said Joshua Britton, founder and chief executive officer of Debut.

He is particularly interested in longevity, the latest beauty buzzword: "The

antiaging slogan has gone away. It's all skin longevity. The problem with that is that to go after skin longevity, you have to address these 44 marks of skin aging and currently there are little ingredients that actually do that. So that's where our work becomes vital. We have to understand the science. We have to produce the ingredients. These ingredients will be new. It requires us screening 50 billion of them to find the right ones. But once we have them, then it will power all brands."

At the same time, the company is poised to enter the Asian market, starting with Singapore where the company will be partnering with leading brands to create custom ingredients and formulations for longevity skin care.

"AI combined with an understanding of skin biology enables the creation of custom formulation solutions for different geographies that has previously not been possible," Britton said.

In addition to ingredient discovery, Debut started dipping its toes into the contract manufacturing business last July, with the goal of bringing biotech

ingredients to the masses.

That same month, it signed an agreement with L'Oréal to develop more than a dozen bio-identical ingredients that will replace conventionally sourced ingredients

currently used in L'Oréal global beauty and personal care brands across skin, hair, color cosmetics and fragrance. This was the first big joint announcement from the two companies since the beauty giant led a \$40 million round of series B funding in the firm through its venture arm Bold in June 2023.

In addition to its contract manufacturing business, it launched its own skin care brand Deinde in January 2024.

"It's doing really well. It's on track again to meet or exceed its targets this year," Britton said.



Joshua Britton

Beauty Bets On Oishii

Oishii, the indoor vertical strawberry farm best known for its Omakase and Koyo berries, has been gaining buzz – and beauty collaborations – at high speed. BY NOOR LOBAD



A new crown jewel of foodie beauty collaborations is emerging.

Oishii, the indoor vertical strawberry farm best known for its Omakase and Koyo berries, has been on a cultural hot streak of late, reaching "It" strawberry status online and embarking on a slew of limited-edition drops with brands ranging from Cocolab to PopUp Bagels.

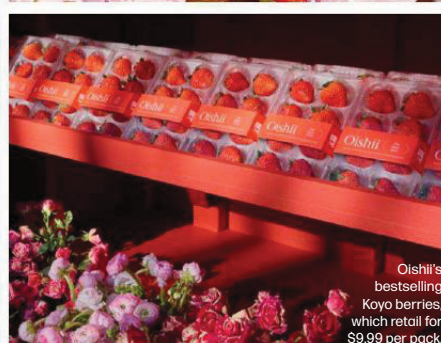
Most recently, the brand launched 10,000 units of a \$22 Oishii Berry Jam whitening toothpaste with Cocolab. This

follows a berry-infused wellness tincture collaboration with Apothékary this spring and a body wash and lotion duo developed with indie body care brand Iota last winter.

"Collaborations have been a great way for us to reach consumers outside of the grocery store," said Oishii's chief commercial officer Rita Hudetz, adding that the brand, which operates two indoor farms in New Jersey, is in more than 280 doors, with retailers like Whole Foods and Happier Grocer among them.



Apothékary's Oishii berry-infused tincture aims to reduce stress.



Oishii's bestselling Koyo berries, which retail for \$9.99 per pack.

"We've seen such a move toward premium, clean, delicious produce – consumers are just increasingly aware of hyper-processed foods being less healthy, but they still want that snack moment," said Hudetz, adding that Oishii has doubled its rate of growth in 2025 versus the year prior. Data from Spate shows Google searches for the brand have increased roughly 44 percent year-over-year.

Oishii's Omakase berries are priced at

\$11.99 for a pack of eight, while its Koyo berries are priced at \$9.99 and the brand's third strawberry varietal, Nikko berries, sell for \$7.99.

Founded in 2016 by Brendan Somerville and chief executive officer Hiroki Koga, the brand harnesses vertical farming and other technologies to replicate the growing conditions of Japan in an aim to grow fresh strawberries year-round.

"What we've become good at is creating the perfect day, every day, for our strawberries," Hudetz said. "We like to say we have 'smart' farms – they monitor environmental factors like humidity, airflow and nutrient levels to give our strawberries that great and consistent flavor throughout the year."

The brand's mounting collab caché is reminiscent of that of the Erewhon smoothie in 2023. The \$20 smoothie, produced by the upscale, Los Angeles-based health grocery store of the same name, drew celebrity and brand collaborators from Hailey Bieber to Bella Hadid to Miranda Kerr and more in droves around the time, with limited-edition blends tailored to each collaborator launching in rapid-fire succession to near-certain virality.

Erewhon also kicked off a first pressed juice collaboration with a beauty company that year, debuting a \$12 mushroom-infused juice inspired by Origins' Mega-Mushroom Restorative Skin Concentrate.

Elsewhere in 2023 beauty trends, "strawberry girl makeup" – a blushy look driven to popularity by none other than Bieber herself – rose to prominence and has seemingly reemerged as the prevailing trend each summer since.

Well-poised to benefit from both strawberry-inspired makeup fads and interest in food-beauty crossovers (Wonderskin's recent Chipotle-inspired lip stain has been another such success in that arena), Oishii aims to unveil more in the space soon.

"Lip gloss, nail polish, candles – we're open to things like that," said Hudetz, adding that the brand's second-half priorities include expanding its in-store footprint in the Midwest and working on additional strawberry varietals to introduce to its assortment.

Max&Co. Debuts in Fragrances With Mavive

The brand is entering the beauty arena with a trifecta of perfumes winking to Millennials and Gen Z customers with their catchy names and sweet-spot positioning. **BY SANDRA SALIBIAN**



MILAN – After having signed a licensing and distribution agreement with Venetian company Mavive last year, Max&Co. is making its official debut into fragrances.

As teased at the time of the deal, the first olfactory collection of the Max Mara Fashion Group-owned contemporary brand consists of three references that will launch in Italy next month.

The eaux de parfum will come with a sweet-spot positioning and catchy names winking to a Millennial and Gen Z target, such as “She Is a 10,” “Morning Can Wait” and “Good Vibes Don’t Lie.”

In an interview with WWD, Mavive’s founder and chief executive officer Marco Vidal highlighted that the three-folded debut is in sync with the fashion brand’s nature. “There’s not just one Max&Co. woman, as the brand resonates with different personalities and we wanted to represent these through the scents, too,” Vidal said about the project, which follows in the footsteps of Max&Co.’s new brand identity launched this spring and further builds momentum ahead of its 40th anniversary next year.

“That’s why we wanted to target three moments and have three different names, colors and even noses when working on these fragrances, offering both more

choice to customers but also thinking about having a larger shelf representation and visibility at perfumery stores,” Vidal said.

All fragrances were developed in collaboration with flavor and scent manufacturer Mane, leveraging also its innovative Wellmotion platform aimed at harnessing the emotional power of perfume by activating add-on modules enhancing the ingredients’ aromachological benefits and overall helping to achieve formulations that evoke a specific emotional response when used.

In particular, “She Is a 10” is a fruity and floral fragrance created by Violaine Collas blending essential oils of Italian bergamot and orange with strawberry extract and jasmine, among other notes. “Morning Can Wait” opens with citrusy accords that give way to the likes of Sambac jasmine, cocoa elixir and cedarwood in a juice conceived by Jérôme Di Marino, while master perfumer Véronique Nyberg mixed ingredients such as bergamot, violet leaves, frangipani, osmanthus, tonka beans and the Red Champaca flower for the “Good Vibes Don’t Lie” scent.

For the olfactory project, Max&Co. also continued its collaboration with

Pietro Terzini, a word artist known among Millennials for his catchphrases and whose social media popularity has secured him several collaborations in the fashion and luxury industry. Terzini already tied up with the brand twice as part of the &Co. collaboration project, most recently splashing his artworks on streetwear tropes in a capsule collection presented at Milan Fashion Week in February.

Terzini was back to curate the naming of the fragrances, which come in colored glass bottles alternating straight and curved lines and decked with red labeling. Each scent will be available in two formats, retailing 48 euros and 70 euros for the 50-ml. and 100-ml. sizes, respectively.

“It’s a key positioning, because today the segment of selective perfumery is struggling and there’s a trend to move toward extremely high-end, niche fragrances,” Vidal said. “We wanted to combine quality with approachable pricing, which is also what Max&Co. stands for and that can express even more efficiently in perfumery.”

Kicking off next month, the rollout will include a strict selection of 15 Max&Co. stores in Europe out of its global retail footprint of 400 doors, as well as its e-commerce. These will add to an exclusive distribution deal with Douglas, which will see the scents carried at 350 doors scattered across Italy.

“We picked and partnered with Douglas because it’s the main perfumery chain here, with the biggest market share and that has been increasingly specializing in enhancing brands and exclusive products,” Vidal said. “Italy is an extremely fragmented market when it comes to perfumery, so choosing such a group reflects a commitment in giving a consistency in terms of image, communication and services which is essential today, especially for Max&Co.’s debut into fragrances.”

A European rollout will follow suit, but Vidal said specific plans are being discussed according to the markets as “in some we will rely on Douglas, in others on other chains or proceed via a multichannel strategy.”

While a launch in the U.S. has been postponed also in light of the evolving tariff situation, a rollout in Asia is already in the pipeline – especially for China, South Korea and Japan – following the positive feedback the fragrances received when previewed at the TFVA Asia-Pacific show in Singapore earlier this year, Vidal said.

Although the executive declined to share projections, industry sources estimate the fragrance to generate 30 million euros in retail sales in the first year since the launch. In addition to Italy, Vidal sees Spain and the DACH area in Europe as main target markets, as well as the Middle East, where he plans to start launching the scents by the end of the year.

These regions are aligned with the best-performing ones for Mavive, which has a distribution network spanning more than 92 countries. After the domestic one, the U.K. and DACH markets are equally the strongest for the firm, whose total sales last year grew 4 percent to 43 million euros

versus 2023, when revenues were up 15 percent compared to the previous year.

“In general, today there’s a slowdown in the U.S., U.K. and in Europe, with some exceptions like Spain and Italy.... But we need to understand how long this instability will keep going,” Vidal said. “Plus there are new challenges when it comes to alcoholic perfumery, from new fragrance players such as influencer brands and Arab labels now expanding Europe to all the dupes, which are having a strong impact on the industry and devalue the work and professionalism of many companies.”

Still, Mavive will leverage product launches and new deals in navigating these challenges. Along with a consolidation of distribution, the 2026 agenda for the Max&Co. license will see an expansion of the collection with the launch of a fourth fragrance, Vidal teased.

The Max&Co. deal was part of the strategy of diversification of the Mavive portfolio and expansion of the offer, operations that will allow the company to support a five-year business plan that includes ambitious objectives with balanced growth.

Established in 1986 just like Max&Co., Mavive is an outgrowth of the family-run business Vidal Profumi launched in the early 1900s, and currently holds licenses for brands such as Furla, Genny and Police, in addition to managing the Italian distribution of Cristiano Ronaldo’s CR7 fragrances and Q+A body care products, among others.

The company has been particularly active in the past few months, introducing also “Amberness” and “Bergamood,” its first two fragrances for BMW, another license it added in 2023, while most recently it inked a licensing agreement with North Sails in June, which will result in the launch of the first scent “Ocean” next year.

Earlier this year, Mavive also signed a licensing and distribution deal with Fortuny, the Venetian company established in 1984 by Lindo Lando with the mission of perpetuating the legacy of famed designer Mariano Fortuny. Through its artistic perfumery label The Merchant of Venice, Mavive will create a high-end olfactory collection with the same goal, starting from three scents inspired by the famed Delphos pleated dress created by Fortuny in 1907 and worn by the likes of Isadora Duncan and Peggy Guggenheim. The fragrances will be developed with the support of set designer Pier Luigi Pizzi and launch by the end of 2025.

“In the past few years we had many offers of collaborations and attracted the interest of companies looking for stable partners with a long-term vision like ours,” Vidal said. “Today we’re trying to select projects with a strong identity. It’s no longer enough to have a global brand, but to have a strong character that can be translated into a fragrance, otherwise the game has to be played with tools we don’t have, like giant budgets.”

Asked if he’s eyeing a further portfolio expansion, Vidal bluntly said “hopefully not.”

“We need to focus on the existing projects, which need to be structured well and turned into successes. This is the time to consolidate, also because the market has completely changed compared to last year,” he said. “This sector kept growing throughout all last year and now we’re in a critical moment for different reasons. Of course, on one hand, there couldn’t be infinite growth, there weren’t the macroeconomic conditions for it to be. On the other, tariffs, wars and general instability added to the mix.... Now it’s time to be cautious and flexible, to observe which direction the market is going and know how to react fast.”



JOIN US FOR THE

SUMMER *Reset*

PRESENTED BY
P&G BEAUTY

LEVEL UP YOUR SUMMER HAIRSTYLING ROUTINE AND SCORE
PRODUCTS FROM *Beauty Inc's Greatest Hair Products of All Time*

SHOP NOW

EXCLUSIVE

Armani Beauty to Set Cinema Club At 2025 Venice Film Festival

The Giorgio Armani Cinema Club with Cate Blanchett, Aaron Taylor-Johnson and Sadie Sink among its attendees is only one of the activations the brand has planned. BY SANDRA SALIBIAN

MILAN - Armani beauty is taking its long-standing affiliation with the Venice Film Festival to the next level.

The brand, which will be the event's official beauty sponsor for its eighth consecutive year, is upping the number of activations for the upcoming edition, which is slated to kick off Wednesday and run through Sept. 6.

"Our presence here is a profound statement of cultural influence, a testament to Giorgio Armani's deep and continuing dialogue with cinema," said Richard Pinabel, global president of Armani beauty, which is licensed to L'Oréal.

"Cinema has always been at the core of our identity. What we do in Venice is not simply about presence – it is about creating spaces that honor artistic expression and amplify the dialogue between beauty and film," continued Pinabel, highlighting that "this edition of the Venice Film Festival gains particular significance as it coincides with the 50th anniversary of the Giorgio Armani maison."

To mark the occasion, Armani beauty is taking over the Venice Venice Hotel to set up the Giorgio Armani Cinema Club, a new format that aims to become a hub celebrating the seventh art, fashion, glamour and beauty for two weeks. From the branded facade to interiors revisited as a movie theater, the space intends to offer a gathering point for actors, friends of the brand and influencers to meet, relax and discuss movies during the event, as well as become Armani beauty's epicenter of content creation.

Along with long-standing Armani beauty ambassadors such as Cate Blanchett, Aaron Taylor-Johnson, Sadie Sink, Nathalie Emmanuel and Madisin Rian, actors spanning from Sofia Carson to Shailene Woodley and Riley Keough are expected to attend the curated program staged at the venue in-between their red carpet appearances.

The schedule will range from a dinner al fresco on the opening night of the festival, following the world premiere of "La Grazia," the new movie directed by Academy Award-winning director Paolo Sorrentino, to a deep-dive into artistry the next day via a masterclass with Armani beauty's global makeup artist Hiromi Ueda, among others.

The hotel will also be the stage for the production of behind-the-scenes videos realized with a cinematic approach, which will be shared on the brand's social media. These will add to content Armani beauty will develop in partnership with Variety, including the "Movie Night" series of episodes each starring two actors in an intimate conversation about film, beauty and storytelling. Pairings will include Sink with Molly Gordon, Carson with Emmanuel and young Spanish actors Julio Peña Fernández and Clara Galle.

The experience will culminate on Friday, when Armani beauty will host a dinner at Venice's landmark Palazzo Ducale, or Doge's Palace, a masterpiece of Gothic architecture that stands in the central Piazza San Marco square, adjacent to the iconic Basilica and with a wing overlooking the lagoon.

The following night, it will be the turn of the brand's fashion arm to stage a soirée at the Arsenale location to coincide with the



Cate Blanchett and Aaron Taylor-Johnson at the Venice Film Festival in 2024.

launch of Armani/Archivio, a new platform dedicated to all Giorgio Armani collections to date. As reported, the digital project – which will have a physical outpost outside Milan in the near future – is to be launched in the lead-up to the 50th anniversary's big celebrations that will include an exhibition opening at the Pinacoteca di Brera Museum in Milan on Sept. 24 and the Giorgio Armani spring 2026 runway show scheduled on Sept. 28.

Earlier this year the fashion house also unveiled the "Giorgio Armani Privé 2005-2025, Twenty Years of Haute Couture" exhibit at its Armani/Silos space in Milan to mark the milestone for the designer's Privé line. Running through Dec. 28, the showcase gathers more than 150 couture looks, including some custom-made Privé gowns seen on international red carpets through the years. These range from the Swarovski crystal mesh number worn by Blanchett at the 2007 Academy Awards to the custom champagne silk gown Demi Moore wore to scoop up her first Golden Globes award earlier this year.

Cate Blanchett attending the red carpet for the movie "Beetlejuice Beetlejuice" during the 81st Venice International Film Festival in 2024.

Cate Blanchett attending the red carpet for the movie "Beetlejuice Beetlejuice" during the Venice Film Festival in 2024.

Andreas Rentz/Getty Images/Courtesy of Armani beauty

Beyond memorable red carpet moments, Armani's ties with the world of cinema trace back to 1980, when the designer created the wardrobe for Richard Gere in the "American Gigolo" movie. Ever since, Armani has collaborated on more than a hundred films, ranging from "The Untouchables" and "Gattaca" to "The Wolf of Wall Street" and "Don't Look Up," to cite a few.

The brand has strengthened such a bond with its beauty line through different projects. In Venice, Armani beauty also supports and presents the "Audience Award" in the "Spotlight" competitive section dedicated to new cinematic voices and where the public is to select the best movie.

"In the Spotlight" is also the name of an Armani beauty activation concept that, after debuting at the Berlin Film Festival in February drawing the likes of Emmanuel, Rian and Sydney Sweeney, it is gearing up to debut in Shanghai's West Bund in partnership with Vogue Film next month.

"Our mission is to be present wherever stories are told on screen," said Pinabel. "Cinema is universal – it speaks to all audiences, across all borders. That is why Armani will always be in the spotlight, all year long."

Other film events Armani beauty



Nathalie Emmanuel, Sydney Sweeney and Madisin Rian at Armani beauty's event during the Berlin Film Festival in February.



Blanchett attending the red carpet for the movie "Beetlejuice Beetlejuice" during the Venice Film Festival in 2024.

partners with include Romania's Transylvania International Film Festival; the Karlovy Vary International Film Festival in Czech Republic; the San Sebastian Film Festival in Spain, and, starting from this year, the Melbourne International Film Festival and Mexico's Morelia International Film Festival.

As for the Venice one, the 2025 edition promises to serve big fashion moments. As reported, a Sofia Coppola documentary on Marc Jacobs will be unveiled on Sept. 2 as part of the out-of-competition section, adding to much-anticipated movie premieres that are expected to draw the likes of Julia Roberts, George Clooney, Al Pacino, Jacob Elordi, Idris Elba, Emma Stone, Emily Blunt, Laura Dern, Adam Driver, Ayo Edebiri, Andrew Garfield and Chloé Sevigny to the Italian red carpet.

WWD lab

LOS ANGELES BEAUTY

PRESENTED BY



BEAUTY
BARRAGE

**SPEAKER
SPOTLIGHT**



**Courtney
Claghorn**

Co-founder & President

SUGARED + BRONZED

10.06.2025

THE MAYBOURNE BEVERLY HILLS

BUY TICKETS

ATTENDEE INQUIRIES

Lauren Simeone
lsimeone@fairchildfashion.com

SPONSOR INQUIRIES

Melissa Rocco
mrocco@fairchildfashion.com

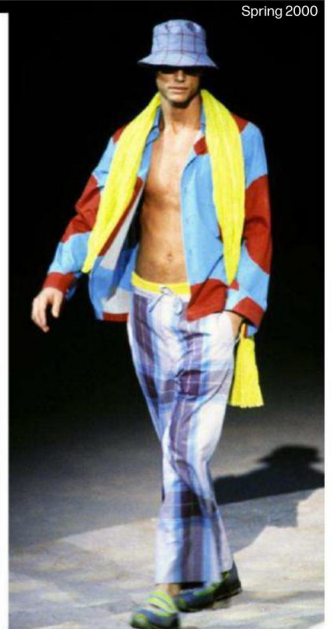
WWD

From the WWD Archive

Kenzo: Kitsch Meets Sophistication

Kenzo Takada revolutionized French ready-to-wear in 1970 with his brand of inclusive, vibrant, whimsical designs, establishing himself as an industry trailblazer. BY TONYA BLAZIO-LICORISH

Kenzo Takada in New York, 1995.



Takada and model Irina Pantoeva walk the finale of the fall 1999 show.

In this article from WWD on Jan. 4, 1974, Kenzo looks ahead.

PARIS – Just a few seasons ago, Kenzo Takada burst on the world fashion scene like a Fourth of July fireworks display.

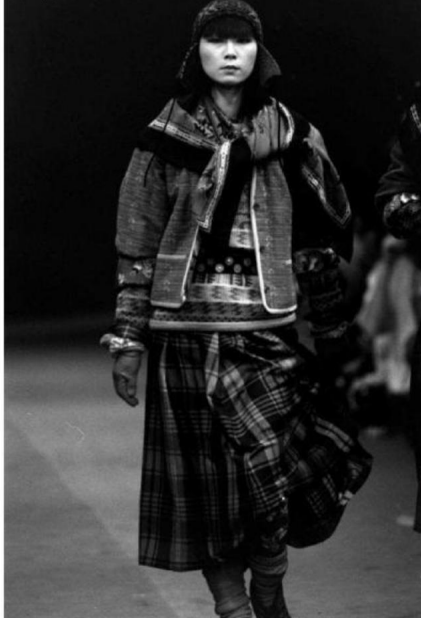
Looking ahead, the 34-year-old Japanese-born designer says that in 10 years he'll probably be no longer involved in fashion.

"For the time being," Kenzo says, "I like my job." And for the time being, this is what he foresees in fashion: continuation of the present direction for at least two or three seasons with no drastic changes.

"Then, something radical will happen. I don't know what the change will be, but it will be dramatic. The fashion world needs something like the impact of that first Courrèges collection again."

Kenzo doesn't know if he will be the one to bring about the revolution or whether he'll be washed under by the next fashion wave. "Doomed? I hope not," he laughs. "I think I know better than Courrèges how to dress women – how to bend." ▶

Fall 1984





Takada with models in the fall 1977 collection in Paris.



Fall 1986



Spring 2024



Fall 1986



The spring 1988 menswear show in Paris.



Spring 1983



Spring 1974

Kenzo with models photographed by Guy Marineau; Fall 1986, Spring 1988 menswear show and Spring 1983 by Fairchild Archives; Spring 2024 by Giovanni Giannotti; Spring 1974 by Reginald Gray

Kenzo believes very much in living in the present. "Every age and time has its problems. I escape a little bit from the tensions of today because I can't read French so I never read newspapers. I think what is important is to be happy in yourself. If you are not happy, you can't create. I think everyone should try to be calm. Not to be aggressive with the people around you. That's the biggest contribution each individual can make to peace."

"As for clothes, they are a language – a way of speaking. People will always be interested in dressing up."

He says his own attitude to the way he dresses is undergoing a subtle change. "I've always liked casual clothes – blue jeans, sweaters. Now, I want the best blue jeans I can find – the best sweaters."

– Patricia McColl

WWD

Winnie Harlow on the runway at the fall 2019 coed show.



The fall 1974 show in Paris.



Carol LaBrie in a look from the fall 1973 collection in Paris.

Men's fall 2024



Takada in his Paris studios, 1974.



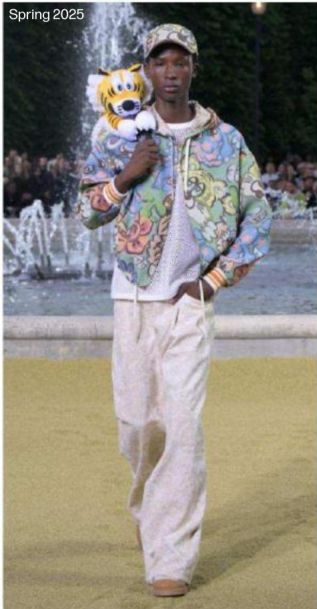
The spring 1986 show in Paris.

Spring 2000



LaBrie in a look from the fall 1973 collection in the Passage Verdeau in Paris.

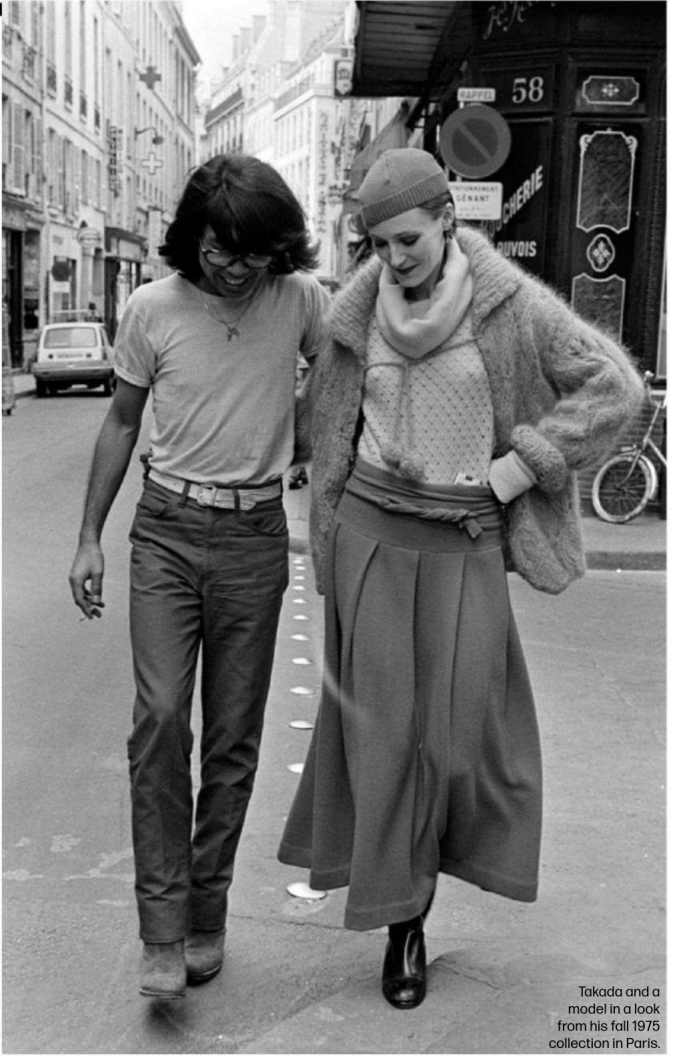
Spring 2025



Winnie Harlow, Men's fall 2024, Spring 2025 and Spring 2000 photographs by Giovanni Giannotti; Fall 1974 show, Spring 1986 show and Carol LaBrie in fall 1973 collection by Parcalli Archive; Kenzo, Takada and Carol LaBrie by Reginald Gray



Takada (center) with models in his fall 1973 collection.



Takada and a model in a look from his fall 1975 collection in Paris.

Takada with models and Spring 1974 photographs by Reinhold Gray, Kenzo and a model and Fall 1984 by Fairchild Archive; Men's spring 2026 and Spring 2023 coed show by Giovanni Giannoni



Men's spring 2026



Spring 1974 in Paris.



Fall 1984



The spring 2023 coed show.



Kendra Scott's debut eyewear collection with Marchon.

ACCESSORIES

Kendra Scott Debuts Eyewear

- Made in partnership with Marchon, the debut launches with both sun and optical options with a multigenerational customer in mind.

BY THOMAS WALLER

It's fresh eyes for Kendra Scott with the debut of the brand's first eyewear collection, in partnership with Marchon, part of VSP Vision.

Known for her colorful jewelry and accessories built on her brand philosophy of family, fashion and philanthropy, Scott said the expansion into eyewear has been bubbling up for quite some time.

"There's a picture of me in Hawaii in 2008 where I actually took one of our stones and I attached it onto the arm of my sunglasses to match what I was wearing on vacation," she recalled. "Sunglasses are just another fabulous piece of jewelry."

Scott founded her brand in 2002. Today she has carved out a unique space built around a customer base that spans generations. "If you go into any Kendra Scott store, you're going to see every age group under the sun. We've built that trust over the last 23 years, and they are screaming for more," the founder said.

The launch rolls out with 15 sun styles, priced from \$100 to \$180, and 16 optical styles, priced from \$118 to \$190, each with unique design cues from the world of Kendra Scott.

"If a new brand comes into the category, it needs to be special," explained Marchon global president and chief executive officer Thomas Burkhardt, adding that for Marchon to commit, the proposition had to stand out. "[It] immediately was clear that there's so much to work with for us, both from a product side, but also from a brand side

and the philanthropist side of the brand. We think this is going to be a meaningful addition to the category."

Last January, Marchon entered an exclusive, long-term licensing agreement to manufacture and distribute the Kendra Scott eyewear range.

Scott's brand comes with a built-in DNA on her custom shapes, color and innovative materials.

"These are things our customer recognizes and knows," the founder said, and the two teams worked closely to help bring the core aesthetic of her world to the frames. "It was really collaborative," she added. "They really listened, not just to our design team, but they spent time in our stores. They really paid attention to our customer base."

Originally the roll out was slated to be sun first but ophthalmic options quickly became a part of the conversation "I started thinking about my own personal journey, and I was almost legally blind in my right eye as a child; I remember going to the ophthalmologist. I remember trying to find frames that I liked that I felt beautiful in," Scott said.

The Marchon CEO added, "It's the most intimate accessory because that is the frame you wear on your face all day. I think bringing Kendra Scott to the optical category, with the richness of expression, I think will be very exciting for customers that already know and love the brand."

The debut rolls out Monday with a campaign across store, print, digital ads and social media, featuring one sun style and one optical frame. Both are crafted in premium acetate and designed to honor the brand's silhouettes with an "Elisa" acetate stone on the temple.

Beginning Sept. 10, the brand debuts at select optical retailers, department stores, Visionworks, Eyemart Express, Kendra Scott retail stores and online. "We really got an incredible buy in from virtually all the national large key accounts in the

optical category," Burkhardt said, noting brand debuts are typically slow to start, but not so with Kendra Scott. "It's a big bang out of the gate."

In Kendra Scott stores the roll out will incorporate a very serious topic for the Texas-based brand: football. "We are doing some really fun activations and events with some NFL and college football teams, including the University of Texas.

"Sunglasses are just another fabulous piece of jewelry."

KENDRA SCOTT

When you're sitting in those stadiums, you need those sunglasses," Scott said.

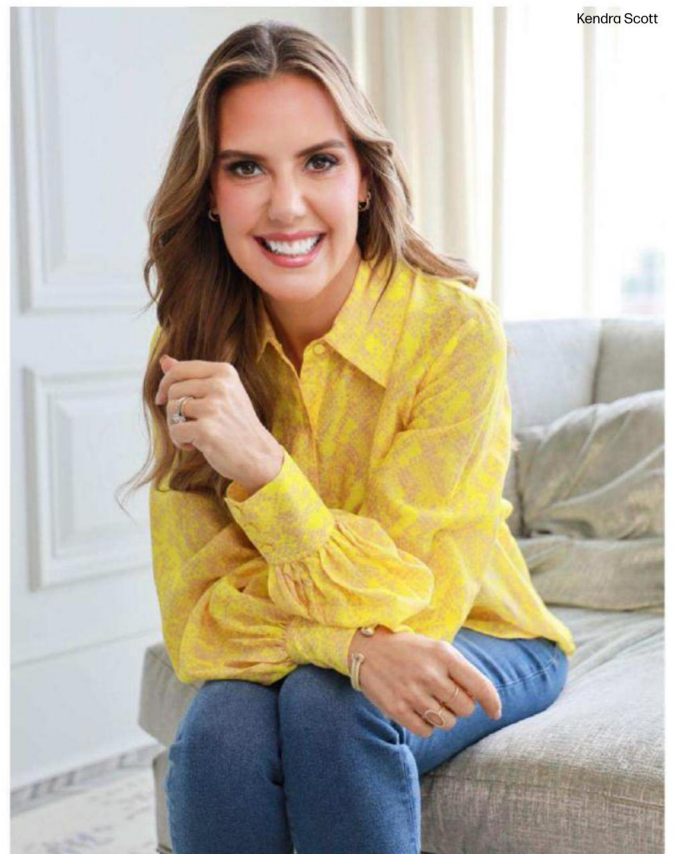
Beyond the product, the two companies' tenet to give back to the community also aligns. "We really overlap in our aspirations and our commitments in the philanthropic way Kendra does," Burkhardt explained, which will lead to many community-based events.

The first will be on Sept. 12 with VSP Eyes of Hope partnering with the Kendra Scott Foundation's Yellow Library program to provide no-cost eye care and eyewear to students who need them most alongside access to brand new books to encourage a lifelong love of reading. The event will take place at P.S. 132-Juan Pablo Duarte Elementary School in Manhattan.

For Marchon, Burkhardt admitted that the category is crowded, but he sees the addition of Kendra Scott bringing something new to the market. "I think it's the relevance that Kendra has built with her brand. This is a brand that's for the child, the mother, the grandmother, and this broad relevance in the engagement. That's unique. I think that will translate so well into the category," he said, adding that they have only scratched the surface of what is possible for the eyewear range moving forward.

"There's a lot of brands that try to become an overnight success," Scott said. "They'll just pop up on Instagram and maybe they're selling a product, but they don't have that legacy and trust. I think what sets us apart is that we have built true relationships and connections with our customers over the last 23 years. They trust our brand and that we're going to create beautiful products that have high quality that are attainable for them."

"That is what our eyewear is," she said.

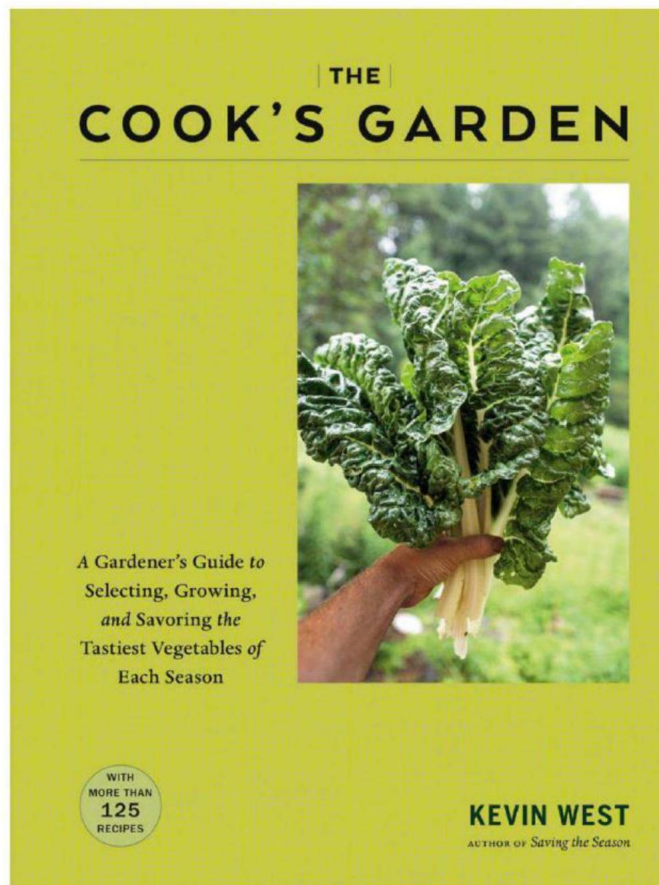


Kendra Scott

eye Kevin West's 'The Cook's Garden' Celebrates Seasonal Homegrown Cooking

The former W editor turned cookbook author draws on his gardening and culinary expertise to inspire readers with a guide to growing and savoring seasonal produce, blending simplicity with self-reliance.

BY KRISTEN TAUER



Photograph by William Hereford



Kevin West

Victory Garden Cookbook.” “The Cook’s Garden” builds upon the legacy of the Victory Garden movement, which began during World War I and continued through World War II as an initiative to support food self-sufficiency.

“It’s not been that long ago that growing some of your food, some summertime food, it’s just sort of a normal thing to do,” says West. “And that has kind of petered out over time. With the cookbook, part of the idea is to reclaim that sense of independence, that sense of growing what you like. But also there’s a certain kind of self-reliance that comes with that – which I find very heartening.”

What was supposed to be a “slimmer” book turned into a 496-page tome, which spans all four seasons. The book offers a primer on the ingredients needed to establish a garden – soil, sunlight – as well as a guide to season-defining produce and what to make with them. The book’s 125+ recipes are rooted in simplicity, with an eye toward inspiring cooks to explore their own culinary creativity. In tandem with the theme of self-reliance, West photographed all the imagery in the book himself, which mostly features produce grown from his own garden.

“It kind of became two books in one: how to grow what you love to eat, and then how to cook what you grow,” West says of the book. “It’s not about urban homesteading; it’s not about growing everything you eat. It’s not about self-sufficiency. It’s for a curious cook, who already does some of this and thinks, wow, it would be awesome to grow a little basil in the backyard. And it’s for the thoughtful gardener who already is growing some of this stuff, and maybe needs some more inspiration about what to do with seasonal food.”

It’s a pleasant day in early August; a hint of fall is already in the air, although the farmer’s market is still firmly in its prime summer season. West wanders into one market stall packed with fragrant herbs: basil, dill, shiso, lemon verbena. He leans in to smell the citrusy herb, breaking off a small piece. The author describes herbs as directional, cuisine-defining ingredients, and he begins to list off the various options in a market display before him: there’s thyme, which speaks French cuisine; shiso as an entryway to a Japanese palette; epazote for Mexican, tarragon for Italy and Southern France. “So you can really make the garden a portrait of your own style of cooking,” he says. “And herbs are really so much at the forefront of that.”

Nearby, he turns his attention to garlic scapes, which touches on the “root to flower” theme within his book, which advocates for using the entire plant. “We grow garlic for the bulbs, obviously. But then you have this thing which is actually delicious, and you snap it and blanch it like green beans. There’s an extra vegetable that you get out of the garden.”

Continuing to another stall, West points out blooming arugula and nearby dandelion greens. “There’s a very artificial distinction we make between crops and

weeds,” he says. “I spent a lot of effort growing various kinds of edible greens. If you’re growing arugula, and this comes up among the arugula, you should be eating this too. Because it’s food.”

He fires off the specific names of different produce varieties, honoring the granular quality of each category: the okra is Hill Country Red okra, peppers are Jimmy Ardello peppers, green beans are Romano beans. “There’s a tomato over there I wanted to see,” he says, pivoting focus to a display of strawberry tomatoes, named for their distinctive shape “and really fantastic flavor.” Neighboring tomatoes include the heirloom Brandywine with its pronounced ridges and the green zebra, which leads West to offer a historical primer on tomatoes, dating back to the 16th century.

It quickly becomes clear that West is not only passionate about produce, he could talk about it for hours with a level of specificity gleaned not only from experience, but also a research informed by his decades working as a journalist. West established his career as a longtime editor for W magazine, and released his first cookbook in 2013, which led him further into the food space. A few years later, he relocated to the Berkshires and pivoted his focus to gardening and cooking. But his magazine career still serves as a bedrock.

“I was having a conversation yesterday with Ruth Reichl about potatoes,” says West, who was readying for a public conversation with the editor in the Berkshires later that month. “We are both huge fans of potatoes. And she said something that I wrote in my book as well, which is: if you’ve never had a potato 15 minutes out of the ground, you’ve never had a potato,” he says. “Because a fresh potato totally changes the way you think about it.”

But for urban-dwellers without a plot of land at their disposal, all hope is not lost.

“Growing some herbs on a window sill, it’s a really amazing way to take a step towards home grown food and to bring all of these amazing flavors of the season into home cooking,” West says. “A can of white beans warmed up with some beautiful green olive oil over the top, and whichever chopped herbs you have: that’s now a homemade dish.”

Curried tomatoes and peaches, from “The Cook’s Garden” by Kevin West.



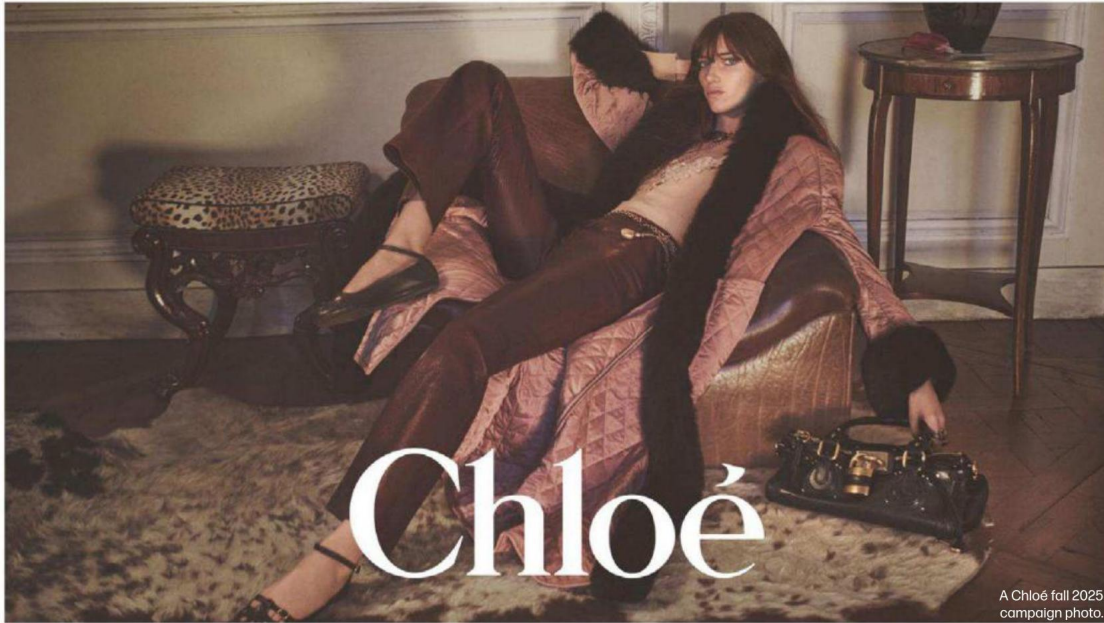
Kevin West is eager to offer a taste of his newest cookbook. And for the former magazine editor, there’s no better place than one of his old New York haunts.

“As a habit, I always check in on markets when I’m traveling, just to see what’s going on,” says West, standing on the periphery of the Union Square Greenmarket with a carton of blackberries in hand. A crusty baguette juts out of his tote bag, which will accompany him back to his home in the Berkshires later that afternoon.

West has already done a quick walkthrough of the market, and has his sights set on a few vendors stocked with the sort of seasonal produce that defines his new book, “The Cook’s Garden: A Gardener’s Guide to Selecting, Growing, and Savoring the Tastiest Vegetables of Each Season.” The book, crafted over several years, began as a “COVID project” when the editor of West’s previous book, “Saving the Season,” called and asked if he was interested in writing a book about cooking with garden-grown food.

“And I said, there’s nothing I would be more interested in,” says West, who was spending most of his days gardening and cooking. The concept was inspired by Marian Morash’s 1982 bestseller, “The

Fashion Scoops



A Chloé fall 2025 campaign photo.

the intersection of entertainment and fashion, and we are proud to partner with Christian Siriano to present his spring/summer 2026 collection for New York Fashion Week at our iconic Herald Square flagship," said Nata Dvir, chief merchandising officer of Macy's. "Christian is a true visionary, with designs that celebrate individuality, inclusivity and bold expression. These values that Christian champions align with our own commitments to fashion and creativity," Dvir said.

The runway show will be livestreamed across digital platforms for global audiences around the world. Attendees will include top fashion editors, stylists, celebrities, artists and cultural leaders.

Siriano established his eponymous collection in 2008. His designs have been worn by such well-known names as former First Ladies Jill Biden and Michelle Obama, former Vice President Kamala Harris, Angelina Jolie, Oprah Winfrey, Zendaya, Ariana Grande, Julianne Moore, Lady Gaga, Tiffany Haddish, Billy Porter, Cardi B, Whoopi Goldberg, Julia Roberts and Jennifer Coolidge, among others. Siriano also returned this summer to "Project Runway" for his fifth season as a mentor on the show. Siriano won the fourth season of "Project Runway" in 2007, and at 21, was the youngest winner in the show's history.

In addition to designing clothes, Siriano is also a bestselling author ("Dresses to Dream About" and "Dresses to Dream About: Deluxe Edition"), as well as an interior designer (Siriano Interiors). Last spring he launched a second collection of his furniture line and last fall he released a new book called "Christian Siriano: The New Red Carpet."
— LISA LOCKWOOD

Burrow's New Gig

Joe Burrow is the star of Alo's latest campaign. The Cincinnati Bengals quarterback and NFL player modeled the lifestyle and apparel brand's Conquer collection, featuring distinct pieces for an active, performance-driven lifestyle.

The collection is designed with athletes in mind, per the brand. Crafted with soft, breathable fabrics, the Conquer collection is ideal for high-impact movement. Alo's latest collection is ▶



Christian Siriano

Endless Summer

As Parisians end their summer beach holidays and trickle back into the French capital for "la rentrée," or the back-to-school period in English, Chloé is extending the sunny, free-spirited mood with its fall campaign.

Photographer David Sims captured American model Grace Hartzel amid the grandeur of a Belle Époque villa, evoking a '70s mood and "the off-season beauty of the French Riviera."

Chemena Kamali, creative director of Chloé, has frequently turned to the past for inspiration, here "drawing on the legendary allure of Villa Nellcôte in the early 1970s, a time marked by creative freedom, decadent ease, mystery and contrast," according to the maison, which shared the images first with WWD.

They will appear starting Tuesday on the Richemont-owned brand's digital channels.

"The campaign evokes an atmosphere of cinematic tension between sensuality and restraint, presence and escape," according to Chloé.

Kamali was in charge of creative direction, with styling by Elodie David Touboul. Sims also took charge of film direction.

"With these images, I wanted to capture the off-season spirit as well as the sense of escape and freedom of the French Riviera in the early 1970s, a time when creative freedom, decadence and mystery collided with the raw hedonism of that

time," Kamali said. "Grace brought her own sensuality, rebellious charisma and dynamic free-spirited energy into the campaign and made it entirely hers."

The fall collection, due to arrive in Chloé boutiques and on chloe.com from Sept. 4, hinged on frothy, yet strong-shouldered blouses; vaguely Victorian heirloom jackets; demonstrative quilted coats with tubular fur trim; plunging Henley knits, and long, narrow chiffon skirts.
— MILES SOCHA

The Macy's Show

Christian Siriano will present his spring 2026 collection during New York Fashion Week on Sept. 12 at 4:30 p.m. The show is sponsored by Macy's and will be staged at Macy's Herald Square on 34th Street in Manhattan. The designer will show outside of the department store on Broadway, and will present his high-end line.

This September, Macy's will also introduce a curated collection of I.N.C. by Siriano celebrating the 40th anniversary of Macy's I.N.C. collection. Siriano has created 40 limited-edition, numbered blazers — each reimagining I.N.C.'s iconic black blazer. The blazers are one-of-a-kind works of art and will be auctioned in support of the CFDA. Siriano will also reveal a never-before-seen runway piece during a private press event, which will also be auctioned to benefit the CFDA.

"Macy's plays an important role in



Joe Burrow for Alo.

wear pieces from the lifestyle and apparel brand, including the 2025 Miami Grand Prix in May.

"I want pieces that are comfortable enough to move in but look sharp off the field too. Alo hits that balance really well – it's functional and fashion-forward without trying too hard," Burrow told WWD.

– JULIA TETI

Runway On Court

On Thursday, the WNBA's Golden State Valkyries will host the inaugural Valkyries Fashion Show, presented by Sephora. The fashion show will take place at Above the Rim, a private space above the Chase Center where the Valkyries play in the Bay Area.

Merging the worlds of fashion, beauty and basketball, the show will feature two pieces designed for the fashion show created by Valkyries guard Tiffany Hayes, under the creative direction of Valkyries Collective member, stylist and image consultant Brittany Hampton.

"Fashion has been a huge part of my personal journey," Hayes said. "It's how I tell my story and shape my narrative without saying a word. As a professional athlete, people often see me in uniform, but style allows me to step outside of that and show different layers of who I am. It gives me confidence, it grounds me and it reminds me that my identity is bigger than how I perform when I'm on the court. Valkyries Fashion Week means a lot to me because it gives women like me the

bringing the same focus, style and consistency to everything he does. That's why he's the perfect partner for the Conquer collection."

The Conquer campaign runs through Sept. 19.

Burrow previously partnered with Alo for the brand's Alo Runner campaign, highlighting the running shoe. Along with his Alo campaign collaborations, the athlete finds opportunities to

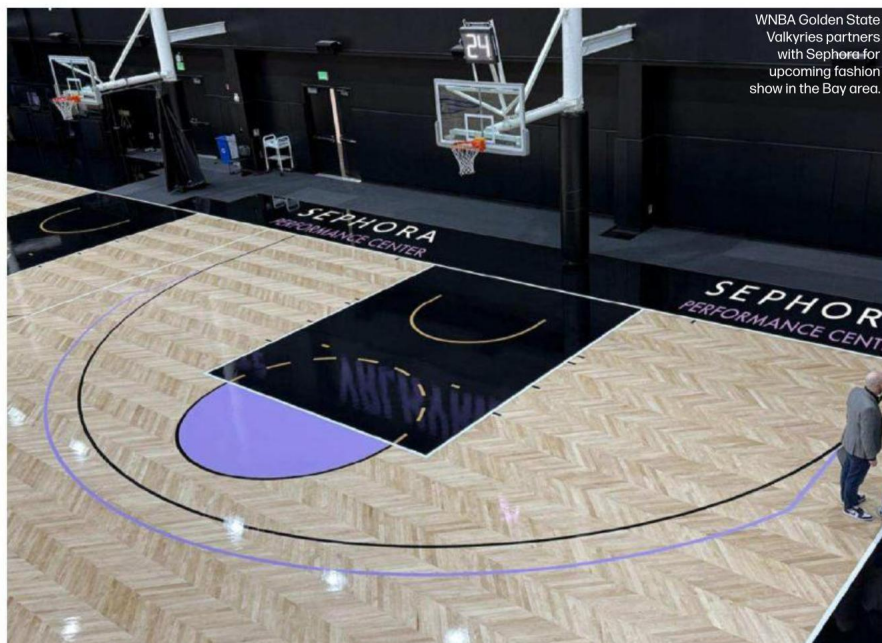
React 2-in-1 Performance short, Max Mock Neck Full Zip jacket and Alpha Shell Jacket and Pants set. The collection will also unveil new outerwear pieces and showcase fresh innovations.

"Burrow's impact goes far beyond the football field," said Summer Nacewicz, executive vice president of marketing and creative at Alo. "He's redefining what it means to be a modern athlete,

now live on the brand's official website.

"I've always believed in showing up the same way every day – locked in and ready to work," Burrow said in a statement. "The Conquer collection reflects that mindset and matches the way I approach everything. It's focused, consistent and built for the long game."

Pieces featured in the collection include the Conquer Muscle Tank,



WNBA Golden State Valkyries partners with Sephora for upcoming fashion show in the Bay area.

Aaron Kransdorf



platform to show that strength, creativity and culture go hand in hand – and that's powerful for the next generation to see all the different ways self-expression can look like."

With its custom Sephora-branded runway, the show will include 15 pieces, with 13 pieces curated from various designers such as Retired from Society, AuthMade, Dead Dirt, Ru by Rupal and Kids of Immigrants. The looks will be available to shop at the Valkyries Shop starting in October. The Valkyries will also share the players' fashion tips and trends throughout this week, leading up to the show.

In April, Sephora inked a multiyear partnership with the Valkyries – the multinational beauty retailer's name is on the basketball team's performance center, placements throughout the Chase Center and features a curated kiosk in the arena for fans to purchase.

"Fashion in sports isn't just about clothing; it's a powerful form of self-expression, a reflection of individual style and identity. But it's also a collective statement, a visual representation of the league's culture – bold, confident and unapologetically authentic. For many, it helps tell the story of who these incredible athletes are, on and off the court and has become part of connecting with fans and shaping the league's cultural footprint," said Jess Smith, president of the Valkyries.

– KANIKA TALWAR

New Role

Condé Nast has tapped Aaron Kransdorf as vice president, fashion and luxury, U.S. sales and global accounts. He begins in mid-September.

Kransdorf, who succeeds Susan Cappa, returns to Condé Nast to lead Vogue's revenue and will

manage the U.S. business and global key accounts. Cappa, who resigned in June, had been in the role since December, 2021.

Most recently, Kransdorf was with Vox Media as head of industry, style and beauty. During his time there, he led record growth across the fashion and luxury categories, most notably for New York and The Cut. Upon his arrival, he spearheaded the launch of The Cut as a stand-alone publication with a fully integrated 360-degree ecosystem of opportunities for brand partners. Prior to that, he led the luxury business vertical at Hearst that included Esquire, Harper's Bazaar and Town & Country. He drove record growth, establishing fashion and luxury as the single largest revenue-generating category at Hearst, along with significant profitability. He also oversaw the growth of Harper's Bazaar's e-commerce platform, ShopBazaar.

Kransdorf began his career at Condé Nast in the marketing and promotions department of Condé Nast Traveler and later transitioned to sales, and subsequently joined Nylon Media.

Kransdorf will be a key leader of the Condé Nast advertising sales team, focusing on both category structure to meet market needs and the brand structure to support the editorial vision of the portfolio of titles. He will be based at the company's U.S. headquarters at 1 World Trade Center and will oversee teams across the U.S. and Europe. He reports to Beth Lusko, chief business officer, U.S. sales and global key accounts.

"Aaron brings the necessary vision, business acumen, growth mindset and leadership skills needed to power Condé Nast's largest business sector. We are thrilled to have him join the team," Lusko said. – L.L. ■