

# WWD

Fashion. Beauty. Business.



## Clearer Skies

PVH raised its sales forecast and revealed it has a big campaign ahead for Calvin Klein women's underwear.

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## Paris and Karl

Paris Hilton talks about being the new face of the Karl Lagerfeld brand, and her links with the late designer.

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## Anine's New Gig

Anine Bing is pushing further into leather goods with a frame bag – and a campaign featuring a song she wrote.

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FROM THE ARCHIVE

## All About Perry

Perry Ellis, whose designs are seen here, created one of America's greatest sportswear brands – but before his own label, he had created Portfolio. The designer, who died in 1986, talked with WWD in 1978 about his vision for modern American fashion – and why it's the little extras that matter. *For more from the Fairchild Archive, see pages 4 to 7.*

PHOTOGRAPH BY FAIRCHILD ARCHIVE

BUSINESS

## Travis Kelce, AE Team on Co-branded Collection

- The newly engaged NFL star served as creative director of the AE x Tru Kolors by Travis Kelce.

BY JEAN E. PALMIERI

Between Tuesday's blockbuster reveal of his engagement to Taylor Swift, his popular podcast with his brother, and his storied NFL career with the Kansas City Chiefs, Travis Kelce has become a household name. Now the athlete and entrepreneur can add creative director to his resumé.

Kelce revealed Wednesday that he is partnering with American Eagle Outfitters on a special limited-edition collaboration between the retailer and the athlete's Tru Kolors sports and lifestyle brand. Called AE x Tru Kolors by Travis Kelce, the collection blends fashion, sports and culture.

"I've had to keep my excitement about this collab under wraps for nearly a year," Kelce said. "It was an awesome opportunity to team up with an established brand where both sides were excited to truly collaborate on every decision in the design and creative process that brought the 'AE x TK' collection to life. I started Tru Kolors in 2019 on the foundation of showing up authentically and having fun with style, and we wanted this collab to reflect that same energy. I want everyone to feel like there is something for them in the collection, something they can feel good in and make their own. I'm excited for it to finally be out in the world."

Kelce was intimately involved in the creation of the collection to ensure it lived up to his philosophy of "live to play." He worked on not only the designs, but the color palette, silhouettes and graphics.

The timing of the AE x Tru Kolors announcement was opportune for the retailer, coming one day after Kelce revealed his engagement to Swift. As widely reported, the couple revealed the news in joint Instagram posts Tuesday that after two years of dating, the athlete had officially popped the question.

The photos showed Kelce on bended knee under a vine arch with white, pink and red flowers in a garden proposing to Swift, who wore a Polo Ralph Lauren striped dress with a ruched bodice, paired with strappy brown block heels by Louis Vuitton and a diamond Cartier watch. He wore a tight black V-neck T-shirt and white shorts. The 8-carat, vintage-inspired ring was estimated to be worth more than \$500,000.

"American Eagle and Travis Kelce were destined to collaborate," said Jennifer Foyle, president and executive creative director of American Eagle. "An iconic brand teaming up with one of the greatest athletes of our generation – that's what I call a win. AE and Tru Kolors are rooted in

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**BUSINESS**

# PVH Corp. Nudges Up Revenue Forecast



Stefan Larsson

- The fashion company plans to continue to build off of the success of its viral Bad Bunny campaign.

BY KATHRYN HOPKINS

The parent company of Calvin Klein and Tommy Hilfiger nudged up its full-year revenue forecast as it plans to break the internet again with more blockbuster campaigns after the success of its Bad Bunny ad.

PVH Corp. now expects fiscal 2025 revenue to increase slightly by low single digits compared to flat to increase slightly previously, while adjusted profits per share for this year are still expected to come in at \$10.75 to \$11, the fashion company said Tuesday.

Its stock price rose more than 4 percent in after-hours trading following the release of second-quarter earnings, having closed up 1.09 percent at \$82.49. The stock is down 22 percent in the year to date.

"In terms of the outlook, it's continuing this momentum that we created in Calvin and Tommy around the innovation of iconic products, the cut-through campaigns and cut-through talent and then stronger and stronger marketplace executions," said Stefan Larsson, chief executive officer, in an interview with WWD, teasing what was in the works.

"Coming into the fall, both Calvin and Tommy are geared up to keep the momentum from Q2," he continued. "We are about to launch what I believe is the strongest fall campaign from Calvin so far. In women's underwear, we are doing the equivalent of what we did with Bad Bunny."

That means building on the product innovation around men's underwear and bringing that to women's underwear, with a

campaign led by "one of the biggest music stars in the world" to be released shortly.

For the second quarter, revenue came in at \$2.17 billion, compared with Wall Street estimates of \$2.12 billion.

Adjusted earnings per share came in at \$2.52, compared to \$3.01 in the prior-year period, but topping Wall Street estimates of \$2.01.

Calvin Klein was up 5 percent, driven by sales of denim and underwear. On the back of the aforementioned Bad Bunny campaign, sales of Cotton Stretch styles grew 14 percent globally, on top of 25 percent growth in the first quarter.

Over at Tommy Hilfiger, revenue increased 4 percent compared to the prior-year period, boosted in part by the brand's partnership with the "F1" movie, starring Brad Pitt and Damson Idris.

At the same time, Tommy Hilfiger and Cadillac Formula 1 Team forged a multiyear partnership setting the fashion brand up as the team's official apparel partner. On Tuesday, Cadillac named Sergio Pérez and Valtteri Bottas as its drivers in the sport next season.

"We're well underway to drive both brands back to growth for 2025 full year," said Larsson.

Europe, Middle East and Africa revenue increased 3 percent, Americas rose 11 percent and Asia-Pacific decreased 1 percent, with PVH stating that the consumer environment in China was challenging.

Licensing revenue decreased 3 percent compared to the prior-year period due to the transition of certain previously licensed women's product categories in-house.

As previously reported, G-III hit PVH with a \$250 million breach of contract lawsuit in June after it was denied three-year extensions on its women's suit licenses for the Tommy Hilfiger and Calvin Klein brands. In July, PVH filed a countersuit, alleging that G-III "refused to align" with PVH's new strategic plan.

In terms of tariffs, PVH reaffirmed its full year outlook for operating margins at 8.5 percent, down from 10 percent last year.

**BUSINESS**

# Victoria Beckham Revenue Hits \$150M in 2024

- Adjusted EBITDA went up 22 percent to 2.2 million pounds in the period, and the brand said it is on track for long-term profitability.

BY TIANWEI ZHANG

**LONDON** — Victoria Beckham Ltd. saw revenue and profits continue to climb in 2024, with the company reporting steady growth across its fashion and beauty business.

The privately owned company reported a 26 percent uptick in total revenue to 112.7 million pounds, or \$151.8 million, compared with the previous year.

Fiscal 2024 was the fourth consecutive period of high-double-digit growth, and the brand added that sales momentum has continued into 2025, across all product categories and despite lackluster demand across the luxury market.

In 2024, adjusted EBITDA, or earnings before interest, taxes, depreciation and amortization, gained 22 percent to 2.2 million pounds, compared with 1.8 million pounds in 2023.

The brand reported a small, undisclosed operating loss during the period, but confirmed that it is on track for long-term

profitability. In 2023, operating losses fell to 200,000 pounds from 900,000 pounds a year prior.

David Belhassen, founder of NEO Investment Partners, which holds a significant minority stake in the business, said the brand has undergone "a remarkable evolution into a global luxury business" from its origins in fashion to the launch of a beauty division in 2019.

"The brand's increased desirability is a testament to the strength of our vision, the power of Beckham's iconic image and style and the dedication of our team," he added. "With a strong new leadership team, a clear strategic roadmap, and accelerating momentum across both fashion and beauty, the future for Victoria Beckham is incredibly exciting as we continue in 2025 and beyond."

NEO purchased its stake in Beckham's business for about 30 million pounds in 2017.

Sybille Darricarrère Lunel, who joined Victoria Beckham in July as chief executive officer, said 2024 was a pivotal year for the brand, marked by strategic investment and rightsizing to position the business for long-term, profitable growth.

"Our 2024 performance reflects the team's disciplined execution and commitment to building a modern luxury house with global



Victoria Beckham

resonance. With a clear strategic vision and a sharpened focus on product excellence, we have a great future ahead as we continue to accelerate growth through 2025 across all categories and a strong foundation for sustained profitability," said Darricarrère Lunel, who previously served as global business unit director of leather goods at Christian Dior Couture.

The company said the strong performance was led by the fashion business, which saw an increase in visitors to its London flagship on Dover Street and its website in 2024, as well as all three pillars of the beauty division: makeup, skin care

and fragrance, launched at the end of 2023.

Top sellers in the fashion category included the midi- and gown-style crêpe dresses. The brand also relaunched its denim offering and expanded its leather goods category, and added more wholesale accounts in France and Italy.

As for the beauty business, the brand said it strengthened its leadership in the eye makeup category with its hero product, the Satin Kajal Liner, claiming one sells every 30 seconds.

The brand also pumped up its skin care offering with the launch of a double cleansing protocol and the Concealer Pen in partnership with Augustinus Bader, and introduced a new scent, "21:50 Rêverie" in 2024.

Looking at fiscal 2025, the brand said the investment undertaken throughout the previous financial year is having a positive effect. It is being driven by category expansion, product innovation and improvements to in-house functions, bringing both development and sales in-house.

This fall, Beckham's documentary series, which will detail her journey as a fashion designer from 2008, will air on Netflix.

The brand will also introduce its first foundation later this year, which is poised to help the skin care-backed complexion category represent more than 20 percent of total sales by the end of 2025.

As for the wholesale business, the brand said that by the end of 2025, it will open more than 130 new doors in key markets, bringing the brand's presence to 200 doors worldwide.

EXCLUSIVE

# Why Paris Hilton Is the Star of Karl Lagerfeld's Biggest Campaign Yet

● Chief executive officer Pier Paolo Righi discusses the 360-degree effort, which includes a fashion week blowout party in – where else? – Paris.

BY MILES SOCHA

No one knows precisely what Karl Lagerfeld and Paris Hilton said to each other at the 2006 event in Los Angeles for a Dom Perignon campaign lensed by the designer.

Some say he told Hilton that “The Simple Life” – the reality show that propelled her and Nicole Richie to international stardom



Paris Hilton wearing Karl Lagerfeld Jeans.

– was one of his favorites.

Karl Lagerfeld chief executive officer Pier Paolo Righi could not verify that fact, though he felt confident the late German designer would smile on the fact that Hilton is now the star of a multifaceted campaign for his namesake brand.

“It is so unexpected, as Karl was,” Righi said in an exclusive interview to discuss the fall 2025 effort, which will roll out this month globally and crescendo with an event on Oct. 1 during Paris Fashion Week. “They knew each other and I think if Karl was still with us, he would have loved the idea.”

The executive said Lagerfeld and Hilton were both cultural icons in their own right, well beyond fashion.

“She invented a way of communicating in a different way in her cultural environment, as Karl did. She was probably the first influencer, or has invented that art herself. But there are many more elements, as she is a very successful businesswoman.

“The fact that Karl never took himself too seriously is also something that is very close to the way Paris portrays herself,” he added. “Similar to Karl, she is iconic, but the same time ironic.”

To be sure, the Karl Lagerfeld company is putting major firepower behind the “From Paris With Love” campaign, bumping up its marketing budgets by 30 percent for the “substantial, 360-degree” effort, which spans print, digital, out-of-home, social media, plus retail pop-ups and activations galore, Righi said.

High-profile placements will include billboards in New York’s Times Square, Sunset Boulevard in Los Angeles, and



Hilton and Pier Paolo Righi

Galleries Lafayette in Paris.

The brand also dusted off a cheeky 2011 interview Lagerfeld did with himself for the launch of his new “masstige” brand, inserting Hilton for some of the questions and answers.

The black-and-white images by photographer Chris Colls, whose graphic style is reminiscent of Lagerfeld’s, also corral all of the brand’s product lines, including the main collection; the menswear line; the Karl Lagerfeld Paris brand produced and distributed by G-III, plus Karl Lagerfeld Jeans.

“As we continue to build on Karl’s legacy, we seek brand ambassadors who embody a similar icon status,” commented Jeffrey Goldfarb, executive vice president of G-III Apparel Group. “Paris Hilton’s fan base spans generations, and her global appeal resonates with our consumers worldwide. This partnership is designed to elevate our brand awareness on a global scale for all the brands under the Karl Lagerfeld umbrella.”

Having attended the photo shoot last May in Los Angeles, Righi marveled at how Hilton was nimbly able to convey classic chic and sophistication while wearing the



Hilton filming a campaign for fashion brand Karl Lagerfeld.

main collection, and youthful verve in denim, reflecting her ability to resonate with multiple demographics.

“My expectations were exceeded by far,” he said. “She has this effortless way of taking it, making it and bringing it across to the various target audiences.”

Righi also discovered the Hilton has “quite a lot” of Karl Lagerfeld in her wardrobe, including fingerless gloves, which were a signature of the founder.

The plan is for Hilton to front a second campaign for the spring 2026 season.

Righi said the full-court press around Hilton comes amid strong momentum for the Karl Lagerfeld company, which logged double-digit increases across all channels in the first half of 2025.

“We have continued to grow substantially despite the market environment,” he said, also touting “very solid” like-for-like growth in its retail stores. “What we have seen is that our focus on the Karl core DNA and the elevation of the line is paying dividends.”

FASHION

# Paris Hilton Talks Karl Lagerfeld and Her Driving Force

● The multitasking personality sat down with WWD to talk about her rapport with the German designer and the importance of “showing up authentically.”

BY RYMA CHIKHOUNE

“I remember the first time we met,” Paris Hilton said of the late Karl Lagerfeld.

They were at the home of Valentino Garavani, founder of the Roman fashion house.

“Karl took his camera out and started taking a bunch of pictures of my sister and myself and Princess Marie-Chantal and a bunch of our friends,” Hilton recalled. “I just remember that first time he looked at me in his iconic way, the sunglasses on, his gloves, his fan in his hand. We immediately had this connection.”

Now that Hilton, 44, has been tapped to front Karl Lagerfeld’s fall 2025 campaign, “From Paris With Love,” she sat down with WWD and reflected on her strong rapport with the late German designer – and her burgeoning business empire.

“Karl has definitely been an influence in fashion for me forever,” said Hilton, who playfully channels both Lagerfeld and the house’s spirit in the campaign. Spanish



Paris Hilton for Karl Lagerfeld.

model and actor Jon Kortajarena appears alongside her as the face of Karl Lagerfeld Menswear.

“I just feel like being the face of this Karl Lagerfeld campaign is such a dream come true, because it’s not just about fashion, it’s really about celebrating

someone who changed the world of style and fashion forever,” Hilton continued.

Shot by Chris Colls, the series of photographs showcase black-and-white imagery – long synonymous with Lagerfeld’s aesthetic.

“He was just always so kind, always so funny, so cool,” Hilton said. “And I just loved that when you talked to him, even in a room full of people, he always made you feel like the moment was yours. He had this really special way about him.”

Both Lagerfeld and Hilton helped define an era where celebrity became synonymous with brand. Hilton, whose personal style came to epitomize the early 2000s, has since evolved into a savvy entrepreneur.

From reality TV fame on “The Simple Life” to her work as a recording artist and DJ, designer, author, investor, philanthropist and model, Hilton has built a portfolio of cross-category partnerships.

Today she is the majority stakeholder of 11:11 Media, the company she launched in 2021. Under its umbrella she recently introduced Parivie, a skin care line within

11:11 Beauty, while also marking the debut of her 30th fragrance, Iconic, at Ulta Beauty in partnership with Parlux.

Beyond beauty, she’s been in the studio recording her third album ahead of an upcoming tour, while also developing the TV adaptation of her 2023 memoir “Paris: The Memoir.” The project, acquired by A24, is being produced by 11:11 Media alongside Dakota and Elle Fanning’s Lewellen Pictures and David Bernad’s Middle Child Pictures.

“At the end of the day, just for me, showing up authentically has always been my driving force,” Hilton said, reflecting on her business endeavors. “I’ve really just always stayed true to who I am. I’ve always leaned into just spreading joy and empowerment and being unapologetically yourself.”

Her advocacy work has been the most meaningful part of her journey, Hilton added. Drawing on her personal experiences, she has emerged as a leading voice for reform for troubled teens, pushing for greater transparency in youth treatment facilities. She has testified before lawmakers and championed legislation aimed at regulating abusive practices.

“It’s something I’m just so extremely proud of, and it has been so empowering and so healing to be the hero that I needed when I was a little girl,” she said.

From the WWD Archive

# Perry Ellis: Visionary of Modern American Style

Perry Ellis taught a masterclass in American sportswear, blending classic and streetwear styles with hints of camp, history and timeless wearability. BY TONYA BLAZIO-LICORISH

"There is very little clothing that hasn't been done before. It's the little extras that make them special," Perry Ellis told WWD in 1976. He proved this with cool, casual designs that refined American style, blending tradition with creative vision – and fun. Ellis' collections offered a framework for the next wave of American design and the global acceptance of American sportswear.

In this article, taken from the pages of WWD, on March 21, 1978, Ellis expanded on his vision for the Perry Ellis brand.

**NEW YORK** – Perry Ellis' office in 1411 Broadway is in the state of frenzy that usually precedes the opening of a fall collection. Telephones ring, questions are shouted over partitions and assistants rush in and out of the room. A multicolored clutter of sketches, jars of paint, swatches of cloth and magazines cover the office's work desk.

The Portfolio designer moves through the chaos like the eye of a hurricane, seemingly unruffled by his surroundings. He steps gracefully over a fallen bolt of cloth, picks up a half-eaten vanilla yogurt and calmly begins to spoon it into his mouth. He occasionally runs his fingers through his full, longish hair, but slowly, showing no signs of agitation. When he talks, he speaks softly and distinctly, and he is nearly always smiling.

Friends and business associates of Perry Ellis claim they have never seen him visibly upset, and Ellis himself says he cannot recall ever having screamed at anyone.

"He's a cool cat," says Frank Rockman, president of the Vera sportswear division, of which Portfolio is a part, and for which Ellis also designs. "The phrase was made for him; he absolutely never flies off the handle."

And Carol Horn, a fellow designer and personal friend of Ellis, says, "His personality is the same as his clothes – extremely refined, but at a taste level everyone is comfortable with."

This combination of perennial calm and understated elegance has served Ellis well. In his third year of designing for Vera, and the second of his Portfolio collection, he is at the fore of America's young designers, reaping praise from both retailers and other designers.

Says Oscar de la Renta: "His clothes are wonderfully American in their look, the essence of what sportswear should look like, young and fresh." And Ralph Lauren says he considers Ellis "one of the few upcoming designers who is trying to develop his own style instead of looking like other people. He's very, very good."

French fashion entrepreneur Didier Grumbach, who says he is toying with the idea of bringing "unexploited" American designers to Paris, says he saw a display of Ellis' clothes in a window at Bloomingdale's and made a point of visiting the Portfolio showroom.

"His clothes have a specific look," Grumbach says. "It's different from anything I've seen here. And I think any design having a specific look has an international market." ▶

Perry Ellis with models in the Perry Ellis x Levi's spring 1984 sportswear collection.



Spring 1980

Lisa Ryall (left) with models in Perry Ellis, fall 1980.



Cindy Crawford in Perry Ellis, fall 1986.



Kim Alexis and a model on the runway at the fall 1981 show.



Perry Ellis, Lisa Ryall and models in his spring 1980 collection.



Spring 1987



Model Karen Bjornson on the runway of the fall 1981 show.



Spring 1979



Spring 1983



Models Eva Voorhies and Lisa Ryall in Perry Ellis, fall 1981.

Perry Ellis, Lisa Ryall and Karen Bjornson photographs by Dustin Pittman; Spring 1987, Spring 1979, Spring 1983 and Models Eva Voorhies and Lisa Ryall by Fairchild Archive

These aesthetic judgments are confirmed on a retail level. Rockman says though buyers were cautious when the Portfolio division opened for spring of 1977, recent enthusiasm has generated about 500 accounts for the line, most doing "marvelously." The company won't divulge Portfolio's volume, but trade sources estimate it at about \$2 million.

Kal Ruttenstein, vice president for fashion direction at Bloomingdale's, says when Ellis made a personal appearance at the New York store, the response was "overwhelming for a designer who's not even that well known yet."

Ellis' own response to his talents as a designer was initially more guarded. When Rockman asked him if he would be interested in designing for Vera, where he had been a design and merchandising director, Ellis said he wasn't interested. But he soon changed his mind.

"I was involved with design in the way of selection of fabric, color and prints," Ellis says. "The only thing I wasn't doing was sketching. In designing, I found I could make my involvement complete in a way.

Slouched comfortably in a pair of khakis, a drop-shouldered cotton shirt of his own design and a pair of Top siders, he adds, "I always liked the feel of nice cotton against my skin, and I always had a sense of style - not overdeveloped but understated. I'm basically a shy person, and the last thing I want to do is call attention to myself." ▶

Spring 1982



Models at the spring 1983 show.



Alva Chinn at the spring 1978 show.

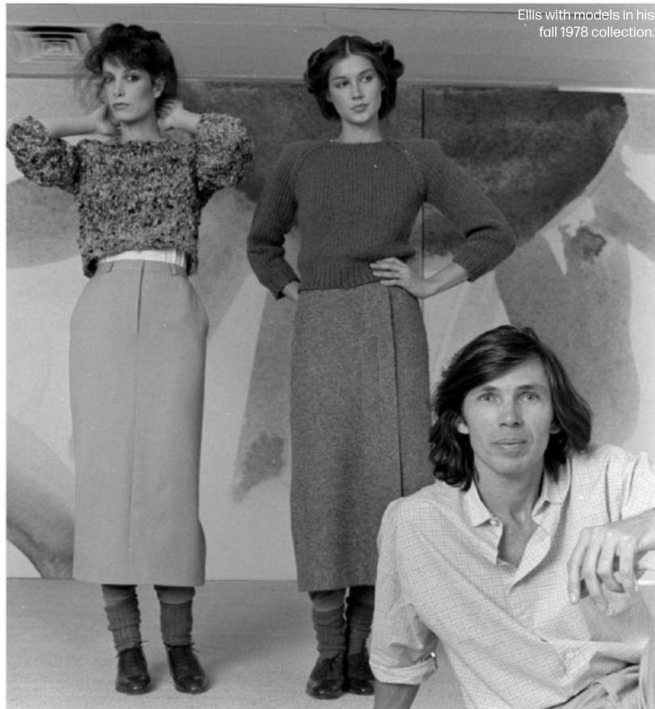


Patti Hansen (right) and a model in Perry Ellis holiday 1981.

Spring 1981



Ellis with models in his fall 1978 collection.



Perry Ellis Portfolio, spring 1985

He reflects this personal theory of dress in his Portfolio collections. "I really feel I'm trying to do everyday clothes that are friendly – like a new shirt that feels old and comfortable – and look like old friends hanging in your closets."

Ellis is much more animated when he discusses his clothes than when he talks about himself. His soft, measured speaking voice, which still retains the slow cadences and rounded vowels of a native Virginian,

drops to a burlesque guttural tone when, he exclaims, "Oh, this jacket – I'm so crazy about it."

As a designer, he says, he is necessarily a precisionist. "I'm so fussy about details – the feel of fabrics, a waistband, pocket length, movement. An eighth of an inch on

a lapel can make an enormous difference."

Ellis admits he's not as fussy about his own attire. At an art opening at the Metropolitan Museum, he wore khakis, Top siders, a vest and "a tie that belonged to my father."

"I can't understand how men can let

themselves be herded into a place like a lot of black and white Guernsey cows in their tuxedos," he says. In spite of his avowed shyness, he admits that if everyone else dressed as he did, he would change his style.

Accordingly, Ellis says he shies away from looks other designers are doing. He adds he admires the creativity of Calvin Klein's "special statement" and clothes designed by Carol Horn, Alice Blaine and, particularly, Kenzo, who, he says, "breaks through great barriers and really plunges into new things."

In spite of his liking for Kenzo's designs, and a fondness for the films of Bunuel and the novels of Jerzy Kozinski, Ellis says the clothes he designs are "hardly surreal but grounded in an everyday sense of reality." ▶

Still, he thinks it's important to bring touches of humor to his collections, such as putting galoshes and rolled woolen socks over thick leggings on his models. "Something a little peculiar is wonderful to the eye, and it adds something human to clothes."

It is no surprise that when Ellis discusses women he considers well-dressed, he tends to cite people he knows personally, such as his design assistant and one of his models. And adds, "Clothes can never make a woman; they only support something inside her."

Vanessa Redgrave, he thinks, has "a wonderful, independent attitude that she always carries with her. I'd love to see her in my clothes."

And he says he will always "admire and respect Jackie Onassis." He first saw her, he says, when he was stationed at the White House when he was in President Kennedy's Honor Guard during a six-month stint with the Coast Guard.

"Those were the days of Camelot, and Jackie Kennedy was lifting hemlines, in her red dresses and pillbox hats. I used to look at that woman – you know how her eyes are far apart so you can't look at both at the same time – and it was magic. I've always held that image."

Ellis says designing comes easily to him, and he works with fabric and color first, which ultimately determine the shape. Inspiration, he adds, comes randomly. "You can be anywhere, and you see somebody doing something that's a treat for the eye, and your head turns around."

The designs that have evolved from this process have placed Ellis squarely in the limelight, something which he, "as a private person," admits makes him a little uncomfortable.

Watching Ellis pose for a photographer shows something of this discomfort as he begins to run his fingers through his hair

more frequently.

"Privacy is extremely important to me," he explains. "I have to have the tranquility of couple of hours each morning just by myself."

Ellis finds this privacy at his home brownstone on the Upper West Side, which he owns. He describes the house as an extension of himself, like his clothes. It is decorated with comfortable elegance and a range of furnishing including a Chippendale bed and a Queen Anne chest of drawers, which "reflect a lot of movement in my life. It's a culmination of places, friends and families."

He says he most enjoys entertaining a few friends, tending his plants, exercising – he runs in Central Park and attends an exercise class – and occasionally dancing, though "never at Studio 54."

He also likes to travel – to Switzerland and the south of France, his parents' home in Virginia, and his house on Fire Island.

And he's developed a recent interest in soothsaying, a result of several visits to psychic Frank Andrews. He says he visited Andrews for the first time just before the debut of his Portfolio collection.

"I went totally unannounced, and he didn't know who I was," Ellis says. "But he told me I was an artist, or possibly a designer, and predicted lots of success."

Ellis says he visited Andrews again recently and was told things "too embarrassing to repeat," but which all boded well for his professional future.

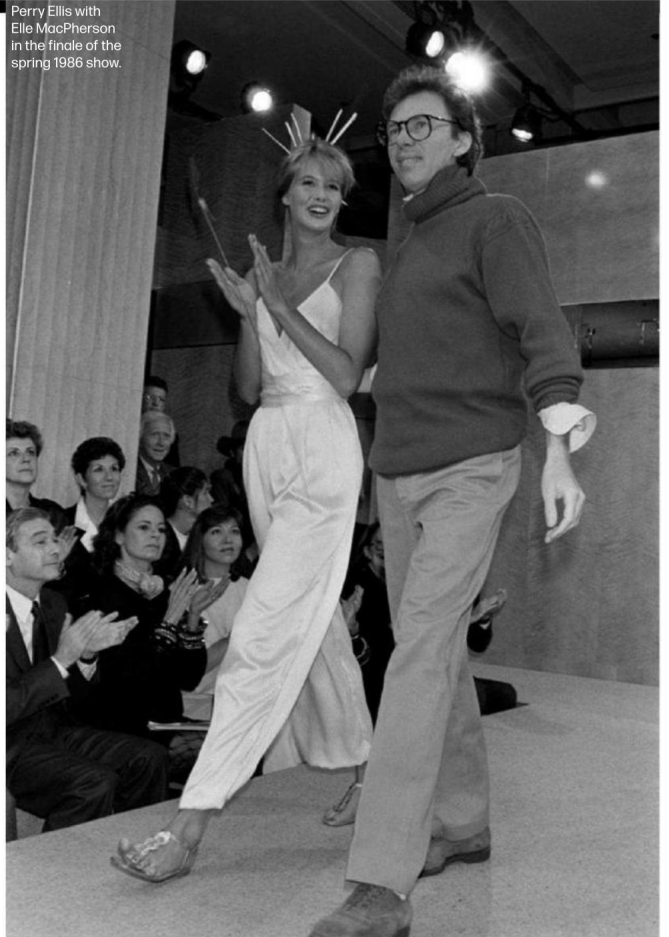
These predictions may or may not be confirmed. But in the meantime, one imagines Ellis will follow the code which his assistant, Patricia Pastor, describes.

"One of Perry's philosophies is that everything works out in the end, and whatever happens, happens."

Pastor pauses and nods to herself. "You know, it usually does work out."

– Ben Brantley

Perry Ellis with Elle MacPherson in the finale of the spring 1986 show.



Lisa Rycill (right) and models in Perry Ellis, spring 1982.



Here and left, Fall 1978.



Ellis in his New York showroom and studio.

## ACCESSORIES

## Anine Bing Launches New Bag – With a Song

● The Danish designer fronts the campaign for the linchpin launch, a frame style she anointed Anine.

BY MILES SOCHA

**Anine Bing poured a lot of herself** – her lifelong love of frame bags, her past as a model, and her musical chops – into her latest product volley.

The Los Angeles-based Danish designer also fronted the campaign, slated to begin rolling out Thursday – and lent her given name to the linchpin style, which she hopes will further ignite her nascent leather goods business.

It's backed by a jangly, catchy alt-rock track Bing wrote and performs, singing such lines as, "I know what makes me feel alive: In my power, I'm free" – and sounding like some long-lost musical cousin of Garbage, Blondie or Mazzy Star.

"I've always loved frame bags since I was a little girl," Bing related in an interview, lifting the trapezium-shaped Anine to her shoulder and giving it a little squeeze with her elbow. "My grandmother, Ellie, she had so many beautiful vintage bags. And my favorite thing was to go vintage shopping with her.

"Even here in Los Angeles, where I've lived for the past 20 years, there are so many cool frame bags if you visit the flea markets," she enthused. "So this handbag is inspired by my early days with my grandmother, but also living in Los Angeles, finding that vibe from Old Hollywood."

Bing, who founded her business with her husband Nico in L.A. in 2012 after building a following as a model and

pioneering fashion blogger, still personifies her brand best.

Now she's teaming it with a message of empowerment, reflecting her growing confidence in herself, and the potential of her brand.

"It really represents the strong woman that I want to carry this bag," she related over Google Meets. "It has a beautiful, strong shape, but it's also such an easy bag that you can wear with anything, and it'll just instantly elevate your outfit. Since I saw the first drawing and then the first sample, I fell in love... It's just such a perfect day-to-night bag."

Consider that it even inspired her to start writing music again.

"I used to be in a band before I started Anine Bing," she related. "I did a record back then called 'Kill Your Darlings,' but then I started the brand and got so busy building this company."

Indeed, earlier this year Bing revealed plans to expand her leather goods offering via a new design studio in Paris, which has become her second headquarters.

Julie Bourgeois, Bing's Paris-based global brand president, said the ambition behind the Anine bag is for it to become an icon, "not just an accessory or a new piece of a collection.

"We are positioning leather good as a pillar for our brand, not just a category, and we aim to double it in the next few years," she said.

She declined to give figures, but characterized leather goods as representing a single-digit percentage of the business at present.

Bing and Bourgeois allowed that the new Anine bag telegraphs an elevated, more mature brand image, but the Anine is priced

Anine Bing in the campaign for the Anine bag.



at \$650 retail, in line with its current offer.

"In terms of quality, materials and construction, we are really going further, but not in terms of price," Bourgeois said. "We are expanding the offer, but we are not abandoning the accessibility that is very core to our brand."

Bing's large tote styles in leather and

raffia rank as current bestsellers, finding especially strong traction in China and the Middle East, which are newer markets for the brand, according to Bourgeois.

The Anine bag will debut in limited quantities in four locations: Beverly Hills, SoHo in New York City, Mayfair in London and Saint-Germain in Paris.

## FASHION

## Gisele Bündchen Fronts Elisabetta Franchi Campaign

● This is the first time the Brazilian model appears in ads for the Italian fashion brand.

BY LUISA ZARGANI

**For the first time**, Gisele Bündchen is appearing in a campaign for Italian fashion brand Elisabetta Franchi.

Photographed by Luigi & Iango in Miami, in one of the images Bündchen is seen posing in front of a 1960s Lincoln Continental car, the Florida city in the background, wearing one of the brand's biker jackets in mock crocodile, over black stockings and stiletto sandals, reflecting Franchi's idea of powerful and feminine woman.

"I believe true beauty is an indomitable strength, stemming from love and the bravery we have in ourselves," said Franchi, founder and creative director of her namesake brand. "When I design, I seek something that will leave and emotion and a mark. Gisele embodies this spirit: she is strong light and authentic energy. A free beauty, impossible to ignore."

Unveiling her fall collection in Milan, Franchi said at the time that she wanted to celebrate "free, resolute women, confident in their power and their sensuality without compromises."

She turned to the '90s and the early 2000s for inspiration because "in the

Here and right: Gisele Bündchen photographed for Elisabetta Franchi's fall 2025 ad campaign by Luigi & Iango.



former decade women felt they had to dress as men, and in the following decade they reclaimed their dresses and their femininity," said Franchi, presenting sharply tailored pantsuits and statement coats. The focus was on the shoulders and on the waist, with sculptured and body-hugging dresses,

midi pencil skirts and suits.

Franchi turned to Luigi & Iango also for her spring 2025 campaign, fronted by Kate Moss, who posed for the brand for the first time.

Since the arrival earlier last year of former Gucci president Marco Bizzarri as chairman and as an investor through a



personal holding called Nessifashion, the brand has been expanding outside Italy. In November, Elisabetta Franchi opened its first U.S. boutique in the Bal Harbour Shops in Miami. In the U.S., the company launched the spring collection with Saks Fifth Avenue in stores including in New York, Beverly Hills and Houston.

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## ACCESSORIES

# MB&F Teams With Yinka Ilori for Latest M.A.D. Editions Artist Collaboration



M.A.D. Editions x Yinka Ilori "Grow Your Dreams" collaboration.

● A limited run of 400 pieces each, the collaboration features three bold and playful styles inspired by childlike optimism in nature.

BY TIANWEI ZHANG

**LONDON** – M.A.D. Editions, the more accessible offering from the Chanel-backed high-end Swiss timepiece maker MB&F, has partnered with British-Nigerian artist Yinka Ilori for its latest collaboration.

Initially envisioned as a friends and family project during the COVID-19 pandemic, M.A.D. Editions have been attracting collector attention for their unconventional designs and a price tag that's significantly more affordable compared to an MB&F main line, which costs somewhere between \$72,000 and half a million dollars.

M.A.D. Editions watches retail around 3,200 Swiss francs, or \$3,988, plus value-added tax. Each new launch is available to the public via an online raffle system.

The Ilori-designed collaboration, titled "grow your dreams," is based on the brand's M.A.D. IS model, and comes in three colorways inspired by forces of nature.

The Sun model is fitted with a yellow rotor and a mismatched yellow and green rubber strap. The Nature style comes with a green rotor and purple and red strap, while the Water design has a blue rotor and a dark and light blue strap.

All the rubber straps are bespoke-made with stamped leaf patterns. A white strap with a stainless steel folding buckle will come with each model as well, for more understated occasions.

There will be a limited run of 400 pieces for each color. After meeting the demand for existing clients and suppliers of MB&F, the remaining lot will be available for purchase via a raffle running between Sept 2 and 8.

Ilori is the brand's second artist

collaborator. MB&F last year debuted a love-themed M.A.D. 1 style designed by Jean-Charles de Castelbajac, who brand founder Maximilian Büsser reached out to via Instagram DMs.

For Ilori, who Büsser stumbled upon during a summer holiday in 2023 while reading a copy of the *Ideat* magazine, the independent watch brand owner opted for a more proper request via LinkedIn.

Six days later, Ilori travelled to Geneva and started working on the project.

"There's no watch that encapsulates his world. Ilori lives in a universe bursting with color. His work makes you feel alive, like a rush of adrenaline pushing you to go further. The watch world has never heard of him. After spending a day together in Geneva, it was like, let's do this. You bring your world into our world," recalled Büsser, who was particularly fond of Ilori's colorful basketball design at the time.

According to the artist, he has always wanted to work with a watch brand. "For me, it was about working with the right watch brand to capture these ideas of joy, play, humor, and also good design," he added.

The inspiration for this collaboration is nature, specifically the growth and life cycle of trees.

On a technical level, the collaboration is also about taking risks and celebrating creativity. At MB&F, the only rule of thumb is to follow wild ideas to the end, but with M.A.D. Editions, the design has to be cost-efficient.

Ilori said he pushed wherever he could.

"Watches are sometimes too serious, not playful enough. With most kinds of watch collaborations, sometimes you can't really do too much. It might be a print or whatever, but this, I knew I was not going to change the shape of the case, but I want to push in every bit of detail that I can," the artist said.

Büsser said fitting the watches with

bespoke, mismatched rubber straps was one of the many challenges they overcame in the end.

"We have never done a rubber strap. Rubber straps are incredibly expensive to make because you need to make molds, which cost hundreds of thousands of

pounds. But Ilori wanted a rubber strap. Well, OK, let's do a rubber strap with his motif. Then he was like: 'Wouldn't it be cool if we tried all sorts of colors?' He starts playing around. 'Can we do a green and yellow?' Yeah, sure," he recalled.

"His whole color coating also pushed us in a lot. Our cases have never had color on them, so we have to find a way to do that. That's called HyCeram. It's a very specific liquid ceramic system. Also, the rotor had to be completely recalibrated, because it's also a system that winds. You need an inertia," added Büsser.

"He has brought us into a world which is not ours. We think we're the craziest watch creator in watchmaking, but when he comes out with this, we're like, OK, there's definitely crazier out there. He brings us into territories we would never come to, and we are very happy with that," Büsser continued.

Born in London, Ilori is known for his vivid color palette in the world of design, creating objects, furniture, as well as structures, and murals in public spaces. Utilizing West African textiles, inspired by his Nigerian roots, his works are often playful, with a message of inclusivity.

Ilori is a graduate of London Metropolitan University, where he studied furniture and product design. He began upcycling secondhand furnishings. Today his work has been shown globally through solo and group exhibitions, public commissions, and set and exhibition design.

He founded his own design studio in 2015, representing architects and designers, while taking on larger-scale architectural and interior design projects. Clients have included Bulgari, Beats, Nike, Adidas, Pepsi and Lego, as well as England's National Health Service Foundation Trust, creating works for hospitals.



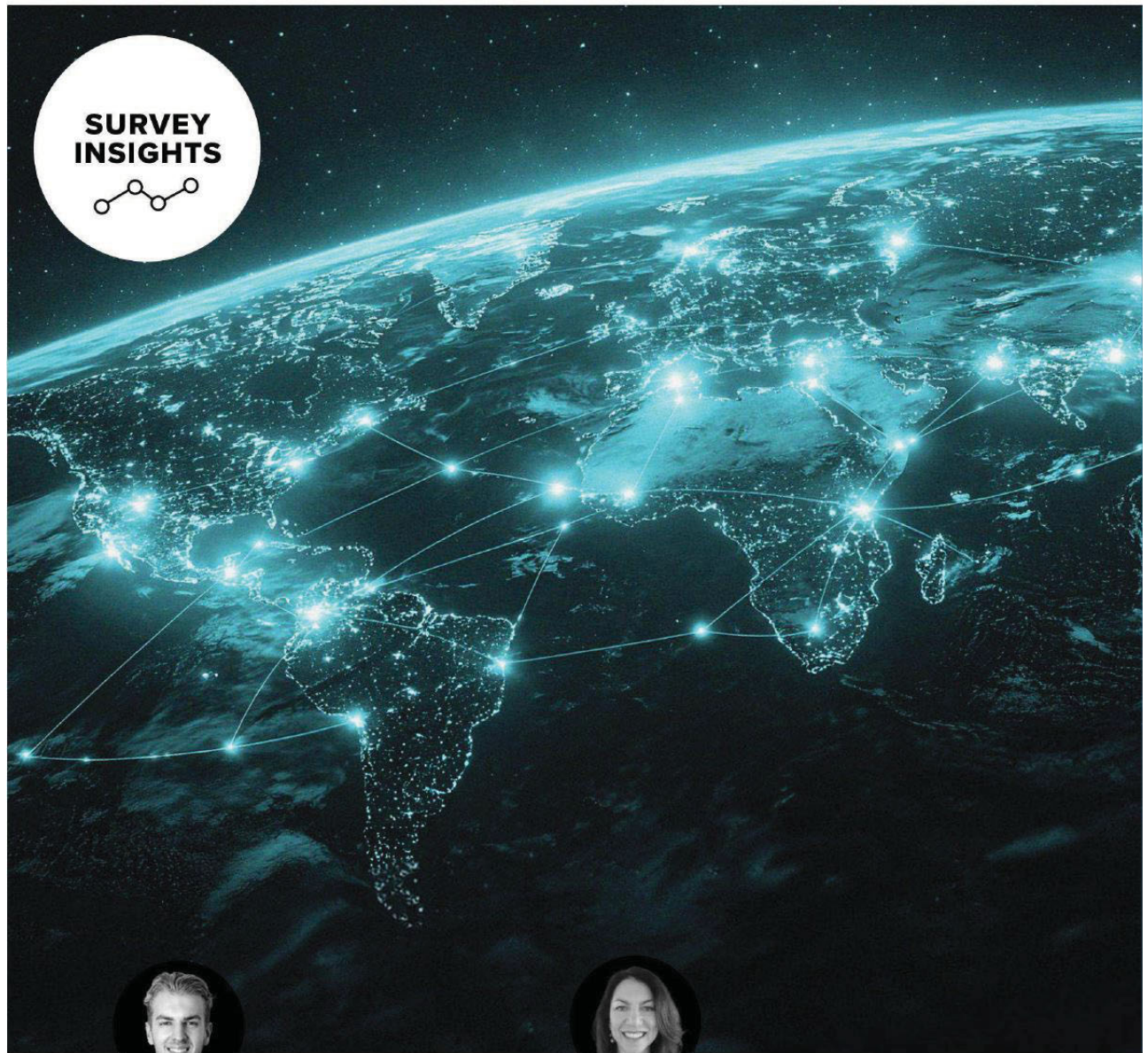
Yinka Ilori and Maximilian Büsser



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# Travis Kelce, AE Team on Co-branded Collection

CONTINUED FROM PAGE 1



Travis Kelce in a look from his new collection with American Eagle.



Kelce with his hand-selected team of athletes and friends in the new collection.

optimism, self-expression and confidence – and we share a passion for empowering everyone to feel like their true self when wearing our products. Travis' infectious energy and dedication to every aspect of the collaboration brought a refreshing spirit to the team, inspiring us to explore bespoke fabrics and fits to showcase this collection through his distinct style and perspective."

The collection will have two drops: Wednesday and Sept. 24, and will feature more than 90 pieces including heavyweight, vintage-inspired Ts; reimaged varsity jackets; cricket sweaters; rugby polos; utility cargos; cashmere sets, and soft chenille pieces. AE x Tru Kolors will retail for between \$14.95 and \$179.99 and offer "an elevated take on everyday essentials," according to the companies.

To promote the collection, Kelce tapped friends and fellow athletes to be featured in the campaign including rising tennis star Anna Frey; basketball guard Azzi Fudd; quarterback Drew Allar; top basketball prospect Kiyan Anthony; the country's top-ranked wide receiver recruit Jeremiah Smith, and gold medal gymnast Suni Lee.

Lee said, "I was honored by the opportunity to be a part of this collection launch with Travis Kelce and American Eagle. Confidence and comfort are huge for me, and this line and every item from the T-shirts to the sweaters really delivers on both. Working on the campaign alongside Travis and this incredible group of other athletes was inspiring and gave me the chance to step into something completely different from what I usually do. I'm really proud of what we created together and so excited for everyone to style it in their own ways."

The campaign will be featured across all social platforms as well as in out-of-home locations in Kansas City and will also be on *The Ringer*, an NFL news podcast, as well as in television ads.

Craig Brommers, chief marketing officer at American Eagle, said the company first connected with Kelce in June 2024 and "there was an instant synergy between our brands. Tru Kolors is designed to reflect his curated and independent-minded fashion sense. Our first meeting came on the heels of AE's campaign, *Live Your Life*, and while prepping for the meeting we noticed Travis had previously posted a caption on his Instagram that had the copy 'live your life' – and we knew it was meant to be."

Brommers said Kelce has "this infectious energy where he truly lives his life to the fullest. He says his 'cup is always overflowing,' and he lives to play, all traits that embody the optimism of our AE customer. From the start, it was clear we shared a passion for style – and more importantly, a belief in the power of fashion to connect with people."

Brommers said that at American Eagle, "we know sports is a passion that has universal appeal – from Gen Z to Millennials and beyond. Travis Kelce himself shares this universal appeal. Our previous partnerships – from Coco Gauff to Trevor Lawrence, along with our early embrace of NIL talent like Jared McCain and Livvy Dunne – help us to authentically show up in sports where we know our customer is spending their time.

"Beyond being an incredible athlete," Brommers continued, "Travis is truly a generational talent whose confidence,

optimism and authentic bond with his community set him apart. He embodies the values of self-expression and positivity that are at the heart of AE, and are fundamental to his brand Tru Kolors."

Brommers said Kelce embraced his role of creative director of the collection and "guided the entire process," providing input on everything from fabric and color to silhouette. "He attended design meetings in person at our New York design office and gave feedback on fits: personally trying on every single piece in the collection. Travis also brought insights from his own brand, Tru Kolors, which pushed us to think in new ways, and it was that level of collaboration that elevated the entire project."

Brommers also said that the hand-selected athletes who will appear in the campaign "feels fresh, authentic and distinct to their own personal style."

By partnering with Kelce, Brommers expects to bring a new customer into the American Eagle fold. "We know that Travis and his brand Tru Kolors have a massive audience. Of course, he's known first and foremost for his talent on the field, but his influence is universal. By including additional NIL athletes, we also have the opportunity to connect with fans of other sports who may have an even larger proportion of Gen Z fans."

Brommers said American Eagle is planning a "substantial media campaign reflective of where our customers spend their time. With the addition of highly relevant sports content featuring a group of amazing athletes we are also showing up in new ad placements, such as the *Ringer* Podcast Network. Testing and leaning into new platforms allows us to discover new customers and ways to engage with our audience."

This is the second high-profile celebrity campaign American Eagle has launched this summer. At the end of July, the company tapped actress Sydney Sweeney to be the face of its fall denim campaign but the ads led to a backlash on social media over the catchphrase of the ads, "Sydney Sweeney Has Great Jeans."

However, that didn't dissuade American Eagle from embracing this new celebrity partnership.

"We all know the power of celebrity and influencers and that our customers look to them for style advice and how they integrate AE into their everyday wardrobe," Brommers said. "Leveraging celebrity partnerships that align with our customers' passion points, style, music, gaming, pop culture and sports is not a new strategy for American Eagle."

Past examples include Jenna Ortega, Role Model, Katseye, MXT00N, Addison Rae, Michael Evans Behling and the casts of "The Summer I Turned Pretty" and "Outer Banks," as well as Sweeney.

"We recognize talent early and bring in true fans of our brand to ensure our collaborations are authentic," he said. "We partner with people who share our values and are the right mix of aspirational and inspirational."

Going forward, Brommers didn't say whether the relationship with Kelce will continue, opting instead to focus on Wednesday's launch. "We are hyper-focused on this collection and the two drops we've created together," he said. "The tagline for the campaign is 'Live to Play' and that really is what we did throughout this entire process. We are excited to celebrate what we've designed together and share this year-in-the-making collaboration with our customers."

Kelce is no stranger to endorsements. In addition to this collaboration, he's worked with a wide range of companies including Nike, Bud Light, Pfizer, State Farm, Campbell Soup, Experian, General Mills, Subway, Pepsi and Lowe's.



# Jordan Davis Strikes a Chord

The multiplatinum country singer and songwriter just released his third studio album, "Learn the Hard Way."

BY JEAN E. PALMIERI PHOTOGRAPH BY GEORGE CHINSEE

**Jordan Davis** needs a beard sponsor.

Since releasing his debut single in 2017, the country singer and songwriter has amassed more than 8.4 billion streams, earned several awards from both the Country Music Association and Academy of Country Music and racked up a slew of gold and platinum singles, including the five-time platinum duet "Buy Dirt" with Luke Bryan.

That success led to Davis signing a deal with Wolverine for a line of boots and apparel as well as Cracker Barrel to promote its updated image, which has turned out to be immensely controversial among longtime fans of that brand.

But the singer has yet to find the right brand for his trademark facial hair.

"We couldn't have beards in high school, but when I moved to Nashville and got a job bartending, I kind of let it go," he says. "I wish I could say it was a look that I liked, but unfortunately, I was really struggling financially and cut all extra expenses out. So if I didn't have to get a beard trim or haircut, I saved 25 bucks."

Thankfully, Davis doesn't have to worry about that now.

The singer just released his third studio album, "Learn the Hard Way," which has already spawned a number of hits: "I Ain't Sayin'," "In Case You Missed It," "Know You Like That," "Bar None," the title track, and the latest single, "Turn This Truck Around."

Although the Louisiana native and father of four is happily married, nearly all of the 17 songs on the album are about breakups. "I think my biggest fear is making the same record again, or having a fan say, 'You know, it sounds like the last one.' So we really went after some new sounds," he says. "It's easy for me to sit down and write about real life — fatherhood, being a husband — but we were trying to push the envelope on this one."

That's one of the special things about songwriting: "You get to play a character for three minutes or go back and pull out stuff you've gone through that people can relate to. A big reason it's called 'Learn the Hard Way,' is that a lot of these songs have somebody kind of looking back and wishing they could change something. I think that's a part of life — married, single, whatever — you can always go back and find something you could have done better."

Davis spent more than two years writing and recording this album. Fans have loved a lot of what the artist has done since he broke through with "Single You Up" back in 2018. But despite all his success, he remains humble and grounded.

"I'm blessed to get to do this," he says. "There are still days where I wake up and think it's crazy that my job is to write songs and sing. When I moved to Nashville, if you'd told me I would have gotten to this point, I don't think I would have believed you because I know how tough it is to make a living making music. The first four or five years in Nashville weren't the easiest for me. I struggled finding my way and worked a lot of jobs. So I never take it for granted."

He's also managed to make some fast friends among the country music community in the past few years, including Luke Combs and Thomas Rhett. Davis toured with Combs in Australia, New Zealand and the U.S. earlier this year and was gifted an Audemars Piguet watch from the headliner.

"The coolest thing about Luke is how



Jordan Davis

down to earth and humble he is," Davis says. "That guy is the exact same person I met when he was playing 500-cap bars as when he was selling 65,000 tickets in stadiums. I get to talk to Luke a lot, and very seldom do we discuss music or songwriting. It's a check in with his family, and he checks in on me."

The artists have also undoubtedly seen the elevation of Davis' style too. Although he still sometimes sports flannel shirts and jeans, he's also become a fan of Rag & Bone, Todd Snyder and other classic men's brands. "It's crazy for me to look at photos of myself," he says. "You just wonder what you were thinking. I fell victim to the tighter jeans and long T-shirts and kind of stayed in the Zara world."

Comfort continues to be paramount for him, both on stage and off, and he opts for brands he grew up with such as Levi's and Wrangler. That's the reason he signed on with Wolverine.

"My grandpa and dad owned a furniture reupholstering company in my hometown for almost 50 years and they both always wore Wolverine. So when the opportunity came up, there was no way I was turning it down. It's a boot I can wear on stage and then to dinner or working on the farm. And I've been stoked to get to work with them on apparel."

So where does Davis see himself in the future? Hopefully juggling his career and home life more effectively.

"We've been touring so hard for the

last six or seven years, and I've missed everybody's first day of school," he says. "I still don't think I've written the best song I've ever written, and I don't think I've made the best record that I can make. So I want to continue to grow as an artist, as a songwriter, as a performer, but I really want to strike a good balance between loving music and touring and being the dad and husband I can be."

Davis' children range in age from five to newborn and the older ones are just starting to understand what their dad does for a living. "They know I sing and they listen to my songs on Alexa," he says. "But I have to tell them when they say, 'Alexa, play Dada,' that she doesn't know who Dada is."

# Fashion Scoops



## Women In Venice

The DVF Awards have become a Venice fixture, coinciding once again with the city's Film Festival.

On Thursday, Diane von Furstenberg will celebrate the work of extraordinary women with the 16th edition of the awards. This year, the honorees will include Sudanese activist and Emergency Response Room leader Hanin Ahmed; Christy Turlington Burns, founder and president of Every Mother Counts; general coordinator of COICA and defender of Indigenous and environmental rights Fany Kuiru Castro; entrepreneur and philanthropist Kim Kardashian, and Giulia Minoli, president of Italian foundation Una Nessuna Centomila, dedicated to combatting violence against women.

Presenters will include author and journalist Tina Brown; Grace Burns, Turlington's daughter; Italian actor Pierfrancesco Favino; architect and activist Giulia Foscari, and American singer and songwriter Chris Young.

"In these chaotic times, it is more important than ever that this year's honorees are incredible women who have had the courage to fight, the strength to survive and the leadership to inspire," von Furstenberg said. "I am thrilled to draw attention to their important work and to celebrate in Venice,

a city that I love and is herself an extraordinary woman."

The event, which will take place at the Goldoni Theater and will be supported by Bloomberg Philanthropies, will include a performance by Iranian dancer-choreographer Sahar Dehghan.

The DVF Awards were created in 2010 by the designer and the Diller-von Furstenberg Family Foundation to recognize and support extraordinary women who are dedicated to transforming and inspiring the lives of other women, granting each honoree \$100,000 for their nonprofit organization in order to further their work.

Over the years, the DVF Awards have amplified the voices of women from more than 30 countries with grants to further their work in the areas of climate change, immigration, fighting human trafficking, promoting gender equality and preventing violence against women.

Previous awards were bestowed to the likes of Christine Lagarde, president of the European Central Bank, "Selma" director Ava DuVernay and human rights lawyer Amal Clooney, among others.

The events have drawn such powerful women as Hillary Rodham Clinton, U.S. House Speaker Emerita Nancy Pelosi and Oprah Winfrey.

The Venice Film Festival kicks off on Wednesday and runs until Sept. 6. — LUISA ZARGANI

## Taylor And Travis

Given how Taylor Swift's and Travis Kelce's respective bountiful social media followings are marketing gold for brands, several companies wasted no time in tying into the news of their engagement.

Pinterest, Jared Jewelers, The Alloy Market, Claire Pettibone and Haus of Brilliance were among the brands that jumped on the news Tuesday afternoon by pitching the media with ancillary information. That was not the case though for Ralph Lauren, which did not promotionally share the fact that both Swift and Kelce were wearing clothes from the American designer label. Swift's black and white Polo Ralph Lauren dress was reportedly nearing sellout status. But a spokesperson for the company declined to say whether that is the case and if another production run is planned. The spokesperson also declined comment about whether Swift's dress was a gift, or how she got it.

The 35-year-old Swift has an estimated net worth of \$1.6 billion, while Kelce's net worth is said to be \$90 million. The multi-Grammy winner's Midas touch reportedly drives up site traffic and sales for brands by 1,000 percent.

A public relations team for the American bridal designer Claire Pettibone speculated about whether the pop star will "lean into a romantic, storybook aesthetic worthy of [her 2010 song] 'Enchanted' or [her 2020 album] 'Folklore,' or opt for something timeless and modern to mark her next chapter." Along with snapshots of the celebrity couple post-

engagement, a promotional e-mail featured a close-up of her ring with Claire Pettibone's collaboration with The North Way Studio called The Secret Garden of Jewels. There were also images of the fronts and the backs of 12 elaborate wedding gowns.

Pinterest was quick to plug how Swift's old mine brilliant cut ring aligns with the "Gen Z Ring Revival" trend in the platform's 2025 Wedding Trend Report. That means vintage-inspired silhouettes, unique cuts, and maximalist stacks are in demand. Pins for vintage wedding rings from the 1920s increased by 1,458 percent and unique ring stacks hiked up by 1,656 percent.

And the Alloy Market made it known that her choice is "one of the least regretted styles," based on its study of thousands of Reddit conversations that found that classic cuts and simple settings — like Swift's — stand the test of time. In a six-point unsolicited email, Haus of Brilliance's chief executive officer Monil Kothari said Swift's thicker yellow gold shank is "absolutely on-trend right now," as vintage is gaining ground with couples, "who want something less delicate and more statement-driven."

Looking ahead, Jared Jewelers' vice president of merchandising Ann Grimmer said, "Old cuts have been a developing trend for a couple of years, along with vintage styling, so I think Taylor getting engaged with one will definitely add fuel to the fire and make that a more common choice."

Meanwhile, the Crossroads Hotel used the engagement news to trumpet its "Red + Gold Standard" package, which offers guests, who stay at the Kansas City hotel during home game weekends, perks for local shopping, pregame cocktails, and a few other keepsakes. After checking in, guests can head to the Swift-approved Westside Storey for a \$200 shopping spree for vintage game-day fashion. Later at the hotel's eatery XR, they can sip a Chiefs-inspired "Red Friday" cocktail and tuck into some Pep Rally hearth-fired pepperoni pizza. In the room, there is a bucket of Garage Beer, which Kelce and his brother Jason own. Overnighters will also find a knit red scarf, which many fans layer up with at GEHA Field at Arrowhead Stadium. There could be a sighting

of every Swifties' favorite bride-to-be there on Sept. 14, when the Chiefs square off against the Philadelphia Eagles.

— ROSEMARY FEITELBERG

## New Roles

Tiffany & Co. has elevated Christopher Kilaniotis to the newly created global role of senior vice president, strategic business development. Kilaniotis is succeeded by Matthieu Garnier, who joins Tiffany & Co. as president and chief executive officer, North America.

In his new capacity, Kilaniotis will spearhead the development and execution of global strategies designed to accelerate Tiffany's revenue growth and expand its market presence worldwide. Garnier, as president and CEO, North America, will be responsible for driving strategic growth and strengthening brand equity across the U.S. and Canada.

Kilaniotis has served as president and CEO, Americas since 2021. According to a statement from the brand, Kilaniotis has made significant contributions to the region, including advancing Tiffany's high jewelry business and overseeing the reopening of its New York City flagship, The Landmark, in 2023. Prior to joining Tiffany & Co., he held senior leadership positions at Cartier and Louis Vuitton.

Garnier brings extensive experience in the luxury sector, most recently serving as CEO of North America at Loro Piana which, like Tiffany, is owned by LVMH Moët Hennessy Louis Vuitton. He previously spent over 14 years at Cartier, where he held a variety

of leadership positions of increasing responsibility, ultimately serving as senior vice president of retail.

Both will join Tiffany & Co.'s global executive committee in their new roles. — THOMAS WALLER

## Diamond-Certified Sound

Forget crystal-clear audio — the collaboration between Jacob & Co. and high-end German electronics manufacturer Loewe launching Wednesday is all about gold and gemstones. They have teamed to release the Loewe x Jacob & Co. Bespoke Limited Edition headphones, which include the latest audio technology and boast motifs set with either diamonds or a rainbow of sapphires.

While the jeweler and watchmaker has collaborated with the likes of Bugatti, Supreme and K-pop star G-Dragon, this is the first time it has teamed with a technology company "in such a direct and integrated way," said Jacob & Co.'s chief executive officer Benjamin Arabov.

"Rather than just creating an accessory, Jacob & Co. views this as pioneering a new form of luxury experience, one where artistry and technology meet to shape how clients feel, live and express themselves," added Arabov.

On top of the anodised aluminum and leather used for the headphones, the "Ice Diamond" model has circles of 14-karat white gold motif on each ear cup and is set with 456 diamonds weighing a total of 12.47 carats. On the "Noir Rainbow" design, it's just shy of 16 carats of ▶



Ralph Lauren's striped silk blend dress.



Christopher Kilaniotis

The "Ice Diamond" version of the Loewe x Jacob & Co. earphones.



multicolored sapphires – 204 of them overall – that come set in 14-karat rose gold.

The headphones use the latest advanced active noise cancellation with AI technology to enhance the listening experience but also real-time translation and voice assistant integration.

"For Loewe, this collaboration represents much more than a product launch – it marks the beginning of a new chapter where technology, design and luxury craftsmanship converge," said Aslan Khabliev, CEO of Loewe Technology.

Collaborating with Jacob & Co. signals the electronics manufacturer's "ambition to move beyond traditional boundaries of consumer electronics and position itself in the realm of lifestyle luxury," the executive continued.

Priced between 99,000 and 119,000 euros, the two designs are limited to five pieces each worldwide. After being unveiled in Monaco on Wednesday, they will be showcased in two subsequent events, at Globus in Geneva and Harrods in London.

Beyond these limited-edition designs, Loewe has new high-end products slated for release in September and the company plans to further explore "partnerships that merge innovation with artistry" and introduce limited editions as well as bespoke services.

Founded in 1923 in Berlin and now headquartered in Kronach, Germany, where it also has a production facility, Loewe is a long-standing pioneer in television and audiovisual technologies particularly for home entertainment. French soccer star Kylian Mbappé, who had been an ambassador for the brand, acquired a minority stake in the company in 2024.

– LILY TEMPLETON

The collaboration with eBay is the latest initiative under Another Life, which is M&S' overall approach to circularity focused on "rewear, repair, recycle and resale."

Items that can be worn again are professionally cleaned, repaired and listed by Reskinned on the M&S x eBay store. Items that cannot be resold will be responsibly repurposed or recycled. M&S will be contributing 15 percent of its profits from the eBay partnership to Oxfam, a group of NGOs that works to help end poverty and social injustices around the world.

"At M&S, we are committed to supporting customers to do the right thing and playing our part in reducing textile waste," Monique Leeuwenburgh, director of sourcing and technology in fashion, home and beauty at M&S, said in a statement. "We're delighted to be partnering with the preloved experts at eBay and Reskinned to launch a dedicated resale platform. This not only offers more ways for customers to give items 'Another Life,' but also an opportunity for customers to purchase items they might have missed from previous seasons – which are preloved."

"For nearly three decades, eBay has partnered with fashion brands to help them sell seamlessly at every stage of the inventory life cycle, while championing the principles of re-commerce and the circular economy," Kirsty Keoghan, general manager of European fashion at eBay, said in a statement. "M&S is a beloved British institution, known for its enduring quality and style, and a staple in wardrobes across the U.K. Welcoming M&S to the eBay marketplace represents an exciting milestone in our mission to make circular fashion more accessible, appealing and scalable."

According to statistics from eBay and M&S, almost three in five consumers (59

percent) globally bought preloved goods in the last year. Pre-owned and refurbished products make up 40 percent of eBay's gross merchandise value.

– DAVID MOIN

## For a Cause

Australian designers Camilla Freeman-Topper and Marc Freeman, who are behind the label Camilla and Marc, are continuing their fight for ovarian cancer.

The brand announced their fifth "Ovaries. Talk About Them." campaign on Tuesday with Italian model Bianca Balti with the news that they are on track to bring the "world's first circulating tumor DNA-based early detection test for ovarian cancer to clinical trials by 2026."

In the campaign she's wearing a T-shirt that's printed with "It all begins with ovaries."

Camilla and Marc launched the campaign in 2019 and has since raised more than \$2.5 million in direct research funding.

The research has been led by Professor Caroline Ford and her all-female team at the University of New South Wales' Gynaecological Cancer Research Group in Sydney.

"We're on the verge of a scientific breakthrough that could fundamentally change outcomes for people with ovarian cancer around the world. Early detection is the missing piece – and we're closer than ever to delivering it," said Ford.

Camilla and Marc collaborated with Naomi Watts, Dree Hemingway, Georgia Fowler and Willa Devereux last year for their campaign.

Ovarian cancer is a special cause for the sibling designers.

"My brother Marc and I lost our mum to ovarian cancer when we were just 11 and 13. That was over 30 years ago and since then the statistics for



Bianca Balti for Camilla and Marc.

this disease have barely changed. There was no test then and there is no test now and that is purely down to a lack of funding and a systemic bias in the health care system against women," creative director Freeman-Topper told WWD last year.

– HIKMAT MOHAMMED

## Fanatical About Ads

Fanatics continues to expand its reach.

The digital sports platform, which has expanded into trading cards, events and betting, has now launched Fanatics Advertising.

The new division is intended to redefine how brands engage with sports fans and maximize the commercial potential of the entire Fanatics organization. As such, Fanatics Advertising will oversee the advertising and brand partnerships strategy of Fanatics Commerce, Fanatics Collectibles, Fanatics Betting & Gaming, Fanatics Collect and Fanatics Events.

Jeremy Gorman, an industry veteran who has served as a strategic adviser to the company since last November, has been appointed chief revenue officer and will oversee the division.

"Sports have a unique power to bring people together," Gorman said. "Fanatics sits at the center of that passion, with a connected ecosystem that spans commerce, content and culture. This gives us the ability to deliver for our partners in ways few companies can, authentically engaging fans

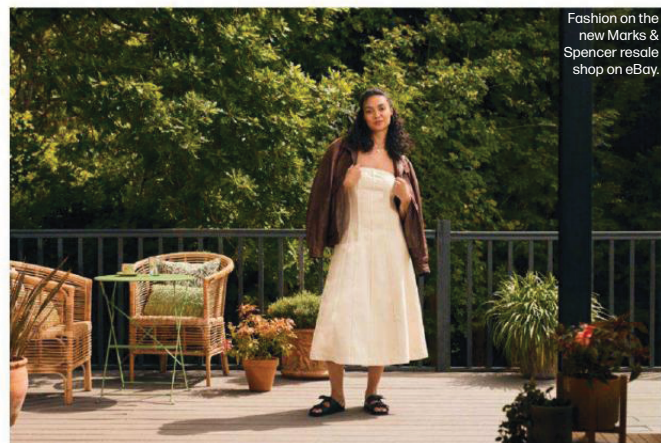
at scale, at every moment that matters."

Fanatics, which reaches more than 100 million sports fans globally, has been building the new division's infrastructure over the past several months and will soon launch the Fanatics Advertising Network and Sports Video Network. Set to debut with the kickoff of the NFL season next month, these platforms will help brands reach fans through digital video and CTV placements during key sports events.

"A unified advertising division unlocks cross-collaboration and creates incredible value for brands who are looking to get the most out of the Fanatics platform – a combination of assets that includes more than 100 million global fans, innovative businesses that reach across the full sports ecosystem, deep relationships with the world's top sports properties, and a brand that has become synonymous with fandom," said Tucker Kain, Fanatics' chief strategy and growth officer. "With her impressive track record building and scaling ad businesses for some of the most transformative global companies, Jeremy is the right leader to launch our new advertising model and offer unique ways for brands to engage deeper with fandom."

Gorman previously served as president of advertising at Netflix and chief business officer at Snap Inc., and also worked at Amazon for seven years. She will split her time between Los Angeles and New York and report to Kain.

– JEAN E. PALMIERI ■



Fashion on the new Marks & Spencer resale shop on eBay.