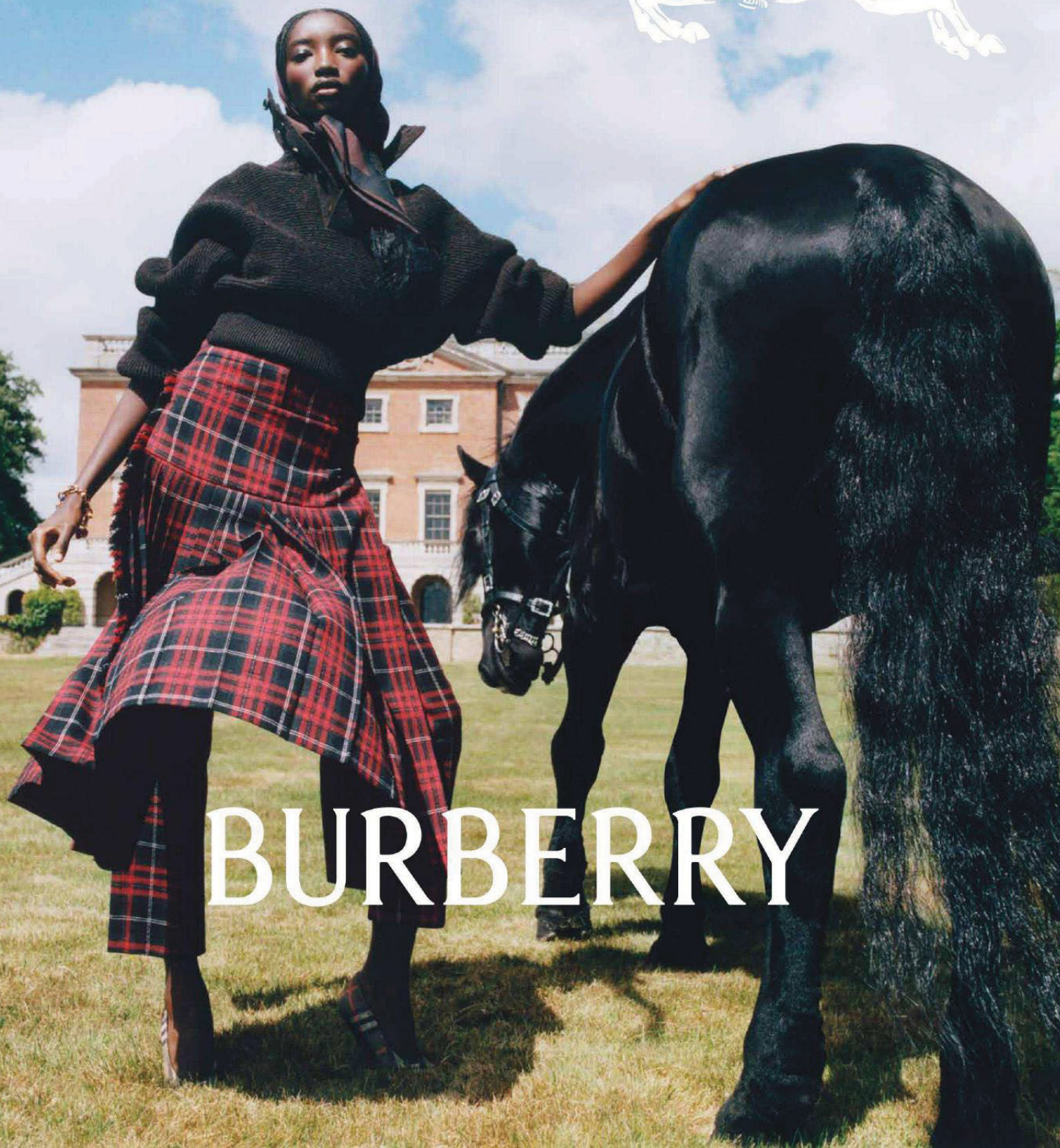


WWD



BURBERRY

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Fashion. Beauty. Business.



WHAT TO *Watch*

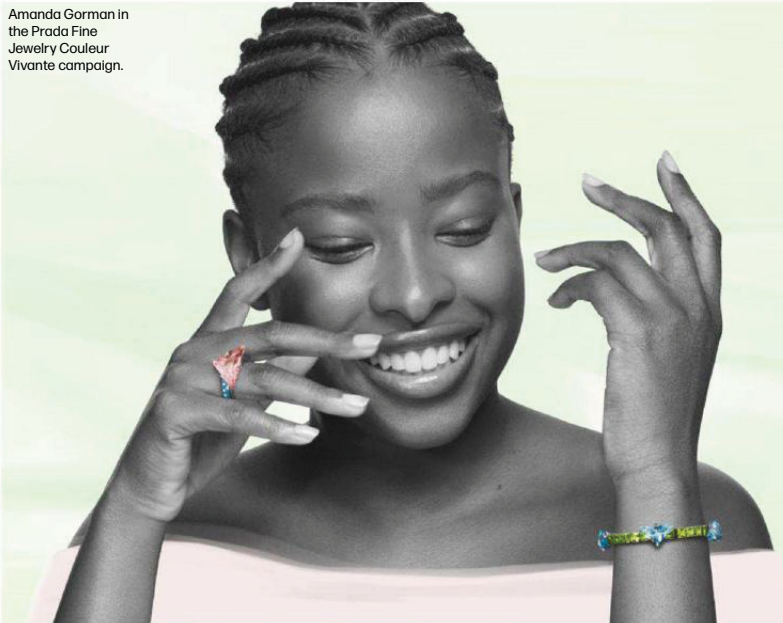
■ BEAUTY ■ MEN'S

In the first part of a weeklong series, WWD takes a look at what lies ahead for the rest of the year in beauty and menswear, from the headwinds buffeting beauty groups and key product launches to whether male consumers will buy into fall's looser fits. *For more, see pages 6 to 15.*

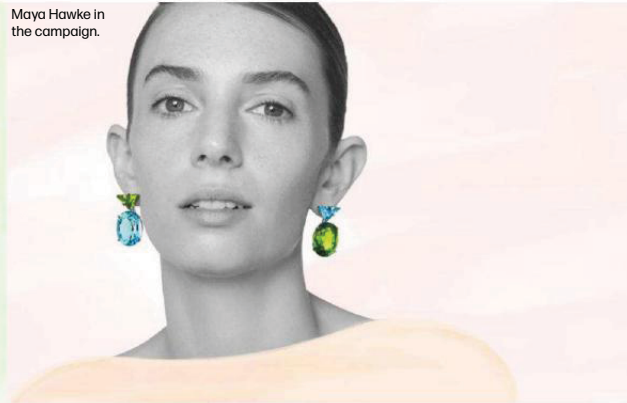
ACCESSORIES

Prada Launches Fine Jewelry Couleur Vivante Collection

Amanda Gorman in the Prada Fine Jewelry Couleur Vivante campaign.



Maya Hawke in the campaign.



- The Milan-based brand has conceived a dedicated ad campaign lensed by David Sims, fronted by Amanda Gorman, Maya Hawke, and Kim Tae-Ri, and unveiled exclusively with WWD.

BY LUISA ZARGANI

MILAN — Prada is further developing its jewelry collection with a made-to-order lineup that will be available starting in October.

The Prada Fine Jewelry Couleur Vivante collection comprises drop earrings, solitaire rings, line bracelets and rivière necklaces, with unconventional combinations of amethysts, aquamarines, madeira citrines, pink morganites and o-roverde peridots used throughout. Prada's signature triangle motif, which harks back to the brand's founder Mario Prada, is a recognizable element of the lineup.

The Milan-based fashion company is launching a dedicated ad campaign fronted by award-winning American poet and activist Amanda Gorman; American actress, model and singer-songwriter Maya Hawke, and South Korean actress Kim Tae-Ri. The bold portraits were photographed by David Sims.

Co-creative directors Miuccia Prada and Raf Simons told WWD exclusively that "jewelry is part of the feminine identity. It is fascinating how jewels echo histories, experiences, emotions — an idea of who the woman is behind each piece, a link to her interior life. These are considerations that can be reflected in new pieces, as well as antique. Jewelry is a form of personal adornment embedded with meaning, deeply connected with culture and humanity."

Miuccia Prada has succeeded in protecting her privacy over the years, with few personal details emerging, apart from, for example, her passion for vintage and antique jewelry.

Prada and Simons added that "Prada has always had a tradition of luxury, of creating precious things — but also of examining that tradition, questioning convention. The Prada fine jewelry collections continue our exploration of this, investigating received notions, accepted ideas and proposing alternative perspectives. There is an approach to materials — gold, gemstones, diamonds — with a radical reconsideration of the precious at its core. For Prada, jewelry is a different vocabulary, a form of language that can be shifted."

Prada's first fine jewelry collection was launched in 2022. At the time, Lorenzo Bertelli, head of CSR, explained that the line, called Eternal Gold, was the first one made by a global luxury brand using 100

percent certified recycled gold. That was the latest step in Prada's commitment to sustainability and responsible practices, such as the shift to its recycled Re-Nylon production.

Gorman and Hawke also fronted the campaign photographed by Sims to launch that first jewelry collection, together with Dutch-Korean-Canadian musician Somi Jeon.

Each Prada Fine Jewelry Couleur Vivante piece has been recorded on the Aura Consortium Blockchain platform, through which customers can verify the authenticity of their jewelry and access key provenance information on the gemstones used in each design. In 2021, Prada Group and Compagnie Financière Richemont

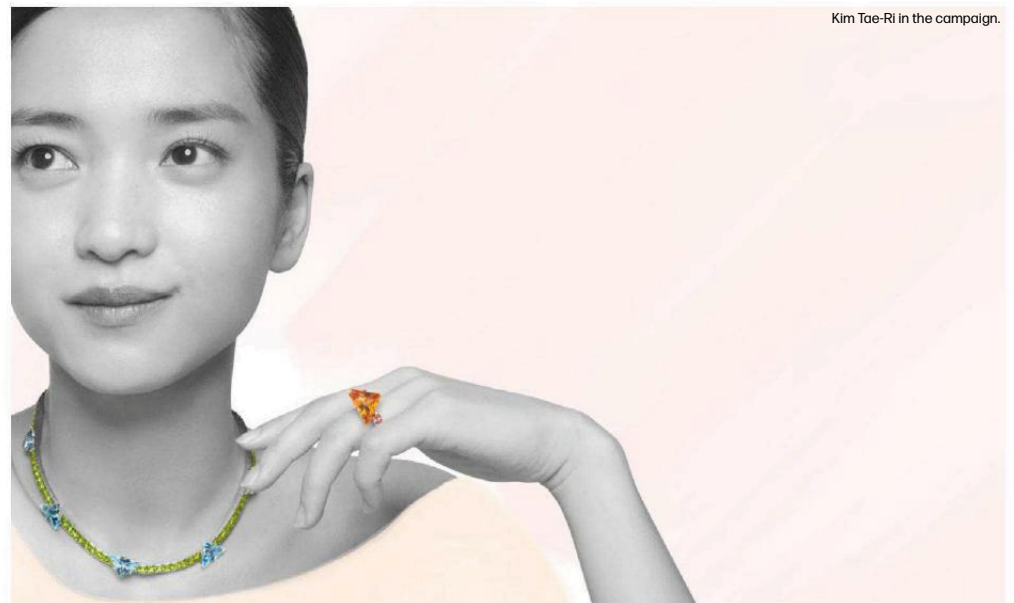
joined LVMH Moët Hennessy Louis Vuitton, which in 2019 initiated the Aura platform, promoting the use of a single blockchain solution open to all luxury brands worldwide.

The three young talents who feature in the Couleur Vivante campaign are Prada brand ambassadors, appearing in previous campaigns and wearing the Italian label on the red carpet and social events. Gorman is the youngest inaugural poet in U.S. history, the first person to be named National Youth Poet Laureate and an advocate for the environment, racial equality and gender justice.

Hawke, the daughter of Uma Thurman and Ethan Hawke, gained global fame playing Robin Buckley in the third season of the Netflix drama "Stranger Things," and also starred in, and coproduced, her father's biographical film of Flannery O'Connor, "Wildcat."

Tae-Ri made her debut in the 2016 psychological thriller "The Handmaiden" by Park Chan-wook and, most recently, in 2023, she starred in the SBS television drama "Revenant" and in 2024 in tvN's historical musical drama, "Jeongnyeong: The Star Is Born."

Kim Tae-Ri in the campaign.





BURBERRY



Alexis Nasard

EXCLUSIVE

Swarovski Is Celebrating Its 130th Birthday

● In an interview, CEO Alexis Nasard characterized the milestone as “an opportunity to communicate our values.”

BY MILES SOCHA

The swan, a clutch of new collaborations, a retrospective exhibition – and gold galore – take center stage as Swarovski kicks off its 130th anniversary celebrations this month.

The Austrian crystal specialist is unveiling its Vienna Collection, inspired by its long-necked emblem; seven guest designers as part of the Creators Lab series, and a Hollywood stop for its “Masters of Light” exhibition that underscores its cultural and commercial relevance.

“For us, 130 years was a unique opportunity to communicate our values to customers,” Alexis Nasard, Swarovski’s chief executive officer, told WWD in an exclusive interview Monday, referring to its devotion to “joyful extravagance” and self-expression, its unique positioning as a purveyor of “pop luxury,” and its history of craftsmanship, creativity and cultural connections.

Nasard stressed it’s important for luxury brands today to build “cultural capital” so that the “customer feels that by collaborating with this brand, or by purchasing this brand, they’re buying into something bigger than themselves.”

“It is really important to always maintain an equilibrium between zeitgeist and heritage,” he explained over Teams. “We have a unique savoir-faire in creating and cutting crystals, which are very beautiful and have unique properties. We have creativity. We have quality. This is what any luxury brand needs to be credible and sustainable over time. But what the

brand has, in addition to this, is what I call unapologetic modernity, always in the zeitgeist.”

To wit: Look out for the next wave of its holiday campaign featuring its global ambassador Ariana Grande, a new Osaka flagship that opened Monday amid World Expo 2025 in the Japanese city – and also the unexpected, like Beyoncé Knowles-Carter wearing Swarovski jewelry during her “Cowboy Carter” tour.

“These events are not always engineered by us. We often become the natural choice of designers and artists,” Nasard noted.

The established and emerging brands that will join the Creative Lab series are still under wraps for a few more weeks, but Nasard suggested they were like-minded, design-driven firms that would push the boundaries of crystal craftsmanship.

“We consider our collaborations with the Creators Lab a very unique opportunity to show that our crystals are an ingredient for superlative creativity and artistic expression,” he said.

“We’re not just an ornament,” he continued, explaining that its litmus test for collaborations is asking, “Could this product have been as artistically impactful if it didn’t have Swarovski crystals? We want the customer to say, ‘Wow, that is a different take on design than anything that I have seen before.’”

That said, Swarovski does sell ornaments – and likely “tens of millions” of swans, which first became the company’s emblem in 1989 and a product line in 2001.

The limited-edition Vienna collection, designed by Swarovski’s global creative director Giovanna Engelbert, pays homage to house founder Daniel Swarovski and the city where he established a brand now synonymous with crystal.

Nasard said references to the swan in that collection range from explicit to

subliminal, sometimes “just a curve, a twist, a point or something that could represent feathers.”

“It’s a very beautiful, gracious and seductive animal,” he commented, noting that Engelbert and Swarovski conducted an extensive study of swans across the visual arts back in late 2022.

According to Engelbert, what makes the house special – and a fixture in pop culture, bringing sparkle to fashion runways, concerts, galas and theatrical performances – is “the transformative power of crystal, the wonder of creativity and the joy of self-expression.”

Today, the house also designs and manufactures lab-grown Swarovski Created Diamonds and zirconia; jewelry;

accessories; homewares, and crystals for the automotive industry.

The Vienna Collection – which includes chokers, ear cuffs, earrings, bracelets, necklaces and a brooch – comes in exclusive gold packaging, that metallic hue also figuring in window displays and activations in select stores for the “130 Years of Joy” celebrations.

The anniversary program extends to a special activation at the World Expo in Osaka, and a “festive takeover” of the Swarovski flagship in Paris on the Avenue des Champs-Élysées.

All of the elements unfurl as Nasard makes steady progress on a turnaround at Swarovski, which found itself in financial difficulty after the pandemic, bringing him on board in 2022 as the first non-family CEO of the company. (The longtime Procter & Gamble executive also headed Kantar and Bata Group earlier in his career.)

Discussing the company’s recent performance amid an inauspicious and volatile market context, he said Swarovski logged 5 percent organic growth in the first half of 2025, with like-for-like growth of 17 percent in the Americas, 9 percent in Europe and 3 percent in Asia, including China, which has been a drag on all luxury players.

What’s more, the jewelry category grew 8 percent in the first six months of the year, outstripping the industry average and confirming market share gains. Watches also performed well, he said.

Swarovski posted a profit in 2024, its first in six years, and is on track to be in the black again this year, Nasard said, crediting operational discipline and the soundness of its LUXignite strategy, which includes the created diamonds collection and curated shopping experiences.

The executive said the brand spies additional runway for expansion in the U.S., where it currently operates around 115 stores.

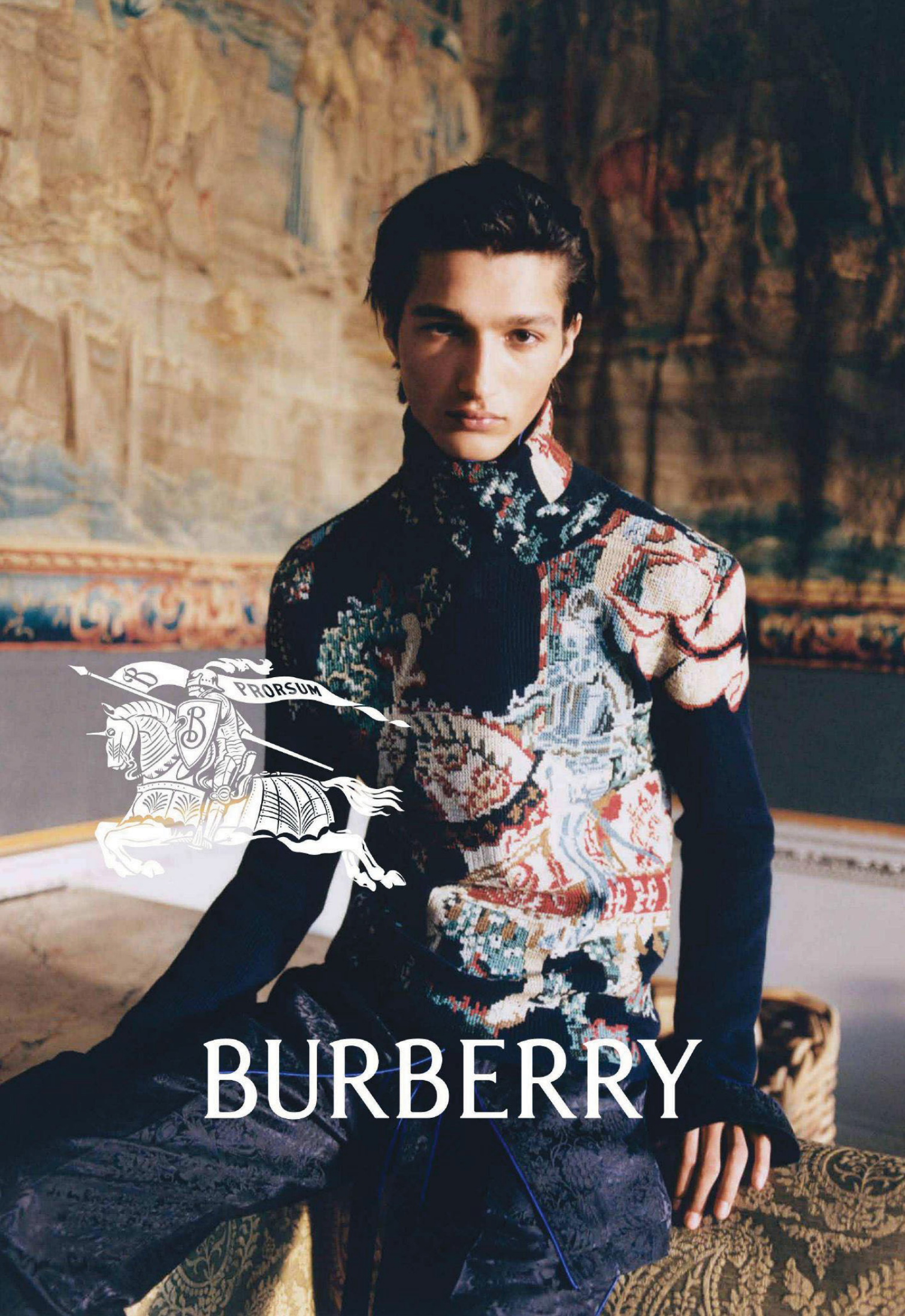
Hence the “Masters of Light” exhibition hitting Hollywood after stops in Shanghai, Milan and Seoul. The showcase explores Swarovski’s history in entertainment, fashion, design and its longstanding ties to Hollywood as a player in cinema and on the red carpet.

The brand has collaborated with some of Tinseltown’s most important costume designers since the 1920s, and has seen its crystals sparkle on such legendary stars as Greta Garbo and Marlene Dietrich.

“We thought that would be a very nice opportunity for us to talk about our past, our unique savoir-faire, and to protect the brand into the future,” Nasard said.

Swarovski operates around 2,300 boutiques in more than 140 countries.





BURBERRY

The Plight of Beauty Companies

Navigating headwinds: Beauty companies confront economic pressures, tariffs and restructuring. BY KATHRYN HOPKINS AND JENNIFER WEIL

Beauty companies on both sides of the pond are expected to have to grapple with a multitude of issues throughout the remainder of the year and into 2026.

Starting with Europe, numerous beauty companies there cut their full-year guidance due to a host of factors, including a weak U.S. dollar and softening consumer demand.

Interparfums SA in July said its full-year sales target should return to the lower end of the initial estimate, to around 910 million euros, due to the appreciation of the euro against the U.S. dollar since spring.

Fragrance and flavors supplier Symrise that same month lowered its full-year 2025 organic growth outlook to 3 percent to 5 percent, from 5 percent to 7 percent, due to challenging global demand.

Henkel also in July lowered its 2025 organic sales growth guidance to 1 percent to 2 percent, versus the previously announced 1.5 percent to 3.5 percent.

"We believe Henkel faces challenging translating pricing into growth as consumers appear more price-sensitive and less brand loyal today," wrote Danny Yeo, an equity analyst at CFRA Research, in a note.

While navigating slowing consumer demand, several beauty companies are raising product prices.

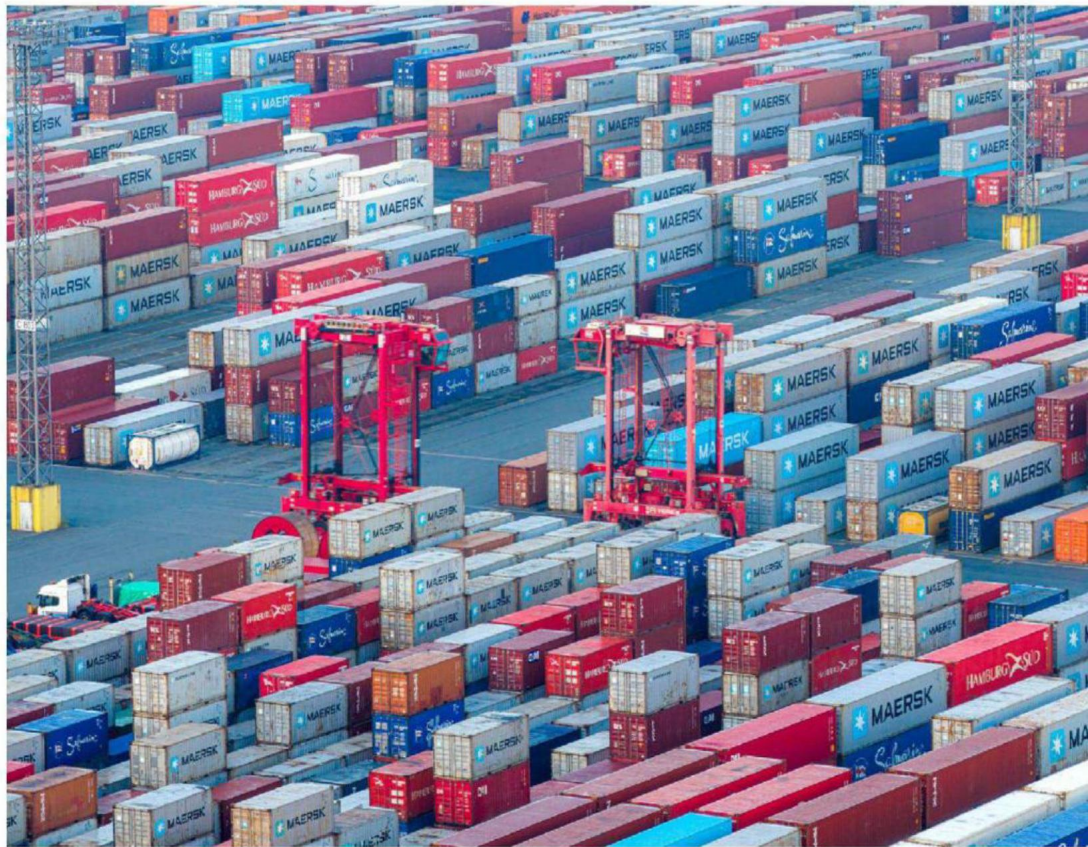
Puig said in July, independent of tariffs, it had already decided to make price increases in the midsingle digits in August.

It's the same story in the U.S.: E.L.F. Beauty on Aug. 1 took its prices up \$1 across the brand portfolio, to counterbalance rising costs from inflation and import tariffs, especially on products made in China.

Procter & Gamble, whose brands include Pampers, Tide, Gillette and SK-II, plans to increase prices on around a quarter of its items.

"At these rates, tariffs alone are a 5-point headwind to core EPS growth in fiscal 2026. We will look for every opportunity to mitigate these impacts, including sourcing flexibility, productivity improvements, and pricing with innovation in affected categories and markets," said outgoing chief executive Jon R. Moeller during an earnings call.

Its fiscal 2026 outlook includes \$1 billion before tax in higher costs from tariffs based on rates announced since July 9,



Moeller explained. "You can think about the tariff impact in three buckets. About \$200 million from materials and products imported from China to the U.S. Another \$200 million from Canada's tariffs on goods shipped from the U.S. And the remaining \$600 million from tariffs on goods coming to the U.S. from the rest of the world."

The Estée Lauder Cos. said it, too, has the option to raise prices in its tool kit. Concurrently, chief financial officer Akhil Shrivastava said the company has been working to reduce the tariff impact in its supply chain. It expects tariff-related

headwinds to impact profitability by about \$100 million.

He said, "We saw the challenge that was ahead of us, and we put a task force in place working directly with Stéphane [de La Faverie, CEO] and me on strategies to mitigate the tariff impacts. We have used the trade agreements. We have moved production. We have looked at material sourcing, finished good sourcing, leveraging our nine campuses around the world. And we are on track to reduce the share of products sold in China that are sourced from our U.S. plants to less than

10 percent by the end of the year."

Oliver Chen, an analyst at TD Cowen, said: "The Estée Lauder Cos. is taking the right steps, in our view, to transform the company, but we continue to monitor signs of longevity in a tougher backdrop."

Against this challenging and ever-evolving backdrop, more job losses are also expected in beauty.

In February, L'Oréal Paris revealed plans to ramp up its restructuring program and eliminate between 5,800 and 7,000 positions. As of Aug. 13, the company had approved initiatives totaling \$747 million and a net reduction of more than 3,200 positions.

In April, Coty revealed plans to cut up to 700 jobs as it revisits a strategy launched during the pandemic.

Shiseido Americas is also trimming its headcount. "Shiseido Americas has undertaken a business transformation to return to growth and profitability. As part of this process, we have made the difficult decision to eliminate certain roles within the company and a number of our employees have been adversely impacted," the company said in a statement.

There are, however, bright spots.

The move to sell more prestige beauty on Amazon is paying off, especially for the likes of L'Oréal, which eschewed the platform for years, while brands are experiencing growth fueled by TikTok.

After its partnership ended with Target, Ulta Beauty is eyeing growth from expanding internationally for the first time, beginning with Mexico, where it just soft launched a store in the capital, and the Middle East later this year.

And while it has slowed slightly, fragrance is still a hot category, driving growth for many of the big players.



WHAT TO WATCH

BEAUTYINC WWD

Will Beauty M&A Continue To Gain Momentum?

E.l.f. Beauty, Ulta and Unilever deals signal an optimistic outlook for the remainder of 2025.

BY KATHRYN HOPKINS AND JAMES MANSO



Tarang Amin and Halley Bieber

Beauty bankers are optimistic that the recent spate of deals will continue into the second half of this year and into 2026.

After a standstill, a number of deals have been made in recent months, including E.l.f.'s acquisition of Rhode, Ulta snapping up Space NK and Unilever's purchase of Wild and Dr. Squatch, not to mention L'Oréal's rattatatt deals with Color Wow and Medik8.

"The recent deal announcements send a really positive signal to the market, to all players involved in the market – from founders and management teams to private equity – that may be looking at deals but were concerned that strategics weren't also going to show up at the table," Ashleigh Barker, a director at Lincoln International's consumer group, said.

"I do think that we will continue to see more deals getting launched through the remainder of the year, as well as heading into Q1 of next year, perhaps not with a flurry of deals that we often talk about once we get to this post-Labor Day period, but there are several opportunities that are contemplating the specific timing of when they want to go to market," she continued.

"Whether it's in the fall or in early 2026, it feels like people are getting ready for processes," said an industry source, who added that potential buyers would favor newer entrants to market over the swath of color brands that launched sale processes in 2024. "Makeup by Mario stopped, Kosas stopped, and I haven't heard a peep about Merit."

The focus is more on skin care and hair care than makeup, from a category perspective. "Byoma is definitely getting done," the source said, who added that a couple of hair brands, namely Amika, Camille Rose and Jolie, would be anticipated targets.

Dermatological skin care brands are still in demand, highlighted by L'Oréal's acquisition of Medik8.

Other brands ripe for the picking are Westman Atelier, as reported, Salt & Stone, Biologique Recherche and Maesa, said a source. Trinny London is also said to be exploring its options, with sales around \$85 million, and is asking for revenue multiples of 4x or 5x.

As far as what makes a viable asset, "the biggest question for our community in today's world is the distribution question," the source said. "Sephora is not helping brands long term, I think it will hurt some more. Indie beauty brands are going to have to compete with K-beauty brands at a lower price point."

That being said, retail is still one of the most important factors for potential acquirers, the source said. "Retail is where you have sustainable businesses – if you can deliver sustainable business, that's what strategics care about."

The Future of Coty

Coty's future remains uncertain as the company explores potential sell-offs of its luxury and consumer divisions.

BY KATHRYN HOPKINS AND JENNIFER WEIL

The future of Coty is certainly one to watch for the remainder of the year.

As previously reported in June, a number of sources told WWD that Coty, jointly listed in New York and Paris, is exploring a potential sell-off in two parts. That would involve its Luxury division, counting brands such as Gucci, Burberry, Jil Sander and Hugo Boss, and its Consumer division, with mass brands including Covergirl, Max Factor and Rimmel London.

For Coty's luxury business, sources have said that the company is in talks with Interparfums, although they speculated that Interparfums would want only some of the fragrance brands – namely Burberry and Hugo Boss.

Burberry Goddess, released in 2023, remains Coty's biggest launch ever, while Hugo Boss became the number-two men's fragrance franchise in Europe in the second half of last year.

For this reason it's been speculated by a source that a potential deal for Coty's fragrance business could come in the form of a strategic partnership or merger, versus an outright acquisition.

Interparfums is said to have already made an offer to Coty for the Burberry license, which Interparfums previously held through end-2023.

It's understood that talks are still underway, but that the situation is in flux as the brands would need to agree to a deal, which might prove to be a sticking point.

Then there's the question of the blockbuster Gucci fragrance license, which was long assumed would go to Gucci's parent company Kering once

the license expires.

That license was inked for 50 years, according to WWD archives, which would make the expiration year be 2028. Coty chief executive officer Sue Nabi also hinted at that date when she told journalists in July 2023 that there would be no discussion of the renewal of any of Coty's licenses for at least another five years.

Emma Mackey in the campaign for Burberry's fragrance, Goddess.



More recently, however, multiple sources have speculated that Kering's current financial struggles, driven by the Gucci brand, could mean the French luxury group might not want to take back the license as originally planned – at least not right away – and that could also impact Coty's plans.

Kering is ramping up its cost-cutting efforts to curb debt as it prepares to welcome Luco de Meo, the group's new CEO, who has a "cost killer" reputation with a speciality in turning around ailing companies.

Sources have told WWD the cost to Kering to bring Gucci beauty in-house would run into the tens of millions of dollars.

"There are lots of balls in the air," said one source.

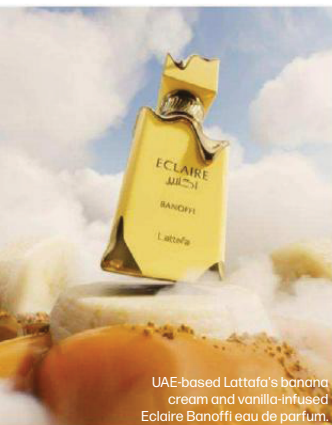
For the mass market, sources say Coty continues to search for a buyer for its Consumer division in Asia. That division has been facing challenges for numerous reasons. Mass market brands are increasingly up against competition from direct-to-consumer contenders, and investors often don't see mass brands as appealing as their luxury counterparts from a valuation standpoint, for instance.

Coty reported a net loss of \$72.1 million in its fourth quarter. The adjusted EPS loss was 5 cents a share, below forecasts for a 1 cent profit.

Net revenue was \$1.25 billion in the fourth quarter ended June 30, down 8 percent year-over-year, but above Wall Street forecasts.

Arab-inspired Fragrance Brands Are Just Getting Started

From TikTok-viral Lattafa's affordable scents to Amouage's high-perfumery extracts, Middle Eastern fragrance houses are generating – and capitalizing on – mounting global buzz. BY NOOR LOBAD



UAE-based Lattafa's banana cream and vanilla-infused Eclairé Banoffi eau de parfum.



Oudgasm collection, which this month is gaining two additions: Chocolate Oud | II and Milky Musk Oud | 30.

"The boom in gourmand fragrances has primed consumers to embrace richer, more indulgent scent profiles," said Mathilde Riba, beauty insights analyst at Spate, adding that "Sweet Arab perfumes, which fuse gourmand notes with oud and resinous accords, have seen remarkable traction, such as those by Lattafa and Alrehab."

Indeed, even though Lattafa and Alrehab, based in the UAE and Saudi Arabia, respectively, were both founded decades ago, TikTok has propelled global awareness of these brands to new heights. Owned and run by the Lattafa family, Lattafa is best known for its accessibly priced (usually under \$50) eau de parfums, with the vanilla-powdery Yara Eau de Parfum being its top seller.

"Four years ago, post-COVID-19 around when blind-buying became a big thing, there was this completely organic growth where people began talking about Lattafa," said Abdul Rahim Shaikh, head of research and development for the brand and son of its cofounder, Sheikh Shahid Ahmad, referring to the trend of buying perfume online without smelling it first. The brand has a roughly 55-45 ratio of women to men consumers, with Gen Z and Millennial fragrance enthusiasts being its most engaged base.

The brand's online buzz catalyzed its

Arab-inspired fragrance brands are in the midst of what one might describe as a generational run.

While the fragrance category at large has been booming since 2021 – most recently growing 6 percent in the prestige market during the first half of 2025, and 17 percent in mass, per Circana – interest in Arab-inspired fragrances in particular has been mounting at a rapid clip.

Data from Spate shows that TikTok and Google Search interest in "oud perfume" has grown 20.5 percent year-over-year,

while "Arabian perfume" is up roughly 63 percent versus last year across platforms. This growth becomes even more pronounced, however, when considering the brands at the forefront of the space.

Kayali, the über-viral, United Arab Emirates-based fragrance brand launched in 2018 by influencer Mona Kattan, was the number-one fragrance brand at Sephora during the first half of this year, reports YipitData, outpacing even Sol de Janeiro. The brand is best known for its \$100 gourmand eau de parfums, as well as its

TikTok Brands Hit Retail: Will Virality Translate to Store Sales?

Brands such as Medicube, Personal Day and GuruNanda have gained significant recognition online and moved into major beauty retailers, including Ulta and Sephora. BY KALEIGH WERNER

Within the last few months, a handful of virality-driven brands with significant sales momentum through social media shopping channels, such as TikTok Shop, entered brick-and-mortar retail in the U.S. Among these is the K-beauty brand responsible for popularizing salmon sperm skin care, Medicube and Lili Reinhart's acne-safe brand, Personal Day.

Medicube, specifically, saw a 1,142.81 percent increase in TikTok Shop revenue from 2024 to 2025, just before they launched at Ulta on Aug. 4, according to data from Charm.io. In May, alone, Medicube made \$4.1 million. Personal Day totaled \$770,801 in TikTok Shop revenue before entering Ulta on Aug. 10. Meanwhile, GuruNanda, the all-natural oral care brand famed for its Pulling Oil Mouthwash, was selling 10,000 to 20,000 units a day when it hit Ulta's shelves in July.

Retailers are noticing these figures and hoping to translate them in-store – but it's not that simple. Wendy Liebmann, chief executive officer and chief shopper at WSL Strategic Retail, told WWD that the accessibility of these brands online should be preserved, and the way to do this is to ensure the customers of the brand are the same as those of the retailer.

"You've got to understand who the person is that's buying from TikTok shop, and where do they fit? Because if you've

got a twentysomething person who's very interested in beauty or fashion or something they've seen on TikTok Shop, but the retailer doesn't have that audience, putting a brand there may not work," she explained. "Even if they want to try and build that audience, you still have to have that kind of alignment."

To build on the visibility of viral brands like Anua, Beauty of Joelson and Skin 1004 – all of which amassed considerable attention

as interest in K-beauty blossomed – retailers, Liebmann noted, should "address the connection" in-store. "Place the brand in a 'Trending on TikTok' section so somebody who walks in the door who may not have been on TikTok Shop will think this must be hot," she explained.

Ulta, having snapped up many of these brands already, implements a similar model through its Sparked program, a platform

TikTok Shop performance, too: According to charm.io, Lattafa's sales via the platform exceeded \$63 million from August 2024 through July 2025, indicating 174 percent growth versus the brand's \$23.1 million total the year prior.

While the brand sells at department stores like Centrepoint in the Middle East, its global presence is mainly digital, though it is betting on pop-ups to further engage international consumers. In fact, this weekend the brand will take over the Iron 23 building in New York for a "Bite Me Bakery" pop-up inaugurating its new Give Me Gourmand fragrance collection.

"We want people to see what goes into the fragrances; to be able to experience and smell for themselves," said Shaikh. It's not just accessible offerings driving interest in Arab-inspired fragrances, though.

Oman-based high perfumery house Amouage has similarly seen a boom, with annual sales in 2024 exceeding \$260 million, marking a 30 percent uptick versus the year prior.

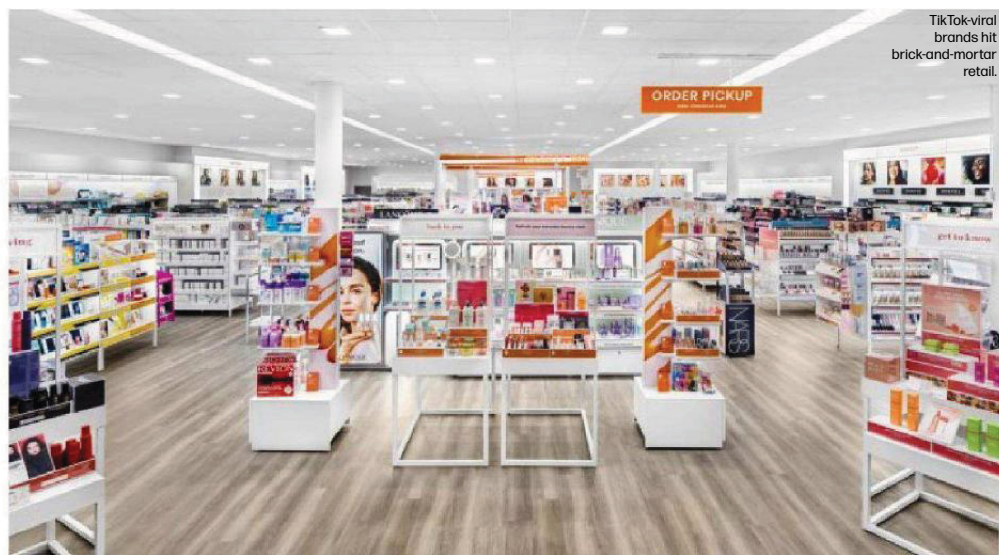
The brand, which was founded in 1983 and counts frankincense among its signature notes, sells a typical eau de parfum for \$395. Its more highly-concentrated extracts, which comprise more than 20 percent of the total business, said chief executive officer Marco Parsiegla, are around \$550. This year alone, the brand will add 15 boutiques, including openings in the U.S. and Riyadh, adding to its existing 16 boutiques.

"We've never seen ourselves as the fragrance house from the Middle East, for the Middle East," said Parsiegla, adding that more than 60 percent of the brand's consumers are repeat shoppers. The brand's U.S. business, he said, has grown nearly 70 percent during the first half of 2025. "By the end of 2025, Amouage will have doubled its revenue versus 2023," he added.

that reserves space for further-along brands entering retail, as well as its "Spotted on Socials" page online. Medicube is featured under Sparked as well as Personal Day. According to Shelagh Wong, CEO and cofounder of Personal Day, the brand "is targeting \$10 million in retail sales at Ulta in its first full year."

Lyla Chang, head of U.S. marketing department for Medicube, said the brand has already "exceeded internal sales forecasts, marking a very promising start."

The fastest-growing brands on TikTok, ones that could be poised to hit brick-and-mortar retail next, include M3Naturals, Ceelike, Sttes Perfume and Missha, data from Charm.io shows. Wonderskin, a top-selling lip product brand on Amazon, could also be next, thanks to its Lip Stain Masque, which sells every 15 seconds.



TikTok-viral brands hit brick-and-mortar retail.

WHAT TO WATCH

Non-U.S. Beauty Brands Face De Minimis Crunch

Small, non-U.S. beauty brands are grappling with how to continue servicing U.S. customers now that the de minimis tax exemption has ended, which has led to postal service chaos in addition to raising costs. **BY NOOR LOBAD**

Small, non-U.S. beauty brands officially have bigger problems than tariffs.

While tariffs on U.S. imports have indeed been rising in recent months, U.S. President Donald Trump's more recent move to end de minimis, a decades-old tax exemption which allowed goods valued under \$800 to cross into the U.S. duty free, has created more imminent pressure for many international brands.

The rolling back of de minimis has also prompted a growing number of international mail carriers to limit or cease shipping U.S.-bound packages, among them Germany's Deutsche Post and DHL Parcel Germany; U.K.-based Royal Mail; Austrian Post; Correos de México and more.

"It's been very concerning," said Mabelle O'Rama, a Lebanese-British perfumer whose eponymous niche fragrance line has a 50 percent U.S. customer base. "Normally, the fourth quarter is our busiest of the year and we prepare heavily for it. Shutting down our U.S. business is not an option – we have to find a solution."

For now, the brand has facilitated a temporary solution wherein one of its U.S.-based retailers, niche fragrance shop Stéle, will fulfill U.S.-bound orders made via the brand's direct-to-consumer website. The partnership will be trialed for an indeterminate period of time as O'Rama seeks longer-term solutions, but her search for traditional fulfillment partners in the U.S. has proven costly. "A lot of them want a minimum of 300 orders per month, which is very high for us – for a bigger brand, that's not an issue but for a small one that's a massive cost."

Meanwhile U.K.-based Glisten



U.K.-based Mabelle O'Rama is one of many brands feeling the heat of mounting shipping fees.



U.K.-based Glisten Cosmetics.

Cosmetics, best known for its colorful Wet Liners, has ceased shipping to the U.S. completely for now.

"Around 60 percent of our sales come from the U.S., so the de minimis change has landed like a real shock to the system," said founder Natalie Chapple. "The costs across the board have gone up. Shipping, customs clearance, duties – all of it is more expensive now, and that eats straight into margins. Even with strong sales this year, the rising overheads make it harder to stay profitable."

Jose Penalba, chief executive officer at beauty distributor Amerikas, echoed this sentiment.

"If you are below \$1 million in sales, it is going to be very complicated to cover these costs. Even costs for made-in-the-USA products are rising. The customer

acquisition cost is getting higher every day; shipping costs are getting higher every day – the critical size to be able to operate within the U.S. market is certainly increasing," he said.

Marie-Pierre Blanchette, founder of Berlin-based niche fragrance brand Miskeo Parfums, estimates that between the 15 percent tariff on German imports to the U.S. and the elimination of de minimis, her \$111 fragrances could cost upward of \$200 for a U.S. customer.

"It would be ridiculous for your customers to want to pay that, but also, my business is too small to be able to handle those extra costs," said Blanchette, who has halted orders to the U.S., home to around 25 percent of her customers.

4160 Tuesdays, a U.K.-based niche fragrance brand whose 50-ml. bottles sell

for 100 pounds, has also put U.S. order on pause. The decision came after a U.S. customer told the brand she had been charged the 10 percent tariff, plus state tax and an administration charge by DHL in order to receive her package. "She didn't want to pay the additional fees because she had no warning, so we paid them because having it sent back or destroyed would be even more expensive," founder Sarah McCartney said.

The tumult of the U.K.'s mail services only makes matters hazier.

"We're not sure when we can start shipping to the U.S. again. Perfume is flammable, so we can't use international post, we have specialist accounts with DHL and FedEx, who have not yet replied to our emails – I think they're too busy firefighting," said McCartney.

A GLP-1 Pill Is Coming to Shake Up The Weight Loss Drug Market

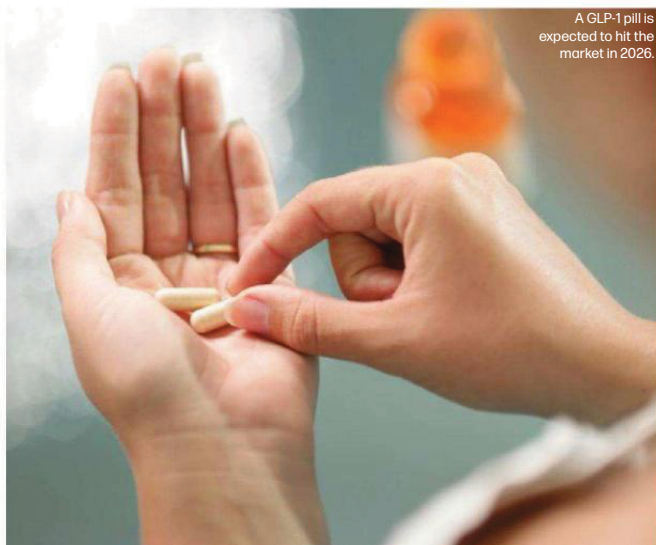
Eli Lilly is on track to release orforglipron next year, which has showed an average of 12 percent weight loss.

BY EMILY BURNS

A GLP-1 pill is coming and it could change everything.

It's no secret that weight loss drugs have become the hottest conversation in health, but it hasn't come without its challenges. Drugs like Mounjaro and Ozempic are extremely expensive, costing upward of \$1,000 for a month's supply in some cases. While some more affordable options like Zepbound, starting at \$349, have hit the market, there have also been shortages. Additionally, the injection-based drugs are not sustainable due to one-use disposable pens, are expensive to transport due to required refrigeration and cause some users trepidation who have a fear of needles. A pill format essentially sidesteps all of these challenges. Additionally, the market opportunity for a new format is huge, as experts say that 75 percent of Americans could qualify for weight loss drugs due to being overweight or obese.

Both Eli Lilly and Novo Nordisk are working on oral GLP-1 drugs that could hit the market next year. Eli Lilly's version,



A GLP-1 pill is expected to hit the market in 2026.

orforglipron, is unique in that its not peptide-based like the current injections on the market. Instead, it uses a small molecule that is easier and more affordable to manufacture. Like the drugs currently

on the market, orforglipron comes with side effects like nausea but also reports additional benefits like improved blood pressure, better cholesterol and reduced inflammatory markers.

Recent studies of orforglipron reported 12 percent weight loss versus the current injections which report around 25 percent weight loss. Sources say that investors were disappointed by the results.

"Five years ago, if you were to say 'Here's a pill, and it's going to help you achieve, on average, 12 percent total body weight loss, and 40 percent of users will lose more than 15 percent,' we would have been celebrating it," said Dr. Alexandra Sowa, obesity expert, founder of GLP-1 support brand SoWell Health and author of "The Ozempic Revolution." "We've gotten a little greedy from the headline perspective and from the investor perspective, because dual agonists [like Mounjaro] have set the standard that you can lose up to about 25 percent of your total body weight."

That being said, Sowa emphasized that the pill version would be an ideal format for those who don't need to lose as much weight, could be a better form of maintenance going forward and could be a cheaper option.

However, the pill comes with its own unique challenges. Sowa said that adherence could be an issue, as the pill needs to be taken daily versus the injections which are typically done weekly. Additionally, while the pill could be a lot cheaper, thanks to the ease of manufacturing, manufacturers may still increase the price.

"If they come out and make this a reasonably cost medication, it will transform how we're using these medications," said Sowa. "The access will be wide open."



Hailey Bieber for Rhode.

Launch Watch

Breaking down beauty's key second-half launches to watch, from Hailey Bieber's long-awaited Rhode retail foray to Louis Vuitton's inaugural makeup launch and more.

BY JAMES MANSO, KATHRYN HOPKINS AND NOOR LOBAD

Rhode Heads to Sephora

Rhode's retail debut is finally here.

One of the most rumored, speculated about and anticipated retail partnerships of the year is finally coming to fruition, as Rhode, the beauty brand founded by Hailey Bieber in 2022, heads to all Sephora doors in the U.S. and Canada Thursday.

"Rhode has disrupted the beauty industry with a curated line of skin care essentials, which have driven unprecedented demand and inspired category and culture shifts at large," said Priya Venkatesh, global chief merchandising officer of Sephora, in August. "This will be our largest North American launch yet, and we see tremendous growth potential as we work together to bring the brand to more consumers around the world."

It will no doubt benefit both parties, as Rhode – which made \$212 million in net sales for the 12 months ending March 31 without any retail partnerships – and Sephora saw 2 million organic searches for the brand on Sephora's website.

As for what it means for fellow Sephora brands that will have to compete with that level of demand, however, the jury is still out.

"I think it will increase the competition, but I expect it to drive a new consumer into that store. People shop across brands, and I think it will be more additive than competitive," said one source. "The price point is good, too. I don't think it's gonna f-k anybody over. A rising tide lifts all boats, and if more people are going to store because that brand is there, it's going to be beneficial for the other brands, too."

That source posited that while Sephora and Ulta Beauty have ceded market share to Amazon, now beauty's largest U.S. retailer, it could also give the retailer – and other brands on shelf – a boost.

"They should be growing brands the way they used to be able to. They did it for Summer Fridays, they did it for Drunk Elephant and Tata. Maybe Rhode is the new one," the source mused.

Others think it could cannibalize buzzy brands in both the skin and makeup categories, where Rhode plays.

"It will hurt the makeup businesses before it hurts the skin care businesses, since that's where Rhode's newness and marketing is coming from – lip and blush shades," said another source. It's worth noting that prestige skin care slid 1 percent in the first half, while makeup grew only 1 percent, per Circana.

"The reality is people are buying more skin care on Amazon and that's what's hurting the Sephora skin business," that source said, noting that the impact on other brands is "going to depend on whether or not Rhode ever launches on Amazon."

Regardless, the source reasoned, "If Rhode brings more people into Sephora, that is going to be a bellwether for the future and how brands should think about launching. Retailers are going to need to woo brands a lot more, especially hot ones."

Ulta Goes Abroad

Ulta Beauty will be expanding its footprint internationally throughout the rest of this year.

The company will open its first international stores in Mexico and the

Middle East very soon, with more markets set to be revealed. At the same time, industry watchers will be waiting to see how its surprise acquisition of Space NK plays out.

In Mexico, Ulta has forged a joint venture with Axo, a global brands operator. The first Ulta Beauty store is expected to open in Mexico City this month, with Axo planning to open numerous doors.

In the Middle East, the plan is to open around a dozen Ulta stores across the region by the end of next year via a licensing agreement with Alshaya Group, which also brought the likes of H&M and Cheesecake Factory to the region.

The first store will open in Kuwait City, where Alshaya Group is based, in the fourth quarter, closely followed by Dubai.

Kecia Steelman, chief executive officer and president of Ulta, previously told WWD that she is testing various styles of partnerships to see what works best for the company, but ultimately she envisions having a few players operating in multiple markets.

For Space NK, while CEO Andy Lightfoot said it's still very early days in terms of what it means for scaling the British retailer, the plan is to continue to grow space as a stand-alone business.

It is not known if Ulta has any plans to bring it back to the U.S.

"It certainly opens the possibility, but strategically, we haven't got any plans to reenter the U.S.," said Lightfoot in a previous interview. "It is too early to say."

The U.S. wholesale division of Space NK, which entails roughly 600 points of distribution across Bloomingdale's, Nordstrom, Nordstrom Rack, Hudson's Bay and the company's shop-in-shop collaboration with Walmart and Beauty Space NK, was acquired by PCA Companies in June 2024 and is now called BeautySpace.

Louis Vuitton Makeup Arrives

Louis Vuitton has gotten in on the designer makeup game as its priciest player yet.

Developed alongside Dame Pat McGrath, who was appointed Louis Vuitton's creative director, cosmetics, the brand's La Beauté line includes 55 lipsticks and 10 lip balms priced at \$160 each, as well as eight eye shadow palettes priced at \$250.

Available online and via 92 Louis Vuitton stores, the range aims to offer high-performance products inspired in part by McGrath's dives into the archives of Louis Vuitton. "It was important to make a real object of desire, a product that was made to be treasured, like the Louis Vuitton bag – heirloom worthy," McGrath told WWD ahead of the debut.

In price, the range far transcends those by designer counterparts: Chanel lipsticks hover around the \$50 mark, while both Dior's hero lip oil and Valentino's lip balms are \$42. Hermès lipsticks, meanwhile, retail for \$85. But buzz surrounding La Beauté has been high since the line was announced last winter, with the range even being the third top-growing brand by organic TikTok views in June, per Spate. With Louis Vuitton's fragrance collection, priced around \$350 to \$440 for a 50-ml. bottle, rumored to be close to a \$1 billion business, the brand is betting it can make its mark on makeup, too.



Ulta Beauty



Louis Vuitton Makeup



Debbi Hartley-Triesch

Nordstrom Beauty Exec Debbi Hartley-Triesch to Retire

The executive vice president and general merchandise manager will step down from her post in September after spending 35 years at the company. BY KALEIGH WERNER

Nordstrom's general merchandising manager Debbi Hartley-Triesch is retiring, the company said Friday.

Hartley-Triesch – who served as the executive vice president and general merchandise manager of beauty, accessories and home at the retailer for four years – will officially depart in September, with a successor yet to be named.

Nordstrom has been Hartley-Triesch's home for the last 35 years. She started her career as a beauty adviser at the Westside Pavilion store in 1990 and quickly rose through the ranks, opening the first Nordstrom location in Dallas before assuming the position of national beauty director and later divisional merchandising manager. In 2018, she was named senior vice president and Northwest regional manager, overseeing 15 Nordstrom stores and 35 Nordstrom Rack locations. This was the role she served in until her executive vice president and gmm appointment in August 2021.

Under Hartley-Triesch's direction, Nordstrom has been able to keep its finger on the pulse of tomorrow. She launched its industry-leading Beauty Trend Show, a recurring event showcasing the buzzy brands and products of the season, and ushered in a handful of companies that became major growth drivers for

the retailer, all while fostering the next generation of Nordstrom executives.

The relationships Hartley-Triesch cultivated were just as impactful as her contributions to the business. Jamie Nordstrom, chief merchandising officer and member of the founding family, recognized this in a statement: "Debbi has been an incredible leader and partner to so many of us during her 35 years at Nordstrom. Her passion, loyalty and infectious enthusiasm have left a lasting mark on our people, our customers, and the broader industry. We're grateful for all she has done and wish her the very best in this next chapter."

Hartley-Triesch expressed the same gratitude for her time at the company. "I feel incredibly fortunate to have spent 35 years at Nordstrom, a company that has given me the opportunity to grow, to lead and to work alongside so many talented people," she said in her own statement. "From opening new stores to building our beauty business and mentoring future leaders, it has been the privilege of my career to contribute to a brand I love."

She continued: "I'm proud of what we've accomplished together and grateful for the friendships and industry partnerships I've built along the way. As I step into this next chapter, I'll always carry with me the passion and commitment that made Nordstrom such a special place."

Studio 54 Gets a Revival From Valentino Beauty

For one night only, the beauty brand is reviving the cultural institution. BY JAMES MANSO

Who said disco was dead?

Certainly not Valentino Beauty, who is bringing back Studio 54 for the night of Sept. 10. It marks the brand's 2025 Born in Roma Rendez-Vous Ivory Collection which, according to the brand, sold out in one day during a Sephora app preview.

"This place is pretty mythical, from the end of the '70s and into the '80s, where pop culture was created," said Claudia Marcocci, Valentino Beauty's global president. "The idea was to not make this a commercial event, it's a cultural event. This is in the original landmark, with everything that made the original: performances, and some of the iconic elements of Studio 54."

Those coincide with yet-to-be-named "new talents coming to the house," Marcocci said, "and one of them will join us for Studio 54."

The idea for this specific revival, Marcocci said, came from the brand's own

DNA. "We're inclusive by nature, but also exclusive because we're a luxury brand. We don't take ourselves very seriously, there's always a moment to celebrate. Studio 54 was the only place we could create a moment around that."

Marcocci also noted that consumers are keeping in tune with newness, but through a nostalgic lens. "There is a generation of people that are all fascinated by things that don't exist anymore," she said. "Valentino himself was there and part of the group that made Studio 54 famous."

"Everybody can do advertising, but I think when you have a brand that has been culturally relevant for 70 years now, this is part of telling stories, bringing people back, and we own that nostalgia," Marcocci continued.

The activation comes at a time of growth for Valentino Beauty which, Marcocci said, would be 15 times larger by sales volume than when L'Oréal first acquired the

license in 2018. "We have the leadership on female fragrances for almost a year, we have double-digit growth in all the major European markets," she said. "That's mostly led by fragrances, with makeup we are just getting started."

That traction, Marcocci said, comes from the brand hitting the sweet spot between desirability and accessibility. "We do things our own way. There's a mix of grace and intrigue, and it's not a flat brand. People tend to believe something cannot be exclusive and inclusive, and we've shown with Born in Roma that we could be both. That's exactly what Studio 54 used to stand for."

Though her considerations for the revival are more qualitative than quantitative – building out the space has taken the brand weeks – she also thinks that is where marketing is going. "I always believe that the biggest market is the world of make-believe. People want authenticity, brands

Valentino Born in Roma 2025 Rendez-Vous Ivory Collection.



that stand for something and brands that have stood for a long time," she said.

With the limited editions of the fragrance, she anticipates those brand fanatics to collect them, and to also benefit from holiday gifting.

MEN'S

Will the Looser Tailored Silhouette Take Hold in Men's?



Lemaire

- Upscale retailers overseas are embracing the change while U.S. stores are moving more slowly.

BY JEAN E. PALMIERI AND RHONDA RICHFORD

The skinny suit is out and a looser fit is making its return. That was the message on the menswear runways for fall '25, but will guys embrace the new silhouette? Maybe yes, maybe no, depending on where the stores are located and the customer demographics. Here, retailers in the U.S. and overseas weigh in on the viability of the new relaxed tailoring trend.

Dan Farrington

general merchandise manager, men's, Mitchells Stores:

"We are evolving slowly with fits. Our core customer is not high fashion so the industry is ahead of them on pace. We will have options in looser fits across categories and several vendors which will be more than last fall; however, it's still a small percentage. I think it's a good thing as skinny went too far in some cases. When we get back late '80s/early '90s models we will know we've gone too far again."

Alice Feillard

director of men's buying, Galeries Lafayette:

"Soft tailoring is a key long-term trend, setting itself durably in men's wardrobes. Jackets are becoming more fluid and unlined, while pleated trousers are looser. The overall men's silhouette is more refined yet softer, from cocoon coats to soft leather slippers and loafers. This trend is quite commercial, so our customers are already investing in these pieces that are easy to match. This softness will continue into the next summer collections."

Bruce Pask

senior director, men's fashion, Saks Fifth Avenue and Neiman Marcus: "We have been seeing looser, more



Alainpaul

voluminous menswear proportions on the runway and in collections for quite a few seasons now, both in tailoring as well as in sportswear silhouettes – from boxier, more drop-shouldered jackets to fuller trousers and denim as well as shorts. The wider-legged, more fluid 'fashion' pant was the first wardrobe piece seen on the runway to trigger this move toward volume in the menswear wardrobe, and will likely be the most easily embraced. We have already seen this gaining traction with early adopters, and I expect this to continue to expand in scope.

"Menswear development has historically moved in a rather incremental way; a gradual process from stages of customer awareness and observation to adaptation. Quite literally, it takes time for the eye to adjust and acclimate to these silhouette changes. I remember more than 20 years ago when Thom Browne's shrunken suits first hit the scene and were seen by many as extreme. Cut to the ubiquitous trim, tight, cropped pants that have dominated the men's market for years now. I expect a much shorter timeline for the embrace of fuller, fluid proportions given the easy access to the information and influence of social media. We have already seen the embrace of these proportions in street-style images and red carpet looks from all over the world. The market and customer feel ready for this – there is a desire for ease and fluidity.

"In the casual tailored world, we saw a real development in 'set dressing:' versatile, softly tailored jackets, short zip jackets and blousons paired with trousers in matching fabrics for a new, relaxed take on the traditional suit. This seems like a nice, wearable extension of the shirt jacket that has been widely embraced."

Joo Woo

senior vice president, brand partnerships and buying, men's, Saks Fifth Avenue and Neiman Marcus:

"We are seeing signals of customer interest in more relaxed, loose-fitting suiting silhouettes. It's a direction that's gaining momentum in the market. We believe in the evolution of this silhouette and are beginning to introduce it thoughtfully, and we expect to see continued growth as customers grow more comfortable with the aesthetic."



Willy Chavarria

Young-Su Kim

vice president, divisional merchandise manager, men's, Bergdorf Goodman:

"We have seen early success with looser suiting silhouettes in menswear over the past two seasons, and we have increased our investment for fall. After reviewing the spring 2026 collections this past June, it's clear that the shift toward this trend is showing no signs of slowing down.

"In recent seasons, we've observed a broader range of relaxed tailoring options from our brand partners, driven by a growing interest in suits and suit separates among our customers. This trend is not just about fit and proportion; it's also about fabric and drape. The movement toward softer, more effortless fabrics reflects a modern approach to dressing. Brioni is a great example of this approach. The soft, less constructed shoulder, a hallmark for some time now of Neapolitan tailoring from brands like Kiton and Cesare Attolini, is increasingly being adopted by labels such as The Row, Saint Laurent, Lemaire and Fear of God, further solidifying that relaxed tailoring is here to stay."

Julie Ehrmann

general merchandise director, men's ready-to-wear, accessories, shoes, Printemps:

"At L'Endroit (Printemps' men's designer section), we're already seeing the shift. Clients are gravitating towards cleaner, more elevated tailoring – whether in full suits or styled down with denim – while still craving that distinctive twist. From Ann Demeulemeester's avant-garde cuts and Sonia Carrasco's deconstructed tailoring to Casablanca's bold '80s silhouettes and Willy Chavarria's exaggerated proportions, tailoring remains in our DNA. For fall/winter '25, the mood is less streetwear, more fashion-forward: exceptional fabrics, refined construction, and statement details.

"The momentum is here, driven by fresh arrivals this season such as Alainpaul, 2025 LVMH Prize semi-finalist; Calvin Klein défilé; Moschino under Adrian Appiollaza, and Omar Afridi's ultra-modern vision. Looser silhouettes aren't just coming – they're landing."

Dan Leppo

senior vice president and general merchandise manager, men's, Macy's: "We've noticed the trend toward wider pant



Calvin Klein

legs, especially those that are more athletic in the thigh and straight from the knee. We have also introduced more pleated styles into our assortment. It's a moderate shift from flat-front tapered legs. Jackets remain largely unchanged, except for sportswear where oversized, '80s-inspired silhouettes from Armani or Donna Karan, or Lemaire are gaining traction.

"We are happy with the current mix in our assortment. Our team continues to refine fits that resonate most with customers who are looking for a more progressive silhouette, and we are always closely monitoring market trends as they develop. We have an incredible trend and forecasting team that we work closely with to stay up to date on evolving trends and fashion. We believe the trend will continue to gain momentum. We expect to see broader appeal particularly in pants – where reimaged pleats and fabrics with great drape that create fluid lines can give customers a fresh, compelling reason to buy."

Joseph Tang

fashion director, Holt Renfrew:

"We've seen a gradual move toward looser, more relaxed silhouettes in men's fashion, especially in denim. Brands like Frame and Citizens of Humanity are leading the way with relaxed and straight-leg fits. In tailored sportswear, the overall aesthetic remains polished, but there's a noticeable shift toward fluidity in trousers and jackets. Structure is giving way to ease, and it's resonating. We believe this trend will continue, especially if it's styled within a clean and intention manner."

John Tighe

chief executive officer, Tailored Brands:

"We're testing looser suits and the results depend on the banner. At K&G, we sell looser silhouettes and they're performing well. But we're testing looser suits and pleats at Jos. A. Bank and Men's Wearhouse and they haven't shown much success. At K&G, we have more of a fashion customer, but it takes a few years for a trend to become mainstream. Look at skinny jeans and how long those took to begin selling. But we think it's coming and we'll continue to test."

Isla Lynch

buying director, Ssense:

"We've been selling a wider leg shape for several seasons now through brands like Lemaire, Auralee and The Row. For us, it's a silhouette that styles effortlessly with a T-shirt, leather jacket and belt for a casual yet polished look. Looking ahead to spring/summer '26, and despite the 'hygiene' debates, it also pairs with ease with a simple flip-flop."

WHAT TO WATCH



MENTALITIES

MEN'S

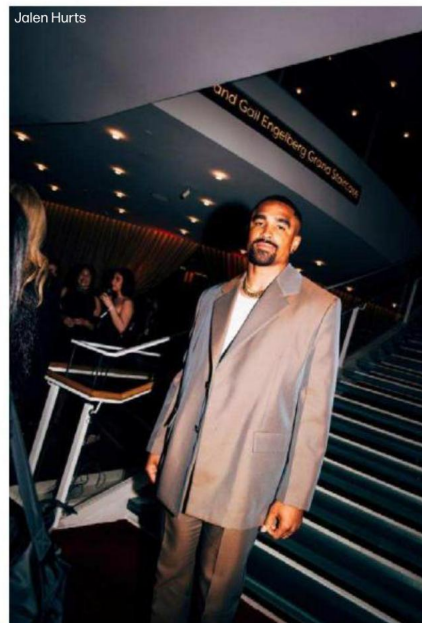
Fashion Trendsetters to Watch This NFL Season



Saquon Barkley wore Thom Browne for this year's Met Gala.



Travis Kelce, with his fiancée Taylor Swift, is seen as a style setter.



Jalen Hurts

● From veterans Jalen Hurts and Saquon Barkley to newcomers Travis Hunter and Jaxson Dart, players will embrace their distinct style for tunnel walks.

BY JEAN E. PALMIERI

The National Football League is definitely raising its fashion profile.

In years past, when it came to style, the league was way behind the National Basketball Association, whose players turned their tunnel walks into unforgettable Instagram moments. Who can forget LeBron James and his Cleveland Cavaliers teammates all decked out in Thom Browne suits for the 2018 NBA playoffs?

But football players don't like to lose, and it was the NFL that stepped up last year and named Kyle Smith its first fashion editor. Smith works with the athletes on their style as well as how to create and share content. And it appears to be working.

Last week alone American Eagle Outfitters tapped the Kansas City Chiefs Travis Kelce and his fashion brand Tru Kolors to be the face of a new collection, AE X Tru Kolors by Travis Kelce (an announcement that, serendipitously, came out the day after Kelce's engagement to Taylor Swift was revealed). That came on the heels of Abercrombie & Fitch being named the NFL's first official fashion partner and the retailer creating a line with Pittsburgh Steelers' linebacker TJ Watt and his wife Dani. Cincinnati Bengals quarterback Joe Burrow is the face of Alo's fall campaign, Patrick Mahomes is in the Adidas ads, and Breitling just signed on to become the league's official timepiece partner.

So what has led to this heightened interest in such a venerable American sport? As Breitling chief executive officer Georges Kern said: "The NFL brings people together, families, friends, entire communities. It's

about the moments you share and the traditions you build over time."

With such a rabid fan base, it's no surprise that several of its players have broken out and become style setters. As Smith put it: "We have so many players that people can relate to and so much diversity in terms of body type and fashion style — everything from suits to street style. There's a style for everyone."

This season, which kicks off on Thursday, there are expected to be a few style standouts — both veterans and rookies. Smith pointed to some of the perennial fashionistas: Saquon Barkley of the Super Bowl champion Philadelphia Eagles, who wore Thom Browne to this year's Met

Gala, and his teammate Jaylen Hurts, who opted for a Burberry by Daniel Lee double-breasted velvet jacket with floral embroidery and a beret for the event.

He also singled out Grant Delpit of the Cleveland Browns as a player who has undergone "a real style evolution," as well as Dorian Thompson-Robinson, the former quarterback for the Eagles, who visited Paris this summer with Jerry Juedy of the Browns. "I'm obsessed with his outfits," Smith said of Thompson-Robinson.

Delpit has been photographed in everyone from Junya Watanabe and Kapital to Rick Owens and Bottega Veneta, while Thompson-Robinson and Juedy filmed a video where they visited Warren



Travis Hunter in his hot pink jacket at the NFL Draft.



Dorian Thompson-Robinson

Lotas, Paradoxe, Mouty and Sine & Cosine. "Many of the players don't follow trends, they just dress the way they want," Smith said.

Turning to the rookies, Smith said he hasn't begun working with a lot of the newcomers yet, but believes there will be a few standouts, notably Jalen Milroe, who was drafted by the Seattle Seahawks, and Heisman Trophy winner Travis Hunter, now on the Jacksonville Jaguars, who wore a hot pink jacket by Hikeoki to the NFL Draft earlier this year.

Then there's Jaxson Dart, a quarterback for the New York Giants, who visited with Smith last week to pick up some pointers on how to elevate his style. "He's said Jalen Hurts is his style inspiration," Smith said. In an interview with WWD earlier this year, Dart said described his style as "very diverse," ranging from "disruptive" fashion outfits to more-tailored classic suits.

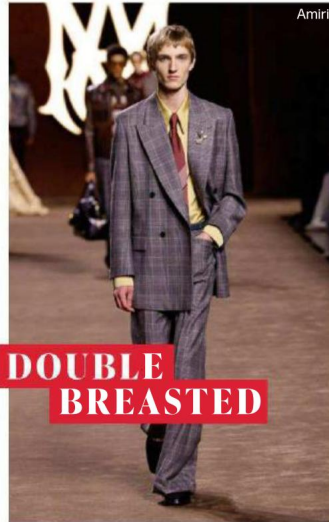
Smith said he wishes he could work with every NFL player, but because of the number of athletes the league represents, he works with the ones who are most interested in getting a little guidance.

"Every player has a great story that can be told through their fashion choices," he said. "And I'm honored to help them tell those stories."

MEN'S

The New Slouch

Slouch took over fall '25 with ultra-baggy pants, maxi coats and broad-shouldered, double-breasted suits. Meanwhile, '70s browns dominated, adding a rich note of retro nostalgia. BY ALEX BADIA



WHAT TO WATCH

MENTALITIES



BAGGY PANTS

Dior



Comme des Garçons



Hed Mayner



Todd Snyder



LGN Louis Gabriel Nouchi



KidSuper



MAXI COATS

Patricio Campillo



Zegna



Todd Snyder



Willly Chavarria

Here and below, Hailey Bieber appears in DKNY's fall campaign.



DKNY

HAILEY BIBER

FASHION

Hailey Bieber Stars in DKNY's Fall Campaign

- Mikael Jansson shot the campaign in a Los Angeles warehouse space.

BY LISA LOCKWOOD

DKNY is featuring Hailey Bieber as the new global face of its fall 2025 ad campaign.

In the campaign, which breaks Tuesday, the 28-year-old Bieber models reimagined classics from DKNY est. 1989 capsule with modern silhouettes from the seasonal collection.

"We are excited to have Hailey as the global face of DKNY. Beyond the phenomenal success story, she has an aspirational yet relatable style that captures our brand ethos. Hailey gives off incredible energy through her attitude and style that captures the spirit of New York," said Jeff Goldfarb, executive vice president of G-III Apparel Group.

Bieber, a model and entrepreneur, has been busy this summer having sold her skin care brand, Rhode (where she is founder and chief creative officer), to E.l.f. Beauty in May in a deal valuing the brand at \$1 billion.

Among the looks she models in the DKNY campaign are a structured black blazer layered over a crisp white shirt and relaxed denim, worn with a chunky loafer. She also wears a varsity jacket reworked in neon-accented lettering that hints at nostalgia with a streetwear touch. Bieber is photographed in a slouchy denim jacket with jeans and an oversized glen plaid blazer styled with sculptural layers.

Other looks include voluminous outerwear contrasting with body-contoured pieces, such as a deep black faux fur coat and a sleek brown leather bomber.

She also models key accessories for the season such as the new Hadlee Bag, the Paula Commuter Tote and the archival Chana '89 bag. Finishing the look is the

ultimate New York emblem: The New York Yankees cap, reimagined in an official collaboration featuring the DKNY logo.

The campaign was photographed by Mikael Jansson and looks to show how Bieber extends the original DKNY attitude into today. There are pops of the brand's signature taxi cab yellow color appearing throughout the campaign to connect it to the original brand DNA.

Jacki Bouza, senior vice president of global marketing and communications at G-III Apparel Group, said, "The DKNY fall 2025 campaign starring Hailey captures the brand's timeless and iconic style, bringing New York's energy to audiences globally."

The campaign will appear on the brand's social channels, as well as on digital, outdoor, and in print and in influencer partnerships.

The fall collection is available to shop globally on DKNY.com and in select retailers.

For the campaign, creative direction was handled by Trey Laird. The campaign was styled by Clare Richardson, with hair by James Pecis, makeup by Hannah Murray and behind-the-scenes images by Tyrell Hampton.

Discussing the selection of Bieber to represent DKNY, Laird explained that the first year of the DKNY reset featured Kaia Gerber, who was followed by Lila Moss, when they also shot her mother Kate Moss for the Donna Karan Collection campaign.

"We were thinking about moving forward and the right ambassador to represent the brand. And we needed someone who could work globally because so much of DKNY's business is international, and I just kept coming back to Hailey because I felt that as an American woman, she's so inspiring for her style. She takes classic things and wears them in her own way, and it's very in line with DKNY's design ethos," said Laird.

He said she's also an inspiring entrepreneur and has developed into a modern icon.

Further, he felt Bieber's style was authentic to DKNY. "It's a mix of something masculine with something feminine, and it just felt like a good fit," he said.

Bieber had just finished a Vogue cover story that Jansson had shot, and she knew that Laird worked a lot with him, "so

she was excited to work with him and he captures her really, really well," said Laird.

Laird said they shot the campaign in a warehouse in downtown L.A. "It's kind of like an industrial warehouse space." He said he worked with Stefan Beckman on compiling different elements that brought in DKNY's signature yellow. "We wanted a simple industrial world of textures, but really it was all about Hailey, and capturing her attitude and style and really just making it very simple," he said.

The DKNY collection reaches a range of women from the 20s and up. "And honestly, a little bit depends on the country. It has a much younger audience internationally, and probably a wide range in the States because it's been here longer," he said. He said in the Middle East, "they have young twentysomething women who were so inspired by Kaia Gerber and the way she puts things together, and Lila's campaign got so much attention," he added.

"What I love about Hailey is she's really timeless and ageless. I think she just really defines a sort of American style in her own terms. I think it's less about an age and more about an attitude," said Laird.

He said there's an significant outdoor presence in both New York and L.A. and certain markets in Miami. The biggest thing is it will appear digitally and social. "It will also go out on Hailey's social channels which are significant," said Laird.

Laird said they will create a little publication with all the images and it will go out to DKNY's retail stores. "It's sort of like a DKNY newspaper," he said.

Asked what Bieber was like to work with on set, Laird said, "Hailey's great. I mean she knows her own style. I think it was really great because we've all worked together for so long."

It was a two-day shoot and they also shot the holiday collection, which will come out in November.

"On Day Two, she showed up with her special Hailey Bieber smoothies. So it was breakfast with Hailey," said Laird. Hailey Bieber's Strawberry Glaze Skin Smoothie is a blend of almond milk, organic strawberries, bananas, avocado, dates, maple syrup, collagen peptides, hyaluronic acid, sea moss gel, and coconut cream sold at Erewhon.

"I kept telling her I've been hearing about these smoothies. And the next day she had smoothies for us," said Laird.



DKNY

HAILEY BIBER

A WWD PODCAST

SAVAGE FASHION



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Michael M. Grynbaum, author of *Empire of the Elite:
Inside Condé Nast, the Media Dynasty That Reshaped America*

EXCLUSIVE

Boucheron Taps Daisy Edgar-Jones as Global Ambassador



Daisy Edgar-Jones

● The British actress' first campaign appearance for the French jeweler is slated for the holiday season kickoff in early November.

BY LILY TEMPLETON

PARIS — British actress Daisy Edgar-Jones has a new role and it's with French jeweler Boucheron.

The Place Vendôme cornerstone revealed Tuesday it had tapped the "Normal People" and "Twisters" star as its latest global ambassador.

Lauding the house's blend of "bold creativity with a strong sense of heritage," the actress said it was "also inspiring to see two visionary women, [chief executive officer] Hélène Poulit-Duquesne and [creative director] Claire Choisine, leading the charge."

In May, Edgar-Jones took a turn on the red carpet at the Cannes Film Festival wearing one of the house's question-mark necklaces.

"There's such a beautiful sense of emotion and artistry in everything the maison creates," the British actress said, highlighting examples such as jewels filled with aerogel, made of real flower petals, and the July's Impermanence high jewelry collection. "It's a real privilege to be part of its story — I'm so looking forward to what's ahead."

Among those projects is her first campaign appearance, which is slated for the holiday season kickoff in early November.

Poulit-Duquesne said that Edgar-Jones' "radiant personality, natural elegance and artistic integrity resonate deeply with the spirit" of Boucheron.

"We see this partnership as a celebration

of contemporary self-expression; of a confident, unapologetic freedom that's perfectly aligned with the values that have always inspired us," the executive added.

Since the actress' breakout role in the 2020 drama series "Normal People," where she shared top billing with Paul Mescal, which netted her a Golden Globes nomination, Edgar-Jones has carved an eclectic path with roles in features such as the mystery drama "Where the Crawdads Sing," horror flick "Fresh," disaster movie "Twisters" and the romantic drama "On Swift Horses."

She also appeared in the true crime TV miniseries "Under the Banner of Heaven," leading to her second Golden Globe nomination.

Also an accomplished theater actress, she most recently starred in a 2025 production of the American classic "Cat on a Hot Tin Roof" at London's Almeida Theatre.

Currently filming the thriller "A Place in Hell," where she stars alongside Michelle Williams and Irish actor Andrew Scott, and a remake of "Sense and Sensibility," the actress has also been confirmed in the cast of the Netflix-produced heist movie "Here Comes the Flood," with Denzel Washington and Robert Pattinson.

On the fashion front, Edgar-Jones made her debut as a face for Gucci in the Florentine house's "Gucci Lido" campaign that dropped in April.

In her new role at Boucheron, the actress joins a roster that includes brand ambassadors such as South Korean actress Han So-Hee; China's Xiao Zhan and Zhou Dongyu; and Mina Myoi, the Japanese singer and dancer known mononymously as Mina, as well as the likes of Pierre Niney and Charlotte Le Bon as friends of the house.

EXCLUSIVE

Cartier's Latest Campaign Star Leaps On Landmarks' Screens

● The panther made its debut on Monday at Tokyo's famous Shibuya Crossing before taking a leap to the 580,000-square-foot "Exosphere" outer LED display of Las Vegas' Sphere on Wednesday.

BY LILY TEMPLETON

PARIS — As summer winds down, Cartier is roaring back with a new campaign featuring its longest-standing ambassador — the panther.

But it's not stately poses and the brand's name writ large that will catch the attention in the visuals captured by London-based Norwegian photographer and director Solve Sundsbø.

The spotted feline made its entrance on Monday leaping across screens at Tokyo's famous Shibuya Crossing before taking a leap to the 580,000-square-foot screen of Las Vegas' Sphere from Wednesday.

In Paris, it's above the fountain on Place Saint-Michel, a stone's throw from the Notre-Dame cathedral, that the panther made its appearance on Monday, although bringing it

to life will require scanning a QR code.

"We wanted to work on unexpected, unprecedented formats," Cartier's chief marketing officer Arnaud Carrez told WWD. "It's really about surprise, about unexpectedness and Cartier is very much about finding its own way, being free-spirited, pioneering some ideas, [being] playful and dynamic."

Other high-profile placements include London's Piccadilly Circus, as well as billboards on the Pont-Neuf in Paris and at the Shanghai Exhibition Center.

Only portions of its cursive signature can be glimpsed as the campaign's star pads across the screen. Likewise in still versions of the campaign, headed for billboards and print media, diptychs show the panther in poses that echo the shape of magnified letters.

For Carrez, this is a "clever and new" way to highlight a pairing that started when the Panthère bracelet-watch was introduced in 1914 and has since become "more than a motif...an emblem, a symbol, a collection as well as source of inspiration."

Jeanne Toussaint, Cartier's legendary creative director, was also famously nicknamed "la panthère."

"We like the idea to refocus, re-showcase

this emblematic bond and at the same time, when you see a paw or a glance of the panther, [or] a few elements, [in] the end it instantly evokes Cartier but it's done in a subtle way and unprecedented way," Carrez said.

"You have people who know Cartier and they see exactly the bond between the two and for people who don't know so much about us, I think it will arouse curiosity," the executive continued.

Expressing elegance and individuality as much as legacy is what made the animal win over choice human ambassadors like Zoe Saldaña, Blackpink's Jisoo, and Timothée Chalamet, to name but a few.

Also striking is that there's not a product in sight — at least not in this initial campaign.

"We did not want to have big products in your face from the beginning," Carrez said. "This campaign, this brand statement is pretty much the starting point of a new creative direction."

Further campaigns pursue the idea of the panther encountering "creations and sources of inspiration" for high jewelry designs, its eponymous Panthère collections or the Santos watch family.

The campaign's release marks the kickoff of a "rich and diverse" second half for the Richemont-owned jeweler, he added. There will be a raft of activations, the launch of new products as well as a "Cartier Collection" exhibition in Rome, opening in November. Its exhibition at London's Victoria & Albert Museum is also ongoing.



Cartier's new campaign stars the panther.

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COUNTERING CHAOS

Garment Worker Welfare Starts With Wages

In recent years, several key fashion producing countries have instituted minimum wage increases. Yet in many cases, a gap remains between mandated rates and the earnings required to afford life's necessities—aka a living wage. This panel will gather experts to answer some burning questions about closing this gap: Where is progress happening in raising the wage floor, and where are efforts stalling? What is making the fight harder? And as players up and down the supply chain feel a financial squeeze, what responsibility do brands have to ensure that workers' livelihoods and well-being are not collateral damage?

Speakers



Mark Anner

Dean & Distinguished Professor,
Rutgers School of Management
and Labor Relations

**RUTGERS, THE STATE
UNIVERSITY OF NEW JERSEY**



Shawna Bader-Blau

Executive Director
SOLIDARITY CENTER



Tiffany Rogers

Vice President,
Research & Development
FAIR LABOR ASSOCIATION



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

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Fashion Scoops



Zhang Ziyi in the Tiffany & Co. Bird on the Rock campaign.

Flying High

Tiffany & Co. has debuted a campaign celebrating its Bird on a Rock high and fine jewelry collection.

Nathalie Verdeille, Tiffany's chief artistic officer, continues to reimagine Jean Schlumberger's popular motif from 1965 with two new fine jewelry expressions and two new high jewelry suites.

"Reinventing a legendary design like Bird on a Rock is no small feat," Verdeille said of her work. "We had to stay true to its spirit while giving it a contemporary spirit."

The new visuals tap Tiffany brand ambassador and actress Zhang Ziyi and model Abby Champion, setting them in a dreamlike setting of clouds and open skies, breathing life into Verdeille's new designs. Photographed by Carlijn Jacobs, the campaign includes a series of films that celebrate both the heritage and evolution of Bird on a Rock.

The series unfolds across three chapters: the first explores the brand's ongoing fascination with birds and avian motifs; the second offers a poetic imagining of the moment that inspired it all — when Schlumberger encountered a rare bird and created a design based on it, and the third traces the ascent of Bird on a Rock from a brooch to a Tiffany & Co. signature.

The two new high jewelry suites pay tribute to one-of-a-kind gemstones, one anchored by tanzanite and another by turquoise. "For high jewelry, we studied the bird's anatomy, replicating each feather in gemstones and precious metal, layering them for movement and

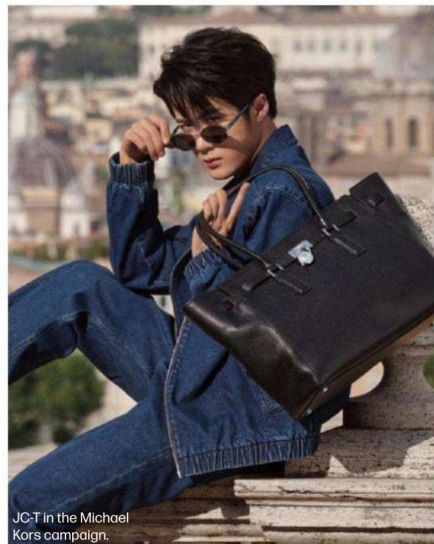
realism," Verdeille said.

The fine jewelry collection debuts with two distinct expressions: one figural, the other abstract. The figural birds are crafted in platinum and 18-karat gold with gemstones — appearing to perch upon the wearer. The abstract "Wings" motif captures the essence of flight with sculpted, symbolic forms that evoke avian movement.

"For fine jewelry, we embraced abstraction. The wing became a graphic motif, repeated in visual rhythm like birds in flight. Our diamond-setting techniques created textural depth, much like pointillism, where each gem contributes to a greater whole," she said.

The new Bird on a Rock collections debut Tuesday, coinciding with the launch of the campaign across print and digital channels.

— THOMAS WALLER



JC-T in the Michael Kors campaign.

Magnetic Force

JC-T, the Chinese actor, singer and dancer, has been named the newest global ambassador at Michael Kors. Previously the brand's Asia-Pacific brand ambassador, JC-T will appear in the Michael Kors fall 2025 campaign shot by photographer Alessio Albi in Rome.

"JC-T is a magnetic force when it comes to his work and his style," said Michael Kors. "We're very excited to continue our collaboration and deepen our relationship with him this fall and into the future."

JC-T, who was named Kors' APAC brand ambassador in December 2023, has starred in hit TV series and has also topped music charts. He has appeared in such TV dramas as "Lost You Forever," "Under the Skin" and "Secret of the Three Kingdoms." A solo artist, he was previously a member of the Chinese boy band M.I.C.

In the campaign, JC-T wears pieces from the fall 2025 collection, including denim-on-denim, textured layers and statement bags.

The campaign highlights two new bag styles for fall 2025 — the Hamilton Moderne, a new interpretation of the brand's Hamilton bag, and the Nolita bag, which has been streamlined and is more versatile than previous versions. The Hamilton Moderne features a round padlock of the original 2009 "It" bag with a modern east-west silhouette. The brand's popular Nolita bag has a new twist with a convertible strap that takes it from



A full image from the Saks Fifth Avenue campaign.

shoulder bag to crossbody, and a more compact silhouette.

The campaign will be introduced this month with ads running worldwide throughout the fall. The images will appear in digital outlets, as well as social media platforms and traditional outdoor media placement.

As reported, Kors' fall campaign also features brand ambassadors Suki Waterhouse and Logan Lerman, who were also photographed in Rome. They were lensed by Lachlan Bailey. They two sport the brand's Nolita and Hamilton bags, as well as statement outerwear and fringed accents.

— LISA LOCKWOOD

Flagship In Focus

Saks Fifth Avenue is unveiling its fall 2025 campaign featuring Paloma Elsesser and Camille Rowe and photographed by Angelo Pennetta. The campaign comes to life at Saks Fifth Avenue's New York flagship, where it was photographed.

With a stylized café set built along the sidewalk, the campaign transforms a stretch of 50th Street into a cinematic stage that plays into the joy of dressing up and stepping out. The images focus on statement outerwear and standout dresses and features designs from Saint Laurent, Miu Miu, Ferragamo, Altuzarra, Stella McCartney, Oscar de la Renta, Tom Ford and Akris.

The campaign is running across Saks Fifth Avenue's digital channels, saks.com and social platforms, with a curated edit for customers to shop directly from the campaign.

"Our customers look to Saks Fifth Avenue as the ultimate destination for luxury fashion that excites and inspires them, and this campaign captures the energy of New York City to spark new dressing possibilities and seasonal refreshes," said Kristin Maa,

chief marketing officer, Saks Global. "The creative illustrates that instant connection — the moment you discover something that feels unmistakably you, yet pushes your style forward. This fall, we're inviting our customers to step into the season with confidence, creativity and joy."

Elle Strauss, chief creative officer, Saks Global, added, "We wanted this campaign to feel strong and expressive — and true to the modern point of view at Saks Fifth Avenue. It captures the emotion behind personal style and how fashion can energize, redefine and reflect who you are in a given moment." — LL

To the Manor

Burberry is going fully regal for its fall 2025 campaign, which was shot at Wolterton Hall, the Palladian-style country house designed by Thomas Ripley in Norfolk, England.

Some of the people in the campaign have even played in historical

dramas, including actor Rupert Everett, who has been in "The Madness of King George" and "A Royal Night Out," and Lutter Ford, who played Prince Harry in Netflix's "The Crown."

Artist Jeny Howorth is also featured in the campaign alongside models Lina Zhang, Assa Baradji, Tristan Watkins, Leon Keenan and Iris Lasnet, who made her Burberry runway debut in the fall 2025 show.

The campaign is a nod to Wolterton Hall, which inspired the brand's fall 2025 show.

"We wanted to bring the collection to life and to tell the story behind all those incredible textiles," said Daniel Lee, Burberry's chief creative officer.

Photographer Sam Rock took over Wolterton Hall to shoot the campaign faces around the large country house, from the drawing rooms and bedrooms to the green fields.

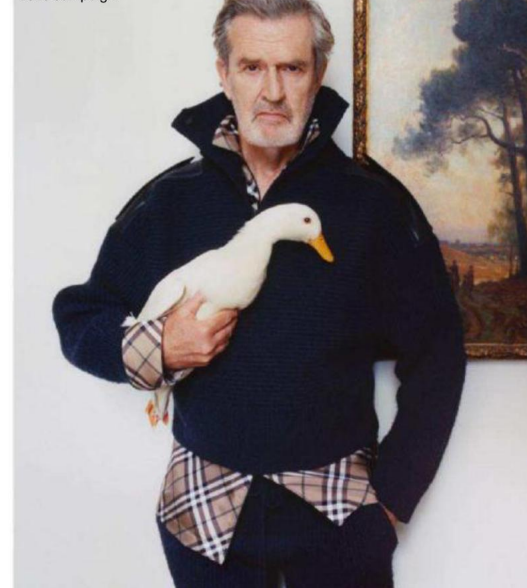
In one shot, Everett is holding a duck, which has become a whimsical Burberry motif during Lee's tenure.

But the main stars of the fall campaign are the brand's outerwear pieces, such as the shredded viscose blend trenchcoat and corduroy or embossed leather jackets.

"Burberry is a brand that's made for being on the go, being in motion, and in movement, outside and in all different types of weather and terrain," Lee told WWD at his fall 2025 show.

— HIKMAT MOHAMMED ▶

Rupert Everett in Burberry's fall 2025 campaign.





Kenzo fall 2025 campaign

City That Doesn't Sleep

Kenzo decoupled its latest fashion shows, but unites its men's and women's collection in its fall 2025 campaign, lensed by acclaimed street photographer Bruce Gilden.

Gilden's flash-lit, spontaneous images heighten the quirkiness of the French brand's latest collections, which include bunny graphics, balloon trousers and mohair HotPants alongside more soigné styles like kimono and tuxedo jackets with satin trim.

Kenzo creative director Nigo had been inspired by the Japanese-influence tailoring and a 1979 rabbit drawing from the archives of founder Kenzo Takada.

"Raw urban energy" is how Kenzo describes the mood of the coed campaign, which "follows two contrasting archetypes: a preppy uptown man and a free-spirited Lower East Side girl."

Despite glimpses of cloud-speckled blue skies amid the concrete jungle backdrop, some of the images suggest the models pictured might be coming home at dawn after an all-nighter.

Gilden spoke to WWD in 2020 about his knack for fashion photography:

"Look, I've been married

three times. I have a flair for textiles," he said at the time. "It's just something innate, when you have an eye for something. I don't know why, I'm a visual person, and I read a lot. I'm also, if I may say so myself, street smart. But I guess the visual side of my brain is much more developed than the other side."

Kenzo conscripted Los Angeles-based creative collective Little Legs for the video content, which "echoes this energy through fast-paced sequences that follow the characters as they navigate the city," according to the house. — MILES SOCHA

Power Suits Her

Amelia Gray will see you in her office now.

For Ludovic de Saint Sernin, if there's anyone that can walk the tightrope between corporate severity and seductive hedonism that underpins his fall 2025 collection, it's the face of his label's campaign that broke Monday.

"It was very evident that Amelia was the perfect muse for this season, because she can model like nobody else, and she's really versatile, she has a very defining look," he said. "But at the same time, she's a chameleon and she can represent so many different things — and will pretty much sell you anything."

What the model, along with fellow models Alejo Humanes and Lewis Gillooley, is telegraphing for the French designer is "a very strong woman that's can take on anything and she's playing with the boys — the boys are playing together," he said.

He name-checks as influences Helmut Newton's commanding heroines but also the "powerful energy" exuded in Madonna's "Die Another Day" music video.

Gray embodies the idea of "power dressing that reveals its subversive core in latex, leather, and shirting" while Humanes and Gillooley oscillate between "eager subordinates and dangerous accomplices," as the brand put it.

And read what you will in the dynamics between the three. Leaving room for the viewer to fantasize about what is really going on behind the scenes is what de Saint Sernin wanted.

Further reinforcing the ambiguity offered by near-kisses and unclear power structures is imagery captured "almost like stills from a music video," according to the designer.

To telegraph the cinematic mood of his campaign, an emerging



Camila Mendes in an Anthropologie fall campaign look.

undercurrent in fall imagery, de Saint Sernin called on cinematographer and photographer Stuart Winecoff while art direction was handed to Lolita Jacobs and Jean-Baptiste Talbourdet.

— LILY TEMPLETON

Thinking Forever

Anthropologie has launched its fall campaign, titled "Anthro, Always."

Featuring actress Camila Mendes, the campaign celebrates the many roles women play every day and features key styles from the brand's fall collection.

Shot in London by Dan Martensen, the campaign was led by Jisso Kang, chief creative officer of Anthropologie.

"Working with Camila felt like true creative collaboration. From the very start, she was involved in the process, bringing her energy, warmth and wit to every moment," Kang said. "We chose Camila for that very reason because she embodies the effortless joy and confidence that perfectly aligns with our brand's spirit."

Styled by Kyla Flax, Anthropologie's head of styling, Mendes is shown wearing romantic dresses paired with elevated outerwear as well as patterned, structured pieces with quirky accessories.

"Partnering with Anthropologie felt like such a natural fit for where I am in my life and style right now," Mendes said. "I've been leaning into the idea of romanticizing everyday moments, and this fall collection really captures that spirit. I've loved the brand since I was a teenager, so working on this campaign felt personal in the best way. The team was so thoughtful and collaborative — they really encouraged me to bring

my own style to the shoot. It was such a creative, effortless experience, and I loved helping bring this vision to life."

Throughout the season, the brand will use campaign assets featuring Mendes in marketing activations across social media and out-of-home advertising, with a focus on YouTube content that takes viewers behind the scenes.

"For the fall campaign, we're continuing to lean into what's working, prioritizing our social channels, collaborating with more influencer partners, and investing in narrative storytelling across Instagram, TikTok and YouTube to connect directly with our multigenerational customer as well as with Camila's dedicated following," said Barbra Sainsurin, global chief marketing officer at Anthropologie.

The collection is available at anthropologie.com and in stores globally. — L.L.

Honoring Emin

The Foundation for AIDS Research, amfAR, will make its London debut on Oct. 17, coinciding with the art fair Frieze and Frieze Masters, which will run from Oct. 15 to 19.

The event will take place at the newly opened Chancery Rosewood Hotel, where the British artist Tracey Emin will be honored with the amfAR Award of Inspiration for her artistic accomplishments and efforts supporting AIDS- and HIV-related causes.

The award has previously been picked up by Richard Gere, Ava DuVernay, Cher, Miley Cyrus and Charlize Theron.

"It is our privilege to be recognizing Dame Tracey Emin, one of Britain's most distinguished artists, at our first event in London," said Kevin Robert Frost, chief



Tracey Emin and Bianca Jagger

executive officer of amfAR.

"Her longstanding, generous support of amfAR and other AIDS organizations, along with her advocacy on behalf of people living with HIV, is an inspiration to us all and we are so grateful that she continues to shine a light on our important work in the fight against HIV [and] AIDS."

The Oct. 17 event will include a seated dinner, musical performance and live auctions of contemporary art and luxury experiences.

The U.K. has strong ties to amfAR, which was founded in 1985, with the foundation providing more than \$2.5 million in funding to HIV researchers based in the U.K. — H.M.

Planet Prada

The Prada Natural pop-up is on until Sept. 20 with a selection of men's and women's ready-to-wear and accessories displayed on light wooden modules that are lit up by neon lights and Prada logos.

In the middle of the Corner Shop, each station has been filled with a designated product:

sunglasses, keychains, water bottles, bucket hats and the new Prada Explore bag in shades of gray, black, brown and maroon.

Prada is also pushing its Re-Nylon with a curated selection of raincoats, windbreakers, quilted padded jackets, blouses, flared skirts, and drawstring trousers that draw from the brand's utilitarian designs.

At Selfridges, Prada already has three concessions, an accessories space on the ground floor with a men's and women's space on the first and second floor.

As reported, the Prada Group is weathering the current challenges, reporting rising sales and steady profitability in the first half ended June 30.

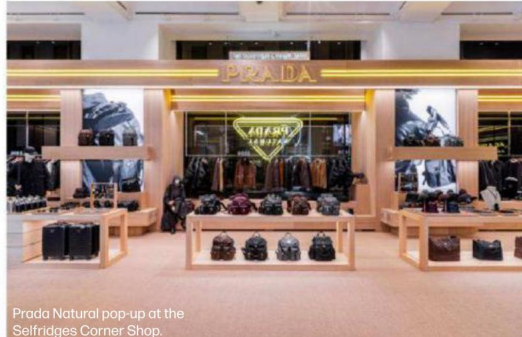
Revenues rose 8 percent to 2.74 billion euros compared with 2.55 billion euros in the same period last year. Group net profit amounted to 386 million euros compared with 383 million euros in the same period last year.

In August, the group revealed it had promoted Christopher Bugg to chief communication officer, a new role at the company, and a new development as it gears up to complete the Versace acquisition. — H.M. ■

Tracey Emin and Bianca Jagger photograph by Dave Bennett/Getty Images



Ludovic de Saint Sernin, fall 2025



Prada Natural pop-up at the Selfridges Corner Shop.