

# TRAUBTRENDING

in partnership with LUX&BEE

*A look at what's  
happening in  
the fashion  
world*

**AUGUST 2015**



Prepared for TRAUB by LUX&BEE Retail Consulting | 320 rue Saint Honoré, 75001 Paris, France  
[www.lux-bee.com](http://www.lux-bee.com)

**TRAUB**

# MARY KATRANTZOU x ADIDAS



Mary Katrantzou has teamed up again with Adidas Originals for Spring/Summer 2015, mixing sportswear pieces with fun motifs and fluorescent colors. Taking tennis rackets, shuttlecocks, and stopwatches as inspiration, the designer has created neo-futuristic prints that draw on 1980s fitness videos. The collection includes embellished silicon t-shirts, reversible satin bombers, hybrid tennis skirt-cocktail dresses, leggings, boyfriend shorts, joggers, sneakers and the Adidas classics Superstar and Flux Tech, all with a Katrantzou twist.

Available at the No42 Paris store and at Le Bon Marché Paris, as well as online at [adidas.com](http://adidas.com) and [marykatrantzou.com](http://marykatrantzou.com).

# CONVERSE CHUCK TAYLOR ALL STAR II



Converse has debuted the new Converse Chuck Taylor All Star II, the second iteration of the 80 years old iconic sneaker. The Chuck Taylor All Star II features new innovations including a Nike Lunarlon sockliner, foam padded collar, non-slip gusseted tongue and a perforated micro suede liner. The sneaker elevates the original Chuck Taylor's iconic features with premium details including a fully embroidered All Star patch, high foxing, and monochrome matte eyelets. Unveiled this month, Converse's Chuck Taylor All Star II trainers were launched to appeal to a growing audience of non-sports-playing sneaker fans.

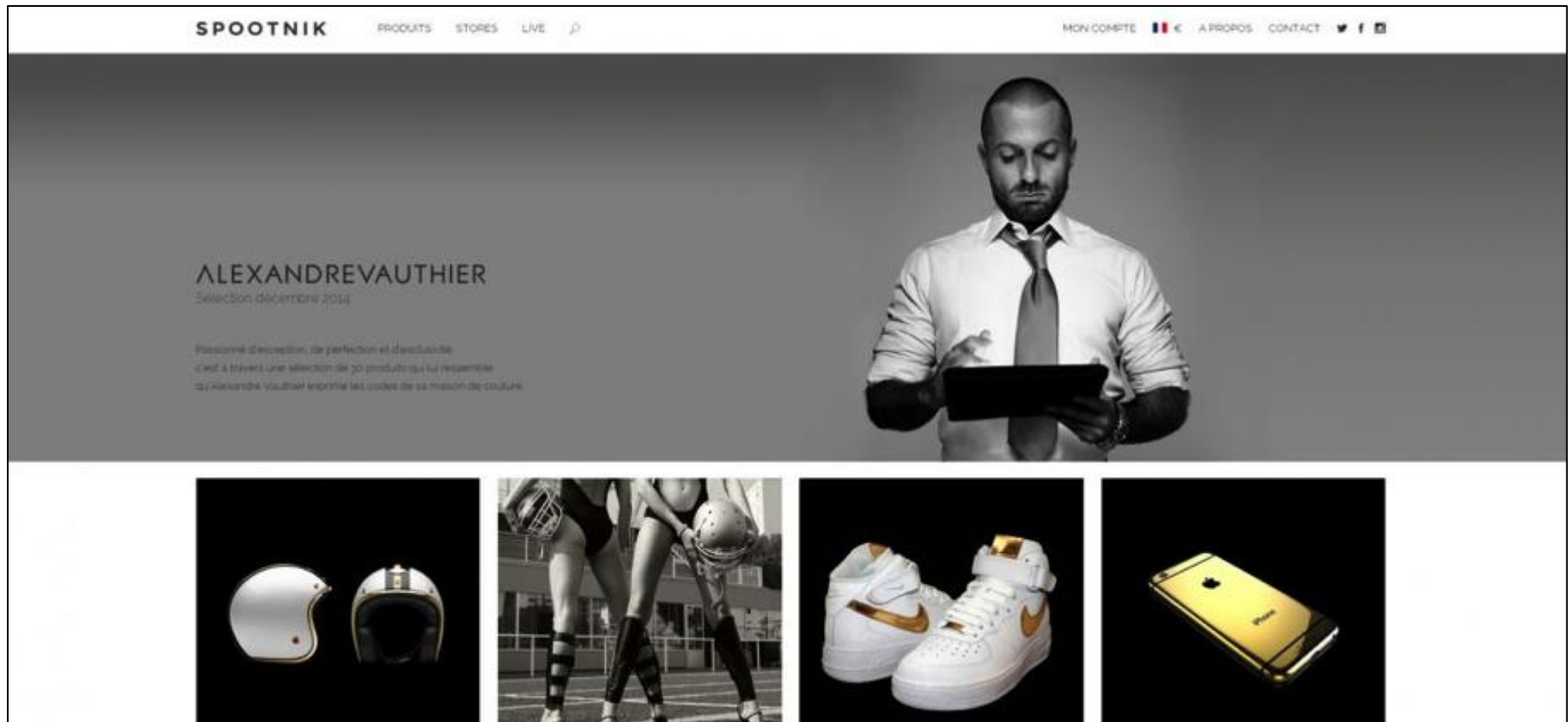


# ANDAM WINNER : PIGALLE STREETWEAR



A jury of 35 that included Haider Ackermann, Renzo Rosso, Caroline de Maigret, and Pierre-Yves Roussel chose Pigalle's Stéphane Ashpool as this year's ANDAM Grand Prix award winner earlier this month. Ashpool, who is 33 and launched his men's streetwear label with a store in Paris' Pigalle neighborhood in 2008, will receive a 250,000-euro endowment and two seasons of mentorship from Chanel's Bruno Pavlovsky. The prize also includes 10,000 euros' worth of Swarovski crystals, a collaboration with thecorner.com, and brand-building guidance from MAC Cosmetics. Ashpool enlisted the young members of the inner-city basketball team he coaches for his high-energy presentation. He beat out fellow competitors Anrealage, Umit Benan, Pallas, and Vetements. Not bad for a self-proclaimed "autodidact." Asked what he plans to do with the prize money, Ashpool said, "I'm going to invest in a proper in-house atelier from which to design, create, communicate, and sell. What you'd call in the past a maison couture, but with a new flavor."

# SPOOTNIK ONLINE CONCEPT



Mid-social network mid-concept store online, Sputnik is a community-based platform. The principle is simple: a community of 'spotters' selects rare and luxurious products that other users 'lovers' can 'like'. Products with the highest number of likes are then available for purchase. Following 'spotters' such as Jalousie magazine, Marie Claire, Vanity Fair and Alexandre Vauthier, it is now Hotel Royal Monceau that has realized its own collection on Sputnik.

[www.sputnik.com](http://www.sputnik.com)

# 3 INSTAGRAMS TO FOLLOW



**LA Shamrock Social Club**  
@dr\_woo\_ssc

*LA based tatoo artist who unifies the elite and the underground.*



**Lucia Bueno Mokart**  
@Mallarino

*Jewelry designer who brings the Beauty of Colombia to Paris*



**Fabien Baron**  
@Fabienbaron

*Editorial Director of Interview Magazine. Amazing photographs shot with his iphone only.*

# CHANEL x LILY-ROSE DEPP



“Lily-Rose is stunning, she’s a young girl from a new generation with all the qualities of a star” Karl Lagerfeld said just after announcing that the 16 year old daughter of Vanessa Paradis and Johnny Depp is the new face of Chanel. Lily-Rose Depp plays a sweet baby-doll for Chanel for the Perles sunglasses collection, 25 years after her mother.



# KANYE + JUERGEN + KIM



An exclusive booklet by Juergen Teller portrays himself along with Kim Kardashian and Kanye West romping in the Spring air of the French Countryside. And it is just strange. The book captures their sojourn to the Château d'Ambleville was released earlier this month at Dover Street Market, so if you want to get your hands on what looks like forgotten Kodaks from a swingers trip that happened decades ago, then this is the book for you. The first 30 copies are signed by Teller himself.



# INTERPARFUMS BUYS ROCHAS



Interparfums group has bought Rochas from Procter & Gamble for 108 million dollars. In an earlier report in Le Figaro newspaper, the company said in a statement it hoped to close the deal by the end of the first half of 2015, taking the French fragrance group into the fashion business for the first time. The 90 year old brand had a fashion revival a few years ago when RTW designer Marco Zanini took helm of the atelier in 2008. He left for Schiapparelli and was replaced by Alessandro Dell'Acqua in 2013 and the hype over the RTW collection has since subsided. We are eager to see where the RTW will go under the ownership of Interparfums.

# KATE SPADE LINE UPS



Just six months after Kate Spade shuttered its standalone contemporary line 'Kate Spade Saturday' and closed down all of its Jack Spade stores, the company is ready to expand again in a huge way. Kate Spade has a slew of new products in development, including an athleisure collection with Beyond Yoga, a kitchen accessories collection under the label 'All In Good Taste', and a cupcake-themed RTW and Accessories capsule collaboration with New York's famous Magnolia Bakery.



# LVMH LA SAMARITAINE



The three-year legal battle over plans to build a massive steel-and-glass building in the heart of Paris came to an end this past month as the high-court ruled LVMH's €500 million project to renovate defunct department store Le Samaritaine can proceed. The Samaritaine closed its doors 10 years ago and LVMH has been caught up in red tape over the renovation ever since. La Samaritaine's Chief Executive Jean-Jacques Guiony said the construction would now resume and the site is slated to open in the fourth quarter of 2018. Designed by Japanese architectural firm Sanaa, the renovation plans include a luxury hotel, office space, subsidized housing, and a daycare.



# KERING TAPS LOEBSACK



Kering has appointed Grita Loeb sack, formerly with Unilever, to the newly created position of CEO of the French group's Luxury - Couture & Leather Goods division for emerging brands. She will report directly to François-Henri Pinault. Following the appointment of Marco Bizzarri as head of Gucci, until now at the helm of the entire division, François-Henri Pinault decided to personally oversee Gucci, Bottega Veneta and Saint Laurent. To assist him, Grita Loeb sack will be responsible for the development of Alexander McQueen, Balenciaga, Brioni, Christopher Kane, Stella McCartney and Tomas Maier, whose various general managers will report directly to her. The Luxury Watches & Jewelry division is directed by Albert Bensoussan.

# BOULEVARD BEAUMARCHAIS

The gentrification of the North Marais in Paris continues with these recent openings:



## **Maison Plisson**

Gourmet Market and Bakery

93 Boulevard Beaumarchais



## **Maison Kitsuné**

Women's & Men's RTW

18 Boulevard des Filles du Calvaire



## **AMI**

Men's RTW

109 Boulevard Beaumarchais

# ELIE SAAB PARIS OPENING



During Paris Couture week, Elie Saab celebrated its brand with a show as well as the opening of their second Paris store. The Lebanese tailor opened his first store in the French capital in 2007 on the Rond-Point des Champs-Élysées. The new location on the Avenue Georges V covers 2,600 ft<sup>2</sup> of a listed art deco building that also houses the Four Seasons Hotel. Elie Saab himself collaborated on the design with Denis Montel, architect and artistic designer at the RDAI agency (the historical agency of the Hermès house). They have created a new store concept that will be applied to all future Elie Saab retail points, starting with a new store in New York by the end of the year.



# TORY BURCH PARIS OPENING



Tory Burch has opened its first store in Paris, a 4,300 ft<sup>2</sup> flagship at 412 Rue Saint-Honoré. Tory Burch made her debut in Europe in 2011, with a first store in Rome, followed by a flagship in London on Bond Street, another one in Munich and a store in Milan. Only Paris was left to complete the brand's presence in the major European fashion capitals. A decisive step in the development of the bohemian chic label, which first entered the French market in 2008 via multi-brand distribution and e-commerce. The label generates a quarter of its revenue, amounting to nearly 800 million euros, outside of the United States. Following the opening in Paris, it plans on opening stores this year in Prague, Chile, Cairo, Kuwait, and Hong Kong.

# BALMAIN LONDON OPENING



Balmain has made its London flagship debut with a new store on South Audley Street in the heart of Mayfair. The architect who transformed Balmain's Paris flagship, Joseph Dirand, also designed the London boutique. "The concept behind the design for Balmain's original address was to create a uniquely elegant space — a Parisian townhouse — where the house founder, Pierre Balmain, would have been very much at home. This London flagship translates that French refinement into an English vocabulary. "I like to think of this new address as the founder's second home, Pierre Balmain's London pied-a-terre," Dirand says. The London store channels a sober English style, to fit into the Queen Anne Revival style that dominates the neighborhood. Balmain has plans in the pipeline for a New York boutique as well, slated to open in 2016.



# CHARLOTTE OLYMPIA OPENING LONDON



Charlotte Olympia, the accessories and footwear designer known for her quirky handbags and "Kitty" shoes, has opened a second standalone London store. The new store is located on Draycott Avenue in the upmarket shopping area around Brompton Cross, that Acne, Carven, Philip Lim, Stella McCartney and many others also call home. Charlotte Olympia's other London boutique is in Mayfair, and the brand operates other stores in New York, Beverly Hills, Miami, Hong Kong, Dubai, Las Vegas, Bangkok, and South Coast Plaza.



# NEW KATE SPADE FLAGSHIP IN LONDON



Kate Spade has signed a deal for a new flagship store on London's Regent Street. The American fashion brand will move into half of the 26,000 ft<sup>2</sup> flagship store, which Esprit left earlier this year, according to Property Week. The other half of the store on 178-182 Regent Street will be occupied by Hugo Boss. The front of the store will be remodeled so that the two brands can have separate entrances. Kate Spade currently has three stores in London and an outlet store in Bicester Village. Kate Spade currently operates 140 retail and outlet stores across the United States, and another 175 shops internationally.

# KESTIN HARE LONDON OPENING



Kestin Hare, the British fashion designer who was previously the creative director of Common People and head of design at Nigel Cabourn, opened a London flagship for his own brand. This month The shop is located in the old Start boutique on Rivington Street in Shoreditch. Hare already has a store in Edinburgh. “We’ve been on the lookout for a London base for some time now” says Hare, “Shoreditch was our preferred area, and a perfect fit our brand. This marks a change in pace for the Kestin Hare brand, and will give us the global platform we’ve been looking for. This has been made possible by our new Japanese investor Masataka Fujino, and is the first step in our retail roll out strategy.” The new flagship will also host the brand's showroom.



# DOVER STREET MARKET INVITES GUCCI



The quirky Dover Street Market retail emporiums founded by Rei Kawakubo more than a decade ago is happy to host luxury megabrands amidst their ramshackle huts, Porta-Potty fitting cabins, vintage T-shirts and cutting-edge indie labels. But there's one important proviso for the dedicated spaces these luxe labels are allotted: Hold the marble, the Wenge wood and the polished brass. "We urge them not to spend too much money because we don't want the store to change a lot," said Adrian Joffe, chief executive officer of Dover Street Market and Comme des Garçons International, whose latest surprising move is to invite Gucci to invade all four Dover Street Market locations, starting with the Ginza unit in Tokyo on Saturday. Disclosing the collaboration exclusively to WWD, Joffe also noted that he requires brands accustomed to imposing facades and a perpetual game of retail one-upmanship to adapt to more modest and conceptual settings. For the New York location, for example, Gucci will be showcased in a compact area at the entrance, with walls, shelves and mannequins wallpapered in botanical prints, providing a busy backdrop for the designs of the Italian brand's new creative director, Alessandro Michele. -WWD



# ALAIA AT GALLERIA BORGHESE



Azzedine Alaïa has always been more of a sculptor than a fashion designer, holding his shows only when inspiration strikes and following the curves of the body instead of trends. At “Azzedine Alaïa Couture / Sculpture” an exhibition that opened at Rome’s Galleria Borghese on July 9<sup>th</sup>, his sinuous work seems right at home slipped between the gallery’s collection of works by Bernini, Canova, Raphael, Ruben, Caravaggio, Titian and Veronese. The 65 pieces, which span the Tunisian’s entire 34 year career in Paris, are culled from his archive and include many he remade specifically for the show.

# LOUIS VUITTON OPENS LA GALERIE



Louis Vuitton has opened its second private museum in less than a year. But unlike the monumental Frank Gehry-designed Louis Vuitton Foundation in the Bois de Boulogne on the western edge of Paris, its new venture has a more intimate feel. Dubbed La Galerie, the 6,500-square-foot exhibition space is located on the historic Louis Vuitton grounds in the northern suburb of Asnières-sur-Seine, which also houses the former family home and the workshops where the luxury brand still produces its most exclusive made-to-order items. Inaugurated during Paris Couture week with a garden party attended by Vuitton face Michelle Williams, the invitation-only exhibit was curated by Judith Clark, a professor of fashion and museology who has previously worked on shows about brands including Chloé and personalities such as Frida Kahlo and Diana Vreeland.



# CHANEL HAUTE COUTURE



Actresses Kristen Stewart and Julianne Moore played roulette in Karl Lagerfeld's celebrity-studded runway show during Paris Couture week where he used 3D printing for a futuristic version of the classic Chanel suit. British singer Rita Ora, French singer Vanessa Paradis and her daughter with Johnny Depp, Lily-Rose, were also featured as high rollers sitting around roulette tables in the center of the runway. Slot machines circled the muted, cozy room where models in sharply-cut black bobs with bright lipstick and thickly-spread blush took to the runway in an atmosphere of the heady 1920s. The iconic Chanel suit sported square-cut shoulders and boxy jackets, appearing three dimensional thanks to a technique called selective laser sintering which Lagerfeld used to take the look into the 21st century. "The idea is to take the most iconic jacket of the 20th century and make a 21st century version, which technically was unimaginable in the period when it was born," said Lagerfeld after the show.



# FENDI FUR HAUTE COUTURE



On July 8th, Paris 2015 Fall-Winter Couture Fashion Week welcomed Fendi for the first time in its schedule. Anticipated for its unique “Haute Fur” show, the Roman fashion house came to Paris to celebrate fifty years of collaboration with Karl Lagerfeld, the longest lasting relationship between a designer and a fashion house. Regardless of the controversies that surround the use of the material, including a PETA protest staged outside of the show, the collection was a testament to the skill of Fendi’s atelier and the house’s heritage as a fur specialist.

# VALENTINO ALTA MODA



It won't come as a huge surprise that the starting point for Pierpaolo Piccioli and Maria Grazia Chiuri's alta moda collection was their beloved Rome. They mine the treasures of this city regularly, even the "rockstud" – those little metal pyramids stamped to Valentino's best-selling bags and shoes – can be found here, nailed to almost every grand doorway one passes on Via Veneto and beyond. And those other Valentino motifs spotted in intricate embroideries of seasons past: the monkeys, snakes and birds are all borrowed from sculptures, frescos, and murals within the Eternal City. And so, when it came to finding the location for the show, where else could they call home?



# DOLCE & GABBANA ALTA MODA



As Wimbledon reached its Centre Court climax and the future of Greece dangled in the wind, clients and press from around the world gathered on the Ligurian coast for a weekend celebration of Dolce&Gabbana's expanding couture line. Since the location was so idyllic, few were complaining at the time commitment demanded by this year's four-day event - four because on the last night the whole shebang ended with Ora, a gold-themed party. Many had traveled straight from Valentino's special couture show in Rome as a continuation of the traditional Paris Couture season.



# MOSCHINO'S MAN



A compact crowd was gathered before the Corsini Palace, along the banks of the Arno, trying to get into the very exclusive Moschino runway show, the guest of honor at this season's Pitti Uomo. Nothing in the world could've kept fashionistas and the Florentine public from missing the Jeremy Scott show, the designer who has been behind the successful Italian fashion house Aeffe for several seasons. Every Moschino show designed by the American talent, followed by his fans like a pop star, incites hysteria. The fashion show was also the last big event of Pitti Uomo and, from Katy Perry to the full panel of executives of the men's trade show, the audience was one of the most chic to be found. Excess was the rule. Tapestry suits, extravagant bowties, embroidered low-neck waistcoats, underneath revealing splendid frilly shirts, marquis-style short pants, black or colorful zippered frock coats, put on over simple golden briefs... Nothing is too precious for the Moschino man.

# LUX&BEE LUSTS K.JACQUES



One summer's day in 1933, Jacques Keklikian and his wife Elise opened a small atelier boutique on 39 rue Allard in Saint-Tropez. Inside, visitors discovered strappy leather sandals made by Jacques from cardboard templates based on his friends' feet, from which Elise sewed simple, highly resistant leather sandals that soon won over locals and tourists alike to become go-to summer gladiator sandals. For three generations the French house, known as K.Jacques, a simplification of the founder's name, drew on the family savoir-faire with robust, handmade contemporary sandals every season. For summer 2015, the house is surfing the artsy wave by proposing a unique customization service, available online. Choose from natural leather, satin or suede finishes, with reptile, zebra and floral prints in pastels, metallics and fluorescents with a choice of motif, material, cut and color to make your look unique. Let your imagination run wild this summer, right down to your feet.

# LUX&BEE LUSTS CHARLOTTE CHESNAIS



Nicolas Ghesquière's influence in contemporary fashion spreads far and wide—and we don't just mean the legions of imitators. His protégés are becoming the most-buzzed-about designers in Paris, from Julien Dossena at Paco Rabanne to Charlotte Chesnais, who is not only Dossena's head of leather goods and jewelry at Paco Rabanne, but who has also just launched her own line of sinewy and sculptural jewelry for which she was awarded the ANDAM accessories prize. Chesnais' collection is comprised of mostly circular shapes that coil around the body. Bracelets become hand ornaments that spiral around thumbs, and earrings are created from intersecting orbitals. The gold and silver designs are easy to wear while still being exciting—the sort of things you could imagine a true Parisian tossing on with a pair of those irresistible Vuitton flares for a night in town.



# LUX&BEE LUSTS L'UNIFORM



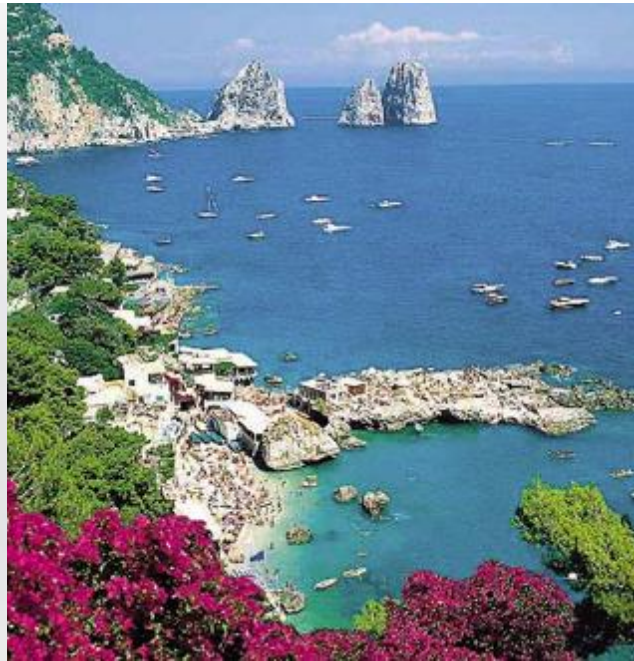
The ultimate utility bag, it lives and dies on being solid, durable, low-maintenance, and cute as hell. With its sharp, color-contrasted totes, duffels, messenger and schoolbags, L/Uniform takes this mandate seriously. The weaving of the canvas (either army-style short-card cotton, or washed 63 percent cotton/37 percent linen) and stitching of the bags is done by artisans in Carcassonne, historically a center of textile production—not to mention the hometown of co-founder Jeanne Signoles, daughter in law to the family that owns Goyard. Leather trims come from an old Catalan tannery. Monograms to order. Paris store located at 21 Quai Malaquais in the 6<sup>th</sup> arrondissement.

# ST TROPEZ MUST HAVE : GURKEES



Since 1984, the West Virginia-based shoe company Gurkees has been making classic rope sandals. They're a little bit hippie, a little bit earthy, but they have got a universal appeal that's hard to deny. They were all over the beaches of Saint Tropez already last summer and they are now stocked at Opening Ceremony – a sure sign that they have gone from cult to culture.

# CAPRI MUST HAVE : RAE FEATHER



When you head down the rocky steps of Capri for the beach this summer, make sure you are toting this great monogrammed straw market bag from British retailer Rae Feather. Rae Feather launched online in late 2013, the aesthetic is an edit of well-considered, uncontrived pieces, full of absolute essentials that create wardrobe staples to reach for again and again.



# IBIZA MUST HAVE : APC BALL PAGES



In a reinterpretation of the typical Ibizan sandal, a new mini capsule created by Gemma Serra Vila in close collaboration with A.P.C.'s Jean Touitou, has just launched in-store. Think natural fibers and traditional dying techniques, for sun-bleached summer essentials. Created by Gemma Serra Vila, who launched her label Ball Pagés for Spring/Summer 2014. A hot weather essential for those lingering Ibiza nights.

# UPCOMING WOMENS'S FASHION WEEKS SS16



**New York Women's**  
from Thursday Sept. 10<sup>th</sup>  
to Thursday Sept. 17<sup>th</sup>

**London Women's**  
from Friday Sept. 18<sup>th</sup>  
to Tuesday Sept. 22<sup>nd</sup>



**Milan women's**  
from Wednesday Sept. 23<sup>rd</sup>  
to Tuesday Sept. 29<sup>th</sup>

**Paris women's**  
from Tuesday Sept. 29<sup>th</sup>  
to Wednesday Oct. 7<sup>th</sup>



# UPCOMING DATES : PARIS TRADEFAIRS



**Maison&Objet**  
September 4 – 8  
Villepinte

**Sourcing Connection**  
By Premiere Vision  
September 4 – 8  
Porte de Versailles

**Who's Next /  
Premiere Classe**  
September 4 – 7  
Porte de Versailles

**Bijorcha**  
September 4 – 7  
Porte de Versailles

**Apparel Sourcing /  
Texwold**  
September 14 - 17  
Le Bourget

**Premiere Vision**  
September 15 – 17  
Villepinte

**Premiere Classe**  
October 2 - 5  
Tuileries / Cambon

**Capsule**  
October 2 - 4  
Rue Faubourg St  
Martin

**ZipZone**  
October 2 - 4  
Rue de Rivoli

**Paris Sur Mode**  
October 2 - 5  
Tuileries

**Tranoi**  
October 2 – 5  
Bourse / Rivoli /  
Montagne

**Man / Woman**  
October 2 – 5  
Rue Yves Toudic

**Vendome Luxury**  
October 2 – 10  
Meurice



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# TRAUB

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