

# TRAUBTRENDING

in partnership with LUX&BEE

NUMERO 2



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**

# CAMBRIDGE SATCHEL x VIVIENNE WESTWOOD



British accessories label Cambridge Satchel has teamed up with the UK's grande dame of fashion, Vivienne Westwood, on a new collaboration. This is the second time the two companies have collaborated - the first time was in 2013.

For the new collection, Westwood re-worked her iconic squiggle print in new and exclusive colourways. The style is available on Cambridge Satchel's Music Bag, Tiny satchel, and Classic 14" satchel, for both men and women.

"The Cambridge Satchel Company offers something unique, a finish that is rare to find. We love that they are handmade in England and the traditional handmade quality is instantly recognizable. The quality is convincing on every level and it's been a big pleasure to collaborate with them again. Both the people and craftsmanship at The Cambridge Satchel Company are very inspiring," said Andreas Kronthaler, Vivienne Westwood design partner, creative director & husband.

# JANE BIRKIN & HERMES UPDATE



After a PETA backed ultimatum by Jane Birkin that Hermès improve the farming conditions of the crocodiles used for their Birkin Bags otherwise she would revoke their right to use her name - she is now 'satisfied' by the measures taken at Hermès. "Following the heartfelt emotion expressed by Jane Birkin and her request for explanation, Hermès, in agreement with her, reiterates its firm commitment in the ethical treatment of crocodiles in its partner farms," read a statement from the brand. PETA remains unconvinced. The Birkin Bag bag is Hermès's most iconic product, accounting for about 15 percent of sales.

# SOPHIA WEBSTER x BARBIE



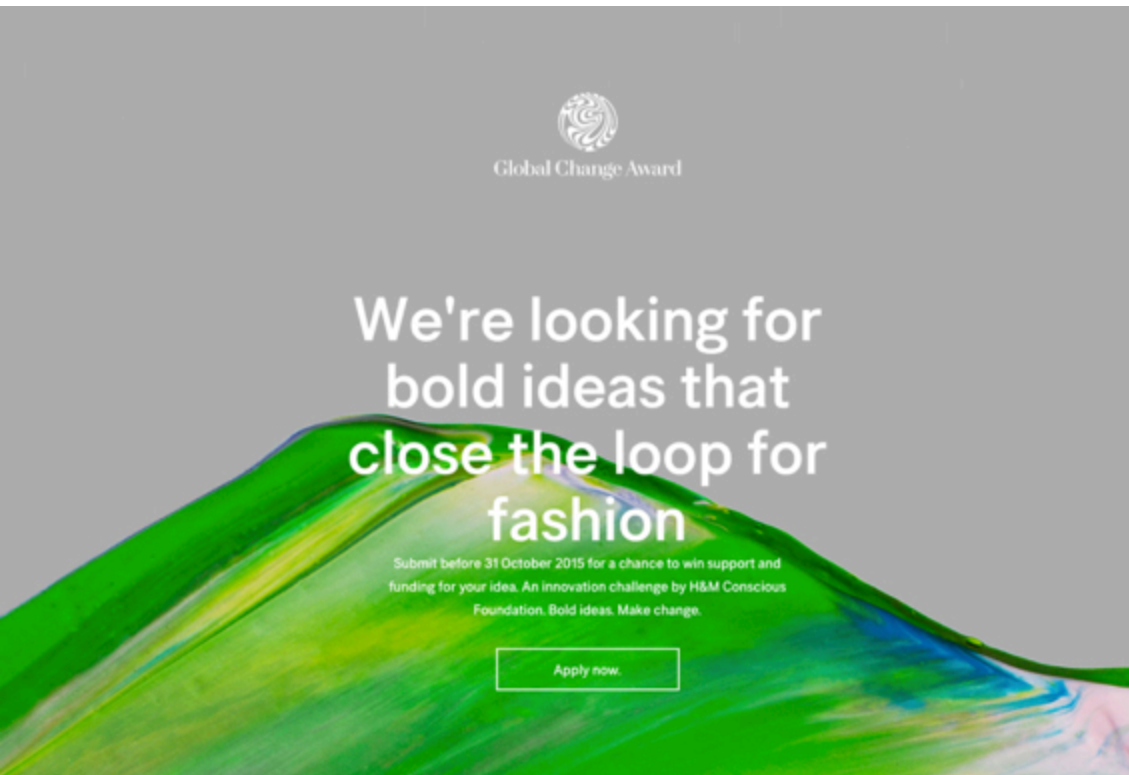
Barbie by Sophia Webster features six adult styles and three children's shoes. The adult styles consist of 2 sneakers, 1 flat sandal, and 3 heels, including Webster's well-known Chiara-heel with a butterfly. The collection launched at Selfridge's on August 27<sup>th</sup>.

# GILES DEACON x DEBENHAMS



Mr. Deacon has designed a 26 piece collection, inspired by the 60's and 70's, for Autumn Winter 2015 under Debenhams' /Edition range. The line features vibrant and quirky prints as well as floor length, figure flattering trapeze skirts, and an extra nine piece capsule collection, all launching for Christmas. Retail price points: \$50 to \$200 USD.

# H&M RECYCLING INITIATIVE



**Long  
live  
fashion!**

**H&M CONSCIOUS**  
For a more sustainable fashion future

H&M, which recently launched a line of jeans containing 100% recycled cotton, is now funding an annual €1 million prize awarded to developers of new textile recycling techniques. "No company, fast-fashion or not, can continue exactly like today," chief Executive Karl-Johan Persson told Reuters. "The prize's largest potential lies with finding new technology that means we can recycle the fibers with unchanged quality." As sustainability pressures mount, retailers like H&M are concerned about potential future shortages of raw materials like cotton, which is heavily water and pesticide dependent.

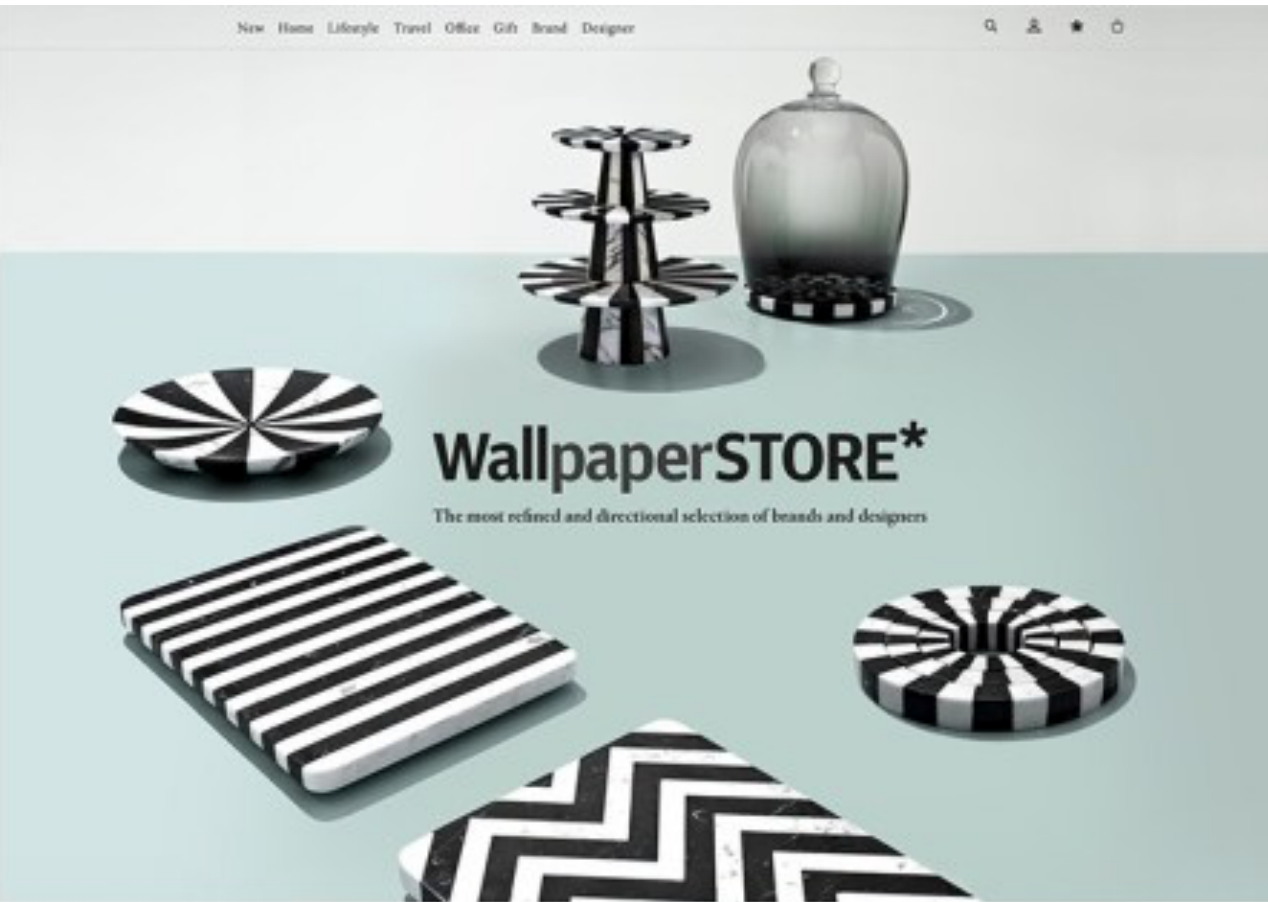
# YVES DELORME 170TH ANNIVERSARY



The prestigious French bed and bath linens brand is celebrating its 170th anniversary with a unique event: the Linen Road. A customized Airstream will visit thirty European cities.

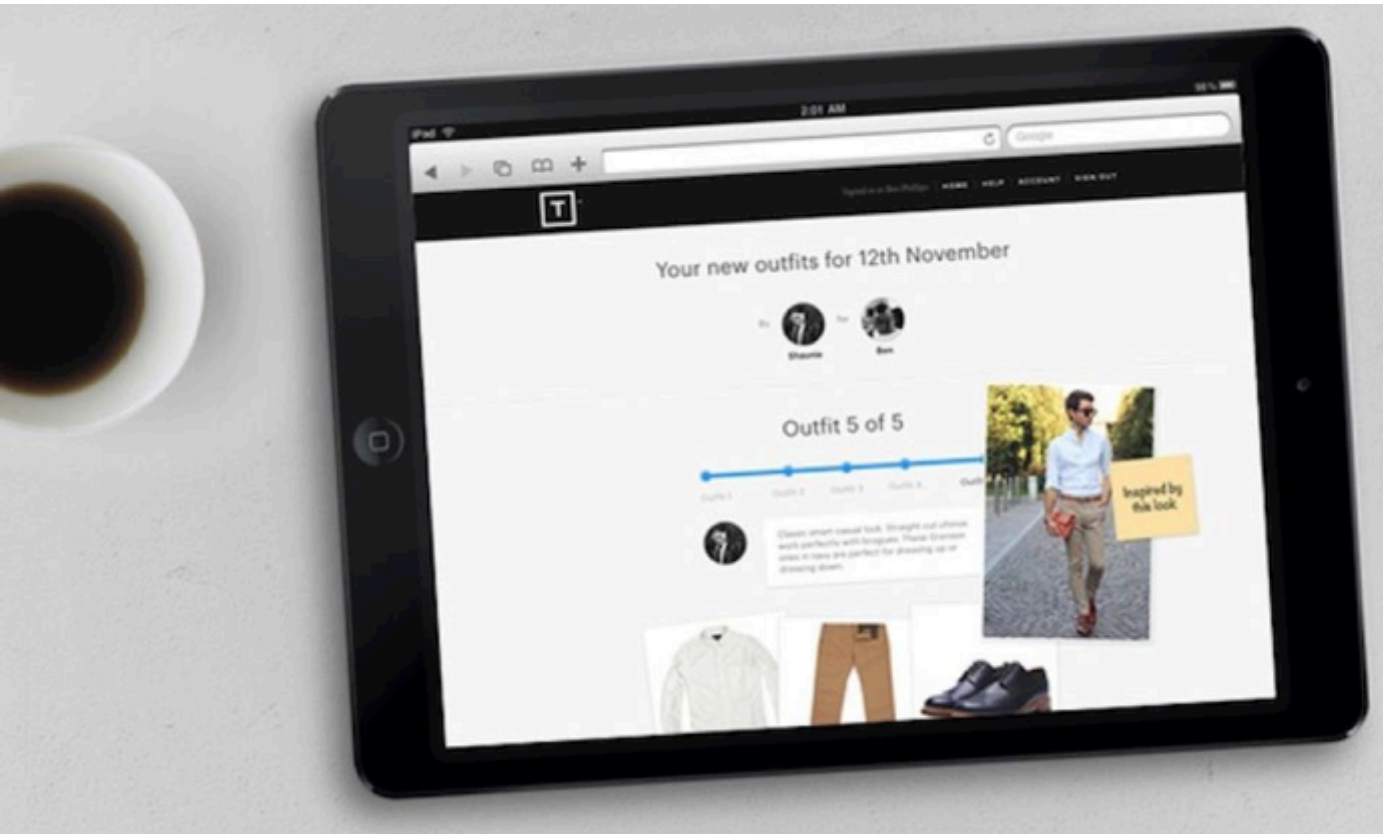
[www.yvesdelorme.com](http://www.yvesdelorme.com)

# WALLPAPER LAUNCHES E-COMMERCE



The WallpaperSTORE\* is a new e-commerce platform offering a highly-curated selection of items from international brands and designers. 150 brands in categories ranging from homewares, lighting, textiles and home fragrance, to travel accessories, stationery and personal electronics. This will be combined with a unique selection of one-off products by star designers and craftsmen. The undisputed authority of Wallpaper\* as a global tastemaker matched with The Level Group's expertise in web design, technology, logistics, service and digital content production aims to ensure that WallpaperSTORE\* becomes one of the world's most pleasurable online shopping experiences.

# THREAD : MEN'S STYLING ONLINE



The London based online men's styling service THREAD offers an enticing collaboration between stylists, computers and retailers. It takes the irreplaceable elements of human stylists — their taste, their ability to look at a photo and know what will look best, their ability to answer specific questions — and blends them with the best elements of a computer, namely, the ability to remember everything you've ever said, look through millions of items and do that all instantly. Thread matches men to a human stylist, who studies data gathered via a quick online quiz and suggests silhouettes that may suit them. Thread's algorithms then select available garments that match the stylist's guidelines at a price point specified by the customer, who can purchase pieces directly through the site. Thread works with affiliated retailers including Harvey Nichols, Liberty, Urban Outfitters, and Folk.

# PACO RABANNE NEXT TO CHANEL



The Puig-owned label will soon be located at 12 Rue Cambon, the Parisian street famous for being home to luxury fashion house Chanel. It will occupy the 60 m<sup>2</sup> space. Two years ago Puig announced the arrival of the young French designer Julien Dossena, who previously served as Senior Designer for four years at the Balenciaga studio under the leadership of Nicolas Ghesquière, and Paco Rabanne has been on the rise ever since.

# FABIANA FILIPPI



Fabiana Filippi is moving along with international retail development. The high-end women's ready-to-wear label is testing the terrain further afield this year. A few months after opening its first fully-owned store in London, Fabiana Filippi is getting ready to do the same in Paris. The brand will be present at 90 Rue du Faubourg Saint-Honoré this fall.

# FRONT DE MODE



Front de Mode: the experimental Paris concept store that aims to embody a “manifesto for a 21st century fashion ecosystem.” In a 200 square meter former gallery tucked away in the Marais, the collaborative platform brings together 50 creative professionals for whom sustainable development is the creative driving force. From socially conscious production, sustainable fabrics, and an ethical approach to fashion consumerism. François-Henri Pinault, the CEO of Kering and president of the Kering Foundation, has recognized and selected the cooperative for its Social Entrepreneurs award.

Front de Mode  
42, rue Volta, 75 003 Paris  
[www.frontdemode.com](http://www.frontdemode.com)

# SIMONE ROCHA LONDON STORE



The new Simone Rocha boutique located on 93 Mount Street in London opened on August 22nd. The street is a popular choice for cutting edge fashion brands - Marc Jacobs, Christopher Kane, and Balmain all have stores there. Rocha's new store explores the spatial ideas she has developed with in her shop-in-shop in Dover Street Market London and installations at Colette.

# JANE TAYLOR OPENS SHOP IN LONDON



In September, milliner Jane Taylor debuted her first shop at 253 King's Road in London. Jane Taylor Millinery has taken over a 1,000 sq ft space set across three floors. "I wanted to open my first store at an address which has gravitas and which is a home away from home for my clientele...The space is fantastic and is in the right company amongst other international and designer brands," said the designer, founder and director. Jane Taylor launched her first range of bespoke hats in 2008 in her design studio in Fulham selling to private clients and dressing women for the Henley Regatta and Ascot. Since then she has become a go-to milliner to an exclusive clientele.

# LONDON SHOPPING : COCO DE MER



Named from an exotic plant whose seed suggestively resembles the intimate female form, the sensual Coco de Mer boutique keeps its promises. Make your own discoveries in this avant-garde, burlesque-themed store that teases with demure Stella McCartney underwear to more daring alternatives from Fleur of England. Bonus: Brush up on your bedroom skills with one of Coco de Mer's workshops under Mistress Max Absolute's expert tutelage.

Coco de Mer, 23 Monmouth Street, London WC2H 9DD

# LONDON SHOPPING : THE BOX



For the bold and adventurous shopper, The Box Boutique offers something out of the ordinary: hi-tech toys sitting next to cold-pressed juices, alongside haute couture in this eclectic concept store. Paris Hilton, Lindsay Lohan and Prince are just a few who drop in for brands such as For Love and Lemons, Balmain, and Natasha Zinko while chatting to the fashionable Russian sisters Yulia, Elena and Dasha who founded the store. Bonus: Check out the in-house brand Pa5h, one up-and-coming must-have for street style fashionistas.

The Box, 104 Draycott Avenue, South Kensington, London SW3 3AE

# LONDON SHOPPING : PANDORA



A stone's throw away from Harrods you'll find the vintage fashion boutique Pandora. One of the city's most hidden gems, it is a small warehouse of luxury finds with little wear and tear. The "Chanel Boy Bag" in stingray? Check. An Alexander McQueen gown with mink fur? Check. A Gucci trench-coat from the Tom Ford-era? Check. Prepare yourself for an upgrade of your staple collectives. Bonus: The price. This time, the Bottega Veneta hobo won't bankrupt you.

Pandora, 16-22 Cheval Place, Knightsbridge, London SW7 1ES

# LONDON EATS : PONT DE LA TOUR



The famous London restaurant has been given a facelift by the Russell Sage Studio. The new decor is inspired by the cruise ship SS Normandy. The Erté wallpaper and gilded ceiling recall the flamboyant glamour of the '20s, supported by an abundance of Art Deco-influenced fabrics and furniture. Located on the banks of the Thames, the spot retains its stunning views of Tower Bridge and boasts the talents of newly-appointed chef, Frederick Forster.

Pont de la Tour  
36G Shad Thames, London SE1 2YE  
Tel. : +44 (0)20 7403 8403

# PARIS EATS : ROSEMARY'S



Interior design by the Janréji studio, Rosemary's is Paris's first authentic gastropub and combines the rustic chic spirit of the English countryside with the cozy touch of traditional bistros. A wooden counter and stools, William Morris wallpaper, dashes of bronze and bucolic planted areas pair up with regionally sourced ingredients. Come find cheese from the Leeds area, Hereford prime rib and carrot cake!

Rosemary's  
4, rue Crillon, 75 004 Paris  
Tél. : +33 (0)1 42 78 09 71

# LE COMPTOIR DE MATHILDE



With 20 stores in France and Belgium, the fine food chain, founded in 2007 by Richard and Marielle Fournier, has opened its first Paris location in front of the Centre Georges Pompidou. The decor plays the nostalgia card, in line with the brand's chic traditional packaging. Gourmet chocolates, exceptional spreads, specialty liquors, condiments, tapenades, and other regional delights abound. The marketing of France's terroirs is always a recipe for success.

Le Comptoir de Mathilde  
42, rue Rambuteau, 75001 Paris

# LES BULLES DE PARIS



The Les Bulles boutique hotel in Paris pays tribute to the festive world of champagne. The 37 rooms are richly decorated and seven suites are dedicated to famous champagne manufacturers. Amongst the other distinctive features of this bubbly address are a champagne bar and a bedroom imagined with the author Amélie Nothomb, a great admirer of champagne's bubbles, where guests can enjoy a champagne bath with a view of the rooftops of Paris and Notre-Dame cathedral.

Les Bulles de Paris  
32, rue des Ecoles, 75005 Paris  
[www.lesbullesdeparis.com](http://www.lesbullesdeparis.com)

# SPEAKING VOLUMES



Not far from Buttes Chaumont Park in Paris's emerging 19th arrondissement; part lab studio, part marketplace, the 500 square meter multidisciplinary premises provide talented young architects, designers and other creative professionals with all tools necessary for digital production. For Paris Design Week 2015, Volumes presented the work of a team of eight designers who have set out to tackle the key issues of today that are changing the design process.

Volumes  
78, rue Compans 75019 Paris  
[www.volumesparis.org](http://www.volumesparis.org)

# ART CONGO AT FONDATION CARTIER



Fondation *Cartier*  
pour l'art contemporain

BEAUTÉ CONGO  
1926 – 2015  
CONGO KITOKO

The Fondation Cartier celebrates a century of joyous creation in the Democratic Republic of the Congo. Paintings, as well as photos, sculptures, and comic strips trace the development of modern Congolese art. The story begins towards the end of the 1920s, when Congo was still a Belgian colony, and continues up to the start of the 2000s with the emergence of a generation of artists who had separated themselves from the principles of the Academy of Fine Arts in Kinshasa. At the start of the 1950s, the golden age of rumba inspired all of sub-Saharan Africa. Until November 15th.

# 30 YEARS OF ART HISTORY



The Centre Pompidou presents a new presentation of its collections that shows contemporary art since the 1980s in a new light. The visit revolves around some 400 works and objects by almost 200 different artists, architects and designers. Looking back over the art of the last thirty years in a totally new way, the circuit analyses the major role played by geopolitical upheaval, as well as the explosion of the 'art business' linked to cultural democratisation. Until January 11th 2016.

# WHERE'S KARL?



With "Where's Karl?", Ajiri A. Aki, Stacey Caldwell and illustrator Michelle Baron revisit the famous "Where's Wally?" (Waldo in North America) series created by British illustrator Martin Handford, in which readers have to find the title character in his iconic red and white striped sailor's outfit. "Where's Karl" hit the shelves in September, from Penguin Random House.



# LUX & BEE

FASHION RETAIL CONSULTING

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