

TRAUB TRENDING



in partnership with LUX&BEE

OCTOBER 2016

Prepared for Traub by LUX&BEE Retail Consulting | 320 rue Saint Honoré, 75001 Paris, France | www.lux-bee.com

CROCS & CHRISTOPHER KANE



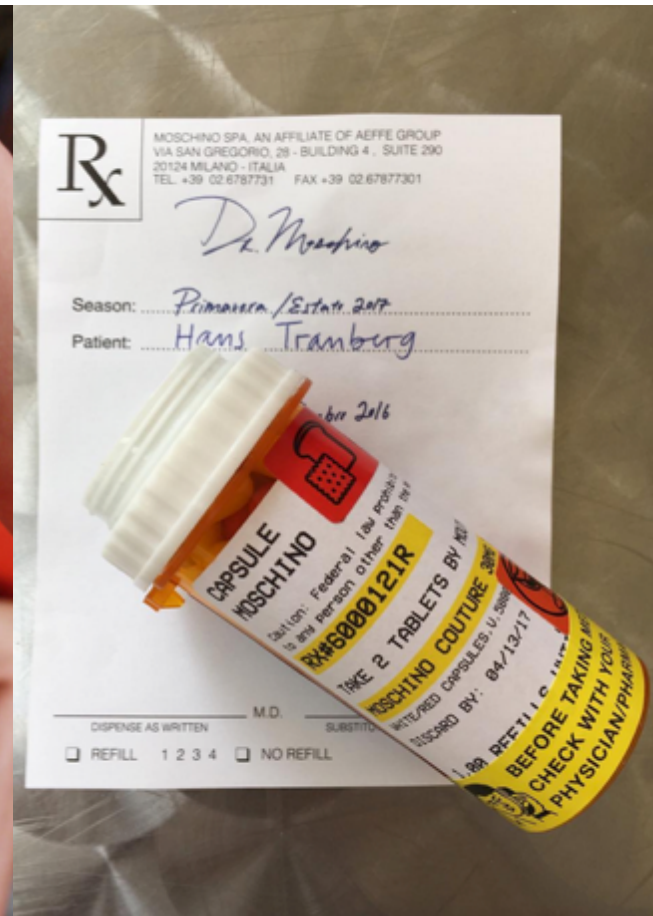
Christopher Kane debuted a new, unlikely collaboration during his London Fashion Week show: Crocs. Yes, the Scottish designer sent nearly all his models down the runway wearing the rubber footwear covered in geodes. Who would've thought? Crocs have usually been reserved for dads who love to do outdoor chores or that friend who's just given up on life. But "ugly" shoes have been a trend in fashion as of late fashion as of late. Just last week, Ugg and Teva released a collaboration sandal-boot hybrid. This also followed 2014's memorable Birkenstocks takeover (Céline even made its own fur-lined iteration). According to Footwear News, Kane's Crocs collaboration wasn't just for the runway: they will be produced and sold in stores. Fashion Crocs are here, y'all.

MAJE APRES-SKI



As winter approaches once more, Maje has launched Hors-Piste, a retro-look capsule collection to help you beat the chill during après-ski. From chunky knit sweaters to ski pants and sheepskin trapper hats, the freeze-fighting line will be available from mid-October both in stores and online.

NORDSTROM PULLS MOSCHINO CAPSULE



Moschino's drug themed collection has been pulled from some shop floors. New York retail giant Nordstrom will no longer carry the 'capsule' collection following claims it makes light of prescription drug abuse. While the collection's slogan, "Just Say MoschiNO," is a twist on anti-drug campaigns from the 1980s, some individuals felt it is also making fun of drug abuse. Following the range's Milan Fashion Week debut last month, a handful of critics took to Twitter claiming items such as bags that resembled pill bottles, and iPhone cases modelled after blister packs parody prescription drug abuse. Did the fashion scene lost his sense of humor? Maybe they need a chill pill.

SUPREME & AQUASCUTUM



Iconic club check has been worn by everyone from Sir Winston Churchill to Margaret Thatcher, Humphrey Bogart to Lauren Bacall. This season, Aquascutum, the undisputed heavyweight champion of British rainwear, has joined forces with the streetwear brand Supreme for capsule collection of cool outerwear featuring a custom fit waterproof Filey Raincoat, waterproof Club Jacket, waterproof Utility Vest, Flannel Shirt, Long Sleeve Polo, and a wool/cashmere Scarf. Available on Supreme's web store and New York, Los Angeles, London and Paris locations starting October 13. Stores in Japan will release the range on October 15.

RIHANNA & MANOLO BLAHNIK



Manolos have been in, and out, so far in they're out, and so far out they're in, too many times to count over the course of the past forty plus years. Now, with a starring role in Vetements's genre-bending tour de force spring 2017 couture collection, and a recent Rihanna capsule, the shoe is firmly back on the cool kids. And the attention has returned to an instantly recognizable icon of modern design.

NIKE MARTY MCFLY



Eighty-nine pairs of the iconic self-lacing Marty McFly trainers from the cult 1989 film Back to the Future II have gone on sale in aid of the Michael J. Fox Foundation, with the first pair selling for a cool \$100,000 at an auction in Hong Kong this month.

KENZO FOR H&M



Ahead of the H&M x Kenzo arrival in stores, wet your appetite with a preview of the entire collection. From zebra print to bright florals and colored puffers to jungle T-shirts, get ready for the launch on November 3.

L'ECLAIREUR LOS ANGELES



LECLAIREUR newest venue! This exceptional residence is mainly dedicated to design and will host Art Galleries and artists for temporary exclusive exhibitions. True to the DNA of LECLAIREUR, it will also present fashion pieces, created in limited editions. However, this space will be a lot more as it will welcome gathering, openings and extraordinary dinners, around an open high tech kitchen, built as the center of the top floor. 450 N Robertson Blvd West Hollywood CA

PUNK IS CULTURE



Improbable as it might once have seemed, forty years after punk has become part of Britain's cultural heritage. That anti-establishment gesture looks almost lovably eccentric now, like a warped kind of affection. Planned to coincide with Frieze London, the city's pivotal moment of art openings and cultural events, John Varvatos, Artspace, and pre-eminent art publisher Phaidon, have joined forces to celebrate the new 'Oh So Pretty: Punk in Print (1976-80)' book with a special exhibition at the John Varvatos London flagship store. The exhibit runs in-store from 5th to 17th October.

FRANCIS BACON AT GUGGENHEIM BILBAO



As a new exhibition at Guggenheim Bilbao celebrates the work Francis Bacon and the Spanish artists that influenced him, a look into the turbulent personal life that's made his art so iconic. Must see.

NEW SHOPPING EXPERIENCES



More intimate and personalized, shopping is reinventing itself to attract a clientele that endless malls and flagship stores do not seem to really attract. Hardwood floors, fireplaces and sofas, the style of a private apartment are growing exponentially in capitals around the world. A paradox at a time when online shopping revenue is growing.

MODA OPERANDI STORE NY



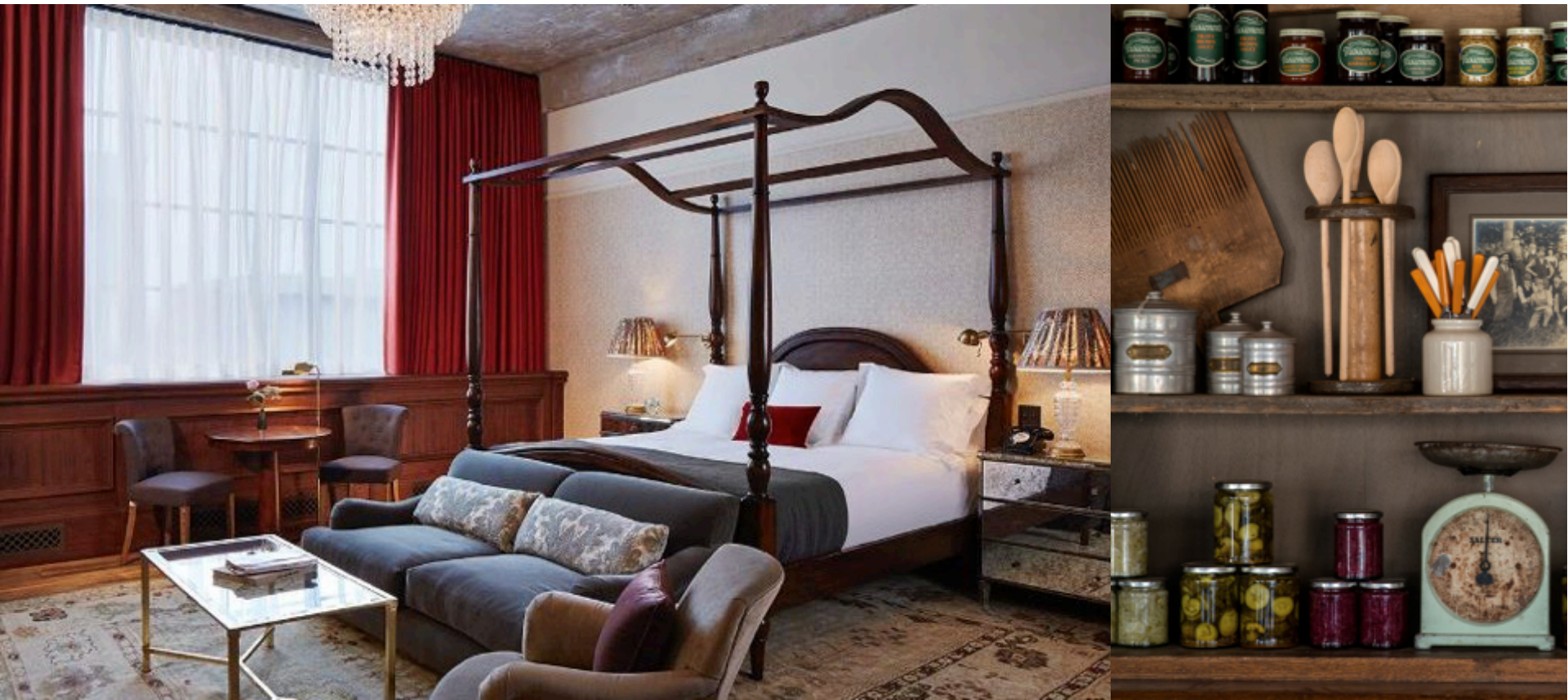
Close to the chic Madison Avenue, the new Moda Operandi store is launching soon. This is the second place the e-shop luxury specialist is about two years after the success of his first place in London. The principle is simple: create a privileged environment, accessible only by appointment, for a handful of happy few only - about 300 clients per year clients. Imitated by other luxury retailers like Matches Fashion or Farfetch, Moda Operandi obviously is not the only one.

JOHN GALLIANO IN LE MARAIS



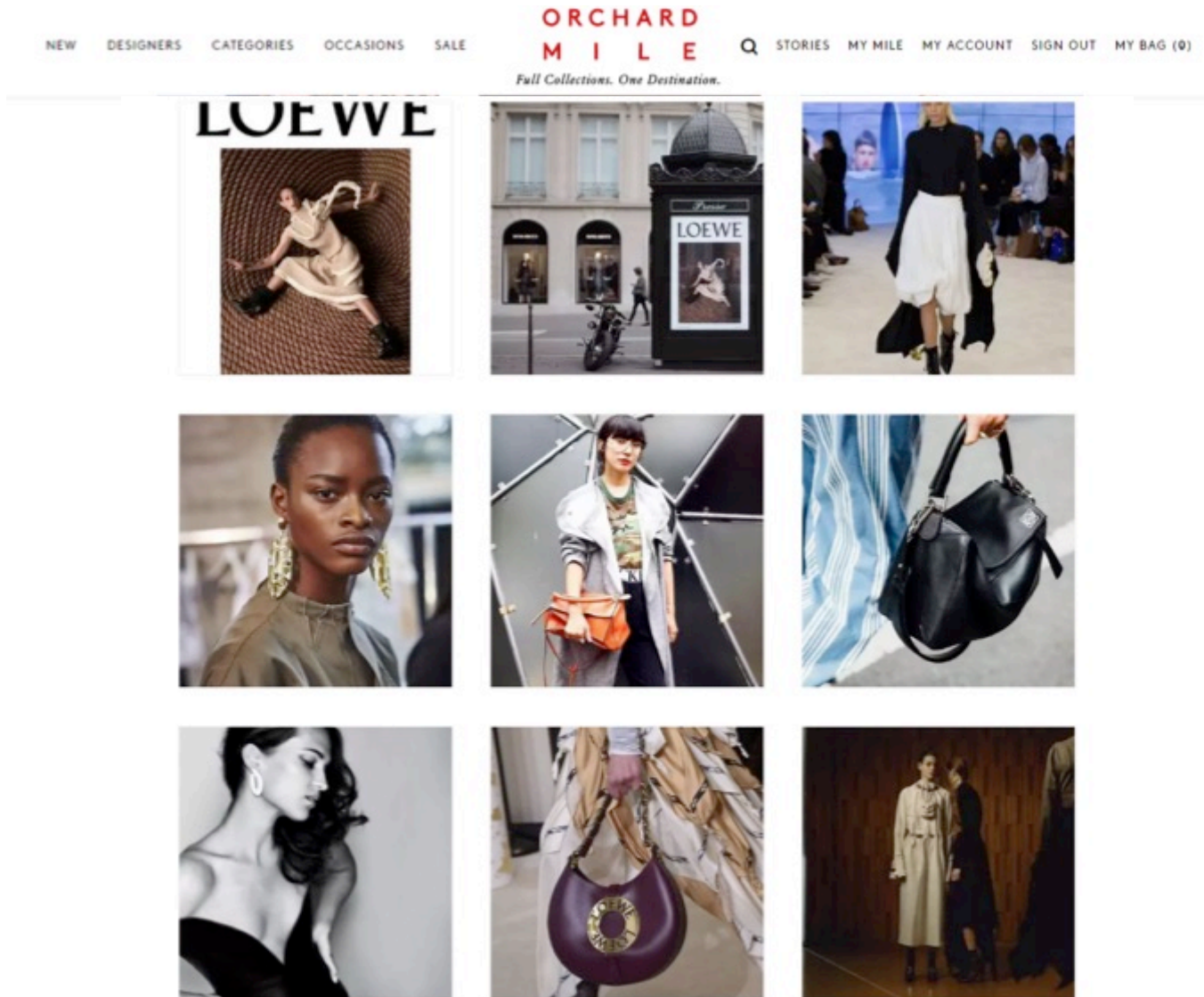
A new John Galliano brand store from design duo Franck Durand and Francklin Azzi has opened in the Marais district of Paris, combining Parisian elegance with English free spirit. To mark the occasion, the brand has revealed three new lines of leather goods sold exclusively in the new location.

SOHO HOUSE HOME



Ever since the ebullient Nick Jones opened Soho House in a warren of panelled Georgian rooms in 1995, it has been a by-word for laid-back cool. Membership of this urban sanctuary has been virtually essential for creative types who dabble in the overlapping worlds of film, fashion, art and publishing and love to make a deal over chunky-cut chips and cocktails. And as the original devotees have grown up, so has the group. Today, there are 17 houses around the world, from Malibu to Istanbul. Five more houses are opening in the next year; Barcelona is the next on the map, with the rollout continuing in Mumbai, London's White City, New York's Lower East side, Los Angeles and Amsterdam. And as if world domination, city by city wasn't enough, Jones has now got designs on your home: Soho Home, an interiors line of furniture, lighting, textiles and tableware as featured in their various houses. Available online at www.sohohome.com

ORCHARD MILE SHOPPABLE INSTAGRAM



Orchard Mile is now featuring the option to shop your favorite luxury and contemporary brands via Instagram. They've recently welcomed Loewe, Opening Ceremony, ATM and Miguelina to the Mile. Hello holiday shopping.

KNOT STANDARD LAUNCHES VIRTUAL STUDIO



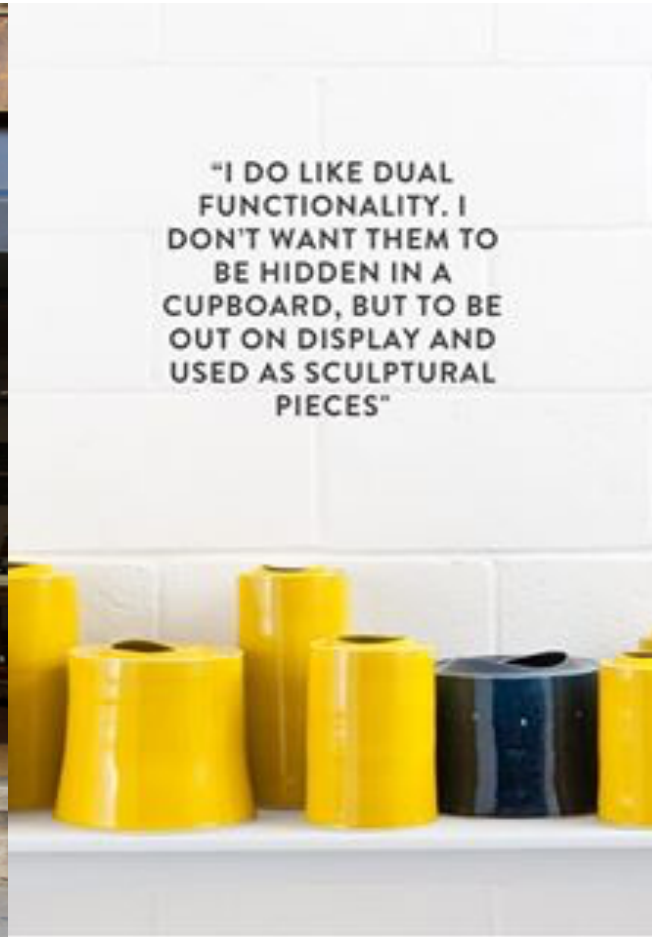
Knot Standard launches online [Virtual Studio](#) allowing customers for the first time in history to design and style custom suits in life-like 3D. Customers can examine every detail from every angle and make changes in real time from any device. The Virtual Studio combines sartorial heritage with next-generation technology, just like Knot Standard's business model does.

3 INSTAGRAMS TO FOLLOW



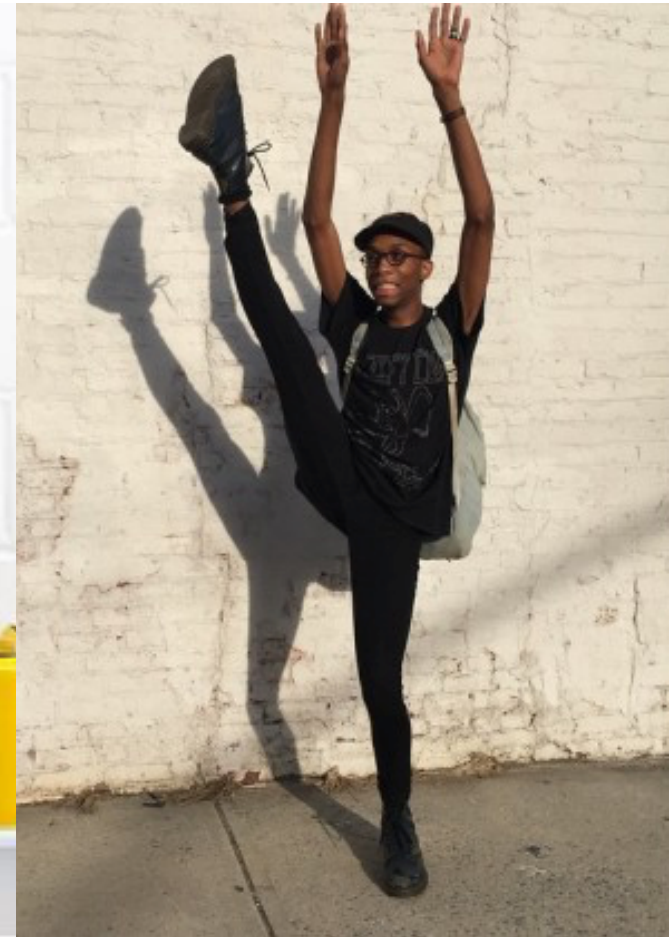
The Cooks Atelier
@thecooksatelier

Mother-daughter expats who live in Burgundy and run a cooking school and kitchen store.



The Garnered
@thegarnered

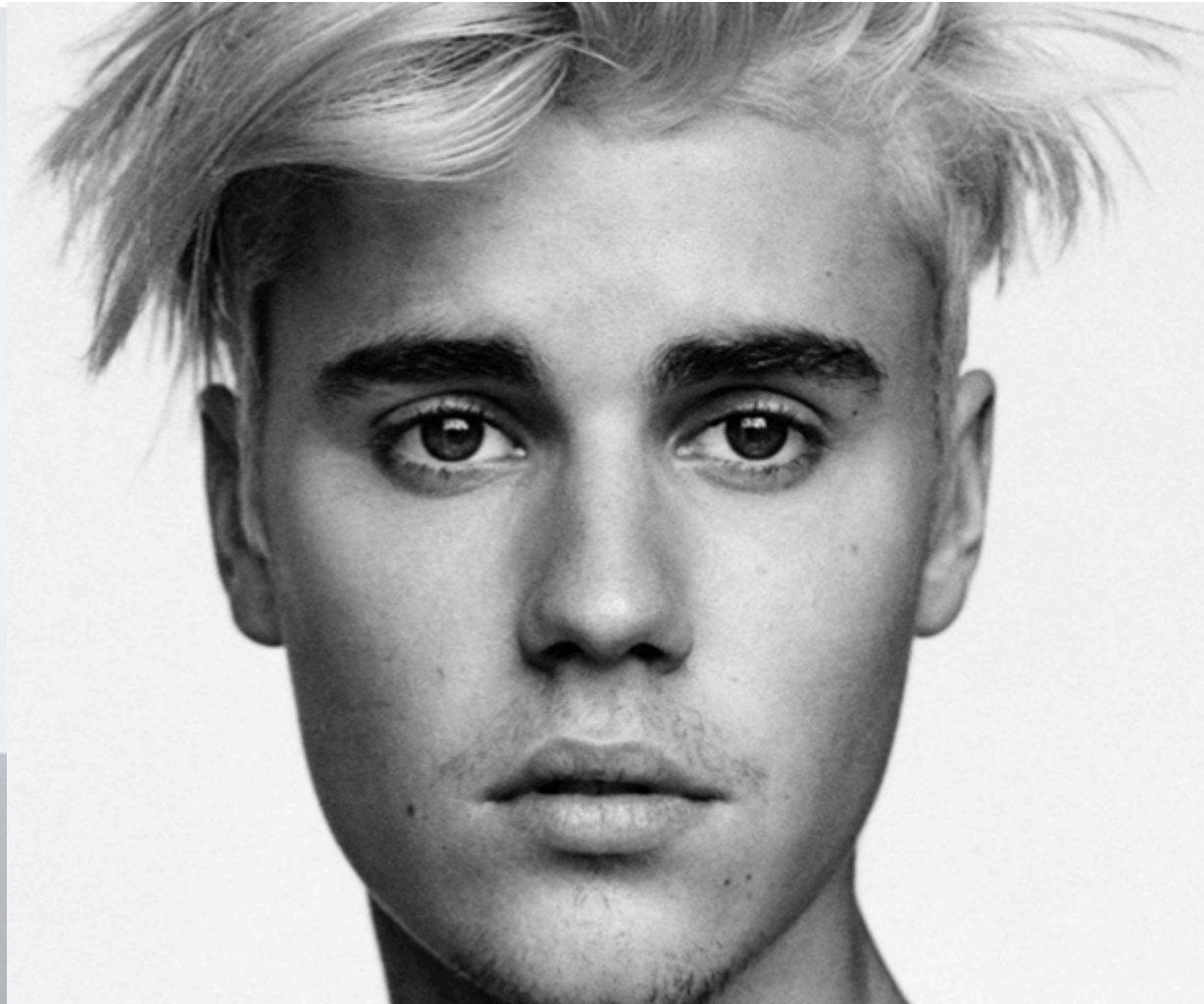
Bringing together creativity from the world of craft, fashion and design – a destination for individual style and design.



Parker Kit Hill
@parkerkithill

NY based Texas native, gay man of color, ballet dancer, surreal humorist and a social media star. We love.

SELFRIDGES FOR BIEBER FANS



As Justin Bieber kicks off his Purpose Tour in London, Selfridges is launching its most coveted fan merchandise ever! Available online.

COLETTE WELCOMES MIMI THORISSON



Following the success of her first book, *A Kitchen in France*, which she published after spending a year in a farm in South France, Mimi Thorisson proposes a new volume devoted to her new family life after moving to an abandoned old castle in Médoc. She was certainly inspired by the former owner of the house who was an accomplished local cook and proposes 100 simple yet exquisite recipes full of authenticity made with local ingredients. All the photographs were taken by Mimi's husband, Oddur Thorisson. Find Mimi Thorisson this month at Colette for a book signing on October 14th, and enjoy a meal at Colette's Water Bar where she takes over the kitchen from October 10 – 14.

A HEALTHY SUNDAY BRUNCH IN PARIS?!?



Alcazar and Angèle Maeght Ferreux have a new answer to the weekly question “where are we having brunch?”. Every Sunday from October 9, the young chef is taking over the kitchen with an organic, gluten-free detox menu that should please even the most reluctant of healthy eaters. Choose a main from boiled eggs with focaccia soldiers, avocado toast and gomasio, or a veggie burger with Corsican Ossau Iraty cheese, along with salad and porridge, gluten-free breads with sesame and almond spread or vegetable butters and fruity jams, all washed down with green juice (apple, mint, lemon and ginger) with a spirulina booster. If you ask us, it’s pretty close to healthy brunch perfection.

L’Alcazar and La Guinguette d’Angèle at the Alcazar, 62 rue Mazarine 75006 Paris – From midday every Sunday.

PARIS EATS



Daroco Trattoria chic ; the buzz is still going strong. In the former Jean Paul Gaultier store, stunningly refurbished by interior designer Francesca Errico, Daroco serves fresh original pizzas and pasta plus excellent cocktail selection created by mixologist Nico de Soto.

6rue Vivienne Paris 75002 tel 33.1.42.21.93.71

PARIS EATS



Les Arlots is a modern bistro just how we like them. A contemporary Paris interior, with tricolor broken tiled floor, raw walls, bent wood chairs and tables and a bar heaving under the weight of good bottles selected by Tristan Renoux; an authentically produce-based menu by Thomas Brachet with an elegant crab and cauliflower plate, a great sausage and mash and a medley of coffee mousses with a crunchy financier biscuit. And – rare in Paris – service is with a smile. Put this on your list and get there as soon as you can

Les Arlots, 136 rue du Faubourg Poissonnière 75010 Paris

LONDON EATS



London is mad about Turkish food. After the success of Oklava, chef Hus Vedat, formerly with Jamie Oliver, is reinterpreting this refined Mediterranean cuisine at Yosma. The interior by designer Afroditi Krassa evokes the rich neighborhood life of Istanbul, and the menu, supplemented by a raki bar, features updated classics of meyhane (Turkish tavern) fare. YOSMA, 50 Baker Street, T: 0203 019 6282.

NYC EATS



Wolfgang Puck is delighting New Yorkers with the opening of his award-winning steak restaurant, CUT. Located at the new Four Seasons Hotel downtown in Tribeca, CUT is serving up American and Japanese Wagyu beef as well as a diverse offering of seafood, pasta and irresistible sides. Top it off with a barrel aged cocktail handcrafted in-house or one of sweet selections from pastry chef, Zairah Molina.

ANDAM PRIZE 2016 ACCESSORIES WINNER : TOMASINI



After obtaining a business school degree and a specialization in Luxury Marketing, Emmanuel Tomasini developed a deep and wide experience in the luxury sector, most notably in communication. Having worked in a number of fashion houses (including some of the leading Italian ones), he founded his own accessories brand in January 2015: TOMASINI. He has concentrated his creative energies on luxury women's handbags, all the time putting forward his very personal vision of chic with a particular obsession for detail. Born to an Italian father and a French mother, he has been profoundly influenced by the rich navigation between these two cultures. This is clearly seen in his handbags; he has even been quoted as saying that he has French eyes and Italian hands. In line with this, his handbags are produced in the Abruzzi region of Italy – where the savoir-faire in accessories is uncontestably world-class. His first collections have been sold at Colette and Montaigne Market in Paris, Barneys in the US, Matches Fashion and Browns in the UK and Lane Crawford in Asia.

ANDAM PRIZE 2016 : WANDA NYLON



Johanna Senyk was born in Tours in a Polish family. She arrived in Paris at the age of 18 and forthwith started working in different fields of fashion industry in order to learn and to be able to follow her firm idea of launching her own fashion label. She started her career as fashion editor for alternative magazines such as CRASH or THE FACE. She became more involved in the creating process by working as costume designer in the film industry under Gigi Lepage leadership for Olivier Dahan movies, then as independent. Johanna extended her experience in assisting Maïda Gregory as Casting Director for fashion houses like GIVENCHY, CALVIN KLEIN, THE ROW, ELIE SAAB. She was then Casting Director for J.W. Anderson and worked in the meantime for Cedric Charlier, Boris Bidjan Saberi, Christian Wijnants. Heading backstage organization at the Hyères International Fashion Festival, she met and then supported Anthony Vaccarello during the launch of his brand as style consultant. After 2 years of research and development, she launched WANDA NYLON in 2012.

ANDAM PRIZE 2016

DEBUT COLLECTION WINNER : ATLEIN



Born in Paris, Antonin studied fashion design at the Royal Academy of Fine Arts in Antwerp before working as designer for Louis Vuitton, Givenchy and Balenciaga. In 2009 he is hired by Louis Vuitton to work alongside Paul Helbers for the menswear show. In January 2011 he joins the womenswear team at Givenchy and in January 2012 integrates the studio of Balenciaga by Nicolas Ghesquière. Under Alexander Wang he became a free-lance consultant and still works for the house today with Demna Gvasalia. It's in the duality of modern living, in between urban environment and the natural world, that designer Antonin tron finds inspiration for his brand Atlein. Attentive to form and physicality, Antonin's work is focused on the body, its tension, energy and movement. With Atlein, he aims to present a new proposition for women based on quality, comfort and authenticity. Shaped by subcultures, off-road travels, new technologies, independent music and contemporary art, Antonin's research is drawn to singularity.



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