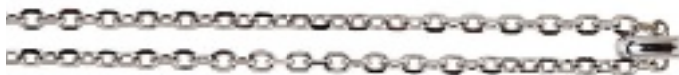


FIRST TIMERS



BLACKBIRD AND THE SNOW, IRTHLY JEWELLED ADORNMENTS, DANI BY DANIEL K AND MRS. T JEWELS ARE FOUR BRANDS MAKING THEIR DEBUTS AT JCK IN LAS VEGAS. PAGES 6 AND 8



NEW MONEY

LONDON-BASED MH LUXE HAS TAKEN A LARGE MAJORITY STAKE IN ESTEBAN CORTAZAR. PAGE 2

ROSEN INTERIM CHIEF

Rudes Exits J Brand, CEO Search Begins

By ARNOLD J. KARR

JEFF RODES SEEMS to prefer being an entrepreneur rather than a manager.

Rudes on Tuesday stepped down as chief executive officer of J Brand, the premium denim leader he founded nearly a decade ago. Numerous sources said his departure had more to do with his entrepreneurial nature than with the difficulties confronting the premium sector in recent seasons.

On an interim basis, he will be succeeded by Andrew Rosen, ceo of Theory and Helmut Lang and a group officer of Fast Retailing Co. Ltd., which acquired an 80.1 percent in stake in J Brand in November 2012. Lynne Koplin, the former president of True Religion Apparel Inc., remains president of J Brand and will work with Rosen through the transition.

Fast Retailing acquired its stake in the company for \$290 million and \$10 million in advisory fees. The selling parties were Star Avenue Capital, comprised of Irving Place Capital and management powerhouse CAA, and members of J Brand management.

Although officials at Fast Retailing declined to comment on the brand's ownership or sales, Rudes is understood to have retained an unspecified amount of equity in the firm following the acquisition, but to have since sold his stake.

Koplin joined the company in March and was expected to focus on the firm's retail rollout, already under way in Asia but still in the planning stages in the U.S., as well as on areas such as merchandising, planning and allocation.

"I don't think it's coincidental that Lynne arrived just as the company was preparing to take a few steps out of its comfort zone," said an executive from a competing jeanswear firm who requested anonymity. "This is beyond expanding into sportswear, which hasn't been a roaring success, but about reshaping the company and doing so under a new owner with very exacting standards."

SEE PAGE 9

WWD

WEDNESDAY, MAY 28, 2014 ■ \$3.00 ■ WOMEN'S WEAR DAILY

Book Smart

Christopher Bailey was inspired by the graphic covers of vintage books for Burberry Prorsum's resort collection, working abstract motifs on shirts and knits. He also played with a safari theme, as shown here with a grasslike fringed pencil skirt paired with a printed silk top featuring phrases such as "Winds & Showers" and "Magic & Mayhem of British Rain." For more, see pages 4 and 5.



PHOTO BY BEN WRIGHT

Levi's Scales Back Orders in Cambodia

By DENE-HERN CHEN

PHNOM PENH, Cambodia — Levi Strauss confirmed Tuesday it has scaled back orders from the denim company's supplier factories in Cambodia for this year due to the country's political instability and its repression of workers' rights.

The country's \$5 billion apparel industry has been plagued with frequent demonstrations since late last year when workers launched a nationwide strike for a minimum wage raise to \$160 a month. On Jan. 3, government security forces opened fire on rioting workers in Phnom Penh, leaving at least five dead and more than 40 people injured. Twenty-three unionists, workers and bystanders were arrested for participating in the demonstrations and charged with causing violence and destruction of property.

The crackdown has been a major cause of concern for international unions and major clothing brands — such as Levi's, Gap, H&M and Puma — and high-level meetings between all parties were convened in February soon after the shooting, and again on Monday. A representative for IndustriALL Global Union said after Monday's meeting that one of the brands had reduced their sourcing by 50 percent due to these issues, though he declined to name it.

Levi Strauss & Co. confirmed Tuesday it had cut back production from its suppliers to "reduce supply-chain risk and ensure delivery," adding that political stability and respect for human and worker rights are "essential" for the company.

SEE PAGE 3

Comptoir des Cotonniers 'Fast Shopping'

By JOELLE DIDERICH

PARIS — Comptoir des Cotonniers said today it would open 10,000 stores overnight — virtually, that is.

The French contemporary brand has launched Fast Shopping, a new retail experience that allows European customers to make a purchase in 20 seconds using their mobile phone, thanks to an application developed by London-based firm Powa Technologies.

Using a combination of technologies that include Bluetooth, QR codes, JavaScript, audio sensors and instant payment authentication, the PowaTag app for iPhones and Android devices allows customers to scan and buy tagged items that they see on bus shelters, café tables, Uber cars, magazines, T-shirts or tote bags.

A one-click payment dispatches the goods, which are delivered within 48 hours.

"In effect, all these supports can turn into stores and, by winking at customers, trigger an impulse-buying urge, giving her an experience that — thanks to the application — is totally new," said Valérie Dassier, head of e-commerce, customer relationship management and customer service at Comptoir des Cotonniers.

"There has never been a faster shopping experience," she added.

The service launches today at the Publicis Drugstore on the Avenue des Champs-Élysées, which will feature the message on café tables and outdoor advertising, effectively giving Comptoir

des Cotonniers a virtual flagship on one of the world's most famous thoroughfares, Dassier noted.

Fast Shopping will be featured on a total of 10,000 supports ranging from bus shelters owned by outdoor advertising giant JCDecaux to advertisements in magazines like Grazia and Elle. In addition to providing a practical service for busy women, it will allow marketers to measure the quality of their investments, Dassier said.



A rendering of a bus shelter featuring Comptoir des Cotonniers' Fast Shopping concept.

The concept is supported by a report from Forrester Research estimating that mobile spending in Germany, the U.K., France, Spain, Italy, the Netherlands and Sweden will rise to 19.2 billion euros, or \$26.2 billion at current exchange, by 2017.

The term Fast Shopping is a nod to Fast Retailing Co. Ltd. — owner of Comptoir des Cotonniers in addition to brands including Uniqlo, Theory and Princesse Tam Tam — but Dassier hopes it will enter the vernacular.

"Once we have gone through a phase in which the different brands within the group will hopefully roll out this model, we would not be against other brands adopting this approach and turning it into a bona fide shopping experience on par with 'click and collect' or other terms that have now entered the collective consciousness," she said.

Comptoir des Cotonniers is offering around 30 stockkeeping units priced from 55 euros to 345 euros, or \$75 to \$470. These include a clutch from its capsule collection with Mercado Global, handcrafted in Guatemala.

A second wave of products is to be released in November in the run-up to the holidays, and the brand is also working on a "click and collect" service. The PowaTag application is certified Level 1 Payment Card Industry Data Security Standard compliant, ensuring transactions are safe.

In addition to Powa Technologies, Comptoir des Cotonniers has partnered on the project with JCDecaux, mobile phone operator SFR, Uber and Paris-based creative agency Marcel Worldwide.

E-commerce accounts for around 10 percent of the brand's sales in Europe, the only region to offer online shopping apart from Japan. Mobile sales represent between 40 and 50 percent of this total, said Dassier.

Comptoir des Cotonniers, which has fewer than 400 points of sale worldwide, would eventually like to see online sales contributing around 20 percent of its turnover, she added.

Esteban Cortazar Gets Investor

By MILES SOCHA

PARIS — Esteban Cortazar, who just turned 30, is the latest young European designer to attract an investor, WWD has learned.

London-based MH Luxe Ltd. has taken a significant majority stake in Cortazar's Paris-based label, which he relaunched in 2012 as an online exclusive with Net-a-porter. Financial terms, including the size of the minority stake, were not disclosed.

An upstart family office that also invested in Marilyn Agency, home to such models as Claudia Schiffer and Eva Herzigova, MH Luxe said its "considerable" investment would support Cortazar's "growth over the coming years."

In an interview, the designer said the deal would allow him to fund production at Italian factory Studio Roscini, and expand distribution of his signature label into the offline world, while maintaining his online exclusive with Net-a-porter.

He plans to unveil his next collection in late June or early July during the resort/pre-spring market, and is aiming to partner with 10 to 15 specialty and department stores the first season, initially focusing on Europe, the U.S. and the Middle East.

"I want to nurture one great partner per market," he said, excitedly describing plans to do special events and trunk shows to cultivate a close relationship with his customers.

Colombian-born Cortazar also plans to continue with his "trans-seasonal" approach to fashion, presenting two large collections annually that will be broken up into three deliveries.

He is also aiming to keep his designs under wraps until shortly before clothes are delivered, reasoning that luxury consumers weaned in the digital age expect to be able to purchase items the moment they see them on the runway.

To wit: The collection to be wholesaled to retailers in July will be presented to the press in October during Paris Fashion Week, with the first deliveries to stores slated for November. It is to span day and

cocktail dresses, separates and "transformable" pieces that can be worn several ways.

Perhaps best known for a three-season stint at Emanuel Ungaro that wound up in 2009, Cortazar is a fashion wunderkind who famously took time off from high school in Miami to present his signature collection on the runway during New York Fashion Week in 2002. Championed by retailers including the late Kal Rutenstein at Bloomingdale's, he sold his signature label to a handful of American stores from 2002 until 2007.

The Net-a-porter exclusive, a first for the company that involved financial support and merchandising advice, has proven a successful relaunch vehicle for Cortazar. He praised the London-based e-tailer for helping him build his future customer base by showing his first two collections to select brick-and-mortar retailers.

The designer marveled at the "power of the digital world and how big a platform it is," allowing him to find customers in Australia for the same dresses as Parisians or New Yorkers.

Ben Matthews, buying manager at Net-a-porter, characterized Cortazar's exclusive collections as a "phenomenal success," noting customers in more than 40 countries shopped the collection, with the majority of transactions taking place in Europe.

"Our customers love his use of contrasting textures, his eye for show-stopping pieces with a truly exquisite fit and his fresh approach to elegant tailoring," he said, listing among recent bestsellers a leather-trimmed pencil skirt and a cady jumpsuit with an adjustable cape-effect back.

Cortazar's deal is the latest in a spate of transactions involving up-and-coming talents, dovetailing with LVMH Moët Hennessy Louis Vuitton's investments in J.W. Anderson and Nicholas Kirkwood and rival Kering's in Altuzarra and Christopher Kane.

Companies House lists MH Luxe as a private company limited by shares and with directors Tarek Fuad Abuzayyad and Marie Halley.

— WITH CONTRIBUTIONS FROM NINA JONES, LONDON



Esteban Cortazar

PHOTO BY JAMIE RUBINAND

THE BRIEFING BOX IN TODAY'S WWD



Sammi Cheng arrives at the Coven Garden launch. For more, see page 3 and WWD.com.

PHOTO BY DANIE FACON

Jeff Rudes has stepped down as chief executive officer of J Brand, which he founded nearly a decade ago. **PAGE 1**

Levi Strauss & Co. has scaled back orders from its supplier factories in Cambodia for this year. **PAGE 1**

Logistics provider DHL and **IMG Fashion** have revealed the winners of the inaugural DHL Exported program. **PAGE 3**

Donata Minelli, the former chief executive officer of Yigal Azrouël, has been named ceo of Adam Lippes. **PAGE 3**

A look at four jewelry lines making their JCK show debut at the Mandalay Bay Resort and Casino. **PAGE 6**

Diamonds and colored stones will also figure prominently into the mix at the upcoming JCK show in Las Vegas. **PAGE 8**

The town of Guroo has become one of China's prime hot spots for making intimate apparel. **PAGE 9**

Kim Kardashian and Kanye West have chosen not to shop around their wedding photos to the celebrity tabloids. **PAGE 9**

Cosmopolitan magazine is expanding its reach with the launch of the Fun Fearless Life conference. **PAGE 9**

Actress Bella Thorne discusses her role in the film "Blended," as well what else she has going on. **PAGE 10**

Kiesza, the 25-year-old Canadian pop star, chats about her influences and her collaboration with Fendi. **PAGE 10**

Jil Sander will forgo a runway show during men's fashion week in Milan, opting for a presentation on June 22. **PAGE 11**

Tom Ford for fall will offer high and low-top sneakers in seven colors of leather and five in velvet. **PAGE 11**

ON WWD.COM

FASHION: Chinese fashion company Trendy International Group has launched Coven Garden, a new brand aimed at women ages 30 to 45. For more, see **WWD.com**.

FOLLOW US ON SOCIAL MEDIA
@ WWD.com/social



TO E-MAIL REPORTERS AND EDITORS AT WWD, THE ADDRESS IS FIRSTNAME LASTNAME@FAIRCHILD.FASHION.COM. USING THE INDIVIDUAL'S NAME. WWD IS A REGISTERED TRADEMARK OF ADVANCE MAGAZINE PUBLISHERS INC. COPYRIGHT © 2014 FAIRCHILD FASHION MEDIA. ALL RIGHTS RESERVED. PRINTED IN THE U.S.A. VOLUME 207, NO. 107, WEDNESDAY, MAY 28, 2014. WWD (ISSN 0149-5380) is published daily (except Saturdays, Sundays and holidays, with one additional issue in March, April, May, June, August, October, November and December, and two additional issues in February and September) by Fairchild Fashion Media, which is a division of Advance Magazine Publishers Inc. PRINCIPAL OFFICE: 750 Third Avenue, New York, NY 10017. Shared Services provided by Condé Nast: S.I. Newhouse, Jr., Chairman; Charles H. Townsend, Chief Executive Officer; Robert A. Sauerberg Jr., President; John W. Bellando, Chief Operating Officer & Chief Financial Officer; Jill Bright, Chief Administrative Officer. Periodicals postage paid at New York, NY, and at additional mailing offices. Canada Post Publications Mail Agreement No. 40694503. Canadian Goods and Services Tax Registration No. 896549096-RT0001. Canada Post return undeliverable Canadian addresses to P.O. Box 503, RPO West Beaver Creek, Rich Hill, ON L4B 4R6. POSTMASTER: SEND ADDRESS CHANGES TO WOMEN'S WEAR DAILY, P.O. Box 6356, Harlan, IA 51593. FOR SUBSCRIPTION, ADDRESS CHANGES, ADJUSTMENTS, OR BACK ISSUE INQUIRIES: Please write to WWD, P.O. Box 6356, Harlan, IA 51593, call 866-401-7801, or email customer service at wwdPrint@cdsfulfillment.com. Please include both new and old addresses as printed on most recent label. For New York Home Delivery Service address changes or inquiries, please contact Mitchell's NY at 1-800-662-2275, option 7. Subscribers: If the Post Office alerts us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within one year. If during your subscription term or up to one year after the magazine becomes undeliverable, you are ever dissatisfied with your subscription, let us know. You will receive a full refund on all unmailed issues. First copy of new subscription will be mailed within four weeks after receipt of order. Address all editorial, business, and production correspondence to WOMEN'S WEAR DAILY, 750 Third Avenue, New York, NY 10017. For permissions requests, please call 212-630-5656 or fax the request to 212-630-5883. For reprints, please e-mail reprint@condenast.com or call Wright's Media 877-652-5295. For reuse permissions, please e-mail contentlicensing@condenast.com or call 800-897-8666. Visit us online at www.wwd.com. To subscribe to other Fairchild Fashion Media magazines on the World Wide Web, visit www.wwd.com/subscriptions. Occasionally we make our subscriber list available to carefully screened companies that offer products and services that we believe would interest our readers. If you do not want to receive these offers and/or information, please advise us at P.O. Box 6356, Harlan, IA 51593 or call 866-401-7801. WOMEN'S WEAR DAILY IS NOT RESPONSIBLE FOR THE RETURN OR LOSS OF OR FOR DAMAGE OR ANY OTHER INJURY TO, UNSOLICITED MANUSCRIPTS, UNSOLICITED ART WORK (INCLUDING, BUT NOT LIMITED TO, DRAWINGS, PHOTOGRAPHS, AND TRANSPARENCIES), OR ANY OTHER UNSOLICITED MATERIALS, THOSE SUBMITTING MANUSCRIPTS, PHOTOGRAPHS, ART WORK, OR OTHER MATERIALS FOR CONSIDERATION SHOULD NOT SEND ORIGINALS, UNLESS SPECIFICALLY REQUESTED TO DO SO BY WOMEN'S WEAR DAILY IN WRITING. MANUSCRIPTS, PHOTOGRAPHS, AND OTHER MATERIALS SUBMITTED MUST BE ACCOMPANIED BY A SELF-ADDRESSED STAMPED ENVELOPE.

Levi's Scales Back Orders From Cambodia Factories

(Continued from page one)

"Continued repression of workers and human rights in Cambodia is a serious concern for us," a Levi's spokesperson said via e-mail, which did not specify how much the reduction in exports is worth in value terms.

"[W]e share the Cambodian government's interest in a peaceful, constructive way forward on the issues at the root of current labor unrest," Levi's said. "We hope to see swift progress on the outstanding labor and human rights concerns so our sourcing can return to previous levels."

Since the Jan. 3 shooting, labor activists have said trade-union rights and freedom of association are being threatened, referring to the authori-

in the armed forces has been punished or charged.

David Welsh, the Cambodia country director for the Solidarity Center — an international labor rights organization affiliated with AFL-CIO — said this "ongoing assault on trade-union workers' rights" is having a direct commercial impact on the country's apparel industry.

"If this continues, it's going to result in a pullout and it would show the government that [the brands] are serious about withholding orders," Welsh said. "At this stage, to get the government and industry's attention — and to focus on changing behaviors — are things that have commercial impact."

The impact has yet to be seen in export data, however. For the year ending

“At this stage, to get the government and industry’s attention — and to focus on changing behaviors — are things that have commercial impact.”
— DAVID WELSH, SOLIDARITY CENTER

ties' frequent arrests and detention of workers and union members participating in demonstrations.

On Sunday, eight members of the independent Coalition of Cambodian Apparel Workers' Democratic Union were charged with incitement for taking part in a garment factory strike in southwestern Cambodia. Before that, in early May, six union representatives in Kampong Speu province, which borders Phnom Penh, were arrested for helping workers stage a strike at a shoe factory, and three more were seized a week later. All were charged with incitement.

The government has stated that the armed forces shooting at workers during the Jan. 3 demonstration were maintaining law and order, and no one

March 31, apparel and textile imports to the U.S. from Cambodia were up 0.8 percent to 1.1 billion square meter equivalents, valued at \$2.6 billion.

Ken Loo, secretary-general of the Garment Manufacturers Association in Cambodia, said Levi's decision to reduce sourcing is their choice.

"That is their prerogative. Whatever their reason, they don't have to explain their stance to us," Loo said, declining to comment further.

The verdict for the 23 men arrested on Jan. 2 and 3 for participating in the demonstrations will be delivered Friday by the municipal court, said Ny Chakrya, chief investigator for local rights group Adhoc, which has been closely monitoring the trials.

DHL Exported Names Winners

By LISA LOCKWOOD

DHL, THE LOGISTICS provider, and IMG Fashion have revealed the winners of the inaugural DHL Exported program.

Four designers, who are already established in their local markets, have won the opportunity to further their international growth plans for showing their collections during fashion week events. Italy's Francesca Liberatore will present her collection at Mercedes-Benz Fashion Week in New York. Turkey's Hakaan Yildirim of Hakaan will showcase his designs at London Fashion Week. Henry Holland's House of Holland will present at Mercedes-Benz Fashion Week in Tokyo, and the duo Nicholas and Christopher Kunz of Nicholas K from the U.S. will show during Milan Fashion Week.

DHL Exported will sponsor a fully produced runway show for two seasons, along with covering the logistic costs of producing the collections. It will also ship the final looks to either New York, London, Milan or Tokyo.

"We were astonished by the amount of applications we received and even more so about the collections' quality and designers' creativity. Our juries in London,

Milan, New York and Tokyo each had tough decisions to make and ultimately found some of the most talented designers out there. We're confident to export their work with great success," said Arjan Sissing, senior vice president, corporate brand marketing, Deutsche Post DHL.

Jarrad Clark, vice president, creative director of IMG Fashion and a panelist in each of the markets, added, "For us, it was about finding the right designers whose design aesthetic and businesses are ready to enter a new region. We needed to ensure they all have the proper infrastructure in place so that they are able to use their runway show and DHL's logistic offering to its full potential."

DHL and IMG Fashion received 150 applications from designers in 36 countries. Designers were asked to choose the market where their businesses' objectives would benefit the most. For each show, a committee of regional experts reviewed the applications and chose the designer who displayed the most promise to succeed from the program.

The fashion shows will take place in September 2014 and February 2015 during New York, London and Milan fashion weeks and October 2014 and March 2015 during Tokyo Fashion Week.

Minelli Tapped as Adam Lippes CEO

By MARC KARIMZADEH

NEW YORK — Donata Minelli has been named chief executive officer of Adam Lippes.

Prior to this, Minelli had been serving as an adviser to Lippes, who relaunched his brand last year after a one-year absence during which he bought his name back from Kellwood Co. Until now, Lippes had been both CEO and creative director.

"In launching Adam Lippes, I knew that partnering with a talented and seasoned manager was a non-negotiable," Lippes said. "In the 18 months we have been working together, Donata has been instrumental in the structure, organizational processes and distribution of the brand."

Minelli started her career specializing in brand launches at Marzotto SpA, Ittierre SpA and Aeffe USA. She also played an instrumental role in the early growth of the Yigal Azrouël brand, which she joined in 1998 and left as CEO in 2013.

Since its rebirth, Adam Lippes has built a wholesale network of nearly 100 stores worldwide, including Neiman Marcus and Bergdorf Goodman, Kirna Zabête, Net-a-porter and Matchesfashion.com.

"Adam is a very special creative talent who has a clear point of view and a gift of being able to articulate that vision," Minelli said. "In a short period of time, we have laid a very strong foundation for growth, which starts with a passionate and capable team and is followed through at the retail level with a collection that we are all proud of, with quality and consistency being intrinsic in the company ethos."



Looks from the Coven Garden runway show.



FOR MORE IMAGES, SEE WWD.com/retail-news.

PHOTOS BY DAVID TACON

Trendy Expands Reach With Coven Garden

By LARA FARRAR

SHANGHAI — Chinese fashion company Trendy International Group has launched a new brand aimed at women ages 30 to 45, counterbalancing its portfolio of labels targeting mostly younger consumers.

The new brand, called Coven Garden, made its debut Monday night with a runway show of its fall collection. The lineup featured ladylike pencil skirts, cropped pants in French country patterns and embellished tops like flowing blouses with rhinestone or pearl detailing.

"We are targeting more mature women," said Mirror Zhang, general

manager for the brand. "Consumers who are successful in their lives and in their careers and have knowledge of how to live better."

Zhang declined to disclose sales targets for the brand but said the first store for Coven Garden will open in Guangzhou, Trendy's home city, this summer, and subsequent openings are slated for Beijing, Shenzhen and Shanghai. Initial stores will be shops-in-shop inside department stores rather than stand-alone retail spaces. She said Trendy aims to open between 10 and 20 Coven Garden retail spaces by the end of the year.

L Capital Asia, the LVMH Moët Hennessy Louis Vuitton-sponsored pri-

vate equity fund, owns a minority stake in Trendy.

Trendy owns a coterie of brands, almost all of which target younger consumers. One of their flagship lines, Ochirly, has clothes for young women to wear to a club — Coven Garden appears to be aimed at women who need something to wear to a country club. The fashion group has been skilled at creating brands that do not feel Chinese. From design to retail concept, Chinese consumers have remarked that they have thought brands, like Ochirly, were from overseas.

It is clear a similar strategy has been laid out for Coven Garden. While Trendy claims the brand name is not a word-

play off a famous London neighborhood, images of the Covent Garden London

Underground stop adorned the entryway to Monday night's show, held in a museum that was a former Twenties-era post office. Digital screens displayed

photos of Princess Diana, Audrey Hepburn and horse racing during the runway show.

Zhang said Trendy chose the word coven because it refers to "a woman with wisdom."

Zhang said Coven Garden's price points fall somewhere between mass market and luxury. "There is a hole in the market there," she said. Prices will range from 2,000 yuan to 10,000 yuan, or about \$320 to \$1,600 at current exchange. Trendy manufactures the line in China.

Zhang was otherwise tight lipped about Trendy's business in China. The executive said that things have been "slowing down" for the company, yet mostly because of macro factors, such as slower economic growth in China.

She declined to discuss how the partnership with L Capital Asia, which purchased a minority stake in Trendy in 2012, is going. Trendy has a reputation for being a somewhat secretive company and Jacky Xu, founder of Trendy, has declined repeated interview requests.

"In terms of business achievements, we are still growing with different brands and different strategies and maintenance for each brand," Zhang said. "For Trendy, as a local fashion group, we need less time to react to the market more effectively."

Burberry Prorsum



Missoni



Veronica Beard



Resort 2015

Burberry Prorsum: Christopher Bailey took a bookish turn for resort, packing his Burberry Prorsum collection with knitwear and printed blouses inspired by the graphic covers of poetry and fiction works from the early 20th century. The bright illustrations featured made-up titles like “Winds & Showers,” “The Orchard” and “Explore and Adventure.”

Bailey worked with a particularly light hand, showing floaty silk dresses and lightweight cotton trench coats done in dip-dyed motifs. A safari theme also appeared in the form of jackets and trench coats

with oversize patch pockets, as well as pencil skirts with jaunty rows of fringe that resembled bits of colored grass.

As always, toppers played a starring role, this time with cropped peacoats and Chesterfield overcoats often worn over gauzy dresses.

Missoni: Angela Missoni played on the brand’s signature graphic motifs, juxtaposing bold, summery colors with black. Some of the looks came in monochrome shades, brightened up with Lurex threads. The daywear was mostly fluid and relaxed,

including a silk shirt dress in a bright leopardlike motif and a rayon and cotton bomber jacket with matching jogging pants.

The eveningwear was more fitted and worked in maxi silhouettes such as the black knit lace floor-length dress layered over a colorful zigzag slip.

Veronica Beard: Iconic New York socialites such as Babe Paley in “midcentury Jamaica” informed Veronica Swanson Beard and Veronica Miele Beard, making for the label’s most polished outing yet. The designers rendered their theme via strong patterns such as the cool palm motif on a jacquard sweatshirt worn over a cotton A-line skirt in a block print, and built on their original blazer-with-dickie concept with

a zippy moto version replete with a leather insert. They ventured into denim with three sleek styles of jeans including a high-waist, skinny flared pair shown with a Neoprene dickie and a beige stretch cotton coat detailed with scuba zippers.

Maison Martin Margiela:

“Detachable cuts where garments open and close around a free moving body” is how the press notes described Martin Margiela’s lineup. Rather than a treatise in tricked-up clothes, the house’s design team worked the concept into wearable ways. In a play on men’s wear, there was a bomber jacket rendered in raffia and an oversize gray trenchcoat with extra-deep pockets. As for those detachable cuts, a pink angora pullover consisted of a shell top

and a pair of sleeves attached together by a string. Combined, it read chic twistet, though with a distinct twist.

Escada: A trip to Los Angeles provided the foundation for fashion director Daniel Wingate’s latest collection for Escada. He looked to the sea and local marinas for nautical motifs worked in a mostly navy-and-white palette, including solid-colored suiting, tunic shapes in classic stripes and a draped-neck top and pants in a hand-painted paisley print.

Leather, a top-selling category for the brand, was luxured up with intricate laser-cut details for a slim-fitting jacket and hand-pleated for a modern tea-length skirt. Embellishment played a starring role for both day- and eveningwear,

Maison Martin Margiela



Sonia by Sonia Rykiel



Escada



M Missoni

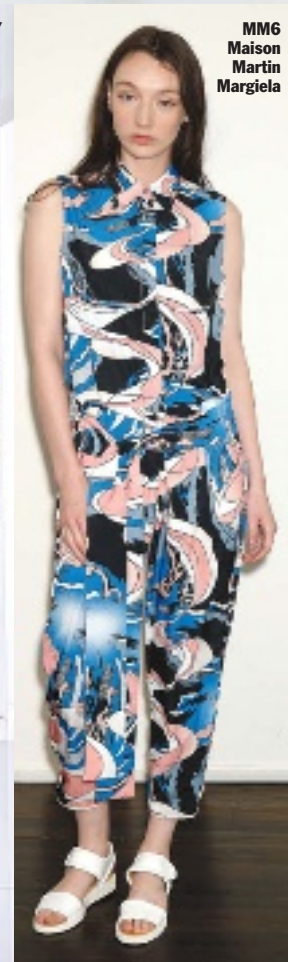


FOR MORE IMAGES, SEE
WWD.com/runway

DKNY



MM6
Maison
Martin
Margiela



most notably on a black dress embroidered with gold ribbon.

Sonia by Sonia Rykiel: Named "Urban Poetry," Sonia by Sonia Rykiel's resort collection offered city ease with a subversive edge. French classics such as the trenchcoat and the knit skirt-set got reworked in, respectively, an aggressive, leopard-print nylon and deconstructed ruffles.

Pops of cherry red invigorated the mostly pastel palette, as did the line's beloved kitschy sweaters, this season bedecked with phrases such as "Are You Dreaming?"

DKNY: Feather, fringe and fantasy were key ingredients in DKNY's collection, which captured a mood that executive vice president of design Jane

Chung described as "Black and White Ball-meets-Factory." Though fanciful, the designer practiced the right restraint, rendering just enough playful detail to maintain the brand's urban vibe. A crisp white shirt was teamed with a black feathered skirt and a white poplin tuxedo shirtdress was chic yet still casual. There were also several pretty, pink looks, such as a long, furry knit cardigan over a matching tux.

M Missoni: Inspired by the laid-back spirit of Jamaica, Angela Missoni imbued a relaxed, youthful mood on her resort lineup, juxtaposing some of the label's signature patterns with island influences. A cotton and viscose jacquard top was done in colorful, smokelike effects and worn with a flowing silk

chiffon skirt printed with African graphics. A series of crochet pieces, including a multicolor dress embellished with ruffles on the bodice, were pretty and fresh.

MM6 Maison Martin Margiela: The design team at MM6 Maison Martin Margiela merged Japanese and American influences for resort. There were, for example, kimono-like draped jackets and obi belts shown with cowboy shirts and baggy cropped jeans. The theme also extended to the patterns, including several looks featuring a cool mix of Sixties American pop and Japanese art prints. Rendered in exaggerated silhouettes, the overall effect had an easy street vibe.

Stroili Italian Jewels' 23-karat rose gold-plated bronze earrings with diamond-cut rhodium-plated bronze wire.



Le Vian's rose gold and diamond ring.



Simon G. Jewelry's 18-karat white and rose gold ring with white and pink diamonds.



L'Dezen's 18-karat yellow, rose and white gold and diamond earrings.

JCK PREVIEW
Coming Up Rosy

Fast becoming the new gold standard in fine jewelry, rose gold looks spectacular when paired with diamonds, real or faux. Plenty will be on display at the JCK Las Vegas show. — Roxanne Robinson



Supreme Jewelry's 18-karat rose gold and diamond bracelet.



Ibamboli's rose gold and silver finished metal bracelet with cubic zirconias.



Coronet Diamonds' 14-karat tricolor gold and diamond necklace.



Sylvie Collection's 18-karat rose gold and diamond ring.

ALL PHOTOS EXCEPT SUPREME, IBAMBOLI AND SYLVIE BY STEPHEN SULLIVAN; FASHION ASSISTANT, ASHLEY DANIS

Ones to Watch

Four jewelry lines making their JCK debuts. By Rebecca Dancer

Elemental Delicacy

Brand: Blackbird and the Snow
Designer: Marie-Juliette Bird
Based in: Boulder, Colo.
Show Category: Design Center
Booth number: S11105
Year founded: 2012
Number of pieces in collection: about 50.
Back Story: While apprenticing in London under master jeweler David Courts, creator of the original Keith Richards skull ring, Marie-Juliette Bird began a collection of Victorian charms that serve as the inspiration for her own line, Blackbird and the Snow.

Handcrafted from recycled metal and ethically sourced stones, the collection of antique reproduction, fine and fashion jewelry includes diamonds,



Blackbird and the Snow

gold and sterling silver. It maintains a delicate, antiquesque aesthetic while taking its cues from themes in nature: insects, wings, stars, the moon and, not surprisingly, birds. Forgoing the use of a computer, each Blackbird and the Snow piece centers around a handcrafted charm made using pre-industrial era artisanal techniques.

Retail prices range from \$440 to \$5,700.
 "The natural world is my source of true inspiration," said Bird. "I also love Victorian jewelry design, particularly the Darwinian fascination with nature. My jewelry line echoes this era of fine craftsmanship while creating a

wearable ode to nature. Each piece is custom created and handmade in America using recycled gold and ethically sourced stones."

Eco-Elegance

Brand: Irthly Jewelled Adornments
Designer: David Alvarado
Based in: Los Angeles
Show Category: Design Center
Booth number: S11103
Year Founded: 2012
Number of pieces in collection: 64
 "My Classics Collection thus far contains six series totaling about 40 items and my Art D'Eco Collection so far has five series with seven items," Alvarado said. "I also have the Irthly Sans Collection that will have 15 different items, with about five at the show."
Back Story: Jeweler David Alvarado set



Irthly Jewelled Adornments

about creating an eco-friendly collection that maintains a luxurious, high-end feel in the fine jewelry arena.
 Made of natural materials like recycled gold, fair trade gems and conflict-free diamonds, Alvarado's collection is an elegant ode to Mother Nature, representing both environmental conscientiousness as well as the origins of life.
 Pieces range from \$1,000 to \$10,000 at retail.

"It's a philosophical intent where I want to raise awareness of other elements of the world that I think are just as precious as jewelry," Alvarado said, referring to his "classics" collection, which features the seed from an Ecuadorian palm tree meant to represent birth and the womb.
 (Continued on page 8)

stroilioro.com

JENNIFER MISSONI, ACTRESS

JOIN US at LUXURY
ELITE ENCLAVE booth LUXEE1

DRESS IN STROILI.

Stroili
ITALIAN JEWELS

JCK PREVIEW

Glittering in Vegas

AT THE UPCOMING JCK show, all that sparkles isn't just gold — diamonds and colored stones also figure prominently into the mix, too.

Several established jewelry brands will unveil a multitude of pieces and collections for retailers buying for the upcoming holiday season, along with more than 350 first-time exhibitors among the 2,500 brands at the show, which runs Friday through Monday at the Mandalay Bay Resort and Casino.

Brazilian jeweler Jack Vartanian, known for his edgy fashion pieces and classic colored-stone jewelry, will unveil a collection called Brilliant that mimics the shape of diamonds with 18-karat gold-plated silver. "I wanted to do maxi-sized earrings and I was searching for a design that would make sense without being too heavy or too expensive," he said.

Vartanian, whose family works in the diamond industry, came up with the idea of creating a brilliant-cut diamond-shaped piece out of silver, then designed some larger pieces mimicking the faceted shapes with a cagelike design.

"I always try to keep earrings around 10 or 11 grams in weight, but to do the same designs in gold would cost 10 times more and weigh about 40 percent more," he said. The pieces are priced from \$380 to \$600.

Victoria Tse is returning to JCK after parting ways with husband and designer Christian Tse to showcase her new V.Tse brand, a color-intensive collection of rare, fanciful gems.

"I'm focusing on beautiful and unusual cuts and intense colors," she said. "I'm not just going with the mainstream rubies, sapphires and emeralds. A stone really has to jump out at me."

Among her showstoppers is a 50-carat sapphire ring for \$100,000 that she said reminds her of a candy-pop ring. Most of the collection, however, will range from \$10,000 to \$25,000.

Diamonds are still king for many, and companies like Le Vian and Forevermark that deal in the precious stones will have strong presences at the show. Le Vian, which will present its red carpet, bridal and color forecast on Sunday, invested tens of millions of dollars in creating on-trend designs to help guide retailers.

"It's designed to be tied in with fashion trends and commercially viable for a large scale, and viable in terms of the materials," said chief executive officer Eddie Le Vian. Among the major runway-to-red carpet trends in jewelry are

tribal and geometric shapes, translating into chevron and houndstooth patterns in jewelry, as well as floral lacelike details.

For the Year of the Horse, pieces are inspired by bits, saddles and stirrups, in addition to classic horse heads and horse-shoes. Le Vian also named tanzanite as its Gem of the Year and predicts shades of blue and orchid will trend strongly.

Forevermark will unveil a 20-piece collection with House of Warris for holiday, as well as partnerships with new manufacturers and proprietary Forevermark cuts. Precision Set will collaborate with Forevermark on the Pure Collection, which will exclusively feature ideal-cut Hearts and Arrows Forevermark diamonds. The collection offers a total of 37 styles covering engagement rings, wedding bands, line bracelets, classic studs and fashion jewelry.

Later this year, Forevermark will launch a line of yellow diamonds exclusively by Norman Silverman.



Tacori's rings

At Simon G, Zaven Ghanimian, director of marketing at the family-owned company, said the vintage influence will continue in the firm's bridal and fashion collections, but with a cleaner look and less milgrain and beading details in the metals.

Like Vartanian, Simon G is trying new ways to offer bigger fashion looks without bigger prices. Diamonds are set in mosaic designs, or a grouping of sev-

eral stones, to give "a 4-carat diamond look with a 1-carat diamond price," Ghanimian said. He also noted a big call for rubies and sapphires, soft and stacking bangles and rose gold.

"Our retail sweet spot is \$2,500 to \$3,500 and up, and in the \$10,000 to \$15,000 mark for bigger pieces, which has been a surprising category."

While Simon G's business is about 60 percent bridal and 40 percent fashion, Dallas-based Sylvie Collections is an 80 percent bridal business that has slowly incorporated fashion collections into its line.

Sylvie Levine has expanded her vintage-style collection to include 45 new styles for JCK as well as a half-dozen new fashion styles. Trending are rose gold accents and mixed metals.

"That is definitely a big trend," she said. "The younger generation is comfortable with mixing metals and styles, such as stackable weddings in different colors and wedding bands with colored stones."

She also noted a 30 percent uptick in special platinum orders, as a sign that the economy is recovering. "With metal prices, there used to be a huge gap between gold and platinum but now we're at about \$1,300 an ounce for gold and \$1,500 for platinum, so people are happy to spend a bit more to have a pure metal."

Both Sethi Couture and Tacori will introduce marketing campaigns at the show. Sethi has repositioned its tag line as "Elevate the everyday."

"A person who has an affinity for those types of pieces should be able to celebrate it on a more regular basis," said designer Pratima Sethi. Among the new collections are Silhouette, which uses diamond baguettes to create geometric modern shapes, and Plume, which used to be an all-diamond collection but now offers sapphires and tsavorite for a take on feathers and fans.

At Tacori, which will reveal its first face in a new campaign with model Emily DiDonato, the bridal and fashion sides of the business will come together to show one lifestyle.

"The traditional wedding image didn't feel very us," said Michelle Adorjan, se-

Brilliant by Jack Vartanian's rings.



PHOTOS BY GEORGE CHUNISEE

Lots of launches will greet retailers amid the shine. By Marcy Medina



Forevermark by Premier Gem's earrings.

nior vice president of marketing at the family-run firm. "We wanted to show something more effortless. It's beautiful but also attainable."

The two new fashion collections are Golden Bay, which includes yellow gold for the first time, paired with sky-blue topaz cabochons over hematite doublets; and Ivy Lane, a basics layering collection in yellow, rose and white gold. "Last fall, we unveiled Moon Rose, which was our first rose gold fashion collection. We had been nervous about the price point to move back to gold. But consumers loved it, so we wanted to move into yellow gold too."

In watches, Bedat & Co. will unveil nine novelty styles not seen at Basel. A dial inspired by a wrought-iron table lamp is either digitally printed onto the face or worked in mother-of-pearl. The styles are around \$11,000 to \$12,000, about \$1,000 more than the top of its regular range.

On the events front, the Diamond Empowerment Fund will hold its inaugural Diamonds in the Sky event on Thursday, featuring a performance by Chaka Khan; De Beers Group ceo Philippe Mellier will address retailers in his keynote on Friday, and Grammy-award winning singer and songwriter, Rob Thomas of Matchbox 20 will headline the JCK Rocks the Beach event on Sunday.

Ones to Watch

(Continued from page 6)

"I Live My Dreams"

Brand: Dani by Daniel K

Designer: Daniel Koren

Based In: New York

Show Category: Luxury

Number of pieces in collection: 500

Booth Number: LUX1700

Year Founded: Dani by Daniel K was founded in 2013 and made its debut at Baselworld in 2014; The Daniel K brand was founded in 1999.

Back Story: Renowned jeweler Daniel Koren, whose pieces have adorned A-listers like Oprah Winfrey and Naomi Campbell, has launched a semiprecious designer diffusion brand, Dani by Daniel K, in hopes of bringing his sought-after creations to a broader audience.

Following the tag line "I live my dreams" — an admiration of female



Dani by Daniel K

customers who pursue what's most important to them — the collection mirrors the craftsmanship and design standards of Daniel K pieces. But rather than the likes of diamonds, emeralds, gold and platinum, Dani by Daniel K pieces are made from sterling silver, cubic zirconia and lab-grown stones, allowing for a more youthful aesthetic as well as a lower price point.

The core products range from \$150 to \$1,000 at retail, with some specialty/statement pieces ranging as high as \$6,000.

The use of such materials has also allowed Koren to explore more imaginative design variations, creating pieces that complement a woman's figure and can be worn in everyday situations

as well as formal occasions.

Koren hopes the new line will give all types of women the ability to wear high-quality, elegant jewelry. "This is my way of participating in their quest and to finally be able to share my love of jewelry while making it attainable to women everywhere."

Mind & Body Jewels

Brand: Mrs. T Jewels

Designer: Tylda Kaloustian Ghosn

Based In: Beirut, Lebanon

Category: Luxury

Booth Number: LUXEE3

Year Founded: 2002

Number of pieces in collection: 50

Back Story: Having left a career in advertising to pursue her true passion, Tylda Ghosn — aka Mrs. T. — allows her perfectionist nature to come through within her bold, sophisticated designs. Often centered around precious and

semiprecious stones, each Mrs. T. piece spins a tale reflecting the experiences, travels and dreams of the designer, and is inspired by what she views as the interconnectivity of life.

Ghosn's creations have garnered prestigious international recognition, including the 2004 Tahitian Pearl trophy for her piece "Dali's Eye Revisited," inspired by the works of Salvador Dali, Pablo Picasso and Alberto Giacometti.

Seductive 18-karat gold ankle and body chains, cuffs, earrings and rings comprise the designer's current collection, which features black, brown and white diamonds. The range retails from \$1,200 to \$26,000.



Mrs. T Jewels

China's 'Hometown of Underwear'

By KATHLEEN E. MCLAUGHLIN

GURAO, China — In 1996, Zhang Zhifan started a transformative trend in this sleepy farming village when he opened a sweater factory.

Seven years later, armed with apparel-making know-how and a better idea of where the consumer clothing market was headed, Zhang decided to switch his product lines. Sweaters were not the way forward — intimate apparel was.

More than a decade after making that pivotal switch, Zhang stands as the leader of a manufacturing revolution that transformed Gurao into one of China's prime hot spots for making intimate apparel. The town now has more than 1,000 full-scale bra and underwear factories, and another 2,000 smaller, family workshops affiliated with the trade. Auxiliary businesses, selling everything from lace and fasteners to elastic and pre-made ribbons and bows, fill out the streets.

In Chinese media, this is known as "the hometown of underwear."

Tens of thousands of workers make a living in the factories here, and ongoing steady demand for export and domestic-market products have kept business humming in what has been a down market for many apparel manufacturers in China. But increasing pressure for higher worker wages and a less-favorable exchange rate are likely to start having a serious impact soon, said Zhang, who owns and operates the Shantou Ladymate Knitting Manufacturing Co.

"Business is good for now, we're still making a profit," he said in an interview in his office above the factory floor. "It's going to get slower and slower in the years to come, and it will be much harder to manufacture like this in China."

Other factory bosses in and around Gurao agreed, saying the industry is still powering forward, but that will not last much longer. They spoke of clear signals that days of heady profits and too many export orders to fill are long behind them. Instead, factories are looking for new ways to innovate to attract high-paying customers.

"We can't depend on the same techniques that we used in the early 2000s to continue to have a good business," said Lu Kushan, who manages a bra-production line in Gurao.

The serious downturns and waves of factory closures that have impacted thousands of clothing manufacturers in China have not had the same impact on intimate apparel production. Rather, according to Zhang Fengwei,



Gurao has more than 1,000 intimate apparel factories.

PHOTO BY KATHLEEN E. MCLAUGHLIN

who heads the Shenzhen Underwear Association, bra and underwear production is still on the rise.

By the end of last year, total sales for the industry were up 36 percent, while profits soared 41 percent. The gains were due to strong domestic consumer sales, but also stability in exports. Zhang said because China's domestic market is heavily untapped, the future for growth in sales remains here at home.

"By comparing the statistics, we can see that China's underwear industry and market has a huge space for the future development," said Zhang. "In the next five years, China's underwear industry will maintain a year-over-year growth of at least 20 percent."

Much of the manufacturing industry's potential success is contingent on its ability to change and evolve.

While the manufacturing of apparel and shoes is an older, well-developed industry in China that many would argue has peaked, production of intimates still has room to grow. That means the development of higher-quality products and new creations, said Liu Chi, who heads the underwear-engineering department at the Apparel and Art Design College of Xi'an Polytechnic University.

Liu said the industry is eager to incorporate innovation in its structure moving forward and has invested heavily to that end.

"China's underwear industry still has big potential to develop. It is still a young industry, which just started in the mid- and late-Nineties," said Liu. "The underwear industry has a tendency to be driven by high technology, such as 3-D printing and data based on real human bodies. The industry is far from saturation."

Factory boss Zhan is one example of the drive to create rather than just sustain. When he saw the financial tides begin to turn a few years ago, Zhan did two things. First, he became obsessed with developing a product that would allow consumers to wash their bras in a machine with the same benefits of hand washing.

The result: a bra-washing ball that shelters the garment from harsh machine wash, while still saving time and delicate fabrics. The product is sold in the U.S. and China and he's working to further refine it.

In addition to that, his son has developed an exclusive line of bras and panties created by an Italian fashion designer that will be marketed to the U.S. and China consumer markets. Making the company's own branded products will remove the uncertainty of waiting on orders.

"The key for us will be to have and produce our own brand. It will make business much more stable," he noted.

MEMO PAD

KIM AND KANYE — THE REMAKE: In an uncharacteristically camera-shy move, **Kim Kardashian** and **Kanye West** have chosen not to shop around their wedding photos to the celebrity tabloids. After her third trip down the aisle in Florence over the weekend, the reality star and her ever-image-conscious rapper husband took to Instagram and Twitter to share their wedding photos.

The 33-year-old made it known in interviews long before the wedding that there would be no bidding war. But the "Keeping Up With the Kardashians" star gave E News, which will air the premiere of season nine of the show on June 8, the jump on the competition by giving it photos and other information about the ceremony, which it ran online on Tuesday. While some speculated that Kardashian's decision to dial back (however slightly) her 24/7 look-at-me personality could be chalked up to a re-branding, others noted that she and West also went with social media to introduce their daughter, **North**, to the world.

Whatever the reason, the new bride pretty much had complete control of her matrimonial message save for **Riccardo Tisci's** presumably approved final fitting photo of her wearing her Givenchy Couture gown. (Vogue Italy editor in chief **Franca Sozzani** also got a pass, even though she inadvertently showed off the newlyweds' seven-tier wedding cake by posting a photo of herself arm-in-arm with **Kris Jenner** on Instagram.)

After one too many Instagram photos from Friday night's blowout pre-wedding bash at Versailles (by **Rachel Roy** and other guests), there was a crackdown on cellphones at the main event at Forte di Belvedere in Florence. After passing through metal detectors at the entrance, guests had to relinquish any cameras or cellphones. The actual wedding photographer got some help from three or four assistants, according to **Calogero Incorvaia**, general manager of the Florence-based Galateo Catering. "Any person with a mobile phone had to leave it at the entrance," he said.

Revelers attending what was said to be a \$2.8 million affair could always capture their best selves in the on-site photo booth. (Kardashian and West took a few there too, showing off only glimpses of the **Olivier Rousteing**-designed Balmain cocktail dress she wore for the reception.)

— ROSEMARY FEITELBERG

COSMO CON: Cosmopolitan magazine is expanding its reach with the launch of Fun Fearless Life, a two-day conference. The event is geared toward young women primarily in their 20s who are looking for career advice and inspiration.

The first conference will take place in New York Nov. 8 and 9 at the David H. Koch Theater at Lincoln Center, followed by a second conference in Miami's Arsht Center on Dec. 6 and 7. Cosmo said it chose Miami in order to cater to its Latina readership.

But the event isn't just for young women. It's also "for people who might be in the wrong job or for people who are stuck in a plateau." Cosmo editor in chief **Joanna Coles** told WWD, adding that, unlike most conferences, there "won't be endless panels."

Well, there will be short panels on subjects ranging from how to succeed in business to work-life balance, as well as relationship advice — it is Cosmo, after all. For New York, confirmed speakers include **Cameron Diaz**, **Jessica Alba**, **Lea Michele**, **Chrissy Teigen**, **Jillian Michaels**, Harvard Business School professor **Amy Cuddy**, Spanx founder **Sara Blakely**, **Jason Silva** of National Geographic's show "Brain Games," Nasty Gal's **Sophia Amoruso** and LearnVest chief executive officer **Alexa von Tobel**.

"It's very clear to me that there's a need for live events," Coles said. "I think in a digital age, people crave interaction. When you leave college, there's a feeling that you're no longer part of an organization."

Cosmo has partnered with William Morris Endeavor to produce the event. The conferences, which will eventually be rolled out globally, are presented by Maybelline New York in partnership with Express. Both brands are also advertisers in the magazine, and they will have reps at the events, disseminating style and beauty advice to ticket holders.

Tickets start at \$99 and go up to \$399, which includes admission to a cocktail party. There are 2,000 tickets total, which can be purchased at funfearlesslife.com. — ALEXANDRA STEIGRAD

Rosen to Become Interim CEO at J Brand

(Continued from page one)

It could not be learned whether Rudes' exit following the sale of his remaining stake in the company was part of a plan established at the time of Fast Retailing's acquisition or a more recent development.

In comments released with the news of his departure, Rudes thanked Fast Retailing and Tadashi Yanai, its chairman, president and ceo, for what he termed "a rewarding partnership over the past 18 months."

"After nine extraordinary years building J Brand, it's time for me to move on and create what's next," he said.

"It's quite possible that, with his money out and a new and demanding owner in place, he just felt like it was time for him to get on to something new," another observer of the Los Angeles premium denim sector commented. "If you look at his background, he's always been most engaged in launching brands and bringing them to maturity than in the less exhilarating task of taking a brand to the next level."

Rudes started Paris 2000 jeans not long after graduating from high school and built it into a \$30 million business that sold to a mix of better department stores and fashion specialty chains. But 30 years ago, he sold it to a licensing partner and relocated to Los Angeles from New York to start Area Code, a junior knit line that would dominate his time for the next nine years.

He returned to the denim business in 1993 with the birth of A Gold

E, where his partners were Ron Herman and Adriano Goldschmied. That venture lasted three years and led to a private-label jeans enterprise that occupied him until the founding of J Brand, which would get its first orders from Herman.

"He created an enormous jeans brand and brought jeans back to the center of what was happening in fashion," said John Eshaya, founder and owner of Jet and a former buyer for Ron Herman. "He really resuscitated the denim market, not just for his brand, but for a lot of other people, too. I really do think of him as a brand creator, and maybe the creative period was sort of over for him."

A J Brand competitor told WWD, "He gave birth to J Brand and brought it to adulthood. Perhaps now — with the premium sector struggling and the market not as excited about the company's ready-to-wear as they were at one point about the jeans — he feels like it's time for his next chapter — to, like he said himself, 'create what's next.'"

Rosen said, "J Brand has a long runway ahead and we are deeply invested in exploring opportunities for its growth and expansion, building upon the great work Jeff began a decade ago. I am looking forward to collaborating with Lynne and all at the company in realizing the unique and significant potential of this brand."

The navigation of J Brand's "long runway" has been a source of confu-

sion. Although Rudes had spoken of entries into men's and accessories even before the Fast Retailing acquisition, it has yet to make definitive moves in those directions. Its expansion into retail, an area of strength for Koplín, has yet to take root in the U.S., although it has established retail footprints in Fast Retailing's home market of Japan and in China.

And while sources said it wasn't the main reason for Rudes' exit, the troubled state of the premium sector also might have played a role in his departure. Since the acquisition, J Brand has been part of Fast Retailing's global brands unit, which includes Theory, Helmut Lang and Comptoir des Cotonniers as well as G.U. and Princesse Tam Tam. In the first six months of Fast Retailing's fiscal year, ended Feb. 28, revenue of the group expanded 31 percent to 125.37 billion yen, or \$1.24 billion at average exchange. But J Brand disappointed.

"Our J Brand premium denim label was also adversely affected by poor conditions in the U.S. economy and reported a lower-than-expected performance over the six months," Fast Retailing said in its report for the six months ended in February. Sales, estimated at \$124 million in 2011, are now reported to be about \$150 million.

"Everyone knows business has been challenging," another competitor in the premium denim space commented, "but Jeff's not someone who'd let that slow him down."

Hello, Bella

BELLA THORNE LOOKS NO worse for wear having flown to New York on the red-eye from Los Angeles. She arrives at Aretsky's Patroon in Midtown on a recent Friday wearing a multicolor Versus dress, her legs looking impossibly long in platform shoes, her strawberry blonde hair cascading down her side. Picking at an avocado appetizer, she describes her life, which she claims only sounds glamorous.

"Sometimes I want to lay in my bed, watch 'Bones' and eat Cup [of] Ramen," she says.

Thorne has a long track record on television, but she's now starring in her big screen break with two comedy veterans, Drew Barrymore and Adam Sandler, in "Blended" — which opened Friday — and has a number of major productions on the way, including "Alexander and the Terrible, Horrible, No Good, Very Bad Day" with Steve Carell and Jennifer Garner. She also recently released a single, "Call It Whatever."

While her comedic timing is evident in "Blended," her life hasn't been all laughs. Thorne tells a touching story about being bullied as a child. "Kids are so mean," she says. "I do a very big antibullying campaign because of my history. I go to [elementary] schools and high schools and give a speech about bullying. It floors me how mean kids can be. Even on Instagram, they comment on someone's looks. I say, 'Why do you shame your bodies?'"

Thorne, who is now 16, has been home schooled since

third grade. "I'm dyslexic," she says. "I was writing backwards. It could not have been more obvious." But none of her teachers picked up on the problem. It took Sylvan Learning Centers to suss it out.

Meanwhile, Thorne got into modeling. "Nobody wanted to be friends," she says. "They called me 'the pretty dumb girl.'"

Thorne is best known for her role as Ruthy Spivey in the TV series "My Own Worst Enemy." She also plays Tancy Henrickson in the fourth season of "Big Love" and CeCe Jones on the Disney Channel original series "Shake It Up."

In "Blended," Thorne plays Sandler's oldest daughter Hillary, who dresses in sweats and T-shirts, and is mistaken for a Larry — Sandler's character's nickname for his daughter.

"Adam Sandler said he was thinking of me when he wrote the role," she says. "I



Bella Thorne in Versus.

Zak Henri and Thorne in "Blended."

had an audition where I had to look like a boy. I'm already a tomboy. They did face shading and glued a wig to my face and head. I was in my make-up

chair for two hours every day." Her character, she says, is shy and awkward and wants to jump out of her own skin, until Barrymore's character takes her under her wing and gives her a fashion lesson. "She's 15 and wants to be a girl and have

her first crush and have people stop mistaking her for a boy," she says.

During the production, the young actress developed a daughterly bond with Barrymore, herself a child star.

"Drew calls me Pickles. She's a cross between a mom and a sister. They thinned my hair for the part and Drew saw how uncomfortable I was. She



PHOTOGRAPH BY GEORGE CHINISE; FILM STILL COURTESY OF WARNER BROS. PICTURES



gave me hair vitamins," which, she quipped, have had the added unwanted effect of growing thicker hair on her legs.

Thorne has two other, more serious — and hopefully more successful — movies in the can after "Blended," which has bombed at the box office and with critics. In "Big Sky," she's a teen traveling with her mom when a gunman attacks them and "Home Invasion" is about a family that becomes imprisoned in their own home by intruders.

As if singing, acting and modeling weren't enough, Thorne is also a striving designer. She designed with her sister a collection of occasion dresses for proms and quinceañeras. "It's such a big deal to turn 15 in the Latin community," says Thorne, whose father is Cuban. "It's looked at as just as special as your wedding day." The collection, for Sherri Hill, had a runway show at the recent Miami Fashion Week. In fact, Thorne is a fashionista. Besides Versus, her other favorite brands are Alexander Wang and Zac Posen.

While Thorne is accomplished in so many areas, she still has a teen's preoccupations, such as learning how to drive. "Thinking about driving almost feels like me having panic attacks," she says. "It makes me hyperventilate."

She's unfazed, however, by people asking for autographs, although she tires of dressing up to go to the supermarket and dislikes when people snap her picture without asking.

"I just want to be me sometimes," she says. "I don't always want to look like what 'Shake It Up' looks like."

— SHARON EDELSON

Into the Groove



Kiesza performing at the Club Costes by Albane.

DO NOT confuse her with Kesha. Her name is Kiesza and she is a 25-year-old Canadian pop star on the rise.

Her debut single, "Hideaway," shot to the top of the British charts in April, while its video — shot in one dancing-in-the-streets take in Brooklyn — made a strong case for acid-wash denim, bra tops and colorful high-tops.

Unlike the more famous singer with the similar moniker, Kiesza carries the flame for Nineties pop divas.

"I was very influenced by the Nineties, a great era for music that had some of the

best ballads ever written," she says, instantly demonstrating her point with an impromptu rendition of Toni Braxton's "Un-Break My Heart" as her powerful voice resonates through the rooftops of Cannes, France, where she parachuted in earlier this month to fete a collaboration with Fendi.

"These are cheesy ballads but they are so good, and then the dance music in the Nineties had these big divas singing their souls out on house beats," she says. "My mom was very into that, so even though I was a baby in the early Nineties, they kind of lived on in my house forever."

Kiesza's love for the era transitioned into her clothing, but did not stop there. "I am very experimental with fashion for sure. If I have an idea of something that I want and I can't find it, I will just sketch it out and have it made, so that's what I have been doing lately," she says.

Her own fashion line is called SteamPop and she describes it as an affordable "fusion of different styles" that is slated to launch by yearend, citing Audrey

Hepburn, Madonna, Nicole Kidman and Aaliyah among her favorite style icons. "Even Michael Jackson inspired some of the things I wear," she adds.

Fendi tapped her for a promotional video for its Color Block eyewear, in which she walks on a treadmill against a painted skyline, singing and playing with her specs.

A trained ballerina, Calgary-born Kiesza — whose real name is Kiesza Rae Ellestad — tested several career paths before finding her calling in music.

"I always try as many things as I can until I find something that works, which is kind of my personality," she says.

When a knee injury dashed her classical dance hopes, she took up sailing, "moving from small boats to tall ships," where "people would bring guitars and start jamming," she says.

That was how she learned to play herself and discovered what she describes as a natural "instinct" for songwriting. At the age of 16, she joined the Royal Canadian Navy. "It was too rigid, no flexibility, no creativity, so I didn't last very long, and then I went to music school," Kiesza says.

Focusing first on writing for others, including Kylie Minogue and Rihanna, her own solo career came about organically. "I didn't want to pressure myself. I knew when the right song came, I would take it from there. Eventually I wrote 'Hideaway' and instantly I knew: this is me," she says. "It took a while to get to there but I'm so happy that I put it out first."

The affable singer can be seen at many of this summer's major music festivals, including Glastonbury and Lovebox, while a new album is due to hit stores by September. She teased the new material at the Club Costes by Albane at a party for her partnership with Fendi.

"It's very soulful," she explains. "It explores different styles and tempos and pays homage to the Nineties. There is some R&B-leaning tracks, some break beats, a big ballad and also dance music."

— PAULINA SZMYDKE



Kiesza in Fendi.

PERFORMANCE PHOTO BY FRED SIMON; COURTESY OF FENDI; PORTRAIT BY STÉPHANE FÉLÉRE

FASHION SCOOPS

LEAVING AND JOINING: Marking a transition at Jil Sander, the brand will forgo a runway show during Milan Men's Fashion Week next month, opting for a presentation to be held on June 22. **Rodolfo Pagliarola's** first collection as creative director of the brand will bow in September, while the men's collection for spring 2015 is still being designed by the team that took over after the unexpected departure of the label's founder last year.

On the other hand, after several years of presentations, Tod's has a slot on June 22 at 3:30 p.m. at the PAC contemporary art museum in Milan, where it is expected to stage a performance. The brand's men's line is designed by an in-house team, while the women's division is under the creative direction of **Alessandra Facchinetti**. — **LUISA ZARGANI**

STRONGER, HIGHER, FASTER: Tom Ford is getting into the luxury sneaker business. For fall, the designer will offer high- and low-top models in seven colors of leather and five in velvet. Each shoe is manufactured in Italian workshops by artisan cobblers who spend a week stitching, polishing



Sneakers from Tom Ford.

and then "resting" the leather for 10 days where the shape of the shoe is created. They're then hand-polished over three days.

Both the leather and velvet models have white rubber soles. Retail prices range from \$690 for the velvet low-tops to \$990 for the leather high-tops. The shoes will be available at the Tom Ford stores in New York, Las Vegas, Los Angeles, Chicago and Dallas. Ford unveiled the sneakers during London Collections: Men in January, saying at the time, "I have resisted the tennis shoe," adding he finally succumbed since he figured out how to make them his own. — **JEAN E. PALMIERI**

SPACE RACE: Selfridges' multimillion-pound investment in a new London accessories hall will change the complexion of the store and impact departments beyond accessories, said **Anne Pitcher**, the store's managing director. "The scale of the investment will propel the whole business forward, and will impact the ground floor and levels one, two and three," she said in an interview Tuesday.

The store plans to invest 300 million pounds, or \$505 million at current exchange, in expanding its accessories space over the next five years. Work



Selfridges in London.

is to begin next month, with the accessories area eventually doubling in size to 50,000 square feet on the ground floor. In addition to handbags, it will offer eyewear, small leather goods and brands ranging from the big luxury names to smaller labels.

Some 10 million pounds, or \$16.8 million, of the total has been earmarked for new offices and facilities for the store's management team, half of which will move to nearby Wigmore Street, freeing up space for retail.

As part of the project, a new, major entrance to Selfridges will be built on Duke Street. The young fashion area, which stocks high-street brands and sits on the ground floor near the current Duke Street entrance, will be relocated to the third floor, and have 10 percent more space, Pitcher said.

Selfridges said it is aiming to create "the world's largest and most comprehensive destination" for accessories ranging from luxury to the high street. Including departments such as men's and women's footwear and the Wonder Room, which stocks fine jewelry and watches, the total space dedicated to accessories at Selfridges will be 100,000 square feet once this latest project is finished.

Selfridges said this is the largest investment it has ever made in a single project. The retailer plans to invest 20 million pounds, or \$33.7 million, in its Birmingham unit, and is pouring a similar amount in its Manchester store, which is currently undergoing a refurbishment. — **SAMANTHA CONTI**

TOP PRIZE: Rosita Missoni, Brooks Brothers chairman and chief executive officer **Claudio Del Vecchio** and **Simonetta Stronati**, ceo of children's wear brand Simonetta SpA, have received the title of Cavaliere del Lavoro, one of the highest honors bestowed by the president of the Italian Republic.

They are the three fashion industry representatives out of the 25 total new Cavalieri from different Italian sectors, ranging from telecommunications and pharmaceuticals to banking and insurance.

Ottavio Missoni, **Valentino Garavani**, Blumarine designer **Anna Molinari**, **Brunello Cucinelli**, **Alessandro Benetton** and the head of the Italian Chamber of Fashion, **Mario Boselli**, are just some of the distinction's previous recipients. — **L.Z.**

OVS PARTNERS WITH GOOGLE: Italian mass-market retailer OVS has teamed with Google Enterprise to develop a range of technological tools for both the company's retail network and internal organization.

Google Enterprise will use some of its services to create customized solutions for OVS. The Google Street View and Google Search Appliance will allow customers to take a virtual tour of OVS stores, book a personal shopper from the stores' changing rooms and check the availability of products. In addition, the Google Cloud Platform will enable OVS to develop specific apps to involve customers both online and in-store, while the Google apps for business service will help create more efficient, quick and easy communication activities among OVS' different business areas.

The first fruits of the collaboration between the two companies will be unveiled on Thursday, when OVS will inaugurate its new flagship on Milan's Via Dante, which will feature the new OVS Digital Experience corner. — **ALESSANDRA TURRA**

OBITUARY

Massimo Vignelli, 83

AMBIDEXTROUS AS he was in many disciplines of design, Massimo Vignelli spoke of the profession with the same degree of precision he used in his work.

Vignelli, who died Tuesday at his Manhattan home at the age of 83, left his mark on Bloomingdale's, the New York City subway map and American Airlines' logo (though the latter insisted he include the eagle). Rather than have one métier, he excelled in many — interiors, environments, packaging, graphic design, furniture, books and products. Known to work firmly within the modernist tradition, he zeroed in on simplicity by using basic geometric forms in all of his work. He even designed his own clothes — all-black, all elegant. Few New Yorkers pushing 80 could pull off his interpretation of black tie — a black capelike jacket, black tie and pants.

Vignelli also occasionally crafted a fashion item or two for friends, such as the discerning architect Richard Meier.

Over the years, Vignelli shared his design wisdom with WWD in a series of interviews. A Cooper-Hewitt National Design Lifetime Achievement Award winner, his body of work, composed partially with his wife, was explored in the 2012 documentary "Design Is One: Lella & Massimo Vignelli." Last fall, under his watchful eye, 10 Italian graduates were chosen to show their work in the "Top Young Italian Industrial Designers — Slow Design Exhibition" at the Italian Cultural Institute of New York.

Vignelli, who also created iconic branding systems for United Colors of Benetton, Knoll and Saks Fifth Avenue, once told WWD, "What constitutes good design? Anything that is not vulgar."

Here, a look at some of his other more candid quotes as told to WWD.



Massimo Vignelli

■ Designing in sparse times: "A tight economy is always good for design. When the economy is down, we need designers to make things that work and are styled better than a lot of things that are just around."

■ Fashion versus design: "Fashion is ephemeral but design is timeless. Fashion has to be that way. Otherwise, they would go out of business. Fashion doesn't have to last forever. A car can. Look at Volkswagen. That is great design. Styling is a crime. It is irresponsible because you have today and then it's gone. Why spend all that money on something that doesn't last?"

■ The stupidity of men's fashion: "Men's clothing hasn't changed in 200 years, maybe a lapel gets a little wider or a tie gets narrower from time to time. But it's usually always the same. There is stupidity in men's fashion. But women know who they are. They can change. Clothing is seductive for women. They get different personas by buying new clothes. But men don't."

■ Recalling his roots: "I am from Milano. Where else? Como is where Milano should be with the lake instead of this stupid place. You know the Romans, which are nasty people, they decided to put Milan — because they smelled the competition — in the worst place in the world, in the fog, no lake, no hills. Thirty miles from Milano you have the most beautiful place. Without the lakes, the Milanese had to overcome the environment and become very hard workers. You know what they did in the Renaissance when they destroyed the square where the Roman families were, they were industrious. It was amazing when you look at the creative class. They were not like the Medicis, you know bankers or fencers, they were industrialists. There was a craftsmanship tradition and furniture [makers]. Milan has been involved with design since before design was born. Architects were the original designers. People thought if you can design a building, you can design anything."

— **ROSEMARY FEITELBERG**

PHOTO BY PETER MARANO FOR GQ/GETTY IMAGES

WWD Marketplace

For more career opportunities log on to WWDcareers.com.

WWD Spaces

COMMERCIAL REAL ESTATE

33rd-57th St West-All Sizes
Menswear Showrooms
D. Levy Adams & Co. 212-679-5500

Showrooms & Lofts
BWAY 7TH AVE SIDE STREETS
Great 'New' Office Space Avail
ADAMS & CO. 212-679-5500

BUSINESS OPPORTUNITIES

Business Services

"Executing Your Imagination" Studio
For Line Design
From Concept Pattern/ Sample
Production
Call John 917-930-5866, 718-331-1328

FashionFlow Apparel ERP Systems
(ERP, MRP, PLM, AR, EDI, Mobile)
Cloud-Based All In One Solutions
Custom Setup & Integration Available
www.fashion-flow.com 212-244-4020

PATTERNS, SAMPLES,
PRODUCTIONS
Full service shop to the trade.
Fine fast work. 212-869-2699

HELP WANTED

Help Wanted

MANUFACTURER REPS WANTED
Current reps make \$100k+. Our fashion
earbuds, iPhone cases sell in 5000+
stores. If you sell to fashion accessory
buyers, email: reps@theankit.com.

Accounting Clerk
High-end fashion design house seeks
detail-oriented pro to work in Accounting
Department. Requires min 2 years
of exp in A/R and A/P with a fashion
company. MAS 90/200 and Retail Pro
exp a must. Knowledge of L/C a plus.
Send resume and cover letter to:
hr@vivienretam.com

Awesome opportunity available for an
outside sales rep to work for a
world-class, fun and irreverent brand!
Skullcandy is looking for someone in
the NYC or LA areas to help
#RAISEHELL and drive our new
women's product line. Opportunity will
be commission based. Rock Star
candidate will have at least 5 years of
related experience with at least 1-3
years in women's fashion
accessories. Must have proven ability
to drive penetration goals and revenue
targets. If you are looking to join the
party, please email:
tina@skullcandy.com

Freelance Senior Designer for
BABY BEDDING co.
Send Portfolio/ Resume to
mark@blanketsAndbeyond.ca

Sales agent for Leading
BABY BEDDING co.
Track record with major chains only in
baby dept need apply.
mark@blanketsAndbeyond.ca

WWD.COM

To subscribe, go to WWD.com/subscribe
Or call 1.866.401.7801

GET RESULTS! PHONE YOUR AD TO WWD TOLL-FREE

(800) 423-3314, or email classified@fairchildfashion.com

DEADLINE: NOON (ET) DAY PRIOR TO DATE OF PUBLICATION

REGISTER BY JULY 2 FOR A SPECIAL RATE

BIGGER, BETTER AND OPTIMIZED FOR 2014.

WWD DIGITAL FORUM

NEW YORK CITY

SEPTEMBER 16-17



MICHAEL DUBIN
DOLLARSHAVECLUB.COM



DEENA VARSHAVSKAYA
WANELO

WWD.COM/DIGNY

To attend: Kim_Mancuso@fairchildfashion.com, 212.630.4212 To sponsor: Amber_Mundinger@fairchildfashion.com, 212.630.4824



SPONSORED BY:

