

WWD

Fashion. Beauty. Business.

New Chiefs

Fendi and Kenzo tapped new CEOs: Ramon Ros for the Roman house and Charlotte Coupé at Kenzo.

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Staying Strong

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Kim's Comeback?

Now that Skims owns her beauty business, can Kim Kardashian make it work the third time around in a crowded market?

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Bamboo Stories

The “Gucci | Bamboo Encounters” exhibition during Milan Design Week celebrates the brand’s legacy with the material through specially commissioned works from a series of global artists, as seen here with “Kite Club.” But besides being used in many of the brand’s famed products, Stefano Cantino believes bamboo exemplifies Gucci itself. “The bamboo is a material that is not only ornamental but it embodies the values of the brand and its resilience. It bends but does not break,” the CEO told WWD, adding it “offers endless opportunities for exploration and innovation.” *For more on the exhibit and Design Week, see pages 4 to 9.*

PHOTOGRAPH BY CARMEN COLOMBO

BUSINESS

Fendi and Kenzo Name New CEOs



Ramon Ros



Charlotte Coupé

● Ramon Ros, currently president and CEO of Louis Vuitton, Mainland China, moves to the Roman house on July 1, while Charlotte Coupé, head of Vuitton's men's ready-to-wear business unit, starts May 1 at Kenzo.

BY MILES SOCHA

Once again tapping its deep management reserves, LVMH Moët Hennessy Louis Vuitton is appointing Ramon Ros the new chief executive officer of Fendi, effective July 1, and Charlotte Coupé the new CEO of Kenzo, effective May 1.

Both executives are moving over from Louis Vuitton, the French group's flagship brand, and will report to Sidney Toledano, senior adviser to LVMH chairman and CEO Bernard Arnault.

WWD had tipped Ros, currently

president and CEO of Louis Vuitton, Mainland China, as the top contender for the Fendi role in a report on March 12.

In a statement shared first with WWD, LVMH lauded Ros' "proven track record of success," particularly at Vuitton in China, where he was "instrumental in developing the brand desirability, as well as building and nurturing a talented local team."

"Ramon's deep expertise in luxury retail and clienteling, coupled with his passion for product excellence and collaborative leadership, will enable him to elevate the Roman maison to new heights, preserving Fendi's unique history and commitment to artisanal craftsmanship."

The executive joins Fendi at a time of transition – and celebration.

In October, Kim Jones stepped down as Fendi's artistic director of haute couture, ready-to-wear and fur collections for women after a four-year tenure, leaving Silvia Venturini Fendi to spearhead the coed show in February during Milan

Fashion Week that kicked off the brand's centenary year.

It is understood Venturini Fendi, whose title is artistic director of accessories and menswear collections, is to continue leading the design studio while Ros and LVMH conduct a search.

A graduate of the University of Barcelona and IESA, Ros started his career at Marks & Spencer, later moving on to senior management positions at Diesel and Tous. He joined LVMH in 2013 as managing director of Givenchy China, moving to Paris in 2016 as Givenchy's international director. Since 2020, he worked at Louis Vuitton China and was promoted to zone president in 2022.

At Fendi, Ros will succeed Pierre-Emmanuel Angeloglu, who on April 15 becomes deputy CEO of Christian Dior Couture, as reported.

Angeloglu was a key figure in another management shuffle last month that also saw Damien Bertrand, CEO of Loro Piana, appointed deputy CEO of Vuitton effective June 10, and Frédéric Arnault, who had been CEO of LVMH Watches, which comprises Tag Heuer, Hublot and Zenith, succeeding Bertrand at Loro Piana. Jean-Christophe Babin, CEO of Bulgari, has been named head of LVMH Watches in addition to his current role.

Arnault, the second youngest of Bernard Arnault's five children, started on March 26 working alongside Bertrand during a transition period.

LVMH largely prefers to groom and promote talent from within, and is in the throes of stacking its marquee brands with younger, yet accomplished executives.

At Kenzo, LVMH said Coupé would "capitalize on her extensive fashion experience and leadership to further expand brand desirability and continue the modernization and expansion of the French maison."

"Her genuine passion for product, deep fashion knowledge, and proven ability

to collaborate with iconic and innovative creative directors, particularly at Louis Vuitton...significantly contributed to the impressive growth of that category."

Nigo is Kenzo's creative director, and Coupé worked with him and Pharrell Williams, creative director of menswear, on the collection they codesigned for fall 2025.

Coupé succeeds Kenzo's current CEO Sylvain Blanc, who is leaving the group to pursue new projects "after initiating a new chapter at Kenzo and laying the ground for its ambitious development."

Blanc's next move could not immediately be learned.

Coupé's successor at Vuitton has yet to be named.

Meanwhile, LVMH recruited Ros' successor from Apple: Daniel DiCicco, its vice president, retail, who has been based in Cupertino, Calif., since 2018.

DiCicco holds a bachelor of arts degree from Harvard University and completed the advanced management program at Harvard Business School.

He began his career at Sony Music in New York City, where he took on increasing responsibilities in studio management, marketing and international team leadership, eventually becoming president of Asia.

He then moved to Coach as president and CEO of Japan/North Asia, and later transitioned to Apple, overseeing business in Japan and Korea.

DiCicco starts at Vuitton, Mainland China, on April 28, based in Shanghai and reporting to David Ponzo, Vuitton's chief commercial officer of Vuitton.

LVMH said his "extensive expertise of retail and merchandising, passion for client experience, deep knowledge of Asian markets and customers, alongside his extensive experience in talent development, will be instrumental to empower our local teams and continue Louis Vuitton's growth in China."

BUSINESS

Luxury Goods Sector to Shrink 2%, Bernstein Says

● The bank had initially estimated 5 percent growth, but it now foresees a global recession in the wake of tariff turmoil.

BY MILES SOCHA AND RHONDA RICHFORD

PARIS – In the wake of the Trump administration's "extreme" tariffs and "looming stagflation," Bernstein on Monday cut its 2025 growth estimate for global luxury goods to minus 2 percent from up 5 percent.

"Uncertainty, and the likely continuing rout in stock markets, is creating a self-fulfilling prophecy: a global recession," said the report by luxury analyst Luca Solca, which he titled "Fasten Your Seat Belts."

The downgrade came as stock markets in Asia and Europe continued to plunge, with the Shanghai Composite closing down 7.3 percent on Monday.

At the end of trading on Monday, LVMH Moët Hennessy Louis Vuitton shares had lost 4.2 percent, Kering 3.9 percent, Swatch Group 3.6 percent and Compagnie Financière Richemont 1.8 percent.

Solca reiterated that Bernstein is sanguine about "the first level impact of tariffs...What concerns us are the second- and third-order effects: the uncertainty, recent stock market crash, USD devaluation and threat of a global recession."

"The negative second-, third- and fourth-level implications on the global economy, the financial markets and global currencies are just starting to appear. These would only be exacerbated if more countries – like China last week – will introduce countermeasures of their own, both against the USA and other players such as those addressed by the USA," Solca said. "With no change in the context, we expect further downside."

Europe's big luxury players have so far been mum about the tariffs, with the exception of Ferrari, which said it will pass them on to consumers, according to Bernstein.

However, they are likely to get questions when they disclose first-quarter results, with LVMH kicking off reporting season on April 15.



Backstage at Gucci.

Separately on Monday, Pascal Morand, executive president of the Fédération de la Haute Couture et de la Mode, said French fashion's organizing body has put together a task force with economists "in order to evaluate and anticipate the impact of the measures, taking into account price and non-price

competitiveness factors."

He said in recent weeks, the federation has "closely followed the escalation surrounding aluminum and steel and a series of developments in the broader EU-U.S. trade relationship," and it is currently "exchanging with its members and public authorities."

BUSINESS

Levi's Q1 Brings Strength Into Trump's Tariff Mayhem

- The jeans brand topped expectations for the first quarter and is preparing to react to the tariff onslaught.

BY EVAN CLARK

Momentum has got to count for something – in sports and fashion.

"We had a strong quarter," said Michelle Gass, president and chief executive officer of Levi Strauss & Co., in an interview on first-quarter results. "[Organic] sales up 9 percent kicks off 2025 in a very strong way. But not only sales, our margins were up. It's another proof point that our transformation is working."

But this is also one of those moments when the past has a lighter grip on the present and the future is all the more uncertain.

U.S. President Donald Trump moved on from sniping at China to launching a global trade war last week, adding on 10 percent tariffs on goods from nearly every other country. And some have been hit with much higher rates including China, which is being hit with an additional 34 percent tariff.

"It's dynamic, it's new, it's fluid and it's changing," Gass said of the business climate. "We – and the entire industry – are facing a tremendous amount of uncertainty at this moment."

In addition to some momentum, Levi's has been cutting costs as it moves to a stronger direct-to-consumer stance and is also cushioned by its international business, which accounts for 60 percent of sales.

Levi's sources from 28 countries, including China (which accounts for only 1 percent of product), Mexico (5 percent) and Vietnam (a single-digit percentage). The rest of Levi's goods come mostly from other countries in Asia.

But there's really no global supply chain in fashion that could skirt Trump's tariffs.



Michelle Gass

Levi's set up a task force to understand how the trade change would hit its business and how it could mitigate the impact.

"We've already been on the path to improve the structural economics of the

business," said Gass, referring to work that has seen Levi's cut costs over the past year or so. "We will look to accelerate that and then we will work with all of our partners. And if we do take pricing, we're going to

do that very surgically. No decisions have been made."

The speed of events on the ground – Trump, for instance, threatened China with another 50 percent tariff on Monday – makes it hard to settle on any decision.

So for now Levi's, like the rest of fashion, is planning and watching the market closely.

First-quarter sales rose 3 percent to \$1.5 billion, but were up 9 percent on an organic basis, which excludes currency fluctuations, the closed footwear and Denizen businesses and the Dockers business, which is now classified as a discontinued operation.

Net income tallied \$135 million, or 34 cents a share, up from losses of \$10.6 million, or 3 cents a year earlier. Adjusted earnings per share were 38 cents – 10 cents ahead of the 28 cents analysts had penciled in, according to Yahoo Finance.

Levi's ended the quarter with \$574 million in cash and total liquidity of \$1.4 billion.

Harmit Singh, chief financial and growth officer, called that "a very good spot" to be in.

"It's a competitive process," Singh said of the Dockers sale. "There are a couple of prospective buyers. We are in the middle of the sale process and it is confidential right now."

He said the company was confident that a deal would close "sometime in 2025."

If the uncertainty in the market has complicated the Dockers sale, Gass said Levi's mission was still clear despite a volatile world.

"There is uncertainty at times like these," the CEO said. "Levi's is the type of brand that people will go to. They are going to go to brands that they trust, and we stand for the things that are really important in uncertain times, which is quality, value, taking care of our consumer. We're going to continue to focus on great execution and operate against our playbook. That playbook is working."

BUSINESS

BHV Marais Names Karl-Stéphane Cottendin CEO

- The former banker moves up from chief operations officer, and looks to stabilize the historic department store.

BY RHONDA RICHFORD

PARIS – Historic Parisian department store BHV Marais has appointed Karl-Stéphane Cottendin its new chief executive officer.

The change in top management comes less than a year-and-a-half after Emmanuelle Claverie-Veysset stepped into the role in November 2023 after Lyon-based Groupe SGM acquired the retailer from Galeries Lafayette.

Former Merrill Lynch analyst Cottendin has been with Groupe SGM since 2018, most recently as director of operations.

"After restoring BHV's profitability in 2024, we needed a personality who would finalize its restructuring, especially who would give a new dimension to its business, at the service of our customers and partners," said Groupe SGM cofounder and president Frédéric Merlin in a statement.

The group added that Cottendin will establish a new purchasing organization as well as a logistics center with a dedicated

warehouse. He will also be in charge of upgrading IT services.

"He will also work to put in place an even healthier management by controlling overheads and personnel costs (without any redundancy plan, in accordance with the group's commitments), and an even more efficient organization to give priority to reception, advice and customer experience," the company said.

"Finally, and above all, he will work on the implementation of an ambitious project to build the BHV of tomorrow, which will be unveiled soon," it added.

The group positioned 2024 as a year of transition following the acquisition from Galeries Lafayette, though it has been plagued with rumors of unpaid invoices and emptier shelves at the historical location.

Group SGM, which stands for Société des Grands Magasins, is a family-owned company specializing in city-center retail owned by Frédéric Merlin. The group owns and operates 11 shopping centers across France, concentrated in mid-sized cities, as well as seven Galeries Lafayette franchise stores. The latter were acquired in 2022 as the department store offloaded its regional stores.



BHV department store in Paris.

EYE

Gucci Celebrates Bamboo Legacy With Immersive Exhibition

- "Gucci | Bamboo Encounters," shown during Milan Design Week, highlights the cultural and creative significance of bamboo through bold reinterpretations.

BY LUISA ZARGANI

PHOTOGRAPHS BY CARMEN COLOMBO

MILAN – Legend has it that Guccio Gucci was walking by the Arno river and, catching sight of bundles of bamboo shoots, he thought they could serve as an alternative given the scarcity of raw materials after World War II.

This led to several innovations by the founder of the brand, including the signature Gucci Bamboo 1947 bag. Now the brand is taking part in Milan Design Week and Fourisalone 2025 through the exhibition "Gucci | Bamboo Encounters" that celebrates this legacy.

"This year is a fundamental one for the expression of Gucci's identity through its codes, and the bamboo is one of the founding elements of its aesthetics, as is the horsebit, a fundamental symbol of the brand," chief executive officer Stefano Cantino told WWD. "The bamboo is a material that is not only ornamental but it embodies the values of the brand and its resilience. It bends but does not break. Also it reflects Gucci's creativity as it's a material that offers endless opportunities for exploration and innovation."

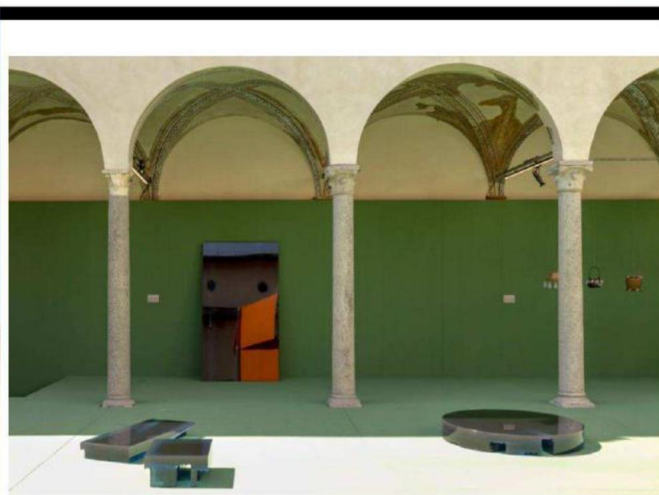
Gucci has adapted the bamboo to different designs over the years and the exhibition explores the lasting impact of the material and how it continues to bridge past and present.

Curated and designed by 2050+ and its founder Ippolito Pestellini Laparelli, the exhibition is set in Milan's Cloisters of San Simpliciano, dating back to the fourth century, located in the heart of the arty Brera district, and impressive with its monastic architecture, frescoed vaults, stone columns, arches and porticoes.

"We thought it was the perfect location because we think that this space offers a context that welcomes the pieces in a natural way," said Cantino. ▶

Here and right: Inside the "Gucci | Bamboo Encounters" exhibition.





toward the sky, with water trickling along the sculpture's winding form." The bamboo grove will be returned to its original site in Viareggio, Tuscany when the exhibit ends.

London-based Palestinian architect, artist and researcher grounded in psycho-spatial practices Dima Srouji conceived "Hybrid Exhalations," showcasing suspended and fluctuating preexisting bamboo baskets, incorporating the narrative of these objects with handblown glass additions.

Kite Club, a Dutch design collective comprising Bertjan Pot, Liesbeth Abbenes and Maurice Scheltens presented "Thank you, Bamboo," a series of kites made from contemporary materials and bamboo. Kite-flying machines they invented were also being tested during the preview visit.

In "Scaffolding," Austrian designer Laurids Gallée reinterpreted the material through his resin design pieces. "Bamboo

is obviously very beautiful – I love its strength, texture and the precision of its parallel lines. But beyond its aesthetic qualities, what fascinates me is how nature has 'manufactured' this near-perfect material," said Gallée. "I think this very aspect, its simplicity and immediate usability, will become increasingly important in the future. Bamboo has been used for millennia as a low-tech construction material, but now, in contrast to objects that simply emerge from a printer, it has the potential to thrive as a more natural alternative." The bamboo embossed inside appears as a negative.

Recontextualizing the theme with bamboo panels and silk fabrics, French artist and a founding member of the Memphis Group Nathalie Du Pasquier presented "Passavento." "There is an emotion coming from the bamboo and printed silk combination. An emotion coming from the rough and rigid material of the structure(...) and the precious printed silk which is supposed to softly move in the air."

Sisan Lee, a Seoul-based designer and artist, incorporated traditional Korean aesthetics and contemporary techniques in his "Engraved" aluminum creations, seats, shelves and wall decorations.

Lastly, the back studio, featuring duo Eugenio Rossi and Yaazd Contractor, who are based in Turin and Mumbai, illuminated the bamboo through a light installation, reflecting tradition and modernity with "bamboo assemblage n.1."

"Gucci | Bamboo Encounters" runs from Tuesday through Sunday. ■



The exhibition presents a series of one-of-a-kind contributions by contemporary designers and artists from around the world who were invited to reimagine the bamboo in bold and unexpected ways, experimenting with new techniques.

"With Ippolito, we selected artists who could freely reinterpret this material," explained the executive. "We wanted to touch different forms of expression, different geographies and very different aesthetics."

The exhibition follows the "Gucci Bamboo: Decoding an Icon" exhibit in Shanghai, which, as reported, was inaugurated on March 28 tracing the history, design evolution and cultural significance of the Bamboo 1947 bag, and also curated by interdisciplinary agency 2050+. The exhibit was expected to close on April 6, but it was so popular that its run was extended for another two weeks until April 20.

Asked to comment on this kind of initiatives, Cantino said "the storytelling builds the identity, the reputation and the relevance of the brand."

Staging "Gucci | Bamboo Encounters" during Milan Design Week "is a strong message, in terms of brand reputation. Gucci exists since 1921 and its identity deserves to be communicated.



Here and above: Inside the 'Gucci | Bamboo Encounters' exhibition.

Reinterpreting its heritage is fundamental, without ever losing the value of the brand, and we will continue to work on this kind of communication over the next years. You can't communicate the brand's aesthetics only through fashion, this is true at all latitudes and even more so in China, this is fundamental."

In the center of one of the main cloisters, 2050+ conceived a raised green platform and an arena for the public program with daily conversations, cloaked in a striking structure in bamboo and orange fabric canopies.

"We wanted to work with designers or artists who were not used to working with bamboo, that's why it's called Encounters," said Pestellini Laparelli. "Through their vision and perspective, the material was

reinvented, and it's often absent as a plant but it is present as a sign, or a cultural and historical trace. This is a multidimensional project that is not connected solely to the plant or to the artisanal craft, but to the expanded imaginary, it's contemporary and explorative."

Nestled in a site-specific bamboo garden, Stockholm-based Swedish-Chilean artist known for his innovative approach to furniture and object-making Anton Alvarez paid tribute to the bamboo's natural shape with his sculpture "1802251226."

"For me, the rapid growth of bamboo has been a core inspiration for this work created for Gucci," said Alvarez. "It serves as a tribute to the essence of bamboo. I'm presenting an extruded bronze fountain that rises from the ground, reaching



Here, right and below: The Loro Piana installation with Dimoremilano during Milan Design Week.



HOME DESIGN

Loro Piana Unveils Installation With Dimoremilano

• The luxury brand created a cinematic, fully furnished installation at its Milan headquarters, as CEO Damien Bertrand underscored Loro Piana's legitimacy in and expansion of the interiors category.

BY LUISA ZARGANI

MILAN – Loro Piana surprised visitors walking into the luxury brand's headquarters in Milan with an immersive installation unveiled Monday.

Partnering for the first time with Dimoremilano, Loro Piana recreated a fully furnished house inspired by an apartment from the '70s and '80s, revealed through a play of lights and sounds. The entrance of the building was transformed into the foyer of a vintage cinema with deep red velvet curtains, leopard-spotted carpeting and brass appliques.

Inside, the apartment displayed furniture designed by Dimorestudio for Loro Piana Interiors; new and classic pieces from Dimoremilano upholstered with Loro Piana Interiors fabrics; items from the Loro Piana The Art of Good Living Collection, and antique pieces and art. Dimoremilano is the label that encompasses the furniture, fabric and lighting collections by Dimorestudio founders Britt Moran and Emiliano Salci.

"I've known Emiliano and Britt for some years and we've always thought that one day we would do something together," Loro Piana chief executive officer Damien Bertrand told WWD. "I love their sophistication and refinement, and they have a point of view which is always unique and very unexpected, surprising."

While he admitted the duo have been working with materials such as glass and metal not traditionally used by Loro Piana,

their quality and creativity is aligned with that of the fashion brand, he said. "For me this was a kind of an obvious choice, and working with them has been a fantastic experience."

Like in a film – conceived and directed by Dimorestudio – the cinematic twist of the installation fanned out across an entrance, a dining room, a living room, a bedroom, a bathroom and a small garden. Details like water overflowing from the bathtub, rain pattering on a window, a phone ringing and a piano playing contributed to the realism of the experience.

Bertrand underscored "this mise en scene is very different from what we've done in the past, but it was very important that the presentation shine a light on the key elements of Loro Piana, the textures, the senses. [Moran and Salci] pushed the boundaries and I think that was very interesting for us. Design Week is also a way to explore, like we did over the past few years."

Bertrand highlighted the legitimacy of Loro Piana in this category. "We just needed time to develop it. It takes time, and we wanted to do it well, and we can go even wider. This is very strategic for us. I can't give you numbers, but we've been accelerating very strongly, to the same level as the rest of Loro Piana."

He said Loro Piana has also been active in the design of interiors of private jets and high-end yachts. "We have a huge demand for this. Furniture is still something that we could develop more and because we explored it from a creative point of view, I think it's very interesting."

Case in point: Loro Piana introduced a new tableware collection called "Punti a Maglia" handcrafted in Limoges, each piece decorated with a pattern of knotting threads – a reference to the brand's expertise.

Distribution has been expanded, as seen by the opening of a dedicated home store at Harrods, he pointed out.



Showcased at the installation were the new furniture pieces conceived by the design duo for Loro Piana Interiors that included the Quarona poufs and coffee tables, made with curved wooden bands and padded seats in Ladakh cashmere and wool and alpaca.

The Valsesia oval in the dining room stood out with its lacquered wood top and wool and cashmere fabric. A tubular steel element appeared in the Varallo round bed and mohair velvet headboard. The Locarno cabinets in three different heights were inspired by museum showcases, and the velvet Trivero armchairs and chairs featured lacquered wooden legs, satin brass jewel details, and padded and quilted backs.

Dimoremilano pieces crafted in Loro

Piana Interiors fabrics ranged from the Bullet ceiling lamp to the Block desk, the Carl low table and the Corner modular sofa, armchair and pouf. Alongside these new creations, signature Dimoremilano designs like the Tavolo 089, the Dega, the Scicura and the Patty armchairs were reinterpreted in Loro Piana Interiors' luxury fabrics.

The installation is open to the public from Tuesday to Sunday.

"Milan transforms completely during this week. You feel the creativity in the air, and you feel this is a very special moment," concluded Bertrand, who, as reported, on June 10 will move to Louis Vuitton to become CEO, succeeded by Frédéric Arnault at Loro Piana.

HOME DESIGN

Appetite for Home Collectibles Driving E-comm

● WWD pinpoints how the home category continues to represent a huge opportunity for fashion and lifestyle players.

BY SOFIA CELESTE

MILAN – The Red Sea shipping delays, inflation and the housing market's slowdown dampened the online spending frenzy for cocooning and beautifying the home in 2024. But despite the downturn and tariff jitters, major online players, including fashion platforms, continue to see the home category as a prime catalyst for business.

Big furniture players turned their focus away from selling e-commerce channels as the focus turned to better performing facets of the business, like contract and hospitality. This trend offset the spending slowdown that gripped developed markets like the U.S. and Europe.

"Online growth slows amid U.S. saturation and return to physical stores, but remains supported by omnichannel strategies, direct e-commerce and digital innovation," Claudia D'Arpizio, senior partner and global head of fashion and luxury at Bain & Company, told WWD ahead of Salone del Mobile.Milano, which kicked off Tuesday and will run here until Sunday.

Online Outperformers

In its last Luxury Monitor, Bain said the online channel overall is entering a normalization phase following post-pandemic swings. As consumers seek value purchases, the secondhand market is gaining traction. One such online marketplace is 1stDibs, which said its net revenue rose 4 percent to \$88.3 million, year-over-year in 2024. In terms of furniture, sales were driven by high-end consumers with an appetite for midcentury modern pieces and the Togo chair by Michel Ducaroy. Lighting's top sale was a Taito Brass Ceiling Light by Paavo Tynell from the 1950s at \$242,922.

Within the fashion space, home continues to represent a huge opportunity.

In 2022, Mytheresa launched Life, its lifestyle category that includes furniture, lighting, textiles, tabletop, decorative objects, pet and travel accessories. About 60 percent of sales come from the platform's top customer tiers, "demonstrating a strong appetite for pieces that elevate their homes with style and individuality," said Richard Johnson, Mytheresa's chief commercial and sustainability officer.

Among the strongest performers were luxury design brand L'Objet, Giori 1735 and home design firm Les Ottomans. In terms of fashion brands active in home, Missoni for textiles and LaDoubleJ for tableware, among other, resonated with its clientele, he said.

"The momentum for the category is clear. As our top customers continue to expand their investment in design, our ability to engage them across both fashion and interiors strengthens our relevance in their lifestyle choices. The intersection of these worlds is where we see a powerful opportunity – not only to inspire, but to redefine the luxury shopping experience and build a closer, more meaningful connection with our customers," Johnson said.

In January, Mytheresa chief executive officer Michael Klinger said his aim is to create a 4 billion euro online juggernaut in the luxury fashion space by operating the Mytheresa storefront alongside those of Net-a-porter and Mr Porter.

Despite the market malaise in 2024, Abask managed to pull off a stellar year, said Nicolas Pickaerts, cofounder of Abask, with revenue tripling compared to 2023.

"This exceptional growth was fueled by robust demand across all markets, particularly in the U.S. Our expanding product offering into new rooms and categories, including The Closet and The Artists Studio, and the rising global appetite for unique, handcrafted home design pieces have been key drivers of this success," he said.

Abask was founded by Matchesfashion founder Tom Chapman and Pickaerts, its former e-commerce director. Given their logistical expertise, they make it possible for consumers worldwide to shop their home design objects and gifts with the guarantee that each item will be shipped in 48 to 72 hours no matter where one is in the 165 countries where the e-commerce site is available.

Baby Steps

Italian e-commerce site Giglio.com said sales of its home category outperformed its overall performance. In 2024 sales dropped 18 percent to 46.2 million euros, but home showed promise over the past year, its CEO Giuseppe Giglio told WWD. Giglio.com launched its lifestyle department in November 2023, after launching the online business in 1996. The Giglio family independently operates five physical boutiques in Palermo, Italy – a business that originally began in 1965.

"Despite not having a specific recognition in the industry, during the gifting seasons sales exceeded 1 percent of total revenues. So the lifestyle department has proved to be a good solution for our customer base who has been recognizing



A look at Mytheresa's new line Life.



Giori 1735

Giglio.com as a major fashion destination," he said, adding that the category was led by home textiles, with brands such as Etro Casa and Fendi Casa leading gains.

This year is showing positive signs, Giglio said.

"Our journey into the design industry confirms that the consumers' habits in fashion and homeware are more and more connected and share a common space. "We are confident though that the outlook will improve during the upcoming months."

Sites like Abask, Artemest and Invisible Collection are havens for small, ultra high-end companies to globalize their businesses and sell their goods internationally. U.S. consumers have proven among the most reliable high-ticket shoppers. Sites like these satiate the appetite for luxury home goods in cities like Dallas and Boston where high net worth inhabitants are on the rise.

"Since the creation of Invisible Collection in 2016, the American market has been our leading market for what we sell – collectible design – accounting for over 60 percent of our market share. The region has had a deep appreciation for French decorative arts for over a century

and has supported exceptional artisans since the Gilded Age," said Isabelle Dubern-Malleveys, cofounder of the London-based platform.

Invisible Collection was founded in 2016 by Dubern-Malleveys, a former journalist and former creative director of Dior Home and Diptyque Home; reinsurance risk specialist and art collector Anna Zaoui, and luxury in-client strategy specialist Lily Froehlicher. The site sells furniture and decor pieces by leading designers: Italy's Osanna Visconti and Allegra Hicks and French designers Thierry Lemaire and Garcé & Dimofski among them. The U.S. has been a main driver since the start.

"When we started Invisible Collection, Americans were already familiar with the first designers we showcased and their furniture, and they've followed us as we introduced new and emerging designers over the years. The American press also has a deep and nuanced understanding of European design, which has played a key role in educating and inspiring collectors. It's a very mature and enthusiastic market with half of the world's art collectors live in New York," Dubern-Mulleveys said.

Richard Johnson



EYE

What Not to Miss During Design Week

● Design Week runs through Sunday and, in addition to loads of new design on show, there are photography exhibitions, projects and other installations – not to mention lots of new restaurants and stores.

BY ANDREA ONATE

WITH CONTRIBUTIONS FROM SOFIA CELESTE

Design store openings, new food destinations and numerous exhibitions are springing up in Milan for Design Week, which runs from Monday to April 13.

Here, a roundup of some events to check out during the week in between viewing all the launches of new furniture, lighting and other home collections.

What to See

Gian Paolo Barbieri Photo Exhibition by Pomellato Milanese fine jewelry brand Pomellato pays homage to the late Italian photographer Gian Paolo Barbieri with a photo exhibition at the brand's boutique.

The exhibition presents five shots from the photographer's collaboration with the jewelry house. Four of them are black-and-white campaign images, among which there is the first Pomellato ad campaign featuring "The Twins" (1971).

"These images remind us how Barbieri's artistic vision helped establish Pomellato's distinctive voice in the world of jewelry, championing women's freedom and authenticity – values that remain at our core today," said Sabina Belli, chief executive officer of Pomellato.

Pomellato Boutique; Via San Pietro all'Orto, 17 - 20121

"Type-XIII Atelier Of" Exhibition Until April 13, the Issey Miyake Milan flagship will host the "Type-XIII Atelier Of project" exhibition, created in collaboration with the Swiss-based design studio atelier of and A-poc able, the design and manufacturing system first introduced in Paris by Issey Miyake in 1998.

The project investigates the concept of combining a piece of wire and a piece of cloth into innovative lighting products, showcasing the prototypes called "the O series" and "the A series" in an installation.

The former is a portable lighting series codeveloped with Ambientec, a Japanese manufacturer that specializes in portable lighting for which atelier of designed an oval wire frame, while the lampshade incorporates a recycled polyester material called "Steam Stretch," which is the same textile technology utilized in A-poc able's clothes-making process. The latter is a lighting series made of seamless knit fabric. The lampshades are pre-knitted into a roll of fabric and take on a three-dimensional form when wire frames are inserted.

Issey Miyake / Milan store; Via Bagutta, 12 - 20121

"Naturalia" Exhibition Buccellati presents the "Naturalia" exhibition to celebrate the beauty of nature during Design Week. Open until April 13, the exhibition takes place in Piazza Tomasi di Lampedusa.

Balich Wonder Studio, which conceives,



A Pomellato ad from 1971 photographed by Gian Paolo Barbieri.

produces and delivers live experiences, produced the exhibit while Berlin-based Studio Mary Lennox, a creative studio specialized in botanical design, created the set.

The exhibit explores Buccellati Silver Nature through three distinct natural environments: mountains, forests, and the depths of the sea. It also features Buccellati's signature silver collection, the "Furry Animals."

Piazza Tomasi di Lampedusa; Via Brisa - 20123

"Mendini x Venini" Exhibition Damiani unveils an exclusive exhibition with glass firm Venini called "Mendini x Venini" at its new boutique in Milan. The brand pays homage to the late Italian designer Alessandro Mendini, who collaborated with Venini from 1987 to 2019, by showcasing his works along with Damiani jewels.

Visitors can also find several drawings of the artist, chosen in collaboration with the Alessandro Mendini Archive.

Among the works showcased is the "Glass Soldier" (2001), which portrays a stylized head made of opaline blown glass and adorned with 18-karat gold earrings. The sculpture was produced in a limited edition of 99 pieces. Other pieces on display are from the "Giotto collection" (2005), which totals 119 items numbered according to Arabic numerals and five more numbered according to Roman numerals.

Boutique Damiani; Via Monte Napoleone, angolo Corso Giacomo Matteotti - 20121, 20122

"Speak Memory: A Conversation Across Time" Exhibition Cabana Magazine and its founder Martina Mondadori unveil the "Speak Memory: A Conversation Across Time" exhibition curated by former magazine editor Deborah Needleman. The exhibition draws its title from Vladimir Nabokov's memoir and celebrates and supports artisanship.

The exhibition showcases pieces from craftspeople around the world who were asked to create site specific works merging design, craftsmanship and art, including handcrafted pieces made by the Korean leather artisan Dahyeon Yoo, and furniture pieces by the New York-based design studio Green River Project.

Many of them utilize materials from the artisans behind LVMH Métiers d'Art.

Casa Cabana; Via Bigli, 19 - 20121

"Romantic Brutalism. A Journey Into Polish Craft and Design" Exhibition

After Adrien Brody clinched the Oscar for his performance in the three-hour film "The Brutalist," it's no wonder the movement is having a moment right now. "Romantic Brutalism: A Journey Into Polish Craft and Design" introduces the world to the rich tapestry of Polish design that culminated in its own version of Brutalism after the country's birth in 1918.

The exhibition is being presented by Poland's Visteria Foundation and was curated by Milan's Federica Sala and created by Zuzana Paradowska from Paradowski Studio. The showcase is a tribute to the work of 23 Polish designers and how their storytelling weaves into Poland's design culture.

"The aim is to illustrate how concepts such as nature, eternity, and transformation, and styles such as Brutalism, Romanticism, Decadence, Folk and Art Deco are being reinterpreted and reimagined today, resulting in intriguing fusions, such as Romantic Brutalism or post-natural Decadentism," Sala told WWD adding that overall, the showcase is a celebration of Poland's origins and how its history eventually gave birth to some of the world's most distinct Brutalist landmarks. "It's a historic moment in which the world is rediscovering Brutalism," she said.

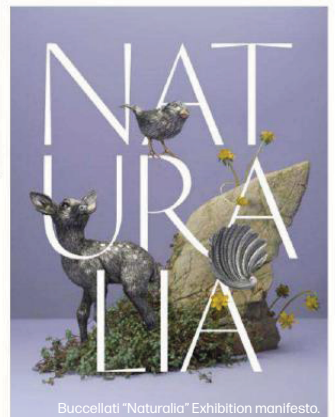
Viale di Porta Vercellina 11 - 20123

Gastel Kartell, "Il copione di un'amicizia per immagini [A friendship script through images]"

Piccolo Teatro Grassi welcomes the "Gastel Kartell, Il copione di un'amicizia per immagini [A friendship script through images]," which celebrates the 30-year collaboration between the late photographer Giovanni Gastel and the Luti family of the Italian furniture company. The works showcased come from the Kartell archive and include black and white shots that depict Kartell classic items such as the gold compass, or the little chair by Marco Zanuso and Richard Sapper. The exhibition is a "deserved tribute four years after Giovanni's death in a symbolic place of



The Type-XIII Atelier Of project



Buccellati "Naturalia" Exhibition manifesto.

Milan like the Piccolo Teatro," said Claudio Luti, president of Kartell.

Piccolo Teatro Grassi; Via Rovello, 2 - 20121

"Making the Invisible Visible" Exhibition Google presents the exhibition "Making the Invisible Visible" at Garage 21 until April 13.

The project was co-created by Google's chief design officer of consumer devices Ivy Ross, and her design team in collaboration with the light and water artist Lachlan Turczan.

Guests first encounter Turczan's "Lucida" (I-IV) installation, a series of spaces sculpted entirely from light. The project is interactive since visitors activate the work and make light bend, flow and solidify as they walk around.

Via Archimede, 26 - 20129

"Unleash Your Genius" Exhibition

Notebook brand Moleskine unveils the "Unleash Your Genius" exhibition project at Base Milano in Via Bergognone, 34.

The project focuses on the idea that handwriting is an act of creative expression and an action that deeply engages the brain.

"We are thrilled to take part in Milan Design Week with this experiential installation. Moleskine celebrates the human genius and the enduring power of pen and paper," stated Christophe Archambault, CEO of the brand. At the center of the installation is Tony Pignatelli's origami brain sculpture crafted from Moleskine paper and visitors can contribute with sketches, thoughts and drawings to the wall made of Moleskine notebooks. Throughout the week immersive activities and workshops will be held by artists and calligraphers.

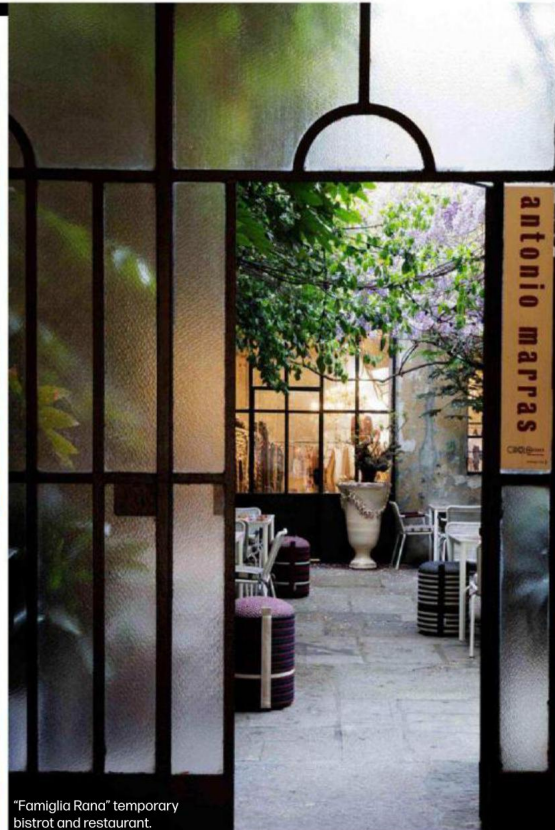
Base Milano; Via Bergognone, 34 - 20144 ▶



The food at Hatsune at Ronin.



Inside Mignon in Porta Romana.



"Famiglia Rana" temporary bistro and restaurant.



Inside Eredi Zucca store.



The new space of Convey.

"It Means Peace" Installation Italian jeweler Pasquale Bruni, in collaboration with creative director and executive producer Marco Balich and Balich Wonder Studio, present "It Means Peace," a site-specific installation located in the urban street bottleneck, called "strettone" in Italian, between Via Fiori Oscuri and the Orto Botanico di Brera.

The visitor is led to think about the concept of peace through sound, images and symbols.

Written in seven languages in neon through glass-blowing techniques is the word "peace" and visitors can hear voices from people who contributed to the cause. Under the writings are pools with floating lotus flowers, inspired by the designs of Bruni, where visitors can light candles and leave messages of peace.

Entrance from via Brera, 28 - 20121

Where to Eat

Hatsune at Ronin Well-known Japanese chef Katsu Nakaji has opened his first restaurant outside Japan in Milan.

The new destination is located on the second floor of the House of Ronin building in via Vittorio Alfieri, 17. The fourth-generation sushi master, who has collected two Michelin stars for his restaurant in Tokyo, has developed an omakase menu, crafted for just 10 guests.

The first floor hosts the Robata restaurant, which recently brought to Milan the Japanese experience of Yakินิกu, which means "grilled meat."

The meat offering includes three types of wagyu beef from Japan and six international varieties from Spain, America and Australia. Beyond the grill, sushi remains a key element, with a dedicated section that complements the meat selection.

Ronin; Via Vittorio Alfieri, 17 - 20154; Tel. 02-89-36-7101; houseofronin.it

The Seed Milano Milan has recently welcomed The Seed, a plant-based café and coworking space founded by Flavia Abbadesse and Adriana Masserini. It's

open until late afternoon for breakfast, lunch and snack time with several meal options and it is located in Viale Monte Nero, 78.

The breakfast menu includes banana bread, carrot cake, powerballs with coffee, natural infusions and smoothies. For lunch there are soups, salads, quiches and toasts, such as avocado toast or peanut butter and jam. The bakery section offers brownies and croissants. The coworking space is next to the food area and on the downstairs floor and is intended for workshops, networking events and more.

Viale Monte Nero, 78 - 20135; theseed-milano.com

"Famiglia Rana" Temporary Bistro and Restaurant NonostanteMarras is a concept store located at Via Cola di Rienzo, 8 which until April 13 hosts the "Famiglia Rana" temporary bistro and restaurant.

Michelin-starred chef Francesco Sodano leads the kitchen, blending traditional recipes with influences from designer Antonio Marras' hometown, Alghero, such as a Black Angus tataki with pompia emulsion made with a traditional citrus variety from Sardinia; burnt potato chips, and fiore Sardo, an uncooked hard cheese, or Sardinian gnocchi with rocket pesto and toasted pine nuts. The restaurant is open from breakfast through dinner, including lunch.

Marras has envisioned a black and white setting, where at the center of the showroom there will be his own "Chi ama la maestra [Those who love the teacher]" installation reinterpreting the school classroom concept with puppets and artistic suggestions.

NonostanteMarras; Via Cola di Rienzo, 8 - 20144; antoniomarras.com

Mignon The Neapolitan pastry shop Mignon founded in 2016 has arrived in the Porta Romana district. The new food destination is open from breakfast through lunch, including aperitif hours and afternoon tea. Its offer includes traditional pastries such as the sfogliatella, the

shell-shaped pastry with a sweet or creamy filling, and the pastiera Napoletana, the traditional Neapolitan cake. There are also toasts, salads and sandwiches.

There also are sugared almonds, candies, biscuits and chocolates. The project was designed by architect Walter Brunetto of the Genoa-based studio AMW Architettura with the consultation of architect Valentina Pelizzetti. The space features a big blue counter at the entrance and the surfaces of the work tables and small tables are made of Calacatta Oro marble. An artwork crafted in porcelain from Capodimonte portrays Parthenope, one of the sirens in Greek mythology.

Corsù di Porta Romana, 48 - 20122; mignonitaly.com

Where to Shop

Vispring Vispring, the luxury handmade bed brand, has opened its first store in Milan, in Via Visconti di Modrone, 8.

The new two-floor store offers collections such as "wool fabrics," which includes 25 new fabrics such as wool bouclé or the diamond majesty topper composed of nine layers of natural materials such as Shetland wool, royal alpaca, cashmere and more.

"The showroom is the proof of Vispring's commitment to expanding its international presence," said Martin Gill, CEO of the brand.

All the products are made to measure in Plymouth, England.

Via Visconti di Modrone, 8 - 20122; vispring.com

Rak Ceramics Design Hub Rak Ceramics, one of the largest ceramic brands in the world, specialized in ceramic and gres porcelain wall and floor tiles, sanitary ware, faucets and tableware, has unveiled its design hub in via Borgogna, 8.

The space covers 4,320 square feet and was designed by the Milan-based architecture firm MMA Project.

The hub showcases Elie Saab bathroom and surface collections; Kludi bathroom

and kitchen fittings, and Rak Porcelain, specialized in tableware and cutlery.

The opening in Milan follows new stores in Dubai, London and Frankfurt.

Via Borgogna, 8 - 20122; rakceramics.com

Eredi Zucca Milano Eredi Zucca is a Milan-based men's beauty brand that has opened its first store in Via Bigli.

Its barber tradition dates back to the 17th century, when Carlo Antonio Zucca opened his first barbershop in the Italian city. The brand's offer includes grooming, skin care, body care, hair care and manicure essentials products.

Razor handles and bristles are made of deer horn, ebony or resin by artisans, who also create brushes and combs, luxurious saffiano leather beauty cases, and the brand's iconic marble jars.

There are three luxury suites, all of which have mosaic floors, ebony walls, paneled ceilings and metopes crafted by Venetian glassmakers.

Via Bigli, 6 - 20121; eredizucca.com

Convey Convey, a project led by Simple Flair that aims to establish a network between contemporary brands and key design players, has inaugurated a new location in Porta Venezia. The venue is located in via Rosolino Pilo, 14 and will host brands and projects such as the Convey Market, a space dedicated to showcasing new design.

The latest edition, which marks the project's third, introduces the concept of guest designers and will feature Sunfish, a New York-based design studio that will present its self-produced furniture collection for the first time in Europe.

"Convey was created to foster synergies and connections between design brands in a contemporary and intentional way, a platform for exchange and relationship with both a cultural and commercial purpose," stated Riccardo Crenna, cofounder of Simple Flair.

Via Rosolino Pilo, 14 - 20129; conveyproject.com ■

Can Skims Revive Kim Kardashian's Beauty Business?

After reclaiming her beauty business via Skims, Kardashian faces the challenge of carving out a lasting niche in the crowded celebrity beauty market, leveraging Skims' \$4 billion momentum.

BY KATHRYN HOPKINS

Third time's a charm – but also a challenge.

As Kim Kardashian regains control of her beauty business, industry insiders are weighing in on what it will take for the multimedia mogul to find long-term success in the category after years of fits and starts.

Executives, insiders and sources agree that the move to consolidate her businesses is a smart one. Ashley Helgans, an analyst at Jefferies, said the deal makes sense not just for Kardashian, but for Skims. "Given Skims is reportedly considering going public, bringing all the Kim Kardashian brands under one umbrella is a logical step," she said.

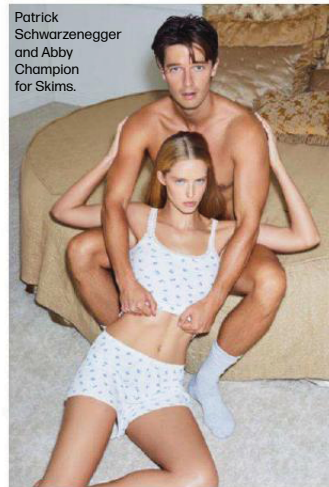
As reported, in March, Kardashian regained full control of Skkn by Kim, with her shapewear and apparel company Skims acquiring Coty's 20 percent stake, while Kardashian's 80 percent stake was also transferred to Skims, the company she founded with Jens and Emma Grede.

Still, most say it'll take more than new ownership to give any potential beauty business the same market longevity and dominance as its shapewear-oriented, marketing-powered parent.

As a refresher, Kardashian launched KKW Beauty in 2017 with the Crème Contour and Highlight Kit, which quickly sold out, and later introduced KKW Fragrance with a trio of crystal-themed fragrances. After Coty took a 20 percent stake in Kardashian's beauty interests in 2022 for \$200 million, she shuttered both brands and returned with Skkn by Kim, a \$630, nine-step skin care system. In January 2024, the brand dove back into color cosmetics, with a collection of lip liners, lipsticks and an eye shadow palette. Neither initiative seemed to have the success of the earlier offerings, and in between, both parties were relatively quiet on the brand – until the sale in March.

As for what went wrong, one source told WWD that Kardashian, who boasts 357 million Instagram followers, didn't get enough marketing support from Coty, positing that Skkn by Kim was under-resourced during its time with Coty.

Another source said that while Kardashian had ideas to drive the business, Coty was unable to provide the needed resources, due both to its debt



Patrick Schwarzenegger and Abby Champion for Skims.

load and the strategic decision to focus on long-term licensees like Gucci and Burberry and the rejuvenation of the mass market business, CoverGirl.

A rep for Coty did not respond to request for comment.

Kardashian, meanwhile, is understood to have been more focused on Skims, and not without good reason. Skims reached a \$4 billion valuation in 2023 after hitting \$500 million in revenue the year prior. Conversely, Skkn by Kim is rumored to be around \$20 million in sales, and never scaled into retail.

While the brand struggled to gain traction under Coty's guidance, many believe that Kardashian's beauty business still has legs, especially under the Skims umbrella.

For one, despite the marketing spend and not much happening with the brand, CreatorIQ's data showed Skkn by Kim has seen pretty strong engagement over the past year, with a total EMV of \$19 million, up 33 percent. While Skims' EMV is much higher at \$290.4 million, it's down 23 percent.

"While Skims is operating on a much larger scale – roughly 18x the creators and 13x the posts – Skkn by Kim is clearly displaying the greatest momentum out of these three brands (including KKW), a



Kim Kardashian

particularly impressive feat given that Skkn by Kim's creator count contracted by 4 percent year-over-year," said Alex Rawitz, director of research and insights at Creator IQ. "However, Skkn by Kim has succeeded by finding highly engaged creators who post about the brand more frequently."

Kardashian's beauty business could benefit from Skim's savvy marketing machine that has seen her tap a range of celebrities who are of the moment. Think Patrick Schwarzenegger, Neymar Jr., Rosé, Charli XCX and Sabrina Carpenter.

"What Kim has done really well is create a very cohesive aesthetic. And so it could be consumers that want the aesthetic more than what the product is purporting in terms of efficacy," said a source.

"She has a great opportunity to be successful in beauty," another source said. "You just need the right packaging, the right product, the right pricing, the right distribution strategy. They have beautiful stores. But I also think they can do something with a retail partner, who can do it exclusively."

Allison Collins, cofounder of The Consumer Collective, was more skeptical. "The Skims marketing machine should help – it's powerful and there are some good strategic thinkers in there. It's not exclusively about plastering Kim's face on everything," she said. "However, Skims filled a white space in the market, and Kim's beauty line does not do that. There are tons of celebrity beauty lines and most of them aren't very good or interesting."

Collins also pointed to the steep price and pressure on consumer spend as potential obstacles. "The context for making it work is very tough," she said.

Although it doesn't have tangible commonalities with shapewear, going back into fragrance may be Kardashian's best bet as that category gains steam across price points – including with her own family members. Kylie Jenner's Kylie Cosmetics (still majority-owned by Coty) is understood to have had success with

its fragrances Cosmic Kylie Jenner Eau De Parfum and Cosmic 2.0.

Her other sister, Khloé Kardashian, launched her first fragrance called XO Khloé last year in partnership with Luxe Brands.

By contrast, luxury prices are challenged in skin care, and a \$600-plus skin care regimen goes against the prevailing consumer trend of trading down within the market. If Kardashian went in at a lower price point but still in prestige, there's more opportunity, say analysts.

According to Circana, in 2024, the mass market saw higher-priced skin products grow, while consumers traded down in the prestige channel. "The dynamic of skin care softening is more pronounced in the prestige market," said Larissa Jensen, senior vice president of beauty and industry adviser, Circana. "What's doing well in the prestige market are value-priced brands. These are brands that are typically under \$30."

While there is still demand for lip products, which could be a good play for Skims, there is much competition in the market from the likes of Summer Fridays and Rhode among others.

The makeup category is performing better in prestige than in mass, contrary to skin care. To win there, Kardashian would have to evolve beyond the heavy contouring of the 2010s she helped make famous, and dip her toes into the softer contouring trend favored by consumers in 2025.

"She's known for her contour, beautiful makeup. It's been her look for a long time now. So she's going to go with foundation, lipstick. One angle could be interesting is shapewear makeup for contouring," said an industry source.

As for the financial potential of the brand, sources said it has the potential to generate around \$300 million in sales, depending on the category – and the marketing strategy, of course.

"It's a tall task, but Skkn by Kim's growth shows that a Kardashian brand can still succeed in the beauty space," said Rawitz.



Skkn by Kim

Fragrantica's Top 10 Men's Fragrances In March

Popularity data from the online fragrance forum shows men's fragrance fans are engaging heavily with offerings across the spectrum – from flankers to new releases to limited-edition launches and, of course, longtime favorites.

BY NOOR LOBAD

TikTok isn't the only place where burgeoning fragrance communities are showing up and sharing thoughts in full force.

Fragrantica – the 2007-founded online fragrance forum (and encyclopedia of sorts) – has long been a hub for enthusiasts, and recently, the community has welcomed an influx of exploration-oriented men's shoppers, too.

Indeed, while fragrance as a whole has continued to grow (and grow) in recent years, the boom in men's – which comprises a third of the prestige fragrance business overall – has been outpacing that of the total category by several percentage points of late, according to Circana.

This momentum can be attributed to a few factors, among them the niche fragrance wave; an uptick in overall launches as the category swells, and an aging-down of the category's youngest consumers as more teen and tween boys get into fragrance. (Last year, The Estée Lauder Cos. chief executive officer Stéphane de La Faverie told WWD that teen boys in recent years "have driven 26 percent" of the group's fragrance growth).

There's also the surge in men's fragrance influencers: While Daniel Sredzinski, more commonly known as "Jeremy Fragrance" to his 10.1 million TikTok followers, is the most prominent example, countless others have emerged – and grown their audiences fast. There's Evan Hall (@fragranceknowledge) with 1.1 million TikTok followers; Steven Gavrielatos (@redolessence), with 600,000-plus followers; Noel Thomas (@thenoelthomas), who counts 773,000-plus followers, and others, many of them teenagers.

On Fragrantica, the 10 most engaged with men's fragrances during the month of March reflect this increasingly knowledgeable and experimental consumer. A limited-edition holiday flanker of Valentino Beauty's signature Uomo Born in Roma cologne continued to garner buzz for its spicy-gourmand blend even after its discontinuation; positive reviews for Dior's recent Sauvage Eau Forte continue to roll in ("a banger," reads the latest; "great hoodie scent," reads another), and so on.

Fragrantica's Top 10 Men's Fragrances In March

1		Valentino Beauty Uomo Born in Roma Rendez-Vous The Gold Price: \$125 Launched: 2024
2		Dior Sauvage Eau Forte Parfum Price: \$193 Launched: 2024
3		Rabanne Invictus Aqua Eau de Toilette Price: \$125 Launched: 2016 Relaunched: 2024
4		Fragrance One Date for Men Extrait de Parfum Price: \$179 Launched: 2019
5		Chanel Homme Sport Superleggera Eau de Parfum Price: \$172 Launched: 2024
6		Davidoff Cool Water Parfum Price: \$90 Launched: 2021
7		Alfred Dunhill Desire Red for Men Eau de Toilette Price: \$26.99 Launched: 1997
8		Fragrance One Office for Men Eau de Parfum Price: \$249 Launched: 2019
9		Louis Vuitton LV Lvers Price: \$330 Launched: 2024
10		Viktor & Rolf Spicebomb Dark Leather Eau de Parfum Price: \$145 Launched: 2024

Door Dashers

The latest retail expansions in beauty. BY NOOR LOBAD

Red light therapy device brand **Solawave** is entering 610 Ulta Beauty at Target stores. Best known for its \$169 4-in-1 Radiant Renewal Skincare Wand, the brand has been a significant driver of at-home beauty device sales, per Daash Intelligence.



Charlotte Tilbury has landed at Bluemercury. Starting at \$7 for a lip/eye pencil sharpener to \$150 for each of its emotion-inspired fragrances, the brand's makeup, skin and scent offerings are now available in 33 doors.



Dr. Whitney Bowe's eponymous skin care range has also entered Bluemercury, launching in 25 doors. Products range from \$36 for the Bowe Glow Cleanser to \$99 for a 0.1% Retinal Firming Treatment.

Skin care brand **Matter of Fact** is entering the professional channel for the first time via select Cosmoprof locations and online at cosmoprofbeauty.com. Last fall, the brand was acquired by Next 8 Investments for an undisclosed sum, and is also available at Sephora.



Fast-growing **Boka**, which bills itself as a nontoxic oral care brand, has launched in more than 1,000 Target stores nationwide. Known for its natural toothpaste and fluoride-free formulas, the brand's revenues hit \$50 million in 2024, more than quadrupling since 2022.



Truly Beauty has launched at Anthropologie stores nationwide, bringing bestsellers including its gourmand aftershave oils, \$33, to the retailer. It is also launching an exclusive range of products online at Anthropologie, which joins Ulta Beauty, Nordstrom, Shoppers Drug Mart and Sephora Mexico in Truly's retailer lineup.



Products from Neiman Marcus and Scentbird's collaboration.

Scentbird Launching Luxury Fragrance Edit With Neiman Marcus

The partnership follows the success of the platform's partnership with Saks Fifth Avenue in 2022.

BY JAMES MANSO

Scentbird is taking another stab at department store partnerships.

The subscription platform for fragrances has inked a partnership with Neiman Marcus, which entails 30 brands selected by Neiman Marcus buyers. Called Neiman Marcus Select, travel sizes of each are available for sampling on both companies' websites for \$16.95, starting April 8.

Participating brands include D.S. & Durga, Ex Nihilo, Montale, Mancera, Acqua di Parma, Mind Games, Navitus and Wilhelm Parfumerie, among others.

"Back in 2022, we did a collaboration with Saks, and that was our first one with a retailer," said Bettina O'Neill, Scentbird's executive vice president of business development and merchandising. "We realized we had this customer who loved niche, more expensive fragrances and they're able to experience them in a larger sample size."

Brands in the Saks partnership reported conversion rates of 3 to 4 percent on the samples to full-sized product, which O'Neill attributes to how targeted the sampling efforts are.

"Being a merchant for so many years, I would ask brands for tens of thousands of samples. With Scentbird, it's smart sampling. The customer chooses the sample, pays for it, has the option to write a review. And the brand has the choice of where to send them to buy full-sized," said O'Neill, who was previously the head of beauty at Barneys New York.

The selection of fragrances Neiman Marcus picked are "definitely going more niche," O'Neill said, based on prior learnings. "We know our customers mostly join for designer fragrances, but because

we're a discovery platform, we have a great questionnaire that uses AI and makes recommendations."

O'Neill kicks off brands that join the platform with a heavy marketing campaign, and that will continue as the partnership with Neiman Marcus takes on new brands and evolves. "Our customer loves to have newness," she said. "It has a real impact on brands' businesses. When brands see that and retailers see that, I think more people will want to come on board."

Last year, fragrance was the fastest-growing category in prestige beauty in the U.S., according to data from Circana. It swelled 12 percent, overtaking skin care as the second-largest category in the market.

Every six months, the collaboration will update with a fresh assortment of product and new creative to support it.

To that end, O'Neill has a large creator-led social media push planned for each brand, as well as targeted marketing to existing subscribers. "Neiman's is going to do a special gift with purchase for Scentbird subscribers who are buying something full-size," she said.

Scentbird has also expanded beyond just collaborations. The company acquired the automotive air freshener company Drift in 2022 – "Saying that business is on fire would be putting it mildly," O'Neill said – that's also entered Amazon, Target and Walmart.

The platform is also getting into the live events game, having debuted its first Digital Fragrance Summit on Thursday. The lineup included the company's own team like chief marketing officer Elena Lécucé, vice president of innovation and product Jeniece Trizzino and community manager Dei'jon Parks, in addition to Marisa Auciello of Europerfumes and content creator Paul Reactss.

As TikTok Shop Expands in Europe, Will It Unlock New Opportunities for Beauty Brands?

The shopping platform's experience in the U.S. and U.K. offers a good hint. BY JENNIFER WEIL

PARIS – Continental Europe is a next frontier for TikTok Shop, creating huge potential for beauty and personal care brands.

The platform melding content and shopping, and touting itself as "discovery commerce," officially launched in France, Germany and Italy on March 31, after having entered Spain in late 2024.

Although it's too early to say how TikTok Shop's new European outposts will fare, TikTok Shop in the U.S. and U.K. can serve as good case studies.

TikTok Shop swiftly became a significant shopping force in the U.S., where it launched in September 2023. In 2024, the platform generated \$1 billion in beauty sales and was the country's eighth-largest e-commerce health and beauty retailer, according to a recent NielsenIQ study. With 200 percent year-over-year sales growth, TikTok Shop was the fastest-growing e-commerce in the U.S. during the holiday season last year, Statista research shows.

Meanwhile, TikTok's presence hangs in the balance in the U.S., since TikTok's parent company ByteDance faces a ban there unless it finds an American buyer by mid-June.

For TikTok Shops in both the U.S. and U.K., beauty and personal care is the top-selling product category.

On TikTok Shop U.K., the segment rang up \$91.1 million in the first quarter of this year. Within that, the makeup and skin care subcategories made the most sales, according to Charm.io. That intelligence platform said on TikTok Shop U.K., the top 10 shops in beauty and personal

care during the period were PL Makeup Academy, Made by Mitchell, BPerfect Cosmetics, Whites Beaconsfield, Nature Spell, HNB Cosmetics, L'Oréal Paris, The Beauty Crop, Lookfantastic and Glow for It.

Nivea, a Beiersdorf-owned brand, is a partner of TikTok Shop Germany and launched also on TikTok Shop Italy.

"E-commerce is already the fastest-growing sales channel for Beiersdorf, and with TikTok Shop, we are now taking this development even further, harnessing the potential of social commerce in Germany," said Christian Haensch, general manager Germany and Switzerland at Beiersdorf. "With TikTok Shop, we can now reach younger audiences even better by combining commerce and entertainment."

Beiersdorf has been active on TikTok Shop in China, where the platform is called Douyin, since 2020 and 2023 in Southeast Asia, including Malaysia and Indonesia. Last year, the German company entered TikTok Shop in the U.S., U.K. and Spain.

"With the TikTok Shop launch, we are opening up a new, highly relevant sales channel directly at the interface between inspiration and purchasing decisions," said a Beiersdorf spokesperson. "TikTok Shop offers us the perfect platform to bring products to life, describe them in an approachable way and make them immediately available. [It's] a strong signal for the future of our e-commerce and at the same time an important step toward making our brand approachable and becoming part of the creative everyday

moments of our community."

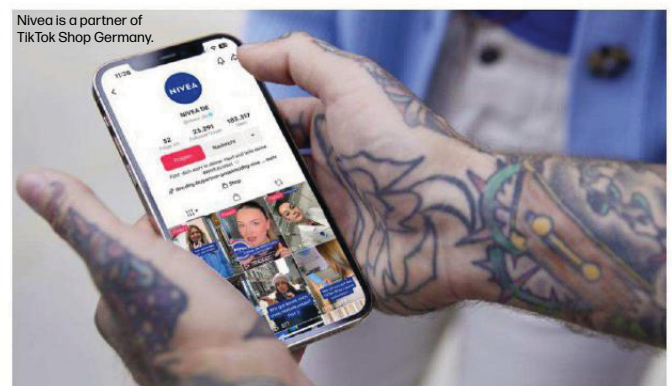
For its part, Cosnova is launching the Essence brand on TikTok Shop in Europe to reach its core audience, Gen Z.

"TikTok offers a unique opportunity to combine entertainment, community engagement and commerce in one seamless, mobile-first shopping experience," said Sebastian Romanus, director of digital brand experience at Cosnova. "Cosnova aims to strengthen Essence's presence in the digital beauty space by building out a new, highly engaging sales and communication touchpoint. TikTok Shop is meant to complement our existing retail or e-commerce channels, by offering

exclusive product bundles tailored to community preferences."

Cosnova already has experience on TikTok Shop in the U.S. and Malaysia.

"These markets provided valuable insights into user behavior, content formats that convert and the types of product bundles that resonate most with the TikTok audience," said Romanus. "The successful integration of community feedback and content-driven commerce in those countries confirmed the platform's potential as a long-term growth driver. As a result, Cosnova is entering the European market with a clear focus on curated offerings, responsible communication and sustained community engagement."



Nivea is a partner of TikTok Shop Germany.

The Need-to-know

As hair care growth continues to outpace that of skin care and makeup, respectively, WWD spotlights six must-know springtime innovations in the category. BY NOOR LOBAD

While beauty's post-pandemic growth may be tempering overall, hair care is still up – and likely to stay up.

In 2024, the category grew 9 percent in the prestige market and 3 percent on the mass side, and Circana's senior vice president and beauty industry adviser Larissa Jensen anticipates hair will see a double-digit sales

surge in the prestige market this year.

Certain sectors – styling and scalp care, for instance – are particularly poised for further growth, but momentum is all around. Here, WWD spotlights six standout hair launches this spring – from Color Wow's hopeful next cult-favorite to Curlsmith's inaugural curly-hair curling iron.

TRESEmmé A-list Collection

\$11.99 EACH AT TARGET

Comprised of eight styling products each priced at \$11.99, TRESEmmé's A-list collection aims to offer luxury-inspired hair care offerings at an affordable price point. The line includes a smoothing cream; priming, texturizing and shine sprays; a styling stick, bonding oil and even a hair fragrance – which marks a vanilla- and sandalwood-infused first for the Unilever-owned brand. The line also debuts a new, elevated "T" monogram for TRESEmmé as part of its luxury-inspired bid.



Wella Professionals Ultimate Smooth Collection

\$25 TO \$35 AT ULTA BEAUTY, AMAZON

Powered by a patented squalane-and-omega-9 pairing, this four-step regimen from Wella Professionals aims to smooth strands and fight frizz for up to three days. The collection entails a shampoo, conditioner, a hair mask and a hero Miracle Oil Serum, which claims to nourish strands while creating a protective barrier against environmental aggravators.

Color Wow Texas Hold 'Em Big Hold Hairspray

\$30 AT SEPHORA, COLORWOWHAIR.COM

Color Wow has created a cult-favorite before, and with its next humidity-proof offering (and some Beyoncé-adjacent positioning), it's looking to do it again. Best known for its \$28 Dream Coat treatment spray, one of which is sold every 4.4 seconds, the brand is debuting its second and heaviest-duty hairspray yet. Tested in 60 percent humidity conditions, the Texas Hold 'Em spray was found by the brand to deliver 82 percent style retention eight hours after use, on average. It also claims to feature 50 percent less alcohol than other aerosol hairsprays, while requiring less product for more hold. Or in the brand's words, "less wetter – holds better."



Pattern Beauty Revitalizing Scalp Scrub

\$29 AT SEPHORA.COM, PATTERNBEAUTY.COM

Founder Tracee Ellis Ross is bolstering Pattern Beauty's scalp-care suite with its first scrub. Made with pink Himalayan sea salt, cucumber, ginger root and fenugreek, the offering is meant to exfoliate dead skin cells and product buildup, also reducing scalp itchiness as a result. The brand did not specify sales expectations for the launch, though industry sources estimate the scrub, which debuts at Sephora before entering Ulta, Macy's and nordstrom.com, could do between \$2 million and \$5 million in first-year sales.



Curlsmith Defrizzion Curl Reviving Wand

\$189 AT SEPHORA, CURLSMITH.COM

Designed specifically for use on natural curls, this Curl Reviving Wand features four interchangeable attachments meant to enhance one's natural curl pattern across varying hair types – from loose waves to ultra-tight coils. Suitable for a second- or third-day refresh, the tool offers 13 temperature settings ranging from 220 to 400 degrees Fahrenheit. Industry sources estimate Curlsmith's sales to be around \$50 million annually.

The Doux Bonita Bubble Balm Foaming Pomade

\$17.99 AT THEDOUX.COM

Mass market curly-care darling The Doux, which according to Circana holds the number-one position among textured-hair mousses with its \$16.99 Mousse Def foam, is introducing an innovative format. Bonita Bubble Balm Foaming Pomade, \$17.99, is a cream-to-mousse styler meant for lightweight, medium hold. Suggested as a prep step for braiding or twist-outs, or for loose-curl definition, the pomade is formulated with versatility in mind. Available at Target, Walmart, CVS Pharmacy, Sally Beauty and more, The Doux reports 72 percent year-over-year growth.



BUSINESS

Underground Storage Hub to Transform Champ-Élysées Retail



A rendering of the Atelier Logistique.



A rendering of product delivery to Atelier Logistique.

- Built beneath Paris' famed shopping street, the nine-story Atelier Logistique facility frees up prime storefronts, accelerates deliveries and cuts emissions.

BY RHONDA RICHFORD

PARIS — Five stories below the Avenue des Champs-Élysées, AI-controlled robots are already at work.

They are testing the systems for Atelier Logistique, a 172,200-square-foot stock storage and logistics space being built by Swiss Life Asset Managers and Mont Thabor to support the retail infrastructure of the nearby shopping areas.

The partners converted a disused nine-story underground parking garage, which reaches well below the level of the Seine river, and was originally intended to be refurbished. But with Paris Mayor Anne Hidalgo's ambitious plan to reduce car use, with schemes like revamping the famed shopping street with fewer traffic lanes, the project was reconsidered and transformed into a remote storage solution for retail.

With only a 3 percent vacancy rate on the Champs-Élysées, brands are fighting for space but using valuable square footage on storing stock. Swiss Life's research put that number at between 8 percent and 14 percent of space that could instead be used for retail. The median price per square meter on the Champs-Élysées and surrounding luxury streets rings up at 15,000 euros, the group said, making that loss of shopping space costly.

"In the luxury market, we know that some of the retailers may want to boost the retail experience," said Swiss Life Asset

Managers head of research and innovation Béatrice Guedj.

That retail experience is two-fold, she said: first, to upscale space and shopping services in-store; second, to hold more product to support omnichannel supply for online ordering, in-store pick-up and returns.

"This is the vision we have, and luxury brands also have, in mind. That's why we assume that there is a winning play for them to rethink their retail supply chain," she said.

This should also reinforce the luxury goods market in Paris, as it risks losing sales to other fashion capitals such as Milan.

Brands will be able to store their goods in Atelier Logistique and have them delivered by bike, on foot or pick them up in person within minutes. The center can also serve the nearby Avenue Montaigne within five minutes, Rue Saint-Honoré within 10 minutes, the Saint-Germain district within 15 minutes and the Marais within 20 minutes by bike or small electric vehicle.

"With the performance of the avenue, they will need extensions, and we are like a mutualization of storage for them. The cost of logistics and also the centralization here could be something that makes it easier on [the retailers] on a day-to-day basis," said Swiss Life Asset Managers head of asset management Waiseng Ma.

The Atelier Logistique project was developed with the support of the city, as well as the Developed with the Comité Champs-Élysées retail organization. The transformation of the parking lot was led by architect Damien Antoni.

Of the space, 108,000 square feet will be dedicated to storage alone, while the rest will be devoted to customer service. An

above-ground entrance will host a space for employees to pick up stock on foot, while other spaces will be dedicated to prepping and packaging stock for personal or hotel delivery after an in-store order, for example. In this case, brands may place their own employees or those trained in their packaging style inside the Atelier, which will also hold the correct shopping or garment bags with branding. Other spaces will be lounges for employees.

The center will also provide reverse logistics quality control, in order to have any returned items inspected and back on the sales floor without the need to transport them hundreds of miles.

"We want to bring services to retail, and be seen as an extension of retail and not just pure logistics," said Swiss Life Asset Managers head of retail Fabrice Lombardo.

Executives did not disclose the cost per square foot but said that leasing space within the Atelier will be "clearly competitive for them [and] far less expensive than a pure retail area."

The Tech Specs

While the developers expect to create about 100 jobs with the Atelier, much of the space will be managed by AI and autonomous robots which accept deliveries, move the merchandise and monitor stocks.

With an entrance on the Champs-Élysées, there are two delivery docks on Rue de Ponthieu and Rue de La Boétie, with incoming deliveries taking place at the former and pickups or external deliveries leaving through the latter. Small 12-ton trucks will be able to deliver at night, offloading all their goods within 20 minutes, with the merchandise stored or delivered to the retailers as needed. The center will be in operation 24 hours a day.

The robots were developed by Swiss Life in conjunction with a French defense contractor that cannot be disclosed, to operate specifically within the building's parameters. The robots, which accept, deliver and move goods within the warehouse levels, will never cross the pickup area or bike lane to avoid bottlenecks.

Swiss Life developed the small electric vehicle delivery trucks with Renault for the

project, and Kleusters for the cargo bikes, and will oversee the transport operations as well.

Brands and hotels will be directly connected to the Atelier's AI warehouse management system. Clients can then directly request goods, which can be delivered or picked up within 15 to 30 minutes.

The use of robots will help the Atelier stay in line with new emissions and traffic rules, which will ultimately ban large trucks and day deliveries in many retail areas around Paris.

The delivery restrictions will not only affect the luxury brands, but the mass market retailers such as Zara, which opened an omnichannel-focused flagship on the Champs-Élysées in 2023 and is set to soon double its size, which will need to restructure its' daily deliveries of goods, for example.

"With the [low traffic zone] it's a math exercise against the potential turnover they can generate by [storing and sorting stock] here. When you do a simulation, it's a winning game that's twofold," Guedj said.

"We are able with this asset to be able to cope with the low emissions regulations. It's really compliant with the municipality's anticipated regulations from 2030," Ma said. Some of the low traffic zone rules are already in effect and will continue to roll out over the next five years.

The use of small electric vehicles, bike or foot delivery is estimated to save 476 tons of carbon annually, cutting delivery emissions for the associated brands by 32 percent per year.

The Atelier Logistique will begin functionality later this year and be fully operational by mid-2026. The developers are currently seeking an operating partner that is specialized in logistics to manage the space, though options from a single brand contracting exclusivity to acquisition remain on the table.

The Paris facility is a pilot project and Swiss Life hopes to develop the concept in other cities to reduce carbon emissions and make "last-mile" delivery more efficient for brands.



Fabrice Lombardo

FN80

THE MILESTONE ISSUE

THIS JUNE, FOOTWEAR NEWS celebrates its landmark 80th anniversary with a larger-than-life special issue honoring eight decades of visionary founders, iconic brands and pivotal moments, along with a forecast of the innovation, creativity and leadership driving footwear into the future.



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FASHION

Hermès Highlights Local Talent for Seoul Men's Show

● Ten South Korean stars walked the runway for the reprised spring 2025 collection, including nine new looks.

BY LEE HYOWON

SEOUL – As the golden sun dipped below the horizon last Thursday, colorful silk scarves flapped in the riverside breeze with the arrival of Hermès' guests at Seoul's Jamsil Han River Park.

The slate-gray building constructed for the evening featured a wooden zigzag runway sloped like a beachside boardwalk, appropriate for the show theme "Hermès Boardwalk." Cerulean blue waves filled LED screens, which were juxtaposed with the views of the river outside the building's windows.

The globetrotting men's spring 2025 collection designed by Véronique Nichania was initially revealed in Paris last June, but nine new looks were added in Seoul. Color-blocked shirts, powdery lilac jackets, floral motif denim bombers and shiny silver windbreakers stood out.

"I put some new patterns and coloration to diversify the collection and to make it work with the boardwalk. It makes for a different show. It's about the sea and the show tonight was right by the water so it was very fitting," Nichania told WWD.

Yeesooyung, the South Korean artist known for turning ceramic shards into sculptural wonders that are currently on exhibition at New York's Metropolitan Museum of Art, was among the guests. She was especially impressed by the collection's color palette.

"As an artist I naturally noticed the colors, which ranged from shades of pink to brown that I have never seen before. They seemed inspired by nature, from the earth to the sea. Watching the show felt like exploring new ingredients," Yeesooyung said.

Axel Dumas, executive chairman



Véronique Nichania with 10 South Korean stars that walked the "Hermès Boardwalk" reprised runway show.

of the French luxury house, flew in for the occasion.

"I'm always happy to be in Korea. As a sixth-generation [member of the] Hermès family, there is one thing I want to praise in these turbulent times: It's loyalty. I think it's wonderful to be here with Véronique, who is always amazing us with her collection year after year. And loyalty to [South Korea]. I'm proud and happy to have all these Korean friends who are ready to come here in this structure that is going to be destroyed tomorrow," Dumas said.

Alex Han, managing director of Hermès Korea, said he was pleased to host Hermès' third show in Korea and to have some of the country's best talent be a part of it. Previous presentations were held in 2015 at Korea University's Hwajung Fitness Center for womenswear and in 2019 at the Seoul Museum of Art for menswear.

Special guest models for the evening included veteran model-actor Cha Seungwon; "Squid Games" star Wi Hajun; "Pachinko" actor Sanghyun Steve Noh;

singer Park Hyoshin; rapper Beenzino; director Shin Wooseok, and singer-actors Jung Yonghwa and Moon Sangmin. Fencer Oh Sanguk and high jumper Woo Sanghyeok, who both competed in the Paris Summer Olympic Games last year, also appeared on the runway.

"I got to grace the finale but I can't recall anything because I was so nervous. But I had a great time and it was a big honor," Wi said.

"I must say that fencing is the easiest for me. Kudos to models who do this all the time. I think I'd better stick to my main job," said Oh, the three-time world champion who won his first Olympic gold in Paris.

"I'm a director so I felt out of place onstage. I just hope I didn't stick out like a sore thumb," said Shin, who is known for helming trendy commercials and experimental K-pop music videos, such as NewJeans' "Cool With You," which featured a cameo by Hong Kong movie icon Tony Leung.



Hermès' men's spring 2025 runway reprised in Seoul.

"I don't usually wear clothes like this but I found them to be very beautiful once I actually tried them. Many of the other models were saying the same thing," said the director, who is often seen in streetwear. "Korean entertainment and music have been receiving international recognition, and it seems that the local fashion scene is also beginning to do so as well, as demonstrated by events like this," he added.

"The evening was a beautiful encapsulation of Hermès savoir-faire in Seoul," said Victor Glemaud, the Haitian American designer who is loved for his bold, colorful knitwear. The designer has recently made Seoul his home, since his husband Jacques Flies, also in attendance, was named ambassador of Luxembourg to South Korea last year.

The evening continued with a boat-themed after party attached to the venue, featuring sea-inspired cocktails, various carnival games, and a performance by local indie rock band Hyukoh & Sunset Rollercoaster featuring Yaeji. Guests lingered longer than usual compared to fashion brand after-parties.

Turning heads among the crowd were Joseph Lee, the Emmy-nominated American actor and painter; Korean actors Ahn Hyo-seop, Lee Je-hoon, Park Hyungshik, and Yim Si-wan; figure skater Cha JunHwan; Canadian chef Antoni Porowski, and social media star Pierce Abernathy, among others.

FASHION

LIM College Presents Student Showcase

● This year's "Timeless Threads" event examined fashion's cyclical nature in eight segments.

BY ARI STARK

The recent fall 2025 collections were rife with retro references, specifically from the '80s, so it's only fitting that LIM college would examine the cyclical nature of fashion for its 80th anniversary showcase.

Held Friday at the Glasshouse on Manhattan's West Side, this year's "Timeless Threads" event unfurled in eight segments, either reinterpreting trends from past decades or speaking to those that have endured. "The Art of the Dandy" opened, giving way to "Retro Revival," "Renovated Runway," "Tomorrow Today" and "Luxe Redux."

"Y2K Couture" was the only student-designed segment, while the others featured pieces on loan from New York designers Chris Mena, LaTouché, Mondo Guerra, Nicole Fedner, Rinat Brodach and Nicole Miller, whose archival eveningwear appeared in the finale, "Classic Glamour."

Unlike design school presentations where clothes are the star, at LIM's they're secondary to production value as students

are tasked with planning and producing everything necessary to get them down the catwalk.

"People go to a fashion show and they see 25 or 30 minutes of glitz and glamour, and they don't really understand the hard work that goes on for months in advance to make that moment of magic reality," LIM president Ron Marshall said backstage.

"The way our fashion show is organized, it really gives our students an opportunity outside of the classroom to understand the pressure that goes into this," he continued. "And there's nobody better to do that than Nicole."

Marshall, of course, was referring to Miller. A LIM-presenting sponsor, the designer also served as a mentor to students throughout the academic year. Miller took to the stage before the show and commended them for undertaking the "Timeless Threads" project.

"Their dedication is even more impressive, considering this was not for class credit, but rather entirely voluntary, and yet they didn't sacrifice any effort to make this night truly special," Miller said.

She went on to note fashion is a competitive industry that requires not only talent, but commitment. "The hands-on

experience the students gain tonight will serve them well in their careers, and their work ethic proves they are destined for success," she continued.

After Miller exited, \$1,500 scholarship grants from the LIM Fashion Education Foundation were awarded to two first-year students, Kelly Gonzales and Shruti Jupudi, chosen by faculty for their hard work.

Pantone, a cosponsor of the evening, also gave out two awards centered around color excellence. "Artistry in Color," which recognizes a team behind the scenes, went to the LIM student stylists, while "Mastery of Color," which recognizes a single designer for their use of Pantone's 2024 color of the year "Mocha Mousse," went to Juliette Zamora.

Her look, a mocha-hued trumpet skirt and raspberry pink corset top, "created a perfect balance of luxury and indulgence, like a layered dessert you want to melt into," remarked Tannese Williams, Pantone's head of product and marketing development.

It was modeled by a student who shared the runway with New York Jets football linebacker Quincy Williams and Alyssa Sullivan, a non-Hodgkin lymphoma survivor. Sullivan was wearing a wig cap provided by LIM's charity partner, the Verma Foundation, which provides them to patients



A model walks the runway in Nicole Miller during LIM College's 80th annual Fashion Show "Timeless Threads."

undergoing chemotherapy treatment. Other supporters for this year's show included Betsy Johnson, Steve Madden, Authentic Brands Group and Dylan's Candy Bar.

FASHION

Miu Miu Store in SoHo Draws Attention From Labor Union



Miu Miu's 2025 leather goods campaign starring Gigi Hadid.

- The Construction and General Building Laborers' Local 79 union is questioning the payment of labor workers.

BY ROSEMARY FEITELBERG

Shoppers and workers in SoHo may have noticed the oversize inflatable rat outside of the Miu Miu store that is under construction in New York.

For nearly a month, the Construction and General Building Laborers' Local 79 union has been stationed outside of 100 Prince Street and has handed out more than 1,000 fliers alleging that Miu Miu is allowing Folor Inc. to exploit construction workers and demanding just wages for workers. On Thursday morning, there were two inflatable rats, which made a few passersby comment and take photos.

Local 79 organizer Alvaro Gonzalez said the union plans to continue its efforts "until it takes." The neon orange "Shame on Miu Miu" fliers, which included the name of an executive and a number to call, were also placed on the windshields of

cars in front of the store.

A Miu Miu representative did not respond to media requests, nor did one at Folor Inc.

The location originally opened as a 2,500-square-foot boutique in 1996, which was then the first Miu Miu store in the U.S. It is kitty-corner to offices and a store occupied by its parent company Prada at 575 Broadway.

After a woman asked if the entire building was being targeted, Gonzalez specified that it was Miu Miu. He told WWD, "We're in the belief system that when you're in a big corporation like that, you do the right thing and pay the workers a good wage to live and to [be able to] look to the future with retirement, health care and pension [plans]. All a construction worker has to offer is his labor and his body. After so many years of working in the field, your body breaks down. If you didn't get health care or a pension plan, you're not going to get it when you're 60 or 70 years old. If Miu Miu hires a contractor that has those practices, shame on them."

Two on-site workers declined to comment, due to not being fluent in English.



More than 1,000 fliers have been distributed, according to a union representative.

Gonzalez claimed to have spoken with the on-site laborers. He said, "They're going to work, because that's the work they got. This is not against the workers. At the end of the day, we're here for them to get a better wage. I'm not here to say, 'Hey, take your guys out – put our guys in.' But make sure you pay those guys a good wage."

Walking by, a stranger asked Gonzalez, "What, you're not going to buy a \$500 scarf there?"

One on-site worker, who requested anonymity to protect his job, challenged that and said that only trade workers were on site on April 3. "The non-union guys are getting paid just as well. They [the union] just feels that they should have the work," he said.

Although he declined to comment about the amount that the workers are being paid, he said, "It's so compatible."

OBITUARY

Perri Cutten, Australian Designer, 73

- The designer started her company in 1981, when more women were entering the workforce.

BY ROSEMARY FEITELBERG

Perri Cutten, an Australian designer, has died at the age of 73.

A private cremation is planned for Cutten, who died on April 4, and whose cause of death was not immediately known. A memorial is being planned for a later date.

Cutten started her company in 1981 at a time when women were entering the workforce in greater numbers. She helped to define Australian style with her stylish designs that had a classic sensibility. Although she studied graphic design at Swinburne University, Cutten gravitated toward fashion and clothing and found her livelihood there. Before venturing out on her own, Cutten worked for brands like Geoff Bade and Thomas Wardle.

Once she started her company, Cutten wanted women to be taken seriously in the workforce and created designs that would help them fit in and feel feminine, but not look silly. After unveiling her first stand-alone store in 1982, Cutten reportedly had 32 boutiques throughout Australia by 2011. In addition to her signature stores, Perri Cutten clothing was sold to Australian retailers like Myer and David Jones. By her own assessment, her label's design ethos amounted to "Good fabric, good taste, and always flattering."

Cutten's company won four awards from the Fashion Industries of Australia, as well as the coveted Woolmark Prize in 1991, and she earned an honorary doctorate from her alma mater Swinburne University in 1998.

Being disciplined was also a pillar to her business and staying focused on her core customers, preferring not to chase

the trends for editorial coverage. "It's easy to make something fabulous that only 10 people can buy. But when you're virtually reengineering an idea that women love, to make them love it again, that's hard," she told *The Sydney Morning Herald* in 2011.

Like many apparel companies, Cutten weathered the ebbs and flows of business, striving to have "a little increase every year – not a great big one – and certainly not a dip, so that's how it's been," she told the *Herald*. "When times do get tough and you've been there a while, and people trust what you do, and maybe your competition is diminishing, there is no reason why you can't do well."

In 2021, her company was acquired by the Austin Group, which also owns Cable Melbourne and the Gazman brands. In the past few years, the Austin Group invested in Perri Cutten stores to create a more contemporary outlook and to update the interior decor in locales like Sydney, Manuka and Brighton.

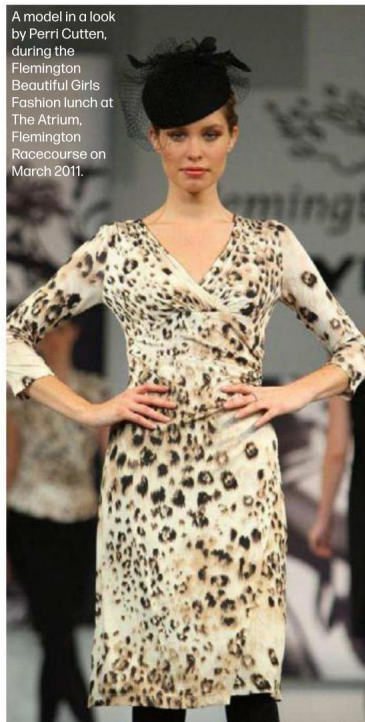
The Australian Financial Review's fashion editor Lauren Sams said Monday that Cutten was "a true original," who started out at a time, when department stores were copying designs from European collections. Sams told WWD, "When she started designing, Australian fashion was very much in its infancy. Now, we have a robust fashion industry and a clearly identified sense of style. For Perri to stamp out her own style was brave and trailblazing."

A spokesperson for the brand Perri Cutten on Monday described the late designer as "an iconic figure in Australian fashion whose name has become synonymous with timeless elegance and sophistication. As the founder of the Perri Cutten brand, she built a legacy that has endured for decades, dressing generations of Australian women with style, grace and confidence."

The Perri Cutten spokesperson said her contribution to the fashion industry was "not only visionary but also deeply personal. She understood the modern Australian woman and designed with purpose, integrity and grace. May she be remembered for her pioneering spirit, her impeccable eye, and the enduring mark she left on Australian fashion."

The designer's philanthropic pursuits included Foundation 59, an organization that supports disadvantaged young people, and a women's fundraising group for the National Gallery of Victoria.

Cutten is survived by her siblings Bill and Sue, her children Kate and Gaby, her stepchildren Lily and Coco and her partner Jo Daniell, a photographer.



A model in a look by Perri Cutten, during the Flemington Beautiful Girls Fashion Lunch at The Atrium, Flemington Racecourse on March 2011.



A model wears a design from the Perri Cutten collection during the L'Oréal Melbourne Fashion Festival in Melbourne in 2003.

BUSINESS

Bridal Companies Appeal To Trump About Tariffs

● More than 2,300 representatives from the bridal industry have signed a petition seeking an exemption from the reciprocal tariffs.

BY ROSEMARY FEITELBERG

Wasting no time, the bridal industry has joined together to appeal to the Trump administration to consider an exemption from the current and proposed tariff increases.

With 15,000-plus independent bridal stores and 300,000 workers in its supply chain, the sector is trying to safeguard jobs and businesses. Domestic manufacturers and retailers have a lot at stake, given that there are 2 million weddings annually in the U.S. and the average wedding gown costs between \$1,600 and \$2,000. The tariffs come at a time when the bridal industry is not growing, due partially to declines in birth rates, marriage rates and immigration. In addition, the average age of a bride is 28 and the average age of a groom is 30, and they often live together before tying the knot. Others opt to cohabitate rather than wed.

In an appeal to U.S. President Donald Trump that was put forward by three bridal manufacturers and hand-delivered to Trump's daughter-in-law Lara, bridal executives noted that approximately 90 percent of formalwear garments are manufactured in Asia, including in China, Vietnam, the Philippines, India, Myanmar and other countries that have the skilled labor and infrastructure needed to produce them. The letter referenced how these supply chains took decades to build and cannot be replicated domestically without "significant disruption and cost increases" that would fall to "American families."

Some major bridal manufacturers have signed a letter that has been sent to

Trump's administration to try to protect the industry. A similar sentiment – as well as the request that an exemption for Harmonized Tariff Schedule code 6204.43.4030, which types of women's apparel is classified under, be considered – has been highlighted in a petition to Trump that had been signed by more than 2,300 representatives of the bridal industry as of Monday afternoon.

Steve Lang, president of the American Bridal and Prom Industry Association, said Monday, "It's dismal news for the country. Apparel pays the highest duties of any industry. It will put a lot of people out of business – at least 20 percent of [bridal] stores and manufacturers. Forty years ago there were probably 50 manufacturers. Today there's probably 350 manufacturers."

Many of the supporters of the petition design and produce not only wedding gowns and bridesmaid dresses, but special occasion, prom dresses and other types of formalwear such as dresses for quinceañeras. Lang, who is also chief executive officer of Mon Cheri Bridals, estimated that the tariffs would lead to an increase of \$7 million to \$8 million, not including the interest that the company will have to bear from the time the dresses are shipped until the stores pay.

As of Wednesday, there will be a line item on invoices for 20 percent of the wholesale price of the garment. For example, a dress that wholesales for \$800 would receive a line-item tariff surcharge of \$160. With a 2.75 markup, that dress would retail for \$2,200 on this dress – resulting in a 7 percent increase to the bride. A surcharge of \$200 would be more adequate, Lang said. "For now, we are tightening our belts, by attempting to cover the cost with our line-item surcharge. Frankly, we are hoping our political leaders will come to their senses and realize that tariffs do not work."

With multiple labels and production in

40 factories in China, Myanmar, Vietnam and Israel as well as pattern rooms in Australia and Israel, Mon Cheri is shifting more production out of China. Suggesting that history is repeating itself, Lang pointed to the Smoot-Hawley Tariff Act of 1930, which raised tariffs for more than 20,000 imported goods, during the Great Depression. "This led to a worldwide recession that began in Europe, but eventually spread to the U.S.," Lang said.

While consumers should be aware that prices will increase everywhere, weddings and special occasions should be the only areas where they do not compromise, according to Lang. "When one looks back at pictures 20, 30, 40 years from now, no one wants to say 'I wish I had purchased the dress of my dreams.' Even if a dress is several hundred dollars more than a budget, I suggest consumers amortize that expense over 40 years."

With production in China, Myanmar and Vietnam, Justin Alexander began shifting more production outside of China after the two initial tariff announcements on Feb. 4 and March 4, according to CEO and creative director Justin Warsaw. "But we are now waiting for more information as significant tariffs were placed on Myanmar and Vietnam as well," he said.

For existing orders, Justin Alexander is honoring the original pricing. Like some other brands, new orders will have a temporary surcharge to help offset the latest round of tariffs scheduled to go into effect Wednesday. Warsaw said, "The situation remains fluid, and if tariff rates are reduced or removed, the surcharge will be adjusted accordingly including on orders that were received after our tariff surcharge was introduced."

Justin Alexander will absorb "a large portion of the cost impact," since the timing and scale of the just-announced tariffs don't allow enough time to find better solutions, he said. "And it is our goal to remain committed to our brides. However, we are working with our partners to identify savings across the supply chain, including through vendor negotiations and shipment optimization."

The company's retail pricing could be impacted by an estimated 4 to 8 percent.

Justin Alexander, bridal fall 2025



Warsaw said, "Brands and retailers are working to manage pricing as thoughtfully as possible. We encourage brides to speak with their bridal stylist about any questions regarding orders or potential adjustments to pricing."

Shawne Jacobs, creative director and owner of Anne Barge, said the China and Vietnam tariffs will have the most significant impact on her business. While the brand's signature line has historically been made in China, since founder Anne Barge Clegg debuted in 1999, the company opened an Atlanta factory two years ago with the goal of reshoring 80 percent of the Anne Barge collection. Jacobs said, "It has taken us time to train our team to meet the craftsmanship standards of our skilled Chinese partners, but we're proud of the progress and the quality our domestic team now delivers."

At this point, Anne Barge is not raising prices. Jacobs said, "We're taking a wait-and-see approach over the next couple of weeks, and I remain hopeful that the Vietnamese government may reach a favorable agreement with President Trump."

If the situation does not improve, the company plans to implement a U.S. tariff line item on each order. Jacobs said, "This will not be marked up. We will ask our retail partners to do the same – and the cost will be passed directly to the customer with full transparency."

FASHION

Amazon and Trump Organization Launch Online Store

● Various Trump merchandise is being sold via Amazon including a few items that the president is often photographed in.

BY ROSEMARY FEITELBERG

Politics are dominating the popular vernacular like never before, and the introduction of the Trump store on Amazon will certainly add to that ongoing conversation.

Touted as "The Official Store of the Trump Organization," there are 54 items that are being sold online. Selling commercial products is routine procedure for the Trump Organization, which is marking the 40-year anniversary of Trump Tower this year.

Some of the offerings are \$47 "Make America Great Again" baseball hats, and an \$82 crewneck sweatshirt imprinted with "45" and "47," as references to President Donald Trump's two terms. There is also a \$28 "MAGA" mug, a \$36 "Trump 45-47" flag, a \$45 poster of Trump's mugshot, and other actual mugs including a \$28 white "45-47" mug. There are also \$38 T-shirts including what seems like a Shepard

Fairey-inspired printed one of Trump's likeness with a fist clenched overhead imprinted with "FIGHT" and another T-shirt with four images of POTUS dancing. The site touts itself as being "proudly made in the United States of America."

A media request to the Trump Organization was not returned Monday.

An Amazon spokesperson declined to say when the site went live, what percentage of sales Amazon will receive, and whether all of the other sales are earmarked for the Trump Organization. The company also declined to comment about whether Amazon has a policy about political-themed products.

Amazon issued the following statement, "The Official Trump Brand Store is joining millions of other independent sellers who use our services to reach Amazon customers across the country."

The University of Iowa's Karen Kedrowski, who is director of the Carrie Chapman Catt Center for Women and Politics, said Monday, "This is not surprising, given Amazon's enormous reach here in the U.S. Because President Trump has not fully disengaged from his business interests, there is a potential violation of the emoluments clause, just as there was in the



first Trump term. At the very least, there is a conflict of interest, which doesn't seem to bother the president."

The emoluments clause is a provision of the U.S. Constitution (Article I, Section 9, Paragraph 8) that generally prohibits federal officeholders from receiving any

gift, payment or other thing of value from a foreign state or its rulers, officers, or representatives.

Trump's daughter-in-law Lara, who now has a Fox News show, also has her own signature collection, which is sold online but not via Amazon.



- MAY 7-8** WWD Beauty CEO Summit / **NYC**
- JUN 2** FN 80th Anniversary / **NYC**
- JUN 5** WWD Culture Club / **LONDON**
- SEP 8** FMG Women In Power Forum / **NYC**
- SEP** Beauty Inc Power Brands Celebration / **NYC**
- SEP 25** SJ Fall Summit / **NYC**
- OCT** WWD LA Beauty Forum / **LA**
- OCT 28-29** WWD Apparel & Retail CEO Summit & WWD Honors / **NYC**
- NOV** WWD Fashion Loves Food Gala / **MILAN**
- NOV** SJ Sustainability LA / **LA**
- NOV** Catalyst & Beauty Inc Awards / **NYC**
- DEC 3** Footwear News Achievement Awards / **NYC**

ALL DATES AND DETAILS SUBJECT TO CHANGE

CONSUMER BEHAVIOR

AI Insights on Outdoor Consumer Preferences

- Yotpo's research initiative analyzed 51 million product reviews across 20,000 stores to reveal what matters most to shoppers in the outdoor category.

BY ALEXANDRA PASTORE

After seeing a surge during the pandemic, the outdoor category reached new heights with performance brands aiming to meet the needs of the consumer seeking new experiences for physical and mental health. The category, while not quite as prevalent as the world returned to a "new normal," continues to hold meaningful opportunity today, with a savvy consumer and heightened demands.

A new research report from Yotpo, which aimed to help brands better understand consumer feedback, took a deep dive into the product reviews left by more than 51 million consumers across several categories including outdoor. With so much data, Tomer Tagrin, chief executive officer of Yotpo, told WWD that the report shows how "AI has completely changed how brands can listen to their customers," which importantly advances "the ability for them to act based on the data to increase website conversion and drive meaningful business impact."

"Brands can now analyze millions of real customer reviews to shape everything from product development to marketing and customer experience," Tagrin said. "With AI, reviews are a goldmine for brands. The data proves that customers want to be heard, and the brands that act on that feedback are the ones that will earn long-term loyalty."

One of the more surprising finds within Yotpo's data, said Tagrin, is that consumer behavior for outdoor category has notable shifts from season to season – not only in



Seventeen percent of all outdoor reviews reference Pickleball gear.

what activity they are shopping for, but the level of detail needed in a product description. While winter outdoor shoppers indicate that they want to see detailed performance reviews, summer shoppers rely more heavily on visuals.

"Brands must adjust their marketing strategies seasonally, with customer photos and detailed testimonials to showcase performance and features in different weather conditions," Tagrin said.

Overall, Yotpo's analysis found that today's outdoor consumer is prioritizing functionality and durability with details making a huge difference.

For example, backpacks – a product type that generally scores very high in reviews – when pockets are added the product hits a 97 percent positive sentiment rate. The authors of the report

said the finding shows the need for retailers to clearly list the number and location of pockets for the consumer to win, adding that shoppers react well to details like these.

"One of the most compelling insights from our [report] is how practicality shapes purchasing decisions in outdoor products," Tagrin said. "For example, backpacks with multiple pockets [prove] that shoppers prioritize organization and convenience over purely aesthetic factors."

Yotpo's data highlighted several areas for opportunity specifically for outdoor apparel including innovative textiles that provide UV protection – scoring an average of 4/5 stars from consumers with 80 percent positive sentiment in reviews. For retailers, this emphasized the need to

educate shoppers on sun safety for apparel in addition to beauty and the clear benefit to consumers when a product includes detailed descriptions for lightweight and breathable features.

Green, or eco-friendly, products also typically score well with an average 3.5 out of 5 star rating and shoppers continue to praise environmental elements in reviews. Pickleball also continues to score well among consumers as the sport maintains popularity. Seventeen percent of all outdoor reviews reference Pickleball gear.

"The key lesson for brands is that small design choices, like extra pockets or storage, can significantly influence customer satisfaction and loyalty," Tagrin said. "Consumers today expect outdoor gear that enhances their experience, from waterproof ratings to true tent sizes."

TECHNOLOGY

AlixPartners Launches AI Profit Engine

- The proprietary AI-powered platform leverages advanced machine learning and hundreds of data sources to optimize pricing, promotions, inventory and marketing strategies.

BY ARTHUR ZACZKIEWICZ

AlixPartners is rolling out a new AI engine designed to power profitability for retailers, the company said, adding that its "AI Profit Engine" integrates data from hundreds of internal and external sources "to accurately forecast customer demand, enabling retailers with machine learning – powered capabilities to optimize pricing and promotion, inventory and assortment, and marketing strategies to achieve profitable sales growth."

AlixPartners said the impetus behind launching the platform is that traditional retail forecasting "has often failed to accurately predict the two most crucial

success factors: the number of customers who will shop at a retailer and how much they will spend." The company said its AI Profit Engine "takes all the standard demand forecasting data points and combines them with additional information – such as pricing strategies, marketing investments, inventory availability, competitive pricing and macroeconomic conditions – to help retailers accurately predict future customer counts, spend and, ultimately, revenue."

John Samuel, partner and managing director at AlixPartners, said retailers have historically relied "on rigid, top-down forecasts that struggle to adapt to shifting customer trends and operational realities – making it difficult to model scenarios or align financial goals with actual demand."

He added that current AI technologies offer "remarkable power to solve these challenges, and we developed our proprietary AI Profit Engine to incorporate and analyze a vast range of data inputs in a single application, so retailers can



AlixPartners' new AI tool helps create more accurate forecasting.

accurately and efficiently predict demand and achieve their business strategies."

"Our AI Profit Engine is a game-changer for our clients that can help them unlock growth, improve margins and compete with confidence in a market facing further uncertainty due to the tariff crisis," said Sonia Lapinsky, Partner and Managing Director and Leader of Fashion Retail at AlixPartners. "Tariffs will impact the entire business – starting with cost and margin, price to consumers, and pricing strategy. The tool is designed to look across all aspects of the business to help solve these challenges, when scenario planning is

needed now more than ever."

AlixPartners said its AI tool structures "what-if" analyses to help identify "the most important levers decision makers can pull across marketing, assortment, and pricing to ensure every dollar invested delivers maximum business impact."

The company said retailers can use the engine's output "to inform annual budgets, validate quarterly guidance, and test promotional strategies before deploying them." It added that it can be used for pricing and promotions, assortment and inventory planning and management, and marketing and loyalty programs.



Billy Bryk on Proving Himself as a Filmmaker

The 25-year-old is the cowriter and codirector, alongside Finn Wolfhard, of new comedy horror "Hell of a Summer." BY LEIGH NORDSTROM PHOTOGRAPHS BY LEXIE MORELAND



"It's hard for me to believe that the film is coming out, really," says Billy Bryk.

The 25-year-old started writing "Hell of a Summer" roughly six years ago with Finn Wolfhard, and premiered the film at the Toronto International Film Festival in September 2023. At long last, it arrived in theaters over the weekend.

"I think anybody would be going nuts during the wait just because you put so much into it and you're not sure when the film's going to come out," Bryk says. "But I truly feel like it's the perfect time for the movie to be coming out."

"Hell of a Summer" is a summer camp-set comedy horror starring Fred Hechinger, D'Pharaoh Woon-A-Tai, Abby Quinn, Wolfhard and Bryk as camp counselors who must outrun a masked murderer. The film is cowritten and codirected by Bryk and Wolfhard, who is 22, and was picked up by Neon almost a year after its TIFF premiere.

Wolfhard, who is best known for "Stranger Things," and Bryk originally met on the street in Toronto; Bryk was a fan of his, and went up to introduce himself.

"I knew he was really into a lot of the same films and comedians as I was, so we just talked for a little bit," Bryk says. About a year later Bryk, whose father is the actor Greg Bryk, decided to drop out of film school and start acting, and landed a small role in Jason Reitman's "Ghostbusters: Afterlife," also starring Wolfhard.

"We met again on set and really hit it off," Bryk says.

Both were interested in making a coming-of-age comedy, and decided to try writing one together.

"We really grew up loving these classic teen coming-of-age ensemble comedies, and we really wanted to make a film that felt like that because it felt like it had been a little while and there hadn't been many for this generation," he says.

Writing in their hotel surrounded by other young cast members gave them a camp-like feel, and from that idea they easily saw it as a slasher film.

Bryk is a big fan of early Wes Anderson movies including "Bottle Rocket" and "Rushmore," and cites "Superbad" as "the ultimate comedy film for so many people that are my age." Horror-wise, he was inspired by "Halloween" and "Scream."

"We didn't want our film to be too meta or to be this kind of postmodern slasher, but I think you kind of can't make a slasher comedy without looking at a film like 'Scream,'" he says. "The 'Evil Dead' films, ours isn't too similar from those, but the ethos behind making that film was so inspiring to me," he adds. "They made it at such a young age and with a really young crew."

He and Wolfhard started writing the film as teenagers, and were in their young 20s as directors; their age naturally came

up when working to get the movie off the ground.

"I wanted to make films at a young age. A lot of my favorite filmmakers started out very young," Bryk says. "We were making films at a very young age, and I'm so grateful that I was given that opportunity to do that because so few people get to make movies in their early 20s."

Bryk was fine with them having to prove themselves to those who were skeptical about working with such young filmmakers.

"I felt as though if I couldn't prove my worth and value as a filmmaker to people pretty quickly, then maybe I ought not to be doing it. I didn't really mind people being apprehensive at first when I was 19 writing the script or when I was 22 directing, and I just felt like 'I'm going to do this thing,'" Bryk says. "Anybody who seemed like they were giving us a hard time based on our age, we just tried to avoid working with them."

Fashion Scoops



Silk Cut

As it prepares to show its cruise collection on Italy's Lake Como, Chanel has invested in a historic local silk producer as part of its ongoing policy of supporting long-term manufacturing partners.

Chanel confirmed Monday that it has acquired a minority stake in Como-based silk specialist Mantero Seta SpA for an undisclosed sum.

"This step is a natural extension of the history that has linked our two companies for more than 50 years, and demonstrates our shared desire to strengthen Mantero's development potential in a highly competitive environment. Mantero will continue to work with all its customers, in accordance with Chanel's strategy in this type of operation," it said in a statement.

Franco Mantero, the company's chief executive officer and the fourth generation of the founding family, told Italian financial daily *Il Sole 24 Ore* that the French fashion house had bought a 35 percent stake.

Chanel has invested in more than 15 of its Italian suppliers, including leather goods manufacturers Renato Corti and Mabi, tannery Samanta and footwear specialist Ballin. In 2023, it partnered with Brunello Cucinelli to jointly invest in cashmere supplier Carraggi Lanificio SpA.

Among its most recent acquisitions are stakes in another two Italian companies: costume jewelry and metal accessories maker Leo France and shoe manufacturer Grey Mer.

— JOELLE DIDERICH

New Address

Off-White, which is owned by Bluestar Alliance, shuttered its Mercer Street store last month when its lease expired and plans to move into a new 4,200-square-foot SoHo store in September.

Joey Gabbay, chief executive officer of Bluestar Alliance, a New York-based brand management company, confirmed that the Mercer Street location was shuttered about two or three weeks ago, and the brand has signed a new lease in SoHo. He declined to give the SoHo address for competitive reasons. He said the former Mercer Street location was off the beaten path.

"That street is dead. The area is still strong in general, but it was totally in an off location," he said. Off-White had the Mercer Street store since 2017, and "the lease expired and we didn't renew it," said Gabbay. The seven salespeople will be rehired for the new location, said Gabbay, who noted that the staff is currently taking jobs temporarily until Off-White opens up.

Gabbay said Off-White has a second store in Miami, and another store is planned at the Miami Design District in October.

"We're really seeing solid growth opportunities with the brand," said Gabbay, whose company acquired Off-White from LVMH Moët Hennessy Louis Vuitton in September. Financial details of the deal weren't disclosed. The late Virgil Abloh established Off-White in 2013.

The original location at 51 Mercer Street opened

as a gallery that was called Em Pty Gallery, where there were no permanent fixtures. The gallery hosted works by up-and-coming artists to which the clothes complemented the artwork. The original idea was that every few weeks the space would be taken over by an entirely new concept, transforming the experience for the shopper. Gabbay said the new SoHo store will also serve as a gallery.

Bluestar Alliance, founded by Gabbay and Ralph Gindi in 2006, owns, manages and markets a portfolio of consumer brands ranging from Hurlley, Palm Angels, Scotch & Soda and Bebe, to Elie Tahari, Kensie, Justice, Catherine Malandrino, Nanette Lepore, English Laundry, Brookstone, Joan Vass, and Limited Too.

— LISA LOCKWOOD



Off-White, fall 2025

Two Times Todd

Todd Snyder is extending his reach in the Boston market.

The designer on Friday will open his second store in the city, at The Street Chestnut Hill at 33 Boylston Street. This unit will join one that opened at the Boston Seaport two years ago.

The new store will be 2,200 square feet and will offer the Todd Snyder men's collection including

suits and sport coats made in Italy, along with upscale essentials such as Japanese denim, Irish linen shirts, selvedge chinos and Italian-made shoes and sandals. The store also features footwear and accessories from some long-time third-party brand partners such as shoes from Rubinacci, Sanders and New Balance, vintage luxury timepieces and jewelry from Foundwell and Mascot eyewear.

"Our goal is to create the ultimate menswear

destination," Snyder said. "Since opening our Boston Seaport location over two years ago, we've been thrilled and overwhelmed by its success. Over time, we saw that many of our clients were from Chestnut Hill. What better way to serve their lifestyle and needs than by bringing our collection right to their backyard?"

The store's design was inspired by Snyder's trips to London and his favorite hotels, bars and lounges in the city. It features a cash wrap lined in vintage Persian rugs from New York's ABC Carpet and Home, and metro tiles on the ceiling are intended to reference the London Underground. Each room is filled with 19th and 20th century antiques sourced from London, Paris, Round Top, Texas, and New York City and English-style moldings and custom cases and cabinetry from London are found throughout.

"As The Street continues to grow as a premier retail destination for every member of the family, we couldn't be more thrilled to welcome Todd Snyder as the latest addition to our curated mix of fashion brands," said Jeff Rosenthal, general manager of The Street Chestnut Hill. "Known for its refined take on American style and commitment to craftsmanship, Todd Snyder will be a must-visit for our guests seeking versatile, elevated menswear."

Todd Snyder operates 19 stores with four more in the hopper this year.

— JEAN E. PALMIERI ▶



The Todd Snyder store features casual essentials as well as more-tailored pieces.

Gigi Burris



Tipping Her Hat

Milliner Gigi Burris is teaming with Woodford Reserve to introduce a luxurious, artisanal collection of hats that honors the 151st running of the Kentucky Derby.

"The Woodford Reserve Collection" blends craftsmanship with a refined, nuanced palette inspired by the more than 200 distinct flavors of Woodford Reserve's bourbon.

The 151st annual Kentucky Derby will take place May 3 at the historic Churchill Downs.

"The Kentucky Derby and headwear have a richly intertwined history with decades of American style moments defined by hats," said Burris, whose studio is based in New York City. "This collaboration with Woodford Reserve reflects the same sense of tradition, craftsmanship and style."

"Dressing for The Kentucky Derby begins with the hat," said Elizabeth McCall, Woodford Reserve Master Distiller. "We are honored to partner with Gigi to unveil this refined collection for both men and women."

Woodford Reserve Distillery, a national historic landmark, is based in the heart of thoroughbred country in Versailles, Ky.

The collection includes three styles of hats for women, a men's fedora and a bespoke unisex rose brooch. The collection's colors – molasses, white, mahogany, caramel and toffee – pay homage to the warm, rich tones of

Woodford Reserve.

The hats range in price from \$410 to \$460, and can be purchased at the Gigi Burris Millinery store at 23 Pell Street in New York or online at gigiburris.com/collections/gigi-burris-for-woodford-reserve.

The men's fedora, known as the Foreman, is hand-blocked from molasses metallic flecked straw braid. It is finished with a cotton grosgrain ribbon, a hand-stitched slim leather band, and a pheasant feather embellishment.

One of the women's hats, dubbed the Bellemere, is handcrafted from custom-

made Starbright straw braid in white and toffee, and features a domed crown. The lightweight caramel sinamay straw brim is sculpted and a slim mahogany-colored cotton grosgrain band adds a refined contrast.

Another women's hat is called the Filly that is sewn from wide toffee-hued hemp straw braid. The cocktail hat has a draped hemp loop embellishment that anchors gathered vintage toffee veiling, accented with hand-placed chenille dots for added dimension.

The Somerset women's hat has a slim, sculptural

crown, hand-blocked from white sinamay, and is paired with a downward-sloping brim, encircled by cotton grosgrain piping. The modern silhouette is accented with tonal fine veiling draped at the crown and delicate sinamay straw flora with vintage stamen.

A unisex lapel pin, called the Rosette, is crafted from hand-molded metallic copper lambskin sculpted into a rose motif. Set on a rhodium lapel pin, this piece merges industrial shine with organic form, a subtle nod to the celebrated flower of the Kentucky Derby. It sells for \$145. — LL

Roksanda Redux

Roksanda and Pulitzer Amsterdam are breezing into spring with a second collaboration, this time with an installation created in partnership with artist Rana Begum.

"Rana Begum has been a dear friend and a longstanding supporter of my brand. Our previous collaboration on my autumn-winter 2020 collection shared our joint love for color and respect for each other's creativity," said designer Roksanda Ilinčić.

"Coming into celebrating my 20th year, this collaboration was a natural evolution of that relationship, as we both sought to create something that not only enhances this lovely project by Pulitzer but also reflects our mutual admiration for art in its power," she added.

Begum's multicolored modular sculptures are dotted along the hotel's garden space, redesigned by Pulitzer Amsterdam's creative director, Jacu Strauss, and Dutch landscape architect Copijn in 2016.

The geometric structures draw from Begum's previous works, their mosaic surfaces reflecting sunlight throughout the day. Displayed alongside the sculptures are archival Roksanda pieces, a nod to the brand's upcoming 20th anniversary.

"Our aesthetics are intertwined, reflecting a shared commitment to color, light, architecture and movement. Rana's work with the reflectors complements my signature style, that embraces bold color combinations," Ilinčić continued.

Ilinčić looked to her archival designs for her first collaboration with Pulitzer Amsterdam in November 2023. There, she translated her work into a festive Christmas tree covered in pink and burgundy tulle.

The designer is on a collaborative streak: Last week, WWD announced that the designer is set to partner with H&M's subsidiary brand & Other Stories on a collection that will drop online and in stores in May. — VIOLET GOLDSTONE ■



Rana Begum's sculptures and archival Roksanda dresses at the Pulitzer Amsterdam