

WWD

Fashion. Beauty. Business.

Big in Japan

Louis Vuitton unveiled a major exhibition in Osaka on its history and longtime cultural ties to Japan.

Pages 4 and 5

Cool Beauty

As temperatures rise, beauty and wellness brands are developing products to help keep people cool.

Page 6

All Abloom

Van Cleef & Arpels took over the gardens of Dumfries House in Scotland to showcase its latest collections.

Page 19



Either Ore

Metallics were a recurring element at the fall 2025 couture shows, and Iris Van Herpen's labor-intensive take involved loosely woven brass wires that were licked with flames to create reef-like patterns, and then handstitched onto a tailored bodysuit, also made of brass wires. *For more on the trend, see pages 12 to 15.*

PHOTOGRAPH BY EMILY MALAN

EXCLUSIVE

LVMH Luxury Ventures Takes Minority Stake in Mollie



- The investment will be used to support the knitwear company's international expansion, push further its craftsmanship and bolster its executive team.

BY LILY TEMPLETON

PARIS — French knitwear brand Mollie revealed Tuesday that it has received a minority investment from LVMH Luxury Ventures, an entity within LVMH Moët Hennessy Louis Vuitton.

The terms of the investment were not disclosed.

This marks the first outside investment since the French brand was rebooted in 2014 by chief executive officer Charlotte de Fayet, a former L'Oréal marketing executive who revived this knitwear specialist best known for garter-stitch "newborn" wares created in 1886.

"It was the right moment to find a partner as the next step requires further means, both financial and human," she told WWD exclusively.

From two stores when de Fayet took over, Mollie has grown to a business with four stand-alone stores in Paris, a well-trafficked corner at Le Bon Marché Rive Gauche and just shy of 100 wholesale accounts worldwide. Stockists include Vanille & Lilas, the retail arm of luxury hospitality group Les Aïrelles; 10 Corso Como in Seoul, and Space 519 in Chicago.

The company passed the 8 million euro sales mark last year and is on track to exceed 10 million euros for the fiscal year 2025, which closes in August. It produces collections that include womenswear, a handful of accessories and its newborn sets in France and Italy, with long-standing partners.

In April, the brand opened a 1,100-square-foot flagship on Rue François Ier, a perpendicular to luxury shopping

epicenter Avenue Montaigne. At the time, de Fayet said she planned to triple sales within four years.

The French knitwear specialist is "ideally positioned to become a lasting reference in the luxury sector, with its signature silhouette, its legacy craftsmanship and its high-end workshop partners in France and Italy," declared Julie Bercovy, CEO of LVMH Luxury Ventures Advisors.

De Fayet said the funds would go toward fueling Mollie's international retail expansion, including opening flagships modeled after the François Ier address in terms of size; push further its craftsmanship and creativity, both with the development of innovative knitting techniques and new products, and bolster its executive team with hires in coming months.

"We are on a small luxury house track," she continued. "What describes it best is verticality, with in-depth mastery from its production to its distribution."

At present, France still accounts for two-thirds of the company's turnover. But international sales are growing strongly, particularly with e-commerce, which now accounts for 35 percent of the business.

While openings in European capitals may come first, de Fayet is also keen to rev up business in the U.S., currently accounting for 15 percent of sales overall and the largest single-country market outside France, and the Middle East, as a clientele from the region has emerged strongly since the new Paris flagship opened.

Plans also include reinforcing its omnichannel strategy.

LVMH Luxury Ventures was launched in 2017, and is an entity within the LVMH Group aimed at taking minority stakes in independent brands. The size of the investment allocated to each company ranges from 5 million euros to 25 million euros per deal. Its investments include French apothecary brand Officine Universelle Buly, Gabriela Hearst, Our Legacy and Aimé Leon Dore.

BUSINESS

Macy's Inc. Refinances And Eases Debt Load

- Fitch Ratings issued a generally positive report on the outlook for the retailer and its ability to navigate adverse business conditions.

BY DAVID MOIN

Macy's Inc. is refinancing to ease its debt obligations.

On Monday, Macy's said that a subsidiary would offer \$500 million worth of unsecured senior notes due 2033, in a private offering.

The proceeds from the offering, as well as cash on hand, will be used to repay approximately \$587 million in senior notes that are maturing while also covering a \$175 million tender offer for other debt.

Fitch Ratings assigned a BBB- rating to Macy's proposed \$500 million of unsecured notes. According to Fitch, "BBB ratings indicate that expectations of default risk are currently low. The capacity for payment of financial commitments is considered adequate, but adverse business or economic conditions

are more likely to impair this capacity."

Fitch said the rating reflects Macy's "industry leadership, good cash flow and reasonable balance sheet management, enabling it to navigate the challenging department store industry and maintain market share."

The agency also cited the need for the retailer to continue repositioning its portfolio, which includes closing about 150 department stores from 2024 to 2026, many of which have already been closed.

Fitch does see Macy's and other retailers selling discretionary experiences near-term operational challenges due to softening consumer sentiment and the evolving tariff policy.

Longer term, the Fitch ratings assumes Macy's can generate annual earnings before interest, taxes, depreciation and amortization of around \$1.7 billion to \$1.8 billion.

"With \$23 billion in 2024 total revenue, Macy's is the clear leader in the U.S. department store space," Fitch indicated. "The company's scale, physical and digital infrastructure, cash flow and relationships with vendors and customers



are assets that, if used effectively, could allow Macy's to defend market share in a difficult space...The company has recently demonstrated some success in managing operations and expenses, with Fitch forecasting EBITDA margins around the mid-8 percent range in the medium term, similar to 2019, despite around

10 percent revenue declines and the absorption of cost inflation."

As of the end of first quarter of 2025, Macy's had total debt of \$2.8 billion and no material long-term debt maturities until 2027. Fitch said that near-term maturities are "limited" and include \$61 million in 2027 and \$176 million due 2028.

BUSINESS

Loro Piana Placed Under Judicial Oversight

- The Italian luxury company has been placed under judicial administration over alleged worker exploitation, but the company said it "firmly condemns any illegal practices."

BY LUISA ZARGANI

MILAN — A Milan Court has put Loro Piana into a judicial administration procedure concerning alleged worker exploitation in the Italian luxury brand's supply chain.

Loro Piana in a statement on Monday evening said it "acknowledges the notification received from the Court of Milan's Preventive Measure Section today regarding labor practices by undisclosed and unauthorized subcontractors of one of its suppliers."

The Italian luxury company stated that "in breach of its legal and contractual obligations, the supplier did not inform Loro Piana of the existence of these subcontractors. Loro Piana was made aware of this situation on May 20, and, as a result, the maison terminated all relations with the concerned supplier in less than 24 hours."

Furthermore, "Loro Piana firmly condemns any illegal practices and reaffirms its unwavering commitment to upholding human rights and compliance with all applicable regulations throughout its supply chain. Loro Piana is committed to ensuring that all its suppliers comply with the maison's highest quality and ethical standards in line with its Code of

Conduct. In this perspective, Loro Piana has been constantly reviewing and will continue to strengthen its control and audit activities."

According to media reports, Loro Piana sells cashmere jackets with a price tag of 3,000 euros, which, through its subcontractors, would allegedly actually cost only 100 euros. The firm denied this claim. "The reported cost figures are not representative of the amounts paid by Loro Piana to its supplier, nor do they consider the full value of all the elements, including, among others, raw materials and fabrics."

Looking ahead, Loro Piana concluded by stating that it "expresses its full willingness to cooperate with the relevant authorities on this matter and intends to provide the utmost support for any further investigations."

Loro Piana is controlled by the LVMH Moët Hennessy Louis Vuitton and is helmed by chief executive officer Frédéric Arnault, who succeeded Damian Bertrand last month. Bertrand is now chairman of the brand and has moved to become deputy CEO of Louis Vuitton.

This is only the latest luxury brand to incur in such a probe. Dior, also part of LVMH, and the Giorgio Armani Group have also been investigated for allegedly using suppliers who subjected workers to poor conditions, including inadequate wages, and potentially misleading consumers about their commitment to ethical standards, labor practices and artisanal production. Both brands have seen the judicial

administration procedures lifted after taking steps to improve their supply chain and labor practices.

In February, a Milan court ordered the revocation of the judicial administration imposed since April last year on Giorgio Armani Operations, a unit of the namesake designer's fashion group, over the labor practices of its Chinese-owned subcontractors.

At the time, the Armani Group said in a statement that the decision to revoke the judicial administration was made because the company has taken all the necessary corrective action and "already had a structured and tested system of controls and protection of its supply chain." The revocation came ahead of the one-year deadline initially expected, it pointed out.

The statement underscored that the decision was also made because the court recognized the group's craftsmanship as Armani's suppliers "are often to be identified as highly qualified artisans, especially regarding Italian production, characterized by the highest level of sophistication and quality."

Last year, judges also placed an Italian subsidiary of Dior, which produced handbags for the French brand, under the same form of special administration, again for lack of control over its supply chain. In May, the French fashion house was cleared of any wrongdoing and said it remains "committed to upholding our values of transparency and respect throughout our supply chain. This further underscores the maison's steadfast and historic dedication to pursuing both rigorous Made in Italy products and the highest standards of ethics and excellence."

Alviero Martini was also investigated over alleged worker exploitation, and in May, a unit of Valentino specialized in bags was placed under judicial

Loro Piana, fall 2025



administration for a year by the Milan court after worker abuse was uncovered at subcontractors.

Following the move, Valentino said it had intensified its supplier evaluation process across its supply chain in recent years and would cooperate with the relevant authorities to "fully understand the circumstances that have led to the measures taken by the judiciary in this specific case."

BUSINESS

New BFC CEO Vows to Help British Designers Scale

- The British Fashion Council is doubling investment in the guest program to bring more international buyers and press to London.

BY TIANWEI ZHANG

LONDON — Some 77 days after joining the British Fashion Council as chief executive officer, Laura Weir unveiled a string of major strategic updates in a bid to revitalize the fashion economy for British designers in the U.K. and globally.

Speaking at the BFC annual summer gathering at the Serpentine Pavilion, designed this year by Marina Tabassum, Weir said she intends to build on the "great foundations" of the BFC laid by her predecessors, notably Caroline Rush, former chief executive officer for over 15 years.

She vowed to continue to "put designers at the heart, to make mentoring and business skills central to our offer, and to ensure our funding models result in long-term impact for the British creative economy."

At the same time, Weir acknowledged that London is losing design talent to Paris, Milan and Berlin because of a lack of infrastructure to support the designers to make, create, show and, importantly, to scale in this country.

"It is time to reset," said Weir, as she unveiled a series of updates taking place from September.



Laura Weir

First of all, the BFC will waive London Fashion Week fees for designer members showing physically in September.

Historically, a brand needs to pay a listing fee to be shown as part of the LFW official calendar. Still, to maintain a BFC member status, a brand needs to pay between 500 pounds to 10,000 pounds a year, depending on one's annual turnover.

Weir also confirmed that the BFC will increase scholarship funding and has secured a three-year funding commitment from the British government department for Culture, Media and Sport to the BFC Newgen program. As reported, the department for Culture, Media and Sport in

January initially committed an additional 1 million pounds in funding for the next year.

The budget allocated to the guest program this fall will be doubled as well in order to bring in more international press and buyers to come to London to meet the designers in person.

Weir also stressed that the BFC should not be solely London-centric.

In a bid to decentralize and recognize nationwide excellence, and make the U.K. accessible to the world, the BFC is launching a creative education program called the Fashion Assembly.

Conceived by Sarah Mower, the BFC's ambassador for emerging talent, the

program will take designers back to their old schools across the country, to let young people outside of London envision themselves in this industry in the future.

Formerly executive creative director at Selfridges, Weir joined the BFC on April 28. Previously, she held various positions at ES Magazine, Elle UK, and Drapers.

"As I take on this role, I'm aware that the task ahead is herculean. I took this job because I care about the creative and commercial success of British fashion, and I won't rest until my tenure has had a positive impact on its global reputation," she said.

Over the past 10 weeks she's had many conversations with the London creative industry and met with government representatives from Hong Kong, India and the Middle East.

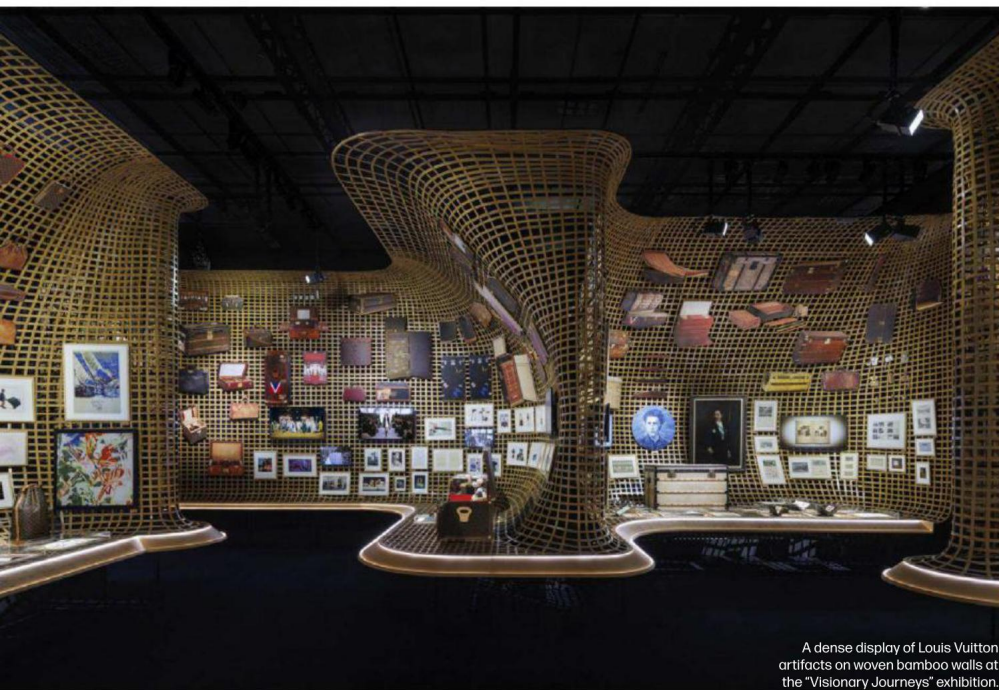
"What strikes me is how these superpowers are investing in culture as they build their strategic positions on the global stage. Some are meeting me to find out more about London Fashion Week, and then their governments are investing millions of pounds in building their own. They understand that investment in culture leads to the commercial and reputational success of a nation," she said.

At the end of her speech, Weir urged the BFC's patrons, retailers, designers and cultural and commercial leaders to rise together.

"Fashion is not just about shows and clothes. Fashion gives us a preview of society's next chapter. It's time to write a new story together," she said.

EXCLUSIVE

Louis Vuitton Goes Big With Osaka Exhibition



A dense display of Louis Vuitton artifacts on woven bamboo walls at the "Visionary Journeys" exhibition.



A dress custom-made for Suzu Hirose.



One of the "trunkscapes" welcoming visitors to the new Louis Vuitton exhibition in Osaka.

● The lively display at the Nakanoshima Museum of Art recounts the brand's story, and its enduring cultural dialogue with Japan.

BY MILES SOCHA

Robotic arms that test the durability of handbags, a pristine swatch of 128-year-old monogram canvas, and snazzy red-carpet dresses custom made for Zendaya and Cate Blanchett are among the surprising artifacts featured in "Visionary Journeys," a major exhibition dedicated to Louis Vuitton opening Tuesday at the Nakanoshima Museum of Art in Osaka.

Showcasing more than 1,000 objects, about a fifth of them specific to Japan, the showcase coincides with the World Expo Osaka Kansai 2025, which has already attracted more than 10 million visitors.

Curated by fashion historian Florence Müller, it tells the story of the French luxury brand across 12 thematic rooms, detailing its foundation in 1854, its key materials, innovations, collaborations and deep roots in travel-related products, from the stackable, flat-top trunks and steamer bags of yore to a Trail messenger bag in Damouflage canvas from Pharrell Williams' spring 2024 collection.

According to Pietro Beccari, chairman and chief executive officer of Louis Vuitton, authentic narratives are resonating more than ever, especially with younger generations.

"It's a period in which people are searching for meaning – and we believe Vuitton has a lot of meaning, authenticity and history," he said in an interview ahead of the opening. "We feel a need to reiterate our origins, our history – who we are."

Indeed, such are Beccari's convictions about the value of this vehicle for brand storytelling, he personally reserved the Nakanoshima back in 2023, knowing how

far in advance such in-demand museums set their programs.

Housed in a huge black cube, the museum boasts a collection of more than 6,000 works of modern and contemporary art and design, and has hosted shows dedicated to Claude Monet, Amedeo Modigliani, Toulouse-Lautrec and Nagasawa Rosetsu since opening in 2022.

"This platform is very important because of Osaka, because of this fantastic museum, and because of the millions of visitors going to Osaka in this period," Beccari told WWD.

Asked about the return on investment for such exhibitions, Beccari said there's no precise way of knowing. However, he said he and LVMH chairman and CEO Bernard Arnault are "profoundly convinced" that "the more people we expose to the history of Louis Vuitton, the more chances we have people become loyal customers."

Vuitton debuted a smaller, warm-up iteration of "Visionary Journeys" at "The Louis," its cruise ship-shaped temporary store that recently opened in Shanghai. That exhibition can welcome 2,000 visitors a day, and Vuitton estimates that a little more than half of them "buy a piece of the legend" afterward, making a beeline for the 3,000-square-foot retail space.

"Retail-tainment – a mix of retail, learning and lifestyle all at once – is a word you will hear more frequently relating to Louis Vuitton," Beccari said.

For the Osaka exhibition, the executive wanted a blend of tradition and modernity – plus new discoveries galore, all displayed in spectacular fashion.

"Louis Vuitton is a mix of powerful history and an extremely high capacity to be in the present moment," he said.

Hence, historical documents galore, handbags, tools, trunks and fashions are displayed amid highly Instagrammable elements, from the monumental "trunk



A display of trunks and other travel companions at the Osaka exhibition.

towers," made of washi paper and lit from within, that soar above the entrance atrium, to the robotic arms putting handbags through their paces in the laboratory-like "Testing" section.

Shohei Shigematsu, New York-based partner of architecture firm OMA, designed unique environments for each of the displays, one room resembling the interior of a hot-air balloon, another domed with shards of gleaming metal, evoking the feeling of being inside a kaleidoscope.

"Each room is envisioned as a distinct set within a continuous story, providing spatial diversity that reflects the house's creative breadth," Shigematsu explained. "The scenography becomes a journey through active environments that enable new interactions between space, object and viewer."

The exhibition puts the accent on never-before-seen artifacts, of which Müller found plenty, among them that century-old square of patterned canvas that was in perfect condition when the box deposited at The

Paris Archives in 1896 was recently unsealed.

"It was emotional," Müller related. "It's super important for what the house would become, but it's such a small object – a little piece of canvas, but the beginning of something huge."

Shigematsu gave the swatch pride of place in a dome-shaped exhibition room, around which orbit monogram handbags like planets.

Beccari recounted how in the late 1880s the founder's son Georges registered checkerboard patterns, then stripes, then Damier checkerboard with the brand name in the corner, as each introduction became widely copied. This compelled him in 1896 to create the famous monogram blending the LV initials and a geometric floral pattern.

"Ironically, this is now the most copied thing in the world," Beccari remarked.

Müller was stunned to discover a large trunk from Vuitton's early days with wheels, freshwaging the lightweight rolling cabin bags of today. "It's one example of inventing constantly," she said. ▶

Her research also led to the finding of Sameshima Naonobu, Japan's first resident diplomat in France and a Vuitton client starting in 1874. "It shows that the brand was already famous," the curator marveled.

Vuitton's longstanding cultural exchanges with Japan are a recurring topic throughout the Osaka exhibition, and are exalted in a dedicated room outfitted with tatami platforms and lighting.

Among the rare artifacts displayed here is a "masterpiece" kimono from the Edo period, of which only a few dozen exist. On loan from the Musée Guimet in Paris, the floral-printed robe is displayed next to the Vuitton dress it inspired, part of a collection by Nicolas Ghesquière, the brand's artistic director of women's collections since 2013.

Shigematsu noted that since Osaka has historically "played a key role in disseminating Japanese tradition and craftsmanship to the world," the city represents a fitting venue to showcase Vuitton's "craftsmanship legacy, savoir-faire, and global exploration in parallel with Japanese culture. We drew from elements of Japanese heritage, merging them with Louis Vuitton's codes to enable new dialogues between France and Japan."

Vuitton began selling its products in Japan in the '60s, and opened its first stores in 1978, located within department stores or hotels in Tokyo and Osaka.

Beccari noted that Vuitton was also one of the first luxury brands in Japan to move down to the main floor of department stores.

Today, Vuitton operates 57 locations in the island nation, including nine boutiques in Osaka and a recently renovated and expanded Ginza flagship in Tokyo.

"The love for Louis Vuitton in the country has been immense and mutual, probably because of the obsession for quality we share with the Japanese," Beccari said, also citing its no-discount policy and repair and refurbishment services, ensuring long lives for its products. "The repair centers in Japan are very, very active."

"The Japanese love the brand," Müller concurred. "They love this idea of French quality, and this idea – which is also something developed in the exhibition – of a family dynasty."

Müller said she was pleased to discover that the descendants of the founder, particularly Georges and Gaston, were fervent collectors and meticulously documented their creations. "The notion of archives and patrimony is very present in the house, almost since the beginning," she said.

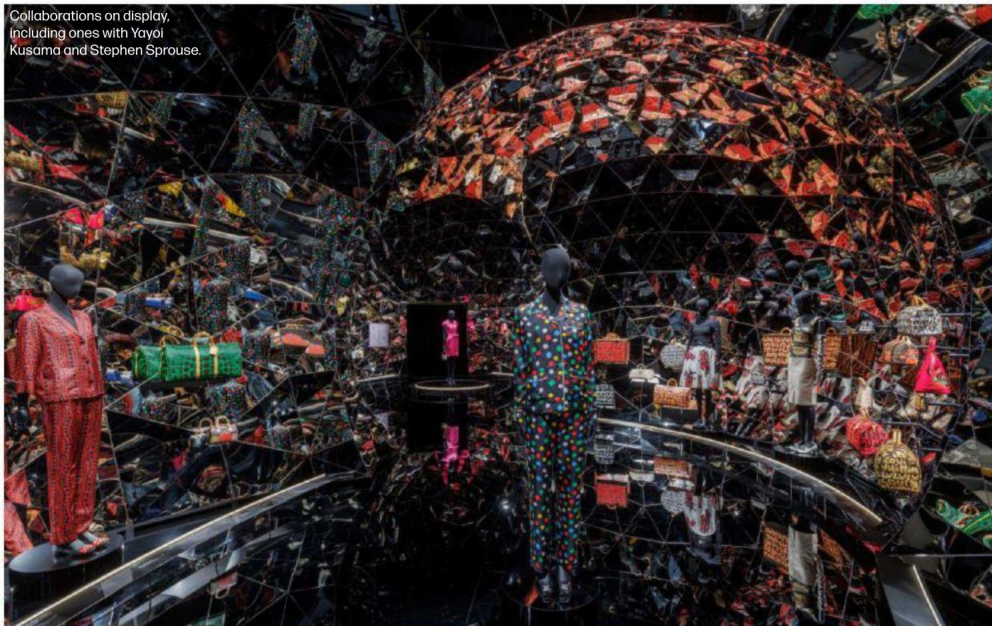
Even Beccari, who spent six years at Louis Vuitton earlier in his career, said he continues to discover new historical facts about the brand, recently learning that Gaston Vuitton participated in the International Exhibition of Modern Decorative and Industrial Arts in Paris in 1925, considered a watershed moment for the Art Deco style.

The Osaka exhibition includes photos of Vuitton's stand at the legendary fair, which showcased such exceptional items as a vanity kit made for soprano Marthe Chenel.

"I believe that proximity to artists, to the design movement of the time, showed how visionary and impressive this personality in the history of Vuitton has been," Beccari said. "After Louis and Georges, Gaston is a personality that fascinated me more and more....He was a businessman, but he had a very creative mind."

Indeed, many of the innovations in the 1920s – including Vuitton's first forays into fragrance and beauty accessories – were prescient of its thriving perfume activity, which was reintroduced in 2016, and its launch next month of 55 lipsticks, 10 lip balms and eight eye palettes with its new cosmetics creative director Pat McGrath.

Collaborations on display, including ones with Yayoi Kusama and Stephen Sprouse.



Visionary Journeys The Workshop



The Atrium

"Retail-tainment - a mix of retail, learning and lifestyle all at once - is a word you will hear more frequently relating to Louis Vuitton."

PIETRO BECCARI

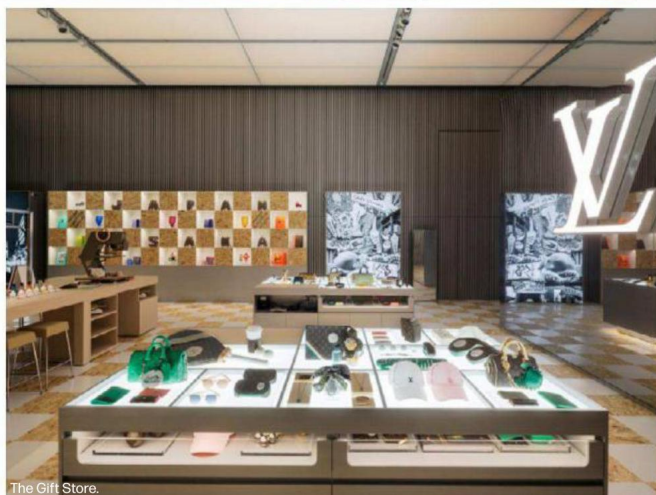
Gaston was also the mastermind behind Vuitton's transporting window displays in that era, with a famous one depicting a rustic garden with a stone lantern.

Perhaps the most futuristic room in "Visionary Journeys" contains the robot arms, which repeatedly lift bags, plop them on the ground, or open and close them, or attempt to scratch them.

"We like people to know that we don't leave anything to fate," Beccari said. "We try to test every condition in order to guarantee the quality is supreme."

The Atelier Rarex room is bound to be popular, marking the first time Vuitton has spotlighted the workshop it operates on Place Vendôme to produce one-of-a-kind couture pieces for celebrities at global events, like the Academy Awards and the Met Gala.

Portholes placed in a replica of the zinc mansard roof showcase dresses worn by



The Gift Store.

the likes of Léa Seydoux, Cynthia Erivo, Jude Bellingham, Suzu Hirose, Callum Turner, Tahar Rahim and Emma Stone, who won her second Oscar in 2024 for "Poor Things" wearing a strapless green Vuitton gown.

"We waited to have enough quantity to show," Beccari said. "Not everybody knows that we have an atelier that can do made-to-measure, and I think it's the time to tell the world."

Vuitton's last exhibition of such scale was "Volez, Voguez, Voyagez," which debuted in 2015 at the Grand Palais in Paris and traveled to cities including New York, Tokyo and Seoul.

"Visionary Journeys" runs until Sept. 17 in Osaka, where Vuitton also has an exhibition at the French Pavilion inside World Expo 2025, which has already clocked more than 2 million visitors. Beccari hinted it could travel to other cities. ■

How Rising Temps Raise the Bar for Beauty and Wellness

With extreme heat, wellness and beauty brands are responding with cooling products, temperature regulating fabrics, nighttime activities and more. BY EMILY BURNS



Beauty and wellness brands are responding to the rising temperatures.

Beauty and wellness are feeling the heat and responding accordingly.

With high temperatures continuing to progress, companies are becoming more innovative to meet consumer demands for solutions across most categories.

According to Elizabeth Lafontaine, director of research at Placer.ai, since consumers have become increasingly knowledgeable across categories, they are now also demanding efficacious solutions that provide comfort in the midst of extreme heat. These innovations are taking the shape of cooling mists, thermoregulating clothing, ice-based skin care products and even changing outdoor activities, wellness services and beauty treatments.

In the middle of summer, many are most concerned with sun exposure because it's often most noticeable, particularly a sunburn. However, there are several other effects to be concerned about when faced with high heat.

"Heat actually has a lot of detrimental effects physiologically, including [on] cardiac, pulmonary, kidney, electrolytes, almost any system," said Dr. Scott Braunstein, double board-certified M.D. and chief medical officer at Solllis Health.

He emphasized that while the body can regulate to the proper temperature, it can only do so much in extreme heat. There are many stages of how heat negatively impacts the body, Braunstein said. People may first experience muscle cramping due to the sodium shifts in the body caused by sweating. They could also experience rashes due to heat exposure. On the more severe end, people may feel lightheaded or may faint. Heat exhaustion results in "extreme sweating, dizziness, nausea, fatigue." Heat stroke, the most extreme result of high heat exposure, includes "neurologic changes, which could be confusion or disoriented slurred speech or their balance is off," Braunstein said, noting this could be life threatening.

While high heat impacts everyone, Braunstein said there are certain populations that are at an increased risk, including those with pulmonary issues, cardiac issues and those on certain medications like GLP-1s, which can cause dehydration and electrolyte loss.

Heat illness is typically a more acute issue, but ongoing exposure could harm

the kidneys, particularly for those who are already at risk. To stay safe in extreme heat, Braunstein said daily preparation is crucial and he recommends starting with understanding the heat index.

"[It] takes into account the actual ambient temperature plus the humidity percentage, and that combination gives you a heat index score, which is actually more reflective of how dangerous the heat is," he explained.

He recommends using the Osha-Niosh app, which showcases the heat index score for each hour of the day and provides specific advice for handling the heat at different levels. Additionally, Braunstein recommends hydrating before, during and after heat exposure, alternating between regular water and electrolyte-infused water, remembering that alcohol and coffee both dehydrate the body. He also said to opt for loose, breathable clothing with fabrics like cotton or linen.

Brands like ThirdLove and Rani Lounge are looking to take this concept of breathable, cooling clothing to the next level. ThirdLove, in particular, recently launched its TempSync collection, a line of intimates that provides temperature regulation via fabric technology from 37.5 that uses natural volcanic minerals to evaporate sweat.

"It's designed to keep you at the perfect core temperature," said Ra'el Cohen, cofounder and chief creative officer of ThirdLove. "If you are outside and it's hot, it anticipates when [your body is] going to start to sweat as your heat starts to rise and cools you down more rapidly than anything that's breathable could ever do."

Meanwhile, Rani Lounge, founded by sisters Neelam and Serena Virani, employs Filium technology in its loungewear, which makes the fabric water resistant so that sweat will stay on the skin and quickly evaporate during sleep.

"The fibers allow air to flow through it, versus polyester. It's also going to absorb moisture," said Neelam Virani. "[In polyester] you are going to be uncomfortable because you're going to overheat, or it's going to trap a lot of odor."

According to Braunstein, this type of sweat evaporation is crucial for cooling the body's core temperature. To further do this, he recommends mists that provide both a

water spray and fan for ultimate cooling.

In addition to these types of mists, a slew of products are hitting the market to address many heat-related concerns, most notably in skin care. Sun protection has become the most mature. Therefore, a crop of SPF complementary products or new takes on SPF are becoming more common. For example, there's Zure Solaris, an elevated post-sun-care brand. Then there's Dermalogica's latest BioLumin-C Heat Aging Protector SPF 50, \$79, which in addition to sun protection addresses "the damaging effects of heat and oxidative stress," via a ThermaRadiance complex, according to Dr. Bob Bianchini, vice president of technology and development at Dermalogica.

"Rising temperatures are accelerating demand for climate-adaptive skincare," he said. "[The] industry is developing novel scientifically valid solutions to meet these increasing challenges."

While sun protection has become the most crucial category, extreme heat can also lead to skin damage.

"Whenever your skin is heated up, it causes inflammation, and if you are prone and susceptible to things like hyperpigmentation or melasma, or if you have inflamed, hot to the touch, painful acne, that inflammation can lead to dark marks," said Sofie Pavitt, acne-focused aesthetician and founder of Sofie Pavitt Face.

Pavitt said the main goal should be to keep the skin as cool as possible, a task many brands are trying to take on. For example, Sofie Pavitt Face has its Fridge to Face Blemish Defense Mist, \$38, which addresses redness and cools the skin via a cooling agent, and its Nice Ice Toner Pads, \$68, a frozen solution to reduce inflammation. Meanwhile, Ameon offers a variety of frozen essences for different skin concerns. Furthermore, facial mists have become one of the most viral categories with brands like Rhode, Cocokind and Eadem tapping in.

In the face of extreme heat, it may seem like certain categories could take a hit, particularly cosmetics or heavy creams. But while aestheticians may recommend opting for lighter products in the summer, experts say that these categories likely won't see a decline in demand.

"Consumers want to impact their lifestyles as little as possible, even despite

changing elements outside, so I can't think of anything that might be negatively impacted," said Lafontaine, noting that consumers are more likely to add products like cooling mists or additional SPFs to avoid changing the rest of their routine. Therefore, products like setting sprays, such as the viral One/Size On 'Til Dawn Setting Spray, \$18, which now also comes in an SPF version, are promising additive products particularly in the summer.

Increasing temperatures are also impacting how providers think about their services. For example, Pavitt said she is regularly performing her Cryo Recovery Facial, \$265, to bring down the heat and inflammation. Krystyn Smith, aesthetician and founder of PractiseNYC, shared given the changing temperature and level of humidity "the skin is in a constant state of adaptation, which can lead to inflammation." She noted that these conditions often lead to dehydration. Therefore, she is regularly using a hydrating alginate mask, which thermoregulates the skin's temperature, and iontophoresis, a machine that uses electric current to deliver moisturizing ingredients deeper into the skin.

Other in person services are also adapting to the changing climates, most notably wellness retreats, many of which are located in tropical destinations, and travel overall. In 2024, the Global Wellness predicted that climate-adaptive wellness would be one of the biggest trends going forward. Similarly, Booking.com predicted that "noctourism," or nocturnal tourism would be one of the biggest travel trends of 2025.

"There's a huge uptick in stargazing programs and celestial events with astronomers," said Beth McGroarty, research director at the Global Wellness Institute, adding that some offer nighttime hikes, yoga and more. Resorts like the Four Seasons Bora Bora and Zual Wellness Resort in Qatar currently offer this sort of programming.

Experts predict that as temperatures remain high, wellness resorts, particularly those located in tropical destinations will be forced to adjust their programming. For example Kokomo Private Island Fiji offers a massage with shells, which can either be heated or cooled, per spa director Naomi Gregory. According to spa director, Jessica Sanchez at The Spa at The St. Regis Bal Harbour Resort, providers are trained to detect signs of heat stroke amongst guests. Additionally, the Global Wellness Institute reports that places like Canada and London are becoming more popular travel destinations thanks to the more temperate weather. Indoor activities like pickle ball and rock climbing have become popular, while people are also returning to cooling activities like wild swimming, particularly with the reopening of the Seine.

While beauty, wellness and apparel are three of the most obvious categories responding to climate change, others are following suit. McGroarty pointed to the importance of climate-adaptive architecture that uses cooling materials and even wearables that detect and warn against higher temperatures.

Lafontaine added: "It's not just typically traditional beauty and wellness products that we think of that are seeing the benefits of this. When we think about categories, home and home furnishing, like air purifiers, those have become a lot more heavily adopted, specifically in states that have wildfires like California."

As more categories, from home to architecture to beauty and wellness, aim to find solutions for the heat, experts say it will influence every industry going forward.

"Inevitably, everything is going to change because of the rapidly blazing,

Who's Winning the 2025 Fragrance Game?

Findings from YipitData show that TikTok Shop and Target are neck-and-neck by fragrance sales; Kayali is number one at Sephora, and more. BY NOOR LOBAD



Fragrance, beauty's hottest category of recent years, is seeing meaningful shifts at retail.

Macy's may be holding on to its longtime position as the top U.S. retailer by share of fragrance sales, but plenty of other shifts are afoot when it comes to who's winning the category.

According to YipitData, Macy's accounted for 31.8 percent of fragrance sales during the month of May, indicating a 14.7-point lead from the category's next-biggest retailer during the period, Ulta Beauty. While significant, that lead is several points less than it was, say, two years prior in 2023, when Macy's accounted for more than 40 percent of fragrance sales during the same month.

This shift is in part due to the nascent growth of alternative fragrance retailers as formidable competitors in the space.

There's Amazon, which, per YipitData, accounted for 14.9 percent of fragrance sales in May across the platform's first- and third-party sellers (tracking after Sephora, which accounted for 15.5 percent during the same period).

TikTok Shop, too, wasn't on the map at all in the U.S. until halfway through 2023, yet today the e-tailer – which has propelled brands from Lattafa to Phlur to virality – goes head-to-head with Target in terms of share of fragrance sales, actually outpacing Target slightly in May.

Year-to-date, the top three fragrance brands at Sephora have been Kayali, Sol de Janeiro and YSL Beauty, in that order. For the month of May, Valentino overtook YSL for the number-three spot, while in April, Chanel's Chance Eau Splendide Eau de Parfum was the retailer's top-selling new stock keeping unit across the store.

On Amazon, which YipitData reports has gained modest but steady share in fragrance since 2023, winning brands range from value-driven to designer, a dynamic which the platform's top two brands in May – Lattafa and Versace – quintessentially represent. Other top 10 brands on Amazon include Sol de Janeiro, Nautica and Dior (which, like all brands owned by LVMH Moët Hennessy Louis Vuitton, does not officially sell on the platform).

So far in 2025, fragrance has been the fastest-growing category in beauty, as has been the case since 2021. According to Circana, the category grew 4 percent in the prestige market and 8 percent in mass during the first quarter of this year.

The top 10 retailers by share of fragrance sales in May 2025, per YipitData.		
1		Macy's 31.8 percent
2		Ulta Beauty 17.1 percent
3		Sephora 15.5 percent
4		Amazon 14.9 percent (including first- and third-party sellers)
5		Nordstrom 5.5 percent
6		Walmart 4.7 percent
7		Kohl's 3.7 percent
8		TikTok Shop 2.4 percent
9		Target 2.3 percent
10		CVS Pharmacy 1.1 percent

A New Tool Predicts How Skin Will Age Without SPF Use

Called "SPF Truth Booth," the simulator was developed by SkinGPT maker Haut.AI.

BY NOOR LOBAD

There's a new tool that aims to emphasize the importance of regular SPF use.

Called "SPF Truth Booth," the tool was launched by skin analysis platform Haut.AI and predicts how a user's skin could change over time with versus without regular sunscreen use. Accessible via the Haut.AI website, the tool is powered by SkinGPT, the company's tech which aims to provide realistic, generative AI-powered skin simulations.

In the case of SPF Truth Booth, the tool visualizes potential UV damage, showing users side-by-side up to 10 years in the future with sunscreen use and without it. Its launch coincides with a rise in SPF interest in the U.S., where international sunscreen brands like Beauty of Joseon and Naked Sundays have seen splashy successes thanks to their use of heavier-duty chemical filters as consumers seek more effective protection.

"SPF Truth Booth is more than just a digital filter; it combines generative AI with peer-reviewed science to create accurate simulations that make the long-term benefits of daily sun protection unmistakably clear," said Haut.AI chief executive officer Anastasia Georgievskaya in a statement.

Recent years have seen a rise in predictive beauty filters on social media; in 2023, TikTok's "Aged" filter made the rounds as users – from tweens to Gen X – sought to get a glimpse into how their facial features may evolve as they age. Before that, Snapchat had introduced a "Time Machine" filter allowing users, too, to see how they might age over time.

Because SkinGPT is trained on more than 3 million data points to inform its skin analysis capabilities, the tool aims to bring a science-based approach to predictive filters while underscoring the significance of sun protection. Previously, Haut.AI, which was founded in 2018, has collaborated with beauty players including Ulta Beauty, Beiersdorf and more.

SPF Truth Booth uses AI to imagine how users' skin will age based on SPF use.



How Will Trump's Tariffs Impact K-beauty?

A renewed threat of tariffs is looming over the category at a time when K-beauty brands are looking to further their presence in the U.S. **BY NOOR LOBAD AND KATHRYN HOPKINS**

K-beauty brands are bracing themselves for the possibility of increased U.S. tariffs.

Earlier this month, U.S. President Donald Trump began informing America's trading partners about their new duty rates under his tariff regime. First mentioned were Japan and South Korea, which from Aug. 1 will be subject to 25 percent across-the-board duties.

These changes are poised to impact South Korean beauty exports – which have long entered the U.S. free of duty thanks to the Korea Free Trade Agreement established in 2012 – in a big way.

"The tariffs would drive up the cost of goods, which will lead to higher prices for U.S. consumers and contribute to inflation significantly," said David Chung, founder and chief executive officer of contract manufacturer iLabs, and Morae Packaging, which manufactures in South Korea.

"Recovering from these new costs would be extremely difficult not only for the beauty industry but the broader economy."

In recent years, K-beauty has experienced a boon all over again in the U.S.

Brands like Beauty of Joseon, TirTir, Medicube, Anua and Mixsoon have risen to virality on TikTok as a new generation of consumers discover the allure of Korean skin care and makeup. Thanks to its viral assortment of SPF's, Beauty of Joseon's sales soared from \$31 million in 2020 to more than \$100 million in 2023, cofounder Sumin Lee previously told WWD. This month, the brand will make its Sephora debut.

Many other next-gen K-beauty brands are breaking into U.S. retail, too: Ulta Beauty announced last week it will add 13 new brands in the category to its own assortment this summer, including Fwee, TirTir, Kaja, Rom&nd and more. Even on TikTok Shop, K-beauty dominates, with Medicube ranking as the number-two brand by sales on the platform in May, netting \$4.1 million during the period, per Charm.io.

And though U.S. consumers' appetite for K-beauty is in part because of the category's general affordability, increased tariffs threaten to impact that accessibility.

"Our key concern is how much prices are going to be raised, and how we can support our customers on this impact – our last choice is raising prices," said Winnie Zhong, cofounder of New York based Asian beauty retailer Senti Senti, which operates locations in Williamsburg and Chinatown.

She added that since Senti Senti is an import business, it will now have to

Sandy Liang for Beauty of Joseon.



forecast even more inventory, which can be difficult given storage space and rental costs in New York City.

Charlotte Cho, founder of e-tailer Soko Glam and skin care brand Then I Met You, said many brands are still treading carefully as they await more certainty on the tariffs front.

"It's a bit fresh – brands are not sure of how to react to this potential threat," she said, adding the tariffs would "negatively impact the K-beauty U.S. market, which is a big focus for Korean brands right now; U.S. retailers or distributors would also be squeezed, or expect the brands to contribute to the tariff tax. In the end, unfortunately it's the customers who will lose as this will just lead to an increase in prices across the board."

Cho added that because many brands ship their packaging and raw materials from parts of Asia, it's not only Asian beauty brands that will be affected by such changes.



One of Medicube's viral skin care sets.

"Our key concern is how much prices are going to be raised, and how we can support our customers on this impact – our last choice is raising prices."

WINNIE ZHONG,
cofounder, Senti Senti

Nam, U.S. director of media relations of Medicube USA. "With that being said, we do not anticipate that any price increases will be large enough to meaningfully impact consumer demand."

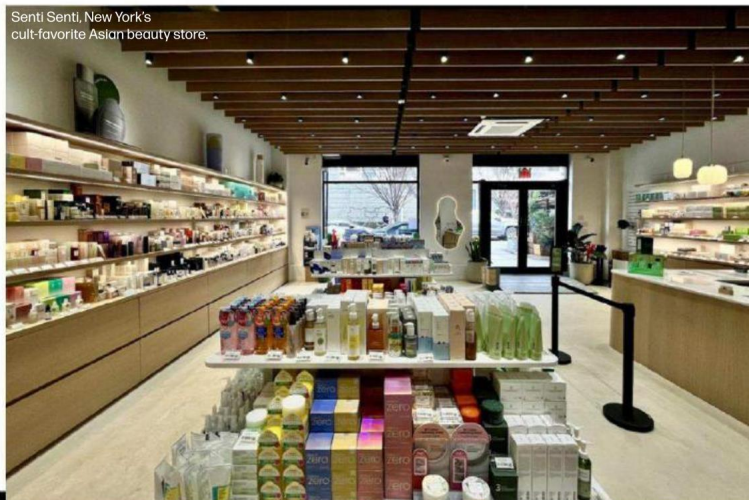
She did say, however, that "we do expect tariff changes to impact corporate profitability...The greatest challenge brands currently face is not the tariff itself, but the uncertainty surrounding it; sudden shifts require brands to redesign profit forecasts, marketing campaigns and global strategies."

Said Joey Chung, director of communications at Sungboon Editor Skincare, known for its overnight sheet masks: "Although higher tariffs could temporarily raise costs, we think that K-beauty's global competitiveness extends well beyond price advantages; it is rooted in continuous product innovation, distinctive and effective formulations, and an exceptional ability to adapt swiftly to emerging beauty trends – all of which contribute significantly to strong consumer trust and loyalty in international markets."

Nevertheless, Medicube, known for its sculpting Age-R Booster Pro skin care wand and, more recently, its salmon DNA skin care creams and serums, anticipates it may be able to avoid implementing significant price increases.

"Most K-beauty products, including Medicube's, have a final retail price around \$10 to \$20, and due to their relatively low production costs – even when tariffs are applied – these products can remain competitively priced," said Junehee

Senti Senti, New York's cult-favorite Asian beauty store.



TirTir, known for its cushion foundations, is one of many K-beauty brands seeing growth in the U.S.

EYE CANDY

Elegant Beauty Looks Paraded Down Couture Catwalks

The fall 2025 season in Paris was full of refined makeup and hairstyles. BY JENNIFER WEIL

Couture elevates fashion to the highest pinnacle, and beauty for the fall 2025 season reached great heights, as well.

From Chanel and Giorgio Armani Privé's sleek looks to Schiaparelli's bold, opaque lip color and Elie Saab's pearlescent eyeshadow, the refinement level was sky-high.

Other catwalks to showcase sublime hair and makeup were Balenciaga, Giambattista Valli, Imane Ayissi, Iris Van Herpen, Julie de Libran, Lever, RVDK Ronald van der Kemp, Stéphane Rolland, Tamara Ralph and Zuhair Murad.



Giorgio Armani Privé



Iris Van Herpen



Tamara Ralph



Balenciaga



Elie Saab



Peet Dullaert



Zuhair Murad

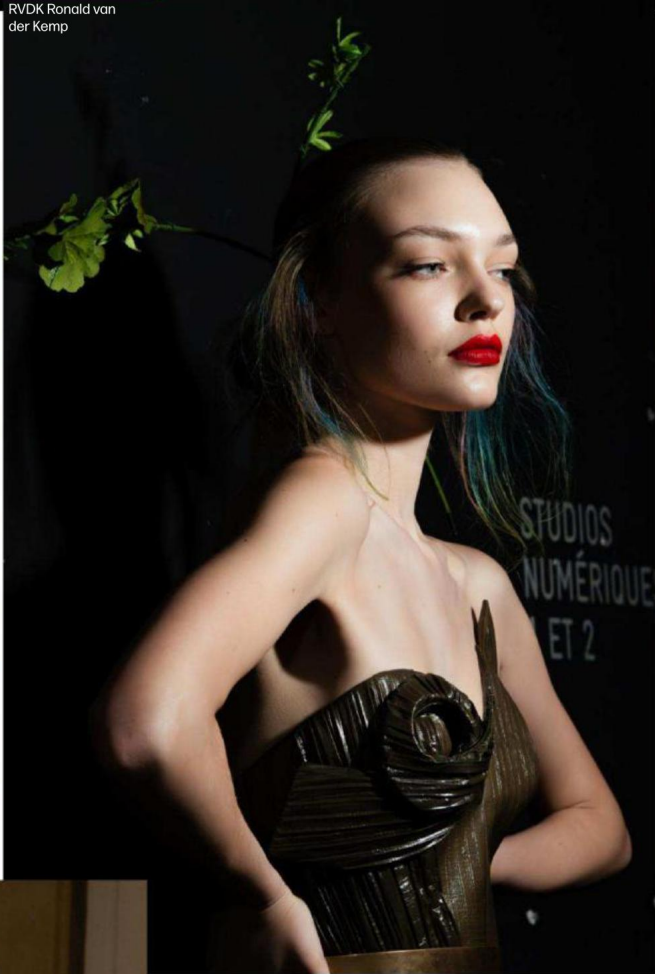


Lever

Iris Van Herpen photograph by Emily Molan; Giorgio Armani by Prive Giovanni Giannotti; Elie Saab by Delphine Archard

WWD BEAUTYINC

RVDK Ronald van der Kemp



Julle de Libran

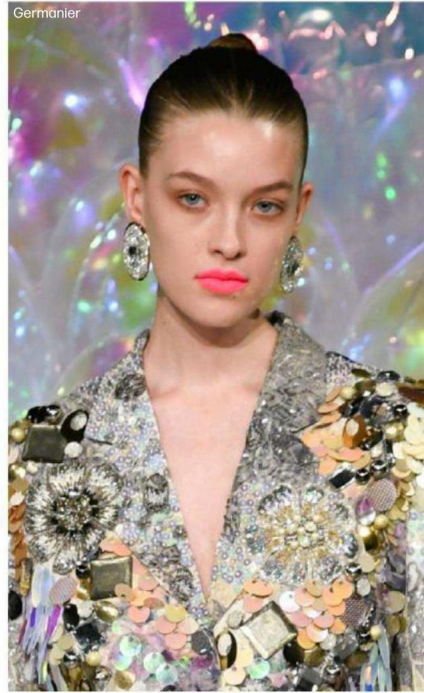


Chanel



RVDK Ronald van der Kemp photograph by Miriella Malagutti
Chanel and Germanier by Dominique Maître

Germanier



Schiaparelli



Giambattista Valli



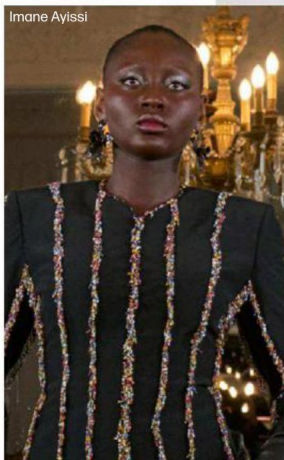
Stéphane Rolland



Rami Al Ali



Imane Ayissi



BEAUTY

Petra Ecclestone Touts Crickle Daisy



Petra Ecclestone



The Soft as a Petal Hydrating Dream Cream from Crickle Daisy.



The Cotton Candy lip mask from Crickle Daisy.

● The daughter of F1 billionaire Bernie Ecclestone is taking her new beauty and lifestyle brand to Cosmoprof in Las Vegas.

BY SAMANTHA CONTI

LONDON — There's no place like home for Petra Ecclestone, whose new brand, Crickle Daisy, is all about comfort, with beauty products inspired by pies, cakes and marshmallows, and bamboo cotton pajamas meant for long, lounge-y mornings.

"I've found a new love of putting on pajamas and getting ready for bed, enjoying that alone time," said Ecclestone, a married mother of four and a daughter of billionaire Bernie Ecclestone, founder and former chief executive officer of Formula One Group.

"If anyone knows me, they know that I cannot be like in jeans all day. I barely ever wear heels. I just really want to feel comfortable, and as soon as I get home, I put my pajamas on. I'm literally in my pajamas now, and it's the worst part of my

day when I actually have to get dressed," Petra Ecclestone said in an interview from her Los Angeles home.

This week, Ecclestone plans to cast off those pajamas to attend Cosmoprof in Las Vegas, where she'll be presenting Crickle Daisy, the brand she launched in 2024 with products designed for adults and children alike.

She describes the beauty products as "clean, safe and good for your skin," and said that she had children in mind from the start.

"Children care so much about the packaging and what things actually look like so I wanted to create something that had a nice smell to it, and that looked aesthetically pleasing, rather than really boring and safe," she said.

Crickle Daisy was inspired by her own children. The name is one of her son's gaming aliases, while the idea for the products came from her pre-teen daughter, whom she noticed was spending hours in front of the mirror undertaking an elaborate skin care routine before bed.

Given the products' sweet inspiration — there's even a set of pajamas in matcha green — Ecclestone decided to create a Cosmoprof stand that resembles an American diner. It's all pink, there will be places to sit, and the products will be displayed on cake stands.

"I really wanted this diner experience where you could get the lip gloss, and a cupcake, or even a matcha latte that matches the lip gloss," Ecclestone said.

Ahead of developing the line, Ecclestone said she consulted dermatologists and facialists. The products are made in Los Angeles, and sell on the Crickle Daisy site as well as at Nordstrom, Anthropologie, Amazon and eCosmetics.

Prices range from \$23 for the Baby Bloom powder brushes to \$34 for the day cream. The Lip Treat balms cost \$24, while the pillow mist costs \$28. On the lifestyle side, pajamas range from \$75 to \$115, while candles cost \$39 to \$65.

This is not Ecclestone's first lifestyle brand.

In 2011 she launched an accessories collection called Stark, which was filled with evening bags made from ultraluxurious materials such as python, alligator and napa leather, many adorned with gold studs or Swarovski crystals.

Before launching Stark, Ecclestone had a menswear collection, Form, which counted stockists including Harrods and Matches. Both have since shuttered.

Despite her past experience, Crickle Daisy has been a challenge.

"It's just quite hard starting a brand from scratch with such competition in the beauty market. But everyone who tries it loves it, so it's just a question of getting in front of people," said Ecclestone, adding that the brand has been working with "smaller" influencers on TikTok and Instagram because the brand doesn't have the budget yet to go bigger.

She's persistent — and positive — in other ways, too. Since Ecclestone was a child, her family — whose net worth is 2 billion pounds, according to The Sunday Times Rich List — has been in the public eye and in the tabloid headlines.

Every detail of her love life and business ventures; her and her sister Tamara's love of Hermès Birkins, and her jet-setting youth have been tabloid fodder for years. But it doesn't get her down.

She's even happy to field questions about Formula 1, which has become an even hotter topic this summer due to the film starring Brad Pitt and Damon Idris, and the new sponsorship around the sport.

She grew up in England, the home of Formula 1 motor racing, and spent some of her youth trackside. Her father was synonymous with the sport until he and his partners sold the Formula One Group, which controls the commercial rights of the sport, to the U.S.-based Liberty Media in 2017.

Asked about the surge in interest, especially among women, Ecclestone said the sport isn't what it used to be.

"I think since the Americans bought it, and since the TV show ['Drive to Survive'], the brand — I guess we can call it a brand now — has catapulted. It's just so different to when my dad had it. I feel like Formula 1 used to be so authentic. It was the diehard Formula 1 fans who traveled around the world, the people who really loved the sport," she said.

Ecclestone added: "Now, I feel like it's become really gimmicky. When a corporate company buys into something, it's not as personal, it's not about the love of Formula 1, it just becomes a brand," she said.

Like so many mothers, Ecclestone was concerned about the products her then 11-year-old daughter was using, and whether they were age-appropriate. Instead of worrying or wondering exactly what to do, she set out to create a brand that the whole family could use.

The offer now includes candles, blankets and pajamas with cow, daisy and heart prints, in addition to the baking-inspired beauty products. The Lip Treat Balm comes in flavors including Strawberry Shortcake, Cherry Pie and Marshmallow, while the lip mask is called Cotton Candy, and comes in a heart-shaped compact.

Other products include Soft as a Petal Hydrating Dream Cream, a moisturizer for all skin types; a lavender pillow mist spray called Sweet Dreams, and an assortment of powder brushes in sugary pastel packaging. Ecclestone said the cream is versatile and multitasking.

"It's lightweight, it doesn't clog your pores and it's still hydrating. And it doesn't make you break out. I'm mid-30s, and sadly, I still get breakouts. My daughter, who's now 12, is starting to get them. So this is for everyone's skin, for combination skin, and it doesn't have anything harsh in it," she said.

Ashi Studio

METAL MOMENT

Metallics were all over the Paris fall 2025 couture shows, but with a lighter, more joyful touch.

BY ALEX BADIA



Zuhair Murad



Germanier



Schiaparelli

WWD

Robert Wun



Rahul Mishra



Elle Saab



Giorgio Armani Privé





Julie de Libran

Maison Margiela
Artisinal



Chanel



RVDK
Ronald van
der Kemp



EXCLUSIVE

Jaeger-LeCoultre Taps Zhang Ziyi as Global Ambassador



Zhang Ziyi

● The Chinese film star's first campaign for the watchmaker is slated to drop this month.

BY LILY TEMPLETON

PARIS — Jaeger-LeCoultre has tapped Zhang Ziyi as its latest global ambassador, the Swiss watchmaker revealed Tuesday.

"What fascinates me most about watchmaking is its precision — and the almost obsessive attention to detail it requires," the Chinese film star said of her new role with the brand known as "the watchmaker of watchmakers."

It's a feeling she is familiar with in her

own line of work, she revealed in an interview accompanying the announcement that sees her join a roster that includes Lenny Kravitz, Amanda Seyfried, Nicholas Hoult and South Korean actor Kim Woo-Bin.

"Perhaps, my pursuit of nuanced acting parallels a watchmaker's quest for precision," she continued. "Even the briefest shot calls for absolute attention to detail before it becomes part of something truly meaningful."

The watchmaker's chief executive officer Jérôme Lambert told WWD exclusively that Zhang's professional journey mirrors that of Jaeger-LeCoultre, "rooted in discipline, driven by a pursuit of perfection, and defined by an unwavering commitment to authenticity and cultural relevance."

He said her appointment gave the watchmaker "a strong and credible voice: one that speaks to dedication, refinement, and artistic integrity" and that such partnerships were "instrumental in cultivating the long-term value and cultural capital of the maison."

Her first campaign for the watchmaker is slated for release in July and Zhang she said she hoped that "as the global ambassador, and as a filmmaker," she could convey its "spirit of pioneering, timelessness, and pursuit of excellence."

Best known for her award-winning career both in China and internationally, Zhang

made her directorial debut in 2021.

While Lambert wouldn't be drawn into speaking of specific projects with the Chinese star, he said the brand's "relationships are always envisioned as evolving journeys rather than defined roles" and that "what excites [the brand] most is the creative dialogue that emerges over time."

Zhang's appointment is also about "celebrating women who elevate their craft and who represent a form of elegance that resonates across generations and cultures," the executive continued. "Her presence sends a clear message: Jaeger-LeCoultre stands alongside those who set the standard — not by following trends, but by defining them through excellence."

Meanwhile, Zhang put watchmaking and shaping a compelling character on an equal footing as fields in which "the process is always one of deep focus and refinement."

Style-wise, she revealed a penchant for classic designs but said she was partial to the Rendez-Vous collection, which nods to the watchmaker's first gem-set timepieces for women.

But it's a gem-set Reverso One Duetto Jewellery watch, and an all-black look, that Zhang wore in the portraits as ambassador. She deemed a watch "the most defining part of [her] look — it's the finishing touch that quietly brings everything together."

"Subtle yet full of presence, it not only

elevates the overall style but also reflects a sense of taste and character," she added.

Known for depicting strong and independent characters in powerful performances, Zhang earned international acclaim over the course of the past three decades. Her breakthrough role was as anti-hero Jen Yu in Ang Lee's 2000 martial arts epic "Crouching Tiger, Hidden Dragon."

Her roles with renowned directors such as Zhang Yimou, Wong Kar-wai, John Woo and Rob Marshall garnered her a raft of awards and nominations both in China's prominent film awards and at the BAFTAs, Golden Globes and Cannes Film Festival. She also served as a jury member in Cannes and the Tokyo International Film Festival, where she was president of the main competition in 2017.

Other honors include her appointment as global ambassador for the Special Olympics and being inducted in France's Ordre des Arts et Lettres in 2013.

In June, the actress made a highly anticipated return to the silver screen with "She's Got No Name," a period drama directed by Peter Chan Ho-Sun, which shot up to the top of the China box office on its opening weekend.

Over the years she has also lent her image to a number of luxury brands, most recently Tiffany & Co., which named her an ambassador in May.

FASHION

B Michael Honored at Smithsonian For Cicely Tyson Couture Donation

● The New York-based designer considered the late trailblazing actress to be his muse.

BY ROSEMARY FEITELBERG

The Smithsonian National Museum of African American History and Culture honored B Michael and his husband Mark-Anthony Edwards on July 9 for their gift of couture pieces that were worn by the late pioneering actress Cicely Tyson.

"It was as meaningful as it was beautiful," the designer said Monday, during a joint interview with Edwards, who is chief executive officer of his namesake company. "You definitely do not come down from something like that. You decide what's next. The euphoria will stay with us."

Andrew Wright, president of Americas at Manolo Blahnik, toasted the designer for the gift that was made in honor of Tyson, who died at the age of 96 in 2021. Other guests included the museum's Denise Robinson Simms, Valerie Simpson-Ashford, Anika Noni Rose, Adrienne Arshet, Kay Unger, Andrew Wright, Nick Laffan, Myrna Colley Lee, Dawn Porter, Chris Hyams, Suzanne and Norman Cohn, Dr. Joyce F. Brown, Amna Nawaz, Bridget Foley, and Melba Wilson. Representatives from other museums were on hand too including Laura Mart of the Academy Museum of Motion Pictures, Laura Einstein of the Metropolitan Museum of Art, Kim Collins and Alexandra Deutsch of the Winterthur Museum, and Alex Delotch Davis of the Savannah College of Art and Design FASH Museum of Fashion and Film. Judith Curr of HarperOneGroup, which published B Michael's "Muse: Cicely Tyson and Me — A Relationship Forged in Fashion" was also on hand.

The 17-piece trove that the designer gave

included the dress Tyson wore when she became the first Black actress to receive an honorary Oscar at the 2018 Academy Awards, the hat that she donned for Aretha Franklin's funeral that same year, and the purple frock she chose for her "Best Actress" win at the 2013 Tony Awards. Those were a few of the pieces that had been requested by the Smithsonian National Museum of African American History and Culture that reflected some of the important experiences in her life.

The Smithsonian salute was doubly significant since in 2003, Tyson joined then-President George W. Bush and her fellow commission members when he signed the legislation that authorized the development of the National Museum of African American History and Culture. Describing last week's gala as "a full-circle experience," B Michael said, "It's almost like bringing the things back home, if you will, knowing that they will live beyond us, they will reach generations beyond us, and they will create a really beautiful narrative," he said. "Even when Cicely was alive, that was paramount to her. It was always about making that kind of statement, having that kind of presence and for her to inspire people. That was always the mission dressing her."

During her 70-year acting career, Tyson became known for her portrayals of strong Black women including her Oscar-nominated role as Rebecca Morgan in the 1972 film "Sounder," which focused on a family of Black sharecroppers and their struggles. Tyson won two Emmys for her performance in the 1974 television drama "The Autobiography of Miss Jane Pittman." She also appeared in the groundbreaking 1977 miniseries "Roots," and portrayed Coretta Scott King in the 1978 series "King" and Harriet Tubman in the drama

"A Woman Called Moses" that same year. More recently, Tyson appeared in "The Help" in 2011 and played in the Netflix thriller "A Fall From Grace" in 2020.

Alexander continued, "The one thing about Cicely was that she lived intentionally. It was her intention to make sure that her celebrity was not fleeting. You felt that when you walked around the school in New Jersey [intended for students in the performing and fine arts that is named for her.] This gift continues that inspiration. She has not only inspired B and I to make sure that we worked with purpose. That is also how she lived her life for other actors, young people and everyone she met."

Tyson first connected with B Michael through another one of his clients, Susan Fales-Hill. Tyson asked the designer to create something for her to wear to Oprah Winfrey's Legends Ball — five days before the event. Recalling their first meeting in his New York atelier, B Michael said, "Have you ever read the book 'Blink: [The Power of Thinking Without Thinking]' by Malcolm Gladwell? It addresses how sometimes, you instantly know there is a connection. You can't define it. It's not something that you sought out. You just feel it. We did have that blink."

When a summer thunderstorm greeted guests as they arrived at the Smithsonian event, the designer considered that to be Tyson making her presence known in a "powerful way not a negative one."

The candlelit seated dinner and the couture dresses on display belied some of the ugly behavior that Tyson faced as a Black woman. B Michael said, "The way we sometimes fight back and speak loudly against ugly behavior is through beauty and excellence to say this does not prevent us from being beautiful or excellent. To

B Michael, Anika Noni Rose and Mark-Anthony Edwards.



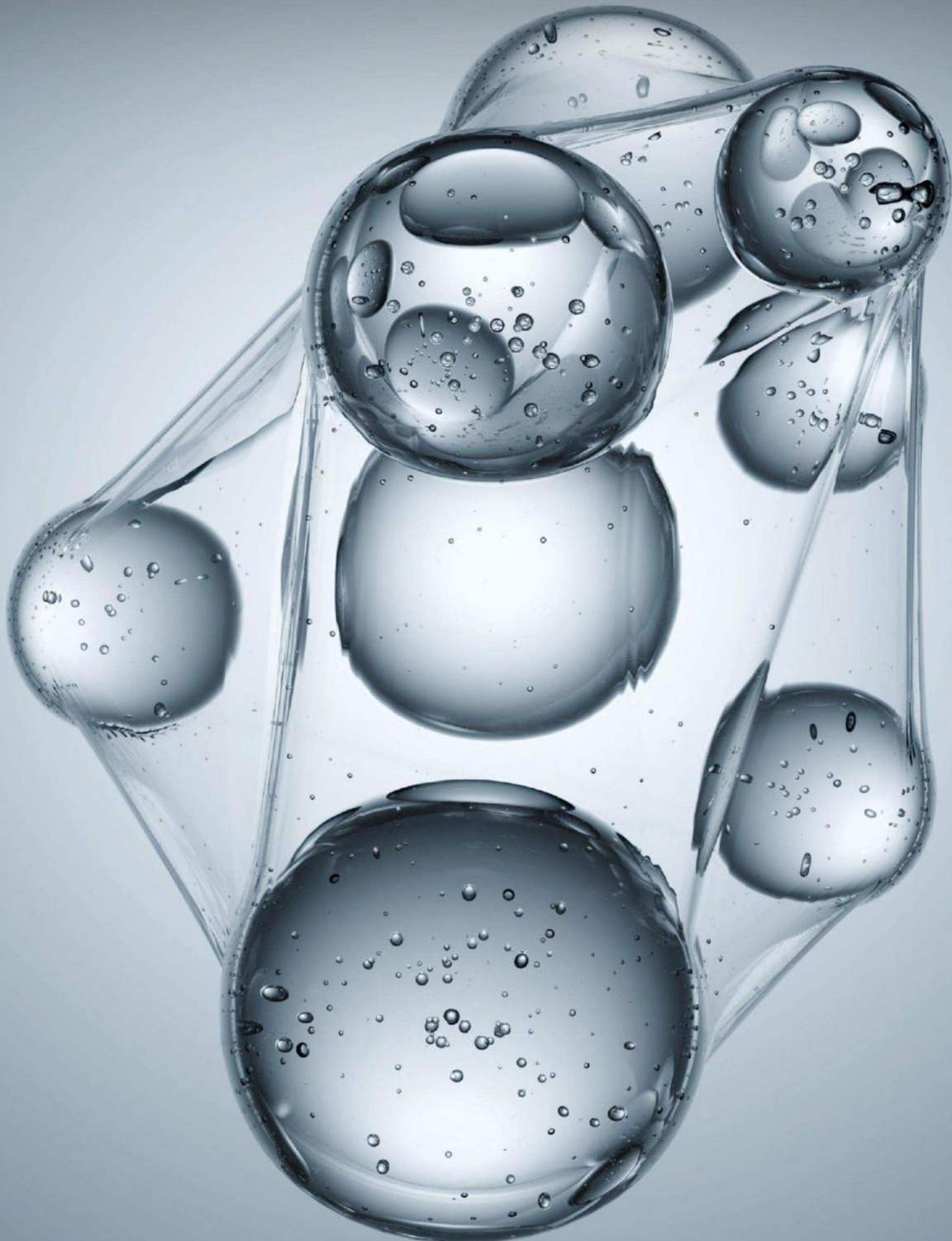
have a table that beautiful and guests of every creed to share that moment last Wednesday evening is exactly how you can retaliate against what's ugly."

The designer said that being honored reminded him of his family's role in his life especially his paternal grandparents, who had achieved much success with "limited resources" and a third grade education. The designer said he was also thinking of his mother and his own daughters. "All of that is attached as a synergy," he said. "I am speaking for Mark-Anthony, as well in terms of how his family instilled in him that you can be whatever you want to be. All of those things bring us to what we achieve."

Looking ahead, the duo is exploring licensing opportunities across all categories including interiors for B Michael. In terms of fashion, developing a designer ready-to-wear collection for women who wear a size beyond 14 is at the top of their to-do list. Women ask about that prospect via social media on a daily basis, he said. "When you come from couture, I think in terms of measurements, not size. We want to do the same thing when licensing ready-to-wear," B Michael said.

Another assignment is tied to a two-book deal with HarperOneGroup for the aforementioned "The Muse." The designer has his own memoir to write as part of that agreement. He said, "It was great to have Judith Curr there last week. She also published Cicely's book [Just as I Am: A Memoir.] That was a great thread that she shared as one of the speakers."

It takes an entire ecosystem—investors, biotech startups, suppliers, brands, retailers and even consumers—to bring next-gen materials to adulthood.



[DOWNLOAD](#)

BUSINESS

Want to Achieve in Business? Play Sports, Say Women Investors

- Iris Ventures and Mumble Forum hosted a panel in London examining the many parallels between business and competitive sport.

BY SAMANTHA CONTI

Competitive sports can be an ideal training ground for business – and vice versa – offering lessons in teamwork, discipline, endurance and nimble thinking, according to a clutch of high-achieving female business professionals in London.

The women were taking part in a panel discussion called “Empowering Women in Sports,” organized by Mumble Forum, a networking club for women in business, and Iris Ventures, the growth equity firm specializing in next-generation lifestyle and health-focused brands.

The three panelists – Montse Suarez, founding partner at Iris Ventures, and a lifelong athlete; Sophie Power, an ultrarunner and former investment banker, and Stephanie Wetmore, a former professional WTA tennis player turned angel investor, spoke over cocktails and canapés at 1 Warwick, a private members’ club in Soho.

It was a muscular lineup moderated by Sonja Moses, a national Muay Thai champion and human performance coach, with the women talking about their experiences at work and on the playing field, and how they’re pressing them into action every day.



Sonja Moses, Montse Suarez, Sophie Power and Stephanie Wetmore.

Suarez, a former gymnast who now plays field hockey in Spain, said teamwork is critical for any business, but especially for start-ups. When she’s deciding which founders to back, Suarez said she imagines playing on a team with them.

“I need to look at their eyes and see how the founders interact with one another. Is there chemistry, or not? Am I going to be able to play with them and pass on feedback? If so, how will they receive it? Is

my role going to be on the bench or in the field with them?” said Suarez.

Her Iris investments include Maurten, a global sports nutrition company based in Sweden; Biome, a plant-based gut health brand, and Superlativa, a drug- and hormone-free supplement that aims to help manage stress and regulate women’s levels of cortisol.

Suarez added that as an investor, “it’s very important to have open conversations

with founders regarding what the journey is going to look like. Not everything will go according to plan. There will be failures on the way. There will be moments where you’re expecting to grow at high speed, but it’s actually not happening. And I think that’s the best thing that I can bring to founders, is to have those open conversations.”

Even if you’re a top tennis player, “you’re learning from your losses every week. I think having a level head and being able to take things from losses is really important. When I was young, I wasn’t able to celebrate loss. But you can learn from your losses while still celebrating your wins. I think it’s about finding a bit of a balance,” and building resilience, she said.

Power, who is also an advocate for mothers in sport, said there are so many parallels between ultra marathons and life.

“You don’t set out and feel great all the time. You have ups and downs, and you know that if you keep putting one foot in front of the other, you will get to the end of the tunnel. And sometimes it takes a long time, and sometimes it’s quick. And while you’re doing that, you can be problem-solving. Every single step of the way you can be problem-solving,” she said, adding that long-distance running also puts life into perspective.

During the discussion, she recalled a particularly brutal, multiday marathon in the Sahara desert in the middle of the night.

She was hungry, and still had 20 kilometers before the finish line. She said that what kept her going were memories of a toxic boss at the bank. “There was a meeting I remembered that was much worse than this,” said Power. “And I thought to myself I’d rather be here than in that meeting with that absolute bully I used to work for.”

BUSINESS

Xcel Brands, Cesar Millan Launch Pet Line

- Xcel CEO Robert D’Loren discusses the launch seen happening early next year and how it fits into the company’s strategy.

BY DAVID MOIN

Xcel Brands, in another move to broaden the scope of its portfolio, is partnering with famed dog trainer Cesar Millan and K9 Wear to launch a new brand for pets called “Trust. Respect. Love by Cesar Millan.”

Millan has a social media following of over 21 million people and a television show, “Better Human, Better Dog” on National Geographic and Disney+. His first television show, “Dog Whisperer With Cesar Millan,” ran from 2004 to 2012 and aired in over 80 countries. He’s written seven books co-authored with Melissa Jo Peltier, and conducts workshops on training dogs.

“Cesar is a world-renowned dog trainer but he’s beginning to be open to birds, cats and other pets. But for our initial launch, everything we’re doing is focused on dogs,” said Robert W. D’Loren, chairman and chief executive officer of Xcel Brands Inc., the media and consumer products company specializing in building influencer-driven brands through social commerce and livestreaming.

“We’ve done pet products before, such as collars and leashes, but never to the extent like we are doing with Cesar and K9 Wear. This is a high-growth opportunity for us. There’s a strong human-animal bond with Gen Z and Millennials driving the growth in the pet industry, and we

believe Cesar has been for the last 20 years the voice of the industry. He is part of our new strategy of building a portfolio of brands with 100 million social media followers by 2026.”

Currently, Xcel’s brands have 45 million followers, D’Loren said. The publicly traded company owns the Halston, Judith Ripka and C. Wonder brands, as well as the co-branded collaboration brands TowerHill by Christie Brinkley, LB70 by Lloyd Boston, GemmaMade by Gemma Stafford, and also holds non-controlling interests or long-term license agreements in Isaac Mizrahi, Orme Live and Jenny Martinez Live brands. In addition, Xcel owns and manages the Longaberger brand through a controlling interest. Brands in the New York-based Xcel’s portfolio have generated in excess of \$5 billion in retail sales via livestreaming in interactive television and digital channels.

Next year, Xcel is launching “Off Duty by Coco Rocha” a casual, denim-driven fashion collection with Rocha, the model and social media influencer. “There will be more to come in the fashion space and one in the wellness space,” D’Loren told WWD. In April, Shanghai-based United Trademark Group, a brand development and licensing company producing a range of products, invested \$9 million in Xcel.

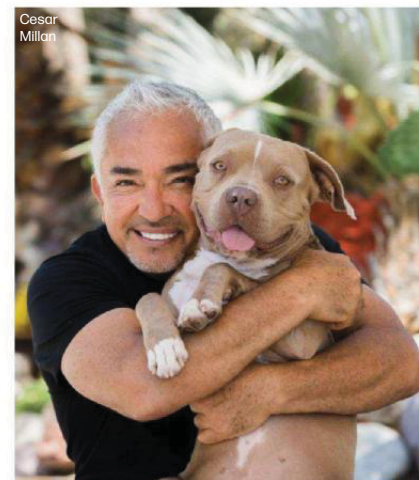
Trust. Respect. Love by Cesar Millan will launch with apparel, accessories, toys, training tools, food, nutrition, grooming tools, shampoos, deodorizers, cleaners, small appliances, electronics, and other products – all for dogs. Also being produced under the brand name will be apparel designed for dog walkers, with

such special features as reflective panels and sleeves with flashing light boxes for walks at night; water-repellent shells, and pants with knee pads. Each product will have a QR code on it, to reveal a video with Millan discussing the product. Much of the assortment will be made in China, Vietnam and Cambodia. D’Loren said products for cats, birds and other pets could be offered down the road. The brand is scheduled to launch early 2026 and will be shown next March at Global Pet Expo, at the Orange County Convention Center in Orlando, Fla.

According to the American Pet Products Association, sales of pet supplies in the U.S. reached an estimated \$157 billion in 2024, with pet food and treats accounting for \$67.8 billion in sales. In 2020, sales of pet supplies in the U.S. reached \$103.6 billion.

K9 Wear Inc. designs and manufactures pet accessories and apparel and created the world’s first interchangeable apparel harness, which allows for attaching different garments for different occasions, such as for rain protection or for extra padding. In addition to Xcel Brands, K9’s collaborations include Tommy Bahama, Natori, Izod and Trina Turk. “Merging our company’s vast pet-industry expertise with Cesar’s specialization and emphasis on form and function enables us to deliver the most unique and innovative pet-accessory products to the market,” Frank Cammarata, CEO of K9 Wear, said in a statement. (He’s the son of Ben Cammarata, the former chairman and CEO of TJX Cos.)

“Every product is planned and designed for the well-being and comfort of both, the dog and its pet parent, incorporating a modern, casual and functional style,”



Millan said. “We have developed a complete line of products in tune with my natural, simple and profound philosophy.”

Xcel expects to sell its upcoming pet collection through select retailers, e-commerce platforms, and live shopping channels. Major pet retailers include Petco, PetSmart, Tractor Supply, Chewy, Amazon, Walmart and TJMaxx. There are also thousands of small, independent pet shops.

Asked if he is a dog owner, D’Loren said, “At one time, I had three labs and a golden retriever at the same time. They all aged out, and now I’m raising little kids, a 3-year-old and a 4-and-a-half-year-old.”

ACCESSORIES

Van Cleef & Arpels Comes to Life in The Rose Gardens of Dumfries House



Van Cleef & Arpels at Dumfries House.



The Fleurs d'Hawaï collection.

● The Richemont-owned jeweler presented its two collections, Flowerlace and Fleurs d'Hawaï in Ayrshire, Scotland.

BY HIKMAT MOHAMMED

AYRSHIRE, Scotland – There's no stopping Van Cleef & Arpels' love affair with Britain.

The Richemont-owned jeweler has been a long-standing supporter of the British royal family and to present its latest collections, Flowerlace and Fleurs d'Hawaï, it was no short of grand.

Van Cleef & Arpels took over the grounds of Dumfries House – a country house owned by The King's Foundation – with its top clients, members of the press and its executive leadership team to showcase the craftsmanship, colored gems and love of horticulture instilled in the two collections.

Beautifully created installations dotted the greenhouses and gardens of the grand estate featuring jewelry and watch pieces from the collections on a sunny July day, a rarity even for Scotland, where climates are harsher and more unpredictable than England.

Nothing on display was by accident.

Van Cleef & Arpels sprinkled items from the archive against the Flowerlace and Fleurs d'Hawaï collections, as a cross reference for the thread of inspiration, as well as a reminder of the brand's proud heritage that continues to shape its values and visual identity.

The Silhouette clip style from 1937 served as muses for the Flowerlace collection using the fluid outlines of the flower, which were a characteristic of the later years of the Art Deco movement.

The '30s clips use yellow gold, rubies and diamonds, whereas Flowerlace has been minimized to yellow gold and diamonds using a complex and delicate method of layering the petals together that resemble a ribbon or twisted balloons.

No petal in the Flowerlace collection is equal just like the founders in the rose gardens of Dumfries House.

"We were looking for a garden that could gather all of Van Cleef & Arpels' flowers and we have strong links to The King's Foundation," said Jean Bienayme, international marketing director at Van Cleef & Arpels, in an interview.

The jeweler was named principal patron



The Flowerlace collection.

of The King's Foundation Gardens and Estates in 2023, taking charge of the flora at three Scottish and English properties with strong ties to King Charles.

The Richemont-owned brand has been overseeing the preservation of the Rose Garden inside the Queen Elizabeth Walled Garden at Dumfries House, as well as improving and developing the woodland, hedgerows and borders across the entire estate.

The flower garden, which has been renamed the Van Cleef & Arpels Rose Garden, is open to the public, and is one of the largest and most diverse in Scotland.

"We wanted to go to a country we haven't visited before. Scotland is not somewhere people think of for beautiful flowers and gardens, so it made sense for us since we have a relationship with the British royal family," said Bienayme.

In the spirit of gardens and blooming flowers, Van Cleef & Arpels put its Pivoine clip from 1937 on display, its mystery setting craftsmanship and use of colored gemstones, such as the ruby and diamond combination.

The Fleurs d'Hawaï collection uses an array of colored gemstones, including

rhodolites, citrines, amethysts, peridots and aquamarines across rings, pendants, earrings and a secret watch that can be transformed from a brooch or necklace to a watch using a hidden clip.

The secret clip muses after the *Passe-Partout* creation from 1939 that was made up of yellow gold, white gold, sapphires, yellow sapphires and rubies. The piece could

be worn as a short or long necklace, a bracelet, belt, or clip because of the hidden clip installed in the back.

"What we try to express in our collections is the true richness of nature, from the silhouette of flowers to bouquets. Flowers have been with the maison from 1907 and we continue to play with them. In the Flowerlace collection, the petals are not the same size because it gives an impression of movement, which is something very important to us," said Bienayme.

Sourcing the stones in both collections, Flowerlace and Fleurs d'Hawaï, has been a labor of love and concentration for Van Cleef & Arpels, which has taken them two years.

Bienayme said that the practice of sourcing near-perfect gemstones is rooted in the brand's philosophy of transmission and education.

The brand opened its second campus of L'École School for Jewelry Art in Paris last year with hopes of encouraging more young people to pursue jewelry craftsmanship.

The jeweler's educational arm extends beyond Paris. It has opened several permanent sites in Hong Kong, Dubai and

Shanghai with a selection of courses, talks and exhibitions centered around jewelry.

An educational arm in the U.K. is something that Bienayme has in mind, but it hasn't been fully developed just yet.

Van Cleef & Arpels is not done with its whirlwind romance with the U.K.

The jeweler will be returning to Sadler's Wells in September to support the production of "We Should Have Never Walked on the Moon" by the dance companies Rambert and (La) Horde Ballet national de Marseille.

In the spring, Van Cleef & Arpels' dance festival "Dance Reflections" took over London March 12 to April 8 with a total of 15 shows, 16 workshops and 150 dancers involved.

"We continue to pay tribute to ballet in our collections and 'Dance Reflections' is not really about putting our logo on an event. We're investing and supporting choreographers worldwide," said Bienayme.

Even though there wasn't a single piece of jewelry from Van Cleef & Arpels in sight at "Dance Reflections," its impact is still recognized by the brand.

"[It has been positive for us] and when it comes to such festivals, it takes time and we have time. We came back to London for a second time because there was a strong interest from the audience in the U.K.," said Bienayme.

He added that in order to anchor the dance program, it's a matter of repetition until all audiences become familiar with it.

Movement – as an immersive experience or through jewelry – remains key for Van Cleef & Arpels as they quietly make their way through the world and its gardens and theater stages.



"Noon, Wildness, Stream, Washe, Ruins, Theatre," the winning exhibition of the third season of Chanel's "Next Cultural Producer" program cofounded with Power Station of Art.



Amber Kuo performing at PSA.



A scene from the opening performance.



The action-painting.

EYE

Chanel-supported Artist Group Stages Show at Shanghai's PSA

● The performance was part of the winning proposal of the Chanel Culture Fund and PSA's "Next Cultural Producer" program, now in its third season.

BY DENNI HU

Exploring the art form of museum-based performance, Chanel has unveiled "Theater," the third season of the Next Cultural Producer program, established in collaboration with Power Station of Art, the Shanghai-based contemporary art museum and one of Asia's largest.

This year's winning proposal, titled "Noon, Wildness, Stream, Washe, Ruins, Theatre," was curated by the Hangzhou-based artist group Martin Goya Business and opened on July 11 with an unconventional performance that brought together 150 art activists and lasted for eight hours.

The exhibition, split into several sections, juxtaposes ancient Chinese architectural forms – such as a Song Dynasty entertainment venue and latticed paper windows – with a symphony of moving images, poetry, crowd-sourced documents from its artist community, and graffiti-like paintings. Together, the exhibition disrupts the museum's white cube setting and sets the scene for its anachronistic storyline.

On opening night, members of the local artist community – including students, DJs, dancers, emerging talents and established names – came together for

a dynamic performance, or "continuous collective action," that culminated in a midnight mini-concert by avant-garde rock band Mola Oddity, fronted by former Taiwanese pop star Amber Kuo.

"The eight-hour duration [performance] is meant to transcend time by exploring different modes of viewing, including how we perceive things in ancient times versus now," said Cheng Ran, cofounder of Martin Goya Business, during a panel discussion on Sunday.

"It creates small transformations and frees people from the comfort of familiarity, guiding them toward a more spiritual or contemplative one. You can't explain the space in a fixed framework; perhaps this is our way of grasping small freedoms," Cheng added.

Cheng emphasized that the art institution should "bear witness to emerging artistic careers, rather than serving as the last stamp of approval."

The four-person artist group, established in Hangzhou eight years ago, is led by Cheng; cofounder Da Mian, a Chinese martial arts fantasy novelist; Taoph, a visual and music curator, and Tan Sin Thiau, a writer.

The group, named after one of the 24 cats owned by the group, exists as an outlier from the traditional art system and aims to support, promote and engage within the local Hangzhou artist ecosystem. It has curated more than 100 events, collaborated with some 400 trans-disciplinary creators, and held exhibitions across 20 countries.

Its latest invention involves a canteen-style restaurant, which turns into a bar operated by artists at night. "The artist

community needs to find a sustainable way to build up a community. We have to eat, we can't exist in a vacuum," Da Mian explained.

Triggered by Hangzhou's rapid urbanization, the group had to relocate four times until it found its current studio in the outskirts of the Shanghai-adjacent city. That experience informed a two-story-tall scaffolding structure where 12 artists took turns live-painting, the latter's work overlaying its predecessor's.

"Most art exhibitions focus on showcasing the finished painting, but I wanted to present a scene very familiar to painters, the ruins, or the remnants they encounter during the process of relocating their studio. I believe many artists face the same dilemma.

Members of Martin Goya Business, Tan Sin Thiau, Da Mian, Cheng Ran and Taoph.



Where do you rent a studio and how long can you keep it? In Hangzhou, we are constantly exploring the city's boundaries as it expands. Each time the city grows, we inevitably face relocation, sometimes even collective relocation," Da said.

"When we are confronted by the complex task of moving, which often involves packing up several years of personal work, we have the urge to claim the space our own again. Oftentimes, artists come together, armed with flashlights, sneak inside to make music, to perform or paint," added Da.

In the next three months, 1,500 gigabytes of performance footage captured by 10 cameras during opening night will be edited down and displayed at the exhibition.

"We had a loose script for the exhibition, but we left it largely open, so the video has to portray the collective creative process; its visual representation needs to be constantly evolving," explained Da.

The free exhibition is open to the public until Oct. 8.

Cofounded by PSA and the Chanel Culture Fund in 2021, the Next Cultural Producer initiative marks the company's first partnership with a museum in Asia. The program's previous two seasons shed light on Chinese craft and architecture in Southern China.

Last May, Chanel signed a strategic partnership with PSA to restore the museum and enrich its collection and research capacity.

PSA is the first state-run contemporary art museum in mainland China. Located in a former power plant along the Huangpu River, the museum spans more than 441,000 square feet and opened in 2012.

WWD115
APPAREL
& RETAIL
CEO SUMMIT

POWERING PROGRESS
Past, Present, Future

**BUY
TICKETS**

OCTOBER 28-29, 2025
Cipriani South Street, New York, NY

ATTENDEE INQUIRIES

Trish Reidy
preidy@fairchildfashion.com

PARTNERSHIP INQUIRIES

Melissa Rocco
mrocco@fairchildfashion.com

BCG

GLAMSQUAD

Google

J.P.Morgan

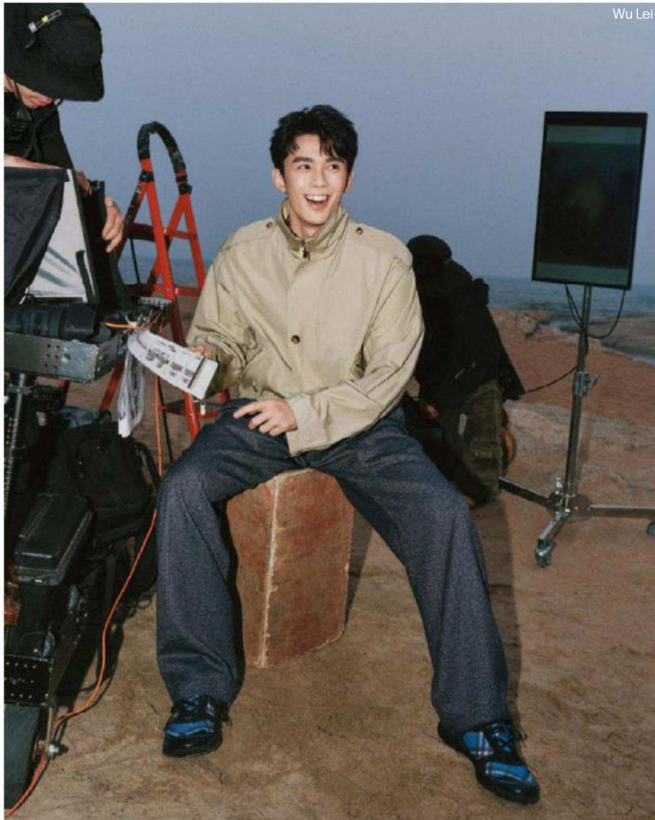
Katten

LM
LM COLLEGE

*** listrak**

SKYPAD

Fashion Scoops



Wu Lei

Fresh Face

Burberry doubled down on its commitment to the Chinese market on Monday by tapping the popular young actor Wu Lei as its latest global brand ambassador.

Despite being only 25, Wu has been in the limelight for more than two decades and has starred in numerous hit series such as "The Long Ballad," "Love Like the Galaxy," and "Amidst a Snowstorm of Love."

"It is a pleasure to welcome Wu to Burberry. He's been acting from such a young age and continues to evolve with every new role," said Daniel Lee, the brand's chief creative officer.

The Chinese actor with more than 48 million Weibo followers and more than 518 million Xiaohongshu impressions is also a cycling enthusiast. He has created and directed "Ride Now," a popular vlog series documenting his travels in China and Vanuatu which has garnered almost 300 million views online.

"It's an honor to work with Burberry. As a brand built on a rich heritage, Burberry has become a true icon of fashion. Its steadfast dedication to its classic roots, combined with a fearless spirit of innovation, results in pieces that never

fail to amaze. I look forward to discovering what we'll create together," said Wu, whose latest film project, "Dongji Island," will premiere next month.

Wu is the latest member of Burberry's global family, which also includes famed Chinese actress Tang Wei, veteran Chinese actor Chen Kun and rising Chinese actress Zhang Jingyi; Thai star Bright Vachirawit; Japanese actress Asami Mizukawa, and soccer player Son Heung-min, actor Son Suk-ku, and Stray Kids member Seungmin from South Korea.

British tennis player Jack Draper, model Rosie Huntington-Whiteley, and actress Jodie Turner-Smith count as Burberry's global brand ambassadors as well. — TIANWEI ZHANG

High-Flying Match

Italian luxury house Brunello Cucinelli, over the Wimbledon finals weekend, unveiled The Perfect Match, a special capsule collection exclusive to Harrods at the recently launched bespoke event space Helideck on the rooftop of the upmarket retailer in Knightsbridge, converted from a little-used helipad.

With a panoramic London

skyline as the backdrop, the collection was presented throughout the day with rounds of mini runway shows while guests sipped Champagne and enjoyed delicious small plates and ice creams amid a heat wave.

The exclusive capsule was designed as a

celebration of the brand's dual harmony between sport and style, tradition and modernity, as well as the long-standing partnership between Brunello Cucinelli and Harrods.

It puts a big emphasis on lightweight construction, relaxed tailoring and refined materials, offering a versatile wardrobe for seamless day to night transition.

The men's range focused on light formal attire and cashmere pieces in beige, white, navy and Venetian red. The women's selection was all about understated glam with an array of embroidered and sequined numbers and elevated knitwear for the summer.

The London luxury retailer has stocked the Solomeo brand for many years, beginning with ready-to-wear collections and, more recently, adding lifestyle collections to the offering. The latest partnership also includes a holiday-season pop-up with a Brompton Road window display. — T.Z.

Bigger In Japan

Etro's home division is landing in Japan.

The fashion house is adding a 2,152-square-foot space to its Ginza flagship in Tokyo — first opened in 2000 — to serve as an Etro Home store and showroom.

To mark the occasion, the brand hosted an in-store event on Monday in the

The Etro Home store and showroom in Tokyo.



presence of chief executive officer Fabrizio Cardinali and its global brand ambassador and singer and actor Kaito Takahashi, along with a selection of guests hailing from the design, fashion and lifestyle communities.

The additional space will begin officially operating starting July 23 and act as the first Etro Home outpost in Asia, telegraphing the strategic importance of the Japanese market for the brand and consolidating its lifestyle vision on an international scale, which has been recently

reinforced by the launch of Etro branded residences projects around the world.

The new space follows in the footsteps of the Etro Home location in Milan's Brera district — first opened in 2014 — and was conceived in close collaboration with Oniro Group, which has been producing and distributing the Etro Home Interiors collection since 2017.

The location in Japan will showcase a comprehensive range of furniture, textiles and home accessories, with the space divided into living, dining and bedroom areas to offer customers styling suggestions.

A selection of new designs unveiled at the latest edition of Salone del Mobile in Milan and marked by Etro's distinctive use of intricate patterns and luxe fabrications will also be on display.

Key pieces include the Woodstock sofa, the Quiltana and the Reed armchairs, as well as the Frame low tables with bamboo accents. The Etro Home textile collection, which comes with a wide range of customizable options for personalized curtains, cushions and fabric furnishings, is central to the offering as it directly nods to the roots of the house. Etro launched as a textile company in 1968. Ever since it has placed fabric, pattern and color at the core of its identity and at the center of the creativity of all the product categories it has expanded into, including women's and men's ready-to-wear and accessories. — SANDRA SALIBIAN ▶



Models sporting looks from "The Perfect Match," a special Brunello Cucinelli capsule collection exclusive to Harrods.

BRUNELLO CUCINELLI



Hurley's Take on Haring

Hurley will unveil a collection featuring the artwork of the late artist and activist Keith Haring. The 19-piece capsule, set to be released in summer 2026, fuses Haring's vibrant artwork with Hurley's signature Southern California style in a fresh way, with pops of color and geometric figures adding an artistic pop to Hurley's classics. The collection will include men's and women's apparel and headwear, including swimwear, board shorts, volleys, fleeces, Ts, hats among other items. Retail prices will range from \$30 to \$100. Sizes range from XS to XL in women's and XS to XXL in men's. The capsule will be sold in retail stores and online. "This partnership with Keith Haring felt natural for Hurley as a brand that

values self-expression through fashion and art. Blending the two creative forms, we're proud to offer a collection that channels the energy of surfing culture through the vibrant, expressive design that is signature to Haring's work," said Joey Gabbay, chief executive officer of Bluestar Alliance, Hurley's parent company. Bluestar acquired Hurley from Nike Inc. in 2019. Surfers were the first to embrace the Hurley brand, which was started in Southern California in 1999. The brand has partnered with musicians, surfers, skateboards, among others, growing into a global youth culture brand with roots in beach lifestyle. Previous art collaborations have been with Nick Kuchar, an Oahu-based artist; and Elliot Sloan, a 16-time X-Games skateboarding medalist and Ben Grillo, a tattoo artist. Haring emerged from the '80s graffiti scene, Haring's signature style featured fluid lines, intricate

compositions and repeated imagery. His work often addressed contemporary social and political issues. Before he died in 1990 at the age of 31, Haring established a foundation in his name to maintain and enhance his legacy of giving to children and AIDS organizations. — LISA LOCKWOOD

Talented

Once upon a time, Condé Nast was all about championing its editors, but in recent years, the publishing company has tried to dim the lights on its star players as the lines of power and influence have blurred.

The Set, a newly launched talent agency by Madeleine Churchill, the former partnerships director at British Vogue, wants to uplift some of those personalities and others in the creative field.

She has tapped Funmi Fetto, The Observer Magazine's beauty director and a contributing style and arts editor at British Vogue, who recently left her position as style editor; Alice Casely-Hayford, content director at Net-a-porter and host of the "Incredible Women" podcast; Zak Maoui, style director at Gentleman's Journal and former GQ U.K.'s style editor; Lauren Murdoch-Smith, beauty director at Wardrobe Icons and formerly a beauty editor at British Vogue; luxury nail artist Georgia Rae, and makeup artist Jennifer Oliver. "As the industry continues to evolve into an increasingly commercial space, I felt it was a pivotal moment for someone with my background — working on the advertising side of

media publishing — to step in. I wanted to create an agency that specializes in building long-term, meaningful partnerships: ones rooted in commercial strategy and backed by insight — something I hadn't seen reflected in other talent agencies before," Churchill said in an interview.

"Working under Vanessa Kingori while Edward Enninful was editor in chief, I saw firsthand how the remit of the editor was rapidly expanding — not just as tastemakers, but also as cultural commentators. Editors were no longer only contributing behind the scenes, they were starring in branded content, writing accompanying features, hosting events and lending real authority to brand campaigns," she added.

Under British Vogue's current head of editorial content, Chioma Nnadi, many of the magazine's prominent names have flown the nest including Sarah Harris, who is now editorial director across digital and print for Enninfu's 72 Magazine that's due to launch in September, and Julia Hobbs, who is now a contributing editor.

Churchill said the demand for "editor-centric branded content" is unprecedented and unlike anything "I've seen in 15 years working in media."

At The Set, she will be providing a number of services, including talent management and career strategy; content and brand development; brand partnerships; creative marketing and content collaborations; event concept and production, and campaign optimization and performance strategy. — HIKMAT MOHAMMED



From Neiman's To Couture

Couture, the annual jewelry and timepiece show in Las Vegas known for its world class curation, has found its first brand director with former Neiman Marcus executive Eric Ford. In this newly established role, Ford will report to Gannon Brousseau, executive vice president of Emerald, and oversee the Couture brand's day-to-day operations while also spearheading strategic enhancements that benefit the event and the jewelry and timepiece community as a whole.

"Eric's vast knowledge and understanding of fine jewelry coupled with the good will he's fostered throughout the industry will be a huge asset to Couture," Brousseau said in a statement. "Eric also has a long tenure serving on our

Retailer Advisory Council, and he has been leading Belonging at Couture since it was formed in 2020. These critical roles have allowed him to become intimately familiar with the inner workings of Couture while also forging strong relationships with key members of the team; we are all excited for him to officially get started."

Prior to accepting the position, Eric worked for Neiman Marcus for more than 30 years, most recently serving as the precious jewelry buyer for all 36 stores, where he earned a reputation for identifying talent and working closely with each brand to ensure the ongoing success of their businesses in the U.S.

"I am thrilled to assume the new role of Couture brand director," Ford said. "Having the opportunity to work alongside a team of people with whom I already have great relationships is truly a unique honor. I'm looking forward to leveraging my decades of industry experience and the relationships that I've build over the years to work collaboratively to bring even more value to an industry and a community about which I've long been passionate."

With Ford now overseeing operations, Brousseau will concentrate on larger, strategic initiatives that will serve to strengthen and grow the brand. Elana Cutler, brand manager of Couture, will report directly to Ford. Another previously announced organizational change includes the appointment of Kimberly Straub as new retailer liaison. She is taking over the position following the retirement of Jan Mohr, who has served as the retailer liaison for more than 25 years.

Couture returns to Wynn Las Vegas from May 27 to 31. — THOMAS WALLER



Funmi Fetto, Alice Casely-Hayford, Lauren Murdoch-Smith and Zak Maoui have joined The Set.