

W TUESDAY

Ready-to-Wear/Textiles

Calvin's Swan Song

By Eric Wilson

NEW YORK — If it appeared that Calvin Klein lingered on the runway for a moment or two longer than usual when he took his post-show bow on Friday evening, there was a good reason: It was his last show in total control of the designs bearing his name.

The designer, one of the driving forces of American fashion for the past three and a half decades, told several close friends backstage that Friday's fall collection would be his final one, at least in his position as the chief designer, although it remains to be seen whether Klein becomes the Michael Jordan of fashion — bowing out for now but returning to the runway eventually because he misses the excitement.

Klein has always vowed he would never retire because he loved what he did too much.

He had been expected to reduce his role at the company following its sale to Phillips-Van Heusen Corp. for an initial \$430 million in cash, which was completed last week, but the designer surprised many of his employees by the much sharper degree to which he evidently plans to do so. Klein's decision was even more surprising since PVH, for its part, remains firmly committed to doing runway shows for the designer's women's and men's brands.

In a lengthy internal memo that was personally addressed to several vice presidents on Friday, Klein basically formalized his ongoing role in the company as that of a "consulting creative director." But the language of that letter left many people to draw the conclusion that the 60-year-old Klein might well be scaling back his role in the company he founded in 1968 with his life-long friend Barry Schwartz, who did formally retire from the company last week.

Continued on page 3

Calvin Klein's
flirty silk
gazar dress

Snow Hampers Retail On Key Day for Sales

By Anamaria Wilson

NEW YORK — Snow brought yet another blow to the beleaguered retail sector Monday as the hoped-for President's Day sale bonanza was wiped out by a blizzard.

Major department stores and some specialty stores opened for business as usual Monday despite the mounds of snow, swirling winds and transit snafus that inundated the city and the entire Northeast. Yet the most ardent of shoppers made their way to their favorite stores.

Stragglers stood in front of Bloomingdale's Lexington Avenue flagship, all bundled up, waiting for the store to open at 10 a.m. According to Michael Gould, Bloomingdale's chairman and chief executive, at midday, the main floor was busy. Other Bloomingdale's stores in the surrounding regions like New Jersey, Philadelphia, Long Island and Washington, however, were closed due to the inclement weather.

"We have a big sale today, but it will be what it will be," Gould said optimistically, speaking of the lost sales due to diminished foot traffic. "We have the whole year to make it up, but as of

right now, we've got pretty good traffic on the main floor."

Macy's Herald Square flagship was open for business and Bergdorf Goodman opened promptly at 10 a.m., although Ron Frasc, chairman and chief executive officer of Bergdorf's, said "There aren't an awful lot of shoppers in the store."

Due to worsening weather conditions, most retailers

day because of the weather, yet the Barneys Warehouse Sale was still going on and the Co-op in SoHo was open until 3:30 p.m.

Major retail chains along Manhattan's 34th Street strip, like Victoria's Secret, The Gap, Banana Republic, Zara, H & M, Ann Taylor Loft and Express, did not open for business. Yet a handful of specialty stores downtown like Jeffrey and

"The people who are showing up today are ready to roll up their sleeves and shop. It's quality over quantity in here today."

— Sarah Easley, Kirna Zabete

planned to close shop a bit early. "We're open so far, but we'll probably close early," said Frasc. "It's just a question of when."

"We're going to play it by ear," said Gould of the store's closing time. "We want to make sure everything is OK and that our employees can get home safely."

As of midday Monday, Saks Fifth Avenue was planning to close at 5 p.m. while Lord & Taylor was aiming for a 4 p.m. close. Barneys New York's Madison Avenue store was closed the entire

Kirna Zabete did.

"The people who are showing up today are ready to roll up their sleeves and shop," said Sarah Easley, co-owner of Kirna Zabete. "So, it's quality over quantity in here today."

Major malls targeted in the metropolitan area were closed, including The Westchester, The Mall at Short Hills, and Paramus Park. Palisades Center Mall in West Nyack, N.Y., was open on a store-by-store basis.

Continued on page 18

WWD TUESDAY

Ready-to-Wear/Textiles

NEW YORK COLLECTIONS

As the Bryant Park tents folded on fall, highlights included Ralph Lauren, Donna Karan, Calvin Klein and Vera Wang.

GENERAL

- 1 Calvin Klein told several friends that Friday's fall collection would be his final one — at least in his position as chief designer.
- 2 Blizzards blew away any hopes retailers had for robust President's Day business.
- 18 The "what to wear to work" lawsuits are heating up in California as two class actions over dress codes were filed against Gap and Abercrombie & Fitch.
- 19 Looking for the best ways to make the most of public relations? Author/p.r. executive Richard Laermmer has some suggestions in his new book, "Full Frontal PR."
- 14 Costume jewelry and accessories are adding a touch of sparkle to challenging times, according to buyers attending two Paris trade shows.
- 16 After showing more casual, rustic looks a year ago, vendors at last week's Première Vision fair offered more refined, classic fabrics for spring 2004.

EYE

- 4 Zac Posen's romp; Baubles from Bulgari; Artwork after the hunt; Oscar, Oscars everywhere, plus an arty scoop.

Classified Advertisements29-31

To e-mail reporters and editors at WWD, the address is firstname.lastname@fairchildpub.com, using the individual's name.

SUBSCRIPTION RATES

U.S. and possessions, Retailer, daily one year, \$99; Manufacturer, daily one year, \$135. All others U.S., daily one year \$195. Canada/Mexico, daily one year, \$295. All other foreign (Air Speed), daily one year \$595. Please allow 6-8 weeks for service to start. Individual subscription information: (800) 289-0273; outside U.S. (856) 786-2140; group subscription information (856) 786-0963.

Postmaster: Send address changes to WWD, P.O. Box 10531, Riverton, N.J. 08076-0531. WWD (ISSN #0149-5380) is published daily except Saturdays, Sundays and holidays, with one additional Friday issue in February, April, May, June, August, September, October and December, and one Saturday edition in January, April, August and November, by Fairchild Publications, Inc.

a subsidiary of Advance Publications Inc., 7 West 34th Street, New York, NY 10001-8191. WWD is a registered trademark of Fairchild Publications Inc. © 2003 by Fairchild Publications Inc., a subsidiary of Advance Publications Inc. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying or recording, or by any information storage or retrieval system, except as may be expressly permitted in writing by the copyright owner. Editorial Reprints: (212) 221-9595. Periodicals postage paid at New York, NY and other offices.

Mailed under Publications Mail Sales Agreement No. 517054. Canada Post Returns to: P.O. Box 1632, Windsor, ON N9A 7C9.

GST # 88654-9096-RM 0001 Canada Publications Agreement # 40032712

Printed in the U.S.A.

All signed articles published in the paper represent solely the individual opinion of the writer and not those of WOMEN'S WEAR DAILY.

For Web site access, log on to www.WWD.com

COMING THIS WEEK

TUESDAY: London Fashion Week continues (through Thursday). WWD MAGIC, Sands Expo & Convention Center, Las Vegas (through Friday). Wal-Mart Stores, Zale Corp., A&F fourth-quarter results.

THURSDAY: Target, J.C. Penney, Dillard's, Nordstrom, Liz Claiborne fourth-quarter results. Labor Department releases the January Producer Price Index. Commerce Department reports on December and year-end international trade figures.

FRIDAY: Labor Department's January Consumer Price Index.

SUNDAY: Fashion Coterie, Show Piers, New York (through Feb. 25). Milan Designer Collections (through March 4).

FROM DESIGN TO DELIVERY,
THE PREMIER GLOBAL TRADE EVENT
FOR THE SEWN PRODUCTS INDUSTRIES.
FEATURING MATERIAL WORLD
TECHNOLOGY SOLUTIONS

MaterialWorld
March 17-19, 2003

From around the world, thousands of private label retailers and branded product companies in the apparel, technology, commercial and industrial sectors will come to Miami Beach for the fabric, trim, components, technology and full-package sourcing solutions that will define the trends and their business for Spring/Summer 04.

Miami Beach Convention Center
Miami Beach, Florida
Spring/Summer 2004



To exhibit or attend:
Phone: 800.318.2238 or 678.285.3976
Fax: 678.285.7469
Email: inquiry@material-world.com

www.material-world.com

An official event of



Material World is proud to be endorsed and supported by:



NATIONAL
TEXTILE
ASSOCIATION



Calvin's Role Play

3
WWD, TUESDAY, FEBRUARY 18, 2003

Continued from page one

The mood backstage and at a dinner after the show that night was occasionally somber and filled with confusion over just what Klein meant when he told several associates that would be his last show — and just how serious he was. Several people were crying backstage and Klein's daughter, Marci, had tears in her eyes as the models took their final exit.

According to insiders, the terms of the deal reached by Schwartz and Klein to sell the company to PVH basically leaves the decision to participate in future Calvin Klein collections up to the designer, who is of course bound by a non-compete clause, the duration of which was not indicated in PVH's filings to the Securities and Exchange Commission. He could conceivably continue to design or oversee the collections, or at the least make an appearance at future runway shows — but the likelihood of that happening was thrown into doubt by his demeanor on Friday. The designer could not be reached over the holiday weekend.

Responding to inquiries from WWD, Tom Murry, president and chief executive officer of Calvin Klein, said in a statement that "Calvin will continue to play an important role in the design process."

"Calvin has always recruited top talent for each design studio and given them the freedom to create within his aesthetic," Murry said. "We are very committed to the collection business and will continue to hold runway shows of the size and scope as in the past. Calvin will continue to be the design inspiration for the company. Not only is he contractually incented but he also very much wants to be. While Friday was the last show developed with Calvin as the owner, we are looking forward to Calvin's involvement, and he and I are looking forward to seeing everyone at our next show."

In his memo, Klein outlined several operational changes that will take place as a result of the transition from a privately held company — the only such American megabrand — to its ownership by the publicly traded PVH.

Most significantly, Klein said that the final word on all creative and product decisions will no longer be his, but will now go to Bruce Klatsky, chairman and chief executive officer of PVH; Mark Weber, its president and chief operating officer, and to Murry. Insiders said Klein will "come in when he is asked to come in," but he will be turning over most of the design responsibilities to his staff, with Francisco Costa, design director of the women's collection, obviously taking a pivotal role. Costa joined the company a year ago after working for Tom Ford at Gucci.

Word of the memo quickly got around to the Calvin

Klein staff, which has been nervously anticipating the transition to PVH's ownership and its plans to rapidly develop new mass-oriented collections, leading to at least two interpretations of what was happening.

Some employees felt the memo was meant to serve simply as a formal policy that would stop a long-standing practice at the house where employees would often look to Klein to override a senior executive's veto of their idea for a design, marketing or ad-

When the deal to sell the company to PVH was finally reached in December, Klatsky made it clear it was not only a designer brand he had acquired, but also creative control, in return for a lucrative payout to Klein, which in addition to the total \$430 million that was paid to both partners, includes ongoing financial incentives tied to future sales of the Calvin Klein brands that could potentially drive the purchase price to as much as \$700 million over the next 15 years.

PVH intends to build the Calvin Klein name in many under-developed apparel categories and is negotiating with several of the biggest women's companies to develop a new main floor sportswear concept, which Klatsky believes is a \$1 billion opportunity. The company, which specializes in men's apparel, will also build a similar men's brand in-house. Klein personally endorsed this plan, saying at the time that he always wanted to develop such a big-volume business.

"I have a long-term emotional, as well as financial, interest in the success of this business," Klein said in December. "This has been my life. It's a company not just about me, but also a lot of incredibly wonderful people. I care about this and I have a financial interest in seeing it do well."

Klein and Schwartz also received incentives to do the deal with PVH with shares in the company representing a 4.4 percent stake. The competition to acquire Calvin Klein was intense and several deals nearly reached fruition late last year before falling apart at the last moment, but the bidding was not nearly as steep as it was a few years ago when the partners put the company on the block with an asking price of \$1 billion that drew interest from all the luxury conglomerates like Gucci Group and LVMH Moët Hennessey Louis Vuitton, as well as Lawrence Stroll and Silas Chou, who bought an 85 percent stake in Michael Kors last month.

PVH faced a more serious bidder last year when VF Corp. made a run at both Calvin Klein and its big money jeans and underwear businesses through Warnaco, but the fact that it was now mass-oriented companies

looking at a designer business, instead of a luxury group, left many to consider what the consequences would be for Klein. He said at the time, "Quite frankly, I wanted and believed we needed a company with the resources to take our brands to the next place."

As for his own involvement in the company, Klein said he would remain as involved in design, marketing advertising and brand positioning as he had been, "but I am really going to focus on how to grow the brand, as opposed to being just involved in the day-to-day stuff."

Calvin Klein at the end of his show on Friday.



vertising decision. The idea of the memo was to that it's now Klatsky, Weber and Murry who call the shots. But others read into Klein's writing that he was reflecting upon a final personal chapter of his career, because his fall collection was the last designed as an owner with the last word on hem length, color and print. They also noted that Klein's career-long rival, Ralph Lauren, celebrated his 35th anniversary with an enormous amount of fanfare last year and that Klein preferred to play down his own 35th, which is this year.

Courting Renée

NEW YORK — Leave it to Calvin Klein to land the biggest front-row celebrity of the week, Renée Zellweger, who as an Oscar nominee, has found herself in the sudden position of best, best friend to a number of designers.

As she made her way to her seat, Zellweger was warmly greeted by the well-connected social type Anne Grauso, whose husband, Mario, happens to be chief executive officer of Carolina Herrera, who happened to dress Zellweger for the New York premiere of "Chicago."

Mario also happened to crash Calvin's show and worked a little charm on the actress. "Renée is in love with my husband," Anne



Virginia Smith with Klein; Blu Cantrell; Matt Dillon and Renée Zellweger.

Grauso confided, before Zellweger turned to dermatologist Patricia Wexler and was overheard thanking her for something or other.

When she got to her seat, after the paparazzi settled down, Zellweger just laughed off the attention, claiming she hadn't even noticed that fashion designers were paying her any mind. "Who's wooing me?" she asked, stone-faced (or perhaps that was Wexler's handiwork.) "You mean by guys? I wish some guys were wooing me! That would be just fine."

As if on a Valentine's Day cue, lovin'-toy Travis Fimmel swooped in beside her and, practicing for his upcoming TV role as "Tarzan" no doubt, nearly wooed her off her feet. Travis continued to woo her all the way downtown to Calvin's post-show dinner at Thé, where he and Renée were joined by Matt Dillon, Blu Cantrell and Rose McGowan, discussing something for more than half an hour that evidently required them to speak in very close proximity. But after a quick stop off at Bungalow 8, alas, the wooing wasn't enough for Zellweger to become his Jane, as they then went their separate ways.

Fernanda Tavares



Bijou Phillips



Claire Danes on the dance floor.



Posen's pals.

Zac Attack



Dirty dancing, thumping bass and the wafting scent of marijuana aren't exactly synonymous with the Four Seasons Grill Room — unless, that is, **Zac Posen** and his chic posse of friends are involved. For the designer's post-show



Nadja Swarovski in Zac Posen.



China Chow double fistfist.

bash Thursday night thrown by Swarovski, truckloads of youthful hipsters, including **Stella Schnabel** and **Barbara Bush**, piled into the power lunch spot — which costs \$25,000 an hour to rent — ran the bar dry of champagne and then got down on the makeshift dance floor. The dancing trio of **Claire Danes**, **Bijou Phillips** and **China Chow** worked up a sweat, egged on by Posen, who sent the crowd into a frenzy with his gyrations.

"Finally, the Four Seasons is the place to be," said managing partner **Julian Niccolini**. "It's a nightclub with all the best people in New York." Then the DJ's sound system blew a fuse.

Just as the crowd considered making an early break for Lotus, the music came back, reenergizing the dance floor all over again. "I've known Zac since I was 11," said the 19-year-old Schnabel. "I always knew he'd be a star."

As for the damage to the Grill Room, well, Niccolini had to hire carpet cleaners to remove the cotton candy from the floors. But he'd host Posen and his pals all over again. After all, at over four hours, the event brought in quite a bundle.

"I can't wait to do more parties like that," he said, adding one suggestion. "I danced a little, but didn't have the right girl for me. I like them naked."

Collector's Item

NEW YORK — Adrienne Ruger Conzelman has one regret regarding her new book, "After the Hunt: The Art Collection of William B. Ruger" (Stackpole Books). Its subject, her grandfather, never got to hold it.

"The day I received my first color proof of everything, he died," says the 32-year-old author. "It was dramatic — and tragic in a way." But its contents — an in-depth look at the 200-plus works in his extensive

American art collection — were certainly no mystery to him. The cofounder of the firearms company Sturm, Ruger & Co., he began collecting in the Fifties and according to Conzelman, his bookkeeping was haphazard, to say the least.

After college, she approached him about cataloging his collection. "None of it had been documented," she says of his invaluable Bierstadts and Homers. "He just bought a picture and then an invoice was sent to an office, because he lived in three different houses in three different states." Described as a tough and domineering "man's man," Ruger collected works linked to his favorite pastimes: hunting, boating and the Wild West. In the book, she explores his collection under such headers as "Cowboys and Indians," "Hunters and Prey" and "At Sea and by the Shore."

"Nowadays, people have advisers and put together collections that make sense, something of every period or different examples of one artist's work," says Conzelman, who does such consulting. (She worked at Christie's after receiving her master's degree from Williams.) Some of Ruger's works were purchased for as little as a couple of hundred dollars, or at the most, a few thousand. Now, they're worth more. A lot more.

Ruger left his art collection to his children, but since Conzelman's father died 10 years ago, his share went to her and her two siblings, Charlie Ruger and Amy Ruger Whiteley. "My uncle and aunt were incredibly generous and willing to work with us and figure out what everybody wanted," she says. "We sat down for not even a full day and worked it all out. People had various interests and tastes. Somehow, nobody ended up wanting the same thing."

The family sold 30 works at a Christie's auction in December, but kept the top pieces, including two Bierstadts and Alfred Jacob Miller's painting of Fort Laramie. "We felt like we should hang on to as much as we could because, to find these pieces now, it's really impossible," she says. "They're all in museums or collections that may or may not come up again." Conzelman took home 10 of the more valuable works, including her favorite, "Cloud World," by Maynard Dixon.

And now that the book has been published, what does she think her grandfather would have said? "It's a tough call," she says. "But probably, 'Goddamn it, Adrienne, you did a great job,' and banged his fist on the table."



Adrienne Ruger Conzelman



EYE SCOOP

QUICK ON THE DRAW: Donna Karan's flirty spring dresses aren't the only items flying out of her Madison Avenue store. By noon on Friday, 11 of the 20 **David Salle** ink drawings — on display since 10 a.m. — had been sold to collectors from Paris to L.A. Fearing the works would sell out over the weekend instead of the two allotted weeks, Salle was in his studio Friday afternoon scribbling 12 additional ones to be delivered to the store when the ink dried. All proceeds from the sales of the drawings, which go for \$500 a pop, benefit ACRIA.

Oscar Wild

Bulgari threw open the doors of its new Rodeo Drive boutique Wednesday night for nearly 1,000 guests, but for some, there just weren't enough jewels in the 9,300-square-foot space. "Where are the diamonds?" asked **Marisa Tomei** as she wound her way through the throngs, which included **Peggy Lipton** and **Lisa Eisner**.

"I came wearing my own," said **Tracee Ellis Ross**, who arrived with both forearms covered in vintage bracelets. "But you can never have enough." Shields, who arrived sans jewelry, gave her husband a sidelong glance and whispered, "but I'm hoping to leave with some."

The next day, Hollywood had double Oscars on the brain, as the Oscar nominations were announced, and **Oscar de la Renta** hit town to show his spring collection at the annual colleagues luncheon at the Regent Beverly Wilshire, in conjunction with Saks Fifth Avenue. **Nancy Reagan**, who chaired the event, swooned over the clothes, along with **Betsy Bloomingdale**, **Wendy**



Halle Berry



Maggie Gyllenhaal



Tracee Ellis Ross in Clements Ribeiro at Bulgari.



Rashida Jones in Marc Jacobs with Gretchen Mol in Dries Van Noten at Bulgari.

Goldberg, **Nancy Davis** and **Irina Medavoy**.

That evening, **Barbara** and **Marvin Davis** hosted a dinner for the designer at their Beverly Hills home, where the talk quickly turned to the other Oscar. "But who needs an Oscar when we have the real Oscar?" Barbara asked, introducing de la Renta, who was seated with **Halle Berry**. She wore his white embroidered gown to the "Die Another Day" premiere. "Halle, you cost me a lot of money," de la Renta said, mockingly. "The photo of you in that dress ran all over the world — and 20 ladies returned it when they saw you — saying they could never look like Halle Berry!"

Back in New York, Oscar talk — the Hollywood kind — came up Friday when **Maggie Gyllenhaal** hit the Spring Street Chanel boutique with her father, **Stephen**, to see **Karl Lagerfeld**'s pre-fall collection for Chanel. Though she won't be attending the Oscars, she will make the party rounds. "All the fun but none of the pressure," said the actress, who first attended the awards at 13, when her mother, screenwriter **Naomi Foner**, was nominated. "I wore a vintage nightgown from the Thirties," she said. "I was just starting to have some style."

JORDACHE APPAREL GROUP



For 25 years, we have been manufacturing and marketing brands that move fashion forward.



 gasoline®

MAURICE SASSON




JORDACHE®

KIKIT



U.S. POLO ASSN.
Denim Co.

SINCE 1890

* FUBULADIESCOLLECTION

Airport®




sport

GAS®

For private label manufacturing
or licensing opportunities,
call 212.944.1330

* licensed brand



JORDACHE APPAREL GROUP

1400 Broadway New York City 212.944.1330 jordachecorporate.com

The Big Three

Ralph, Donna, Calvin — the three iconic, homegrown names of American fashion, of New York fashion. They form the tripod foundation upon which the modern designer structure here now stands. Once upon a time they reshaped and retargeted American fashion toward a new customer, a woman who worked rather than lunched, who made her own money and reveled in her newfound independence. And while each of the three ascended on the strength of a distinctive vision, they were united by an underlying pragmatism, that Americanness for which designers here have long been both praised and criticized. No matter. In the Seventies and Eighties, this triumvirate took American fashion into the modern arena, took it global, and along the way became not only its brightest stars, but its boldest symbols.

On Friday — fate, late fabric deliveries and a chance decision by Karan to fold two shows into one (opening the 1 p.m. slot) — brought them all together: Ralph, Donna, Calvin, in that order, would show on the final day of the fall collection season — a first.

It didn't happen quietly. When Lauren announced his decision to move from Thursday to Friday, uproar ensued. Since he and Karan would share numerous models, how could she get them ready in time for her 3:00 start? She then felt compelled to move her start time back to 3:30, possibly compromising Calvin's start time, and by extension, the departure flights of all of those Brits who wanted out of Dodge that night. As it turned out, the contretemps were much ado about nothing. (Just before the show, Donna's alter ego Patti Cohen acknowledged that girls were all made up and good to go, awaiting only the arrival of guests.) In fact, the shift may have kept the day's events rolling at a speedy clip, with each of the three big guns under significant pressure to start promptly and avoid that vague communal wrath that can take hold of the fashion masses at the end of a hectic, not to mention bitter cold, fashion week.

But by evening, what started out as a day about the one-two-three punch of the city's long-established power pack had its focus shifted to the theme that ultimately always dominates fashion — change. Before **Calvin Klein's** presentation at Milk Studios, a few audience members mused that this show, the designer's first ever as someone else's employee, would be his last. Certainly the air felt different, with the beaming Barry Schwartz, whose lone title now is chairman of the New York Racing Association, accepting congratulations on his retirement, and Calvin's new boss Bruce Klatsky, chairman and ceo of Phillips-Van Heusen Corp., doing the crowd meet-and-greet like a seasoned politician. Afterwards, at a post-show dinner, word started to circulate that, earlier in the day, Klein had sent out a memo to his staff reiterating his new role as a consultant, while stating clearly that the creative buck would now stop with Klatsky.

Not quite a formal announcement of retirement, true. Yet clearly, this was Calvin Klein's last show as master of his own universe. He made it a gentle good-bye, one uncharacteristic from the man who has so rocked our world with his audacious fashion and advertising. It was poignant because he avoided the pre-show announcement that would have lead to the bravos, accolades and tears, and odd because of what he chose to put on his runway. While the collection brimmed with great clothes, one felt that recent distractions — the sale, previous court battles — must have impacted him, because Klein's razor-sharp focus was not there.

At his best, Klein has stunned his audience with a single point — the slip dress, the tank, the New Length, the edgy waif — presented with bold clarity. But here he seemed to hold back, focusing on beautiful, salable clothes. Not that there's anything wrong with that; part of Calvin's brilliance has always been his ability to infuse reality with edge rather than the other way around, and he long ago set the standard for many a minimalist who would follow. But this collection lacked the power of a single message that has marked his greatest work.

He moved back and forth between pants and skirts, the former, tight and sexy, the latter, a new shape — a slightly high-waisted, pleated skirt that stopped well above the knee. And he worked in a lovely surprise — color — mallard blue, dark navy and a jewel-toned scarab print with an exotic feel. As for the outerwear — no one works sues and leathers better than he, and they came here with savvy diversity — a polished calf coat, a snappy shearling bomber. For evening, despite pulling in the





Ralph Lauren



Ralph Lauren



Donna Karan



Calvin Klein

week's only A-list lineup — Renée Zellweger, Hilary Swank, Chad Lowe and Travis Fimmel — Klein preferred the sweet charm of short, zigzagged Tinkerbell dresses to Oscar-type glamour.

Still, despite the apparent lack of a major fashion message, Calvin did weigh in very clearly on one point: modernity. In the midst of Mod mania, he gave neither a nod to that nor any other retro theme. Even in his withdrawal from the helm, Calvin Klein wants the company that he built and that bears his name to point resolutely toward the future, without excessive longing for the past.

Both Lauren and Karan, meanwhile, played entirely true to type. After spring's reconstituted wallpaper motif and last fall's ode to the sporting high life, **Ralph Lauren** decided to explore the rugged side of romance. His program notes heralded "the rocker on Savile Row" with "a hint of Dickens" by day and "a renegade John Singer Sargent heirress," by night. In other words, true Lauren. His cross-bred Edwardian/Mod ruffians (certainly, the former dominated) looked thoroughly engaging, shown against the backdrop of Annie Leibowitz's photo studio, a venue intimate by show standards, with a coarse charm. And though he dared to add in plenty of those extras that in this ultra-hip world can be perceived as corny — the newsboy caps, cravats, neck ties — the mood turned neither reverential nor drippy as Lauren worked deftly to avoid cliché.

Remember the days when fall dressing meant rugged tweeds and earthy colors? Lauren does, and here he did his part to bring back that moment with fabrics that evoke images of a perfect, leaf-rustling, chill-in-the-air autumn — inviting textures in shades of brown, warm greens, wine for jackets and coats. He also showed utilitarian leathers and suedes, sometimes against the softness of a gentle silk skirt. Yet for all the references to his own favorite themes, he didn't merely pummel the archives. Instead, he kept his proportions fresh, and took a chance or two. His knickers and tight, shirred velvet pants aren't for everyone, but on a young, cool girl — fabulous!

For evening, Lauren showed considerable diversity, from sparkled-up separates to high-glam gowns. Only once did he fall prey to costumery, out Sargent-ing Sargent with a puff-sleeved wine velvet gown unlikely to find lodging outside of a tony prom. In contrast, the white beaded chiffon robe over satin pants dripped with sophistication and harkened to a different era, the Thirties, without getting lost there. And what latter-day Belle-Epoque girl wouldn't love to vamp about in the pale satin diva gown under the cover of a racy leather jacket?

Donna Karan, too, went back to her roots for fall — way back to her launch collection in 1985. Remember the building blocks, the "easy pieces," the black jersey flashed up with Robert Lee Morris's bold gold strokes? In the collection she showed on Friday, in front of an audience that included Bernard Arnault, Karan revisited it all with an eye toward the future.

"For me, it had to start where it began: the body suit," she wrote in her program notes, a two-page text in which she once again seemed to be pitching for a post as Gotham's top p.r. gal, reiterating — as if we didn't know — her "love and passion" for "an old city with a future, a new one with soul."

Which is fine, because it plants Karan firmly where she should be — the world of urbane sexiness. These clothes dripped with it. To wit, she opened with a model Catwoman-ed up in the sleekest wool double-knit, the gold flashes of yore now replaced by silver, yet with the unmistakable mark of the Karan-Lee Morris collaboration.

Karan worked this idea throughout the show, for the sultriest dresses imaginable — leaner, curvier, more provocative than ever, often with an exposed back, and a silver sphere rimming a porthole to a view of flesh on the hip. Of course, not even the eternally and newly svelte (like the gorgeous Donna herself) can prance around with peekaboo portholes all the time in this old, soulful city of hard-working people. That's why Donna again celebrated the suit — lean, mean and seductive. And while she clearly loves the notion of flaunting one's curves, sometimes she allows that the way to a sexy silhouette is through contrast — a big coat over skinny pants, or by cinching in the silhouette with a major belt. For big evenings, the jerseys went long, or evolved into goddess gowns covered in silver white or antique gold sequins. Throughout, Karan kept mostly to black and white, alone, played against each other or in terrific, meaty tweeds, a-twinkle with sequins.

With this very clear referencing of the themes on which she built her business and her fame, Karan should make a lot of customers very happy. But she knows hers is a sophisticated clientele, so why hit them — or in this case, wrap them — over the head? Her beauty motif — dark eyes and head wraps defining piled-hair — cast the collection into a retro context it didn't deserve. Because on their own, the clothes radiated sensuality and chic. And there's nothing retro about that.

Vera Wang

Chado
Ralph
Rucci

The Rea

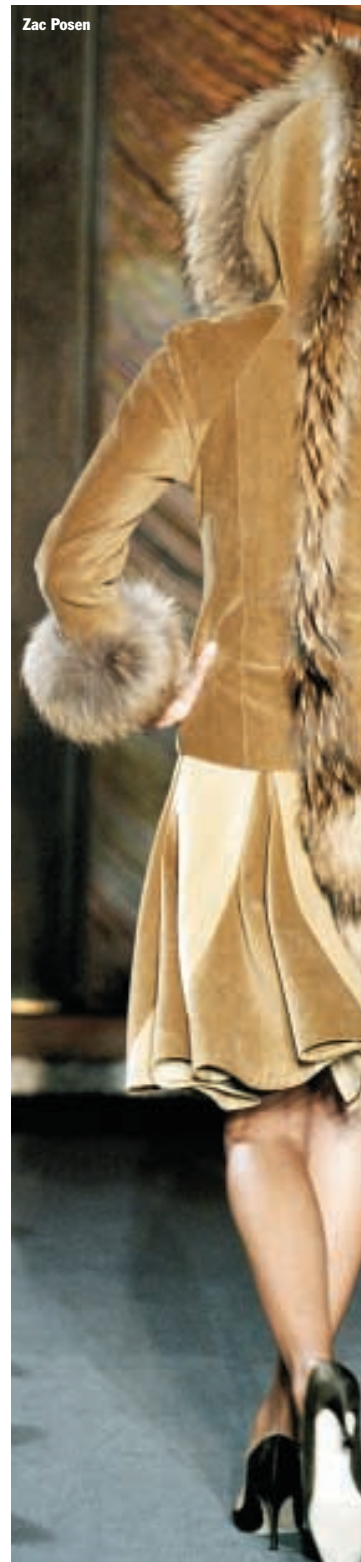
Vera Wang: Wang is great at creating fluid and sensual pieces with a touch of intricate detail. For fall, the designer created an exquisite lineup of coats, dresses and gowns inspired by Beijing in November. And while her collection was predominantly evening, Wang insists that it's not about the time of day. Her goal is to create special pieces for her customers to collect. And she is determined to show women there are more ways to dress for a black-tie event than a long gown.

Wang kept silhouettes soft and feminine even with a new emphasis on tailoring, and showed a long black bondage dress in twisted silk jersey; a charming black double-faced wool crepe coat dress with glistening beadwork dripping down the front, and a romantic tulle cocktail dress with more of her delicate beading along the seams. She trimmed a lovely Russian broadtail cape with beaded cashmere swags and used the same effect on a skirt and an elegant pair of pants.

The designer's renewed focus on ready-to-wear is in sync with the steady growth of her company — the renovation of her Madison Avenue store has provided a platform for the higher-priced, special-order pieces that most department stores don't carry, as well as luxurious fur and cashmere items. Three months ago, the company opened an office in Hong Kong to represent the brand in Asia, and at the beginning of March, she will launch her signature fragrance overseas at Harrods. What's her next move? Well, her love of fine jewelry has never been a secret...

Chado Ralph Rucci: Ralph Rucci's penchant for detail, exclusive fabrics and quiet quality clothes appeal to those affluent women who don't give a fig about trendy fashion. And there are a lot of them out there. For fall, Rucci took a younger, less affected approach, making this one of his strongest and most accessible collections. The result was some sophisticated coats and dresses that weren't overwrought or dated. Instead, there were charming little short dresses, such as the black wool and silk strapless number, with a laced-up side and back, or the shapely brown silk look with triangular neck detail. There was real sportswear here, too — of the very rich variety — like the petrol cashmere jeans and sweater under a sable and leather anorak. The designer is always at his most dramatic with long dresses and coats. And this season's flared dresses — one, a monkish look in alabaster double-faced wool that Rucci called "Dali Lama;" another in brown silk velvet or the olive jersey trapeze with subtle sheer insets — were terrific. And

Zac Posen





what woman wouldn't want Rucci's long flaring, olive double-faced vicuna coat lined and back-pleated with ombréd silk chiffon?

Zac Posen: Like the many ceo's who lunch there every day, Zac Posen knows that *The Four Seasons*, where he showed his fall collection, gives off a powerful vibe. It's an exclusive, mysterious spot, frequented by the rich and the glamorous. Of course, it's also very grown-up.

But then Posen, still in his early twenties, has committed himself to the difficult task of dressing both his young peers and their mothers. FYI: They don't usually dress alike, and, while this season the designer added more real, wearable clothes to the whimsical creations he has previously shown, including some very polished pantsuits, a tweed dress with delicate fringe delineating the seams and furs with an arch Forties flair, he also overshot his mark from time to time, erring on the side of dowdy. Really dowdy.

No matter. Posen called his collection "Leagues and Fathoms," and although the handle plays up his recent fascination with the Alaskan coastline, he is at least that far ahead of any other designer who started a business a mere three seasons ago.

Subtlety and sophistication marked a series of looks done up with delicate Deco-patterned bronze pleats and a fleet of fanciful spliced harlequin dresses. And the Alaskan gowns, printed with aerial maps of the coastal regions, were plenty fun. But best of all were Posen's shimmering green trench coat and floppy sparkling minidress in a new-fangled fabric — Fuji silk with Swarovski crystals embedded in it. Both boasted Posen's precision tailoring, his unique brand of high-style glamour. They're also just the kind of clothes both sides of a fashionable mother-and-daughter duo might fall for.

Cynthia Rowley: Cynthia Rowley's presentation at the Deitch Projects gallery in SoHo was characteristically unconventional. Audience members had to stretch their necks skyward to catch a glimpse of the nearly 6-foot-high runway. The designer even reversed the concept of front-row seating by placing such guests as Ileana Douglas, Bette Midler and Alan Cumming in the top row of the bleachers. Staging aside, however, this was a straightforward collection for Rowley. Inspired by "gallerinas throughout the ages," it had cool and charm and wasn't bogged down by gimmicks. Her gallerinas — or, "girls from downtown galleries who mix their looks, vintage with modern and street with chic" — wore a pink Mod sweatshirt minidress; super-slim cropped pants with bright little sweatshirts, and cute little satin or metallic minidresses, some paired with fur-trimmed cardigans. And the fur didn't stop there. In fact, she showed quite a bit of it in coats and hooded or knitted sweaters worn with cropped pants.

Cynthia Rowley

DIOR AT DONNA: So what does Bernard Arnault, chairman of LVMH Moët Hennessy Louis Vuitton wear to a Donna Karan fashion show? "It's Dior," he said. "I'm wearing a suit by Hedi Slimane."

While LVMH is clearly putting its weight behind its investment in Donna Karan, Arnault still had the weight of the world on his mind, considering the potential of a war with Iraq and the recent calls for an American boycott of French goods in response to France's position on American aggression.

"We don't know what's going to happen," Arnault said. "Obviously, if there is a war, we should hope that it will be a short one." As for the calls for a boycott, he wasn't impressed. "I don't think it will have a real impact," he said. "Our products are very desirable. It has nothing to do with the diplomatic situation. I don't think it will affect the sale of French champagne. It's just a political issue. Obviously we're worried about a war, but if it's over and it's a short one, we'll be able to manage."



Bernard Arnault

ALL ABOUT YVONNE: The intrigue at the house of Bill Blass just keeps coming. On top of the rumors that Michael Vollbracht is being talked about as the potential replacement designer to Lars Nilsson, who was fired last week, several retailers have been told that an alternate fall collection was secretly being whipped up in-house all along. Adding to the mystery, some fabric suppliers at *Première Vision* this weekend said they had been shipping "special deliveries" to the fifth-floor executive offices at Blass under tight secrecy, which had nothing to do with the collection Nilsson was working on.

So which tiny elves have been hard at work behind the seams? Sources said Yvonne Miller, who handles public relations for the house and was once the late designer's muse, has picked up needle and thread to design her own fall collection for the house of Blass. It wouldn't be the first time, mind you, as Miller was also responsible for much of the house's fall 2000 season, back when the company was still searching for its first replacement to Blass. For her part, however, Miller said she has no plans to design the Blass collection.



Harvey Keitel

FASHION LIGHT: Harvey Keitel is not among the throng of celebrities willing to wax on about the merits of a designer's collection he is about to view. Even though he's become a pal of Imitation of Christ designer Tara Subkoff — they were spotted dining together at Bar Pitti a week ago — he was less than graceful at her show on Friday.

"I'm just here," he spat. But does Keitel at least follow the fashion trends? Not unless they're of the ruby slippers variety. "I follow the yellow brick road," he said.



Egypt

Cam'ron

Alicia Keys

PHAT FUR: While the limited-edition Baby Phat cell phones were the must-have accessory for VIPs on the way out, fur coats were the status symbol of the evening on the way in to Kimora Lee Simmons' show Thursday night. Noteworthy such as Eve (in white mink J. Mendel), Alicia Keys (in leather-trimmed rabbit Baby Phat) and Janice Combs (full-length champagne mink — no label — a gift from Puffy) strutted in wearing their furry finest. But front-row or not, there was plenty of chinchilla, mink, sable and coyote trim to keep it hot. Other fur fans included André Leon Talley in a Phat Farm shearling and Fendi sable scarf, matching hat and Dior skunk-trimmed bag; stylist June Ambrose in Birger Christensen brown sable; recording artist Cam'ron in a pastel pink mink jacket and matching headband from Dipset Furs; Iceberg stylist Ternel Jones in black-and-white chinchilla from Fantastic Furs and BET personality Egypt sporting a bright orange mink from Kroskey.



Barbara Bush

NARCISO'S NOTICE: First daughter Barbara Bush makes it a point to answer any and all press inquiries with a polite, "I don't talk to the press. But thanks for asking." Yet while waiting for the Zac Posen show, she started looking at photos of Narciso Rodriguez's collection in the day's papers and couldn't hold back. "It's so pretty, and it's not at all weirdly trendy," Bush boisterously told a friend who accompanied her to the show. "We should go to that next season."

WALK AND TALK: London Fashion Week kicked off with a roar as protesters from Katharine Hammett to Ms. Dynamite to Minnie Driver took to the city's streets on Saturday in an anti-war demonstration and the biggest public protest that London has seen in the

past two centuries. They joined Bella Freud, Jesse Jackson, Bianca Jagger, Blur's Damon Albarn, Tim Robbins and Vanessa Redgrave in a crowd estimated at two million marchers chanting anti-war slogans like Make Tea Not War and Don't Attack Iraq. Katharine Hammett told WWD: "I can only repeat Benjamin Franklin's words: There was never a good war or a bad peace." However, there was minimal disruption to the first day of fashion shows, most of which took place at the London tents — the Duke of York's Headquarters on the King's Road in Chelsea. For Saturday's one off-site show — that of Russell Sage — the British Fashion Council bussed guests into the center of town, as streets were overflowing with marchers and public transportation was limited. Despite the chaos, however, shows ran only about 40 minutes late. London Fashion Week ends Thursday.



Bianca Jagger

GUERRILLA TACTICS: A bit of subterfuge was the name of the day at Ralph Lauren's show Friday afternoon, in more ways than one. To publicize Michael Gross' unauthorized biography of the designer, "Genuine Authentic: The Real Life of Ralph Lauren," publisher HarperCollins dispatched two young p.r. women to hand out 100 copies of the book in nondescript blue plastic bags to the press and buyers as they filed out of the show, which was held in a warehouse on the West Side. Even though the two flacks were standing well away from the show's entrance, witnesses said they managed to hand out only four copies before a group of well-clad heavies came rushing down the street and ushered them out of the neighborhood.

Something to Ta

Baby Phat by Kimora Lee Simmons: Meow! Those Baby Phat sex kittens were at it again at the show Thursday night. Designer Kimora Lee Simmons delivered a roaring good time once more, complete with supermodels like Carmen Kass, Eva Herzigova, Alek Wek and Rie Rasmussen on the runway and rap or pop stars such as Eve, Damon Dash, Kiely Williams and Adrienne Bailon of 3LW and Cam'ron in the audience. Tyra Banks was taping a live reality TV show — which may partly explain the hour and 15 minute delay before the start of the show. But never mind. There was a rocking Eighties r&b dance soundtrack and plenty of pre-show celebrity-stalking drama to keep the audience's attention.

Once Alicia Keys arrived, it was time to begin. Out came the Foxy Brown-style sexpots, wearing tweed of all things, done up in gauchos with thigh-high slits, cropped bombers and side-buttoned skirts. These were shown with form-fitting, animal-print takes on the secretary blouse, fur-trimmed capes and a leather harness perfect for carrying the new Baby Phat Motorola cell phone, which was also a sponsor of the show. There were smart denim pieces, too, such as a fitted suit and multistriped dresses with leather trim — perfect getups for solving fashion crimes. While the styling dominated the show at times, the collection was both sexy and sophisticated, a direction Simmons clearly embraces.

Imitation of Christ: Taking their cue from a Depression-era circus, Tara Subkoff and her Imitation of Christ crew sent a ragtag band of models-cum-circus performers around the impossibly cold riding ring at Pier 63 on Friday afternoon. Guests sat on icy bleachers, their breath condensing into puffs of steam, as a pretty posse of inelegant equestriennes paraded by in glammed-up gowns, all in Subkoff's reworked thrift style. Next came a troupe of trapeze cuties bounding past in charming, retro minidresses.

But just when you thought you'd waited in the cold for too long, when you'd seen one to many IOC shows and promised yourself never, never again, another pack of models took to the ring dressed in — gasp — simple, stark, non-vintage gear. Subkoff, who, along with one-time partner Matt Damhave, once swore off all manufactured clothing and went so far as to issue a manifesto to that effect, caved in this season and made a line of samples to be produced and sold. And it was great. The new looks, with prices that range from \$80 wholesale for a T-shirt to \$350 for a more elaborate dress, include dresses in black and gray cut in slightly retro silhouettes. Think basic Courrèges or old Omo Norma Kamali, with A-line shifts, trapeze dresses and a hooded minidress. Of course, some things never change. "Hopefully I can find a producer who can help me out," Subkoff said backstage. "I'll be totally broke after the show."

Benjamin Cho: While it isn't always clear exactly where Benjamin Cho is going with his crafty creations, after a season off, his efforts seem more focused. The designer abandoned his signature ribbon dresses in favor of a less labor-intensive collection that had fresh ideas as well as commercial viability.

Playing with proportion, he offset the cropped length of a camel jacket with an oversized collar and slouchy sleeves lightly cinched by buckles at the wrist. Cho showed deft tailoring skills with looks such as a chic black belted trench, and a strapless dress with a trumpet hem embellished by black buttons. These are pieces that are completely wearable, but still show the designer's inventiveness.

Elsewhere he explored duality: masculine and feminine, hard and soft. The sweetness of a Deauville-inspired sailor dress was tempered by buckles on its ribbon stripes, giving it a bondage undertone. After riffing on the tuxedo with a dress and jumpsuit, he segued into the feminine side of evening with a series of strapless, corseted dresses in dusty lavender, black and white, each topped with a twisted, flowery ruffle at the bust.

Carmen Marc Valvo: Over the past two years Carmen Marc Valvo's collections have become more focused, displaying an equally strong penchant for both glamorous evening numbers and sporty looks. And he's virtually eliminated the tart factor that was once present in his shows. There seemed to be no stopping Valvo. But this season, he appears to have lost some momentum with a lackluster choice of fabrics and dressy pieces that were glammed down. The result: a blander collection than we've come to expect from this designer. Nonetheless, there certainly are some beautiful clothes here: a simply tailored ivory satin swing coat over a black cashmere turtleneck and short silk and wool A-line skirt, and the wonderful panne velvet or chiffon paisley gowns that stood out for their beautiful fabrics and bias cuts.

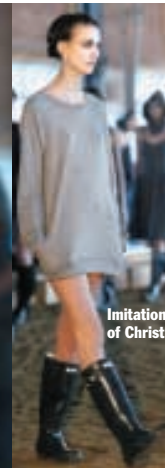


Baby Phat

Imitation of Christ



Imitation of Christ



Benjamin Cho



Baby Phat



Talk About



Benjamin Cho

Carmen Marc Valvo

Fashion Scoops

SELF SERVICE: Most of the celebrities who made it to New York's fashion week were there with one clear mission: self promotion. Not **Molly Shannon**, the "Saturday Night Live" star who stopped by **Cynthia Rowley**'s show. She had this piece of advice for the fashion flock: "Be yourself. I don't like when people try to copy too much what they see everywhere else. You should mix together different styles and even just buy something from a regular store. It doesn't have to be designer. I actually like people who aren't stylish at all."



Molly Shannon and Ileana Douglas

ONE FOR ONE: "I'm not a big fashion follower, but I really liked it," said **Susan Sarandon**, describing the Donna Karan fashion show. It was the only show she attended this week. "The lines are really flattering, it's strong, elegant and modern, and the fabrics look easy to wear." Sarandon said she was off to a demonstration and then Monday will start filming "Icebound" in Canada about a doctor at the South Pole who performs her own mastectomy.

In May, she starts another movie, "A Whale in March." And in between, Sarandon, who wore a red Donna Karan gown to the Golden Globes, still needs to find a dress for the Oscars.

HOT STUFF: Having evidently hung up those nasty chaps, pop tart **Britney Spears** is now hot for HotPants. A blue and white striped pair in the window at the Laura Urbanati boutique on Sunset Plaza stopped Spears in her tracks last week: she left her car curbside while she dashed in to scoop up the \$130 short-shorts, along with a \$212 Liberty floral print peasant skirt. "It was her first time in," said a sales clerk. "She was just in and out in five minutes." And what was the blonde one wearing? HotPants, of course.

CELINE ROCKS: Construction delays prevented Celine from opening its remodeled Beverly Hills boutique this week but president and ceo **Jean-Marc Loubier** didn't let an already-booked trip to Los Angeles go to waste. On Thursday night, he partied at Barfly on Sunset Boulevard and staged a Celine spring fashion show to help songstress **Sasha Lazard** launch her latest album, "The Myth of Red." It was the fashion brand's first promo with the music biz and Loubier said he wants more. "We have done film, but rock and opera?" he said, referring to Lazard's style. "We love that!" Celine's Rodeo Drive store was set to open Sunday. Loubier will be back for a grand reopening party in April.

DOUBLE VISION: **Dan** and **Dean Caten** of DSquared know all too well that the majority of top editors will not be in Milan to attend their debut women's show and the party that follows on Feb. 27. Disappointed, but certainly not defeated, the twins plan to bring their show to editors. They're organizing an intimate video screening and champagne cocktail party for select editors at the presidential suite of Milan's Principe Hotel, although the exact night has yet to be set.

THE KINGS OF CALVIN: The man who appeared to be the happiest on the face of the earth at **Calvin Klein**'s show on Friday was the designer's retiring partner, **Barry Schwartz**. He left for dinner that night at Le Cirque with attorney **Allen Grubman**, who helped secure the deal to sell the company to PVH, and then flew for a week's vacation to Florida on Saturday morning. When he comes back, Schwartz said, there'll be plenty of time for the ponies.

Also glowing was the new king of Calvin Klein, **Bruce Klatsky**, who was shaking hands and getting acquainted with the fashion set, although he had a less enthusiastic reaction to the temperamental elevators at Milk Studios, where he crammed in with **Hilary Swank**. "I paid \$430 million and this is what I get," he said.

But will Klatsky be trading in his pinstripe suits for something a little less constructed?

"Not me," he said. "I'm not changing, but Weber's already changing his look," he said, pointing to chief operating officer, **Mark Weber**.



Sonia and Alice Braga

Kim Cattrall

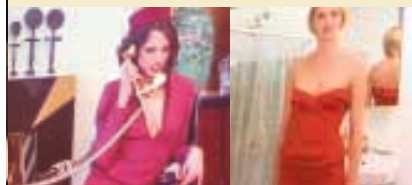
WIGGED OUT: **Alice Braga**, the young star of the Brazilian film "City of God" that has taken critics by storm, made her New York fashion show debut at House of Field on Friday, but takes a laid-back approach to her own attire. "The thing I like about fashion is the way it makes you feel good," she said. "I just like to be comfortable and enjoy it."

She tagged along to the show with her aunt, **Sonia Braga**, who, of course, had a romantic adventure on "Sex and the City" not long ago with that other over-exposed fashion show personality, **Kim Cattrall**, who has been mercifully less omnipresent this season. That is, until she showed up at House of Field incognito — with short brown hair!

"This is just a wig," she trilled. "I'm just having fun!"

WILL HE, OR WON'T HE?: Has Charles' and Camilla's moment finally arrived? On Monday, the Times of London reported on its front page that **Prince Charles** is preparing to ask **Queen Elizabeth** for permission to marry his longtime love **Camilla Parker Bowles**. A Buckingham Palace spokeswoman dismissed the report as "absolute rubbish," while others are maintaining a healthy skepticism about a future marriage. **Dennis Friedman**, a London-based psychiatrist and relationship counselor, has just published a book in the U.K. on royal mistresses, and has devoted the final chapter to Charles and Camilla's relationship. In "Ladies of the Bedchamber: The Role of the Royal Mistress" (Peter Owen, \$34.95) — which will be published in the U.S. later this year — Friedman calls Charles a commitment-phobe and wonders why Camilla has been "hanging around" for so long. "Ever since he's been an adult, Charles hasn't made a long-term commitment to anyone," Friedman told WWD in a recent interview. "Being in limbo must suit him."

Girls on Film



Is **Jeremy Scott** giving us a hint as to his future direction? First, he moved from a premier fashion capital to a premier entertainment one. Then, he staged a couple of shows heavy on the costume and light on fashion viability. And now, Scott's fall effort, shown on a movie screen at the Tribeca Grand, seemed to mark a shift even further away from fashion and toward entertainment.

The live "runway" portion of the show was a tongue-in-cheek riff on red-carpet style, with Scott in the role of a reporter flagging down models and celebs, including **China Chow** and **Lisa Marie**, dressed in his wares. The clothes, too, were a take on Hollywood glamour, from pieces like a black strapless gown stenciled with the words "Sunset Blvd" to some looks that wouldn't be out of place at the Oscars, like a strapless red siren gown or a mint-green jersey halter dress. However, Scott also digressed into Jetson's-style kookiness with a gold dress adorned with a huge, padded circular collar.

But it was the short film shown after the red-carpet extravaganza that showcased Scott's real talents. Written, directed, produced and costumed by Scott, the movie, called "Starring," featured the likes of **Monet Mazur**, **Amber Valletta**, **Tori Spelling**, **Asia Argento**, as well as **Chow** and **Lisa Marie** in a campy, soap-opera-style spoof. The film, however, while thoroughly amusing, begs the question — does Scott's cabaret really belong in the fashion industry? It's a question only he can answer.



Ready-to-Wear Report

The Trickle-Down Effect

By Joshua Greene

NEW YORK — For Seventh Avenue suit and dress vendors, New York Fashion Week falls at just the right time.

That is, just enough time to shorten a skirt or trim a jacket, depending on what's hot on the runways. For fall, moderate-to-better ready-to-wear vendors are translating several key trends for their customers, including: shorter skirts, vibrant colors and tailored daytime dresses and evening suits.

Kasper vice president of design Eric Kristjanson said there was a feeling of commercialism throughout fashion week, which meant less buzz for editorial purposes but more success for retailers who sell the collections. He said the average consumer will understand these clothes from a photograph, which is not always the case.

Kristjanson also said he thinks the return to clean, lady-like dressing is a result of the current economic conservatism in the U.S. and cited Carolina Herrera's elegantly tailored collection as easy to translate for the Kasper customer.

While several rtw designers applauded the bright and bold colors used by Marc Jacobs, they questioned how easy the Sixties-esque shapes, such as a minidress, would translate to a wider audience.

"How many people can wear a minidress besides a truly updated customer?" asked Kristjanson. "It's not about going back to the Sixties, but the days when Vogue showed clothes that are tailored and beautiful. I think women want to wear great fabrics, elegant colors and smooth silhouettes."

For Kasper's fall collection, an understated feeling of luxury will be purveyed through tailored looks, luxurious fabrics and the idea of looking good without being flashy.

Citrine designer Sully Bonnelly said dresses were back in a big way last week. Influences for day were



Tailored looks from Carolina Herrera and Oscar de la Renta; Marc Jacobs' minidress inspired from the Sixties.

mostly from the Sixties, with color blocking and shorter styles. For evening, soft dresses referenced the Thirties and Forties, a trend continued from spring, Bonnelly noted.

While the bulk of Citrine's fall collection is finished — it opens around March 10 — Bonnelly said he will incorporate some of the season's strongest trends for his customer. That means colors such as blue and red, like Oscar de la Renta's coral evening gown, which Bonnelly

cited as one of his favorite looks of the week. Marc Jacobs also showed great color, such as bright orange and turquoise, but it doesn't translate well for the Citrine customer, so traditional shades such as brown and beige will be used instead.

"We'll be doing a lot of details on the clothes. Everything has a lace edge or trim of some kind," said Bonnelly. "There is a lot of pleating, especially with skirts and patchwork, but done in a graphic way rather than a peasant look."

Mixing fabrics like velvet and silk was another technique seen throughout the week. Bonnelly said the style makes the clothes more interesting if there is a playful contrast between the two types of fabrics.

Wholesale prices for Citrine's 100-piece fall collection range from \$69 for a matte jersey dress or top to a more elaborate dress for \$99.

George Simonton, a division of \$50 million Lotus Pacific Fashion Inc. with annual volume nearing \$7 million, will finish his collection by March 1. Simonton said buyers were still undecided about what they wanted when he previewed half of his 40-piece collection in the Dallas and Atlanta markets, but it served as a good indicator of where they were heading trend-wise.

The designer collections serve a similar purpose for putting the final touches on his line, Simonton added.

"I love the fact that everyone is doing tailored jackets because it's one of my specialties," said Simonton. "I also saw a lot of coats...lots of near-full-length coats with fur trims. These will filter down to the bridge areas."

For fall, Simonton is adding a new division of suits called Michael DeGray by George Simonton. Named after Simonton's grandfather, it features longer skirts and embellishments geared at retailers who cater to African-American women that wear suits to church rather than sportswear or dresses. The line wholesales from \$179 to \$225 and is expected to add about \$1 million in revenue to the company.

fashion fabric exhibition

international
fashion fabric
exhibition

The biggest fabric
and trim marketplace
in the USA:

Colors And Trends
Fabric And Trim
Leather
New Technology
Global Resources

March 11-13, 2003
Jacob Javits Convention Center, NYC

Fashion Starts Here

To exhibit call: 888.964.5100 or 917.326.6237
To attend call: 877.554.4834 or 218.723.9792
www.fabricshow.com

international fashion fabric exhibition

Produced by Advanstar Communications, Inc.

international fashion fabric exhibition

MEMO PAD

A-B-C, EASY AS...NOT SO FAST: It was report card Friday for magazine editors as the Audit Bureau of

Circulations released its data for the second half of 2002. The most notable loss of the season came from Martha Stewart Living, where the domestic diva's ImClone trade apparently did as much to help her magazine as it did to help her company's stock price: For the second half, newsstand sales plunged 21.8 percent to 390,654 copies per issue from 499,666.

Other home-related titles did better. The star continued to be Real Simple, which shot up 37.3 percent in subscriptions and 20.3 percent in newsstand sales. The magazine now boasts a total circulation of 1.14 million, about 40 percent of which comes from newsstand sales — the best barometer of whether a magazine is clicking with readers — and is further evidence you don't need J.Lo on your cover so long as nesting is in and sex, drugs, and rock 'n' roll are out.

For the second time in a row, the clear loser on newsstands was the teen category. For the last six months of 2002, only Cosmopolitan reported a newsstand gain (a modest 2.3 percent). Seventeen plummeted the farthest: a whopping 24.1 percent and a possible indication the title may not be worth the \$300 million its owner Primedia is said to be seeking for it.

Of the three high-profile editor switches in the spring and summer — at Rolling Stone, Entertainment Weekly, and Playboy

— none appear to be having immediate results. Rolling Stone was up just 0.9 percent in subscriptions, while the magazine dropped 3 percent on newsstands under new editor **Ed Needham**. **Rick Tetzeli's** Entertainment Weekly moved forward in subscriptions, but newsstand sales dropped 10 percent. As for Playboy, newsstand sales tanked yet again, dropping 18.8 percent. — **Jacob Bernstein**

YET ANOTHER LIFESTYLE MAG: Now even the solid Midwesterners at Tribune Co. want to enter the lifestyle business. The Chicago-based newspaper/broadcast chain is prepping an upscale glossy in Los Angeles dubbed *Distinction*, a name shared by a similarly focused magazine published by the Tribune on Long Island, where it owns Newsday.

Like its sister magazine, the L.A. version won't borrow much DNA from its parent paper, The Los Angeles Times, owned by the Tribune. Currently scheduled to launch in the fall, according to sources, *Distinction* will be a bimonthly, lifestyle magazine that goes soft on celebrity coverage (in L.A., of all places) and is aiming at a readership so exclusive that it won't overlap with the L.A. Times' at all. The search for an editor and staff is under way.

Sources said the launch is the second stage in the Tribune Co.'s plan to roll out *Distinction* franchises in its major markets — Chicago likely being the next stop. An L.A. Times spokeswoman confirmed a *Distinction* is in development, but she declined comment about a larger rollout. — **Greg Lindsay**

WHO DUMPED WHOM?: Fashion Wire Daily's executive team last year proclaimed the company's future lay in the syndication of its content...at least until it parted ways with The New York Post last week. Then Fashion Wire Daily apparently reversed the policy, saying it had decided against renewing the Post contract because it was focusing on its own web site. "This has been done in order to ensure that only fully paid subscribers of Fashion Wire Daily have access to all Fashion Wire Daily's content," a story on the site said.

But The Post had a different story. A Post spokeswoman said it decided not to renew the deal because of the reorganization of its own web site, which henceforth will mirror the paper's contents alone.

So which tale is true? According to a source, Fashion Wire Daily president and editor in chief **Godfrey Deeny** met with the Post's webmaster and web executive to discuss a renewal of the contract. The source claimed Post representatives wanted to tell him in person that they were parting ways — and Deeny lost his cool. "He tried to prove to them that the Post needed Fashion Wire Daily and began to disparage the paper's fashion reporters," the source claimed. "It was not a good idea."

A former WWD staffer, Deeny responded when contacted by WWD, "You consistently write jaundiced articles about Fashion Wire Daily. You fail to report how we perform in an objective manner." — **G. L. and J. B.**

Wal-Mart Opens New Office For U.S. Exports

NEW YORK — Wal-Mart Stores Inc. is stepping up efforts to sell domestically sourced products abroad.

The discount giant said Friday it had opened a new office, branded GP USA Export, to identify American-made goods that could be sold in its stores abroad. Situated at the firm's Bentonville, Ark., headquarters, the office is a branch of Wal-Mart Global Procurement, an internal buying agency formed in 2002.

"We think there is a growing market for U.S. exports in the other markets where we operate," said Ken Eaton, senior vice president of global procurement, in a statement. Wal-Mart Global Procurement has sourcing offices in 17 countries, working directly with Wal-Mart buyers in North and South America, China, Korea, Japan, Germany and the U.K.

A spokesman added that the new office "really just closes the loop for us. We've had offices in other countries for our global procurement division and this is just an office in the U.S. that makes sure the pipeline goes in both directions."

While popcorn and laundry detergent were mentioned as domestically made products currently selling at Wal-Mart stores abroad, the spokesman did not know if any apparel or accessories are currently being exported or if they might be in the future.

Eaton added: "We have almost 1,300 Wal-Mart stores outside the U.S., and the number is growing steadily. These stores create a global market for American-made products." The GP USA Export office will also lend U.S. suppliers the advantage of Wal-Mart's expertise in export logistics as well as regulatory issues, a tall hurdle for some exporters, said the firm.

Wal-Mart is already the world's biggest company, with sales that topped \$218 billion last year.

"We see the GP USA Export office as a window to new markets," said Eaton. "But it will also shine a light on trade barriers to U.S. products. We want to sell American products globally, but we will also need to work with the U.S. government to break down barriers that we encounter."

— **Evan Clark**

Dallas
has racked
up quite a
reputation
for the best in
women's apparel.



DALLAS DELIVERS



**DALLAS
MARKET
CENTER**

In fact, when it comes to any type of apparel, we're the Market with the most niches. The most categories. Services that save you time and money. And opportunities to grow as a retailer. So mark your calendar now. And hang on.

WOMEN'S & CHILDREN'S APPAREL & ACCESSORIES

March 27-31, 2003

1-800-DALMKT • DallasMarketCenter.com

Accessories Report



A necklace by Nereides at Eclat de Mode.

Lollipop military-inspired bag at Premiere Classe.



PHOTOS BY DOMINIQUE MAITRE

A Little Romance

By Brid Costello

PARIS — Costume jewelry and accessories are adding a touch of sparkle to challenging times, according to buyers attending the Eclat de Mode and Premiere Classe trade shows, which ended their four-day run here Jan. 27.

While luxury goods have suffered in recent months, retailers at Eclat de Mode were confident that consumers will continue to purchase low-cost items to boost their spirits.

"Fantasy jewelry is not affected as dramatically as high-end jewelry because the investment is different," said Sylvia Buhler, buyer at L'Arcade, a 1,100-square-foot jewelry boutique in Geneva.

"People still want pretty things, though they may not want to spend as much as a few years ago," agreed Lannah Dunn, owner of Lannah Dunn Fine Jewelry in Toowoomba, Australia.

To that end, Dunn took a price-conscious approach to purchases and was seeking colorful yet conservative pieces for spring.

However, Andrea Cusi, buyer for the 120-door Sanborns drugstore chain based in Mexico, was adjusting her buying habits. Due to the difficult economic climate, Cusi said she was shopping with a tighter budget than previous seasons and noted that she was looking at both ends of the price spectrum.

"I'll be looking for less expensive items and high-end pieces for people who are still buying," she said.

Louise Massey, owner of the two-door Dublin-based Concepts, was also taking a conservative approach to the season and planned to buy less than usual, reordering later if necessary. "I'm looking for nice gems and color," she added.

"I only buy colored items," said Diana Wilson, owner of Diana Wilson Jewelry, a small shop-in-shop in the Channel Islands. Wilson noted that bigger is better for spring jewelry and added that she had found some oversized copper pieces at the

Satellite booth.

"There's a return to bigger jewelry," said Daniel Ouaki, president of Satellite, a jewelry collection. "It's not like it was in the Eighties, but it's in that spirit. Consumers want more spectacular pieces."

Among Satellite's bestsellers was the "Mona" collection, which featured orange, blue, mauve, topaz, turquoise and pink stones, and ranged in retail price from \$32.50 for a pair of earrings to \$325 for a bracelet.

At Premiere Classe, buyers were garnering inspiration instead of consternation from world affairs for their purchases.

"I think military items will be important, but with a touch of femininity," said Vicky Karayiannis, owner of Le Bustier, a 900-square-foot accessories and apparel store in Athens, Greece. Karayiannis was keeping her budget on a par with last year and was looking for green and beige accessories.

"All military items are working well," said Yann Ducarouge, general manager of accessories firm Lollipop. A cargo bag in khaki retailing for \$59.50 was among the company's bestsellers.

However, not all buyers had military engagements in mind.

"At times like these, people need fun things as there are too many serious things going on," said Jan Pattison, buyer for Rowallan Associates, a Scotland-based sourcing company for mail-order concerns.

Buying for fall and winter with the same budget as last year, Pattison was looking for brightly colored bags, jewelry and scarves.

Scarves and shawls were selling well at Bordeaux, France-based Petrusse's stand, where the brand's most expensive piece, a shawl wholesaling at \$93, was the top-selling item.

"It's possible that people are making up for not buying bigger things [by buying accessories]," said Claire de Passemar, export manager for the brand.

Lollipop's Ducarouge agreed: "People always want to offer themselves a little pleasure."

A Long Journey for Chanel Jewels

PALM BEACH, Fla. — It was a case of better late than never at the debut of a worldwide tour of Chanel's Collection Privée jewelry.

In 1932, Coco Chanel was supposed to present her first collection of diamond jewelry in the U.S., but couldn't secure an insurance bond. Seventy-one years later, a fine jewelry exhibit has finally hit the States and is being shown at select Chanel stores nationwide.

"We're coming now. Insurance bonds are much more reasonable these days and we didn't even have to take a 15-day boat ride," said Marc Auclert, the Paris-based global director of fine jewelry.

He describes the 35 pieces selected for the tour from the collection of 150 items as "the most important in terms of value and creation."

"French jewelers really pride themselves in inventing different clasps to alter their creations," said Auclert, as he demonstrated how a necklace comes apart to form different lengths and bracelets dangling with sparkling, shooting stars.

A diamond choker with sapphire moons, stars and planets suspended inside two teardrop-shaped bubbles of rock crystal shows the collection's whimsical side. Its backside is covered in diamonds, as well.

"It's a totally useless, egocentric characteristic, but that's real luxury," he said. "It's jewelry that's both serious and fun at the same time."

Though pieces aren't exact replicas of Coco's designs, each channels her passion for liberty, flow and drama. Ranging in price from \$15,000 to \$2.4 million, quantities of this collection are kept to a minimum.

Palm Beach seemed like the ideal place for the champagne-sipping, jazz-fueled kickoff party because of its clientele and the coinciding arts and antiques show, the company said. The next stop is the store in Beverly Hills for the Academy Awards, and then it's on to Asia, Europe and the New York flagship.

— Rebecca Kleinman



Chanel's Camellia diamond brooch.

FINDINGS

LEIBER WITH A TWIST:

Judith Leiber is making a clear departure with its spring advertising. In seasons past, Leiber's ads featured model Karen Elson, but this spring, the company switched to still-life photos. But don't expect a crystal-adorned minaudiere on a plain, old white background. Each image features a hand or foot with a crystal-adorned nail corresponding to the pictured bag, shoe or pair of sunglasses.

"The creative truly represents the new spirit at Judith Leiber," said Victor Lipko, Leiber's president and chief executive officer. "This should appeal not only to the aspirational younger consumer, but at the same time attract and reassure the more mature customer."

The campaign was created by ad agency Laspata DeCaro and will launch as a four-page insert in Elle, Vogue and Vanity Fair this April, followed by bookings in Town & Country and W in May.

"Turning a very expensive, handcrafted luxury item into a multigenerational must-have is a challenge that we feel this campaign has met," said Lipko.



A new Judith Leiber ad.

SANRIO'S NEW STAR: Sanrio, the maker of Hello Kitty merchandise, has found a new cobrand partner in quirky, pink-haired accessories designer Tarina Tarantino. The Hello Kitty Pink Head collection by Tarina Tarantino has fashion jewelry, hair accessories, belts and handbags featuring the signature cat sporting Tarantino's pink hair or Hello Kitty images photographically imprinted on colored crystals.

"I've always been obsessed with Hello Kitty and am an avid collector," said Tarantino. The line wholesales from \$18 for a crystal-encrusted ponytail holder to \$150 for a multilayer necklace and will launch this summer at department and specialty stores.

ACCESSORIES COUNCIL EVENT: The Accessories Council and Safilo USA will hold a cocktail reception and silent auction on March 5 during accessories market week at the Safilo showroom on West 37th Street in Manhattan. A portion of proceeds from the auction will benefit the National Multiple Sclerosis Society, the same charity that Safilo will help support as the special benefactor of QVC's 2002 Cure By the Shore fundraising event slated to be broadcast on QVC May 17.



WHAT'S NOT TO LIKE ABOUT "LES PLIAGES"™ BAG ?

Well for one thing, a counterfeit copy.

Longchamp was founded in 1948 and has become synonymous with stylish and innovative bags and accessories.

Longchamp's Plagues bags have been a hit since 1993.

The Plagues bags are identified by their unique design (something our lawyers call "Trade Dress").

Counterfeiters have tried to copy these features, but only Longchamp offers durability and quality craftsmanship.

Longchamp controls trademark and trade dress rights in the Plagues bags and will enforce these rights to the fullest extent of the law.

Cherish our original creations, just don't copy them.



WE INVITE YOU TO CONTACT US TO LEARN HOW TO BECOME AN AUTHORIZED LONGCHAMP DISTRIBUTOR.
LONGCHAMP USA - 435A US HIGHWAY 130 NORTH - YARDVILLE, NJ 08620 - PHONE: 609-581-5555 - FAX: 609-581-5559

A black and white photograph of a woman with long, dark, wavy hair, wearing a light-colored, vertically striped button-down shirt. She is looking over her shoulder towards the camera. She is holding a large, dark leather handbag with a wide strap across her chest. The bag has a soft, draped shape with visible stitching along the edges. In the top left corner, there is a logo consisting of a stylized 'SM' monogram above the text 'Stone Mountain' and 'UTAH LEATHER COLLECTION'. In the bottom left corner, the website address 'www.stonemountainhandbags.com' is printed.

SM
Stone Mountain®
UTAH LEATHER COLLECTION

www.stonemountainhandbags.com

WWD **MAGIC**

Section II



SAY ANYTHING

There's more than one way to get a message across these days. Junior accessories are giving teens a chance to voice their opinions with quirky T-shirts, graffiti-print bags, or fun letter-blocked bracelets that say anything from 'Go Girl' to 'Peace,' shown here from Top Trenz.

SouthPole

Juniors collection



www.southpole-usa.com

Call 1.800.357.4989 to schedule a
MAGIC or NYC Showroom appointment.

MAGIC
ST 33500
SOUTH HALL

525 Seventh Ave. Suite 1707 New York, NY 10018
ph:212.840.9881 fax:212.840.9882 email:sales@southpole-usa.com

Call 1.800.357.4999 to schedule a MAGIC or NYC Showroom appointment.

MAGIC
ST 33500
SOUTH HALL

"Beep Beep!"

You'll have to be fast
to catch this...



LOT 29



LOONEY TUNES, characters, names and all related icons are trademarks of and © Warner Bros. (1993)

525 7th Ave. Suite 1707 NY, NY 10018 tel: 212.840.9981 fax: 212.840.9982

WWD MAGIC CONTENTS



- 6 THE ESSENTIALS:** The WWD MAGIC calendar of events.
- 10 SCENE:** What to see and where to be seen in Sin City.
- 12 MEDIA:** Five fashion editors share their WWD MAGIC do's and don'ts. Plus, a look at what draws magazine types to the show.
- 14 JUNIOR/YOUNG CONTEMPORARY:** Teens no longer have as much money to spend, so designers are seeking new ways to drum up business. Plus, a look at where teens buy most of their clothing and their feelings on shopping.
- 16 CONTEMPORARY:** In response to tough times, inventories are getting leaner, pieces are edgier and prices are dropping.
- 18 ACCESSORIES:** Manufacturers are faring well since shoppers are on the hunt for inexpensive add-ons to their wardrobe. Plus, retailers and trend consultants weigh in on which celebs are the most influential.
- 22 JUNIOR ACCESSORIES:** Designers are gearing up for the back-to-school season with expanded distribution and category launches. Plus, the practical features designers are putting on their pieces.
- 26 MODERATE:** From working more closely with retailers to trying to recapture lost accounts, manufacturers are revisiting how they do business. Plus, how the moderate customer feels about shopping and what is her dress size.
- 28 BETTER:** Firms are reacting to the economic slowdown with expanded retail distribution and additional fashion items. Plus, where the better customer shops and what size of dress she picks up.
- 32 CASUAL LIFESTYLE:** Makers are upping the quality of pieces, expanding into untapped markets and increasing the amount of fashion items in their collections.
- 34 VENDOR SPOTLIGHT:** BCBG's junior offspring, To The Max, is slowly growing up, expanding its distribution both in the U.S. and overseas.
- 36 RESORT:** With leisure travel declining, makers are trying to drum up business by lowering prices and expanding their style spectrum.
- 38 THE EDGE:** Streetwear designers are focusing on tweens, lowering prices and seeking new ways to market themselves in order to stay afloat.
- 40 IN FOCUS:** Canadian firms are heading to WWD MAGIC in droves, looking to take advantage of the U.S.' large buying power.
- 42 IN FOCUS:** A pair of western wear companies are veering away from their roots and launching sportswear lines.
- 44 RETAIL:** Buyers are grappling with a lack of focused trends for fall.
- 46 THEY ARE WEARING:** A look at what outfits Los Angeles' creatures of the night are wearing.

VP, EDITOR IN CHIEF
Edward Nardozzi

EDITOR
James Fallon

MANAGING EDITOR
Dianne M. Fogoda

ASSOCIATE EDITORS, SPECIAL SECTIONS
Kristen Carr
David Caplan

CONTRIBUTING EDITORS
Rose Apodaca Jones
Michael Bresnahan
Kavita Daswani
Rosemary Feitelberg
Julee Greenberg
Marc Karimzadeh
Melanie Kletter
Melissa Knopper
Kristin Larson
Marcy Medina
Rusty Williamson
Kristin Young

FASHION FEATURES EDITOR
Nandini D'Souza

ASSOCIATE SPORTSWEAR EDITOR, FASHION
Roxanne Robinson-Escriout

FASHION EDITOR
Antonia Sardone

ART DIRECTOR
Andrew Flynn

ASSOCIATE EDITOR
Antonio Aguilar

ASSISTANT ART DIRECTOR
Kim Svitlie

DESIGNERS
Kara Hasson
Amy LoMacchio
Emilio Marin

COPY CHIEF
Steven Hillman

DEPUTY COPY CHIEF
Peter Sadler

SPECIAL SECTIONS COPY EDITOR
Jennifer L.M. Gunn

COPY EDITORS
Lisa Kelly
Maureen Morrison
Carmen Walker

PRESIDENT, WWD MEDIAWORLDWIDE
Edward Menichesi

SENIOR VP, GROUP PUBLISHER
Ralph Erardy

FASHION MANAGERS
Gus Floris, Anne Marie Provenza

ASSOCIATE PUBLISHER,
INNERWEAR/LEGWEAR/TEXTILE
Joel Fertel

ACCOUNT EXECUTIVE
Olivia Michele Gelade

FASHION DIRECTOR
Dale Reich

ASSOCIATE PUBLISHER, SPORTSWEAR
Vanessa Mahlab

ACCOUNT EXECUTIVE
Debbie Hartstein

WEST COAST ACCOUNT EXECUTIVE
Lisa Magnus

EUROPEAN ADVERTISING DIRECTOR
Elizabeth Haynes

ASSOCIATE PRODUCTION MANAGER
Pascale Alexis

FASHION PHOTOGRAPHER
John Aquino

MODELS
Asta/Ford
Elaine Fonseca/Elite
Emily Weiss/New York
Kaitlyn Rightmyer/Elite
Stephanie Z./New York
Tarah Berger/ID

HAIR
Miki Moro

MAKEUP
Pia Guccione

FASHION ASSISTANT
Brooke Vacca

ALL SHOES IN THIS SECTION FROM STUART WEITZMAN,
RICHARD TYLER AND GIORGIO ARMANI



zana di
JEANS

www.zanadi.com

WWD MAGIC CALENDAR

WWD MAGIC kicks off its four-day run today in Las Vegas.



THE ESSENTIALS

REGISTRATION HOURS

Las Vegas Convention Center
Feb. 18-20: 7:30 a.m.-6 p.m.
Feb. 21: 7:30 a.m.-4 p.m.

Sands Expo & Convention Center
Feb. 18-20: 8:30 a.m.-6 p.m.
Feb. 21: 8:30 a.m.-4 p.m.

EXHIBIT HOURS

Las Vegas Convention Center
Feb. 18-20: 8 a.m.-6 p.m.
Feb. 21: 8 a.m.-4 p.m.
(The Edge opens at 9 a.m. daily.)

Sands Expo & Convention Center
Feb. 18-20: 9 a.m.-6 p.m.
Feb. 21: 9 a.m.-4 p.m.

VENUES

MAGIC (men's apparel and accessories): Las Vegas Convention Center

WWD MAGIC (women's apparel and accessories): Sands Expo & Convention Center

MAGIC kids (children's apparel and accessories):

Las Vegas Convention Center

The Edge (progressive trends and lifestyle):

Las Vegas Convention Center

SHOW OFFICES

Las Vegas Convention Center
● North Hall, Mezzanine Level
● South Hall, Upper Level, Room S229
Sands Expo & Convention Center
● Room 202

FOOD SERVICES

Complimentary Continental Breakfast
Served daily at the LVCC and the Sands. Breakfast at the Sands provided by P.J. Salvage.

Special Lunch Program

New \$5 lunch meals will be available to exhibitors and retailers at designated locations at the LVCC and the Sands.

TRANSPORTATION

Service Between Venues

Travel in style and take advantage of MAGIC's complimentary limousine service provided between the LVCC and the Sands. Times are:
● Feb. 18-20: 8 a.m.-6:30 p.m.
● Feb. 21: 8 a.m.-4 p.m.

Hotel Shuttle Service

Available between MAGIC selected hotels and the LVCC and the Sands. Service times:
● Feb. 18-20: 7:30 a.m.-6:30 p.m.
● Feb. 21: 7:30 a.m.-4:30 p.m.
(Hotel Shuttle service ceases 11:30 a.m.-2:30 p.m.)

Airport Shuttle Service

Service is available on Feb. 21 only. Transportation is provided from the LVCC to Las Vegas' McCarran International Airport. Shuttles are located in front of the LVCC and run every hour.
● Service times: 9 a.m.-5 p.m.

SHOW AMENITIES

International Business Center (IBC)

This center provides international guests an opportunity to register, network and speak with representatives from the U.S. Department of Commerce. Translation services are also available.
● LVCC, Room N245

Retail Writing Lounge

A quiet place where retailers can write business.
● LVCC, All Halls
● Sands, Upper Level

Press Office

For members of the media, a private lounge to register for the show, file stories, gather exhibitor information and unwind.
● LVCC, North Hall, Room N253
● LVCC, South Hall, Upper Level (Lounge only, no registration available.)
● Sands, Room 203

Continued on page 8

FALL '03

INTRODUCING GOLD LABEL AUTHENTIC
AUTHENTIC VINTAGE FOR JUNIORS/ WOMEN
MAGIC BOOTH 30468



WWD MAGIC CALENDAR

THE ESSENTIALS

Continued from page 6

President's Club Lounge

A private lounge for members only. Members can relax or conduct meetings in a comfortable environment.

- LVCC, Room N250
- Sands, Room 205

EVENTS**Monday, Feb. 17**

8:45 a.m.: Izod/MAGIC International Golf Invitational, presented by ESPN The Magazine. SouthShore Golf Club, Henderson, Nevada. Transportation will be provided by MAGIC International.

Wednesday, Feb. 19

6 p.m.: MAGIC and Esquire present "A Taste of Europe: Fall 2003 Trend Report." MAGIC International and Esquire Magazine cohost an industry discussion and dinner presented by Stefano Tonchi, Esquire magazine's fashion creative director. By invitation only. Cocktails and light fare: 6-7 p.m.; discussion: 7-8 p.m.; dinner: 8 p.m. SIMON Kitchen and Bar, Hard Rock Hotel and Casino.

9 p.m.-3 a.m.: MAGIC presents COMMUNITY at the Joint and Baby's (music.fashion.art=lifestyle); MAGIC Marketplace badge required for entrance. Live performances by Mos Def and the Black Jack Johnson Project, Poet Named Life, Adam 12 and Z trip at the Joint; Tommie Sunshine, The Stills and The Rapture at Baby's. Hard Rock Hotel and Casino.

5:30-7 p.m.: MAGIC kids presents an informal Cocktail Reception to celebrate K.I.D.S. MAGIC kids and K.I.D.S. (Kids In Distressed Situations). By invitation only. Adjacent to the Fashion Show Stage, South Hall, LVCC.

Thursday, Feb. 20**BMW Car Giveaway**

11:30 a.m.: Drawing for a BMW Z4 Roadster. Drop ticket stubs at the car display in the Grand Lobby of the LVCC or Hall C Entrance of the Sands. Visit exhibitor booths for giveaway tickets. Fashion Show Stage, Grand Lobby, LVCC.

SPECIAL FEATURES**The WWD/MAGIC Mannequin Trend Display**

A collection of fall 2003's most directional silhouettes and fabrications. Sands, Upper Level.

The WWD/MAGIC Accessory Design Series

An innovative exhibit of fall 2003's key accessories trends. Sands, Upper Level.

Vert Ramp Demo and Challenge

Come see skateboarders and BMX pros from around the world dominate a 32-foot vert ramp. Best Trick contest presented by OTB Jeanswear. Cash prize for winners. Feb. 18-20: 12 p.m. and 4 p.m.; Feb. 21: 12 p.m. LVCC, South Hall, Upper Level, Streetwear Category.

FASHION SHOWS**MAGIC and DNR present the Fall 2003 Trend Shows**

Feb. 18-20: 9:30 a.m., 12 p.m. and 2 p.m. Feb. 21: 9:30 a.m. LVCC, Grand Lobby

WWD/MAGIC presents the Fall 2003 Trend Shows

Feb. 18-20: 11 a.m., 1 p.m. and 3:30 p.m. Feb. 21: 11 a.m. only Sands, Upper Level

MAGIC kids Fashion Forecast 2003

Feb. 18-20: 10:30 a.m. and 1 p.m. LVCC, South Hall, MAGIC kids Show Floor.

SHOW LOUNGES**Burgundy Lounge**

Come join Ed Lover, Doctor Dre and Curt Flirt of the Power 105.1 Morning Show for cocktails at the infamous "BOOM BOOM ROOM." Music provided by Super DJ Johnny Walker Redd. The lounge opens at 2 p.m. so come early to avoid long lines and receive free giveaways by Burgundy. LVCC, South Hall, Streetwear Category.

LicensingCentral at MAGIC

The hub of licensing activity, LicensingCentral offers a place to network with licensing professionals. Hold impromptu meetings, meet with the editors of License!, get the latest issue, find out what's new at Licensing International and visit with the leadership of LIMA (International Licensing Industry Merchandisers' Association). LVCC, North Hall, Active Lifestyle Category.

L'Uomo Vogue Lounge

L'Uomo Vogue continues its MAGIC installation with a sleek lounge. A limited amount of special gifts will be available during the cocktail hours of 2-5 p.m. LVCC, Central Hall, Designer Category.

URB Magazine Lounge

Located in the heart of the Streetwear category, take a break off the show floor and view live art and painting displays from L.A.'s finest artists. Relax and listen to eclectic DJ-spun grooves ranging from down tempo and hip-hop to reggae and house. Goodie bags with gear from MAGIC exhibitors will be distributed all week.

- LVCC, South Hall, Streetwear Category, 2nd Floor.

SEMINARS**Tuesday, Feb. 18**

12:30 p.m.: "Trend Analysis of Fall 2003 Men's European Designer Shows," presented by David Wolfe, creative director of Doneger Creative Services. LVCC, Room N243.

2 p.m.: "Results Matter: Techniques

You Can Use Today to Make More Money This Year," presented by CAM Commerce Solutions and hosted by Paul Erickson, senior vice president, RMSA. Erickson will discuss how to increase sales and profitability through inventory planning and control. LVCC, Room N243.

3 p.m.: "A Store Planner's Guide: Displays, Fixturing and Packaging for your Retail Store," presented by Acme Display & Packaging and hosted by Eddie Bocanegra, store planner, and Linda Gee, Retail Store Sales. Sands, Room 103.

4:30 p.m.: "Sell More Than Just Merchandise: The Law of Trademarks and Brands," presented by Levin & Hawes Inc. and hosted by Thomas J. Speils, III, Esq. Learn trademark strategies to protect your business name and company line. Market your

store effectively with this primer on trademark laws, including definitions of common terms. Sands, Room 103.

5:30 p.m.: "The Importance of EDI in Your Retail Business," presented by Fashion Business Incubator and hosted by Henry Cherner and Frances Harder. What is EDI? What is a trading partner? EDI, Electronic Data Interchange, links you with retailers, or "trading partners." Understand the importance of EDI and how it can make your business more efficient. Sands, Room 103.

Wednesday, Feb. 19

8:30 a.m.: "Turn Excess Inventory into Cash on eBay," presented by eBay. Excess inventory problems? Learn how to clear your excess inventory and grow your business by selling on eBay. Experts from the online marketplace will be available at MAGIC and at WWD-MAGIC to discuss how to leverage one of the most visited shopping sites on the Internet to attract new customers and liquidate inventory. Stop by the eBay booth at WWD/MAGIC to have all of your questions answered. LVCC, Room N243.

10 a.m.: "Turn Excess Inventory into Cash on eBay," encore presentation by eBay. Sands, Room 103.

10:30 a.m.: "How Much Should I Buy?" presented by Open To Buy Retail and hosted by Mort Haaz. Do you know how much to buy? In each category? For each delivery month? With open-to-buy planning you will. Open-to-buy is the least understood and yet the most important management concept in retailing. Open-to-buy planning will balance inventories to sales and keep them turning. You will experience reduced markdowns, increased sales and improved cash flow. LVCC, Room N243.

11 a.m.: "Autumn-Winter 2003 Youth Forecast," presented by Doneger Design Group and hosted by Jamie Ross. An overview of the latest colors and trend directions for both boys and girls. LVCC, Room S108 and S109.

11 a.m.: "Women's Financial Health," presented by Money Magazine and hosted by senior editor Marion Asnes, who will discuss the six rules for building wealth. Sands, Room 103.

12:30 p.m.: "Spring-Summer Big Picture Overview," presented by Doneger Design Group's David Wolfe. Room 103.

1:30 p.m.: "A Store Planner's Guide: Displays, Fixturing and Packaging for Your Retail Store," encore presentation by Acme Display & Packaging. Sands, Room 103.

2 p.m.: "How Much Should I Buy?" encore presentation by Open To Buy Retail. LVCC, Room N243.

2:30 p.m.: "Turn Excess Inventory into Cash on eBay," encore presentation by eBay. Sands, Room 103.

3:30 p.m.: "Legacy: Fall-Winter 2003/2004 Color and Trend Forecast," presented by the International Fashion Fabric Exhibition. Representing the opinions of more than 20 industry experts, the American Color Committee will provide the information needed to make the right color, fabric and trend de-

cisions for the season. Sands, Room 103.

4:30 p.m.: "Merchandising and Marketing to Asian-American Customers," presented by Cherish International. This panel discussion will cover the demographics and psychographics of the Asian-American consumer, key factors in purchasing decisions and the methods retailers can use to satisfy the needs of the growing Asian-American consumer at the retail level. Sands, Room 103.

Thursday, Feb. 20

8:30 a.m.: "Turn Excess Inventory into Cash on eBay," encore presentation by eBay. Sands, Room 103.

10:30 a.m.: "Legacy: Fall-Winter 2003/2004 Color and Trend Forecast," encore presentation by the International Fashion Fabric Exhibition. LVCC, Room N243.

10:30 a.m.: "How Much Should I Buy?" encore presentation by Open To Buy Retail. Sands, Room 103.

12:30 p.m.: "Fashion Retail Sales, Marketing and Merchandising in the Digital Age," presented by Style Smart and hosted by Jennifer Phillips. Current innovations and opportunities in fashion and technology with regard to retail sales and marketing. How fashion trends affect the industry, what professionals should know and the key steps involved in how to leverage technology to develop various aspects of the retail business. Sands, Room 103.

2 p.m.: "Retail Store Layouts and Trends," presented by Barbara Fields Buying Office and hosted by Barbara Fields. Learn how to effectively lay out and merchandise a store. In addition, gain valuable trend highlights for the transitional fall 2003 season. Key trends for the season and growth areas will be discussed. Sands, Room 103.

2 p.m.: "Turn Excess Inventory into Cash on eBay," encore presentation by eBay. LVCC, Room N243.

3:30 p.m.: "Alternative Marketing: Creating a Credible Connection," presented by Heidi Minx, owner of Franky & Minx. Hosted by panelists Becky Ebenkamp, Brandweek West Coast bureau chief; Rachel Varla, publisher of Varla Magazine, and Caroline Rothwell, general manager of Von Dutch Originals. This panel discussion will uncover how to define and understand the market, create credibility, disclose the importance of integrity in company messages and examine examples of cross-promotional ideas for brands and retailers, as well as provide a quick overview of successful brands. Sands, Room 103.

4:30 p.m.: "Reaching Gen Y All Day Long: Combating Anti-Ad Technologies and Cutting Through the Clutter," presented by Alloy Inc. and hosted by Alloy ceo Matt Diamond. Today's youth live in a media-saturated world surrounded by an array of choices. How do you effectively grab their attention and retain their loyalty with the extensive options available to them on a daily basis? 360 Youth and Alloy Company share insights into understanding this demographic and effective tactics to reach them amidst the ever-growing media landscape. Sands, Room 103.



CANADIAN HEAD OFFICE:
TRIBAL SPORTSWEAR INC.
9030 Pie IX Blvd. Montreal, QC, H1Z 4M7
Tel.: 514-322-5337 Toll Free: 1-888-584-4225
Fax: 514-322-4717 Fax Toll Free: 1-877-361-3621
CUSTOMER SERVICE TOLL FREE:
Tel.: 1-888-584-4225 Fax: 1-877-361-3621

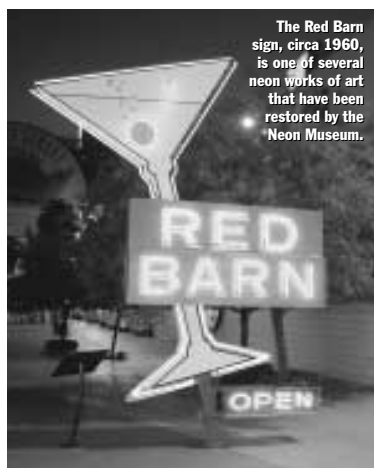
USA: TRIBU INTERNATIONAL INC.
1411 Broadway, Suite # 357
New York, N.Y. 10018 Tel.: 212-944-6940
Toll Free: 1-800-208-2860 Fax: 212-944-7137
CUSTOMER SERVICE TOLL FREE:
Tel.: 1-888-584-4225 Fax: 1-877-361-3621

TRIBAL®

WWD MAGIC SCENE

BET ON THIS

For a quick hit of the best Sin City has to offer, check out these hot spots. By Marcy Medina



The Red Barn sign, circa 1960, is one of several neon works of art that have been restored by the Neon Museum.

BRIGHT LIGHTS, BIG CITY

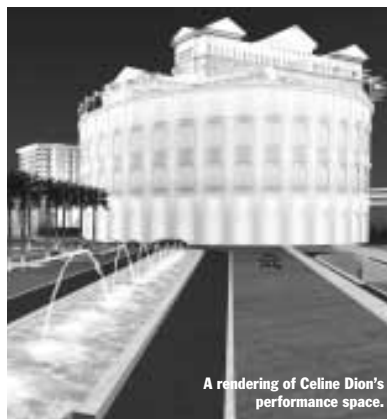
Practically a native art form in Las Vegas, the neon sign shines in its full glory on the downtown promenade known as the Fremont Street Experience. Since the Twenties, the city has established a global reputation based on the sparkle generated by excited neon, argon and mercury. So it's hardly surprising that one of the city's emerging art galleries occupies a huge chunk of outdoor space and requires massive amounts of electricity to operate. Officially opened in November 1996, the Neon Museum has rescued classic Vegas signs from the junkyard, restoring and exhibiting them in fully lit splendor in the heart of downtown. Among the most famous are Hacienda Horse and Rider, Aladdin's Lamp, Flame Restaurant, Chief Hotel and Anderson Dairy. 731 South Fourth Street, (702) 229-5366.

HARD ALCOHOL

"You puke, you clean." So says the hand-scribbled sign behind the bar at Double Down Saloon. Though not as refined as the other watering holes along The Strip, the Double Down is an upscale dive bar. Situated between the city's University District and the Gay Triangle, the Double Down's substantial selection of top-shelf liquor and eclectic jukebox choices (Louis Prima to The Stray Cats) attract knowledgeable drinkers of all persuasions: white and blue collar, punks, rockabillys and the painfully hip. Local artists' murals decorate the walls and the house specialty is a shot of "Ass Juice," a deadly concoction made from vodka. We hear wild child Timothy Leary has spent some wild nights here. But the fun isn't just limited to nights, it's open 24/7. 4640 Paradise Road, (702) 791-5775.



One of the murals, painted by a Las Vegas resident, at the Double Down Saloon.



A rendering of Celine Dion's performance space.

DIVA LAS VEGAS

Not every performer can get a 4,000-seat venue designed just for her, but Celine Dion is a diva extraordinaire. The Coliseum at Caesars Palace, a contemporary interpretation of the antiquity theatre, will be the home of a multimedia show produced by Franco Dragone of Cirque Du Soleil fame that will open on March 25. "Our mandate from Celine was to bring her as close as possible to her fans," said Patrick Berge, the Coliseum's architect. "Our mandate from Franco was to create a vast performance space — intimacy and immensity in a single venue." In the round building, the farthest seat is only 120 feet from the 22,450-square-foot stage, from which the songs of a cast of 70 artists, dancers and musicians will be trumpeted through a 125,000-watt amplifier and 115 speakers. The 90-minute show will run 200 evenings a year for at least the next three years. 3570 Las Vegas Boulevard South, (702) 731-7990. Ticket information: (888) 995-1555 or ticketmaster.com.



Mist has the intimate feel of a neighborhood bar.

NIGHT MOVES

Fans of chic nightlife will be happy to know that Chris Barish, creator of Light in the Bellagio hotel, has opened Caramel lounge just across the way. In contrast to the brash decor at other Vegas hot spots, Caramel features a relaxed, elegant environment with opaque marble tables, hand-blown glass sculptures and round ottomans. The signature libation? Why, martinis served in signature chocolate and caramel-coated chilled glasses, of course. In addition, a limited menu includes shrimp cocktail, pâté, smoked salmon, a cheese plate and caprese salad.

Barish's empire has also expanded to Treasure Island, where his new lounge Mist, has opened. With the intimate feel of a neighborhood bar, Mist marries state-of-the-art technology and high-tech entertainment. Guests can relax and watch their favorite sports game or music video on one of the oversized plasma televisions. Caramel: 3600 Las Vegas Blvd. South, (702) 693-7111. Mist: 3300 Las Vegas Blvd. South, (702) 894-7111.

POP STARS

If you're on the hunt for a little culture during your stay in Las Vegas, check out the Bellagio Gallery of Fine Art's latest exhibit, a collection of more than 50 of Andy Warhol's celebrity paintings and works on paper. An audio tour of the exhibit, narrated by the late artist's friend Liza Minnelli, is full of first-person accounts of many of the events that inspired the works. The exhibition covers three decades of Warhol's obsession with fame and celebrity as manifested in his art. Among the recognizable mugs on view are Jacqueline Kennedy, Elizabeth Taylor, Mick Jagger, Dennis Hopper, Mao Tse-Tung, Deborah Harry, Sylvester Stallone and Michael Jackson.

In addition to the paintings, the exhibition features one of the last complete sets of the famed 1967 Marilyn Monroe screen-print portfolio. "Andy Warhol changed the way we see the world around us," said Marc Glimcher, the gallery's chairman. "From his visual style of brilliant colors and repeated images to his fascination with the public's love of celebrity, Warhol defined the spirit of our times." Exhibit runs through Sept. 7. 3600 Las Vegas Blvd. South, (702) 693-7871. bellagiolasvegas.com.



Andy Warhol's take on Mick Jagger, on display at the Bellagio Gallery of Fine Arts.



eckōred

Visit us at the Eckō Pavilion

Located at 365 Convention Center Drive
(across from the Convention Center)

For more information call NYC Showroom
212-967-9111

eckō.com

© 2001 Eckō



WWD MAGIC MEDIA

EXPERT ADVICE

A handful of WWDMAGIC-bound editors offer up their trade show do's and don'ts and other handy information for those attending the fashion fair. By Catherine Lunardon

**GLORIA BAUME,
FASHION MARKET DIRECTOR,
TEEN VOGUE**
What do you wear to WWDMAGIC?

I definitely try to avoid heels. There's a science to dressing for the shows because you have to find an outfit that is chic and pulled together, but at the same time comfortable and easy to wear. I usually go for the retro athletic look.

What's your ideal preshow breakfast?

Definitely room service — it's my quiet moment of the day.

What do you use to carry the look books, brochures and other giveaways you receive?

I usually bring the biggest tote I have that's really comfortable. I'll arrive at the show with just pens, a notebook, stapler and a digital camera. By the end of the day it's just full of everything I've collected.

What is your favorite restaurant in Las Vegas?

Picasso, at Bellagio. It's filled with Picasso paintings and overlooks the Bellagio lake, and the food is exceptional.

What is your favorite, must-have tacky Las Vegas souvenir?

Definitely, large, orange, fuzzy dice.

Do you gamble?

I always try gambling, even though I always lose. I get such a kick out of it.

What is your advice to first-time WWDMAGIC attendees?

Be prepared not to sleep that much. I try to rest as much as I can before I get there. Also, give yourself a budget, because it's so easy to lose a lot of money in Vegas. Be disciplined with your time so you can cover as much ground as possible. And always bring a notebook for jotting down notes and a stapler, so you can staple all those cards you collect into your book.


VICTORIA SANCHEZ, FASHION DIRECTOR, LATINA
How do you unwind after spending a day at WWDMAGIC?

A really hot bath with plenty of bath salts and something out of the hotel mini-bar.

What's your ideal preshow breakfast?

Sometimes it's hard to eat between shows, so I always make sure to stock up with a good breakfast: a big omelette chock full of cheese, peppers, ham, tomatoes, onion and mushrooms.

What do you use to carry the look books, brochures and other giveaways you receive?

My Longchamp tote bag. I don't know how I'd survive the shows without it.

What is your favorite, must-have tacky Las Vegas souvenir?

Fuzzy dice. Followed closely by the most important piece of clothing you can ever pick up in Vegas: The "My best friend went to Vegas and all I got was this lousy T-shirt" T-shirt.

What is your favorite restaurant in Vegas?

Aureole — I love pasta.

Have you ever seen an Elvis impersonator in Las Vegas?

Yes! A friend of mine got married at the Graceland chapel, complete with an Elvis that looked like he'd had one too many peanut butter and banana sandwiches. He was busting out of his jeweled jump suit. It was definitely the most unusual wedding I've ever attended.

What is your advice to first-time visitors to WWDMAGIC?

You must have the following items: foot petals for walking around in those high heels, a jacket (the shows are all air conditioned to death) and, most importantly, fancy jeans, which transition well from day to night.


ELIZABETH KESTER, FASHION DIRECTOR, YM
How do you unwind after spending a day at WWDMAGIC?

What's so cool now about Vegas is that there are so many awesome spas at all the big hotels. My favorite is the Canyon Ranch at the Venetian but the Bellagio and the Hard Rock have great ones, as well. I always plan ahead and make a spa treatment for myself — usually a massage. A more economical way of feeling pampered is to pay the hotel's day rate to use the spa facilities without necessarily getting a treatment. There are always whirlpools, saunas and a steam room that you can use.

What do you wear to WWDMAGIC?

I absolutely avoid heels, which I gave up years ago. I try to work an outfit from the feet up, so I usually do a clean, sneaker look. Sneakers with a little pantsuit always looks good. Save the heels for the party at night, because there's always tons of parties to go to.

What's your ideal preshow breakfast?

It's all about survival. If we don't have a proper sit-down breakfast scheduled, I always try to get to the Paris Hotel, that has a pretend Champs-Élysées filled with yummy French bakeries. So if I have a moment I'll run over there and get a croissant to go.

What do you use to carry the look books, brochures and other giveaways you receive?

I used to go for fashion and carry a pretty tote bag, but it was never big enough, so now I wear a two-strap backpack — a chic one, of course. It's khaki-colored, from Banana Republic. You're often



schlepping from 8 in the morning until 8 at night, and what you're picking up you're carrying, so you kind of have to give up the chic black leather tote and go for something a little more utilitarian — for survival.

What is your favorite Las Vegas shop?

I love to go to the Shaun Stein store in the Caesar's Forum mall, which is a high-end designer boutique.

What is your favorite, must-have tacky Las Vegas souvenir?

My favorite thing I ever bought is a framed magnet that has "I'm on my way to another buffet" printed on it. I've bought a couple of these over the years to bring back as gifts.

What is your favorite bar or nightclub in Las Vegas?

There's always something new opening, but I'd have to say that the outdoor pool-bar area of the new Palms hotel is amazing. They have cocktail tables around the pools, and it has a cool, young, chic crowd.

Do you gamble?

Absolutely. The most I've ever won is \$2,500. I always like to visit a casino, usually wherever I'm staying, for a couple of hands of blackjack. It's a fun diversion. I always set aside \$50 dollars to spend, so if I lose that the first day it's over.

What is your advice to first-time WWDMAGIC attendees?

Forget the stilettos and wear sneakers. Try to go to all the parties you're invited to — it's a great way to see Vegas. And leave your mini-tote bag at home.

**SUSANNAH CAHN,
FASHION DIRECTOR,
SEVENTEEN**
How do you unwind after spending a day at WWDMAGIC?

There's not a lot of time to unwind. I usually go straight from the show to my room to a client dinner. But I do like to stop at video poker on the way back to my room, which is a way of unwinding both myself and my wallet.

What do you wear to WWDMAGIC?

I used to wear heels, but that just doesn't work. Now I wear sneakers and usually pants with a blazer or light jacket. I've also tried flip-flops, but walking miles in those can give you a really bad charley horse.

What's your ideal preshow breakfast?

I never have time for a sit-down breakfast so I always order room service. I always order oatmeal with berries and tea.

What about lunch?

There's rarely any time to stop and eat, so lunch for me is usually going booth to booth and eating the candy. I end up eating a lot of twizzlers.

What do you use to carry the look books, brochures and other giveaways you receive?

I usually bring a tote that's too small, and then when I arrive I acquire more and more bags. There's always a tote bag for press as well as other gift bags so by the end of the day I'll have five bags filled with look books, pamphlets and catalogs.

What is your favorite restaurant in Las Vegas?

I love Nobu. I used to have a policy of not eating fish in the desert, but since Nobu has arrived I've abandoned it.

What is your favorite, must-have tacky Las Vegas souvenir?

Last year I bought a gold Las Vegas fanny pack with "Vegas" embroidered in gold. It's so gold, it would put Siegfried and Roy to shame.

What is your favorite bar or nightclub in Las Vegas?

The mini bar in my hotel. There are always lots of M&Ms. If I do venture out to a bar, it's usually the Hard Rock, which has a young crowd where I can always find a lot of my West Coast friends.

Do you gamble?

I'll play video poker, which I like because I feel that it gives me more control than spinning a wheel does.

What is your advice to first-time visitors to WWDMAGIC?

Wear sneakers, drink a ton of water and bring extra-strength moisturizer to combat that dry Vegas air.


SALLY MELANIE LOURENÇO, SENIOR FASHION EDITOR, ELLE GIRL
What do you plan to wear to WWDMAGIC?

Since it is my first time, I'd probably have to say I'll alternate between my kitten heels and my collection of Y-3 Adidas. The days of stilettos and suffering for fashion are long gone. It's all about chic comfort. As for clothes, I am currently attached to a white corduroy Charlotte Ronson blazer, pink Club Monaco perforated suede hat, jeans and relaxed minis.

Which section will you pay most attention to?

I'm like an obsessive-compulsive and will leave no stone unturned. I'm always looking for the Zeitgeist in new designers, labels and interesting collections for our readers. Of course our priorities will be with the Junior/Young Contemporary and The Edge.

What's your ideal preshow breakfast?

Earl Grey with milk and a yogurt — that's all I'll have time for.

What will you use to carry the look books, brochures and other giveaways you receive?

I have had my light blue canvas Louis Vuitton tote for four years now and it hasn't failed me yet. It looks small but fits a ton — literally. And makes everything I wear look amazing.

What is your favorite restaurant in Las Vegas?

Olives. Definitely my style of comfort food after a long day.


What is your favorite Las Vegas shop?

If I could shop there, Fred Leighton. Just to sit in awe of all the beautiful jewelry. But I love the shops in the Desert Passage of the Aladdin hotel — everything is reasonable and very eclectic.

What is your favorite, must-have tacky Las Vegas souvenir?

I don't know about must-have, but I collect postcards, and love picking up cards with photos taken in the Eighties and Seventies, and from a place like Vegas they should be very kitschy.

Have you ever seen an Elvis impersonator in Las Vegas?

I was in Vegas last year for the first time on holiday and stayed at the Bellagio. There must have been an Elvis convention — they were everywhere!

Do you gamble?

I love the slot machines and always win.

SANCHEZ PHOTO BY THOMAS J. ANACONNE; LOURENÇO AND CAHN BY GEORGE CHINSEE; KESTER AND BAUME PHOTOS COURTESY OF EDITORS

MAGAZINE MADNESS

Publishing types are heading to WWDMAGIC in search of emerging trends and potential ad revenue.

By Kavita Daswani

The media's presence at WWDMAGIC extends beyond the bins brimming with glossy magazines and trade publications. Editors and stylists attend the show hunting for the next hot look, publishers and advertising types seek to make new contacts and meet with existing ones and the trend-conscious attend seminars and other events hosted by assorted media outlets.

The magazines distributed at the show are primarily titles targeted at young women, including Teen Vogue, Elle Girl, YM and Seventeen. Other fashion-friendly publications include Lucky, Self, Cosmopolitan, Redbook, Honey, Latina and Fitness.

"We've been at WWDMAGIC since 2000, and we want to come out and support our clients," said Michelle James, marketing manager at New York-based Vanguard Media, publisher of Honey, Savoy and Heart & Soul magazines, all of which cater to African-Americans. Each season, the company hands out nearly 500 magazines to passers-by.

"There is definitely a spike in advertising after our presence there," James said. "Some of the people who stop by the booth had never heard of it, so in a way we are introduced to new readers, as well."

Peter Medwid, associate publisher of Cosmopolitan magazine, published by The Hearst Corp., said the magazine's participation is a "key opportunity for us to get together with our clients."

He added, "We are all there at the same time, and it's a great way for us to show that we are there to support them. We schedule meetings with them during the event. Some of the best fashion brands in the world are at WWDMAGIC, and they are the kinds of names that are part of our magazine."

For other publications, the event provides an opportunity for editors and stylists to preview key trends.

Shelley Fariello, West Coast director for Seventeen magazine, published by New York-based Primedia Inc., said an editorial team has attended WWDMAGIC regularly for several years. "It's a time for them to see the lines, what's happening, to meet with designers and talk



These are some of the magazines that will be handed out at WWDMAGIC.

about where fashion is going, especially in this crazy, changing world of teen fashion." For now, Seventeen distributes hundreds of magazines, but Fariello said her team is "looking at ways to enhance what we do there." Possible future brand extensions include participation on teen trend panels, Fariello said.

Michelle Matos-Becerra, merchandising manager of Latina magazine, a close-to-300,000-circulation publication, said, "We've been at WWDMAGIC for the past four or five years. It's a way for us to know what's out there, for our editors to find what would fit within the Hispanic community for the U.S. Latina woman."

Last August, Latina magazine founder Christy Haubegger hosted a seminar on tapping into the Latina market. A similar seminar is being planned for the August edition of WWDMAGIC.

"We really are the authority on the Hispanic market, having been around for six years, and especially the market that people who go to MAGIC are looking for: the U.S.-born, acculturated Latina who navigates between both worlds," said Matos-Becerra.

There is also time for fun, however. "We take the time to catch up with people we already know," she added, "and build new relationships with others."

WWD MAGIC JUNIOR/YOUNG CONTEMPORARY

Hudson Jeans' cotton denim jeans.



TIMES ARE CHANGING

Junior firms have long considered the teen market recession-proof.

But as teens' disposable income decline, makers are seeking ways to appeal to these finicky fashionistas-in-training.

By Julee Greenberg

Teens are typically considered a recession-proof demographic. After all, they are a trend-hungry group that often has more than one source of income, whether it's a part-time job or a weekly allowance.

But the teen market isn't what it used to be. Given the financial woes of large corporations such as McDonald's and Kmart, teens aren't landing those minimum-wage jobs anymore. Also, adults are spending less evenings out, lessening the demand for teenage babysitters — a popular part-time job.

According to Bear Stearns retail analyst Dana Telsey, unemployment stood at 5.6 percent in September, but among teens, it was at nearly three times that level, rising to more than 15 percent in August. This unemployment problem led to a poor back-to-school season, a crucial time for the junior sportswear business. The overall spending last b-t-s season dropped 20 percent from 2001, and teen clothing purchases declined the most: 23 percent.

This issue has sent a wake-up call to the industry. Since teens are holding on to the few dollars they have, manufacturers have to go the extra mile to capture their customers' attention.

For New York-based Jordache Enterprises, which produces the Jordache, Vintage by Jordache, Gasoline, Kikit and Fubu Ladies collections, much of the focus of the brands has been denim. This proved to be a problem last b-t-s season when stores' junior departments were swimming in denim pieces of all sorts. Teens already had several pairs of jeans — they didn't need anymore denim. So, junior firms responded by increasing the assortment of nondenim items in collections.

"There has been a shift in the product mix at department stores, they really want to see more nondenim items," said Jordache Enterprises president Liz Berlinger. "It used to be that we had 10 percent nondenim; now we have 30 percent."

Berlinger said growth in the denim category has been particularly strong at mass retailers. Case in point: the company produces a denim-driven collection for Wal-Mart that is popular with the chain's shoppers. But for its department store accounts, Jordache has shifted design strategies to offer nondenim pants, such as canvas and corduroy, in silhouettes similar to denim jeans.

"Teenagers are still shopping," Berlinger said. "They are just in need of new things and I think this back-to-school season will be better than the last one when they see that there is more than just denim out there."

For New York-based JLo by Jennifer Lopez, the company's concerns extend beyond the sluggish economy. Lopez is about to endure some major competition from fellow artists Gwen Stefani, Eve, Eminem and Sean John, all of whom plan to launch their own women's wear lines. This comes at a time when JLo by Jennifer Lopez is doing well, with an annual volume passing the \$65 million mark.

Because of the increasing competition, JLo by Jennifer Lopez president and chief executive officer Denise Seegal said, "We must continue to move faster and stay ahead. The celebrity pac man is on our tails and we can't rest now."

Seegal said the company can compete with the newcomers since the line has been divided into three categories, allowing it to compete with firms that focus on different genres: denim, urban and trend. The denim category consists of denim jeans, shorts and skirts, as well as a denim jumpsuit, a style that's been a top seller since the line's inception. The urban category includes

Silver Jeans' cotton jeans with American Apparel's T-shirt.



WHERE THEY SHOP

A look at where females aged 16 to 19 do most of their shopping.

- Specialty Stores: 40%
- Department Stores: 23%
- Chain Stores: 18%
- Mass Merchants: 7%
- Off Price: 4%
- Factory Outlets: 3%
- Catalogs: 1%

SHOPPING WITH GUSTO

A look at females aged 16-19 feel about shopping.

- Love Shopping: 42%
- Like Shopping: 38%
- Get What I Need: 11%
- Don't Mind: 8%
- Do Not Like: 1%

SOURCE: COTTON INCORPORATED

other signature pieces, such as velour sweatpants, shorts and jackets, as well as sweats and T-shirts in fabrics like cotton jersey and mesh. On the trendier side are halter tops and T-shirts, more fashionable pieces to work with jeans.

Cathy Rae, president of three-year-old Seattle-based Kali Wear, said it's crucial for junior lines to offer several groups, in order to appeal to the varied fashion preferences of teens. "Diversity is very important," she said. "We have a lot of sweaters in many different knits as well as denim jackets."

Robert Kaye, president of Norwalk, Conn.-based Dogpilot, a new line of junior T-shirts, is convinced his line will fare well, despite the country's lackluster economic situation. "If you have a good product, it's going to do well," said Kaye, whose 15-year-old daughter Kelly designs the pieces. "You can make money in any economy, it's all about the product."

**JLo's cotton halter
and cotton and
spandex pants.**



**American
Apparel's
cotton shorts,
T-shirt and zip
hoodie.**



**Mudd Jeans'
nylon peasant
top with cotton,
polyester and
spandex jeans.**



WWD MAGIC CONTEMPORARY



Mica's polyester and acrylic faux fur jacket and skirt.

MIXING IT UP

The contemporary crew is keeping inventory tight, cutting prices and tinkering with designs in order to maintain a competitive edge.

By Kavita Daswani

Jitters about an impending war with Iraq and frustration with a lackluster economy are forcing contemporary vendors to rethink their business plans, from their collections' overall design aesthetic to pricing strategies. Going into fall, contemporary resources are cutting prices, overhauling their image and speeding up deliveries. And in addition to keeping a closer eye on the bottom line, designers at contemporary labels are increasingly aware of the importance of keeping merchandise fresh and eye-grabbing among the sea of competitors in department and specialty stores.

• **WHAT YOU WANT, WHEN YOU WANT IT:** Vendors are constantly seeking ways to keep costs down and one way they are achieving this is by producing exactly what is ordered, when it is ordered. "We're going per order and not keeping any stock," said Viviana Gabeiras, designer and vice president of Miami-based Petit Pois. "We keep the fabric on hand, but only cut as our customers ask us to do so — they will continue to buy conservative, instead of taking on too many adventures. Because we produce everything on-site, we can control overheads and cut costs. And if we can lower prices, we do."

Firms based north of the border are in a similar predicament with buyers, as well. "People are definitely holding back," said Anita Bacic, president of Toronto-based The People Have Spoken. "The dollar is dropping daily, and our customers are not ordering too far in advance. Normally, by this time, summer would be in the bag. But our customers haven't even ordered yet. That means that we have to then work like crazy to make things happen."

Last-minute production and deliveries, however, impede efforts on the part of vendors to keep costs down. "It doesn't help, as we can't make things as cost-efficiently as possible," Bacic said. "Because we anticipate these problems, we almost have to pad our costs. It's not drastic, but it's definitely a factor."

At Los Angeles-based Lili Rose & Jessie USA, production costs have been lowered. "We wanted to increase volume and maintain our quality, so we are using different techniques," said vice president of sales Isaac Armony. "We are pushing on our end to lower costs as much as possible, so we can give the customer a better price. Today, when we build a product, the main person we think about is the end-user, the customer who is going to pick it up off the rack. And we feel the market is not going to support high prices."

• **CONQUERING NEW TERRITORY:** For some vendors, altering an established design aesthetic is beneficial since it allows them to capture new groups of shoppers. "We have tried to use new materials, new yarns, a new type of knitting," said Alex Perrey, manager for Los Angeles-based Sofia Perrey. "We are known mostly for evening dresses and special occasion wear, but we have included other things for regular customers, as well."

Eric Shargani, president and chief executive officer of Mon Chateau Inc., the Los Angeles-based distributor for Vertigo, said the brand's crossover appeal is key in securing a stronger foothold in the marketplace. "We are trying to have a range of customers so we don't limit ourselves to a certain age group," he said. "In the past, we may have lost customers as they get older, while gaining younger ones at the same time. Now, we are going toward the ones we might lose. We are trying to be somewhere in between." Forthcoming collections, said Shargani, could be worn by anyone between the ages of 18 and 50, and would be "tri-dimensional." He added: "It's not just about a jacket or suit or pants, but about all sorts of different merchandise, like long coats or bustiers."

But Harveys, a maker of contemporary and intimate apparel based in Orange, Calif., prefers not to tinker with its established look. "We have found our true focus and our niche," said spokeswoman Nicole Petersen. "We have to set precedents as designers, but do our best to forecast what will be selling well. For us, it's all about a strong, curvy collection. We are going for the ultimate girlie, and concentrate on having a definite image and brand recognition."

• **STYLE VS. SUBSTANCE:** Los Angeles-based label Mica has observed that novelty pieces are appealing to trend-hungry shoppers. "We have found that we have to be very novelty-driven," said designer Kim Holbrook. "People will pay more money as long as it looks like it's worth it. Nobody is interested in run-of-the-mill dresses." That translates to poplins, sateens, appliques — in which interest has already been strong. "We have to continue finding things that will make the shopper want to spend \$150 or \$200 on a dress. We have to give them something that nobody else is offering."

But at Sisters, another Los Angeles-based resource, the realities of a sluggish economy and the finicky shopper have affected how far its design team will push the envelope. "We've found that if we stick to a more basic category, rather than anything too fashion-forward, it's an easier sell," said account executive Rebecca Eslamboly. "We're designing a little less over the top, and a little more in wise selling pieces." This direction will translate into "color and more color," Eslamboly said, replacing the taupes and other neutrals that have dominated fashion in recent seasons. "That's what retailers are asking for," she said, "so that's what we're going to give them."



Cyrus' nylon and rayon top.



Shu Shu's rayon and nylon top.



Sisters' suede blazer and acrylic, mohair and nylon turtleneck.



Petit Pois' nylon top and nylon pants.

WWD MAGIC ACCESSORIES



Red, white, blue and black striped cotton hat by San Diego Hat Co.

Black-and-white feather bag by Mother Plucker Feather Co.



Fashion Matrix's brown, camel and gray wool hat, scarf and mittens; Hobo International's brown leather bag.

ALWAYS IN DEMAND

Accessories are a pretty easy sell, many vendors say, because they make for an easy wardrobe add-on — a fact that helps the category fare better than others in the industry.

By Kavita Daswani

Halfway into the first quarter of the year, accessories vendors seem united on one point: Business has been good, and is poised to get better. Vendors of accessories in all categories — from handbags to hats and costume jewelry — cite double-digit increases over this time last year, and see no reason why there should be any dip in sales.

The reason for the bullish market? When money is tight, consumers would rather buy a new bag or shawl than a whole new outfit.

"Accessories in general are going to do well," said handbag designer Timmy Woods. "If people are not going to change their clothes, then they will at least accessorize."

Nonetheless, it's not an easy market to stay on top of, with vendors grappling with a variety of issues and how best to deal with them.

● **BOOSTING SPIRITS AND SALES:** In order to boost sales, designers are trotting out pieces aimed at lifting spirits — a mission well-received by a population coping

with threats of war, terrorism and economic uncertainty. "Anything floral and romantic is big right now," said Bryan Gage, national manager of Cape May, N.J.-based World End Imports. "All our shows this year have been successful so far, and there appear to be two driving ideas: value and uniqueness. Customers are looking for something that looks magical, and our products have more of an enchanted garden feel." He cited enamel, rhinestones, painted metals and motifs of lotus and posies as just some of the looks he expects to drive business. "As long as we stick with uniqueness, we can be successful."

Another New Jersey company, Marlboro-based Jewelry by Felicia, is also reaping the benefits of a population looking to be uplifted. Company owner Felicia Goldberg said fresh flowers laminated on shells and mystic "power" bracelets are some of the pieces buyers are snapping up. Wholesale prices range from \$5 to \$65.

Not only do shoppers get a mental boost by donning one of Goldberg's pieces, they get a financial boost, as well. "Maybe people aren't going out spending \$50,000 on a diamond," she said. "But this type of purchase isn't going to affect the consumer negative-

ly. For \$50 or under, it can be a beautiful necklace that will give them joy and make them feel good. Customers want a nice look at a good price, and there's plenty to be found. They want to look like they are walking off the cover of Vogue."

● **HAT HAPPY:** Accessories vendors whose core product offering happens to be one of the most sought-after categories are, not surprisingly, faring well.

"The hat market is growing, and is more and more a part of people's wardrobes," said Teresa Gardner, president of the San Diego Hat Co. Gardner attributes this renewed popularity to celebrity culture — within which there are plenty of famous hat-wearers, including Alicia Keys and Kelly Osbourne — as well as increased public awareness of the dangers of the sun. "I try to pick materials and colors that will really appeal to people, but I make sure they are not too trendy." For fall, key looks include shades of olive and brown, as well as prints like stripes and polka dots. On the fabric front, cotton denim and lightweight cotton corduroy are also popular. "New shapes always come in, and we get some direction

Continued on page 20



live well. dress well.

Micromattique™
MICROFIBER

only by DuPont

Micromattique™ *Natural Matte Luster*, a new microfiber innovation that delivers a subtle, natural look and feel. Easy care. Wrinkle-free good looks. Incomparable comfort.

Give your customers something more.
800-342-3774 www.dupont.com/micromattique

Women's top made from a fabric blend of Micromattique™ and Lycra®. Skirt made with 100% Micromattique™. Natural Matte Luster fabrics available from Burlington Industries and Milliken. Micromattique™ is a DuPont trademark for its brand of microfiber polyester products. Only DuPont makes Micromattique™. ©2003 E.I. du Pont de Nemours and Company. All rights reserved.

WWD MAGIC ACCESSORIES

ALWAYS IN DEMAND



Silver and stone choker and bracelet by Barse & Co.



Silver-plated choker, bracelet and ring by MB Jewelry.

Continued from page 18

from fashion in general," Gardner said. Vendors in the headwear category cite the affordability of hats as another factor. "It's a feel-good purchase, and may remind people of better times," said John Brady, owner of the Shady Brady Hat Co. in Ukiah, Calif. Business has been up 50 percent over the past year, he said. "A lot of it can be tied to the younger generation. They're pro-hat, they're daring, and they are wearing out in public new styles and trends in hats that make a statement. There is a lot of growth propelled by the youth market."

Increased awareness about sun damage has a lot to do with the growth, said Karla Willis, executive manager of San Diego, Calif.-based Hat Shack/Hat Stack, which has sold out of its first productions for spring. "Women are wearing bigger brims for added protection — especially after seeing Jennifer Lopez in a similar style," said Willis. Also new: the bucket silhouette and the newsboy. "Women want lighter-weight hats but still want protection," she said.

● **FASHION FIRST:** The key to boosting business, many accessories designers have discovered, is to push fashion items rather than the basics.

"We knew we needed to move forward, to do something fun yet functional," said Ann Simmons, co-owner of Portland, Ore.-based Baggallini. In addition to

basic black microfiber luggage pieces, the company is adding brilliant colors — lime, orange, turquoise — in ripstop nylon. The result: a 25 percent increase in sales so far. "It's a new strategy for us, to take our best-selling items and to make them more fashion-forward." Wholesale prices have remained constant, ranging from \$6 to \$20.

Similarly, Debbie Tierney, owner of Wethers Field, Conn.-based Joy Accessories, said even seemingly basic pieces — from handbags to shawls — need a little pizzazz to attract shoppers. "We're using a lot of Asian influences, and since we started doing that, every show we've been to has been very busy," said Tierney. "The line is hot right now, and we have a great following." Tierney uses shells from the Philippines as well as genuine stones from other Asian countries, to embellish scarves, bags and necklaces. She is also keeping prices affordable, while delivering a high-fashion look: the bags range from \$9 to \$12.50 wholesale.

Beverly Hills, Calif.-based handbag designer Timmy Woods is also expanding her fashionable wares, but keeping them priced low enough in order to capture price-conscious shoppers. "In addition to doing my wood collection, I have introduced a fabric line, featuring Hawaiian themes, decoration and baskets that are priced at around \$36 wholesale. I brought them in exactly because I know the customer is now much more price-conscious."



Accessories retailers and trend consultants said Katie Couric, Jennifer Aniston and Avril Lavigne are among the category's most influential women.

UNDER THE INFLUENCE By Melanie Kletter

From The Beatles' center-seamed, pointy-toed black leather boots to Elton John's eclectic eyewear to Madonna's black rubber bracelets, accessories historically have been integral to a celeb's image.

Today, it's the likes of Avril Lavigne with her oversized men's ties and J. Lo with her diva-worthy sunglasses and earrings. Even journalist Katie Couric inspires some accessories aficionados.

With that in mind, WWD surveyed

accessories store owners and trend consultants and asked who they think has the most impact on shoppers. "Many of our customers come in asking for an item they saw on their favorite celebrity," said Cora Hysinger, owner of the Girlprops.com accessories boutiques in lower Manhattan. "For the younger shoppers, inspiration often comes from the music world, while for older customers it usually comes from actresses."

Here, the top 10 trendsetters:

- Jennifer Lopez ● Gwen Stefani ● Cameron Diaz ● Pink
- Sarah Jessica Parker ● Avril Lavigne ● Christina Aguilera ● Katie Couric
- Jennifer Aniston ● Kelly Osbourne

SOURCES: ADD, CHE CHE NEW YORK, GIRPROPS.COM, COOL SUFF, NANCY LONG OF TOBE REPORT, R.J. GRAZIANO.

LAVIGNE: LARRY BUSACCA/WIREIMAGE; ANISTON: WARNER BROS.; COURIC: NBC

mavi.com

JEANS meetmavihere

new location:
the courtyard in las vegas
3275 paradise road, suite b
telephone 702-791-3600
february 17-20

WWD MAGIC JUNIOR ACCESSORIES

BACK TO SCHOOL, BACK TO STYLE

Heading into the all-important b-t-s period, junior accessories firms are branching out with additional lines, expanded distribution and new categories.

By Melanie Kletter

The junior accessories market is busily gearing up for the back-to-school selling season, the category's most important time of the year.

From denim backpacks to newsboy hats, accessories of all sorts have become a critical part of the b-t-s wardrobe for many teens.

While the retail scene has been challenging for fashion firms, accessories, particularly those targeting fashionistas-in-training, has been relatively immune to the industry's economic woes.

"Juniors is a great market to be in," said Alissa Kramer, a co-owner of Beverly Hills, Calif.-based Twinsies, which makes toe rings. "Teens know a lot more about fashion than most adults and accessories are a safe area to be in. It's not that committal."

The category is also getting more space with teen-savvy retailers, such as Pembroke Pines, Fla.-based Claire's Stores Inc. and New York-based Delia's Corp. Delia's, which is best known for its apparel offerings, has expanded its offerings of jewelry, handbags and other accessories, said Gideon Walter, the company's senior vice president and general merchandise manager.

Joe Ferucci, owner of New York-based jewelry brand UcciCucci, said: "We are a small company and we like it that way. The stores we are in, such as Urban Outfitters and Hot Topic, we are doing well with and we have a real connection to our buyers. We are looking forward to a successful back-to-school season since we are stocking trendy items such as single earrings and punk looks inspired by Kelly Osbourne."

Much of the trend action in recent months has been fueled by novelty items such as oversized earrings, thick belts and even cell phone accessories, such as charm bracelets that hang off a phone. For b-t-s, trends are focused on romantic and ladylike looks, bright colors and bohemian styles. Asian-inspired looks are also drawing attention.

On the business front, firms are using a wide range of strategies to grow their businesses this year. Here are some growth strategies companies are using heading into the fall buying season:

● **THE MORE, THE MERRIER:** While the economy has been tough, vendors aren't shying away from launching divisions and product categories.

Ahead Headgear, based in New Bedford, Mass., for example, has started a new sporty division called Kate Lord, which wholesales between \$15 and \$25. "Ahead is known within the golf community and we just were looking for something different with Kate Lord," said director of sales Tim Miller. "This division is a mix of sport and fashion styles."

The line's moniker comes from the wife of the company's art director, Chuck Lord. While the couple was on vacation, Kate Lord was searching for a hat and couldn't find what she wanted, and he began to sketch designs — from there, the division was launched.

San Francisco's Deborah Lewis, a former dancer who has also dabbled in interior design, has launched an eponymous collection of handbags and parasols in colors such as pink, mint green and orange. Despite an increasingly crowded market, Lewis said the

Continued on page 24



Edge I Wear's sunglasses.



Hotkiss' pink and black watches.



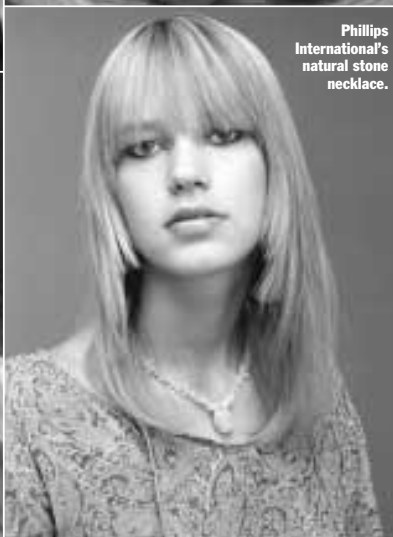
Bijou International's silverplate necklace.



Pan Oceanic Eyewear's metal and plastic sunglasses.



Urban Station's Strawberry Shortcake doll and watch.



Phillips International's natural stone necklace.



**MORE COMFORT MORE PERFORMANCE MORE NATURAL
EXPERIENCE MORE. EXPERIENCE TENCEL®**




TENCEL®

TENCEL® is the registered trademark of Tencel Ltd. for lyocell.

Tencel Inc., 111 West 40 Street, New York, New York 10018 T: (212) 944 7400 F: (212) 944 7406 www.tencel.com

WWD MAGIC JUNIOR ACCESSORIES

BACK TO SCHOOL, BACK TO STYLE

Continued from page 22

retail floor can sustain a newcomer. "Accessories is the area to be in," said Jonathan Lewis, Deborah's husband and business partner. He added that the company is concentrating on selling to specialty and department stores. Wholesale prices for the line range from \$85 to \$275.

Another newcomer to the junior accessories arena is Dollhouse, which will premiere a line produced by O.K. Originals, a 23-year-old New York-based firm best known for its private label junior offerings. "This license gives us another avenue to develop our business," said Peter Kaplan, vice president of O.K. Originals. The jewelry wholesales from \$1.25 to \$3.50 and features trendy looks, such as silver necklaces with a large heart, rose pendant necklaces, beaded bracelets, chandelier earrings and leather, studded cuffs.

Kaplan said the company was also looking forward to doing more marketing under the Dollhouse banner. "We are happy to be a part of their marketing efforts since Dollhouse does a lot of advertising for their product line," Kaplan said.

● **STYLE AND SUBSTANCE:** While junior accessories are typically known for being trendy and quirky, the perception that the quality of the pieces is lacking, has been a problem. But in an age when teens are snapping up Tiffany & Co. jewelry and Kate Spade handbags, some companies are upgrading their materials to cater to sophisticated teen shoppers. "We believe juniors are looking for something a little better," said Ahead Headgear's Miller.

Deborah Lewis agreed that offering high-quality products is crucial, and boasted: "My bags are made from fine dupioni silk and Italian leather," she said.



Fad Treasures' black and silver bracelets and chokers.



Charm It's denim purse, watch, barrettes and shoe laces.

Faith Knight's jet beaded crucifix and bracelet.



Seventh Sense's home accessories.

What a Girl Wants



In "Clueless," Brittany Murphy, Alicia Silverstone and Stacey Dash exemplified the demand by teens for multifunctional accessories.

There's more to designing junior handbags than just adding a splash of color or an unusual fabric to a popular women's style. Not only do finicky fashionistas-in-training demand the latest looks, but they also have some basic functional requirements. Here, a list of some of the most practical features in the market:

- Top zippers to prevent larger wallets from falling out or being stolen.
- Interior and exterior zipper pockets for makeup.
- Easy-access cell phone compartments.
- Key hooks to prevent keys from getting lost.
- Depth to fit several school books and strong shoulder straps to support them.
- Detachable pencil cases.
- Coin compartments to organize change.

— Marc Karimzadeh

CLUELESS PHOTO FROM THE NEAL PETERS COLLECTION



WWD MAGIC MODERATE

ADAPT AND ADJUST

From working more closely with retailers to upping the quality of pieces to trying to snag back lost accounts, moderate manufacturers are revisiting their business strategies.

By Rusty Williamson

Flexibility is the buzzword of moderate firms, which seek ways to counter a lackluster economy and fear over the possible outbreak of war. Some vendors are relaxing once-rigid production rules and allowing stores more freedom to customize buys, including making subtle changes to silhouettes. Others are changing production calendars to accommodate the rising demand for immediates. Classics and bestsellers from past seasons are also being revisited and refreshed with seasonal trend references. And on the marketing front, campaigns have become indispensable tools to stand apart from the competition. Here, some other issues affecting the moderate market:

• **RETAILERS RULE:** Many moderate companies are firm believers in the mantra, "The customer is always right." Deepak Khubchandani, a principal at La Cera, a division of New York-based Rajco International, said, "We're bending and catering to stores' needs more than ever. Of course it's lots of extra work for us, but it's part of surviving and prospering in a difficult economy." La Cera has implemented various strategies, including lowering many of its price points (on average, between 5 and 10 percent), permitting stores to make subtle style changes to silhouettes and increasing its catalog business, which has grown 300 percent over the last year. The company published 12-page catalogs on a quarterly basis. "We're going heavily toward catalog to grow our business," Khubchandani said. "It's a wonderful way to present our lines in a very focused way that's fast and easy to understand for busy customers."

Andy Mahtani, a principal at India Bali Imports in New York, said, "We're beating this really bad economy by trying new ideas and concepts and being very flexible when working with stores. Sales are so slow at retail right now, and buyers are desperate to come up with some excitement and build volume. So we're spending lots of time with our accounts and helping them fine-tune their orders."

At Coronado, Calif.-based Rico Handknits, marketing manager Ric Fowler said, "We're producing closer to season to meet the needs of buyers who come to us wanting immediates. We want to be ready. Listening to the customers' needs and trying to respond has never been more important."

• **REACHING OUT:** Moderate makers are on a campaign to raise their profile among retailers, as well as the general public.

L.A. Illusion, a Mexican label that targets Spanish women living in the U.S., is boosting its advertising from seasonal placements to twice-monthly ads in Spanish-language television guides, said Rogillo Calderon, a spokesman who works from the company's U.S. base in City of Commerce, Calif. "We've been in business 55 years in Mexico and have seen lots of different economic circumstances, and we've always believed that advertising is a very effective way to reach your target customers."

La Cera is adding regional sales representatives to help boost its profiles among retailers in under-represented areas, Khubchandani said.

At India Bali Imports, Mahtani said the company is aggressively contacting existing accounts, as well as inactive ones, in a bid to get them to place orders. "You have to go after the business," he said. "Call stores that are active to make sure everything is OK, or to see if they need replenishments. And we're calling stores that haven't left an order in a season or two or even longer to see if we can get a new order from them. It's time-consuming, but well worth it. In this economy when every territory in the country is hurting, you have to go after all possible leads to build your business."

• **QUALITY IS JOB ONE:** "We travel the world seeking trend inspiration and scouting for the best fabrics and trims as part of our mission to make our line even more viable and important," said La Cera's Khubchandani. The company is sourcing Indian and East Asian silk and cotton, as well as heavier wool and flannel from Europe. La Cera owns two factories in India, which helps offset third-party costs.

Samuel Dong, designer and president at New York-based Don's Collection, said, "Our mission is to offer the best quality and value, so our collections are sewn with high-quality fabrics and trims and still maintain competitive price points. When a woman compares similarly priced garments and then compares the fabric and construction, we plan on winning."

Rico Handknits' Fowler said focusing on quality and tightly editing collections to contain unique but highly salable styles and trends is a formula for success. "We're also taking previous styles that have done well and updating them. We believe in sticking with the winners."

Olive acetate and spandex jacket, top and skirt from A Touch Of Class Clothing.

CURRENT DRESS SIZE

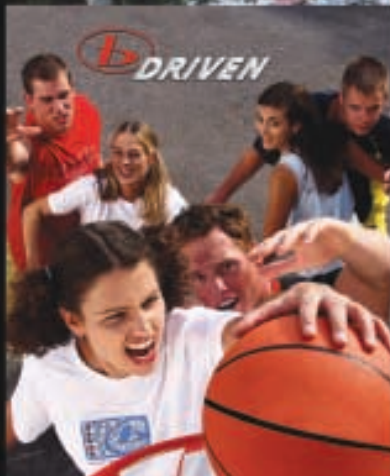
	MODERATE SHOPPERS	OTHERS
0 to 6	26%	23%
7 to 11	24%	29%
12 to 14	24%	23%
15 plus	25%	21%

NOTE: MODERATE SHOPPERS INCLUDE WOMEN AGED 28 TO 40 WITH A HOUSEHOLD INCOME OF \$25,000 TO \$74,999. OTHERS INCLUDE ALL OTHER WOMEN. SOURCE: COTTON INC.'S LIFESTYLE MONITOR.

FEELINGS ON SHOPPING

	MODERATE SHOPPERS	OTHERS
Likes Shopping	38%	31%
Get What They Need	28%	26%
Loves Shopping	16%	24%
Indifferent	13%	11%
Doesn't Like	5%	7%





B.U.M. EQUIPMENT®
IT SHOULD BE
EVERYWHERE!

FOR LICENSES AVAILABLE CONTACT:

B.U.M. EQUIPMENT LLC
STEPHEN WAYNE
973 543-5679
SWAYNESOS@AOL.COM



B.U.M. EQUIPMENT® EXCLUSIVE DOMESTIC LICENSEES

WOMEN'S SPORTSWEAR	TRENDS CLOTHING CORP.	TEL 305 777-6210
CHILDREN'S SPORTSWEAR	HAPPY KIDS, INC.	TEL 212 695-1151
FOOTWEAR	ACI INTERNATIONAL, INC.	TEL 800 421-0720
LUGGAGE	MONARCH LUGGAGE	TEL 267 980-1443
SUN GLASSES	OUTLOOK EYEWEAR	TEL 800 578-8767
OPHTHALMIC EYEWEAR	ROI FRAME CO.	TEL 800 886-7770
NIKEWEAR&MEN'S LOUNGEWEAR	SARAMAX APPAREL GROUP, INC.	TEL 212 842-4000
WATCHES	GENENDER INTERNATIONAL, INC.	TEL 847 279-2017
HOME PRODUCTS INC.	BEST BRANDS	TEL 212 694-7456

B.U.M. EQUIPMENT® AVAILABLE DOMESTIC LICENSEES

MEN'S SPORTSWEAR
SELECT CHILDREN'S CATEGORIES
SWIMWEAR & BODYWEAR
HANSBAGS
HOSIERY
FRAGRANCES

WWD MAGIC BETTER



Johnny Was®
cotton voile top.



Black merino wool and acrylic
crochet top with floral appliqué and
crystal-beaded knit skirt by Solo by
Sonay Tekstil.

QST Global Sourcing

...from same day delivery in Los Angeles,
to on-time delivery around the world,

**WE WAREHOUSE WHERE YOU
MANUFACTURE:**

MEXICO • DOMINICAN REPUBLIC • GUATEMALA

POCKETING • LININGS • INTERLININGS • BAN-ROL®

WAISTBANDS • QUICK-STRETCH™ • QUIK/CORD®

PIECE GOODS • EMBROIDERY STABILIZERS

Q-LOOP™ • ELASTICS • HOME FURNISHING FABRICS

Your "link" to México & Latin America



Just call me,
KEN WEINBAUM
Vice President, Sales & Marketing

323-584-5400

4625 District Boulevard, Vernon, CA 90058
e-mail: larimore.mary@qst.com
(F) 323-584-5415 www.qst.com

QST/DALLAS
214-826-2970 (F) 214-321-7641
shanhous.click@qst.com

BAY TEXTILE SERVICE
925-933-3031 (F) 925-939-1499
e-mail: bspaulding@value.net

REPRESENTATIVE OFFICES:

Argentina - Brazil - Canada - Chile - China - Colombia
Dominican Republic - Ecuador - El Salvador - Guatemala - India - Indonesia
Israel - Mexico - Nicaragua - Peru - Singapore - Uruguay - Venezuela

CALCULATED RESPONSE

Business may be lackluster, but better sportswear vendors have a few strategies brewing to help increase sales.

By Kristin Larson

Like other sectors in the fashion world, the better-sportswear crowd has a lot on its plate. From angling over how to maintain and attract new business in an increasingly challenging retail climate to finding ways to motivate buyers to place larger orders, including less last-minute ones, vendors have their work cut out for them. But they're armed with a handful of strategies, from adding more fashion items to expanding distribution.

Economic uncertainty is a key problem for companies, since it's difficult to plan ahead when the future is unclear. "I'm worried about the economy because I travel everywhere and people are holding back dollars and they're definitely not buying what they used to," said Linda Weitzman, the New York-based national sales manager at Sideffects of California.

Designer Sigrid Olsen, based in Wakefield, Mass., said, "We have gotten a great response to the line, and our business continues to grow. The only real hesitation I have is in predicting the way the economy is headed at the moment. We keep our fingers crossed."

● **WHAT A NOVEL IDEA:** Instead of focusing on lowering price points, some firms are looking to increase the style quotient of their pieces. "Right now, business is tough, so anything that will catch the eye of the customer we're focusing on," said Sahar Rokhsar, sales manager for Los Angeles-based Nina Austin. "Business is like a roller coaster now. It has its good moments and then drops down. Our main challenge is to get through this hump and get into better sailing." Nina Austin has about 500 retail accounts, with wholesale prices averaging at about \$98 for a silk matte jersey dress.

Equally trend-conscious is Mazmania Inc., an Allentown, Penn.-based sportswear company known for its outerwear featuring wildlife designs. The line's wholesale price points range from \$32.50 to \$42.50.

"Our challenge is to stay away from old looks," said owner Marty Mazurek. "We do a lot of scenes with deer, horses and wildlife," said Mazurek. "It's not a price game for us because we feel we deliver better product than our competition. In this environment, we wrote about the same business we normally write at our first trade show this year."

At New York-based Berek Knits, account executive Jean Mercier echoed her colleagues' sentiments. "For spring and summer, we were aggressively priced because we don't think women want to spend a lot and for fall we started using new techniques like hand-applied fabric and stitches."

● **MARKETING SAVVY:** In a difficult economy, many companies often cut back on advertising and marketing first. But some vendors don't think it's such a wise move, when so many buyers aren't traveling as much, which in turn makes it difficult to see the product.

At J. Two, a New York-based knitwear company carrying the

Continued on page 30

WHERE THEY GO

	BETTER SHOPPERS	OTHERS
Department stores	33%	23%
Chain stores	26%	22%
Mass merchants	14%	21%
Specialty stores	8%	18%
Off price	6%	6%
Catalogs	4%	3%
Factory outlets	2%	2%
Other	8%	6%

CURRENT DRESS SIZE

	BETTER SHOPPERS	OTHERS
0 to 6	14%	25%
7 to 11	33%	28%
12 to 14	32%	22%
15-plus	20%	22%

NOTE: Better shoppers are women aged 35 to 50, who earn between \$50,000 and \$74,999.
Source: Cotton Inc.'s Lifestyle Monitor.

AUTUMN - WINTER 2003/2004



visit
the latest
**TURKISH
WOMENSWEAR**
collections at
WWD MAGIC

FEBRUARY, 18 -21 2003

100% fashion

BETTER SECTION

AVC LEATHER	BE 51550
AVİTEKS	BE 51647
BİLGİNS LEATHER	BE 51545
BOLERO	BE 51642
EMELDA	BE 51643
FAZE / MANTOSAN	BE 51549
GTC TRADE	BE 51653
ILGAZLI LEATHER	BE 51554
İPAŞ	BE 51742
KARETTA	BE 51752
MİNORAMA LEATHER	BE 51553
MODELLO LEATHER	BE 51542
NECİ	BE 51656
POLEN	BE 51543
SOLO-SONAY	BE 51557
SUFİ	BE 51646
TEXFİL-POLARİS	BE 51655
TUTKU SHOW	BE 51546
ÜMİT ÖRGÜ	BE 51756



For more
information:

« Istanbul Textile and
Apparel Exporters' Associations
İTKİB Head Office
Phone: +90 212 454 0200
Fax: +90 212 454 0417
e-mail: fairs@itkib.org.tr

İTKİB USA Office
Phone: 212 398 6241
Fax: 212 398 6244
e-mail: itkibus@aoi.com

expressionistanbul
organized by Istanbul Textile and Apparel Exporters' Associations

WWD MAGIC BETTER

Two Star Dog's Tencel and cotton denim jacket, pants and T-shirt.



CALCULATED RESPONSE

Continued from page 28

better brand Sweater Sweater, owner Jamie Gries tried to solve this dilemma about two years ago by spending about \$40,000 on a professional photographer and designer to create a Web site and catalog. She said this was the only way she felt she could reach buyers' attention when they were cutting back on travel expenses.

Today, the company still spends a significant amount on marketing — about \$70,000 a year on two marketing campaigns — and uses photographer Sharon Shuster. The company does about \$9 million a year in volume.

"We decided to create a Web site, a beautiful look book and we send postcards [to retailers] as constant reminders," said Gries. "You have to [spend money on marketing]. It's a big expenditure to have hotels and airfares, and buyers used to travel to three, four markets a year. Now, they're only coming once, if you're lucky. It's all about keeping connected to her. And if you want to maintain or grow your business, you have to attract new clients. I don't know how you can do that without the right tools."

● **THE MORE, THE MERRIER:** Expanding a collection's retail distribution is a key goal for many better-sportswear vendors. Berek Knits, for example, is seeking to increase its specialty store accounts, so it has added sales representatives. "It was to grow our multistore business and we're looking to have several thrusts in the market," said Mercier. "We really want to partner with our specialty stores and existing business to give them what they want." She added that the company is projecting a 20 percent boost in sales this year, due in part to its sourcing in East Asian countries such as Vietnam, which helps to keep prices down.

Olsen said her \$15 million apparel empire relies heavily on its longtime customers, as well as trying to reel in new accounts. "The company is around 40 years old, so we have our loyal customers and they continue with our business," she said. "But business has dropped. Like anyone, we try to keep after our accounts and sell where we can."



Sigrid Olsen's leather jacket, rayon and nylon top and embroidered suede skirt.

Fashions may change, but skillful negotiating never goes out of style.

This season, the best negotiators will know how to plan, how to get information and how to use proven strategies to maximize results. They'll become more profitable as they strengthen vendor relationships. And they'll do it with powerful retail-specific negotiation training from MOHR Access, the exclusive public seminar distributor of **Bottom-Line Buying Plus**. Register now to sharpen your negotiation skills in our 2-day public sessions scheduled in New York, Chicago, Boston, San Francisco, and Dallas. Call or email for dates and information today.



MOHR ACCESS

Negotiate with confidence. Negotiate with skill. Achieve MOHR.

MOHR Access, the exclusive public seminar partner for MOHR Learning, a division of Novations Group, Inc.

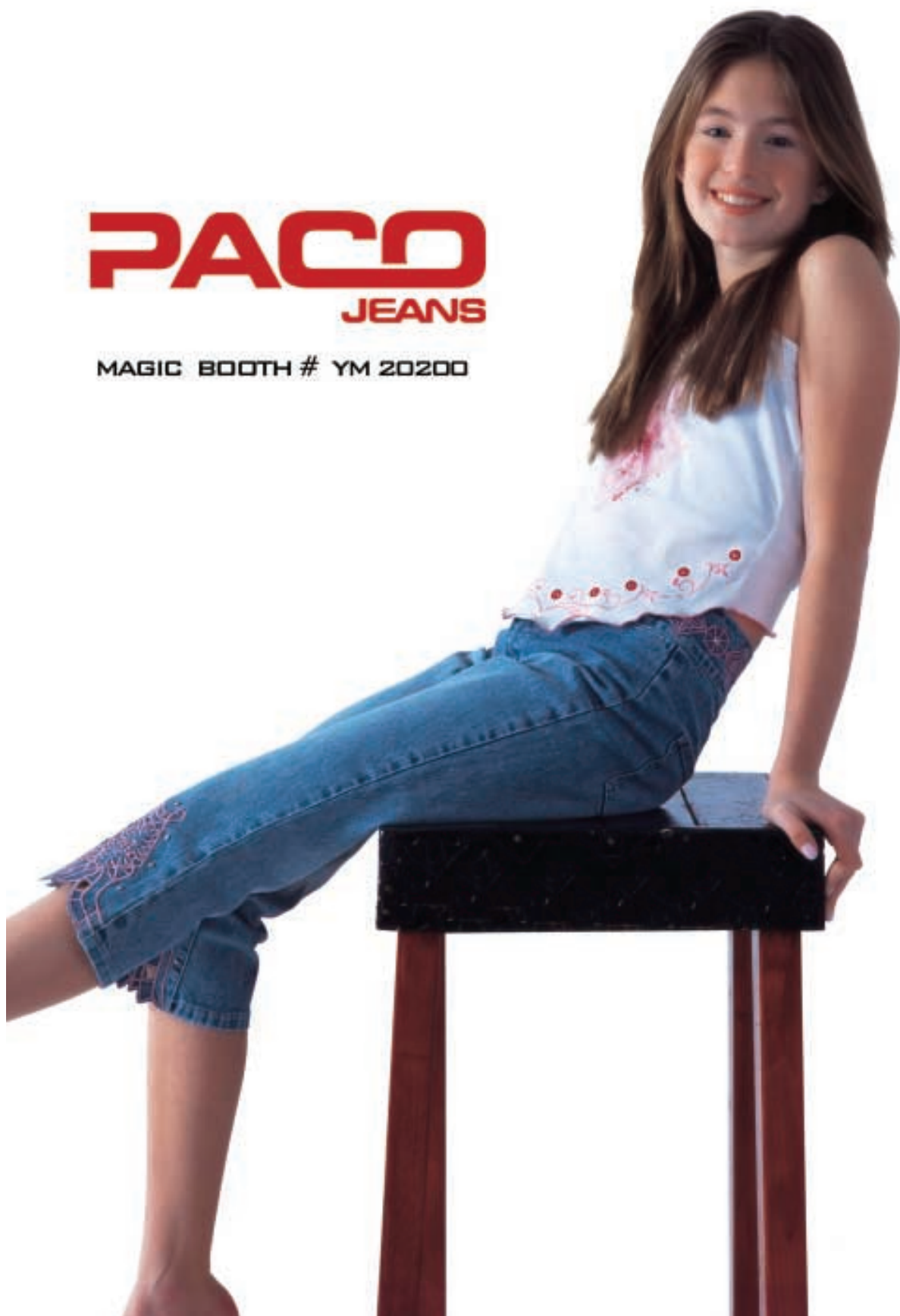


KNOW
MOHR ACCESS
MOHR

call us at 1-201-444-4100 email mohraccess@aol.com

PACO JEANS

MAGIC BOOTH # YM 20200



WWD MAGIC CASUAL LIFESTYLE

BUSY BODIES

Casual lifestyle designers' response to the sluggish economy is anything but casual. They're pushing novelty items, upping the quality and increasing their profile in untapped markets.

By Rusty Williamson

Casual lifestyle vendors are in survival mode. They're looking for ways to convince cautious retailers to spend money in the midst of a punishing economic slowdown and the looming threat of war with Iraq.

The strategies include launching new trend-focused labels that target hot categories such as knits and scaling back on basics in favor of novelty pieces; playing up quality while cutting costs and

reducing prices, and expanding into new markets, a move that includes adding more traveling and regional sales representatives. The initiatives are expected to yield sales gains in excess of 10 percent, many vendors said.

● **NOVELTY'S NICE:** Tanuja Chhabra, owner of Dallas-based Apparel World, said: "We're taking our company in a new direction and emphasizing unique items that stores can use to build volume and create new business." For fall, Apparel World is launching two new



Introducing the new, improved way to manage excess inventory.

When you list your excess clothing, footwear and accessory inventory on eBay, you've got a powerful stock-moving machine working for you. With 55 million potential customers buying more than 55,000 apparel items daily, you'll discover that eBay is more than a great way to clean out overstock merchandise. It's the easy way to turn it into crisp, cold cash.

Go to www.ebay.com/sellapparel and learn how to get started selling apparel today!



© 2003 eBay Inc. All rights reserved. eBay and the eBay logo are registered trademarks of eBay Inc. Designated trademarks and brands are the property of their respective owners.



Black and white rayon and polyester top and black pants by Comfy USA.



Of The Earth's
black cotton
and Lycra
spandex hooded
top and pants.



item-driven labels: Simran, a misses' sportswear line with lean silhouettes and novelty prints, and Savan, a fashion knit collection. Signature label Apparel World remains focused on slinky acetate sportswear, but now includes more fashion items, too. With these launches, the company is planning double-digit sales increases. Natural Fashions Inc., a Los Angeles-based label, also is offering more labor-intensive finishes, trims and textures and staying away from basics, said designer Punnu Chopra. "To get stores to notice a line, the styles have to be novel and eclectic," she said. "Basics aren't as important." Natural Fashions is also planning double-digit gains.

● **QUALITY COUNTS:** "The key to surviving and prospering is to emphasize quality," said Mark Lahijani, designer at New York-based Club France. "That includes using only the best fabrics, intense quality control and assurance and having great fashion designs — don't show stores something that's already all over the place. Be different and have an impeccable level of quality and the stores will not only place orders, but will keep coming back. The strategy works: we're planning on gains of at least 15 percent this year." Handcrafted chenille fabrics help convey a sense of heritage and quality at Scrap-Work Inc., a novelty fashion-item label based in Earlring, Iowa. "Chenille evokes images of Grandmother's house, stability and handcrafted quality. And it's helping us build the company and our volume," said Jackie Bogner, co-owner and designer.

At Apparel World, "prices are going down drastically — up to 25 percent on namesake line," Chhabra said. "We've shifted production from California to local contractors and are saving lots of money, and we're passing the savings on to the stores."

● **SPREAD THE WORD — AND THE PRODUCT:** Strategically expanding into new territory is helping to tap new retail accounts, explained Natural Fashions' Chopra. "We're making every effort to reach more specialty stores. We're consolidating the lines so that they're more focused and easier for traveling sales reps to work with. We're spotlighting novelty and things that stores can have immediately, which is a big concern right now. They're not buying really far out." Scrap-Work Inc.'s Bogner said Minneapolis and Atlanta are among the new markets the company will enter this year. "We can find accounts at both gift and apparel shows since our product has an antique nostalgic feel, even though the silhouettes are modern." Club France's Lahijani said it's imperative to get the product in front of potential accounts via advertising and marketing tools such as mass mailers. "Stay focused on the vision of growing the company and attracting stores who will be loyal," she said. "Let them know what you have to offer and be available when they need you." Apparel World's Chhabra said she's hired more sales representatives with the goal of reaching larger chain stores in addition to specialty stores.

Thinsulate™ Supreme Insulation. Softer. More comfort. Very, very warm.

Thinsulate Supreme insulation isn't just softer and silkier. It's downright heavenly. In addition to being warm and durable, the excellent drape means a better fit and incredible flexibility. So there's nothing to prevent your customers from spreading their wings and enjoying winter. Add the impact and value of a preferred brand. Ask your suppliers for products that feature Thinsulate Supreme insulation.

Thinsulate Supreme
INSULATION

Exceptional comfort 3M

3M Innovation

©3M 2003 "Thinsulate" is a trademark of 3M.

WWD MAGIC VENDOR SPOTLIGHT

DESIGNER SIBLING

BCBG's younger sister, To The Max, is taking its time growing, while maintaining the design integrity of the house that spawned the junior collection.

By Michael Bresnahan

While most designers are looking at the bear economy as decidedly grizzly, To The Max designer Max Azria seems to be playing with an entirely different animal. "We're doing well in this economy — it's good for us," he said. "We're using it to become more creative, to come up with more designs and to better ourselves."

To The Max, the junior offspring of BCBG, which launched in 1996, is sold in approximately 600 specialty stores and 15 depart-

ment stores, including Nordstrom, Burdine's and Marshall Fields. Pieces wholesale on average for \$22. The line accounts for six percent of the company's sales.

The line's appeal has grown as its customers have: The line was originally targeted at suburban adolescents between 14 and 22, but in fact reaches from 14 to 35.

"We're designing for women and giving them versatility and quality — we're giving them trends that respect their bodies," Azria said. "I try to remember my consumer. My goal is to design clothes that make her feel comfortable and allow her personality



© 2003 CIT Group Inc. "cit" and "We see what you see" are trademarks of CIT Group Inc.

A decade ago, Skechers started out with a bold new vision of footwear and a brilliant first step: choosing CIT as their lender. It was a relationship that grew as Skechers grew. Their size today: extra large. The fit with CIT: still perfect. See how we can help you with financing, factoring and more at CIT.com or call (800) 248-3240. We see what you see.

CIT



To the Max's ivory and brown cotton stretch jacket and skirt.

To The Max's brown cotton twill and corduroy top.



Max Azria



to come through. The best way to look good is to be yourself."

Fashion items constitute between 40 and 50 percent of the collection, while 50 to 60 percent are basics. "There are two types of people: those who want singular pieces and those who want a bigger concept and lifestyle. I work for the concept and the lifestyle," he said. "Our pieces combine silhouette, fabric and texture to make up a collection that is very easy, basic, casual and modern."

For fall, the 200-piece line will feature vintage elements and embellishments such as buckle straps. Japanese influences, both in silhouettes and prints, are featured in the line. Lending a hint of femininity, lace and appliques also make cameo appearances throughout the collection. A T-shirt shows an all-lace front panel, while the back provides solid coverage. The wrap-top silhouette also makes a strong addition to the group. "The style changes little by little every season, but when you take a look back, you see the evolution," Azria said.

The collection relies on its public relations efforts, wide retail exposure and broadening consumer base — but no advertising — to generate buzz for the line.

"A collection is like an infant: It has to mature and grow before

it's ready," Azria said. "I have so many things on my plate right now that I'm not focused yet on advertising." Advertising strategies await in the wings, however, and while Azria shies away from nailing down any concrete dates or projections, he does reveal an eagerness to gain more exposure. A target of 2004 is penciled in for the launch of advertisements in teen and fashion magazines.

In addition to a growing market within the U.S., To The Max is also discovering quiet success overseas. With no marketing efforts abroad, the line is still gaining sales in Canada, Mexico and Japan. Azria estimated that approximately 10 percent of the line's entire sales is due to an international audience and concluded, "I will not be surprised if, by the end of the year, that figure has expanded to 25 percent."

While To The Max's bastion of essential offerings may account for its inexplicable success and expansion during times that might crush similar collections that appeal to the same target market, Azria has a very simple explanation for why women continue to wear his wares: "The only key of our success is our ability to ignore the competition while concentrating on each individual consumer. Because only the consumer buys your product. If what you're offering is good, then people buy it."

IT'S TIME YOU MET... **probranding™**
by PAXAR

BE READY! You need the right tools to win the sale and improve your bottom line!

- Streamline Labeling Processes
- Improve Retailer Brand Awareness

Paxar Probranding is where science meets art and sound business meets creativity. It's the perfect match.

PROCESS — Experts examine each step of your everyday operations — complete with a stop watch — then go to work developing innovative solutions that can boost productivity to new levels.

BRANDING — Unleash retail brand reinforcement — your brand — on product tags, labels and signage. Why not target your best prospects — the customers already in your store? Call us today to see what Paxar Probranding can do for you!

From Concept to Checkout
PAXAR

©2003 PAXAR CORPORATION NORTH AMERICA | LATIN AMERICA | EUROPE | ASIA PACIFIC WWW.PAXAR.COM 1-888-44-PAXAR

WWD MAGIC RESORT

BACK TO THE BASICS

Resortwear manufacturers are focusing on basic strategies to energize business, from more marketing to lower prices.

By Melissa Knopper

The tourism-driven resortwear market has had a bumpy ride over the last year. The Sept. 11 attacks had a devastating impact on tourism, ultimately affecting resortwear makers, and now, after a brief uptick in business, sales are lackluster as the outbreak of war overseas looms.

"This season is kind of tight," said Sandy Cuartas, president of Miami-based Ba-Ku Inc., which makes beach sandals and accessories. "It all started with 9/11. Now they're thinking of going to war sometime soon, so people are being more careful and they don't want to go on vacation."

Looking for financing that fits?

For over 50 years Century Business Credit Corporation has been helping middle market businesses around the globe capitalize on their opportunities. Our entrepreneurial approach, combined with one of the most experienced, flexible and committed teams in the industry, has created a track record of which we're proud.

We supply your business with tailor made solutions.

So, what can we do for you today?



New York
Gary Turkish
119 West 40th Street,
10th Floor
New York, NY 10018
(212) 703-3504

Century.
A WELLS FARGO Company

Los Angeles
Mike Fiorentino
333 South Grand Ave.,
Suite 4150
Los Angeles, CA 90071
(213) 443-6008

FACTURING • LETTERS OF CREDIT • WORKING CAPITAL FINANCING
TRADE FINANCE • ACCOUNTS RECEIVABLE OUTSOURCING



Multicolored polyester and spandex bikinis from XOXO Swim by Christina Swimwear.

As they wait to see how the political and economic turmoil will unfold, resortwear manufacturers are focusing on basic business moves to stay afloat: more marketing, better customer service and lower prices.

Eli Cameo, president of New York-based separates line Needle & Threads, said the current situation reminds him of the Gulf War. Back then, resortwear companies also felt a drop in sales, but the war ultimately had a positive impact on retail spending. "Once this war fear is over, business is going to be booming again," Cameo said. "People are going to start spending money again when they are not afraid anymore."

Samir Ahuja, president of Grand Prairie, Tex.-based Sun 'n' Sand Accessories Inc., a line of handbags, sarongs and other accessories, has a similar upbeat outlook about the war — despite a 20 percent decrease in orders. "It's a little downturn, but I feel we've touched the bottom and war always helps the economy in the end," Ahuja said. "As soon as this war is over, I think the market is going to be great. I think by August's WWD MAGIC, we'll have a different feel for this."

Here are some other ways resortwear manufacturers are coping with the dip in sales as they head into WWD MAGIC:

● **BE WARY:** As retail shops go in and out of business faster than the blink of an eye these days, manufacturers said it pays to be selective. At Ba-Ku, executives carefully check their clients' credit background before making any deals. "I'm trying

to make sure I have clients who are going to pay on time so I don't have as much of an unpaid balance," Cuartas said. Sun 'n' Sand has taken a similar cautious approach: "We are being very careful about who we do business with," Ahuja said. Sun 'n' Sand had a troubling experience with a Florida department store that discounted its bags almost immediately, undercutting resort boutiques in the area. "We had a lot of complaints," Ahuja said. "We were worried about losing our small store business, so we decided not to work with department stores anymore." Now, when Sun 'n' Sand clients sign a purchase order, they must agree not to put the items on sale for the first eight weeks.

● **SERVICE MENTALITY:** A new emphasis on old-fashioned customer service gives resortwear companies an edge in this competitive market. "Lately, there is a lack of service in the market, so we conduct our business the old-fashioned way," said Cameo of Needle & Threads. For example, its customers never reach an answering machine with a menu of buttons to push when they call. Cameo makes sure there always is a live person to help on the other end of the line. Also, his staff sits down with retail clients to seek constructive criticism on a regular basis. "We're focusing on shipping less, making more money and providing higher-quality products," he said.

Needle & Threads also prides itself on shipping reorders quickly, even if it means pocketing an expensive overnight delivery bill. "Customers really feel there is a lack of service in the market



Far Away Imports' olive cotton crochet bra top and multicolored rayon cropped pants.



Line Two's black polyester and cotton tank and multicolored rayon pants.

now," Cameo said. "That's why they shy away from the big companies." At Sun 'n' Sand, customer service employees have started to send retail clients an e-mail with information about how to track a shipment, when it should arrive and its contents. "We do so much more by e-mail now," Ahuja said. "Customers really seem to appreciate being able to keep track of their shipments."

● **HIT THE ROAD:** Instead of paying for pricey full-page magazine ads or other marketing campaigns, resortwear manufacturers are hopping on planes to press the flesh. "We go to almost every show in the country," Cameo said. "People like it when the product is right there in front of them and they can touch it and feel it."

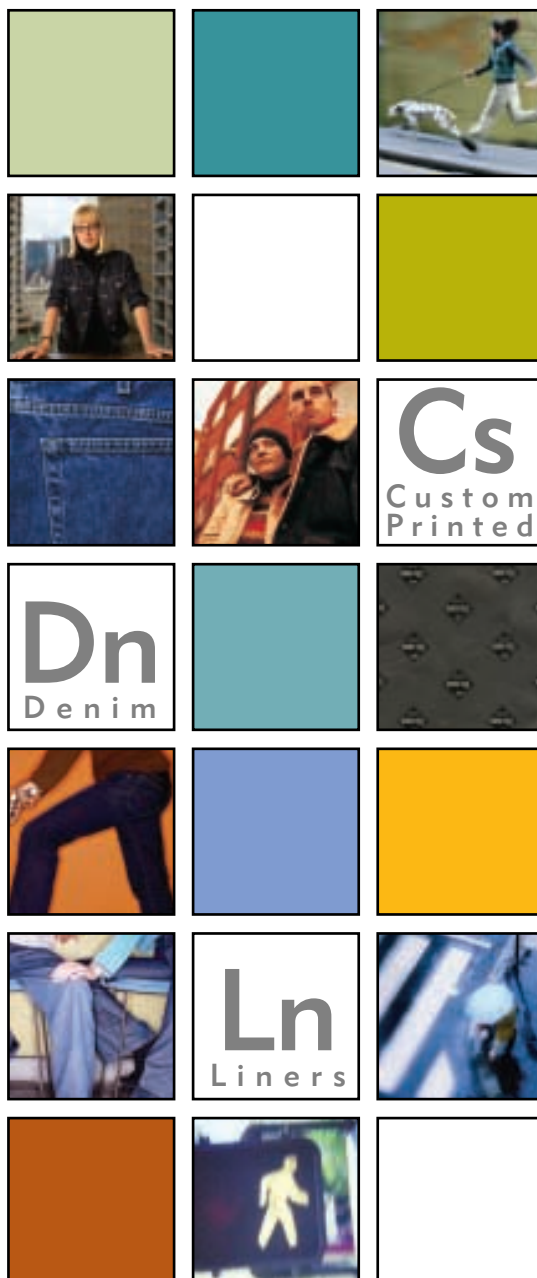
About two years ago, Needle & Threads reps stopped going to shows. Instead, they found customers were willing to visit the company's New York showroom. But after 9/11, the visitors stopped coming, Cameo said. So he and his staff decided to travel to more shows again. In addition to attending WWD MAGIC twice a year, reps now attend the Miami swim show, Dallas and Atlanta market weeks, StyleMax in Chicago and the Orlando Surf Show. It was a move that brought immediate results: "Our customer list has tripled because of these shows," Cameo said.

Los Angeles-based reps Ronnie Nathan and Ellyce Zolt, whose resort accounts include Cover Me and In Gear Fashions, also

have been show-hopping. But they took it one step further and set up their own shows, in Hawaii and Washington State, with several other reps.

● **BRANCH OUT:** To offset the drop in sales caused by war fears, some firms are seeking new ways to market their resortwear products. Until recently, Sun 'n' Sand had only been selling handbags and coordinating sarongs to women's boutiques. But the company has found a lucrative new niche: the gift market. Now, its sales reps are taking orders from both clothing boutiques and gift shops at each resort on their client list. Ahuja estimated gift shop sales now make up approximately 35 percent of the company's business. "That has opened a completely different set of doors for us," Ahuja said. "Before, we were so busy thinking we knew who our customer was, we weren't thinking about who our customer could be." Next, Sun 'n' Sand will launch a line of matching mom-and-daughter handbags and other gifts for kids.

Headgear company Miracle Lace Visor's owners also experienced a boost in sales when it started to sell its visors with prints that coordinated with different areas of Walt Disney theme parks. Thanks to the theme park sales and other profitable markets, the company reported total sales of \$2 million in 2002 — up \$300,000 from the previous year, said owner Toni Ledbetter.



Elements of style

From the marriage of science and style come three exciting innovations from the makers of GORE-TEX® fabric—Custom Printed Linings, Denim and Liners. These elements give designers and manufacturers new options for creating fashions that stand up to the demanding tastes of today's fashion-focused customers—as well as the demanding elements of wind, rain, and cold.

Part chemistry, part alchemy, part mystery, use these building blocks in your formula for success this season and beyond.

For more information please call:
1-800-431-GORE x62618

Comfort is where you find it.



WWD MAGIC THE EDGE

KEEPING THEIR EDGE

What's the word on the street? Well, designers are targeting tweens, lowering prices and seeking new ways to market themselves.

By Melissa Knopper

When Mike Mohney, the general manager of Lower Manhattan nightclub CBGB, saw an ad for Jaguar cars that featured a tattoo-covered, black leather-clad punk rocker, he realized society has changed significantly since the venue's early days 30 years ago, when it hosted the likes of the Ramones, Talking Heads and Blondie. "It was kind of weird to see punk rock being used as a marketing tool," he said.

Companies like CBGB, which is launching at The Edge a wholesale T-shirt line, and Tripp NYC, which has a clothing line inspired by its Lower East Side boutique Trash & Vaudeville, said a renewed interest in punk rock has given the streetwear and urbanwear markets a boost. Like all clothing manufacturers, they still have to employ savvy business strategies, such as shifting their demographic mix or livening up their marketing efforts.

● **SMELLS LIKE TWEEN SPIRIT:** Tweens are discovering the cool looks donned during the Seventies by bands like the Ramones, and are bringing in a steady stream of new orders for streetwear companies that offer authentic looks. "We've definitely noticed there's a 12- to 15-year-old market that seems to be really growing," said Ray Goodman, owner of Tripp NYC. "Kids are definitely growing up quicker and they're starting to express themselves with what they wear at an early age." In response to this trend, Tripp NYC has started offering size 1 and XS to fit younger bodies.



Alchemy Gothic's silver-plate jewelry.



Lip Service's cotton and polyester dress.

SHE LOVES YOUR SHIRT.

[So do 42 million other fashion-conscious women.]

YOU'RE THE DESIGNER. YOU KNOW WHAT'S SELLING TODAY AND WHERE THE TRENDS ARE HEADING. TO MOVE YOUR FASHIONS FORWARD, YOU NEED A PRIVATE LABEL MANUFACTURER WHO SHARES YOUR VISION — AND CAN DELIVER IT, TOO.

WHETHER YOU'RE LOOKING FOR A CUSTOM TOP WITH DEFINING SILHOUETTES AND TRIM, OR A FINE SUPIMA CLASSIC TOP, **fesslerUSA** IS A PERFECT FIT FOR YOUR LABEL. FOR ANY SIZE LOT. BUT DON'T TAKE OUR WORD FOR IT. YOUR SALES WILL SPEAK VOLUMES.

DOES **fesslerUSA** FIT YOUR PRIVATE LABEL?
YOU MAKE THE CALL:
1.800.253.2924

fesslerUSA

A PERFECT FIT FOR YOUR LABEL
www.fesslerusa.com

100% Private Label 100% American

Since the Roaring 20's we've been telling you who to dance with.

For 75 years, we've set the standard in credit services for the apparel, fashion and retail trades.

Bernard Sands will help you make all the right moves with *real time* credit information on who to do business with and how much credit to extend.

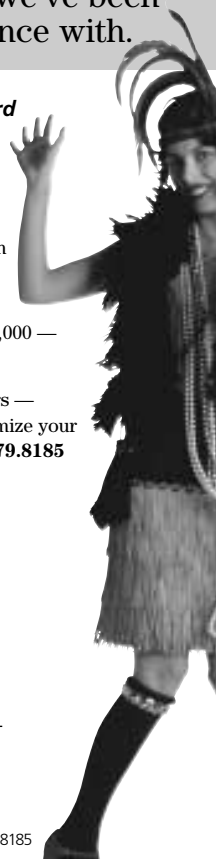
In fact, we track more retailers — over 125,000 — than anyone else in the business.

Make sure you dance with the right partners — for more information on how we can maximize your revenues and profits, call Jim Rice at **212.279.8185** or log on to: **www.bernardsands.com**.

- Credit Rating Services
- Chargeback Audit and Recovery
- Collection Services
- Revenue Cycle Consulting
- Supplier-Vendor Compliance

Bernard Sands
We set the standard.

SANDS CREDIT SERVICES, LLC
253 West 35th Street New York, NY 10019-1999 212.279.8185



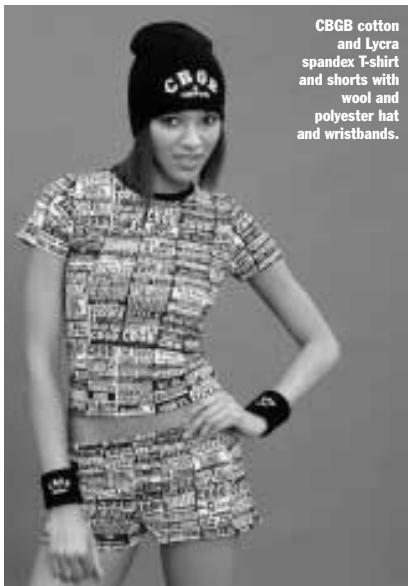
And instead of Britney Spears, young women are taking fashion cues from stars like anti-chic rocker Avril Lavigne. Added Goodman, "[Lavigne] is also almost the opposite of Britney Spears, with more of a street type of look."

Goodman was recently posed with a challenge from his 12-year-old son: make some cool "bondage pants" loose enough to fit in with the skater crowd. Goodman and his designer wife, Daang Goodman, came through. The denim pants were a hit and now they account for about 50 percent of the company's sales. The pants, which feature removable straps and silver grommets, wholesale for about \$30. The lesson? It pays to listen to kids under 15 — a growing segment of the streetwear and urbanwear markets, Goodman said.

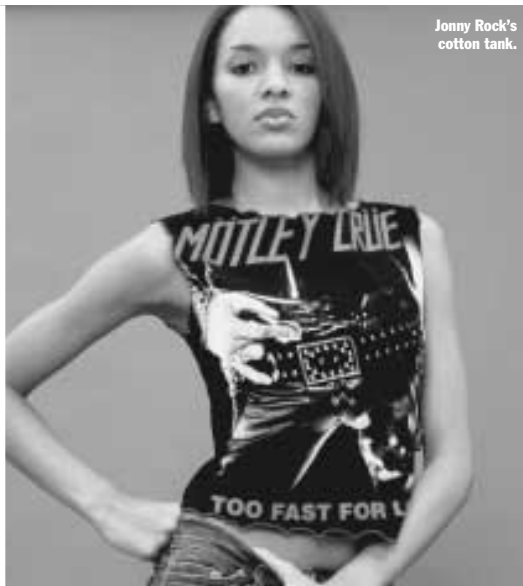
● **THE PRICE IS RIGHT:** Many specialty stores are responding to tough times by cutting back on orders, observed Roberta Aley, owner of Newport Beach, Calif.-based vendor Punk Kitty. To compensate for the decline in orders, Punk Kitty is expanding its price point range in order to reel in customers who can't resist the lure of trendy affordably priced items, usually accessories. At Punk Kitty, for example, small vinyl purses — which wholesale for \$10 and are available at Hot Topic — are popular with buyers. "A lot of the girls are still shopping, but they don't have a lot of money because of the economy," Aley said.

And on the East Coast, Brooklyn, N.Y.-based Uzi is thankful to songstress Lavigne for making leather wrist cuffs popular. Uzi offers the edgy accessory for \$4.50 wholesale per pair. "We've been able to move thousands of them because our price points are extremely low," said designer and owner Mari Gustafson.

● **SAVVY MARKETING:** Creative marketing tactics are being employed by several firms to generate buzz about their lines and to support brand identity.



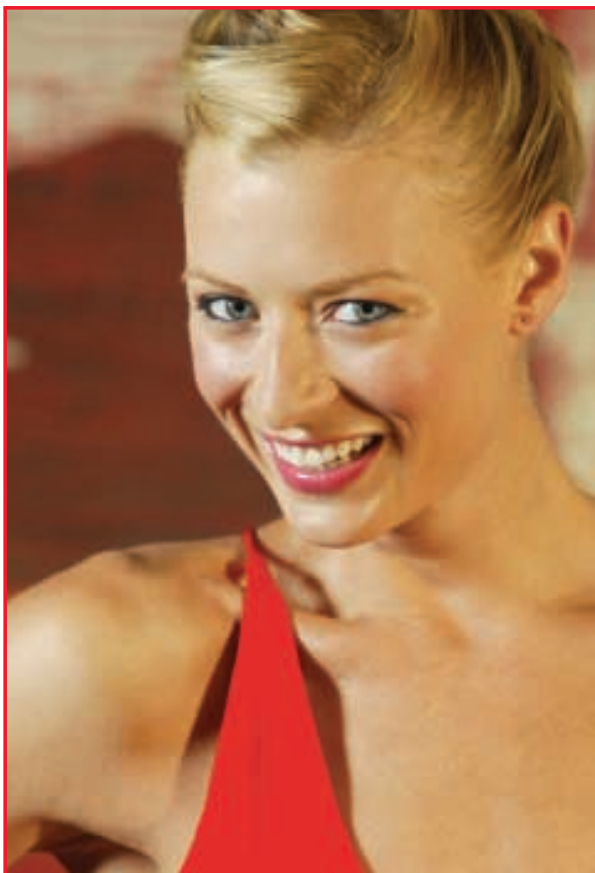
CBGB cotton and Lycra spandex T-shirt and shorts with wool and polyester hat and wristbands.



Jonny Rock's cotton tank.

Philadelphia-based G Mart, for example, cross-markets its Sailor Jerry Clothing line with Sailor Jerry rum. The rum and T-shirts are decorated with vintage tattoo designs created by Sailor Jerry, an artist who worked in Chinatown in San Francisco during the Twenties. G Mart will be pouring Sailor Jerry rum — and promoting its clothing lines — during a cocktail party Feb. 19 at the Peppermill Inn, a kitschy nightclub in Las Vegas. "We put marketing first," said G Mart owner Steven Grasse. "What's the point of designing a line if no one has ever heard of it?"

CBGB will draw attention to its rock 'n' roll T-shirt line at The Edge by broadcasting concert footage of the Ramones on a DVD player at its booth. At press time, CBGB was also looking into lining up a musical guest appearance. Once a gritty, Lower East Side hole-in-the-wall, CBGB now is courting buyers from retail giants such as Bloomingdale's and Urban Outfitters, but is still trying to stay true to its roots. "The whole scene is kind of being rejuvenated," Mohney said. "We want anybody who loves music and loves the underground scene as much as we do."



Every month I touch 1.2 million high-income consumers when they are thinking about what they wear.

Introducing Madison's Bag™, an entirely new marketing vehicle.

What is Madison's Bag?

A branded goody bag placed on outgoing dry cleaning (the clean clothes). The bag contains an advertiser's special offer value card, like a gift card.

Why you should do it.

71% of dry cleaning customers are women.

Exclusive.

Only 12 advertising spots available in each region.

Get in the bag.
Get in on the fun.

Madison

Contact: Madison's Bag
212-243-1897
fun@madisonsbag.com
www.madisonsbag.com



WWD MAGIC IN FOCUS

NORTHERN EXPOSURE

Dozens of Canadian firms are heading to WWD MAGIC to show off their wares and reap the benefits of their neighbor's huge buying power.

By Catherine Lunardon

The U.S. and Canada are mighty neighbors, and apparel companies heading to Las Vegas this week are hoping to capitalize on that goodwill. More than 40 Canadian exhibitors — up from 23 last year — are coming to WWD MAGIC to access a growing export market that represents about \$2 billion annually, or roughly 40 percent of Canada's production, according to figures from the Ottawa-based Canadian Apparel Association.

"Canadians feel our market is larger than theirs ever could be, so they are all interested in U.S. distribution," said a spokeswoman for MAGIC International, WWD MAGIC's producer. "Our show is a fantastic networking forum, especially for smaller exhibitors without U.S. sales representation."

The spokeswoman said Canadians will be exhibiting across all categories at WWD MAGIC, with a particular concentration in contemporary and better sportswear.

Hide Society of Canada, based in Toronto, is one of the companies that hopes to use its presence in the better area at WWD MAGIC as a platform for U.S. expansion. New fall looks in its 50-piece line of outerwear include details such as tassels, fringes, whipstitching and leather lacing, as well as layered skins and jungle-finish looks.

Also in the better sportswear category is Dino Gaspari, a Montreal-based outerwear line that takes its cues from current European trends. Owner Gisele Paul's strategy has been to pare down the 200-piece line to just 50 styles that will have a wider appeal in the



A look from Hide Society of Canada.



Picadilly Fashions offers knit coordinates for the better market.



Dino Gaspari takes its cue from European trends.

Do You Hold a Winning Hand?



ISAM
INTERNATIONAL SWIMWEAR / ACTIVEWEAR MARKET

Moves to Las Vegas!

August 25-28, 2003

at the

Mandalay Bay Resort and Casino in Las Vegas.

The best in swimwear, resortwear and beach accessories by the world's most successful designer, contemporary, missy, junior, separates, surf, and children's brands.

For hotel reservations, to pre-register or for exhibit information go to our web site www.isamla.com or call 1-818-566-4044.



Photo courtesy of Mandalay Bay

A look from People Have Spoken, a Toronto-based contemporary collection.



Belgo Lux's tan and brown leather belts.



American market, such as lighter-weight and shorter coats. The collection includes styles in leather, cashmere, fur, tweed and new swakara-like velour.

Montreal's fashion industry — a pastiche of North American and European styling — has always been a great resource for buyers seeking fresh looks. From this city come two lines that target the under-30 market — Lithium Manufacturing and Kitchen Orange — both of which will be showing on the contemporary floor.

For fall, first-time WWD/MAGIC exhibitor Lithium Manufacturing will show its 60-piece women's line of tops, bottoms, knits and accessories. At Kitchen Orange, a new design team has taken the fall line away from its clubwear roots to offer tops, bottoms, knits and outerwear in clean, modern lines with futuristic details such as exaggerated, fusing-backed collars and body-conscious fits in fabrics from fleece to cotton jersey.

For Toronto-based The People Have Spoken, exhibiting on the contemporary floor has helped connect it with a diverse U.S. clientele. The five-year-old, body-conscious line will be showing summer and fall looks in two groupings: a sporty group with street elements, and a more upscale line that does well in better

sportswear stores. New looks for fall include a retro activewear-inspired group of separates and dresses in stretch suede and a three-quarter-length reversible coat with one side offering exposed, raw-edged seams.

Also from Toronto is House of Spy, which returns to the contemporary floor after a successful first appearance at last August's WWD/MAGIC. The midrange-priced, 30-piece line — which targets the 20- to 30-year-old market — includes a herringbone denim group of skirts, pants, dress and spring jacket; a fitted athletic group with piping and rib accents, and bodies in stretch fabrics, such as stretch sateen and poly-rayon-Lycra spandex knit.

First-time exhibitor Dish, based in Vancouver, hopes to hit the U.S. young contemporary market running with its 150-piece women's line of denim, tops and knitwear. New for fall are a retro-sports group in velour, nylon and French terry; a detail-rich military group in fatigue colors splashed with gold, pink and baby blue, and a mod-punk group showing lots of black contrasted with red, fuchsia, white and yellow.

Canada is also home to many more-established suppliers known for delivering quality products with quick turnaround. One of these is Toronto-based Picadilly

Fashions, which has built a successful business making medium-priced knit coordinates for the misses' market. Showing in the better section are the line's 200-plus pieces, including pants, skirts, tops and dresses made in fabrics such as velour, polyester-suede, poly-cotton interlock and a 17-ounce acetate-spandex knit.

Montreal's Belgo Lux works directly with clients to develop junior belt lines that reflect up-to-the-minute trends in leather, vinyl and web in an array of color options. Current trends for summer include military and cargo looks, as well as butterfly motifs.

"We can turn goods much faster than other foreign suppliers, often in just two or three weeks," said Tracy Schmidt, national sales manager for the U.S. "This means we can react to trends quickly, which is important in the junior market."

Bob Kirke, executive director for the Canadian Apparel Association, is well versed at explaining the Canadians' success in the American market.

"We shop the world for fabrics, we're a little forward in terms of styling and we still make it here in Canada, which means we can offer great service with short lead times," he said.


DOW XLA™
The Freedom Fiber™

We'll stretch the
fibers
You stretch your
imagination

In the past, elastic fiber presented challenges. Exposing it to harsh chemicals and heat created processing problems for yarn and fabric makers. And stretch garments tended to shrink, pop, and lose stretch after laundering.

Now, imagine an elastic fiber with chemical and temperature resistance that allows you to process, dye, and finish as you would a rigid fiber. One that doesn't impart a synthetic feel or stiff drape.

Imagine you could apply a chemical wash without fiber degradation, combining comfort-stretch with today's most popular finishes.

And imagine soft-stretch garments that consumers can wash, bleach, tumble dry, iron, and dry clean without worry.

Introducing DOW XLA® fiber, The Freedom Fiber,™ giving you the freedom to meet your customers' desire for fashion, comfort, and easy care.

Experience freedom.

Visit www.dowxla.com, or call:
U.S. and Canada: 1.800.441.4369
Mexico: 95.800.441.4369
Europe: +32.3.450.2240
Asia Pacific: 603.7.958.3392


Living.
Improved daily.

* Trademark of The Dow Chemical Company

WWD MAGIC IN FOCUS

PIONEERING SPIRITS

A pair of sportswear lines launching at WWDMAGIC trace their roots to the Wild West, and with their debut comes expansion into new territory.

By Melissa Knopper

Prepare to saddle up at this month's edition of WWDMAGIC, where a pair of western-inspired collections will make their debut. Galapagos Studios and The Manuel Collection — the latter designed by Manuel Cuevas, who dresses country-and-western greats such as George Jones and Trisha Yearwood — will launch sportswear lines at the show in an attempt to expand beyond the Wild West.

Cuevas, who is based in Nashville, is known for his richly embroidered jackets. "He's the one who gave Dwight Yokam those skintight, ripped jeans and that certain block of hat," said Ted Greve, owner of Irvine, Calif.-based The Manuel Collection.

In the past, only celebrities and the very wealthy could afford one of Cuevas' handmade custom-designed jackets, with thousands of stitches per inch, brilliant patterns and glamorous spangles. The custom wool jackets cost about \$5,200, and they were only available by special order. (Cuevas continues to design custom pieces.)

While the new Manuel line has hints of its original westernwear roots, the clothing does not have any obvious telltale signs, such as yoked backs or small slit pockets in front. "Our jackets are western if you put them in a western context," Greve said. "But if you put them in an upper-end women's store, then that's what they are. People wear them to black-tie affairs and they wear them with jeans."

The line, which will be shown in the contemporary section of WWDMAGIC, features embroidered gabardine jackets, pants and boots. The collection

has coordinating sportswear separates including tops, pants and skirts. Wholesale prices range from approximately \$35 for a black stretch wrap top to \$400 for a limited-edition red gabardine jacket with floral embroidery and rhinestones.

Greve said the company plans to sell the collection to high-end boutiques and that it may also create special groups for large retail accounts.

Meanwhile, designers at Colorado Springs, Colo.-based Galapagos Studios also will launch a sportswear line at WWDMAGIC in hopes of making a similar transition from westernwear to the broader apparel market. Galapagos Studios had previously been making a nice profit selling a wholesale line of T-shirts and western-style band uniforms to school groups across the country. "We saw the need to take our fashion in a new direction, so we started doing some streetwear for [WWDMAGIC]," said designer Suzanne Pointon.

The new line, to be unveiled in the junior/young contemporary section of WWDMAGIC, is called Can't Be Tamed. "We came up with the name because we wanted to do something young and rebellious," Pointon said. The line includes T-shirts, tube tops, low-rise pants and activewear jackets to be decorated with two different sets of logos, essentially differentiating the two distinct groups within the collection: one that looks vintage western with a contemporary twist and another that has a harder, urban look. "We're capitalizing on the same styles for the streetwear and westernwear markets," Pointon said. "The difference will be the graphics."

The western-inspired group features the Can't Be Tamed logo on the front with a horseshoe and



From left: looks from The Manuel Collection and Can't Be Tamed's streetwear-inspired group.

barbed wire on the back. Printed on the T-shirts is "Rodeo Champion" or "American Sweetheart." Other T-shirts will feature retro-cowgirls, hearts and flags.

The streetwear group also will have the Can't Be Tamed logo on the front, with tattoo-inspired designs on the back. Some of the tops will have tribal designs, with waves, flames and abstract prints.

Wholesale prices for both groups range from \$20 for a cotton fleece zip-front hoodie logo jacket to \$10 for a fitted short-sleeved cotton logo T-shirt. Galapagos Studios executives said they are hoping to tap into the current trend toward tougher, street looks in the junior market. They also said they feel that recent world events have sent some shoppers looking for the comfort of vintage, all-American western looks. "It seems to me when times are unpredictable, that's when people want authenticity," Pointon said. "They want that nostalgia."

Marshall Field's SEARS Federated Dillards MAY
KOHLS GOTTSCALKS WAL-MART JCPenney

BANGLADESH CAMBODIA CENTRAL AMERICA CHINA DUBAI HONG KONG INDIA INDONESIA

ISRAEL KOREA MEXICO PAKISTAN SRI LANKA TURKEY TAIWAN THAILAND USA

THE ACCESSORY CORP.®

GARMENT HANGERS

1-888-800-0170
www.theaccessorycorp.com

VICS The Visual Information Company

"Compare our prices and start saving!"



FACTORING BY DESIGN



IDBFACTORS
A DIVISION OF IDBBANK

Call Saul Langer,
SVP and Division Head
or Michael Bell, VP
at 212-273-2960

IDBFactors
Empire State Building
350 Fifth Avenue, NY 10118

www.idbbank.com

IDB Bank is a service mark of Israel Discount Bank of New York.
Total assets exceed \$6 billion. MEMBER FDIC

first looks

What's hot and new from the pages of Children's Business...



Happy Kids is a leading childrenswear design, licensing & manufacturing company based in the heart of the garment district. With 25 years in the business, we have developed key relationships and distribution at all levels of retail.

CONTACT: Phone: 212-695-1151
Fax: 212-736-5839

ADDRESS: 100 West 33rd St.
Suite 1100, New York, NY, 10001
MAGIC BOOTH # K22812



Nannette

by Children's Apparel Network

Nannette, one of the leading suppliers of fashion forward merchandise for department stores in sizes preemie thru size 7 years, will be showing the Fall 03 line at MAGIC.

CONTACT: 212-244-6023 and ask for David or Ken.
MAGIC BOOTH # 23515



PROOF

by Weatherproof Garment Company

Weatherproof has evolved from an idea into a technical state of mind. All of our products are designed with the progressive individual in mind. Our goal is not to be like any other brand, but to establish our own image and clean style.

CONTACT: 212-643-0414



Kidorable

Kidorable is the leader in designing and marketing fun, practical, and unique children's accessories. We understand how important your business is to you, and we thank you for letting us be a part of it.

CONTACT: Phone: 1-800-422-9516
Fax: 1-847-647-5904
sales@kidorable.com
ADDRESS: 6801 West Howard
Niles, IL 60714



my little Pony

by Hasbro

The anticipated return of the classic My Little Pony is here with publishing, toys, entertainment and a complete line of licensed lifestyle products including apparel and accessories.

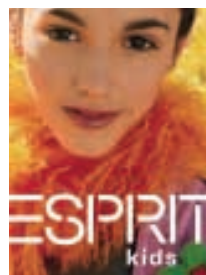
CONTACT: Hasbro Consumer Products at 401-727-5617



Samara

Samara sweetens its mix for Fall 2003 with an array of jumper sets in fresh fabrications and mixed media patchwork. Samara also offers a full line of dresses under the Disney brand and is a top resource for children's outerwear under both the Samara trademark and the Carter's brand.

CONTACT: Phone 212-695-0210
Fax 212-695-0267
MAGIC BOOTH # K23121



ADJMI APPAREL GROUP
by Adjmi Apparel Group

Adjmi Apparel Group's new Esprit kids line will debut this coming fall 2003 offering the customers quality, value and style in a typically Esprit way that is known across the world. Adjmi Apparel Group has been successful in design, production and distribution to all tiers of retail for over twenty-seven years. Our portfolio includes Esprit, Reebok, Union Bay, Mary-Kate and Ashley, Beluga, Rachel's Kids, Arizona and Faded Glory. We produce high quality fashionable products at a value the customer can appreciate.

CONTACT: Lisa Carnevale,
Director of Sales at
212-594-5511 ext4421.

WWD MAGIC RETAIL

MANY QUESTIONS, FEW ANSWERS

What's the next hot trend? How will the economic uncertainty and threat of war affect upcoming orders? These are just some of the issues retailers are pondering as they head into WWDMAGIC.

By Kristin Young

Buyers almost apologetically talk of feminine skirts, cargo pants and striped jackets in the same breath as the geopolitical wrangling with Iraq and the state of the economy. But all subjects weigh heavily on their minds as they head to WWDMAGIC, which today kicks off its four-day run.

Retailers contend January was a difficult month but most were able to clear out inventory, thanks to deep discounts. Rather than toss off doom-and-gloom predictions for the next few months, buyers appear to be holding their emotions in check, choosing to focus their energy on those things they can control — namely, merchandise.

"The world's a very different place post-9/11," said Mark Goldstein, owner of four Madison boutiques in Southern California, observing retailers have accepted their catch-as-catch-can role in a stagnant economy. "It's part of who people are and the women's business is going to hang in there."

A major problem, according to many buyers, is that there's little fashion other than military chic and Fifties-inspired styles to latch on to, and buyers seem sincerely confused over what to give customers. Perhaps learning a very important lesson from last year's peasant craze, which left retailers reeling from stagnant sales when the look quickly became saturated, few plan to subscribe to one direction. Instead, most said they will touch lightly on trendy items and will only perk up an increasingly popular movement toward casual and activewear.

"Anytime there is trouble in the country, people go back to easy dressing," said Joanna Cataldo, women's buyer for Sharon Segal at Fred Segal in Santa Monica, Calif.

"I can no longer afford to ignore the need for the casual, sexy looks that are so popular with these girls," said Adam Shaffer, owner of two Undercover boutiques in West Hollywood and Santa Monica, who conceded he didn't capitalize enough on this market last year. Shaffer plans to throw in cotton twill and silk cargoes as well as form-fitting T-shirts to complement dressier items. "Whether in price point or in functionality, this is what's practical these days," he said.

Last January, Lisa Kline returned to casual lines such as Juicy Couture, James Perse and Hard Tail, and the strategy paid off for her eponymous Los Angeles boutique, returning sales to pre-Sept. 11, 2001, levels, up some 20 percent. At WWDMAGIC, she plans to scout for less-expensive items to encourage add-on business. Feeling comfortable enough to venture slightly from her casual mix, she has picked up harem-style cargo pants, Forties-inspired dresses and sexy, candy-colored pants for summer. "By the



Joanna Cataldo, women's buyer at Sharon Segal at Fred Segal in Santa Monica, predicts Forties and utilitarian styles will be popular in the fall.

time I go to WWDMAGIC, I'll be buying younger, fun stuff," she said. Belt and denim lines and Asian-inspired looks top her shopping list. If the U.S. and Iraq do go to war, Kline said she'll have to try and conduct business as usual. "I'm worried, but there's nothing I can do. I have to buy and fill the store no matter what."

WWDMAGIC is technically a fall show, but few are thinking ahead to the colder months. Melissa McElrath, owner of Melissa M. and Femme boutiques in South Pasadena, Calif., will concentrate on summer. "I like to get the weird things [vendors] have at the last minute," she said. "The longer you wait, the more you can smell what trends are in the air. You can sense it." McElrath said she will be hunting for knits in stripes, of which she said "there's just not enough in the market"; cotton wrap skirts between 16 and 23 inches that sit on the hip, and neon to work with her military orders.

Bailee Martin, women's buyer for three young contemporary boutiques, including two Zebraclub locations in Seattle and a Wish unit in Atlanta, hopes WWDMAGIC will help fulfill a transition out of bohemian. "Something sleeker and sexier but still feminine" would help change the direction of trends, she said, noting that she will likely place orders for cargo pants, flight suits with zipper details, bomber jackets and sweaters with asymmetrical zippers. Martin is es-



At Wish in Atlanta, novelty pieces such as these Paul Frank items are popular with shoppers.

pecially eager to see Citizens of Humanity, the just-unveiled jeans line by the makers of Seven Jeans, Michael Glasser and Jerome Dahan.

"We definitely feel the effects of the economy, but recently our clientele has started spending more," said Martin, noting that Zebraclub has garnered a 50 percent jump in business year-over-year, due to a print advertising campaign that ran in local newspapers.

"There's nothing that everyone is jumping all over," lamented Jennifer Lovazzano, who operates year-old Girly Girl Fashion Lounge, a contemporary boutique in Menlo Park, Calif. She plans to hunt for Fifties-inspired styles and long, flowing skirts her customers can don with a pair of flip-flops. Taking a cue from the success of Hard Tail for yoga enthusiasts and stay-at-home moms, Lovazzano will place more investment in loungewear. Girly Girl bowed a year ago, smack in the middle of the dot-com bust, and somehow remained unscathed. "We're in the heart of Silicon Valley and yet there are so many people here who aren't being affected, at least not yet," she said. "We hear about it happening, but we haven't seen a drastic drop."

Melissa Davis, owner of The Cherry Tree in Kalispell, Mont., said diversification and customer service is the name of the game at the contemporary store. "It's kind of a guessing game right now and we've been going out of our way to put dollars toward personal mailers, birthday clubs, men's night [during which they shop for their wives] and quarterly newsletters," said Davis. "It makes a big difference."

Davis is setting her open-to-buy between 5 and 8 percent lower than last year, "to leave more open for re-orders to keep us on track. It's better to be underbought than overbought," she said.

Sharon Segal has notched double-digit increases. But finding new designers who offer "something other than cargo" will be her challenge at WWDMAGIC. "We like stuff that has character and quirkiness," Segal said. The store's Cataldo was one of the few who had predictions for fall: Forties-inspired dresses and skirts with an emphasis on polkadots and utilitarian chic. As for activewear, she said, "It's going to get a lot more sporty."

complete retail solutions since 1979



WAREHOUSING & DISTRIBUTION - Over 1,000,000 sq. ft. of public storage facilities in NY-NJ, JFK, California, Florida.

LOCAL TRUCKING - Serving NY-NJ, LA basin & Miami piers, rail facilities & major air cargo terminals.

LINEHAUL TRUCKING - Expedited linehaul, team & single service; Dry Van & GOH equipped trailers; 48 state authority.

AIR-OCEAN IMPORT TRANSPORTATION SERVICES
Comprehensive freight forwarding solutions.

RETAIL FLOOR-READY PROGRAMS - GOH Specialists; pick-pack; label application; ticketing-marking; bar coding.

FMI INTERNATIONAL, INC.
Corporate: 800 Federal Blvd., Carteret, NJ 07008 Tel 732-750-9000
Sales 718-656-0511 www.fmiintl.com fmisales@fmiintl.com

PRINTS
KNITS
WOVENS
STRETCH
CRUSH

Juniors
Streetwear
Intimate Apparel
Childrenswear
Swimwear
Women's

NU-IMAGE
fabrics
INC.

New York: (212) 382-1170
Los Angeles: (213) 623-5002



TIGER BUTTON CO., INC.
TIGER TRIMMING, INC.
307 West 38th Street New York, NY 10018
(212) 594-0570 800-223-2754 FAX (212) 695-0265
email: tiger@tigerbutton.com www.TIGERBUTTON.com

WWD

now available online

.com

For just pennies a day...

Access WWD.com

A newer, faster way to receive WWD the newspaper

Log on to WWD.com now to subscribe.

WWD.com

WWD MAGIC THEY ARE WEARING



CRAFTY GALS

There's nothing that Los Angeles' frockistas love more than inventing new looks for their after-dark lives. The DIY mandate continues to thrive, from overdyeed rib tanks to vintage evening dresses — all fair game for reworking, embellishing and thrashing. The sensibility, from the East Side's Echo Club to the streets of the West Side community of Venice, is decidedly new wave retro: colored tights and pumps, striped T-shirts, knee-high knickers, micro-minis and a fearless mix of colors, patterns and accessories.

— Rose Apodaca Jones



They Are Wearing®



PHILIPS BOYNE
LARGE COLLECTION OF
FINE SHIRTING FABRICS
IN STOCK

- IMPORTED & DOMESTIC
- 100% COTTON
- PREMIUM LONG STAPLES
- FINEST AND
- COTTON BLENDS
- CLOTHES ON WAREHOUSE
- BROADCLOTH
- COLORED & PATTERN
- TONE ON TONE
- WOVEN
- VARY DYES
- 100% COTTON & 100%
- PIECE DYES

LOW MINIMUMS
PHILIPS-BOYNE.COM
132 BOND STREET
JANESVILLE, WI 53190
TEL: 1-801-739-1330
1-800-424-0000
FAX: 1-801-739-1330
WWW.PHILIPSBOYNE.COM
SALES@PHILIPSBOYNE.COM

HILLDUN
IS IN
FASHION

WE HAVE
A LARGE STOCK OF
CLOTHING, SHOES,
ACCESSORIES, AND
MORE. WE ARE
OPEN 7 DAYS A WEEK.

Tim Moore | Jeffery Kaprielian
Jody Hargrave



S T E P H E N H A R D Y
S Q U E E Z E

Photo: Tony Falwell

1407 Broadway, Suite 2202 New York 10018 (212) 382-3310

AVAILABLE AT MACYS, DEMO AND UP AGAINST THE WALL. WWW.ROCAWEAR.COM



ROCAWear

MAGIC BOOTH #31538

Textile & Trade Report

PV Takes a Turn Toward Classics

By Daniela Gilbert

PARIS — Call it a return to refinement.

After emphasizing more casual, rustic looks a year before, exhibitors at last week's *Première Vision* trade fair, which wrapped up Saturday in Paris, showed spring 2004 fabrics that had a more refined and classic feel, complete with bright, clean color. "Casual is definitely going away," said Maurizio Sarti, sales manager at Sarti. Selections there included linen and cotton blends with a clean, satin-like finish.

Laurent Garigue showed structured, more compact looks in a variety of natural fibers that included cotton, linen and silk. "The finish is very natural and doesn't take away from the way the fabric was intended to look," said Garigue.

Color — and consequently, prints — was also key. Vendors showed vibrant reds, oranges and pinks, as well as looks in the aquatic blue and green families. Jakob Schlaepfer showed colorful prints, including one with an aqua blue background and bright red motifs on textured hemp. At Bucol, prints were "definitely more of a focus for us this season, especially small-scale looks on silk cigaline," said Francois Damide, who serves as president of the U.S. business of Bucol and Soltiss.

Parisian designer Jerome LHuillier said he was excited about all the color: "Yellow, turquoise, pink, orange and red, these colors are going to look great on all the fabrics I want to use for spring 2004 — chiffon, muslin, georgette, satin and jersey."

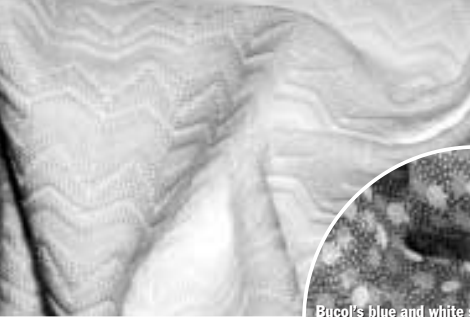
On the other side of the color spectrum, vendors also showed a more natural palette that included khaki, ivory and brown, highlighted again with color. Both Luigi Boggio Casero and Sarti offered notable abstract jacquard textures in these tones.

Many exhibitors and attendees complained about the timing of the show, contending that it was scheduled too early in the season. They said the scheduling — just five months after the last edition — prevented them from having their entire lines ready.

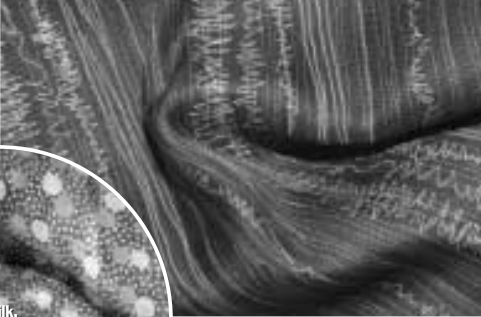
"We have about 85 percent of our collection but still it's very difficult for us to really develop an entire line in this time, given that there is Christmas and New Year's right in the middle," said Nicola Boggio Casero, principal at Luigi Boggio Casero. "Also, for our customers, it's hard for them to think about spring 2004 during the first week of February when they have spring production problems and a fall show to worry about."

At Jackytex, president Piero Giachi agreed: "It's an

Luigi Boggio Casero's white cotton and rayon.



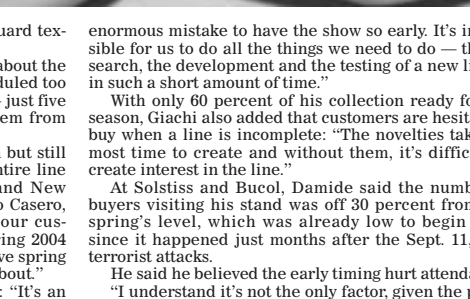
Henry Bertrand's blue and beige silk and linen.



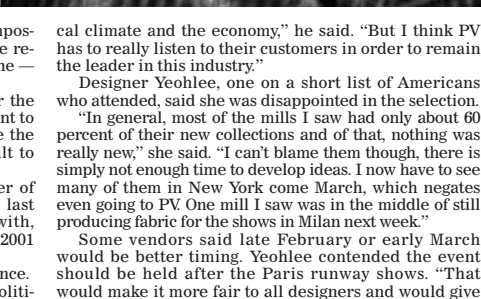
Bucol's blue and white silk.



Laurent Garigue's ivory wool and cotton.



Sarti's brown linen and rayon.



PHOTOS BY DOMINIQUE MARTRE

enormous mistake to have the show so early. It's impossible for us to do all the things we need to do — the research, the development and the testing of a new line — in such a short amount of time."

With only 60 percent of his collection ready for the season, Giachi also added that customers are hesitant to buy when a line is incomplete: "The novelties take the most time to create and without them, it's difficult to create interest in the line."

At Soltiss and Bucol, Damide said the number of buyers visiting his stand was off 30 percent from last spring's level, which was already low to begin with, since it happened just months after the Sept. 11, 2001 terrorist attacks.

He said he believed the early timing hurt attendance.

"I understand it's not the only factor, given the politi-

cal climate and the economy," he said. "But I think PV has to really listen to their customers in order to remain the leader in this industry."

Designer Yeohlee, one on a short list of Americans who attended, said she was disappointed in the selection.

"In general, most of the mills I saw had only about 60 percent of their new collections and of that, nothing was really new," she said. "I can't blame them though, there is simply not enough time to develop ideas. I now have to see many of them in New York come March, which negates even going to PV. One mill I saw was in the middle of still producing fabric for the shows in Milan next week."

Some vendors said late February or early March would be better timing. Yeohlee contended the event should be held after the Paris runway shows. "That would make it more fair to all designers and would give the mills an extra month, which is critical for creating newness in a line."

Daniel Faure, president of *Première Vision*, said the show's dates were the result of tight schedules at the Villepinte exhibit hall where it is held. He said the venue was completely booked at later times.

"We locked in these dates two years ago," he said. "We know it's too early and are willing to accept that we made a mistake, but the problem is that if it's good for one market, it's bad for another. Not all markets work on the same schedule so it's impossible to please everyone."

Next spring's edition, he noted, is set to start on Feb. 24, giving the mills an extra week and a half to work on their collections.

But he pointed out that grumbling about timing is perennial: "Ever since the show started, we've heard complaints about the dates, it's nothing new."

Sophie Véron, marketing and development manager of Guigou, agreed with Faure.

"It's been the same story for 30 years, the show is too early or the show is too late," she said. "It's an unproductive attitude — when you're creating fashion, you have to always be working."



The Fabric of Our World

Our extensive global network of mills meet a world of possibilities. From familiar favorites, to exotic textures, to garment packages, *Symphony* brings the future of global sourcing to you today.

Symphony
FABRICS

NEW YORK • 212-669-8255
LOS ANGELES • 213-627-9379

From Sea to
Shining Sea

NAFTA • CBI • GLOBAL • Fabrics

Marco

ROBERT KAUFMAN
FABRICS

NOW FEATURING

STRETCH: Corduroy • Denim • Cotton Sateen • Poplin
NEW PRINTS: Novelty • Tropicals • Florals • Vintage Looks • Hawaiians
COTTONS: Yarn Dyes • Corduroy • Denim Solids & Prints
Flannel Solids & Prints • Voiles • Eyelets

CUSTOM DESIGN • PRINTING • DYEING
INTERNATIONAL SALES AND SHIPPING

129 WEST 132 STREET • LOS ANGELES • PHONE: 800-877-2066 • FAX: 800-788-5283
NEW YORK SHOWROOM: TEXTILE ARTS MARKETING • 110 WEST 40TH STREET #1901 • PHONE: 212-840-1266

SWATCHES

THREE'S COMPANY: Hoping to prove that three heads are better than one, a trio of Italian mills have joined forces to operate as one entity in the U.S. They are Jackytex, a knit manufacturer in Florence; Bartolini, specializing in wool and wool blend wovens out of Prato; and SFT, a silk and silk-like weaver from Como.

Michael Marchese, formerly of Luigi Botto, has been appointed as the U.S. company's new director of sales.

"It's a real service for the market," he said. "We can now offer buyers three different products under one roof."

Piero Giachi, president of Jackytex, agreed: "It's such a difficult time right now for textiles and we think this approach is going to help us create a very strong presence in the U.S."

GENERIC NEWS: The U.S. Federal Trade Commission assigned the new generic name Iastol to Dow Fiber Solutions' elastic fiber, DOW XLA, which was released on Sept. 30. The generic name can now be listed on FTC-required content labels affixed to garments containing the fiber. DFS — a division of Midland, Mich.-based Dow Chemical Co. — said it began the process for establishing the generic in October 2001 and will market the fiber under DOW XLA.

CORN BRED: Minnetonka, Minn.-based Cargill Dow LLC unveiled its new corn-based fiber Ingeo as well as a list of partners that have signed on to use it, confirming a report in WWD. In a launch event in New York last month, Cargill Dow said it has more than 85 partners worldwide — nearly half of that figure represents mills and several manufacturers in the apparel industry that will introduce new products using the fiber, according to Cargill.

"The fiber has comparable performance characteristics to current synthetic fibers," said Tim Eynon, Cargill Dow's general manager of fibers. "Yet it offers an environmentally responsible business system from raw material through end products."

Some mills expected to develop Ingeo fabrics include high-end French mill Guigou, Italy's Grignasco Group, Malden Mills Industries Inc., Ge-Ray Fabrics Inc., Milliken & Co. and Burlington Industries Inc., as reported.

Cutting Deals at Texworld

PARIS — Under the lengthening shadow of possible war in Iraq and a lackluster economy, buyers sought refuge in reasonable fabrics at last week's Texworld show.

The event, which wrapped up its four-day run Friday at the CNIT complex at La Defense, the business district just west of Paris, ran concurrently with the upmarket Premiere Vision show.

Whereas PV's exhibitors purvey high-end European fabrics, Texworld's far-flung list of vendors put the accent on affordability. Its 630 participants, up 20 from last year, came from countries including China, South Korea, Indonesia, India, Turkey and Brazil. They showed spring-summer 2004 fabrics to large-volume buyers.

Both buyers and exhibitors cited a drive toward bargain fabrics.

"People still need goods, but they need it at a cheaper price," explained Umesh Gurnani, director of Kaybee Group, a Hong Kong trading company specialized in printed silk fabric. "In this economy, everyone's fixated on margins. We're still doing business. We're about stable with last year. But we have to wheel and deal for every order."

Ayush Murarka, owner of Ventures, an Indian mill specialized in embroidered silks, said he had noticed "even more caution" among buyers visiting his stand.

"Our business has suffered," he said. "Price is the central issue in every conversation."

But Michelle Masuret, marketing director of DZ Trading Ltd., which sources private-label apparel for catalogs and department stores, including Nordstrom and Saks Fifth Avenue, explained that price-driven shopping with mills, especially those from Asia, had evolved.

"Even a few years ago, the creativity of mills from the orient was at times questionable," she said. "But they have made great strides forward in quality and creativity."

Masuret, who attends both Texworld and PV, said she found as many fashionable fabrics at Texworld as at PV.

To wit: The show attracted more high-end fashion houses than in past years. Maura Manning, vice president of design at Polo Ralph Lauren, a first-time visitor, said she was "intrigued" by some of the Indian silk



Buyers perusing the offerings at Texworld.

mills and "pleasantly surprised" by the Japanese mills. "The products I've seen here are extra creative," said Manning. "I'm not most motivated by price. That's not the reason I'm here. But some of these mills have great things."

Laurence Tavernier, owner of Paris's high-end Laurence Tavernier innerwear brand, also said she was pleased with the level of creativity on display. "I'm paying attention to price right now, but it's not my chief concern."

Among top looks cited by buyers were fancy embroideries, ethnic touches, printed silks and pale colors, such as rose and sky blue. But buyers admitted that, on the whole, they didn't attend Texworld for a barometer on the trends.

"You go to PV for that," said Jene Fuchs, director of fabric research and development at BCBG Max Azria. "Texworld is price-driven shopping. We're always concerned about prices, but we're even more price-conscious at the moment."

Most buyers attending the fair said their budgets for the year were about the same or slightly greater than last year's. Exhibitors said business was steady, but not growing.

Stephanie Keukert, the fair's managing director, said Texworld, acquired last year by Germany's Messe Frankfurt, continued to improve the level of quality among its exhibitors.

"We're actively courting more visitors from the U.S.," she explained. "And we're concentrating on getting more exhibitors with novelties."

— Robert Murphy

The Intimate Apparel Salon

March 2-4, 2003
Millennium
Broadway Hotel
New York, NY

Why You Should Attend

- The Largest Lingerie Trade Show in the USA
- The Most Exhibitors & Lines
- The Most Established, Longest-running Industry Event
- Now on Four Floors (4, 5, 7, 8)
- New Designers Showcase - More New Talent
- The Best Buyer Services and Amenities
- Trend Vignettes
- Informal Modeling
- Shuttle Service to Showrooms

For information contact:

Messe Frankfurt, Inc.
Tel: 770.984.8016
Fax: 770.984.8023
www.usa.messefrankfurt.com
intima@usa.messefrankfurt.com

INTIMA AMERICA
The Intimate Apparel Salon
By Appointment Only



BCBGTM
FRANCE

*The New Spring 2004
Leavers Lace Bridge Collection
is Opening March 3rd.*

By Appointment Only

New York
(212) 719-9194

Los Angeles
(213) 688-9797

Miami
(305) 553-5336

Messe Frankfurt

Gap, A&F Slammed With Employee Suits

By Jennifer Weitzman

NEW YORK — The retail "what to wear to work" lawsuits are heating up in California.

Two separate class-action suits have been filed this month in California, accusing Gap and Abercrombie & Fitch of violating California labor laws by "requiring" their store employees to purchase and wear their brands while on the floor.

The lawsuits, both filed in San Francisco Superior Court, accuse the San Francisco-based Gap and Columbus, Ohio-based A&F of forcing workers earning just over minimum wage to pay out-of-pocket for clothes that reflect the current season's styles.

The policies are enforced by store managers.

Gap has annual volume of \$13.8 billion and 300 stores in the state, while A&F is a \$1.36 billion company with 50 stores in California.

According to the suit against Gap: "If employees do not wear Gap apparel, they are belittled, criticized, harassed and/or sent home without pay. They are instructed to buy additional items of Gap apparel and accessories, or they will be fired."

The attorneys in the Gap lawsuit, Patrick Kitchin and Daniel Feder, also in San Francisco, are also representing plaintiffs in a pending federal lawsuit filed in September against Polo Ralph

Lauren Corp. in a similar case.

California state labor law says companies must provide required uniforms for free. The term "uniform" includes apparel and accessories of distinctive design or color.

Based on information from the California Labor Commission, Kitchin said more lawsuits could be down the pike because the same labor practice occurs at other retailers in the state.

A Gap spokeswoman would not comment on the pending case, but said Gap stores do not require either part- or full-time employees to purchase any Gap clothing and can wear brand or brand-like merchandise as long as the other brand's logo is invis-

ible. Gap offers its employees a merchandise discount, although she declined to say how much.

"Our policy is sales associates represent the brand to customers, so it is important to reflect the brand style, which is easy to do with a brand purchase at the store or classic casual clothing consistent with our image," the spokeswoman said.

Kitchin, who said he has not heard of any dismissals, said with new product flowing into the stores so quickly, Gap employees spend on average of \$100 a month on clothing.

Brian Evans and David Chapman, who represent A&F's employees, said in a filing: "As a business practice, A&F requires, co-



A&F store employees are expected to wear the brand to work, according to a lawsuit.

erces and forces its employees to purchase and then wear and model A&F and A&F-style apparel, accessories and footwear while on the job...often working for little more than minimum wage."

When asked further about the policy, Evans said A&F does allow employees to wear clothing of similar style.

Calling employees "human mannequins," Evans said there are more retail stores that "seem to be following this type of sales marketing scheme and I think that the employers have to recognize under California law, you can not have the cost of that marketing on the backs of their employees."

He said A&F gives part-time employees 30 percent off purchases, full-time employees get 40 percent off and occasionally even a 50 percent discount on particular seasonal items selected by management of A&F. New employees also receive 50 percent discounts for their first day of work. He also said employees usually spend \$100 to \$150 for each of the four main selling seasons.

Officials from A&F could not be reached for comment.

THE
WORLD'S
NEXT GREAT
FASHION
CAPITAL



THE NEW
INTERNATIONAL
SHOW
FOR JURIED
COLLECTIONS

April 4-6, 2003



Explore the savage side of chic, upscale fashion at the world's next great fashion capital. Visit AmericasMart.com or call 800.ATL.MART or 404.220.3000 today.

Blizzard Rocks Eastern Retail

Continued from page 2

Elsewhere in the Northeast, roads were becoming impassable. By Sunday morning streets from Washington, D.C., heading north to Philadelphia were becoming impossible to traffic. Most regional shopping malls in that part of the mid-Atlantic region didn't even bother to open, including the five-anchor Tysons Corner Center in northern Virginia — a mall known for keeping its doors open in bad weather. States of emergencies were declared throughout the region, including Washington, D.C., Maryland, Virginia, West Virginia and Delaware.

Public works and city officials across the region forecast rough going for Tuesday. The sheer amount of snow — in some areas two feet — was proving a steep challenge for road crews and plows attempting to clear retail parking lots.

— With contributions from Joanna Ramey

In Brief

◆ **IN THE BOARDROOM:** Phillips-Van Heusen Corp. said Friday that in connection with its acquisition of Calvin Klein Inc., David Landau, Henry Nasella and Christian Nather have been elected to its board of directors. All three new directors are partners in Apex Partners, which made a \$250 million equity investment and provided a loan of up to \$125 million to PVH in connection with the acquisition. In a separate matter, PVH said Maria Elena Lagomasino resigned as a director, due to other business commitments and unrelated to the acquisition or the election of the new directors.

◆ **REALTY REALITY:** Kmart Corp. on Friday reached an agreement with Kimco Realty Corp. for the joint marketing of approximately 317 U.S. and Puerto Rican store locations and related properties that the bankrupt retailer is in the process of closing. With this agreement, Kimco or its affiliates will help Kmart find retailers, landlords and other parties interested in obtaining Kmart properties. Kimco may also redevelop or otherwise improve the locations in order to increase their value. The properties to be marketed range in size from about 50,000 square feet to more than 190,000 square feet and are situated in freestanding, strip and mall locations in 44 states and Puerto Rico. Additionally, the group includes 57 Kmart SuperCenters. Troy, Mich.-based Kmart received court approval to close these stores on Jan. 29.

◆ **A WOMAN'S PLACE IS...:** Federated Department Stores ranked 11th in the list of the 30 top companies for executive women, compiled by the National Association for Female Executives. Last year, Federated ranked 23. Hundreds of companies get evaluated, and Federated beat all of the other retailers on the list. According to NAFE, the competition intensified this year by counting women in line positions — the operating jobs with profit-and-loss responsibility. At Federated, more than 60 percent of management positions are filled by women — and in senior management ranks, more than 50 percent, many in P&L roles. To be on NAFE's "Top 30" list, companies must have at least two women on the board, a steadily increasing number of women in senior management, programs that groom women for upper management positions, maternity/paternity leave and flextime. NAFE, which was founded in 1977, is the largest women's professional and business association in the country and publishes Executive Female.

◆ **CONTINENTAL ACQUIRES COTTON:** Cotton Ginny, a retailer of casual clothes, has been acquired by Continental Saxon Group, a real estate holding company. Both firms are based in Toronto. The clothier, with 200 stores across Canada under the Cotton Ginny banner and 90 under the Tabi International name, was operating under court protection from creditors, as reported. It was planning to shut more than 100 of its unprofitable outlets, keep the Tabi outlets and sell the rest. Continental will continue to operate 110 of the more profitable Cotton Ginny stores and may buy up to 60 of the outlets that are set to close. Terms of the agreement were not disclosed, but sources said it amounted to about \$4.5 million, converted from Canadian dollars at current exchange rates. Continental has a reputation of being a real estate turnaround specialist, buying distressed properties and building them back up. It has a portfolio of shopping malls, residential and commercial properties. Cotton Ginny is its first foray into retail. The company said it was attracted to Cotton Ginny because of its cash flow and its brand name. It said it doesn't plan to turn around the retailer and sell it. Cotton Ginny had annual sales of about \$131 million, but owed creditors close to \$31 million, including \$10 million to suppliers. Women's apparel manufacturer and retailer Nygård had also made a bid for Cotton Ginny. But the bid also included the Tabi stores, which are not for sale and will continue to be operated by Cotton Ginny's acting president, Larry Gatien.

Full Frontal Reveals Secrets Of Success in World of P.R.

By Valerie Seckler

NEW YORK — Overlooking the simplest principle can cause many of the most complex business problems.

That straightforward premise forms the foundation of "Full Frontal PR" (Bloomberg Press), the latest book by flack and former journalist Richard Laermer, whose discursive, humorous voice makes for an unusually breezy read about working the media business. At the same time, Laermer imbues Full Frontal with a no-nonsense, primer-like sensibility: His advice regarding public relations ranges from the ongoing primacy of word-of-mouth, to the way in which information placed in a journalistic context trumps advertising as the most effective means to spread the word about a product or cause.

"Ads are so much a part of our lives that at this point we are jaundiced and always judgmental of them," Laermer writes. "When we look at an ad...only rarely do we run out and immediately purchase the item. By contrast, the free press actually validates what you say about your product. No matter how cynical the reader is, he has a general predisposition to love what he reads — and best of all, to believe it's for real. It is truly the most effective way to generate buzz."

There's more than a dash of self-interest in this

"A folded-arms attitude is a bad way to do p.r. It's better to put your cards on the table in a way that you give of yourself."

— Richard Laermer, "Full Frontal PR"

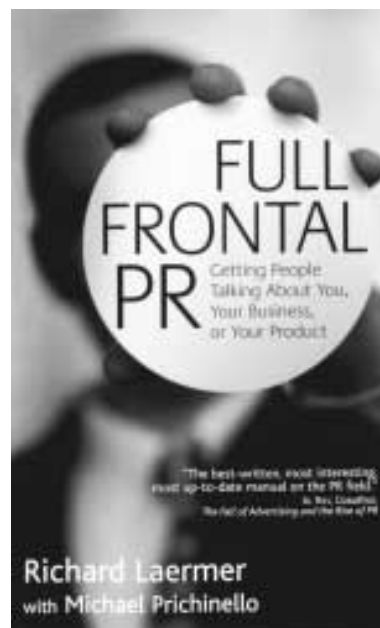
view, of course, as p.r. people live and die by their media connections — and compete with advertising agencies for business. Laermer addresses this reality, in part, when he counsels fellow flacks to refrain from crossing the line between respecting journalists — or clients, for that matter — and sucking up. And he acknowledges the irony in his point of view by calling the press merchants of exposure.

One oft-overlooked fundamental Laermer fleshes out is the need for clients to know clearly and state simply what they want to convey in a p.r. campaign. Sounds like a no-brainer, but Laermer tells of countless client meetings when each executive responded differently when asked what they wanted to achieve with a particular campaign. That's when things grind to a halt.

"Clients need to be able to say what they want to do in about 10 words," Laermer insisted in an interview. (Clients of Laermer's 12-year-old agency, RLM Public Relations, currently include Barnes & Noble, Allergan Pharmaceutical, Mandalay Pictures, ReedBusiness Info, and LookSmart.com.)

Yet another common hurdle for public relations to clear, Laermer writes, is a chief executive officer who's a "press hog." Referring to that breed, he cautions: "They think they can do it all themselves. Not only that, they think journalists are there to do them a favor — that's the F word in this book."

The antidote Laermer prescribes is creating "a CEO who can talk the straight poop." A must-to-



Full Frontal PR illuminates the balancing act between media and customers that can result in good buzz.

avoid, toxic syndrome, he adds, is the cult of personality, or the unproductive clutter that arises when a company's media exposure revolves solely around "the nature of its CEO or other top management," rather than its "true news hooks."

That doesn't necessarily mean talking loud — even if the message is saying something. Amid the escalating media cacophony, the best route to good word-of-mouth, Laermer advises, is from a whisper to a buzz. "In fashion, as in most businesses, it is the whisper that works," he said Thursday. "Americans tend not to relax when they put their point across. A folded-arms attitude is a bad way to do p.r. It's better to put your cards on the table in a way that you give of yourself."

Then there's the related matter of being truthful, and declining to exaggerate or speculate. It is far better, for credibility-building alone, to say when you don't know something, rather than pretend, in a grab for public relations points. How wrong can things go when someone makes something up? Aiming to piggyback on the patriotism stirred by the Sept. 11 attacks, Steve Madden Ltd., Laermer writes, "told everyone in earshot" that it was giving proceeds from the sale of a sneaker, with stars-and-stripes beading, to New York's recovery fund. "A few probing journalists quickly found out the donations were not being made and publicized that fact," Laermer recounted. "No one bought the sneakers, and they were pulled from the shelves."



ASAP GLOBAL SOURCING SHOW

The World's Largest Garment & Textile Sourcing Show
February 17 - 20, 2003
Las Vegas Hilton Hotel • Las Vegas

• Seminars

(free entry for all seminars)

Tues, February 18, 2003 - 10:00 am - 12:00 noon
"The World...Post 2003" Keynote Speaker:
Tom Travis from Sander, Travis & Rosenberg

• Match Making Sessions

(online pre-registration required - www.asapshow.com)

Wed., February 19, 2003 - 8:30 am - 6:00 pm
ASAP will pre-match buyers with preferred factories
in a private buyer's lounge

• Win a Free Trip to Hong Kong

(free drawing for all attendees)

Thur., February 20, 2003 - 4:00 pm
Round trip airfare for two plus 7-day hotel
accommodations

Showcasing 250 full-package factories from over 30 top producing countries around the world

Building The World to You

T: 626.793.5000
F: 626.793.5096
E: info@asapshow.com
www.asapshow.com

or meet us at the ASAP Show Management Booth

Financial

By the Numbers

• **CREDIT DOWNGRADES:** Standard & Poor's Ratings Services on Friday lowered its corporate credit ratings for REV Holdings Inc. to "CC" from "CCC-" and on REV's indirect subsidiary, Revlon Consumer Products Corp., to "CCC+" from "B-." S&P said the outlook on both companies is negative, but removed both ratings from CreditWatch, where they were placed Oct. 31. S&P said the downgrade "reflects Revlon's substantial debt leverage, liquidity concerns and a prolonged period of weak operating results." S&P added that while the anticipated investment in Revlon, by Ronald Perelman's MacAndrews & Forbes, of up to \$150 million will improve the company's liquidity position in 2003, it remains concerned that the firm's liquidity may be severely stressed over the indeterminate term, given the rate at which the company's cash balances have been depleting and its reduced credit facility availability. S&P also lowered ratings on Revlon's bank loan to "B-" from "B"; its senior secured debt to "CCC+" from "B"; its senior unsecured debt to "CCC-" from "CCC-," and its subordinated debt to "CCC-" from "CCC-." At REV Holdings, S&P also lowered its senior secured debt rating to "CC" from "CCC-."

• **BAGGING PROFITS:** Jaclyn Inc. reported earnings of \$799,000, or 30 cents a diluted share for the second quarter ended Dec. 31. That's a swing back from the red in the year-ago period when the West New York, N.J.-based handbag and sports bag, apparel and accessory marketer recorded a net loss of \$116,000, or 4 cents. Sales more than doubled, rising 127.9 percent to \$35.7 million from \$15.7 million last year. In a statement, chairman Allan Ginsburg said the improvement was due to the acquisition of Topville in January 2002, as well as higher volume from the firm's other divisions. For the first half, Jaclyn reported net income of \$1.1 million, or 42 cents, as compared with last year's loss of \$63,000, or 2 cents. Sales shot up 98.7 percent to \$65.6 million from \$33.9 million a year ago. While Ginsburg warned that third- and fourth-quarter operating results might be lower than last year's — partly because the Anne Klein license was not renewed last June — he does expect full-year 2003 results to be "substantially better" than last year.

• **BLACK WEDDING:** Wedding apparel maker JLM Couture Inc. is back in the black with fourth-quarter profits of \$84,761, or 4 cents a diluted share, a significant improve-

ment over last year's loss of \$113,379, or 6 cents. Sales for the period ended Oct. 31 shot up 11.9 percent to \$5.1 million from \$4.5 million a year ago. In a statement, chief executive Joseph Murphy attributed the New York-based firm's revenue growth to increased market penetration domestically and in Europe, particularly for the company's bridesmaid collection. Overall, for the full fiscal year, the country's only publicly traded wedding apparel firm said net income leapt by nearly two-thirds, or 66.4 percent, to \$1.1 million, or 53 cents, from \$666,363, or 34 cents, in 2001. Sales for the year increased 15.3 percent to \$24.7 million from \$21.4 million a year ago.

Editor's Note: By the Numbers is a new feature of financial briefs.

Biggest Percentage Changes For Week Ending February 14		
Gainers	Close	Change
Cone Mills	1.80	16.13
Movado	18.95	7.61
Tropical Sportswear	4.90	6.97
Federated	25.26	5.65
Wal-Mart	49.15	5.04
Losers	Close	Change
Delta Woodside	3.55	-13.41
Gottschalk's	1.35	-12.90
Bluefly	0.79	-8.26
Bon-Ton Stores	4.00	-6.10
Sears	21.85	-5.98

Weekly Stock Index

52-Week High	Low		P/E	Sales (00's)	Last	Amt Change
Broadline Retailers						
5.28	2.96	Bon-Ton Stores	6.6	350	4.00	-0.26
31.20	13.85	Dillard Dept.	7.2	19190	14.46	-0.46
44.26	23.51	Federated	7.8	70603	25.26	1.35
3.88	1.17	Gottschalk's	5.0	421	1.35	-0.20
25.70	14.07	J.C. Penney	20.2	150573	18.72	0.07
37.75	18.89	May Dept. Stores	10.9	92003	19.87	0.53
15.75	8.07	Saks	20.9	19965	8.20	-0.20
59.90	19.71	Sears	4.3	253264	21.85	-1.39
46.15	24.90	Target	15.1	233359	27.69	0.89
4.62	1.50	Value City	-	1431	1.94	-0.02
63.94	43.72	Wal-Mart	27.5	398323	49.15	2.36
Softline Retailers						
33.19	17.84	Ann Taylor	13.4	47148	19.96	0.75
1.95	0.55	Bluefly	-	926	0.79	-0.07
23.50	15.90	Burlington Coat	10.2	2274	16.32	0.12
9.14	3.26	Charming Shoppes	30.8	84891	3.54	0.04
23.73	13.02	Chico's FAS	24.2	79809	18.49	0.11
17.50	11.06	Dress Barn	12.8	3933	12.95	-0.05
17.95	8.20	Foot Locker	9.4	47755	10.20	-0.11
17.14	8.35	Gap	66.7	247370	14.98	-0.25
78.83	44.00	Kohl's	28.3	148865	52.64	1.28
22.34	10.91	Limited Brands	10.7	101069	11.56	-0.11
39.80	23.75	Neiman Marcus Group	10.4	3830	26.60	-0.20
26.87	15.06	Nordstrom	15.1	22216	17.31	0.46
20.11	10.81	Pacific Sunwear	20.6	50385	17.51	0.31
47.77	31.85	Ross Stores	14.7	83674	36.28	-0.49
8.09	5.35	Syms	-	97	7.13	-0.02
41.50	20.59	Talbots	11.9	14967	25.51	0.50
22.45	15.30	TJX	15.9	140510	17.20	0.00
Vendors						
57.91	41.55	Alberto Culver	20.5	10550	51.70	0.25
57.10	43.49	Avon	22.9	51612	51.83	-0.06
23.40	12.86	Cherokee	9.7	485	15.13	0.24
35.70	17.19	Coach	23.9	43318	31.78	0.61
47.80	27.46	Columbia Sportswear	12.9	30453	33.84	0.63
38.80	25.20	Estee Lauder	37.3	55085	29.13	-0.24
24.61	14.99	Fossil	15.0	6934	17.22	0.07
8.49	4.49	G-III	29.8	319	5.19	-0.23
99.45	82.53	Gucci	33.8	13267	93.94	-0.26
9.35	3.30	Guess	-	411	3.49	-0.02
41.68	26.18	Jones Apparel	11.4	60495	27.55	-1.65
32.50	19.70	Kellwood	19.6	7074	24.48	0.98
30.50	16.00	Kenneth Cole	22.6	7198	23.45	0.14
33.25	23.55	Liz Claiborne	13.1	29810	27.09	0.78
13.25	5.26	Mossimo	7.2	333	5.55	-0.11
25.20	14.60	Movado	12.0	795	18.95	1.34
16.22	8.06	Nautica	13.7	7012	9.93	-0.27
30.25	19.50	Oxford	16.3	555	22.90	0.29
16.46	10.80	Phillips-Van Heusen	11.2	8640	11.78	0.24
30.82	16.49	Polo Ralph Lauren	12.4	14502	20.01	-0.69
28.51	17.26	Quicksilver	15.7	7267	25.71	0.61
6.50	1.85	Revlon	-	1119	3.00	0.13
19.55	13.14	Russell Corp.	11.1	5999	15.68	0.68
6.50	3.68	Tarrant Apparel	-	1318	3.85	-0.12
16.65	6.10	Tommy Hilfiger	7.9	13481	6.33	-0.10
29.55	4.14	Tropical Sportswear	-	1283	4.90	0.32
45.64	31.50	VF Corp.	10.6	31179	34.39	0.27
14.10	9.94	Warnaco	-	3954	10.44	-0.30
Textiles						
4.45	1.21	Cone Mills	6.3	2706	1.80	0.25
6.15	1.40	Delta Woodside	118.3	302	3.55	-0.55
0.27	0.03	Galey & Lord	-	282	0.03	0.00
8.00	2.50	Guilford Mills	-	11	4.40	0.00
11.66	4.55	Unifi	-	6531	4.83	0.23

1466 Broadway

Showrooms with Style

200 - 10,000 rsf

Dedicated apparel showroom floors



- Corner of 42nd Street & Broadway in New York City's rejuvenated Times Square
- 7 day, 24 hour access
- Immediate availability
- Prestigious tenant roster includes
XOXO, Ben Sherman, Paris Blues, RSV/LEI, Quiksilver

Exclusive Leasing Agent:



THE HUNTER REALTY ORGANIZATION, LLC

Richard Selig rselig@hunterorg.com

Peter Sabesan psabesan@hunterorg.com

212-944-9154 or 212-344-0300

Owner:

Better than A. Greater than B.
www.slgreen.com

WWD Stock Market Index for Week Ending February 14

Composite: 95.00



2.88

Broadline Stores: 95.67



4.00

Softline Stores: 91.94



0.38

Vendors: 95.00



-0.08

Textiles: 91.93



4.38

Index base of 100 is keyed to closing prices of Dec. 31, 2002.

Outerwear Sales Are Hotter Than Ever

Temperatures may have dropped to record levels, but outerwear sales are heating up.

The coat is back, and retail sales have risen dramatically, with double-digit retail sales gains in December, asserted Marshal Cohen, co-president of NPDFashionWorld.

The arctic weather helped boost outerwear sales and keep inventories clean, noted Emanuel Weintraub, president of management consulting firm Emanuel Weintraub Associates. "The industry used to always say: 'It's the weather.' But now, it really was the weather!"

(Continue on OUTERWEAR, page 2)

Outerwear Sales Are Hotter Than Ever

(Continue from OUTERWEAR, page 1)

"For once, the weather finally impacted sales in a positive way, and I'm hearing that from vendors and retailers. There's no question anybody who had a spare dollar, or was not maxed out on their credit card, was buying warmer clothing."

Ironically, many retailers had marked down outerwear prices too early in the season, before temperatures dropped. "What's a store to do when business is tough? They've got to cut back on inventory. And now the weather broke, but the inventory's not there!" noted Cohen.

For G-III president Jeanette Nostra, the solution is simple: an infusion of fashion-focused merchandise is sure to drive sales.

"In our plan for 2002, we made a conscious shift toward designs with a higher fashion quotient, and the consumer definitely responded," explained Nostra. "It's always nice when Mother Nature cooperates with your business plan."

"However, when we track what sold best, it's clear that our customers weren't just coming in from the cold. They picked directional styles over price-driven basics, and showed a strong preference for coats that make a statement."

At G-III, that statement is about to become a lot bigger. Building on last year's successful strategy, the company is now upping the ante with Black Rivet, a new contemporary collection that delivers forward-styling, innovative fabrics and body-flattering, feminine fit — as well as value-added pricing.

(Continue on OUTERWEAR, page 4)

Edward Menicheschi
Ralph Erardy
Vanessa Mahlab
Dick Silverman
Allison Lurker
Anita Drumming

President, WWD MediaWorldwide
Senior VP, Group Publisher
Associate Publisher, Sportswear
Director of Special Projects
Special Projects Coordinator
Section Art Director

G-III/Black Rivet

A DIVISION OF AMEREX GROUP INC.



VISIT MAGIC MEN'S BOOTH CA6906 AND PREVIEW OUR MEN'S, WOMEN'S AND CHILDREN'S COLLECTIONS





FU DA

(Continue from OUTERWEAR, page 2)

With retail prices projected at \$80-\$129 for fabric jackets, and \$149-\$249 for leathers, Black Rivet expands an already fashion-intensive G-III portfolio that includes licensed women's collections for Kenneth Cole, Nine West, Cole Haan and Jones New York, along with the company's Siena Studio and Colebrook labels.

Set to debut this month at WWD MAGIC in Las Vegas, Black Rivet brings a sportswear attitude to an outerwear market that often seems locked into a "commodity" mentality.

"A lot of the industry still treats coats as replacement purchases," said Deborah Gaertner, vice president of the G-III women's division. "But that's not how women see them — or buy them. Today's consumer doesn't just own a basic coat anymore: she invests in an outerwear wardrobe, with different coats for different needs."

In practice, Black Rivet expands that concept, offering not just a coat for every occasion — but a look for every mood.

The premiere collection for Fall 2003 features a diverse line-up of "must-haves" ranging from a cropped rabbit blouson with knit accents to a revamped Alpine racer in sleek tone-on-tone nylon, all the way to an updated take on the toggle coat that features longer, fitted lines, shaggy faux-Mongolian trim, and a funky, rock-and-roll edge. The designs are detail-intensive, the silhouettes shaped and sexy, and the outlook explicitly fresh, fun and young — which "isn't an age, but a state of mind," said Gaertner.

The core audience for the collection is women age 18-35, but she expects Black Rivet to have strong sales appeal to a broader age demographic.

In keeping with its sportswear-inspired outlook, Black Rivet

ADVERTISEMENT

features fabrications in a variety of weights, offering stores the opportunity to flow in a series of seasonal deliveries better-timed to the consumers' increasingly evident preference for "buy-now, wear-now" fashions.

For the debut collection, key materials include over-dyed denims, canvas and corduroy in printed and enzyme-washed styles, along with suede and leathers in antiqued and distressed finishes. Fur turns up in patchwork and pieced rabbit designs, or as real or faux fur detailing. Other important embellishments range from tapestry, ribbon and lace trims to more rugged accents like whip-stitching, cast-metal biker hardware — and the iconic Black Rivet that appears on every piece in the collection.

"These details give Black Rivet designs their distinctive attitude, personality and even an emotional attraction," says Gaertner. "At heart, Black Rivet is about things that make a woman feel good. With everything going on in the world today, we need that more than ever."

At FU DA International, the best is yet to come.

After 12 years in the fashion industry, FU DA has created a line specifically for casual lifestyles, offering women outerwear with glamour, great styles, and outstanding materials.

FU DA is considered a leader in bonded fabrics, like faux shearlings, fleece, denims and corduroy, and seems to have a knack for catching new trends, with styling that makes a difference. In a tough retail environment, it's the merchandise and quality that are ultimately the determining factor, and as a vertical company, FU DA has the ability to control all aspects of the production cycle.

At FU DA, there is never a problem keeping product moving at retail, reported Jing Deng, vice president. By providing new and exciting fashion, and utilizing a philosophy of, "If you got it, use it," FU DA was able to completely sell out its Fall 2002 inventory.

This past fall was "a coat manufacturer's dream," Deng declared, "and FU DA accentuated the positives — and there were plenty of them — supporting retailers comp increases with unbelievably detailed product, including multi-colored tapestries, multi-fur trims, and amazingly bonded silhouettes."

Looking ahead to the next fall season, FU DA Outerwear looks for its new styles to bring more continued success: "It's going to be very glamorous," Deng promised, "with femininity, furs and embroideries, with great styles providing the catalyst."

FU DA recently acquired the Bill Blass Sport and Blassport labels — a new partnership that teams the well-known Bill Blass name with the well-respected quality and value of FU DA Outerwear.

This "lifestyle launch," as Deng referred to it, "will assuredly create the next generation of outerwear," targeting the contemporary consumer who is looking for couture styling, but without a couture price tag.

In coming years, FU DA will be looking to acquire additional labels, she reported, while continuing to stress the "Wear Now" interest in upscale branded merchandise.

With the launching of its new licensing division, FU DA — which means "Prosperity" — looks forward to many new ventures and successes, Deng said.

Within the next several months, FU DA will be making still another big move: relocating its office from 1411 Broadway to the 23rd floor of 525 Seventh Avenue — a move that will double the size of its current showroom. The new location, which is now under construction, is expected to open in June, 2003.

And with its amazing growth and success, the FU DA organization firmly believes "The best is yet to come." ■

BLACK
Rivet



G-III Apparel Group, Ltd.
512 Seventh Avenue
New York, NY 10018
T. 212.403.0500
F. 212.840.6003
www.blackrivet.com
WWD MAGIC Booth - YC51115

Shear Fun for Outerwear

Bad weather has brought good outerwear sales.

Women across America are buying new coats, seeking brands that deliver quality, style and innovation.

And since 1932, the Amerex Group has weathered all kinds of storms, and outfitted all types of consumers.

"It's no secret that outerwear is a weather-driven business," commented Amerex CEO Glen Palmer. So it should be no surprise this winter's extreme temperatures were the added 'ingredient' to ring the registers.

"If this cold weather stays through March, there will be a demand above third quarter projections in the stores," he said.

At Amerex, "Today's mantra is caution," Palmer noted. "Years ago, we would hold large inventories, but have since practiced safer techniques," he added, highlighting team projections, analyses of style histories and practicing more 'just in time' delivery.

While the weather may prove fickle, Amerex assures consumers its mission will always remain constant: To stay on trend, or a bit ahead of it. For each of its lines, noted Palmer, Amerex strives to be innovative, and to satisfy every consumer's "lifestyle needs" — from the "trendy teen" to the "soccer mom" to the "career woman."

And although Amerex's customers run the gamut in terms of age and lifestyle, there is one "common denominator" that characterizes the consumer, he stressed: "modernness in her taste and desire for a quality product."

With that profile in mind, Amerex has been devoted to bringing all its lines up-to-trend. First and fore-

most, many of the brands have acknowledged that "gone are the days of heavy jackets for warmth."

"With so much innovation in fabric and fill today, weight doesn't always equate with warmth," declared Palmer, citing the faux shearlings in their Jones New York and Alpine Studio lines as a prime example of one of this season's "hot items."

This season also saw the re-launching of Amerex's popular Gerry brand — performance-driven products, geared to the leisure lifestyle of the outdoor enthusiast. In light of Gerry's "brisk sales at retail," Palmer's hopes are high for the Bombshell line of outerwear, designed for young snowboarders, which will hit the market in Fall 2003.

Palmer added, "The reaction to the newly revamped Weather Tamer brand has been exhilarating." In large part due to a key items strategy enacted in its men's, women's and children's lines, retailers are "responding strongly" to the new face of Weather Tamer.

The company's junior and contemporary businesses have likewise "turned the corner this season," related Palmer, explaining that Mudd Outerwear and its own take on faux shearling helped Amerex cross the line into the realm of the "contemporary consumer."


On the higher end of Amerex's outerwear spectrum, Palmer reported its Jones New York and One Madison businesses are performing as well as ever. As a leader at retail this past season, Jones New York is currently "developing great new things for the consumer this fall," such as down-filled outerwear, new shell fabrics, and lots of color.

From its own traditional base collection spanning from women's fur-trimmed outerwear to better wools, stormwear and novelty items, the One Madison line will broaden into a men's collection for department stores.

Fall also will see the launching of the Gloria Vanderbilt line for the missy customer. According to Palmer, the label will offer both denim and

(Continue on OUTERWEAR, page 8)

Blue Duck



you're naked
without it...

BILL BLASS[®]
SPORT

BLASSPORT[®]

BY **F U D A**[®]

Fu Da International Ltd.
1411 Broadway, Suite 2320, New York, NY 10018
212-730-2800 Fax: 212-221-0451

ADVERTISEMENT

(Continue from OUTERWEAR, page 6)

wool collections designed to coordinate with the new sportswear line.

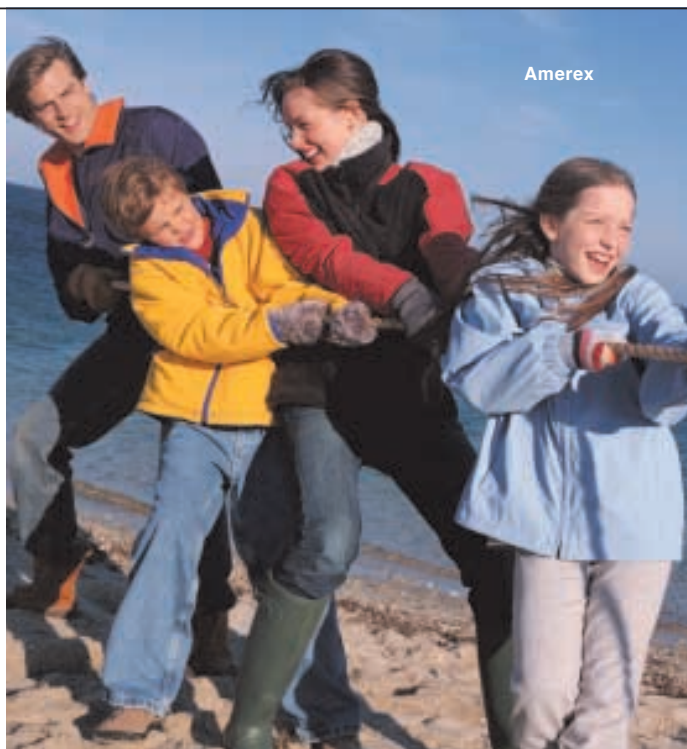
And last, but certainly not least, Palmer revealed the company's "most exciting news": Amerex has been awarded the Rampage label for junior outerwear. As "one of the country's premier brands," Rampage undoubtedly will help boost the already prospering junior and contemporary business.

Amerex's outerwear lines are sold at chain, department store and sport specialty levels, with retail price points of \$29 (for a Weather Tamer reversible nylon jacket) to \$800 (for a pure cashmere coat from One Madison).

The weather may be cold, but as Barry Novick, owner and president of Blue Duck noted, shearlings are hotter than ever.

"It's a good position to be in," Novick related. "We grew up with the shearlings," he added, asserting Blue Duck today is the largest producer of shearling outerwear in the country.

For 15 years, Blue Duck has sold fashion-driven outerwear — both under the Blue Duck and Duck Sport, as well as private labels — to quality specialty stores, boutiques, furriers, and many of the major higher-end department stores throughout the U.S. The line's novelty fur items also are



JOIN THE FLOCK

micro shear-shearling™

Exclusively from Blue Duck,
America's Premier
Shearling Manufacturer.
Please call for an appointment
212. 268.3122

463 SEVENTH AVE. SUITE 702, NEW YORK, NY 10018

distributed to shops in upscale resort locations, and many ski stores through the spring.

Blue Duck traditionally outfits women between 20 and 65 years old. Yet, no matter their age, Blue Duck consumers are unanimous in one demand: That their outerwear carry them from work to weekend.

Blue Duck, as well as Duck Sport — designed for less affluent, slightly more commercial women — are extremely "versatile and multi-functional," he said. "Shearlings have become better everyday, staple outerwear garments — they are not just a fad," Novick reported, adding "they have replaced a lot of the furs, in all their different forms.

"Shearling is a wonderful product in that it is very lightweight, warm, durable, fashionable, not too expensive, and politically correct. It's a pride to sell it," he reported, noting Blue Duck has received very positive consumer feedback.

The consensus from consumers this winter has been that shape and length are key, and they want "a little more fun from their coats." Gone are the days of the "swing coat," he said. Today's woman wants a coat that is "totally straight," with unique detailing and embellishments.

"For the first time since I've been in the outerwear business, close fit and the 7/8th length have been really important," related Novick. This style has become the essential "career woman's coat."

For fall, Novick projects more of this fitted, closely-tailored look, more detailed touches, and more distressed fabrics and finishes for Blue Duck outerwear.

Blue Duck's hottest seller is its three-quarter length (35-inch) coat, retailing for \$1,000-\$1,500. The Blue Duck line's retail price points are \$795-\$2,000, and Duck Sport garments retail for \$350-\$700.

Conditions for the entire outerwear category were prime this winter. "A little bit of cold is good for the economy. It was a good winter," said Novick, adding the shearling business has performed well for the past several years.

Stores throughout the country have cleared their inventories, he explained. "It is very healthy when the stores sell out." And, it should leave retailers and consumers "with a greater appetite for outerwear next year." ■

WWD

MARKETPLACE

Bulk Contract Prices Available

BUYERS' MART • REAL ESTATE • BUSINESS OPPORTUNITIES

HELP WANTED • LINES • POSITIONS WANTED

To Place An Ad Call: (800) 423-3314 or (212) 630-4610 Fax: (212) 630-4634

Visit our website: www.wwd.com

For subscription inquiries, please call 1-800-288-0273

ACCESSORY MART

Sales Help Wanted Sales Help Wanted

Victoria + Co

International Accounts Manager

Victoria + Co, Inc., a Division of Jones Apparel Group, currently seeks an experienced International Accounts Manager for our NYC Office, reporting to Vice President International. Responsibilities will include account management and marketing. You must have 3+ years of international fashion jewelry or related accessory experience. Requirements: a college education; proficiency in computer skills, particularly Excel required; excellence at detail; good selling skills; and you must be available and eligible for occasional overseas travel. Excellent benefits package and exciting work environment provided. For confidential consideration, please fax or email your resume and salary history to our R.I. Human Resource Department at **401-435-8481** or email: hr@victoriaco.com. EOE M/F/D/V.

Linea Pelle, Inc.
Fast-growing ladies & men's belt co. seeks sales pros for the following positions:
Account Executive
Major National Accounts, NY Based
Private Label Executive
Sales/Product Development/LA or NY Based
Fax: 310-231-9949
email: angie@lineapelle.com

Help Wanted
Designer shoes/Shoe Builder \$ Open 2-3 yrs min. exp. in Jr. casual shoes. Must hang w/ Candies, Madden, Sketchers, etc. Relo to Pacific NW. Call 973-564-9236 Arce

BUYERS' MART

Miscellaneous Wanted

Closeouts Wanted
WE BUY CLOSEOUTS OF GENERAL MERCHANDISE FOR OUR STORES AND ALSO STORE INVENTORIES. IMMEDIATE PAYMENTS
212-564-3606 WEBERS
FAX: 212-564-3236

Closeouts Wanted
TOP DOLLAR FOR RETURNS, I.R.'S OR CLOSEOUT APPAREL
WALT ADAMS INC.
800-996-4469

Fabric / Miscellaneous Offered

TYE DYE
Made to order on all knits + corduroy
Drake Fabrics. 718-389-8092

RTW Items Offered

Cash For Retail Stock & Closeouts.
No Lot Too Big or Too Small.
Call CLOTHES-OUT:
(937) 898-2975

Items Offered

Huge inventory of PROFITABLE fur Accessories AT CLOSE-OUT PRICES!
The United States Fur Corporation
CALL NOW... (888) FINE FURS
Inventory Close-Out!
Manhattan wholesale store closing out entire inventory at one shot. Make offer!
516-852-9160 or 212-465-1930

Off Price Offered

BRAND NAME MERCHANDISE
Available Off Price!
Please call (212) 719-4900 or
Email: reginam@aol.com

Showrooms Available

W 23rd & Broadway
Showrooms/Offices
View of Bryant Park
950, 1800, 2800 & 2800 Sq. Ft.
Lease/Ownership: VP 212-500-7400
Lease/Ownership: VP 212-500-7400

320 Fifth Avenue at 32nd Street
Flexible Size Showrooms
585 SF-FULL FLRS
Made Available
Competitively Priced
Winokor Realty
Covey Abdo (212) 519-2040
Jonata Dyan (212) 519-2009

BUSINESS OPPORTUNITIES

Contract Work Wanted

Women's Sportswear Mfrs!
Women's fashion apparel garment factory in NYC. We make jackets, dresses, etc. Have own Q.C. System, full service, 100% guaranteed deliveries & best quality. Have a high-volume facility with specialized upgraded machines. Looking for good mfrs! Also certified from Jones/L.N.C. Compliance of NYC Apparel Industries. Any questions, please call 646-728-0912 or send e-mail to: Bitary@att.net

Business Connections

Expert HAND MADE outerwear co.
ALL HAND MADE outerwear. Private label, pattern & samples. Low cost, guaranteed best quality. T: (212) 290-0009 F: (212) 290-8668

REAL ESTATE
by JENNIFER LOPEZ
International Distribution Opportunities for JLO by Jennifer Lopez Apparel
JLO by Jennifer Lopez apparel Co. is currently seeking qualified International distributors for territories including UK, Europe, Middle East and Asia. Applicants should have demonstrated experience at marketing better branded female apparel. Please contact us by fax in New York at (212) 248-2457

Candidates attending MAGIC may wish to arrange an appointment to visit us at our booth, #JR 50713 (Sands) Contacts: Chip Rosen, Vice President Licensing and International or Philip Pierce, Manager Licensing and International

Business Services
ALLSTAR TKG & WAREHOUSE
Import/Export, Dist., GOH & Cartons
U.S. Customs Duty Free Warehouse
NY, NJ, IL 718-493-3500 ALLSTARTKG.com

COMPUTER PATTERNS
Gerber PDS2000, pattern, sample & production. Call 212-594-3595

FASHION TRAINING
Photoshop 7.0 & Illustrator 10.0
36 hrs Pkg/Plats, Prints, Colorways
Train Asl Designer & Prod'n Asst
10 Classes / Up to 45K/Intern avail
T: 212-268-7291 / 212-374-0642 Ms. Lee

PATTERN/SAMPLES
Reliable. High quality. Low cost/Fast work. Small/lrg prod. 212-629-4808

PATTERNS, SAMPLES, PRODUCTIONS
All lines. Any styles. Fast Service. Call Sherry 212-719-0622

PATTERNS/SAMPLES PRODUCTION
Specializing in small productions. Samples, duplicates, patterns. Full service shop to the trade. Fine fast work.
212-869-2699

Business Opportunity

FOREIGN GROUP
wishes to acquire RETAILER w/ sales between \$30 and \$200 million. Management to remain. Underperforming is acceptable. Fax Mr. Benson: 212-935-1610

Capital Available

WORLDWIDE HOLDINGS
SOURCES AVAILABLE
ACCOMMODATION LIC'S
IMPORT/EXPORTS
ROGER MENDA
USA Tel: 212-339-8120 ext. 14
Fax: 212-339-0774
www.worldwideholdings.com

Business Opportunity

PARTNER WANTED
Men's apparel domestic mfr currently booking \$4 million a year needs financial backing. Have orders. Sell creditworthy specialty stores. Everything in place - production, design and sales force. Ideal for a joint venture or partnership. If interested, call 1-800-727-8507.

Career Services

SIMPSON ASSOCIATES
Executive Search to the Retail, Wholesale & Cosmetic Industries
"An Idea Can Turn To Dust, Or Magic, Depending On The Talent That Runs Against It"
516 Central Park East, Suite 1010
NYC 10017
(212) 767-0000
Fax: (212) 767-0000
www.simpsonassociates.com

RASKIN EXECUTIVE SEARCH
Apparel/Accessory/Textile Specialists
Ileen Raskin 212-213-6381
Nancy Bottal, Accessory 212-213-6386
Ed Kret, Textiles/Apparel 212-213-6384
Fax: 212-213-9641
www.raskinexecutive.com
RESUMES THAT WORK SINCE 1970
Updating/Phone Interviews
PROFESSIONAL RESUMES, INC.
60 E 42nd Street, NYC 10015
(212) 697-1282/(800) 221-4425
www.resumesforfashion.com

HELP WANTED

Help Wanted
Technical Designer/Salesperson
Designer-Must have 2 years experience, know how to Spec, Grade and follow-up on production samples.
Salesperson- with strong following for Missy/Plus Junior Cut & Sew, Woven and Sweater lines.
Fax resume to: 212-354-5934
Email: fashiontrend1407@aol.com

Account Administrator
Large New Jersey based private label intimate apparel manufacturer, seeks organized, detail-oriented person to work with national mass market account
Job Functions Include:
• Tracking production & shipments
• Style set up management
• Sample requirements
• Sales & Inventory reporting
• Customer Service Correspondence
Qualifications:
• Ideal candidate will have 2 yrs. exp. in manufacturing or retail
• Must be self-starter & highly motivated
• Proficient in Excel & Web-Based Applications
• Domestic Travel 2 days per month required
Please forward resume to jmckay@delta.com or fax to 201-902-0070 attn: JMcKay

Assistant to QA Director
NY Intimate Apparel Co seeks an exp'd person to assist QA Dir. Resp include HK office communications, Exp w/garment const., QC & HR compliance, a big plus. Must possess the ability to work independently in a fast-paced environment. Fax resume: 212-683-4038

ASSISTANT
Seeking bright and energetic individual to assist owner and designer of heric women's couture house. Must be highly organized, flexible, with follow-up skills. Responsible for personal / business scheduling. Sourcing production and / or PR experience would be added plus along with computer skills.
FAX resume to 212-688-2236
E-mail to Mijasafashion@aol.com

Assistant to QA Director
NY Intimate Apparel Co seeks an exp'd person to assist QA Dir. Resp include HK office communications, Exp w/garment const., QC & HR compliance, a big plus. Must possess the ability to work independently in a fast-paced environment. Fax resume: 212-683-4038

ASST DESIGNERS (2) \$33-45K
(1) Better Dresses (2) Sweaters
Photoshop, Illustrator 10, Sketching
PRINT & PATTERN \$40K
SusieJesslyn@aol.com or Call 212-947-3400

BEST JOBS!
\$\$\$\$\$+
• Sales Assist. Accessories, 1-2yr exp
• Assist Merchandiser, Accessories, Girls 1-2yr exp
Fax Resume Attn Ruth Nally 201-894-1186
e-mail ruthnally@earthlink.net
KARLYN FASHION RECRUITERS
201-871-8800

Accts Receivable
Entry level opportunity for bright energetic individual for midtown financial services co. Fax resume:
Attn: Mark 212-849-9221

ADMIN ASSISTANT/PRODUCTION
Seeking flexible, detail oriented person with strong communication skills to assist management of small midtown apparel company. Computer literate with proficiency in Excel & Word a must. Production experience a plus.
Fax resume: (646) 366-8742

Help Wanted

BERGDORF GOODMAN
New York's premier luxury retailer currently offers outstanding opportunities for the following positions:
VISUAL MANAGERS
RTW
Cosmetics/Accessories
In this position you plan and oversee the presentation of the sales floor through the appropriate fashion and merchandise presentation.
VISUAL MERCHANDISE MANAGER
You merchandising skills will be called upon to raise the Bergdorf Goodman standards of merchandise handling by developing presentations which have a viable fashion point of view and are easily understandable.
Both positions require Visual Merchandising experience in an upscale retail environment, as well as strong production, communication and organizational abilities. Knowledge of trends in art and fashion are necessary. Should be flexible and a team player.
We offer a competitive salary and comprehensive benefits package. Send resume to: Bergdorf Goodman, Attn: Human Resources, 754 5th Avenue, NY, NY 10019. Email: careers@bgfashion.com or fax: 212-339-3013. Apply in person: Mon-Thurs 9:30-1pm, HR Dept. We are an equal opportunity employer.

Help Wanted

WANTED: GABRIEL BROTHERS INC., a fast growing, profitable, off-priced retailer, is looking for self starting, **Buyers and Assistant Buyers** with a minimum of five years of buying experience (or two years Assistant buyers experience) in Men's, Women's, Children's, Accessories, Shoes, or Domestic/ Gifts, PLUS strong negotiation, analytical, written, verbal, and decision-making skills. Off-price buying or similar experience a must! Salary commensurate with experience. Fax resumes and salary history in confidence to **(425) 952-7263, Attn. Jobs**, or E-mail to: jobs@arczip.com

W-I-N-S-T-O-N
APPAREL STAFFING
DESIGN/SALES/MERCH
ADMIN/TECH/PRODUCTION
(212) 557-5000 F: (212) 986-8437

AR LIAISON
Responsible person needed for garment manufacturer located in Midtown. Job description includes follow up on vendor payments, proof of deliveries & chargebacks. Computer experience a plus. Growth opportunity available. Please fax resume to: **Helene or Donna @ (212) 643-0645**

ASSISTANT DESIGNER
Fast paced private label company seeks individual to assist designer with contemporary cut & sew knit line. Must have great taste level, initiative to follow through projects to completion. Computer skills in Photoshop, Illustrator & Excel a must. Fax resume to MD at 212-640-5601

ASSISTANT
Seeking bright and energetic individual to assist owner and designer of heric women's couture house. Must be highly organized, flexible, with follow-up skills. Responsible for personal / business scheduling. Sourcing production and / or PR experience would be added plus along with computer skills.
FAX resume to 212-688-2236
E-mail to Mijasafashion@aol.com

ASSISTANT
Seeking bright and energetic individual to assist owner and designer of heric women's couture house. Must be highly organized, flexible, with follow-up skills. Responsible for personal / business scheduling. Sourcing production and / or PR experience would be added plus along with computer skills.
FAX resume to 212-688-2236
E-mail to Mijasafashion@aol.com

ASSISTANT
Seeking bright and energetic individual to assist owner and designer of heric women's couture house. Must be highly organized, flexible, with follow-up skills. Responsible for personal / business scheduling. Sourcing production and / or PR experience would be added plus along with computer skills.
FAX resume to 212-688-2236
E-mail to Mijasafashion@aol.com

Assistant to QA Director
NY Intimate Apparel Co seeks an exp'd person to assist QA Dir. Resp include HK office communications, Exp w/garment const., QC & HR compliance, a big plus. Must possess the ability to work independently in a fast-paced environment. Fax resume: 212-683-4038

ASST DESIGNERS (2) \$33-45K
(1) Better Dresses (2) Sweaters
Photoshop, Illustrator 10, Sketching
PRINT & PATTERN \$40K
SusieJesslyn@aol.com or Call 212-947-3400

BEST JOBS!
\$\$\$\$\$+
• Sales Assist. Accessories, 1-2yr exp
• Assist Merchandiser, Accessories, Girls 1-2yr exp
Fax Resume Attn Ruth Nally 201-894-1186
e-mail ruthnally@earthlink.net
KARLYN FASHION RECRUITERS
201-871-8800

Accts Receivable
Entry level opportunity for bright energetic individual for midtown financial services co. Fax resume:
Attn: Mark 212-849-9221

ADMIN ASSISTANT/PRODUCTION
Seeking flexible, detail oriented person with strong communication skills to assist management of small midtown apparel company. Computer literate with proficiency in Excel & Word a must. Production experience a plus.
Fax resume: (646) 366-8742

marquee billing
can be yours for the asking.
call your wwd classified rep
for introductory rates &
more details.
1-800-423-3314

Help Wanted

BERGDORF GOODMAN
New York's premier luxury retailer currently offers outstanding opportunities for the following positions:
VISUAL MANAGERS
RTW
Cosmetics/Accessories
In this position you plan and oversee the presentation of the sales floor through the appropriate fashion and merchandise presentation.
VISUAL MERCHANDISE MANAGER
You merchandising skills will be called upon to raise the Bergdorf Goodman standards of merchandise handling by developing presentations which have a viable fashion point of view and are easily understandable.
Both positions require Visual Merchandising experience in an upscale retail environment, as well as strong production, communication and organizational abilities. Knowledge of trends in art and fashion are necessary. Should be flexible and a team player.
We offer a competitive salary and comprehensive benefits package. Send resume to: Bergdorf Goodman, Attn: Human Resources, 754 5th Avenue, NY, NY 10019. Email: careers@bgfashion.com or fax: 212-339-3013. Apply in person: Mon-Thurs 9:30-1pm, HR Dept. We are an equal opportunity employer.

Help Wanted

WANTED: GABRIEL BROTHERS INC., a fast growing, profitable, off-priced retailer, is looking for self starting, **Buyers and Assistant Buyers** with a minimum of five years of buying experience (or two years Assistant buyers experience) in Men's, Women's, Children's, Accessories, Shoes, or Domestic/ Gifts, PLUS strong negotiation, analytical, written, verbal, and decision-making skills. Off-price buying or similar experience a must! Salary commensurate with experience. Fax resumes and salary history in confidence to **(425) 952-7263, Attn. Jobs**, or E-mail to: jobs@arczip.com

W-I-N-S-T-O-N
APPAREL STAFFING
DESIGN/SALES/MERCH
ADMIN/TECH/PRODUCTION
(212) 557-5000 F: (212) 986-8437

AR LIAISON
Responsible person needed for garment manufacturer located in Midtown. Job description includes follow up on vendor payments, proof of deliveries & chargebacks. Computer experience a plus. Growth opportunity available. Please fax resume to: **Helene or Donna @ (212) 643-0645**

ASSISTANT DESIGNER
Fast paced private label company seeks individual to assist designer with contemporary cut & sew knit line. Must have great taste level, initiative to follow through projects to completion. Computer skills in Photoshop, Illustrator & Excel a must. Fax resume to MD at 212-640-5601

ASSISTANT
Seeking bright and energetic individual to assist owner and designer of heric women's couture house. Must be highly organized, flexible, with follow-up skills. Responsible for personal / business scheduling. Sourcing production and / or PR experience would be added plus along with computer skills.
FAX resume to 212-688-2236
E-mail to Mijasafashion@aol.com

ASSISTANT
Seeking bright and energetic individual to assist owner and designer of heric women's couture house. Must be highly organized, flexible, with follow-up skills. Responsible for personal / business scheduling. Sourcing production and / or PR experience would be added plus along with computer skills.
FAX resume to 212-688-2236
E-mail to Mijasafashion@aol.com

ASSISTANT
Seeking bright and energetic individual to assist owner and designer of heric women's couture house. Must be highly organized, flexible, with follow-up skills. Responsible for personal / business scheduling. Sourcing production and / or PR experience would be added plus along with computer skills.
FAX resume to 212-688-2236
E-mail to Mijasafashion@aol.com

Assistant to QA Director
NY Intimate Apparel Co seeks an exp'd person to assist QA Dir. Resp include HK office communications, Exp w/garment const., QC & HR compliance, a big plus. Must possess the ability to work independently in a fast-paced environment. Fax resume: 212-683-4038

ASST DESIGNERS (2) \$33-45K
(1) Better Dresses (2) Sweaters
Photoshop, Illustrator 10, Sketching
PRINT & PATTERN \$40K
SusieJesslyn@aol.com or Call 212-947-3400

BEST JOBS!
\$\$\$\$\$+
• Sales Assist. Accessories, 1-2yr exp
• Assist Merchandiser, Accessories, Girls 1-2yr exp
Fax Resume Attn Ruth Nally 201-894-1186
e-mail ruthnally@earthlink.net
KARLYN FASHION RECRUITERS
201-871-8800

Accts Receivable
Entry level opportunity for bright energetic individual for midtown financial services co. Fax resume:
Attn: Mark 212-849-9221

ADMIN ASSISTANT/PRODUCTION
Seeking flexible, detail oriented person with strong communication skills to assist management of small midtown apparel company. Computer literate with proficiency in Excel & Word a must. Production experience a plus.
Fax resume: (646) 366-8742

BUYER

Off Price Apparel
Midwestern off price apparel co seeking an experienced, highly motivated self-starting buyer to purchase the following items: Ladies', Women's, Children's, Men's clothing. Accessories for Men, Women, Children along with home goods. Candidates must have 3-4 years of buying experience. Strong negotiation, analytical written, verbal and decision making skills. Fax resumes: (847) 753-0545 Attn: HR Dept

BY DESIGN LLC/ CAROLYN TAYLOR

Technical Designer
New bottom's division for a leading garment company is looking for an individual who has experience in both private and brand label. This is a fast paced environment requiring first and production patternmaking, sheet and construction detail sheet and knowledge of woven (knit and stretch and knit fabrication. This position requires 5 years experience in bottoms preferably in casual and career. Must be detail oriented and have excellent computer skills. JOB WILL REQUIRE SOME LIGHT TRAVEL.
Please respond to fax (212) 398-4350

CHILDREN'S DESIGNER

Children's Designer needed. Experience with Newborn, Infant & Toddler. NY loc.
Fax Patti @ 973-812-1731

Color/Print Specialist

Fast paced, volume, Missy print driven rtd sep Co seeking exp'd indiv to review & process prod'n lab dips & prints for woven and cut & sew knits. Position to oversee all aspects of prod'n clr apprvi. Daily interface w/ Far East print mills for clr and qty standards. Strong related exp for print methods and color commenting nec. Reply in conf, resume w/ salary history: SM Fax 362-3628

Controller/Office Manager

Successful Textile Co. seeks Controller/ Office Mgr. Apparel/factoring/computer skills needed. Fax/E-mail/R. This is a 212-290-2590 / Rubin@mhdcpa.com

CUT & SEW ASSOC DESIGNER

Private label Import Co. looking for Assoc Designer w/ extensive knowledge in missy cut/sew knits. Able to handle pressure, organized, team player. Min 4 yrs exp Word/Excel, Photoshop 7/Illustrator 10 knowledge req. Fast paced, friendly environment, 401K & benefits.
Fax resume: Iyovne (212) 391-8027

DATA ENTRY/EDI

Computer experience necessary. Work well with little or no supervision. NY loc.
Fax Patti @ 973-812-1731

Help Wanted

Design Assistant
nine2nine

a Kellwood Company exciting new Multi-Occasion dress company is seeking Design Asst to work closely w/ Designer on all aspects of design. Candidate must be an energetic, organized team player. Working knowledge of excel/word a must. Sketching ability, fabric knowledge and working knowledge of design room a must. Experience w/ embroidery design a plus. For immediate consideration, fax resume w/ salary history in confidence to HR (212)-302-7639 BOE.

Designer \$100-125K Current exp. in 7-14 Jr trendy girls sportswear. Tops and bottoms. Non denim based. Call 973-564-9236 Jara Fashion Agency

DESIGNER \$100K+

Jr Knits & Sweater Import. FASHION NETWORK 201-503-1060/Fax 1070

Designer \$125-150K Current exp. in ygs mens/casual athletic wear. Fashion vision of techwear. DP, etc. MAC. Sean John, Nike, etc. Call 973-564-9236 Jara Fashion Agency

DESIGNER \$65-85K Current exp. in girls special occasion dresses, Christenings, etc. Sizes 4-14. Call 973-564-9236 Jara Fashion Agency

Designer \$90-125K Current exp. in 8-20 branded boys line for dept stores. Must hang w/ Abercrombie, CP, etc. MAC. Call 973-564-9236 Jara Fashion Agency

Designer/Accessories \$50-\$75K + JR. HANDBAGS/Accessories.

For this major access to Jr mid-tier Branded "Hot" lic'd line. Req: skilled in hand sketching & Adobe Illus., knowl of trends, ability to supervise, develop a line. Email: resumes@ecbure.com (Fax) 212-725-7116 (Tel) 212-481-1941

DESIGNER

Bridge Knitwear brand seeking exp'd novelty sweater designer. New York. Min 10 yrs exp in knitwear. Creative & strong sweater tech. background req'd. Email resume & salary history to: **NiceKnits@yahoo.com**

DESIGNER

Bridge Missy Sportswear line seeks individual w/ superior merchandising skills, trend forecasting expertise and strong sense of color. Several years experience a must.

Fax resume to (212) 736-9171.

Baby Togs

Leading childrenswear manufacturer.

Excellent job opp'ty for a girls apparel designer. Must be CAD literate, creative & motivated individual with min 2 yrs exp in the children's apparel design.

Will be resp for product design process incl. market research, mood board creation, design sketching, conducting fit sessions and issuing final approval for sample fit.

Email resume: holt@babytogs.com or fax: 212-643-2826. No calls please. BOE.

Designer/Merchandiser \$80pen

Hot, rapidly expanding LA based Co. seeks 10 yrs+ exp in jr/women market, trends, travel, Walmart exp. Exc benefits, will relop. Riskin7@msn.com or Fax: 800-448-9248

Designer/Merchandiser to \$100-125K. Current exp. in JR, denim sportswear. Must hang w/ MUDD, LEL, Paris Blues, etc. Call 973-564-9236 Jara Fashion Agency

DESIGNER

Missy sportswear is seeking a designer for line development for woven, knits, sweaters, etc. Must have ability to sketch, re-color, and create mood boards, series, and group presentations. Experience in CAD program for sending designs overseas is a must.

Fax resume to (212) 840-9006

DESIGNERS

We Have Great Jobs!

Sportswear and/or Sweaters

Missy, Infants, Juniors

Tel: 212-481-6463 / Fax: 212-545-8826

DESIGNER to \$60K Current exp in ygs mens or boys denim or twill bottoms. DESIGNER to \$60K Current exp in ygs mens knit tops. Hang w/ WearFirst, PLUGG, Point Zero, etc. 10 W 34th St. DESIGNER ASST to \$45-\$60K Current exp in boys sportswear. 10 W 33rd St. Call 973-564-9236 Jara Fashion Agency

DESIGNER

Upscale Wedding Gowns

Plush Long Island location! Work with each customer. 4 fittings; Supervise seamstress; Purchase fabrics; Trim; Oversees production. Commission: \$400.00 per gown. PT ok. Call Mr. Roll: 631-493-0737

DESIGN

Jones New York Intimates

Licensed by Madison Maidens

DESIGNER-SLEEPWEAR

Highly creative individual needed, with good eye for fashion and design details. Right individual must have ability to translate concepts into sketches, to final sample; using computerized design development packages. Must be very computer literate and able to follow calendar schedule. Min 5 years prior experience in Sleepwear.

Salary, benefits excellent. Email resume (include computer proficiency), with Subject Header: Designer-Sleepwear-Your Name, to: **hr@jny.com**

Design/Product Dev To \$120K

5 yrs plus home fashion import exp. Judy "Just Mgmt" Call 800-544-5876 Agency judy@justmgmt.com

Draper/Asst Designer

Min 5 years exp in Eveningwear. Creative, hard worker with great style and color sense. An excor sense of draper, do first pattern and assist in all facets of the design process.

Fax resume to 718-204-5081

Help Wanted

FABRIC DEVELOPMENT

We are a leading, well-established firm located in NYC, seeking an exp'd individual in fabric development and sourcing with emphasis on novelty knits. Rapidly growing firm will research fabric to execute creative vision, have knowledge of overseas marketplace, co-ordinate with mills to calendar timetable. Must have strong follow-up and computer skills.

Fax resume to: 646-349-1176

Fabric Specialist

Fast-paced leading private label co. seeks hi-energy team player. Must have knowledge of wovens & strong background in knits. Sourcing strength with domestic/foreign mills, good fashion sense & organizational skills necessary. Minimum 5-7 years experience. Please Fax resume to: 212-564-6791

Fabric & Trimming

Specialist

Must have knowledge & strong background in woven & knits. Sourcing strength with European mills, good fashion sense & organizational skill necessary. Must have strong follow-up and minimum 5-7 years experience.

Technical/Production

Must have thorough knowledge of garment construction, pattern & spec ability. Ability to work with designers to correct the fit of garment sample and communicate with overseas garment manufacturers with comments. Must have strong knowledge on all items for production and minimum 5-7 years experience.

Please fax resume to: 212-840-3630

FASHION PASSION

DESIGNERS/boys young mens/35-55K PLANNERS (All Levels).....35-80K RETAIL Womens Sportswear/150-180K PRODUCTION (PDM a+).....35-80K RETAIL MGRS(All Dept's).....40-60K

"ON THE MARKS"

Other opp'ty's, both temp & perm Call 212-886-7329 or Fax 212-886-7708

Fossil Is Hiring!

Please check out www.fossil.com for careers

FREELANCE ARTIST

To work in house for Textile Co. Must know repeats, all paint techniques, CAD exp. a plus. Fax: 212-695-7548

GRAPHIC ARTIST

Athletic Apparel Company seeks Graphic Artist who thinks out of the box with striking graphic designs. Must be skilled in Photoshop and Illustrator. Garment experience a must.

Please fax resume to: 212-283-2766

Baby Togs

CHILDRENSWEAR

GRAPHIC ARTIST

CAD - Childrenswear

Leading childrenswear mfr searching for a CAD Artist. The candidate will work in the development of prints, embroideries and appliques for girls designs infant through sizes 7-16. Will be responsible for the development of CAD & both presentation and print. Must have working knowledge of Illustrator, Photoshop & U4ia.

Email resume: holt@babytogs.com or fax: 212-643-2826. No calls please. BOE.

GROMWELL GROUP

CAREER OPPORTUNITIES:

*ACCT EXECES.....\$65-150K (Mens, Womens & Childrens)

*DESIGNER/MERCHANDISERS\$100K (Junior Experience Necessary)

*NATIONAL SALES MGR.....\$150K+ (Better womens sportswear)

*PRODUCTION MGR.....\$80K (Womens Sweaters)

*CAD DESIGNERS.....\$35-70K (Exp with NEIGHBORPHICS or U4ia)

*DESIGN ASSOCIATES.....\$45-55K (Junior Inspired also Denim and YM)

*PRODUCTION MGR.....\$50-80K (Bilingual Chinese)

*DESIGNER.....\$60-80K (Mens Sweaters)

*TECHNICAL DESIGNERS.....\$35-80K (New York City or New Jersey)

Please call 212-972-9300 or e-mail: tom@gromwell.com

Head Patternmaker

Patternmaker needed to supervise New York based patternmaking department of multi division company. Computerized patternmaking experience necessary. Must be experienced with social occasion garments. Familiarity with catalog approval procedures, specifications, etc. a must. Import experience helpful.

Fax resume and salary requirements in strictest confidence to: 201-558-9898 att: Sandra

Import Coordinator

Seeking exp'd person to aid w/size in US. Duties incl: delivery follow-up, routing, email comms. Exp'd w/ US retailers a +. Fax resume & salary to (212) 685-6627

IMPORT PRODUCTION

COORDINATOR

Apparel Co. is seeking an import prod coord w/ a min of 5 yrs exp. The indiv we seek must have hands on exp in resolving factory and contractor problems. Must possess some knowl. of garment construction and materials. Must multi-task efficiently and timely, monitor and manage complicated import programs, be good w/ detail and follow-up, have exc. computer (AS400, Excel, MS Word) and communication skills. Exp. w/ retail a plus. Fax resume w/ salary to: HR (212) 684-3295

JOBS JOBS JOBS

1) Designers & Assists: Boys or Girls 2) Artists 3) Production Coordinators & Assists 4) Tech Designer Call (212) 445-8880 or fax: 445-8127 (agency)

Help Wanted

justretail.com

Product Manager:

Major retailer in NY market. Minimum of 5 yrs experience in buying or product development in lingerie area. \$100 - \$125K.

Knitwear Designer:

Major retailer in NY market. Minimum of 5 yrs exp, with concentration in knit and sweater areas. \$125-\$135K.

Send your resume, in complete confidence, to: resumes@justretail.com or fax to: 239-254-8870

Visit www.justretail.com for enriching opportunities in the retail industry.

MERCHANDISER/SALES

Major apparel company seeks individual with ladies/missys exp.

Must have mass merchants exp.

Please fax resume to 212-239-2766

N.J. SECAUCUS JOBS!

*T.D. Mgr. Girls.....\$60K

*Spec Tech Wovens.....\$35K

SusieJessilyn@aol.com Call 212-947-3400

Openings in Apparel Thru

APPAREL STAFFING, LTD.

Alan Wolf - Since 1971

*Design Dir-Jr & Gris Denim bkgd..\$BOE

*Designer-Inf & Toddler exp.....To \$80K

*Prod Mgr-C&S Knit-Msy Spwr.....\$BOE

*Prod'n Coords (2) C.Wr. mfr.....To \$50K

*Merch Dir-Jr & Gris Denim exp..\$Open

*Tech Design Dir-Designer Spwr.....\$Open

*Tech Designer: Woven Spwr exp.....To \$70K

*Tech Designers (3) C.Wr. Bilingual..To \$50K

Other listings (w/ www.ApparelStaffing.com or fax resume to (212) 302-1161

Patternmaker/Fitter

Couture Eveningwear Co. looking for a VERY experienced patternmaker. Must have an excellent sense of style. Great co. pleasant atmosphere, excellent salary & great growth potential. Call 212-944-7144

PATTERNMAKER/

SUPERVISOR

1st through production. Jr. cut & sew knits. Private Label & Branded. Take charge of all phases of garment development. 1st pattern through specs, fit, & final approvals. Fax Resume & Salary Req. to (212) 221-7017 Attn: Loren

PRIVATE LABEL

COORDINATOR

Fast growing ladies better dress and sportswear co seeks individual to interface between design, sales & production. Must have 2 yrs experience handling production from start of order through shipping. Must be highly organized and detail oriented. Excel, Word, and e-mail knowledge needed.

Fax resume to Jeff at 212-471-8024 or JLodge@icapparel.com

PROD'N COORDS \$55K

Time & Action, detail Oriented

Patricia C. Huff Int'l Spclty Co. SusieJessilyn@aol.com Call 212-947-3400

PRODUCTION ASSISTANT

Fast growing ladies better dress and sportswear co seeks individual w/ at least 2 yrs experience. Prepare purchase orders, cost garments, communicate w/ overseas factories. Excel, Word, and e-mail knowledge a must. Technical garment knowledge a plus.

Fax resume to Jeff at 212-471-8024 or JLodge@icapparel.com

Production Associate

Apparel Co is seeking a motivated self starter. Must have min 5 yrs exp. in prod., possess good communication skills, are good w/ details and multi-tasks while working in a fast-paced environ. Also, must have good comp skills, AS400, Excel, MS Word. Responsibilities will not be limited to: follow-up on status of raw materials, communication w/ purchasing agents & contractors on raw material status and updating the Impor Manager of the status of the raw materials.

Fax resume w/ sal. to HR: 212-684-3259

Production Coord \$50-60K. Current

exp. in denim bottoms private label for Wal-Mart exp. from inception to completion. 1407 Bway. Call 973-564-9236 Jara

Production Coord Import To \$50k

AS400, Excel, Mon in prod. programs, Jennifer "Just Mgmt" Call 800-544-5876 Agency Jennifer@justmgmt.com

PRODUCTION

COORDINATOR

Girls/Juniors Importer/manufacturer in Midtown seeks detailed-oriented Cantonese/Mandarin speaking individual to follow up on all phases of production from development to final delivery. Duties include daily interaction with overseas suppliers/sample tracking/quality control/supervising size specs. Knowledge in knits/wovens/sweaters necessary. Ability to supervise production personnel dept/follow up on private label business. Only highly organized individual fluent in English with good communication & computer skills need apply. Please fax resume to Cathy 212-221-7064.

Production Coord \$50-60K. Current

exp. in denim bottoms private label for Wal-Mart exp. from inception to completion. 1407 Bway. Call 973-564-9236 Jara

Production Coord Import To \$50k

AS400, Excel, Mon in prod. programs, Jennifer "Just Mgmt" Call 800-544-5876 Agency Jennifer@justmgmt.com

PRODUCTION

COORDINATOR

Girls/Juniors Importer/manufacturer in Midtown seeks detailed-oriented Cantonese/Mandarin speaking individual to follow up on all phases of production from development to final delivery. Duties include daily interaction with overseas suppliers/sample tracking/quality control/supervising size specs. Knowledge in knits/wovens/sweaters necessary. Ability to supervise production personnel dept/follow up on private label business. Only highly organized individual fluent in English with good communication & computer skills need apply. Please fax resume to Cathy 212-221-7064.

Production Coord \$50-60K. Current

exp. in denim bottoms private label for Wal-Mart exp. from inception to completion. 1407 Bway. Call 973-564-9236 Jara

Production Coord Import To \$50k

AS400, Excel, Mon in prod. programs, Jennifer "Just Mgmt" Call 800-544-5876 Agency Jennifer@justmgmt.com

Production Coord \$50-60K. Current

exp. in denim bottoms private label for Wal-Mart exp. from inception to completion. 1407 Bway. Call 973-564-9236 Jara

Production Coord Import To \$50k

AS400, Excel, Mon in prod. programs, Jennifer "Just Mgmt" Call 800-544-5876 Agency Jennifer@justmgmt.com

Production Coord \$50-60K. Current

exp. in denim bottoms private label for Wal-Mart exp. from inception to completion. 1407 Bway. Call 973-564-9236 Jara

Production Coord Import To \$50k

AS400, Excel, Mon in prod. programs, Jennifer "Just Mgmt" Call 800-544-5876 Agency Jennifer@justmgmt.com

Production Coord \$50-60K. Current

exp. in denim bottoms private label for Wal-Mart exp. from inception to completion. 1407 Bway. Call 973-564-9236 Jara

Production Coord Import To \$50k

AS400, Excel, Mon in prod. programs, Jennifer "Just Mgmt" Call 800-544-5876 Agency Jennifer@justmgmt.com

Production Coord \$50-60K. Current

exp. in denim bottoms private label for Wal-Mart exp. from inception to completion. 1407 Bway. Call 973-564-9236 Jara

Help Wanted

Help Wanted

Help Wanted

People who can hire you right now, are logging on to 24 SevenOnline right now.

Isn't that what you're looking for?

Register today.

Because 24SevenOnline.com is the place where more job seekers will connect directly with more employers than any where else. We're the online fashion community from 24 Seven, the most trusted name in fashion recruiting. If you're not registered with 24 Seven Online, you're not really looking.

Call us in New York at 212-431-0668 Or online at www.24Sevenonline.com

24 seven online
the online fashion community

PRODUCTION MANAGER

Leading Accessories Company is seeking an experienced Production Manager. Must have a minimum of two years experience in price negotiation. Prior overseas travel a plus. The ideal candidate will have the opportunity to manage a growing business and lead a team of production coordinators. Responsibilities will include the day to day operations of the departments as well as involvement in price negotiation.

We offer an excellent compensation and benefits package including a 401(k) plan. For immediate consideration please fax resumes including salary history and salary requirements to: 212-942-3217

PRODUCTION MGR \$70K

Must have JCPenney Approved Procedures ToddWayne1@aol.com Call 212-947-3400

Baby Togs

CHILDRENSWEAR

PRODUCT MANAGER

SOURCING DIVISION

Leading childrenswear company is seeking a highly motivated, detail-oriented indiv to work in our Sourcing Division. Must have min 3 yrs exp in the apparel industry with pre-seen/junior exp. Will maintain & handle vendor costing, line plans, style, fabric & trim tracking and seasonal status reports; standardize & approve raw material dlymt; communicate daily with vendors and be responsible for sample lines. Must have a working knowl of AS400, Word & Excel.

Email resume: holt@babytogs.com or fax: 212-643-2826. No calls please. BOE.

Baby Togs

CHILDRENSWEAR

PRODUCT MANAGER

SOURCING DIVISION

Leading childrenswear company is seeking a highly motivated, detail-oriented indiv to work in our Sourcing Division. Must have min 3 yrs exp in the apparel industry with pre-seen/junior exp. Will maintain & handle vendor costing, line plans, style, fabric & trim tracking and seasonal status reports; standardize & approve raw material dlymt; communicate daily with vendors and be responsible for sample lines. Must have a working knowl of AS400, Word & Excel.

Email resume: holt@babytogs.com or fax: 212-643-2826. No calls please. BOE.

Baby Togs

CHILDRENSWEAR

PRODUCT MANAGER

SOURCING DIVISION

Leading childrenswear company is seeking a highly motivated, detail-oriented indiv to work in our Sourcing Division. Must have min 3 yrs exp in the apparel industry with pre-seen/junior exp. Will maintain & handle vendor costing, line plans, style, fabric & trim tracking and seasonal status reports; standardize & approve raw material dlymt; communicate daily with vendors and be responsible for sample lines. Must have a working knowl of AS400, Word & Excel.

Email resume: holt@babytogs.com or fax: 212-643-2826. No calls please. BOE.

Baby Togs

CHILDRENSWEAR

PRODUCT MANAGER

SOURCING DIVISION

Leading childrenswear company is seeking a highly motivated, detail-oriented indiv to work in our Sourcing Division

Help Wanted

SEEKING BEST OF THE BEST

If you know how good you are, are self-motivated, work hard, are highly organized, possess intense sense of urgency, love to excel in everything you do, & like to get paid well based on your performance, pls join us.

We are a major branded & P/L NY based women's apparel supplier selling all mass market & mid-tier retailers. In spite of our size we have a family atmosphere, a fun work place, & almost zero employee turnover. Our growth has created the following opportunities:

ADMIN SALES ASSOCIATE

Min 3 yrs experience as a vendor to Target. Experience in using **partnersonline** a must.

ADMIN SALES ASSIST

Min 3 yrs as a vendor to Wal-Mart. Experience in using **Retail Link** a must.

SALES ASSOC

Min 5 yrs selling to Target. Merchandising background a plus.

2 SR PRODUCTION MGRS / BUYERS

Min 8 yrs experience in global sourcing supplying the mass/mid market. 1 position in 'cut & sew' knits; 2nd position in infants & toddlers.

DIRECTOR QA / KNIT FABRIC SPECIALIST

Min 8 yrs experience in 'cut & sew' knit field QA. Technical understanding of knit fabric & printing process a must. Heavy global travel.

VP QA & COMPLIANCE

Min 12 yrs experience, including a position as VP QA. Factory management & experience in factory compliance a plus. Heavy global travel.

Pls do not respond unless you possess all the professional experience required. Pls email resume to hr@pacificall.com with a cover note listing the position you are interested in & your last 3 yrs' salary history (a must).

Help Wanted

Help Wanted

MERCHANDISER/SENIOR DESIGNER

Fast growing **PLUGG** Juniors/Girls has an immediate opportunity for a top level merchant/designer. Candidate must have a min. 5yrs experience in Juniors with strength in casual woven bottoms. Must have thorough knowledge of total design process, able to manage a team, adhere to deadlines and be hands on in creating a product line from start to finish with close attention to detail. Strong communication and organizational skills are essential. Must be able to travel. Salary commensurate w/ experience and background.

Stop by to see **Scott Miller** at **PLUGG MAGIC** booth **\$731564** or fax/e-mail resume to **Attn: Terri**; Fax: **212-840-6714**; E-mail: terri@plugg.com

ASSISTANT TO CREATIVE DESIGN DIRECTOR

ALFRED DUNNER, INC.

We are seeking an Assistant who is highly organized and detail-oriented. Must have at least 5 years experience with a strong background in color, print & fabric markets. Strong communication and decision making skills also required.

Fax resume attn HR: **212-354-2215**

SALES HELP WANTED

Sales Help Wanted

525 america V.P. Sales

Contemporary knitwear co. seeks experienced sales pro to manage its sales force. Qualified candidate should possess minimum 5 years experience in knitwear and have relationships with both department and specialty store chains.

Pls fax resume to (212) 221-2519 Attn: R. Bock

Account Executive

Growing branded and private label Apparel Co. seeks highly motivated Sales Pro. Existing relationships with both Specialty & Dept. stores necessary. Must be detail oriented, organized with computer skills. Fax resume in strict confidence to: (212) 354-9863 or E-mail: keyappare@yahoo.com

Alana Leigh Atelier Jewelry

Seeking professional sales representatives to expand our business. Must have contacts with Department & Specialty stores. For consideration, please forward your resume to: jobs@alanaleigh.com or Fax to: (415) 441-0181

BY DESIGN LLC/CAROLYN TAYLOR

Just launched its missy women's knit bottom's division and is looking for seasoned, positive salespersons to sell the line. At least 5 years women's knit bottom's experience with large Dept. & Specialty store following a must! Please fax resumes to (212) 221-8336

Direct Sales Company

Established and exclusive designer women's wear company seeking independent, professional Sales Associates. Unique opportunity to build own business and be part of our New York showroom team. Ideal for entrepreneurial women who love to network and dress women in beautiful, high quality clothes. Commission-based with sales incentives. Strong training and support provided. Please send resume to: **Box # 1027** 7 West 34th Street, NY NY 10001

Eveningwear Sales

Importer of moderate priced dressy dresses. Very HOT private line! Individual must have strong following with chains and/or specialty stores. Please fax resume to (212) 714-1296

Sales Help Wanted

JOUJOU JEANS

A hot junior jeans company seeks a highly motivated individual to head the sales of our junior plus division. Candidate must have active accounts, relationship with department stores and major chains. Fax resumes to BS: 212-399-2287

Kieselstein-Cord

Seeking an experienced Luxury Leather Goods Sales Executive with excellent resume & extensive contacts. Able to open markets, computer competent, highly motivated with total follow-through. Direct inquiries to Claire. Fax: 212-286-3438

nine2nine

a Kellwood Company nine2nine, an exciting new Multi-Occasion dress company is seeking seasoned sales executives to add to it's sales team. Candidates must be energetic, organized team players. Working knowledge of existing accounts a must. Min 5 years experience in Social Occasion dresses. For immediate consideration, fax resume in confidence to HR (212) 302-7638 EOE Senior Sales Executive - Strong relationships w/ Better Specialty Stores and Mid-Tier Dept Stores. Working knowledge of retail math a plus.

PRIVATE LABEL SALES

Quality Knitting, LTD is a well-known and established Canadian verticle cut/ sew knit manufacturer with over 45 years experience. Currently we are seeking a private label sales person for our NYC office. The position will be responsible for calling on catalog, branded labels, and specialty stores throughout North America. The ideal candidate will be an experienced sales person with a strong following and be self-motivated, energetic, detail, and customer service oriented. We offer a laid back, friendly atmosphere along with an excellent compensation package including salary plus commission. This is an excellent opportunity for an excellent individual.

Please fax resume and salary requirements to (212) 382-2147

SALES/ACCT EXEC.

Watches PEUGEOT, a leading Dept. Store brand, seeks an aggressive & highly motivated sales pro w/strong contacts w/major retailers. Must have analytical, financial, computer skills plus the ability to manage existing accounts as well as cultivate new business. NY based. Eoe growth opt. Fax 212-997-1062 or arida@vivatime.com

Sales Executive

Well est'd women's contemporary sportswear label is seeking an exp'd salesperson for better Dept. & Specialty stores. Must have follow-up and be a self-starter. Please fax resume, attn. **Kathleen Conte @ (212) 221-3977**

SALES MANAGER

20cist, a leader in Men's fashion seeks a qualified, dynamic Account Executive. Manage, sell and service current specialty store accounts while developing new accounts. Must have several years of sales experience with strong written communication and presentation skills needed. Ability to think strategically and execute sales plans. Computer and retail math skills required. Please send resume in confidence to: said2@att.com or fax to: 212-741-7932

SALES - N.Y.C

Bridge Ladies Sweater/Knitwear Collection seeking experienced sales professional with contacts in major department & specialty stores. Must have min 7 yrs related sales exp., sweater knowledge, strong organizational & detail skills. Email resumes & salary history to: KnitResumes@yahoo.com

SALES - N.Y.C

Well-known Better Ladies Sweater line is seeking sales professional with contacts and account experience with major department stores and specialty stores. Min. 3 yrs related sales experience, sweater & private label knowledge a plus. Email resumes & salary history to: KnitResumes@yahoo.com

Sales & Open. Current exp. in missy dresses/sportswear to dept or specialty stores. Must have w/ A. Last, Eye Shadow, SWAT, Fang, Friend, etc. Call 973-564-9236 Jara! Fashion Agency

Sales & Open Current exp. in womens coats and suits. 200-300 wholesale. For private label better stores. Call 973-564-9236 Jara! Fashion Agency

SALESPEROPLE

An established manufacturer of men's and ladies knit and woven tops and bottoms seeks highly motivated, aggressive and well-organized salespeople with established department/specialty store account base. Fax your resume to (212) 730-2999

SALESPERSON, REPS

NY designer coat mfr/private label co. Must have existing relationships w/ dept & specialty stores. Fax resume w/ sal reqs to: 212-290-8668

Sales Professional

Alternative streetwear company seeks highly motivated individual w/ extensive sales experience. Candidate must have established contacts w/ both Department and Specialty stores. Pls fax resume to (212) 923-6981

Sales Help Wanted

SKECHERS

SKECHERS USA, A global leader in lifestyle footwear and A Wonderful Company to be part of, is GROWING!

We currently have two immediate Sales opportunities for the Mid-West Territories:

Michelle K

SKECHERS

KEY ACCOUNT MANAGER for our MICHELLE K brand, candidates must have extensive Women's High-End Fashion experience!

KEY ACCOUNT MANAGER for our SOMETHIN' ELSE brand, candidates must have extensive Junior Fashion experience!

Based on our growth plans, SKECHERS USA will be recruiting for additional talented Sales Representatives & Key Account Managers throughout the Country for all of our Brands in the very near future!

Sales professionals joining our team MUST have an impressive track record, have established relationships with customers and be extremely motivated.

All eligible candidates MUST possess at least 5 years experience in footwear or apparel field sales and be willing to support goals by planning sales, inventory flow and merchandise mix of designated accounts. The ability to communicate effectively and strong attention to detail is necessary. Excellent compensation & benefit package.

If you are ready for a change and want to work for the most explosive footwear company in the world, this is the time to join the SKECHERS USA sales team!

For prompt, confidential consideration, please e-mail your resume with salary requirements to: loric@skechers.com or fax to 310/798-9608.

SUSAN BRISTOL

Manufacturer of Women's Better Sportswear and Knitwear

Senior Account Executive

This person would be responsible for cultivating, maintaining, and managing existing accounts along with developing new business that will increase revenue and grow our market share. You must be able to demonstrate a successful sales history, have prior retail buying background and possess solid retail math, computer and analytical skills. This position is based in our New York Showroom. Great work environment, competitive benefits package.

Exceptional candidates should e-mail their Resume and Salary Requirements to: careers@susanbristol.com. Fax Number: 617-241-5303

SALES

PROFESSIONAL

Bridge Missy Sportswear line seeking established Salesperson. Strong Dept & Spec store experience a must.

Fax resume to (212) 695-9483.

SALES PRO

Great opportunity to join a VERY HOT better sportswear company. Ideal candidate must have strong specialty store following, be goal oriented, be a self-starter, and manage regional territories. Beneficial.

Fax resume to 212-768-7773

SALES REP - NY

Growing Off-Price Company is seeking an experienced salesperson with active accounts in specialty and off price chains with contacts in all departments. Must have at least 3 yrs experience, be energetic, aggressive, highly motivated team player with great communication, organizational skills, computer knowledge and willing to travel.

Fax resumes to (647) 735-0545 Attn: HR Dept

SALES REPS

Socks, T-shirts & Underwear importer/mfr seeks exp pro for chain stores. Send resume w/ salary & commission req: 323-946-5109 or hr@unihosiery.com

SALES REP

Woman's sweater & knitwear mfr. seeks exp d/sales rep with contacts from moderate to better department stores. Please email resume to: Michael@hudsonvalleyltd.com or Fax (212) 695-9260

We Have Great Jobs!

SALES

Casual and/or Career Sportswear Knitwear and/or Sweaters Private Label and/or Dept. Store Tel: 212-481-6463 / Fax: 212-545-8826

LINES

Lines Offered

Knit Fabric Mill

L.A. vertical knit fabric mill seeks exp'd sales Rep for all territories. Please Call or Fax Chris at: Tel: 714-797-8902 / Fax: 714-578-8911

Sales Help Wanted

Lines Offered

ADLER LEATHER

Nationwide outerwear company seeking experienced Sales Rep for Men's and Women's Lines. Must have established Specialty & Department Store following. Many territories open, will work in conjunction with our NYC showroom.

Fax resume to: 818-361-9659 attn: Jeff Adler or see us at MAGIC! Booth YM51115

((PLAY))

Better Missy Contemporary Tight Focused Casual Great Key Item Incentives

• Print & embroidered bottoms
• Silk knits
• Tape yarn sweaters

Profitable at Retail Rep Friendly Outstanding Fall Collection Key Territories Available 732-310-3443

Knit Garment Sales

CA vertical knit mfr. seeks exp'd Sales Rep for private label & major chain store sales to cover SF, MI, NY, LA & all other territories. Contact Chris at: Tel: 714-797-8902 / Fax: 714-578-8911

Leather Goods

Established European Leather Goods Mfr. seeks experienced independent sales professional to sell our designer line to high-end specialty apparel stores & boutiques. Finest quality Italian gloves, wallets, business cases & handbags for men & women. 1-800-642-6866

DIVISIONAL MERCHANDISE MANAGERS (3)

Men's • Ladies • Children's

High growth, aggressive, off-price casualwear apparel chain is looking for dynamic individuals with strong off-price buying experience and a keen fashion sense. We are seeking to fill 3 NEWLY CREATED positions to support current needs and future growth.

The successful candidate will have:

- 5+ years solid off-price buying experience in a multi-store environment
- Strong negotiation skills
- Current brand vendor contacts
- Strong Work Ethic, Detail Oriented, Analytical
- PC literate

These are exceptional career opportunities for individuals looking for a growth opportunity who have entrepreneurial spirit and are creative thinkers. We offer excellent salary and comprehensive benefits. Forward or fax resumes with salary requirements to:

Fax: 877-349-7015 Email to: wendyng@3301@bairmail.com
Mail: Dept DMM, c/o IP Media, 149-151 Westchester Avenue,
Suite 21, Port Chester, NY 10573 EOE

TOMMY BAHAMA

Tommy Bahama, a lifestyle brand, which includes Men's, Women's & Indigo Palms (Denim) is actively growing and will have future opportunities for:

- Designers • Pattern Makers
- Technical Designer • Merchandisers

These positions are based in Seattle, Washington. We offer an excellent benefit & compensation package. Your resume will be kept on file for future openings. For consideration please fax your resume and salary history (or will not be considered) to (206) 829-1004 or apply online at: www.tommybahama.com. EOE/AA



SUBSCRIBE

TODAY!

212.630.4231

POSITIONS WANTED

Positions Wanted Agencies

APPAREL EMPLOYERS

Do you need exp'd DESIGNERS, PRODUCTION, TECHNICAL, Warehouse, etc. staff? CALL 973-564-9236 Jara! Agcy

Dickies Girl

APPAREL LIMITED EXCLUSIVE LICENSEE FOR DICKIES



WWDMAGIC
#JR50913