

WWD

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Shady Lady

A global citizen who's "leaning toward the darker side." That, according to new designer Vaughan Alexander, is the ideal woman for his New York-based Verlainé collection, which he launched for fall. The mostly black lineup focuses on technique and handcrafted pieces, such as this silk jersey tank, knotted cotton skirt and cotton shorts. Jewelry and belt also by the designer. For more noteworthy collections, see pages 6 and 7.



MODEL: IRINA VIVODIN; DIRECT. HAIR: JASON MURILLO/DEFACTO; MAKEUP: JAVIER ROMERO/KEI BARBOZA; STYLED BY MAYTE ALLENDE

PHOTO BY KYLE ERICKSEN

For more on this designer, see WWD.com/fashion-news.

Dangling the Carrot Retailers Go Low, Hopes Remain High

By Sharon Edelson

IT'S THE HOLIDAY HOME-stretch, and stores are betting on deep discounts to propel them to the finish.

Retailers are trying to lure the growing constituency of last-minute, channel-shifting, bargain-hunting shoppers.

The outlook remains positive, with Customer Growth Partners among the most optimistic research companies, revising its holiday sales projection upward to 8 percent compared with last year, from 5.5 percent just two weeks ago. Profit margins are still a guessing game as retailers promote heavily, with reductions on Wednesday expected to reach 65 percent, from 50 percent at the beginning of the week. Major department stores are said to be planning post-Christmas sales of 75 percent off already-reduced merchandise.

It's clearly easier to be a couch potato or procrastinator this season with the explosion of e-commerce and mobile commerce platforms. Online spending during the holiday period/3

TODAY



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Textiles: Top U.S. Customs official John Morton sees progress and challenges.



◀ Stella Launching in Vegas/8

Retail: The designer is opening her first Sin City store on Thursday.

EBay's Latest Deal/2

News: The marketplace buys Germany's largest online shopping club.

Deschanel Sues Steven Madden

By Rachel Brown

LOS ANGELES — Zoey Deschanel and Steven Madden Ltd. have broken up before even getting started.

Deschanel, a darling of indie romantic comedies, has sued the shoe specialist for failing to pay her at least \$1.5 million for a planned Zooley shoes and accessories brand. In the lawsuit, filed Friday in Los Angeles County Superior Court, the actress, model, singer and songwriter, who wanted to add a fashion credit to her résumé, said the company orally agreed to manufacture, advertise and sell the brand worldwide for as long as two years.



Zoey Deschanel

PHOTO BY DENNY MACKRETH/LIA CORBIS

The lawsuit alleged that Madden balked at the agreement to move forward with the brand in October and refused to compensate Deschanel. About three months before, the court documents allege that Madden approved a \$2 million up-front payment to Deschanel in order to use her name and likeness, plus a 5 percent domestic royalty fee and a 4.5 percent international royalty fee, before reducing the up-front amount to \$1.5 million with her consent.

The lawsuit said Deschanel didn't seek or obtain competing corporate sponsorships because of her expectation that Madden would market the Zooley merchandise.

She was tapped by Coty Inc.'s Rimmel cosmetics brand in March to be a brand ambassador. In October, Deschanel spoke to WWD about her relationship with Rimmel, saying: "I want to be associated with products that are accessible for everyone."

Steven Madden Ltd. did not respond to requests for comment.

The lawsuit comes in a positive year for Madden. For the third quarter ended Sept. 30, sales at the Long Island City, N.Y.-based company, which operates more than 80 stores and distributes to department stores, specialty chains and mass merchants, surged 31 percent to \$184.1 million, and the company has touted its acquisition of Betsey Johnson as offering major growth potential.

The company has deals with other personalities and is said to be trying to nail down more, including Katy Perry. Mary-Kate and Ashley Olsen have teamed up with Madden for licensed footwear, handbags and belts under the Olsenboye label, and Elizabeth and James for footwear, and Daisy Fuentes has done the same for handbags.

Cavalli in Deal to Roll Out More Clubs, Cafés

By Luisa Zargani

MILAN — The troubled global economy doesn't appear to be curbing Roberto Cavalli's appetite for entertainment and lifestyle projects.

The designer and Lebanon-based Pragma Group said they have a licensing agreement to open five Cavalli Clubs and 15 Cavalli Cafés in the next five years in cities across the Middle East, Asia-Pacific and South America, including Beirut; Istanbul; Mumbai, India; Shanghai, and São Paulo.

In the first two years, two Cavalli Clubs and three Cafés will open in five cities. In the second, three-year, phase, 10 venues will be unveiled in other locations. The investments will be financed through a fund dedicated to expanding Pragma Group's lifestyle business.

There are existing Cavalli Clubs in Florence and Dubai — the latter also in a deal with Pragma — in addition to a Just Cavalli Club in Milan and three Cavalli Giacosa Cafés in Florence.

"The Cavalli Club Dubai represents probably the best interpretation of the lifestyle I have been creating with my fashion," said Cavalli, who celebrated the brand's 40th anniversary this year. "Together with the experience of the Pragma Group, we will further expand the network of clubs for entertaining my followers in some of the most important cities in the world."

Pragma Group, which focuses on lifestyle

and technology, is an investment, outsourcing and business incubator with a portfolio of international companies in technology, telecommunications, marketing, hospitality, entertainment and venture capital. With operations in its Beirut headquarters, the United Arab Emirates, Saudi Arabia, Syria and Jordan, Pragma Lifestyle has launched clubs, restaurants and catering businesses such as Lina's Cafe, The 400 Nightclub, Bo House, Epicure Catering, Le Talleyrand restaurant and Health Factory.

"We are making a substantial investment to facilitate this expansion, and this is being conducted on the back of extensive research that has revealed a real hunger in the emerging markets for the branded lifestyle experience," said Pragma Group chairman Joe Tabet.

Cavalli's first club opened in December 2008 in Florence in a 15th-century deconsecrated church with a lounge bar and a restaurant, followed in May 2009 by the opening of the designer's namesake club in Dubai, which, with its opulent Italian restaurant, sushi bar and nightclub, cost almost \$30 million. Connected to the Fairmont Hotel in the heart of the city, it features floors made of black quartz, 20-foot-high ceilings with Swarovski Elements and furnishings in Cavalli's trademark animal prints. There are also a range of Cavalli Club-branded home accessories, from lamps and cutlery to china and glassware.

eBay Purchases German Marketplace

BERLIN — Stepping up its profile in Europe, eBay said Monday it has acquired Germany's largest online shopping club, Brands4friends, for 150 million euros, or about \$200 million at current exchange.

The deal is an extension of eBay's push in Germany and the U.K. during the last 18 months. The online marketplace, which has volume of more than \$5.4 billion a year in apparel, accessories and shoes, has opened eBay "Fashion Outlets" in the two countries, allowing eBay customers to buy directly from participating fashion firms. The companies include Adidas, Ben Sherman, Diesel, Dolce & Gabbana, LaCoste, Miss Sixty, Puma, Stone Island and William Rast.

Founded in 2007 in Berlin, Brands4friends has an estimated 3.5 million registered members. It offers reduced price merchandise from a portfolio of about 600 international fashion and lifestyle brands.

The Brands4friends deal provides eBay with an entry into the growing online shopping club sector. The company said its own research has shown that the clubs generate about 20 percent of online fashion sales in Europe. In the U.S., eBay offers limited-time deals through Fashion Vault, but anyone can view the sales without first becoming a member.

Last October, rival Amazon took over the fashion club Buy VIP.

"With the acquisition of Brands4friends, we will enter the online shopping club market with an established and dynamic partner who has the expertise, relationships and passion to match our own ambition," said Doug McCallum, senior vice president of eBay in Europe.

Both platforms will remain independent, the two companies said.

"We are able to bring our retail and brand competence and industry knowledge to eBay, and we can expect to benefit from eBay's traffic and e-commerce experience to accelerate the growth of our shopping community," said Sergio Dias, chief executive officer of Brands4friends.

The new deal includes Brands4friends' equity interests in Japan in Brands4friends.jp, and the U.K. shopping club Secret.sales.com. The is subject to regulatory approvals and is forecast to close in the first quarter of next year.

eBay said the purchase was not expected to have a material impact on its 2011 financial results.

— Melissa Drier, with contributions from Cate T. Corcoran

WWD@100

NOV. 14, 1990

SPLendor in the Glass

Santa Claus who? In 1990, Barneys New York's Simon Doonan introduced a whole new cast of holiday characters in the store's windows: Madonna, Tammy Faye Bakker, Martha Graham, Ivana Trump, Mikhail Gorbachev, Joan Rivers and Karl Lagerfeld, among others. "We wanted to show what Christmas would be like with certain people — people who were interesting, au courant and would make good caricatures," Doonan told WWD. "Each figure represents an aspect of life — sports, religion, politics, fashion, dance." The superexaggerated, campy characters were created by New York artist Martha King, "who used plastic, clay, gauze, glass eyes from a taxidermist and 'whatever else I could find' to construct the likenesses." Doonan added they got everyone's consent, save for Gorbachev and U.S. Senator Jesse Helms. "We were originally going to do Ivana Trump as the 50-foot woman stomping through New York over all of these little buildings and carrying armloads of shopping bags," he explained, "but she thought the idea was inappropriate." Instead, they placed the Trump sculpture in a replica of a room at The Plaza.

King did her fair share of research and development for the project. She stalked Rivers during a Macy's visit to get a good look at the comedienne, and to get Bakker's skin tone just right she created the perfect color from "the hues of Velveeta cheese and Thousand Island dressing with 'that orange grease that's on chili.'" She and Doonan even enlisted their fashion designer friends for some holiday help. To wit: Badgley Mischka dressed the Trump look-alike, while Christian Francis Roth did Bakker. Madonna, meanwhile, lent her kitsch alter ego one of her own Jean Paul Gaultier dresses.

— Venessa Lau



The Tammy Faye Bakker caricature.

For more images, see WWD.com.

DAILY QUOTE

"Our members are using mobile in a massive way."

— Ben Fischman, chief executive officer, Rue La La. Page one.



Betty Adewole

PHOTO BY CELITE

TODAY ON WWD.COM

• **EYESCOOP:** See Model Call: Betty Adewole and extra images from the Jo Malone party at WWD.com/eyescoop.

• **FASHION:** For more information on the featured new designers, see WWD.com/fashion-shows-reviews.

• **BUSINESS:** More financial news and daily stock movements at WWD.com/business-news.

CORRECTION

Swiss luxury watch brand Breitling will feature 60 styles and 900 individual watches at its new Manhattan flagship, opening Sunday. This was incorrect in a story on page 10, Monday.

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Stores Pin Hopes on Holiday Discounts

Continued from page one

from Nov. 1 through Dec. 17 is up 12 percent versus the year-ago period, according to ComScore. Meanwhile, mobile commerce is expected to grow to \$3.4 billion by yearend from \$1.4 billion in 2009, a 134 percent increase, according to ABI Research. "Mobile now represents more than 10 percent of our business, whereas 90 days ago it was virtually zero," said Greg Bettinelli, senior vice president of marketing at HauteLook, a flash sale site. "We released a significant functionality in mid-October, reconfigured our Web site to work better on all mobile devices and relaunched our iPhone app. We've seen a huge lift across the board. Consumers can do more because they have the device in their handbag or pocket. This is not a small thing anymore."

HauteLook has experienced shoppers increasingly open to particular platforms. For example, more than one-quarter of its sales on Dec. 7 came from a 48-hour Facebook-only sale of Diane von Furstenberg merchandise.

Rue La La, another flash sale site, has also seen shoppers embrace mobile commerce. "Holiday mobile sales are 16 percent to 19 percent of our business, up from 2 percent or 3 percent last year," said Ben Fischman, chief executive officer of Rue La La. "Our members are using mobile in a massive way." Fischman said mobile is growing because consumers are using more sophisticated devices, including Android smartphones and the iPhone. "Retailers and e-tailers have developed more shoppable apps for mobile devices," he said. "We're now applying things we learned through mobile to our Web site. For fashion in particular, mobile apps have helped take the user experience one step forward. It provides incredible convenience because we are always armed with our communications devices, wherever we are. The other piece of mobile is the ability to do 'push' notifications. We offer push alerts so members can be notified of certain sales. When a boutique takes place, their phone will vibrate in their pocket."

J.C. Penney is also bullish about mobile commerce. "This holiday season really represents the front end of true mobile commerce adoption, so it was very important to have a mobile commerce play out there," said a spokesman. "Obviously, the best learnings happen during the periods of biggest sales volume, so we wanted to be able to learn from our customers this season." Penney's app includes location-based check-in, deals and a special coupon delivered to the customer's phone just for checking in. In addition to browsing holiday circulars, items can be purchased directly from the mobile device. There's also an iAd gift-hunting game app for the iPad or iPhone that encourages shoppers to browse through items with the possibility of uncovering a \$10 to \$50 coupon.

"Consumers have adjusted to the environment, and we feel that our customers are responding to price but also to newness and innovation. The economy is gradually improving," said the Penney's spokesman. "They are more receptive to the idea of opening up their wallets and spending. While consumers remain cautious, they are aspirational and want exciting, meaningful gifts." Examples of aspirational gifts include apparel by MNG by Mango, Liz Claiborne and Claiborne, and beauty and fragrances from Sephora inside J.C. Penney, the spokesman said. Penney's is also highlighting unique gifts such as the Execuheli remote-control helicopter and Sharper Image U-Video camera. There's also a new gift category, the iHome collection, with iHome portable speakers and iHome app-enhanced alarm clock docks.

Target cited mobile features such as the weekly ad, lists, registries, Daily Deals, sales text alerts and gift guides as driving increased interest in mobile shopping this holiday season. "Guests also can purchase gifts directly from their mobile device, download the Target iPhone or Android app and sign up for scannable mobile coupons at target.com/mobile," said a spokeswoman.

Top categories at Target include electronics such as the iPod Touch, iPad, Kindle, Kinect and PlayStation Move; toys like Sing-a-ma-jigs, Squinkies, Lallaloopsy, Leapster Explorer, Loopz and Scrabble Flash; games including Call of Duty, Donkey Kong Country Returns and Just Dance, and entertainment. Consumers this week can trade in used cell phones, video games and iPods at



Shoppers on Sixth Avenue in Manhattan.

Target Mobile centers to receive credit toward any Target purchase. "Popular items in our apparel departments have been knit bottoms and tops, as well as kids clothing," the spokeswoman said. "William Rast for Target arrived in stores on Sunday. Early standouts include plaid shirts for men and women and twill jackets."

Target has been offering suggestions for last-minute-gift-challenged shoppers, and they've been responding. The retailer rounded up the top 25 gifts under \$25, including a Sonia Kashuk five-piece Shimmer & Shine set for \$12.99; Pixi Petit Palettes, \$9.99; Lego gift cards, \$5 to \$2,000 in stores and \$5 to \$1,000 online; "Polar Express" DVD, \$13; Mulberry for Target mini messenger, \$14.99, and Mossimo dark-rinse jeggings, \$19.99.

Macy's.com advertised an extra 20 percent off, taken at checkout. A Charter Club long-sleeve argyle cardigan was \$60, reduced to \$24.99, and a Style & Co. long-sleeve color block turtleneck sweater had the "every day low price" of \$19.99.

Bloomingdale's Web site offered an additional 15 percent off at checkout and included Aqua cashmere hooded cardigans for \$79.20 from \$198; Theory's striped Dorothea cashmere sweater dress, \$177 from \$295, and Andrew Marc's zip front jacket with fur-trimmed hood, \$207.90 from \$495.

"The best deals will be sweaters and outerwear because they had such a late start," said Marshal Cohen, chief industry analyst at The NPD Group.

"Sportswear seems to be enjoying really good business. The hottest categories are contemporary and missy dresses and skirts. By Wednesday, sportswear will be marked down for the first time this season. I'm already beginning to see sale signs going 50 percent off to 65 percent off," Cohen continued, speaking from a shopping mall. "[Stores] are putting stickers over the signs. Inventories, in certain selected styles, are getting depleted. Retailers will have to make the sales deeper, because when styles are that broken, it's tough to sell. The big retailers like Wal-Mart and Kohl's will start offering up bigger deals around Wednesday."

Some small specialty retailers complained that department store promotions have forced them to compete more aggressively on price.

"Certainly, we started off the season with a lot of competition from the majors doing markdowns," said Stacey Pecor, founder of Olive & Bette's. "That put a little bit of a damper on the specialty store business."

Pecor said the promotions may have to rethink the resources she sells. "If [vendors] can't hold the line on prices and are not willing to not sell to [department stores,] I'm not going buy to their holiday lines," she said. "At the end of the day, if you're going to sell to discounters, it's going to water down your brand, and my customers won't want those brands. How are specialty stores going to deal with this? It took a big chunk out of our business at the beginning of December." Pecor said sales last week were good, up 9 percent over last year, and 2009 "was our best December. Outerwear is soft, but my sweater business is phenomenal."

— With contributions from Cate T. Corcoran

A look from William Rast for Target.



Bomb Scare at Macy's Flagship

By Alexandra Steigrad

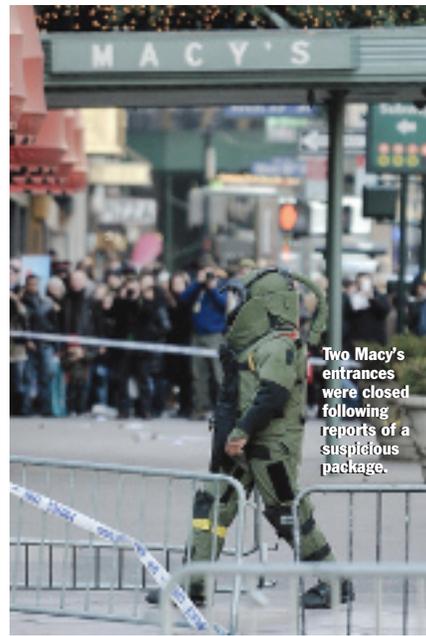
NEW YORK — A suspicious package found near the Macy's Herald Square flagship caused a disruption Monday afternoon when the police closed off Herald Square Plaza and the store's two Broadway entrances. Macy's stayed open and was not evacuated.

Police cordoned off Herald Square at Broadway from 34th to 35th Streets after receiving a 911 call at 12:38 p.m. regarding a suitcase found in front of the department store. The bomb squad identified the package as a suitcase of clothing, said a police spokeswoman, who added that the area reopened at 2:20 p.m.

"We shut down our two Broadway doors at approximately 12:45 p.m. and opened them at 2 p.m. upon NYPD's direction," said Elina Kazan, a Macy's spokeswoman.

The Herald Square scare was one of three false alarms Monday in the New York metropolitan area. In the early morning, a section of Terminal A at Newark Liberty International Airport was closed when security officers were said to have found radiation coming from a checked bag. Officials discovered that the radiation came from a computer monitor and the air terminal reopened at about 8:15 a.m.

In Manhattan, police received a call at 9:45 a.m. that a minivan packed with boxes was parked close to the Metropolitan Museum of Art on the Upper East Side. Police shut down six blocks along Fifth Avenue. The area was reopened around noon after investigators discovered that the vehicle contained boxes of apparel.



Two Macy's entrances were closed following reports of a suspicious package.

PHOTO BY JUSTIN LANE/PAULANDOV



Colin Firth and Helena Bonham Carter in "The King's Speech."

SPEAK EASY

AS THE DIRECTOR OF 2009'S "THE DAMNED UNITED" AND HBO'S 2008 "JOHN ADAMS" MINISERIES, Tom Hooper has made a quick name for himself as a go-to period-drama auteur. The London resident's latest, "The King's Speech," continues that effort apace. The film details the curious, class-crossing friendship between Britain's King George VI and Lionel Logue, the speech therapist who helped him overcome a crippling stammer on the eve of World War II. The movie has earned a healthy share of early awards-season endorsements. After last week its haul counts seven Golden Globes nominations including best drama, best director and acting nods for Hooper's three main players in each of their respective categories: Colin Firth as King George VI for best actor in a drama, and Helena Bonham Carter as Queen Elizabeth and Geoffrey Rush as Logue for best supporting actress and actor. Hooper recently took some time to discuss the film.

— Matthew Lynch



Tom Hooper on the set.

WWD: It's fairly safe to say that not too many Americans know this story. Is King George VI's speech impediment something in the British textbooks or is this a historical primer for everybody?

Tom Hooper: I think the real revelation of the film is the [king's] relationship [with] the Australian speech therapist. The fact that the guy was saved by this wonderfully maverick Australian who wasn't a doctor, who was self-taught, who was this failed Shakespearean actor, who was such a maverick — that really wasn't well known. One of the things that brought it to life for us was this amazing discovery we made nine weeks before the shoot. My production designer, Eve Stewart, tracked down the grandson of Logue, who lived in London. Sitting in his aunt's attic was this handwritten diary account of the relationship between King George VI and Lionel Logue. Some of the best lines in the film were written by King George VI and Lionel Logue.

WWD: Royals aren't always altogether sympathetic characters, which is how the king is portrayed. Was that a natural element in the story?

T.H.: I think one of the interesting things about King George VI is, because he had this dreadful stammer, he did a huge amount to humanize the monarchy. The film, in the same way, I think, does a huge amount to humanize this figure. I'm not really interested in making a film about someone who's an icon and who's removed. People get sucked into it so quickly because it's heartbreaking to watch Colin play this man who has this basic inability to communicate.

"Some of the best lines in the film were written by King George VI and Lionel Logue." — Tom Hooper

WWD: There are a few scenes that will ring really true to the bullied kid in all of us. Did you draw on anything personal there?

T.H.: One of the key lines in the movie is when Logue says to the king, "You don't have to be afraid of the things you were afraid of when you were five years old." In other words, quite a few adults are still trapped in the kind of defensive crouch that they adopted because of their childhood and they have to understand that they aren't that kid anymore. I think it's a really insightful line, and actually that line came from my dad. He lost his father in the war when he was three, so he was packed off to boarding school at age five as a result. It was a pretty brutal era of English boarding school. The breakthrough he had much later in life was to be told that, in a way, he was still caught by the effect of being that five-year-old even as an adult and that he needed to kind of realize that his life was completely different.

WWD: Do you have any idea why the film is really catching on with audiences?

T.H.: Studios have been avoiding making dramas recently and maybe it's because dramas are sometimes kind of all one tone — they're very serious throughout. This is a drama that has a huge amount of comedy. I think the biggest surprise of the screenings in the film festivals has been the amount and the consistency of the laughter. I think there's something about that mixture of humor, but also gravitas and emotion that I think you find less often nowadays in films.

HOOPER PORTRAIT AND "THE KING'S SPEECH" STILL BY LAURIE SPRAHAM/THE WHEISTEN CO.; "GASTRONOMIK" BY DANIELA JÉRÉMJIJEVIC; "ALAIN PASSARD COLLAGES & RECETTES" BY ALAIN PASSARD; JO MALONE DINNER BY DONATO SARBELLA/WIREIMAGE.COM

GRAPHIC GOURMANDS

THE COOKBOOK TENDS TO BE A STAID MEDIUM, but a trio of new offerings in France has punched up the format with the sort of visual panache usually reserved for coffee-table fare.

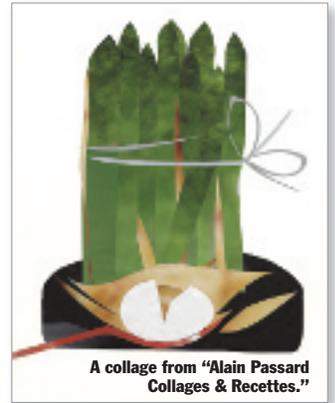
For his new opus, "Infiniment," pastry chef Pierre Hermé tapped Ich&Kar, a graphic design duo, and photographer Jean-Jacques Pallot to turn his 100-recipe book into a mouthwatering work of art. The sculptural layouts and Hermé's fantasy recipes — such as his spaghetti cooked in strawberry juice, mascarpone cream, mashed strawberries and strawberry sherbets — show how his creativity and imagination keep evolving.

Photographer Daniela Jérémijević's book "Gastronomik" is also unorthodox and visually arresting. She asked 20 Paris-based chefs to deliver recipes inspired by an iconic character. For instance, Thierry Burlot from Zebra Square restaurant chose Joan of Arc for his interpretation of flambé lobster, and Stéphane Jégo, chef owner of Chez l'Ami Jean, delivered a "four seasons rabbit" recipe à la "Alice in Wonderland." Each recipe consists of two photographs and a list of ingredients, with the cooking instructions woven into creative storytelling.

"I wanted to do a fun and glamorous recipe book," Jérémijević explained. Three-star chef Alain Passard's first cookbook aimed at adults (his first was for children) is quieter, yet still charming. The Breton chef was the first French chef to give up cooking meat at his L'Arpège restaurant in Paris. Also a passionate painter, Passard decorates "Alain Passard Collages & Recettes," a collection of 48 vegetable recipes, with his own collages.

"I like to create a dish according to the colors which will compose it," he says. "Like a florist who will make a bouquet, adding yellow, green, et cetera."

— Chantal Goupil



A collage from "Alain Passard Collages & Recettes."



A photo from "Gastronomik."

MAKEUP DATE

AMID THE HOLIDAY PARTY RUSH, **KELLY WEARSTLER** OPENED UP HER LANDMARK BEVERLY HILLS manse on Thursday for a 40-person Jo Malone dinner and event that drew **Peggy Moffitt**, **Liz Goldwyn**, **Shiva Rose**, **Amanda Goldberg**, **Jennifer Morrison** and **David** and **Elizabeth Netto**.

"I'm hoping that these dinners become a regular occurrence," noted Estée Lauder global president **John Demsey**. The festive crowd moved from the flower-laden black-and-white-striped table to the living room for dessert as a DJ stationed in the marble staircase spun Eartha Kitt and Ella Fitzgerald standards.

"I'm getting one last party in while I can," said a nine-months-pregnant **Lulu de Kwiatkowski**.



Liz Goldwyn in a vintage Oscar de la Renta coat and Carolyn Roehm dress with Shiva Rose in vintage; Kelly Wearstler in vintage with John Demsey.

For more images, see www.wwd.com/eyescoop.

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Best Holiday Wishes!

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IRWIN & JORDAN

Designer: Zoe Jordan

The scoop: She says her specialty is tailoring — a combination of classic and avant-garde.

FYI: London-based Jordan is the daughter of racing legend Eddie Jordan, who founded the Jordan Grand Prix.

Here: Irwin & Jordan's wool and satin jacket, sequined polyamide and elastane bikini top and wool pants. Alejandro Ingelmo shoes.



On the Lookout

Seven new collections to keep your eye on right now.



LEKUIIN

Designer: Leticia García

The scoop: García describes her collection as “urban, a little bit punk, but with a strong, feminine spirit.”

FYI: The clothes are made from recycled and repurposed fabrics.

Here: Lekuin's silk and cotton dress and tank top. Alejandro Ingelmo shoes.

► **NORISOL FERRARI**

The scoop: This outerwear collection, done in leather and furs, features extra touches such as kimono sleeves, dramatically oversize hoods and bold collars.

FYI: Her inspirations include Edith Head and Marlene Dietrich.

Here: Norisol Ferrari's deer leather jacket and lamb suede pants.



For more on these designers, see WWD.com/fashion-news.



JOY CIOCI

The scoop: She concentrates on sexy separates and cool yet elegant cocktail wear in muted, washed-out colors.

FYI: While studying at the Fashion Institute of Technology, Cioci interned for both Tom Ford at Gucci and Olivier Theyskens at Nina Ricci.

Here: Joy Cioci's silk jacket, tank and pants.



MAISON BELLAISH

Designer: Victor Bellaish

The scoop: The Art Nouveau-inspired collection is handmade in Israel.

FYI: One of Bellaish's first designs was a dress made from 10,000 safety pins.

Here: Maison Bellaish's viscose dress. Alejandro Ingelmo shoes.



► **PENUMBRA**

Designers: Courtney Bennett and Stephanie Giorgio

The scoop: The clothes are mostly draped and cut from rayon jersey and sand-washed silk.

FYI: Bennett is a former fashion editor while Giorgio used to work in public relations.

Here: Penumbra's sand-washed silk blouse and pants.



SARA ROKA

The scoop: Sara Roka's focus is on shirting, but the line also includes ruffled blouses and shoulder-baring dresses.

FYI: After graduating from Fashion Institute of Technology, the Vancouver native moved to Milan, where she's still based.

Here: Sara Roka's cotton shirtdress.

Ready-to-Wear Report



Stella McCartney to Open at Crystals in Vegas

By Rachel Brown

STELLA MCCARTNEY IS JUMPING into the luxury lineup at the Crystals at CityCenter in Las Vegas.

The designer's 2,900-square-foot store, which opens Thursday, will be her first in Vegas. The gambling and entertainment mecca was slammed by the recession, but that hasn't deterred McCartney from joining brands such as Tom Ford, Donna Karan, Christian Dior, Louis Vuitton, Lanvin, Yves Saint Laurent and Emilio Pucci, among others, at the 500,000-square-foot Crystals.

The store will carry ready-to-wear, accessories, lingerie, fragrances, Addidas by Stella McCartney and kids' clothes. The brand, which is owned by McCartney and the Gucci Group, has two U.S. stores in Los Angeles and New York, and 11 units in cities outside the U.S.

"Las Vegas is still the destination where Americans like to travel to and we feel it's important for us to have a store there," said Frederick Lukoff, president and chief executive officer of Stella McCartney. "We will reach a combination of U.S. and foreign tourists, who travel to Las Vegas for business and leisure, as well as locals."

For the store design, Stella McCartney relied on the London-based firm APA that worked on the brand's boutiques in Milan, Paris, New York and Tokyo to create an architectural environment that's intimate and personal — and a tad decadent. The visual focal point is a horse chandelier crafted from 7,000 Swarovski Elements. The piece, which hangs from a 14-foot-high ceiling, is named Lucky Spot, after a horse that belonged to McCartney's mother, Linda.



The floor is made from sustainable oak parquet weaved into a herringbone pattern by Raw Edges for Established & Sons in eight different shades drawn from Stella McCartney's signature color palette of plum, nude, taupe and pink. Merchandise is displayed on colorful felt cubes, recessed ceramic tile shelving and white steel sculptural wall fixtures, and the façade is out of hand-glazed ceramic tile and showcases the brass signage with backlighting.

McCartney has designed an exclusive \$195 T-shirt with the famous "Welcome to Fabulous Las Vegas" sign to celebrate the opening of the store, which also features private wardrobe services for select clients that include personal styling, new collection previews and private shopping appointments.

With an economy fueled by discretionary spending zapped during the recession, Las Vegas has been slow to mend from the worst of its effects. However, there are signs the city is perking up. Las Vegas Convention and Visitors Authority figures show that visitor volume for the year ending in October climbed 2.8 percent and gaming revenue on the strip gained 5.7 percent. Lukoff is betting on a robust recovery.

"Vegas was indeed hard hit by the recession, but we are confident it will come back stronger than ever," he said. Stella McCartney declined to discuss sales forecasts.

More retail expansion for Stella McCartney is planned for next year, although the company would not pinpoint the number of openings. "The U.S. market remains a high priority for our retail development and we continue to scout new locations for future openings," Lukoff said.

New Alliance Aims To Protect Models

By Rosemary Feitelberg

Months after appearing in and making the documentary "Picture Me," which details the downsides of American modeling, Sara Ziff is on a mission to regulate the industry.

That effort involves the establishment of The Model Alliance, a professional organization for models in the U.S. that she wants to form early next year. The objective is to give models a voice in the workplace and to organize for better working conditions. Along with a consortium of advisers from Fordham University's Fashion Law Institute, Ziff is drafting a code of conduct and industry standards.

"The modeling industry is essentially unregulated," Ziff said in an interview. "As independent contractors, models don't have the same basic workplace protection as a lot of other industries do. They don't have workmen's compensation. They often don't have access to affordable health coverage. There are no provisions for rest and meal breaks [during work hours]. There is little recourse for issues of sexual harassment and sexual abuse. And a lot of modeling agencies have a huge amount of power over international girls because they sponsor their visas."

The Fashion Law Institute is setting up a clinic to meet with models in order to get a better sense of their legal rights and most frequent problems. Ziff said she has not started recruiting models for the alliance.

The institute in October hosted a screening of "Picture Me" and followed up last month with a panel discussion featuring Ziff. Sexual harassment, eating disorders and poor financial management are among the subjects tackled in the 80-minute film, which Ziff made with her former boyfriend Ole Schell.

Ziff, a Columbia University senior who is studying American politics, said she has cut back her runway work to focus on getting The Model Alliance off the ground. A Web site is in development to help spread the word about what she expects to be a nonprofit organization.

Ziff, who is represented by the Marilyn Agency, said she is encouraged by the support from such industry types as Nian Fish, acting chair of the Council of Fashion Designers of America's Health Initiative, and Susan Scafield, director of the Fashion Law Institute. Ziff's academic adviser at Columbia, Dorian Warren, a politics professor, helped to oversee the project.

Ziff hopes to do something similar to what the organization known as Equity did in the U.K. in 2007. But unlike Equity, she does not plan to offer union membership. She said she considered unionizing but decided against it partly because of the failure of The Models Guild in the U.S. Of the alliance, she said, "This has unique potential. The Fashion Law Institute is helping. And it already works with different agencies to make sure the reform we want to put in place is enforced."

Sara Ziff



PHOTO BY SCOTT TRUDD

Cynthia Rowley, Virtually Speaking

THIS HOLIDAY SEASON, CYNTHIA Rowley fans need not limit themselves to the selection in her 60 freestanding stores — they can buy virtual products from the designer starting Wednesday.

Rowley shoppers will be able to choose from a jacket, dress, earrings and a branded backdrop that can be purchased in the virtual world Meez. There, consumers suit up their avatars and customize their spaces while interacting online. Each design will launch for less than \$10.

"It's been incredible to see my designs morph into these consumable avatars," Rowley said. "The prints and embellishments still read in the digital format, so the products feel really true to life."

With more than 8 million registered users, whose ages range from tweens to young adults, the Meez community can be accessed via iPhone, iPad and Android platforms.

Nike, Sony and Cover Girl are a few of the brands that have a presence through Meez, which has a mostly U.S. base, as well as users in Canada, the U.K., the Philippines and Brazil.



Meez takes Cynthia's designs and adapts them to digital avatars. Virtual Greats is the go-between for the deals. In recent months, Rowley has made more of a push to appeal to a decidedly younger consumer base. Aside from designing limited edition bandages for Band-Aid, she teamed with Pampers, a division of Procter & Gamble Co., to launch fashion-inspired diapers at Target last summer. The designer's latest partnership is meant to woo tech-savvy tweens.

"Our move into virtual products presents our commitment to provide Cynthia Rowley products to the broadest consumer base," said Peter Arnold, president of Cynthia Rowley. "It's a wonderful opportunity for us to expand into new demographic markets."

With consumer avatars gaining popularity, Rowley intends to create a new niche for fashion distribution and consumption. The designer label is already in talks with other sites about launching more products next year.

— R.F.

Textile & Trade Report

Counterfeit Crackdown: Successes but New Worries

By Liza Casabona

WASHINGTON — Buoyed by alliances with industry and law enforcement, Immigration and Customs director John Morton said efforts to stifle counterfeit goods — a \$600 billion challenge worldwide — are getting the needed muscle to be more effective.

“To successfully combat counterfeiting, which really has become an international criminal problem, we’re going to have to have a very strong partnership between industry and government,” Morton said in an interview at ICE headquarters here. “[The brands] understand the problem counterfeiting poses better than anyone else. They know their products well. They know how counterfeiters operate, who the counterfeiters are. Working together, we can have much greater success.”

Rising worry over the criminal connections of counterfeiters is giving added urgency to the efforts. Possible links between counterfeiting and terrorism are a major concern, said Morton, who wouldn’t discuss specifics.

“There is some evidence that the profits from counterfeiting can be diverted to more sinister activities,” he said. “We have moved from a world of criminal activity that was focused on an individual here or there to much more organized criminal counterfeiting. Whenever you start to talk about organized crime, it bleeds over into other things. It’s a real concern for us.”

At the WWD CEO Summit in November, New York City Police Commissioner Raymond Kelly said sales of some counterfeit goods go to Hezbollah, the Lebanon-based Islamist political and paramilitary organization.

In addition, ICE faces other challenges, including the online threat, Morton said. Before e-commerce technology was refined, if a criminal enterprise wanted to sell something that was worth \$100, it would charge consumers \$15 and the large price difference was a sure sign that something was fake. Now, Morton said, counterfeiters using Web sites set up to look like legitimate outlets can pretend to sell an item for \$80 and consumers believe they’re buying the real thing at a reasonable discount. The Internet lends itself to a more sophisticated visual presentation of goods, sources said, compared with items sold on the street corner.

“The rise of the Internet as a marketplace has completely changed the face of counterfeiting,” Morton said. “The Internet has opened up a whole new frontier for counterfeiters.”

ICE is the primary agency conducting criminal investigations of intellectual property rights violations as the principal investigative arm of the Department of Homeland Security. Morton said the agency is having its most successful year regarding intellectual property enforcement, initiating more than 1,000 cases in the 2010 fiscal year, but declined to release statistics on seizures, arrests and raids until the end of the year. He attributed much of that success to a collaborative stance at the agency that extends through the federal government to the Department of Justice and the White House and into the business sectors that are most impacted, including luxury goods.

Previously, brands complained they were left largely on their own to combat fake goods through civil enforcement actions. Now, companies that have worked with ICE and the interagency Intellectual Property Rights Coordination Center that it manages said there is a new level of commitment from federal authorities. Executives responsible for enforcement programs at brands said they talk almost daily to agents working to combat counterfeiting.

On Wednesday, ICE announced the arrest and indictment of three people in Rockford, Ill., for trafficking in counterfeit goods, including fake Nike, Timberland, Ed Hardy, Louis Vuitton, Christian Audigier, Ralph Lauren, Gucci, Prada and Coach merchandise. The day before, the agency announced the seizure of \$350,000 worth of fake Louis Vuitton, Gucci, Burberry, MAC, Versace, Ray-Ban and Rolex items from swap meets in Las Vegas.

A coordinated crackdown in Los Angeles in September resulted in 30 arrests and the seizure of millions of dollars of fake luxury goods. ICE and local law enforcement officials conducted three stings, netting \$6 million in counterfeit jeans in one operation and \$9.8 million in another. In August, an enforcement action in San Francisco broke up a major counterfeiting ring, resulting in the seizure of counterfeit goods valued at \$100 million as well as 11 indictments. At the time, ICE called it the largest enforcement action against counterfeiters on the West Coast.

Last March, federal officials broke up a multimillion-dollar counterfeiting ring with ties in Baltimore, New York, London, China and Malaysia. Nine people were charged with smuggling more than 630,000 counterfeit Gucci, Coach, Cartier and Nike items worth an estimated \$33 million into the U.S. through the Port of Baltimore. In a related case, London officials arrested six people and seized 50,000 counterfeit Gucci, Ugg, Versace, Ralph Lauren and Nike items at 30 locations in and around the city. Three people charged in the U.S. case have pleaded guilty and each face a maximum sentence of 15 years in jail.

“There is a concerted effort at ICE to combat intellectual property theft,” Morton said. “It’s being done hand in hand with a push across the administration to the same aim.”

The federal cooperation extends to President Obama’s intellectual property rights coordinator, Victoria Espinel, the Justice Department under Attorney General Eric Holder, and the Department of Homeland Security, led by Secretary Janet Napolitano.

“As a brand owner, we’re encouraged and we hope that ICE and the other authorities continue to have a focus on IP rights for the companies,” said Leah Evert-Burks, director of brand protection for Deckers Outdoor Corp., which makes Uggs.

In a joint venture by the Departments of Homeland Security and Justice in November, called “In Our Sites 2,” federal agents seized 82 Web site domains for selling fake luxury goods. The sites were peddling Louis Vuitton and Coach handbags,



A counterfeit bag seized by ICE.



ICE director John Morton at the press conference discussing “Operation In Our Sites 2,” which knocked down 82 Web sites selling counterfeits.

Rolex watches and other goods. The sites, registered in the U.S. but mostly operated from bases in China, bore names such as Realtimberland.com and Louisvuittonoutlet.

A banner was posted on all the infringing sites explaining to consumers that they were rogue domain names that the government had seized.

Nancy Axilrod, associate general counsel for Coach, said the company is pleased with the efforts undertaken by ICE and the Justice Department, particularly citing the work done to knock down the 82 Web sites.

In a ceremony at the National IPR Coordination Center last week, LVMH Moët Hennessy Louis Vuitton gave awards to several agents thanking them for the efforts to fight counterfeiting in “Operation In Our Sites 2.”

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Weather Weighs on U.K. Retail

By Nina Jones

RECORD COLD TEMPERATURES AND SNOW IN PARTS OF THE U.K. stopped many British consumers in their tracks in the vital shopping days before Christmas.

Synovate, the market research company, said Monday that retail traffic in the U.K. on Saturday was down 24.3 percent compared with the same day last year, and footfall for the entire weekend dropped 19.6 percent versus the year-ago period. London was particularly affected on Saturday, with traffic declining 28.6 percent compared with last year.



Shoppers battle the elements on Saturday on London's Oxford Street.

PHOTO BY JOHN WOODS/REUTERS/LANDOW

Snow and cold have also hit other countries in Europe, including France, Germany and Belgium.

A major mall in north London, Brent Cross, which houses stores such as Banana Republic, Topshop and H&M, closed Saturday afternoon because of heavy snowfall. The mall's owners feared that customers and staff would be stuck.

"We're hoping that that was a once-in-a-generation snowstorm for north London, and that we've seen the worst of it," said Norman Black, a spokesman for Brent Cross. "[On Sunday] there was a surge in demand. We expect most of our retailers to have made up their losses by the middle of this week."

Sarah Cordey, of the British Retail Consortium, said despite the disruption to retail, "customers have a certain amount of money to spend and gifts they want to buy...We're hoping for December as a whole to even out to [the figures] we would expect for the month."

Meanwhile, John Lewis, the British department store chain, had a rosier take on the cold weather. In the week ending Saturday, the store reported sales of 120.3 million pounds, or \$186.9 million at current exchange, marking only the second time in its history the retailer achieved weekly sales of more than 120 million pounds, or \$186 million. The sales represented a rise of 7 percent compared with the same week last year.

John Lewis said sales had been buoyed by home furnishings and accessories, gifts such as beauty and jewelry items and sales of outerwear to combat the cold weather, including hats, scarves and gloves.

Beiersdorf Sells Juvena, Marlies Möller

By Susan Stone

BERLIN — Beiersdorf AG will sell its Juvena skin care brand and Marlies Möller hair care line to Austria's Troll Cosmetics GmbH. Terms of the deal were not disclosed.

The announcement Monday came in the wake of a reduced earnings outlook for 2010 that was reported earlier this month by Beiersdorf, the maker of Nivea, Eucerin and La Prairie. Personnel and strategy changes, including the reduction of its makeup business, are also being implemented. Beiersdorf stated it will focus its selective market resources on La Prairie.

BEAUTY BEAT

Juvena and Marlies Möller are managed by Beiersdorf's Switzerland-based La Prairie Group.

"Selling the two brands will allow Beiersdorf to focus its resources within the selective market on developing La Prairie, the global premium skin care brand," stated Thomas-B. Quaas, chairman of Beiersdorf's executive board.

Juvena and Marlies Möller are largely sold in Europe and employ around 90 people in five countries. Talks with Troll Cosmetics are being held about taking over the staff.

Family-run Troll Cosmetics was founded in 1990 and produces the Déclaré brand for sensitive skin, which is carried in selective distribution in 40 countries.

MEMO PAD

TALKING TATLER: Kate Reardon is making a comeback at Tatler — this time as editor in chief — succeeding Catherine Ostler, who has stepped down after two years at the helm, Condé Nast U.K.'s managing director, Nicholas Coleridge, said Monday.

For the past 11 years, Reardon had been a contributing editor at Vanity Fair, and had also produced editorial supplements on jewelry and couture for the magazine's British edition. Reardon, who will join the magazine on Jan. 10, is also the founder of Tootips.com, a Web site where women share advice about everything from personal relationships and money management to cooking and gardening.

So what made her renounce the footloose life of a freelance writer and entrepreneur for the confines of London's Vogue House? "It was a wonderful, wonderful life — and from now on, somebody will

always know where I am. I'm superexcited, and it's nice to be back where I started when I was 21, and to be working with such a wonderful team," Reardon said, but declined to comment on her plans for the society and fashion title.

Reardon was fashion editor — and later fashion director — of Tatler in the Nineties, before moving over to Vanity Fair, where she worked on news and features from her London base. A person familiar with Reardon's working style said: "She understands Tatler, and it will likely become a more glamorous, more humorous title."

In a separate statement on Monday, Coleridge praised Ostler's work and said she would continue to write for Condé Nast titles. "Over the past two years, she has produced a widely admired and successful magazine," he said. "The editions she has put together have been everything I hoped they might be when I appointed her. The 300th-anniversary edition, the biggest in the magazine's history, epitomized her wit and creative flair."

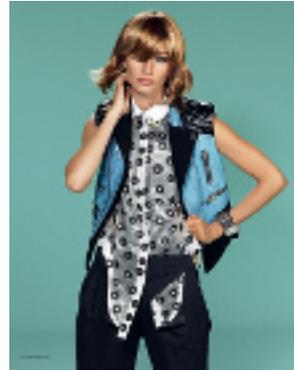
Ostler said in the statement it was "time to move on," and to find the next big challenge. "I am very proud of the magazine that I leave behind," she said. "Tatler at its best is a full blast of glamour and excitement. It's a privilege to have been captain of the rocket."

Although Ostler's relationship with Tatler's staff is said to have been fractious from the start, there is no doubt she rejuvenated the title. She

gave it a brainy dimension, hiring the historian Andrew Roberts to write a regular column, and commissioning work from authors including Alain de Botton and British newspaper columnists Quentin Letts and Sebastian Shakespeare.

She bagged Charlene Wittstock — Prince Albert of Monaco's fiancée — as her December cover girl and generally gave the title a newsier, more international focus with features on Nicolas Sarkozy's ex-wife Cécilia Attias, India's fabulously wealthy Mittal family, and the younger generation of Kennedys.

Ostler kept Tatler's year-on-year circulation steady in her first six months at the title, and boosted it 1.6 percent in the January to June, 2010, period, the most recent ABC figures on record. Actively purchased copies during that period rose by 3 percent. The title's latest circulation figure is 86,448. — **Samantha Conti**



Gisele Bündchen and Yuri Pleskun in the Balenciaga campaign.



MORE GISELE: Gisele Bündchen, who made a surprise appearance on the Balenciaga runway in Paris last September, does an encore in the French house's spring campaign — sporting a completely new look. She's not alone, either, accompanied by a male model named Yuri Pleskun wearing ghoulish makeup and little else. The striking and disquieting ads, slated to break in February fashion magazines, were shot by Steven Meisel and channel the boyish and punk spirit of Nicolas Ghesquière's latest collection. Marie-Amélie Sauvé styled the shoot, with Pat McGrath in charge of makeup and Guido Palau the hair. Paris-based graphic design duo M/M takes credit for a graphic layout, mixing crisp color images with vintage-looking black-and-white shots. — **Miles Socha**

Ullman Receives Yale Leadership Award

NEW YORK — Myron E. "Mike" Ullman 3rd, J.C. Penney Co. Inc. chairman and chief executive officer, received the Yale School of Management's Legend in Leadership Award on Thursday, honoring an unorthodox, high-powered career that has taken him around the globe.

"He can manage adversity, innovate and instill pride and confidence in the people working for him," said Kay Koplovitz, chairman of Liz Claiborne, chairman and ceo of Koplovitz & Co. and founder of USA Network, who presented the award and recounted Ullman's career path.

Ullman worked at IBM "through the summer of love" in 1967, became a White House Fellow, entered retail at the ground level in a Sanger-Harris warehouse, worked at Wharf Holdings in Hong Kong and rose to ceo of Macy's and group managing director of LVMH Moët Hennessy Louis Vuitton.

But Ullman doesn't sit in an ivory tower: Duncan L. Niederauer, ceo, NYSE Euronext, cited

Ullman's selling-floor and service innovations, his knack for motivating employees and "really pushing the administration on job creation."

His interest in robotics also surfaced during the ceremony at the Waldorf-Astoria, but it's more about getting students into it, via Penney's sponsorship of FIRST ("for inspiration and recognition of science and technology"), a nonprofit organization that stages student robotics contests.

Ullman said Penney's has supported hundreds of high school teams building robots. Asked to name the crucial challenge of a ceo, Ullman said motivating employees so they are inspired. "They want to feel that they are really involved," he said.

"With Mike, there's no personal grandiosity," said Jeffrey Sonnenfeld, senior associate dean of the Yale School of Management. "There isn't any ideology. He's an unbelievable listener. He's anthropological. He tries to understand the intrinsic logic and legacy of the enterprise."

— **David Moin**



Sharon Oster, dean of the Yale School of Management, Kay Koplovitz and Myron Ullman.

FASHION SCOOPS

TEMPERLEY TIME: After flying the flag for the British high street, and wearing pieces by retailers Whistles and Reiss for her engagement pictures, **Kate Middleton** is dipping back into designer duds. Middleton wore a black-and-white embellished Temperley London cocktail dress on Saturday night for her first official appearance with **Prince William** since her engagement in November. The dress, which Middleton wore with a tailored black jacket, was a Temperley London autumn 2009 look known as the Titan dress. Middleton and Prince William were attending a fund-raising event for the Teenage Cancer Trust, held in Thursford, Norfolk, in the east of England.



PHOTO BY CHRIS JACKSON/GETTY IMAGES

Kate Middleton and Prince William

HOW'S HE DOIN'?: Weatherproof's **Freddie Stollmack** has enlisted former New York City Mayor **Ed Koch** to publicize its second annual Coats for Clunkers charitable drive. Koch will be at New York's Penn Station this morning giving out \$100 vouchers good toward a new Weatherproof coat in exchange for a gently used coat donated to New York Cares. And how did the Weatherproof folks persuade the 86-year-old Koch to hobnob around Penn Station during rush hour? The old-fashioned way: They paid him.

ARMANI'S GREEN FINGER: In a burst of civic pride, **Giorgio Armani** has donated 50,000 euros, or about \$65,600 at current exchange, to the city of Milan to revamp an existing green area in one of Milan's most historic piazzas — Risorgimento Square — located in the heart of the city. The donation won't involve billboards or marketing strategies and stems from the designer's desire to improve the city. Over the years, he has often voiced opinions about Milan lacking in urban aesthetics.

CHUKKA CHAT: Cartier, which long has sponsored the celebrity-studded day of matches at England's Guards Polo Club every summer, is likely to wind down its support after 26 years. According to sources in London, Cartier International Day, which takes place in association with the Hurlingham Polo Association, the governing body of polo in the U.K., will happen for the last time in July. A source said Cartier is seeking more exclusive polo

events to sponsor. The Cartier International Polo Day has evolved from a socialite- and film star-heavy day of cocktails, lunch, polo watching and afternoon tea, to one with increasing numbers of guests from the TV and music worlds,

including **Geri Halliwell**, **Paloma Faith** and **Duncan James**, a former member of the boy band Blue.

The company said, "Over time, Cartier has forged a powerful link with the sport of polo worldwide. Cartier U.K.'s sponsorship contract of the International Day at Guard's Polo Club will come up for renewal in 2011, and the company will take this instance to review different patronage opportunities of the sport in the U.K."

COOL AID: Munich's night owls have found a new perch at the Polar Bar on the roof terrace of the five-star Bayerischer Hof hotel. The snowy outdoor bar, a temporary installation designed by the young Hansandfranz team of **Horst Wittmann** and **Konstantin Landuris**, will stay open until March, and has the rugged look and feel of a polar station. To help keep the chill off guests wanting to chill out, Wittmann and Landuris turned to Stone Island, Italy's function-meets-fashion sportswear specialists. Stone Island's collaboration went beyond outfitting the bar staff with jackets. The company provided its heat-sensitive Ice Jacket Fabric and glass microsphere-coated Reflective Fabric, here, used for fleece-lined blankets, rolled up like sleeping bags as well as the covering of the bedlike lounges that line the terrace.

BRIGHT STAR: Tiffany & Co. has teamed with the Municipality of Milan once again to sponsor the city's signature Christmas tree in Piazza Duomo, the base of which

is a 2,150-square-foot temporary store in the form of a giant Tiffany-blue box.

This project has been making national headlines for weeks, due to the heated negative reactions it drew from several local politicians including Mayor **Letizia Moratti**, who questioned the correctness of placing a high-end jewelry store in front of the church in a time of economic crisis.

The two sides, however, reached a compromise over the weekend, thus allowing the project to move forward sans political ire. Tiffany will devolve 9 percent of its sales and no less than 100,000 euros, or \$131,210

at current exchange, to nonprofit cancer research organization LILT and to Veneranda Fabbrica del Duomo (the organization responsible for maintaining and restoring the cathedral).

The 157-foot spruce fir tree and Tiffany store were officially inaugurated on Saturday evening and will remain in the main piazza as planned until Jan. 8.



A look from Y-3.

Y-3 IN LONDON: Y-3, the collaborative line between **Yohji Yamamoto** and **Adidas**, will open its first stand-alone store in the U.K. in February, on Mayfair's Conduit Street. The store, which will be across the street from London's Yohji Yamamoto boutique, will be opened with a retail partner, **Hervia**. Hervia operates eight stand-alone stores in the U.K., including seven of **Vivienne Westwood's** U.K. stores. The London store is the latest in a series of store openings for Y-3, which recently opened units in Los Angeles, Milan, Beijing and Dubai.

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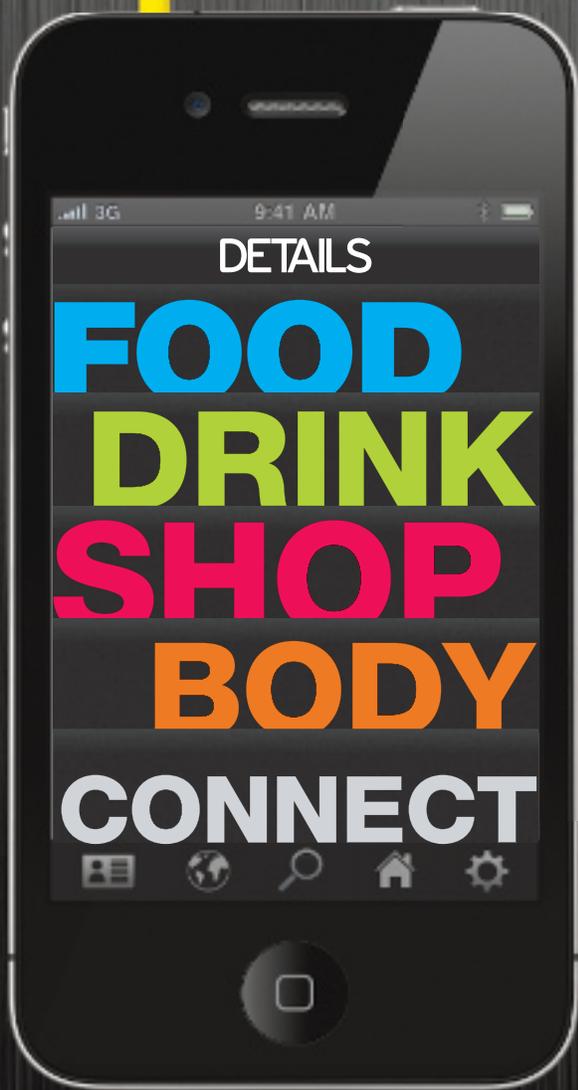
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