

# WWD

Fashion. Beauty. Business.



## Doubling Up

Capturing two fall 2024 trends in one, Miuccia Prada and Raf Simons paired power tailoring and lingerie into a single garment, like in this hybrid tweedy trouser skirt suit and sunny orange slip look that was different front to back. *For more on their marvelously two-sided collection and the rest of the shows from Milan, see pages 8 to 13.*

PHOTOGRAPH BY GIOVANNI GIANNONI

### Deal Contenders

Bids have come in for Champion, sources tell WWD.

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### Exploring Entertainment

LVMH has launched a division to explore entertainment possibilities for its brands.

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Paris hosts a new trade show, and CB2 adds two West African designers to its collective.

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## BUSINESS

# Coterie Sees Plenty of Action in Après Ski, Denim and Textured Knitwear

● More tailored and dressier looks were getting stores interested at Coterie.

BY LISA LOCKWOOD

Après ski looks, denim – especially wider and baggier – and textured and soft-hand knits were top-of-mind for retailers shopping Coterie, which was held Tuesday through Thursday at the Jacob K. Javits Center in New York.

The trade show, which featured more than 750 brands, ran the gamut from contemporary and advanced contemporary women's apparel to footwear, beauty and accessories. Nearly 20 percent of the show floor was occupied by new brands to Coterie, and some 40 percent were international brands.

"It is great to see Coterie New York return, seeing the bustle on the show floor, and hearing buzzing sentiments and connections made between retailers, brands and attendees forecasts a positive outlook in the business. We are happy to see buyers spending more time with each exhibitor and are hearing many of them

will be returning for multiple days," said Purji Kanji, president of Coterie.

"We are able to offer newness on the show floor, and the retailers appreciate the curation of new communities and brands," she said.

This season, the Verified Sustainable program returned with Brodie Cashmere, Haris Cotton, YY and I People. New to the show floor was Après Ski, a dedicated neighborhood presenting cold weather capsules and functional outerwear made for winter and ski holidays with Halfdays, Moose Knuckles, Canadian Classics and OOF Wear among the brands offered. Premium denim lines included Le Jean, Lee, Seventy + mochi, Jolie, Vacation and DedCool.

Among some of the international brands on display were Italian brands Montereggi Point, Alienina and Giovanni Cavagna, alongside Greedulous and Maison Nica from South Korea and Turkish brands Occlus and Acaria Studio.

Booths such as Z Supply, Drew, Michael Stars, Minnie Rose, Joe's Jeans, Toccin, Avenue Montaigne, Frances Valentine and Pistola were crowded with buyers writing orders.

"What I loved was the new addition to shop après ski functional skiwear and outdoor lifestyle. It's a crossover of sport, recreation and playfulness," said Rachael Robbins Kachko, contemporary ready-to-wear merchandising strategist at The Doneger Group, which provides global trend intelligence, merchandising direction and retail analysis.

She also called out denim as a major trend. "Denim is not going anywhere. Denim is a material, it's not just a jean, it's head to toe," she said, with wider, baggier and relaxed jeans, as well as barrel jeans, which are wider at the thigh and then taper back in at the ankle. Leather leggings were also evident, which pair with softer silhouettes on top. "It can be challenging to have big bottoms and big tops," she said. She said textures and soft-hand feels to the knitwear, as well as ribbed, fleece, and French terry, were offered in exhibitors' lines.

Toccin, which showed for the first time on its own at Coterie, was pleased with the pace of business at the show. Michael Toccin, founder of Toccin, said that the brand worked with a lot of specialty stores at Coterie. "The specialty store business was not our [primary] business, but there's a great opportunity here for great specialty stores to discover Toccin," he said. He said he picked up new accounts, including one in Raleigh, N.C. Toccin sells to such stores as Bloomingdale's, Saks, Rent-the-Runway and about 50 specialty stores, he said.

Toccin said the brand's houndstooth dress was doing amazing. "The hero pieces are the outerwear. Our collection has

doubled this season," he said. In addition to outerwear, power suiting, dresses and knit sets (jacket and skirt) were doing well.

"Athleisure is over, it's all about getting yourself together," he said.

Overall, Toccin's prices range from about \$295 to \$1,495, with an average price point of \$595.

Mavi was showing denim sportswear, and seeing interest across all styles of denim – wide-leg, straight-leg, high-rise and low-rise. "Flares are doing really well," said Alissa Friedman, senior marketing manager. She said in general for fall, a darker denim was selling well.

"We're a denim brand at heart and we recently expanded into sportswear. We're doing a lot of sets, denim on the top and bottom and jumpsuits," said Friedman. She has also done well with the barrel jean.

"We're aiming for 100 percent of our denim collection to be sustainable by 2030," said Friedman, adding the collection is manufactured in Turkey and Istanbul.

Justin Stankiewicz, vice president of Lyse, said the line has branched out into a lifestyle collection, featuring knitwear, bottoms, dresses, coats and jackets. "What's really started moving are our blouses, knitwear and dresses," he said. Lyse also makes a vegan leather pant that stretches.

For fall, the collection starts at under \$100 at retail and goes up to \$300. "This is going to be our best one [Coterie] yet. We have the most appointments we've ever had," he said.

Christine Rinere, owner of The Dressing Room, a two-unit retailer in Wallingford and Madison, Conn., that caters to ▶

