

# WWD



## Personal Prose

The new hair-care brand Prose aims to bridge the online and off-line worlds via salons.

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## Miami's Moments

Art Basel Miami Beach's social scene hit high gear with parties by brands from Dior Homme to Gucci.

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## Looking Up

Vince's results begin to improve as the company details its turnaround strategy.

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Fashion. Beauty. Business.



# PATCH IT UP

Ever more freewheeling, men's wear boasts logos galore, streetwear and retro touches, plus bold prints, seen here in Bode's wool blend coat, cotton shirt and pants. *For the best of the spring season, see pages 12 to 15.*

PHOTOGRAPH BY CHAD DAVIS

## FASHION

# DVF Looks To Sell Equity Stake

- Von Furstenberg said she plans to hire Michel Dyens & Co., a leading independent investment banking firm, to sell the stake.

BY LISA LOCKWOOD

**Diane von Furstenberg** is eyeing the sale of a stake in her fashion company.

Speculation grew Thursday that DVF was looking to sell all or part of the contemporary sportswear company and close underperforming stores.

But von Furstenberg told WWD: "I'm not selling the business, but the time has come for me to bring in management that the company deserves. I have decided that we probably will sell an equity stake," she said.

Von Furstenberg said she plans to hire Michel Dyens & Co., a leading independent

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## CEO TALKS

# BURTON'S DONNA CARPENTER TELLS ALL

THE WIFE OF FOUNDER JAKE BURTON CARPENTER HAS HELPED THE COMPANY BECOME A CHAMPION FOR WOMEN'S ISSUES AND SUSTAINABILITY.

BY JEAN E. PALMIERI  
PORTRAIT BY ANDREW MORALES

**Donna Carpenter** was only 20 years old when she walked into a bar in Londonderry, Vt., on New Year's Eve in 1981 — and her life changed forever.

It was there that she met Jake Burton Carpenter, who had started a business out of his barn in 1977 creating this newfangled product called a snowboard. They married a year later and over the past 35 years have worked together to build Burton Snowboards into an undisputed leader in the snow sports industry.

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The Beauty Inc. award winners.

## BEAUTY

## Beauty Inc Honors Urban Decay's Wende Zomnir With Impact Award

- The 16th annual WWD Beauty Inc ceremony recognized other achievements across the industry.

BY LAYLA ILCHI

**Wende Zomnir** knows how to make her presence felt.

The winner of WWD Beauty Inc's first Impact Award, Urban Decay's cofounder looked to the brand's initial mission statement from 1996 when accepting her award Thursday morning during the publication's annual awards ceremony held in Manhattan's Rainbow Room.

"When we started Urban Decay, my goal wasn't to knock on the door of the cosmetics department, my mission was to knock

it down," Zomnir said. "Back in 1996 I wrote a brand statement that said, 'Urban Decay is makeup for self-expression. It's for girls and boys who want to rattle the notion of what beauty is.'"

With that unshakable vision and an assortment of unconventional products, like edible sparkly body powder and punk-inspired nail polish, Zomnir transformed the brand, now owned by L'Oréal, from an indie darling into the second-largest makeup brand in the U.S., all the while maintaining an ethos of inclusivity and self-expression.

"The standard notions of beauty aren't so strict anymore and that's one of the cool things that Urban Decay and a lot of other indie brands have done for this industry and our customers," she said. "It's opened up a

world of beauty customers who didn't feel included before. They feel included now."

During the presentation, Conor Begley, cofounder of Tribe Dynamics, presented four key social media trends in beauty during 2017 and their expected impact for the year ahead: increased investment in influencers, customers buying products based on other customer reviews; increased growth in social media for skin and hair-care categories, and more diversity among products and brands.

"This will lead to a redefinition of the way demographics have historically been used," he said of the last point. "We're moving toward more inclusivity and diversity with whom we work with and a more one-to-one conversation between the brand and the influencer."

An emotional moment during the event came when WWD's longtime executive beauty editor Pete Born, who assumed the role of editor at large in October, was presented with the Visionary Award. Phasing out the Visionary Award in his honor, starting next year the main award will be the Peter Born Impact Award.

"I've been here for 27 years because I've had a front row seat to the greatest show on earth accompanied by the greatest crew," he said. "I love this industry and the people in it because it has both a mind and a heart. It is a business with a strong pulse and as someone who came out of college with the idea to be a science writer, I was attracted to a business that combines chemistry, art and psychology."

Here, a full list of this year's winners:

**Product of the Year, Prestige:** It Cosmetics Bye Bye Lines Foundation (color cosmetics), Nannette de Gaspé (skin care), Floraïku (fragrance)

**Product of the Year, Mass:** Burt's Bees Beauty (color cosmetics), St. Ives Mixing Bar (skin care), Maui Moisture (hair care)

**Brand of the Year:** Too Faced Cosmetics (prestige), Maybelline New York (mass)

**Retailer of the Year:** Bloomingdale's (prestige), Wal-Mart (mass), Coty Inc. and Story (specialty)

**Newsmaker of the Year:** Brandon Truaxe, founder of Deciem, The Abnormal Beauty Company, and Kylie Jenner, chief executive officer of Kylie Cosmetics

**Digital Innovator of the Year:** Shi-seido and MatchCo (prestige), Morphe (mass), Wunder2 (specialty)

**Indie of the Year:** Drunk Elephant  
**Influencer of the Year:** Marianna Hewitt

**Disrupter of the Year:** Julep

**Founder's Award:** Jo Horgan, founder, Mecca Brands

**Brand Builder of the Year:** Tevya Finger and Daniel Kaner, cofounders and copresidents of Oribe Hair Care

**Launch of the Year:** Fenty Beauty by Rihanna (prestige), Beauty Pie (mass)

**Corporate Social Responsibility:** The Estée Lauder Cos. Breast Cancer Campaign

**The Impact Award:** Wende Zomnir, cofounder, Urban Decay

**The Visionary Award:** Pete Born, editor at large, WWD

## BEAUTY

## Camille Rose Naturals Adds Body, Skin-care Products

- The brand is best known for products for people with natural and curly hair.

BY ALLISON COLLINS

**Camille Rose Naturals** is branching beyond the multicultural hair section.

The brand is known for hair products for women with natural and curly hair – which, in its retail partners, sit in the ethnic hair aisle. But with its late-December debut of facial soap, body collection and Superfood Vitamins at Target, Camille Rose will soon be in the market for all demographics.

"We don't want to just sit in the hair category, we want to branch out," said Janell Stephens, the brand's founder. "Camille Rose is a total-wellness type of brand – we started with hair, but we have so much more to offer."

For Camille Rose, the future includes launching its Garden Collection, which includes Tamanu, Turmeric and Rice Bran facial soaps, plus Body Collection, including Cupacu Sweet Cream Body Nourisher, Orange Honey Bath Elixir and Caramelized Cane and Sugar Balm, with Target on Dec. 24 exclusively for nine months. The body,



Camille Rose facial soaps.

facial soap and vitamin launches come as the brand works to migrate into the lifestyle category – cleaning products and candles are coming soon, starting with the brand's holiday gift set, Stephens said. The company also plans to debut collagen and turmeric supplements in the future.

Stephens, a mother of five, started making products about five years ago when she couldn't find the nontoxic options she was looking for in store. She is still known as the brand's "master mixtress" because of her hands-on involvement in each product's formulation. The brand's products all smell sweet, and its lineup includes Almond Jai Twisting Butter, Curlaid

Moisture Butter, Growth & Shine Balm and Aloe Whipped Butter Gel.

"I'm known to be this hand-crafted brand. I make all of my formulas and make all of my products by hand first," Stephens said.

Camille Rose is part of a growing sub-segment in beauty – better-for-you products created for women of color. Other brands in the space include Nubian Heritage, which was just sold to Unilever with the takeover of its parent company, Sundial; SheaMoisture (also part of the Sundial family), and The Mane Choice, which highlights the use of vitamins and food-like ingredients in its products. In 2016, the Environmental Working Group came out with a study that said of nearly 1,200 personal-care products marketed toward African-American women, one in 12 rated "highly hazardous," according to the group's ingredient scoring system.

Initially, Camille Rose launched in 105 Target doors but now is in about 9,000 total doors, including about 600 Wal-Mart locations, about 1,700 Sally Beauty stores and about 100 CVS doors. For 2018, the brand is plotting more in-store activations.

"You're going to see Camille Rose doing a lot more in store," Stephens said. "We

want our consumers to have the full Camille Rose experience."

Stephens has plans to do in-store events as well as other types of branded events. Later this year the brand plans to partner with Target on a "food truck tour" that starts in New York City's Union Square and is meant to educate consumers about the brand.

The business is on track to do about \$10 million in sales for 2017, according to industry sources. Next year, expect to find Camille Rose overseas – the brand is working on South Africa and European market launches, according to Stephens. In addition to its retail partners, it also sells on its web site. "My site is my own retail store," Stephens said. "I can do whatever I want on there, I normally test there."

The business is still privately owned, but Stephens is open to "the right offer," she said, specifying she'd consider minority investments, at this point. "It has to be the perfect partner for me because my brand is so young and I have so much growth ahead of me...the perfect partnership to me would be someone who shares the same ideas, has the same creativity for the brands – I don't just want money, I want a true partner."