

WWD

Fashion. Beauty. Business.



Leather Race

Richemont plans to step up its leather goods activities, increasing the competition with LVMH and Kering.

Page 5



Retailers' Love Affair

Who is buying retailers' shares? They are.

Page 11



Developers' Delight

Real estate developers are upbeat about the future despite brick-and-mortar woes.

Pages 13 to 25

BUSINESS

LUXURY BRANDS RULE ROYAL WEDDING

STELLA MCCARTNEY



Markle Sparkles

Meghan Markle, now the Duchess of Sussex, wowed the world at her marriage to Prince Harry, first in a Givenchy gown by artistic director Clare Waight Keller and later in a simple white dress by Stella McCartney, whose sketch is seen here. For more on the royal wedding, see pages 8 to 10.

- Some already big names in fashion and luxury are set for a boost because of the new Duchess of Sussex.

BY SAMANTHA CONTI WITH CONTRIBUTIONS FROM LORELEI MARFIL AND JULIA NEEL

LONDON – Saturday's wedding at Windsor will be a boon for more than just Prince Harry, Meghan Markle and the royal family. It has already lifted the morale, and public image, of a country beset by problems – including Brexit woes, knife crime, a squabbling government – and the halo effect is set to last.

The day was also a showcase for some big designers and brands – Givenchy, Stella McCartney and Cartier, in particular – and the exposure will only burnish those names in the eyes of the public.

According to Brand Finance, the brand valuation and strategy consultancy, the wedding will benefit the British economy by more than one billion pounds, spread across several industries. Of that, some 150 million pounds is expected to come from increased clothing sales associated with the "Meghan economy" – women wanting to wear the same brands as the new Duchess of Sussex.

David Haigh, chief executive officer of Brand Finance, called Markle "an accomplished actress in her own right, with a global popularity and a strong personal brand."

He said her association with monarchy means she will become "a powerful ambassador for British brands, especially in her native United States. Although we are observing only the beginnings of the 'Meghan effect,' it will undoubtedly match or even surpass the 'Kate effect' in its influence on the fashion industry," referencing the impact Kate Middleton has had.

The company also said that earned media coverage for "brand Britain" in the run-up to the royal wedding, and live from Windsor, has a value of at least 300 million pounds, including international broadcast, online and print coverage.

The publicity could not have come at a better time for Givenchy, whose artistic director Clare Waight Keller made the wedding gown; Stella McCartney, who designed Markle's evening look and dressed many of the celebrity guests, and Cartier, whose jewels the bride wore for day and evening.

Later this year, Givenchy is set to open its first London flagship on New Bond Street with triple frontage on Albemarle and Grafton streets. The store will be located in part of the Asprey flagship, which is downsizing yet again. The opening will be a big moment for Givenchy, which does not have a stand-alone home in London, but is stocked at Harvey Nichols,

CONTINUED ON PAGE 8

FASHION

John Varvatos Now Offers Jewelry

- The line launched Sunday and will encompass around 100 pieces.

BY JEAN E. PALMIERI

John Varvatos is going into the jewelry business – and not in a small way.

Through a licensing deal with Gurhan Orhan, the designer has created his first signature jewelry collection, which will consist of more than 100 pieces of bracelets, cuff links, necklaces and rings. The designs will be crafted using precious and semiprecious stones, sterling silver, bronze, brass, leather and 18-karat gold.

And like the designer's apparel collection, the jewelry will have a rebellious, rock 'n' roll edge and is intended to complement his men's wear. Prices will start at \$198 retail.



Looks from the new jewelry collection.

Among the materials that will be used are black diamonds, sapphires, lapis lazuli, black onyx, sodalite, pyrite, gray obsidian, jasper, turquoise and labradorite. Varvatos stressed that the stones were all hand-selected from various sources around the world that ensure ethical treatment of those who mine, produce and deliver the stones. Diamonds were sourced in compliance with the guidelines of the Kimberley Process, a certification system developed to prevent conflict diamonds from entering the market. And the collection was hand-finished by artisans in Istanbul.

"Jewelry has always held an important place in our brand DNA. Last fall, while searching for the right partner to further develop and create a more robust collection, I met renowned jeweler Gurhan Orhan," Varvatos said. "We immediately connected on so many levels. Together

we've created a very special and unique signature collection."

The collection will be sold beginning May 20 at the Varvatos retail stores and online, and will also be offered at wholesale for fall.

"It is a dream for me to have found a partner who shares my passion for rock music and the style that goes along with it," Orhan said. "My own line of jewelry is an important reflection of one part of my life – world history and ancient cultures. John's line enables me to celebrate another huge part of my life: music. Every part of creating this jewelry line for John Varvatos has been about sharing the same ideas, mentality and passion. I love working with John as much as I love the line we have created together."

Since launching his eponymous collection in 2000, Varvatos has expanded beyond tailored clothing and sportswear to footwear, bags, belts, eyewear, watches and men's fragrances. He also produces the lower-priced John Varvatos Star USA Collection.

FASHION

Woolmark Partners With 3.1 Phillip Lim

- Lim sourced a selection of innovative fabrics and yarns to produce 24 key women's wear pieces designed with Australian merino wool.

BY LISA LOCKWOOD

The Woolmark Co. has teamed with 3.1 Phillip Lim to develop a fall collection and ad campaign.

Collaborating with Woolmark, designer Phillip Lim sourced a selection of innovative fabrics and yarns to produce 24 key

women's wear pieces designed with Australian merino wool. The capsule also includes Lim's first production of a wool puffer coat, which will be featured in the campaign.

Lim and Woolmark will host special in-store events at select Saks Fifth Avenue and Lane Crawford locations, timed with the capsule's delivery in October.

"Our 'Merino Series' speaks to the spirit of individuality, a core tenet of the 3.1 Phillip Lim brand ethos," said Lim. "For this capsule, we wanted to utilize wool in unexpected ways and reimagine its boundaries. We explored the character of a lavish nomad with colors, dusted by the sun, silhouettes



An ad image for 3.1 Phillip Lim and Woolmark's capsule collaboration.

patch-worked together and playful, exaggerated proportions – an eclecticism collected

from travel and memory.

"Whether it is the oversized puffer coat, the checked suit, or the color-blocked panne-pressed trench, I found the breadth and possibility within the material to be quite compelling for the modern woman's wardrobe," said the designer.

Stuart McCullough, managing director of The Woolmark Co., added, "3.1 Phillip Lim is one of the fastest-growing contemporary luxury brands, providing beautiful, everyday pieces to modern consumers challenging the norm. The partnership between The Woolmark Co. and 3.1 Phillip Lim is a natural fit, with both brands' ethos based on quality and integrity. In addition, the label's signature mix of sophistication-meets-streetwear is further enhanced by merino wool's innate versatility."

In addition to Saks and Lane Crawford, the capsule will be stocked worldwide at Harrods, Selfridges, Net-a-porter, Shopbop and Ssense.

BEAUTY

Indie, Niche Brands Sweep CEW Beauty Insider Awards

- Indie brand entrants increased 26 percent, and Drunk Elephant, Briogeo, Pixi and more were honored.

BY ELLEN THOMAS

It's all about the indies.

Indie brands dominated the 24th annual CEW Beauty Insider Awards, held Friday at the Hilton Hotel in New York's Midtown. Entrants to the Indie category increased 26 percent from 2017, and a new award, Indie Hair, was established. A series of indie brands snapped up trophies, including Ouai Haircare, Supergoop, Briogeo, Pacifica, Chuda Skincare, Pixi, Sakara Life, The BrowGal, Beautyblender and Drunk Elephant. The latter two brands each won two awards.

"We'd always get the feedback that it's only the big companies that win," said Carlotta Jacobson, president of CEW. "But that's the shift we're seeing through [the Awards]...the way the industry is changing. The indie brands are really having an effect, when you see them win this many awards....I don't think we've [ever] seen it as much."

Even non-indie winners deviated from

traditional legacy brands. In the prestige antiaging category – steeped with big beauty names like Clarins, Elizabeth Arden and Clinique – Amorepacific Corp.'s Laneige won for its Water Sleeping Mask. In makeup, Pixi's Matte Last Liquid Lip won Best Mass Lip Product, up against Covergirl, L'Oréal Paris and Revlon.

"It's not the same players...we're seeing the membership recognize [that] it's not only the big companies with interesting products," Jacobson said. "And it's really [reflective of] a shift in consumer preferences toward [niche brands]."

While not technically indies anymore, brands acquired by the beauty behemoths also received several awards. Oribe – acquired in December by Kao for an estimated \$400 million – won two awards. L'Oréal-owned Urban Decay and It Cosmetics and The Estée Lauder Cos. Inc.-owned Becca Cosmetics each won awards as well. "It's the brands that were bought who are bringing in the awards, not the heritage brands – that was interesting," Jacobson said.

This year, CEW teamed with The NPD Group to track growing segments and introduced five new categories: Indie Hair, Nutricosmetics, Niche Fragrance, Packaging

and Formula Innovation.

Here, the 2018 CEW Beauty Insider Award winners: Acne Treatment: Philosophy Purity Made Simple Pore Extractor Exfoliating Clay Mask; Mass Antiaging: Neutrogena Rapid Wrinkle Repair Regenerating Cream; Prestige Antiaging: Laneige Water Sleeping Mask; Mass Bath and Body: Aquaphor Ointment Body Spray; Prestige Bath and Body: Ouai Haircare Rose Hair and Body Oil; Best Beauty App: Perfect Corp. YouCam Makeup; Mass Best Seller: Herbal Essences Bio:Renew; Prestige Best-Seller: Philosophy Purity Made Simple Pore Extractor Exfoliating Clay Mask; Cleanser and Scrub: Shiseido Cosmetics America Waso Soft and Cushy Polisher; Mass Eye Makeup: L'Oréal Paris Voluminous Lash Paradise; Prestige Eye Makeup: Urban Decay Naked Heat Eyeshadow Palette; Eye Treatment: Estée Lauder Advanced Night Repair Eye Concentrate Matrix Synchronized Recovery; Mass Face Makeup: Neutrogena Hydro Boost Hydrating Tint; Prestige Face Makeup: NARS Soft Matte Complete Concealer; Hair Coloring Product: L'Oréal Paris Colorista Semi-Permanent Hair Color; Hair Shampoo/Hair Conditioner: Oribe Gold Lust Pre-Shampoo Intensive Treatment; Hair Style/Hair Care: Oribe Swept Up Volume Powder Spray; Hair Tools: Drybar Wrap Party Curling & Styling Wand; Mass Iconic Beauty: Dove White Beauty Bar; Prestige Iconic Beauty: Beautyblender Original Beautyblender; Indie Brand: Drunk Elephant; Indie Hair: Briogeo Hair Care Scalp Revival

Charcoal + Coconut Oil Micro-Exfoliating Shampoo; Indie Makeup: The BrowGal The Weekender; Indie Skincare: Drunk Elephant T.L.C. Sukari Babyfacial; Mass Lip Product: Pixi by Petra Matte Last Liquid Lip; Prestige Lip Product: NARS Powermatte Lip Pigment; Lip Treatment: Fresh Sugar Lip Caramel Hydrating Balm; Makeup Tools: Beautyblender Beautyblender Swirl; Men's Grooming: Tom Ford Beauty Shave Cream; Men's Scent: YSL Beauty Y Eau de Toilette; Men's Scent Perfumer: Dominique Ropion, IFF; Mass Moisturizer: Aveeno Positively Radiant Overnight Hydrating Facial; Prestige Moisturizer: IT Cosmetics Secret Sauce; Most Buzzed About Beauty Collaboration: Becca Cosmetics Becca x Chrissy Teigen Glow Face Palette; Nail Product: Essie Treat Love and Color In Sheers to You; Derek Lam 10 Crosby Parfum Stick; Niche Fragrance Perfumer Award: Clément Gavarry, Pascal Gaurin, Yves Cassar and Laurent LeGuerrec, IFF; Nutricosmetic Product: Sakara Life Beauty Chocolates; Skincare Tools: Rodan and Fields Redefine Amp MD Micro-Exfoliating Roller; Sun Product: Supergoop! Super Power Sunscreen Mousse SPF 50; Women's Mass Scent: Pacifica Beauty Aromapower Hardcore Happy; Women's Prestige Scent: Gucci Bloom; Women's Scent Prestige Perfumer: Alberto Morillas, Firmenich; Packaging of the Year: Derek Lam 10 Crosby Parfum Stick; Innovation of the Year: Geltor, Inc. N-Collage; Sustainability Excellence: NaturaBrasil; QVC 2018 Beauty Quest: Chuda.