



WWD

WEDNESDAY, FEBRUARY 18, 2015 3PM WOMEN'S WEAR DAILY

Copping Takes Over

It was the most anticipated show of the New York season. The room pulsed with goodwill and some sadness at Oscar de la Renta on Tuesday as Peter Copping began his tenure with a collection that played as something of a lovely anthology intended to show the house's range. One reason de la Renta chose Copping as his successor: their mutual appreciation for the feminine flourish. Here, Copping's delicate chiffon blouse and cashgora skirt. For more on the New York collections, see pages 6 to 10.

COLLECTIONS
NEW YORK
FALL 2015

NO ACQUISITIONS SEEN

Kering's 2015 Focus: Fixing Gucci, Puma

By JOELLE DIDERICH

PARIS — Kering is putting acquisitions on hold as it focuses on turning around its struggling cash cow luxury brand Gucci and sportswear maker Puma.

"We will not make any acquisitions this year and we will focus all our efforts on organic growth," François-Henri Pinault, the group's chairman and chief executive officer, said at a press conference detailing its 2014 results, which saw a 5 percent dive in operating profits on a 4 percent increase in revenues. "I consider that my portfolio today is more or less ideally positioned in the different market segments with growth potential," he added.

Despite a slight improvement in the fourth quarter, Gucci ended the year with revenues down 1.8 percent at 3.5 billion euros, or \$4.65 billion. The brand enjoyed positive sales in Japan and the United States but faltered in Europe and the Asia-Pacific region, where antidemocracy protests strangled tourist flows to Hong Kong and Macau in the fourth quarter.

As analysts expressed skepticism about any quick fix, Pinault promised a turnaround as early as the second half of 2015, noting that Gucci's new ceo, Marco Bizzarri, and creative director, Alessandro Michele, were working to revamp the brand's product offering, communications and stores.

"These are initiatives that will last a long time, but the results will already be very tangible in the second semester. It won't take three years," he said, predicting the brand would return to "normalized" growth this year.

"A brand like Gucci should be able to at least enjoy the same growth as the worldwide market for luxury, but by effect of excellence in execution... We should be able to deliver significant growth," Pinault added.

Kering surprised markets in December by revealing the departures of former ceo Patrizio di Marco and creative director Frida Giannini. Michele is to

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Advanstar's New Frills: Links With Curvexpo

By JEAN E. PALMIERI

LAS VEGAS — MAGIC continues to expand its reach. UBM Advanstar, producer of MAGIC Marketplace, has entered into a strategic alliance with Eurovet-Curvexpo that will bring the women's lingerie and swimwear show into the MAGIC fold beginning in August.

Under the terms of the deal, CurveNV at MAGIC will relocate its show from the Venetian's Convention Center space to the central hall at the Las Vegas Convention Center, adjacent to the WWD/MAGIC show. CurveNV at MAGIC will be held twice a year, in August and February, and will significantly increase the amount of lingerie and swimwear available to retailers shopping the Las Vegas market.

The first edition of the event will be held Aug. 17 to 19. The deal was revealed on the opening day of the MAGIC Marketplace shows here Tuesday, where the mood was upbeat amid the busy exhibition halls. As for early trends, activewear and loungewear continue to dominate the market. Key items included bodysuits, skirts, fleece, French terry knit joggers, lounge pants, cocoon and pullover sweaters, and cardigans, while at the existing Curve show, several brands introduced expanded loungewear and sleepwear groups.

Although some East Coast buyers struggled to get to Vegas because of winter storms, the retailers who were in attendance were optimistic, given a strong holiday season, good early spring receipts and the improving U.S. economy.

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PHOTO BY GIOVANNI GIANNINI



Christian Benner Custom



Rialto Jean Project

Seaport District NYC

Only At Seaport

- Admit To Bitter
- Brother Vellies
- Christian Benner Custom
- Lee Lee's Forest
- ModaBox
- Rialto Jean Project
- South Street Local Artists
- Whisper Editions



Whisper Editions



Brother Vellies